

استثمار  
تنمية  
ازدهار

THE (48<sup>th</sup>) SESSION OF BAGHDAD INTERNATIONAL FAIR



Ministry of Trade  
State Company for Iraqi Fairs  
& Commercial Services

Under the slogan

**Investment, development, prosperity**

The

Session of Baghdad  
International Fair will be  
held during

**48<sup>th</sup>**

The Period

**1<sup>st</sup> - 7<sup>th</sup>**

**NOVEMBER**

**2024**

[www.fairs.gov.iq](http://www.fairs.gov.iq)





Ministry of Trade  
State Company for Iraqi Fairs  
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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 48<sup>th</sup> Session of Baghdad International Fair  
for the period 1-7/nov.2024

### INVITATION

Ministry of Trade / State Company for Iraqi Fairs and Commercial Services is pleased to invite you to participate in the 48th session of Baghdad International Fair, which will be held under the slogan (Investment, Development, Prosperity) under the patronage of his Excellency honorable Prime Minister, for the period from 1 to 7 November 2024 on Baghdad International Fairground as a platform for acquaintance, strengthening communication bridges with business owners, creating economic and industrial partnerships and seizing promising investment opportunities.

The fair is also considered a main gateway to enter the Iraqi market, as it represents a real opportunity to attract Arab and foreign investments, expertise and to be acquainted with the latest developments in investment, industrial, commercial, and agricultural sectors.

Your participation in this important economic event grants you an opportunity to communicate with clients to understand and discover their needs, introduce them to your brand, and attract new clients especially as Iraq currently represents a fertile ground for diversity of investment fields.

We look forward to your attendance and participation in this important event, and taking advantage from all available opportunities at the fair.



To participate, please visit the online  
booking website

[www.expo.gov.iq](http://www.expo.gov.iq)

which will start during july and close on **15/10/2024**

We wish you a successful participation ...With appreciation

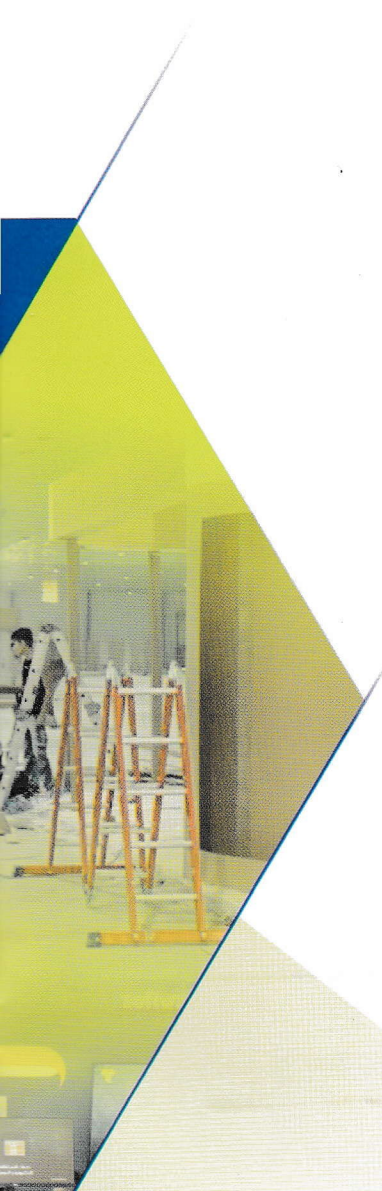
## Services offered by the company to participants in Baghdad International Fair:

1. Reservation of spaces to participate according to applications submitted through the electronic booking system.
2. Participants' identification cards.
3. visa of entry to 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 opportunity to see the latest technology in the world that can be acquired by others.



## **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 media press besides the main pages of the daily newspaper of Baghdad International Fair.



## Fairs Sectors:

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





## Advertising campaign

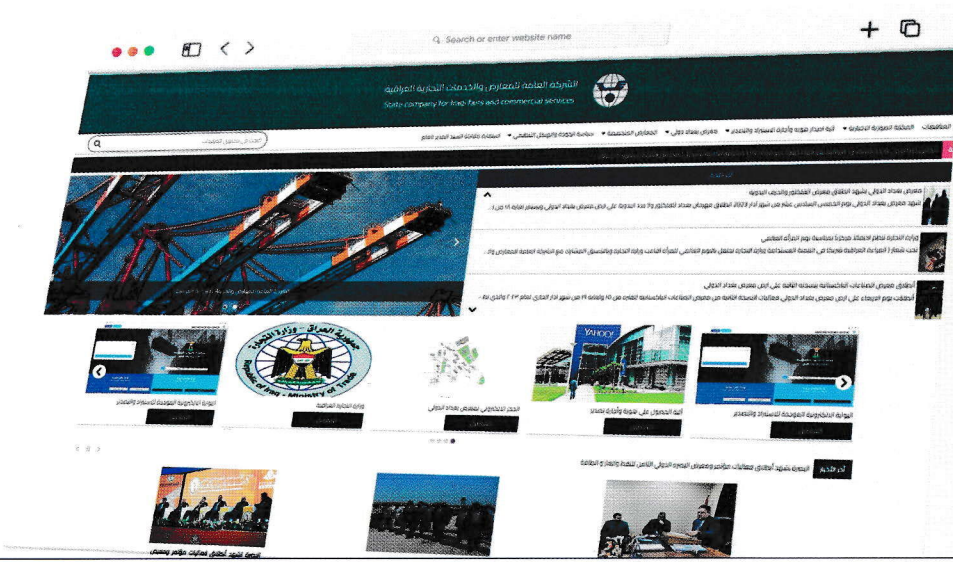
1. A series of press and television interviews for companies participating in the fair.
2. Ads through social media and global search engines.
3. SMS and promotional messages via email.
4. Advertising in the most important newspapers, satellite channels and radio stations.
5. A group of banners and road advertising signs in the name of the fair in the public squares and public places.
6. Printing and sending VIP invitations to diplomatic missions operating inside Iraq.
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.
9. Create a free application for smart phones regarding Baghdad International Fair session.



## The Mechanism of participation inThe (48<sup>th</sup>) Session of Baghdad International Fair 2024

Each participant shall pay \$ 90 as fees for electronic guide service if the participant is nonlocal, or equivalent to the amount in Iraqi dinars if he is a local.

1. Visiting the website of the E-Guide system ([www.expo.gov.iq](http://www.expo.gov.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, Laptop Entry requests through the account.



For more information or if you have any inquiry please contact us at the following address:  
The State Company for Iraqi Fairs & Commercial Services



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🌐 [www.facebook.com/iraqifairs](http://www.facebook.com/iraqifairs)  
🌐 [www.fairs.gov.iq](http://www.fairs.gov.iq)

## Participation Fees

### Local Participation Fees

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

Indoor Area	Outdoor Area
<b>150.000</b> Iraqi Dinar per sq.m. (space only).	<b>100.000</b> Iraqi Dinar per sq.m. (space only).
<b>50.000</b> Iraqi Dinar per sqm for implementing shell scheme	

### 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	Outdoor Area
<b>250</b> USD per sq.m. (space only).	<b>150</b> USD per sq.m. (space only).
<b>50</b> USD per sqm for implementing shell scheme.	

#### Note:

- 10% of these fees shall be added to the total participation fees if the reserved indoor 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.
- The company's approval should be obtained if the participant wishes to sell during the fair, 20% of the area fees will be added to the total fees of participation.
- 500 USD shall be added to the above mentioned amount or equivalent to the amount in Iraqi dinars for those wishing to subscribe in the electronic guide services (special subscription) this subscription allows you to view all the participant details on electronic guide site.
- Minimum required space reservation is (9) sqm indoor area and (20) sqm outdoor area, in case reducing, fees of (9) sqm shall be settled for indoor area and (20) sqm for outdoor area.

## B.I.F. Guide Advertising Prices

1	A color inner page (170 × 240) mm	<b>200 \$</b> or the equivalent amount in ID
2	The last cover page (170 × 240) mm	<b>1500 \$</b> or the equivalent amount in ID.
3	The first and second inner cover page (170 × 240) mm	<b>1000 \$</b> or the equivalent amount in ID.
4	The first and second inner last cover page (170 × 240) mm	<b>750 \$</b> or the equivalent amount in ID.



**A table of the names of fair halls and the space available for reservation inside the hall after subtracting the corridors, the service corridor and the camera room, according to the normal design of each hall**

	Hall	Space available for reservation (Pavilions Space only)	The total area of the hall	Hall name and dimensions (sq.m.)
1	Hall No. 2	5679	9750	Baghdad Hall (150 x 65)
2	Hall No. 3	1363	2567	Naynawa Hall (68 x 37.75)
3	Hall No. 4	927	1740	Samarra Hall (59.50 x 29.25)
4	Hall No. 5	993	1807	Rafidane Hall ( 60.75 x 29.75)
5	Hall No. 7	819	1526	Babil Hall ( 55.5 x 27.5)
6	Hall No. 8	825	1740	Hamorabi Hall
7	Hall No. 9	363	786	Ishtar Hall
8	Hall No. 15	500	1510	Baghdad government Hall ( 57 x 26.5)
9	Hall No. 16	669	1428	Erbil Hall ( 24 x 59.5)
10	Hall No. 17	1359	2756	UR Hall ( 37.5 x 73.5)
11	Hall No. 18	1035	1966	Salah al-deen Hall ( 55 x 35.75)
12	Hall No. 19	588	1091	Al- Basrah Hall ( 37 x 29.5)
13	Hall No. 21	208	90	Al-Najaf Al-Ashraf Hall( 26 x 8)
14	Hall No. 23	323	100	Al-Taawen Hall ( 17 x 19)
15	Hall No. 26	217	50	Al-Ealam Hall
16	Hall No. (Sorouh 1)	3200	1800	Al-Sorouh 1 ( 32 x 100)
17	Hall No. (Sorouh 2)	2944	1700	Al-Sorouh 2 ( 64 x 64)
	<b>Total spaces</b>	<b>35559<sup>2</sup>ρ</b>	<b>18860<sup>2</sup>ρ</b>	



تحت شعار  
 "أزدهار"  
 Under the  
 "INVESTMENT"

الدولي  
 Bagh  
 Fairgr