

# WEEKLY NEWS



## The circular for organizing and monitoring the cryptocurrency market was announced

The Central Bank of Iran, by issuing a new circular, obliged cryptocurrency exchanges to receive their payment services directly from payment service providers (PSP) or banks. Therefore, the use of payers as intermediaries for these services was completely prohibited.

## Opening of new Milli agencies in 4 cities of Iran for in-person delivery of gold

"Milli" application, as the most popular platform for buying and selling melted gold with more than 2.5 million users, announced the opening of its new gold in-person delivery agencies in the cities of Qom, Karaj, Isfahan and Tabriz. These agencies are designed to provide better services and easier access for users to purchased gold. Mostafa Akrami, CEO of Milli, said: "Milli previously had two branches in Tehran; One is in Shams Ol Emareh Passage of Tehran Bazaar and the other is in Seven Center Gold Bazaar in Haft Howz Square. Now, with the launch of new agencies in 4 other cities, users can receive their purchased gold in person and with full confidence."





## 2 IDEA



هجدهمین کنفرانس ملی و چهاردهمین  
کنفرانس بین‌المللی  
مدیریت فناوری و نوآوری  
نوآوری فراتر از مرزها:  
انقلاب صنعتی چهارم و هوش مصنوعی  
۱۹ و ۲۰ دی ماه ۱۴۰۳

### Online sale of bread was banned

Asadollah Rabbanimehr: Due to the dissatisfaction of the people and the line of bakeries, online bread sales are prohibited in Hamedan in the platform of the application, and Snappfood has been contacted to remove online bread sales from the buying and selling system so that the appropriate solution and bakeries of this program can be determined.

### Zap and Alopeyk merged

according to the public relations report of Alopeyk, with the decision of the board of directors of Zap and Alopeyk companies, these two companies will merge and continue with the Alopeyk brand. The purpose of this merger is to create synergy between the two companies and focus on the development of new products and services in the field of logistics.

### CafeBazaar, Yektanet and Myket were accepted in the Noafrin FBA market

The Noafrin FBA market, along with two signs "knowledge-based" and "growth", officially started its activity on December 28. On the first day, the shares of Ava Communication Industries Company with the symbol "Avak" were offered as the first company on the knowledge-based board.

According to Mohammad Ali Shirazi, the CEO of IFB, so far 9 companies have been accepted in the knowledge-based panel and 11 companies in the growth panel, and 15 other companies are in the waiting list. Among the startup companies, names such as CafeBazaar, Yektanet and Myket can be seen in the acceptance list.

### NEWS REVIEW

## Digikala opens a physical supermarket

According to the rumors, Digikala plans to open a physical supermarket to enter the FMCG retail sector more seriously.

Previously, it was the 17th of May 2024 when Digikala opened its first in-person store or "experience-oriented store". At the presentation ceremony of this store, which is located in "Royal Commercial Complex" located in Saadat Abad, Tehran, Digikala managers announced that they want to connect online and offline shopping experience. In this store, only electronic products are offered in three categories: mobile phones, laptops, game consoles, audio devices and some accessories.

Apparently, Digikala is seriously planning to enter the field of physical supermarkets. This news was brought up informally last year, but more serious signs of this issue have been seen recently. In recent months, Digikala has published several job advertisements to recruit specialists in the field of setting up and managing physical stores. These advertisements show that this company plans to start its activity in this field soon.

Some managers of Digikala have indirectly mentioned this issue in their interviews and announced the company's plans for a more serious presence in the physical retail and FMCG market. Currently, Digikala has not yet officially announced the exact time and place of opening its first supermarket. However, according to the available evidence, it seems that this will happen in the near future.



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## The Google Analytics account of some Iranian users was blocked

In a new move, Google has informed some of its Iranian users that their access to the Google Analytics service has been blocked due to inappropriate activities.

In an email sent to Iranian users, Google announced that due to the detection of inappropriate activities in their Google Analytics accounts, their access to this service was cut off. The company also referred to Clause 14 of the Google Analytics service terms and announced that the process of canceling the service for these accounts has begun.

Clause 14 of the Google Analytics Terms of Service states: "Either party may terminate this Agreement at any time with prior notice." After any termination of this agreement, Google will stop providing the service and access to the service. Additionally, if your Google Analytics Account and/or Features are canceled, you must remove all versions of GAMC from all Features and/or stop using all SDKs within 3 business days of cancellation.

In the event of any termination, you will not be entitled to receive any payment for usage fees or other charges, any account balance for services rendered up to the date of termination will be immediately payable, and all of your historical log data will no longer be available to you."



## Hamrah-e-Avval bought the main shareholder of Asiatech

Hamrah-e-Avval bought 100% of the shares of Mehregan Capital Pars Investment. This company is the main shareholder of "Asiatech" and according to the sale agreement, it will appoint 2 members of the board of directors as Hamrah-e-Avval. An issue that allows this operator to control Asiatech as much as possible.

With the publication of an announcement in Codal, Hamrah-e-Avval announced that has bought Mehregan Capital Pars Investment Company for about \$18M. This investment company owns 24.5% of Asiatech shares. Mehregan Capital Pars is one of the 5 members of the board of directors of Asiatech and is the chairman of the board of directors of this company.

## Kolahdoozan in the farewell letter from Teta: issuance of Enamad certificate reaches 6 million signatures

Amin Kolahdoozan announced on the X social network about his last working day at the e-commerce development center and predicted that the issuance of Enamad certificates will reach 6 million signatures by the end of 2024. Actually, after two and a half years of activity, Kolahdoozan is saying goodbye to the head of Teta Center. Amin Kolahdoozan addressed the findings, performance and challenges of his tenure at the Teta Center in a letter to the Ministry of Industry, Mine and Trade, and reported on the X social network about his last day of work at the center.

Kolahdoozan has discussed the process of its activities in the past two years in three sections "extract of findings, performance and results, challenges and future steps".

## Alibaba broke the record for the speed of selling online tourism services



Alibaba Company, the leader of the tourism market in Iran, was able to register 37 orders per second in its latest achievement on 16 December 2024 and set a new record in the speed of online sales of tourism services. In addition, on the record day, Alibaba broke the traffic record of online tourism platforms and registered 700,000 users at the same time.

This record breaking has occurred while Iran's tourism market is facing various challenges and previously, in various interviews, this Company's managers have mentioned problems such as flight cancellations, airline sanctions, and mandated pricing of travel products. However, the company continues to lead Iran's online tourism market by setting new records in various sectors.

Ebrahim Nabiee, Technical Vice President of Alibaba Group, says regarding the company's recorded record, "We rely on the power of experts and modern technologies to provide our customers with a worthy experience of buying tourism products."