



**hamta**®  
INTERNATIONAL GROUP

amta

HAMTA COMMERCIAL  
ENTERPRISE



HAMTA  
PRINT INDUSTRY

## WHO WE ARE

Founded in 1964 Hamta Group provides a range of turnkey solutions and services to variety of industries in Iran and Iraq. We are also sole agent of some of the leading manufacturers and suppliers in the world. Our group is supported by very solid financial backing, which is a result of our long history and varied experience. We've been in business for almost 50 years and throughout that time we have constantly refined our operations to be as efficient as possible. At the moment our group comprises of 4 main business units.

### Graphic Arts Industry

Hamta is a respected and well-known name within graphic arts community in Iran. All the major players in Iranian printing industry including printers, suppliers and trade associations recognize Hamta group as a key player in graphic industry in Iraq and Iran. We are the exclusive agent for 27 international manufacturers and suppliers in graphic arts industry.

### Food Industry

Our food business unit is rapidly growing. During 2012-2013 fiscal year this unit generated more than \$ 200 million USD in sales and we are working closely with top international food industry players around the globe. When it comes to food industry we boast local knowledge plus international support.

### Automotive Industry

Hamta was the franchise holder of Ford Motors prior to the 1979 Iranian revolution. Backed by our legacy in automotive industry, in 2013 we decided to re-enter this market. Since the beginning of 2013 we have been exporting and delivering cars to Iraq market. By taking advantage of our financial strength we successfully opened two modern and state-of-the-art car service centres in Iran and Iraq to ensure buyers access to proper maintenance and spare parts. We are committed to invest substantially in this sector to respond to the increasing demand for all kinds of cars in both countries.

### OIL, GAS & PETROCHEMICAL

Hamta Group has trustable experience in importing Equipment and high tech technologies addressed to Oil industry in Iran Hamta Group cover a wide range of activities from design, manufacturing, engineering, commissioning of heavy equipment and machinery (including, inspection, testing, certification and maintenance) through up to visualization systems, software solutions and Safety & Environment services. Because the Hamta Group is well connected with its European counterparts, it has a wide international network and a strong base at its disposal.



## A MESSAGE FROM MANAGING DIRECTOR

A handwritten signature in white ink on a dark red background. The signature is stylized and appears to read 'R. Sezavar'.

REZA SEZAVAR

We are almost halfway through the second decade of 21st century and we are witnessing with awe, a seismic shift in global businesses practices. We find ourselves part of a global society undergoing major changes at an unprecedented rate, and how we adjust to those changes will determine our success as an organization able to meet its customers' demand for new technology and better efficiency.

With the goal to fill the gap between our customers' demand for top of the line products and state-of-the-art technology available in the market Hamta Group is relying on top notch experts and 50 years of valuable experience in offering innovative turnkey solutions.

Our ability to respond to ever-changing consumers' demand and priorities as well as our flexibility to face the uncertainties and fluid market conditions in the Middle East have galvanized our position as a leading entrepreneur and solution provider to customers across the board.

Hamta Group is also committed to protecting the environment through continuous improvement of its processes, products, and services. We believe business development and good environmental practices go together.

We're constantly evaluating how our efforts are performing and we are always trying to find new ways to reward those who put their trust on us. Last but not least I would like to express my gratitude to all our valuable customers. We'll do whatever it takes to offer best possible services worthy of our business partners and clients across the region and beyond.

## OUR PHILOSOPHY

**MISSION**> We support our community and society by offering reliable products and services. To earn the valuable trust and respect of our customers and employees we rely on superior performance, constant interaction and efficient communication. We keep growing and developing rapidly by strengthening our relation with domestic and international partners. **VALUES**> We believe in honesty and responsibility. We will always stay true to our values and commitments. We recognize that our customers and partners are our most valued assets. We respond to issues that matter to our customers and partners, and we are always on the look out to find more efficient ways to help them. **VISION**> To become one of the strongest and most profitable holding companies in the Middle East and beyond by offering exceptional and efficient customer oriented services and building strong ties with industrial partners. With our diverse teams, Hamta Group will provide essential and modern technology to companies and business in accordance with environmental standard and international guidelines.

Hamta company is an environmentally conscience company. We stay away from hazardous material, refraining our employees from using them as well. We manage our waste responsibly and legally. We are encouraging our employees to respect the environment and save energy. We work to create a better working environment and contribute to the sustainable development. We have set clear objectives and guidelines for our green approach. As a company working with top European manufacturers and leading suppliers of industrial and consumer products we have been expected to impose strict environmental safety standards across all divisions and units within our group.

However for us looking after the eco system is not just a business imperative it is part of our moral codes. We strongly believe that ethical environmental practices are in total conformity with day to day business activities. We constantly evaluate our operations and fine tune

them in accordance with new environmental regulations. We strongly believe running an ecofriendly business helps us reduce our impact on the environment and preserves natural resources. We constantly look at our business activities to see if we can do anything differently. From using recycled material to ecofriendly warehousing we strive to be in total harmony with our environment. We are determined to reduce our carbon footprint by assessing and measuring it. Although we are working and living in a region that environment is not its first priority but we are confident that our green approach is in our best interest and the people who rely on us.

*Hamta Group has introduced a training program for its staff in order to draw their attention to environmental issues as well as encourage them to throw their support behind company's green initiatives.*



ENVIRONMENT

OUR GREEN  
APPROACH

# HAMTA GROUP MILESTONES



**1940** Abdolreza Sezavar from an educated family in Tehran Bazar, which then considered the business and trading hub of Iran, launches his own venture in food industry.



**1968** "IRAN Ford" was established as a franchise holder of American Ford Motors Company in Iran.



**1992** Hamta Graphic became a leading company in graphic arts industry in the region and started working with CIS countries as well.



**1994** Hamta opens new branch office in Dubai.



**1996** Hamta foundation was established by Mrs. Maryam Moltaji.



**2012** Having an annual turnover of 200 million dollars, Hamta is the biggest supplier of rice in Iran.

**1945** He ventures into a partnership with Sezavar family which by then already had established a sound reputation as a tea and sugar trader. **1953** Barf, their private garment producing company is born **1964**:Hamta's first office is opened.

**hamta**  
INTERNATIONAL GROUP **1965** New young manager at the helm of the company enters the car business while looking after the day to day activities of the garment factory.

**1973** Hamta launched its venture in graphic arts industry and imported the first gravure presses in Iran for packaging industry. Since then Hamta has always had the best technical teams **1974** Barf Co was closed and the holding's name changed to Hamta Group. **1984** Following 1979 Iranian revolution many commercial and industrial activities were severely disrupted. The US sanctions were also starting to bite. Against such a backdrop Hamta's management decided to embark on a restructuring plan.

**1999** Reza Sezavar, the middle son of the Sezavar family takes charge as the new managing director. **2004** Hamta consolidates its position as a leading company in graphic arts industry and food business **2008** Hamta enters car importing business and opens a new commercial center **2009** Hamta opens branch office in Erbil, Iraq. **2010** Hamta establishes itself as a major supplier of food products and printing equipment to Iran, Iraq and CIS countries.



## GRAPHIC ARTS INDUSTRY

PRESS, PREPRESS, POSTPRESS, DIGITAL & SECURITY PRINTING

We are the exclusive agent of 35 top international graphic arts companies in Iran and Middle East region. Ryobi brings a wide range of medium- and small-format printing presses and a sales network that stretches across Europe, the Americas, and the rest of the world. Mitsubishi Heavy Industries Printing & Packaging Machinery brings a diverse customer base that includes major printing companies for large-format presses in Japan and in other regions around the world, particularly in Asia. Together, we are capitalizing on the strengths of both to provide useful products and services to our customers.

With nearly 100 years of engineering expertise, and in-depth, global industry knowledge, Nilpeter delivers outstanding flexibility, quality and cost effectiveness, covering all printing processes, widths, substrates and markets. Nilpeter's flexible, high-performance Narrow web printing solutions are designed to meet converters evolving business needs – so they can offer innovative label and packaging. MGI Digital Technology provides groundbreaking and value-added solutions for the graphic industry. Founded in 1982, MGI Digital Technology is a public company and listed on the NYSE Alternext Paris as ALMDG. MGI's R&D center blends engineering performance in electronics, IT, micro-mechanics, colorimetry, chemistry and inkjet, while keeping current with market demands and trends. With an annual investment of 20% of sales back into R&D, the constant innovation process leads to the rapid integration of new technology in order to provide graphics professionals with unparalleled quality, flexibility and profitability in the evolving graphics market.

Schobert technologies stands for innovative high-performance solutions and the efficient processing of technical products. The innovative rotary die cutting machine features hybrid drive technology for format-independent processing combining continuous and intermittent sequences during the cutting and creasing process. This takes place in an in-setting process, always in register with the print. In this way, a wide range of print format lengths can be covered with one set of tools. We also supply turnkey printing and converting solutions solutions for packaging film producers and food industry as well specialized printing solutions including Moog Sheefed Rotogravure presses and more.



## FOOD INDUSTRIES

Hamta Group's Food division importing huge volume of quality Rice and Halal food in Iran. Hamta Group Food industry affiliated company (Aeroplane Rice) is the biggest supplier of Rice in Iran. Having an annual turnover of 300 million USD, At pre-sent, demand for halal food in Islamic coun-tries amounts to \$80 billion a year. We want to increase our share in the global market to at least \$1 billion by the year 2025.



## PRIVATE LABEL



As a Private label food manufacturer Hamta formulate, package, label, and ship products to customers looking to sell their own line of food products. With a private label food manufacturer, buyers can focus on other aspects of the business such as marketing, sales, distribution, etc. Private label manufacturers are highly popular, as they allow for strict control of certain aspects of the manufacturing process such as GMO-free manufacturing, organic and vegan options, and more. Some private label food manufacturers simply provide their own recipes for their customer's brands, but Hamta custom-formulate new recipes to create a unique product for their partners.

## PET FOOD



The Global Pet Food Market is segmented By Animal Type (Dogs, Cats, and Other Animal Types), By Product Type (Dry Pet Food, Wet Pet Food, Veterinary Diets, Treats & Snacks, and Organic Products), By Ingredient Type (Animal-Derived, Plant-Derived, Cereals & Cereal Derivatives, and Other Ingredient Types), By Distribution Channel (Specialized Pet Shops, Supermarkets/Hypermarkets, Online Channel, and Other Channels), By Pricing Type (Economy Segment, Premium Segment, and Super-Premium Segment), and By Geography.



**SERVICE**  
DEPARTMENT MANAGER  
MEHDI GHAJAR

## A MASTERMIND FOR FUTURE SUCCESS

Successful companies are always evolving and reinventing themselves. The sound management decisions, coupled with a long term strategic plan and positive response from the market they are serving clear the path to a bright future. The brand hamta is synonymous with excellent reputation in iranian market.

Building on its success in iran, hamta group recently ventured into lucrative iraq market and in a short span of time was able to find a strong foothold in the country's challenging marketplace. The young entrepreneur at the helm of hamta is reza sezavar, his vision for the future is the major driving force behind the group's rapid growth and solid performance. Here is a Q & A about mr. Sezavar's vision and plan to guarantee and galvanize the future of the hamta group.



**In simple words, what does your company do and how organized is your business?** Our group is a family run business catering to four different market segments. Within our segments we are a key player in iranian market and recently we look to venture into uncharted grounds; hence iraq market. As you are well aware our company was established nearly 50 years ago. Since then three generations of sezavar family have contributed to the success of the company.

**How do you plan to achieve positive response from the markets you are targeting?** We always look into our finances and growth rate carefully. However these two factors do not guarantee company's success per se. I believe ultimately it's the company's structure that turns management's vision into reality. Hamta group is blessed with a family legacy. Older generations passed on the torch to the next one in the line. We have always been faithful to our principals and commitments and i believe markets that we serve realize that.

**Your main focus markets are iran and iraq, brutal international sanctions have already ravaged iranian economy and iraq is not the most stable place in the world, how do you work in these two territories?** In 1994 when uae economy was on overdrive, we had our branch office in that country. But we lost money, while during the same time we were enjoying profitable operation in iran. Stability does not necessarily translate into profitability. I am well aware that social and political challenges associated with iran and iraq do not lend investment friendly image to these countries but we have strong roots and influential connections in both countries.

**Do you have any resourceful way to work around the sanctions?** We are an independent and private enterprise and we are not affiliated with any political party or governmental organization. We do respect all international regulations and laws and abide by them. Our policy is to obtain export license from the country of origin for all products that we plan to export. I must admit when it comes to transactions and money transfer companies like us face huge hurdles. But we have learned to be resilient. On the other hand commercial sections of foreign embassies in iran are offering us legal solutions and recommendations. Finally the market segments that we are serving is not in any way related to the certain items and goods which are prohibited to export or import.

**How do you interact with your local and international business partners?** We respect and value all our business partners. Selling product is not our ultimate goal. We are aiming at establishing a long lasting relationship based on trust and transparency with our partners. In the past we have enjoyed fruitful and successful collaboration with international companies. We have always strived to improve our performance while pushing for higher standards.

**What is your business area of interest and where is your target market?** As i already pointed out we are actively involved in 4 different market segments, including food, graphic arts, automotive and health care. With 200 million dollar annual sales the food business unit is our cash cow. Nevertheless we are planning to grab a bigger chunk of car market in iran and iraq.

**What's your take on the prospect of automotive market? Is this a new business for your group?** Not at all. We were franchise holder of ford motors prior to the 1979 revolution in iran. We were forced to shut down the business due to rift between iran and us. But at the moment we operate very convenient car import facilities in port city of bandar abbas. In recent years, we have been importing cars for private companies but we have also been negotiating with a top car manufacturer to establish a modern vehicle service center featuring qualified technicians and state-of-the-art equipment.

**And the future?** The global economy is still struggling to find some sort of stability, but our group is already planning and investing in future. We are focusing on industries with more prospect for growth including food and cars. Having said that our passionate, dynamic and talented team of young professionals is our secret ingredient for a successful future.

## SUPPORT & AFTER SALES SERVICES

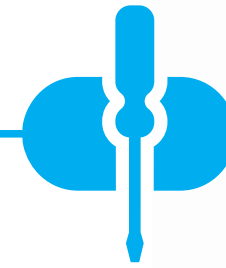
**REMOTE SERVICES** hamta's remote service system enables customers and users to get their equipment back into production without the need for technician presence. The repairs can be done remotely through instructions provided online. Even if the service of technician is required the problem has already been identified through remote service system and technician is aware of the problem and the tools needed to fix it. This value added service enables customers to save time and money.

**CUSTOMER SERVICE CALL CENTER** Our trained, certified and highly skilled team are just a telephone call away with the rapid solutions and detailed information. the calls are answered in no time to resolve issues and provide advice. we are on call 365/7/24. **TRAINING** We strongly believe in efficient and proper training and based on our customers' requirements we provide customized and general training. our training programs enables our customers to handle the technology and also perform the basic troubleshooting steps. our training helps customers to reduce the equipment's downtime considerably.



**SPARE PARTS** Our stock of genuine spare parts is constantly monitored and updated regularly. customers can order online from Hamta's website.

<http://www.hamtagroup.com/services.htm>



## MANAGING TECHNICAL SUPPORT

Hamta's autonomous technical department oversees all our customer support and service activities, audits resources and ensures our customers receive the best technical support available.

The department is divided into 3 subdivisions:

1. Electronic services
2. Mechanical services
3. Software maintenance

Our efficient technical department always works with highly skilled staff and professional technicians to be able to resolve complex technical issues. The sheer professionalism of our teams is certain to contribute to the success of our customers. Our policy is to bundle our products with technical assistance and necessary training. To do so our technical department is equipped with wide range of software, hardware and sophisticated tools. Our customer support packages including remote service as well as call service center facilitate direct communication between clients and our professional team. For spare parts enquiry users can simply logon to our website, fill up the form online and place their order. It can't get any easier. We have already started to offer our technical support and training services to our iraqi customers. Since we are planning to enter automotive industry in a big way, our technical support division will play an increasing important role in our overall success.

Thank you for choosing us.







THE SECOND

## Customer Delight Award

## MENA

*Awarded Hamta International Group for providing excellent support and service to its customers over the past years and making them delighted and dazzled through fantastic dedication and commitment to customers.*



## PARTNERS TESTIMONIALS



I worked with agfa graphics for 11 years, then i moved to xeikon international, the belgian manufacturer of today 's fastest digital presses in the world. This group of companies also manufactures the high end ctpc offset prepress equipment, as well as its brand new flexographic imager: the thermoflexx. As the area manager of all 3 product lines for the middle east & africa regions i had the opportunity to cooperate with hamta group and also had the privilege to meet important iranian industry players, both in europe and since 2013 locally in iran. For years hamta group has shown its outstanding professionalism in its flagship product, the basysprint. In the last 10 months the company proved itself as a high performer in selling our xeikon digital presses. For these reasons, we look forward to a successful cooperation with our latest thermoflexx, as well as new business developments in iraq. Xeikon & hamta are just poised to grow for many years to come.

Vincent van horenbeek  
Sales manager, xeikon co.



## CUSTOMER TESTIMONIAL

Hadith-e kosar is a leading security printing company in iran. Our company has a strong and long business relationship with hamta group. Hamta's level of professionalism and excellent service is impressive. We have been working with hamta since 20 years ago and during this time the exceptional technical support offered by hamta's top notch experts was always praise worthy. Hamta has always been there for us, offering round the clock service and support. Here is our take away from working for more than two decades with this dynamic group.

1. Other than offering the best available state-of-the- art technology in the market hamta provides the latest information and advice on how to get the most out of the technology.
2. Having in mind the particular requirements of its customers hamta offers the best options and equipment configuration at the best possible price.
3. Exceptional level of after sale service and technical support including remote service, customer call center service and more.
4. The company sends regular updates on the world of graphic arts as well as new graphic arts technology and processes to customers.

Abbas salehi  
Managing director , hadith-e kosar co.

As the acting trade commissioner for flanders investment and trade (the commercial section of the belgian embassy in tehran, iran) i would like to endorse, mr. Mohammad reza sezavar managing director of the hamta group. The company represents top belgian graphic arts equipment manufacturers including agfa graphics, punch graphix and xeikon in iran. The company also is supplier of several other european brands in different industrial sectors. Mr. Sezavar is a highly skilled and a trust worthy person. During last ten years he has been cooperating successfully with many foreign companies in order to import essential and authorized goods and equipment to iran. I highly recommend him and i wish him luck and success in his future endeavors.

Flanders investment and trade (the commercial section of the belgian embassy)  
Elisabeth vankerckhoven  
Acting trade commissioner



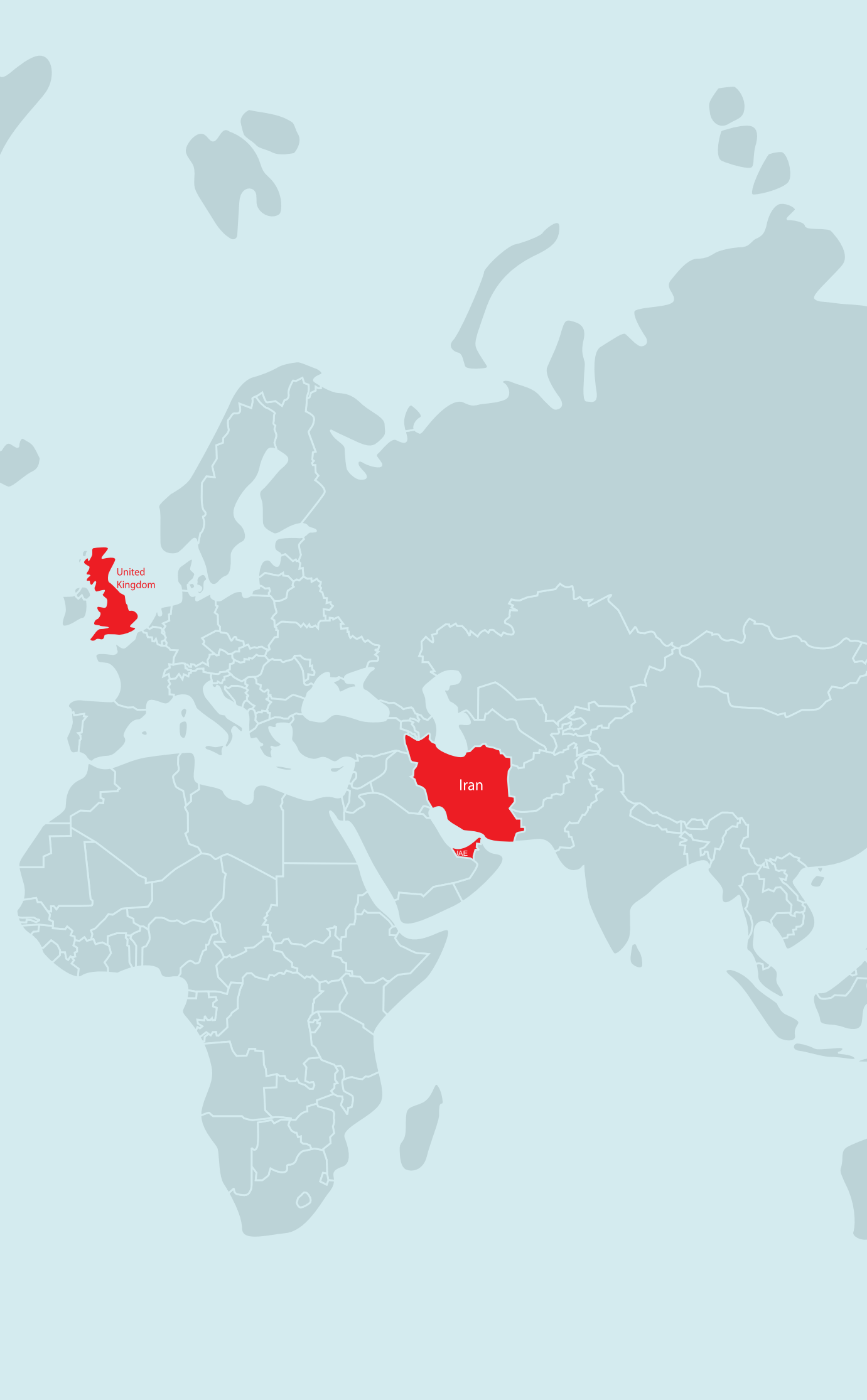
BASIC INFORMATION

	ESTABLISHED IN 1964
<b>MANAGING DIRECTOR</b>	MR. REZA SEZAVAR
<b>REGISTERED OFFICES</b>	DUBAI, UAE   TEHRAN, IRAN   LONDON, UK
<b>HEAD OFFICE ADDRESS</b>	Unit4,Floor16,Block B, Soul Avenue, 33 st. Almamzar, Dubai, UAE
<b>SERVICE CENTER</b>	No. 57, Banisi st., Africa Blvd., Tehran, IRAN
<b>EUROPEAN OFFICE</b>	No 95, Gladwin Tower, 50 Wandsworth Roa, London, UK

1. ANDISHE POOYA HAMTA REG. NO. 359036
2. PARDAZESH TASVIR HAMTA REG. NO. 230911
3. PARDAZESH TASVIR HASTI REG. NO. 230911



STATUS  
PRIVATE LIMITED COMPANY  
TYPE  
PRIVATELY HELD CO.  
SHARE HOLDER STRUCTURE  
PRIVATE INDIVIDUALS %100



**HAMTA**  
MONTHLY MAGAZINE  
In Three languages  
English, Persian and Arabic

Hamta's Monthly Magazine, Fanavari Novin (New Technology) was launched in 2003. The magazine initially targeted Iran's industrial market by offering up to date information and industrial issues. Hamta is also planning to launch the Arabic version of the magazine in Erbil, Iraq. Currently the magazine covers the latest updates on Hamta's activities and new products as well as business ideas, a management strategy and analysis on a broad spectrum of topics. Fanavari Novin is an indispensable tool for decision makers in different industrial sectors. The magazine's monthly circulation is 5000 and it is distributed free of charge.



OUR FACILITIES



Under construction Building  
Qom High Way | Tehran | 4(Km) After Tax Road



South of Iran | Bandar Abbas

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INNOVATION & TECHNOLOGY