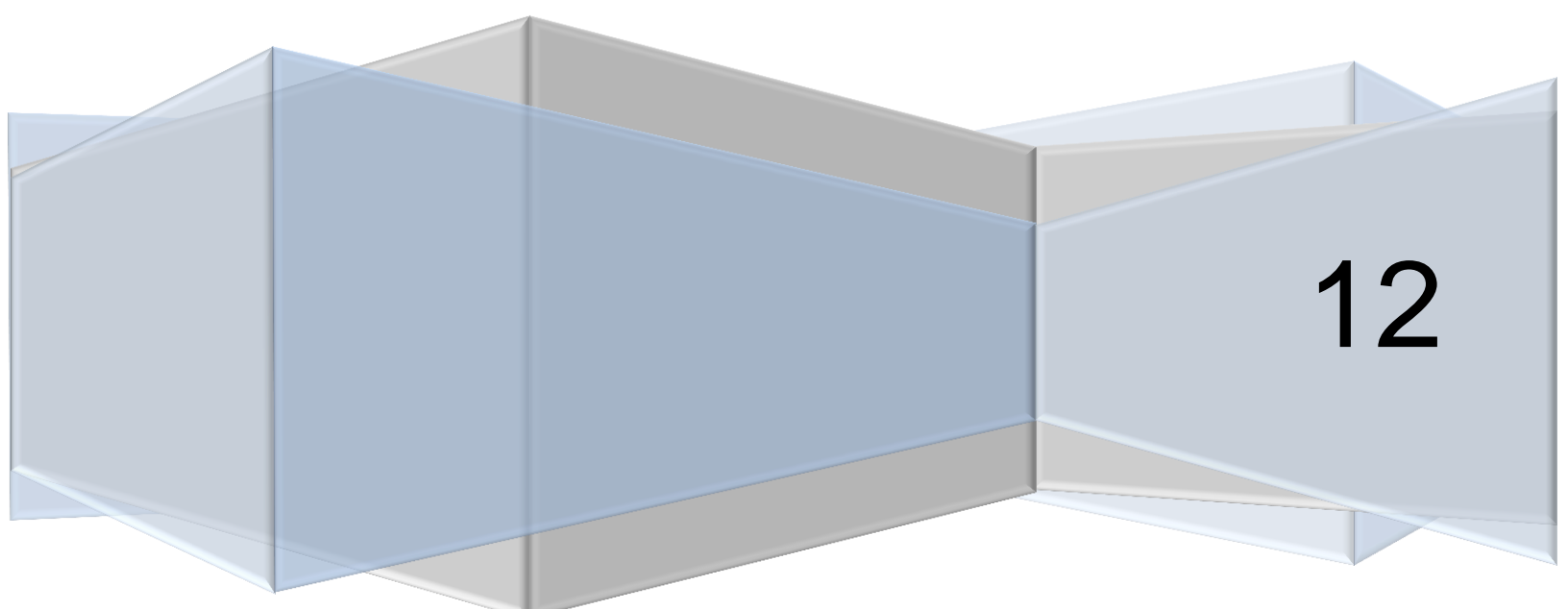


Iraq Energy EXPO and Conference, April 23-26, 2012

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BAGHDAD . IRAQ

Impossible Is Nothing !



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Exceed expectations, learning from experience to improve future [RESULTS !!](#)

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Delivering Iraq Energy EXPO and Conference, April 23-26, 2012 in cooperation and coordination with Iraq Ministry of Oil and its twenty two affiliated companies

1 Introduction

This was our introduction to our Iraq Energy EXPO and Conference, April 23-26, 2012 and we delivered: Iraq Ministry of Oil is urging all companies to pre-qualify to do business with ministry by participating in Iraq Energy EXPO and Conference, April 23th – 26th, 2012 at University of Baghdad

Worldwide demand for oil continues to grow as the world's population increases, unfortunately significant new major opportunities for oil supplies do not exist. Prior to Iraq opening its doors and welcoming international oil companies in the past few years.

According to Mr. Hussain al-Shahristani, Iraq Deputy PM for Energy stated recently

“estimate on the Iraq proven oil reserves sharply increased to 143.1 billion barrels, an almost 25 per cent increase, the world's second-largest proven reserves , that can be extracted by available techniques in the country”.

Adding that this total is based on reserves in 66 oil fields and there are other areas to be explored that are expected to add more to the reserve total.

Iraq for decades was left behind the rest of the world with dilapidated infrastructure and no capital investment to grow its energy sector. Many reasons contributed, including three major wars. Today billions of dollars are being invested by major oil companies from around the world and the work has just started, many more billions for years to come will be spend to level the playing field with other oil producing countries.

Unprecedented energy business opportunities exist today in Iraq, unmatched anywhere in the world, and we invite you to participate through Iraq Energy EXPO and Conference, April 23th – 26th, 2012 at University of Baghdad

2 Survey

The objective in our survey for both exhibitors and visitors continues to be finding the best ways to serve our customers and visitors, learning to improve and apply new ways to facilitate help and satisfaction in 2013.

2.1 Exhibitors

Exhibitors are divided into two types:

- those that are new, meaning they have never been to Iraq, or Baghdad or at least have never participated in any tradeshow in Baghdad
- exhibitors in past events



- New companies are more apprehensive about things like accommodations, transportations, getting around and general logistics
- Repeat customers are familiar with those questions and know what to expect. They need more information such as, who will be speaking in the conference, or can you arrange a specific meeting for me?

The two types have different needs and feedbacks, which we consider, study, and then make our goal to implement while learning from our past mistakes.

2.2 Visitors

Visitors are key to a successful event especially one like Iraq Energy EXPO and Conference, April 23-26, 2012 which depends on 90% of business being conducted through the ministry on oil and its 22 companies:

- Baghdad Oil Training Institute
- Contracts & Licenses Office
- Economic Office
- Gas Filling Company
- Heavy Engineering Equipment State Company
- Iraq Drilling Company
- Iraqi Exploration Company
- Maysan Oil Company
- Machines & Fields Development Office
- Midland Refineries Company
- North Gas Company
- North Oil Company
- North Refineries Company
- Oil Marketing Company - SOMO
- Oil Pipelines Company
- Oil Products Distribution Company
- Oil Projects Company
- Oil Tank Company
- Oil Training Institute - Basrah
- Petroleum Research & Development Center
- South Gas Company
- South Oil Company
- South Refineries Co.

- State Company for Oil Projects

And therefore we had to spend considerable amount of logistic in time and money (human and capital resources) making sure that we can get 5000 visitors in four days, pick them up at their resident in the morning and bring them to the venue and back home, of course we had to get approvals at the highest level of Iraq Ministry of Oil, that is our way of saying we aim to serve above all.

Many exhibitors loved the idea that they can see and meet and negotiate with all key staff at the ministry in one place, and some even selected to choose our special sponsorship for lunch whereby we make special invitation to 500 individuals to have lunch on behalf of the sponsor, this was a big hit.



2.3 Conference

We value our ability to bring key decision makers together in four days, all you have to do is come to one place rather than plan detailed itinerary to see individual persons, we bring them together.

Iraq Energy EXPO and Conference, April 23-26, 2012 attracted over 3000 attendees at the conference, many wished that we had more time, they more than anything wanted to be in two places at one time, conference and expo, it was a very successful event indeed

- Free to all exhibitors
- Record number of VIP's from Iraqi Government
- Record number of key decision makers
- Four full days of extensive networking opportunities
- One on one face time with key players



3 Implementation Plan

Considerable amount of work went into the preparation for Iraq Energy EXPO and Conference, April 23-26, 2012, our experience with oil and gas events since 2008 helps us considerably; we focus on the following issues:

- Visa: often getting visa from Iraqi embassy in your country is difficult and time consuming, you need invitation by official source within the government of Iraq, we do all that for you, all we need is a copy of your passport, your picture, and sometimes we require a letter from your company stating the purpose of the visit, it's that simple
- Hotel accommodations and transportation, we do all the booking, pick you up at the airport, and do all the transportation between hotel and conference throughout your stay
- We arrange high level meetings between special sponsorship type exhibitors and MoO officials
- We arrange for topical speeches by our customers to inform visitors of their capabilities and offerings
- We customer design booth, special secretarial and other needs



Iraqi Ministry of Oil has 90,000 employees most have never been outside the country for decades, over 8,000 will attend, more will attend in 2013.

3.1 Location

Baghdad, the capital of Iraq, has been through incredible period since 2003, often mired in violence etc.

However, no city will ever take the place of the capital for key strategic reasons; Baghdad is the capital, the federal (Central) government located in Baghdad.

Central Government and its associated Ministries play decisive



leadership in how projects are allocated, budgets are allocated and moreover, no matter what size contract your company will win, often Baghdad has to sign off on it.

3.2 Schedule

There is never the best time to hold such an event, however we are to a strong extent dictated to by the availability of key decision makers, strategic dates for Ministry of Oil to offer tenders and need to negotiate with international oil companies and most importantly avoiding the long and difficult summer season and therefore we decide to base our schedule on April 23rd – 26th each year

3.3 Resources

[Depending on the nature of the proposal, you may want to identify key resources that will be involved in the solution implementation. These can include people, materials, and facilities. Provide only the information that will be helpful to the client in evaluating your proposal. One option is to include a one-paragraph summary of the background of key managers, consultants, technical experts, and so on. Full resumes can always be attached as an appendix, if desired.]

3.4 Qualifications

What makes our organization exceptionally qualified to produce and organize Iraq Energy EXPO and Conference, April 23-26, 2012

- 1) We have produced many conferences and tradeshows in Iraq since 2003
- 2) Over 50 professionals with 4 offices in key cities in Iraq
- 3) Iraqi staff, key to knowing how to navigate through the difficulties in visiting Baghdad, Iraq
- 4) Strong relationship with Ministry of Oil since 2008
- 5) Strong conferences as a key component of tradeshow
- 6) Conference free to all exhibitors
- 7) Over 10,000 qualified participants, pre-registered exclusively for Iraq Energy EXPO and Conference, April 23-26, 2012

These are some of the key and strong points that make us different, and exceptional, therefore we invite you to give us a try, you will be truly delighted with the results

4 Costs

Consider the following cost associated with your participation:

- 1) Decide booth size, from 9 SM (10x10 SF) increments
- 2) Decide location, some more strategic than others, sponsorship comes with its unique benefits and deliverables
- 3) Decide how many will participate
- 4) Book flights
- 5) Book accommodations and transportation through us
- 6) Process your visa requirements
- 7) Decide your other options like
 - a. Sponsor things like lunch
 - b. Gala Dinner
 - c. Sponsor Conference
 - d. Give a speech at conference
 - e. What size advertisement will you choose

These are some of the issues involved in your cost estimates, we will be able to help every step of the way

5 Conclusion

Iraq and Oil and indistinguishable, with all indication, studies and expert opinion pointing to decades of opportunities to participate in this lucrative and possibly the last horizon for mega-potential in world oil and gas market.

Baghdad, Iraq where the central government, Iraq ministry of oil and all decision making is located, we have coordinated with MoO to

network those international companies that exhibit high degree of interest with MoO.

We will offer the best venue; the University of Baghdad in Jadria area is adjacent to the Green Zone, Hotels and an easy distance from Baghdad International Airport (BIAP).

Our promise is simple: you give us a week, we will give your all the answers to the questions you have about, who to deal with within the

Appendix A: Exhibitor Survey



Exhibitor Survey

NETWORKING

1) Did you have contacts at MoO before the events? Yes <input type="radio"/> No <input type="radio"/>		2) Did you make new contacts at MoO? Yes <input type="radio"/> No <input type="radio"/>	
3) How good your contacts are from the events? Bad <input type="radio"/> Fair <input type="radio"/> Very Good <input type="radio"/>		4) Are you doing business with MoO Presently? Yes <input type="radio"/> No <input type="radio"/>	
5) Will you be doing business with MoO in the near future? Yes <input type="radio"/> No <input type="radio"/>		6) Was MoO presented from all over Iraq? Yes <input type="radio"/> No <input type="radio"/>	
7) Was the decision makers available to talk with? Yes <input type="radio"/> No <input type="radio"/>		8) How many new contacts did you make? #	
9) What do we need to improve next time?			

CONFERENCE

1) How was the conference? Bad <input type="radio"/> Fair <input type="radio"/> Very Good <input type="radio"/>		3) What can we improve next time?	
2) How many sessions did you participate in #			

LOGISTICS

1) How was the logistics for the event? Bad <input type="radio"/> Fair <input type="radio"/> Very Good <input type="radio"/>	
2) What can we improve next time?	

BUSINESS OPPORTUNITIES

1) How much business do you expect in the near to mid term #		3) What else can we all do to help you do business in Iraq?	
2) What can MoO to help you be more prepared to response to tenders			

ACCOMMODATIONS

1) Where you able to get adequate accommodations Bad <input type="radio"/> Fair <input type="radio"/> Very Good <input type="radio"/>		4) What can we improve, your comments	
2) Was the room and amenities adequate? Bad <input type="radio"/> Fair <input type="radio"/> Very Good <input type="radio"/>			
3) Where did you stay?			

FOOD

1) How was the food? Bad <input type="radio"/> Fair <input type="radio"/> Very Good <input type="radio"/>	
2) What should we improve next time?	

SECURITY

1) Was the security OK Bad <input type="radio"/> Fair <input type="radio"/> Very Good <input type="radio"/>	
2) What should we improve next time?	

NEXT YEAR

1) Would you participate next year Yes <input type="radio"/> No <input type="radio"/>		2) Should we keep the same date Yes <input type="radio"/> No <input type="radio"/>	
3) Suggest another date if 2 is no			
4) Would you recommend the event to others Yes <input type="radio"/> No <input type="radio"/>			

Appendix B: Visitor Survey

Visitor and conference Survey



NETWORKING

1) Did you have contacts with exhibitions?		2) Will you be doing business with exhibitors in the near future?	
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Yes <input type="checkbox"/>	No <input type="checkbox"/>
3) How good your contacts are from Iraq Energy EXPO		4) How many new contacts did you make?	#
Bad <input type="checkbox"/>	Fair <input type="checkbox"/>		
5) What do we need to improve next time?			

CONFERENCE

1) How was the conference?	Bad <input type="checkbox"/>	Fair <input type="checkbox"/>	Very Good <input type="checkbox"/>
2) How many sessions did you participate in	#		
3) What can we improve next time?			

LOGISTICS

1) How was the logistics for the event?	Bad <input type="checkbox"/>	Fair <input type="checkbox"/>	Very Good <input type="checkbox"/>
2) What can we improve next time?			

FOOD

1) How was the food?	Bad <input type="checkbox"/>	Fair <input type="checkbox"/>	Very Good <input type="checkbox"/>
2) What should we improve next time?			

SECURITY

1) Was the security OK	Bad <input type="checkbox"/>	Fair <input type="checkbox"/>	Very Good <input type="checkbox"/>
2) What should we improve next time?			

NEXT YEAR

1) Would you participate next year?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
2) Should we keep the same date?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
3) Suggest another date if 2 is no		
4) Would you recommend the event to others?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

Appendix C: Highlight Survey Results

