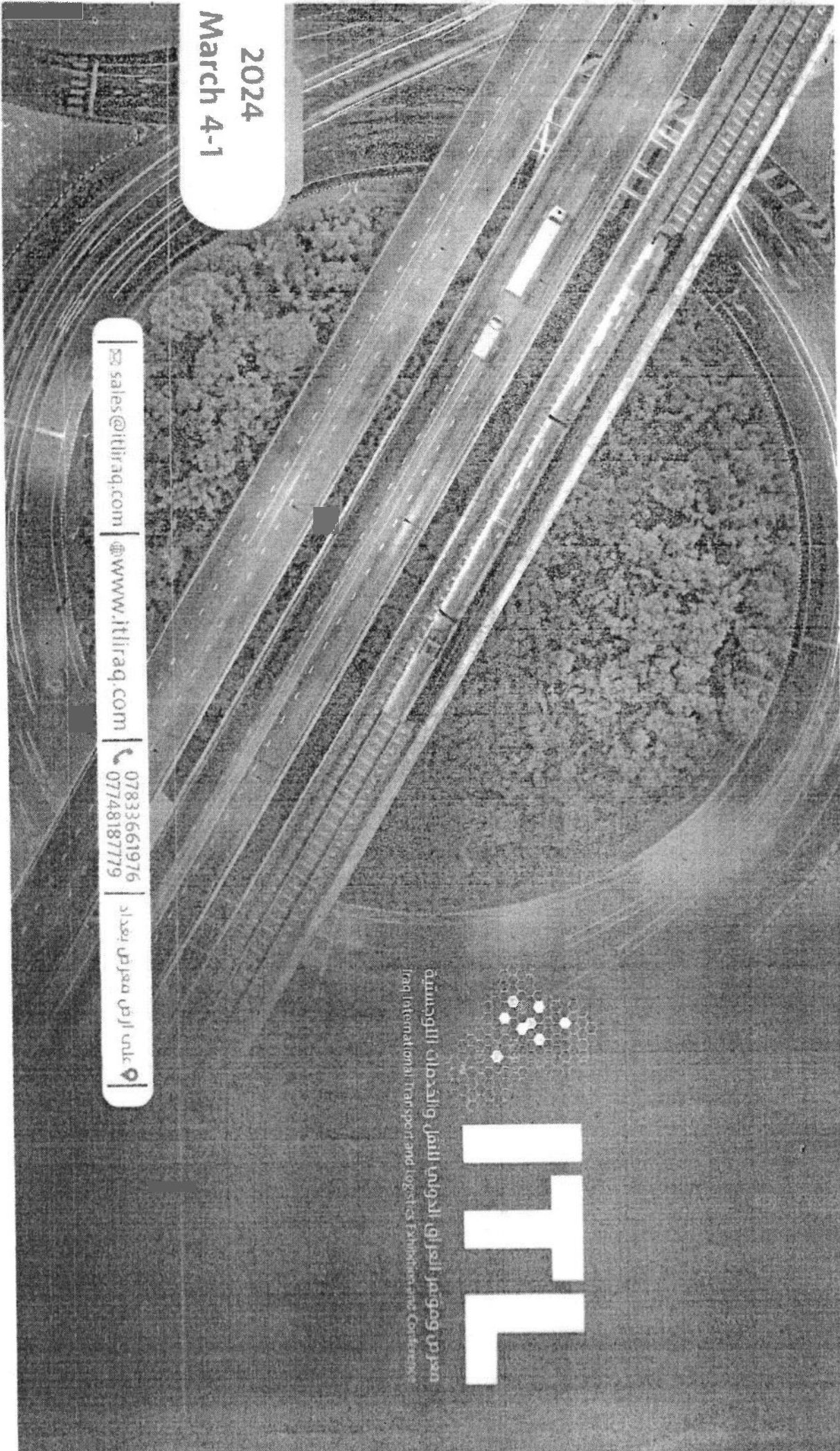


MTD22



2024  
 March 4-1

✉ sales@itliraq.com | 🌐 www.itliraq.com | ☎ 07833661976 | 📞 07748187779 | 📍 كوردستان، ههنگاو، ههنگاو، ههنگاو

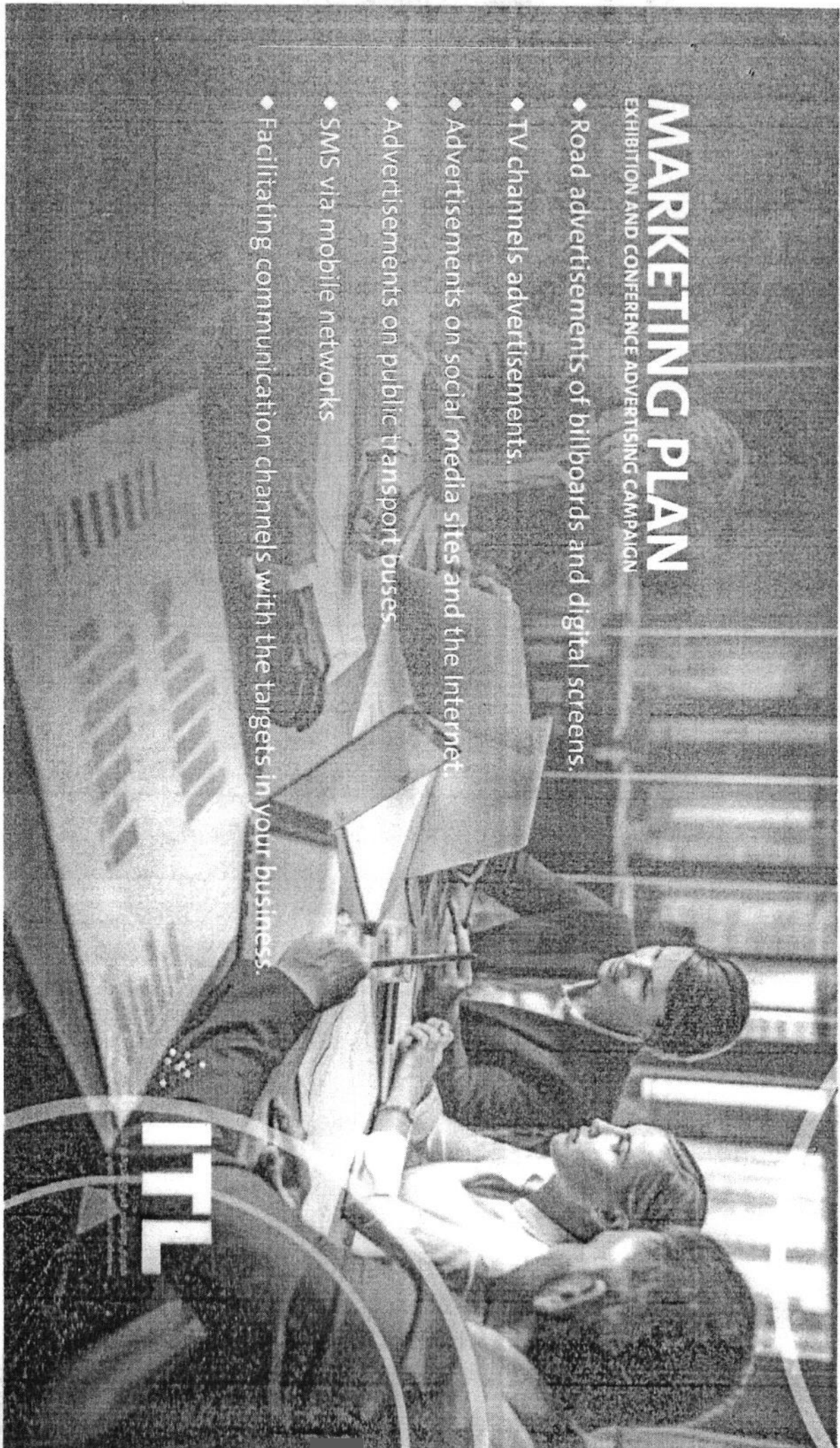
كوردستان، ههنگاو، ههنگاو، ههنگاو  
 Iraq International Transport and Logistics Exhibition and Conference  
**ITL**

# 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.

# ITL



MTD27

**الخطوة التسويقية**  
الحملة الاعلانية للمعرض والمؤتمر

- اعلانات الطرق من لوحات وشاشان عرض رقمية
- اعلانات القنوات التلفزيونية
- اعلانات على مواقع التواصل الاجتماعي وشبكات الانترنت
- اعلانات على بامكان النقل العام
- الرسائل النصية القصيرة عبر شبكات المحمول
- تسجيل مواقع التواصل مع المستهلكين في عمالك

www.mtd27.com

# Who attends the exhibition and conference?

## Transport authorities

- Consultants
- Contractors
- Engineers
- Rail/metro operators
- The relevant government sector
- Supply chain and logistics managers
- Directors of public transport authorities
- Operating companies in the sector
- Performance management specialists
- Senior engineers
- IT managers
- Supply chain managers
- Financial executives
- Senior stakeholders in the transportation and logistics
- The Specialists

**ITL**

MTD27

Ek-1

MTD27

## من يحرص المعرض والمؤتمر؟

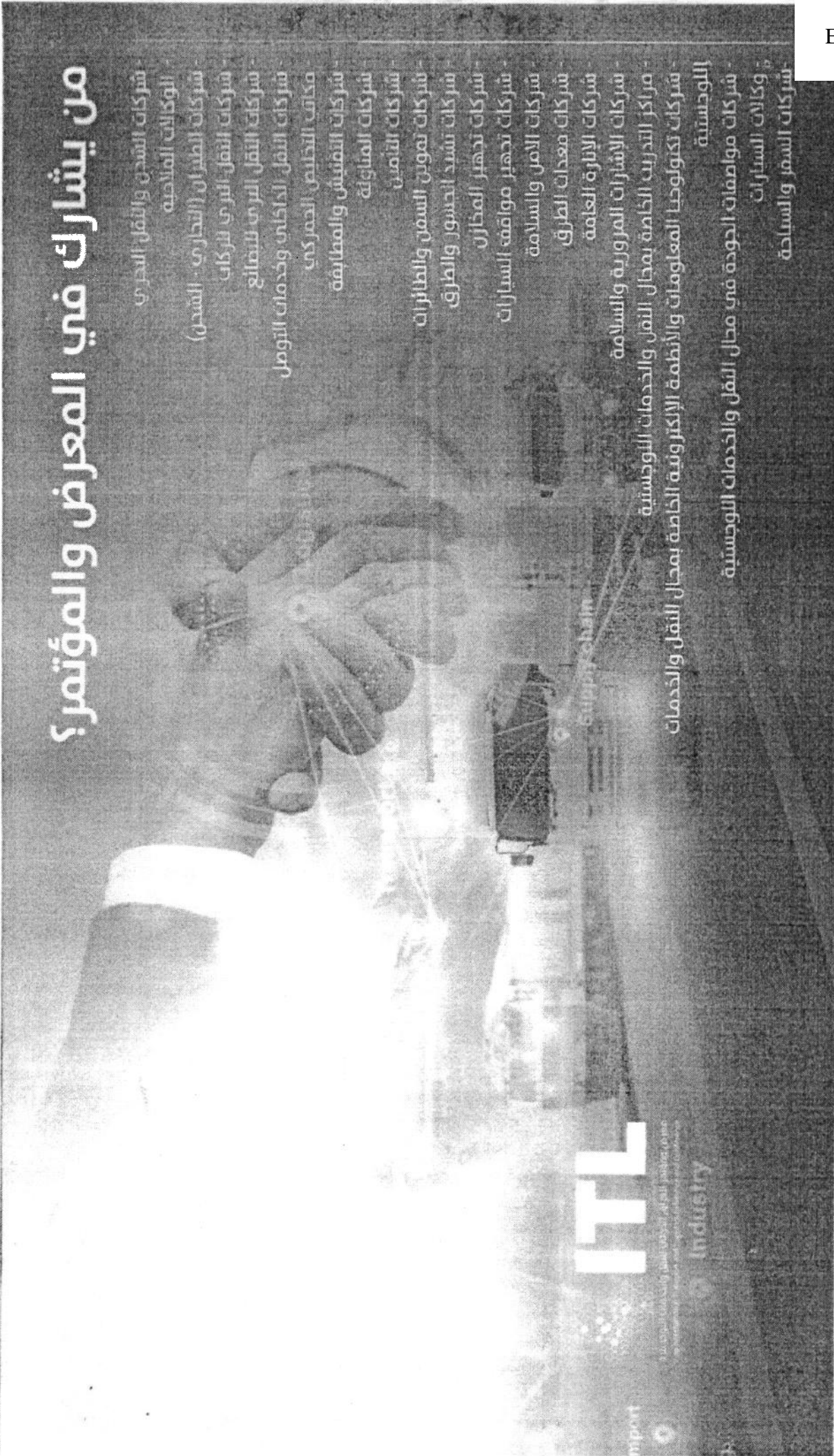
- ◆ ساطح النقل ◆ استراتيجيين ◆ المقاولون ◆ المهندسين ◆ المورعين
- ◆ مشغلي السكك الحديدية / المترو ◆ قطاع الحكومة المدني ◆ المهندسين
- ◆ مدراء سلسلة التوريد والخدمات اللوجستية ◆ مدراء هيئات النقل العام
- ◆ الشركات العاملة ◆ مدبري عمليات المطار ◆ مخصصو إدارة الأداء
- ◆ كبار المهندسين ◆ مدراء تكنولوجيا المعلومات ◆ مدراء سلسلة التوريد
- ◆ المديرين التنفيذيين الماليين ◆ مدراء البرامج
- ◆ كبار المهندسين في قطاع النقل والخدمات اللوجستية



International Trade Logistics  
 International Trade Logistics  
 International Trade Logistics

# من يشارك في المعرض والمؤتمر؟

- شركات الشحن والنقل البحري
- الوكالات الملاحية
- شركات الطيران (التجاري - الشحن)
- شركات النقل البري للركاب
- شركات النقل البري للبضائع
- شركات النقل الداخلي وخدمات التوكل
- مكاتب التخليص الجمركي
- شركات التأمين والمطابقة
- شركات المناوغة
- شركات التأمين
- شركات تمويل السفن والمنازل
- شركات تشييد الجسور والطرق
- شركات تجهيز الموانئ
- شركات تجهيز موانئ السيارات
- شركات الامن والسلامة
- شركات معدات الطرق
- شركات الابارة العلمية
- شركات الاسرارات المرورية والسلامة
- مراكز التدريب الخاصة بمجال النقل والخدمات اللوجستية
- شركات تكنولوجيا المعلومات والانظمة الاكبر ونية الخاصة بمجال النقل والخدمات اللوجستية
- شركات مواصفات الجودة في مجال النقل والخدمات اللوجستية
- وكالات السيارات
- شركات السمر والسباحة



# 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



MTD27

# يقدم ITL منصة ديناميكية للعارضين

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

**التقنية البحرية والموتور والخدمات التوجسية**

- الموانئ وسفنات الموانئ
- الموانئ ومحطات الشحن والمعدات اللوجستية
- بناء الموانئ المتكاملة
- بناء السفن
- بناء وإصلاح الحواري
- حطوط ووسطاء الشحن
- معدات شحن البضائع
- أنظمة الوسائط المتعددة
- أنظمة التحكم البحري

## الأنفاق والمترو

- أنظمة البنية للأنفاق
- المطارات وسارات المترو
- مطارات السكك الحديدية الدخيرة والمطارات الأخرى
- متعلبات المترو
- أنظمة الترام والكاميرات
- معدات السكك
- كابلات الأنفاق البحرية
- السلاخ المتحركة والمصاعد
- أنظمة ومعدات التفرجين
- أنظمة الكسوف والمعالجات والإيدار
- الإشارات الرصدية
- مرودس حدسات الأنفاق والوقاي فاي

## التنقل الأخضر والمستدام

- مطارات الوقود المتجددة والكهربائية
- التوسيع وإعادة تطوير وكهرباء
- معدات معدات الأنفاق الكهربائية
- شاحنات وقطارات السكك
- معدات نقل من طوبس الهواء والمصعد
- معدات ترميز ومقود الترميز
- معدات من معدات التفرجين
- البنية التحتية





MTD27

# 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

**SEA, AIR & RAIL**

- Ports and Port Authorities
- Ports, Freight Terminals & Logistics Equipment
- Specialized Port Building
- Ship Builders
- Container Building & Repair
- Shipping Lines & Shippers
- Cargo Inspection Equipment
- Multimodal Systems
- Custom Cleaning Systems

## 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 & WiFi Providers

MTD27

# ITL offers a dynamic platform

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

## RAILWAYS & RAILROADS

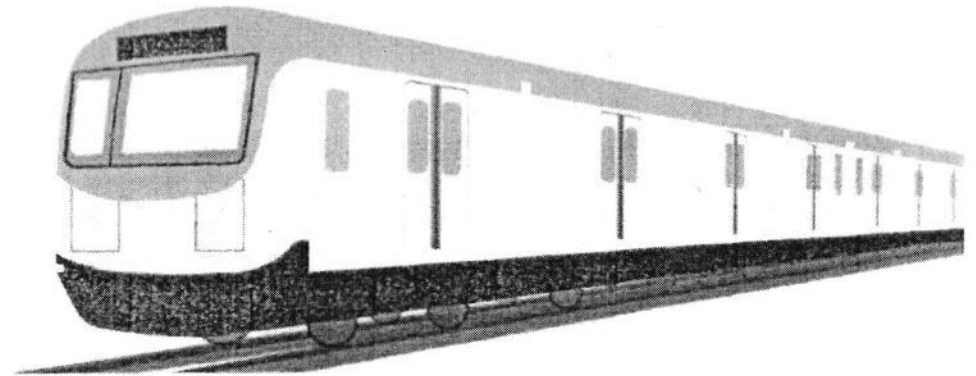
- Rolling Stock, Locomotives, and Wagons
- Maintenance Equipment
- Railway Operators
- Tracks, Freight Facilities, and Routing Signals
- Signaling & Communications
- Rail Profile Measurement Systems
- Command and Control Rooms
- Access Control Equipment
- IT, Software & Digital Technology
- Display Systems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

## ITS, TRAFFIC & 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



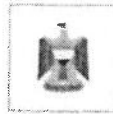
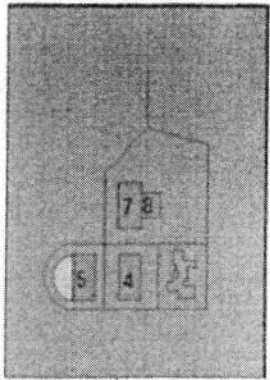
## Why participate in ITL IRAQ 2024?

- 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.

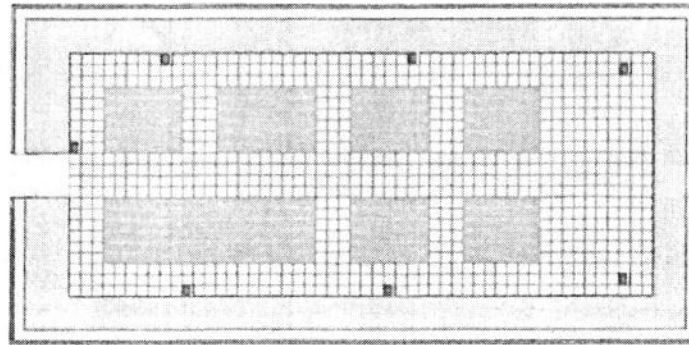
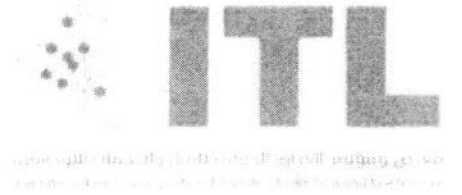
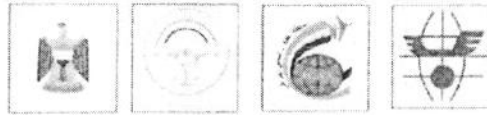
MTD27

Ek-1

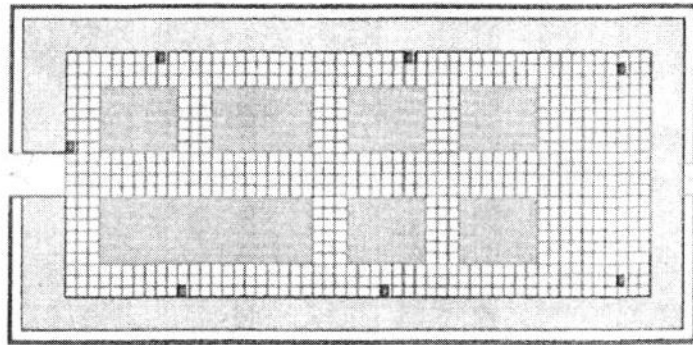




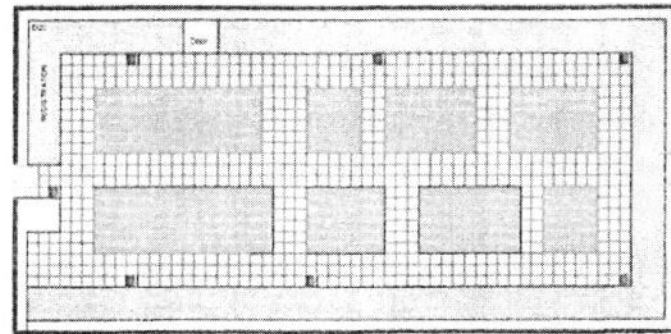
Iraq International Transport and Logistics Exhibition and Conference



HALL NO.5



HALL NO.4

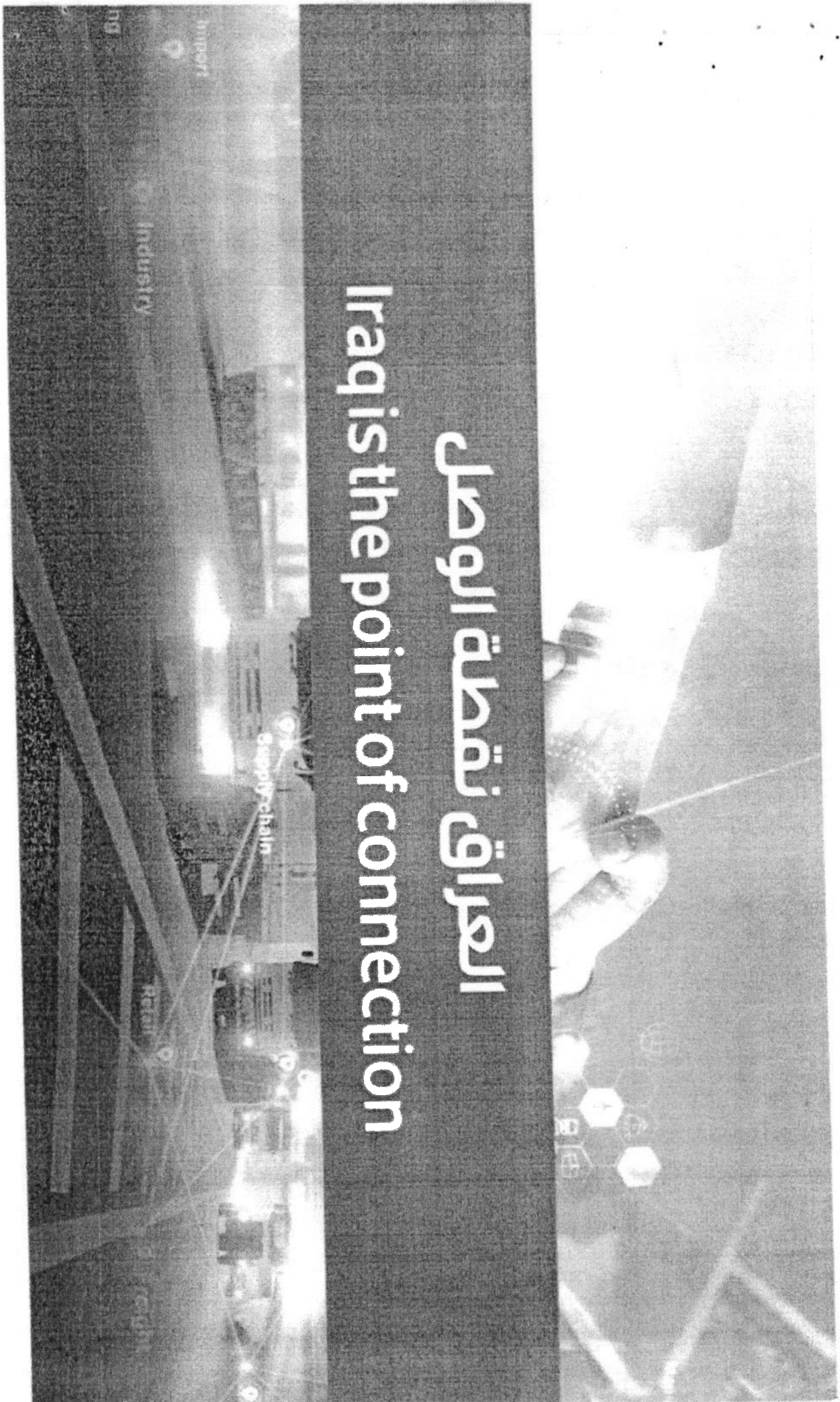


ENTRANCE

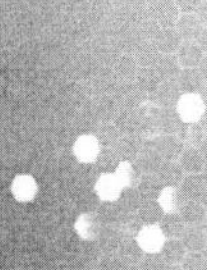
MTD27

MTD22

العراق نقطة الوصل  
Iraq is the point of connection



# ITL



معروض ومؤتمر العراق الدولي للنقل والخدمات اللوجستية  
Iraq International Transport and Logistics Exhibition and Conference



العراق نقطة الوصل  
Iraq is the point of connection

www.itliraq.com | 07833661976 | 07748187779  
sales@itliraq.com | 07833661976 | 07748187779

MTD27