

Smooth path tough competition



The United Arab Emirates, Iran's southern neighbor, is today one of the most important and accessible export destinations for Iranian goods. The country not only has a large consumer market, but also, due to its strategic location, is known as a re-export gateway to other countries, including Qatar, Africa, and East Asia. Despite its geographical proximity, diverse and inexpensive transportation routes, including the ports of Bushehr, Bandar Abbas, and Imam Khomeini Airport, the UAE is always accessible to Iran from a logistics perspective. Light and luxury goods arrive by air in less than 24 hours to Dubai and Abu Dhabi, and bulky shipments are also sent by sea at a lower cost and acceptable speed. The UAE market is a multi-layered and competitive market. The country hosts both end consumers and intermediary traders who export goods from the UAE to other countries. This issue doubles the need for special attention to product quality, packaging design, speed of supply, and professional branding services. It should be noted that most buyers in the UAE are not the people of this country themselves; rather, most businessmen are Pakistani, Indian, Syrian, Lebanese and even Africans who operate with different cultural and business perspectives. Therefore, negotiating and selling in this market requires awareness of cultural diversity, professional behavior, courtesy, quick response and presenting a credible and reliable brand. Brand introduction videos, professional catalogs and accurate price lists are essential tools for entering this competitive market. The UAE market is a close but complex market. The UAE market is a close but complex market, demanding not only quality and professionalism but also cultural sensitivity and adaptability for sustained success.

● Author: Malika Tabakhi, Business Consultant at Arad Branding.

Senior Manager

3

Professional business starts with understanding the customer



In an internal interview with Engineer Ghorbani, CEO of Arad Branding, precise and practical points were raised about the principles of trade and export, which are essential for every new or experienced businessman to review. He emphasized that negotiation is the basis for success in trade; but not simply in the sense of introducing goods, but also as the art of knowing the other party and providing an accurate response to his needs. According to him, real export means transferring trust; that is, the foreign customer feels that he is dealing with a company that is committed, responsive and reliable. Engineer Ghorbani also reminded that continuity, a strong team and understanding the destination culture are the three main aspects of success in international trade.

● Author: Nastaran Yari, Business Consultant at Arad Branding.

Enduring tradition

1



Tea of a Nation

Tea in Iran has deep roots in the culture, history and lifestyle of the people. Since ancient times, teahouses were not only places to drink tea, but also a social base for conversation, consultation, exchange of ideas and even important decision-making. The role of tea in family gatherings, business meetings and social interactions has made it a symbolic element in the lives of Iranians. Today, in many business and economic circles, drinking tea is the initiator of effective communication and the basis for constructive discussions. In the path of developing international trade and negotiations, understanding the culture of beverages, including tea.

● Author: Hassan Amjadi Rad, Director of Iranian Tea Russia Arad Branding.

Business belief

2



Belief Begins the Aradi Transformation

Belief is the starting point of every great transformation. Many of us entered the world of business with the dream of success, but what kept us on track was not just education or capital, but the belief that sprouted in our hearts. The belief that we can, and that Arad Branding is the platform that makes this possible. When you join Arad, you learn that business is not just a job; business means growth, it means impact, it means building a future in which you are the one who decides. Here you see how ordinary people, with perseverance and belief, become great businessmen, who have transformed not only their own lives, but also the lives of those around them.

● Author: Roqiya Sadat Muroj, dried vegetable trader Arad Branding.

Master Talia: Negotiation is not just a game of words; it is the intelligent coordination of interests. The one who listens to understand, not just to respond, will always have the upper hand in negotiations it's play with our brain.



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Mobile commerce Chasing opportunity

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The other day, in the waiting room of one of the country's airports, while all the passengers were complaining about flight delays, an unexpected conversation between two passengers caught the attention of the audience. One of them said sadly, "I took two days off, and half of it went like this. I have to go to Shiraz for my mother, she's sick." The man sitting next to him replied calmly and without anxiety, "I'm doing my job right now. I told my colleague that we have an online meeting in five minutes. We're going to review the progress of the projects together." A brief inquiry of this man revealed that he is one of the business managers of Arad Branding Company; a company that has become a new model of business lifestyle in the country in recent years. When asked, "Aren't you an employee?" he said with a smile, "My job is international trade. Import, export, and business training. We don't wait for an office or a specific time; Business happens in the moment, even here in the airport lounge." One passenger asked in surprise, "So if your flight is delayed, will you still be able to work?" His response reflected a new, fluid mindset: "More than ever. Now is a great time to network, check emails, and respond to customers. I just met you, and it might be a new business opportunity." The conversation not only showed how people view time and opportunity differently, but also

demonstrated the true meaning of "flexibility in business." Where most people saw time lost, he saw a platform for growth and expansion of relationships. As his colleagues joined him via video call, the passengers around him watched with curiosity as a system where business knows no boundaries. Finally, the willing manager told the passenger who had asked him a question, "You save me on your phone. Just leave a message. I teach you how to do business even on the go, with a simple phone." This approach is not a slogan, but part of the business philosophy of Arad Branding, where business becomes a part of people's identities, not just a job limited to time and place. He said that in today's world, anyone who waits for the office misses out on opportunities. At Arad Branding, we have learned to combine business with life, not separate it. Any moment and any place can become the starting point for a big deal. All you need is the will, the knowledge, and your phone to be connected to the Internet. The difference between a professional businessman and others is in his view of time; he has no dead time. Even a flight delay is a new opportunity for him to advance his work and find new connections. And this means that real business is always in progress.

● Author: Ali Danshour, Business Consultant Arad Branding.



Business trust

1



Professional Export Production to Trust

Our experience in the UAE market shows that Iranian shoes, if offered with global standards and professional packaging, have the capacity to compete with international brands. Successful exports are not limited to product quality alone; what is important is understanding the destination market, recognizing customer tastes, and intelligent follow-up. At Arad Branding, our effort is to ensure that Iranian manufacturers not only become exporters, but also remain sustainable and professional exporters. The initial distrust of many foreign customers is transformed into long-term satisfaction with accurate responses and a commitment to timely delivery.

● Author: Farideh Behzad Afshar, Director of Emirates Shoes Arad Branding.

Herbal brand

2

Black Seeds Health & Export

The use of medicinal plants reflects the deep bond between humans and nature. Among these plants, black cumin and cumin, as two valuable ingredients, play an important role in promoting general health. The active compounds in these plants not only have a special place in traditional Iranian medicine, but have also attracted the attention of international markets in recent years. Scientific branding of these products can be a unique opportunity to sustainably enter the export arena and respond to the growing needs of consumers around the world. At Arad Branding, we aim to consolidate the global position of Iranian medicinal plants by maintaining authenticity, quality, and intelligent introduction.

● Author: Razieh Mirzania, black cumin trader, Arad Branding.



Big business

3



Iranian Barberry The Red Export

We can learn the path of trade step by step, the necessary skills Among the unique treasure trove of flavors of the land of Iran, barberry stands out like a red ruby. Its small and colorful seeds not only adorn our traditional tables, but also revive sweet childhood memories and the delightful aroma of maternal dishes with their sour and pleasant taste. Barberry is a small shrub fruit that grows well in the mountainous and temperate regions of the country, especially in South Khorasan Province. As the main origin of barberry, this province has a large share in the production of this valuable product. Barberry harvesting is usually done in the fall.

● Author: Reza Mohammadzadeh Arab, Barberry Manager of Emirates Arad Branding.

Professor Vahid: The future belongs to those who take today seriously. Business is about accurately predicting tomorrow, not reacting to today. At Arad, we chart the course, not just follow it. Future makers take today seriously.



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Authentic identity Trust through words



In the recent meeting of the "Arad Traders' Roadmap", which was held exclusively with the presence of members of the provincial board of trustees, Professor Talia, the head of the Arad Branding Policy Council, explained the role of "specialized literature" in business success; a topic that, in my opinion, is one of the most key topics on the path to becoming a professional for every businessman. As a member of the board of trustees, in this meeting we clearly understood that expertise is not simply knowing the characteristics

of the product; but also the ability to speak the language of the market, use professional vocabulary, and convey the concept with confident expression. Professor Talia said: Entering business without specialized language is like traveling to an unfamiliar country without knowing its language. With clear examples, he reminded us that many people mistakenly think that the main goal of business is only money; while money is the result of building lasting relationships and continuous trust. If a businessman cannot gain the trust of

the customer through correct verbal communication, he will not succeed even with the best product. The meeting also stated that the customer's mental image of a businessman is formed not by appearance or price, but by the way he speaks, the words he chooses, and a clear understanding of the audience's needs. The power of influence in business begins with words.

● Author: Ovis Moafi, Director of Armenian Wooden Containers Arad Branding.

Health Export

Iranian innovation Driving health and economy

The production of rapid disease diagnosis kits is one of the important successes of Iranian knowledge-based companies that has played an effective role in improving the country's health system. These kits, using modern technology, enable rapid and accurate diagnosis of diseases and help doctors in timely treatment of patients. Easy use, high accuracy and usability in deprived areas are the main advantages of these products. In addition to the positive impact on the health of the community, Iranian kits have a high capacity for export and can be a source of foreign exchange, job creation and economic growth of the country. The scientific support of domestic elites and the efforts of businessmen to enter international markets pave the way for self-sufficiency and a successful model in the development of Iranian health technology.

● Author: Seyyed Amin Shokri, Business Manager of Disease Diagnosis Kit Arad Branding.



Engineer Ghorbani: In today's market, a seller is someone who can build trust, not just break the price. The one who creates value always remains in the mind of the customer, even if competitors sell cheaper Trust builds sales.

Iranian goods



Smart exports Awakening Iran's potential

Developing Iran's bedding exports to neighboring countries requires a combination of effective methods, including sales through local agencies and collaboration with regional brands for joint production and distribution. These two paths, along with gaining customer trust and understanding market needs, can pave the way for sustainable growth in the region. One of the main requirements for success in this path is obtaining the trade standards required by each country. For example, Iraq and Afghanistan emphasize brand registration and compliance with general standards, Russia requires EAC certification and compliance with customs standards, and the Arab countries of the Persian Gulf demand health and quality certificates in accordance with GCC standards.

● Author: Diara Khodami, trader at Rou Takhti Arad Branding.

Safe trade

Logistics Key to export success

In the discussion of trade, one of the important and influential elements in the process of trade, especially exports, is the discussion of "logistics" and transportation. In short, logistics means all stages of transportation and operations of transferring each shipment from origin to destination. Therefore, the importance of logistics in trade will be doubled for any businessman who thinks about exporting. Unfortunately, a number of dear businessmen have not paid enough attention to the logistics category, and perhaps choosing an unqualified forwarder company will cause irreparable losses for businessmen. The logistics department of businessmen in provincial centers is a smart solution to address the concerns of dear businessmen.

● Author: Alinaghi Aslipoor, Director of the Uzbekistan Company Arad Branding.



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Clear messaging Market potential



Today, in the world of business, what paves the way for success is not simply capital or product, but the art of creating opportunities from human relationships. As one of the economic activists of the Arad Branding Group, I believe that many of what are apparently called "non-commercial relationships" are actually a hidden platform for creating large economic projects; if that relationship is seen and guided correctly. In this regard, Arad Branding, with a strategic and forward-looking perspective, has launched a project entitled "Commercialization of Non-Commercial Communications" whose mission is to identify the communication capacities of businessmen and transform them into tangible business opportunities. This committee, with a specific structure, teaches the businessman how to interact with local officials, members of parliament, university professors, lawyers, or even an old friend in a way that this relationship ends in effective business proposals; proposals that are both attractive to the other party and lead to the economic growth of the businessman. My personal experience has shown that many relationships that we used to view as mere acquaintances can become the basis for multi-billion dollar projects. In one province, a simple connection with a city manager opened an export route for several Iranian products, which both brought good financial benefits to the community and gave the Iranian brand more power in the market. The project model in this committee is designed in such a way that the benefits from each project do not belong to just one person, but are shared among all members of the project team.

● Author: Alireza Pahlavani, Elevator Parts Trader Arad Branding.

Trade House

2

Smart visuals

In today's competitive world, the first thing that is seen in business is the image of the product. Many merchants miss the opportunity to gain customer trust due to the use of poor-quality photos; while with tools such as artificial intelligence, professional and attractive images can be easily produced. Using platforms such as ChatGPT makes it possible to create a high-quality image suitable for introducing the product with just a screenshot or a short description. A high-quality photo not only increases the visual value of the product, but also shows the seriousness and professionalism of the merchant. In today's competitive world, a high-quality image of the product can be the first and most effective step in gaining customer trust.

● Author: Kawther Rahimi, editor of Media Arad Branding.



**The look of your product
is the voice of your brand**

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Food brand

1

A global delicacy from the fertile lands of Iran

Iranian pickled cucumbers, with their unique taste, high quality, and processing in accordance with modern technology, have managed to gain a special place among the country's export products. This product is a successful example of combining tradition and international standards. Exporting Iranian pickled cucumbers to countries such as Russia, Iraq, the United Arab Emirates, and some European countries is a valuable opportunity to develop foreign markets, earn foreign exchange, and promote Iran's food culture. Hygienic packaging, strict adherence to quality standards.

● Author: Simin Dokht Sarshad, Director of Russian Pickled Cucumbers, Arad Branding.



Smart Brand

3

The secret to success in business is simple but powerful

Success in business requires a combination of creativity, discipline, and effective communication. The first step is to understand the market and customer needs; because without this understanding, even the best products will fail. Smart branding and providing real value to the customer are the foundation of trust and loyalty. Also, careful financial management and smart investment are the foundation of sustainable growth of any successful business. In the meantime, the role of the team is very decisive. Committed, creative, and coordinated employees are the driving force of any organization. By combining these factors and continuous perseverance, success will not be a dream, but an achievable reality. Remember: successful business is the art of turning challenges into opportunities. And these great realities, along with the coherent and purposeful Arad Branding complex, will be best achieved. With Arad, the path of business will be clearer and more future-oriented. Today, you can be the initiator of this transformative path.

● Author: Leila Azour, Head of Bademjan Yasuj Arad Branding.

Engineer Shabani: Exporting without a map is like traveling on an unknown road. A smart businessman knows the destination market like his own and has a solution in advance for every challenge. This is for fundamental.



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Professional Export From System to Trust



Everything about packing lists in exports

In the export process, various documents are prepared, each of which plays a vital role in facilitating the crossing of goods across borders; but among them, there is a document called the "packing list" that is considered of little importance by many novice exporters, while ignoring it can result in the return of goods, heavy fines, and even damage to the reputation of the merchant. As someone who has worked in the export field for years, I have seen many times that shipments have been stopped at customs simply because of incorrect weight or failure to accurately record packaging dimensions. A simple difference in weight, even by a few kilograms, can delay or make the clearance process impossible. The packing list is a document that clearly presents all the physical and visual information of the goods, including net and gross weight, package dimensions, number of items, type of packaging, coding, and markings. Although the commercial invoice has a monetary and financial value, it is a supplementary document that customs, the shipping company, and even the end customer make decisions based on. Today, we have digital tools and smart software that can help us produce packing lists with high accuracy. These tools not only reduce human error, but also reduce the time and costs of transportation and clearance. Even in domestic trade, having a packing list is a sign of order, accuracy, and professionalism of the trader. My advice to all exporters, especially newcomers to this field, is to take this document seriously. Before sending, check the packages, measure the dimensions, take photos of each stage, and consult with mentors and experienced people if possible. The more documented and accurate you are, the more you will gain the trust of the market and the smoother your export will be.

● Author: Houshang Rahnemamatin, Head of Qom Arad Branding Mountaineering Shoes.

Senior Manager

Secret to thriving in trade



In the path of trade, what distinguishes people from each other is not only capital or product expertise; but also the quality of communication and negotiation ability. Professor Vahid, a strategic member of Arad Branding, stated in an interview: "Trade is not a blind run; it is a purposeful path that must be followed with awareness. In negotiating with a foreign party, we should not only think about sales; we must also build trust. Exporting is transferring our reputation across borders." He added: "Many novice traders confuse negotiation with bargaining, while negotiation means mutual understanding, analyzing the situation, and reaching a solution that both parties feel wins. Sustainable success is only achieved through professional dialogue and in line with the interests of the other party.

● Author: Saleh Norouzi, Director of Isfahan Office Arad Branding.

Heart of Export

1



Iran's almond hub

As the fifth largest producer of almonds in the world, Iran has a significant share in the production of this nutty food in the world. The provinces of Chaharmahal Bakhtiari, North Khorasan, Fars, Isfahan and East Azerbaijan are the main almond production areas in Iran. The largest production of almonds in Iran belongs to Chaharmahal and Bakhtiari province. This province, with its production of about 24 thousand tons of almonds per year, plays an important role in supplying this product to the country. Also, Isfahan and Fars provinces are also considered to be the poles of almond production in Iran. In general, Chaharmahal and Bakhtiari province and the cities of Ban and Saman.

● Author: Fahim Tarhami, Director of Almonds Oman Arad Branding.

Successful business

2



Honey export success key

Natural Iranian honey, with its unparalleled quality, has found a new shine on the path to globalization. The export of this valuable product has created a sweet bridge between authentic local products and international markets and is considered a symbol of Iranian health, authenticity, and innovation. With the aroma of mountain flowers and a unique taste, Iranian honey is a worthy representative of nature and the efforts of Iranian beekeepers. Iranian brands, by their presence in export markets, have become the standard-bearers of Iran's reputation, quality, and power in the global trade arena.

● Author: Esmaeil Khairy, Head of Gilan Honey Arad Branding.



If Iran decides to bypass the dollar, the game of the global economy will change fundamentally. Imagine international transactions without the dollar; that is, diverse and independent currencies replace the dollar and a new financial flow is formed in the world economy. In such a situation, the influence of the dollar will noticeably decrease and Iran can gain more power in global markets. This change will allow trade without sanctions and restrictions based on the dollar financial system. Economic relations between countries will be redefined in a new way; trade will be freer, faster and more independent than before. In this new model, national currencies, bilateral monetary agreements and contracts based on mutual agreement will become bridges between Iran and other countries. Iran will no longer be a mere oil exporter, but will become a key player in international financial markets; a country that will demonstrate its real power in the global economy. Experts say this is only the beginning. The beginning of a movement that, if managed properly, could rewrite the traditional order of the world economy and place Iran in a new and strategic position. This paradigm shift is not only political, but also very decisive from an economic perspective. Removing the dollar from exchanges reduces dependence on Western-controlled financial systems and allows for the design of local and regional mechanisms

in exchanges. For such a plan to be implemented, it is necessary to develop bilateral monetary relations, conclude banking agreements with aligned countries, and launch non-dollar settlement systems. The use of national digital currencies, swap agreements, and common monetary agreements such as those pursued in the BRICS bloc are some of the tools to achieve this goal. If successful, Iran can create a network of stable and independent exchanges with countries that are under the pressure of similar sanctions. On the other hand, Iranian exporters will also experience greater speed, security, and diversity in receiving foreign exchange from exports by eliminating dollar restrictions. The role of the Central Bank and the economic diplomacy apparatus in this process is very prominent. Building trust, developing technical and legal infrastructure, and coordinating with the other party's banking systems are among the requirements for realizing this strategic transformation. In summary, abandoning the dollar is not only an act of resistance, but also a move towards the formation of a more just and multipolar economic order in today's world. A move that Iran can be one of the flag bearers. In such a path, transparency and documentation of transactions also become more important in order to maintain the trust of trading parties.

● Author: Ali Rashidi, Export Mentor Arad Branding.



Constructive crisis

1



Critical opportunity creation

In the heart of every crisis, there is an opportunity that only an intelligent eye and creative mind can see. The art of creating an opportunity from a crisis means turning a threat into an advantage, a limitation into innovation, and fear into a motivation for growth. Successful businessmen and entrepreneurs not only do not fear crises, but they also turn them into a launching pad for transformation and development. In the world of business, the future belongs to those who, in the darkest moments, light a new path. In the heart of every crisis, there is an opportunity. A successful businessman is someone who creates a path to growth from limitations and builds a bridge to success from every threat.

● Author: Marzieh Moradifar, Head of Glucose Starch Turkey Arad Branding.

Commercial route

2

Clarity creates success

There are no hidden secrets to be discovered in the market and no definitive and unique solution has been defined for success in business. Those who are looking for the right answers to enter the markets will not achieve effective results until they ask the right questions. According to business experts, each person must identify a business style that suits their personality and mood; because there is no single formula for everyone. Day trading is not suitable for everyone and success is achieved when the working method is in harmony with the individual's attitude.

● Author: Gholamreza Hadinejad, Director of Turkish Fruit Dice Concentrate Arad Branding.



Big business

3



Effective education big business

With coherent, practical and targeted training at Arad Branding, we can learn the path of business step by step, acquire the necessary skills, benefit from the experiences of others and become a successful and great businessman with strong scientific and practical support. In this path, training is not just about transferring information, but also about building attitude, strengthening self-confidence, the ability to analyze the market, the power of decision-making in real conditions, and cultivating an economic outlook in the businessman. Every step taken with knowledge and practice brings us one step closer to sustainable success in business. At Arad, training means the beginning of a professional path, not just the end of a class session.

● Author: Mehdi Namazi, Director of Namk Surti Emirates of Arad Branding.

Professor Talia: Sales are not the result of creating a sense of need; they are the result of creating a sense of trust. A professional salesperson makes himself credible before introducing the product; we teach this same model at Arad.

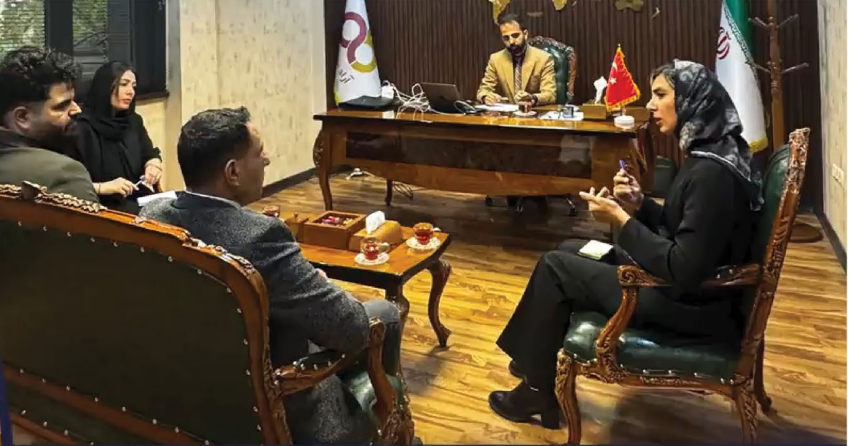


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United Offices Smooth Path



Engineer Shabani's meeting

With the managers of the Istanbul and Ankara offices

Turan ErÜn, the director of Arad Branding's Istanbul office, traveled to Tehran to explore new export capacities and met with Engineer Shabani, the chairman of Arad Branding's board of directors. Javid Mirzaei, the director of Arad Branding's Ankara office, was also present at the meeting. Emphasizing the important role of foreign offices in facilitating the export process of Arad traders, Engineer Shabani stated in the meeting: "With the promotion of the Ankara office, today the capacity has been provided for many commercial contracts to be concluded

directly in Turkey. From now on, our traders can deliver goods and make financial settlements in their negotiations on Turkish soil without having to pay from within Iran." He added: "This new possibility will make the international trade path for Arad Branding members much smoother and more professional. In addition to reducing restrictions, the bargaining power and speed of traders will also increase." Engineer Shabani also urged Arad traders to take advantage of this ready-made platform more seriously and to focus on practical activities, putting

aside concerns about products and accountability. According to him, "This year should be a different year in terms of export outputs and achievements." The meeting is part of Arad Branding's macro policies to create a coherent network of foreign offices to provide field and legal support to Iranian traders in global markets. These measures are considered a strategic step towards transforming Arad Branding into an influential player in regional and international trade.

● Author: Javid Mirzaei, Director of Ankara Office Arad Branding.

The trade of authenticity

1

Past cultures future markets

The history of fabric is a story of civilization, creativity and evolution. From the first threads and warps woven by the hands of early humans to today, when the textile industry is considered one of the great pillars of global trade, fabric has always played a decisive role in culture, economy and beauty. This valuable material has not only covered the human body, but also narrated the lifestyle, national identity and taste of societies over time. Now, this ancient industry, backed by art, expertise and experience, has provided a suitable platform for a smart, creative and profitable business. If you are looking to enter the vibrant and role-playing world of textiles, today is the best time to start; a path that combines culture and economy.

● Author: Mohammad Taqi Hosseini, Director of Iraqi Curtain Fabric Arad Branding.



Steady trade

2



Where the past ends the future starts

In the heart of the days when the homeland still smelled of fire and smoke, when hope was hidden under the rubble, he stood; not with an armor of money, but with faith. An Iranian businessman, a man who was neither proud of the ups nor tired of the downs. He had learned that the world does not always turn according to one's wishes. The war had come, the markets were destroyed, but his mind was still awake. With every change, he transformed himself. If yesterday he brought foreign goods, today he was boosting domestic production. If yesterday he walked in the traditional market.

● Author: Leila Ekbatani, Director of Canadian Tomato Paste, Arad Branding.

Professional sales

3

Natural beauty global export

Travertine is one of the most popular building stones in Iran and the world, with features such as natural beauty, high durability, color variety and polishability, and is widely used in exteriors, flooring, walls and stairs. This limestone, which is formed by the deposition of minerals in hot springs, has a porous texture and a unique appearance. Iran, with its renowned mines such as Hajjiabad and Atashkooch, is one of the main travertine production hubs in the world. In successful travertine sales, understanding the target market is of great importance; from contractors and mass producers to interior designers and retail buyers, each has different needs and priorities.

● Author: Dariush Sheibani, Director of Travertine Nigeria Arad Branding.



Professor Vahid: Trade is the intersection of desire and ability. Someone who has a global vision and carries the economic concerns of a nation in their heart will sooner or later reach an effective position in trade Global drive.



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Change of course Born again



I worked in the hairdressing industry in Shiraz for many years. I achieved many successes along the way; from earning the title of exemplary hairdresser of the province and receiving the Golden Scissors award to being a member of the industry inspection board and setting up a dedicated salon. Despite an acceptable income, there was always a feeling of stagnation and erosion in me, because the main capital of this job is the human body and its continuation comes at the cost of constant depreciation of physical strength. In a situation where many people around me and even I myself were hesitant about entering the business path, getting acquainted with the Arad Branding complex became a turning point that changed my attitude towards the future. At first, I had a negative mindset towards this complex, but after attending one of the Arad conferences in Shiraz and talking to the senior managers of the complex, especially Engineer Shabani, I realized that I was facing a purposeful, scientific and systematic structure; a structure that could be a real platform for economic growth and personal development. From that moment on, I decided to put aside the mentality of the past and move based on the defined strategies of the complex. This choice has brought me significant benefits. Today, I am active in international trade, concluding export contracts, and have achieved achievements that were previously only a dream. Along with economic success, my family lifestyle has also changed. From an educational, cultural, and religious perspective, my living environment has become richer and I have achieved a peace that I did not experience in the past, even with a high income.

● Author: Saeed Zare, Director of Zimbabwe Agricultural Equipment, Arad Branding.

effective interaction

1

Successful sales the art of interacting with a smile and trust

In today's competitive world, successful sales also depends on communication skills and how you interact with customers. One of the most important principles in the path of effective sales is to enjoy the sales process and create a positive experience for customers. When a salesperson treats a customer with energy, respect, and a smile, trust and interest are formed in the customer's heart, and this pleasant feeling can pave the way for sustainable sales and long-term relationships. Customers are attracted to the cheerfulness, honesty, and sense of confidence that the salesperson conveys to them. Let's remember that sales are not just about transferring goods; they are also an opportunity to build relationships.

● Author: Houshang Lotfi, Building Materials Trader Arad Branding.



Engineer Ghorbani: A successful negotiator is someone who has visualized the outcome before the meeting. The one who can advance emotion, logic, and interest in a harmonious framework will be the winner in any market and any culture.

Cyberspace

2

Professional businessman

In today's competitive world, the professionalism of a businessman is not limited to having large contracts and high-quality products; the way in which he presents his activities and communicates with the audience has also become a key factor in gaining market trust. Experts believe that a businessman who shares real documentation of his activities daily, instead of publishing repetitive content, irrelevant news, or everyday messages, creates a more professional image. According to marketing activists, transparency in performance and systematic and purposeful presentation of the work process not only makes the businessman visible, but also plays a significant role in increasing sales and developing business relationships.

● Author: Kawther Rahimi, editor of Arad Branding. Arad Trading House Address: Shp.AradBranding.com



Someone who is seen
Sells!

Top brand

3

A path from the heart of the desert to global markets

In business, the path is not always smooth. Twists, market fluctuations and fateful decisions are part of the reality of this path, I have experienced this path firsthand. A product that grows in the heart of the desert requires deep knowledge and a smart strategy to reach large markets. In this path, working with Arad Branding was a turning point for me. Arad is not just a consultant, but a true companion; with a professional outlook, careful planning and an efficient system that empowers the businessman to shine. Although jubube is small, it has great potential. Today, I proudly present this Iranian product in domestic and foreign markets, because I have learned that with the right knowledge and experience, no path is impossible. At Arad, we learned that business is not just buying and selling, but building a bright future; so with knowledge, perseverance and choosing the right path, success begins here.

● Author: Fatemeh Khosravi, Arad Branding jubube trader.



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Smart Export Emerging Markets



Senegal, a key country in West Africa, with a population of nearly 18 million and the strategic port of Dakar, is an important gateway for exports to neighboring countries such as Mali, Guinea, Gambia, and Ivory Coast. Despite political stability, the country is heavily dependent on imports, and Iranian goods such as dates, saffron, chemical fertilizers, tools, shoes, and sandals can find a suitable place in this market. The Senegalese people, with a culture based on commercial honesty, attach great importance to the appearance and packaging of products. Even for products such as tomato paste, packaging design and information transparency are determining factors in the purchase decision. The sea route from Iranian ports to Dakar port takes about 20 to 25 days and is a suitable option for non-perishable goods. Despite the strong presence of competing countries such as China, India, Turkey, and Morocco in the Senegalese market, Iranian brands are still not well-known in this country. However, if an Iranian businessman enters with the right information, a professional appearance, transparent pricing, and appropriate content, he can capture a significant share of this market. In this direction, Arad Branding plays an important role in introducing Iranian businessmen to global markets by creating content, educational, and commercial platforms for them. Posting profiles on reputable sites, providing accurate content, and prices is one of the effective factors in gaining the trust of African buyers; because in this region, transparency and honesty in providing information are the principle of trust and the starting point of any business relationship. Senegal is not only a new export destination for Iran, but also a real opportunity to establish a national brand in a densely populated and growing region.

● Author: Elaheh Aram, Business Consultant Arad Branding.

Senior Manager

3



The secret to success in trade and exports

In one of the specialized sessions of the Arad Group, Professor Talia emphasized the importance of three basic principles in business: mastery of the product, understanding the target market, and professional negotiation skills. According to him, in exporting, success is not achieved only by the quality of the product; rather, the way of presentation, interaction, and trust-building with foreign customers play a key role. He also emphasized the need for systemic thinking, the ability to analyze market data, and consistent follow-up of sales processes, and reminded that a professional businessman is not only a salesperson, but also an international communications strategist. Successful negotiation is the starting point of professional exports.

● Author: Mohammad Mehdi Zarei, Arad Branding Business Consultant.

Iranian innovation

1



Youth powered economy

Considering the presence of about 4 million students in the country, Arad Branding is implementing a new project to create a bridge between the university and the trade market. This project aims to attract students and graduates to the field of trade, in addition to resolving the career confusion of young people, and provides a platform for utilizing the country's scientific capacity in the path of economic development. According to the officials of this complex, building a culture of trade among the educated class can pave the way for a wide-ranging transformation in the future of employment, production, and exports of the country.

● Author: Shahla Roozbehani, Director of Oman Building Stones, Arad Branding.

Export negotiation

2



The key to success in exporting

Negotiation is the beating heart of successful exports and a key factor in transforming international opportunities into sustainable and profitable partnerships. In the complex world of global trade, negotiation is not limited to haggling over price; it is a strategic process for accurately determining the terms of cooperation, managing risk, building trust, and ensuring mutual benefits between parties with different cultures and expectations. In the absence of professional negotiation skills, even the highest quality products face the challenge of selling in global markets, and attracting and retaining foreign customers will be difficult.

● Author: Afshaneh Seyed Mahmoudi, Macaroni Merchant Arad Branding.

Professor Vahid: Successful business requires strategic vision, perseverance, and a deep understanding of the needs of the target market, rather than being dependent on capital. At Arad, our strategy is to train businessmen who do not measure the market, but create it.



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Artistic Visit Economic Dialogue



Engineer Ghorbani meeting

With the writer and director

In an intimate and valuable event, Mr. Seyed Javad Taheri, a veteran writer, director, and actor of Iranian cinema and television, visited the central offices of Arad Branding. The visit was conducted with the aim of familiarizing himself with the activities of this group in the fields of exports, trade development, and economic empowerment of Iranian youth and producers. Following the visit, an official meeting was held with the presence of Engineer Ghorbani, CEO of Arad Branding. In this meeting, the two sides discussed the importance of the media's role in promoting a modern business culture and the need to utilize cultural and artistic capacities to better introduce Iranian products internationally. Seyed Javad Taheri, while praising the structure of Arad Branding and the transformative ideas of this group in supporting entrepreneurship, spoke of his readiness to enhance synergy in the production of cultural-commercial content. This meeting reflects

the growing convergence between the fields of culture and economy; where art can become a platform for change in the public attitude towards business and be a powerful tool for developing Iranian brands in global markets. At the end of the meeting, proposals for joint cooperation in the field of producing educational programs and business documentaries were raised. Media capacities for telling the success stories of Iranian businessmen in artistic formats were also welcomed. Arad Branding considers this interaction an effective step in the connection between artistic storytelling and the development of the national economy. Emphasizing the role of cinema in economic culture, Engineer Ghorbani considered this meeting the beginning of a new chapter in the interaction between art and business.

● Author: Ali Rashidi, export mentor Arad Branding.

Smart start

1



Trade bridge to global growth

The beginning of any path is always accompanied by difficulties; not necessarily because of the complexity of the path, but more because of the doubts and mental concerns that prevent a person from moving. But when the first step is taken, the path shows itself and beliefs also grow in the process of action. In the field of business, waiting for the ideal time is a big mistake. Acting on time, even if it is accompanied by shortcomings, is much more valuable than waiting for perfect conditions. In my opinion, right thinking along with continuous effort turns even simple paths into sustainable success. At Arad Branding, we consider the beginning not just a movement, but a point for building a bright future.

● Author: Yousef Heidari, Head of Tehran Dried Peach, Arad Branding.

New Business

2

Change in Iran's export approach

In the past, trade simply meant the exchange of goods and services, but today the concept of trade has gone far beyond that. In today's competitive world, quality alone is not enough; building trust, maintaining credibility, and intelligent use of digital tools and new marketing methods play a major role in success. Export branding is no longer an option; it is a necessity. If we want Iranian products to find a lasting place in global markets, we must create a credible story, competent packaging, and effective communication channels for them. Today, any producer who values their brand will be a powerful exporter tomorrow. And this path begins with a long-term perspective.

● Author: Yousef Sarafraz, dried fig trader, Arad Branding.



National production

3



National production resilient strategy

Supporting domestic production not only leads to the country's economic independence, but also provides a platform for extensive job creation and sustainable growth by empowering producers. In the current situation, every production unit that is added to the country's economic cycle is like a foundation for strengthening the foundations of the resistance economy. At Arad Branding, relying on the capacity of women producers, we strive to bring Iranian quality goods to their rightful place in domestic and foreign markets. In this path, production is not the only goal; improving standards, creating sustainable employment, and increasing consumer trust are also key pillars. Today's production is an investment in an independent and powerful future.

● Author: Fatma Alimardani, Head of Armored Shell Fars Arad Branding.

Engineer Ghorbani: The principles of sales in today's market are a combination of trust building, personal branding, and a precise narrative of competitive advantage. We teach salespeople how to start sales with a friendly conversation.



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Strong support The path is clear



Conversation with Masoumeh Ghasemi

The role of the provincial board of trustees in promoting free trade

At Arad Branding, the businessman is not alone; I say this not from a slogan, but from the experience that I have touched during my presence on the provincial board of trustees. In this structure, we stand by the businessman; for precise planning, for product selection, for concluding contracts, for effective negotiations, for trouble-free shipment of goods, and even for the safe transfer of money in exports. The board of trustees is not just an administrative title. We are businessmen who have a serious history and acceptable performance on the Arad path and now we have

accepted the direct responsibility of accompanying other businessmen. Our goal is simple: no one is left alone. Any businessman who has entered the path of business can contact us starting today. Our contact information and expertise are on the site, just call, introduce yourself and start the path. We are not just consultants; we are also implementation partners. We practice together, hold meetings together, and sign contracts together. This structure is designed for those who have just set foot on the path of business. At Arad, we believe that a novice businessman needs support,

not just guidance. I and the other members of the Board of Trustees are committed to providing this support; because we believe that with the right support, no Arad businessman will be left behind at the gates of success. At the Board of Trustees, we personalize the business path for each businessman; that is, we plan according to each person's circumstances, capabilities, and goals. No one has to know everything from scratch; they just need to want to move, and we are by their side step by step.

● Author: Masoumeh Ghasemi, Arad Branding Salt Trader.

Authentic Trade

1

Genuine Flavor Timeless Impact

The traditional Hamedan cookie is one of the most delicious foods that has its roots in the culture and history of this mountainous city and has been able to open a special place in the hearts of the people with its unique aroma and flavor. This traditional product is not only a representative of Iranian taste and art in the food industry, but also provides an opportunity to revive local businesses and develop the export of authentic food products. The widespread production and distribution of this cookie within the framework of principled commercialization can be an effective step in introducing the hidden potential of the city of Hamedan in domestic and global markets. Now, by taking advantage of the capacity of branding and modern packaging, this traditional food is on the path to entering regional markets. This path is a bridge between the originality of yesterday and the opportunities of tomorrow.

● Author: Mostafa Yaghoubi Akbar, Head of Hamedan Komaj Bread Arad Branding.



Enduring Progress

2



Sustainable Growth in Women's Wear

Given the influential role of fashion and style in everyday life, the women's clothing business requires a close look at the diverse tastes of customers and cultural requirements. What is important is not only creative design but also the use of quality raw materials and compliance with production standards. Clothing is not just a commodity; it is also part of the identity and self-confidence of women. Therefore, in this path, I have tried to use a combination of innovation, quality and market knowledge to attract customer satisfaction and loyalty. Also, adherence to professional principles and a correct understanding of market needs is the secret to the continuity and development of this business path.

● Author: Mazaher Parsa, women's clothing merchant Arad Branding.

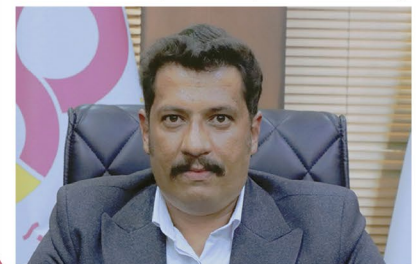
Business trust

3

Progress through trust and cooperation

Business is the art of collaboration and connection; trust is a bridge to progress; and life is a reflection of the values we create. Together, these three elements pave the way for success. In today's complex world, if businesses want to remain competitive in the market, they must not neglect the connection between people, expertise, and opportunities. In our group, we have tried to create an environment of effective interaction, provide quality products, and respect customer needs, to paint a clear picture of professional business; a business that not only makes sense in terms of profitability, but also plays a role in building trust and the future. Ultimately, it is this trust and continuous interaction that makes a brand last and the market into sustainable opportunities.

● Author: Vahid Nasehi, Head of Lamp Isfahan Arad Branding.



Engineer Shabani: Sustainable exports are not formed by discounts and price competition, but by providing real value and intelligent understanding of the laws, culture, and needs of the destination countries. An export trader must be an analyst of the global market.



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Effective presence Thoughtful meeting



Visit

**Former spokesman for the Atomic Energy
Organization and then representative of the organization
in Vienna from the offices
Arad Branding**

During the meeting, Dr. Seyed Khalil Mousavi, referring to the importance of modern trade infrastructures in the current era, expressed his satisfaction and pleasure with Arad Branding's activities in facilitating export processes and empowering the Iranian business network. Emphasizing the necessity of making foreign trade routes smarter, he emphasized the role of institutions such as Arad Branding in creating effective links between domestic producers and international target markets. Following the meeting, Mustafa Hajipour, Chairman of the Board of Directors of UCABD, presented a report on the capacities, activities, and strategies of this complex in the field of export and market development. While welcoming the presence of scientific and diplomatic elites in the country's economic environment, he emphasized the full readiness of business enterprises for joint cooperation on the path to realizing smart, sustainable, and value-added trade. The meeting was held in a friendly and professional atmosphere, and the parties, while examining the challenges and opportunities of exports from Iran, expressed their readiness to expand strategic interactions in the fields of finance, logistics, and international negotiations. At the end of the visit, Dr. Mousavi, while making a note in the guest book, praised Arad Branding's approach to the popular economy and training of businessmen, and considered it a model that can be generalized at the national level. He emphasized that the presence of specialized forces in the country's trade body can be a solution to many economic problems.

● Author: Javad Ghasemi, Secretary General of the Financial Transfer Commission Arad Branding.

Continuous innovation

1

Quality innovation driving healthcare growth

In developing the sanitary equipment market, we always emphasize improving the quality and diversity of our products. Continuous innovation, utilizing capable manufacturers, and carefully monitoring customer needs are among our most important working principles. Full support, professional after-sales service, and efforts to reduce product supply time are among the measures we have on our agenda for maximum customer satisfaction. Our goal is to create a reliable and sustainable supply chain for products that are directly related to the health and comfort of families. We believe that customer trust is our greatest asset, and to maintain it, we never lag behind global standards. Every new need is an opportunity for our progress. Innovation and trust, pillars of sanitary market growth.

● Author: Elham Fallah, sanitary ware porcelain trader Arad Branding.



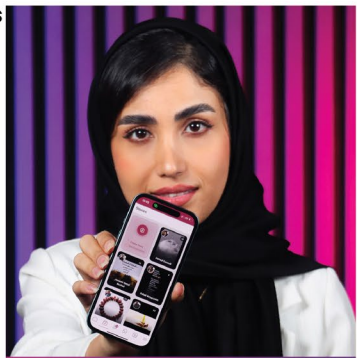
Application

2

Communication Drives Success

In today's business world, nothing paves the way for growth like effective communication and visibility. The Arad Branding application, by designing the "Distance" section, has made it possible for you to connect with hundreds of Iranian and foreign businessmen, introduce your products, and create real cooperation opportunities from these conversations. Every new connection can be a gateway to brand development, increased sales, and market expansion. Being a pioneer is the secret to lasting business. By being present in this space daily, not only will your recognition increase, but your business reputation will also be strengthened. This section is a launching pad for those who choose to take action instead of waiting.

● Author: Kowther Rahimi, Editor of Media Arad Branding.



**Be the initiator
Don't wait**

Arad Branding Trading House Address: Shp.AradBranding.com

Permanent capital

3

Building trust in business

Trade is not limited to the exchange of goods, but also the transfer of culture, trust and human values. When the basis of the transaction is honesty, quality and mutual respect, trade becomes a lasting bridge for communication between people and nations. At Arad Branding, we believe that every transaction should be based on trust and mutual benefit to bring not only economic profit, but also social growth. With the expansion of trade, borders become less clear and new opportunities are created for everyone; opportunities that can change the course of people's lives. In today's world, those who see trade as building lasting bridges between hearts, rather than simply exchanging goods, are more successful. For this reason, in the path of business development, we always emphasize transparency, commitment and effective communication with customers. We believe that investing in human relationships is the most important asset of any successful businessman in today's world.

● Author: Mansour Akhovat, Head of Cake, Golestan Arad Branding.

Master Talia: Negotiation is the art of listening before speaking. A businessman who knows the techniques of negotiation, body language, and timing can gain the trust of the other party and close the deal even in the most difficult meetings.



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Career Shift Personal Growth



**Do you think being an employee is secure?
I saw financial security in business**

I worked in the field of education for more than twenty-three years; in managerial and executive positions, focusing on cultural and educational affairs. But after two decades of service in this field, I reached a point where I felt that continuing on the same path did not meet my inner aspirations and capacities. I decided to make a fundamental change in my lifestyle and career. In June 1402, I joined Arad Branding Group from Chabahar Port, a city in the southernmost point of Iran, with a trade coefficient of seven. After undergoing training and starting to work in the field of domestic trade, I came to the conclusion that my capacities and abilities could also be effective in the field of exports. With the advice and support of the group's professors, I improved my path, increased the level of my file, and in October 1403, I began living in the city of Qom to pursue my export activities from the center of the country. This move, although difficult and challenging, was made with the aim of growth and reaching new horizons, and today the result of this decision is tangible and motivating for me. Unlike in the past when I worked for the administration and administrative structures, I am now moving to achieve my personal goals and economic development. My choice to enter the field of detergent exports was made with a detailed market analysis and with the guidance of Arad Group; a durable product with high demand in the region, which has a wide market in neighboring countries. I have currently had effective face-to-face and online negotiations with several foreign representatives, and one of the contracts is in the final stages of agreement. The market development process is underway in earnest and I envision a bright future for this path.

● Author: Mohsen Jahan Tigh, Head of Qom Laundry Powder Arad Branding.

Senior Manager

3

Building trust is a prerequisite for sales



Sometimes one meeting is enough to change the way we look at business forever. In one of the specialized meetings of the Arad Branding Group, Professor Vahid, the organization's strategic director, outlined three fundamental axes of successful business for us with clear statements and practical examples: negotiation, sales, and exports. He described negotiation not as competition, but as a dialogue based on recognition, listening, and persuasion. A successful businessman is someone who listens before speaking; not to respond, but to accurately understand the other party. In fact, success in negotiation depends more on the heart and mind than on language. Regarding sales, they emphasized that a professional salesperson is not just a product supplier.

● Author: Fereshteh Momen, member of the supply team Arad Branding.

Iranian innovation

1



Cleaner Water Starts Here

Instead of conserving resources, common household water purifiers waste a lot of water. This is while a completely Iranian solution with an innovative design has provided the possibility of purification without waste. The "Desert" model is the result of the efforts of a committed Iranian inventor who produces healthy and efficient water without wastewater. Using this device can improve consumption patterns and be an effective step towards managing the water crisis. This technology is not only a response to the water crisis, but also a symbol of the scientific power and responsibility of Iranians towards the environment. Backing progress means securing a healthier, greener future.

● Author: Babak Nazari, water purifier trader Arad Branding.

Sustainable productivity

2



A path to smart growth

Productivity means the optimal use of resources to achieve maximum output. This concept helps businesses increase efficiency and reduce costs. Factors affecting productivity include time management, employee motivation, new technologies, and optimized processes. Improving productivity not only contributes to economic growth, but also improves the quality of life. Increasing productivity in organizations requires culture building, continuous training, and regular performance monitoring. Productivity is the optimal use of resources to achieve maximum output. It's essential to foster a strong culture.

● Author: Behnam Amiri, Director of Nabat Emirates Arad Branding.

Engineer Shabani: Business means finding a need, building a path, and creating value for others. At Arad Branding, we believe that every successful businessman must first be a servant; a servant of the people, a servant of the market, a servant of honesty.



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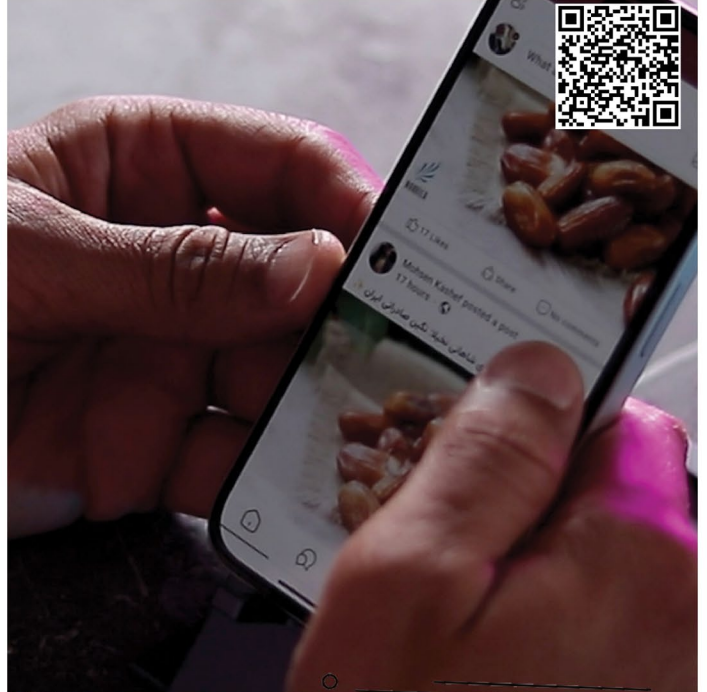


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Until a few years ago, entering global markets required expensive and complicated paths; purchasing flight tickets, filling suitcases with product samples, coordinating with intermediaries, participating in foreign exhibitions, and spending significant time and capital to initiate a trade negotiation. But now, in an era where the world is rapidly moving towards digitalization, trade has also changed its skin and taken on a new form; a form in which only a smartphone is enough to open your global trade office. The "Arad Branding" application is a precise response to this evolution. This practical software is not only a communication tool between Iranian manufacturers and foreign buyers, but also a professional platform for introducing products, establishing relationships, negotiating, placing orders, and coordinating shipping. Unlike traditional models, the user of this application negotiates with real buyers without the need for intermediaries; with the ability to send direct messages, provide prices, introduce product features, and receive instant feedback. On this platform, traders, suppliers, sales representatives, and even foreign customers are present simultaneously, and this dynamic interaction provides a transparent platform for the growth of Iran's non-oil exports. Using smart tools and a user-friendly design, the Arad application has provided

the opportunity for even a person without previous experience to enter the international trade arena as an exporter. This software, especially in the current situation where reducing trade costs and eliminating intermediaries have become increasingly important, is considered a unique tool for earning foreign exchange and direct connection with global markets. The dynamism of this platform has also enabled not only big traders, but also young people and new entrepreneurs to have a real share of exports. "Arad Branding" is not just an application; it is a roadmap for crossing the traditional borders of trade. This tool has presented a new concept of exporting with the aim of fast, cheap, and effective access to foreign markets. A concept where there is no need for a visa, exhibition, printed brochure or acquaintance living abroad; everything is in your pocket, ready to start a business conversation. With Arad Branding, the waiting time is over. Open a global trade office today; start marketing, find customers, introduce products and start exporting. Global trade is no longer a dream; now, this opportunity is right in your hands. This application is not only a technological tool, but also a strategic bridge between domestic production and international markets.

● Author: Zahra Ebrahimi Panah, employee of technical unit Arad Branding.



THE WORLD TRADE OFFICE IN YOUR HANDS

Trade Bridge

1



Trade as a Bridge for Global Growth

Trade acts as a powerful bridge that establishes connections and economic exchanges between different countries and cultures. It allows individuals and organizations to supply and demand their goods and services globally and benefit from diverse resources and markets. Trade not only leads to economic growth and the development of new skills, but also supports the exchange of ideas, technologies and cultures. From this perspective, trade acts as an interactive agent in the progress of societies and the creation of new opportunities for individuals and businesses.

● Author: Mustafa Abbasi, Director of Motor Oil Pakistan Arad Branding.

Export opportunity

2

Export opportunities for sleeping goods

The bedding industry, as a part of the textile industry, includes products such as blankets, sheets, pillows, mattresses, bedspreads and towels, which, in addition to the domestic market, have a high capacity for export. Among them, towels have gained special importance in exports due to their widespread consumption, rapid wear and tear and constant demand. East Azerbaijan Province has become an emerging hub for towel production in the country with the development of production infrastructure, and cities such as Tabriz and Maragheh have formed a complete chain from production to packaging of this product. Geographical proximity to target countries such as the Republic of Azerbaijan, Armenia, Russia and Central Asia has provided extensive export opportunities for this region.

● Author: Sepideh Haq Serehsht, Director of Emirates Blankets, Arad Branding.



Global growth

3

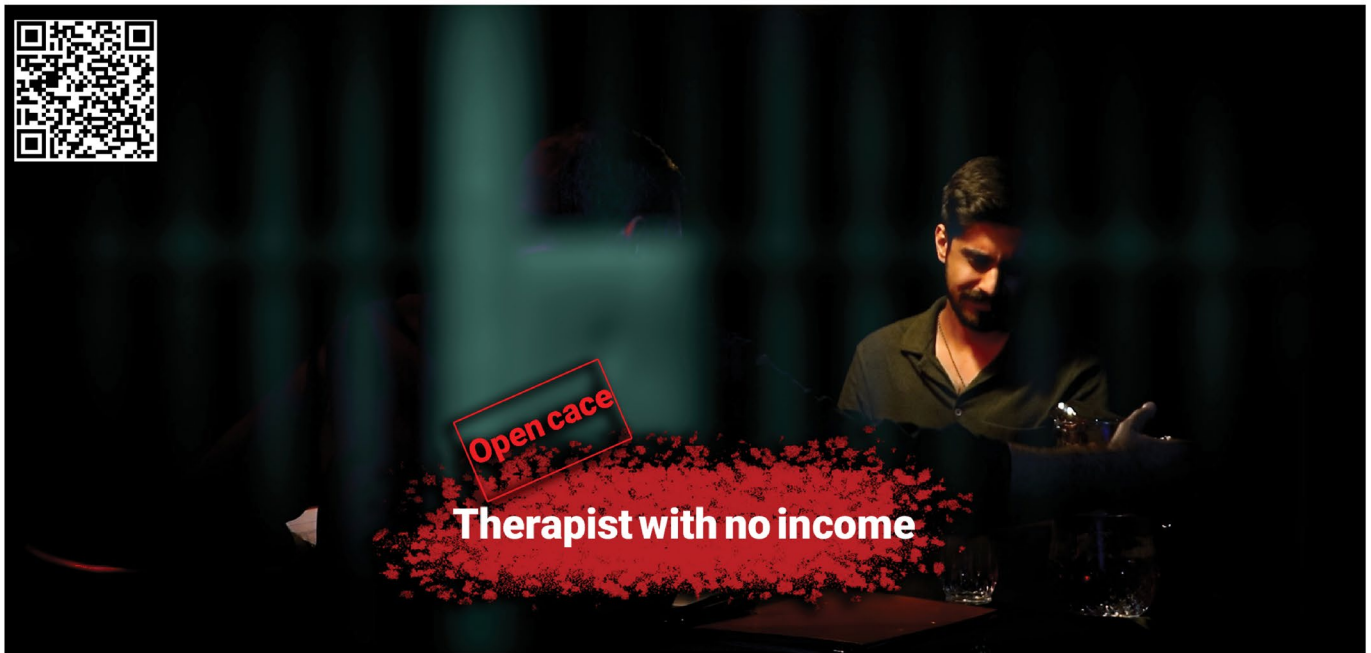


Almonds nature's golden gem

With the global growth of attention to organic foods, almonds shine with special splendor at the top of the choices. The growing popularity of products such as milk, butter and almond-based snacks indicates the unique place of this valuable seed in the food basket of the new generation. We believe that the golden time for export has come. Iranian organic almonds, with their authenticity and quality, are ready to shine in global markets and bring the taste of health to the tables of the world. From the heart of clean soil, to the global health basket... Mamai almonds are our golden ambassador. By relying on professional packaging, international standards and the narrative of Iranian authenticity.

● Author: Kianoush Rostami, Director of Mamai Almonds India Arad Branding.





Therapist with no income

Watching this story, my mind was subconsciously engaged. A man with years of experience in the field of traditional medicine, with a deep knowledge of medicinal plants and their properties, has been working in the confined space of an apothecary for years; a person who knows exactly what herbs are effective for the stomach, nerves, liver or any other physical problem, but still considers himself merely a salesman. While his clients consider him more trustworthy than some doctors, he

still does not consider himself worthy of entering the larger world. The fact is that he has been doing business for years, without knowing it himself. He knows the product well, understands the customer's needs and knows how to build trust. What he does not have is not simply capital; but a guide, a path and self-confidence to enter the next stage. Today's business is no longer done alone; everyone knows part of the path and with cooperation and partnership, a chain of expertise can be

put together. Someone who knows the product just needs to be next to someone who knows the market, knows the language of communication, and knows the way to licenses. Many men and women in this land, with similar knowledge and experience, have been able to enter the business through this path. What is preventing them is not a lack of capital, but rather a lack of a correct picture of their own capabilities.

● Author: Hamidreza Hashemi, Business Consultant Arad Branding.

Economic audacity

1

Architecting the Future of Business

In today's rapidly changing world of business, only those who think beyond repetitive frameworks and create the future themselves are successful, with innovation and courage. A forward-thinking businessman does not wait for opportunities, but creates them; he is not an imitator, but a path-maker. At Arad Branding, we are not just exporters of goods; we are architects of new opportunities that have raised the flag of Iran in global markets. On this path, we are neither afraid of risk nor make excuses; because we know that procrastination only brings regret. Now is the time to act; we must get up, design, move and build. For us, business is not just a job, it is a mission to build a greater, more national and more lasting future. We have come to carve Iran's name on the peaks of global trade with intelligent action.

● Author: Amir Azimzadeh, Director of Russian Steel, Arad Branding.



Art export

2



Global Access to Iranian Art

In recent years, Iranian handicrafts have once again attracted the attention of foreign markets, especially the Persian Gulf countries. The combination of traditional art with modern designs has made products such as handmade vases, picture frames, and wall hangings attractive options for export. The experience of some collections shows that compliance with global standards, professional packaging, and maintaining cultural authenticity are key factors in the success of exporting this indigenous art. This trend helps introduce Iranian art and strengthen the economy of artists.

● Author: Bijan Portaghi, Head of Gilan Handicrafts, Arad Branding.

Iranian brand

3

Saffron of Iran A Global Standard of Purity

Aradbranding, a leading group in the field of branding and export development, operates with the aim of empowering Iranian producers and connecting them to global markets. Relying on digital marketing, market analysis, and building personal and organizational brands, the company has paved the way for economic actors to enter exports. In today's world, production without branding and market development is not enough. Aradbranding, with its extensive network of traders and experts, helps producers reach foreign buyers without intermediaries and establish their brand in target markets. In the meantime, Iranian saffron.

● Author: Azam Soltani, Director of Spanish Saffron, Arad Branding.



Professor Vahid: Exporting means crossing geographical borders by relying on competitive advantages. When trade is introduced correctly, not only Iranian products are sold, but our culture, reputation, and economic power are also exported.



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In a recent specialized meeting on export development strategies, Engineer Shabani, Chairman of the Board of Directors of Arad Branding, explained his view on the basic principles of trade and the path to success in international markets. Emphasizing the necessity of a scientific and engineering approach to trade, he stated: Today's trade requires data-based decision-making, high communication skills, and a deep understanding of the supply and demand process; not simply relying on traditional experience or occasional luck. According to him, the starting point of every successful deal is understanding the target market. Without this understanding, negotiation becomes a vague and inefficient process instead of an effective tool. He added: Successful exports do not begin with a good product, but with a detailed market analysis, a deep understanding of the buyer's needs, and mental preparation to face cultural and economic differences. In another part of his speech, the importance of professional sales was discussed: Real sales are not sales of goods; sales are about trust, credibility, and confidence. A businessman who relies only on the external features of the product instead of transferring a competitive advantage is doomed to failure in negotiations. Referring to Arad Branding's many years of experience in the field of export development, Engineer Shabani emphasized: Today, we are moving on a path where exports should not be accidental, sporadic, or showy; rather, they should be engineered, repeatable, and based on a coherent chain from production to delivery.

● Author: Mohammad Abdollahi, commercial advisor Arad Branding.

Creative business

1

Businessman Builder of Tomorrow

Business is a dynamic dance of supply and demand; a businessman is an artist who, by recognizing needs, combines creativity and innovation and creates a product or service that makes life easier and more enjoyable. Business is not just about exchanging goods and services, but also about creating value, creating jobs, and building a better world for everyone. A businessman is a risk-taker, but he steps forward with open eyes and an alert mind, gaining experience with each step and getting closer to the peaks of success. In a world where competition is ruthless, a true businessman is someone who neither fears challenges nor avoids change, but turns them into his launching pad.

● Author: Mohsen Haj Nayeb, Director of Saudi Arabia Electric Cable Wire and Cable, Arad Branding.



Engineer Ghorbani: Effective selling depends on building lasting trust. A good product is only half the battle; the other half is the sense of security a customer gets from interacting with the seller. Trust sells products attract, but confidence closes the deal.

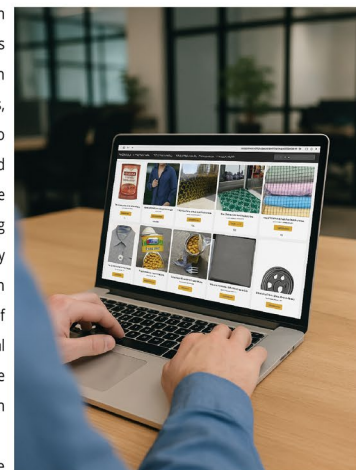
Trade House

2

Merchants' Pride Expo

In the "Products of Well-known Traders" section of the Arad Branding Trading House, products are offered by the most experienced traders in the group; products such as blankets, dried fruits, coffee tables, and tempered glass are available to buyers with detailed specifications, sales history, and technical information. This section aims to increase trust, transparency, and facilitate exports, providing a professional platform for introducing high-quality Iranian products. The products in this section are offered with the support of the experience of successful traders and their knowledge of the global market. Guaranteed quality and trust-building are the secrets of their sales. Here, the export path begins with experience.

● Author: Reyhaneh Bahrami, employee of the Technical Unit Arad Branding.



Arad Trading House Address: Shp.AradBranding.com

Sustainable growth

3

Smart Farming Global Trading

In the development of agricultural trade, utilizing specialized knowledge, accurately identifying target markets, and relying on professional export infrastructures have become the main factors of success. What is more important today in the field of agricultural product exports is not just production, but also careful management of the supply chain, maintaining quality during shipment, adhering to international standards, and establishing effective communication with foreign customers. Some active groups in this field, relying on the support capacities of Arad Branding, have been able to create an effective and sustainable bridge between domestic producers and global markets. This type of activity, beyond selling goods, represents the transfer of credibility, trust, and the correct image of Iran's agricultural capabilities to the world. In an era when global competition is rapidly changing, what remains is a purposeful outlook, continuous updating, and progress based on experience and intelligent cooperation.

● Author: Masoumeh Shabani, Head of Sib Tehran Arad Branding.

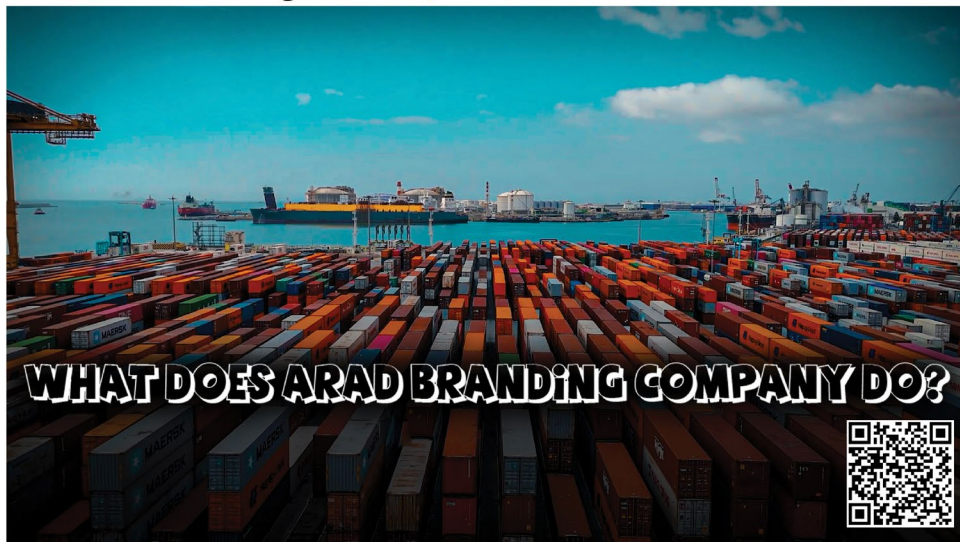


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A Clear Path Sustainable Success



At Arad Branding, a vision that transcends borders flows; with intelligent strategies and a forward-looking outlook, we draw a clear horizon for Iranian and global businessmen. One of our fundamental beliefs is that success is our constant choice; not a random event, but the result of conscious choices, continuous perseverance, and association with a professional team. At Arad, we have combined relentless effort with a commitment to quality and the discovery of new opportunities at the international level to provide a platform for growth, development, and effective entry into global markets. Every project that begins in this team reflects the combination of experience, expertise, and global professional standards; we consider challenges not as obstacles, but as opportunities for prosperity, and with a strategic perspective, we transform them into lasting victories. We deeply believe in the concept of family; A family that is not only like-minded and like-minded, but also opens new paths of business with a constructive spirit and inner unity. At Arad, support is not a temporary feeling or an advertising slogan; it is a permanent principle in our organizational culture. Membership in the Arad family is not just a job choice; it is the beginning of a professional, mature and purposeful journey to build a different and worthy future; a future that every committed and forward-looking businessman deserves. We believe that with love, empathy and a precise understanding of the needs of the global market, a new path can be drawn in world trade. Arad Branding is not just a company; it is a symbol of power, expertise, creativity and innovation in the world of business. Relying on knowledge and experience, we do not consider any border to be limiting and we believe that no goal is unattainable.

● Author: Sahar Alipour, Commercial Consultant at Arad Branding.

Healthy income

1



Globalization starts here

Promotion in Arad Branding is neither an entry fee nor a tool for attracting new people, but a platform for advertising the product and effective communication with domestic and foreign customers. Members earn income through actual product sales, and inviting new people is done only voluntarily and with a specific reward. This model is based on specialized activity, transparency, and actual sales, and has a sound and acceptable structure from a religious and legal perspective. If it continues based on ethical principles and a focus on product quality, it can be a successful and lasting model in Iranian business.

● Author: Houshang Rahnamatin, Head of Qom Mountaineering Shoes, Arad Branding.

Exportability

2



Combining health

Disposable aluminum containers are a combination of strength, hygiene and economy that are a smart choice for today's fast-paced life. Due to their high heat resistance and the possibility of using them directly on the flame, these containers are an ideal option for cooking, storing and transporting food at parties, trips, restaurants and take-out meals. In a situation where food hygiene and reducing washing time have become more important, using aluminum containers improves health, saves costs and better time management. Iran's share in the regional market is growing.

● Author: Mohiyar Keyghabad, Head of Aluminum Containers, Tehran Arad Branding.

Senior Manager

3

Building trust is a prerequisite for sales



He spoke not from behind a desk, but from the heart of the business arena. In a session that was more like a practical class, Engineer Ghorbani, CEO of Arad Branding, presented a real and tangible picture of sustainable business; not with complex theories, but based on experience. One of the sentences that caught everyone's attention was: "In negotiation, what leads to sales is not words; it is precise understanding." According to him, there are many salespeople who talk a lot, but few salespeople who really listen and understand. A successful negotiator is someone who fully understands the needs of the other party before making an offer. He emphasized that successful business is based on human relationships.

● Author: Rosa Bigdeli, Russian logistics expert at Arad Branding.

Professor Talia: Successful selling begins with a deep understanding of the customer's needs and leads to results through honesty in presentation and professional follow-up. A smart salesperson is someone who builds trust, not just sells a product.



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Successful countries like China, Japan, and South Korea stand as clear role models before us. These are nations that, by relying on millions of active traders, have managed to bring their local products into global markets and capture a significant share of the international economy. In these countries, being a trader is not merely a profession it is a vital pillar of economic development policy. Through infrastructure, educational, and financial support, they created the foundation for a growing network of international traders. Today, they can proudly claim that a major portion of their Gross Domestic Product (GDP) is generated through non-oil exports. In contrast, despite Iran's rich potential with thousands of high-quality products, ready markets in the region, and a highly educated workforce we face a severe shortage of traders. This shortage is one of the main causes behind declining exports, reduced foreign currency income, stagnated production, and ultimately, increased poverty across various layers of society. Contrary to popular belief, trade is not just for importers or wealthy investors. A true trader is someone who can take an Iranian product, market it correctly, build trust, and establish lasting international relationships positioning it firmly within foreign markets. In today's world, being a trader does not

merely mean exchanging goods. It carries a broader meaning that encompasses sustainable income, social credibility, international connections, and a role in national development. Each trader can be the starting point of change in the lives of dozens of families, creating deep social impact by generating economic opportunities. Modern trade is about engineering opportunities identifying the country's competitive advantages, translating them into the language of target markets, and designing a clear path to enter other countries' economic systems. The path to becoming a trader, contrary to common perception, does not require complex facilities or massive capital. This journey can begin simply by inviting just one person into the world of commerce. This small step, when scaled nationally, can become a powerful force in building the economic future of the country. Every new trader acts as a bridge between domestic production and international markets. Given that Iran has the capacity to produce more than 10,000 high-quality and diverse products, if we aim to export these to over 100 countries, we will need to train and support one million capable and committed traders those who can properly raise the flag of national production in global markets.

● Author: Seyed Ahmad Tahvildar, Host at Media Arad Branding.



Health Export

1



Iranian Health Food Export

In today's fast-paced world, returning to healthy and natural nutrition is a global necessity. Natural pickles, as an authentic and rich product of Iranian food culture, not only have a pleasant taste, but also play an effective role in improving digestion, strengthening immunity and promoting general health with their probiotic properties. From the perspective of an international health-oriented businessman, pickles are not just a food product, but also a representative of a healthy Iranian lifestyle that has the potential to have a strong presence in the global market. If this product is properly packaged, introduced and positioned, it can become a successful and effective export.

● Author: Vahid Rahimi, Head of Hamedan's Pickled Cucumbers Arad Branding.

Sweet export

2

A Healthy Taste of Tradition and Love

In the heart of every home, there are flavors that last and create memories. My sugar and candies are also of the same authentic and homemade flavors; healthy, tasty products prepared with care, patience and love. Using the best Iranian sugar and without adding any preservatives or harmful ingredients, I produce products that both maintain health and have a pleasant taste. From colorful candies and demnouth with flavors of saffron, borscht, cinnamon and lemon to molded sugars with special designs and simple broken sugars for everyday tea, everything is done with care, taste and elegance. The packaging is also beautifully designed and practical, ready



for occasions such as gift-giving, parties, dowries, receptions in shops and religious ceremonies. In pursuit of a healthy taste, the mind and heart remain.

● Author: Parvin Harouni, demo plant dealer Arad Branding.

Successful business

3



5 Golden Rules for Business Success

"Business" is not just a word; it is a combination of five key principles that determine the path to success of every businessman. The first letter means "focusing on intention"; that is, choosing a clear path and sticking to it. The second is "being current in intention"; that is, actively participating in training, communication, and execution. The third is "taking a model from intention"; that is, using successful experiences instead of personal trial and error. The fourth is "letting go of non-intention"; that is, eliminating confusion and focusing completely on a single flow. And finally, "trying with intention"; that is, accompanying a coherent structure to achieve sustainable growth.

● Author: Mohammad Bagheri, Head of Khorma Kabkab Fars Arad Branding.



Business Secrets

Sales to Cross Border



Trade, from the perspective of Professor Talia, the head of the Arad Branding Policy Council, is not simply an economic activity; it is rather a thoughtful path, full of skills, market understanding, and strategic vision. He believes that a successful businessman is someone who has a precise understanding of the customer's desires, negotiates honestly and intelligently, and narrates the value of the product to the customer beyond the price. In his view, sales means the ability to

communicate effectively, understand the audience's concerns, and provide an accurate response to their needs. Price is only one of the tools; but what makes sales lasting is building trust and providing a different shopping experience. In this regard, successful negotiation is also formed only when it is accompanied by mutual understanding and the search for common interests, not simply presenting repetitive techniques and tactics. In the field of exports, the professor emphasizes

that success is not accidental. You must know the target market, understand its language, analyze the competitive advantage of the product, and manage supply capabilities properly. Smart exporting means consciously entering the global market with the goal of sustainability, not just a short-term deal. He always says: Business is building bridges that cross both you and others.

● Author: Majid Moradi, Manager of Mashhad office Arad Branding.

Professional business

1

Choose Experts for Precise Lasting Installation

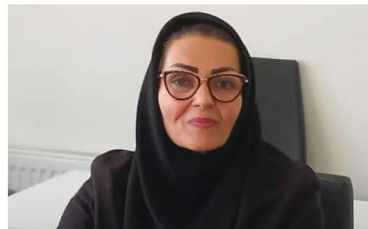
If you are looking for a fast, durable and long-lasting installation of tiles and ceramics, GLR tile adhesive is a reliable answer to your needs. This adhesive with an advanced formulation has excellent adhesion and holds the tiles firmly, non-slip and durable in place even in harsh environmental conditions. High resistance to moisture and heat makes GLR an ideal option for use in kitchens, bathrooms, swimming pools and outdoor spaces. With this adhesive, the worry about the tiles loosening or lifting is completely eliminated. The easy use and uniform texture of GLR adhesive makes the installation process more accurate, fast and clean.

● Author: Darya Khorsand, Construction Chemical Products Trader Arad Branding.



Smart Export

2



Smart Entry to Global Markets

Today, Iran has a diverse export portfolio, including oil, petrochemicals, agriculture, minerals, and handicrafts. By focusing on non-oil exports, efforts have been made to reduce dependence on oil, but challenges such as global price fluctuations, sanctions, and banking restrictions remain. However, Iran has great potential for export development in terms of natural resources, a young workforce, and industrial diversity. Expanding trade with neighbors and strengthening non-oil exports can pave the way for sustainable economic growth. Achieving this goal requires properly introducing the advantages in the global market.

● Author: Leila Sheikh, Director of Plastic Trash Can India, Arad Branding.

Fashion industry

3

Clothing Business Profit Meets Responsibility

The clothing trade is one of the key and extensive industries in the world that not only affects the economies of countries, but also plays an important role in culture and society. This industry, which includes the design, production, distribution and sale of clothing, has undergone a great transformation since the distant past and, with the entry into the industrial era, has expanded to mass production and diverse business models such as retail stores, luxury brands and online sales platforms. The clothing trade is a source of employment for millions of people in the world, but along with economic opportunities.

● Author: Azam Soltani, Head of Tehran Women's Clothing Arad Branding.



Professor Vahid: Exporting means crossing geographical borders by relying on competitive advantages. When trade is introduced correctly, not only does Iranian products sell, but our culture, reputation, and economic power are also exported.



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Global Reach National Production



Fatima Entesari's interview

From Qom to Europe Iranian blanket exports to 10 countries!

I started my professional career in the field of trade in 2016, and my main focus was on the product of sleeping goods, especially blankets. I started the path by producing specialized content and responding directly to the audience, and gradually, as the volume of calls and orders increased, I organized the sales team and created a coherent structure. This process paved the way for broader interactions with suppliers, and then, with the official brand registration and establishment of the company, the necessary infrastructure was provided for the development of commercial activities. Currently, I have succeeded in expanding the shipping of products to all 32 provinces of the country and nearly 700 cities. It is a great honor that today, my brand name is known among activists in this field and effective and sustainable cooperation has been formed with numerous collections across the country. The point of entry into the export arena was through Persian searches by users abroad. Some of these audiences were Iranians living abroad, and others became familiar with my products through content published in Persian. These acquaintances became an incentive to enter international markets more seriously. Subsequently, by launching foreign websites, producing multilingual content, and establishing contacts with international representatives, especially through Arad Branding and its specialized platforms, I was able to start exporting to various countries, including European countries. Obviously, the path of trade, especially at the international level, is not without challenges.

● Author: Fatemeh Entesari, Blanket Supply Manager at Arad Branding.

Export negotiation

1

First Export Lasting Experience

My first export negotiation was a nervous start, but that fear quickly turned into a valuable opportunity. When it came time to talk to a foreign client for the first time, I was worried: would I speak fluently? What if they asked me a question I didn't know? What if I didn't come across as professional? But I soon realized that this fear was the most natural part of starting any great journey. To overcome it, I started practicing. I got to know my product better, reviewed frequently asked questions, and accepted that not knowing is not a weakness; the important thing is to be honest and persistent. The first negotiation may not have been perfect, but it taught me a great lesson.

● Author: Susan Pourali, Managing Director of Kuwait Arad Branding.



Trade House

2

Trilingual mail a key to penetrating international markets

If you plan to publish a regular post on the Arad Branding app, it is recommended to publish it in three languages. This way, your brand will be able to enter several international markets simultaneously with just one post. The content of the post should be very concise, professional, and targeted; in a way that clearly states the general information of the product, including the type of product, ready-to-deliver capacity, quality, and readiness for export. It is better to postpone specialized details and additional information to direct correspondence and subsequent communication. The order of languages is recommended to be English, Arabic, and Persian to prioritize the international audience and give your brand a more professional appearance.

● Author: Kawther Rahimi, editor of Media Arad Branding.



**With one post
Take the three markets**

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Authentic taste

3

From the table to health a popular condiment

Pickled cucumber, a popular condiment on Iranian tables, is more than just a simple flavoring; it is part of our memories and tastes, a constant companion to dishes, from kebabs and pilaf to sandwiches, which stimulates the appetite. Its crunchy texture and sour and salty taste provide a pleasurable experience when eating, but pickled cucumbers also have health benefits beyond taste that have received less attention. The natural fermentation process makes it a rich source of probiotics for digestive health, and it contains vitamin K, which is beneficial for bone health and blood clotting. Its moderate consumption is the key to enjoying its health benefits, especially due to its salt content. Today, the variety of pickled cucumbers with different flavors has provided many options for every taste. Pickled cucumbers are a symbol of the simple and lasting pleasures of Iranian life, and this popular condiment will continue to maintain its place at the heart of our tables. And maybe one day, we will see its special taste on tables around the world.

● Author: Mahvash Majidifar, pickle trader Arad Branding.

Engineer Shabani: Successful sales don't just depend on a good product; they also require a proper understanding of the customer's needs, timely delivery, and professional follow-up. Every sale is about building trust, not just a transaction.



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Roadmap Credibility Criteria



Conversation with Mehdi Nourivala

Prerequisite for entry into Arad projects and committees

The "roadmap" in Arad Branding is not just a timetable, but a precise framework for measuring the businessman's discipline, commitment, follow-up, and real readiness to accept more important responsibilities. Someone who does not adhere to this path shows that they have not yet reached a level of professional maturity that can be trusted in serious and group work. But a businessman who checks the site daily, reports on activity, is active in communication software, and takes his organizational position seriously shows that his view of business is not simply numerical; rather, it is structured and sustainable. Arad projects are like professional sports teams; someone who does not have regular practice cannot appear successful on the day of the performance. Practice in Arad means carrying out continuous activities in the business, publishing specialized posts, actively communicating with customers, reviewing the site, and responding regularly. These have a "simple appearance," but in fact they are "key infrastructures" for entering more advanced paths. Arad software is the main platform for business interactions with foreign customers, representatives, investors and domestic partners. The absence of a trader in this software means that he is not prepared to enter the real world of international trade. Someone who is not properly seen on this platform will naturally not have an effective presence in the eyes of the foreign market. The projects are vitrin and vitrine Arad. Where the performance of each individual affects the credibility of the entire complex. The slightest irregularity or behavioral weakness in a project can call into question the entire team's efforts. Therefore, strictness in entering projects is a logical requirement, not a personal obstacle, and practical proof of skills.

● Author: Mehdi Nourivala, Arad Branding safety equipment trader.

Sustainable exports

1



Paste exports powered by Arad Branding

Arad Branding Group has provided the necessary platforms for the development of tomato paste exports to the UAE by utilizing advanced commercial infrastructure, establishing specialized offices and showrooms, and having an extensive network of professional traders and producers. With its precise understanding of the target market and effective communication with reputable domestic suppliers, this group plays an important role in facilitating the export process. The UAE is considered one of the suitable destinations for the export of Iranian tomato paste due to its immigrant population, high consumption of processed foods, and strong logistics infrastructure. Arad makes the export path smooth and secure for you.

● Author: Ali Akbarabadi, tomato paste trader Arad Branding.

Public business

2



The Rise of Iran's Business Leadership

Our beloved country of Iran, especially in the north of the country, is considered one of the top producers of high-quality kiwi in the world, and Iranian rice is also one of our distinguished agricultural products that has a high capacity for export. With effective participation in various projects and the collective efforts of Arad traders, we have succeeded in taking important steps towards economic progress. Each project is a ray of hope and a bright light for building a bright future; a future in which the people of Iran can find a more worthy place in the global economy and understand the concept of trade and exports more concretely. May the country's real progress be strengthened.

● Author: Dadour Ghaffari, Head of Citrus of Gilan Arad Branding.

Senior Manager

3

Secrets to success in exporting and negotiating



In a conversation I had with Engineer Shabani, Chairman of the Board of Directors of Arad Branding, he mentioned several key principles in business. First, exporting is not just about sending goods; understanding the market, standards, packaging, and customs requirements plays a decisive role in its success. The second point is the importance of negotiation skills. A successful businessman is one who creates a win-win agreement with calmness, mutual understanding, and proper timing. He also emphasized that professional networking, building relationships with suppliers, traders, and foreign representatives, is the driving force behind sustainable business. And finally, he emphasized patience and continuous learning.

● Author: Mohammad Entezam, Deputy Director of Supply Chain at Arad Branding.

Professor Vahid: Successful business is born from a deep understanding of the market and the art of professional negotiation.

In the export process, any word used correctly can be a bridge to a great contract. In Arad, negotiation is a strategic tool.



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External security True freedom

When I heard these words, it was as if someone was speaking to my heart. For years I had been caught up in this dilemma: a stable and seemingly secure office job, or the challenging but dynamic path of career independence. The reality is that in government jobs, human agency is very limited. You have to show up at a certain time every day, you often do tasks that you had no role in designing or choosing, and important decisions are always in the hands of higher-up managers. Even if you have an idea in mind, or want to make a change, it has to pass through a thousand filters and in the end, it may only be heard, not implemented. But when that person repeated with determination: "Shopkeeping, shopkeeping, shopkeeping," not from advertising or slogans, but from the depth of the experience he had lived, suddenly everything became clearer to me. Shopkeeping, or in general, freelancing, means taking back control of yourself. It means choosing your own path, setting your own hours, setting your own income ceiling, and growing indefinitely if you want. Freelancing is not just about having a place to work, it is also a lifestyle; a lifestyle in which you are the decision maker and your efforts and creativity directly pay off. Unlike stable jobs where the more you try, the more you may eventually get a small promotion

or promotion, in freelancing, every new idea and every right step can double or even tenfold your income. Since childhood, we have been told to look for a government job because it "has insurance," "has job security," and "its water supply never runs out." But few have asked us what we are missing behind this security? A monotonous life, lack of inner satisfaction, lack of opportunity for real growth, lack of freedom in decision-making, and even a sense of inability to make an impact are things that are often hidden in the heart of that apparent security. The shopkeeper's words were not just a simple sentence for me; they were a wake-up call, a serious wake-up call. That if you don't have control over your life, if you can't design your own path, even the most secure job can't give you true satisfaction. Job security is meaningful when it comes with choice, purpose, motivation, and growth. Otherwise, living on a repetitive path, no matter how guaranteed, ultimately gives us nothing but fruitless passing of our days. Now, after hearing that sentence, I am no longer the same person I used to be. I am more honest with myself. I know that I have to create something for myself; something that has both choice, creativity, and growth.

● Author: Seyyed Mohammad Mousavi, Business Consultant Arad Branding.



Should I be dependent
or independent?

Business identity

1



Essential export branding for Iran

Today, tomato paste producers in Iran have more opportunities than ever to globalize their brands. High production capacity, excellent product quality, and thirsty markets in the region are the basis for a booming export. But what has prevented many from succeeding is the lack of a brand-centric approach. A product like paste, with smart packaging, brand storytelling, and a professional presence in the digital space, can become an export and luxury item. In a world where brand comes first, a product without a commercial identity is forgotten.

● Author: Hamidreza Makhmali, Head of Tomato Paste Product at South Khorasan Arad Branding.

Export boom

2

Rise in Iranian fig exports to Germany

In recent years, Iranian dried fig exports, especially to Germany, have grown significantly. The natural taste, high quality, and traditional drying method have made this product popular among German consumers. Given Germany's strictness in importing healthy and authentic food products, Estahban dried figs with their excellent features are an ideal option. Also, people's tendency towards healthy eating has made this product a popular snack. Arad Branding Group and Rayka Parsian Trading Company have also focused on branding and packaging, providing a stronger presence for Iranian dried figs in the European market.

● Author: Fatemeh Arjomand, Director of Germany Dried Figs Arad Branding.



Strategy

3



Globalization's impact on business strategies

Business Growth with Hope and Proper Planning Hope and aspiration are the driving force behind any business, but they do not succeed without planning and extra effort. Hope is like a lamp that lights the way, but it is planning that defines the path to success. Business growth requires continuous effort, continuous learning, and flexibility along with appropriate and timely response to changes. By setting smart goals, managing resources, and high perseverance, aspirations can be realized. Every small step, with motivation and discipline, leads to great progress. Success depends on hope, careful planning, and relentless effort.

● Author: Gholam'ali Zahedi, Water Purification Equipment Dealer Arad Branding.

Engineer Shabani: Export development makes sense when the manufacturer has a global perspective and the trader accepts international responsibility. In branding, we connect these two sides so that Iranian trade shines in the world.



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From the first contact Until the final agreement



Arad Branding Trading Company Managers

In every corner of this world, there is a story going on, and I believe that Arad is the narrator of one of the purest of these stories; a story of movement, of trust, and of a dream that slowly comes to life and becomes reality. Nineteen years of experience, presence, and construction have turned this complex into a reliable path. Arad is not just an arena for business, but a bridge between me and international markets; a bridge that is solid and accompanying from the first contact to the last contract.

I consider the Sima Iran office to be the beating heart of this flow; a place where opportunities are formed and paths are paved. Arad managers are pioneers of major global projects; they negotiate with government institutions, international companies, and large organizations, define projects, sign contracts, and intelligently open the way to enter global markets. In this space, every contact is the beginning of a story, and every meeting is a step towards the realization of a dream. I consider

managers as architects who, by guiding executive committees, create synergy between businessmen, representatives, and economic allies. At the heart of every project, a knowledgeable team leader and a hardworking manager guide the path like a bright beacon. Here, business is not just a transaction; it is a purposeful.

● Author: Saba Sadeghi Kia, Internal Director of the Sima Iran office of Arad Branding.

Smart Export

1

Knowing the target market

Detergent products are produced in different grades. These grades are determined according to the needs of the customer and the destination country and the target market standard. In order to have proper sales, all these matters must be paid attention to and carefully considered. Countries that require registration must take the relevant steps to prevent the goods from being deposited and stopped at customs. Detergent and sanitary products, in addition to quality, also have a variety of weights, which must be noted that the destination of consumption determines this and of course the price difference also follows. By introducing Iranian-made detergent and sanitary products to traders and merchants, we can create a wide target market.

● Author: Zohreh Rostami, Director of Oman Arad Branding Detergent Powder.



Smart effort

2



True trust complements intelligent effort

In our culture, hard work has always been presented as the path to success; but what has been less addressed is "true trust." Trust means trusting in God's wisdom and peace along the way. Just as we entrust the construction of a tower to a professional architect and not worrying about its details, we must also entrust our lives and the results of our work to the knowing Creator. Effort is necessary, but not the kind that is exhausting and anxiety-provoking. It is enough to move in the right direction, perform our duties well, and trust in God's timing. In this case, the result will come calmly, on time, and in the best possible way.

● Author: Mojgan Mohib, Head of Fars Dried Figs, Arad Branding.

Business creation

3

Building business culture through education

By creating a strategic alliance between Kavian Commerce and Nusrat Language Institute, the first step towards expanding the culture of commerce was taken by publishing the Arad Branding newspaper among language learners. This measure was taken with the aim of promoting a business perspective from an early age and familiarizing the new generation with economic concepts. Commerce is not simply an economic activity; it is a culture that must be institutionalized as a lifestyle in the minds of individuals. This is exactly the same approach that developed countries such as China have successfully implemented.

● Author: Mehdi Malekpour, Director of Emirates Suit and Pants Arad Branding.



Engineer Ghorbani: Trade and exports are not simply about selling goods; they are also about transferring national culture, quality, and capabilities to the world. At Arad Branding, we have a mission to make this transfer professional, purposeful, and global.



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Mental Structure

Professional Trader



Ultimate Goal From Definition to Realization

In this session, topics were raised that were not just educational for me, but deeply internal and strategic. From the very beginning of the session, when the real meaning of "silence" was discussed, I realized that silence is not just not speaking, but a conscious decision not to speak when you have the ability to speak; and this silence has a value that must be recognized and understood. After that, we addressed the word "thank you"; that thank you is not just saying a phrase, but an action that shows that a person is grateful. If we are grateful to someone, we should do something for them in action; this principle is also true for parents, family, teachers, and even business. But the most important part of the session was where the discussion reached the "ultimate goal." It was asked where exactly each of us is going to end up. This simple, but fundamental question occupied my mind. I realized that if I don't know what I am looking for in life, naturally I don't know what I should be doing today. When a young businessman spoke of his dream of creating a thousand businessmen, I thought to myself, "Where do I really want to go?" Is my ultimate goal clear? Do I have a clear plan for the next three years, the next year, every month, every week, and every day? The key point of the session for me was that anyone seeking success in exporting must align all aspects of their life with this goal; from how they use their time, to interactions, training, content production, and even personal relationships. The professor emphasized that the set of things we do make us; not just the words we say.

● Author: Bahman Vafaei, Head of Isfahan Spunbond Fabric Arad Branding.

Safe trade

Professional trade with full export support

At Arad Branding, we don't just think about supplying and selling products, but we also design and manage the entire business process for you, from market identification, selection of the right grade, standard packaging, negotiation with the foreign buyer, and safe delivery to the gate of the destination country. We believe that a successful businessman is one who, along with financial growth, also gains long-term credibility and trust; and this is exactly where our expertise begins. Relying on a strong supply network, export infrastructure, technical knowledge of global markets, and the support of professional experts, we are your reliable companion on the path to development export.

● Author: Saeed Soltani, Manager of Mazafati Dates Serbia, Arad Branding.

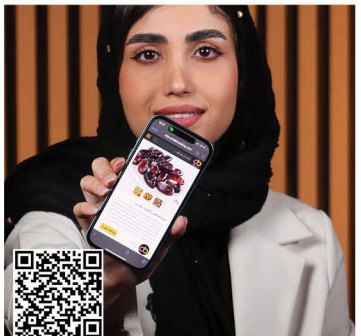


Trade House

Dedicated links simple path to direct customers

Merchants active on the "Traders Show" platform can use the dedicated link feature of each post to attract customers directly. Simply log in to the user panel and click on the "View" option in the "Published Posts" section to display the full link to the post. By sharing this link on social networks, work groups, or sending it to customers, a direct and unmediated communication path is created with the audience. This simple tool is an effective way to increase visits, strengthen the brand, and increase incoming calls. With this method, the audience enters the post page directly without the need for additional explanations and receives all the necessary information at a glance.

● Author: Kawther Rahimi, editor of Media Arad Branding.



Sell without words

Arad Trading House Address: Shp.AradBranding.com

Safe export

Iran: A safe export gateway for the region

With its strategic location between three continents, access to open waters, important ports such as Bandar Abbas and Chabahar, and proximity to major regional markets, Iran has a huge potential to become one of the region's logistics and export hubs. The country's road, rail, and maritime transportation infrastructures, if developed with a smart approach, can create new trade routes for exporting Iranian goods to target countries. One of the current challenges of exports is the lack of full utilization of these infrastructures and the lack of integrated management in the supply chain. However, with a strategic approach to logistics, it is possible to reduce the time and cost of shipping goods and increase the trust of foreign buyers in Iranian exports. Successful exports require professional logistics, strong international connections, and accurate knowledge of destination markets. Now is the time for Iran to take a greater share of global trade by relying on its geographical location and domestic production capacity.

● Author: Suleiman Ali Tabar, Director of Ethiopian Polyethylene Pipe Fittings, Arad Branding.

Professor Talia: Trade is the driving force behind national progress, and exports are the loud voice of Iranian capability in the world. Our task is to create sustainable paths for Iran's effective presence in international markets.



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Exports have begun Peace was found



Only trade can save the country!

I worked for years in various jobs; from being an employee in a bank to importing electronic components from foreign countries and even starting a mine with a few friends. Each of these paths gave me experiences, but none of them could convey to me that sense of real satisfaction and effectiveness. Because I always felt that I was spending my energy and capital on something that ultimately added nothing to my country. When you import, you are practically taking money out of the country, and when you are an employee, you are simply moving in a constant and limited cycle. But exporting is the exact opposite of all of this. Exporting means the entry of capital into the country, which means the prosperity of domestic production, which means building the future, both for yourself and for others. I came to believe at some point that if I wanted to do something valuable, long-term, and on a global scale, I had to enter the export business. Since then, with the help of our family, we have started the path of exporting a product that we both knew, had reliable supply for, and a good market for. Choosing a product should not be overly complicated; the most important thing is to have a good and reliable supplier. When the supply is right, the continuation of the path can be planned. Now I can say with confidence that trade is the only way to save the country's economy and if someone wants to have real growth, freedom, high income, and social impact, they must be on the path of trade. It may be difficult at first, it may seem scary to start, but once the first step is taken, the path opens up one by one. Relationships are formed, opportunities are found, and people who can help come to you. Trade is not just for special people; it is for everyone, as long as you want to start and continue.

● Author: Behrouz Hassanzadeh, Date Trader Arad Branding.

Senior Manager The secret to business success from the perspective of Engineer Ghorbani



Engineer Ghorbani, an experienced manager at Arad Branding, presented key points about trade, negotiation, and export in one of the company's internal meetings. He believes that success in trade depends, above all, on negotiation skills and building trust. A businessman who is honest, follow-up, and eloquent will be the customer's first choice, even in tough competition. From his perspective, exporting means recognizing the cultural and economic differences of the target country and adapting to them intelligently. He also emphasized that continuity in activity is the secret to forming a business brand and that export opportunities wait for no one. A successful businessman is someone who initiates communication, introductions, and transactions instead of waiting.

● Author: Mostafa Hajipour, Deputy Director of Internal Communications at Arad Branding.

Engineer Shabani: In the export process, accurate identification of the target market and understanding the customer's needs precedes shipping the goods. I always emphasize that exporting is a plan-based activity, not a hasty action.

Telephone negotiation

1



Success in business calls

Telephone negotiation in business is one of the effective communication methods to reach an agreement between the parties, which is used with the aim of saving time, reducing travel costs and accelerating decision-making. In this type of negotiation, success is achieved when a person enters the conversation fully prepared, uses a professional and assertive tone, has a clear and precise expression, listens carefully to the other party and takes notes on key points correctly. As the manager of Emirates Brick, I have repeatedly experienced that these simple principles can lead the path of business negotiations to a successful and reliable result.

● Author: Ebrahim Taherzadeh, Manager of Emirates Brick Arad Branding.

Vegetable export

2



Iran's flavor world's table

In the path of exporting dried vegetables, I have always tried to introduce the authentic taste of Iranian vegetables with the best quality and health standards to global markets. For me, exporting is not just sending a product; it is also transferring a part of Iran's culture, health, and reputation to other countries. I believe that customer-centricity and health-centeredness are the foundations of a sustainable business. I am happy that at Arad Branding, I have the opportunity to connect domestic producers to global markets and take an effective step towards sustainable export development.

● Author: Shafafeh Ahmadi, Director of Arad Branding's Russian Dried Vegetables.



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Cash reward Trade invited

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In the new and unprecedented plan of the Arad Branding Group, a golden opportunity has been provided for all those who wish to enter the path of wealth creation, financial independence and professional business; a path that does not require initial capital, previous experience, and is not limited to age or educational qualifications. You can receive a cash bonus equivalent to ten million tomans by simply introducing one person to this business path, without a lottery and in a completely transparent manner. This means that instead of wasting time on uncertain paths and low incomes, you can start earning millions today by simply introducing someone who is truly interested in growth and business. Now imagine if you invite four people around you or acquaintances to this path within a period of ten days; in less than two weeks, you will receive a cash bonus of forty million tomans! There is no administrative complexity, no empty promises, no long waiting time. All you need to do is get involved with motivation and seriousness. This plan is open to everyone; Whether you are a stay-at-home mom, a student, an employee, a retiree, or even someone who doesn't yet have a clear path for their future. The only requirement for entry is a strong will and decision to change their life. You may be wondering what happens after the introduction? The answer is simple: the

introduced person joins the large group of Arad businessmen and receives specialized training in domestic and foreign trade under full support. With the training that Arad Branding provides for free, he can learn business in a short time, connect with real domestic and foreign customers, and start his own business path. Statistics show that more than 95 percent of Arad businessmen have experienced significant progress in their financial, professional, and personal lives after entering this path. Because Arad Branding is not just an economic complex, but a coherent network for empowering people; a network that guides people to the path of success with a systematic structure, targeted training, and continuous support. Don't forget: In today's world, opportunities pass by faster than ever before. If you're looking for a surefire, immediate, and income-generating path, take action today. It only takes one introduction to start this path, but the results can transform your financial future. So if you know someone around you who is willing to work hard, learn, and grow, invite them to join today. Not only have you helped them, but you've also put yourself on the path to profit and success. This plan is not just a financial reward, but also the beginning of a big change in your life.

● Author: Syed Ahmad Talifdar, Media Host Arad Branding.



Daily
Toman
million 10
income

Sustainable business

1



Smart start sustainable build

To start a professional path in business, simply having a product or motivation is not enough; what is important is a detailed understanding of the market structure, mastery of customer attraction methods, a deep understanding of the supply and sales process, and learning the principles that can pave the way for a sustainable business. What was valuable to me in Arad Branding was the availability of practical training, specific strategies, and the company of experienced people who have made this path accessible to anyone, even without previous experience.

● Author: Manijeh Baghaei, men's shirt merchant Arad Branding.

Exports shift

2

Professional exports save galvanizing

The product is galvanized sheet. Through the investigation and research I conducted, I came to the conclusion that the international trade in galvanized sheet is decreasing, and the production capacity of some manufacturing companies has also decreased. Although Iran's galvanized sheet product is of high quality, unfortunately it has not been as acceptable to our country as it should be in exports. The best reason for the convergence of this problem is the lack of strong connections in international trade. I hope and believe that with the support and backing of Arad Branding in the galvanized sheet export sector.

● Author: Ali Salimi, galvanized sheet manager Arad Branding.



Sustainable profit

3



Profitable Plastic Opportunities

In recent years, the production and consumption of plastic products in Iran has grown significantly, and these products have gained a special place in the home appliance, kitchen and outdoor furniture markets due to their reasonable price, light weight, high variety and acceptable durability. Plastic containers with ergonomic designs and hygienic raw materials are a good alternative to traditional containers, and polymer tables and chairs with high resistance to moisture, sunlight and pressure are considered one of the best-selling options for outdoor spaces. Many domestic manufacturers, using modern technologies.

● Author: Abolfazl Shahami, Director of Oman Plastic Containers Arad Branding.

Engineer Qorbani: Successful sales are not just about moving goods; they are about building a lasting relationship with the customer. As a businessperson, I have always sought to provide value that builds trust, not just a transaction.



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Awakened Hope Start here



Sometimes, by watching a simple scene, you learn more than a hundred lectures. What I saw was a great truth; that poverty is not just the lack of money, poverty means when you have an idea, you have the ability, even education, but there is no one to take the first step with you. That is, as much as the lack of capital holds a person back, the lack of support and not being seen makes them even more grounded. There are people who do not seek comfort, nor laziness, but see so much pressure and

helplessness that even their hope for the right paths is disappearing. And this is the most dangerous point. Where someone is intelligent, noble, but gradually becomes convinced that the right path is not for them. They believe that business, growth, or even a good job, belongs to the class that has reserved a seat for them from the beginning. One of the most bitter things you can see is the gap between wanting and being able; when someone has brought everything with them except

"possibility." I realized that for many, business is not a distant dream; it is a real right that they are deprived of simply because they are not seen or do not have support. And when this deprivation becomes normal, it is not just one person who is left behind; society is left behind. Because someone who could have built has been eliminated. Someone who could have been an entrepreneur has been disappointed.

● Author: Samaneh Rajabi, Arad Branding Export Mentor.

Value creation

1

Business Building Trust

Business, in fact, is the ability to identify hidden needs, design effective solutions, build trust between parties, and transform raw ideas into real and tangible value. In the modern era, business success is not limited to providing a product, but also depends on providing a complete experience, consistent quality, and professional integrity. A successful businessman is someone who can establish a lasting relationship with the customer with a deep understanding of the market, meet today's needs, and anticipate tomorrow's demands. In this view, business is not only a tool for economic growth, but also a solid bridge between creativity, trust, and value creation; a path that will lead to stability and sustainable development with responsibility.

● Author: Qasem Nabiyyar, brand trader of the Arad Branding.



Global trade

2



Iran Bridging tradition and trade

With a history of thousands of years in trade, Iran, as one of the most important economic players in the region, is expanding its trade relations with various countries around the world. From rich natural resources such as oil and gas to industrial and mineral goods, Iran has unparalleled export potential. The quality of Iran's export products, especially in areas such as bitumen, petrochemicals, cement, saffron, carpets and dried fruits, has been able to gain the trust of global markets.

● Author: Sadiqeh Ghalipour, Director of Bitumen India Arad Branding.

Target market

3

Key Product Choice Points

To start a successful business path, choosing the right product is very important. First, check the capacities of your place of residence so that you do not have problems in supplying the product. Choose a product that you are interested in or that you specialize in; this will give you motivation and a deeper understanding of the market. It is also better to choose a product that is either not competitive and has good supply, or if its market is competitive, you have a special advantage to offer. The ability to develop and innovate in the future is also an important feature of a suitable product. Remember that all products have their own customers.

● Author: Taban Yazdani, Director of Aloo Bukhara Russia Arad Branding.



Professor Talia: In the export process, simply having a quality product is not enough; what is important is accurate knowledge of the target market, the correct way to present the product, and the ability to build trust with foreign buyers.



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Business Street Journey to Goal



Arad Branding A Path to Wealth

Watching this program really changed my perspective on the path of business. What Master Talia explained in a sincere and honest way is exactly what many of us ignore in the path of business. Just wanting to get into a business and hope that everything will work out on its own is a false idea. With simple examples like driving or a road, the Master showed that business is not just about having a product or capital. Business means knowing what road you are on, what tools you need, whether you are a good driver or not, where the customer is, and whether the road you are on will take you to your destination or not. In Arad, the road is completely clear, the path is clear, the only condition for success is to move. Many people just stand by the side of the road and expect to reach their destination. Some even spent money, bought tools, but did not move, and now they say they did not get results. The truth is that until you enter the market, until you go to the middle of the market, until you see a customer, until you talk, until you make a deal, nothing happens. This is something that cannot be learned in theoretical training. You have to get into the heart of the matter yourself. A very important part of the professor's talk, which was very instructive for me, was that everything ends with the customer. You can have the best product, the right price, high quality, first-class packaging; but if you don't have customers, you practically have nothing. Customers are what give life to the business. So instead of just looking to improve the appearance of the business, we should focus on finding customers and keeping them.

● Author: Fatemeh Mohammadi, Business Consultant Arad Branding.

Global market

1

The secret to success in business

Arad's goal is to support the underprivileged to achieve dollar income and personal and social growth. Successful business is possible by setting a clear goal, planning, continuous effort and learning from failures. Flexibility, networking, increasing skills and focusing on the customer are the key principles of this path. With continuous evaluation and intelligent planning, an effective position in global markets can be achieved. In today's competitive world, success is not accidental; it is the result of commitment, awareness and perseverance. Arad has provided an opportunity for people without initial capital to start a business.

● Author: Saeed Khoshkish, polyethylene pipe trader, Arad Branding.



Professor Vahid: Business means accurately identifying market needs and providing an effective response with speed, accuracy, and commitment. I always emphasize to my students that in the world of business, reputation is more valuable than short-term profit.

Application

2

Make international communications smart with Arad

To enter the vast global trade market, the first and most important step is to create targeted and principled connections. Without connections, even the best products and services have no chance of being seen. The Arad Branding app is a smart and fast tool for establishing these connections. By entering the app and using the "Contacts" section and the "Find" option, you can select the target country and easily access traders, buyers, and representatives of that country. It is enough to provide a proper introduction of yourself and your products to open the door to cooperation with real global market players. The key point here is that building connections is not a momentary action, but should be turned into a daily habit.

● Author: Kawther Rahimi, Editor of Media Arad Branding.



One step towards
globalization

Arad application address: AradBranding.com

Genuine product

3

Mazafati Dates A Black Jewel from the Palm Groves of Iran

Mazafati dates, with their dark color, delicate texture, and sweet, caramel flavor, are not only one of the most desirable types of dates in Iran, but also a shining jewel in the global agricultural market. These dates, which are mainly grown in Kerman Province, especially Bam County, have a unique combination of high nutritional value, desirable shelf life, and global marketability. Mazafati, with its natural moisture and semi-dry texture, is a rich source of energy, fiber, potassium, and antioxidants. These same characteristics have led to it finding a special place in the food, pharmaceutical, and health industries, in addition to its traditional use. In export markets, Iranian Mazafati dates are known as a reputable and reputable brand. What distinguishes this product is not only its unparalleled quality, but also the culture and authenticity hidden in each of its seeds; A legacy that has survived from generation to generation in the hearts of desert palm growers and today, in modern and export packaging, has adorned the tables of people around the world.

● Author: Ali Ghasemzadeh, Arad Branding date trader.



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Business for all Zero to business



Many people believe that business is only for a certain group of people and requires a lot of capital, while the reality is quite different. As an employee of Arad Branding, I have seen many people who have become successful businessmen without any initial capital or business background, simply by acquiring the necessary skills. The important thing is that the skills needed to be active in business are acquired and do not have any hereditary or inherent limitations. The skills needed in this path can be classified into two general categories. The first category includes all skills that relate to the businessman's personal personality; from his dress and behavior to self-confidence, inner conviction, manner of speaking and other identity characteristics that strengthen personal prestige in business relationships. The second category of skills is dedicated to technical knowledge and skills in the business field; including familiarity with negotiation techniques, product knowledge, knowledge of export and import laws and regulations, principles of international transportation, specific business terminology and other relevant topics. All these skills can be taught, and people who have no prior knowledge of these concepts can reach the level of competence to start their own business within three to six months. The specialty of Arad Branding Complex is that it provides all these trainings free of cost to interested people, whether they want to enter business or just want to improve their economic knowledge. The path to success in business goes through learned skills and the right guidance, not just capital. Arad Branding is an opportunity for everyone who wants to reach the heights of business even without any prior experience.

● Author: Leili Mohammadi, Deputy Director of Recruitment at Arad Branding.

Progress path

3



A bright future with business

For me, business is not just a job; it is a sure way to build a bright future for me and my children. At Arad Branding, I learned that even without starting capital or a factory, you can embark on the path of a professional business, find domestic and foreign clients, and reach what was once just a dream. With its smart structure, targeted training, technical infrastructure and extensive global connections, Arad Branding has created conditions where anyone with determination and passion can take the export path. By walking this path, I not only experienced personal growth, but I also realized that I can inspire others and share my experience with those who want to enter the business world. Although the road to business has its difficulties, with a strong sponsor, it becomes easier, and Arad Branding is exactly the strong sponsor many of us needed. As an Iranian woman, I proudly say that there are no limits on the road to business; We just need to believe in ourselves and choose the right partner.

● Author: Tahereh Sadat Hosseini, Head of Narmineh Blanket, Tehran Arad Branding.

Successful Business

1



Golden chance for agriculture

Given the high demand in India for Iranian agricultural products, including Bukhara plums, there is great export potential available for those active in this sector. Experience has shown that with its huge population and diverse food tastes, India has a good market for dried and processed fruits. Focusing on product quality, proper packaging and compliance with export standards can pave the way for stability in this market. Exports of Bukhara plums to India can not only increase Iran's export share but also create countless employment opportunities for domestic producers and exporters.

● Author: Saeed Khorasanian, Director of Bukhara Plums India Arad Branding.

The path to wealth

2



The path that goes through fear

Throughout my business journey, I have been convinced that many great opportunities are hidden behind the veil of initial fear and doubts. I always repeat this sentence in my mind that perhaps on the other side of fear, a world of wealth and progress is waiting for me. When I decided to enter the tile and ceramic adhesive business, I knew it would not be an easy road, but I was sure that if I had courage and moved in the right direction, I could definitely gain my market share. Today, if any milestone has been achieved, it is the result of those moments when instead of retreating, I stood up and kept moving forward.

● Author: Mohammad Javed Matous, Ceramic Tile Adhesive Businessman Arad Branding.

Professor Wahid: Exporting is not just shipping goods; it is the beginning of a professional and lasting relationship.

When we follow the principles of communication, commitment and follow-up, the foreign market itself wants us.



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Business trip

Start of export cooperation



Visit of representatives of Arad Branding International
from the pickle factory



In the presence of Mr. Nadeem Ahmad, representative of Pakistan, and Mr. Mohammad Jafar, representative of Lebanon, the official visit to the Padidar pickle factory provided the foreign delegates with an opportunity to get to know and understand the production capabilities, health infrastructure and export capabilities of the complex closely. The visit was conducted with the aim of testing the mass production capabilities, testing the standard production processes and evaluating the export conditions. During the visit, important information related to the production process, type of raw materials, packaging method, quality control system and the expected indicators in the international market was presented in a transparent and accurate manner. The delegates from the above-mentioned

countries asked questions about the ability to place orders, product shipping conditions, shelf life, variety of flavors and customization of the product according to the tastes of their consumers, which revealed their seriousness towards future cooperation. The main purpose of the visit was to create a common understanding between the production complex and the foreign delegates in order to achieve a sustainable and long-term cooperation platform. Fortunately, the response was very positive and promising, and it seems that this interaction will prove to be a good start for the official entry of Padidar Factory products in the Pakistani and Lebanese markets. Moving forward in this direction.

● Author: Mohammed Saberi, Arad Branding Business Consultant.

business transformation

1



Career growth through priorities

Sitting and waiting is not the way to become a businessman. In the business world, opportunities do not come to passive people, but to those who have the courage to act. I learned at Arad Branding that if you wait, your competitors will win the field before you. Going the export route requires courage, quick decision-making ability and an international outlook. Effective relationships with global traders, consultants and manufacturers lay the foundation for a successful business. If you want to move forward, you must break free from doubt, accept responsibility and fight for a different future.

● Author: Shahla Rahimian, Head of Far Gardan Khorasan Razavi Arad Branding.

Impressive exports

2

Pillar of Iran's economy

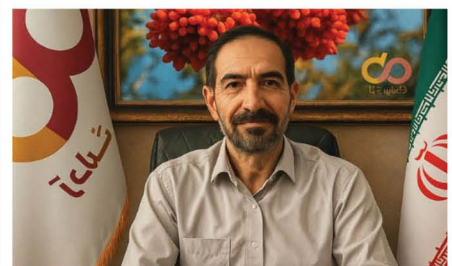
Exports play a vital role in making Iranian products accessible around the world and strengthening the country's position on the global stage. By expanding foreign markets, manufacturers can increase their sales and help earn foreign exchange for the country. This route improves the quality and diversity of products and promotes Iran's indigenous culture internationally. Exports also provide a platform to attract foreign investment and technological development in domestic industries.

● Author: Behzad Ahmadi, Director of GhanaLiquid Detergent Arad Branding.



Communications

3



Fostering lasting customer bonds

In the modern business world, success is not limited to the initial sale but lies in maintaining and strengthening relationships with customers. Long-term relationships lead to customer loyalty, repeat purchases and turn them into brand advocates. Companies that listen carefully to customer needs and feedback lay the foundation for trust and long-term cooperation. Added value creation, providing after-sales service and prompt response are important factors in maintaining these relationships. Using communication channels such as social networks.

● Author: Ahmad Reza Boudaghi, Head of Zarshaq Qom Arad Branding.

Professor Talia: In sales, the first principle is to understand the customer's needs and provide precise solutions. When trust is established, sales becomes a lasting relationship. Successful selling means responding precisely to the customer's needs.



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Acquiring skills Trade terms



A few hours with a senior manager Engineer Shabani

On the road to wealth creation, if one decides to become a businessman, one must know that like any other job, business requires learning and skill acquisition. It is worth mentioning that, contrary to popular belief, one does not need special genes or a lot of capital to become a businessman. Although the social status and work level of business is higher than many other jobs, the skills required to succeed in it are acquired. This means that anyone can learn them with effort and perseverance. Even many producers and investors,

when they meet a qualified and skilled person, are willing to lend their capital or goods to him to use in the path of business. The basic condition for reaching this stage is the acquisition of skills; skills which are defined in two general categories: the first category relates to the "businessman's self"; that is, the person's appearance, behavior, speech, personality and beliefs, which must be developed in accordance with the dignity of a professional businessman. The second category relates to the "business"; That is, knowledge

and awareness of business principles and techniques, negotiation, product identification, transportation and customs laws, international regulations, specialized terminology and other related matters. All of these skills can be learned, and none of them are beyond the mental capacity of a common man. Even a person with no prior knowledge of business can learn all of these skills within three to six months. an online business school.

● Author: Sahar Alipoor, Business Consultant Arad Branding.

Development path

1

Arad Branding Bridging Brand Thinking

In an era where differentiation is the key to business survival, Arad Branding Company, relying on local knowledge and international creativity, serves as a strategic partner for Iranian brands on the path to growth and consolidation in the country's competitive market. By providing integrated services in three main areas: branding strategy development (visual identity, positioning, brand storytelling), digital marketing (targeted campaigns, SEO, social media management), and market research (consumer behavior analysis and competitor identification), the company strives to turn the complex challenges of the Iranian market into golden opportunities. Arad's successful experience working with a diverse range of brands, from technology industries to creative businesses.

● Author: Nabiullah Bahloo, Head of Badam Chahar Mahal Bakhtiari Arad Branding.



business transformation

2



Iranian saffron East-West bridge

Saffron, long known as "red gold," today occupies a strategic position in global trade and Iran is a major player in this market, accounting for more than 90 percent of production. The major center of saffron production, Khorasan Province, plays a vital role in regional employment and exports. European markets such as Germany and France, and Asian countries such as China and the United Arab Emirates, are regular buyers of Iranian saffron. Despite challenges such as sanctions and weak branding.

● Author: Mehdi Haddadi, Saffron Trader, Arad Branding.

Strong infrastructure

3

Road to lasting industry

Exports of polyethylene pipes from Iran, a major non-oil production capacity, play a vital role in economic development and increasing the country's foreign exchange earnings. Access to rich petrochemical resources, convenient geographical location and the advantage of specialized human resources have made Iran one of the leading producers of this product in the region. In addition to earning foreign exchange, these exports promote technology, create jobs and improve international trade relations. An active presence in global markets also helps to increase the quality of products and bring them in line with international standards. By developing export infrastructure.

● Author: Narges Darabi, Luhala Etisalat Alborz Arad Branding.



Engineer Shabani: In exports, commitment to quality, continuity of communication and accurate understanding of the needs of the target market are more important than price. A professional trader is one who exudes confidence shipping the goods.



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From sales to trust

The real path of export



In a special session of Arad Branding Group, Professor Vahid presented a different perspective on the concept of trade and export with a scientific, precise and strategic approach, which was mandatory for every economic worker to listen to. From his point of view, business does not mean only selling products; rather it is the creation of a transparent, sustainable and intelligent path that starts with communication and trust building, and is achieved through consistency, planning and deep understanding of the target market. One of the key points that Professor Vahid particularly emphasized was the role of "silence" in conversation. In his view, a successful businessman is one who, instead of being talkative, leads the minds of the listeners to make the desired decision through effective silence and intelligent management of the conversation space. He also emphasized the principle that a real brand is not formed in fleeting advertisements, but in the minds of the customer through repetition, consistency, effective content creation and professional follow-up. In his view, business is a workspace, not a waiting room. A successful businessman will be one who has the courage to make decisions, not one who simply waits for ideal conditions. He also considered detailed analysis of export target markets as one of the essential pillars of a successful business and warned that entering a foreign market without understanding its needs, tastes and standards, even with the best products, will lead to failure. At the end of this meeting, as an employee on campus.

● Author: Amir Karimi, Branding Team Manager at Arad Branding.

Successful businessman

1

A sure way to progress in business

Getting to know the huge Arad Branding complex and gaining knowledge and awareness on a daily basis in the field of business is always a reminder of the fact that constant effort, even if it is small, will be fruitful. Medical supplies, especially disposable gowns, being one of the critical needs of the healthcare sector, have become an important part of the manufacturing industry and have been able to play an important role in the path of domestic supply and export. Meanwhile, Arad Branding Company, with its -19year history, has set a clear path for us so that with hope and inspiration.

● Author: Soheila Karami, Disposable Medical Textile Trader Arad Branding.



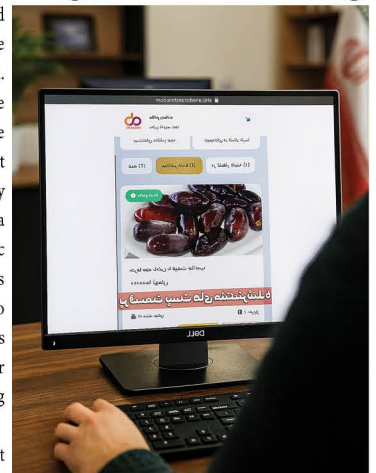
Trade House

2

Boost visibility through smart sharing

To increase the visibility of posts in the Arad Branding store, it is not enough just to create content; it is also important how it is published. An effective way is to share a direct link to the post on social networks. It is better to place the link in the first comment and write "Link in first comment" in the text, because algorithms usually display links in text less frequently. Starting a post with an interesting question or statistic and inviting users to participate increases interaction and visibility. Also, responding to comments and being active in the comments plays an important role in strengthening your position in the algorithm. Targeted hashtagging increases post views.

● Author: Reyhaneh Bahrami Technical Unit Employee Arad Branding.



Arad trade house Address: Shp.AradBranding.com

Continuous progress

3

The role of business in the development of technological

On the path of development and progress of any society, the role of businessmen in promoting inventions and innovations is extremely important; it casts a clear and effective vision on the culture that aspires to overcome inertia and flourish. To compensate for backwardness, it is necessary to use human and intellectual capabilities, no matter how simple they are. No one can deny the influence of inventors and innovators on civilizations. With inspiration, ideas and creativity, they can cover a hundred years of path in a few steps. It is enough to light a lamp in the darkness and pave the way for everyone. One of the new schemes proposed these days for the transformation and development of businessmen is the project of export of inventions, ideas and knowledge-based high-tech products; a long-term program aimed at introducing and expanding scientific and technological achievements to international markets. activists for a sustainable and bright future.

● Author: Kianoush Rostami, Director of Badam Mamai Hind Arad Branding.

Engineer Ghorbani: Successful exporting starts with understanding the target market. A professional trader establishes trust and effective communication before the sale. This path requires follow-up and professional principles.



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Learners succeed Practice wins



Today I was in a group where several things became really clear to me. I heard conversations that may have come to my mind many times, but nobody had ever explained them to me so clearly and precisely. One of those important things was that the love of work means sacrificing yourself for that work. That is, when you say "I'm in business," it means that you have fallen in love with a job, a product, a presentation process. It's not that you wait until everything is perfect and then start. He gave a simple and interesting example; he said that good pizza is made from a precise recipe. You can't just go with the taste. Some people think that because they know certain things, they can do things their way, but the truth is that we don't have "our way." When there is a specific method and formula, you have to work exactly according to it. This applies to conversations, behavior, even your tone of voice. If you try to move ahead arbitrarily, you will fall very quickly. Another part of the conversation was about haste. Some people want quick results, for example, a great pizza comes out of the oven immediately. But they don't understand that it takes time to cook it perfectly. This is how business is. You can't start today and get a permanent foreign clientele tomorrow. You have to be patient, you have to be trained. You have to know that if you know %70 of something, the remaining %30 is more valuable; because that %30 can make you fail or succeed. Some people don't take the rest of the things seriously just because they know something. While the remaining %1 can ruin them. An important point was also about our approach to customers and suppliers. He said, "Don't see black or white." It means, don't see everything as good or bad. Balanced thinking in all situations is the key to long-term success. Wisdom and patience pave the way to a permanent business.

● Author: Shahnaz Heydari, Head of Tehran Arad Branding Aluminum Profiles.

Iranian Brand



Exports drive Iranian brand growth

Global trade is a huge door to unlimited opportunities and great achievements. Every product exported to international markets is a big step towards creating a global and valuable legacy for your business. By exporting, you not only expand your market but also strengthen your brand position. This path requires planning, perseverance and a strategic vision for the future. Synergy between domestic producers and export networks is the secret to success on this international path. By expanding the export infrastructure and accurately understanding the needs of target markets, the competitive advantages of the product can be converted into sustainable income. In today's world, export is not just about selling the product but also about entering the global value chain and proving national capabilities. Consistency in presenting the brand, consistency in quality and a constant search for communication are the main pillars of success in global trade. If coffee is marketed with a scientific and export-oriented approach, it can become one of the country's leading products in global markets and provide a golden opportunity to strengthen Iran's position in the global beverage industry. This path requires structural support, smart branding and a serious role of Arad merchants in the target markets. And for success, a presence in the region and understanding the target market is essential.

● Author: Mojtaba Mikailzadeh, Head of Coffee, Alborz Arad Branding.

Business Women

1



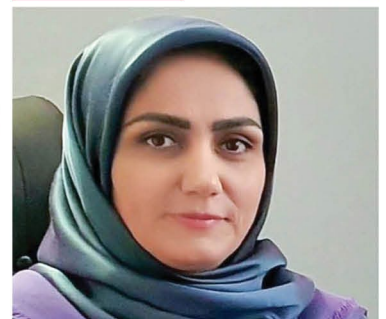
Ilam's Medicinal Value

Ilam, with its diverse medicinal plants such as rhubarb, mountain saffron, valerian, yarrow, marjoram and other indigenous species, has special potential for the production of organic and medicinal products. The province's specific climate provides a suitable environment for the cultivation of plants with therapeutic properties and paves the way for the development of exports of natural products to regional and international markets. By supporting local producers and taking advantage of export opportunities, Ilam's position in the country's medicinal plant supply chain can be strengthened. Arad Branding, focused on niche exports and international branding, has provided a suitable environment to present the potential of Ilam's medicinal plants.

● Author: Faria Hadizadeh, Head of Ilam Plant Arad Branding.

Special Business

2



Specific Product Exports

Iranian masterbatch exports, due to their high quality and reasonable prices, are well positioned in regional markets. These characteristics have not only increased demand in countries such as Turkey, but also provided a suitable platform for building sustainable business cooperation with neighbors. Currently, the export route of this product is considered one of the growing opportunities in the economic relations between Iran and Turkey. Apart from the economic aspect, masterbatch exports can also play an important role in promoting the national brand. Sustainable supply and standard packaging are two key factors to maintain this emerging market. Masterbatch exports have strengthened the regional identity of Iranian products. They reflect Iran's industrial strength and branding potential.

● Author: Fehimeh Vale, Director of Masterbatch Turkey Arad Branding.

Professor Talia: In exporting, more important than the product is "understanding the purpose" and correctly identifying the target market. If a businessman does not know the destination, no matter how good his product is, he will not get results.



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See truth not shadows Reveal truth stepwise



Interview with Tohid Alizadeh

Privacy in bio: a hidden barrier to business

During field activities and repeated surveys, it has been observed that some businessmen, even after months of activity, do not give any specific introduction of themselves in cyberspace; neither a professional image, nor a brief description of their area of expertise, nor a bio that indicates the business status or the target product. This unintentional concealment is sometimes caused by the false belief that "first you have to achieve a certain income and success, then introduce yourself." While such an approach contradicts the logic of professional business. Business, before starting with transactions, is built from visibility and trust building. Accurate and transparent self-introduction is one of the main pillars of initial trust. The viewer entering your WhatsApp page or profile decides to start a conversation or ignore you in the first few seconds. At this crucial moment, if there is no indication of your business identity, the communication opportunity will be practically

lost. The important thing is that even if you have not yet entered the stage of export or stable income, you should still include in your bio a professional image, a specific organizational position, a target product, and your relationship with the Arad Branding brand. This simple act symbolizes your seriousness, planning, and commitment, and plays a key role in winning the trust of the other party. A businessman who does not introduce himself not only loses the chance to be recognized, but also shows that he does not yet trust himself and his path. Such a clear introduction in the bio section will not only enhance your image among international businessmen, but also show buyers that they are dealing with a serious, organized, and reputable person.

● Author: Tohid Alizadeh, Motor Oil Trader Arad Branding.

business transformation

1



Pro Priority Progression

Trade has been a turning point in the major developments of the world and has accelerated the all-round development of countries in various economic, social and cultural dimensions. To achieve greater growth and sustainable progress, we have to turn to trade and give it priority. Countries that have a foothold in the world today have already recognized trade as the engine of their growth years ago and paved the way for growth by investing in export infrastructure, international communication and global supply chains. And this path requires collective will and action. Effective communication deepens business relationships. The product shines when the presentation and outreach are strategic.

● Author: Majid Ain Ilahi, Director of Armenia Laundry Powder Arad Branding.

effective communication

2

Success needs info communication

Two things are important in business: information and communication. The stronger our information and communication are, the more successful we will be in business. I, Badri Hamzekhani, the head of plum branding at Arad Branding, believe that the main pillars of success in business are "information" and "communication". If a reputable businessman or brand has reached a certain height, it is the result of years of effort to collect accurate data, analyze the market and establish extensive relationships with customers, suppliers and foreign partners. In today's business, it is not enough to have a product; we need to know where, how and in what way to present it. This is possible only with the right information and targeted communication. Right information is the key to the right decision.

● Author: Badri Hamzekhani, plum branding businessman Arad Branding.



Global Production

3



Production to business means dignity

In difficult economic conditions, production in line with trade is an important step for employment and income generation of the country, and also the sweet taste of trade to get money for the welfare of the family. I have realized that the real way to save the economy passes through production destined for commercial markets. If we only produce and are satisfied with domestic sales, we will never be able to achieve the prosperity we deserve. But when our product is put on the platform of international trade, its true value is revealed. Trade is not only income-generating, but also respect-creating for both the producer and the country. International trade is a means to bring recognition, respect and stable prosperity to production. Production from a business point of view strengthens the economic backbone of the nation. Export-oriented production is the real foundation of economic independence.

● Author: Mohammad Sadeghian, Head of Tehran Furniture Arad Branding.

Engineer Ghorbani: Exporting means following international rules. Anyone who does not know the principles, no matter how good his product is, has no place in global competition. Understanding the market, setting the right price and communicated effectively.



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Silent Trader Silent Customer



You won't be seen because you didn't anything special

When many people enter a business and it gets promoted, they think that the system will attract customers for them, do the marketing and everything will happen automatically. But real business is not like that. Business means "active demonstration of abilities", that is, you have to come on stage, introduce yourself, announce your presence and constantly interact. The system is just a stage, but if the actor does not enter, there is no performance. I have seen many times that some businessmen have a business page, but their bio is empty, there are no

photos, they have not posted any stories, not even an introduction to the product or themselves on the site. This means complete silence; and in the business world, silence means deletion. Google is looking for signs of activity; when there is no sign of you on the Arad branding site or social networks, the algorithms also consider you useless. The customer is also looking for someone who has introduced himself, posted a real photo, responded, and is clearly working. Being visible means being constantly present, i.e. preparing content, posting real photos

of shipments, posting stories, giving an accurate introduction of the product, responding to messages and even answering customer questions. You have to let Google, the audience and the system know that you are here, active, reliable and ready to collaborate. The one who just sits and waits will not be visible, nor will he have any sales. Business is a chosen path, and being visible on this path starts with "constant action", not passive waiting.

● Author: Hamidreza Aghili, Furniture Merchant Arad Branding.

Pure Nutrition

1

Service with purpose business with intent

These teachings show that business in Islam is not only considered a means of earning money, but also an opportunity to serve society and gain God's approval. Islam's view of business is much deeper and transcendental than simply earning money. In Islamic culture, business is a means of establishing economic justice, helping others in their livelihood, and strengthening social solidarity. When a businessman enters this field with good intentions, he not only earns profit for himself, but also provides a platform for employment, economic development, and service to society. And this means that business is a way to get closer to God. These teachings make it clear that business in Islam is not just a transaction, but a means of spiritual responsibility and social reform.

● Author: Muhammad Ahmadi, Somali Muslim Director of Arad Branding.



business transformation

2



Leader in health care

I see business as a path of growth, transformation and value creation; a path that offers numerous opportunities for personal development and wider impact. In the specific area of hospital fiber, the responsibility to provide healthcare products conforming to global standards is a serious and sensitive task that is carried out with precision, discipline and professional approach. The combination of commitment, quality and innovation is important to me in this path; because I believe that healthcare products, more than any other product, require trust building, transparency and precise production and supply standards. This path is not just a business, but a symbol of service and dedication to life.

● Author: Marzieh Shalchi, Head of Qom Hospital Clothing Arad Branding.

market analysis

3

Quality first growth next

In the field of tile and ceramic business, my focus has always been on identifying opportunities that can pave the way for sustainable development of domestic and foreign markets. Experience has shown that establishing effective dialogue with customers and accurately analyzing their needs is the basis for value creation and providing quality services. For this reason, I have tried to use existing capabilities to enhance the competitive advantage of the product and to continuously maintain audience satisfaction. For me, each product should be a language that speaks of commitment, quality and vision; and each interaction should be a launching pad for brand development and penetration into target markets. This strategic approach has directed my activity not only to sales, but also to building trust and long-term cooperation with customers.

● Author: Maryam Khaki, Ceramic Tile Isfahan Head Arad Branding.



Professor Wahid: Business means building the future with determination and resolve. I have always said: A person who knows how to communicate properly is always a winner in the field of business. Business does not mean just buying and selling determination.



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Oman export gate way Opportunity for Iran



Ability Check Economic Markets Oman

Watching this clip was very interesting and informative for me, as it presented a comprehensive and accurate picture of Oman's foreign trade capabilities. It is a country that is considered one of the golden export opportunities for Iran due to its shared maritime border with Iran and its strategic location in the Strait of Hormuz. What caught my attention the most was the successful economic management of this country; this country with a population of about 5 million was able to achieve double-digit economic growth, even up to 34 percent, in the 1990s, despite the late discovery of oil resources. Today, Oman's annual exports exceed 63\$ billion, a large part of which is re-export of commodities, especially to East African countries. This reflects Oman's importance as a major gateway to the African market. The Omani market has provided a suitable platform for the development of Iranian exports, not only because of its economic stability and specific customs laws, but also because of the business spirit of its people. Products such as cement, saffron, medicinal herbs, building stones, high-quality plastics and packaged foods can easily enter this market and last for a long time if they meet the required standards. The main thing is that Omani people have a positive and strategic approach to business; they buy many items not for domestic consumption, but for the purpose of re-export. This approach has provided a unique opportunity for Iranian traders. It was also mentioned in parts of the clip that some Omani companies are designing their export platforms based on the successful model of Arad Branding; a point that indicates the correctness and effectiveness of our group's path. In short, Oman is not only a consumer market but also a smart export jump point for Iran. Oman's strategic position and business thinking have made it a precious opportunity for Iranian exporters. The re-export model and economic stability here pave the way for sustainable success for exporters.

● Author: Saeed Sonia Shokri, Arad Branding Business Consultant.

Stable Quality

1

Royal Jelly Precision Trading for Specific Markets

In the domestic trade of royal jelly, two factors play an important role: first, the stability of quality in the supply and packaging process, and second, the stability of the cold chain until the moment of delivery to the consumer. Since royal jelly is a living and extremely sensitive product, even the slightest change in temperature, light or storage time can affect its properties. By relying on professional standards and selecting committed suppliers, we have been able to maintain the quality of this product at the highest level. On the other hand, accurate information on specific markets for the consumption of this product, such as traditional medicine treatment centers, reputable pharmacies and professional consumers, has also made its distribution possible in a targeted and effective manner.

Author: Seyed Shahabuddin Rouhani, Head of Royal Jelly Tehran Arad Branding.



Engineer Shabani: Business means building a sustainable path, not just buying and selling for a short time. A person who knows the principles of communication, trust-building and consistency can survive in any market, and persistence is the secret of business.

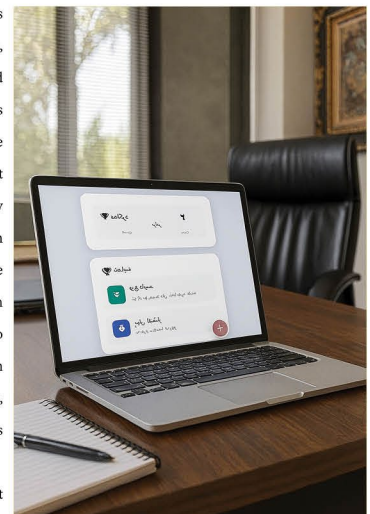
Trade House

2

Performance Certificate Growth Path at Arad

In the "Performance" section of Arad Branding's business portal, indicators such as traders' post approval rate, publication time and daily activity status are displayed accurately and promptly. This section helps traders to constantly monitor their performance, eliminate weaknesses, improve the quality of the presented content and accelerate business development. Keeping a daily record of performance reports and paying attention to the statistics in this section are requirements of the professional path in trading with Arad, and indicate each trader's level of commitment, planning and readiness to enter more serious projects and markets. The information in this section is not only a tool for personal assessment, but also the basis for building trust with project managers and selecting larger cooperation opportunities.

● Author: Razia Saouri, employee of the technical unit of Arad Branding.



Arad Trading House Address: Shp.AradBranding.com

Continuous progress

3

fair trade better life

Business is not just about selling products; it is about creating a sustainable path from production to customer satisfaction. The most important thing on my path has been "understanding the target market correctly". Many people have a good product, but they don't know where, to whom and in what language to offer it. This is where analyzing customer needs and packaging, pricing, messaging and even the timing of the launch become important. I have always been adamant that if a customer feels that you really value him, he will not only buy, but also become your brand ambassador. Business means building a relationship that is beneficial to both parties, not just a momentary transaction. When I entered business, I learned that patience and perseverance are more valuable than any capital, opportunities are not always behind closed doors; sometimes you just need to put in more effort so that the door opens by itself. In business, the person who thinks about his growth first, then about profit, is more successful. Because when you grow yourself, the profit comes to you. The key to success is understanding, service and continuous improvement.

● Author: Akram Soltanzadeh, Honey Trader of Arad Branding.



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Smart Interaction Secure Delivery

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Agreement on financial matters with procurement

Your dealings with suppliers are a key factor in business success. When negotiating with suppliers, you need to adopt a different approach from other buyers in order to gain a special place with the supplier. The first common mistake on this path is to start financial negotiations too early. A professional trader must make several successful and regular purchases before asking for any discounts or special terms to win the supplier's trust. Only then can he rely on his purchasing history and practical commitment to ask for better financial terms; including requesting cash on delivery or monthly or quarterly billing. Another common mistake is to insist on buying directly from the manufacturer; while many bankers and middlemen may have much more economical and flexible options by buying in bulk from manufacturers and diversifying the packaging and grading of goods. These middlemen are not only ahead in financial discounts, but they also have the possibility to sell on credit or on trust. When choosing a supplier, attention should be paid not only to being direct, but even more important are the strength of supply, flexibility in payment terms, product variety and long-term cooperation commitment. In addition, creating a plurality of suppliers allows the merchant to expand its target community and meet the needs of customers with different interests and financial capabilities. On the other hand, this plurality will hinder dependence on a specific supplier and concerns such as wastage or abuse. To find multiple suppliers, free advertising sites like Niaz Rooz and other similar platforms can be good resources. Also, maintaining transparency and periodic communication with suppliers strengthens trust and collaboration. It is also necessary to adopt flexible strategies according to changing market conditions and to be alert to new opportunities. Ultimately, a strong supplier network provides stability, quality and competitive advantage to the business. Also, technical collaboration and regular reviews can ensure supply chain improvement. Every traders who is professional most to know that and know their buyers need and expectation.

● Author: Zahra Zare, Agricultural Equipment Trader, Arad Branding.

Useful business

1



Almond export boosts trade

Almonds are one of the most valuable agricultural export products, holding a special place in the diet of households around the world as well as in the pharmaceutical and health industries due to their beneficial fatty acids, vitamin E and antioxidant compounds. Apart from direct consumption, this product is widely used in the production of almond milk, almond butter, food supplements, lotions and skin care creams. Being one of the major centers of almond consumption and processing, India is an important destination for professional exporters. And this requires regular supplies and market knowledge. Additionally, quality control and constant innovation are essential to maintain a competitive edge in the export of almonds the export of the almond needs professional trades and exporter.

● Author: Sadiq Nemati, Almond Director, India Arad Branding.

Tolerance

2



Sustainable global food

As a valuable source of animal protein, tuna has a special place in the diets of many countries. Due to the high-temperature canning process, this product has a long shelf life and retains its natural taste without the need for chemical preservatives. Due to this characteristic, tuna has gained a special place in the field of food exports and in the nutrition programs of international organizations and chain stores. Due to its high demand and diverse consumer interests, the UAE is an important target market for professional exporters. Due to the constantly growing demand and high quality standards for tuna in the UAE, this market is proving to be extremely competitive and opportunistic for exporters. Tuna have very iconic things that help to the people and in my opinion everyone need this in their house.

● Author: Abbas Ghaffarpour, Director, UAE Tuna, Arad Branding.

Elegance in choice

3



Quality in export beauty in selection

When transporting blankets to international markets, it is extremely important to pay attention to the type of raw materials, fibers and anti-allergy standards to maintain quality and consumer comfort. But it is not just about technical quality. In blanket exports, packaging design, destination customs hygiene standards, storage methods and even the cultural interests of the destination country play an important role. Blankets are one of the items that are included in the list of essential goods, can be given as gifts, and are used on special occasions such as winter or humanitarian aid. Therefore, a professional businessman must be able to take advantage of various marketing capabilities and sales channels to better present this product. Collaboration with reputable manufacturers, precise control over the packaging process and adherence to international standards are prerequisites for a successful entry into blanket export markets. At Arad Branding, all these steps are taken with a professional approach, expert assistance and an eye on the target market to ensure sustainable and profitable exports. When shipping blankets to international markets, it is important to pay attention to the fiber type and anti-allergy standards to maintain quality and consumer comfort. Also, understanding cultural compatibility and seasonal demands makes the export strategy more effective. In addition, well-organized logistics and timely delivery are imperative for continued customer satisfaction and competitive edge.

● Author: Masood Ruhi, Director, China Blankets Arad Branding.

Engineer Ghorbani: Successful business means correctly identifying the market needs and responding on time with appropriate quality.

In exports, it is not just the product that matters; how it is delivered, effective communication and professional credibility go the way.



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Focus on brand placement

Brand visibility where matters



Meeting of CEO of Arad Branding with Representative of Flowers and Plants

One of the valuable and influential meetings held in the past was a meeting held on the occasion of Arbor Day in the presence of the CEO of Arad Branding and a group of traders active in the flower and plant sector. With a completely practical and experience-oriented approach, this meeting provided an appropriate platform for exchanging views, sharing experiences and examining the challenges and opportunities in the path of trade of flower and plant products. At the beginning of the meeting, the CEO of the complex mentioned the importance of benefiting from the experience of others, stressing that many of the issues raised in the traders' talks are the result of years of regional experience and that communicating these points to others can facilitate the path of trade for many. One of the most important topics raised in this meeting was supply problems on particular days and occasions, which can cause large fluctuations in prices and disrupt trade agreements. In this regard, it was suggested that Arad Branding enter directly into the supply structure in

some high-consumption regions to ensure stability in the supply chain for exports. Another important topic was the discussion on single-product sales, which may seem profitable at first glance, but may hinder focusing on key customers due to time-consuming and administrative complications. In this context, it was emphasized that such orders should be assigned to reliable individuals and the merchant should spend his energy on high-potential markets. In another part of the meeting, the issue of specific product selection was discussed and it was suggested that focusing on a specific product and striving to become its unique reference is more successful than being scattered across many products. The meeting not only highlighted the existing challenges, but also opened up avenues for exploring new opportunities and partnerships, leading to greater cooperation between Arad Branding and regional merchants.

● Author: Saeed Hoojat-ul-Islami, Director of Medicinal Plant Extracts at Arad Branding.

brand reputation

1



Food export success to Oman

Compliance with food safety standards, expiry dates and packaging is essential for supplying processed food products to international markets. Persian Gulf countries, especially Oman, have high sensitivity towards consumer health and processing quality. Any shortcomings in hygiene control, technical specifications or storage conditions can tarnish a brand's reputation. At Arad Branding, we provide products with standard quality and market appeal by understanding the import laws of the destination country and collaborating with committed manufacturers. Ensuring that every product meets the highest quality and safety standards is our priority.

● Author: Mohammad Reza Dagistani, Oman Processed Food Product Manager, Arad Branding.

Borderless trading

2

Break the boundaries of global trade

Business is the art of transcending the boundaries of borders; where conviction, relentless efforts and a global outlook transform dreams into tangible profits and reality. On this path, a true businessman is one who not only knows the market, but also creates the future. He knows that sustainable development is not possible without courage in decision-making and commitment to quality. At Arad Branding, we pave this path so that businessmen can play a leading role in the global economy with scientific and international support. Even a small step on the road to global business, if it is taken with the right understanding of market needs and consumer culture, can become a turning point in branding. Understanding that every step should be filled with strategy and innovation is the key to success. The real victory of success lies in continuous learning and adaptation.

● Author: Alireza Haji Hosseini, Head of Tehran Dow, Arad Branding.



Export quality

3



Material impact on exports

Depending on the type of material, the floor reacts differently to moisture, abrasion or fire, and this affects costs and market demand. In export markets, the selection of quality, durable and visually appealing flooring plays a decisive role in sales success. At Arad Branding, we strive to provide competitive flooring both in terms of technical parameters and economically by accurately identifying the product characteristics and requirements of the target market. This careful selection helps to create a sustainable competitive advantage. The right material selection also increases customer trust and brand credibility. Also, constant innovation and quality control ensure stability in the market. In addition, we also prioritize sustainable development and social responsibility by adhering to environmental standards.

● Author: Alireza Shahzadi, Flooring Manager, Isfahan Arad Branding.

Professor Wahid: In business, the first principle is to accurately identify market needs, and the second principle is to be able to respond effectively to those needs. If these two principles are not followed, even the best and highest quality product will not have customers.



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You won't get any benefit unless you apply it



The Secret to Success for Traders

Professor Talia spoke about a common problem of new business owners; that many of those who spend money and are involved in the process wait for someone to come and tell them exactly what to do. Whereas implementing services is like building a building. The land is bought, the materials are prepared, the maps are drawn, but if the client does not tell the contractor to "start", there will be no building. An important point raised was that many people think they enter the success phase as soon as they spend money. But the reality is that services yield results as soon as they enter the implementation

phase. Many people are stuck only in the decision-making phase and expect results by not implementing. The main emphasis was that success depends first and foremost on the customer. Neither education, nor capital, nor the quality of the product is as important as having a customer. Examples were given of doctors, lawyers and manufacturers who, despite their high abilities and qualifications, are unable to generate income because they do not have customers. Another important point was that everyone should make money from their current capabilities. If a person has only one positive trait like

"reliability", this trait can also become the basis of a business. Simply introducing yourself, advertising and moving in the right direction is enough. It is not right to wait for everything to be perfect and then start again. Another point was raised about those who have received services but have not entered the implementation phase. Executive teams should not be expected to move the project forward unilaterally without clear instructions and involvement from the employer.

● Author: Esmail Danesh, Business Consultant Arad Branding.

Smart Supply

1

Intelligence provides market power

With in-depth market knowledge and an extensive supply network, it plays a key role in ensuring superior quality, competitive pricing and timely delivery of this strategic product in domestic and overseas markets. In the field of agricultural products, harvesting time, method of sorting, storage conditions and choice of transport route are all factors that affect shelf life, price and buyer satisfaction. At Arad Branding, we strive to provide onions that not only meet customer needs but also have the ability to compete in the international market by properly understanding these factors and accurately identifying the target market. With this approach, we aim not only to export but also to establish brand credibility and long-term partnerships. We are striving to win customer trust and maintain our strong hold in the market, meeting global standards through continuous innovation and quality improvement.

● Author: Issa Vahedi, Onion Trader of Arad Branding.



Export Products

2



Logistics Exported Medicine Quality

Starting a business is more difficult than running one, because the first challenges are not created in the market, but in our minds. Fear of failure, lack of experience, lack of capital or worries about the future are obstacles that if we do not overcome, we will never be able to walk on that path. But once the first step is taken, the path gradually becomes clear. The organizational support, constant training and the company of experienced people at Arad Branding Campus have provided a real growth opportunity for every newcomer. As soon as you believe that you can do it, you are halfway to the business. Business begins with confidence, and the first step is the most decisive towards success.

● Author: Issa Mir-Alai, Head of Isfahan Pipe Connections Arad Branding.

Professional form

3

Value Exporters Interested Traders

In this era, when markets are interconnected, business has become an art that requires knowledge, courage and new insights. At Arad Branding, we believe that every step on this path is an opportunity for personal and organizational growth and excellence; from improving and standardizing production processes to the use of new export strategies, all our efforts are focused on creating added value for customers and strengthening the position of local products in global markets.

This comprehensive and far-sighted approach not only meets today's needs, but is also considered a beacon for building a sustainable and successful future in the business sector. The combination of local strengths with global capabilities is the key to our export success.

● Author: Fatemeh Rabiei Tawasal, Sterile Pack Head, Hamedan Hospital, Arad Branding.



Engineer Shabani: In professional sales, the winner is the one who has analyzed the mental structure of the other party before starting the negotiation.

Accurate understanding of the customer's needs and the right timing of presenting the proposal are sometimes more effective than any arguments.



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Kuwait Gold Market Smart Exports Steady Profits

How to do Kuwait Should we export?



Kuwait is one of the small countries located on the coast of the Persian Gulf, which, despite its limited area, has one of the highest per capita income rates in the world and has always been known as a suitable destination for Iranian goods. Despite their traditional tendencies, the people of this country have a keen interest in Iranian goods and their trade relations with Iran date back even before the Islamic Revolution. Given the high oil income and extensive subsidy receipts, the average monthly income of Kuwaiti families is estimated to be around 3,500 to 4,500 US dollars, which provides high purchasing power for the country's consumers. However, they are very careful in their purchases and are sensitive to the quality of goods and the type of packaging. Traditional products such as saffron, honey, carpets and Iranian handicrafts hold a special place among the favorite goods of Kuwaitis, but they expect these goods to be presented in stylish, modern and respectable packaging. In terms of imports, Kuwaiti businessmen are mainly looking for products that they can easily sell in their domestic market. In terms of logistics, it is easy and cheap to ship goods to Kuwait, and there are several routes available for shipping goods, including Bandar Abbas, Bushehr, Khorramshahr and even Qeshm. Having an official border also makes the clearance process predictable and scheduled. Although Kuwait is a small country, its importance in Iran's foreign trade is enormous, as its people buy goods for consumption, not just for pricing. On the other hand, Kuwait is considered a gateway to the markets of other Gulf Cooperation Council (GCC) countries such as Qatar, Bahrain and Saudi Arabia, and establishing a stable relationship with Kuwaiti customers can expand exports to other countries in the region. Kuwait is not only a promising market for Iranian goods, but also a strategic gateway for business expansion to other countries in the Gulf region. At the same time, the prospects for brand building and long-term partnerships in Kuwait are also highly encouraging.

● Author: Elaheh Aram, Business Consultant at Arad Branding.

Health Professions

1

The role of Iranian pepper in global health markets

Exports play a vital role in a country's economic growth and can help increase employment, earn foreign exchange and strengthen the country's financial position. Given Iran's extensive capabilities in the field of medicinal plants and their unique therapeutic properties, the export of these products can gain a large share in global markets. Establishing quality standards, developing the supply chain and properly targeting target markets are among the measures that will strengthen Iran's position in the medicinal plant industry. On the other hand, supporting local producers and connecting them to the export network will significantly contribute to the sustainability of this industry. Exports of medicinal plants will not only benefit Iran's economy, but will also position the country as a global hub for natural medicine and biological products.

● Author: Fatemeh Mohammadi Majid, Pouneh Semnan Arad Branding.



Professor Talia: Successful exporting begins not with a good product, but with an accurate understanding of the target market. In the principles of exporting, the ability to anticipate, adapt to the culture of consumption and ensure continuity of supply are crucial.

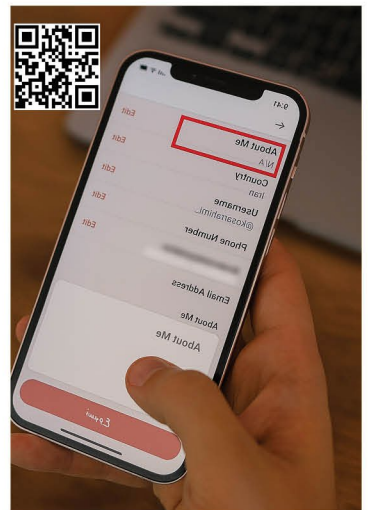
Application

2

Internationally recognized professional bio

In the Arad Branding App, the "About Me" section is a platform for introducing yourself to foreign business people and project managers. If you fill out this section accurately and professionally, you show that you value your personal brand. Studies have shown that profiles with a complete CV are viewed 5 times more and receive more communication and export opportunities. So don't skip this section; be recognized as a professional. The "Bio" section in the Arad Branding App is a place to accurately introduce each business person's background, abilities and area of expertise. The more carefully and professionally this section is written, the higher the person's credibility will be in the eyes of an international audience. In many cases, the initial decision to cooperate is made based on this brief but important information.

● Author: Razieh Saouri, Technical Unit Employee Arad Branding.



Arad Branding application address: AradBranding.com

Food exports

3

Healthy Export-Grade Dried Golden Apples

Dried fruits have high nutritional value and are rich in vitamins, minerals and fiber. This healthy snack provides plenty of energy and is a good alternative to unhealthy snacks. In today's global market, consumers are looking for products that protect their health and are also available in hygienic, standard and sustainable packaging. Dried apples shine at this point in the market. By using domestic production capacity, direct communication with orchardists, step-by-step quality control and the export potential of Arad branding, we have been able to establish this product in Iran's export sector. Our goal is to get Iranian dried apples recognized not only as a useful food item, but also as a symbol of quality and health in global markets. Raising awareness about the qualities of this product and introducing it to new markets can significantly increase Iran's share in health-oriented food exports. Iranian dried apples: a golden combination of quality, health and export. Dried fruits are a hidden treasure of nutrition as they contain abundant vitamins, minerals, fiber and natural antioxidants that provide energy to the body as well as help in long term health. In the modern lifestyle where people are looking for healthier options due to the fast pace, dried apples are a

● Author: Shahin Gorgani, West Azerbaijan Dried Apples Head, Arad Branding.



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From introduction to movement and success



On the road to business, one of the biggest mental barriers many newcomers face is the fear of expressing and introducing themselves. Many people think that becoming a businessman should happen quietly and secretly; in a closed room, without any noise, until one day suddenly they get success and then they say: I became a businessman. But the reality of business goes beyond this isolationist mindset. Business is an area of presence; a place where people appear, make introductions, build relationships. Unfortunately, many people, especially in the beginning, avoid presenting themselves as businessmen for fear of criticism from others or failure. While success basically begins from the moment of expression. The moment when a person boldly reveals himself to others and says: I have come, I work in this field, I am a businessman of this product. I remember one day on a social network, having written a simple sentence in my biography that "I am a flooring merchant", a few days later I began negotiations with a foreign supplier from the Emirates and that connection resulted in a serious contract. If this introduction had not happened at that time, this opportunity would have undoubtedly been missed. Introductions are the simplest but most important step to enter the field of professional business. Secrecy not only hinders attracting customers, but also deprives people of the opportunity to communicate with suppliers, business partners and even business associates. From a psychological point of view, it must be said that due to the mentality formed in childhood, many people believe that one should not talk about the work until it is fully mastered. But business is not like a school exam where only the final grades are important. Success in business begins with self-presentation and bold communication, not with secrecy. Presenting yourself as a businessman is the first step that opens the doors to opportunities and lays the foundation for credibility. The first step in business is to present yourself boldly. This introduction becomes the gateway to future opportunities. Bold self-presentation is the key that opens doors to business opportunities and builds lasting credibility.

● Author: Hamed Sedaghat, Flooring merchant, Arad Branding.

Senior Manager

3

The secrets of negotiating export principles



In business, knowledge is more important than capital. Every professional businessman first learns, then communicates. Negotiation means listening, analyzing and responding in the right tone. In export, honesty in introduction, accuracy in shipping and keeping promises are the keys to success. Many people wait for the right conditions, but business is for those who start with courage and move forward. At Arad Branding, we have always emphasized: if you want to be a businessman, you have to be a good ambassador too; because export is not just a transfer of goods, but a transfer of your professional personality. The most successful exporters are those who take the details seriously; from the type of packaging to choosing the best shipping time. In today's competitive world, the difference between a successful and a failed deal is just one good sentence in the conversation.

● Author: Zahra Rezaei, Export Mentor of Arad Branding.

Professor Wahid: In business, the first principle is to identify a market need, and the second principle is to respond to it with a specific solution. Without these two principles, sales are temporary; neither sustainable nor profitable. Business means creating a path, not walking it.



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Original flower

1



Rose is symbol of Iranian perfume

The quality of rose water is not limited to the rose flower itself, but is the result of a precise combination of climate, flowering time, species, collection method and distillation techniques. In each region, differences in climate, humidity and sunlight hours affect the final aroma and taste. A professional supplier must determine before collection whether the product is being produced for domestic consumption or for export, because for international markets, rose water must be of high quality, absolute purity, long shelf life and standard packaging. Accurate knowledge of environmental conditions, familiarity with global standards and adherence to hygiene principles are the keys to producing a product that shines not only in the Iranian market, but also around the world.

● Author: Sepideh Safazadeh, Rose Water Trader Arad Branding.

Tolerance

2



Ceramic is both beautiful and durable

In the production of ceramic tiles, the exact composition of the clay, the amount of water, the firing temperature and even the firing time have a direct impact on the quality of the product. But the importance of this matter is not limited to mechanical strength alone. In fact, these factors determine the product's ultimate resistance to water absorption, frost, abrasion and thermal shock. A manufacturer who understands these factors accurately can offer a product that is not only beautiful and diverse in design, but also remains competitive in export markets. Selecting the right raw materials and controlling the firing process are the foundations of a brand's longevity in the global ceramic market. Quality, technical precision and design diversity are what make ceramic tiles sustainable in global competition. Precise raw material selection and firing control ensure ceramic tiles' durability.

● Author: Saeed Amin, ceramic tile trader Arad Branding.

He is not just a buyer and seller of goods, but also plays a vital role in the cycle of production, supply, distribution and even economic policy-making. Whether it is an exporter who introduces local produce to international markets with its national identity, or an importer who tries to provide the best choice of global products with an accurate understanding of the needs of the society; in both cases, a great responsibility rests on the shoulders of the businessman. From the very first day of setting foot on this path, a true businessman must follow principles beyond personal gain. He must know that the basis of business is "trust"; and this trust is built only through honesty, transparency, commitment and professional behavior. No profit, if it is based on deception or selling at low prices, can be sustainable. Businessmen with a short-term approach may make profits initially, but soon fall behind the competition. In contrast, those who follow ethical and business principles not only strengthen their personal and business brand, but also set foot on the path of sustainable development. Business is an art of balancing production and distribution. A businessman must have a sympathetic attitude towards the producer and at the same time, correctly understand the needs of the market and the desires of the consumer. Especially in areas such as agricultural products, handicrafts, carpets, medicinal plants or food products, the businessman must consider himself a link between culture and economy. Because every product exported is an ambassador of our land. When we export a product, we do not just send the product; we also showcase our culture, quality and national prestige. And when we import a product, it must

be done responsibly, carefully and fairly so that the needs of the people are best met, not so that the domestic market is weakened or unnecessary dependencies are created. A savvy businessman knows the value of the efforts of the Iranian farmer, the Iranian industrialist and the Iranian artist. He must not only think about his own profit, but look at the entire value chain, from the supplier to the final customer. Exports are sacred when they promote domestic production. Imports are valuable when they fill a market gap, not when they push domestic production into decline. A true businessman is a profitable intermediary between people and global markets; not just a broker or a profit-oriented businessman with no commitment. At Arad Branding, this responsible approach to business has been the mainstay of the Group's activities since its inception. We believe that a businessman should be concerned about the development of his country; not just in words, but also in deeds. A businessman must be trained, committed, dynamic and patient. He must be able to learn, build a team, prepare materials, introduce himself, communicate and gradually transform himself from an economic worker into an iconic brand. A true businessman is a bearer of national responsibility and cultural representation, above profit. A true businessman balances production and market needs, acting as a responsible link between culture and economy, promoting domestic products while ensuring fair imports. At Arad Branding, this ethos guides us to prioritize honesty, commitment, and national development beyond mere profit.

● Author: Saeed Akbarpour, Export Consultant at Arad Branding.



in your opinion
What does it mean to be a trader?

Advanced Manufacturing

1



Iranian parts competing globally

Truck and bus parts must be designed and manufactured in accordance with global standards in terms of quality, durability, performance and safety. If these parts are technologically advanced, they can not only meet the needs of the domestic market, but also easily compete with prestigious global brands in foreign markets. Our goal at Arad Branding is to produce parts that are not only advanced in terms of manufacturing engineering, but also provide a sustainable competitive advantage in terms of exports. Promoting exports in this sector requires careful selection of materials, constant quality control and updating of production techniques. Arad Branding focuses on promoting exports with high quality and global competitiveness in truck and bus parts. Arad Branding aims to lead in producing technologically advanced.

● Author: Alireza Babai, Manager of Azerbaijan Truck Parts at Arad Branding.

Commercial Quality

2

Quality control in tomato paste exports

The tomato paste production process should be carried out in such a way that not only the taste, colour and texture of the tomatoes are retained, but also its nutrients, including vitamin C and lycopene, remain stable over time. Standardisation in production, use of high-quality tomatoes, precise temperature control and proper packaging are factors that can make this product a reliable option for domestic and export markets. Tomato paste can find a suitable place in the export basket if it provides consumer satisfaction, both in terms of nutritional health and quality stability. In addition, adherence to hygiene principles and precise control of the production process play an important role in increasing the shelf life and global acceptance of this product. Tomato paste, based on the standards of quality, nutrition and hygiene, can ensure reliability and competitiveness in export markets.

● Author: Morteza Zarei, Director, Saudi Arabia Tomato Paste Arad Branding.



Business Transparency

3



High-quality glass wins in global markets

In the glass production process, precise control of temperature and cooling rate plays an extremely important role in determining the final quality. Characteristics such as high transparency, mechanical strength, flexibility, as well as pressure and impact resistance depend on this process. The more precise the control during the melting and cooling stage, the better the glass produced will perform in various industrial, construction and hygiene areas. These characteristics have made glass one of the most widely used raw materials in various industries. In export, the quality of the glass production process is a decisive factor in attracting foreign customers. These technical details will be our competitive advantage in international markets. Precise temperature control and production quality make glass a competitive and reliable export product in global markets.

● Author: Mehdi Ghaffari Moghaddam, Glass Trader Arad Branding.

Professor Talia: Exporting is the art of entering the global stage. For a successful individual who can simultaneously understand and implement the target market needs, product standards and transport infrastructure, exporting is a smart entry into the global market.



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Castor Begins Steady Global Growth



Trading with the eyes of the heart

I am Masoud Mirkhalaf, a businessman at Arad Branding. My eyes may not see the outside world, but with the eyes of my heart I have found my way on the road of business. What many consider an obstacle became an incentive for me to prove that ability is not limited to vision; it depends on faith, perseverance and willpower. In the six years that I have been working at Arad Branding Group, with the grace of God and the company of a hardworking team, I have stepped on the road of trade and export with all the challenges, and today, I can proudly say that the marks of my efforts are recorded in various countries. About

a month ago, I sent a shipment to Afghanistan. Before that, I had a successful export to Japan, with whom I am still in touch and waiting for their next order. Sending 24 pieces of date milk footrests with an Indian customer was another experience along my way. Even in the domestic market, I have some customers in Qom province who have ordered large quantities of our products. Soon, with the grace of God, I will start exporting to Turkey and I am trying to maintain continuous cooperation with that region. On May 1993, 14, I loaded two tons of date paste in Karaj, which was another effective step for me

on this path. Export is not just a business for me; it is a journey to prove that no borders can stop growth and influence. This path is a path of personal development, expansion of international relations and demonstration of the true power of Iranian production. With my determination and hard work, I have crossed the borders of business and made Iranian products known in the world. Export for me is not just a business, but breaking the borders and showing the true power of Iranian products to the world.

● Author: Masoud Mirkhalaf, Head of Qom Liquid Sugar, Arad Branding.

target market

1

Honey export needs global standards

International markets for honey are primarily influenced by product quality, precise processing processes, compliance with hygiene standards and compliance with consumer health and nutritional requirements. On the other hand, modern packaging, transparency in the composition of raw materials and provision of health certificates play an important role in building trust with foreign customers. Successful export of honey is possible with scientific and standard monitoring throughout the production chain from beekeeping to final supply. In addition, careful selection of the plant source of nectar and the production environment can significantly increase the export value of honey. Quality, hygiene, transparency and standard compliance in honey exports provide credibility and success in the international market. Quality, hygiene, transparency and standard compliance in honey exports are the keys to global success.

● Author: Farahnaz Gholampour, Director of Honey Emirates Arad Branding.



Export quality

2



Parliament Ensures Export Quality

Maintaining the temperature chain in the transportation of sensitive medicines, including vaccines and insulin, plays a vital role in maintaining their effectiveness and preventing them from spoiling by the time they reach the consumer. This not only has a direct impact on the general health of the community, but it is also extremely effective in reducing medical costs and increasing confidence in the pharmaceutical supply chain. In the structure of the pharmaceutical trade, adherence to scientific principles, caution in packaging processes and strict control over storage conditions will guarantee the success and development of the export of these products. Also, attention to international standards in pharmaceutical logistics paves the way for entry into global markets. Maintaining the temperature chain of sensitive medicines is the key to health safety and global export success.

● Author: Tahereh Ain, Pharmaceutical Trader Arad Branding.

Global Trade

3

Indian Dates Market Entry Plan

Mazafati dates are one of Iran's strategic export products, and India, one of the most demanding markets, has a great potential to absorb this product. The demand for Mazafati dates in India has always been high due to the similar food tastes of the people of Iran and India, the significant Muslim population and the diverse cultures of this country, especially during occasions like Ramadan. However, entering the Indian market requires an accurate understanding of the characteristics of this market. Indians are generally patient and detail-oriented in conversation and prefer long conversations; therefore, one should be patient, careful and patient when interacting with them. In this market, professionalism is paramount. Mazafati dates require patience, understanding and professional interaction to succeed in the cultural and business environment of India. Success in exporting Mazafati dates to India hinges on patience.

● Author: Hossein Khilji, Tehran Mazafati Dates Manager, Arad Branding.



Engineer Ghorbani: Sales means correctly identifying customer needs and fulfilling them in a professional manner. Successful sales is not possible without trust and constant follow-up. Sales means building a profitable and lasting relationship this is called successful sales.



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Business Theory

A Strategic Perspective



When discussing the principles of business success in the Aradi community, very few people would be unaware of Professor Wahid's precise and realistic approach. As the strategic manager of the group, he always emphasizes several basic principles in the field of export and negotiation, which are a must for any novice or even experienced businessman to hear. The most important thing we always hear from the Professor is: "Communication first, then shipping." This means that export never starts with the bill of lading and customs; rather, it starts with introductions, trust building and professional dialogue. If a businessman cannot negotiate, his product will be a failure, even if he has the best product. The second point is transparency in negotiations and honesty in transactions. Professor Wahid has repeatedly said: "A foreign customer wants honesty and consistency more than anything else. Don't make a promise you can't keep. A loyal customer is the result of your true commitment." The third principle is to recognize the culture and behavior model of the target customer. You cannot communicate with an Arab, Indian or Turkish customer in the same language that we use domestically. The Professor always advises that before sending a single WhatsApp message, you should know what the other person thinks, what is important to them and what way of communication they do not like. The fourth point is to master the product and target market information. I have often seen the Professor challenge a businessman in meetings and ask: "If a customer asks you what their international standard is, do you have an answer?" This means that you should not sit at the export table unprepared. And finally, the fifth principle that Professor Wahid presents as the most important skill of a businessman: the ability to start and introduce yourself as a professional businessman. Success in business starts with dialogue, honesty, cultural understanding and professional preparation. Honesty comes from cultural understanding and thorough preparation. Professor Wahid's principles remind us that true export success is built on trust, cultural respect, clear communication, and deep product knowledge.

● Author: Mehdi Karai, Deputy Head of Internal Negotiations at Arad Branding.

Start of export

1

Starting raisin exports bridging farm to global market

Iran is one of the largest producers of raisins in the world but has yet to find its true identity in global markets. Given this potential and my personal interest in agriculture and export, I decided to become a bridge between the country's hardworking farmers and international markets. Raisins are a sustainable, healthy and widely consumed product in global markets, with high nutritional value and easy to export. These characteristics, along with the ease of packaging and transportation, make it an ideal choice to start an export business. My goal is to help promote sustainable development and raise the status of Iranian raisins internationally. Putting Iranian raisins on the global map is my mission and my aim is to be a bridge from farmers to the world. By building strong international partnerships and ensuring consistent quality, I strive to create lasting opportunities for Iranian raisins.

● Author: Ali Lavasani, Head of Golden Resin in Tehran Arad Branding.



Trade House

2

From publishing to evaluating accuracy

The technical unit of the Arad Branding trading house, developing its smart infrastructure, has enabled the ability to accurately and promptly inform the status of the posts of merchants. All member merchants of the trading house can be informed about the latest status of the publication, approval and ranking of the content of their business posts by activating internal notifications. This feature, especially for the merchants concerned, allows more effective monitoring of individual brand activities, analysis of user interactions and modification of the content strategy. Any delay in publication, SEO improvement or the need for title modification, will be communicated to the individual through a direct notification on the home page. This measure is designed to clarify the display of the content, reduce human errors and increase the quality of the trading house's output.

● Author: Sogand Nadi, employee of the Arad Branding.



Arad Branding Trading House Address: Shp.AradBranding.com

Safe Changes

3

Safety upgrades from standards to culture

In Iran, the history of safety shoes began with the implementation of the first national standards in 1965, when the safety boot standard was first developed and implemented to take a serious step towards organizing and ensuring the quality of safety shoes. The goal of these standards was to use shoes that were suitable for the nature of each job and provided the necessary protective features in industrial and workshop environments. As time passed and various industries developed, safety shoes also evolved in accordance with new requirements. Technological progress led manufacturers to more advanced designs, more resistant materials and more careful adherence to ergonomic principles. A turning point on this path has been the increase in awareness of employers and workers in recent years about the importance of using safety equipment, especially safety shoes. This awareness has played an important role in significantly reducing occupational accidents and institutionalized the need for the use of safe and standard shoes in various industries. Today these shoes are not only a symbol of workplace safety, but have also become an indispensable part of business culture. Along with this, continuous quality control and advanced testing standards have made Iranian safety shoes competitive and reliable at the global level.

● Author: Hanieh Farkhundi, Safety Shoe Merchant Arad Branding.

Engineer Shabani: Business and export are successful only when they are based on market knowledge, effective communication and commitment. If you know the principles, any product can become a great economic opportunity.



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