

Ministry of Trade  
State Company for Iraqi Fairs &  
Commercial Services



**Under the slogan  
We are Determined to Build  
& Reconstruct as we were Determined  
to Liberate & Achieve Victory**

# The 45<sup>th</sup> Session of Baghdad International Fair



**10 – 19**  
NOVEMBER

**2018**



ufi

📍 Iraq-Baghdad-Al Mansour

☎ 00964 7800 728 276

📞 00964 783 017 0002

📧 iraqifairs@gmail.com

🌐 www.fairs.iq

10 – 19  
NOVEMBER  
2018







## Under the Patronage of the Prime Minister

(Ministry of Trade/ The State Company for Iraqi Fairs & Commercial Services) Organizes

## The 45<sup>th</sup> Session of Baghdad International Fair

On Baghdad International Fairground During 10 -19 Nov. 2018



## Invitation to participate at the (45<sup>th</sup>) Session of Baghdad International Fair 2018

Ministry of Trade / The State Company for Iraqi Fairs and Commercial Services is pleased to invite you to participate at the 45<sup>th</sup> Session of Baghdad International Fair, which will be held under the slogan ((We are Determined to Build & Reconstruct as We were Determined to Liberate and Achieve Victory)) during the period from 10 to 19 Nov. 2018 on Baghdad International Fairground with the distinguished participation and attendance of the nations and local and foreign companies from different sectors. This year's session comes within the framework of the efforts exerted by Iraq to extend bridges of economic cooperation and trade exchange with the world countries in light of the stage of building and reconstruction witnessed by Iraq after the victories achieved against terrorism and the liberation of its entire land, and stemming from its desire to achieve comprehensive development in various fields and strengthen ties and openness to the world countries through partnership and building deep – rooted economic relations that contribute to maintain equal cooperation at the regional and international levels.

Your effective participation in the fair offers the opportunity to meet with the largest gathering of decision makers and businessmen as this event is an important economic pillar in expanding your business network and a golden opportunity to promote your products and services and support your marketing plans.

For participation, please visit the E-guide system [www.expo.iq](http://www.expo.iq), taking into account that the electronic reservation begins on **20 Jun. 2018** and ends on **15 Oct. 2018**.

**Wishing you successful participation... regards.**

## The Participating Iraqi Governmental Parties



Ministry of Trade



Ministry of Oil



Ministry of Electricity



Ministry of Industry & Minerals



Ministry of Agriculture



Ministry of Transport



Municipality of Baghdad



Governorate of Baghdad







## **The 45<sup>th</sup> Session of Baghdad International Fair**

In a serious step to contribute to the construction of the Iraqi economy and under the patronage of the Prime Minister, the State Company for Iraqi Fairs and Commercial Services organizes the 45th Session of Baghdad International Fair in order to promote the Iraqi economy in all sectors and areas and support reconstruction and building to achieve the public interest at this time and for the future generations.

This is an invitation to all nations, companies, industrialists, traders, interested parties and all citizens to participate and join this important economic gathering and visit the fair halls and direct sales on Baghdad International Fair ground during the period from 10 to 19 November 2018.

In order to obtain the most important opportunities to enter the Iraqi market, this fair will provide a platform to promote your products and the definition of the quality of your goods and ways to use them to meet the Iraqi needs of the different materials and services offered and create a clear and updated image of the local markets and also to be acquainted with the Iraqi government authorities with the potential and quality of your companies to secure their needs. In this regard, the management of the Baghdad International Fair will overcome all obstacles and provide the necessary facilities to ensure a successful participation.

## Statistics of Participating Parties in the sessions ((41, 42, 43 & 44)) of ((Baghdad International Fair for the years (( 2014, 2015, 2016 & 2017

	Details	41st session of B.I.F	42nd session of B.I.F.	43rd session of B.I.F.	44th session of B.I.F.
1	Official Participating Nations	19	22	11	17
2	Companies within nations pavilions	93 including 46 Arab companies	87 including 12 Arab companies	91 including 23 Arab companies	221 including 93 Arab companies
3	The permanent pavilions of Ministries & governmental authorities	12	11	9	8
4	Participating governmental formations within the permanent pavilions	153	151	86	118
5	Participating governmental formations outside the permanent pavilions	89	76	74	81
6	Local companies participating independently	111	157	205	232
7	Arab & foreign companies participating independently	10 including 7 Arab companies	42 including 3 foreign companies	63 including 4 foreign companies	91 including 23 foreign companies
8	Total No. of participating Arab & foreign companies	103	129	154	312
9	Total No. of participating local parties	353	384	365	376
10	Total participating parties	456	513	519	688
11	Reserved indoor areas / sq. m	9945	11756	10324,5	11042
12	Reserved outdoor areas/ sq. m	4822	3443	3122,6	3974



## Services offered by the company to participants in Baghdad International Fair

1. Reservation of spaces to participate according to applications submitted through the electronic booking system.
2. Participants' identification cards.
3. visa of entry into Iraq for Arab and foreign participants.
4. Flight and hotel booking services.
5. Transport of Arab and foreign participants from the airport to the hotels and then to the fairground and vice versa.
6. Security protection service for Arab and foreign participants.
7. Facilitate the task of admission of the exhibits through the Iraqi border crossings, land, air and sea.
8. Internet / electricity / water / air conditioning services.
9. Holding seminars and trade and economic conferences on the sidelines of the fair.







## The importance of participation at Baghdad International Fair

1. The geographical location of Baghdad International Fair in Baghdad, which made it a link between the two sides of the capital Karkh and Rusafa and an easy road for most of its areas close to the transport garages linking the provinces to transport local participants and visitors as well as the international highway to Baghdad International Airport through the fair for visiting delegations and participation.
2. An opportunity to meet with the governmental entities keen to visit the fair annually for the belief in the need to support the private sector and improve the level of performance to be an important economic support to support the Iraqi economy under the direction of a free market economy instead of the public sector and the role of the latter to supervise the way of performance and provide investment opportunities in most areas.,
3. making use of the huge and increasing volume of visitors to Baghdad Fair annually, as a result of the growth and increase of the presence of places of aesthetic, heritage and tourism in addition to places to shop with Iraqi goods and some Arab and international companies, reinforced by the high level of income of the Iraqi individual, which reflected positively in the turnout of purchase.
4. Baghdad International Fair is the largest socio-economic cultural gathering with a political dimension that reflects positively the development and progress and the keenness to provide everything new and modern and allows the participating companies to meet with relevant government parties and agencies under one dome
5. Baghdad International Fair is a very valuable opportunity to promote products that cost producing companies large sums outside this economic gathering.
6. Baghdad International Fair is an economic phenomenon held in the country once a year in a timely manner which is considered ideal taking into account the results of the ongoing questionnaires for each session and through the analysis of the data which indicated 70% positive timing of the year.
7. New nations and companies participating for the first time considered a positive sign of the success of this pioneering experience and the establishment of a strong partnership and the creation of an important opportunity for the exchange of experiences between Iraqi businessmen and their counterparts from the other countries, especially in light of the tendency to open ports and border crossings that were previously closed. All that will contribute to the ease of transit of goods and services. This is the result of our brave forces to defeat terrorism and liberate the lands.





## **Privileges of official participations for countries at the sessions of Baghdad International Fair**

- 1-Granting them priority in booking distinct halls and places at fair ground and giving them opportunities to choose appropriate places among vacant places to set up their stands .**
- 2-The following protocol procedures of official participation for countries shall be applied according to the enforced regulations in our company:-**  
**Raising the flag of the participating country near the main gate of the fair and in the entrance of the hall allocated for them and inside the stand besides other places inside the fair.**  
**Presenting opportunities for those countries to hold celebration procedures for the national day includes flag raising for both countries in addition to that playing the national anthem for both of them with the attendance of officials from the stand of the country and their diplomatic employee in Iraq and in charge persons from our Company in addition to other personalities besides holding a special activity regarding this occasion inside and outside fair ground in cooperation and coordinating with our Company .**
- 3-Our Company will invite ministers and heads of bodies as well as Director Generals to visit the stands of the participating Countries or to attend meetings held inside or outside Fair ground by stand administration and to facilitate all the procedures concerning that .**
- 4-The official pavilions for countries have a special concern from media press more than other participants, such as the visiting of media press to the stands and arranging meetings with officials and participants and to broadcast their activities through press media besides the main pages of the daily newspaper of Baghdad International Fair.**

## Participating Fields

### Reconstruction & Building

- Electricity & Power
- Industry & Trade
- Health Care & Medical Equipments
- Communications & IT
- Banking & Insurance
- Automobiles & Transportation
- Agriculture
- Food Stuff, Packing & Packaging
- Clothes & Fashion
- Furniture & Textile
- Tourism & Hotels
- Printing & Advertising





## Advertising campaign

1. A series of press and television interviews for companies participating in the fair.
2. Ads through social media and global search engines.
3. SMS and promotional messages via email.
4. Advertising in the most important newspapers, satellite channels and radio stations.
5. A group of banners and road advertising signs in the name of the fair in the public squares and public places.
6. Printing and sending VIP invitations.
7. Advertising of the fair through the grand TV screens surrounding the fairground.
8. Issuing and promoting a daily newspaper on the activity of participating countries and companies.





## The Mechanism of participation in The (45th) Session of Baghdad International Fair 2018

1. Visiting the website of the E-Guide system ([www.expo.iq](http://www.expo.iq))
2. Opening an account in the mentioned website.
3. Entering the account and choosing the site and area within the preferred hall.
4. Filling the registration form with the required information about you.
5. Then you can acquaint with the invoice and the status of the request through the account.
6. After approving the map, you have to settle the fees of participation to confirm the reservation as the priority of reservation depends on the priority of settling the fees.
7. After confirming the reservation you can fill Badge, Entry, Camera, Laptop Entry requests through the account.

**For more information or if you have any question please contact us  
at the following address:**

**The State Company for Iraqi Fairs & Commercial Services**

 **00964 7800 728276**

 **00964 783 017 0002**

 **iraqifairs@gmail.com**

 **info@fairs.iq**

 **www.fairs.iq**

 **www.facebook.com/iraqifairs**





Participation Fees		
1	<b>Local Participation Fees</b>	All companies which exhibit and promote for products manufactured in Iraq are subject to these fees.
	<b>Indoor Area</b>	<ul style="list-style-type: none"> <li>• 75.000 Iraqi Dinar per sq.m (space only).</li> <li>• 125.000 Iraqi Dinar per sq.m (shell Scheme).</li> </ul>
	<b>Outdoor Area</b>	<ul style="list-style-type: none"> <li>• 50.000 Iraqi Dinar per sq.m</li> </ul>
2	<b>Non-Local Participation Fees</b>	All companies (local & non-local) which exhibit and promote for products manufactured outside Iraq are subject to these fees.
	<b>Indoor Area</b>	<ul style="list-style-type: none"> <li>• 135 USD per sqm (space only)</li> <li>• 185 USD per sqm (shell scheme)</li> </ul>
	<b>Outdoor Area</b>	<ul style="list-style-type: none"> <li>• 50 USD per sq.m.</li> </ul>

### Note:

- 10% of these fees shall be added to the total participation fees if the reserved location with two open sides, 20% shall be added for location with three open sides, 30% shall be added for location with four open sides.
- 8% shall be added to the total participation fees as services fees (electricity – internet –general services) .

### B.I.F. Guide Advertising Prices

- -A color inner page (170 Mm × 240 Mm) \$ 200 or the equivalent amount in ID.
- -The last cover page (170 Mm × 240 Mm) \$ 1500 or the equivalent amount in ID.
- -The first and second inner cover page (170 Mm × 240 Mm) \$ 1000 or the equivalent amount in ID.
- -The first and second inner last cover page (170 Mm × 240 Mm) \$ 750 or the equivalent amount in ID.

## Names, Numbers and areas of Baghdad International Fairground halls

	Hall name	Number	Area
1	Allah snaitarbeleC	1	0
2	Baghdad	2	9750
3	Naynawa	3	1680
4	Samarra	4	1711
5	Rafidane	5	1807.3
6	Babil	7	1526.25
7	Hamorabi	8	1739.2
8	Ishtar	9	787.662
9	Erbil	16	1428
10	Uor	17	2756.25
11	Zawraa	20	380.25







## Baghdad International Fairground Plan

