

HOSPITALITY

I R A Q
S H O W

The International Exhibition for Hotels,
Restaurants and Coffee Shops Furniture,
Technologies and Supplies



www.iraqhospitalityshow.com

1-4 October 2025
Baghdad International Fair

IRAQ...

Hospitality Sector... A Rising Potential



The tourism and travel sector in Iraq is a very vast sector that is integrated with many different industries and other sectors such as hospitality, accommodation, transportation, food and beverages, catering, and others



Revenue in the Iraqi Hotels market is projected to reach US\$0.61bn in 2024.



Revenue in the Iraqi Hotels market is expected to show an annual growth rate (CAGR 2024-2028) of 6.00%, resulting in a projected market volume of US\$0.77bn by 2028,



In the Iraqi Hotels market, the number of users is expected to amount to 6.91m users by 2028.



In the Iraqi Hotels market, 78% of total revenue will be generated through online sales by 2028.



The Restaurant Delivery market in Iraq is projected to reach a revenue of US\$7.10m in 2024.



The Restaurant Delivery market is expected to grow at an annual rate of 6.89%, resulting in a projected market volume of US\$9.27m by 2028



Restaurants and Coffee Shops constituted as much as 89 percent of the hospitality sector, according to UNESCO report.



In June 2023, Estithmar Holding announced the signing of three memorandums of understanding worth \$7 billion with Iraq's National Investment Commission to develop new cities, 5-star hotels.



The number of Hotels in Baghdad totaled 1694 in January 2024.

Why Iraq

Iraq is an emerging market with a growing hospitality sector. As the country continues to rebuild and stabilize, there is increasing demand for hotels, restaurants, and coffee shops solutions, creating a ripe market for suppliers to tap into.

Situated at the crossroads of the Middle East, Iraq serves as a strategic gateway for businesses looking to access markets in neighboring countries. An international exhibition held in Iraq can attract participants and visitors from across the region, fostering cross-border business connections.



The Iraqi government is actively working to promote investment and economic development, including initiatives aimed at boosting the tourism and hospitality sectors.

Iraq has a youthful population, with a large percentage under the age of 30. This demographic trend bodes well for the hospitality sector, as young consumers often have a higher propensity to spend on leisure activities, dining out, and travel experiences.

Iraq possesses significant tourism potential, thanks to its rich cultural heritage, historical sites, and natural attractions. As the country continues to stabilize and improve security conditions, there is growing interest from both domestic and international tourists, driving demand for accommodation, dining, and entertainment options.



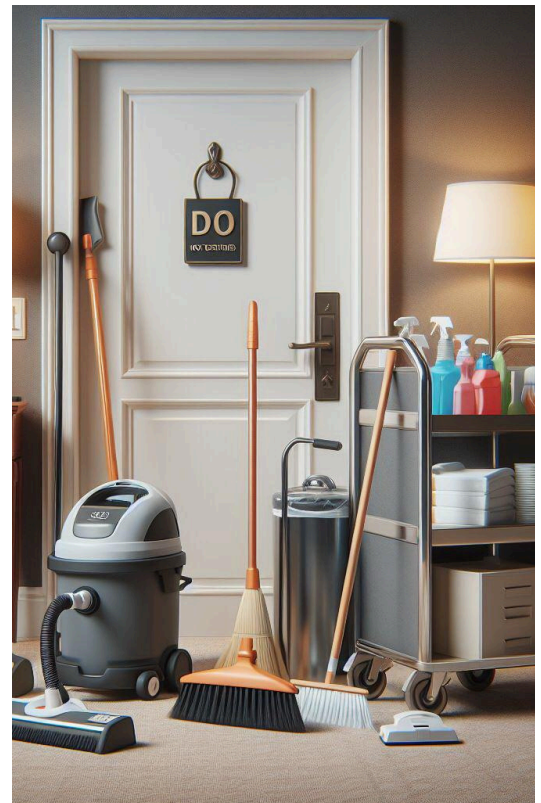
Iraq Hospitality Show... Different Perspectives for Business

Iraq is indeed an emerging market with a growing middle class and increasing consumer spending; Participating in Iraq Hospitality Show allows exhibitors to tap into this emerging market and establish a foothold before competition becomes more intense.

Iraq Hospitality Show opens up export opportunities for exhibitors willing to showcase their solutions and technologies to thousands of regional top-notch trade visitors and buyers.

Establishing a presence at Iraq Hospitality Show allows international companies to build relationships with local partners, distributors, and customers. These relationships are crucial for long-term success and can help companies navigate the complexities of the Iraqi market as well as the markets of the neighboring states more effectively.

Iraq Hospitality Show plans to attract a diverse range of industry professionals, including hoteliers, restaurateurs, suppliers, and investors. Exhibitors can network with these key stakeholders, establish new partnerships, and explore potential business collaborations.



Participation in Iraq Hospitality Show offers local, regional and international exhibitors valuable market research and insights into the Iraqi market. By interacting with attendees and competitors, companies can gain a better understanding of the latest preferences, trends, and consumer behavior, to create the ultimate strategies for presence in such a lucrative market.

Advantages of Exhibiting at Iraq Hospitality Show



Elevate your brand on a
global stage

Unlock unparalleled
business prospects

Connect with a diverse
and vibrant market

Secure lucrative deals
and partnerships

Explore new heights of
success

Join a league of industry
pioneers

Stay ahead of competition

Strengthen your global
presence

Explore new export
horizons

Form partnerships and
strategic alliances

Collect leads and
contacts for potential
sales

Develop personal
connections with
customers and partners.

EXHIBIT PROFILE





Hotel Supplies & Solutions Sector

Hotel Furniture

Hotel Decoration

Communication Systems / Equipment

Security Systems Display Equipment

Hotel Information Systems

Consulting Companies

Audit & Finance Software

Property Management Systems

POS Systems

Access Control

Management Software

Internet Networking

Signage Systems

Food & Beverage Equipment

Catering Equipment / Service

Large Kitchens

Tableware

TEA & Coffee Makers

Laundry Equipment

Entertainment & Display Systems

Automation Systems

Bathrooms & Tiles

Interior Design

Lighting Fixtures

Wall Covering

Floorings

Landscape & Outdoor

Furniture Linen and professional textiles

Bedding

Spa Equipment

Gym Equipment

Staff Uniforms

HVAC

Cleaning & Hygiene Guest Supplies





Restaurant & Coffee Shop Supplies & Solutions Sector

Food Ingredients & Products

Canned & Processed Food

Health / Organic Food

Large Kitchen Equipment

Automated Kitchen Equipment

Butchery Equipment & Accessories

Catering / Foodservice Equipment

Cleaning & Washing Equipment

Food Processing Equipment

Ice Making Machines

Refrigeration / Cold Storage

Vending Machines

Furnishings, Design & Lighting

Storage Systems

Cutlery, Tableware & Utensils

Accounting / Billing Systems

F&B Quality Management Systems

Packaging Equipment

POS

Blenders

Coffee / Tea Dispensers

Tableware, Cups and Mini-cups

Espresso Machines

Roasting Equipment

Pastry Equipment

Machinery & Equipment for Bakery

Ovens

Uniforms



Visitors' Profile



Hoteliers

Restaurateurs

Chefs

General Managers

Purchasing Managers

Resort Managers

Security Directors

Health Club Managers

Pastry Shop Owners

Retail & Hospitality Professionals

E-Commerce buyers

Architects

F&B Specialists

Distributors

Importers

Bakery Shops

Cafe' Owners

Developers

Fast Food Shops

Leisure and Entertainment Shops

IT Specialists

Department Stores

Club Directors

Hospital Directors

Facility Managers

Government Officials

The Venue



Baghdad International Fair

The event will take place at the luxurious venue Baghdad International Fair.

The deluxe venue is accredited as the paramount comprehensive exhibition center in Iraq; which is fully-equipped with all facilities including conference halls, huge car parking, unlimited floor loads, central air-conditioning and food & beverage outlets.

The prestigious venue is dedicated to first class conferences and exhibitions catering for the requisites of all organizers with top efficiency.

Baghdad International Fair enjoys an impressive artistic design that charms visitors and exhibitors from all over the world. It is also located in one of the most prominent areas in Baghdad, next to several 5-star hotels, shopping destinations, sight-seeing locations and only minutes away from Baghdad International Airport.

The Organizers

The event is organized jointly between Business Plus Fairs, EXPOLINE & ALSOROUH.

Business Plus is a leading Emirati holdings group serving multiple business sectors, including commercial, trading, industrial, consulting, and events management. It is one of the top trade fair organizers in the Middle East and Africa, with significant experience and specialization in producing and managing international exhibitions. Its' commercial events track record includes a variety of industries in addition to B2B matchmaking events and export development activities.

With a combined portfolio of 28 annual shows Business Plus Fairs focus on producing mega-size trade fairs that generate millions of dollars in business deals that directly benefit host countries' economy and industrial scope.

Sorouh is a global exhibitions company with its headquarters located in Baghdad, Iraq since 2009. With a vast portfolio of various exhibitions, we attract more than 125,000 visitors annually, which make us one of the leading players in the industry.


At Al Sorouh, we take pride in our magnificent growth in local and international markets. Our progress is driven by our ability to launch events, perform complementary businesses, and partner with industry leaders.

Expo Line is one of the leading Egyptian international trade fairs and conferences organizers, with practical experience over 22 years in the field of exhibitions and conferences in various countries, for example but not limited to Iraq - South Africa - Libya - Algeria.


Our objective is to develop and develop trade exchange between Egypt and other countries and enhance Egyptian exports to various countries of the world.

Organizers




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