

**Under the Slogan
Towards Economic Integration
Among OIC Member States**



The 16th Trade Fair of the Member States of the Organization of Islamic Cooperation (OIC)

Organizers

Ministry of Trade
The State Company for Iraqi
Fairs and Commercial Services



Iraq- Baghdad – Al Mansour

00964 7800 728276

00964 783 017 0002

iraqifairs@gmail.com

www.fairs.iq

16th TFOIC

**Is held
On the ground of Baghdad
International Fair.
During the period from 7 to 13 April**

2019

**The Islamic Center
for Development of Trade (ICDT)**



Morocco - Casablanca
Tour des Habous, avenue des FAR

00212 522 314974

00212 522 310110

icdt@icdt-oic.org

www.icdt-oic.org

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Under the Slogan Towards Economic Integration Among OIC Member States



Under the Patronage of the Iraqi Prime Minister

Ministry of Trade

The State Company for Iraqi Fairs & Commercial Services

In cooperation with The Islamic Centre for Development of Trade (ICDT)
holds

On Baghdad International Fair ground
during the period (7-13 of April 2019)

16th TFOIC

The 16th Trade Fair for the Member States of Organization of Islamic Cooperation



Invitation of Participation

The Ministry of Trade/ The State Company for Iraqi Fairs and Commercial Services and the Islamic Center for Development of Trade (ICDT) are pleased to invite you to participate in the 16th Trade Fair for the Member States of Organization of Islamic Cooperation (TFOIC) which will be held under the slogan “Towards Economic Integration among OIC Member States” during the period from 7 to 13 April 2019 on the ground of Baghdad International Fair.

The 16th Trade Fair will be held in the framework of the efforts exerted by Iraq to build bridges of economic cooperation and trade exchange with the member states of the Organization of Islamic Cooperation and its desire to achieve the comprehensive development in various fields and strengthen the ties of brotherhood and openness through partnership and building strong economic relations contributing to maintain equal cooperation on the Arab and Islamic levels.

Your active participation in the Fair allows you to meet with the largest gathering of decision-makers, businessmen, trade development organizations and professional associations in the Islamic world. This event is a platform for the economic actors in the member states and an important economic pillar in expanding your business network, promoting your products and services and supporting your marketing plans.

Wishing a successful participation for all. Best regards.

03

The 16th Trade Fair of the Member States of
the Organization of Islamic Cooperation (OIC)

The 16th Trade Fair for the Member States of the Organization of Islamic Cooperation 16th TFOIC

Organizing Fair Resolution

According to the resolutions issued from the (45th) session of foreign affairs ministers council of Islamic Cooperation Organization and the (34th) session of COMSIC follow up committee held in Dhaka – Republic of Bangladesh and Ankara – Republic of Turkey in May 2018 , welcoming the intention of the Republic of Iraq to organize the 16th Trade Fair for the members of Islamic cooperation organization in 2019.





Brief of the Fair

It's an international Trade Fair for the members of the organization of Islamic cooperation organized by the Islamic center for development of trade each two years in cooperation with the hosting Country which has been selected to organize the Fair, the 16th session of the Fair will be organized in republic of Iraq – Baghdad Governorate – Baghdad International Fairground for the period (7-13/ April 2019) and opening hours will be from 10 AM-7 PM.

The Main Goals of the Fair

1. Promoting and encouraging the regular trade exchanges and promoting the available investments among the country members in all sectors and fields.
2. Re-bridging the cooperation chances and enhance trade exchanges among country members.
3. Achieving the public investment and promoting trade among country members and the hosting country.
4. Obtaining the most important chances to enter the Arabian and Islamic markets and opening new markets for the industries and products of the country members.
5. Providing a platform to promote the products , industries , and services offered by country members and identifying the different types of its products .
6. Enhancing business opportunities and trade exchange of the products and services offered by the members.
7. Creating a clear modern image concerning the markets reality to enable the members to enter these markets..

Sub-Activities of the Fair

The state company for Iraqi fairs and commercial services will organize many activities during the Fair period like national days celebrations, scientific seminars , foundations meetings, and festivals on the sidelines of the Fair and it will overcome all the obstacles and offering all the necessary facilities to ensure a successful participation.

Services offered by the company to participants in the Fair:

1. Reservation of spaces to participate according to applications submitted through the electronic booking system.
2. Participants' identification cards.
3. visa of entry into Iraq for Arab and foreign participants.
4. Flight and hotel booking services.
5. Transfer of Arab and foreign participants from the airport to the hotels and then to the fairground and vice versa.
6. Security protection service for Arab and foreign participants.
7. Facilitate the task of admission of the exhibits through the Iraqi border crossings, land, air and sea.
8. Internet / electricity / water / air conditioning services.
9. Opening of commercial centers and international markets.
10. Holding seminars and trade and economic conferences on the sidelines of the fair.

Participation Fees

1

The roofed area

shell scheme

\$ 150 per sq.m

indoor bare space

\$ 100 per sq.m

2

Open space

outdoor area

\$ 60 per sq.m

Note :

- 8% of space fees shall be added to the total participation fees as services fees (electricity – internet –general services) .
- 0.3% of space fees shall be added to the total participation fees as stamp fees.

Privileges of official participations for countries at the Fair

1. Granting them priority in booking distinct halls and places at fair ground and giving them opportunities to choose appropriate places among vacant places to set up their stands .
2. The following protocol procedures of official participation for countries shall be applied according to the enforced regulations in our company:-
 - Raising the flag of the participating country near the main gate of the fair and in the entrance of the hall allocated for them and inside the stand besides other places inside the fair.
 - Presenting opportunities for those countries to hold celebration procedures for the national day includes flag raising for both countries in addition to that playing the national anthem for both of them with the attendance of officials from the stand of the country and their diplomatic employee in Iraq and in charge persons from our Company in addition to other personalities besides holding a special activity regarding this occasion inside and outside fair ground in cooperation and coordinating with our Company .
3. Our Company will invite ministers and heads of bodies as well as Director Generals to visit the stands of the participating Countries or to attend meetings held inside or outside Fair ground by stand administration and to facilitate all the procedures concerning that .
4. The official pavilions for countries have a special concern from media press more than other participants, such as the visiting of media press to the stands and arranging meetings with officials and participants and to broadcast their activities through press media besides the main pages of the daily newspaper of the Fair.



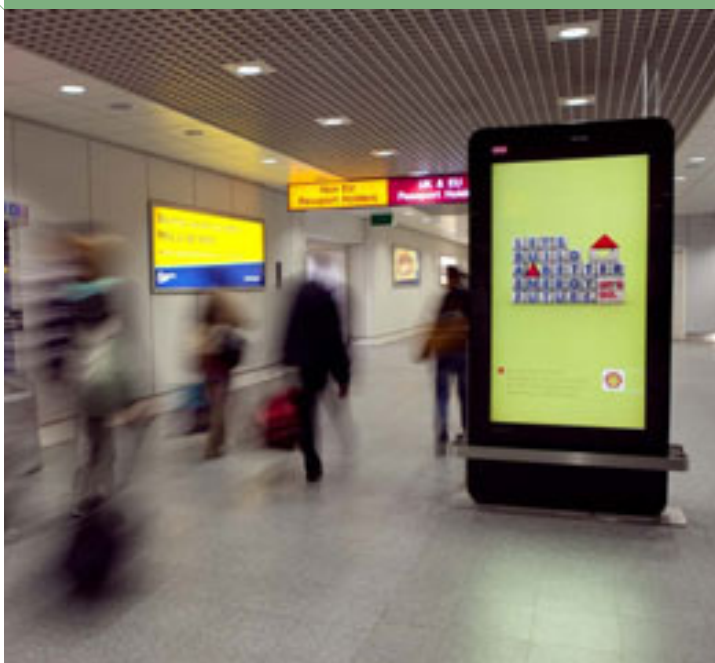


Advertising campaign

1. A series of press and television interviews for companies participating in the fair.
2. Advertising through social media and global search engines.
3. SMS and promotional messages via email.
4. Advertising in the most important newspapers, satellite channels and radio stations.
5. A group of banners and road advertising signs in the name of the fair in the public squares and public places.
6. Printing and sending VIP invitations.
7. Advertising of the fair through the grand screens surrounding the fairground.
8. Issuing and promoting a daily newspaper on the activity of participating countries and companies.

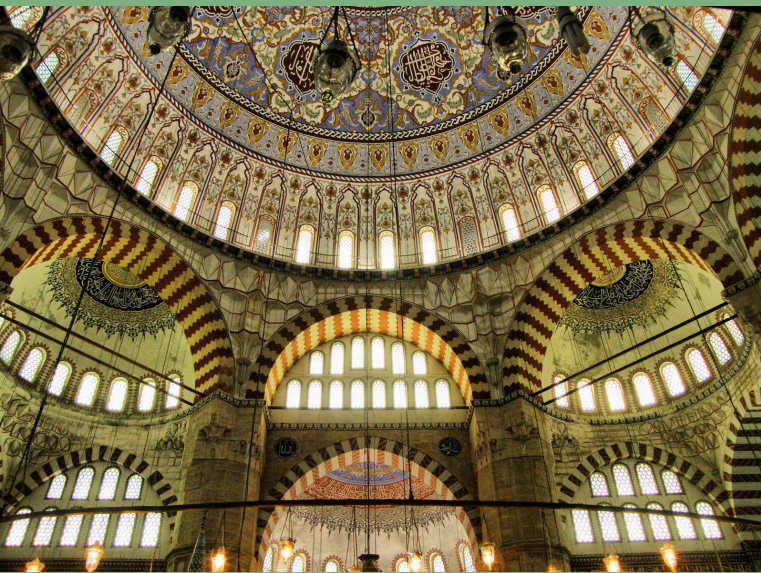
08

The 16th Trade Fair of the Member States of the Organization of Islamic Cooperation (OIC)



Participating Fields

1. Reconstruction & Building
2. The art of Islamic inscriptions and Architecture
3. Electricity & Power
4. Industry & Trade
5. Health Care & Medical Equipments
6. Communications & IT
7. Banking & Insurance
8. Automobiles & machines
9. Agriculture
10. Food Stuff, Packing & Packaging
11. Clothes & Fashion
12. Furniture & Textile
13. Tourism & Hotels
14. Printing & Advertising



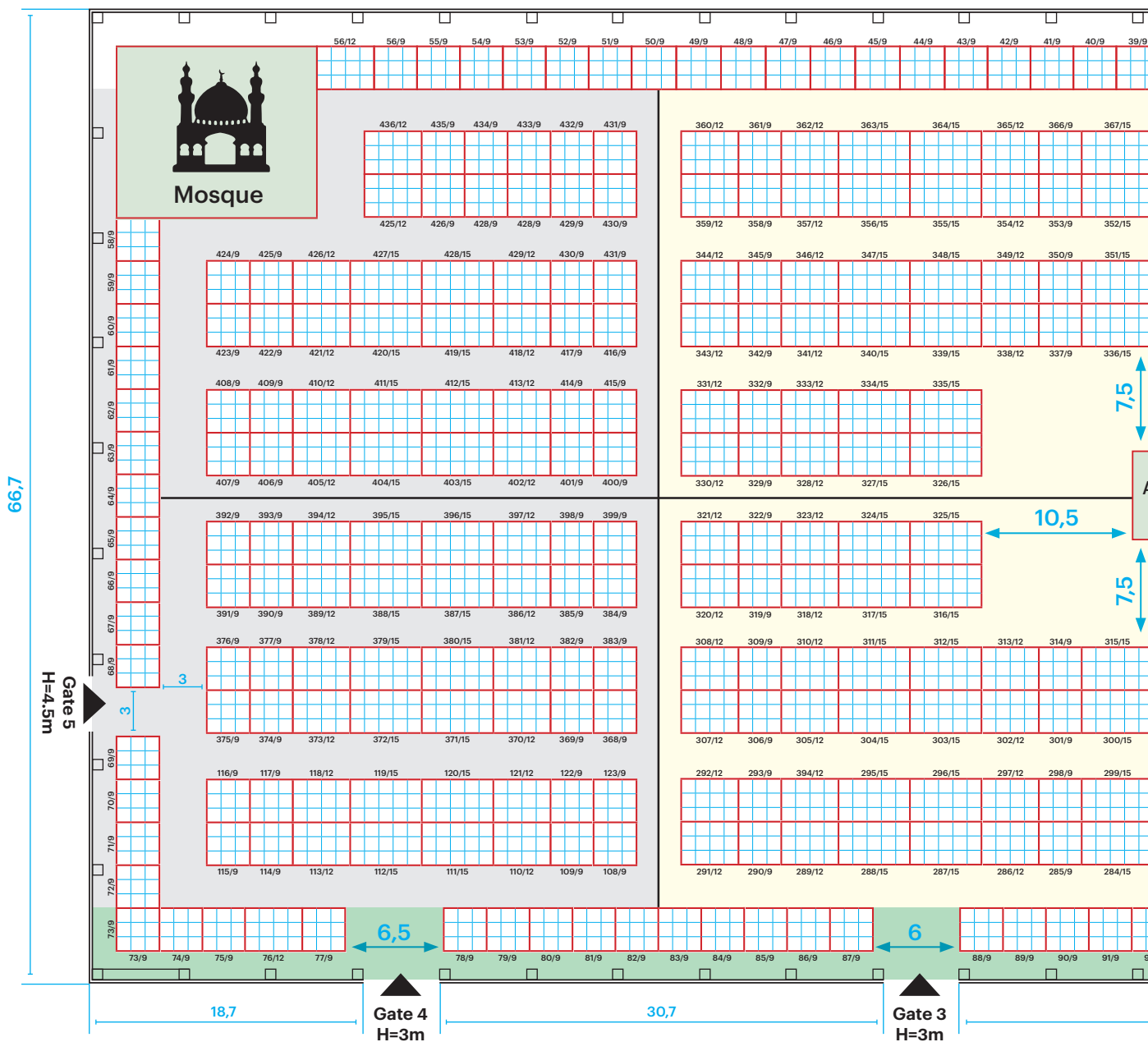
Sponsorship Opportunities in the Sixteenth Trade Fair of the Islamic Cooperation Organization Members 7-13/April 2019

You are invited to seize the opportunity to participate in sponsoring the Sixteenth Trade Fair of Islamic Cooperation Organization members to make an effective impression in the targeted market, and opening a new horizons of uniqueness to gather you with the elite of decision makers in order to make your trade mark distinctive and widespread besides promoting your new products and services , all done by an exclusive promotional campaigns to promote your trademark in the fair and enhancing your strong points in the largest Islamic, economic ,and trade gathering in Iraq.

Sponsorship Details

	Sponsor Privileges	Diamond \$15000	Golden \$10000	Silver \$7500
1	Certificate in the opening ceremony	★	★	★
2	Publishing sponsors logo in all fair advertisements and in the podium background	★	★	★
3	Grating a special location free of charge in the entrance of Baghdad Hall No.2	36 sqm	27 sqm	18 sqm
4	Invitation card of the opening ceremony	10	5	3
5	Roll up stand for the sponsor in the main entrance of the fairground given by the sponsor	Roll up stand 2mx5m	Roll up stand 2mx4m	Roll up stand 2mx3m
6	Roll up stand of the sponsor in the halls and corridors of the fair given by the sponsor	10	6	4
7	Roll up stand of the sponsor in company's departments and Director general office given by the sponsor	6	4	3
8	Free T.V. interview for the sponsor with one of the satellite channels	★		
9	Free Full colored page in the fair directory (information given by the sponsor)	3	2	1
10	Front line place for sponsors VIP in the opening ceremony of the fair	3	2	1

Sponsorship Details	Sponsor Privileges	Diamond \$15000	Golden \$10000	Silver \$7500
11	Publishing a video ad on all our company's large screens 10 seconds for 10 days and at peak times (ad to be provided by sponsor)	100 TV ads per day	80 TV ads per day	60 TV ads per day
12	Promotion of the company's trademark at the entrance of the exhibiting hall and installation of the company's promotional (Flex) (ad to be provided by the sponsor)	An area on the right side of the hall entrance 3x3m	An area on the left side of the hall entrance 3x2m	An area on the left side of the hall entrance 2x2m
13	Installation of a light flex ad inside the fair ground in the places designated for advertising 96 cm x 120 cm (ad to be provided by the sponsor)	8	6	4
14	Raising promotional balloons for the sponsoring company in the fair ground and in the distinctive places (provided by the sponsor)	6	4	2
15	Raising a flag represents the sponsoring company at the entrance of the fair and the entrance of the VIP ceremonial hall with the flags of the participating countries (provided by the sponsor).	8	6	4
16	posting an advertisement for the sponsoring company on the social networking site of the fair (provided by the sponsor).	30 days	20 days	10 days
17	Installing a commercial flex for the sponsoring company on the outer wall of the fair size of 2 × 3 m (Provided by the sponsor)	4	3	2
18	placing the sponsor's logo on the invitation cards of the opening ceremony (VIP)	★	★	★
19	Thanks giving to the sponsor at the closing ceremony honored with a commemorative shield with a certificate of merit	★	★	★

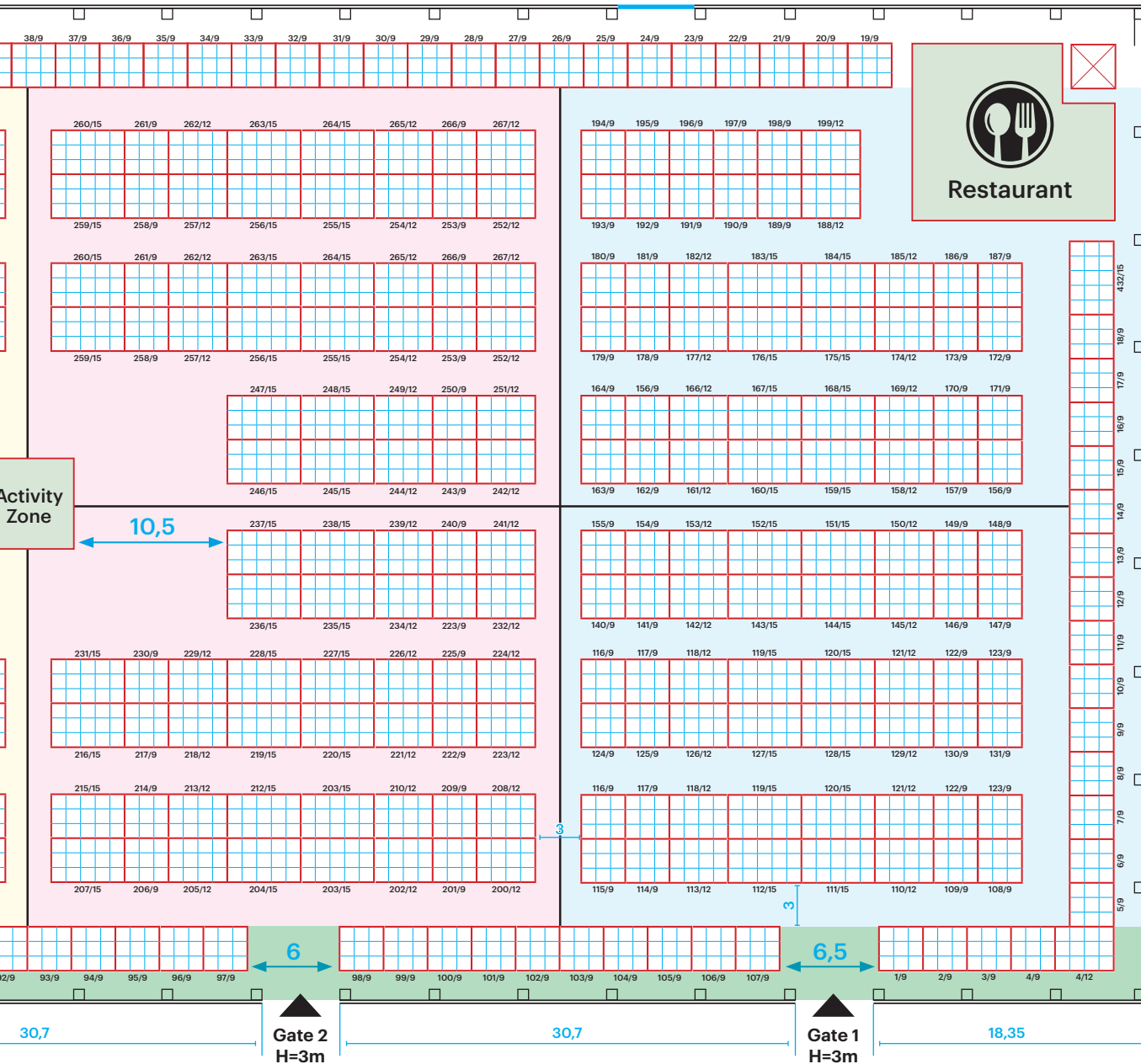


The 16th Trade Fair of the Member States of the Organization of Islamic Cooperation (OIC) 2019

Stata Company for Iraqi Fairs and commercial services
Reservations Section

MIC INTEGRATION AMONG OIC MEMBER STATES

16th TFOIC
2019

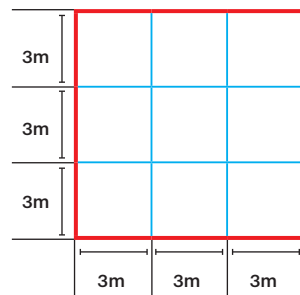


Hall no 2

W: 66.7 m

L: 146.95 m

H: 7.00m



No. / Area

