

# Access to the Iranian Market

Dr. Gholamreza RAFIEI, Attorney at Law  
Legal Counsel to the Iran-Switzerland Chamber of Commerce (Tehran)

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Faculty of Law- Neuchâtel University



Damavand, Alborz Mountain  
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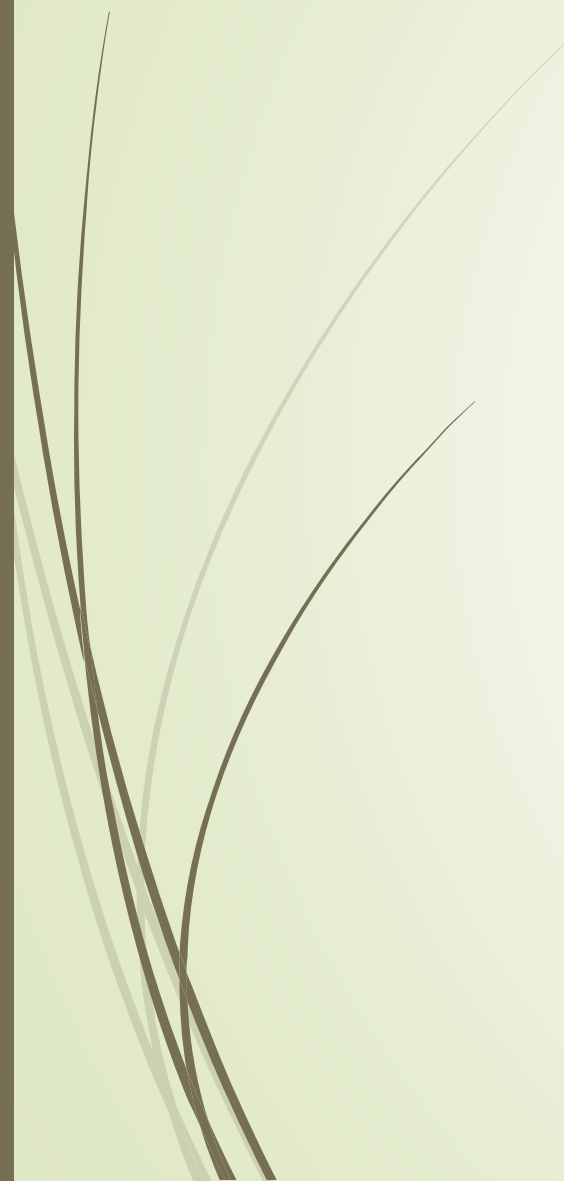
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**The Business Bridge between Iran and Switzerland**

Founded 2014

# Suisse Iran

## Revue de presse

Mai 2016

*Autour du voyage de la délégation helvétique et genevoise en Iran*





## **Iran: une visite officielle fructueuse pour les sociétés suisses**

1.3.2016 Sébastien Dubas



*Johann Schneider Ammann avec son homologue iranien Hassan Rouhani*



## Fundamental elements to access Iran market:

- Precise identification of the motive
- Type of intended commercial activity
- Which intellectual property involve?
- Long or short-term business plans
- Permissions and approvals
- Tax & Social security dues
- Applicable law and regulation
- **Iran-Switzerland bilateral agreements**

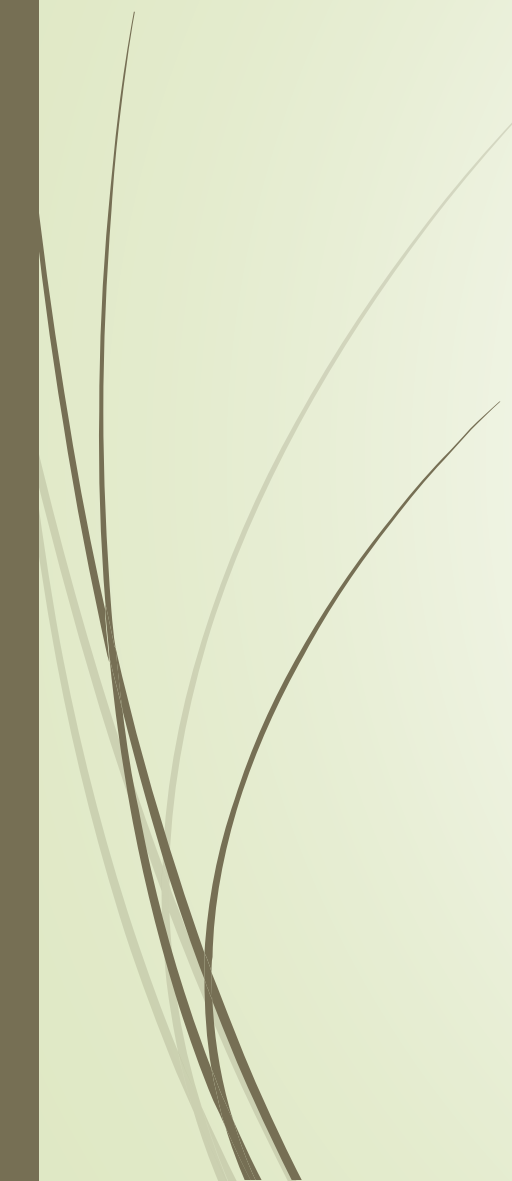
# What are different options for Swiss companies?

- Registration of a new Iranian company (Which type of company PJSC or LLC)
- Entering into an existing Iranian company as a new shareholder
- Registration of branch and registered agency in the company house
- Registration of agency agreement in the Ministry of Commerce
- Partnership Contract (Joint venture Agreement)





# Registration of a new Iranian company

- Shareholding percentage
  - Designation and Control of board of directors
  - Private Joint Stock Company (PJSC)
  - Limited Liability Company (LLC)
  - Ownership in real states and immovable properties
- 



# Permissions and approvals

- Foods
- Sanitary products
- Pharmaceutical
- Cosmetics
- Insurance
- Banking
- Aviation
- Inspection/Surveillance services

# Corporate income tax regulation

- Tax facilities provided to non-Iranians investing in Iran
- Safeguards against being re-taxed in the Direct Taxation Act
- Taxability of the activities of agents of foreign companies
- Taxation regime of foreign companies operating in Iran
- (Direct Taxation Act (Article 105): Flat rate of 25%)
- Tax exemptions for foreign company
- (Articles 132 to 146 of the Direct Taxation Act specify the major tax exemptions.)
- How are corporate taxes calculated?

Article 105 of the Law, the total income of companies and other legal entities earned from their profitable activities in Iran or abroad shall be subject to a flat rate of 25% after deduction of losses and exemptions.

- VAT in Iran

The Law on Value Added Tax was passed on 29 January 2008 to be implemented for five years on a temporary basis. In the Iranian year 1394 (21 March 2015- 20 March 2016) the VAT is 9%.

- What types of tax incentives are there for investments and activities in the Free Trade-Industrial Zones in Iran?

Law Concerning the Manner of Administering the Free Trade-Industrial Zones of Iran: Exemption from direct income tax (15 years, from the date of operation)





# Iran's online entrepreneurs & innovative startup

**Silicon Valley investor Dave McClure:**

“Like many emerging economies, Iran has a large population, one which is substantially educated and has a large entrepreneurship potential,”



## **Internet and smartphone penetration**

(70% of the 80m populations are under 35)

46 million Internet users (57.2% penetration)

60% of Iranians have access to a smartphone

50% of Internet users in the Middle East



## From Digikala to Hamijoo: the Iranian startup revolution, phase two

In Iran, Twitter, YouTube and Facebook are among many sites blocked by the authorities, spurring a generation of young entrepreneurs to invent their own versions. Now, with the prospect of sanctions easing and the world lining up to invest in the tech sector, is all that about to change?



Startup success stories, left to right: Mohammad Noresi, founder of Hamijoo, Nazanin Daneshvar, founder of Takhfifan and Tabassom Latifi, founder of Mamanpaz





# iBRIDGE Barcelona

Was held on 8-10 December 2016

A Global Meetup with High Tech Entrepreneurs of Iranian Descent



[Press Release](#)



**Hamid Mohammadi, Digikala's co-founder:**

“The situation in Iran is quite exceptional, there is a huge market for startups, something you can't easily find in other countries, and maybe that's why many of the Iranian diaspora are returning to Iran.”



**1) Digikala** [www.digikala.com](http://www.digikala.com)

(An online e-commerce platform)

Biggest in the Middle East with around 750,000 unique visitors per day and is estimated to be worth \$150m)

Founded by Mr. Said and Hamid Mohammadi

**2) Aparat** [www.aparat.com](http://www.aparat.com)

An Iranian version of YouTube

Founded by Mr. Javad Sharifi Moghaddam

**3) Takhfifan** [www.takhfifan.com](http://www.takhfifan.com)

(A Groupon-type website)

Founded by Ms. Nazanin Daneshvar







**4) Hamijoo** [www.hamijoo.com](http://www.hamijoo.com)

(Iranian crowd funding platform)

Founded by Mr. Mohammad Noresi

**5) Mamanpaz** [www.mamanpaz.ir](http://www.mamanpaz.ir)

(Offers real home cooking to its online customers)

Founded by Ms. Tabassom Latifi

**6) Cafe Bazaar** [www.cafebazaar.ir](http://www.cafebazaar.ir)

(Mobile app store)

Founded by 28-year-old Hessam Armandehi

Worth \$20m and offer more than 25,000 Iranian and international apps





**7) Snapp Taxi** [www.snapp.ir](http://www.snapp.ir)

Founded by Shahram Shakar

A joint venture between South African Telecom Company (MTN) and the Germany-based company Rocket Internet





# Thank you

Gholamreza RAFIEI

[www.olya.ir](http://www.olya.ir)

rafiei@olya.ir