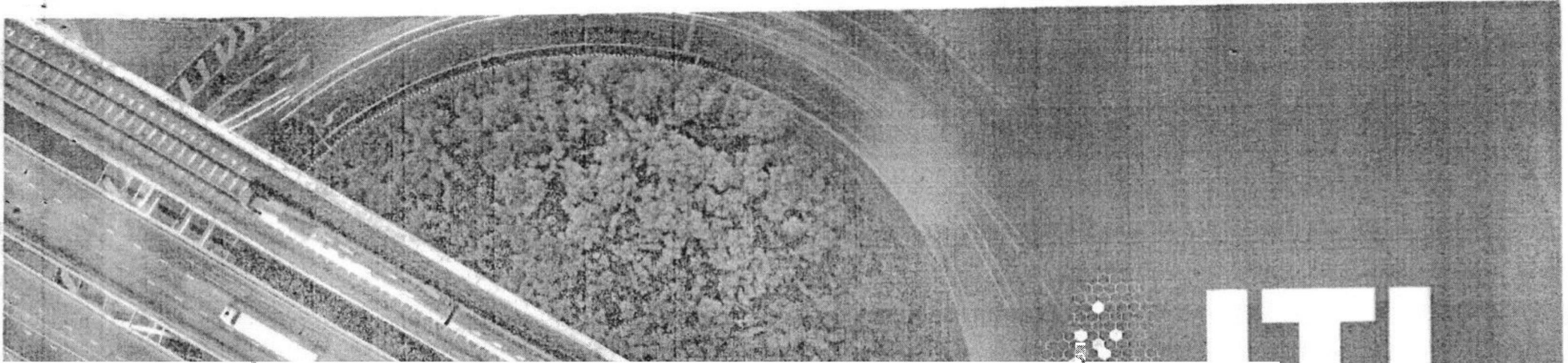


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معرض ومؤتمرات العراق الدولي  
International Logistics Exhibition and Conference

2024  
March 4-1

# MARKETING PLAN

EXHIBITION AND CONFERENCE ADVERTISING CAMPAIGN

- ◆ Road advertisements of billboards and digital screens.
- ◆ TV channels advertisements.
- ◆ Advertisements on social media sites and the Internet.
- ◆ Advertisements on public transport buses.
- ◆ SMS via mobile networks.
- ◆ Facilitating communication channels with the targets in your business.

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**الخطة التسويقية**  
الحملة الاعلانية للمعرض والمؤتمر

- ◆ إعلانات الطرق من لوحات وشاشات
- ◆ إعلانات القنوات التلفزيونية
- ◆ إعلانات على مواقع التواصل الاجتماعي
- ◆ إعلانات على باصات النقل العام
- ◆ الرسائل النصية القصيرة عبر شبكات
- ◆ تسهيل قنوات التواصل مع المصنفين

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مركز الدراسات والبحوث الاقتصادية والاجتماعية  
Economic and Social Research Center



nsportation and logistics

**ITL**

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## من يحضر المعرض والمؤتمر؟

- ◆ سلطات النقل
- ◆ استشاريين
- ◆ المقاولون
- ◆ المهندسين
- ◆ الموزعين
- ◆ مشغلي السكك الحديدية / المترو
- ◆ القطاع الحكومي المختص
- ◆ المهندسين
- ◆ مدراء سلسلة التوريد والخدمات اللوجستية
- ◆ مدراء هيئات النقل العام
- ◆ متخصصو إدارة الأداء
- ◆ مدراء سلسلة التوريد

The logo for the International Transport Logistics Exhibition and Conference (ITL) features the letters 'ITL' in a bold, white, sans-serif font. To the left of the letters is a circular emblem containing a stylized globe with latitude and longitude lines. Below the main text, there is smaller text in Arabic and English: 'المعرض والمؤتمر الدولي للنقل اللوجستي' and 'The International Transport Logistics Exhibition and Conference'.

المعرض والمؤتمر الدولي للنقل اللوجستي  
The International Transport Logistics Exhibition and Conference





# Who participates in the exhibition and conference?

- Shipping and maritime transport companies
- Shipping agencies
- Airlines (commercial - freight)
- Land transport companies for passengers
- Land transport companies for goods
- Internal transportation companies and delivery services
- Customs clearance offices
- Inspection and conformity companies
- Handling companies
- Insurance companies
- Ship and aircraft catering companies
- Companies constructing bridges and roads
- Warehouse processing companies
- Car parking equipment companies
- Security and safety companies
- Road equipment companies
- Public lighting companies
- Traffic signals and safety companies
- Training centers in the field of transportation and logistics services
- Information technology companies and electronic systems in the field of transportation and logistics services
- Quality standards companies in the field of transportation and logistics services
- cars agencies
- Travel and tourism companies



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# يقدم ITL منصة ديناميكية للعارضين

لعرض منتجاتهم وخدماتهم المبتكرة لجمهور متنوع ومتفاعل. وتشمل الفئات المميزة ما يلي:

## النقل البحري والمواني والخدمات اللوجستية

- الموانئ وسنطانات الموانئ
- الموانئ ومحطات الشحن والمعدات اللوجستية
- بناء الموانئ المتخصصة
- بناء السفن
- بناء وإصلاح الحاويات
- خطوط ووسطاء الشحن
- معدات فحص البضائع
- أنظمة الوسائط المتعددة
- أنظمة التخليص الجمركي

## الانفاق والمetro

- البنية التحتية للانفاق
- المطارات وسنطانات metro
- مطارات السكك الحديدية الذميمة والمطارات الأحادية
- مسنعات metro
- أنظمة المراقبة والكاميرات
- معدات الصيانة
- كابلات الأنفاق البصرية
- السلالم المتحركة والمصاعد
- أنظمة ومعدات التهوية
- أنظمة الكشف والمعلومات والإنذار
- الإشارات الرقمية
- مزودي خدمات الاتصالات والهاتف فاي

## التنقل الأخضر والمستدام

- سيارات الركاب الجديدة والكهربائية
- أوتوماتون غير مبرمجين وخدمات
- محركات متعددة الانبعاثات الكربونية
- شواحن ومطارات الشوارع
- معدات الحد من تلوث الهواء والمواد
- سيارات تدوير وقود المركبات
- سيارات لا تخرج السيارات والحاويات
- أنظمة التخصيص



# ITL offers a dynamic platform

for exhibitors to showcase their innovative products and services to a diverse and engaged audience. Featured categories include:

## GREEN & SUSTAINABLE MOBILITY

- Hybrid & Electric Passenger Cars
- Natural Gas and Electric Buses
- Low Carbon Emission Engines
- Street Chargers & Batteries
- Air & Noise Pollution Reduction Equipment
- Vehicle Fuel Conversion Technologies
- Car & Bus Pooling Companies
- Solar Power

## TUNNELS & METRO

- Tunnel Infrastructure
- Trains and Metro Cars
- Light Rail Trains & Monorails
- Metro Operators
- Monitoring and Camera Systems
- Maintenance Equipment
- Fiber Optic Cables
- Escalators and Elevators
- Emergency Systems & Equipment
- Detection, Information & Warning Systems
- Digital Signage
- Telecommunications & Wi-Fi Providers

## MARITIME TRANSPORT, PORTS & LOGISTICS

- Ports and Port Authorities
- Ports, Freight Terminals & Logistics Equipment
- Specialized Port Building
- Ship Builders
- Container Building & Repair
- Shipping Lines & Brokers
- Cargo Inspection Equipment
- Multimodal Systems
- Customs Clearing Systems



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# IT offers a dynamic platform

for exhibitors to showcase their innovative products and services to a diverse and engaged audience. Featured categories include:

## RAILWAYS

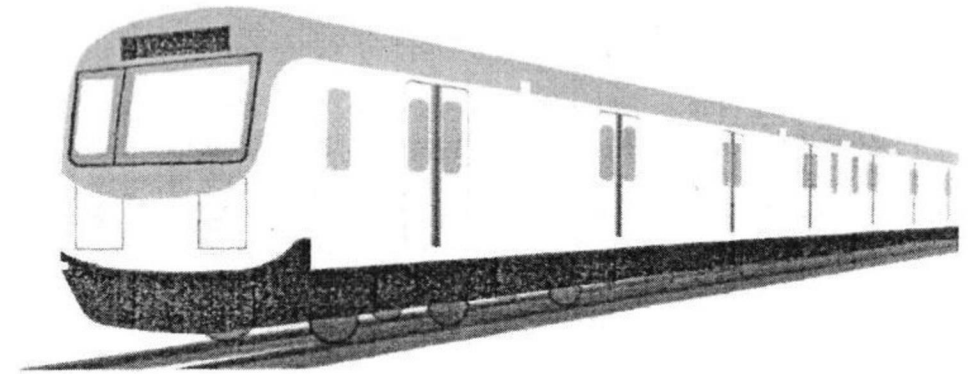
- Rolling Stock, Locomotives, and Wagons
- Maintenance Equipment
- Railway Operators
- Tracks, Freight Facilities, and Routing Signals
- Signaling & Communications
- Rail Profile Measurement Systems
- Command and Control Rooms
- Access Control Equipment
- IT, Software & Digital Technology
- Display Systems
- Ticketing and Payment Automation

## TUNNELS & METRO

- Tunnel Infrastructure
- Trains and Metro Cars
- Light Rail Trains & Monorails
- Metro Operators
- Monitoring and Camera Systems
- Maintenance Equipment
- Fiber Optic Cables
- Escalators and Elevators
- Emergency Systems & Equipment
- Detection, Information & Warning Systems
- Digital Signage
- Telecommunications & Wi-Fi Providers

## ROAD SAFETY

- Traffic Safety Equipment
- System Integrators of Urban & Interurban Traffic
- ITS Solutions Suppliers (Software & Hardware)
- Traffic Radars
- Traffic Signal Control Systems
- Video Surveillance Analytics
- Control Rooms
- Network Traffic Analysis
- Data Centers & Cyber Security
- Toll Collection Systems
- Radio Equipment & Wireless Communications
- Firefighting Systems and Fire Trucks



# Why participate in ITL IRAQ 2024?

- More than 100 international and Iraqi companies and more than 10,000 visitors will gather at ITL IRAQ 2024 exhibition and conference per day to showcase the latest innovations in the transport and logistics sector in Iraq, where the benefits of attendance and participation will increase to meet major companies and personalities in the sector. And it is considered as the most important and the first event of its kind in Iraq.
- Itel exhibition is sponsored by the highest authority in Iraq, which is the Office of the Prime Minister, Mr. Mohammad Shiaa Al-Sudani, the Iraqi Ministry of Transportation, and the Civil Aviation Authority, where the most important investment opportunities for the International Development Road project, the Grand Al-Faw Port, and the most prominent opportunities in the aviation, railways, land, sea, and air transport sectors and private transport will be presented.
- The conference will include participation and discussion from those who have experience, scientific standing, and full knowledge of the challenges of the public and private sectors, where the most prominent problems and the way to find solutions will be discussed while demonstrating the latest products and services in Iraq.
- The exhibition will allow participating exhibitors to display products and services to the target audience and beneficiaries in a special environment suitable for the transportation and logistics sectors.
- You will discover new opportunities in the Iraqi market because of its great opportunities to invest in the labor market.
- Find out and learn more about the needs of the Iraqi market in both the public and private sectors and what their requirements are for partners, products, services, and expertise to benefit from participation and to present your services in the best way.



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International Trade Fair for Transport and Logistics in Iraq  
The largest exhibition and conference in the transport and logistics sector

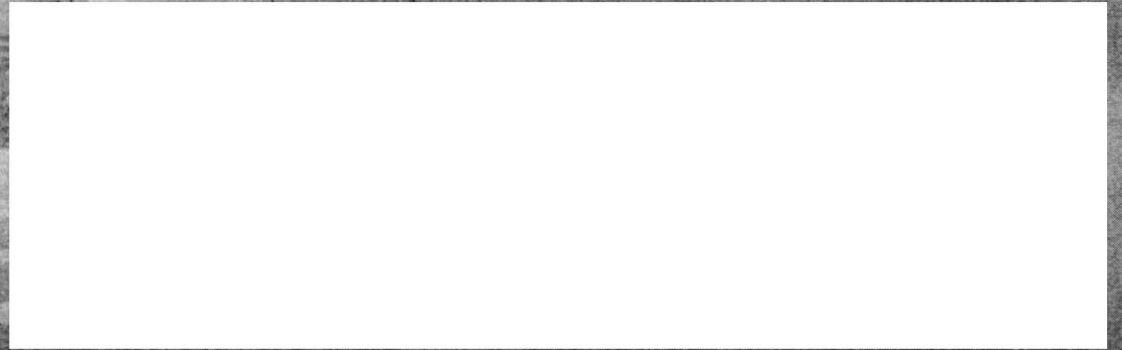
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## لماذا تشارك في ITL IRAQ 2024؟

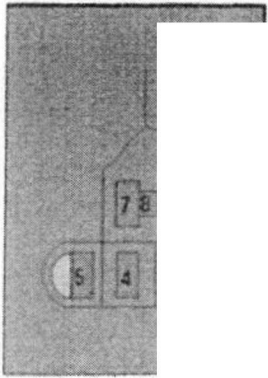
• سيجمع في معرض ومؤتمر ( ITL IRAQ 2024 ) أكثر من 100 شركة عالمية وعراقية وأكثر من 10 آلاف زائر في اليوم لعرض أحدث الابتكارات في قطاع النقل والخدمات اللوجستية في العراق، حيث ستعظم فوائد الحضور والمشاركة للقاء كبريات الشركات والشخصيات في القطاع ويعتبر الحدث الأهم والأول من نوعه في العراق.

• معرض ايتل برعاية اعلى سلطة في العراق وهي مكتب رئيس مجلس الوزراء السيد محمد شياع السوداني ووزارة النقل العراقية وهيئة سلطة الطيران المدني، حيث سيتم عرض اهم الفرص الاستثمارية لمشروع طريق التنمية الدولي وميناء الفاو الكبير وأبرز الفرص في قطاع الطيران وسكك الحديد والنقل البري والبحري والجوي والنقل الخاص.

• المؤتمر سيتضمن المشاركة والتمشاق ممن لديهم الخبرات والمكانة العلمية والمعرفة الكاملة بتحديات القطاعين العام والخاص حيث سيتم مناقشة أبرز المشاكل وكيفية ايجاد حلولها مع اظهار أحدث المنتجات والخدمات في العراق.



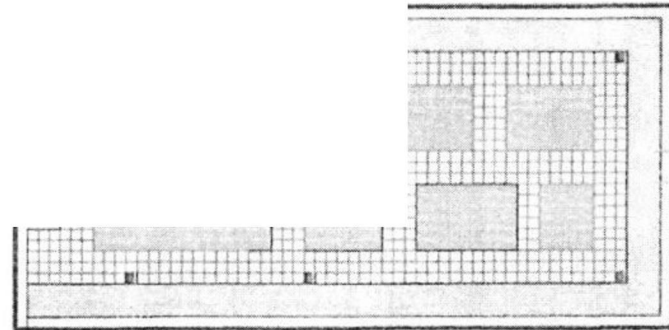
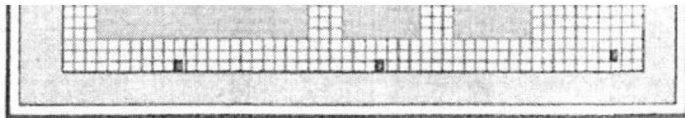




Iraq International Transport and Logistics Exhibition and Conference

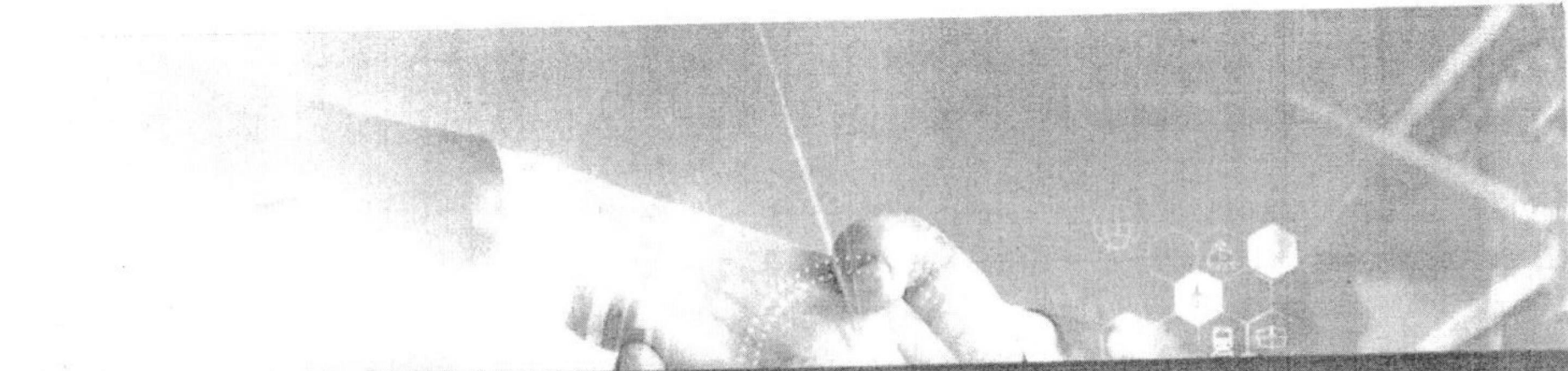


HALL NO.5



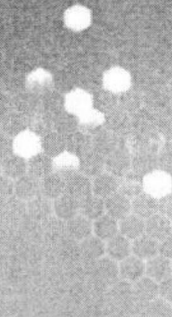
ENTRANCE

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العراق نقطة الوصل  
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معرض ومؤتمر العراق الدولي للنقل والخدمات اللوجستية  
Iraq International Transport and Logistics Exhibition and Conference



**GALFA**  
General Authority for Logistics and Freight

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