



The International Exhibition for Furniture, Home Textiles, Tableware, Cookware, White Goods, Home Appliances & Smart Home Systems.



**1-4 OCTOBER**  
**2025**

**Baghdad International Fair**

[www.iraqhomeshow.com](http://www.iraqhomeshow.com)

# IRAQ...

## A Unique and Compelling Landscape for Home Solutions



● In Iraq, the revenue generated in the Kitchenware market is estimated to be US\$42.34m in 2024.



● The Kitchenware market in Iraq is projected that the market will experience an annual growth rate of 5.55% (CAGR 2024-2028).



● The Household Appliances market in Iraq is projected to generate revenue of US\$3.81bn in 2024.



● It is anticipated that the Household Appliances market in Iraq will experience an annual growth rate of 5.50% (CAGR 2024-2028).



● Online sales are expected to contribute 10.4% of the total revenue in the Iraqi Household Appliances market by 2024



● In Iraq, the Carpets & Rugs market is expected to generate revenue of US\$102.20m in 2024.



● The Carpets & Rugs market in Iraq is projected to experience an annual growth rate of 2.99% (CAGR 2024-2028).



● The revenue generated in the Iraqi Curtains market is projected to reach US\$74.71m in 2024.



● In Iraq, the forecasted revenue in the Bedding market for the year 2024 amounts to US\$99.67m.



● It is projected that the Small Appliances market in Iraq will experience an annual growth rate of 5.92% (CAGR 2024-2028).



● The Smart Homes Market in Iraq is estimated to show an annual growth rate (CAGR 2024-2028) of 13.99%

# WHY IRAQ

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Home holds immense cultural significance in Iraq, symbolizing stability, family, and identity. Consequently, there is a strong emphasis on home solutions and creating comfortable living spaces.

Iraq is experiencing rapid urbanization, with a significant portion of the population residing in urban areas. As urban populations increase, there is a greater demand for modern housing solutions.

The emergence of a middle class in Iraq signifies increased purchasing power and a desire for improved living standards. A focus on solutions aligns with the aspirations of this demographic, offering them access to innovative technologies and modern lifestyle choices.

As a cultural and economic hub in the Middle East, Iraq exerts significant influence across the region. Hosting an exhibition like IRAQ HOME SHOW not only caters to the domestic market but also attracts regional stakeholders, including designers, manufacturers, and investors, fostering cross-border collaborations and trade opportunities.

Iraq's dynamic socio-economic landscape, cultural heritage, and technological readiness make it an ideal host for an IRAQ HOME SHOW. Such an event not only addresses pressing housing needs and aspirations but also catalyzes innovation, economic growth, and community development across the country and the wider region.

A stack of several folded fabrics in various colors including orange, yellow, white, grey, and red, showing a soft, plush texture.

## **IRAQ HOME SHOW... UNLOCKING MASSIVE TRADING OPPORTUNITIES**

Iraq Home Show, as a premier trade fair dedicated to tableware, cookware, white goods, home appliances, home textiles, Furniture and smart home systems, holds immense importance for both local and international brands seeking to capitalize on burgeoning opportunities and showcase their offerings of cutting edge innovations and advancements to a wide range of well-off audience with full decision making authority and extremely high purchasing power.

Participation in Iraq Home Show offers unparalleled brand exposure and visibility within the Iraqi market; providing an enormous trading platform to showcase products, innovations, and expertise, whilst enhancing brand recognition and positioning in the minds of customers.

Iraq Home Show facilitates valuable networking opportunities for local, regional and international brands to connect with potential clients, partners, and distributors; serving as a meeting point for industry professionals, enabling meaningful business negotiations, relationship-building, and collaboration opportunities.

Iraq Home Show serves as an ideal business setting for companies targeting to explore new avenues of collaboration, business growth and profit; where exhibitors are anticipated to sign-off mega business and export deals.

Iraq Home Show is an absolute trading hub, offering thousands of visitors and buyers from Iraq and its neighboring states insights into the latest trends, technologies, and options available for enhancing their living spaces.



# ADVANTAGES OF EXHIBITING AT IRAQ HOME SHOW

**Engage high-quality buyers with serious purchasing power.**

**Connect with current and future strategic partners.**

**Showcase and demonstrate new products/technologies.**

**Target hard-to-reach customers Offer special face-to-face promotions**

**Explore various business expansion opportunities**

**Monitor and observe competitors**

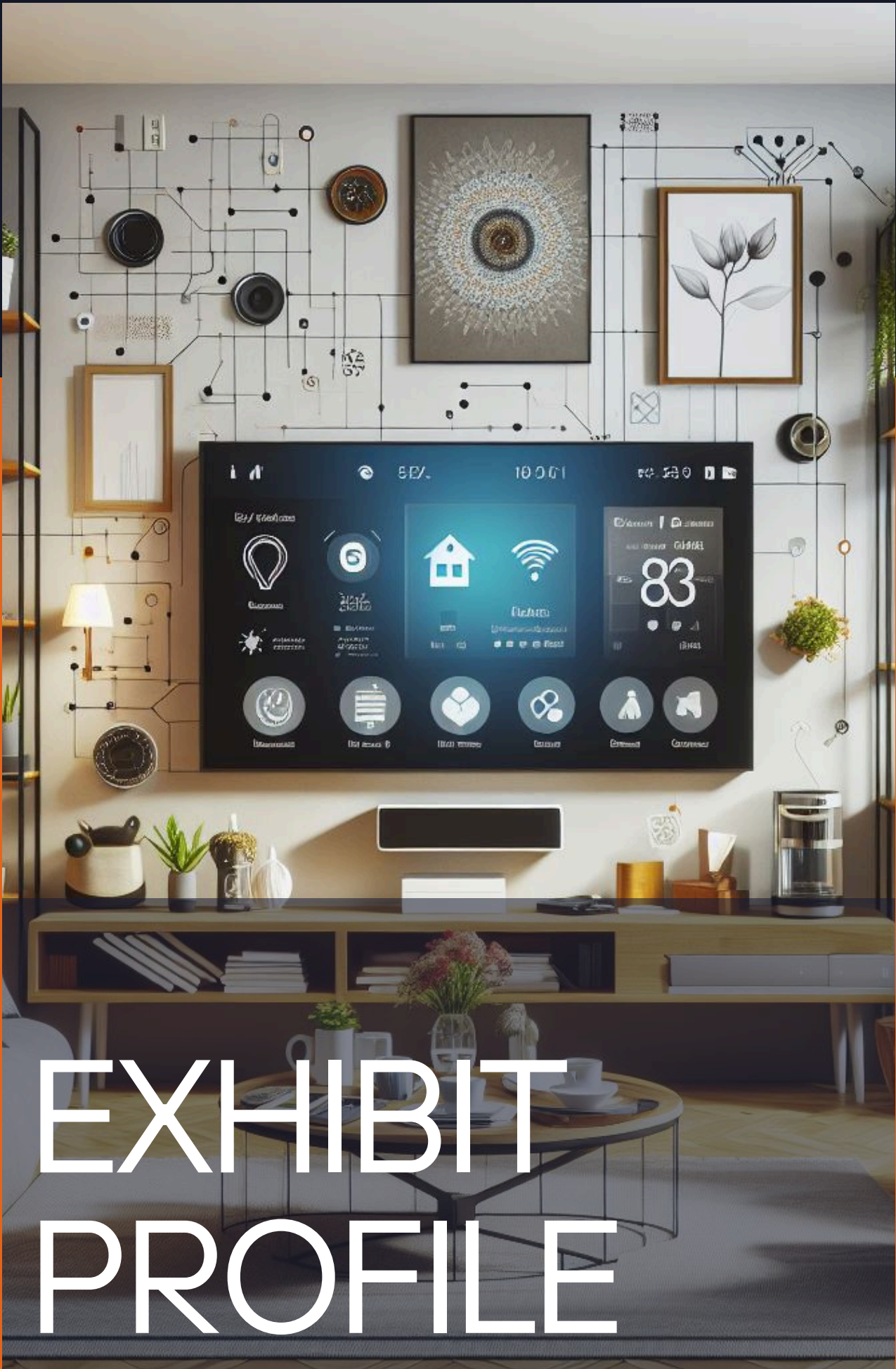
**Boost sales & export activities**

**Sign mega business deals**

**Meet top buyers from Iraq and the GCC region**

**Enhance brand presence**





# EXHIBIT PROFILE



## FURNITURE

- Furniture & Furnishing
- Decorative Lightings
- Wardrobes
- Bedroom Furniture
- Kitchens & Bathrooms
- Sofas
- Dining Room Furniture
- Lazy Boys
- Windows & Doors
- Furniture Accessories
- Kids Room Furniture

## HOME TEXTILES

- Upholstery fabrics
- Decorative fabrics
- Rugs and carpets
- Curtains and Window Treatments
- Bed Linen
- Textile Accessories



## TABLEWARE

- Glass
- Porcelain
- Ceramics
- Melamine Kitchenware
- Cutlery
- Wooden Products
- Plastic Kitchen Utensils
- Storage boxes and bowls
- Plastic Organizers

## COOKWARE

- Cooking pots, pans, and saucepans
- Stainless Steel Cookware
- Granite Cookware
- Enamel Cookware
- Iron, Aluminum, and Copper Cookware



## HOME APPLIANCES & ACCESSORIES

- Toaster
- Portable Dishwasher
- Blender
- Food Processor
- Instant Pot
- Rice Cooker
- Slow Cooker
- Stand Mixer
- Juicer
- Pressure Cooker
- Steamer
- Waffle Iron
- Bread Machine
- Ice Cream Maker
- Yogurt Maker
- Coffee Grinder
- Popcorn Machine
- Panini Maker
- Deep Fryer
- Food Dehydrator
- Garbage Disposal



## Built-in Kitchen

- Oven\Stove Top
- Dishwasher
- Washing Machine
- Dryer
- Coffee Maker
- Microwave Oven

## White Goods

- Small Fridges
- Oven / Mini Oven
- Refrigerator
- Freezer
- Microwave
- Toaster Oven

## Cleaning Appliances

- Vacuum
- Iron
- Steamer
- Ironing Boards
- Laundry Hangers
- Cleaning utensils



## SMART HOMES

- Smart TVs
- Smart Home Tech
- Domestic Robot
- Ceiling Fan
- Detectors
- Security Devices
- Safety Devices
- Entertainment Systems

## OUTDOOR LIVING

- Garden Umbrellas
- Shutters
- Parasol Bases
- Awnings
- Barbecues
- Barbecue Accessories
- Outdoor Ovens
- Outdoor Heaters
- Outdoor Fireplaces
- Fire Baskets



## HOME DECOR

- Decorative Bathroom and Kitchen Accessories
- Lighting / Chandeliers
- Pictures and frames
- Home fragrances, Candles, and Candleholders
- Decorative plants and flowers
- Wooden Home Accessories
- Figurines and sculptures
- Paintings and Wall Art
- Vases
- Table Accents
- Mirrors



# Visitors' Profile



Interior Designers

Architects

Contractors

Businessmen & Investors

Facility Managers

Hotel Owners

Property Developers

Government Officials

Purchasing Delegations

Department Stores

Specialty Chain Stores

E-Commerce Companies

Independent Retailers

Wholesalers

Importers and Distributors

Hospitality Purchasing Managers

Event Organizers

Corporate Gift Companies

International Trade Companies

High-end Consumers

# The Venue



## Baghdad International Fair

The event will take place at the luxurious venue Baghdad International Fair.

The deluxe venue is accredited as the paramount comprehensive exhibition center in Iraq; which is fully-equipped with all facilities including conference halls, huge car parking, unlimited floor loads, central air-conditioning and food & beverage outlets.

The prestigious venue is dedicated to first class conferences and exhibitions catering for the requisites of all organizers with top efficiency.

Baghdad International Fair enjoys an impressive artistic design that charms visitors and exhibitors from all over the world. It is also located in one of the most prominent areas in Baghdad, next to several 5-star hotels, shopping destinations, sight-seeing locations and only minutes away from Baghdad International Airport.

# The Organizers

The event is organized jointly between Business Plus Fairs, EXPOLINE & ALSOROUH.

Business Plus is a leading Emirati holdings group serving multiple business sectors, including commercial, trading, industrial, consulting, and events management. It is one of the top trade fair organizers in the Middle East and Africa, with significant experience and specialization in producing and managing international exhibitions. Its' commercial events track record includes a variety of industries in addition to B2B matchmaking events and export development activities.

With a combined portfolio of 28 annual shows Business Plus Fairs focus on producing mega-size trade fairs that generate millions of dollars in business deals that directly benefit host countries' economy and industrial scope.

Sorouh is a global exhibitions company with its headquarters located in Baghdad, Iraq since 2009. With a vast portfolio of various exhibitions, we attract more than 125,000 visitors annually, which make us one of the leading players in the industry.


At Al Sorouh, we take pride in our magnificent growth in local and international markets. Our progress is driven by our ability to launch events, perform complementary businesses, and partner with industry leaders.


Expo Line is one of the leading Egyptian international trade fairs and conferences organizers, with practical experience over 22 years in the field of exhibitions and conferences in various countries, for example but not limited to Iraq - South Africa - Libya - Algeria.


Our objective is to develop and develop trade exchange between Egypt and other countries and enhance Egyptian exports to various countries of the world.

# Organizers




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