# MEET IRAQ'S TOP BUYERS

## AGRO PACK IRAQ

6th International Trade Show on Agriculture & Animal Husbandry – Food & Beverage Processing & Packaging – Food Ingredients – Food Trade

**19 - 21**
**September 2023**

Erbil International Fairground – Erbil, Iraq
www.iraq-agrofood.com

Partner event
Iraq **plast**

sofuar fairtrade

# Agro Pack Iraq
# Agriculture & Animal Husbandry – Food & Beverage Processing & Packaging – Food Ingredients – Food Trade

Professionals only event representing the entire value chain from field to fork

## Agro Pack Iraq serving the rapidly growing Iraqi agrofood market

**Impressive figures confirm how fast Iraq's agrofood sector is developing.**

### Investments in food and beverage process and packaging technology

- Between 2015 and 2021, Iraq's imports of food and beverage process and packaging technology increased with an annual growth rate of 14%, from €76m to €169m. (VDMA)
- This makes Iraq the third largest Arab importing country of such technologies in the Middle East after Saudi Arabia and the UAE.

### Food imports

- Between 2017 and 2021, Iraq's food imports increased with an annual growth rate of 5.3%, from US$ 11.245 billion to US$ 13.827 billion. (WTO)
- This makes Iraq the third largest food importer in the Arab Middle East, behind Saudi Arabia and the UAE.

**For further information**

→ **Agro Iraq** → **Agro Pack Iraq** → **Food Iraq**

The Agro Pack Iraq International Trade Fair, at its 6th edition in 2023, serves this fast-growing Iraqi agrofood market. The event takes place in conjunction with the 4th Plast Iraq.

## Recap of the 5th Agro Pack and 3rd Plast Iraq of November 2022

- 7,758 trade visitors from 27 countries
  - 5,459 trade visitors from the autonomous Kurdistan Region of northern Iraq (Erbil, Sulaymaniyah, Zaxo, Halabja, Duhok, ...)
  - 1,320 from all other Iraqi provinces, many of them invited in delegations as Hosted Buyers: 494 from Baghdad, 325 Mosul, Kerkuk 281, Basra 55, Babil 33, Necef 27, Karbala 24, Tikrit 21, Anbar 19, Diyala 14, ...
  - 995 trade visitors from outside Iraq
- 196 exhibitors from 10 countries
- High level of exhibitor and visitor satisfaction Visitor breakdown

→ **Post show report 2022** → **Show gallery 2022**

→ **Show video 2022**

# Valuable institutional support

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

- Baghdad Chamber of Commerce
- Consulates General of China, Germany, India, Iran, Italy, the Netherlands and Türkiye in Erbil
- Erbil Chamber of Commerce & Industry
- Erbil International Fair
- Federation of Iraqi Chambers of Commerce FICC
- 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 Organisation of Iran TPO

## Institutional partners

# National Pavilions

**China Pavilion**

For the first time, Chinese exhibitors will be present in 2023.

**India Pavilion**

18 Indian exhibitors in 2022, many more expected for 2023.

**Iran Pavilion**

Supported by the Trade Promotion Organization of Iran, 54 Iranian exhibitors in 2022.

**Iraqi participation**

Market leaders from Kurdistan and the entire Iraq, 40 Iraqi exhibitors in 2022.

**Italy participation**

The Italian Trade Agency ITA in cooperation with AMAPLAST, ACIMGA, UCIMA and ANIMA / ASSOFOODTEC is organising the first Collective Participation at Agro Pack & Plast Iraq 2023.

**Netherlands Pavilion**

The agricultural section of the Netherlands Consulate in Erbil represented the Ministry of Agriculture, Nature and Food Quality of the Netherlands in KRI, 6 Dutch companies present in 2022.

**Türkiye Pavilion**

Supported by the Republic of Türkiye Ministry of Trade, 75 Turkish exhibitors in 2022.

# Why exhibit?

AGRO IRAQ

## 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

**Marion van Schaik**
**Dutch Consulate General- for the Netherlands Pavilion**

Here at Agro Pack, the Consulate General of the Kingdom of the Netherlands in Erbil and the LAN network for Iraq are represented with a group of Dutch companies in the sectors related to agriculture and food.

The Netherlands and KRI are closely cooperating in the agricultural sector. Especially on knowledge exchange, on strengthening value chains and on partnerships.

It is so nice to meet our partners and potential new partners at Agro Pack Iraq. We are also able to introduce the Dutch companies. For us, the Agro Pack Iraq is an excellent meeting platform and a great opportunity to gather market information.

**Giovanni Angiolini**
**General Manager - Priva Middle East**

Priva was founded over 65 years ago and helps cities transform into sustainable urban deltas by developing cutting-edge technologies, services and knowledge of climate control and process automation for buildings, horticulture and all intermediate sectors.

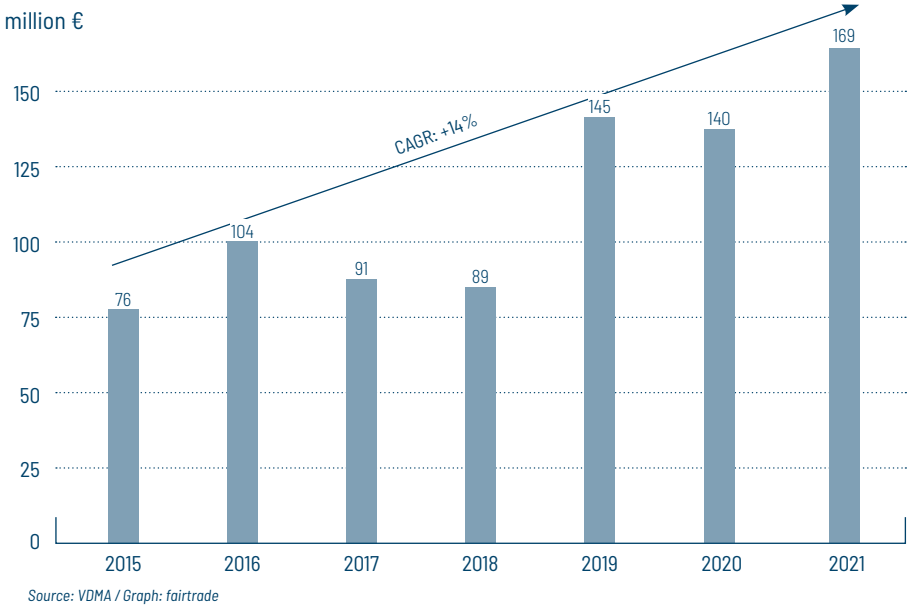
Iraq is working hard to maximise its food security strategy. Therefore, we see lots of opportunities for Priva, not only by offering our products and services, but also to collaborate with the government, farmers, retailers and knowledge institutes.

We met various representatives from the public and private sectors. Many are very helpful and share the market potential. The interest in horticulture solutions is there, even if this sector is yet a small part of the event.

# Why exhibit?

AGRO PACK IRAQ

## 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 2021, Iraq's imports of food and beverage process and packaging technology increased with an annual growth rate of 14%, from €76m to €169m. (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.

## Voices of the exhibitors

**Nicolas Belin (left)**
**Middle East Manager – Serac**

Serac is a manufacturer with 50 years' experience of filling and capping machines in bottles and cups for food industry and non-food products and blowing machines for all kind of PET bottles.

We see lots of opportunities in Iraq, because it is a big country and the need for local production will grow at fast pace in the coming years to become a major actor in the Middle East. We have met many local companies at the Agro Pack Iraq with growing perspective. We want to reach out to new clients and gain visibility on the local market. Along with presenting our company to local players.

**Hossein Rezaei**
**Commercial Manager – Poli Pack**

Poli Pack industrial group was established in June 2006 in Mamunieh industrial town. Currently, the organization is producing high quality prints in helio on BOPP wrappers, polyester, CPP, LDPE and paper in the fields of food, sweets and chocolate, ice cream and dairy, beverages, health products and pharmaceuticals.

Iraq is an important market to us because it's our neighboring country. So, we have a close understanding of the market request, culture and language. Also, the transportation and custom clearance process is very easy for us. The visitors here at the show are very professional. We met founders, producers, but also traders and agencies. We are happy with the growth of Plast Iraq & Agro Pack.

**Alper Eralp (right)**
**Manager - ERKIM**

Erkim is one of the leading producers of PP bags, fabric pouch, types of fabrics and shade nets for the agricultural industry in Türkiye. Our products are designed according to International Standard Quality.

We are producers of big bags and shade nets and we would like to check out the Iraqi market in this sector. We met private consumers as well as wholesalers at the Agro Pack Iraq.

**Exhibitor profile**
→ **See here**

# Why exhibit?

FOOD IRAQ

## With US$ 13.827 billion, Iraq is the third largest food importer in the Arab Middle East

Great chances for business for food and beverage suppliers from around the world.

Between 2017 and 2021, Iraq's food imports increased with an annual growth rate of 5.3%, from US$ 11.245 billion to US$ 13.827 billion. (WTO)

This makes Iraq the third largest food importer in the Arab Middle East, behind Saudi Arabia and the UAE.

Continuous growth is expected in the coming years.

Iraqi food exports stood at US$ 0.859 billion in 2021. In the same year, the value of food production in Iraq amounted to US$ 2.917 billion.

## Opportunities in food & beverage trade with Iraq

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

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

**Gautam Miglani (middle)**
**CEO Marketing – Lekh Raj Narinder Kumar**

Established in 1974, LRNK today enjoys an envious place in the world market as the most quality-conscious in manufacturing and exporting different varieties of rice.

The Iraqi market is important to us, because 50% of our business is in this market. We assess that it can grow in the coming years. At Agro Pack Iraq, we have met some old customers and we were able to build new connections.

**Mostafa Navasi**
**Manager Foreign Trade – Bhagwati**

Established in 1991 Bhagwati is one of the leading manufactures and exporters of Basmati rice, with a lot of experience and reliability on high quality standards from farm to destination.

The Iraqi market holds great potential for our products. Here at Agro Pack 2022, we could meet some new customers, traders as well as local wholesalers.

**Burhan Kerdige**
**CEO – Asel Amg Drinks B.V.**

Asel Amg is a leading producer with offices in Turkey, the Netherlands and Germany, active in the wholesale of beverage products and with a range of certified energy drinks of high quality.

It is important to us to bring our European quality drinks on the Iraqi market. Agro Pack 2022 has totally met our expectations and provides a great opportunity to us to reach new customers.

## Exhibitor profile

→ See here

# Erbil – The safe gateway to all of Iraq

AGRO PACK 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 20th 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

| | |
|---|---|
| Baghdad | 320 |
| Basrah | 694 |
| Mosul | 73 |
| Kirkuk | 85 |
| Najaf | 459 |
| Karbala | 393 |
| Sulaimaniyah | 133 |
| Nasiriyah | 593 |
| Amara | 541 |

# Economic data Iraq

### Inhabitants:

- 46 million (2023)
- 58% younger than 25
- Expected population by 2050: 71 million

### Strenghts:

- 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

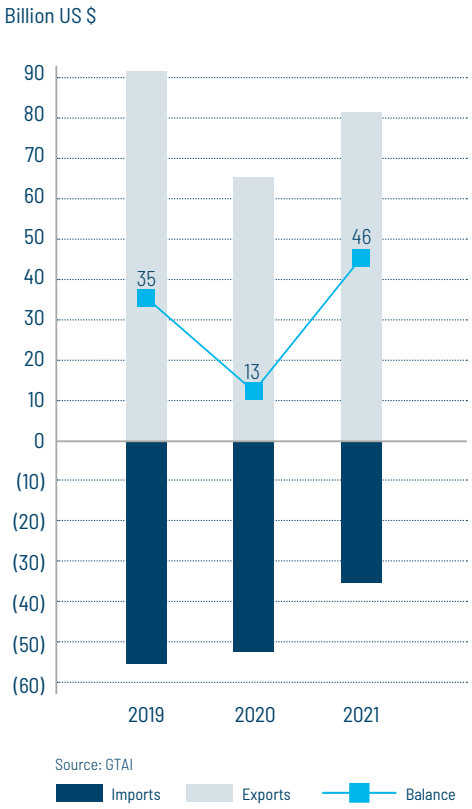
### Currency reserves without gold (billion US$):

- 2020: 84
- 2021: 86
- 2022: 102*

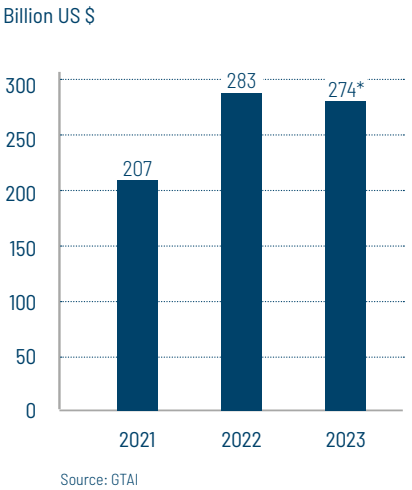
*Source: GTAI Germany Trade & Invest*

## Iraq again generates continuously high trade surpluses

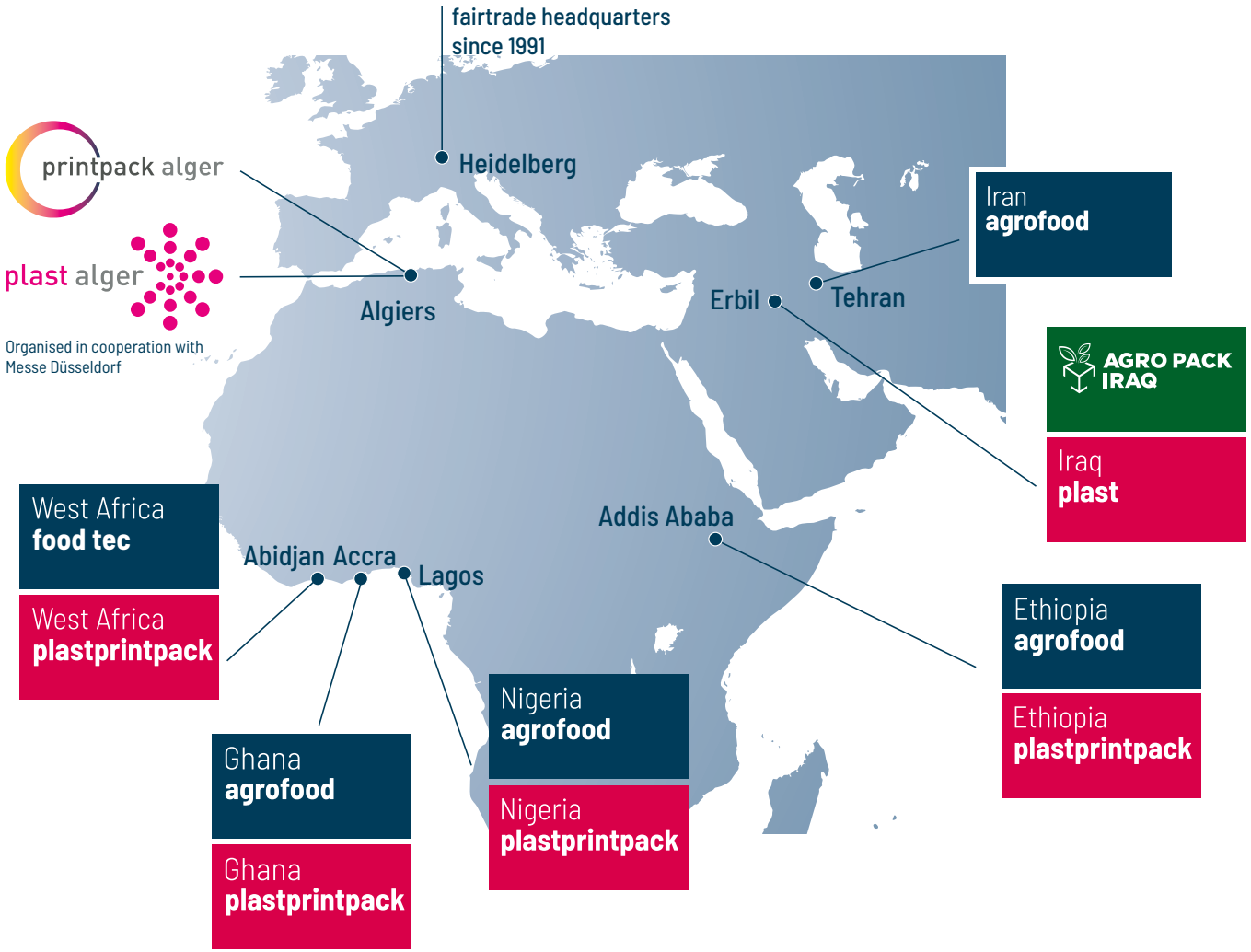
### Foreign trade




### GDP



# Grow your business – upcoming events

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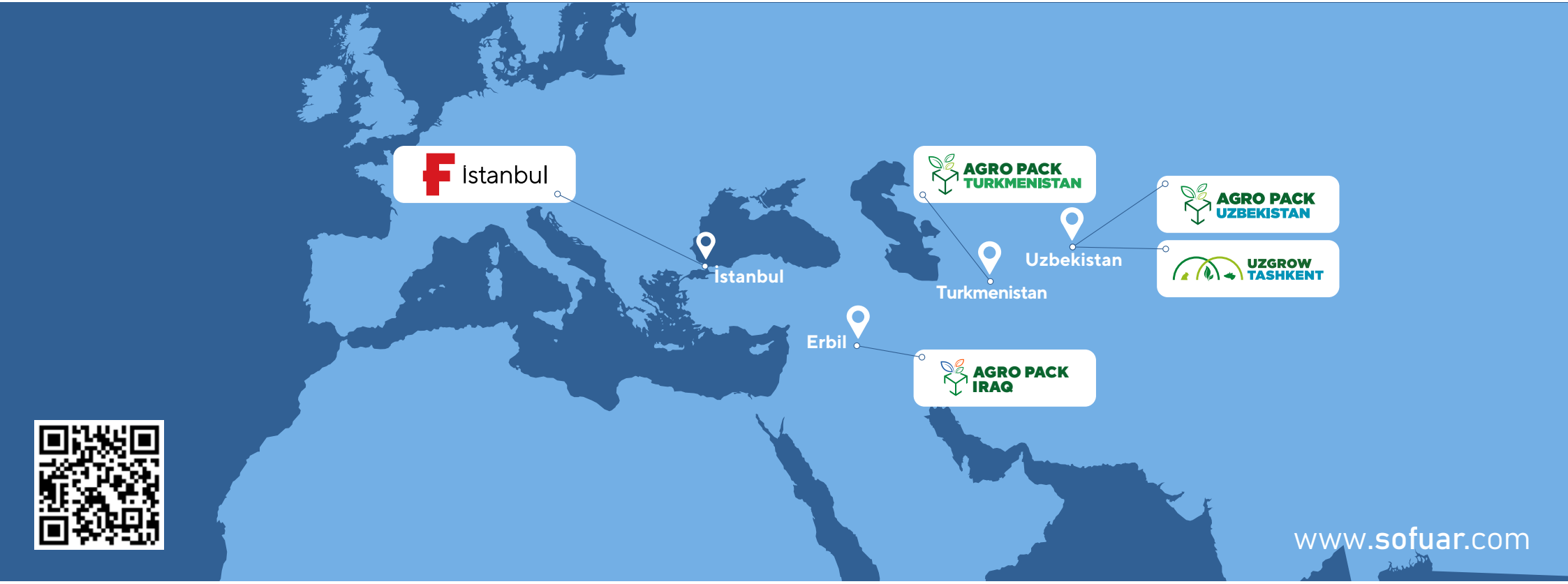
|---|---|---|
| **Nigeria** | **28 – 30** March 2023 | Lagos<br>www.agrofood-nigeria.com<br>www.ppp-nigeria.com |
| **Ethiopia** | **08 – 10** June 2023 | Addis Ababa<br>www.agrofood-ethiopia.com<br>www.ppp-ethiopia.com |
| **Iran** | **16 – 19** June 2023 | Tehran<br>www.iran-agrofood.com |
| **Iraq** | **19 – 21** Sept. 2023 | Erbil<br>www.iraq-agrofood.com<br>ww.ppp-iraq.com |
| **West Africa** | **11 – 19** Oct. 2023 | Abidjan, Ivory Coast<br>www.agrofood-westafrica.com<br>www.ppp-westafrica.com |
| **Ghana** | **21 – 23** Nov. 2023 | Accra<br>www.agrofood-ghana.com<br>www.ppp-ghana.com |
| **Algeria** | **04 – 06** March 2024 | Algiers<br>www.plastalger.com<br>www.printpackalger.com |

www.fairtrade-messe.de

# So Fuar - upcoming events



# 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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