

# MEET IRAQ'S TOP BUYERS



**AGRO PACK  
IRAQ**

**AGRO IRAQ  
FOOD IRAQ**

Partner event

Iraq  
plast



5<sup>th</sup> International Trade Show on Agriculture & Animal Husbandry – Food & Beverage Processing & Packaging – Food Ingredients – Food Trade

**22 - 24**  
November 2022

Erbil International Fairground – Erbil, Iraq  
[www.iraq-agrofood.com](http://www.iraq-agrofood.com)



## **Bigger as ever in Halls 1 & 2 now! Professionals only event representing the entire value chain from field to fork**

Boosted by the great success of the November 2021 event, organisers So Fuar and fairtrade are now preparing the next edition in November 2022.

### **What's new? The upcoming edition takes up the two most important recommendations of the exhibitor and visitor survey:**

- The fair will be condensed from 4 to 3 days, while at the same time admission controls will be tightened. This is intended to limit the audience to trade visitors and to strengthen the professional character of the fair.
- The event should represent the entire value chain from field to fork. For this purpose, Agro Pack Iraq will be supplemented by Agro Iraq and Food Iraq, and the fair will be extended from Hall 1 to Halls 1 and 2. To complete the range of products and services and to benefit from synergies, Plast Iraq will be held in parallel.
- Agro Iraq in Hall 2 presents agriculture, crop production, livestock breeding and poultry
- Agro Pack Iraq in Hall 1 covers technology and material for processing food and beverages, as well as ingredients
- Food Iraq in Hall 1 showcases and trades finished food & beverage products
- Plast Iraq in Hall 1 features plastic raw material in primary forms as well as machinery and equipment for plastics processing, printing and packaging

### **Recap of the 4th edition of November 2021**

***"The event exceeded our expectations by leaps and bounds as we met customers from all the Iraqi provinces"***\*

\* Jean S. Zakka, CEO - Zakka Multitec

- 7,879 visitors from 19 countries
- 171 exhibitors
- High level of exhibitor and visitor satisfaction



→ **Show video 2021**

→ **Post show report 2021**

→ **Show gallery 2021**

# Valuable institutional support



## The event enjoys the strong support of the following institutions

- Baghdad Chamber of Commerce
- Consulates General of Iran, Netherlands and Türkiye in Erbil
- Erbil Chamber of Commerce & Industry
- Erbil International Fair
- Federation of Iraqi Chambers of Commerce FICC
- Iraqi Federation of Industries IFI
- Jordan Exporters Association
- Kurdistan Regional Government
- Ministry of Agriculture, Nature and Food Quality of the Netherlands
- Republic of Iraq Ministry of Trade
- Republic of Türkiye Ministry of Trade
- Trade Promotion Organization of Iran

## Institutional partners



# National Pavilions 2022



## National Pavilions at the 2022 trade fair



### Iran Pavilion

Supported by the Trade Promotion Organization of Iran, 47 Iranian exhibitors in 2021.



### Iraqi participation

Market leaders from Kurdistan and the entire Iraq, 41 Iraqi exhibitors in 2021.



### Jordan Pavilion

Organised by the Jordan Exporters Association, 7 Jordanian exhibitors in 2021.



### Netherlands Pavilion

Supported by the Ministry of Agriculture, Nature and Food Quality of the Kingdom of the Netherlands, Netherlands Lounge featuring 9 Dutch exhibitors in 2021. In collaboration with the Consulate General of the Netherlands in Erbil, matchmaking is provided.



### Türkiye Pavilion

Supported by the Republic of Türkiye Ministry of Trade, 71 Türkiye exhibitors in 2021. The impressive presentation is rounded off with a lounge that invites Türkiye exhibitors and their Iraqi customers to network.



# Why exhibit?



## Exhibitor profile

Agricultural machines, farming tractors, harvesting equipment  
Analytical equipment

Dryers, cleaner, silos and storage systems

Feeding equipment  
Fish farming equipment

Grains, grain systems  
Greenhouse and greenhouse plastics and equipment

Irrigation systems

Livestock and poultry breeding

Milk processing equipment  
Milling and mixing installations/  
equipment

Pesticides and fertilizers  
Poultry equipment

Seeds, seedlings  
Stable equipment

Veterinary syringes

## Voices of the exhibitors



**Hans Akerboom**  
Consul General - Kingdom of the Netherlands

It's the first time that we are participating at an agro fair here in the Kurdistan region. We are very happy that now ten Dutch exhibitors are participating. That is huge!

The Netherlands is one of the biggest investors in agriculture in the Kurdistan region, and we have a very close connection with the government, for example the Ministry of Agriculture. This trade show is very professional, and I am happy to see that this kind of event can be organised here.



**Ali Nalmo**  
Sales Manager - Aytav Poultry

Aytav Poultry as one of the largest poultry equipment manufacturers in Turkey. As we have realized projects in Iraq and keep on servicing them, Iraq is a major market for us. Here at the show, we meet with clients in need of general contractors for their agro & poultry projects. We are glad to say that this Agro Show exceeds our expectations by far.



**Halit Shasheet**  
Business Area Manager - BASTAK

Bastak is the Turkish export leader in flour and feed quality control laboratory instruments, flour additives and improvers. Iraq represents a huge market in the agricultural sector. Here at the show, we have received decision makers from government, but also from potential agents interested in representing us on the Iraqi market.



# Why exhibit?



## Voices of the exhibitors



**Jean S. Zacca**  
CEO – Zakka Multitec

For us, Iraq is one of our main markets in the region as we see a large potential in the industrial sector. After busy days at our booth, we can say the show has definitely exceeded our expectations by leaps and bounds as we met customers from all the Iraqi provinces. Not only the number and quality of the visitors were brilliant as most were professionals from within the industry and appreciate the high-quality European machines that we supply. But also the show organisers did an excellent job.



**Mustafa D. Al-Tamimy**  
MEPEQ

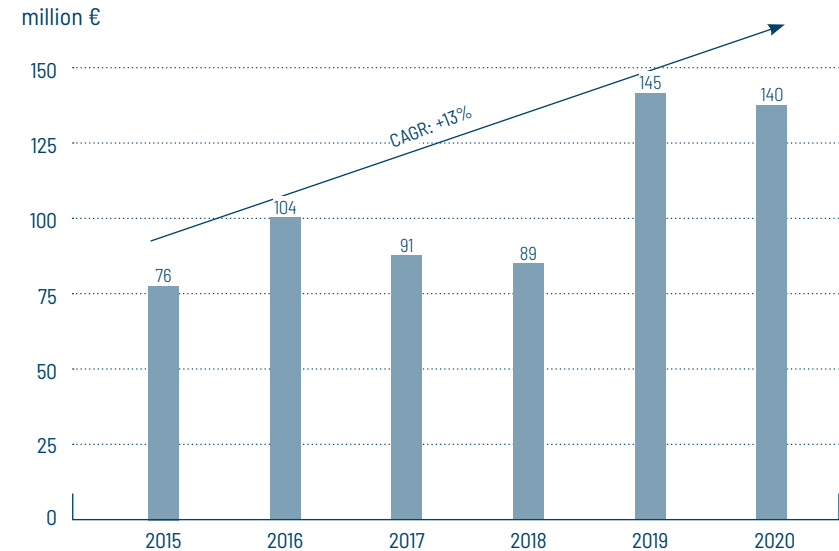
MEPEQ provides turnkey solutions for packaging industries in liquid food, beverages and chemicals. We regard Iraq as a developing market with an improving purchasing power as more and more factories are established. Here at Agro Pack, our target is to raise awareness for investments in high-quality and high-performance machines, despite the price argument. And we are satisfied as many investors have already visited our stand during the first two days.



**Ghazwan Kafil Idan**  
Trade Marketing and Distribution Manager – Atyaf Algeed (Givaudan)

Iraq is a very important market for our company especially since the Iraqi government supports and protects the local food production. Our clients for our flavours, fragrances and ingredients are owners of factories for the soft drink, juice and chips production. Agro Pack 2021 is an excellent and very important event for us to enlarge our horizon of communication and to increase the cooperation between suppliers and project owners. Therefore, we expect prosperity and growth of our company as a result of this event.

## Iraq is the third largest Arab importing country of food & beverage process and packaging technology in the Middle East



Source: VDMA / Graph: fairtrade

- Between 2015 and 2020, Iraq's imports of food and beverage process and packaging technology increased with an annual growth rate of 13%, from €76m to €140m. (VDMA)
- This makes Iraq the third largest Arab importing country of such technologies in the Middle East after Saudi Arabia and the UAE.
- A clear signal of the political will to expand local food production and the „Made-in-Iraq“ trend. Continuous growth is expected in the coming years.



### Exhibitor profile

→ See here

# Why exhibit?



## Iraq is a US\$ 6billion food import market

Great chances for business for food and beverage suppliers from around the world: Iraq annually imports more than US\$6billion worth of food and agricultural products.

The value of Iraq's own food production amounts to around US\$3billion.

## Opportunities in food & beverage trade with Iraq

- One of the largest markets for food & beverage products in the Middle East - still undersupplied
- Huge demand - Development extremely promising

Although domestic production is steadily increasing, Iraq is still highly dependent on food imports. Thus, about 50 % of the food demand is imported.

Turkey and Iran are the most important bilateral trading partners for food. In total, Iraq imports USD 2.5 billion worth of food products from these two countries annually. (FAO 2020)

Food and agricultural products worth approximately €680 million were imported from the European Union in 2020. Imports from the EU have doubled since 2014. (European Commission - Directorate General for Agriculture and Rural Development, 2021)

With an average income of about US\$ 570, Iraq is an upper-middle class economy according to the World Bank. About 43% of monthly income is spent on food.

EU imports are particularly high for infant and baby food, eggs, honey, cheese, pasta and pet food.

Market studies predict that demand for other product groups will continue to grow, creating business opportunities in the following products:

- Sweets, biscuits, snacks
- Dairy products such as cheese, cream, milk powder, ...
- Poultry and beef
- Products for food production, processing and preservation

## Voices of the exhibitors



**Feras al Khateeb**  
Export Sales Manager – Siniora Food Industries, Amman – Jordan

Iraq has got the largest population in the region, that's why the Iraqi market is so important to us. We expect the market to grow steadily over the years to come.

During the past two show days we could discuss business with retailers, end users and distributors. We are satisfied with the outcome so far and we hope to close more and more deals also over the coming two days.



**Zafer Sönmez**  
Export Sales Specialist - yayla

Yayla Agro is a market leader in the pulses industry and exports in 100+ countries. As we are very close to Iraq, everybody here knows our brand.

We have made some new leads with interest in our products here at the show. And we have talked to many who want to become our distributor. This is exactly what we have been looking for.



## Exhibitor profile

→ [See here](#)

## Erbil – The safe gateway to all of Iraq



- Capital city of Iraqi Kurdistan and the third most populated city in Iraq after Baghdad and Basra.
- Located in the Northern Iraq, the largest cities in the Kurdistan Autonomous Region are Erbil with 1.4 million inhabitants, Sulaymaniyah with 900,000, Dohuk with 500,000 and Zakho with 350,000. The Erbil governorate has got more than 2 million inhabitants.
- One of the oldest continuously inhabited areas in the world. Its archaeological museum houses a large collection of pre-Islamic artefacts, particularly the art of Mesopotamia, and is a center for archaeological projects in the area.
- Designated as Arab Tourism Capital 2014 by the Arab Council of Tourism
- Citadel of Erbil was inscribed as a World Heritage site in July 2014.

### **Erbil is Iraq's bustling and secure economic metropolis**

After a period of political turbulence, Erbil regained its position as Iraq's bustling and secure economic metropolis.

Kurdistan is open for business!

Its liberal business environment favors investment. And Erbil traditionally connects the countries of the region, Iraq, Turkey, Iran and Syria, but also the Caucasus countries Armenia, Azerbaijan and Georgia.

A large and modern consumer market is waiting to be satisfied.

In fact, the trade sector is one of the main drivers of economic growth in Kurdistan and Iraq as a whole.

### **Erbil is easy to reach.**

#### **Daily flights by Austrian, Egypt Air, Fly Dubai, Lufthansa, Qatar and Turkish Airways, ...**

Erbil is easy to reach from everywhere, as well-known airlines such as Air Arabia, Atlasglobal, Austrian, Egypt Air, Fly Baghdad, Fly Dubai, Iraqi, Lufthansa, Mahan Air, Middle East, Pegasus, Qatar Airways, Royal Jordanian, Saudi Airline, Turkish Airlines and many others operate regular flights to Erbil – see Erbil Airport.



# The venue

## Erbil International Fair Ground live!

See the fully equipped and state-of the art exhibition center live during Agro Pack Iraq 2021



## Erbil International Fair Ground

The Erbil International Fair Ground is by far the most important exhibition center in Kurdistan and Northern Iraq.

The exhibition site features 13,000 sqm of air-conditioned halls and 5,000 sqm of outdoor exhibition space.

The Erbil International Fair Ground is located in Park Sami Abdurrahman, west of the city centre.

## Full exhibition service

- Powerful media and direct marketing campaign to address the exact target group of buyers
- Exhibitor presentation in the trade fair catalogue
- Preferred rates in 5star and 4star Hotels
- Facilitation of the entry visa
- Freight forwarding and customs clearance
- Shuttle between airport, hotel and fairground
- Stand building, Internet, electricity, water, air conditioning
- Stand personnel to do business without worries
- Forum and company presentations to present your products
- Security services and general cleaning of the exhibition area

# Market update: Facts about Iraq at a glance

## General information Iraq

Iraq is a founding member of the UN as well as of the Arab League, ...

[Read more](#)

## Iraq in the 20th and 21st century

The country today known as Iraq was a region of the Ottoman Empire until the partition of the Ottoman Empire in the 20<sup>th</sup> century.

[Read more](#)

## Market place Iraq

International exporting companies can benefit from the current situation and demand in Iraq by entering and developing this growth market early and ahead of others. The most important export goods to Iraq for German companies are currently machinery and equipment, food, ...

[Read more](#)

## Erbil - The safe gateway to all of Iraq

Distance to Erbil from the largest cities of Iraq in km, order largest cities first



# Economic data Iraq

## Inhabitants:

- 43 million (2021)
- 58% younger than 25
- Expected population by 2050: 71 million

## Strengths:

- one of the three most populous countries in the Arab world, after Egypt and on an equal footing with Algeria
- ranks fourth globally of countries with the most natural resources
- large deposits of crude oil, natural gas, phosphates and sulphur
- economy based on the export of its natural resources and on agriculture

## Opportunities:

- public investment programs improve infrastructure and offer chances for supply
- oil and gas production to be enlarged
- funding of large-scale projects state guaranteed
- considerable market for capital and consumer goods
- financial strength, young population

## Commodities:

- agrarian: wheat, barley, rice, vegetables, dates, cotton, cattle, sheep, poultry
- mineral: crude oil, natural gas, phosphates, sulphur

## Currency reserves without gold (billion US\$):

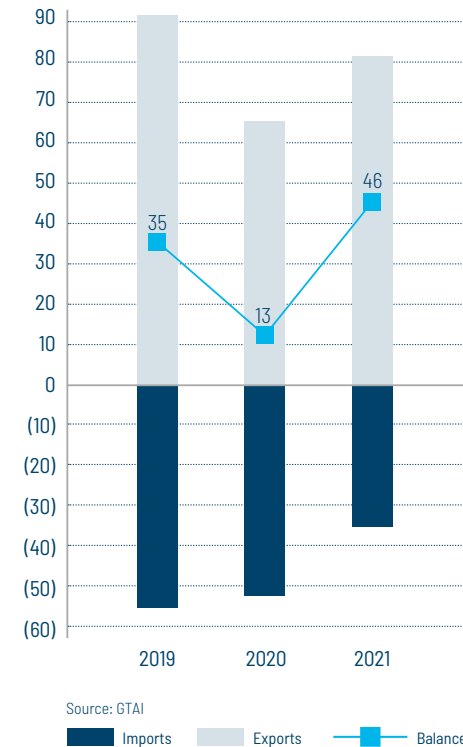
- 2020: 59
- 2021: 64
- 2022: 92\*

Source: GTAI Germany Trade & Invest

## Iraq again generates continuously high trade surpluses

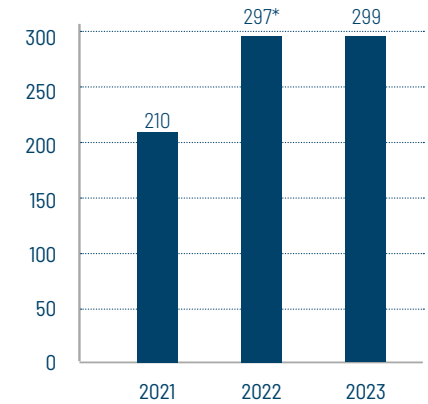
### Foreign trade

Billion US \$



### GDP

Billion US \$



# Visibility Content Network

exportal

## Get connected!

### Check out all exhibitors and products

→ <https://exportal.fairtrade-messe.de>

## Your benefits

**all exhibitors • all products • all visitors • networking & matchmaking**



- enter the portal
- detailed company and product profile



- present your ideas to potential business partners
- search for product categories
- maximum exposure to targeted buyers

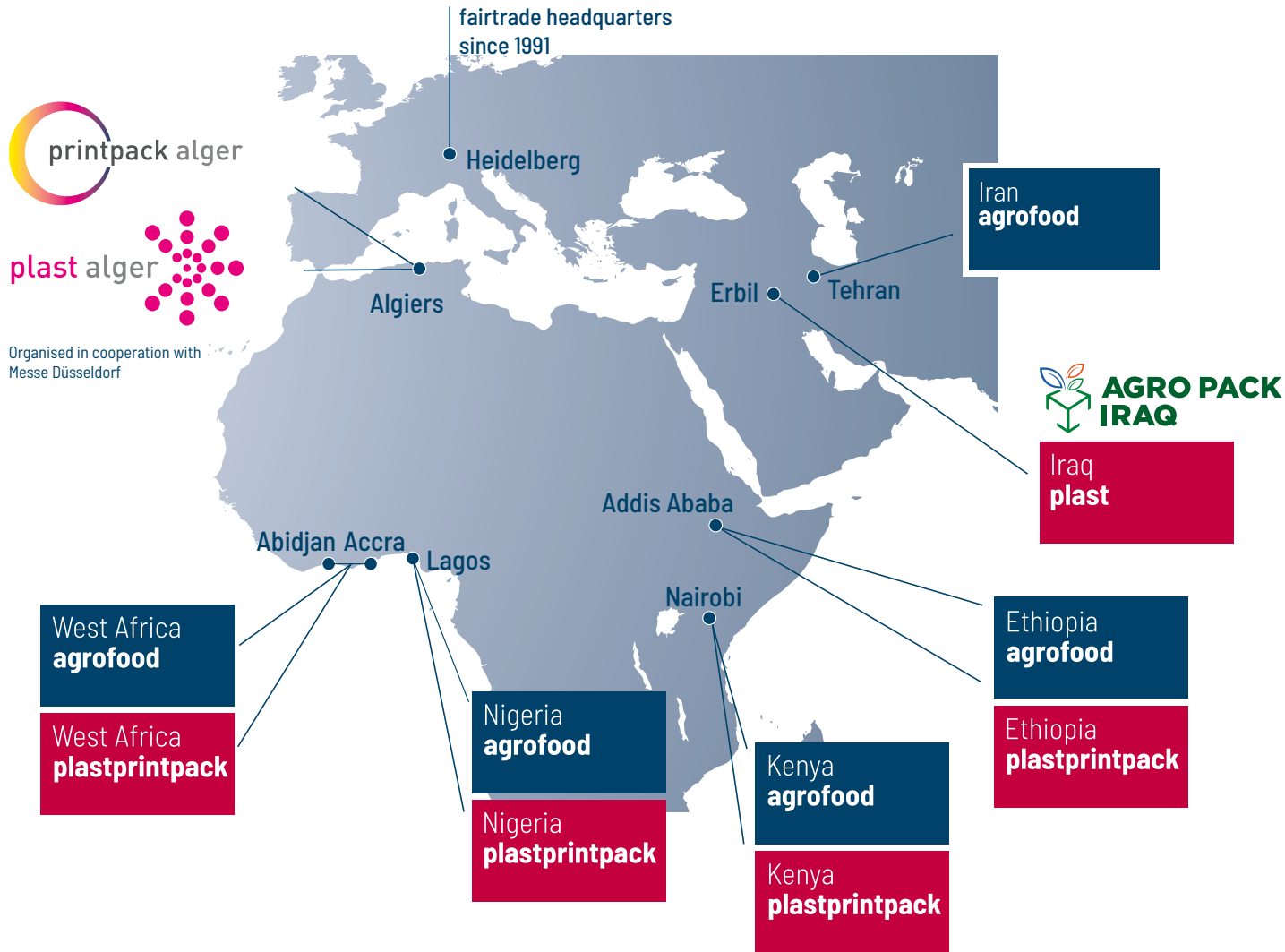


- find other exhibitors & their products
- individual filter search
- tool to make appointments for the event



- your entry is activated 24/7 all year around
- be contacted by visitors & other exhibitors

# Grow your business - upcoming events



<b>Iraq</b>	<b>22 - 24</b> Nov. 2022	<b>Erbil</b> <a href="http://www.iraq-agrofood.com">www.iraq-agrofood.com</a> <a href="http://www.ppp-iraq.com">www.ppp-iraq.com</a>
<b>West Africa</b>	<b>29 Nov - 01 Dec</b> 2022	<b>Accra, Ghana</b> <a href="http://www.agrofood-westafrica.com">www.agrofood-westafrica.com</a> <a href="http://www.ppp-westafrica.com">www.ppp-westafrica.com</a>
<b>Kenya</b>	<b>08 - 10</b> Feb. 2023	<b>Nairobi</b> <a href="http://www.agrofood-kenya.com">www.agrofood-kenya.com</a> <a href="http://www.ppp-kenya.com">www.ppp-kenya.com</a>
<b>Nigeria</b>	<b>28 - 30</b> March 2023	<b>Lagos</b> <a href="http://www.agrofood-nigeria.com">www.agrofood-nigeria.com</a> <a href="http://www.ppp-nigeria.com">www.ppp-nigeria.com</a>
<b>Ethiopia</b>	<b>08 - 10</b> June 2023	<b>Addis Ababa</b> <a href="http://www.agrofood-ethiopia.com">www.agrofood-ethiopia.com</a> <a href="http://www.ppp-ethiopia.com">www.ppp-ethiopia.com</a>
<b>Iran</b>	<b>June</b> 2023	<b>Tehran</b> <a href="http://www.iran-agrofood.com">www.iran-agrofood.com</a>
<b>Algeria</b>	<b>04 - 06</b> March 2024	<b>Algiers</b> <a href="http://www.plastalger.com">www.plastalger.com</a> <a href="http://www.printpackalger.com">www.printpackalger.com</a>



# So Fuar - upcoming events



23-25 March 2022, Tashkent - Uzbekistan



22-24 November 2022, Erbil - Iraq



3-5 November 2022, Ashgabat - Turkmenistan



5-7 July 2022, Istanbul - Türkiye



5-7 July 2022, Istanbul - Türkiye



# We'll be your back-up team!

## Co-organisers fairtrade & So Fuar



### fairtrade - Valuable business contacts

Founded in 1991, fairtrade has long been one of the leading organisers of professional international agrofood & plastprintpack trade fairs in Africa and the Middle East.

Over the decades, more than 36,000 exhibitors and 1.5 million trade visitors have expressed their confidence in us.

With our international trade shows, we take innovative ways to connect emerging markets with solution providers from across the globe.

Facilitating valuable business contacts between our exhibitors and trade visitors - that's what we at fairtrade stand for.

ISO 9001:2015 certified and a member of UFI The Global Association of the Exhibition Industry, fairtrade strives for high customer satisfaction with excellent service and innovative products.



### About So Fuar

With 19 years experience in the exhibition industry, the Istanbul based So Fuar company annually organises 12 international exhibitions in Iraq, Turkmenistan, Turkey, Uzbekistan and Senegal.

Featuring a team of exhibition experts So Fuar aims to support exhibitors in their brand building and business expansion process.



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