

# NOVEMBER 2010

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Make the First Step See You  
At DBX Sulaimaniyah EXPO  
Book These Important Days

## DBX Sulaimaniyah EXPO

November 14

# 2009

Each year since 2005 we surveyed 500 visitors and exhibitors at DBX Sulaimaniyah EXPO, asking questions to improve our performance in the coming years. Some 100,000 visitors attend the highly publicized event each year because they trust our professional service and dedication to details and we welcome new companies all the time to try for themselves.

## Research Study and Recommendations

*For more information on the content of this study or anything related to DBX Sulaimaniyah 2010 and other tradeshows organized in Iraq by Progressive EXPOS and Conferences Company "PECC" and its affiliates and partners*

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# DBX SULAIMANIYAH 2009 STUDY

## COMPREHINSIVE VISITOR AND EXHIBITOR SURVEY AND RECOMINDATIONS

**Each** year for the past five years we conduct two surveys, one for visitors and another for exhibitors between 11<sup>th</sup> – 14<sup>th</sup> November, and 2009 is no exception, most results are very much like prior years but they show how much improvement we accomplished since the prior years and how much visitors and exhibitors had learned what to expect from EXPO organizers in Iraq . Iraq is a new country in many ways, and we are still learning to be good shoppers and intelligent in our choices. In the next few pages we will look at results, outline some important characteristic about DBX and how you can take advantage in your decision to participate.

### EXECUTIVE SUMMARY

Today there are many expo organizers in Iraq attempting to capture a significant share of the expo business and with the multiplications of would be organizers, exhibitors need to choose more wisely. We consider ourselves pioneers in the EXPO business in Iraq and the preeminent leaders, we know the business from the ground up, we literarily build two expo sites with 10,000 square meter halls each in Erbil and Sulaimaniyah and help renovate the damaged buildings at Baghdad Fair Grounds in 2003. With over 40 tradeshow events in 18 governorates in Iraq, we accumulated the experience and the knowhow to put on the best show in Iraq, DBX Sulaimaniyah

All other EXPO organizers are companies from outside Iraq, capitalizing on the boom in demand for doing business in Iraq; they have little knowledge of the local markets. We hope this study will help you make the right decision to join us next November 2010 at DBX Sulaimaniyah.

The surveys will highlight three areas of importance (TYPES):

- 1) Customer Service
- 2) Products, Companies, Quality And Qualifications
- 3) What Type Of Exhibitor Or Visitor, Demographics

Results state clearly that while visitors depend on DBX Sulaimaniyah EXPO to make buying decisions and build new relationships with exhibitors, they still want new international companies to participate, obviously this is true anywhere in Iraq because of the lack of access to global markets for so many years and the relative young experience of buyers, looking for new lines of products.



**“DBX Sulaimaniyah 2009 was a very good chance for our small company to secure new business in Iraq”**

**Kerman Stone, Iran**

**“We never done any business in Iraq, DBX Sulaimaniyah helped and the organizers did everything we needed, and we already decided to exhibit in 2010”**

**Al Saif Al Dwali, UAE**

## VISTOR SURVAY

Visitors are the most important part of any successful tradeshow and DBX Sulaimaniyah EXPO attracts over 100,000 visitors over four days, many reasons for this success:

- A. The longest running tradeshow in Iraq, since 2004.
- B. We have visitors from all over Iraq because we have offices in Baghdad and we promote the event all year long.
- C. Visitors are more qualified and they have to register to attend
- D. We have our own business magazine TODAY which is published monthly and widely distributed in Iraq to support all our activities and we know what our customers need, we write about them all year long, we listen and then we do what we know is best
- E. We look for repeat business, we are Iraqi's and here to stay for many years to come

### SERVICE

- CUSTOMER SERVICE was excellent
- There was Plenty of Parking
- Restaurant and restrooms were clean and food was good and affordable
- Transportation from and to venue was available
- Staff was available and helpful, answered questions
- DBX Sulaimaniyah Directory was very helpful and will use it

### EXHIBITORS AND PRODUCTS

#### What Did You Think Of the Exhibitors?

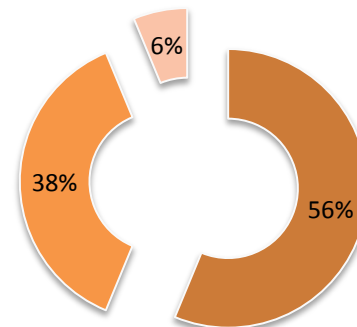
- I was satisfied with the experience of the companies exhibiting
- I did you find the company I want
- I did find the right company to do business with, but would like more, please ask more International Companies to participate and exhibit in 2010
- I was satisfied with the type of companies exhibiting
- I was satisfied with the number of companies exhibiting; however I would like MORE INTERNATIONAL COMPANIES
- I was not satisfied with the number of countries exhibiting and would like more in 2010

#### Did You Find the Product or Service?

- I did find the products I was looking for but would LIKE MORE TO CHOOSE FROM
- I did make a decision to buy and looking to make BIGGER BUYING DECISIONS IN THE FUTURE as more companies exhibit
- I did meet new customers and would like to meet more in the future
- I did find new opportunities for business, and would like more in the future

### Service Is Number One

■ Strongly Agree ■ Agree ■ Disagree



*RESULTS REPRESENTED IN THE GRAPH ARE AVERAGE RESULTS FOR 22 QUESTIONS, IN THREE CATEGORIES, STRONGLY AGREE AND AGREE TOTALING 94% OF RESPONSES*

### WHO ARE YOU

- (17) Are you from Sulaimaniyah?
- (18) I heard about DBX Sulaimaniyah from satisfied visitors and exhibitors and they encouraged me to attend
- (19) I visited DBX Sulaimaniyah at least two times in the past six years
- (20) Since DBX is always the same date, I make my plans long time in advance to attend each year NOV. 11th – 14th
- (21) Would you recommend DBX Sulaimaniyah to others
- (22) Would you visit to DBX Sulaimaniyah 2010

*They call us “the impossible is nothing team”, success is the reward for those that dedicate themselves to excellence*

## EXHIBITOR SURVAY

Exhibitors are our customers, they demand service, accuracy and accountability for delivery of qualified visitors, they contracted a certain expectation, our aim and goal is to exceed expectation, to insure continued business. Successful tradeshows have history behind them, predictable outcome, especially for international visitors because they pay more than booth price, there is product shipping and logistics, visa, accommodation, travel just to name a few.

How do we measure our success?

- (a) Repeat customers and visitors, more than any other show in Iraq (b) Continued attention to details, we take the time to measure our performance through surveys and we do what we need to do to satisfy customers, we ask, did we book the right hotel, did we complete visa applications on time, did we pick up customer at airport, did we find that special service request, these are the things that make the difference between organizers and why we know we are the best

### LOGISTICS

- (1) I was picked up on time and as expected at the airport
- (2) My visa was ready for me
- (3) All my goods arrived on time
- (4) Setup and tear down was easy and plenty of help
- (5) Organizer available to answer my questions
- (6) Special accommodation was done as I requested
- (7) Customs cleared my goods
- (8) Transportation from and to venue available and on time

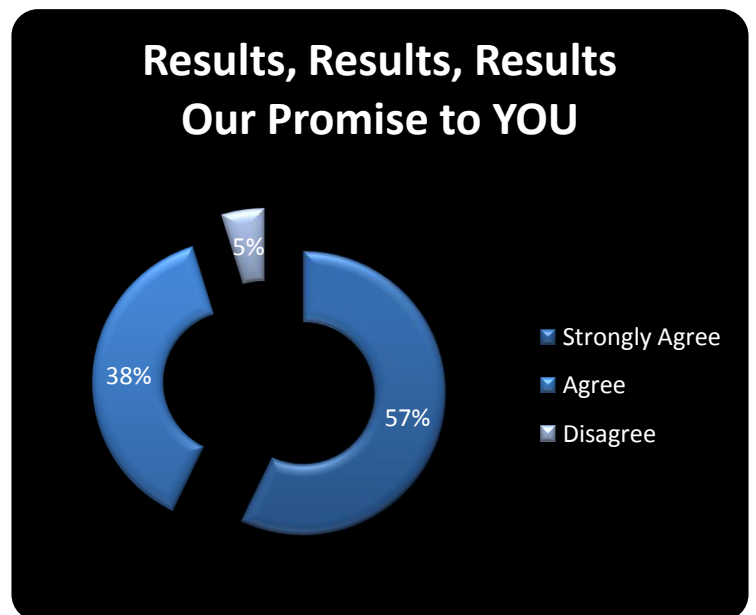
### EXPECTATIONS, RESULTS, SATISFACTION

#### What Did You Think Of the Visitors?

- (9) I was satisfied with number and qualifications of visitors
- (10) Did you find partners and dealers among other exhibitors
- (11) Did you get enough leads and did you make business
- (12) I was satisfied with the type of companies exhibiting
- (13) I did you see visitors from around Iraq
- (14) Would you say results are better than expected and would you come again in 2010

#### Did you find your overall participation successful?

- (15) Was the price you paid to participate including booth, travel, shipping and other cost well worth it
- (16) Will your company do business in Iraq as a result of DBX Sulaimaniyah 2009
- (17) Would you recommend DBX Sulaimaniyah to others
- (18) Would you like more international participation
- (19) Would you say they show had plenty of local companies participating
- (20) Was the directory useful, would you advertise next time
- (21) would you spend more on advertising next year



*RESULTS REPRESENTED IN THE GRAPH ARE AVERAGE RESULTS FOR 27 QUESTIONS, IN THREE CATEGORIES, STRONGLY AGREE AND AGREE TOTALING 95% OF RESPONSES*

### WHO ARE YOU

- (22) Are you from Iraq or local company from Kurdistan?
- (23) I heard about DBX Sulaimaniyah from satisfied visitors and exhibitors and they encouraged me to exhibit
- (24) My company wanted to do business in Iraq for a long time and DBX Sulaimaniyah was an excellent way to accomplish our objectives
- (25) We are a relatively small to medium size company and any international business can significantly improve our financial results
- (26) Would you recommend DBX Sulaimaniyah to others
- (27) Would you exhibit in DBX Sulaimaniyah 2010

*Convinced, make the move, send us an email, sign up, and enter the Iraqi market through DBX Sulaimaniyah*

**DBX Sulaimaniyah EXPO Partial List of  
Participating Companies**

Still Room for Many International Companies to  
Participate in 2010

2009  
DBX Logistic Team

<b>Company</b>	<b>Country</b>
Arab Brazilian Chamber	
Brazilian Embassy	BRAZIL
Lien Chiny Enterprise	CHINA
Tachuan Technical	CHINA
Yi One Enterprise Co.	CHINA
Pwn Group Filand Ltd	FINLAND
A.S Exclusiv	GERMANY
Natural World	GERMANY
SKM	GERMANY
AKIA	IRAN
Alborz Cable	IRAN
Arcandid Consulting	IRAN
ARSHA	IRAN
Baghban Trading	IRAN
Bahman Mfg	IRAN
Bam Poosh Iran	IRAN
Barez Plastic Tehran	IRAN
Bastan Yazd Carpet	IRAN
Behzarf Yaran Khouzeestan	IRAN
Bonyan Sanat Zeytoon Co.	IRAN
Charston Kia	IRAN
Dalahoo Dairy	IRAN
Daroosazi Samen	IRAN
Doraj Rafsanjan	IRAN
Dozhpad	IRAN
Export Development Of Yazd	IRAN
Farasyas Engineering	IRAN
Ghavim Shimi	IRAN
Golbar Nassaj Yazd	IRAN
Hamedan Moquette	IRAN
Havasan	IRAN
Helen Art Group	IRAN
Idro International Trading	IRAN
Iran Golab (Raheb Industrial)	IRAN
Iran Motor Oil	IRAN
Iranian Sepeher Afarin	IRAN
Kalaye Khaneh Paya Pars	IRAN
Kaviani	IRAN
Kerman Stone Association	IRAN
Khors And Carpet	IRAN
Kordestan Plast Zamzam	IRAN
Linco Peshtaz	IRAN
Mana Morgh Esfahan	IRAN
Melli Agro Chemical	IRAN

<b>Company</b>	<b>Country</b>
Mirnezam Machinery	IRAN
Navid Bahman Shoes	IRAN
Negar Steel	IRAN
Noor Plast Jam	IRAN
Nour Sazeh Arak	IRAN
Pars Eltek Energy	IRAN
Pars Lent	IRAN
Pars Sang Shargh	IRAN
Patina	IRAN
Persian Henna	IRAN
Petro Pole Jam	IRAN
Piyavar Group	IRAN
Plark Plastic	IRAN
Poly Ethylene Gas Aria	IRAN
Polymer Golpayegan	IRAN
Pooya Gharb	IRAN
Radsystem Company	IRAN
Razaghi Tubing Factory	IRAN
Sahar Food Ind.	IRAN
Sahlan Interior Performer	IRAN
Sekkeh Gaz Company	IRAN
Sepand Steel Structures	IRAN
Setareh Tile	IRAN
Shakelli & Lee Vee	IRAN
Shakibaei Trading Co. Yazd	IRAN
Shaneh Chian Industrial	IRAN
Simaran Electronic Industries	IRAN
Sout Machine	IRAN
Tara Industrial	IRAN
TAZHA	IRAN
Teaman Company	IRAN
Tosee Siloha	IRAN
URUMADA	IRAN
Yazd Baspar Group.	IRAN
Yazd Gol	IRAN
Yazd Golvar Commercial	IRAN
Yazd Green Diamond	IRAN
Zartab Yazd Producer	IRAN
A.T Generators	IRAQ
ABB (Mpi)	IRAQ
Abdullah Jawhar	IRAQ
Abwab Al-Salam Co	IRAQ
Ahin Co. Qarachugh Factory	IRAQ
Ahmed PVC	IRAQ

<b>Company</b>	<b>Country</b>
<i>Aig (Rehau Germany)</i>	IRAQ
<i>Al - Majarah</i>	IRAQ
<i>Al- Ihsan Group</i>	IRAQ
<i>Al Mara Al Iraqia</i>	IRAQ
<i>Al Rief Al Arabi</i>	IRAQ
<i>Al-Aser-Al-Jadeed Company</i>	IRAQ
<i>Al-Asur Al-Jaded</i>	IRAQ
<i>Al-Barih</i>	IRAQ
<i>Al-Boraq</i>	IRAQ
<i>Al-Fayhaa Media</i>	IRAQ
<i>Ali Sor Company</i>	IRAQ
<i>Al-Kadhi Group</i>	IRAQ
<i>Al-Masar Al-Thabit Com.</i>	IRAQ
<i>Al-Mushirat Company</i>	IRAQ
<i>Al-Nakhil</i>	IRAQ
<i>Al-Noor For Swiss Waches</i>	IRAQ
<i>Al-Rayan</i>	IRAQ
<i>Al-Risoom Al-Alamiya</i>	IRAQ
<i>Al-Shifa Drug Scientific Burea</i>	IRAQ
<i>Al-Shubbar</i>	IRAQ
<i>Al-Tabak Factory</i>	IRAQ
<i>Alyasra Food</i>	IRAQ
<i>American Village</i>	IRAQ
<i>Aqua Maxi</i>	IRAQ
<i>Ard Al-Ghainaa Co. Ltd</i>	IRAQ
<i>ARIF</i>	IRAQ
<i>ART</i>	IRAQ
<i>Asia Cell</i>	IRAQ
<i>Atlas</i>	IRAQ
<i>Ava Factory</i>	IRAQ
<i>Ava Spor</i>	IRAQ
<i>Awa Medical</i>	IRAQ
<i>AWDER</i>	IRAQ
<i>Azady Enterprises</i>	IRAQ
<i>Azmar Air</i>	IRAQ
<i>Baghdad Co. For Gas Turbine</i>	IRAQ
<i>Baghizia Shop</i>	IRAQ
<i>Bajger</i>	IRAQ
<i>Bareaz Company</i>	IRAQ
<i>Barham PVC</i>	IRAQ
<i>Bauhouse</i>	IRAQ
<i>Bavin Company</i>	IRAQ
<i>Belloni Group</i>	IRAQ
<i>Casia Com. (Liper)</i>	IRAQ

<b>Company</b>	<b>Country</b>
<i>CHAUFFAGEKAR</i>	IRAQ
<i>Chauffagekiwan</i>	IRAQ
<i>Cihan Group</i>	IRAQ
<i>Communica Ltd</i>	IRAQ
<i>Crystal For Packing Systems</i>	IRAQ
<i>Deco Pier</i>	IRAQ
<i>Detay Engineering</i>	IRAQ
<i>DHL</i>	IRAQ
<i>Diamond</i>	IRAQ
<i>Dilan Company</i>	IRAQ
<i>DILSOZ</i>	IRAQ
<i>Diyar Group</i>	IRAQ
<i>DOOBZ</i>	IRAQ
<i>Dubai Co.</i>	IRAQ
<i>Dufa Company</i>	IRAQ
<i>EFFECT</i>	IRAQ
<i>Elaf Company (Abb)</i>	IRAQ
<i>Electric Bord Factory</i>	IRAQ
<i>Emarld Bank</i>	IRAQ
<i>Emjoi And Conair And Titania</i>	IRAQ
<i>Engineering Group</i>	IRAQ
<i>Erbilli Kuzine Comapny</i>	IRAQ
<i>Falcon Express</i>	IRAQ
<i>Farbig</i>	IRAQ
<i>Fardan Aryan Ind</i>	IRAQ
<i>Flext Company</i>	IRAQ
<i>Frlgo Erd Kft</i>	IRAQ
<i>Fro Company</i>	IRAQ
<i>Gold Up</i>	IRAQ
<i>Goran Net.</i>	IRAQ
<i>Green House</i>	IRAQ
<i>Green Power Com</i>	IRAQ
<i>Gulistan Com.</i>	IRAQ
<i>Harun Group(Arcelik)</i>	IRAQ
<i>Hassanein</i>	IRAQ
<i>Hawl Almadar Company</i>	IRAQ
<i>Hugel</i>	IRAQ
<i>Hzpc Company</i>	IRAQ
<i>Ice Pack Company</i>	IRAQ
<i>Iman Company</i>	IRAQ
<i>Industries Gorgin</i>	IRAQ
<i>Iraq Tech Co.</i>	IRAQ
<i>Iraqi Prefab Houses</i>	IRAQ
<i>Iraqi Ukraine</i>	IRAQ

<b>Company</b>	<b>Country</b>
<i>ISHKLAR</i>	IRAQ
<i>Jabil Qaiwan Company</i>	IRAQ
<i>Jadawel Al-Furat</i>	IRAQ
<i>Jornejo Company</i>	IRAQ
<i>Kaban Company</i>	IRAQ
<i>Kamaran</i>	IRAQ
<i>Karam Karada Company</i>	IRAQ
<i>Karin Industrial Group</i>	IRAQ
<i>Kaso Company</i>	IRAQ
<i>Khanibar</i>	IRAQ
<i>Konas Company</i>	IRAQ
<i>Korek Telecom</i>	IRAQ
<i>Kotal Company</i>	IRAQ
<i>Kurdistan Bank</i>	IRAQ
<i>Kurdistan Invetment Board</i>	IRAQ
<i>Lail Al-Tariq</i>	IRAQ
<i>LARY</i>	IRAQ
<i>LEADER</i>	IRAQ
<i>LIPER</i>	IRAQ
<i>Lolan Company</i>	IRAQ
<i>Lovan Company</i>	IRAQ
<i>Mahceram Company</i>	IRAQ
<i>Masadir Al-Taka</i>	IRAQ
<i>Mateen Express</i>	IRAQ
<i>MAXIM</i>	IRAQ
<i>MEMUZIN</i>	IRAQ
<i>MERBOLIN</i>	IRAQ
<i>MIHANIAT</i>	IRAQ
<i>MODERN</i>	IRAQ
<i>NAKBASH</i>	IRAQ
<i>Nawras Company</i>	IRAQ
<i>Nedens Company</i>	IRAQ
<i>NELPAR</i>	IRAQ
<i>Nemrut Bims Company</i>	IRAQ
<i>New Plastic Industrial</i>	IRAQ
<i>Noor Aldyar</i>	IRAQ
<i>Onduline</i>	IRAQ
<i>Paywast Com/ Sul</i>	IRAQ
<i>Pele Post</i>	IRAQ
<i>Pewand</i>	IRAQ
<i>Qaiwan Group Company</i>	IRAQ
<i>Qalib Company</i>	IRAQ
<i>QASAB</i>	IRAQ
<i>Raali Company</i>	IRAQ

<b>Company</b>	<b>Country</b>
<i>Rafsazi Company/ Sul</i>	IRAQ
<i>RAK</i>	IRAQ
<i>RAUF</i>	IRAQ
<i>RAWAN</i>	IRAQ
<i>ROZAN</i>	IRAQ
<i>Sab Elecrta Company</i>	IRAQ
<i>SABEK</i>	IRAQ
<i>SADAF</i>	IRAQ
<i>Saffin Trading Agencies</i>	IRAQ
<i>Sahba Technology Group</i>	IRAQ
<i>Saif International Group</i>	IRAQ
<i>Sakir Al Ghadeer Group</i>	IRAQ
<i>Sana Alzawra'a</i>	IRAQ
<i>SARA</i>	IRAQ
<i>SARINO</i>	IRAQ
<i>SARKAUT</i>	IRAQ
<i>SARKO</i>	IRAQ
<i>Sat Gate</i>	IRAQ
<i>SHUSHA</i>	IRAQ
<i>Shwan Office</i>	IRAQ
<i>Soma Company</i>	IRAQ
<i>Somar Land Company</i>	IRAQ
<i>Sorrell Group</i>	IRAQ
<i>Soz For Engineering</i>	IRAQ
<i>Sqr Al-Jazera</i>	IRAQ
<i>Srwa Kurd Shno</i>	IRAQ
<i>Sun Pet Company</i>	IRAQ
<i>Svg Company</i>	IRAQ
<i>Tabeen Company</i>	IRAQ
<i>Tabeen Company</i>	IRAQ
<i>Taha Company</i>	IRAQ
<i>Taha Group</i>	IRAQ
<i>The Smart Alternatives</i>	IRAQ
<i>Tigris Net Ltd</i>	IRAQ
<i>Toifor Iraq Ltd</i>	IRAQ
<i>Tootak Company</i>	IRAQ
<i>Tozengar Company</i>	IRAQ
<i>UB Group</i>	IRAQ
<i>United Cement</i>	IRAQ
<i>Utech Group</i>	IRAQ
<i>Van Company</i>	IRAQ
<i>Vano Group</i>	IRAQ
<i>Worlds Pump</i>	IRAQ
<i>Yanabee Alwaha</i>	IRAQ

<b>Company</b>	<b>Country</b>
<i>Yaqoob Company</i>	IRAQ
<i>Yellow Pages</i>	IRAQ
<i>Younis Group</i>	IRAQ
<i>Zamzam Industrial</i>	IRAQ
<i>Zanyar Electronics</i>	IRAQ
<i>Zarivar Trading</i>	IRAQ
<b>ZARSIM</b>	IRAQ
<b>ZHYIAR</b>	IRAQ
<i>Italian Pioneers Group/Er</i>	ITALY
<b>SHEWKET</b>	ITALY
<i>Arcaedil Snc</i>	ITALY
<i>Camel group</i>	ITALY
<i>Scarpo Giovaui</i>	ITALY
<i>Hitachi Ltd Power System</i>	JAPAN
<i>Al-Tabaa</i>	JORDAN
<i>Armenian Rollforming</i>	JORDAN
<b>ASIBEX</b>	JORDAN
<i>Camera House</i>	JORDAN
<i>Crown Logistics Ltd</i>	JORDAN
<i>Imperial Tobacco</i>	JORDAN
<i>Karama Irrigation</i>	JORDAN
<b>KASHA</b>	JORDAN
<i>North Shore Intetnational</i>	JORDAN
<i>Professional Solutions</i>	JORDAN
<i>Richmond Steep Products</i>	JORDAN
<i>Sae Institute</i>	JORDAN
<i>Seven Seas Shipping</i>	JORDAN
<i>Stamp Group</i>	JORDAN
<i>United Pioneering Business</i>	JORDAN
<i>Al-Qundus</i>	KUWAIT
<i>Ivacis Holding</i>	KUWAIT
<i>Q. Eighty United</i>	KUWAIT
<i>Fiveline International</i>	LEBANON
<i>K. Stars S.A.R.L.</i>	LEBANON
<b>TEH-ELIT</b>	RUSSIA
<i>Naksan Plastic</i>	TURKEY
<i>Linko Trading Co.</i>	TURKEY
<b>ABS</b>	TURKEY
<b>AL-CAP</b>	TURKEY
<i>Aslan Polyester Company</i>	TURKEY
<i>Atlim Makina</i>	TURKEY
<i>Cerko Motor</i>	TURKEY
<i>En Plastik</i>	TURKEY
<i>Erdem Etiket</i>	TURKEY

<b>Company</b>	<b>Country</b>
<i>Ersey Makina Factory</i>	TURKEY
<i>Faz Chemi</i>	TURKEY
<i>Goksu Group</i>	TURKEY
<i>Gurbag Group</i>	TURKEY
<i>Hakan Plastic</i>	TURKEY
<i>Koknar Company</i>	TURKEY
<i>Koksan</i>	TURKEY
<i>Lider Çerçeve</i>	TURKEY
<b>OPAL</b>	TURKEY
<i>Pilsa Plastic A.S.</i>	TURKEY
<i>Tuna Insaat</i>	TURKEY
<i>Vemar Ermator</i>	TURKEY
<i>Yazici Makina</i>	TURKEY
<i>Al Saif Al Dwali</i>	UAE
<i>Mabani Steel</i>	UAE
<i>Sahba Technology (Karcher)</i>	UAE
<b>WELLINGTON</b>	UAE
<i>American University</i>	USA
<i>Premier Star Constructions</i>	USA
<i>Alsaeed Trading</i>	YEMEN