

PEXIMAL

www.peximal.com
www.armpeximal.am

Import and Export, Product,
Service and Innovative and
knowledge-based
Technologies permanent
Exhibition platform in
Armenia and CIS countries



Introducing Peximal Company

Peximal company has been formed in Iran-Armenia and CIS countries based on trade development, import-export and establishment of permanent, temporary, virtual and physical exhibitions. This international company has started its activities in 2020 with the support of national and international tools and standards and support of e-commerce activities in order to improve the level and economic transformation with business partners.

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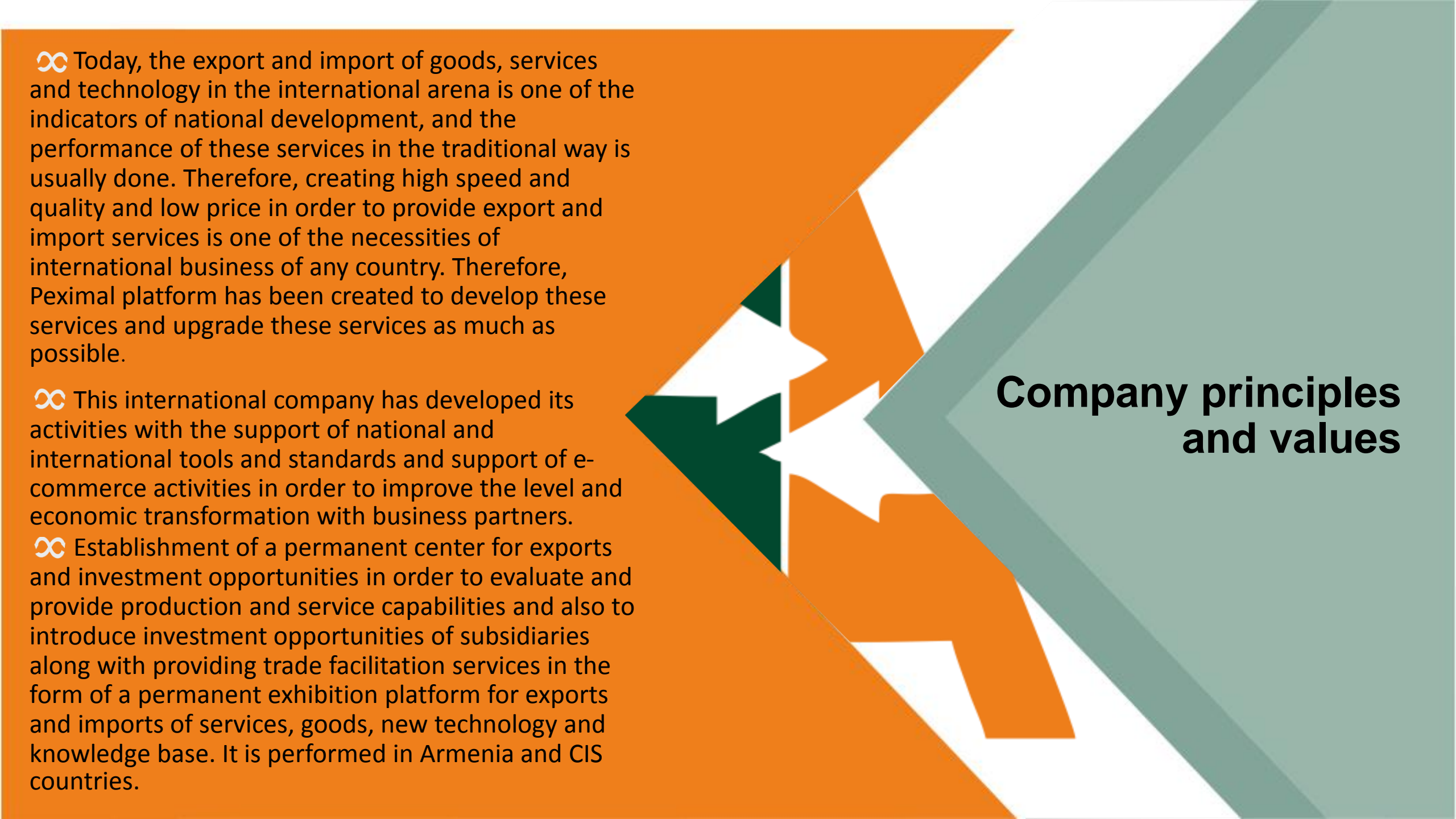




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Why Peximal?

- ∞ The first and best integrated export and import services platform in line with the goal of export and import virtualization platform.
- ∞ Facilitate all import and export processes.
- ∞ Assisting domestic and international businesses to accelerate the supply of goods, products, services and technology to other countries with the best possible quality and speed.
- ∞ Supply and consolidation of all needs of exporters or importers of goods, services and technology in a single platform as a counter and proxy (single window)
- ∞ Creating a single economic highway between all brokers and economic activists in order to provide goods, services, technology and new financial payments through capillary networks of countries and apart from all political and economic issues and relations between countries. And dozens of other attractive advantages.



∞ Today, the export and import of goods, services and technology in the international arena is one of the indicators of national development, and the performance of these services in the traditional way is usually done. Therefore, creating high speed and quality and low price in order to provide export and import services is one of the necessities of international business of any country. Therefore, Peximal platform has been created to develop these services and upgrade these services as much as possible.

∞ This international company has developed its activities with the support of national and international tools and standards and support of e-commerce activities in order to improve the level and economic transformation with business partners.

∞ Establishment of a permanent center for exports and investment opportunities in order to evaluate and provide production and service capabilities and also to introduce investment opportunities of subsidiaries along with providing trade facilitation services in the form of a permanent exhibition platform for exports and imports of services, goods, new technology and knowledge base. It is performed in Armenia and CIS countries.

**Company principles
and values**

What is the problem? what's the solution?

Iranian GDP Growth 2005-2020



Note: Figures for 2021 and 2022 are projections.

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As can be seen in the chart, Iran's need for exports and imports is well felt given the value of GDP. Therefore, export and import platforms will play an important role in the development of Iran's GDP and development in this field.

Key partners	Main activities	Support value	Customer relationship	Audiences
investor Manufacturer of goods Merchant Transport and freight service provider Platform Provider	1- Physical <ul style="list-style-type: none"> Rental of exhibition space in Armenia Negotiating and concluding a contract for renting a booth in the exhibition to producers of Iranian products, services and goods Rent booths to the customer Advertising and running a campaign to attract customers and visitors to the exhibition 2- Online <ul style="list-style-type: none"> Buy bedding, supplies and online space to create an exhibition police market Website and product design Create a call center and support for e-commerce Creating a suitable platform for the transportation of goods between the manufacturer and the customer 	1- Physical exhibition <ul style="list-style-type: none"> Ease of intermediate transport of goods from manufacturers to the end customer Creating branding and displaying domestic products to foreign participants in the exhibition Creating the right platform to receive customer feedback to improve quality Presence in the international market 2- Online exhibition <ul style="list-style-type: none"> Reduce customer costs and increase sales due to the Corona pandemic Maximum market penetration due to online offerings 	In-person communication at the exhibition Communication through the website (chat and support)	Customers and buyers of goods, services, products and services related to technology
Main sources			Distribution channels 1- Physical exhibition 2- Website	
Cost structure		Distribution channels		
1- Establishment cost, export cost, marketing cost, campaign cost, HSE cost for physical exhibition, logistics cost if applicable 2- The cost of purchasing the platform, the cost of creating a call center for support, the cost of running the campaign and online advertising, the cost of logistics if implemented		1- Income from renting exhibition booths, commission fees for products as a marketer, sponsorship income 2- Income from the commission for purchasing a digital product on the online platform of the exhibition Logistics income, selling advertisements on the online platform of the exhibition		

Business Plan

Market Outlook

Customers of this platform include

Merchants

Knowledge-based, creative and innovative companies

Government and governmental organs and organizations

Brokers and economic actors

Specific suggested values of this platform

Change the brand of a product, service or technology

Change the origin of products, services or technology

Assembly of products, services or technology CKD, SKD

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Strengths of presence

Market Outlook



Opportunities and benefits of attendance

Business Development

Market feasibility for products, services or technology in Iran, Armenia and CIS

Marketing for products, services or technology in Iran, Armenia and CIS

Advertising for products, services or technology in Iran, Armenia and CIS

The bidding process from the beginning to the end in Armenia and the CIS

Patent analysis and patent infringement analysis, patent abroad and ...

International training, corporate learning, in-house training, business consulting

Sell products to the end customer according to available access to potential customers

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Public Services and Exhibition Services:

Evaluating

Ranking

Pavilion

Trade Services

Administrative and Tax Services

Transportation and Logistics

Customs Services

Clearance Services

Recruitment Services

Consulting

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exhibitions

Arranging Permanent Exhibition

- Holding a permanent physical and virtual exhibition to introduce and sell their service products or new technologies in Iran, Armenia and the CIS

Arranging Temporary Exhibition

- Providing temporary and short-term exhibitions physically and virtually with the independent presence of new products, services or technologies

Liaison With Organizations

Communicating with related ministries, agencies and organizations or obtaining the necessary licenses from these institutions to facilitate the processes of sales, marketing and development of new products or technology

Communication with production centers or obtaining the necessary licenses from these institutions to facilitate the processes of sales, marketing and development of new products or technology

Liaise with universities or obtain the necessary licenses from relevant institutions to facilitate the processes of sales, marketing and development of new products or technology

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Customers Relationship

Introducing brokerage to provide after-sales service to customers if needed due to the variety of services and products available.

Support

Setting up and managing customer clubs and campaigns and programs to attract and retain customers and build their loyalty.

Customer Club

Obtain the franchise of a business under a common brand name and an identity using a successful method

Franchise

Investment

Digital Exchange

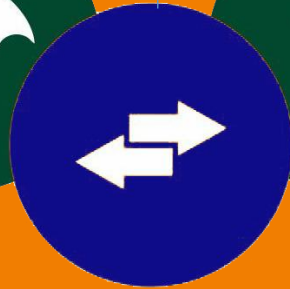
Insurance

Asset Management

Exchanging

leasing

Financing and
guarantee



Tourism and Immigration Services

- Job Investment Services
- Educational Migration
- Health Tours
- Commercial Tours

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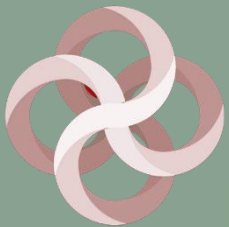
International experiences

∞ There are plenty of showroom, showroom and store platforms around the world, but a platform with maximal specifications has never been experienced before. In the case of world-famous store platforms, we can use Alibaba as a successful international example and its domestic example is the Chigel platform.

∞ Digikala is also an example of the showroom platform, and the Hitex and HyperExpo platforms are exhibition platforms in this field. But as mentioned, Peximal is a platform that includes all the activities mentioned with a business approach that an exporter or importer needs to provide goods, products or services.



Alibaba.com



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peximal method of cooperation with

∞ The method of working with Peximal is very simple. Just enter the site peximal.com or armpeximal.am and if you are a customer, broker or regular user, enjoy the services of this platform

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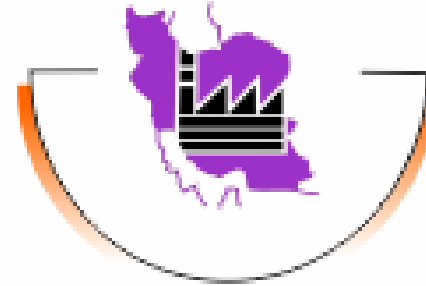
Vice President for Science and Technology



Iran-Armenia Joint Chamber of Commerce



Export Development and Technology Exchange Corridor



Small Industries and Industrial Towns Organization of Iran



Vice President for Science and Technology



Export Development and Technology Exchange Fund



Innovation and Prosperity Fund



Fund of Iranian Researchers and Technology



Houkad export management company

peximal strategic partners

Peximal Our partners in the company



Farzad Fallahian
Business
Development
Manager in Iran and
Armenia



Marjan Shurabi
Project Manager
in Armenia



Vahid esteron
Project Manager
in Iran

PEXIMAL

We have a plan for your every move until you reach the point of export or import

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