



# TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ



Dumlupınar Bulvarı No:252 (Eskişehir Yolu 9. Km.) 06530 /ANKARA

www.tobb.org.tr - tobb@hs01.kep.tr

Sayı : E-34221550-720-2969

Tarih: 18.03.2024

Konu : Irak Ulaştırma, Havalimanları ve Lojistik Hizmetler Uluslararası Fuar hk.

## TÜM ODA VE BORSALARA (Genel Sekreterlik)

İlgi : Ticaret Bakanlığı'nın 14.03.2024 tarih ve E-43200378-724.01.03-1789392 sayılı yazısı.

İlgi yazıda, Irak Ulaştırma, Havalimanları ve Lojistik Hizmetler Uluslararası Fuarı'nın (<https://itliraq.com/>), 30 Eylül-3 Ekim 2024 tarihleri arasında Bağdat Uluslararası Fuarı alanında düzenleneceği bildirilmekte olup Fuara ilişkin bilgi ekte iletilen broşürde yer almaktadır.

Bilgilerini ve ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

*e-İmza*

Ali Emre YURDAKUL  
Genel Sekreter Yardımcısı

EK: Fuar Hk. Bilgi (16 sayfa)

Manisa TSO- Gelen Evrak  
18.03.2024 17.30 - 1320

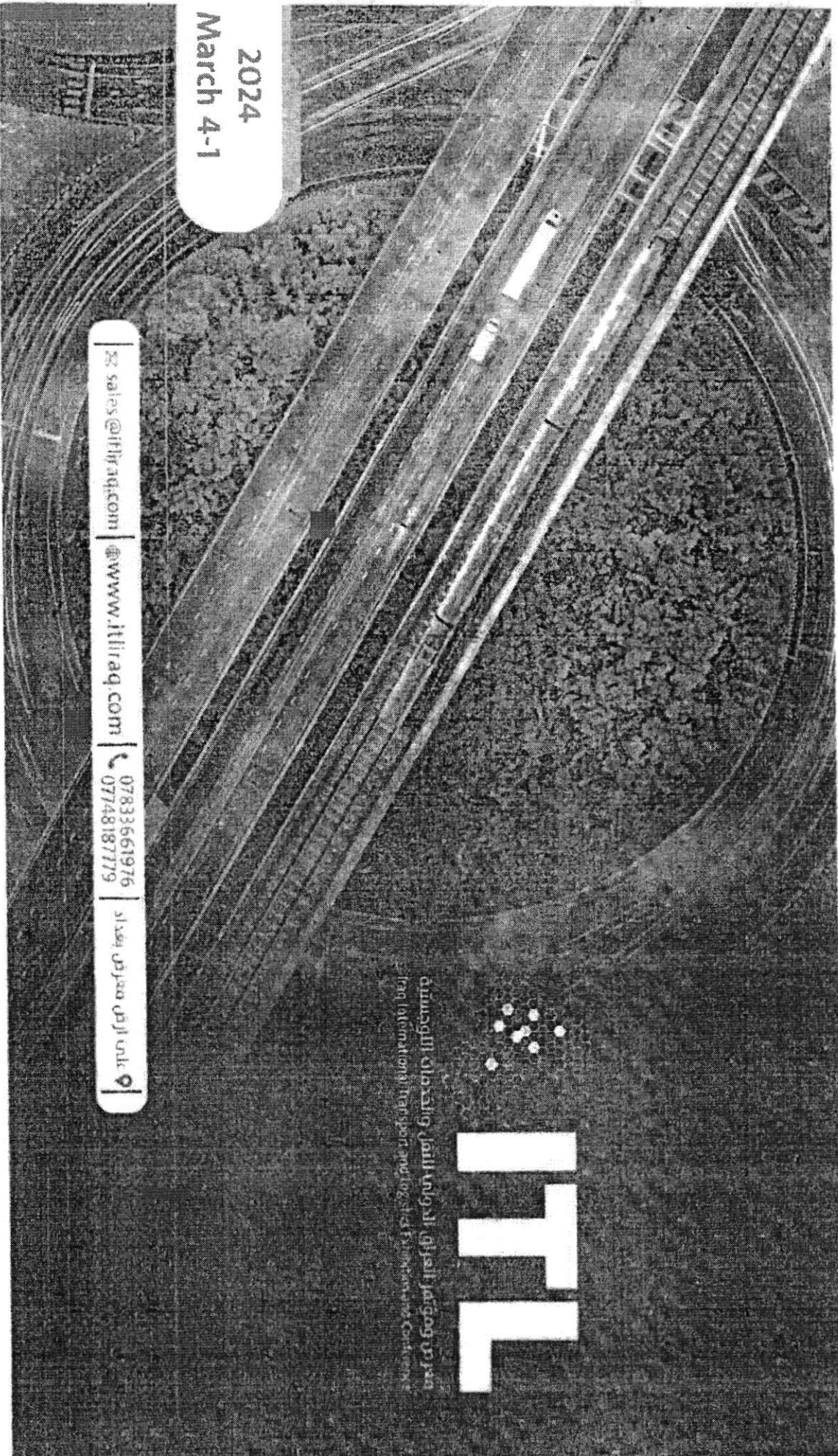


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2024  
March 4-1

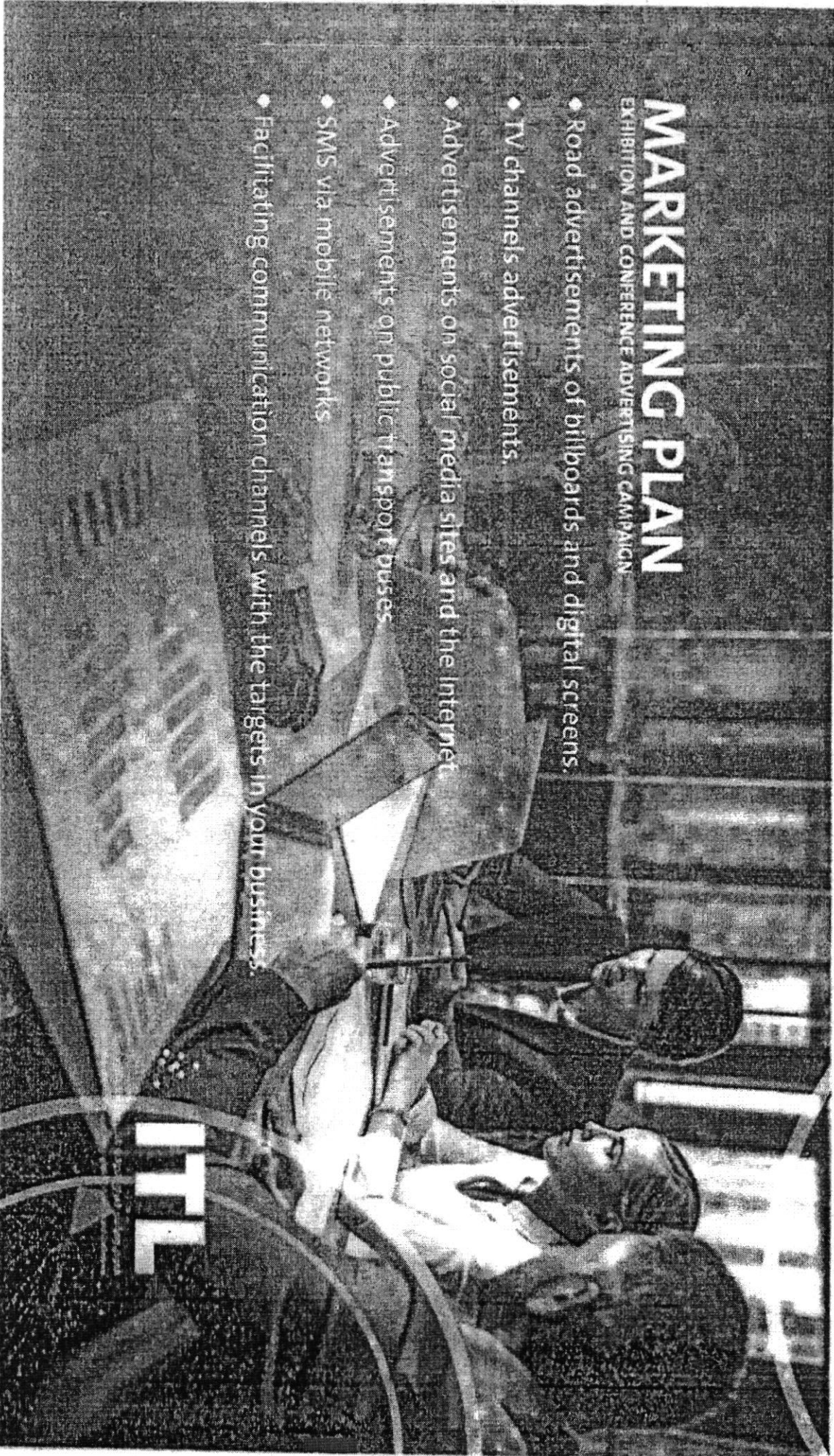
[sales@itliraq.com](mailto:sales@itliraq.com) | [www.itliraq.com](http://www.itliraq.com) | 07833561976 | 07748187779  
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**ITL**  
 دۆنەىنەى ئىتلى ئىراق  
 Iraq International Transport and Logistics Corporation

# 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.



**الذخيرة للتسويقية**  
الحملة الاعلانية المعروض والمؤتم

- اعلانات الطرق من لوجان وشاشان عرض رقميه
- اعلانات الفتيان التاليزوييه
- اعلانات على مواقع التواصل الاجتماعي وشاشات التلفاز
- اعلانات على بامكان النقل العالم
- الرسائل النصية المميزة عبر شاشات المحمول
- تسجيل فتيان التواصل مع المستخدمين في عمالك

## 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

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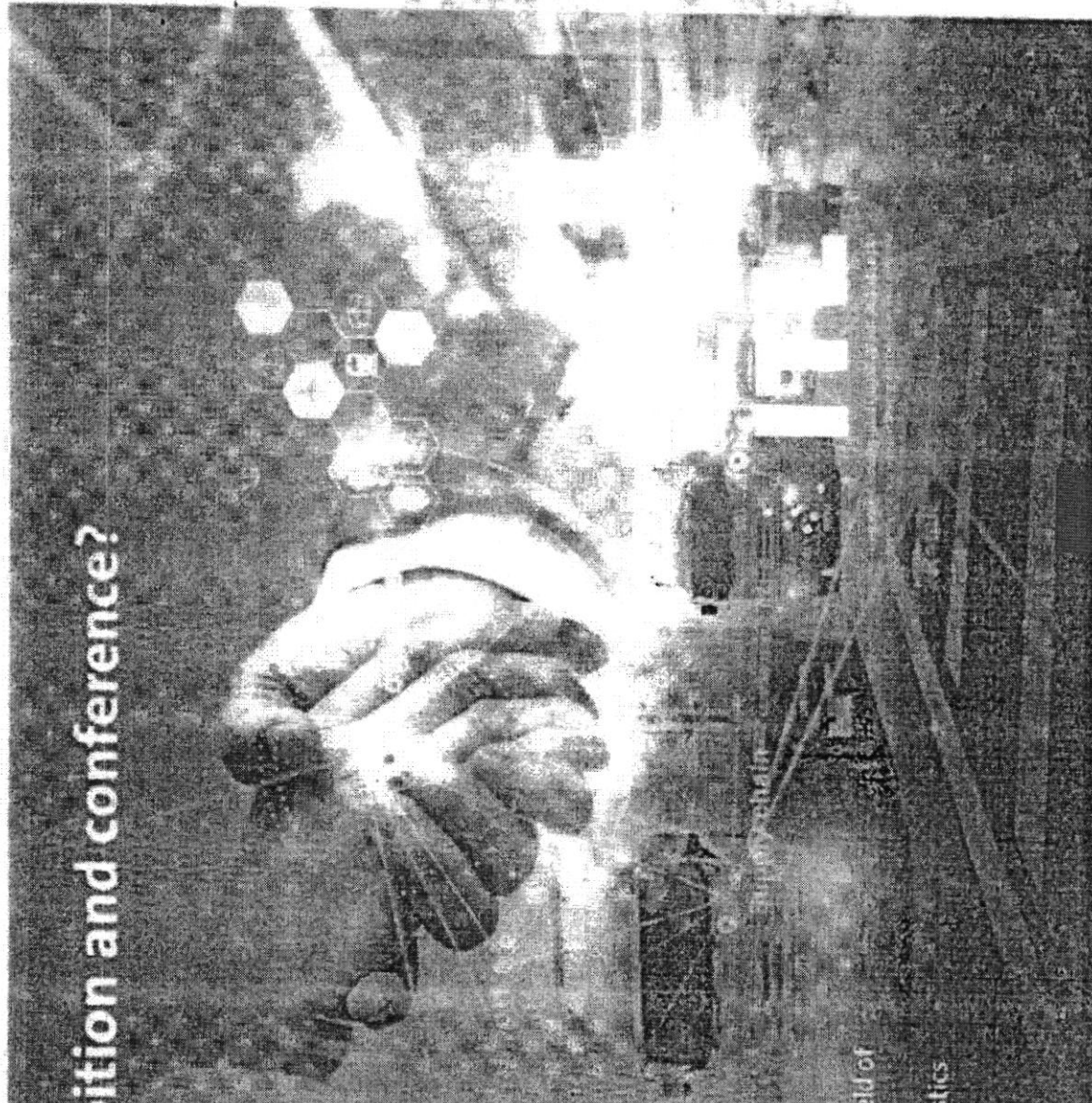
## من يشارك في المعرض والمؤتمر؟

- شركات الشحن والنقل البحري
- الوكالات المتخصصة
- شركات الطيران (التجارة العامة)
- شركات النقل البري للركاب
- شركات النقل البري للبضائع
- شركات النقل الجوي للبضائع
- شركات النقل الجوي للركاب
- مكاتب التخطيط المركزي
- شركات التأمين والمعاشات
- شركات المناولة
- شركات التامين
- شركات تموين السفن والطائرات
- شركات تشييد الجسور والطرق
- شركات تجهيز الموانئ
- شركات تجهيز مواقف السيارات
- شركات الأمن والسلامة
- شركات معدات الطرق
- شركات الأتارو العامة
- شركات الإشارات المرورية والسلامة
- مراكز التدريب الخاصة بمجال النقل والخدمات اللوجستية
- شركات تكنولوجيا المعلومات والأنظمة الإلكترونية الخاصة بمجال النقل والخدمات اللوجستية
- شركات مواصفات الجودة في مجال النقل والخدمات اللوجستية
- وكالات السيارات
- شركات التسمم والسباحة

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Industry

## 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
- Car agencies
- Travel and tourism companies



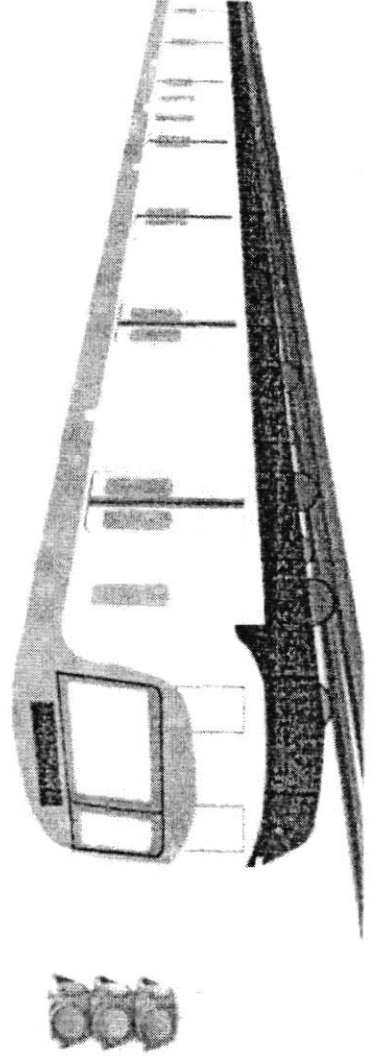
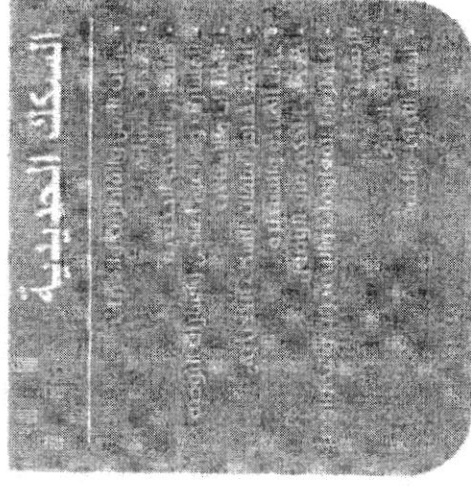


# يقدم ITL منصة ديناميكية للعارضين

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

## الأنفاق والمetro

- التنبؤ التحية للأنفاق
- القطارات وسيارات المترو
- قطارات السكك الحديدية الخفيفة والقطارات الأخرى
- منطقتي المترو
- أنظمة المراقبة والكاميرات
- معدات الصيانة
- كابلات الألياف البصرية
- السلامة المتحركة والمقاعد
- أنظمة ومعدات الطوارئ
- أنظمة الكشف والمعلومات والإخبار
- الإشارات الرقمية
- مزودي خدمات الاتصالات والهاتف فاي



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# 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

## 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

## MICRO-TRANSIT, PORTS & COURTESY

- Air and Light Rail
- Public Transportation and Access
- Specialized Port Buildings
- Street Buses
- Car and Bus Pooling
- Shared Bikes & Scooters
- Cargo Handling Equipment
- Maritime Systems
- Custom Kiosks

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# ITL offers a dynamic platform

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**RAILWAYS & RAILROADS**

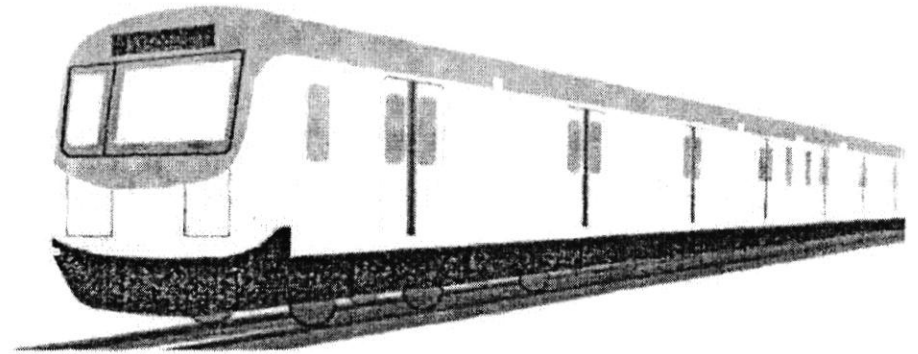
- Rolling Stock, Locomotives, and Wagons
- Maintenance Equipment
- Railway Operators
- Tracks, Freight Facilities, and Routing Signals
- Signaling & Communications
- Rail Profile Measurement Systems
- Command and Control Rooms
- Access Control Equipment
- IT, Software & Digital Technology
- Display Systems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

**TUNNELS & METRO**

- Tunnel Infrastructure
- Trains and Metro Cars
- Light Rail Trains & Monorails
- Metro Operators
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- 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)
- WAVE (2011)
- Traffic Signal Control Systems
- Video Surveillance Analytics
- Control Rooms
- Network Traffic Analysis
- Data Centers & Cloud Storage
- Toll Collection Systems
- Radio Equipment & Wireless Communications
- Lighting systems and Displays



## 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.
- The exhibition is sponsored by the highest authority in Iraq, which is the Office of the Prime Minister, Mr. Mohammad Shiaq Al-Sudani, the Iraqi Ministry of Transportation, and the Civil Aviation Authority, where the most important investment opportunities for the international development of the 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.

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# لماذا تشارك في ITL IRAQ 2024؟

• يتوقع من معرض ومؤتمر (ITL IRAQ 2024) أكثر من 1000 زبون عالمي وعراقي وأكثر من 1000 مشارك في الدورة لعرض أحدث الابتكارات في قطاع النقل والخدمات اللوجستية في العراق على attendees. فوائده المتصور والمشاركة الفعالة كزيارات الشركات والشخصيات في القطاع وعبر أحدث الأجهزة والأول من نوعه في العراق.

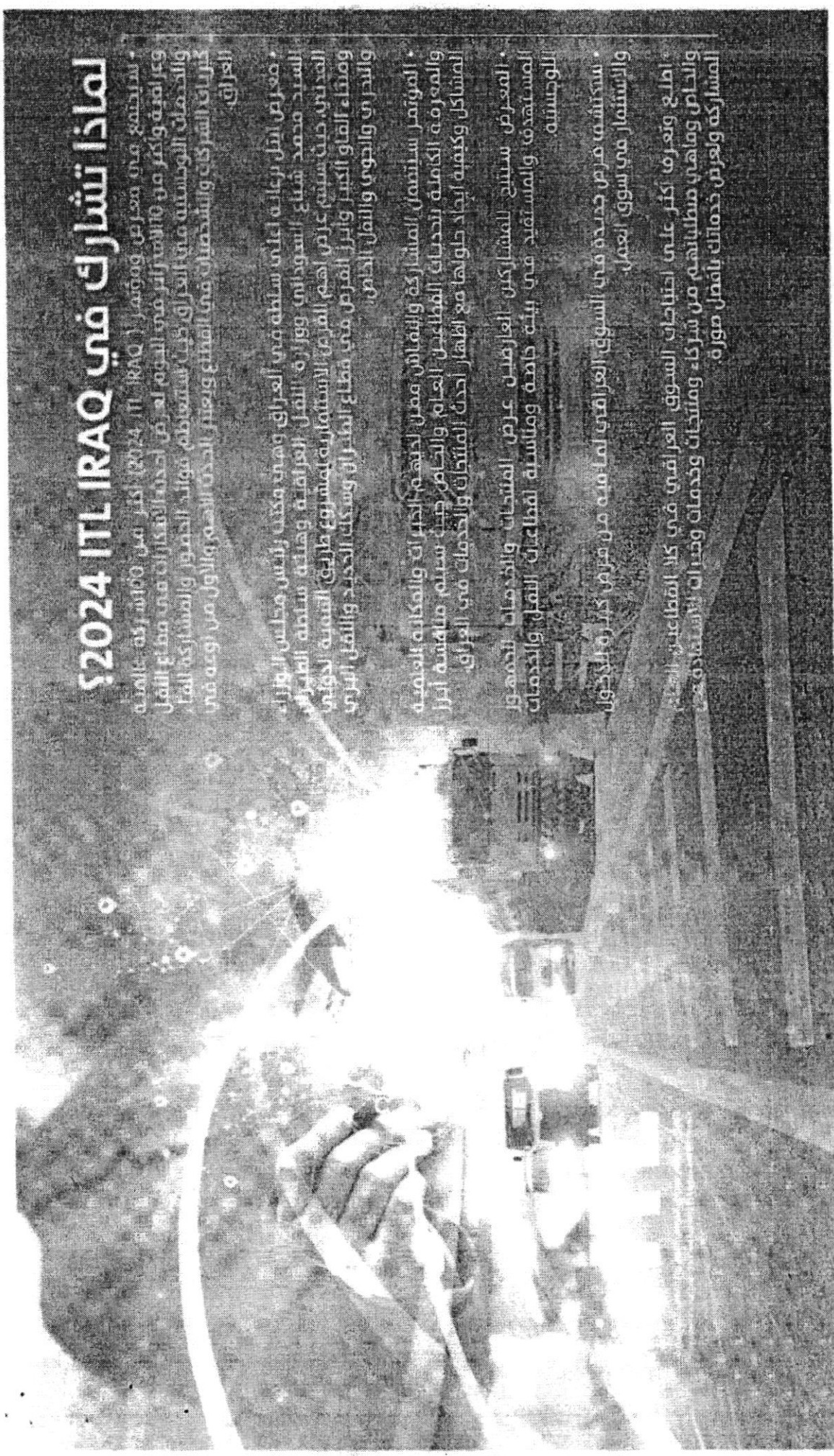
• معرض إيتل إيراك 2024 على سطحه في العراق وهي مكتب رئيس مجلس الوزراء السيد محمد شياع السوداني ووزراء النقل العراقية وقيادة سلطة الطيران المدني، حيث سيتم عرض أهم الفرص الاستثمارية لمشروع طريق القسيمة الدولي وبناء القوا أكبر وأبرز المعرض في قطاع الطيران وسكك الحديد والنقل البري والبحري والجوي والنقل الداخلي.

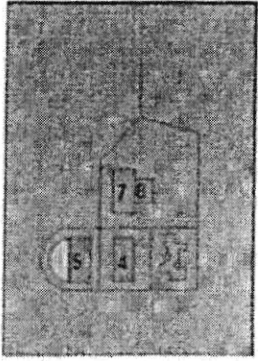
• المؤتمر سيتضمن المشاركة والتمثيل ضمن اجتماع الخبراء والمكاتب الحكومية والمعروفة الكاملة بتحديات القطاعين العام والخاص حيث سيتم مناقشة أبرز المشاكل وكيفية إيجاد حلولها مع اظهار أحدث المنتجات والخدمات في العراق.

• المعرض سيتيح للمشاركين العراقيين عرض المنتجات والخدمات للجمهور المستهدف والمستفيد في بيئة خاصة وممتازة لقطاع النقل والخدمات اللوجستية.

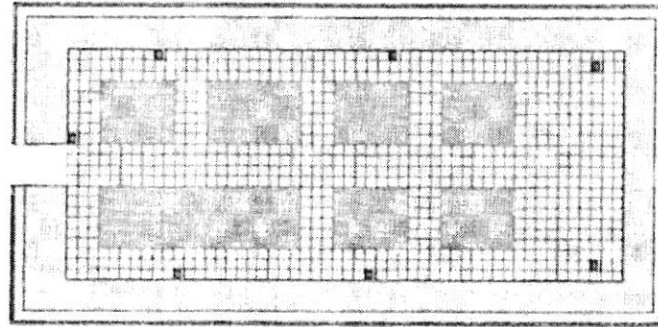
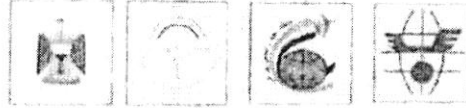
• ستكون فرص جديدة في السوق العراقي لما فيه من فرص كبيرة للدول والاستثمار في سوق العمل.

• اطلاع وتعرف أكثر على احتياجات السوق العراقي في كلا القطاعين العام والخاص وماهي متطلباتهم من سركاء ومبتدئين وخدمات وشركاء للاستفادة من المشاركة وعرض خدماتك بأفضل صورة.

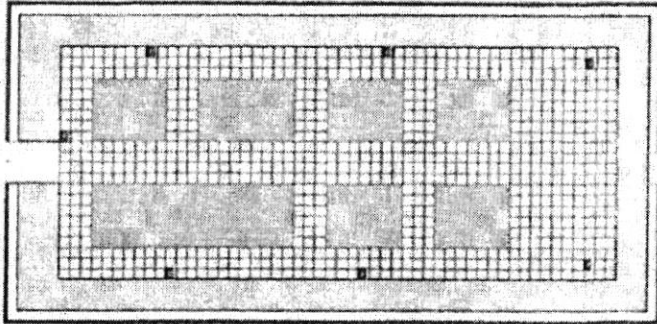




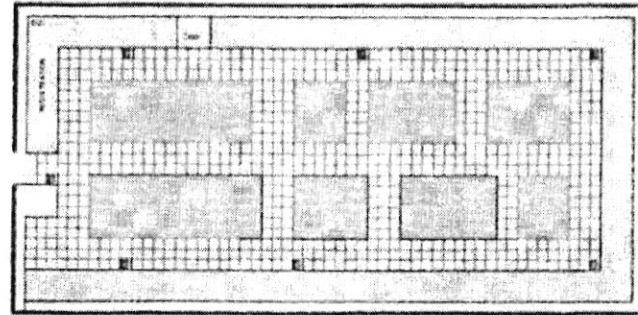
# Iraq International Transport and Logistics Exhibition and Conference



HALL NO.5

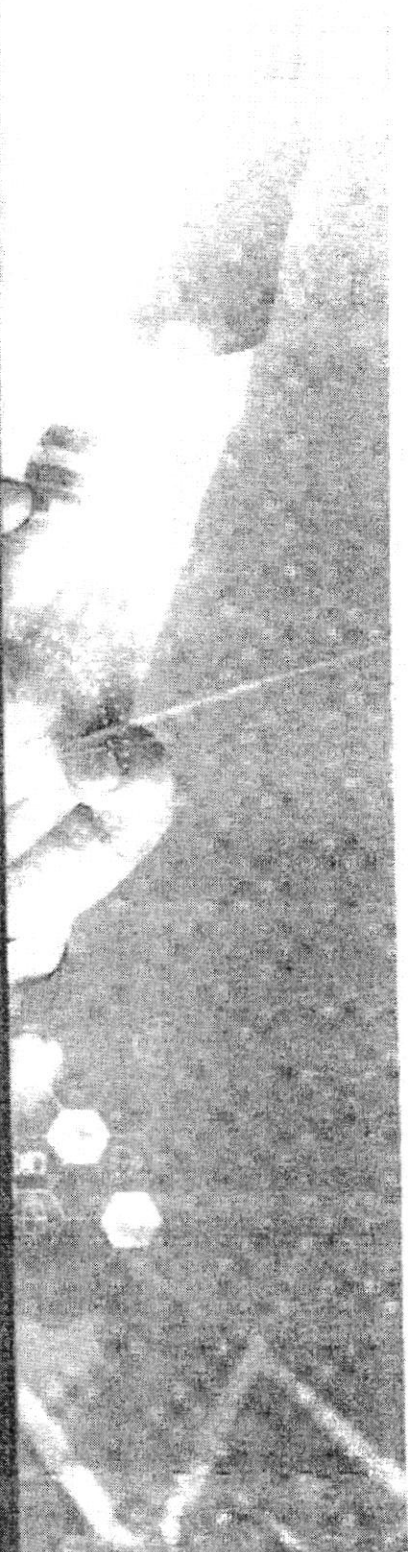


HALL NO.4



ENTRANCE

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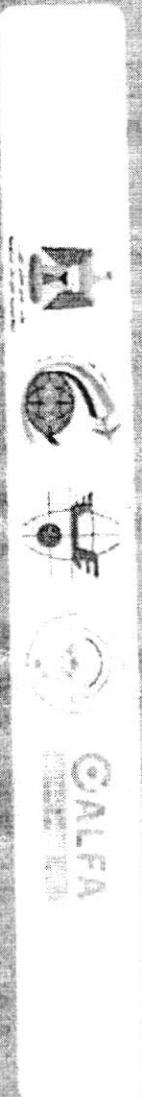


# العراق نقطة الوصل Iraq is the point of connection



# ITL

معرض العراق الدولي للنقل والوجوه  
Iraq International Transport and Logistics Exhibition and Conference



## العراق نقطة الوصل

Iraq is the point of connection

www.itliraq.com | 07837661976 | 07748787779

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