















iraq agrofood



2nd International Trade Show

iraq agro	  	agriculture crop production animal husbandry
iraq food + bev tec	  	 process & packaging  food ingredients  bakery + confectionery
iraq food + hospitality	  	food & drinks foodservice equipment

29 February – 02 March 2020

Baghdad International Fair Ground
www.iraq-agrofood.com

Organizer



Institutional partners



Partner event



Review on iraq agrofood 2019

➔ Gallery ➔ Show video ➔ Exhibitor list ➔ Post Show Report



Valuable institutional support

2019



➡ Delegations of the following institutions honored the trade show with their visit:

- Ministry of Industry & Minerals
- Ministry of Agriculture
- Parliamentary Agriculture and Water Committee
- Iraqi National Business Council
- Iraqi Business Union
- Federation of Chamber of Commerce
- Baghdad Chamber of Commerce



Strong facts of iraq agrofood 2019

VISITORS

85 %

of the visitors from Iraq*

15 %

from Iran, Turkey, USA, Germany, UAE, Afghanistan, Lebanon, Algeria, Angola and Andorra, in this order

85 %

plan to invest over the next 12 months

61 %

decision makers

Visits of high-ranking delegations

Successful premier of iraq agrofood

Hundreds of B2B meetings

EXHIBITORS

80

exhibitors from 16 countries *

Austria, China, Germany, India, Iran, Iraq, Italy, Lebanon, Mongolia, Morocco, Russia, Somalia, Sri Lanka, Switzerland, Turkey, United Arab Emirates

4

national pavilions

*together with its partner event plastprintpack iraq 2019

Post Show Report 2019 >>

Four national pavilions

2019

Germany

Iran

Sri Lanka

Turkey



A unique concept

iraq agrofood covers the entire value chain - from field to fork

➡ iraq agrofood consists of the 3 sub-brands iraq agro, iraq food + bev tec and iraq food + hospitality



➡ 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

...

Complete range of exhibits >>>

➡ Visitor profile

- Farmers
- Breeders
- Keepers



➡ Exhibitor profile

- Process technology
 - Bakery technology
 - Confectionery technology
- Refrigeration and air-conditioning technology
- Packaging technology
- Ingredients and auxiliary materials
- Conveying, transport and storage installations

...

Complete range of exhibits >>>

➡ Visitor profile

- Food manufacturers
- Drink manufacturers
- Companies active in food or drink packaging



➡ Exhibitor profile

- Food and beverages
 - » Dairy and milk products
 - » Meat and meat products
 - » Fish and seafood products
- ...
- Hospitality, hotel, shop and catering equipment
 - » Foodservice equipment
 - » Catering technology
 - » Professional kitchen equipment

...

Complete range of exhibits >>>

➡ Visitor profile

- Food traders
- Hotel, bar & café professionals
- Caterers
- F&B professionals

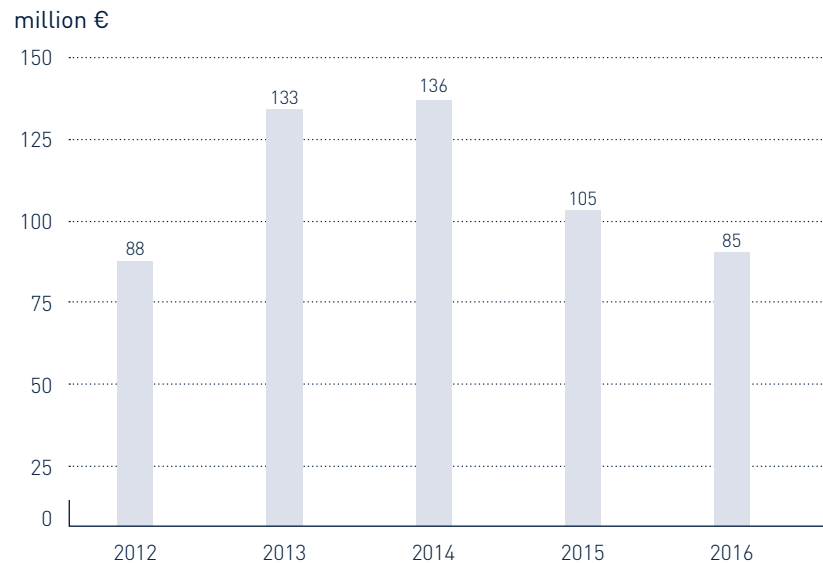
Why exhibit in iraq agro?



➔ iraq agro for crop production, agricultural technology and animal husbandry

➔ Iraq's imports of agricultural machinery

Interestingly, Iraq's imports of agricultural machinery exceed those of Iran. Between 2012 and 2016, Iraq imported agricultural machinery worth **547 million euros**, while Iran imported **464 million euro**. (VDMA)



Source: VDMA

➔ Opportunities in the agricultural industry

- Massive investments in crop production, agricultural technology and animal husbandry
- Increase of yields - Reduction of immense post-harvest losses - Reduction of import bill
- Medium-term development extremely promising

➔ Exhibition Program 2020

- Seeds
- Agricultural technology
- Animal production
- Floriculture and horticulture
- Greenhouse technology
- Service firms, organizations, media

[more](#)

➔ Visitor profile

- Farmers
- Breeders
- Keepers

Why exhibit in Iraq food + bev tec?

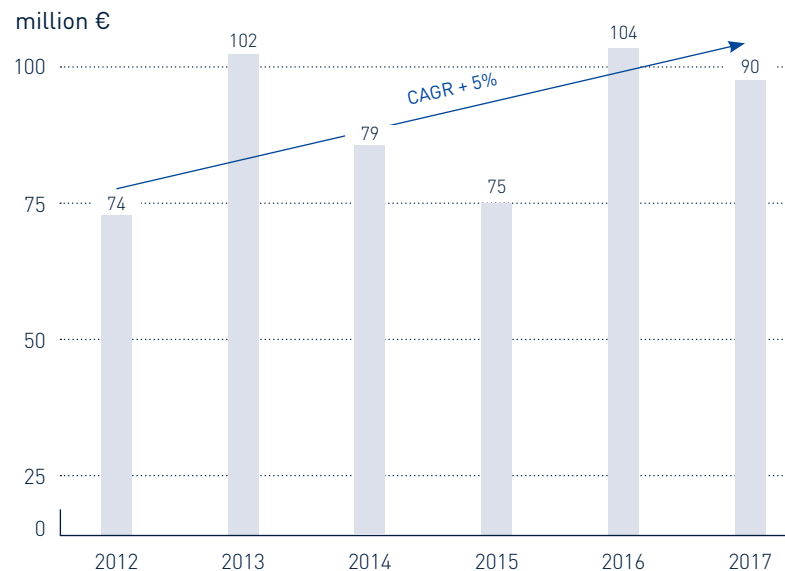


➔ Iraq food + bev tec for food & beverage process and packaging technology, bakery & confectionery, food and drink ingredients

➔ Iraq's imports of food and drink processing and packaging machinery

From 2012 to 2017, Iraq imported 524 million € worth of food and beverage processing and packaging machinery, making it one of the five largest buyers of such technology in the Middle East. (VDMA)

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.



Source: VDMA

➔ Opportunities in the agrofood industry

- Revival of local food production and „Made-in Iraq“-trend; political will to expand local food production
- Massive investments in processing and packaging equipment
- Medium-term development extremely promising
- One of the largest markets for food products in the Middle East - still undersupplied

➔ Exhibition Program 2020

- Process technology
- Packaging technology
- Ingredients and auxiliary materials
- Refrigeration and air-conditioning technology
- Conveying, transport and storage installations
- Service firms, organisations, publishers

[more](#)

➔ Visitor profile

- Food manufacturers
- Drink manufacturers
- Companies active in food or drink packaging

Why exhibit in iraq food + hospitality?

➔ iraq food + hospitality for food, beverages and foodservice

➔ Iraq is a US\$ 6,333 billion food import market

Great chances for business for food and beverage suppliers from around the world: Iraq imported US\$ 6,333 billion worth of food and agricultural products in 2014.

In the same year, the value of food production in Iraq amounted to US\$ 2.917 billion.

Source: FAOSTAT

➔ Opportunities in food & beverage trade with Iraq

- One of the largest markets for food & beverage products in the Middle East - still undersupplied
- Huge demand - Development extremely promising



➔ Exhibition Program 2020

- Food and beverages
- Sweets & snacks
- Hospitality, hotel, shop and catering equipment

[more](#)

➔ Visitor profile

- Food traders
- Hotel, bar & café professionals
- Caterers
- F&B professional

Market update: Facts about Iraq at a glance

➡ Iraq is undergoing rapid reconstruction with the help of the international community

After a long period of political instability, Iraq is now hoping for rapid reconstruction. ...
[Read more](#)

➡ 88 billion US dollars required for Iraq's reconstruction

Iraq's government has conducted a needs assessment with the World Bank. This means that USD 88 billion is needed to finance the reconstruction. ...
[Read more](#)

➡ Prospective foreign aid of US\$ 30 billion

At the conference, non-governmental organizations pledged US\$330 million in aid. Government donors have a total of US\$30 billion in prospect. ...
[Read more](#)

➡ 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](#)



Economic data Iraq

Inhabitants:

- 39 million (2019)
- 58% younger than 25

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
- extremely high trade surplus (US\$ 48.4bn in 2018, expected US\$ 41bn in 2019)

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\$):

- 2015: 54
- 2016: 45
- 2017: 41
- 2018: 41

Source: GTAI Germany Trade & Invest

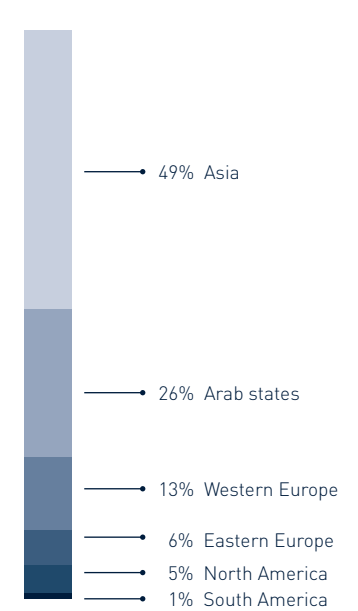
Foreign trade

Billion US \$



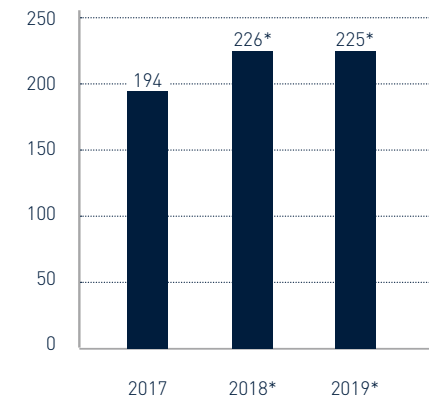
Main suppliers

Regions 2017; % share



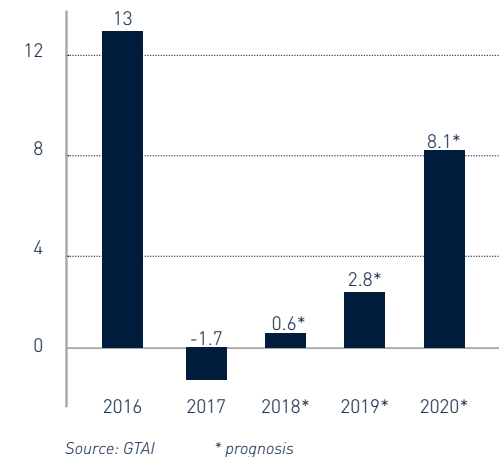
GDP

Billion US \$



GDP

Change in %, real



The venue



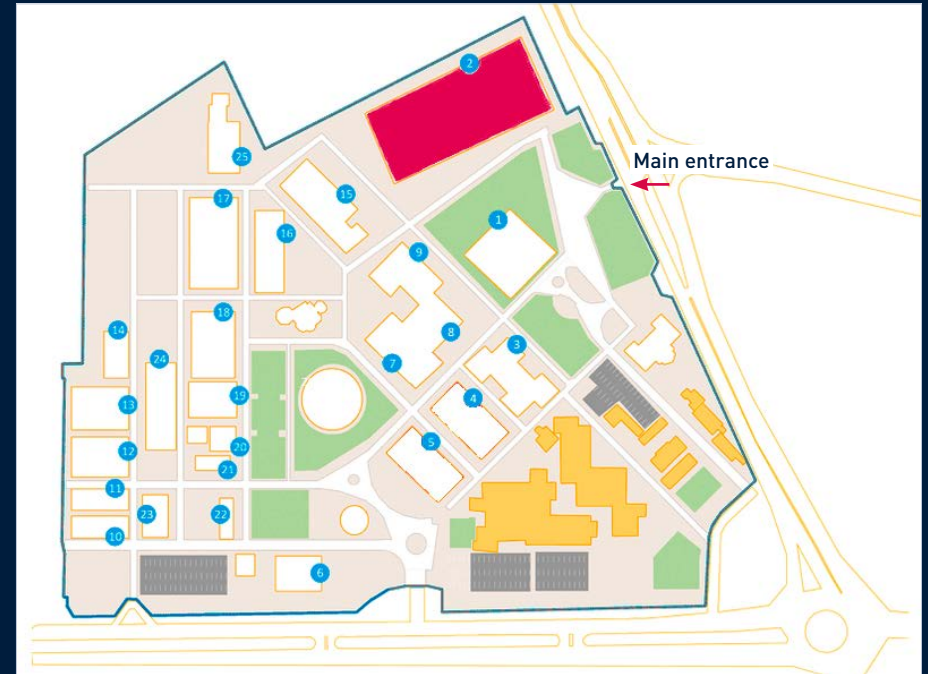
Baghdad International Fair Ground

Baghdad International Fair Ground is by far the most important and best-known exhibition centre in Iraq. The country's most important industrial trade fairs have been held here for decades.

The exhibition site has 26 exhibition halls with a total gross exhibition area of 38,500 square metres, plus a large outdoor area.

Bagdad International Fair Ground is located on Dimashq Street, right next to Zawra Park and opposite of Baghdad Mall.

iraq agrofood & plastprintpack iraq will take place in Hall 2, with 9,700 sqm of gross exhibition space the largest exhibition hall on the fairgrounds.



iraq agrofood + plastprintpack 2019 video



Tour of Baghdad International Fair Ground
September 2018



Baghdad Mall facing the Fair Ground



Check out the agrofood industry portal

Your benefits

all exhibitors • all products • all visitors • networking & matchmaking



- enter the portal
- detailed company and product profiles



- present your ideas to potential business partners
- search for product categories
- maximum exposure to targeted buyers



- contact the exhibitors before and after the show
- present your ideas to potential business partners
- make an appointment for the event
- find good business contacts with the help of detailed profiles



- be contacted by other visitors & exhibitors
- benefit from B2B matchmaking
- your profile is active 24/7 all year round

www.agrofood.fairtrade-messe.com



Grow your business – Upcoming Events

10-12 December 2019, **Accra**



6th agrofood West Africa
www.agrofood-westafrica.com

Registration until 22 October 2019

29 Febr. – 02 March 2020, **Baghdad**



2nd Iraq agrofood
www.iraq-agrofood.com

Registration until 17 January 2020

24 – 26 March 2020, **Lagos**



6th agrofood Nigeria
www.agrofood-nigeria.com

Registration until 04 February 2020

03 - 05 June 2020, **Addis Ababa**



4th agrofood Ethiopia
www.agrofood-ethiopia.com

Registration until 31 March 2020

June 2020, **Tehran**



27th Iran agrofood
www.iran-agrofood.com

Registration until 31 March 2020

09 - 11 December 2020, **Abidjan**



7th agrofood West Africa
www.agrofood-westafrica.net

Registration until 15 October 2020



We'll be your back-up team!

fairtrade - valuable business contacts

fairtrade was founded by Martin März in 1991. Since long, fairtrade ranks among the leading organizers of professional international trade fairs in emerging markets, especially in North and Sub-Saharan Africa, the Middle East and Eastern Europe.

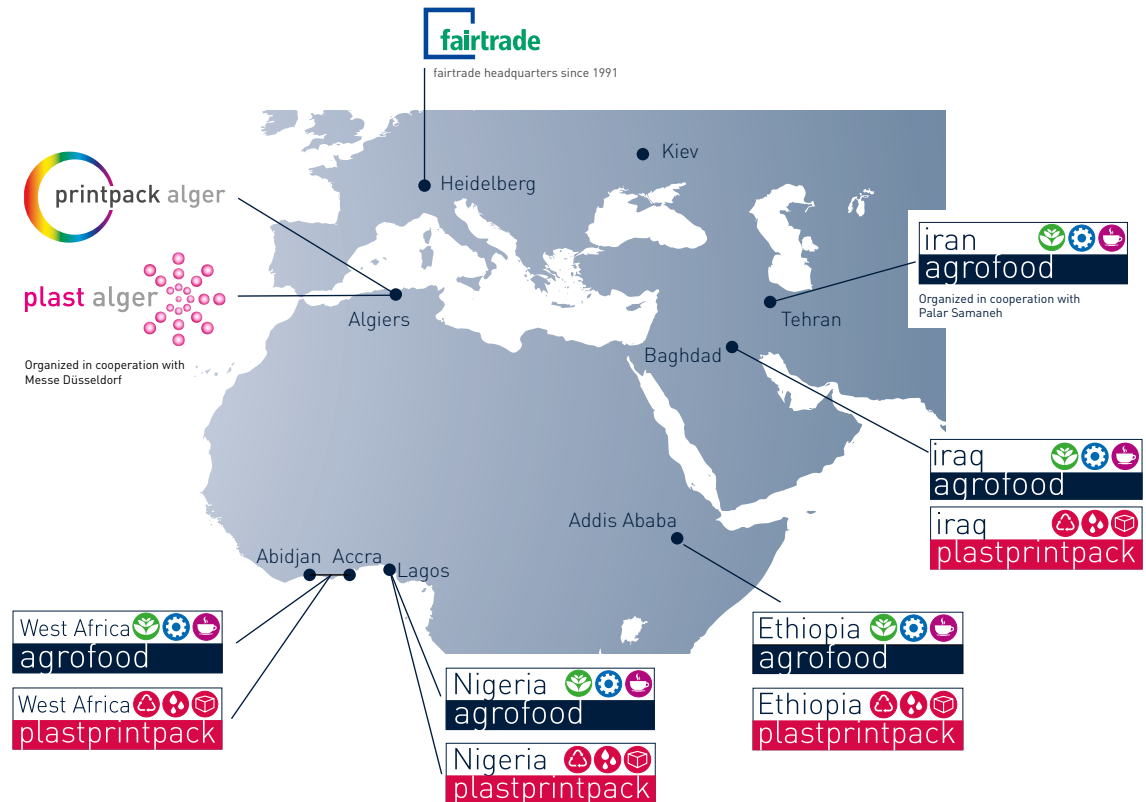
Managed by its shareholder and his son Paul März and committed to the values of a family business and the team spirit, fairtrade maintains a powerful network of partnerships throughout the world.

fairtrade organizes shows in the sectors Agrofood, CIT Solutions, Energy, Environment, Industry and PlastPrintPack and strives for a high level of customer satisfaction.

By means of innovative products and excellent service fairtrade organizes professional platforms for valuable business contacts between exhibitors and visitors.

fairtrade is a member of UFI The Global Association of the Exhibition Industry and AAXO The Association of African Exhibition Organisers.

Our management system is ISO 9001: 2015 certified.



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