

Ministry of Trade
State Company for Iraqi Fairs &
Commercial Services



**Under the slogan
Cradle of Civilizations...Progress and
Challenges to attract the World**

The
46th

**Session of Baghdad
International Fair will
be held during**

1 – 10
NOVEMBER

2019



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Under the patronage of the Prime Minister

Ministry of Trade / State Company for Iraqi Fairs and Commercial Services

Will organize

The 46th Session of Baghdad International Fair in Baghdad International Fair-ground for the period 1-10/nov.2019



(Invitation)

Ministry of Trade /The State Company for Iraqi Fairs and Commercial Services has the pleasure to invite you to participate in the 46th session of Baghdad International Fair which will be held under the slogan ((**Cradle of Civilizations... Progress and Challenges to attract the World**)) on Baghdad International Fairground during the period 1-10/ Nov. 2019 with a distinctive participation for nations , local , Arab, and foreign companies of various sectors.

Organizing the session of this year is coming within the framework of the efforts exerted by Iraq to enhance cooperation horizons and strengthen the economic and commercial relations between Iraq and world countries. Based on and Iraq's aim to achieve a comprehensive development in different sectors, strengthening partnership, and building deep-rooted economic relations that contribute to maintain equal cooperation in the interest of all parties.

Your effective participation in the fair offers the opportunity to meet with the largest gathering of decision makers and businessmen , trade development commissions, unions and professional organizations as Iraq is witnessing a huge reconstruction campaign and all the potentials of the Iraqi government and the international community are allocated to achieve this goal.

For participation, please visit our electronic booking website www.expo.iq Taking into account that booking will starts on 1st/July 2019 and ends on 20th October 2019

Wishing you a successful participation... we remain

**Cradle of Civilizations...
Progress and Challenges to attract the World**

**1 – 10
NOVEMBER
2019**



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The Participation of Governmental Parties & Permanent Pavilions



The 46th session of Baghdad International Fair 2019

The orientations to organize the international sessions of Baghdad International Fair and, the 46th session in particular, which are held under the patronage of his excellency the prime minister, arises from the increasing demands from the governmental parties, businessmen, and Iraqi investors to develop and activate the commercial relations with world nations and the serious desire from the pioneers in this field to build economic and commercial cooperation bridges based on common interests and exchanging experiences between Iraq and world nations, and their endeavors to push the development and progress wheel in different fields to achieve the comprehensive development, particularly after the admirable successes of the specialized exhibitions held in Baghdad and the Iraqi governorates to attract thousands of visitors of businessmen, investors, and citizens.

In order to gain the most important opportunity to enter the Iraqi market, this fair guarantees for its participants to display their products and services with an attendance of a very huge and assorted group of traders, investors, and consumers, as Iraq is regarded a fertile land to grow investments and an open horizon to build up the mutual investment projects and to achieve a huge ability for growth and development in all sectors by opening a new horizons and establishing a distinctive market for goods and services offered from all the world.

The invitation is addressed to all nations, companies, manufacturers, citizens and people - interested to participate and join this aimed economical gathering and to visit the show and direct sell halls on Baghdad International Fairground due to be held from the period 1st -10th November 2019.

Statistics of Participants in the previous sessions of Baghdad International Fair

Details	41 st session of B.I.F	42 nd session of B.I.F.	43 rd session of B.I.F.	44 th session of B.I.F.	45 th session of B.I.F.
» Official Participating Nations	19	22	11	17	17
» Companies within nations pavilions	93 including 46 Arab companies	87 including 12 Arab companies	91 including 23 Arab companies	221 including 93 Arab companies	233 including 66 Arab companies
» The permanent pavilions of Ministries & governmental authorities	12	11	9	8	9
» Participating governmental formations within the permanent pavilions	153	151	86	118	102
» Participating governmental formations outside the permanent pavilions	89	76	74	81	72
» Local companies participating independently	111	157	205	232	115
» 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	178 including 43 foreign companies
» Total No. of participating Arab & foreign companies	103	129	154	312	411
» Total No. of participating local parties	353	384	365	431	289
» Total participating parties	456	513	519	743	700
» Reserved indoor areas / sq. m	9935	11756	10324,5	11042	10553
» Reserved outdoor areas/ sq. m	4822	3443	3122,6	3974	6770



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. Transfer 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.



Fairs Sectors:



- | | |
|-------------------------------------|------------------------------------|
| 1. Reconstruction & Building | 8. Agriculture |
| 2. Electricity & Power | 9. Food Stuff, Packing & Packaging |
| 3. Industry & Trade | 10. Clothes & Fashion |
| 4. Health Care & Medical Equipments | 11. Furniture & Textile |
| 5. Communications & IT | 12. Tourism & Hotels |
| 6. Banking & Insurance | 13. Printing & Advertising |
| 7. Automobiles & Transportation | |

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 46th Session of Baghdad International Fair 2019

» Visiting the website of the E-Guide system (www.expo.iq)

1. Opening an account in the mentioned website.
2. Entering the account and choosing the site and area within the preferred hall.
3. Filling the registration form with the required information about you.
4. Then you can acquaint with the invoice and the status of the request through the account.
5. 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.
6. 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

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- 00964 7800 728276
- www.facebook.com/iraqifairs
- iraqifairs@gmail.com
- interior.fairs@yahoo.com
- www.fairs.iq

Participation Fees

» Local Participation Fees

» All companies which exhibit and promote for products manufactured in Iraq are subject to these fees.

Indoor Area **75.000** Iraqi Dinar per sq.m. (space only).

Outdoor Area **50.000** Iraqi Dinar per sq.m.

» Non-Local Participation Fees

» All companies (local & non-local) which exhibit and promote for products manufactured outside Iraq are subject to these fees.

Indoor Area **135** USD per sq.m. (space only)

Outdoor Area **75** USD per sq.m.

Note:

1. 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.
2. 8% shall be added to the total participation fees as services fees (electricity – internet – general services) .
3. 20% shall be added to the total participation fees as services fees (indoor & outdoor) In case any company makes direct sell.

» 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 pag **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:

Number	Hall name	Area	Notes
» Hall No. 1	VIP Hall	0	Allocated for 46 th Session reservations
» Hall No. 2	Baghdad	9750	Allocated for 46 th Session reservations
» Hall No. 3	Naynawa	1680	Allocated for 46 th Session reservations
» Hall No. 4	Samarra	1711	Allocated for 46 th Session reservations
» Hall No. 5	Rafidane	1807.3	Allocated for 46 th Session reservations
» Hall No. 7	Babil	1526.25	Allocated for 46 th Session reservations
» Hall No. 8	Hamorabi	1739.2	Allocated for 46 th Session reservations
» Hall No. 9	Ishtar	787.662	Allocated for 46 th Session reservations
» Hall No. 16	Erbil	1428	Allocated for 46 th Session reservations
» Hall No. 17	Uor	2756.25	Allocated for 46 th Session reservations
» Hall No. 20	Zawraa	380.25	Allocated for 46 th Session reservations

