



Funded by
the European Union



Implemented by
KFW



IRAQ NATIONAL TRADE FORUM (INTF) 2023

CONNECTING IRAQI SMALL
BUSINESSES TO GROWTH
OPPORTUNITIES

27th and 28th of November
Babylon Rotana – Baghdad



**EU Iraq
Business
Forum**  

INTRODUCTION

Following the success of the First Iraqi International Trade Forum (INTF) in November 2022, ITC and IOM are pleased to confirm that the INTF 2023, scheduled to be held on the 27th and 28th of November at the Babylon Rotana in Baghdad.

The event will combine high-level panels with practical workshops and business-to-business (B2B) meetings along with an exhibition under the theme “by Iraqi Hands” with representation from all Iraqi governorates.

OBJECTIVE

The 2-day event aims to:

- Connect Iraqi Micro, Small, and Medium Enterprises (MSMEs) in farming, food processing, packing, and logistics to international and regional suppliers and investors.
- Expand business networks, forge business deals, and foster sustainable investments.
- Boost innovation and share best practices from leading Iraqi agribusiness.

The high level event will host between **450-500** participants including:

- EU delegation
- Ministry of Trade and Agriculture
- Business Leaders
- International/Regional Suppliers and Investors
- 100 + Iraqi Companies

WHO SHOULD PARTICIPATE

- **Iraqi MSMEs**, particularly in the agriculture, agrifood sectors: Horticulture; Animal products (poultry, meat, dairy, fish, honey); Other relevant agri-food products.
- **International suppliers** of agricultural inputs and equipment providers sustainable, farming practices, and climate- proof post-harvest infrastructure.
- **Investors:** Banks and financial service providers.
- **National and local authorities;** Business support organizations;
- **Donors and development partners.**

HOW TO PARTICIPATE

Iraqi MSMEs are invited to express interest by completing a company profile before 30 September 2023. Register at: <https://forms.office.com/e/tbcsmUfTya> or scan this QR code →



International suppliers are invited to express interest by completing a profile before 30 September 2023. Register at: <https://forms.office.com/e/c8hmWxiKBw> or scan this QR code →



Participation is free of charge, but by invitation only. Companies that are eligible to participate in the forum will be selected and invited, based on the business interests as indicated on the company profile form.

WHAT IS ON OFFER?

Soil preparation solutions	Machinery and equipment (farming, processing packaging)	Storage Solution (i.e., Cold storage)
Propagation materials (e.g., seeds, seedlings, cutting)	Packaging materials	State-of-art Technology and cutting edge know-how
Fertilizer (organic or synthetic)	Post-harvest handling infrastructure	Energy saving solutions (e.g., renewable energy)
Pesticides	Collection	Water saving and irrigation solutions
Breeding of livestock and/ or poultry	Grading	Waste management solutions
Animal feed (i.e, grain, soy, corn, protein)	Transportation	Animal Vaccines and medicine

INTERNATIONAL SUPPLIERS

International suppliers should possess the capacity to actively contribute to the needs and requirements mentioned in the table shown before for Iraqi MSMEs, whether acting as sellers, investors, or partners. Their involvement should be geared towards offering cost-effective solutions that effectively address the specific demands and challenges faced by Iraqi MSMEs.

International suppliers will receive:

- Reception at Baghdad airport;
- Transportation airport-hotel-airport;
- Accommodation (booking) at hotel;
- Personal assistance in arranging individual meetings (incl. limited interpretation);
- Welcome reception
- Lunches

DRAFT AGENDA INTF 2023

Day 1: Monday 27th November

DAY 1	Exhibition space	Main hall	Room 1 –Trade for good	Room 2 –Business focus	Side events
08:30 09:00	Registration, Networking, VIP visit		X	X	X
09:00 10:15	1. Trade Exhibition “Iraqi Bazaar” – Small and Medium Enterprises from every Iraqi governorate (including IOM EDF beneficiaries).	5. Welcome remarks and opening ceremony	X	X	X
10:30 11:30	2. Booths for Team Europe, AfBDP, and a few European companies EU and regional companies (machinery, seeds, processing, climate smart solutions etc.), and finance providers.	6. Plenary session 1: Meeting the challenges: mobilizing trade, investment, and development policies for inclusive sustainable development	X	X	X
11:45 12:45	3. Promotion of local products: an ephemeral retail store featuring products made in Iraq, including fruit and vegetables from alliances “By Iraqi Hands”	7. Plenary session 2: Beyond oil: job creation and economic diversification opportunities in the new Iraq	X	X	X
13:00 14:15	4. Official launch ceremony of the “By Iraqi Hands” label – Promoting local products: a strategic initiative for all the stakeholders in the value chain. – Speakers: ITC / MoT/ MoA reps / Sky Marketing	8. Potato Sector Development Strategy – Official Launch (Until 13:15). Change Room Set Up	10. “Impact in the field” The SAAVI Alliances: a replicable model for profitable Agri food production in rural areas of Iraq	11. Iraq Trade Policy Reform: Pathways to Economic Transformation	LUNCH BREAK
14:30 15:45		9. B2B Meetings	12. The European Union Agri-food Business Development Programme (AfBDP): a unique partnership for job creation	13. Investment promotion in Iraq: balancing ambitions and reality, what lessons learnt?	14. Nurturing Iraq's Growth through Women Inclusion in the Economy
16:00 17:15			15. Unlocking Prosperity: Enhancing Access to Finance for Iraqi MSMEs	16. From Farm to Fork: Ensuring Food Quality and Safety	17. A promising market: Iraq's Retail Landscape and Prospects
17:30 19:00	18. Cocktail, on invitation only (cooking show and concert)				

Day 2: Tuesday 28th November

DAY 2	Exhibition space	Main hall	Room 1 – Trade for good	Room 2 – Business focus	Side events
08:30 09:45	19. Trade Exhibition (day 2) Entertainment (Food Show Agri-alliance produce? Live Calligraphy?)	9. B2B Meetings – Change Room Setup	21. Cultivating Iraq's Future: Youth Employment and Human Capital Development	22. Empowering a Green Iraq: Engaging Companies in Resource Efficiency and Cleaner Production	B2B Annex
10:00 11:45	20. Awards ceremony to celebrate local production and major achievements in 2023 – Best innovation, Sustainable agriculture, Organic products, Iraqi-made groceries, Best packaging etc.		23. Trade for Peace: How Can Profitable Businesses Help in Context of Displacement?	24. Iraq WTO Accession: Current Progress, Ambitions and Future Prospects	B2B Annex
12:00 13:15		25. SME Competitive-ness Outlook (SMECO) Global Launch Event	X	X	B2B Annex
13:30 14:15		26. Official closing ceremony – Key messages and recommendations from INTF 2023	X	X	X
14:10 15:05		27. Press conference	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK

INTF 2022 HIGHLIGHTS

150+

Iraqi companies
+ international
buyers

**USD 2.5
MILLION**

in potential deal value



170

Business
to Business
(B2B) sessions
conducted linking

70+

Companies



#TAEUFIQ
TeAm EUrope For IraQ



IRAQ NATIONAL TRADE FORUM
(Int. companies profile) 2023



IRAQ NATIONAL TRADE FORUM
2023

