



# World Congress and Exhibition on the Reconstruction and Development of Iraq

*To be held at the IMC EXPO Centre in Nicosia. Due to the political situation in the region final dates will be announced later. The Conference and Congress will have a three-day duration and will run in parallel with the exhibition which will remain open for a full week.*

## ORGANISERS

The World Congress and Exhibition on the Reconstruction and Development of Iraq is jointly organised by the **IMC International Merchandising Center** and **EURO-MED TDS Euro-Mediterranean Trade, Distribution and Services Initiative** (the Association of Chambers of Commerce and Entrepreneurs of the 27 countries in the Mediterranean and Near East region operating under the patronage of the European Commission and the Council of the EU

The event is under the auspices of H.E. the President of the Republic of Cyprus Mr Nicos Anastasiades. The organisers are working to secure the direct participation of the Government of Iraq as well as the strategic partnership of a number of interested stakeholders in this challenging reconstruction effort, such as the **European Union**, the **Arab League**, **Government Agencies**, **International Organisations**, the **UNDP**, the **World Bank**, and the **European Bank for Reconstruction and Development**.

A number of Banks and Financial Institutions as well as Government Agencies and large Corporations have shown interest to sponsor the event. There are plenty of sponsorship opportunities for public and private sector companies and organisations who see this as a marketing opportunity to project their image and promote their products and services. Potential Sponsors can choose to either sponsor the whole event or specific plenary sessions or any of the specialized workshops depending on their target audiences. Those sponsors that choose to host

any of the workshops they will be given the opportunity to make presentations during the specific workshop. Details are available from the Organisers.

## **OBJECTIVE**

The main purpose of this event is to contribute towards the ongoing international effort for the reconstruction and development of Iraq and to help the people of this worn torn country build a better future. The special role of certain countries either pro-actively involved, or being directly affected by the reconstruction process, will be highlighted during the Conference and Congress and further discussed and analyzed in special workshops and breakout sessions.

The project organisers have a two-fold objective. On the one hand to enable large companies interested to get informed and participate in the large reconstruction projects to meet with Iraqi Government officials managing the reconstruction effort and on the other hand to offer the opportunity to the thousands of Iraqi Businessmen to reconnect with investors, suppliers and trading partners from the rest of the world.



### **Rebuilding Iraq**

The Congress will discuss the more urgent plans for an early recovery, setting the stage for longer term economic development. Multi-sectoral plans highlighting investment opportunities based on in-depth social and economic assessments will be presented at the Congress. The aim of these development plans is to achieve longer term fiscal recovery and sustainable economic growth.

Participants at this event will therefore have the opportunity to participate not only in the early recovery programs, but also in a possibly much larger, longer term development programs. Rebuilding infrastructures is a necessary, but not a sufficient condition for the long term economic. In fact, no reconstruction effort can lead to sustainable economic growth, unless it runs in parallel with the normalization and revitalization of businesses and trading conditions. To that effect the congress organisers aim at bringing together business people from Iraq with industrialists, exporters and traders from all over the world, in order to enable them to reestablish normal business and trading relationships with the rest of the world. The format of the Congress and Exhibition offers multiple opportunities for normal business people from Iraq to gain valuable information about developments in international trade either during the presentations, seminars and workshops or through B2B meetings with overseas suppliers.

The Congress will provide a platform for the discussion of projects and priorities and will highlight the areas for international cooperation in the reconstruction process. The Exhibition will be a showcase for products, new technologies and services available today, directly relevant to the huge task of reconstruction and development.

This important event will be the meeting point for the key players in the reconstruction process, the buyers and the solution providers. Needless to say, business people from Iraq will have the opportunity to meet with their counterparts from export-oriented countries in order to make trading and business deals which will further improve the prospects of economic recovery.

#### **EVENT CONCEPT**

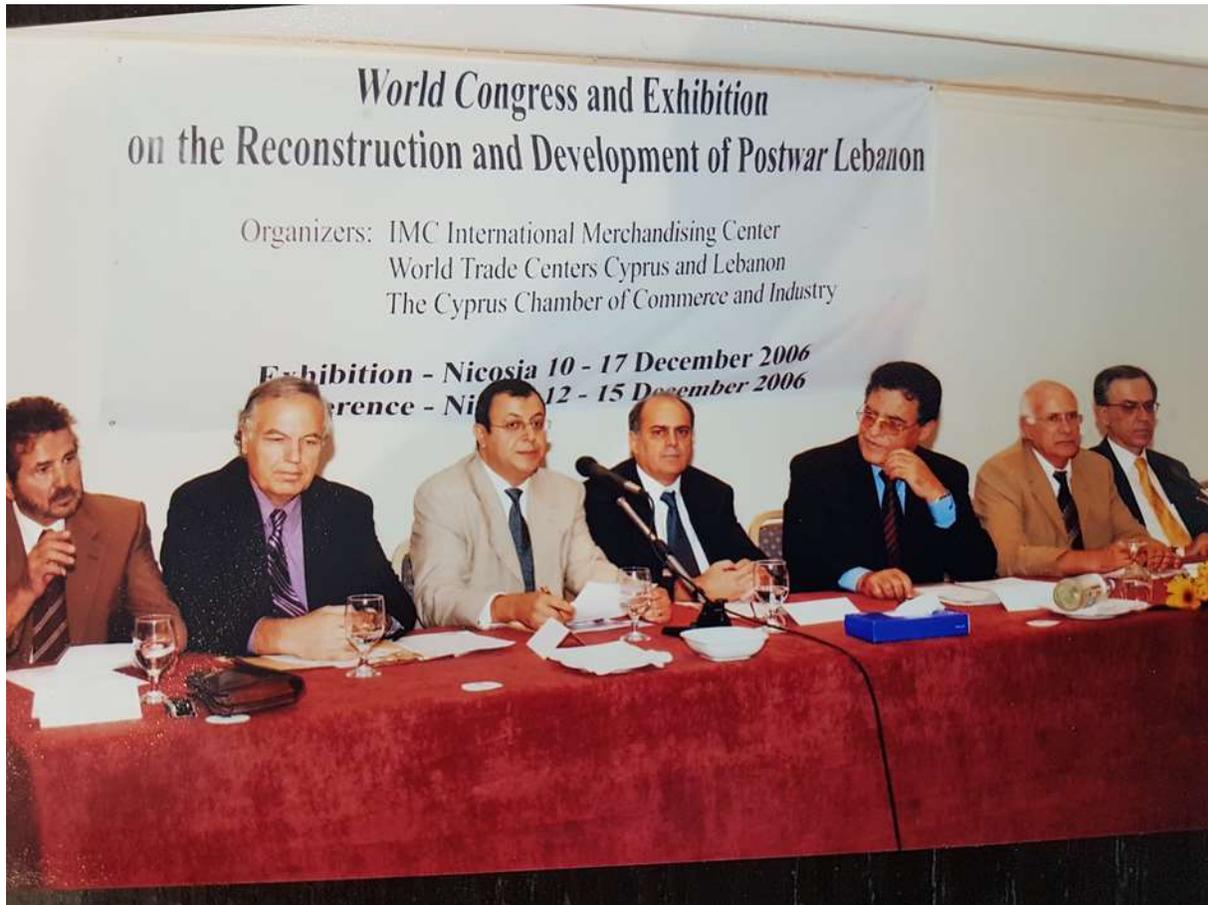
The event was initially scheduled for the last quarter of 2020, at the newly renovated **IMC EXPO Centre**, a modern Exhibition, Conference and Business Centre in Nicosia. Due to the political situation in the region final dates will be announced later.

The Congress will have a three-day format, with an opening ceremony in the presence of H.E. the President of the Republic of Cyprus Mr. Nicos Anastasiades and high-level officials from Iraq and other countries involved in the reconstruction process, and a closing ceremony on day two, elaborating the conclusions and recommendations of the Congress. Furthermore, participants will have the opportunity to attend specialized workshops held in breakout rooms adjacent to main conference hall as well as have one on one B2B meetings in the networking area at the IMC business centre.

The Exhibition will have a duration of one week and will offer the opportunity for the promotion of development projects, products and services to participants.

This will be a meeting of practical importance to all participants. Public sector officials from Iraq directly involved in the planning and reconstruction process have been invited to participate.

They will be available for meetings with solution providers for in-depth discussion of the projects and their requirements.



The World Congress and Exhibition on the Reconstruction and Development of Postwar Lebanon jointly organised by IMC International Merchandising Centre Ltd, The World Trade Centers of Lebanon and Cyprus, the Cyprus Chamber of Commerce and Industry and the Cyprus Employers and Industrialists Federation in 2006.

Private sector buyers such as contractors, engineering firms, project managers, traders, industrialists and others will have the opportunity to meet solution providers such as suppliers of materials, machinery and equipment, financial institutions, contractors and professional services.

Solution providers from all over the world will be invited to participate at the Congress and Exhibition in one or more ways. They may participate as exhibitors of their products or services at the exhibition organised for this purpose at the IMC EXPO Centre or as event sponsors. Furthermore, they may hold pre-arranged workshops and group sessions for a presentation of their products and services to invited hosted buyers (see **WORKSHOPS** list on page 13 below).

Opportunities also exist for all participants to engage in networking activities and take part in a number of interactive working groups.

The organisers of the Congress with prior agreement with the parties concerned, will arrange a series of private one-on-one meetings between buyers and solution providers before their arrival in Cyprus.

## THE VENUE

The **IMC EXPO Centre** is a state-of-the-art Exhibition and Conference centre conveniently located at the Entrance of Nicosia and with easy access from all other towns in Cyprus. In fact, visitors to the Centre can use for their accommodation either the various hotels in Nicosia or even hotels in the nearby seaside towns of Larnaca (25 minutes' drive) or even Limassol (45 minutes' drive) from the Centre.



### The IMC EXPO Centre

The surrounding area is already one of the most successful commercial destinations attracting on a daily basis tens of thousands of visitors. Adjacent to the IMC building is the Mall of Cyprus, IKEA, Leroy Merlin, Superhome Centre as well as the showrooms of Mercedes, Volkswagen, Volvo, Nissan and Hyundai.

On four floors covering 20,000m<sup>2</sup>, the IMC Centre has ample exhibition space, a main conference hall which can accommodate over 500 delegates and six smaller breakout event halls of various sizes that can accommodate sessions ranging from 50 to 250 persons, all equipped with the latest audio-visual equipment. Furthermore, the Centre has a fully pledged business centre with all the necessary support services and spacious areas for networking and one-on-one B2B meetings.

The centre will also make available to exhibitors a dedicated 2000 m<sup>2</sup> open air exhibition area, suitable for the display of heavy-duty transport, construction and municipal equipment, etc. The centre also offers multiple catering facilities, including restaurants, snack bars and coffee shops.

## WHY CYPRUS



Cyprus is a member state of the European Union, and has historically enjoyed perfect political and economic relations with the nearby Arab Countries. Being the European Union's southern outpost, it is therefore strategically located to serve as a bridge between Europe and the Middle East. With the recent events in Iraq and Syria, Cyprus played a crucial role in the humanitarian effort to channel aid to refugees and in the repatriation of foreign nationals.

Its close geographical proximity and political neutrality in the recent conflict make Cyprus ideal for an international venue for promoting the reconstruction and development of the region.

## CEREMONIAL

The congress will be under the auspices of H.E. the President of the Republic of Cyprus Mr. Nicos Anastasiades who will open the Congress and address the Conference. High level government officials from Iraq, the European Union, the Arab League, and Jordan will deliver keynote speeches. A short speech will also be delivered by the Cyprus Minister of Energy, Commerce, Industry and Tourism and the Chairmen of the Cyprus Chamber of Commerce, Industry and Tourism and the Cyprus Employers Federation. Senior Government officials from all interested countries and world acclaimed experts will make presentations, hold meetings and conduct workshops.

## **PARTICIPANTS**

The Congress and Exhibition Organisers aim at bringing together in one venue, policy makers from Iraq designing the reconstruction process and assigning priorities, Public and Private sector buyers who publish tenders for their implementation, companies interested to participate in projects either as Original Equipment Manufacturers, Material Suppliers, Contractors and Developers, and Professional Consultants. At the same time, the event is equally attractive to business people and traders interested to re-establish trading activities with the rest of the world.

## **VISITOR/BUYER PROFILE**

Visitors to the Exhibition will be qualified buyers from the public and private sectors of Iraq as well as contractors, project managers, architects, engineers and specifiers sourcing for plant, machinery, equipment, new technology, materials and professional services. A number of Visitors will be in search of contracting and sub-contracting opportunities and joint venture partnerships. It is expected that the Congress and exhibition will also attract business people interested to re-establish business connections with the suppliers from overseas. The Exhibition will also attract visitors from other Middle East countries, China, The Russian Federation, Eastern Europe, Greece and Cyprus.

### **Hosted Buyers from Iraq – Reconstruction Projects**

- Central Government Officials (e.g. Ministries of Finance, Transport & Public buildings, Energy, Telecommunications, Environment etc.)
- Investment and Export Promotion Agencies
- Chambers of Commerce and Industry
- Employers and Industrialists Federations
- Local Authorities (Municipalities, Regional development agencies etc.)
- Corporate buyers
- Financial institutions
- Development Agencies
- Others

### **Indicative list of Businessmen Interested to Reconnect with the Rest of the world**

- Construction Companies
- Building Materials suppliers
- Engineers, Architects and Interior Designers
- Water and Sanitation Consultants and Systems
- Electromechanical Consultants
- Transport and Aviation
- Manufacturers and Industrialists
- Machinery and Equipment suppliers
- Energy, Renewable Energy, Power Generation and Distribution

- Consumer Electronics
- Lighting and Domestic Electrical Appliances
- Sanitary Ware and Bathroom Accessories
- Home, Office and Garden Furniture and Home Accessories
- Banks and Financial Institutions
- Retailers, DIY, Supermarkets
- Fashion, Cosmetics and Personal Care Traders and Retailers
- Food and Beverage Merchants
- Hotel, Catering and Leisure and Entertainment establishments
- Car, Automotive and Spare Parts
- Toys and Children items Merchants and Traders
- Agricultural Products and Agricultural Machinery
- Gifts, Arts and Crafts
- ICT, Computers, Telecoms, Communications
- Pharmaceuticals and Medical Equipment Suppliers
- Trading Companies
- Franchisors
- Media and Cinema Production Houses
- Educational Institutions
- Others



**Prof. Luigi Troiani, Secretary General of Euro-Med TDS addressing the Euro Mediterranean Trade & Partnership Fair, jointly organised by Euro-Med TDS and Business Global, a subsidiary of IMC.**

## **EXHIBITION**

Iraq is a huge country covering a total area of 437,000 km<sup>2</sup> with a population of approximately 37 million people. During the last 40 years, initially with the Iran – Iraq wars in the 1980s, the invasion in Kuwait and the two wars that followed with the international

coalition, and the subsequent war with ISIS, the country suffered an unprecedented destruction of its basic infrastructures and a huge disruption of normal economic activity. Even though the country is on a steady path of economic recovery GDP in 2017 was US(\$) 197.7 billion, still lower than that of 2014 which reached US(\$) 234.7 billion.

The Organisers of the World Congress and Exhibition on the Reconstruction and Development of Iraq aim to address both issues, namely those concerning the reconstruction of infrastructures and of reviving normal economic activity in this war-torn country.

#### SUMMARY TABLE KEY SECTORS EXHIBITING

<b>RECONSTRUCTION</b>	<b>ECONOMIC &amp; COMMUNITY DEVELOPMENT</b>
• <b>Solution Providers</b>	• <b>Fast Moving Consumer Goods</b>
• <b>Consultants and Professional Services</b>	• <b>Food &amp; Beverage</b>
• <b>Developers and Construction Companies</b>	• <b>Fashion, Clothing &amp; Apparel</b>
• <b>Building Materials</b>	• <b>Fashion Footwear</b>
• <b>Heavy Transport Equipment</b>	• <b>Personal Care &amp; Cosmetics</b>
• <b>Construction Equipment</b>	• <b>Gifts, Arts &amp; Crafts</b>
• <b>Municipal Equipment</b>	• <b>Sports &amp; Fitness</b>
• <b>Heating Ventilation and Airconditioning</b>	• <b>Toys and Children Products</b>
• <b>Aviation and Transport</b>	• <b>Franchising</b>
• <b>Oil &amp; Gas</b>	• <b>Electrical &amp; Electronic Appliances</b>
• <b>Electricity Generation and Distribution</b>	• <b>Consumer Electronics</b>
• <b>Water and Sanitation</b>	• <b>Computers &amp; Accessories</b>
• <b>Environmental Technology</b>	• <b>Pharmaceuticals &amp; Hygiene</b>
• <b>ICT</b>	• <b>Furniture and Home Accessories</b>
• <b>Telecommunications</b>	• <b>Hotel and Catering Equipment</b>
• <b>Medical Equipment and Health Providers</b>	• <b>Sanitary Ware and Bathroom Accessories</b>
• <b>Education</b>	• <b>Stationery and Office Equipment</b>
• <b>Agriculture</b>	• <b>Machinery and Tools</b>
• <b>Banking and Finance</b>	• <b>Cars &amp; Motorbikes and Automotive Equipment and Accessories</b>
• <b>Other</b>	• <b>Packaging and Printing</b>
	• <b>Arts Culture and Sciences</b>
	• <b>Cinema Production and Mass Media</b>
	• <b>Education</b>

## PROFILE EXHIBITION CONCERNING RECONSTRUCTION

The Exhibition will highlight some of the most ambitious and challenging reconstruction projects ever undertaken, especially taking into account the amount of destruction upon significant parts of the basic infrastructures, as well as residential and commercial properties and the impact all these had on economic activity of Iraq.

The degree of damage in the infrastructures of Iraq is huge. The reconstruction cost is estimated at US\$ 88 billion. The main sectors affected are Housing, Energy, Health, Transport, Water Supply and Sanitation, Education, Industry, Commerce and Agriculture and Oil and Gas.

Exhibitors will have this exceptional opportunity to meet buyers and decision makers from both, the public and private sectors. They will meet officials and contractors involved hands-on with the reconstruction projects.

Sector	Damage Cost IQD Billion (US\$ Million)	Needs (IQD Billion)	Needs (US\$ Million)	Share of Total Needs
<i>Social Sectors</i>				
Housing	18,746 (16,077)	20,615	17,441	19.8%
Health	2,710 (2,324)	5,159	4,365	4.9%
Education	2,763 (2,369)	5,391	4,561	5.2%
Social Protection	n/a	7,532	6,373	7.2%
Cultural Heritage and Tourism	1,000 (858)	2,028	1,716	1.9%
<i>Productive Sectors</i>				
Agriculture	2,425 (2,080)	4,010	3,393	3.8%
Water Resources	134 (115)	245	207	0.2%
Industry and Commerce	5,955 (5,107)	12,506	10,580	12%
Finance and Markets	61 (52)	10,938	9,254	10.5%
<i>Infrastructure Sectors</i>				
Power	8,173 (7,009)	10,770	9,112	10.3%
Oil & Gas	4,969 (4,262)	8,520	7,209	8.2%
ICT	466 (400)	761	644	0.7%
Transport	3,257 (2,794)	4,681	3,960	4.5%
WASH	1,604 (1,375)	2,886	2,442	2.8%
Municipal Services	102 (88)	149	126	0.1%
<i>Cross-cutting Sectors</i>				
Governance	868 (745)	1,619	1,370	1.6%
Environment	85 (73)	6,498	5,498	6.2%
<b>Total</b>	<b>53,318 (45,727)</b>	<b>104,309</b>	<b>88,248</b>	<b>100%</b>

Source: Gol – Iraq Reconstruction and Development

Traders, Contractors, Suppliers, Consultants and others interested in the multi faced reconstruction programs and the billions of business dollars it is generating will be able to display their products and services at this special exhibition.

The Exhibition is organised to serve as a catalyst for buyers and solution providers in search of challenging opportunities. It will also serve as a platform for the forging of business alliances between investors, contractors, sub-contractors, suppliers and professional services providers for major reconstruction projects.

**PROFILE EXHIBITION CONCERNING ECONOMIC AND COMMUNITY DEVELOPMENT**

Rebuilding major infrastructures is a necessary but not a sufficient condition for the economic revival of Iraq unless normal economic activity is revitalized. This entails giving the opportunity to the tens of thousands of Iraqi businessmen to attract Foreign Direct Investment and reestablish normal business and trading activities with the rest of the world.

As a result, a large section of the Exhibition will be allocated to showcase products and services from all over the world that Iraq so desperately needs. Such products include basically everything from Fast Moving Consumer Goods, Materials, Machinery, Tools, Electrical and Electronic items, Consumer Electronics, Telecoms and Computing Equipment, Food and Beverage, Agricultural Products, Clothing and Apparel, Cosmetics, Pharmaceuticals, Furniture, Home Appliances, Automotive and Transport, Hotel and Catering equipment, Airconditioning Heating and Ventilation Systems Franchising etc. The list is basically endless.



Seminar on Travel and Tourism at the IMC



Business Networking at the IMC EXPO Centre

**PARTICIPATION AND EXHIBITOR OPTIONS**

For information concerning the participation fee at the Congress, please contact the Organisers. For organisations wishing to participate with multiple delegates, there are special arrangements available.

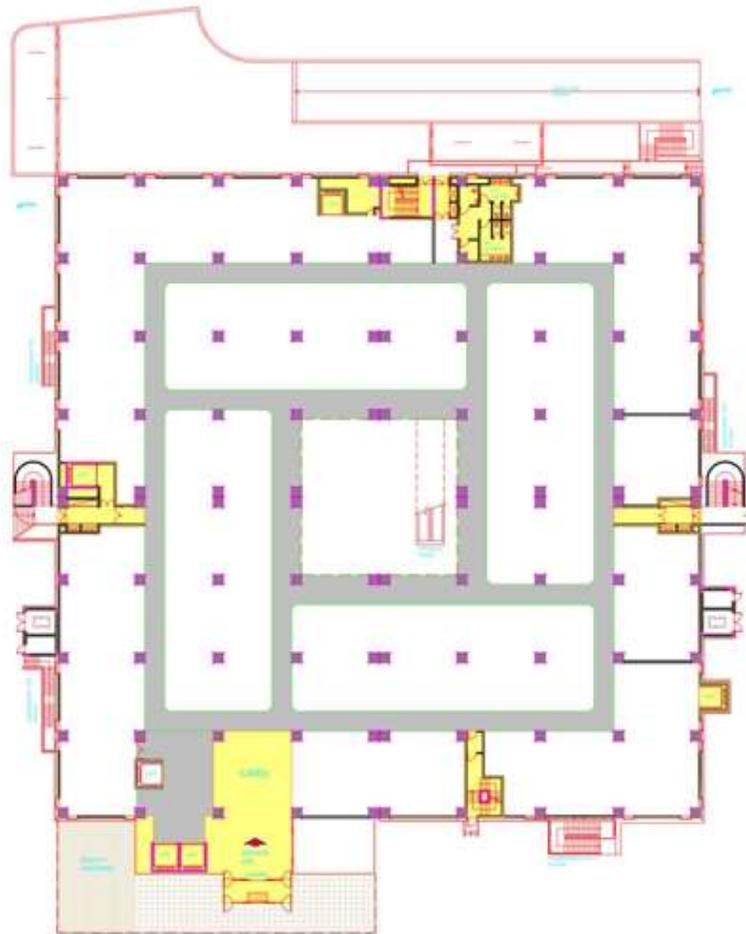
The participation fee entitles the delegate to attend all Conference sessions, meetings, workshops and social events. Delegates need to make their own arrangements for travel, hotels, transfers etc. and pay for the cost.

The Organizers can assist in airline and hotel bookings if requested by the client. All fees to the Congress are payable in advance before the event. There is no refund of money in case of cancellations.

Special packages which include hotel accommodation, airport transfers, exhibition space rental, meals etc. are available upon request.

### **EXHIBITION SPACE RENTAL CHARGES**

Exhibition space is available on all four floors of the IMC EXPO Centre as per the typical floor plan presented below:



**Pavilions can be constructed and licensed for companies and organisations in multiples of 16 m<sup>2</sup> and multiples of 80-m<sup>2</sup> for national pavilions. For prices please contact the Organisers**

#### **IMPORTANT NOTES**

1. The rates are for space only. For the construction of stands, furniture, fittings etc. arrangements can be made with a local contractor based in the exhibition center. Alternatively, an exhibitor may wish to employ his/her own contractor or make other arrangements.
2. All exhibitors are entitled to attend the Conference **FREE OF CHARGE**.



The Russian Enterprises and the US Products Pavilions in previous Internationals events held at the IMC.

#### **LEVELS OF PARTICIPATION AT THE EXHIBITION**

##### **OPTION A**

Display of products or services in an indoor pavilion in the main exhibition hall with a minimum space area of 16m<sup>2</sup>. Additional space can be rented in multiples of 16m<sup>2</sup>. National Pavilions are available at a minimum size of 80m<sup>2</sup> and in multiples of 80m<sup>2</sup> thereafter.

##### **OPTION B**

Open air display for heavy construction machinery and equipment with a canvas roof for protection from the weather. No minimum space requirement.

##### **OPTION C**

Small stands of approximately 4m<sup>2</sup> for display of company and product literature and smaller product items. Ideal for services companies.

##### **OPTION D**

Catalogue only participation. Participants' catalogues and other literature to be displayed to the public at the entrance to the exhibition.

## NOTES

1. For rates please contact the Organisers
2. All the exhibition participants regardless of the method of participation will have their names and contact details listed free in the Official Exhibition Catalogue which will be distributed worldwide.
3. For participation under options B, C and D prospective exhibitors are advised to request a separate application form for completion from the Organisers.

## SPONSORSHIPS

There are plenty of sponsorship opportunities for public and private sector companies and organisations who see this as a marketing opportunity to project their image and promote their products and services. Potential Sponsors can choose to either sponsor the whole event or specific plenary sessions or any of the specialized workshops depending on their target audiences. Those sponsors that choose to host any of the workshops they will be given the opportunity to Chair and present at the specific workshop. Details are available from the Organisers.

## WORKSHOPS

During the context of the Congress and Exhibition a number of Special Interest Workshops and interactive group sessions will take place in breakout rooms at the IMC EXPO Centre premises. The list below will be finalized after consultations with our strategic partners, the interested country government officials, public policy decision makers, leading representatives of key sectors of economic activity and leaders from a variety of business organisations and associations.



**Workshop Session from the Lebanon Reconstruction Conference in 2006**



**Ex Chairman of CCCI M. Mavromatis addressing a plenary session at the IMC**

**Workshop I** (For Contractors)  
Transport Infrastructure Projects including  
Airports, Railways, Ports, Highways, etc.).

**Workshop II** (For Contractors)  
Housing and Public building construction  
projects.

**Workshop III** (For Suppliers)  
Construction material sourcing.

**Workshop IV** (Building Technologies)  
Suppliers and buyers of Plant and  
Machinery and Equipment.

**Workshop V** (For Service Providers)  
Engineers, Architects, Surveyors, Financial  
Institutions, Project Managers Etc.

**Workshop VI** (Environment specialists)  
Environmental protection and conservation.  
Waste management, water and sanitation.

**Workshop VII** (Energy)  
Oil and Gas. Energy conservation programs.  
Alternative Energy technologies.

**Workshop VIII** (Technology)  
Technology transfer. Research and  
Development. Technology parks.

**Workshop IX** (Finance)  
Financing Construction and Development.

**Workshop X** (Investments)  
Investing in Iraq. The legal framework and  
the tax regime.

**Workshop XI** (Health)

Public health programs and research

**Workshop XII** (Building Services)  
Building interiors and household appliances

**Workshop XIII** (Tourism Development)  
Tourism infrastructure, development and  
management

**Workshop XIV** (Agricultural Development)  
Restructuring Iraq's Agriculture

**Workshop XV** (Telecommunications)  
IT and Telecommunications

**Workshop XVI** (Franchising)  
Franchising Opportunities

**Workshop XVII**  
Industry and Commerce

**Workshop XVIII**  
Presentations from Governorates and  
Municipalities

**Workshop XIX**  
Power, Electricity Generation and  
Distribution

**Workshop XX**  
Restorations of Cultural Heritage and  
Historical Sites

**Workshop XXI**  
Rebuilding Education Infrastructures

**Workshop XXII**  
(Jordan Free and Development Zones)

**Workshop XXIII**  
Major Development Projects in Jordan

## Workshop XXIV

Jordan as a Logistics and Distribution  
Gateway to Iraq

### Organisers:



[www.imcexpocentre.com](http://www.imcexpocentre.com)



[www.euromedtds.org](http://www.euromedtds.org)

### **For more information**

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