

Press Release 02

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Agro Pack & Plast Iraq 2024 in Erbil: All set to break records as the largest ever

More than 260 exhibitors expected for the 2024 event. Expansion to 2 halls enables clear thematic structure.

Impressive VDMA and WTO figures confirm Iraq's fast growth

(Erbil / Istanbul / Heidelberg) Agro Pack 2024 in Erbil is on track to surpass all previous editions and become the largest agrofood & plastprintpack event in Iraq to date as more than 260 exhibitors are expected for the 2024 event.

By August 2024, exhibitors from 15 countries have already registered, namely from Algeria, Armenia, Austria, China, Egypt, France, India, Iran, Iraq, Italy, Kuwait, the Netherlands, Sri Lanka, Türkiye and the United Arab Emirates.

The overwhelming demand has prompted the organisers, So Fuar and fairtrade, to use both halls and thus 17,000 sqm of the Erbil International Fairground to offer attendees a comprehensive and intensive experience.

This expansion allows for a clearly defined thematic structure and reflects the commitment to delivering an unparalleled event that meets the diverse needs of exhibitors and visitors alike.

Event structure for the 7th AgroPack and the 4th Plast Iraq 2024

Hall 1:

- Food Iraq: A platform for showcasing and trading finished food & beverage products.
- Agro Iraq: Showcasing agriculture, crop production, livestock breeding, and poultry.

Hall 2:

- Agro Pack Iraq: Focusing on technology and materials for food and beverage processing and packaging, as well as ingredients.
- Plast Iraq complements the value chain, spotlighting plastic raw materials, machinery, equipment for plastics processing, printing, and packaging.

Impressive figures confirm Iraq's fast growth

The dynamic growth of Iraq's agrofood and plastics sectors is evident in the following figures:

- **Food & beverage processing and packaging technology:** Investments grew at an annual rate of 15.5% from €76 million in 2015 to €209 million in 2022, making Iraq the third-largest Arab importer of such technologies in the Middle East, after Saudi Arabia and the UAE (VDMA).
- **Plastics technology:** Imports increased at an annual rate of 18.6%, from €20 million in 2017 to €47 million in 2022 (VDMA).

- **Printing & paper technology:** Imports grew by 47.6% annually, from €5 million in 2017 to €35 million in 2022, while **packaging technology** imports rose by 6.5% annually, from €49 million in 2017 to €67 million in 2022 (VDMA).
- **Food Imports:** Surged with a CAGR of 12.5% between 2017 and 2022, rising from US\$11.2 billion to US\$20.3 billion, solidifying Iraq's position as the third-largest food importer in the Arab Middle East, following Saudi Arabia and the UAE (WTO).

Recap of the 2023 edition

The 2023 event continued the success story of Agro Pack & Plast Iraq, with 222 exhibitors from 16 countries showcasing their innovative products and solutions to thousands of trade visitors from Iraq and the region. Notably, a significant portion of these attendees were esteemed Hosted Buyers, joining in delegations.

Exhibitors came from Austria, China, Egypt, France, Germany, India, Iran, Iraq, Italy, Kazakhstan, Kuwait, the Netherlands, Russia, Saudi Arabia, Türkiye, and the UAE. The impressive number of trade visitors exceeded exhibitors' expectations, highlighting the immense interest and substantial investment prospects within the Iraqi agrofood and plastprintpack industry.

The event opened with key industry figures in attendance, including:

- Mrs. Begard Talabani, Minister of Agriculture
- Mr. Sawar Kamal Hawari, Deputy Minister of Trade & Industry
- Dr. Mohammed Shukri, Chairman of the Board of Investment
- Mr. Omed Khoshnaw, Governor of Erbil

Countries represented by their Consuls General included Egypt, Germany, India, Iran, the Netherlands, Qatar, Russia, and Türkiye.

For more information, visit:

- www.iraq-agrofood.com
- www.ppp-iraq.com

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About the organiser

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.

fairtrade is managed by its founder Martin März and his son Paul, who joined the company in 2016, and builds on a highly motivated team of experienced and young professionals, many of them qualified in-house over three years in partnership with the German Cooperative State University to a Bachelor of Arts degree in Business Administration - Exhibition, Convention & Event Management or Media & Communication Management.

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.

So Fuar

With 20+ years of experience in the exhibition industry, the Istanbul based So Fuar company annually organizes exhibitions in Iraq, Turkmenistan, Türkiye and Uzbekistan.

Accredited by the Ministry of Trade of the Republic of Türkiye, So Fuar also organises Türkiye's national participation in prestigious international exhibitions in Germany, America, Spain, Italy, Russia and many other countries.

So Fuar, in addition to their headquarters in Istanbul, also maintain an office in Erbil, Iraq's bustling and safe economic metropolis and the gateway to all of Iraq. Featuring a team of exhibition experts So Fuar aims to support exhibitors in their brand building and business expansion process.



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