

POST SHOW REPORT

ERBIL-IRAQ

furnexpo

3rd INTERNATIONAL FURNITURE,
HOME TEXTILES AND CARPET
EXHIBITION

10-13 June 2015

www.iraqfurnexpo.com

ELAN EXPO

ATILIM FAIRS & ORG.



FURNEXPO 2015

3rd International **Iraq Furn Expo** was accomplished with the cooperation of **Elan Expo** and **Atilim Fairs** between **10-13 June** at Erbil, Iraq.

Furn Expo was completed with the participation of **72** companies from **8** different countries. Most of them have gotten strong opportunities to establish new business partnerships and investments in an effective way.

Iraq Furn Expo hosted **11.600** visitor from **8 countries**; notably Turkey, Iraq, Iran, Slovenia , Egypt, Russia and Lebanon at Erbil International Fairground.

The development and implementation of an appropriate infrastructure and urbanization projects enabled new initiatives in the sector of furniture, decoration and textile.

Iraq **Furn Expo** has been getting stronger consistently and therefore has become one of the most successful and remarkable sectoral exhibition in Iraq. Besides, **Furn Expo** has succeed gathering big brands with professional visitors and local governments in the same platform.

The participants of Furn Expo were mostly related in the sector of furniture, office furniture, carpet, frame, kitchen furniture etc.

The last day of exhibition, companies got an opportunity to sell their products through great interest of Iraq public.

As the result of Elan Expo and Atilim Fairs' professional team's intensitive works, **385 B2B** meetings held during show.

Furn Expo, which is among the best trade fair in Iraq through devoted and successful organization will be held between **01-04 June 2016**.

**Furniture, Home Textile
and Carpet**

Product Groups

**Turkey, Iraq, Iran, Slovenia
Egypt, Russia, Lebanon, China**

Exhibitor Countries

**Erbil International
Fair Ground**

Fair Ground

72 International Exhibitor

Number of Exhibitors

11.600 International Visitor

Number of Visitors

10.000 sqm

Fair Ground sqm



ABOUT EXHIBITION

Furn Expo opening ceremony has been done with the attendance of local and international governments, officials, remarkable names of the sector and Iraq public. Minister of Commerce **Kheir Allah Hasan Babaker**, Iraq Governor **Nawzad Hadi**; Turkey Consul General **Mehmet Akif İnam**, China Consul General **Tan Banglin**, and Hungary Consul General **Csaba Vezekényi** were some of the important people who honoured to ceremony.



PRESS CONFERENCE HELD ON 9th OF JUNE

Furn Expo Press Conference held on 9th June at Erbil Chamber Of Commerce and aroused great attention by media.

LOTTERY WINNER HAS ANNOUNCED AT THE FAIR

Lottery to win the holiday in Turkey, in order to thank the great attention to Furn Expo, was done among Furn Expo visitors and winner was declared at the last day of the exhibition.



COMMUNICATION HIGHLIGHTS

VISUAL MEDIA

Special news and interviews were broadcasted on TV Channels and economy programmes which business life follows closely. Also the event has been advertised on TV Channels as videos and subtitles.

ZAGROS TV, NRT TV, BEST TV, RÛDAW TV, BIABAN TV

WEB ADVERTISEMENTS

Banner broadcasts on news portals, which the related sectors professionals follow closely, sending mails to the related target population and news operations were made on the hit rated web-sites.

PRINTED MEDIA

Advertising works had done on sectoral magazines and Iraqi newspapers with wide circulation. Press releases were distributed to media institutions throughout Erbil and nearby cities. In nearby countries, distribution of press releases and advertising works on sectoral magazines had done.

RADIO ADVERTISEMENTS

Advertisements were performed on radio channels, radio programmes and news which are mostly listened.

**Radio Nawa,
Radio Rudaw,
Radio Dawaran**

OUTDOOR ADVERTISEMENTS

- In **Sulaymaniah, Baghdad, Kirkuk, Mosul, Erbil** outdoor advertisements done as Billboards in total **57 pcs.**
- In **Erbil, Kirkuk, Baghdad, New City, Ankawa, International Hotel, Sheraton** outdoor advertisements.
- In Erbil and nearby cities outdoor advertisements done in most crowded **parks, busiest streets, tunnels, bridges and buildings wall** located in busiest roads.



COMMUNICATION HIGHLIGHTS

ADVERTISEMENTS

- **100.000** invitation are distributed in Erbil, Mousul, Sulaymaniah, Kirkuk, Duhok and Baghdad.
- **1200** VIP invitations are delivered to sectoral professionals and Government Authorities.
- **60** units roll-up stand application in the governorate and chambers of commerce in Erbil, Kirkuk, Nacaf, Sulaymaniah, Baghdad, Karbala, Basrah and in the best hotels-shopping centers of Erbil.
- **200.000** sms messages has been send from the mostly used local operator, Korek and also direct calls were made to users for giving information about exhibition.
- **FurnExpo** attracted a great attention by international participants and visitors at the sectoral exhibitions where handed out of brochures.

MATCH MAKING

Professional B2B meetings were arranged to exhibitors related their sectors by force of Match-Making system which is conducted by us professionally. This system helped the exhibitors to achive beneficial results and find reliable business partners. **385 B2B** meetings had done during the exhibition.



EXHIBITION PHOTOS



TESTIMONIALS



First of all, we've had nice and successful exhibition. The organization was flawless. We would like to thank to you for your helps.

Hope to work you with you again in other exhibitions that I had declared my opinions at the show. We need to get in to new markets and skim off them in the near future. This is what we need. I wanted to thank again to you and all of your team members.

Seras Office Furniture
İsrafil KOYUNCU



The staff was problem-solving and caring. We will evaluate to participate again. We have found our receiver from Kirkuk. Thanks to all Elan team.

Dessi Furniture

Thank you the interest of ElanExpo Fairs that they had shown to us. We have got new orders! Now, we're planning to participate to Morocco and Baku exhibitions.

Ege Design
Fuat Diyar



We've got no words to say in the bad way for the organization. The organization team was flawless. We are going to participate 2 other exhibitions of yours within this year.

Ofisart Office Furniture
Ahmet Değirmenci

Generally the show was successful. We've got new order about one container. Besides we wanted to thank to your team's interest and connection with us.

Kiraz Life
Atalay Sezgin



The organization was good. Especially we're impressed of your match-making system that was established properly so target companies had visited to our stand. Stand installation process was good. We got our equipments just in time and anytime I need help there was always someone to take care. Thanks for Elan Team through their helps.

Şiraz Carpet - Cardin
Şeyma Alravy Elçi