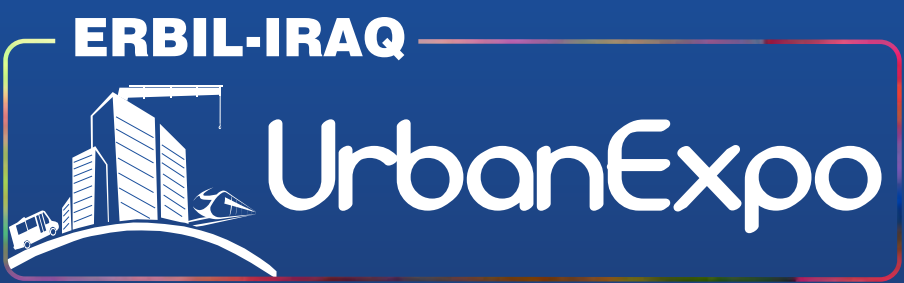


POSTSHOW REPORT



INTERNATIONAL MUNICIPAL NECESSITIES,
URBANISM, ENVIRONMENT, TECHNOLOGIES,
PLANT, GARDENING AND LANDSCAPE EXHIBITION

26 February - 01 March 2014



INTERNATIONAL MUNICIPAL NECESSITIES, URBANISM,
ENVIRONMENT, TECHNOLOGIES, PLANT, GARDENING
AND LANDSCAPE EXHIBITION

2nd INTERNATIONAL URBANEXPO

Between 26 February - 01 March
2014 at Erbil International Fair
Ground met with its visitors. High-
level executives of Kurdistan have
attended the opening ceremony of
exhibition.



The executives attended to the opening
ceremony of the fair:

Kurdistan Regional Governance Mayor;

Mr. Dilşad ŞAHAB

Kurdistan Industrial and Trade Minister;

Mr. Sinan ÇELEBİ

Kurdistan Government Speaker;

Mr. Sefin Dizai

The exhibition has been performed
by intense participation. In the 2nd
edition of the fair, ones again provided
unique platform for their professional
visitor and sectoral companies.



14.550 Visitors
83 Exhibitors
380 Professional
B2B meetings



EXHIBITOR & VISITOR INFORMATION

2nd Iraq FlowerExpo , welcomed **83** international companies from **7** different countries including **Turkey, Iraq, Holand, Belgium, Saudi Arabia, Italy and Sri Lanka**. **2nd Iraq UrbanExpo**, became the biggest and best organised specialised exhibition which attracted the professional visitors of Region. **14.550** people had the opportunity to visit **2nd Iraq UrbanExpo** during 4 days.



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TESTIMONIALS



Dear Atılım Fairs,
We think you have organized a very good exhibition with 2014 UrbanExpo-Erbil Iraq. Interesting contacts we have made and we expect to start good business in near future. See you at UrbanExpo 2015.

Zwirs World Wide Holland
Arjan Van der Meer

Dear ElanExpo Team,
We really thank you for your support and friendship during the fair. Especially when we consider the country's consider, FlowerExpo is very successfull. Althouh existance of the market for our sector but still under progress for professionalism. We think that this organization is going to support our sector in Iraq in the future. Thanks again,
Regards

OTS METAL SAN. LTD. ŞTİ.



We, as Golf International, have significant exhibition experience as exhibitor also as visitor. There is no doubt that the organization by Atılım Fairs is succesfull in UrbanExpo .The devoted works by all of the staffs have welcomed with pleasure. In the market which is newly start to develop itself, this successful organization has really suprised us, it is really worth to recommend to all companies.

GOLF INTERNATIONAL
Serdar YILMAZ



We, as Narural Peyzaj, has found chance to contact potential customers for marketing and sales. Also we have analysed the market of Iraq. With the advantage of being neighbour countries, the huge demand in the market, and having experience and production capacity gave us a good proof to start the business in this region. We consider that FlowerExpo is a lead for increasing export in the region and it support to our sector.

NATURAL PEYZAJ



**INTERNATIONAL MUNICIPAL NECESSITIES, URBANISM,
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It is the market which has potential to make good business. Transportation is an advantage which easily can be turned into trade advantage. There are good interest to the machine producers. The organizer team effort deserves to congrats.

ANSAN HİDROLİK
Okan AYDIN



Iraq Urbanexpo 2014 has been so successfull for our company. The young team of ElanExpo was so kind and their offers are also kind and welcomed nicely. Together with the Match- Making meetings and the professional visitors which they brought to our stand we cought the chance to make deals. Because the fair is totally successfull we already signed the agreement for next edition. We thank you for your supports.

CEMER KENT EKİPMANLARI
Ahmet SUMER
Export & Sales Manager

We would like to thank you for your successful works and this was very good reference for our business.
Saygılarımla

ARGUS PARK TASARIM
Ahmet ÇETİNKOL



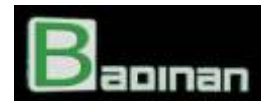
The fair was totally good and we would like to thank you.

HAS STATİK ŞEHİR MOBİLYALARI
Aynur YETER

ADVERTISEMENTS

VISUAL MEDIA

Special news and interviews were broadcasted on Tv Channels and economy programmes which business life follows closely. During the fair, live broadcast was performed from the fair ground on news.



RADIO ADVERTISEMENTS

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

PRINTED MEDIA ADVERTISEMENTS

Advertisements were performed on newspapers and magazines with the widest circulation.



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ONLINE on WEB;

Banner broadcasts on news portals in the sector; infrastructure, urbanism and plant sending mails to the related target population and news operations were made on the hit rated web-sites..



OUTDOOR ADVERTISEMENTS;

Billboard adverstisings in cities around Erbil, on the heavy traffic roads, on the bridges, in the subways, in the parks and on the water tanks...

- Sending 150.000 SMS messages from the local operator
- 60units poster applications in showrooms, hotels, governorate and chambers of commercial which are located in Erbil, Kirkuk, Nacaf, Sulaymaniah, Baghdat, Karbala and Basrah.



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BUSSINESS MATCH MAKING;

Local companies have been visited by our department officials one by one and invited to exhibition. They were informed about the exhibition and matched with our exhibitors regarding their sectors. During the exhibition **380 B2B meetings** was performed.



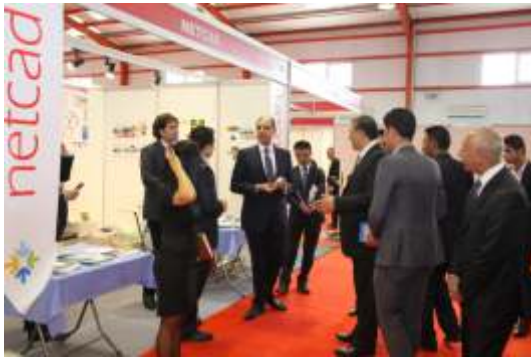
Our media partners and supportive associations were helpful pretty well via radio, TV, magazine, newspaper and other online marketing communication methods.

100.000 unit invitations and 1.500 unit VIP invitations was distributed in Mosul, Kirkuk, Sulaymaniah, Dohuk and Baghdad. And also business delegates from Mosul, Kirkuk, Sulaymaniah, Dohuk and Baghdad was welcomed by us during the exhibition.



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EXHIBITION PHOTOS





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URBANISM, ENVIRONMENT, TECHNOLOGIES,
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04-07 November 2015

HOPE TO SEE YOU