

## Press Release 01

Heidelberg, 12 August 2021

---

### All set for Iraq's largest industry specific event: The 4<sup>th</sup> Agro Pack & 2<sup>nd</sup> Iraq plastprintpack 2021 in Erbil

#### Official country pavilions from Afghanistan, Iran, Netherlands and Turkey

#### ArLeAM is the Platinum Sponsor 2021

---

(Heidelberg/Istanbul/Erbil) Iraq's largest agrofood event, Agro Pack Iraq Erbil, is building on the huge success of its three previous editions, most recently from 20 to 23 November 2019, when 151 exhibitors discussed business with 7,245 trade visitors from across Iraq. And Iraq's largest plastprintpack event expands on its highly successful debut in Baghdad in April 2019.

To create synergies for exhibitors and trade visitors alike, the 4<sup>th</sup> Agro Pack & 2<sup>nd</sup> Iraq plastprintpack will be held simultaneously at the Erbil International Fairground from 23 to 26 November 2021.

Agro Pack & Iraq plastprintpack are jointly organised by the leading Turkish organiser So Fuar and the German exhibition specialist fairtrade. So Fuar also maintain an office in Erbil, Iraq's bustling and safe economic metropolis and the gateway to all of Iraq.

The event enjoys the unmitigated support of the Kurdistan Regional Government, the Governor of Erbil, the Erbil Chamber of Commerce & Industry, the Erbil International Fair EIF and the Baghdad International Fair BIF.

Selling to leading producers in Iraq is becoming a steadily growing business, as Iraq for many sectors has emerged as the third largest Arab importing country for agrofood technology and products in the Middle East.

So it is no surprise that Agro Pack Iraq Erbil 2021 is enjoying strong demand. [Leading exhibitors](#) from Afghanistan, Armenia, Iran, Iraq, Italy, the Netherlands, Saudi Arabia, Turkey and the United States have already registered, and official country pavilions participate from Afghanistan, Iran, Netherlands and Turkey.



**Afghanistan Pavilion:** Afghan dried fruit, nuts, seeds, spices and other horticultural products will be presented under the banner 'Afghan... Naturally' by a delegation of Afghan exhibitors.

**Iran Pavilion:** More than thirty Iranian companies will showcase their products and solutions in the official Iranian pavilion, supported by the Trade Promotion Organization of Iran.

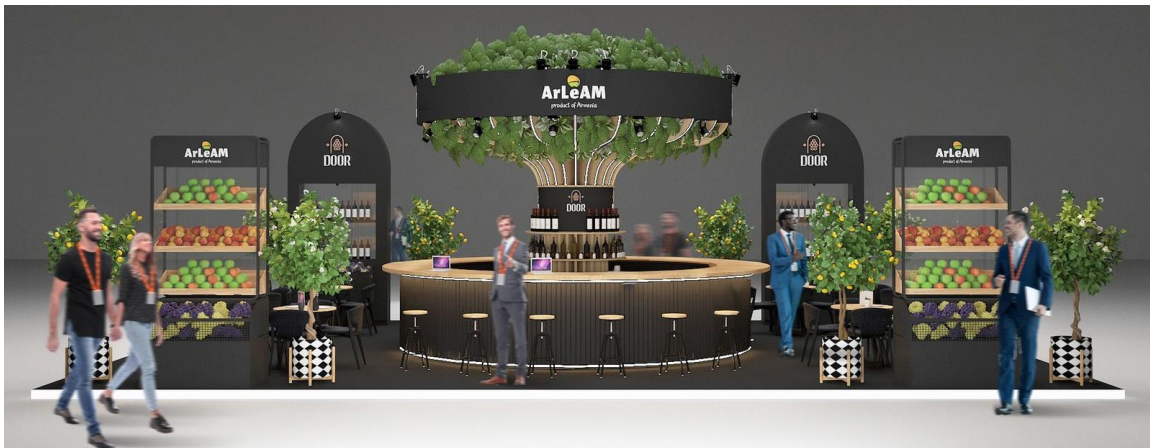


**Netherlands Pavilion:** Dutch exhibitors participate with a custom-made stand. In addition, the Ministry of Agriculture, Nature and Food Quality is organising a Netherlands Lounge available to the Dutch business community.



**Turkey Pavilion:** A large Turkish pavilion with around sixty exhibitors is supported by the Republic of Turkey Ministry of Trade. The impressive presentation is rounded off with a lounge that invites Turkish exhibitors and their Iraqi customers to network.

**ArLeAM**, the Armenian leader in agricultural production and intelligent sorting production lines for fruits and vegetables, is the official Platinum Sponsor of Agro Pack Iraq Erbil 2021. On their 78 sqm stand, ArLeAM will be presenting their agro products, as well as high quality wines, Armenian brandy, a wide selection of eaux de vie.



The organisers expect more than five thousand trade visitors from Kurdistan and all over Iraq to come and talk business with suppliers from all over the world.

For more information:

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

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

Characters (incl. blanks): 3.299

Pictures in high resolution can be requested by [email](mailto:).

## **fairtrade 1991-2021**

### **30 years of Valuable business contacts**

Founded in 1991, we boast over 30 years of experience in organising international trade fairs in the Middle East and 25 years in Africa. Over the decades, more than 36,000 exhibitors and 1.5 million trade visitors have expressed their confidence in us.

Whether we are going down innovative digital paths with our Virtual Events to support our exhibitors and industry participants in difficult times. Or opening-up new markets with international trade shows. We always find the best possible way to enable valuable business contacts between our exhibitors and visitors, that is what we at fairtrade stand for.

The company is managed by its founder Martin März and his son Paul, who joined in 2016, and is home to a highly motivated team of experienced and young professionals, many of them qualified in-house over three years in partnership with the German Cooperative State University to a Bachelor of Arts degree in Business Administration - Exhibition, Convention & Event Management and Media & Communication Management.

ISO 9001:2015 certified, we strive for high customer satisfaction with excellent service and innovative products. fairtrade is a member of UFI The Global Association of the Exhibition Industry.

### **So Fuar:**

With 20+ years of experience in the exhibition industry, the Istanbul based So Fuar company annually organizes 12 international exhibitions in Iraq, Turkmenistan, Turkey, Uzbekistan and Senegal.

So Fuar, in addition to their headquarters in Istanbul, also maintain an office in Erbil, Iraq's bustling and safe economic metropolis and the gateway to all of Iraq.

Featuring a team of exhibition experts So Fuar aims to support exhibitors in their brand building and business expansion process.

#### **Contact for press and media:**

fairtrade Messe GmbH & Co. KG  
Herr Luca Leiser  
Public Relations  
Kurfürsten-Anlage 36  
D-69115 Heidelberg  
Tel +49 / 62 21 / 45 65 22  
[l.leiser@fairtrade-messe.de](mailto:l.leiser@fairtrade-messe.de)  
[www.fairtrade-messe.de](http://www.fairtrade-messe.de)

#### **Contact for all countries except Turkey, Iraq and Iran**

fairtrade Messe GmbH & Co. KG  
Mr Paul März  
Project Management  
Kurfürsten-Anlage 36  
D-69115 Heidelberg  
Tel +49 / 62 21 / 45 65 13  
[p.maerz@fairtrade-messe.de](mailto:p.maerz@fairtrade-messe.de)  
[www.fairtrade-messe.de](http://www.fairtrade-messe.de)

#### **Contact for Turkey, Iraq and Iran**

So Fuar Ltd. Sti.  
Mr. Aykut Azak  
Tekstil Kent Koza Plaza, A Blok Kat: 29  
No: 109 Esenler - Istanbul, Turkey  
Tel +90 212 272 61 20 ext:500  
WhatsApp +90 542 826 61 00  
[aykut@sofuar.com](mailto:aykut@sofuar.com)  
[www.sofuar.com](http://www.sofuar.com)

So Fuar Iraq  
Ms. Neriman Tulay (Kurdish, Turkish)  
Gulan St. Mrf Quattro Towers  
A Blok Flat 8 Office 12  
Erbil, Iraq  
Tel.: +964 751 526 83 35  
[neriman@sofuar.com](mailto:neriman@sofuar.com)