



**The international Exhibition for Food &  
Beverage & Packaging Technologies**



**16 - 19**  
**SEPTEMBER** **2025**

**Baghdad International  
Fair Ground**

**[www.iraqfb.com](http://www.iraqfb.com)**

# IRAQ...

## Agrofood & Packaging Markets... Flourishing Indicators



Revenue in the Food market is expected to amount to US\$46.4 billion in 2025. The market is expected to grow annually by 4.98% (CAGR 2024-2028)



The market's largest segment is the segment Confectionery & Snacks with a market volume of US\$11.4 billion in 2025.



Revenue in the Dairy Products & Eggs market is expected to amount to US\$4,42 billion in 2025. The market is expected to grow annually by 6.33% (CAGR 2024-2028).



The Online Food Delivery market in Iraq is expected to achieve a revenue of US\$1.05 billion by 2025.



Revenue in the Confectionery market is expected to amount to US\$8.85 billion in 2025. The market is expected to grow annually by 4.14% (CAGR 2024-2028).



In Iraq, the revenue generated in the packaging Bags & Containers market is expected to exceed US\$233 million in 2025.



Iraq's imports of packaging technology increase with an annual growth rate of 5.4%.



In the Food market, volume is expected to amount to 13.10bn kg by 2028. The Food market is expected to show a volume growth of 4.4% in 2025.



The average volume per person in the Food market is expected to amount to 265.50kg in 2025.





# WHY IRAQ

**Iraq's geographical location in the Middle East makes it a strategic hub for trade between Asia, Europe, and Africa, providing a platform for international trade and networking.**

**Secondly, Iraq's diverse agricultural sector produces a wide range of food products, including grains, fruits, vegetables, dairy, and meats, showcasing the country's rich culinary heritage and potential for export.**

**Iraq's growing economy and increasing consumer demand for high-quality and diverse food products create a conducive business environment for food and beverage products.**

**Additionally, Iraq's government support for trade and investment, including incentives and policies to facilitate business activities, can attract both domestic and foreign exhibitors and investors to heavily invest in the food sector.**

**In conclusion, Iraq represents a vibrant platform for showcasing food and beverage products, networking, and Iraq can position itself as a key player in the global food industry and attract more investment, partnerships, and opportunities for growth and development.**



# **IRAQ FOOD & BEVERAGE EXPO ..... THE ULTIMATE TRADE EVENT FOR FOOD AND BEVERAGE INDUSTRIES**

Iraq Food & Beverage Expo is about achieving excellence; as a quality business setting introducing the most advanced contemporary food and beverage products and processing technologies to the well-off markets of Iraq and its neighboring states.

Iraq Food & Beverage Expo plans to be the premium industrial trade exhibition serving Iraq and the Middle East region's food and beverage markets; with high levels of competence and dynamism distinguishing it from other trade shows in the region.

Thanks to its exclusive conceptions, Iraq Food & Beverage Expo outlines the major tendencies and advancements presented by the world's key brands within the Food and beverage processing sectors offering non- stop inputs and all-inclusive solutions to entrepreneurs, service providers, quality buyers and trade visitors from Iraq and the entire Middle East region.

Granting exhibitors 360-degree chances to break into one of the world's most attracting profit-zones; Iraq Food & Beverage Expo is the most influential trade event; that is anticipated to spectacularly engender mega business deals all under one roof; thus allowing exhibitors to achieve the best return on their investment.

Creating a crystal-clear business path for international, regional and local corporations to be on the leading edge; Iraq Food & Beverage Expo will aid technology makers within the food and beverage processing industries to source and access exceptional exports, sales and distribution channels.





# ADVANTAGES OF EXHIBITING AT IRAQ FOOD & BEVERAGE EXPO



**Connect with potential customers, clients, and partners.**

**Build relationships with industry professionals and key decision-makers.**

**Increase brand visibility.**

**Showcase products or services to a wide group audience.**

**Gain insights into market trends and competitors.**

**Collect feedback directly from potential customers.**

**Utilize the event to launch new products or services.**

## **Lead Generation**

**Position the company as an industry leader.**

**Keep abreast of competitors and their offerings.**

**Reach an international audience**

**Explore global business opportunities.**

**Strengthen the company's presence within the industry.**

**Reinforce the brand's credibility and legitimacy.**

**Identify potential collaboration or partnership opportunities.**



# EXHIBIT PROFILE





# Food & Beverage

Canned Food & Ready Meals

Confectionery, Baked & Pastry Goods

Dairy – Cheese Products

Fats & Seed Oils

Food Processing Equipment

Fruits & Vegetables

Jams – Honey – Nuts

Oils

Pats – Pulses – Cereals

Free From & Vegan products

Aromatics Plants – Herbs

Coffee – Beverages

Ethnic Products

Fish, Mollusks & Shellfish

Frozen Products

Health & Food Products

Meat – Poultry – Sausages – Meat  
Products

Bio & Organic Products

Seasonings – Condiments – Sauces

Food Ingredients

Water – Soft Drinks – Juices







# PACKAGING

Automatic Packing Lines / Conveyors

Labeling Systems

Bagging/ Sealing & Strapping

Packaging Materials & Supplies

Flexible Packaging

Bloom Stamping & Baling

Bottle Filling Technologies

Capping & Over-Capping

Bottles and Cans

Carton Boxes

Corrugated Boxes

Cartooning Technology

Filling/ Conveying/ Dosing

Capping Technologies

Packaging Machines

Packaging Devices

Packaging Appliances

Packaging Materials

Packaging Aids

Packaging Services







# Visitors Profile

Businessmen

Investors

Trade Agents

Buyers & Sellers

Dealers

Distributors

Retail Chains Managers

Bakery Chain Managers

Supermarket Owners

Restaurant Managers

Hotel Managers

Coffee Shop Owners

Facility Managers

Government Officials

Industry Specialists

F & B Manufacturers

Retailers/ Wholesalers

Trade Associations

# The Venue



## Baghdad International Fair

The event will take place at the luxurious venue Baghdad International Fair.

The deluxe venue is accredited as the paramount comprehensive exhibition center in Iraq; which is fully-equipped with all facilities including conference halls, huge car parking, unlimited floor loads, central air-conditioning and food & beverage outlets.

The prestigious venue is dedicated to first class conferences and exhibitions catering for the requisites of all organizers with top efficiency.

Baghdad International Fair enjoys an impressive artistic design that charms visitors and exhibitors from all over the world. It is also located in one of the most prominent areas in Baghdad, next to several 5-star hotels, shopping destinations, sight-seeing locations and only minutes away from Baghdad International Airport.



# The Organizers

The event is organized jointly between ALSOROUH and Business Plus Fairs.

Al Sorouh is a global exhibitions company with its headquarters located in Baghdad, Iraq since 2009. With a vast portfolio of various exhibitions, we attract more than 125,000 visitors annually, which make us one of the leading players in the industry.

At Al Sorouh, we take pride in our magnificent growth in local and international markets. Our progress is driven by our ability to launch events, perform complementary businesses, and partner with industry leaders.

Business Plus is a leading Emirati holdings group serving multiple business sectors, including commercial, trading, industrial, consulting, and events management. It is one of the top trade fair organizers in the Middle East and Africa, with significant experience and specialization in producing and managing international exhibitions. Its' commercial events track record includes a variety of industries in addition to B2B matchmaking events and export development activities.

With a combined portfolio of 28 annual shows Business Plus Fairs focus on producing mega-size trade fairs that generate millions of dollars in business deals that directly benefit host countries' economy and industrial scope.

# SCENES FROM IRAQ F&B EXPO.....



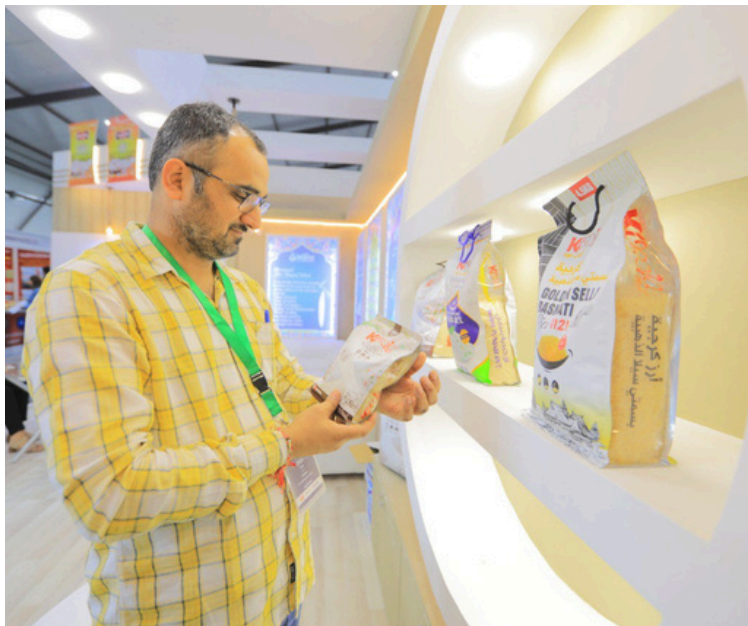


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# Organizers


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