



16TH

**The 16th Agricultural Week For Mechanization
Equipment - Agricultural And
Animal Production – Food Industries & Packaging Expo**

15 - 20 APRIL 2025



Join The Pioneers Of The International Agricultural Sector

In the 16th session of the largest agricultural - food exhibition in Iraq (The Sixteenth Agricultural week Exhibition for Mechanization Equipment and Agricultural and Animal production – Food Industries & Packaging Expo) for the period 15-20 April 2025.



Targeted specialties of agriculture

- Mechanization, machinery and agricultural supplies
- Fixed pivot and agricultural sprinklers and manufacturing plants
- Chemical and organic agricultural pesticides and veterinary medicines
- Techniques for building poultry farms, egg production and essentials
- Greenhouses, agricultural covers and protected agriculture
- Technologies of cattle, livestock and feed stations
- Dairy Production & Processing Equipment
- Beekeeping and honey production equipment
- Techniques for the production and breeding of fish and water resources
- Various fertilizers and agricultural fertilizers
- Seeds, seeds and technology for their improvement
- Vegetables, fruits, home gardening supplies, ornamental plants
- Irrigation canal lining and water transfer techniques (pumps and pipes)
- Treatment of salinity in water and soil for the purpose of benefiting from them for agricultural and irrigation purposes
- Machinery and equipment for the construction and cleaning of field seeds
- Groundwater drilling and exploration rigs
- Cannals cleaning techniques
- Dates & Packaging Machinery
- Histology laboratories, agricultural reproduction techniques and mushroom farms
- Fast-growing forest tree shoots that tolerate lack of water and salinity
- Various grain mills
- Feed production companies
- Modern technologies for the development of the agricultural sector

خمسة عشر سنة من النجاح
FIFTEEN YEARS OF SUCCESS

The 16th session of the Agricultural Week Exhibition for Mechanization Equipment and Agricultural and Animal Production in conjunction with the Food Industries & Packaging Expo.

For fifteen consecutive sessions, Agricultural Week helps take advantage of untapped opportunities in new markets by maintaining continuity of communication across borders and building business relationships while working to spread innovations and modern technologies to develop the field and push towards the future.

The agricultural week has evolved over more than fifteen years to provide a variety of services that support large agricultural companies side by side in order to meet agricultural companies, whether large in size or small farmers, who constitute an essential and vital part of the Iraqi market and under the supervision of the Ministry of Agriculture represented by the Minister of Agriculture, who seeks to support and develop the sector and accomplish an agricultural achievement represented by integrated self-fulfillment after government plans contributed to financing agricultural loans.





The Importance Of Government Support For The Agricultural And Irrigation Sector In Iraq

The Ministry of Agriculture, which has developed the scientific base for its programs and the development of its projects, seeks to stop the decline in the agricultural sector through conferences accompanying the agricultural week.

Conferences accompanying the exhibition:

- Investment opportunities in the agricultural sector. (Third day)
- The processing of the Ministry of Agriculture to support the increase in palm cultivation and textile farming area. (Third day)
- Workshop on alternatives to the use of fresh water and seeds approved for agriculture. (Third day)
- Solar energy and its uses in the agricultural sector. (Day Four)
- Agricultural loans. (Day Four)
- Agricultural equipment and opportunities for private sector participation with equipment in its provision. (Day Four)

The Prime Minister, the Minister of Agriculture and the Minister of Water Resources will open the official government exhibition, which gives an opportunity to the participants in terms of:

- The Ministry of Agriculture and its participating formations have full authority to purchase all their needs from the declared specialties.
- Holding direct and open meetings with decision-makers in the departments of agriculture, About (40) public companies representing all sectors of agriculture.
- The exhibition provides an opportunity to meet with the managers of all the Ministry of Agriculture in the governorates of Iraq, which gives companies the opportunity to announce their projects and market their products to all agricultural Iraq regions within one platform.
- The only exhibition approved by the Ministry of Agriculture, through which the applications and future projects of the Ministry of Agriculture are identified to achieve the desire of the participating companies.
- The State Company for Agricultural Supplies participates in this exhibition, which provides an opportunity for international companies to conclude multiple partnerships and achieve opportunities to market their various industrial and agricultural products to all governorates.
- An opportunity to advertise and sponsor your products digitally throughout the year.
- Discover the latest trends and innovations that will change the future of agriculture.
- Showcase your latest products and services to a wide audience of potential customers.
- Presenting the name of agricultural investments in Iraq during the exhibition days.





Visitor categories

Visitors

96% agreed on the importance of the agricultural week exhibition for their business

90% expressed their satisfaction with the 2024 edition of the exhibition

94% will visit the exhibition again next year

83% recommend the exhibition to their colleagues in the agricultural field

66% of participants were able to access a new resource at the Agricultural Week Exhibition

- Farmers
- Businessmen and agricultural investors
- Agricultural engineers
- Importers & Exporters
- Distributors
- Government Official
- Manufacturers
- Academics
- Landscaping Engineers





About the Exhibition visitors

- Iraqi city governors and agricultural sector officials from all Iraqi cities.
- Distinguished farmers from all Iraqi provinces are transported free of charge to visit the exhibition.
- Businessmen and agricultural investors.
- Date palm growers and importers.
- Feed producers.
- Mill managers and operators.
- Agricultural cooperatives/unions.
- Livestock and fish breeders.
- Broiler breeders and laying hens.
- Processors of agricultural tissues (palms and trees).
- Managers of foodstuffs, dates and textile canning factories.
- Media and general trading.
- Food industry specialists.
- Users of modern spraying methods.
- Agricultural spare tools dealers.
- Food marketers and traders.
- Exporters and producers of dates.

Agricultural Week activities help you establish yourself among market leaders!

Stay up to date with the latest technologies, innovations and sustainable practices facing the agricultural sector towards a food-secure future. Agricultural Week offers a wide range of educational programs that serve different audiences in the field to make sure to provide what everyone needs.



Media Coverage

The agricultural exhibition activities will be published before and after the exhibition and include:

1. Advertising in the official newspapers of the state and specialized magazines.
2. Distributing the official exhibition guide to Iraqi officials, ministries and the concerned public.
3. publishing the exhibition timings to international agencies to attract the largest number of interested visitors.
4. Conducting a promotional campaign that includes many streets and squares two months before the exhibition.
5. Posting on social media as well as the official websites of the participating ministries.

How do we reach visitors?

Our marketing team has developed a 360-degree approach covering a variety of digital and physical channels to market the Agricultural Week Exhibition for Mechanization Equipment, Agricultural and Animal Production.



Digital Ads

WhatsApp Campaigns

Billboards

Newspaper Campaigns

Email Campaigns

Radio

SMS Campaigns

Social Media Campaigns

Website Campaigns



Information of interest to exhibitors:

The exhibition will be held on the grounds of Baghdad International Fair to provide the greatest opportunity for successful participation, as it contains covered areas of 50000 square meters and an open area of 20000 square meters This allows for the holding of the Agricultural Week exhibition sessions, as well as administration buildings to provide logistical services, a conference hall, and an integrated security system for the exhibition.

The event: The Sixteenth agricultural week for mechanization equipment, agricultural and animal production

Event date: 15-20 April 2025

Exhibition time: 10 am to 6 pm

Exhibition location: Hall (4,5,7,8) and the open spaces adjacent to them, designated for roofed and open displays

Accommodation: It was agreed with the most important hotels operating in the capital, Baghdad, at subsidized prices

Entry visa: All visitors to the Republic of Iraq need a valid entry visa, and exhibitors must obtain it as a work visa for the purpose of traveling to Iraqi territory. The organizers will help obtain visas for all exhibitors. The visas are granted by our company after signing the participation contract.

Shipping: The exhibition land is a customs area. The exhibits are entered and taken out according to the customs regulations in force. All goods include the name of the exhibition, the date of its establishment, and the location of the Baghdad International Fair.



Participating Countries



through our company's
exclusive shipping agent, **GEL Company**



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Complete marketing campaigns to reach out to business professionals and commercial markets (local and international):

Outside:

- Bulletin boards in main locations around Baghdad
- Radio advertisements on official stations
- Place-based media advertisements to target a specific audience
- Place the advertisement in the headquarters of the government agencies sponsoring and supporting the event

Digital:

- Third party marketing campaigns
- Individual targeted email campaigns with relevant USPS
- Paid advertisements (Google and social media) for local and international businessmen and merchants
- Customized social media campaign
- Track potential visitors on Facebook, Twitter, Instagram and LinkedIn

Other:

- SMS / WhatsApp campaigns
- Media partnerships
- Promotional materials for exhibitors
- Speaker promotional materials
- Influencer Marketing
- Geographical marketing (competitor events and main locations)
- Creative advertisement based on people in a strategic location





The Iraqi Ministry Of Agriculture Participated In The Exhibition With All Its Formations.



See You At The Exhibition



Organizing company

Business Glory for establishing and organizing international exhibitions and conferences

For inquiries and participation

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