



# REBUILD IRAQ2005

The 2<sup>nd</sup> International Trade Exhibition for the Rebuilding of Iraq

## Sectors covered:

- Building & Construction
- Electricity
- Bridges and Railroads
- Airports & Seaports
- Telecommunications
- Water & Sanitation
- Oil & Gas
- Health
- Agriculture
- Education
- Security
- Information Technology
- Food & Hotels
- General Products & Goods

## 4 - 7 April 2005

Amman International Fair  
Marj Al Hamam, Amman - Jordan



With the support  
and endorsement  
of the U.S. Dept.  
of Commerce



# REBUILD IRAQ 2005:

## Be a player in the region's most promising market

### Seize unmatched trade and investment opportunities

No country in the region has more business-generating potential than Iraq. Almost two-and-a-half thousand projects are creating massive demand for material and equipment. The U.S. government has set aside \$18.6 billion for the rehabilitation of Iraq's electricity, water, oil, health, transportation, agriculture, and telecommunications sectors. Global donors have committed a further total of \$33 billion to projects in Iraq.

Power facilities and electrical grids need to be restored, oil and gas supplies nurtured, airports, roads and schools rebuilt, and seaports transformed. The country's fiber optic network must be rehabilitated, its water infrastructure overhauled and its healthcare system reformed. The quality of education needs to be enhanced, local food production industries upgraded, and agricultural productivity increased.

Emerging Iraq is in desperate need of a full range of infrastructure products, services and systems, including hospital and security equipment, medicines, road and rail machinery, oil production tools, and finance and telecom systems.

Soaring demand for materials and technology in key sectors of the Iraqi economy may well exceed \$150 billion in the long term. In the medium term, \$60-70 billion will be needed to rebuild the country.



Rebuild Iraq 2005 has gained official support by the U.S. Department of Commerce, promoting and endorsing the event as an ideal trade forum and meeting place for the reconstruction of Iraq.



# Enjoy direct access to international companies and decision-makers who recognize Iraq's vast economic potential

## Be part of a success story

Relive the success of Rebuild Iraq 2004. Last year's exhibition surpassed all expectations. It attracted more than 1,400 exhibitors targeting key Iraqi economic sectors, from 48 countries. All 35,000 square meters of exhibition space at the Kuwait International Fairs Ground were fully booked.

## Network with the people who really matter

Rebuild Iraq 2005 will bring together buyers, manufacturers, suppliers, contractors and specifiers, giving them direct access to project directors, government bodies and a variety of decision-makers involved in the economic rebirth of Iraq. Prime US, British and other international contractors and regional subcontractors, who are the leading buyers in the Middle East markets, will attend. Exhibitors will also be able to meet and appoint Iraqi, Jordanian, and other Middle East agents and distributors during the show.

## Only in Jordan

Rebuild Iraq 2005 will be held in Amman, Jordan's secure gateway to business with Baghdad and the rest of Iraq. Jordan's geographical proximity to, and history of trade with, Iraq makes Amman the natural and preferred venue for international companies eager to meet and do business with Iraqi entrepreneurs. Amman boasts an extraordinarily business-friendly environment: The city's infrastructure and abundance of first-class business-oriented hotels have earned it a reputation as a business oasis in the region. Thousands of Iraqi businessmen have been located in Jordan since the early 1990s. In addition, the relatively simple procedures for Iraqi businessmen obtaining entry visas to Jordan will give scores of Iraqi professionals traveling by road or air from Iraq easy access to the show. Jordan's national airline, "Royal Jordanian," is the only commercial airline that operates two daily flights between Baghdad and Amman.

## Hosted Iraqi Buyers Program in support of Iraqi businessmen

The Rebuild Iraq 2005 organizers have adopted a special program to support and maximize the number of qualified Iraqi businessmen who plan to attend the exhibition and meet with hundreds of exhibitors from around the world keen to participate in the rebuilding of Iraq and hoping to appoint agents and distributors for their products. The Hosted Iraqi Buyers Program (HIBP) will highlight in advance the aims of Iraqi businessmen planning to attend the Rebuild Iraq 2005 exhibition. Their trade interests, purchasing power, and decision-making roles will be outlined. The program also provides travel and accommodation guidelines. For more information about HIBP, please visit our website at: [www.rebuild-iraq-expo.com](http://www.rebuild-iraq-expo.com)



*Rebuild Iraq 2004: attracted more than 1,400 exhibitors targeting key Iraqi economic sectors, from 48 countries.*



# Key Sectors

Building & Construction, Oil & Gas, Municipal Services & Security, Hospital & Health, IT & Communications, Education & Schools Industry, Agriculture & Food Technologies and Products...

## Construction

The rebirth of Iraq necessitates major reconstruction and rehabilitation, creating demand for basic building materials and equipment, including stone, marble and granite, architectural finishing products, tools and technology, civil engineering expertise, environmental know-how, and infrastructure material (including water, electricity, heating and air conditioning), as well as maintenance services and equipment.



## Electricity

The restoration of electricity to homes, public facilities and businesses is critical to the reconstitution of Iraqi society and is a pre-requisite for sustainable economic growth. Decades of operation without regular maintenance or repair, coupled with fuel shortages and vandalism of transmission lines, have crippled dependable power delivery in Iraq. Since the conflict, available electrical capacity has more than tripled, exceeding the pre-conflict level of 4,400 MW. Reaching 6,000 MW is the next major target. This would ensure stable supply, which is necessary for economic growth and private consumption.

## Bridges and Railroads

A functional ground transportation infrastructure, including railroads and bridges, is essential in the facilitation of humanitarian assistance and the assurance of Iraq's economic wellbeing. Iraq's transportation infrastructure suffered severe neglect under the previous regime. A lack of investment and

maintenance over the past two decades has led to widespread deterioration. The challenge now is to restore the transportation infrastructure to a level that allows the effective provision of humanitarian assistance and satisfies the transportation needs of Iraq's citizens. As it rises to this challenge, USAID is ensuring that its transportation infrastructure projects support the determination of Iraq's ministries to move passengers and goods quickly and effectively.



## Airports and Seaports

Essential components of Iraq's economic infrastructure, Iraq's airports and the Umm Qasr seaport are key receiver points for humanitarian assistance. Effective seaport operation and the reconstruction of Baghdad and Basra airports will allow food and other humanitarian and reconstruction materials and personnel to be delivered smoothly and efficiently. This is vital if the Iraqi people are to be provided with assistance, and economic growth - imports, exports, and the transfer of people helping to reconnect Iraq to the world - is to be kickstarted.

## Telecommunications

Iraq requires the full range of telecom equipment, infrastructure and mobile GSM products. The Iraqi authorities have already issued GSM mobile licenses, creating significant demand for phones and other mobile network technology, telecom equipment such as infrastructure products (including cables and connections, masts and antennae), public phone networks, repair equipment and PABX systems, as well as communication software, software consultants and engineers.

In 2002, only about 1.2 million Iraqis subscribed to landline telephone service. Much of the network was damaged during the war, and service was disrupted. In Baghdad, 12 exchange switches (out of a total of 38) serving 240,000 telephone lines (out of a total of 540,000) are out of service. USAID is working to restore the national fiber telecom network, repair the telephone

## Short term investment needed by sector

- Waste water resources and potable water: \$4 Billions
- Oil & Gas: \$15 Billions
- Electricity: \$20 Billions
- Infrastructure: \$6 Billions
- IT and Telecom: \$8 Billions
- Health Facilities and Public Schools: \$2 Billions
- Housing: 2 Million New Homes

## IRAQ Reconstruction in numbers:

- 2,500 Iraq reconstruction projects
- \$18.6 billion set aside by U.S. for Iraq reconstruction
- \$33 billion committed by other global donors
- \$60-70 billion to be spent in medium term
- \$150 billion worth of long term demand



switching system in Baghdad, and restore international telecommunications capability to Iraq. The international satellite gateway system will be installed and will connect Iraq to the rest of the world. Civilian telephone service is managed by the Iraqi Telephone and Postal Company along with CPA assistance.

## Water and sanitation

Before the war, Iraq's operating capacity for its 140 major water treatment facilities was 3 million cubic meters a day. Today, facilities operate at about 65% of that level, primarily due to years of neglect, electricity shortages and post-war looting of plant and emergency generators. Iraq has 13 major sewage treatment plants. Baghdad's three sewage treatment plants, which together comprise three-quarters of the nation's sewage treatment capacity, are inoperable, allowing the waste from 3.8 million people to flow untreated directly into the Tigris River. In the rest of the country, most sewage treatment plants were only partially operational prior to the conflict, and shortages of electricity, parts, and chemicals have exacerbated the situation. Water pumped through the system is largely untreated, especially in the south.

USAID's goal is to improve the efficiency and reliability of existing water treatment facilities, especially those located in the south where water quantity and quality are particularly low. To increase the water supply, work is underway to rehabilitate 15 water treatment facilities and portions of the Sweet Water Canal to Basra. USAID-supported water and sanitation projects will benefit over 14.5 million Iraqis.

## Oil and gas

The future prosperity of Iraq lies in the exploitation of its valuable oil and natural gas resources. In addition to contracts already awarded, there exist opportunities within the fields of oil and gas exploration, drilling equipment provision and maintenance, production and processing technology, reservoir measurement and management, pipeline engineering and processing, and equipment training and services.

## Health

Perhaps the most pressing of all needs in post-war Iraq is the establishment of regular and professional healthcare system. Much of Iraq's healthcare system is in tatters and so there is urgent demand for hospital equipment, furniture and supplies, pharmaceuticals, and intensive care, emergency and rehabilitation equipment. The public health situation in Iraq deteriorated substantially under the previous regime. After the conflict, services were disrupted and equipment, medicine, and supplies looted. USAID is helping the Ministry of Health restore basic services so healthy workers can return to work and healthy children can be educated. USAID will ensure services to vulnerable populations, including the treatment of acute malnutrition and vaccinations. Over the next two years, USAID will help the Ministry of Health hone the professional skills of its health workers and administrators so that they in turn can reduce the mortality rate of children under five years of age.



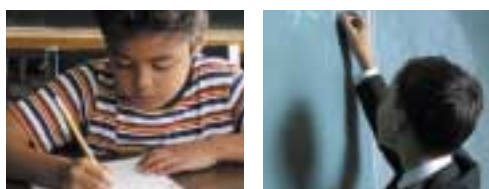


## Agriculture

The Iraqi agricultural sector requires crop production know-how, livestock, poultry and dairy farming expertise (including feeds and additives), horticulture, irrigation and water technology and management, and agricultural machinery. Iraq's rural economy helps feed 18 million Iraqi urban dwellers. Agriculture has been in decline owing to years of repressive government policies and repeated conflict. Farms with reduced productivity are unable to provide a dependable supply of food for cities and income for the rural population. More than half of Iraq's total food requirement is satisfied by imports, and a large portion of the population is dependent for its survival on government-financed food rations. To rehabilitate the agricultural infrastructure, increase productivity and restore services, USAID will work in conjunction with Iraqi ministries and higher education institutions. Their efforts will support Iraqi initiatives to revitalize agricultural production, bolster income, nurture rural policies, and revitalize the country's natural resource base.

## Education

Quality education will help generate equality, stability, economic growth, and improved living conditions for Iraqi families. If Iraq is to prosper, attention must be paid to student enrollment, retention, and quality of education within the school system. In conjunction with the Ministry of Education, USAID aims to increase enrollment and improve the quality of primary and secondary education, ensure that classrooms have sufficient materials, facilitate community involvement, train teachers, implement accelerated learning programs, and establish partnerships between U.S. and Iraqi colleges and universities. Under the previous regime, a whole generation of Iraqis grew up disconnected from the rest of the world. Unemployment and low salaries forced Iraqis to abandon professional jobs and accept menial labor. Professional talent in the health, private enterprise and education sectors declined. Economic conditions led to poor labor efficiency where the available labor pool was ill-matched to economic opportunity. This mismatch led to poor economic and social returns on education.



## Security

The prosperity of a future Iraq will depend in no small way on the security systems established in the short to medium term. In what is essentially a security vacuum, there exists opportunities for suppliers of the key elements of any security and emergency service infrastructure. These include ambulances and emergency equipment, fire trucks, and fire fighting equipment, police motorcycles, CCTV, intruder control systems and burglar alarms, specialized fencing, perimeter protection, surveillance and telecom equipment, computer security, ID card and fingerprinting processing, as well as uniforms and protective clothing.

## Information Technology

The demand for IT from Iraqi institutions and the private sector represents an exceptional opportunity for suppliers of all kinds of hardware, software and associated services. The IT revolution currently sweeping the Middle East is now nowhere more evident than in Iraq. Ambitious plans are needed to introduce e-government and e-commerce. There is also a big need for more IT consulting. The Iraqi internet services market promises to be one of the fastest growing segments in the Iraqi IT landscape. The market remains the largest in the Arab world, as it is completely underdeveloped.

## Hotels, Food, Beverage & Catering

After decades of neglect Iraq's hotels require a full overhaul. Iraq's new hotel sector is likely to play a crucial role, especially in the short term. Those products and services currently being sourced include interior decor, cleaning services, registration software, as well as consulting and design services. The entire food and beverage range of services and products are also needed, including foodstuffs, processing and packing equipment as well as fast foods and snack franchises. Finally, there is also demand for restaurant and catering equipment, including refrigeration and storage facilities.

## General Products, Goods and Services

The day-to-day needs of the Iraqi people are also apparent in the demand for auto parts and tools, packaging equipment and material, paper production, printing and publishing technology, plastics (including molding machines and PVC pipes etc.), consumer goods (such as household goods and cosmetics) and services, leisure and tourism expertise.



## REBUILD IRAQ 2004

REBUILD IRAQ 2004 was supported by the following government bodies and international agencies:

<b>AUSTRIA</b>	
AUSTRIAN FEDERAL ECONOMIC CHAMBER (WIFI)	AUSSENWIRTSCHAFT
<b>BELGIUM</b>	
EXPORT VLAANDEREN	BRUSSELS EXPORT
<b>BULGARIA</b>	
BULGARIAN CHAMBER OF COMMERCE & INDUSTRY	MINISTRY OF ECONOMY OF THE REPUBLIC OF BULGARIA
<b>CANADA</b>	
CANADIAN EMBASSY - KUWAIT	
<b>CZECH REPUBLIC</b>	
MINISTRY OF INDUSTRY & TRADE OF THE CZECH REPUBLIC	CONFEDERATION OF INDUSTRIES OF THE CZECH REPUBLIC
<b>DENMARK</b>	
EXPORT PROMOTION DANMARK - EES	CONFEDERATION OF DANISH INDUSTRIES
DANISH CHAMBER OF COMMERCE	DANISH TRADE COUNCIL
<b>GERMANY</b>	
FEDERAL MINISTRY OF ECONOMICS AND LABOUR	GERMAN ENGINEERING FEDERATION - VDMA
ASSOCIATION OF THE GERMAN TRADE FAIR INDUSTRY - AUMA	
<b>HUNGARY</b>	
HUNGARIAN INVESTMENT & TRADE DEVELOPMENT AGENCY	
<b>INDIA</b>	
FEDERATION OF INDIAN CHAMBERS OF COMMERCE & INDUSTRY	OVERSEAS CONSTRUCTION COUNCIL OF INDIA - OCCI
<b>IRAN</b>	
MINISTRY OF COMMERCE EXPORT PROMOTION CENTER - I.R.IRAN	
<b>ITALY</b>	
ITALIAN TRADE COMMISSION (ICE)	
<b>KOREA</b>	
KOREA TRADE CENTER - KOTRA	
<b>KUWAIT</b>	
MINISTRY OF TRADE	CHAMBER OF COMMERCE & INDUSTRY
PUBLIC AUTHORITY FOR INDUSTRY	
<b>MACEDONIA</b>	
MINISTRY OF ECONOMY	
<b>MALAYSIA</b>	
MALAYSIA EXTERNAL TRADE DEVELOPMENT CORPORATION - MATRADE	
<b>PAKISTAN</b>	
EXPORT PROMOTION BUREAU - EPB	
<b>POLAND</b>	
POLISH CHAMBER OF COMMERCE	
<b>ROMANIA</b>	
CHAMBER OF COMMERCE AND INDUSTRY OF ROMANIA AND BUCHAREST	
<b>SERBIA</b>	
CHAMBER OF COMMERCE & INDUSTRY OF SERBIA	
<b>SPAIN</b>	
CIUDAD REAL CHAMBER OF COMMERCE AND INDUSTRY	
<b>SWEDEN</b>	
SWEDISH TRADE COUNCIL	EXPORTRÅDET SWEDISH TRADE COUNCIL
<b>TAIWAN</b>	
TAIWAN TRADE CENTER - CETRA	
<b>THAILAND</b>	
DEPARTMENT OF EXPORT PROMOTION - THAILAND - DEP	
<b>TURKEY</b>	
UNDERSECRETARIAT OF FOREIGN TRADE - TURKEY	Prime Minister's Office Undersecretariat For Foreign Trade General Directorate Of Exports
<b>UAE</b>	
JEBEL ALI FREE ZONE	
<b>UK</b>	
UK TRADE & INVESTMENT	
<b>USA</b>	
US EMBASSY - KUWAIT	

## REBUILD IRAQ 2004 an overwhelming success

Rebuild Iraq 2004 exhibition hosted 29 country pavilions from Austria, Belgium, Bulgaria, Canada, China, the Czech Republic, Denmark, Germany, Hungary, India, Iran, Italy, Korea, Kuwait, Macedonia, Malaysia, Pakistan, Poland, Romania, Saudi Arabia, Serbia, Spain, Sweden, Taiwan, Thailand, Turkey, the UAE, the UK and the USA. Other countries represented included Bahrain, Bangladesh, Cyprus, Egypt, France, Greece, Hong Kong, Lebanon, Lithuania, Luxembourg, Malta, the Netherlands, Nigeria, Oman, Qatar, Russia, Switzerland and Syria. The exhibition received strong support from Iraqi businessmen and a variety of Iraqi associations.



## REBUILD IRAQ Conference

Representatives of the Coalition Provisional Authority (CPA), the Iraqi Businessmen's Council and the American Embassy in Kuwait were all actively involved in advising on the Strategic Conference on Doing Business in Iraq, held concurrently with Rebuild Iraq 2004, from 20 to 21 January.



# REBUILD IRAQ 2005: General Information

## The Venue

Rebuild Iraq 2005 will be held at Jordan's conveniently located Amman International Fair, in Marj al Hamam, on the road to the airport. The fair is 25 minutes from the famous Dead Sea, and only 3 hours away by highway from the Iraqi borders, giving Iraqi visitors fast hassle-free access. The exhibition will cover 16,000 square meters indoors, and 4,000 square meters outdoors. Amman International Fair boasts 100,000 square meters of parking and is equipped with the very best in exhibitor-friendly amenities, air conditioning and Internet access.

## Rich in history

Take time out to get in touch with the fascinating heritage of Jordan.

Visit the stunning ancient city of Petra, carved out of a sandstone canyon cliff-face over 2,000 years ago and only rediscovered in 1812. Once the capital of the Nabataeans, a 3rd century BC Arab dynasty, Petra is home to ruins of the beautifully sculpted Khazneh, or Treasury, an 8,000-seat amphitheater, and the Temple of the Winged Lions.

Be pampered at one of the luxury spa resorts on the uniquely salty Dead Sea, or gaze at the desert hills while floating effortlessly in the Sea's therapeutic mineral-rich waters.

Ascend Mount Nebo, from which Moses is said to have surveyed the Promised Land, and drink in breathtaking views of the Jordan Valley and beyond. Examine Byzantine mosaics in the peak's old windswept monastery.



For further information please contact the organisers:

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