

**IRAQ**

**F&B**

**EXPO**

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



**06 08**

**OCTOBER**

**2026**

**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\$44.34bn in 2024. 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\$10.70bn in 2024.



● Revenue in the Dairy Products & Eggs market is expected to amount to US\$4,281.00m in 2024. 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\$1,065.00m by 2024.



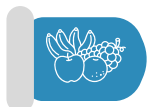
● Revenue in the Confectionery market is expected to amount to US\$8.29bn in 2024. The market is expected to grow annually by 4.14% (CAGR 2024-2028).



● In Iraq, the revenue generated in the packaging Bags & Containers market is expected to exceed US\$229.40m in 2024.



● 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 255.50kg in 2024.



# 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.**

A vibrant night market stall with various spices in metal bowls. The background is filled with colorful lights and a blurred crowd of people, creating a festive atmosphere. The foreground shows several metal bowls containing different types of ground spices, including a prominent reddish-brown powder and a darker, more granular substance. The text "EXHIBIT PROFILE" is overlaid in a large, white, serif font at the bottom of the image.

# 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, Business Plus Fairs, EXPOLINE .

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.

Expo Line is one of the leading Egyptian international trade fairs and conferences organizers, with practical experience over 22 years in the field of exhibitions and conferences in various countries, for example but not limited to Iraq - South Africa - Libya - Algeria.

Our objective is to develop and develop trade exchange between Egypt and other countries and enhance Egyptian exports to various countries of the world.

# Organizers



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