food

FESTIVAL

IFBF 2023

ORGANIZER

IRAQ BUSINESS GATEWAY

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IFBF 2023

Iraq food & Beverages festival

After the success that the first Edition of the Festival has acheived, we are delighted to announce that Baghdad will be hosting, for the second time, the largest festival for food & beverages in Iraq, and it will be held @ Sindibad Land, 28 - 26 October 2023.
This event is categorized as one of its kind in Iraq, that will bring together all stakeholders and those interested in the food and beverages industry and other industries in related to food & beverages. We aspire through this event, to make it an effective tool for increasing sales and marketing for products, and for attracting clients and customers through the direct contact with a large number of stakeholders on one hand, and with a large audience on the other hand.

Targeted Industries:

This events targets a huge attendance of people, around 3000 - 2000 person daily, and this is a good chance to enhance your brand, thus, the most impotant industries targeted in this event are:
- Restaurants (in all types)
- Beverages companies (Soft drinks, hot drinks, water, energy drinks)
- Service suppliers for restaurants.
- Food Factories (Meat & Chicken, Oils, Dairies, Beans, Chocolates, Ice Cream. Potato Chips, Nuts)
- Delivery Companies
- E-Payment Companies (Good chance for e-payment companies to increase awareness of the community and encourage them to use e-payment methods in restaurants and other places)
- Telecomunication Companies
- Traveling & Tourism Agencies (As there will be a huge audience, this event is considered a good chance to promote traveling and tourism deals and packages)
- Packaging Companies
- Printing Houses

Why IFBF?

This festival will add a stronger start for your business, and it is a good chance to meet other parties in this important and vital sector. As well as this festival will be open and accessable for the community throughout 3 days, and it will include many interesting activities as it is also a social experience that is new of its kind and reflects a positive image of the Iraqi Society.
Iraqi market is a lagre and promising market and it is a good chance to start business and projects, however of the most active sectors is the food & beverages sector, thus it is a must to learn for the experiences of the countries of the region, as all the successful countries in this sector organizes an annual gathering or festival concerning food & beverages sector and related subjects.
In Iraq, and with the growth of this sector it is considered as the largest sector that employs youth, hence it is a type of economic diversity.

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IFBF 2023

Platinum Sponsorship Package:

- Area of 18 SQM
- Special location within the site of the event, near entrance gate
- Display the logo of the brand (company) 8 times on screens and any other promotional material.
- Display a promotional video on the screens
- Roll Ups X4 - distrbuted at the entrance and attractive points
- A sponsored post on social media pages
- A special coverage by the influencers attending the event
- Participation in the official opening ceremony of the festival
- A presentation of 5 Minutes about the company and its work
- Display the logo of the company on the official website of the event
- Printing the logo of the company on the ribbon of the badges
- Certificate of appreciation for participating and sponsoring the event
- Trophy

Value: USD 8,000

Golden Sponsorship Package:

- Area of 12 SQM
- Special Location within the site of the event, near entrance gate
- Display the logo of the brand (company) 6 times, on screens and any other promotional material
- Roll Ups X2
- A sponsored post on social media pages
- Display the logo of the company on the official website of the event
- Certificate of appreciation fot participating and sponsoring the event

Value: USD 5,000

Silver Sponsorship Package:

- Area of 9 SQM
- Special Location within the site of the event
- Display the logo of the brand (company) 4 times, on screens and any other promotional material
- Roll Ups X1
- A sponsored post on social media pages
- Display the logo of the company on the official website of the event
- Certificate of appreciation fot participating and sponsoring the event

Value: USD 3,000

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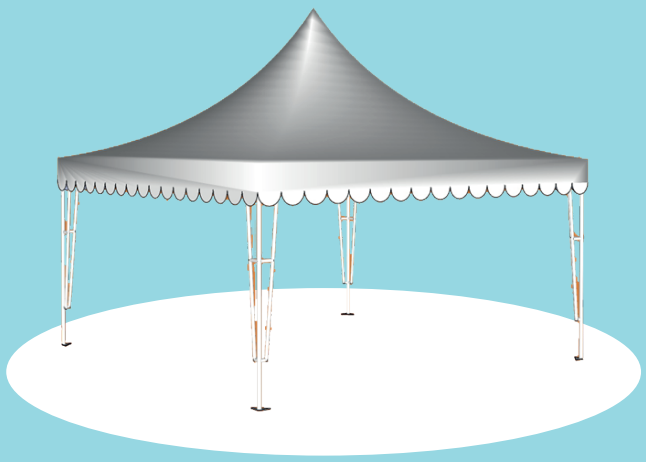
Available Areas for Booking

Land only, 3X2 M

Value: USD 600

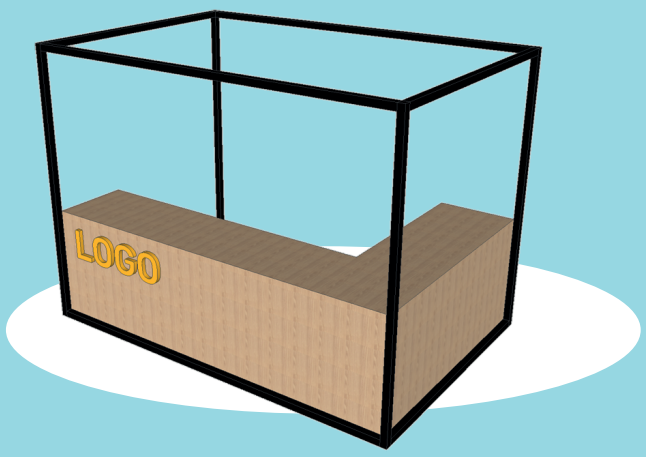
Area of 3X2, and a tent, as shown in the attached figure

Value: USD 900



Area of 3X2, in addition to designing and constructing a special booth for the company

Value: USD 1800



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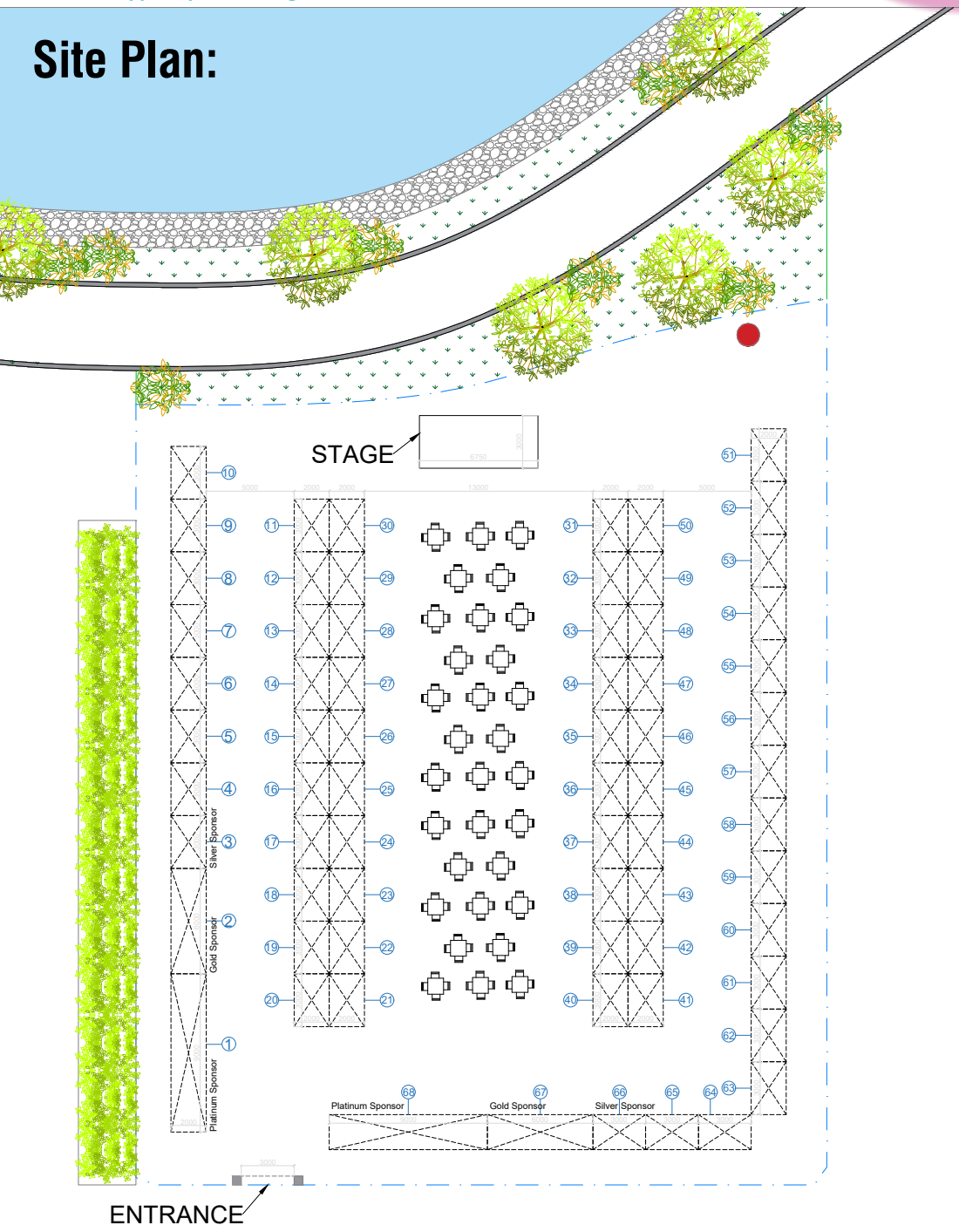
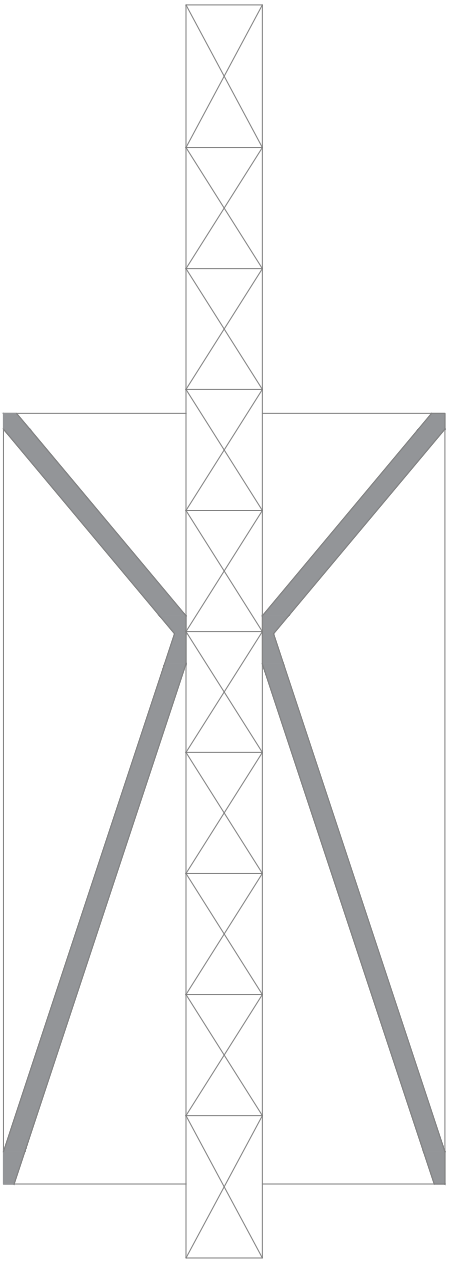
Site Plan:





MANAGEMENT BUILDINGS

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Photos from Edition 1 ,2022

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