



Global Value Chain Analysis of Damask Rose in the World and Iran

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Abstract:

The agricultural sector in the Iranian economy is one of the most important of the three sectors which plays an important role in creating added value and sustainable development. Medicinal plants are one of the most important subdivisions of this field that paying attention to the production process until its final consumption is a high priority in improving Iran's share of the trade in these products in the world. Damask Rose is one of the important items in the medicinal plants sector which has received increasing attention in recent years due to its high valuation and lower production costs. Iran, despite having the world's first production of Damask Rose, does not have a good position in exporting its products. This doubles the need to pay attention to the supply chain and value of this product. The purpose of this research is to identify and rank the value chains of Damask Rose in the world and its main producing and exporting countries. Data analysis was performed using network analysis model. The results showed that in the three ideal, normal and crude weights, there were no significant differences between the two value chains for medicinal and health use. But in terms of the two criteria of packaging and value chain processing, there are significant differences in creating value added in different areas. Accordingly, the development of this product's processing and attention to its export in accordance with the taste of the target countries plays an important role in enhancing Iran's share of the value chain in the world.

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