



**BUILDING
IRAQ**

**The 3rd International Building, Construction &
Infrastructure Materials & Equipment
Exhibition**



www.iraqbuildingexpo.com

12-15 December 2024

Baghdad International Fair

IRAQ...

A BOOMING CONSTRUCTION & INFRASTRUCTURE MARKET



- Iraq's three-year budget includes funds for nearly 7,000 projects in housing, commercial and infrastructure projects.



- The year 2023 recorded spending of \$153 billion sets allocations for new residential cities and revival of hundreds of stalled projects



- Iraq Construction Equipment Market size is expected to grow at a CAGR of 7.4% during 2024-2030.



- In 2024, the Real Estate market in Iraq is expected to reach a projected value of US\$1.1tn.



- Among the various segments within this market, Residential Real Estate is anticipated to dominate with a projected market volume of US\$0.84tn in the same year.



- It is projected that the market will experience a steady annual growth rate of 4.43% from 2024 to 2028 (CAGR 2024-2028), resulting in a market volume of US\$1.32tn by 2028.



- One of the key drivers of the Iraqi housing market is the country's young and growing population, which is expected to reach 50 million by 2030.



- Iraq intends to offer up to 50 projects for the construction of housing complexes in 2024



- Iraq broke ground on a \$2 billion project to build a residential city outside of Baghdad, starting construction on 30,000 housing units.



- The project is part of plan to construct five cities across Iraq. Four more are expected to be awarded soon and another 10 will be announced next year.



- The Iraqi government aims to build between 250,000 and 300,000 housing units for poor and middle-class families.



- The Iraq government plans to complete \$150bn of infrastructure projects by 2025, creating huge new opportunities for international investors, real estate developers and construction firms



Why Iraq

The building and construction industry stand as pillars of progress in Iraq, contributing significantly to the nation's economic growth, infrastructure development, and societal advancement.

With a rich history and cultural heritage, Iraq is undergoing a transformative phase, and the construction sector plays a pivotal role in shaping its future.

Iraq's population is growing rapidly, accompanied by increasing urbanization rates. This demographic trend creates a pressing demand for housing, transportation networks, utilities, and social infrastructure.

Investing in these sectors can cater to the needs of a growing urban population and spur economic growth. Cities in Iraq are witnessing resurgence, with urban renewal projects aiming to rejuvenate historic districts, revamp public spaces, and promote sustainable urban development.

The construction industry spearheads these initiatives, preserving cultural heritage while fostering a vibrant urban environment conducive to tourism and commerce.

Beyond its economic and practical significance, the building and construction industry contribute to Iraq's national pride and identity. Iconic landmarks, modern architectural marvels, and culturally significant structures symbolize the nation's resilience, heritage, and aspirations for a prosperous future.

Iraq is about to unlock its full potential and emerge as a vibrant hub for real estate and infrastructure investment in the Middle East and beyond.

BUILDING IRAQ... Mega Business Deals Await Exhibitors

Building Iraq provides exhibitors with unparalleled opportunities for networking and relationship building with key stakeholders, including government officials, project developers, contractors, and distributors. Establishing and nurturing these connections can lead to valuable partnerships, collaborations, and business alliances that drive growth and market penetration.

Building Iraq offers insights into market trends, emerging technologies, and regulatory developments shaping the building and construction industry in Iraq. By engaging with industry experts, attending seminars, and observing competitor strategies, exhibitors can gain valuable market intelligence to strengthen business strategies and product development initiatives.

Building Iraq facilitates lead generation by attracting a concentrated audience of potential buyers actively seeking solutions for their projects; enabling exhibitors to capture qualified leads, engage in product demonstrations, and initiate sales discussions, thereby converting prospects into customers and driving revenue growth.

Building Iraq offers a platform for launching new products, technologies, and services tailored to the specific needs and preferences of the Iraqi market. Capitalizing on this opportunity allows exhibitors to capture market share and expand product portfolios to meet evolving demands effectively.

Building Iraq offers a strategic avenue for key brands in the building, construction, and infrastructure materials and equipment sector to capitalize on market opportunities, form valuable partnerships, and position themselves for long-term success in Iraq's dynamic business landscape.



Advantages of Exhibiting at Building Iraq



Brand for Large Scale Awareness

Demonstrate Leadership in the Market

Gain an Upswing Above the Competition



Get the Highest Return on Investment

Enjoy all Year Promotional Activities

Put Business in the Spotlight



Boost Export Activities

Freshen Business Perspectives

Broaden Business Reach



Showcase new technologies

Capitalize on marketplace opportunities

Generate new business leads



EXHIBIT PROFILE

BUILDING & CONSTRUCTION Equipment

**Building & Construction Material
Equipment & Machinery
Prefabricated Buildings
Aluminum & Steel Profiles
Scaffolding
Temporary Structures
Earthmoving Equipment
Roads & Bridges Construction
Paints & Accessories
Building Automation
Pipes & Fittings
Drilling Rigs
Elevators
Hydraulic Excavators
Industrial Hoses
Industrial Pumps
Industrial Valves
Loaders
Safety Equipment
Energy Saving Systems
Electricity Transmission & Distribution**

BUILDING & CONSTRUCTION Materials

**Adhesives
Sealants
Construction Chemicals
Construction Aggregates
Cement High Strength
Concrete Light Weight
Thermal Insulation Materials
Sound Insulation Materials
Water Insulation Materials
Recycled Building Materials
Natural Building Materials
Blocks & Bricks Finishing
Materials Resins and Raw
Materials Asphalt Products
Building and Construction
Polymers Polishing Materials
Gypsum Products Cladding
Structural Glass
Cladding Materials
Electrical Installation
Smart Building Automation**



VISITORS' PROFILE

Government Officials

Municipality Officials

General Contractors

Facility Managers

Purchasing Managers

Businessmen

Trade Agents

Trade Buyers

Importers

Building Material Retailers

Investors

Distributors

Architects

Civil engineers

Interior Designers

Property Developers

Public Building Administrations

Consulting Offices

Associations

Specialized Media

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.

SCENES FROM BUILDING IRAQ.....



Organizers



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