

SECURITY PRODUCTS

Market Background - Iranian market for modern security products is in its initial stage of development and presently offers little sales opportunity to North American and European exporters of sophisticated equipment. Most security systems used in Iran are traditional and basic, e.g. preventive metal bars, barbed wires, guards etc. Imports of electronic warning devices is however growing and concentrated on simple systems of low price from Taiwan, Singapore and other South East Asian markets.

Market Segments and Opportunities

- 1) **Banks and security sensitive buildings:** High risk buildings use safes, heavy doors, bullet proof windows and sophisticated alarm systems. Most items in this category are imported and large international security system manufacturers, e.g. Chubb Security, are present in the market for the total system design and installation. This segment is the major area where Canadian exporters of security equipment and services have a chance of entering the market.
- 2) **Automobiles:** Import of foreign cars which was banned after the revolution of 1979 has recently become authorized and large numbers of new foreign cars are now in use. Buyers of these cars prefer to equip them with alarm systems resulting in emergence of a good market for such items.

COMPUTER HARDWARE AND SOFTWARE

Market Background - The computer hardware and software market in Iran offers good opportunities to companies with international export experience willing to devote the financial and personnel resources so often required to succeed in this part of the world. The sector itself is already heavily represented in Iran by most major European and North American computer software and hardware manufacturers, and competition (both in quality and pricing) is stiff.

Nevertheless, Iran's computer market has only recently started to expand, with new applications and hardware in demand in both public and private sectors. Iran's computer industry has remained largely undeveloped since the Revolution and an eight year war with Iraq, which limited the country's ability to import computing equipment. Today, all levels of industry recognize the possibilities which personal and main-frame computers hold in Iran's drive for industrial modernization and development.

Market Access and Restrictions - Whether a foreign company is a supplier of hardware or software, a local agent or representative (paid on a commission or other basis) is essential to ensure marketing success. Iranian companies wishing to import computers and computer-related products must be registered with the Informatics Council of Iran's Plan and Budget Organization. Most active companies are members of Iran's Chamber