

# POST SHOW REPORT



**AGRO PACK**  
**IRAQ ERBIL**

Iraq  
**plastprintpack**

**Iraq's largest agrofood & plastprintpack event**

**23 - 26**

November 2021

**Erbil International Fairground**

[www.iraq-agrofood.com](http://www.iraq-agrofood.com) • [www.ppp-iraq.com](http://www.ppp-iraq.com)



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## Superb institutional support: Opening of Agro Pack & Iraq plastprintpack in Erbil on 23 November 2021

The grand opening was attended by a large number of ministers, consuls general and dignitaries from many countries.



# Facts & figures on exhibitors and visitors 2021

## "We met customers from all the Iraqi provinces"

171 exhibitors from 7 countries

7,879 visitors from 19 countries, including 2,434 public visitors

5,445 trade visitors

- 3,775 from the autonomous Kurdistan Region of northern Iraq (Erbil, Sulaymaniyah, Zaxo, Halabja, Duhok, ...)
- 1,241 from all other Iraqi provinces, many of them invited in delegations as Hosted Buyers: 503 from Baghdad, 216 Mosul, Kerkuk 211, Basra 64, Karbala 44, Babil 38, Diyala 26, Necef 20, Tikrit 20, Anbar 19, ...
- 429 from outside Iraq: 211 from Iran, 114 from Turkey, Syria 13, Jordan 11, United Arab Emirates, Saudi Arabia 4, ...

The large number of trade visitors reflects the great interest and high investment needs of the Iraqi agrofood and plastprintpack industry.

*Confirms Jean S. Zakka, CEO of Zakka Multitec: "The show has definitely exceeded our expectations by leaps and bounds as the number and quality of the visitors were brilliant and we met customers from all the Iraqi provinces."*

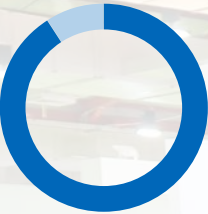


### Exhibitors at the 2021 event according to sector

Agro, plant & animal production	<div></div>	15 %
Food & beverage processing technology, food ingredients	<div></div>	20 %
Finished food & drink products	<div></div>	20 %
Plastics raw material & technology	<div></div>	20 %
Packaging material & technology	<div></div>	25 %



# Exhibitors feedback



**90%**  
are satisfied with the  
number of visitors



**78%**  
are satisfied with the  
quality of visitors



**92%**  
would recommend  
Agro Pack &  
plastprintpack Iraq Erbil



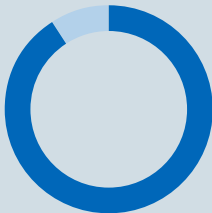
**89%**  
are satisfied with the  
fair as a whole



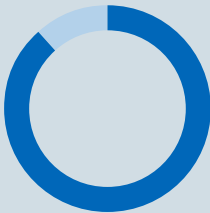
**92%**  
intend to participate in the next  
Agro Pack & plastprintpack Iraq Erbil



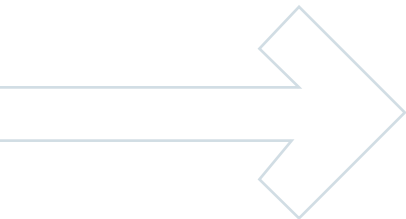
# Exhibitor portal



**90%**  
of the exhibitors find the  
exhibitor portal helpful to  
promote their business &  
products



**87%**  
were contacted by  
interested prospects via  
the exhibitor portal



**Final conclusion:** A great result! The exhibitors are satisfied or even very satisfied with almost all aspects of the trade show.

Video 2021 

## Visitors feedback

83%

satisfied with the quality  
of business contacts

92%

would recommend visiting  
the fair to colleagues

## Sectors of visitors' interest\*



\*Multiple responses possible





38%

To get information about  
new products and innovations

46%

To establish and expand  
business contacts

**Main reasons  
to attend**

# What the exhibitors said

more →

## Hans Akerboom, Consul General – Kingdom of the Netherlands

It's the first time that we are participating at an agro fair here in the Kurdistan Region. We are very happy that now ten Dutch exhibitors are taking the lead. I think that can be quite big, especially as the Netherlands is one of the biggest investors of agriculture in the Kurdistan region.



## Hojat Jamali, Head Boss – Farachap Atrin Co. – Iran

Farachap Atrin Company is an Iranian packaging company, starting in 2006 with the manufacturing of wrapping and printing machinery. With this exhibition we were expecting to introduce ourselves better in Iraq. Luckily these expectations are highly fulfilled already on the second day of the show.

Expanding to Iraq is an important step for our company as the Iraqi market is filled with various opportunities to grow our business internationally. Therefore, we are happy to get the chance to present Farachap to all kinds of packaging companies – to potentially work with in the future – on Iraq plastprintpack 2021.



## Carlo Abbiati, Area Sales Manager – TEKNOICE, Italy

At TEKNOICE, we produce machines for the ice cream industry 100% Made in Italy, and this since 1992. As the consumption of ice cream in Iraq is very high because of the long season, we traditionally have many customers here. And we are confident that now, through our participation in Agro Pack, we will add some more.

On the first day of the fair, we have already met many of our existing customers and also some new potential customers. And also people from by-side business. So the fair has started very well for us.



## Massoud Rahimzadeh Namvar, Head of Product Delivery – KPIC Kermanshah Petrochemical Industries Co.

KPIC plays a major role in the development of the petrochemical industry in the Western part of Iran. Supplying Iran's fertilizer needs and exporting it as well is our major task.

As KPIC is situated very close to Iraq, that is a huge advantage compared to other competitors in Iran. At Iraq plastprintpack 2021, we have met with interested customers.



## Feras al Khateeb, Export Sales Manager – Siniora Food Industries, Amman – Jordan

Iraq has got the largest population in the region, that's why the Iraqi market is too important to us. We expect the market to grow steadily over the years to come.

During the past two show days we could discuss business with retailers, end users and distributors. We are satisfied with the outcome so far and we hope to close more and more deals also over the coming two days.





# THANK YOU



## SEE YOU AGAIN

**22 - 24** | Erbil International  
Nov. 2022 | Fairground

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