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# Exhibitor & Visitor Survey

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Kurdistan DBX Tradeshow November 11<sup>th</sup> –  
14<sup>th</sup>, 2006, Sulymania, Iraq

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# Executive Summary

## Survey Purpose, Methodology, Summary of Results

### IACCI - Service, Value, Logistics, Customer Satisfaction, Execution

IraqiAmerican Chamber of Commerce & Industry long standing effort to become the premier developer and organizer for tradeshows inside Iraq started in March, 2004, with Destination Baghdad EXPO "DBX", in the capital city of Baghdad and at the Baghdad International Fairgrounds, from this humble beginning and through hard work, perseverance, a team of dedicated IACCI staff "Impossible is Nothing" they finally build the all new Sulymania International Tradeshow facility in the city of Sulymania, Kurdistan, with over two million dollar investment with 10,000 SM facility where the first ever international tradeshow in the city of Sulymania on November 11<sup>th</sup> – 14<sup>th</sup>, 2006 was held. The results where incredible indeed, some 106,000 visitors breaking our previous record last year in the city of Arbil, Kurdistan where attendance was around 95,000, some 387 exhibitors participated in the this years event, with over 50 companies from Germany and 24 from Italy as well as a large number of participants from neighboring countries like Turkey, Iran.

Our survey shows over \$100 million dollars of business will be generated from the event in the next few months. This is \$100 million dollars that is going to be injected into the Iraqi economy that is no burden to the US taxpayer, or any other nation's taxpayer for that matter. All of the business activity are purely private sector initiative, the result of bringing people together who simply are looking for opportunities.

Similar to last year's event held in the Kurdish city of Arbil, the show was held in a specially outfitted warehouse-like facility, providing exhibitors and visitors with over 10,000 square meters of indoor space. Again, like last year, the facility was constructed in a record 60 days, utilizing the expertise of engineers from both Kurdish and Arab Iraqi companies combined.

The IACCI, as the organizer of the event, in partnership with local government and business associations, is a grass-roots organization that has been around since the fall of Saddam in 2003. It's team of 120+ employees has recently survived a kidnapping of fellow staff members and CEO Raad Ommar back in late July.

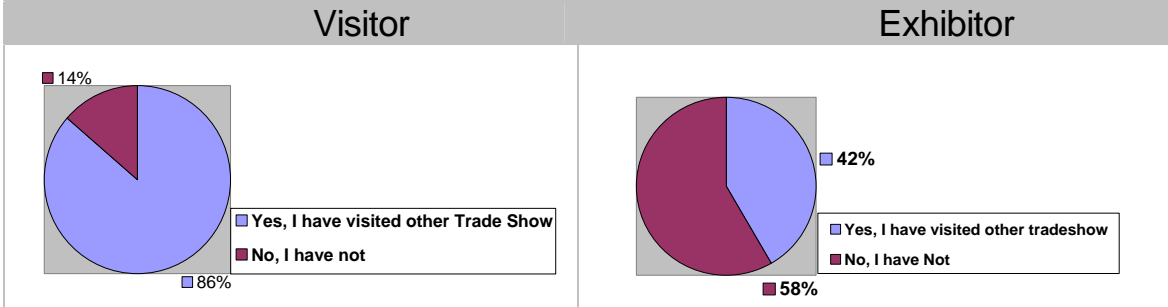
DBX Kurdistan was organized by the Iraqi American Chamber of Commerce, in partnership with a specially appointed committee of Kurdistan Regional Government representatives from the Governate of Sulymaniya as well as the Sulymaniya Chamber of Commerce. Over \$2 million dolor was invested by IACCI to build the facility on land leased through the new investment law in Kurdistan.

**As always IACCI strives to exceed expectations through dedication and commitment to high standards, therefore we developed and conducted two surveys to measure our effectiveness and the degree to which exhibitors and visitors alike benefited from the event.**

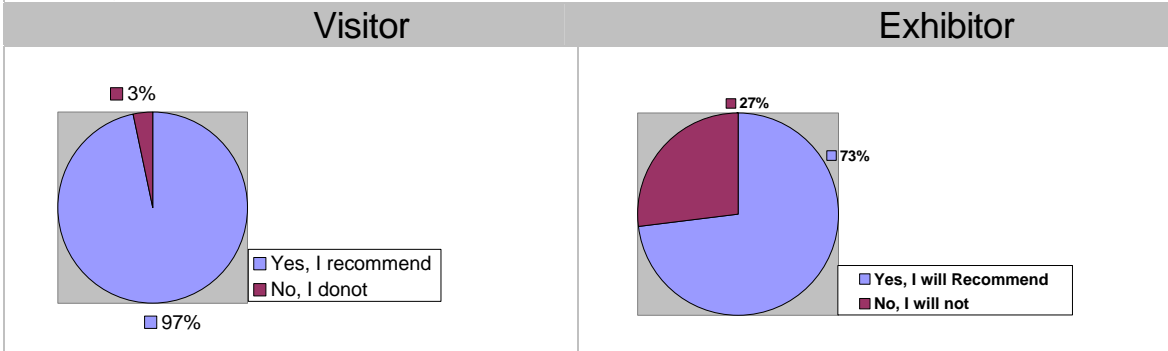
- 387 exhibitors where surveyed the third day of the event
- 400 visitors where surveyed throughout the four days when they exited the show
- 15 IACCI staff members conducted the surveys
- 85% of exhibitors plan to participate in next years event
- Over \$100 million in business will be generated through the event

# Survey Results

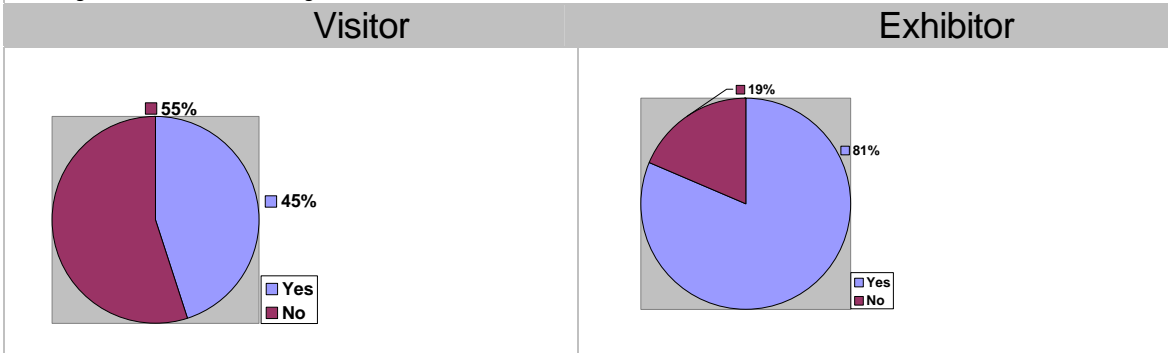
Have you visit any trade show Inside Iraq in the past?



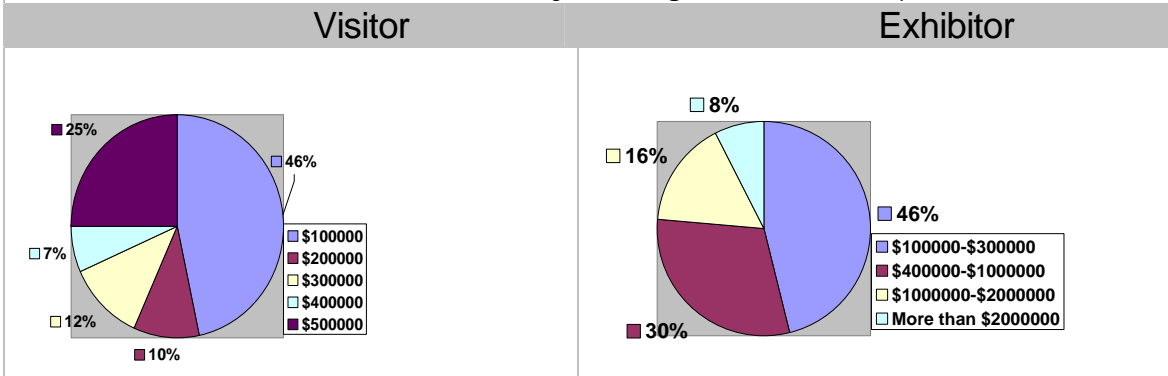
Would you recommend Kurdistan DBX to others?



Will you exhibit next year?



What was the estimated business that you will gain From the Expo?



## Background Information

- Exhibitor Survey
- Visitor Survey
- Exhibitors Comments
- DBX Story

## Exhibitors Comments

Mr. Salar Fakhry / Director of Zara Company for Healthy Mineral Water Production said "We consider the 2nd Annual Kurdistan DBX International Tradeshow, as the first trade show dealing with the re-construction of Iraq. We had great success with a lots of companies from around the world..we will encourage local and foreign companies to participate fully in the next Kurdistan DBX trade show."

Dr Thair Al-Faily Deputy Minister of Housing and Construction, Iraqi Government said "2nd Annual Kurdistan DBX International Tradeshow is deemed a great success and encouraging step towards rebuild Iraq as well as in developing the Iraqi capabilities and skills. The world witness a myriad changes during 35 years in different aspects, whereas Iraq stayed away from latest technology. The evident signs of this massive hunger to develop and prosper were the basic reasons that originated the idea of holding show, which would assist Iraqis as businessmen as well as individuals to join the race of progress"

2nd Annual Kurdistan DBX International Tradeshow represents a platform when the representative of the companies meet with their counterpart to be familiar with latest technology in the field of security and other specializations; also it is a great opportunity for us to display our services and activities to the exhibitors and visitors, said by Mr. Mohammed Bagilan (the representative of Teledirect Co.)

This is our first participation in 2nd Annual Kurdistan DBX International Tradeshow, said by Mr. Faez Ahmed, the representative of Bnaw Company. Sulymnai city represents a fertile soil for the foreign investment due to many reasons, firstly, Kurdistan Regional Government encourage foreign and local investors by providing them all the facilities to invest in Kurdistan region, secondly, which is more important security situation helps to attract the investors, the city witness a rapidly growing economy during the last three years. All these elements help to hold 2nd Annual Kurdistan DBX International Tradeshow in Sulymnai city. It offers us the chance to identify and acquaint us with other companies' productions.

Mr. Dalawer Nori Mohmood / Director of Trade Bank of Iraq / Sulaymania Branch said "2nd Annual Kurdistan DBX International Tradeshow is a turning point for Sulymania city, it will contribute to be distinctive among other governorates and especially encouraging local and foreign investments. At first we present our esteem gratitude for the Iraqi American Chamber of Commerce and Industry for the immense efforts to be well-organized event, and good management. Second for their true intention to develop Iraqi economy. The trade off between well organized and meet great success; thinking seriously to participate in the next year show."

Dr. Suhaib Al-Neaimy/ Director General AI – Sahbaa Company for technology said "Our main aim is to transfer recent advances in industry and construction technology into Iraq in order to rebuild the shattered post war economy. These new high technology and sophisticated equipment have created a spirit of competition among the companies as well as for all those motivated towards the rebuilding of their country." At the end, he praised Iraqi American chamber of Commerce & Industry for their performance and tremendous efforts for making this event success.

Mrs. Muna Yaseen/ a member of Administration Council in the North Bank said "The 2nd Annual Kurdistan DBX International Tradeshow is considered as a forum for the North bank due to many reasons: It introduced the foreign and commercial companies for our latest activities, furthermore to negotiate with the companies which are willing to deal with us."

Hiwa F. Mustafa/ Director of MeCast Ltd (Telecommunications and Broadcasting) said "It was our first participation in this kind of exhibition; I'm impressed by high administration of Iraqi American Chamber of Commerce & Industry, I'd like to present my profound appreciation to the organizer. Hope that the fair fulfilment of desires visitors and exhibitors (Rebuild Iraq). Our main aim is to increase our sales in Kurdistan Region beside mutual business with other companies."

Sarmed T. Abdul Alla/Director of Discovery Company for Industrial Technology said "In fact, we surprised by high preparations of Kurdistan DBX trade show and successes to reach the required international standard. We have noticed a great demand for our production from visitors as well as government department. Eventually, Sulaymaniyah witness a dramatic changes during the past years also a good ground for investment."

Mr. Abdul Alla/ MAD Bureau for digital printing said "In spite of the fact that our company isn't member in Iraqi American Chamber of Commerce & Industry but after I have touched the success in 2nd Annual Kurdistan DBX International Tradeshow that makes us to re-consider in our decision and motivated us to be member in this non-profit organization."

Mr. Awni Hashim and Mr. Abdul Aziz Guiwada, the representative of the Egyptian company for food industry and seed packaging said "It is well worth saying that the effort exerted by the Iraqi American Chamber of Commerce & Industry (IACCI), in conducting the first and second international fairs in Arbil and Sulaymaniyah consequently, are considered a big step on the road to an Iraqi flourishing economy."

Mr. Salah Al-Duradi, the Executive Manager of Italian companies group said: "Sulaymaniyah is a suitable area for organizing such fairs. We could have called upon other Italian and Tourism companies to participate in Kurdistan show. All agrees that organizing fairs inside Iraq is much better than organizing them outside. We depend much on the Iraqi American Chamber of Commerce & Industry (IACCI) without which, we wouldn't have been able to come to Sulaymaniyah and to participate in DBX."

Mr. Bashar & Hani are representative of SNAFEE Company, Engineering-Construction-Consultation said "It is our first participation, but the immense exerted efforts of Iraqi American Chamber of Commerce & Industry (IACCI) to hold such a great event in Iraq, the participation of foreign companies, moreover, well preparations, push us to take part in all exhibitions that IACCI will be held in the future."

Mr. Shukr commented on the role of IACCI in these activities said: "It is an honor for us to be members in non-profit-organization, it is always on direct contact with foreign and local businessmen whether inside or outside Iraq and seized any opportunity to acquaint with the latest event in order to convey the experience to Iraq. 2nd Annual Kurdistan DBX International Tradeshow is an undoubted evidence to reflect the devotion to get Iraq into international home."

Mr. Azad J. Kayat, the Executive Manager of Kiroos Company for Spanish ceramic said "the participation in 2nd Annual Kurdistan DBX International Tradeshow in Sulaymaniyah is good evidence to ensure that the private sector is longing to improve the Iraqi economic field. IACCI gave us a great chance to meet many businessmen, and companies and to have a clear idea about their activities and also cooperate for the goodness of Iraq. We are completely confident that Kurdistan DBX will be a remarkable master piece in the history of new Iraq."

Mr. William Wickkhen Director Anglo - Iraq Insurance broker said "we did not take part in the Kurdistan DBX 2005, but we participate in this year 2006 and will take part in future fairs that hold by IACCI. I wish

that fair would be hold up in all over Iraq. But here in Sulaymani the location is very good and this is due to the role of IACCI in this great idea."

Ahmed Abdul Kareem / Director of the Control Link Co. said "the rationale behind our participation in this trade show that is Iraqi Market is big and fertile and also to have knowledge about Kurdistan market that is important for the future plan of our company, these two elements (Iraqi and Kurdistan market) depict the clear picture about Iraqi economy in the coming years."

Mr. Abu Haider .. Representative of Danimex Co. said "We participated in all the trade show which held by the Iraqi - American chamber of commerce and industry, and the trade show in Sulaymania distinguished to be the first time show and visitors are vehemently contributed with intrepidity. I think the exhibition was a good chance to achieve the development and reconstruction of Iraq."

Sadiq Abid representative Raban Al-Safina Co. said "Kurdistan DBX trade show is going to reach a high level and sublime to the international exhibitions, because of the accurate arrangement, the intensive intrepidity and other participation. I wish the trade show will continue and be more specialists to attract the specialist foreign company we had contracts with different projects and companies particularly with the oil projects in the territory."

Engineer Ban Aziz Udesho / Authorized Manager of Uruk Tower Co. for general construction said "Our aim in the participation of Kurdistan DBX 2nd annual international trade show to identify our company to all visitors and exhibitors who concerned about the reconstruction of Iraq, also our bureau in Arbil has an intention to open a branch in Sulaymania and that will be completed after the recognition of our company in the trade show which is considered a positive step to develop province economy."

"Dear Raad; I would like to congratulate you and i-acci staff for the enormous effort for DBX, as you know I participated last year too, this year is another story much more organized, much more professional and very close to the global standers, its amazing how you can develop your performance that much, I'm so proud of you and its great honor to be Gold + member of IACCI, good bless you all. Respectfully, Slood Omari, Architect, IWAN Group, Group President

## The DBX Story

The "DBX Story" is an account of the challenges that IACCI has encountered over the last few years to become a leading EXPO organization in Iraq.

The Iraqi American Chamber of Commerce and Industry (IACCI) was officially launched here in Iraq back in May, 2003. Since that time, the organization's goals have been centered on developing Iraqi and western-world business relations. As one might expect, at this time in Iraq's history, despite the great opportunity, businesses are hesitant to come in and put down roots to begin transactions here in Iraq.

The idea for the original DBX Expo – Destination Baghdad EXPO was conceived by IACCI's CEO, Raad Ommar, back in October of 2003. IACCI had been active at that time, as it is now, in leading trade delegations to neighboring countries for Iraqis to begin partnerships with people interested in entering Iraq. However, if it was possible for us (IACCI, as a representation of now approximately 7000 Iraqi businesses and hundreds of foreign Arab and western businesses) to provide a forum for interaction between Iraqi and western businessmen IN IRAQ that was safe and secure, we could officially declare to the world that "Iraq is open for business." Then the opportunities for Iraqi business to flourish would open up.

In December of 2003, an agreement between IACCI and the Iraqi Ministry of Trade was officially signed giving the permission to IACCI to begin operations to repair the damage to the main exhibition halls at the Baghdad International Fairgrounds (owned by the ministry), and use them at a reduced fee for the purposes of holding the expo.

Many companies believed in the idea behind DBX and offered hundreds of thousands of dollars-worth of support for the event without any form of monetary compensation. The initial agreed-upon date for the show was to be the 1st through the 4th of April, 2004.

Security measures were implemented to ensure that the event would be incident-free. A security company was hired and a large 3-meter high cement barrier called a "T-Wall" was erected around the site of the fair. The cost for the T-Wall was somewhere in the neighborhood of \$400,000. It was during the end of the month of March and beginning of April, that unfortunate incidents leading up to the escalation of violence began, forcing DBX to delay. It was decided at that time to postpone the event a couple of weeks and move it inside the CPA secured "green zone." The next couple of days proved that no location could be found within the green zone.

IACCI representatives traveled north to Sulaimania and met extremely enthusiastic support from the Government of Sulaimania. Support was so enthusiastic, in fact, that a protocol of cooperation was immediately signed.

Within a couple of days, the government authorities whom had been so welcoming slammed the door on all efforts to bring DBX to Sulaimania. In spite of this discouragement, the spirit of DBX carried on. April 19th, IACCI organized a special event with the US PMO prime contracting companies for the benefit of exhibiting companies and attendees of DBX. The event was a tremendous success, with approximately 1000 attendees present. Iraqi companies were able to interact in a transparent fashion with the PMO companies, becoming candidates for sub-contracts under the primes as true Iraqi recipients of the US aid money targeted for Iraq and its people.

Meanwhile, efforts to locate an alternative location settled on the city of Diyarbakir, Turkey, which is situated in the southern part of the country of Turkey, to satisfy the needs of exhibitors and those interested in attending DBX at a time which was near the original intended date. The chamber did in fact organize and carry out the difficult process of transporting more than 1500 Iraqi businessmen, most of which were coming from Baghdad, and 120 companies from all over the world to the small city in Southern Turkey. This event was not without its challenges and shortcomings, however the end result proved to all that the grass-roots operation of IACCI, as an example to the Iraqi business community, could achieve anything it set its mind to, especially when one is willing to risk failure and keep going even when things get tough.

Of course, the original goal behind DBX is that it would be hosted in Iraq. To this end, in place of the Baghdad International Fairgrounds as the location for the Expo, IACCI has secured one of two giant airplane hangers belonging to Iraqi Airways located on the Baghdad International Airport property.

The perimeter of the airport extends to over 5 kilometers distance from the site of the hanger and is tightly secured. The challenge in Baghdad remains the provision of accommodations, as there are none within the airport perimeter, along with the continuous attacks of terrorists in Baghdad that prolong the hesitancy of international companies to come there.

The time for getting involved and investing in Iraq's future is now. These challenges that prevent DBX from being held in Baghdad for the present time need not any longer deprive Iraq of the opportunities that an international exhibition of the scope of DBX will present to its private and public sectors.

It has been said that Kurdistan is the "Gateway to Iraq." Foreign businesspersons are beginning to seriously consider the viability of launching their activities in Iraq through the channels that are provided by locating in Kurdistan. The Kurdistan Regional Government is to be applauded for its ability to maintain order through the chaos and turmoil that the rest of the country has been facing. Not only this, its efforts to attract foreign investors and international business to the region are marked by the presence of more than 4 world-class international 5-star hotels, a full range of park and transportation facilities serving the community, high-rise modern offices under construction that one might see in Chicago, and self-financing high-class housing developments, to name a few.

These factors have led IACCI to the conclusion that holding DBX in Kurdistan, particularly Arbil, would be an excellent way to finally bring the international-scale events that promote trade in Iraq home to Iraq.

The Idea of DBX Kurdistan Trade Show, DBX trade show is the first exposition for rebuilding Iraq which was held in Arbil from 15 through 18 of September 2005. This Fair is considered as a new launch in the way of Iraq reconstruction on all levels with the participation of Iraqi Ministries in addition to Kurdistan Regional Government. Over 106,000 visitors attended the event and 300 exhibitors participated from around the world