

## **“Enterprise Development and Investment Promotion Program for the SME sector in Iraq”**

An SME development program aimed at increasing local and foreign investment in Iraq. As part of this program, UNIDO has screened and prepared 15 Company Project Profiles (CPPs) of enterprises in Iraq who are interested in having international partnerships. These enterprises come from three project governorates of Erbil, Baghdad and Thi Qar.



UNIDO (United Nations industrial Development Organization)

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Name of the company	Business Activities	Governorate	Size of the company		International partnership requested
			No. of employees	Sales turnover	
Al-yaqoubi dairy & ice cream co.	Production of different kinds of ice creams	Erbil	65	500,000 \$	<u>- Loan</u> <u>- Management expertise</u> <u>- Technical expertise</u> <u>- Marketing expertise</u> <u>- Technology transfer</u>
Anwer Co. for kitchen sets	Iron, Aluminum & PVC products	Erbil	25	925,000 \$	<u>- Loan</u> <u>- Management expertise</u> <u>- Technical expertise</u> <u>- Marketing expertise</u> <u>- Market access</u> <u>- Technology transfer</u> <u>- Equipment purchase</u>
Diwan Co. for kitchen sets	Production of office, kitchen sets & home furniture	Erbil	53	3,750,000 \$	<u>- Loan</u> <u>- Management expertise</u> <u>- Technical expertise</u> <u>- Marketing expertise</u> <u>- Technology transfer</u>
Izzadden Co. for Aluminum & PVC	Manufacturing Aluminum & PVC doors and windows	Erbil	35	150,000 \$	<u>- Loan</u> <u>- Management expertise</u> <u>- Technical expertise</u> <u>- Market access</u> <u>- Technology transfer</u> <u>- Equipment purchase</u>
Nishtamani Yakam	Production of steel frames & pre-fabricated system	Erbil	92	2,960,000 \$	<u>- Loan</u> <u>- Technical expertise</u> <u>- Technology transfer</u>

Name of the company	Business Activities	Governorate	Size of the company		International partnership requested
			No. of employees	Sales turnover	
Al Khalij Co.	Production of Electric cables	Baghdad	6	3,000,000 \$	- <u>Technology transfer</u> - <u>Equipment purchase</u>
Al Walaa Co.	Mfg and assembling final outdoor electric distributing transformer kiosk stations	Baghdad	12	600,000 \$	- <u>Joint Venture</u> - <u>Technology transfer</u>
Al wameth factory for electrical industry	Manufacturing Medium voltage & low voltage switch boards	Baghdad	35	400,000 \$	- <u>Joint Venture</u> - <u>Sub-contracting</u> - <u>Loan</u> - <u>Equipment purchase</u>
Baghdad factory for Mechanic	Production of moulds for industrial use	Baghdad	26	110,000 \$	- <u>Loan</u> - <u>Joint Venture</u>
Saqr Al Badya group of companies	Engineering & technical contract	Baghdad	155	100,000 \$	- <u>Joint Venture</u> - <u>Sub-contracting</u> - <u>Technology transfer</u> - <u>Equipment purchase</u>

Name of the company	Business Activities	Governorate	Size of the company		International partnership requested
			No. of employees	Sales turnover	
Al Sajad factory	Carpentry / manufacturing furniture and wooden doors	Thiqar	7	500,000 \$	<u>- Joint-venture (equity)</u> <u>- Management expertise</u> <u>- Technical expertise</u> <u>- Marketing expertise</u> <u>- Market access</u> <u>- Equipment purchase</u>
Shams Al Janoob factory for bricks	Manufacturing concrete bricks	Thiqar	8	250,000 \$	<u>- Joint-venture (equity)</u> <u>- Loan</u> <u>- Technical expertise</u> <u>- Equipment purchase</u>
Souq Al Shoyokh Co.	Manufacturing Adobes	Thiqar	432	3,750,000 \$	<u>- Joint-venture (equity)</u> <u>- Loan</u> <u>- Management expertise</u> <u>- Technical expertise</u> <u>- Marketing expertise</u> <u>- Market access</u> <u>- Technology transfer</u> <u>- Equipment purchase</u>
Al Ghazal factory	Manufacturing Aluminum furniture ( doors-exhibitors-windows-containers etc)	Thiqar	5	43,000 4	<u>- Joint-venture (equity)</u> <u>- Loan</u> <u>- Management expertise</u> <u>- Technical expertise</u> <u>- Marketing expertise</u> <u>- Market access</u> <u>- Technology transfer</u> <u>- Equipment purchase</u>
Wadi Al Rafedien Co.	Manufacturing Adobes	Thiqar	100	2,500,000 \$	<u>- Loan</u> <u>- Technical expertise</u> <u>- Technology transfer</u> <u>- Equipment purchase</u>

## **Company and Project Detail of Erbil**

## **Part I: Information on company proposing the project**

### **I.1: Basic information**

**Name of company:** Alyaqobi Diary and Ice Cream Company

**Address:** Iraq- Erbil, Swere industrial area

**Telephone**

**Mobile:** :09647504451551

**Facsimile:**

**Email:** mazinalyaqoobi@yahoo.com

**Web-page:**

**CEO:**

**Name:** Mazin Ismael-Alyaqoobi

**Position:** Part owner

**Contact person:**

**Name:** Mazin Imael-Alyaqoobi

**Position:** Manager

### **I.2: Background and history**

**Year of establishment:** 2007

**Form of ownership:** Partnership

#### **History:**

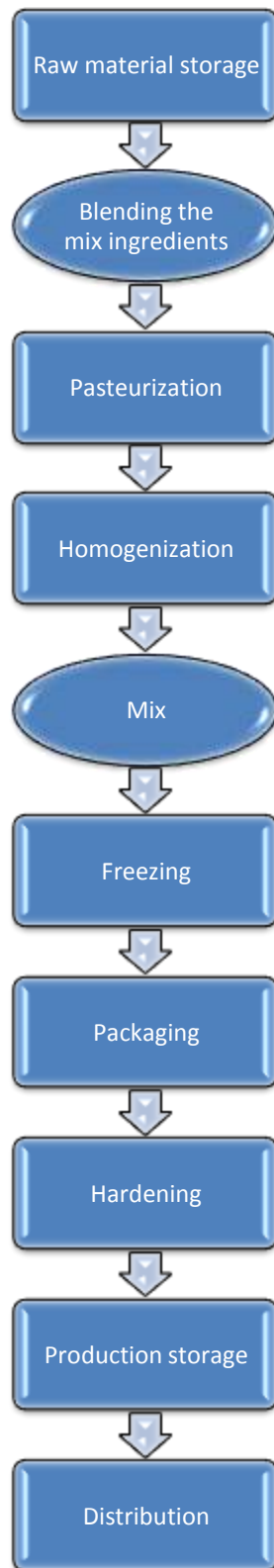
Al Yaqoobi Company was established to produce all kinds of Ice cream by the owner of the company, Mr. Mustafa Ismail Mohammed in the year 2007. The plant was established on an area of (5000) square meters and obtained permission to build the plant from the Ministry of Industry of the Kurdistan Regional Government through order No. .(11518) in 10 \ 9 \ 2007.

**Current affiliates:** Dairy

**Main line of business:** Production of different kinds of Ice cream

### **I.3: Description of current business**

#### **I.3.1: Description of the plant or service facilities:**



**I.3.2: Physical status of equipment: √**

List of equipment/ machines	Approximate age of the machines	Source ( country of origin)
Main product line machines	1 year	Denmark
Comat machines	1year	Denmark
Family cup machines	\\	\\
Pastry machines	\\	\\
Ice cream machines	\\	\\
Sugar mill machines	\\	trapak

**I.4: Current capacities and employment****I.4.1 : Production**

Product / services	Actual, annual production level	Unit	Capacity utilization (%)
Ice cream	9000	unit\h	80%
Comat	6000	\\	\\
Family cup	1500	\\	\\

**I.4.2: Employees**

	Full time	Part time
<b>Total</b>	65	
<b>Managerial</b>	10	
<b>Technical</b>	20	
<b>Skilled</b>	10	
<b>Unskilled</b>	25	

**I.5: Market and sales****I.5.1: Annual turnover for the last three years (in US\$)**

	2007	2008	2009
Total sales (in US\$)	0	500000	500000
Domestic market (in % of total sales)	0	%100	%100
Export (in % of total sales)	0	0	0

**I.5.2: Current markets:**

The price of the ice-creams produced by the company is competitive compared to other local producers and also compared to the imported ones coming from the neighboring countries. Though the company has lower price but it has not compromised on quality thereby is still a prominent market player. The products are at present sold through wholesalers who distribute it geographically in various regions. The product is made available to the distributors through company cars.

**I.5.3: Competitors**

There is competition for the company from producers within the region as well as from the neighboring countries.



## Part II - Information on proposed project

### II.1: Purpose of the project

The promoter of the project wants to expand his production capacity by introducing new technology and equipment and target his sales towards international market.

### II.2: Rationale behind the project

- Access to resources
- **Access to markets or market niche** ✓
- Capability, competence
- **Favorable location** ✓
- **Cost competitiveness** ✓
- **Unique technology** ✓
- Other

### II.3: Projected capacities and sales

**II.3.1: Planned products and services:** All kinds of ice cream

**II.3.2: Potential export markets:** Outside of Kurdistan region and in neighboring countries.

### II.4: Form of collaboration sought

- Joint-venture (equity)
- **Loan** ✓
- **Management expertise** ✓
- **Technical expertise** ✓
- **Marketing expertise** ✓
- Market access
- Sub contracting
- Buy-back arrangement
- **Technology transfer** ✓
- Joint R&D
- Equipment purchase
- Other

**II.5: Estimated total investment costs (in thousand US Dollar: ( \$ 6,500,000)**

## **Information on company proposing the project**

### **I.1: Basic information**

**Name of company:** Anwer Company for manufacturing caravans and general blacksmith works

**Address:** Southern Industrial area/ Erbil –Kurdistan Region

**Telephone:** +964 66 252 46 23

**Mobile:** +964 750 445 22 36

**Facsimile:**

**Email:** [info@anwerco.com](mailto:info@anwerco.com)

**Web-page:** [www.anwerco.com](http://www.anwerco.com)

**CEO:**

**Name:** Anwer salih Abbas

**Position:** Manager of the company

**Contact person:**

**Name:** Anwer salih Abbas

**Position:** Manager

### **I.2: Background and history**

**Year of establishment:** 1982

**Form of ownership:** personal property (private ltd)

**History:** Anwer Company for manufacturing caravans and general blacksmith work, established in 17-4-2008 with working capital \$580,000 .It obtained establishing license from Ministry of Industry / Kurdistan Region- Iraq. The company is one of the best companies in the region and it compete other similar companies in quality of production and designs.

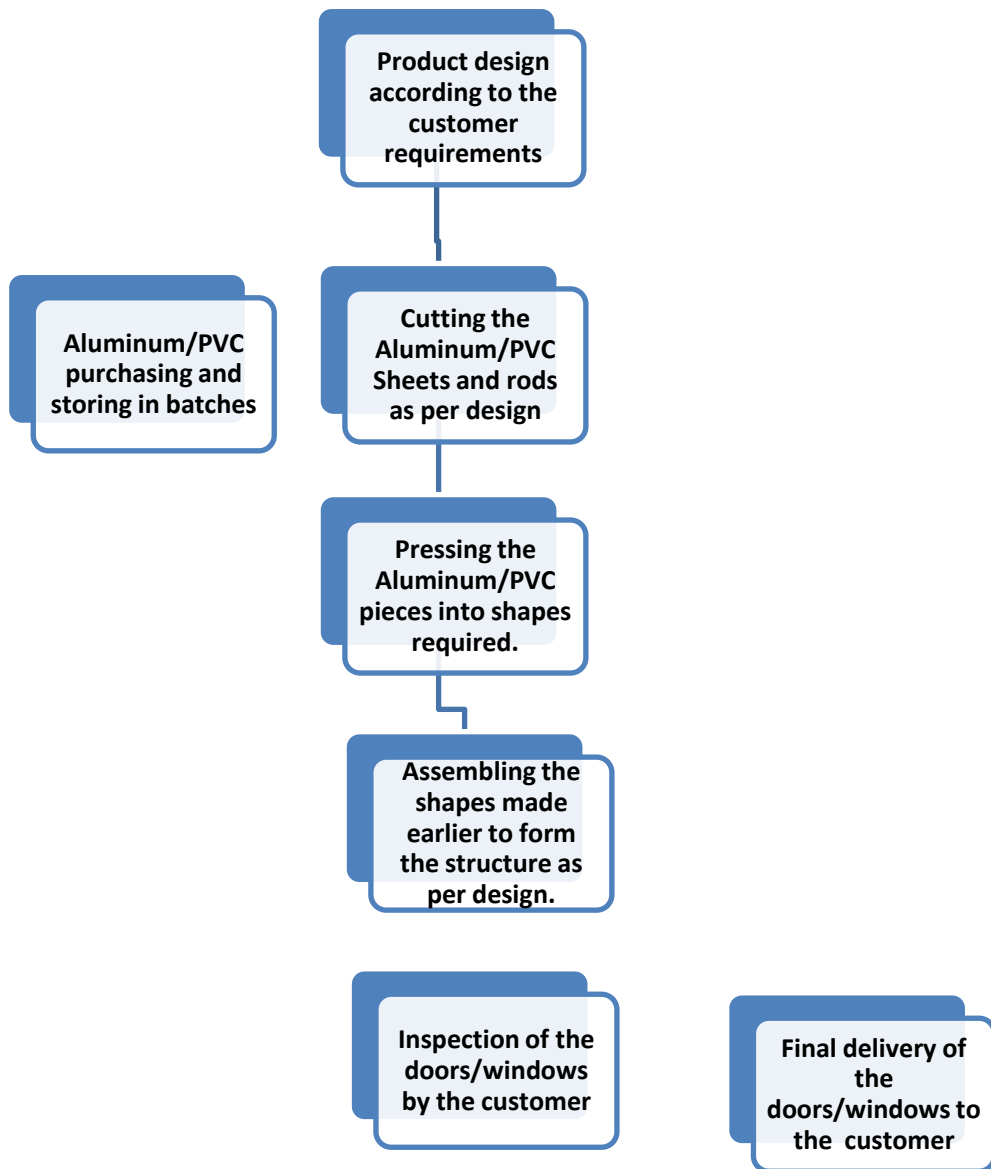
**Current affiliates:** None

**Main line of business:** Iron and Aluminum and PVC

### **I.3: Description of current business**

**I.3.1: Description of the plant or service facilities:**

**1-The production process for metalwork like for Aluminum and PVC doors and windows is:**



Plant Layout provided separately

**I.3.2: Physical status of equipment:**

List of equipment/ machines	Approximate age of the machines	Source ( country of origin)
1. TYH-metal craft coining machine	1 years	China
2. TYZ- 20 Hydraulic iron bending machine	1 years	China
3. TWH- 20 Iron –pattern – Scrolling machine	1 years	China
4. TJY- Circling machine	1 years	China
5. TCJ- End Scrolling machine	1 years	China
6. TDW- 30 mutely – functional metal shaper	1 years	China
7. TCK – 12 Clip molding machine	1 years	China
8. TBK – Clip fastening machine	1 years	China
9. TGH-36A High Frequency Induction Heating Equipment	1 years	China
10. TRQ- Gas Heater	1 years	China
11. TS- I manual mea craft tool eat (6pes)	1 years	China
12. TSD-Manual lantern processor	1 years	China
13. TYZ- 20 Hydraulic iron bending machine	1 years	China
14. TWH- 20 Iron –pattern – Scrolling machine	1 years	China
15. TJY- Circling machine	1 years	China
16. TCJ- End Scrolling machine	1 years	China
17. TDW- 30 mutely – functional metal shaper	1 years	China
18. TCK – 12 Clip molding machine	1 years	China
19. TBK – Clip fastening machine	1 years	China
20. TGH-36A High Frequency Induction Heating Equipment	1 years	China
21. TRQ- Gas Heater	1 years	China
22. 4m length plate10mm torsion	25 years	Bulgaria
23. 3m length plate 6mm scissors	26 years	France
24. Manual torsion 3m	10 years	Italia
25. 5 ton capacity Crain	11 years	Russian
26. thermal painting oven	2 years	Turkish
27. Radiate drill	33 years	Bulgaria
28. Plasma cutting machine (cnc)	3 years	Turkish

## I.4: Current capacities and employment

### I.4.1: Production volume

Product / services	Actual, annual production level	Unit	Capacity utilization (%)
Caravans	250	5000 m2	%80
Truss	12	9600 m2	%70
Iron pattern	75000 piece		%75
General Iron work (doors, windows, staircase. Iron fences)	200 piece	1000 m2	%70

### I.4.2: Employees

	Full time	Part time
Total	25	
Managerial	3	
Technical	3	
Skilled	9	
Unskilled	10	

## I.5: Market and sales

### I.5.1: Annual turnover for the last three years

	2007	2008	2009
Total sales (in US\$)	870000	850000	925000
Domestic market (in % of total sales)	100 %	100 %	100 %
Export (in % of total sales)			

### I.5.2: Current markets:

- 1-There is high demand for Aluminum, PVC and metal-works in the market due to the great building construction boom in KRG.
- 2- The target customers are Governmental and non-governmental organizations, contractors and common citizens.
- 3- The Company is providing transportation services to the customer directly from Plant , as well as after-sales services (installment and maintenance).
- 4- The company is selling approximately %70 of products on credit and repayment period is (3-4) months.
- 5- Approximate share in the market for the company is about %30.

### I.5.3: Competitors:

There's strong competition concerning price and quality in the field of aluminum, PVC and blacksmith works in the market. The competitors' products are approximately the same (doors, caravans, windows...) but with different designs and prices and on the quality of used raw material. Market share for competitors is approximately about %60.

## Part II - Information on proposed project

### II.1: Purpose of the project

The owner of the company is planning to expand his production through purchasing other machineries; he also has intention of implementing new project for producing sandwich panel. He is planning to sale his product inside the region , south of Iraq as well as exporting to Iran and other countries.

### II.2: Rationale behind the project

- Access to resources
- Access to markets or market niche✓
- Capability, competence✓
- Favourable location
- Cost competitiveness✓
- Unique technology
- Other

### II.3: Projected capacities and sales

II.3.1: Planned products and services: **Producing sandwich panel, wooden doors as well as developing their current products.**

II.3.2: Potential export markets: **Turkey, Iran and Gulf Countries.**

### II.4: Form of collaboration sought

- Joint-venture (equity) ✓
- Loan✓ (without interest).
- Management expertise✓
- Technical expertise✓
- Marketing expertise✓
- Market access✓
- Sub contracting
- Buy-back arrangement
- Technology transfer✓
- Joint R&D
- Equipment purchase✓
- Other

### II.5: Estimated total investment costs (US Dollars)

Machinery:		\$2,750,000
Building	:	\$250,000
Raw material:		\$250,000
		-----
Total cost		\$ 7,750,000

## **Part I: Information on company proposing the project**

### **I.1: Basic information**

**Name of company:** Diwan Company for Kitchen Sets

**Address:** Iraq – Erbil –Southern Industrial Area

**Telephone:** 00964 66 22929227

**Mobile:** 009647504975454

**Facsimile:**

**Email:**

**Web-page:** [www.diwanco.com](http://www.diwanco.com)

**CEO:**

**Name:** Ahmed Ali Yousif

**Position:** General Manager

**Contact person:**

**Name:** Ahmed Abdul-wahid Husain

**Position:** Erbil Manager

### **I.2: Background and history**

**Year of establishment:** 2004

**Form of ownership:** Partnership.

**History:**

The Company was established in 2004 for manufacturing office & home furniture and received licenses to establish the factory from the Ministry of Industry vide order No. (2181) which is legally allowed to register as private and mixed company.

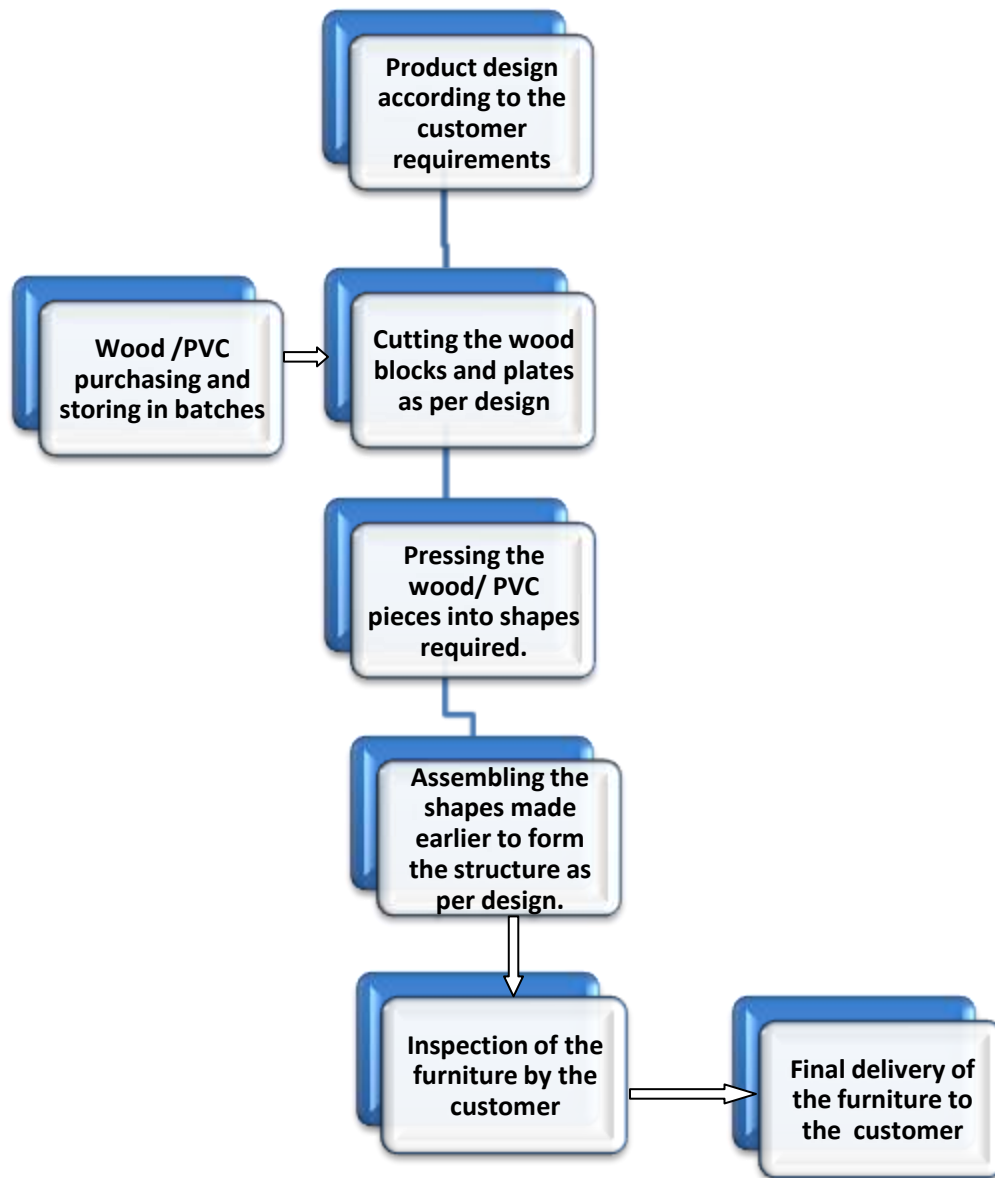
**Current affiliates:** None

**Main line of business:** Production of office, Kitchen Sets & home furniture.

### **I.3: Description of current business**

**I.3.1: Description of the plant or service facilities:**

**Production process:**





### I.3.2: Physical status of equipment:

List of equipment/ machines	Approximate age of the machines	Source ( country of origin)
MDF machines	7 years	Turkey
PVC machines	7 years	Turkey
Other types of woodworking machines	(2- 10) years	Turkey
Machines for marble and industrial marble	(2-3) years	Turkey

## I.4: Current capacities and employment

### I.4.1 Production volume

Product / services	Actual, annual production level	Unit	Capacity utilization (%)
Kitchen furniture	20 unit\day	m	%75
Industrial marble	20	unit	%75

### I.4.2: Employees

	Full time	Part time
Total	53	
Managerial	8	
Technical	10	
Skilled	10	
Unskilled	25	

## I.5: Market and sales

### I.5.1: Annual turnover for the last three years

	2007	2008	2009
Total sales (in US\$)	1,800,000	2,500,000	3,750,000
Domestic market (in % of total sales)	100	100	100
Export (in % of total sales)			

### I.5.2: Current markets:

The company is being able to sell their products at a competitive price compared to its competitors both local production as well as imported one. The company sells through agents , who are located in different governorates. The market segmentation followed by the company is based on geographical regions and income level. At present, all the sales are through cash.

### I.5.3: Competitors

There is competition from both local producers as well as imported goods coming from neighboring countries.

## Part II - Information on proposed project

### II.1: Purpose of the project

The owner, is planning to expand the production capacity introducing new machines and looking for market access for the increased production .

### II.2: Rationale behind the project

- Access to resources
- **Access to markets or market niche** ✓
- Capability, competence
- Favourable location
- **Cost competitiveness** ✓
- **Unique technology** ✓
- Other

### II.3: Projected capacities and sales

II.3.1: Planned products and services: **Office, Kitchen Sets & home furniture.**

II.3.2: Potential export markets:

### II.4: Form of collaboration sought

- Joint-venture (equity)
- **Loan** ✓
- **Management expertise** ✓
- **Technical expertise** ✓
- **Marketing expertise** ✓
- Market access
- Sub contracting
- Buy-back arrangement
- **Technology transfer** ✓
- Joint R&D
- Equipment purchase
- Other

### II.5: Estimated total investment costs (in US Dollar: ( \$1,500,000)

## **Part I: Information on company proposing the project**

### **I.1: Basic information**

**Name of company: Izzadden Company for Aluminum and PVC & Blacksmith /Limited**

**Address: Iraq - Erbil - Southern industry area.**

**Telephone: +964662535698**

**Mobile : +9647504496710**

**Facsimile: Manager**

**Email: izzadinaluminium@yahoo.com**

**Web-page: http://www.izzadeen.com**

**CEO: -**

**Name: TAHSEEN EZZULDDIN BADRADDIN**

**Position: - Manager**

**Contact person:**

**Name: - TAHSEEN EZZULDDIN BADRADDIN**

**Position: Manager**

### **I.2: Background and history**

**Year of establishment: 1981**

**Form of ownership: Partnership**

**History:**

**Izzadden Company for Aluminum & PVC & Blacksmith was established in 1981 on 1500 m2 land in Southern industrial area/ Erbil with an initial capital of about \$990,000.**

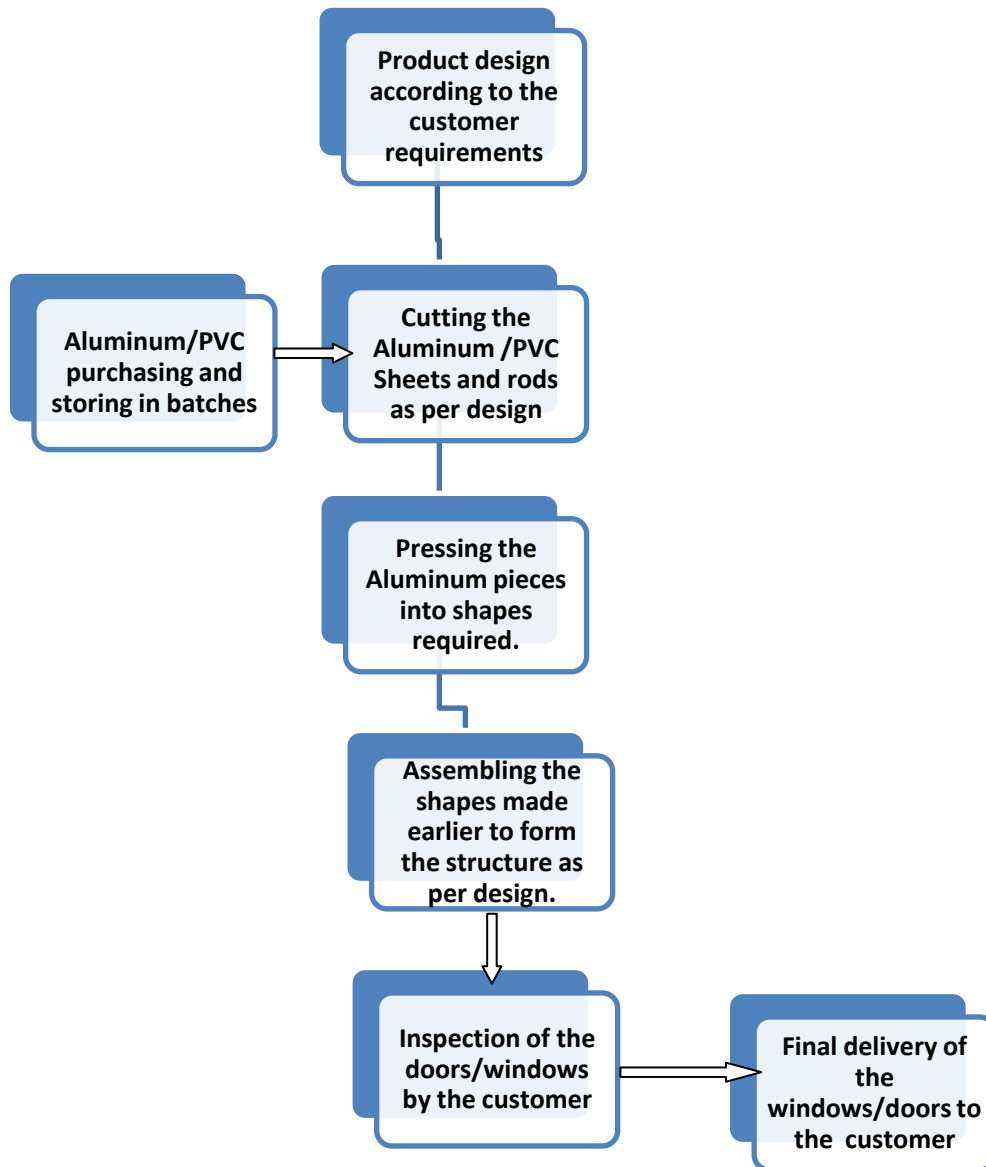
**Current affiliates: None**

**Main line of business: Aluminum and PVC (window & doors) & Black-smithy**

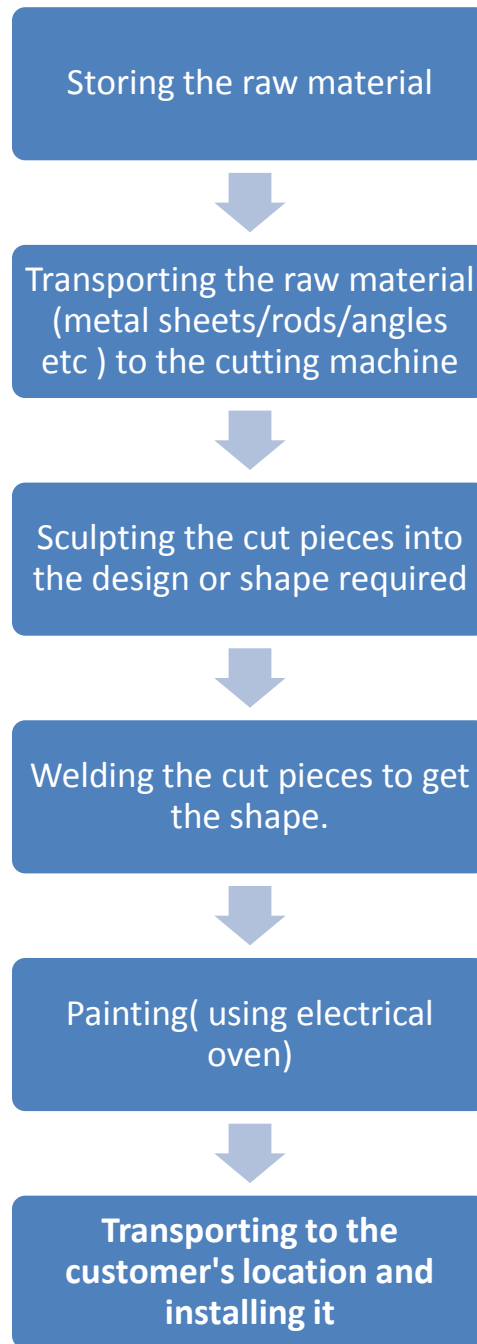
### **I.3: Description of current business**

#### **I.3.1: Description of the plant or service facilities:**

**1-The production steps for Aluminum and PVC windows and doors:**



## 2. Production steps for metal-works



### 3. Plant layout ( attached separately)

#### I.3.2: Physical status of equipment:

List of equipment/ machines	Approximate age of the machines	Source ( country of origin)
An Automatic Cutting Machines Aluminum	30 Years	Italy
Perforating knuckle Machines Aluminum	30 Years	Italy
Perforating Lock ( Keying ) Aluminum	30 Years	Italy
Perforating section T Aluminum	28 Years	Italy
An Automatic Cutting angles Aluminum	5 Years	Turkey
An Automatic Cutting Machines Aluminum	20 Years	Turkey
An Automatic Cutting Machines PVC	5 Years	Turkey
An Automatic solder sections Machines PVC	5 Years	Turkey
Perforating knuckle Machines PVC	5 Years	Turkey
Perforating Lock ( Keying ) Machines PVC	5 Years	Turkey
An Automatic Cutting nailing Machines PVC	5 Years	Turkey
Compresses 25 competence	25 Years	Sweden
Compresses colossus	5 Years	Turkey
An Automatic Cutting Plates Machines	28 Years	Sweden
An Automatic arching Plates Machines	25 Years	France
An Automatic circularization Plates Machines	25 Years	Italy
An Automatic Cutting Plates Machines	20 Years	Iraq
An Automatic solder sections Machines iron	30 Years	U.K

#### I.4: Current capacities and employment

##### I.4.1: Production volume

Product / services	Actual, annual production level	Unit	Capacity utilization (%)
Windows	2.000	m2	% 80
Doors	700	M <sup>2</sup>	% 80
cupboard	350	M2	% 90

##### I.4.2: Employees

	Full time	Part time
<b>Total</b>	<b>35</b>	---
<b>Managerial</b>	<b>4</b>	---
<b>Technical</b>	<b>8</b>	---
<b>Skilled</b>	<b>12</b>	---
<b>Unskilled</b>	<b>11</b>	---

## **I.5: Market and sales**

### **I.5.1: Annual turnover for the last three years**

	<b>2007</b>	<b>2008</b>	<b>2009</b>
<b>Total sales (in US\$)</b>	120.000	130.000	150.000
<b>Domestic market (in % of total sales)</b>	100 %	100 %	100 %
<b>Export (in % of total sales)</b>	---	---	---

### **I.5.2: Current markets:**

- 1-There is high demand on the production of the factory in the market.
- 2- The target customers of the Izzadden Company are Governmental and non-governmental organizations, private sector and contractors (The company made all the doors & windows of the English Village houses In Erbil ) .
- 3-The Company provides transporting services for customers from the factory to the customer's location.
- 4- The company depends on selling on credit (%90), especially with companies and institutions.
- 5- Approximate share of the market is about %20.

### **I.5.3: Competitors:**

The company has many competitors in Erbil like (Erbil Factory and others.....). Izzadden Company has good relationship with most of these companies and it matches with its competitors in terms of (price, quality, and design). The products of the competitors are in the field of PVC (windows, doors, cabinets, ...) only and their share in the market is approximately about %70.

## Part II - Information on proposed project

### II.1: Purpose of the project (

The owner has intention for expanding his project through expanding the building of the factory and purchasing new machinery for producing Aluminum and plastic pieces instead of importing from Turkey (raw materials) so he can provide other factories with this product (pieces of aluminum and plastic as raw material) and also exporting to other countries like Iran, Syria.

### II.2: Rationale behind the project

- Access to resources
- Access to markets or market niche✓
- Capability, competence✓
- Favourable location
- Cost competitiveness✓
- Unique technology✓
- Other

### II.3: Projected capacities and sales

II.3.1: Planned products and services: **Producing aluminum and plastic pieces**

II.3.2: Potential export markets: Iran, Syria.

### II.4: Form of collaboration sought

- Joint-venture (equity)
- Loan✓(without interest)
- Management expertise✓
- Technical expertise✓
- Marketing expertise
- Market access✓
- Sub contracting
- Buy-back arrangement
- Technology transfer✓
- Joint R&D
- Equipment purchase✓
- Other

### II.5: Estimated total investment costs (in thousand US Dollar:

= \$1,000,000



## **Part I: Information on company proposing the project**

### **I.1: Basic information**

**Name of company:** Nishtimani yakam (First national company)

**Address:** Iraq – Erbil – south industrial Area

**Telephone:** 0964662560949

**Mobile:** 09647507037928

**Facsimile:**

**Email:** info@npbsco.com

**Web-page:** www.npbsco.com

**CEO:**

**Name:** Nashet G. Farage

**Position:** Part- owner

**Contact person:**

**Name:** Michael N. Farage

**Position:** Production manager

### **I.2: Background and history**

**Year of establishment:** 2007

**Form of ownership:** Partnership

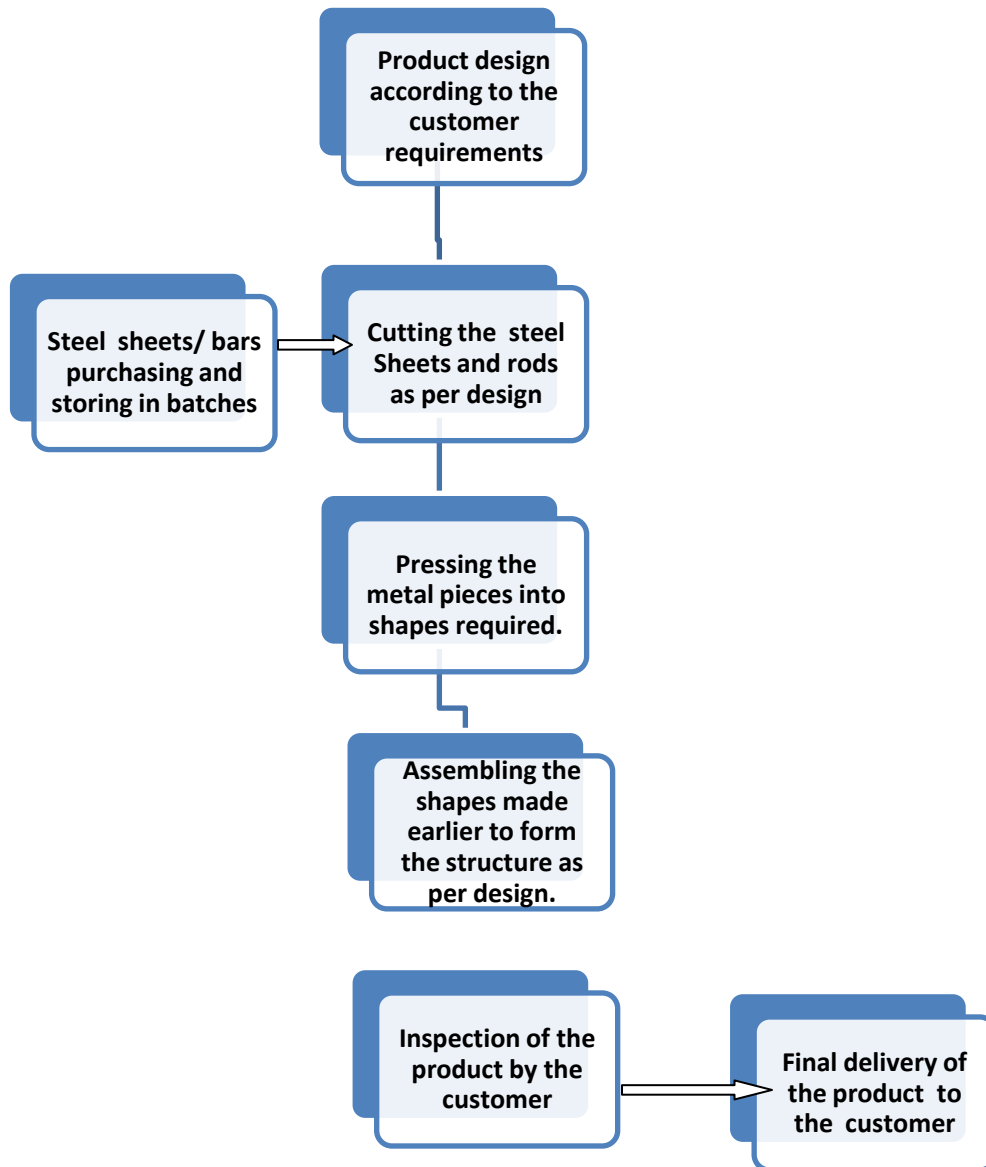
**History:** Factory has evolved from the previous factory established in 1990 .

**Current affiliates:** Rafidain Structures \ IRAQ

**Main line of business:** Production of Steel Frames and prefabricated systems

### **I.3: Description of current business**

**I.3.1: Description of the plant or service facilities:**



### I.3.2: Physical status of equipment:

List of equipment/ machines	Approximate age of the machines	Source ( country of origin)
Steel frame machine	2 years	New Zealand
Small Steel frame machine	2 years	New Zealand
Various steel construction machines	3 years	Various
Various carpentry machines	3 years	Various
Various hand tools	3 years	Various
P.V.C doors and windows machines	1.5 year	Turkey

## I.4: Current capacities and employment

### I.4.1: Production

Product / services	Actual, annual production level	Unit	Capacity utilization (%)
Buildings	15000 m*	M*	75
Caravans	300	unit	75

### I.4.2: Employees

	Full time	Part time
Total	92	3
Managerial	7	2
Technical	9	
Skilled	48	
Unskilled	26	

## I.5: Market and sales

### I.5.1: Annual turnover for the last three years (in US\$)

	2007	2008	2009
Total sales (in US\$)	1,200,000	2,320,000	2,960,000
Domestic market (in % of total sales)	100	100	100
Export (in % of total sales)	0	0	0

### I.5.2: Current markets:

The current market is huge due to growing real estate . Local government and private sector has come up with many residential building and commercial complexes requiring a large quantity of building materials.

### I.5.3: Competitors:

Mainly overseas competitors from Turkey and Iran are the challenges for the company. The company has around 70% market share in Erbil.

## Part II - Information on proposed project

### II.1: Purpose of the project

The company is on its way to construct a residential compound project in Erbil , as a complete city with all municipality and modern services , the compound contain 750 houses, the company has acquired the land for the above project from the government of Kurdistan. The company looks for loans for executing the project and also to introduce new technologies in building construction as well as in housing amenities .

### II.2: Rationale behind the project

- Access to resources
- Access to markets or market niche
- **Capability, competence** ✓
- Favourable location
- Cost competitiveness
- **Unique technology** ✓
- Other

### II.3: Projected capacities and sales

**II.3.1: Planned products and services:** Residential compound with 750 houses

**II.3.2: Potential export markets:**

### II.4: Form of collaboration sought

- Joint-venture (equity)
- **Loan** ✓
- Management expertise
- **Technical expertise** ✓
- Marketing expertise
- Market access
- Sub contracting
- Buy-back arrangement
- **Technology transfer** ✓
- Joint R&D
- Equipment purchase
- Other

**II.5: Estimated total investment costs (in thousand US Dollar) \$ 30,750,000**

## **Company and Project Detail of Baghdad**

## Part I: Information on company proposing the project

### I.1: Basic information

**Name of company:** ALKALIJ COMPANY

**Address :** IRAQ BACHADAD

**Telephone:** 009648171782  
**Mobile:** 009647901417998  
**Facsimile:**  
**email:** [al\\_kalij@yahoo.com](mailto:al_kalij@yahoo.com) /safwat\_alkalij@hotmail.com

**CEO:**  
**Name:** AKEEL MOUHSIN ABOOD  
**Position:** MANAGER - DIRECTOR

**Contact person:**  
**Name:** AKEEL MOUHSIN ABOOD  
**Position:** OWNER OF THE COMPANY

### I.2: Background and history

**Year of establishment:** 1998

**Form of ownership:** PROPRIETORSHIP

**History:** The factory was established in the year 1998. The promoter graduated in Physics in the year 1983. Before establishing this company , he was in the business of trading electric cables.

**Current affiliates:** None

**Main line of business:** PRODUCTION OF ELECTRIC CABLE

### I.3: Description of current business

#### I.3.1: Description of the plant or service facilities:

The plant area is about 1500 sq.m. , which contains 500 sq.m. for machines and 500 sq.m. for service available. The plant layout will be made available on request.

List of equipment/ machines	Approximate age of the machines	Source ( country of origin)
3 LINE EXTRUDER 70/90/100mm	10 Yr	Iraq
Bungher &STRANDED MACHINE	10 Yr	Iraq
PRINTER MACHINE	3 Yr	France
GENERATOR	3 Yr	German
EXTENSION COPPER &ALUMINUM ROD Machine	10 Yr	Iraq

### I.4: Current capacities and employment

#### I.4.1: Production capacity

Product / services	Actual, annual production level	Unit	Capacity utilization (%)
SINGEL CORE	6000 KM	KM	50%
CABLE 2X4	2100 KM	KM	50%
CABLE 2X10	1500 KM	KM	50%

#### I.4.2: Employees

	Full time	Part time
<b>Total</b>	<b>6</b>	<b>0</b>
<b>Managerial</b>	<b>1</b>	<b>0</b>
<b>Technical</b>	<b>1</b>	<b>0</b>
<b>Skilled</b>	<b>2</b>	<b>0</b>
<b>Unskilled</b>	<b>2</b>	<b>0</b>

#### I.5: Market and sales

##### I.5.1: Annual turnover for the last three years (in US\$)

	2007	2008	2009
<b>Total sales (in US\$)</b>	1,500,000	2,000,000	3,000,000
<b>Domestic market (in % of total sales)</b>	100%	100%	100%
<b>Export (in % of total sales)</b>	0%	0%	0%

##### I.5.2: Current markets:

The sale is not confined to Baghdad City only but extends to other governorates. The selling is direct from the factory or through some selected dealers in cash. The products are sold under a brand name registered with the Baghdad Chamber of Commerce and the Iraq Federation of Industries.

##### I.5.3: Competitors:

There are few local private sector producers but rest of the competitors are distributors importing cables from Turkey, Syria, Jordan, Iran and Saudi Arabia. The imported items are roughly 10-15% cheaper than the local production.

## Part II - Information on proposed project

## II.1: Purpose of the project

The aim of the project is to bring in additional new machinery in a complete production line to expand the production capacity by manufacturing high tension cables. The preferable origin of the machinery is either from Germany, Japan or Italy.

## II.2: Rationale behind the project

The promoter is convinced about the viability of expansion as there are no existing production facilities in Iraq and there is great demand for the product in the country. In addition, the promoter feels that the reason mentioned below provides the advantages for the project

- **Access to resources**
- **Access to markets or market niche**
- **Capability, competence**
- **Favourable location**
- **Cost competitiveness**

## II.3: Projected capacities and sales

II.3.1: Planned products and services: **Not defined yet**

II.3.2: Potential export markets:

## II.4: Form of collaboration sought

- **Technology transfer** /
- Joint R&D /
- **Equipment purchase** /
- Other

II.5: Estimated total investment costs (in thousand US Dollar): **2,000,000 \$ ( TWO MILLION US DOLLAR)**



## Part I: Information on company proposing the project

### I.1: Basic information

**Name of company:** AL WALAA Co.

**Address**                      **Office :** Hai Alrasheed - Almuraba'a - Nu'man street – M. 104 / Z. 65 /  
**No. 36**

**Factory :** Hai Alkansaa – Alkamalia – Mosque Street – M. 761 / Z. 73 /

**No. 98**

**Telephone:**

**Mobile:** 00964 7906 708471

**Facsimile:**

**Email:** alwalaacomp@yahoo.co.uk

**Web-page:**

**CEO:**

**Name:** Eng. Hamid M. Sh. A Alhamdani

**Position:** Commissar Manager

**Contact person:**

**Name:** Eng. Abdulkareem Khalaf Hassan

**Position:** Executive Manager

### I.2: Background and history

**Year of establishment:** 1994

**Form of ownership:** Proprietorship

**History:** The promoter of the company has a diploma in Electrical Engineering and had worked earlier as a teacher in a Govt. Electrical school. The promoter had his own electrical work and contracting firm from 1969 to 1989 and later till 1994, a factory for electrical switch board production. The present company was established in 1994 and till now has many distinguished clients such as Ministry of Industry, Environment, Housing, Health , Trade and major private contractors ( **List of the projects completed are given at the end**)

#### **Current affiliates:**

The Owner and Manager of Trading Shop for Importing Engineering & Electrical Industries equipments, Machines and Materials to the Iraqi Market in Baghdad – Iraq since 1990 to 2010.

#### **Main line of business:**

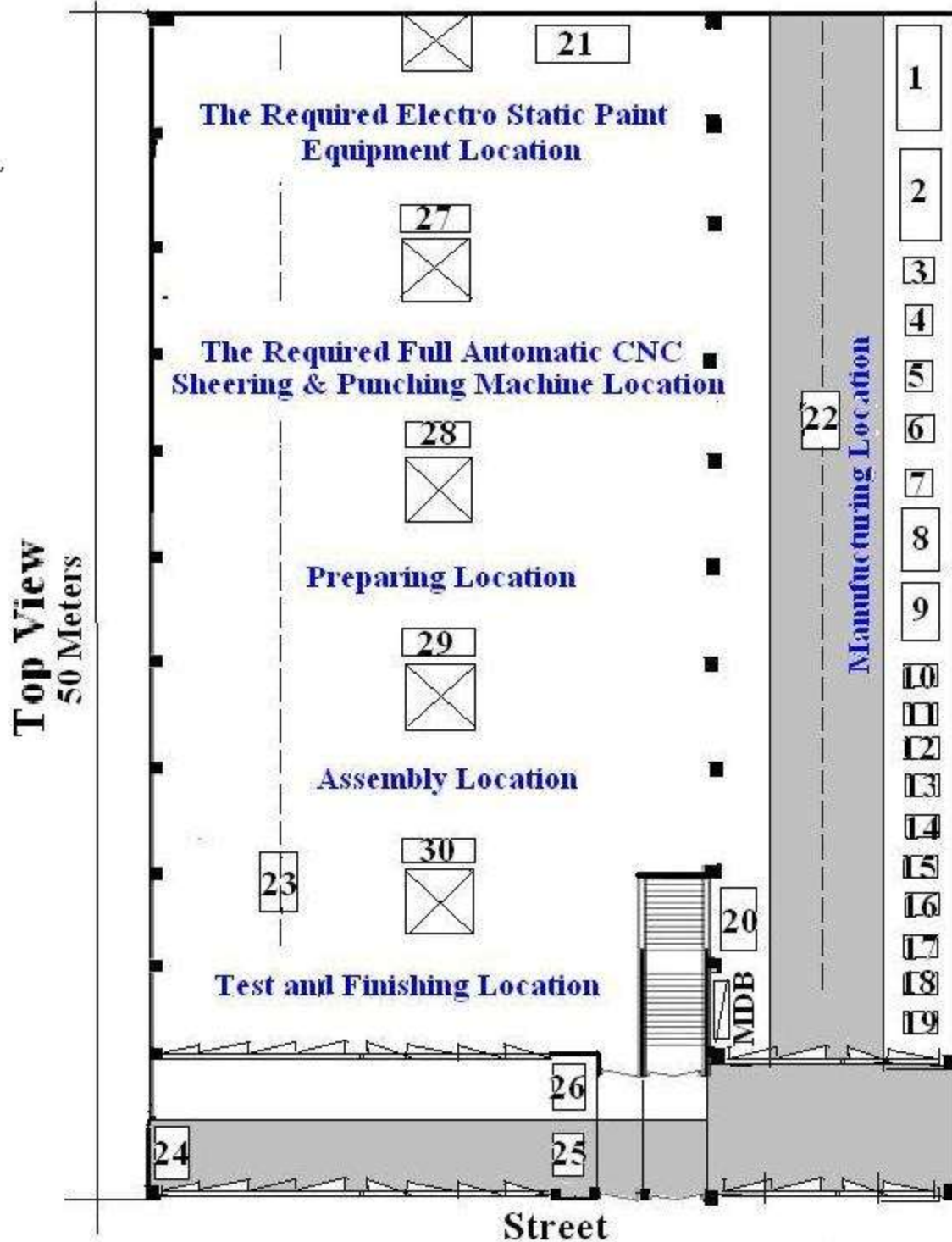
Manufacturing and assembling final out door electric distribution transformer kiosk stations.

### **I.3: Description of current business**

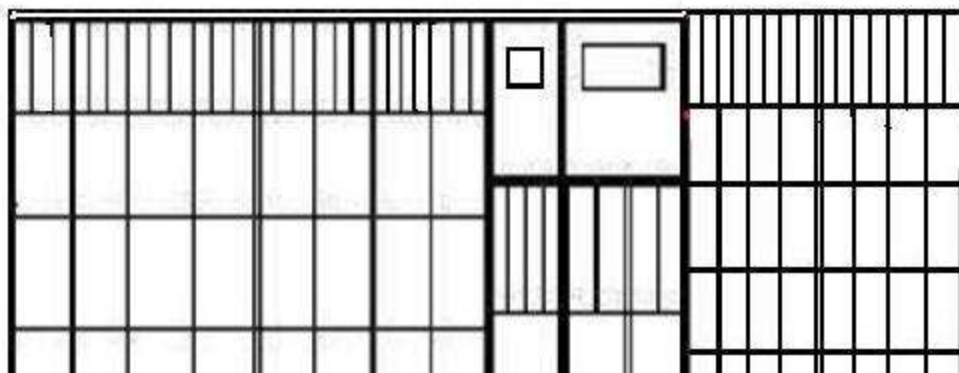
#### **I.3.1: Description of the plant or service facilities:**



ALWALAA Co. Factory location Layout and Places of the factory Machies , Equipments



**Front View**  
4 Meters





### I.3.2 Physical status of equipment:

Nr.	List of equipment/ machines	Approximate age of the machines	Source (country of origin)
1	Electric - Hydraulic Sheet Plate Cutting Machine 150 tons	25 years	Turkey
2	Electric - Hydraulic Sheet Plate Bending Machine 150 tons	25 years	Turkey
3	Manual - Hydraulic Press Machine for Copper Strips Bending	25 years	Sweden
4	Electric - Mechanic Eccentric Press Machine 35 tons	25 years	Spain
5	Electric - Mechanic Eccentric Press Machine 25 tons	25 years	Spain
6	Electric - Mechanic Eccentric Press Machine 25 tons	25 years	Spain
7	Electric - Mechanic Eccentric Press Machine 15 tons	25 years	Iraq
8	Manual - Sheet Plate cutting Stand Machine	25 years	Turkey
9	Manual - Sheet Plate cutting Stand Machine	25 years	Turkey
10	Electric – Stand Drill Machine 30 mm.	25 years	Japan
11	Electric – Stand Drill Machine 25 mm.	25 years	China
12	Electric – Stand Drill Machine 20 mm.	25 years	China
13	Electric – Stand Drill Machine 13 mm.	25 years	China
14	Electric – Grinding Stand Machine Big Stones	25 years	China
15	Electric – Grinding Stand Machine Medium Stones	25 years	China
16	Electric - AC Spot Welding Machine	25 years	Turkey
17	Electric - AC Electrode Welding Machine 400 Amps.	25 years	Bulgaria
18	Electric - AC Electrode Welding Machine 300 Amps.	25 years	Germany
19	Electric - AC Electrode Welding Machine 200 Amps.	25 years	France
20	Electric - Compress Air Machine 16 tons	25 years	Italia
21	Electric - Compress Air Machine 16 tons	25 years	Italia
22	Electric - Slide Crane 0.5 tone	25 years	China
23	Electric - Slide Crane 0.5 tone	25 years	China
24	Electric - Slide Crane 1 tone	25 years	Germany
25	Electric - Generating Set 60 Kilowatts	25 years	England
26	Electric - Generating Set 30 Kilowatts	25 years	Sweden
27	Electric – Manual Iron Section Cutter	25 years	Different Origin
28	Electric – Manual paint and grind hand tools ( Many prices)	25 years	Iraq
29	Electric – Manual Drill, Sheer and hand tools ( Many prices)	25 years	Different Origin
30	Manual – Hydraulic Completion machine for El. Cable Terminals	25 years	England
31	Electronic sets for Insulating , conducting and tighten testing	25 years	Germany

## I.4: Current capacities and employment

### I.4.1: Production capacity

Product / services	Actual, annual production level	Unit	Capacity utilization (%)
Kiosks / Installation	50	Kiosk	% 10

### I.4.2: Employees

	Full time	Part time
Total	12	0
Managerial	3	0
Technical	3	0
Skilled	3	0
Unskilled	3	0

## I.5: Market and sales

### I.5.1: Annual turnover for the last three years (in US\$)

	2007	2008	2009
Total sales (in US\$)	400 000.00	500 000.00	600 000.00
From the Domestic market sell (in % of total D. sale)	100%	100%	100%
Export (in % of total sales)	0%	0%	0%

### I.5.2: Current markets:

*The purpose of the Kiosk for Electric Distribution Transformer with all its contents and services in its site is required to distribute electricity to consumers in residential, markets and offices in the demarcated areas of the cities. Each of the Kiosks has the capacity of 1000 KW and assuming supplying 10 KW per consumer, the kiosk can supply electricity to 100 consumers. If we assume that there is a potential of having 5 million new consumers and half of them resides within cities, it can be roughly assumed that the potential market for kiosks in Iraq will be 25000 kiosks in the coming three years. The major customers for the company are the electricity distribution contractors who execute work orders for the Iraqi government or private sector. The present payment terms and conditions is 50% down payment and the rest paid after the contractor delivers the final work to the beneficiary from the project.*

### I.5.3: Competitors

*There is no strong competition in the Iraqi Market between the Iraqi manufacturers for the kiosk station and the importers who assemble. . At present, most of the material or components of the kiosks around 80% is imported and the rest 20% is local work and services. The Kiosk stations from the local production are good and comparable to the imports and have added advantage of reduced production cost.*

## Part II - Information on proposed project

### II.1: Purpose of the project



*The company in view of the large requirement of the kiosks in Iraq wants to expand his production by signing a contract with a international suppliers of components for the Electric Distribution Transformer Kiosk Stations. The promoter of the company is looking for either having a license agreement , which would enable him to assemble the parts imported in to have kiosk station with the brand name of the international company. The reason of going for this kind agreement is due to his inability to cater to the large demand for the kiosk stations with his own production facility. Later, he wants to enlarge the relationship by manufacturing the Kiosk stations by forming a joint venture with the international company.*

## **II.2: Rationale behind the project**

- 1. Capability and competence:** *The promoter has extensive experience in this field of engineering and electrical industry for last forty years. The company is in this business of production of electric distribution transformer kiosk stations for last 16 years and has required skilled human resources to undertake the work. The company's experience and reputation in the industrial manufacturing in Iraq will ensure easy accessibility to bank guarantees as well as in getting investment incentives.*
- 2. Access to markets:** *The promoter of the company is member of various industrial associations namely the Federation of Industries in Iraq , Association of electrical companies etc will ensure good opportunity to have access to private sector of Iraq in being interested to purchase the item. The company is already executing many orders of governmental institutions which would enable them to get further access to governmental orders.*

## **II.3: Projected capacities and sales**

**II.3.1: Planned products and services:** *To assemble 500 Kiosk stations*

**II.3.2: Potential export markets:** *Currently Unpotential*

## **II.4: Form of collaboration sought**

- Joint-venture*
- Technology transfer*

## **II.5: Estimated total investment costs (in thousand US Dollar)**

*Capacity of each Kiosk of 1000 kW is to supply 100 consumers at rate of 10 KW for each. The kiosk stations are to be established in areas where about 3000 consumers are residing. Hence to cater to this area, 30 kiosks are required. The cost of one kiosk to be assembled will be 50,000 USD, hence the total cost for 30 kiosk will be 1,500,000 USD. The cost of supply of electricity by buried cables under the ground from the electrical distribution Kiosks and the spreaders and counters of electric power for each participant in Iraq is 3000 U.S. dollars. For 3000 consumers in one area, the cost of installation will be 9,000,000 USD. Hence the company requires investment of 10,500,000 USD per area. Depending on the number of areas to targeted, the amount will be multiples of 10. 5 million USD.*

**List of previous projects**

Ser.	Year	Contracts Side	Province	The Products supplied	Voltage
1	2008	Eng. Naadum (Private Contractor )	Basrah	Power factor correction systems	0.4 KV
2	2007	Eng. Nazzar (Private Contractor )	Baghdad	Automatic change over	11 KV
3	2007	USA Collation force (Gen. Sets )	Baghdad	Complete Micro Generators Site	0.4 KV
4	2007	South fertilizer Company	Basrah	In door Isolators switch boards	33 KV
5	2005	Middle General Directorate ( MOE )	Dyalah	Current transformer treatment	11 KV
6	2005	Middle General Directorate ( MOE )	Baghdad	Street lighting Columns	0.4 KV
7	2003	Ministry of Health ( stores )	Baghdad	Main Switch Boards	0.4 KV
8	2002	Ministry of Housing ( Army Factory)	Baghdad	Complete Transformer Kiosk	11/0.4 KV
9	2002	Ministry of Housing (Government Factory)	Baghdad	Complete Transformer Kiosk	11/0.4 KV
10	2002	Ministry of Housing (Central Libratory)	Baghdad	Complete Transformer Kiosk	11/0.4 KV
11	2002	Ministry of Housing (TV Library)	Baghdad	Main & Distribution Switch Boards	0.4 KV
12	2002	Ministry of Housing(Government Building)	Baghdad	Main & Distribution Switch Boards	0.4 KV
13	2002	Ministry of Housing (Hospital)	Baghdad	Main & Distribution Switch Boards	0.4 KV



14	2002	Ministry of Industry (Ure Factory)	Nassriah	Main Distribution Board 3 Bays	11 KV
15	2002	Ministry of Health (cool stores)	Baghdad	Main Switch Board	0.4 KV
16	2001	Ministry of Industry (Karma Factory)	Baghdad	Complete Transformer Kiosk	11/0.4 KV
17	2001	Ministry of Housing ( Ibn Walid Factory )	Baghdad	Complete Transformer Kiosk	11/0.4 KV
18	2001	South fertilizer Company ( MOI)	Basrah	Main Distribution Board 5 Bays	11 KV
19	2000	Ministry of Housing (sumood Project)	Anbar	Main Distribution Board 8 Bays	
20	1999	Ministry of Housing (Therthar Project)	Anbar	Main Distribution Boards 3Bays	11 KV
21	1999	Ministry of Housing ( Peas Palest )	Baghdad	Main Distribution Boards	0.4 KV
22	1999	Ministry of Housing(Hakim Mosque)	Baghdad	Main Distribution Boards	0.4 KV
23	1999	Ministry of Housing ( Makhol Palest )	Saladin	Main Distribution Boards	0.4 KV
24	1999	Ministry of Housing (Therthar Project)	Anbar	Main Distribution Boards	0.4 KV
25	1999	Living Private project ( Private Building )	Baghdad	Main Distribution Boards	0.4 KV
26	1998	Ministry of Housing ( Mondria custom )	Dyalah	Main Distribution Boards	0.4 KV
27	1998	Ind. Private project ( Private Building )	Baghdad	Main Distribution Boards 3 Bays	11 KV
28	1997	Ministry of Housing (Rasheed Co. building)	Baghdad	Main Distribution Boards	0.4 KV
29	1997	Ministry of Housing (River Boats	Baghdad	Main Distribution Boards	0.4 KV

		Site)			
30	1996	Cotton textile Factory ( MOI)	Mousil	Main Distribution Boards	0.4 KV
31	1996	Ministry of Housing (Takreet Stadium)	Saladin	Main Distribution Boards	0.4 KV
32	1996	Equipment Rehabilitation ( MOI )	Anbar	Indoor isolators	33 KV
33	1995	Private Contractor ( Hospital )	Tekreet	Main Distribution Boards	0.4 KV
34	1995	Ministry of Housing (Radio Building )	Baghdad	Main Distribution Boards	0.4 KV
35	1995	Ministry of Housing - large Government Building	Baghdad	Main Distribution Boards	0.4 KV
36	1994	Ministry of Housing (Basil project )	Baghdad	Main Distribution Boards 9 Bays	11 KV
37	1994	Ministry of Housing (Basil project )	Baghdad	Power factor correction systems	0.4 KV
38	1994	Ministry of Housing (industry project)	Babel	Main Distribution Boards 12 Bays	11 KV
39	1994	Ministry of Housing (Club Building )	Baghdad	Gardens lighting Panels	0.4 KV
40	1993	Ministry of Trade ( Stores )	Babel	Main Distribution Boards	0.4 KV
41	1993	Ministry of Housing ( living buildings )	Baghdad	Main Distribution Boards	0.4 KV
42	1993	( MOI ) Medicines Factory	Baghdad	Main Distribution Boards	0.4 KV
43	1993	( MOI ) Saladin establishments	Baghdad	Main Distribution Boards	0.4 KV
44	1993	( MOI ) west fertilizer establishments	Anbar	Power supply systems	0.4 KV
45	1992	Ministry of Trade (Cars Garages )	Baghdad	Chang Over for Generator	0.4 KV
46	1992	Ministry of Housing (Thurya	Baghdad	Main Distribution Boards	0.4 KV

		Mosque )			
47	1992	( MOI ) mechanical establishments	Babel	Operation Control Panels	0.4 KV
48	1992	( MOI ) Sport Stadium	Baghdad	Main Distribution Boards	0.4 KV
49	1991	Ministry of Housing (Antenna site)	Baghdad	Operation Control Panels	0.4 KV
50	1991	( MOI ) Heavy indstry establishments	Baghdad	Main Distribution Boards 12 Bays	11 KV
51	1991	Ministry of Housing ( Forsan Palest)	Baghdad	Main Distribution Boards	0.4 KV
52	1991	Ahmed Bureau ( Cooling Stores)	Baghdad	Main Distribution Boards	0.4 KV
53	1990	Ministry of Housing (Military project)	Dyalah	Main Distribution Boards	0.4 KV
54	1990	Woolen & textile Factory	Koot	Main Distribution Boards	0.4 KV
55	1990	( MOI ) Bridge project industry	Baghdad	Main Distribution Boards	0.4 KV
56	1990	Plastic Nation Company	Baghdad	Main Distribution Boards 4 Bays	11 KV
57	1989	Technical Institute building	Kerbala	Main & Branch Distribution Boards	0.4 KV
58	1989	Water Pipe production project	Baghdad	Main & Branch Distribution Boards	0.4 KV
59	1989	Mineral water Main project	Dyalah	Main & Branch Distribution Boards	0.4 KV
60	1989	Crane Production Project	Baghdad	Main & Branch Distribution Boards	0.4 KV
61	1989	Heavy Equipment Factory	Baghdad	Star – Delta Motor Starter 13 Nos.	250 KVA

62	1989	National Transmission Network	Baghdad	Bus – Duct Transformer – Panel	11 KV
63	1988	Petrol Pipe Line Stations	South	Main & Branch Distribution Boards	0.4 KV
64	1988	( MOI ) Cotton production project	Baghdad	Main & Branch Distribution Boards	0.4 KV
65	1987	( MOI ) Cigarettes Factory	Solaymanya	Main & Branch Distribution Boards	0.4 KV
66	1987	( MOI ) Stones Factories Assemblers	Baghdad	Main & Branch Distribution Boards	0.4 KV
67	1987	( MOI ) Mechanical Big Factory	Baghdad	Main & Branch Distribution Boards	0.4 KV
68	1987	( MOH ) Big Childbirth Hospital	Dyalah	Main & Branch Distribution Boards	0.4 KV
69	1986	Agriculture College Location	Baghdad	Complete Transformer Kiosk	11/0.4 KV
70	1986	Press Machines Assemblers	Baghdad	Main & Branch Distribution Boards	0.4 KV
71	1985	Scientific Searching Location	Baghdad	Automatic Transfer Switches	0.4 KV
72	1985	Concrete Mixing Assemblers	Baghdad	Main & Branch Distribution Boards	0.4 KV
73	1982	Big Historical Mosque	Samaraa	Complete Central Air conditioning	0.4 KV
74	1981	Families Houses Assemblers	Basrah	KWH. Counter Boxes	0.4 KV
75	1980	Families Houses Assemblers	Basrah	Distribution Under Ground Cable	0.4 KV

## **Part I : Information on company proposing the project**

### **I.1: Basic information**

**Name of company:** Alwameth factory for electrical industries/M.V&L.V switch boards

**Address:** Baghdad-Jamela –Industrial zone-M/514 Street/28 building 1/6

**Telephone:** +964(1) 8822991

**Mobile:** +9647901914215

**Facsimile:**

**Email:** al\_ula1988@yahoo.com

**Web-page:**

**CEO:**

**Name:** Eng. ALI SABEEH ALI

**Position:** Owner and Director

**Contact person:**

**Name:** Eng. ALI SABEEH ALI

**Position:** Owner & Director

### **I.2: Background and history**

**Year of establishment:** 1985

**Form of ownership:** Private sector (sole proprietorship)

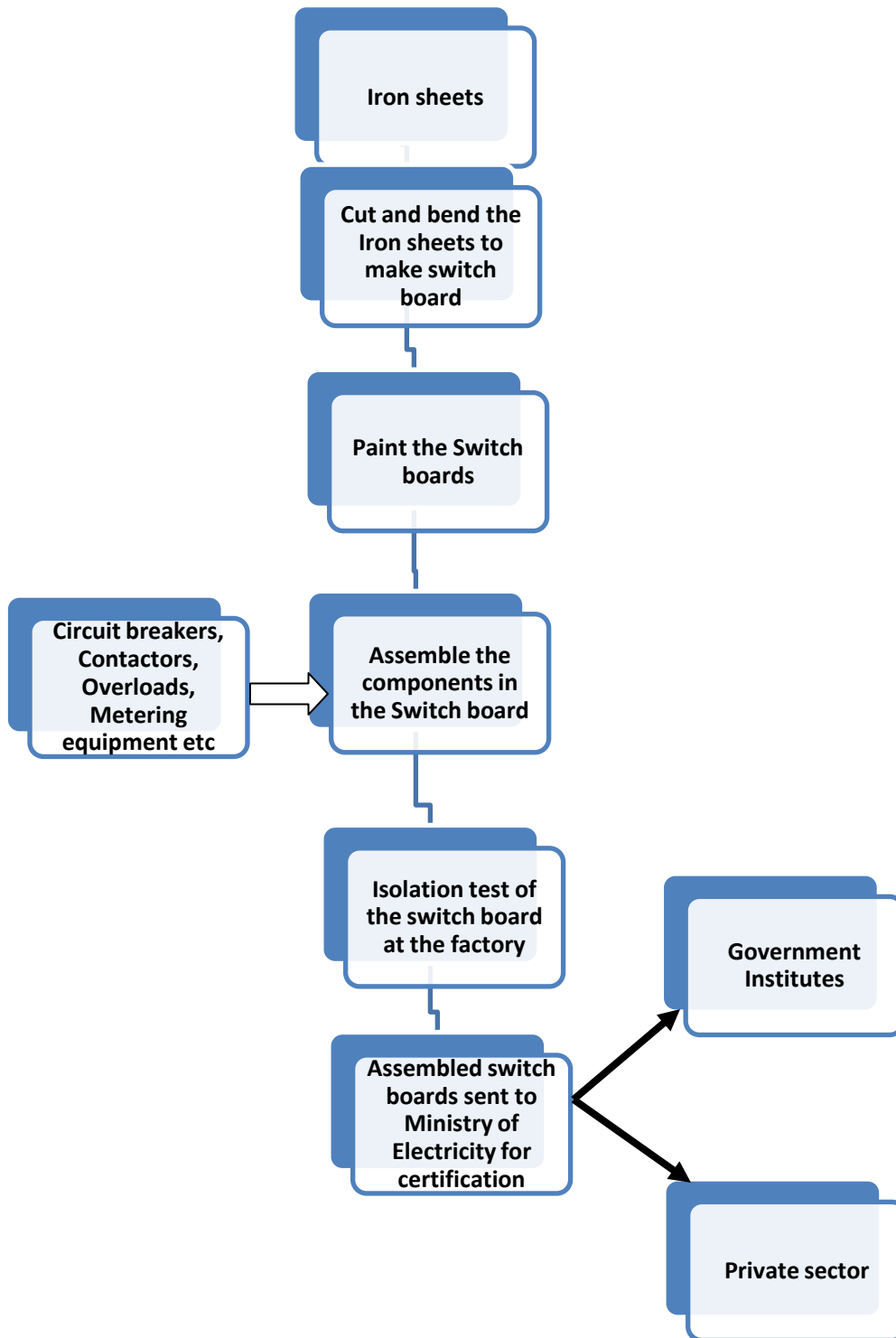
**History:** The factory was established in year 1985 by the promoter of the company Mr. ALI SABEEH ALI. Mr. Ali holds a degree in BSc. Electrical engineering and has wide experience since 1979-1980 in installation and maintenance of electrical machines particularly the switch boards. Since establishing his company, Mr. Ali has been responsible management, design and execution of manufacturing various capacity Switch boards.

**Current affiliates:** None

**Main line of business:** Manufacturing Medium voltage & Low voltage switch boards

### **I.3: Description of current business**

**I.3.1: Description of the plant or service facilities:.**



### I.3.2: Physical status of equipment:

List of equipment/ machines	Approximate age of the machines	Source ( country of origin)
Shearing machine	20 years	Iraq
Bending machine	20 years	Iraq
Welding machine Q/4	5 years	England
Air compressor Q/2	15 years	Italy
Bus bar card for fabrication of copper bus bar Q/1	6 years	Turkey
Multiple purpose machine	15 years	Germany
Iron cutter	10 years	Iraq
NO. of hand equipment like drill(hand tools)	5 years	Japan & China

## I.4: Current capacities and employment

### I.4.1: Production capacity

Product / services	Actual, annual production level	Unit	Capacity utilization (%)
L.V Switch boards	1000	NO.	50%
M.V Switch boards 11KV	200	NO.	20%
M.V Switch boards 33KV	100	NO.	10%
Cable tray different size	10000	M.L	20%

### I.4.2: Employees

	Full time	Part time
<b>Total</b>	25	10
<b>Managerial</b>	3	
<b>Technical</b>	5	2
<b>Skilled</b>	12	4
<b>Unskilled</b>	5	4

## I.5: Market and sales

### I.5.1: Annual turnover for the last three years (in US\$)

	2007	2008	2009
<b>Total sales (in US\$)</b>	200000	500000	400000
<b>Domestic market (in % of total sales)</b>	100%	100%	100%
<b>Export (in % of total sales)</b>	zero	zero	zero

### **I.5.2: Current markets:**

*The company sells the switch boards to either institutional buyers such as the Government Ministries or to the private sector. The government ministries include the Ministries of housing & construction, agriculture and industry. The company has two showrooms in the centre of Baghdad in the electrical goods market. The private sector is distributed through these show-rooms.*

### **I.5.3: Competitors:**

*There are mainly two competitors in the market. One of them is importing the switch boards from China and the other one is importing it from Europe. The price of the Chinese goods is less than ours but their quality is inferior without any quality checks. If the custom duties are increased and quality control is introduced, the Chinese importer will not be able to sale against us. The price of our goods is comparatively less than the European importer as we do not have to incur the transportation cost and the custom duties.*

## **Part II - Information on proposed project.**

### **II.1: Purpose of the project**

*The company is planning to expand the production capacity and improve the quality of it productions by purchasing new machinery. It is looking for foreign partners who can provide sub-contracting offers as well as seek Licenses for new products to manufacture and sell in Iraq and export.*

### **II.2: Rationale behind the project:**

#### **1- Capability and competence -**

*The promoter of the company has been working with these products since 1980 and wide experience in the markets of Iraq. Also, Iraq has competent technical skill through the human resources available to undertake the production work.*

#### **3-Access to markets or market niche:-**

*The company has been operating in Iraq since 1985 and has good relations with Governmental institutions to whom institutional selling is taking place. Also the other whole sellers in the country procure from us through our showrooms located in central Baghdad. The company has markets in rest of the country and has functional distributors operating there.*

#### **5-Cost competitiveness:-**

*Compared to production in European countries, the cost of production in Iraq will be lower with the same quality. In addition, Iraq is a big market and by producing here the transportation cost will be minimized to a large extent.*



### II.3: Projected capacities and sales

**II.3.1: Planned products and services:** The expansion in production will be in all items Low Voltage.& Medium Voltage. & CABLE TRAY and especially in M.V. switch boards if licenses from foreign company are received.

**II.3.2: Potential export markets:** Jordan, Yemen & Sudan.

### II.4: Form of collaboration sought

*1-Joint venture:-*

*The company is looking for getting LICENSES from International companies for better products to manufacture locally and sell in the Iraqi market.*

*2-Sub contracting:-*

*The company is looking for sub-contracting orders for international companies to use the expanded production capacity.*

*3-Loan:- The company is looking for finances in terms of loans for expansion of the production capacity.*

*4-Equipment:- On availability finance for the expansion, the company is looking for new machines with the probable prices and origin( the list being provided in the investment section)*

### II.5: Estimated total investment costs (in thousand US Dollar) : 565,000 USD

***The machinery requirement:-***

ITEM	DESCRIPTION	ORIGIN	PRICE(US dollar)
1-	CNC PUNCHING MACHINE 1*2M&6mmsquare thickness	TURKEY	150000
2-	CNC SHEARING MACHINE 200 TONE 3METER LENGTH	TURKEY	65000
3-	CNC BENDING MACHINE 200TONE 3 METER LENGTH	TURKEY	65000
4-	ELECTRO STSTIC PAINT(LINE)	TURKEY	75000
5-	New Building from sandwich panel (1200Msq space)with bridge crane	China	210000

## **Part I: Information on company proposing the project**

### **I.1: Basic information**

**Name of company:** BAGHDAD FACTORY FOR MECHANIC.

**Address** BAGHDAD – OFFICE- AL- GADERRIA – ABU NUWAS:

**Telephone:** 009647706288944  
**Mobile** 009647902228478:  
**Facsimile:**

**Email:** sabri\_alobeadi@yahoo.com  
**Web-page:**

**CEO:**  
**Name:** SABRI SAEED ALWN  
**Position:** EXECUTIVE OFFICER & OWNER

**Contact person:** SABRI SAEED ALWAN

**Position:** OWNER

### **I.2: Background and history**

**Year of establishment:** 1984

**Form of ownership :** Private equity

#### **History:.**

The factory was established in 1984 with a capital of 90,000 USD. The machines were imported from Asia and Europe and the company got registered in Ministry of Industry. The factory produces molds for various industrial needs in a area of 600 sq.m.

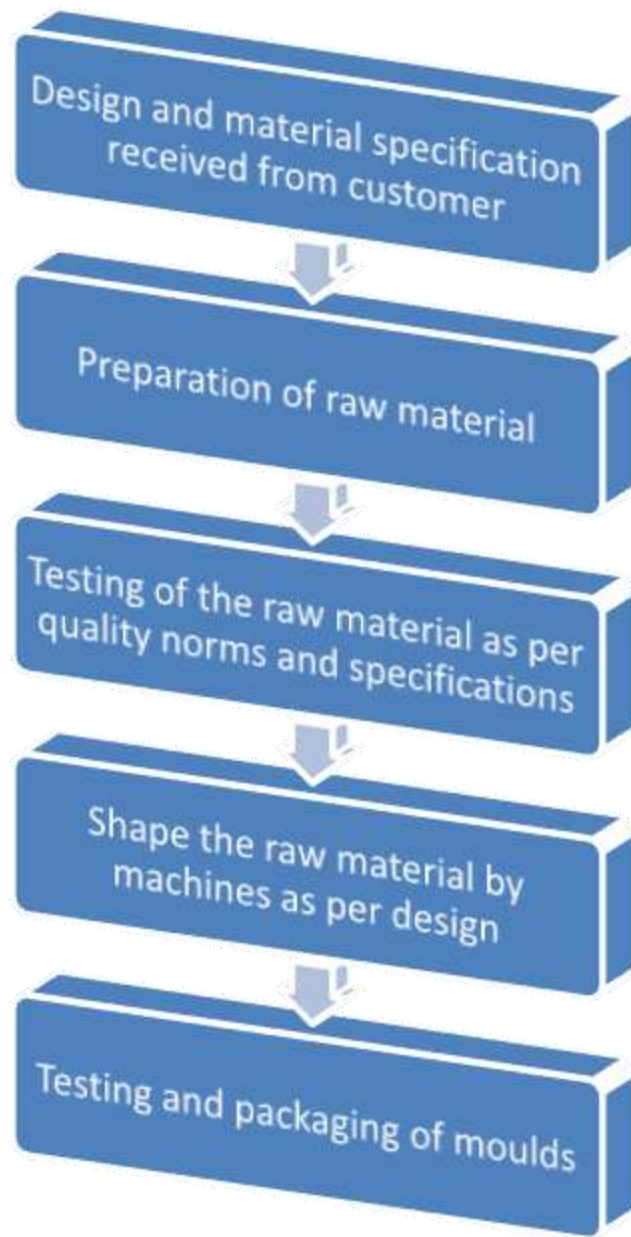
**Current affiliates:** NO

**Main line of business:** Production of moulds for industrial use

### **I.3: Description of current business**

#### **I.3.1: Description of the plant or service facilities:**

**Production process:**



### I.3.2: Physical status of equipment:

List of equipment/ machines	Approximate age of the machines	Source ( country of origin)
1- LATHE 2M	1979	BULGARIA
2- LATHE 2M	1980	BULGARIA
3- DRILL 25 MM NO 2	1980	BULGARIA
4- DRILL 16 MM	1985	CHINA
5- WELDING MACHINES NO3	1982	JAPAN
6- Grinder	1978	GERMANY
7 SCRAPER-	1980	CHINA

## I.4: Current capacities and employment

### I.4.1: Production volume

Product / services	Actual, annual production level	Unit	Capacity utilization (%)
Producing machinery	60	pieces	50%
Producing template	140	pieces	30%
Produced spare parts	750	pieces	40%
Other products	250	pieces	40%

### I.4.2: Employees

	Full time	Part time
<b>Total</b>	18	8
<b>Managerial</b>	2	1
<b>Technical</b>	8	3
<b>Skilled</b>	6	2
<b>Unskilled</b>	2	2

## I.5: Market and sales

### I.5.1: Annual turnover for the last three years (in US\$)

	2007	2008	2009
<b>Total sales (in US\$)</b>	200,000	150,000	110,000
<b>Domestic market (in % of total sales)</b>	100%	100%	100%
<b>Export (in % of total sales)</b>	0%	0%	0%

### I.5.2: Current markets:

Currently, the company is selling in Baghdad and other cities in Iraq. The demand mostly comes from government companies and the ones importing industrial equipments.

### I.5.3: Competitors:

The competitors are mostly un-regulated companies and large government agencies. The market share of the company is around 2%.

## **Part II - Information on proposed project**

### **II.1: Purpose of the project**

The entrepreneur plans to expand his production capacity as well as revamp his existing technology by introducing and new and modern machines.

### **II.2: Rationale behind the project**

- Access to resources-
- **Access to markets or market niche ....**
- Capability, competence
- Favourable location
- Cost competitiveness
- Unique technology
- Other

### **II.3: Projected capacities and sales**

II.3.1: Planned products and services: **Not Available**

II.3.2: Potential export markets: **Other Arab and Mediterranean countries.**

### **II.4: Form of collaboration sought**

- **Joint-venture (equity)**
- **Loan.....**
- Management expertise
- Technical expertise
- Marketing expertise
- Market access
- Sub contracting
- Buy-back arrangement
- Technology transfer
- Joint R&D
- Equipment purchase
- Other

**II.5: Estimated total investment costs (in US Dollar) : 2,000,000 USD**

## Part I: Information on company proposing the project

### I.1: Basic information

**Name of company:** Saqr AL-Badya Group Companies

**Address:** Iraq-Baghdad-Zayuna-AL-Ruubayi St.

**Telephone:** None

**Mobile :** 07801952219

**Facsimile** :None

**Email** saqralzen.partnership@gmail.com

**Web-page:** www.saqaralbadya.com

**CEO:**

**Name:** Mohammed Hussain Assaff

**Position:** General Director

**Contact person:**

**Name:** Ahmed Hussain Assaff

**Position:** Executive Manager

### I.2: Background and history

**Year of establishment:** 1996

**Form of ownership:** Partnership

**History:** The Company was established in 1996. It started as contracting company for construction projects to build State Ministries. In 2005 the company began business with Zain for communication. Saqar AL-Badya service area is mainly in the field of construction of mobile telecommunication towers with electrical supply works and related mechanical maintenance as well as fuel oil supply.

**Current affiliates:** None

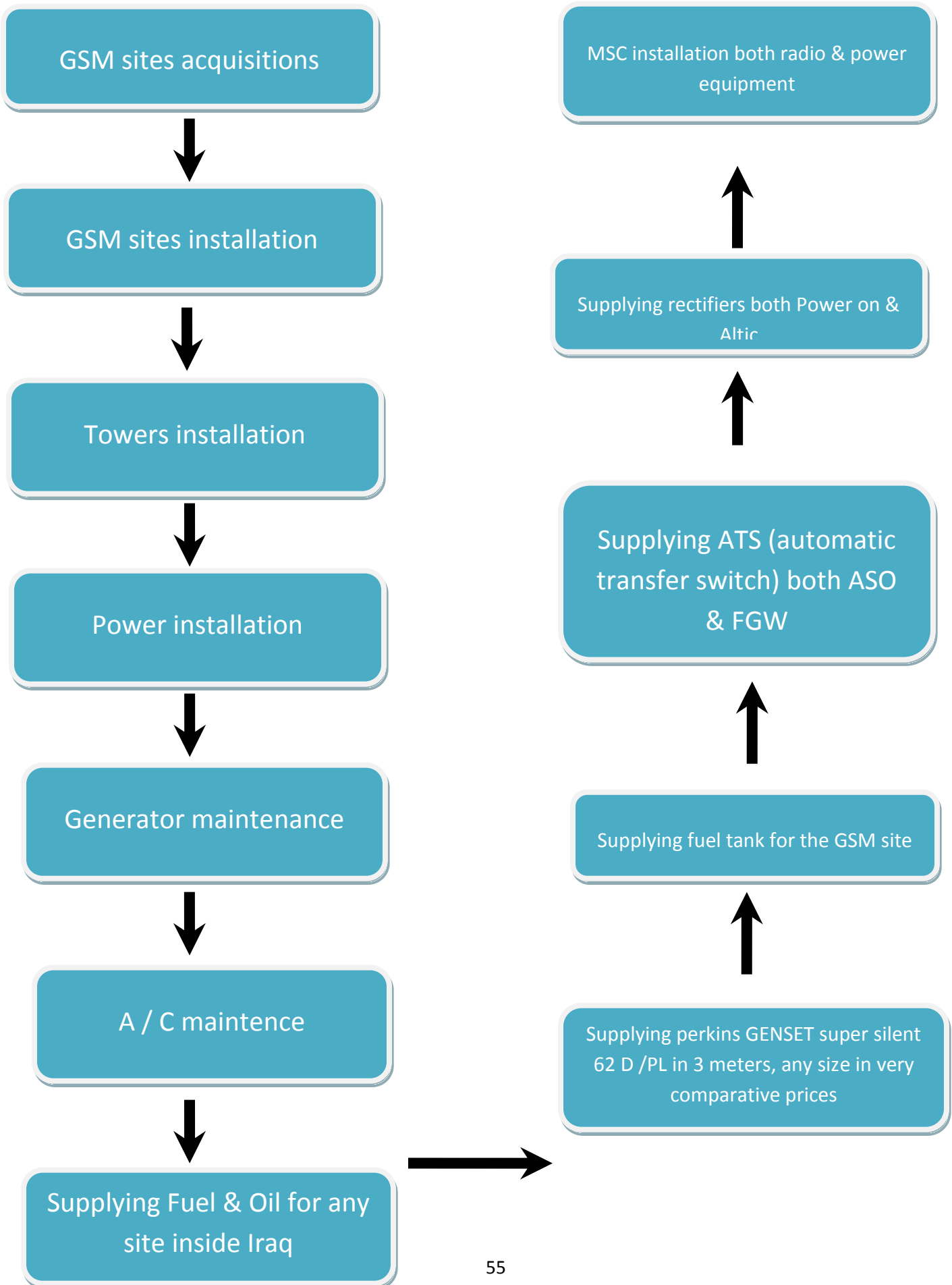
**Main line of business:** Engineering and Technical contractors

### I.3: Description of current business

#### *I.3.1: Description of the plant or service facilities:*

The Company has engineering and technical specialized staff in all fields such as architecture, civil mechanic, and Electronic, Communication and water filtration stations. The chart below provides the pictorial representation of the companies various businesses.





### I.3.2: Physical status of equipment

List of equipment/ machines	Approximate age of the machines	Source ( country of origin)
Roller Truck (kumasu) 1982	6 years	Germany
Leader Truck (Kawski B) 1983	6 years	Germany
Lorry Tanker (Mercedes )1982	6 years	Germany
Compactor Truck (UMAK) 1991	5 years	Germany
Pick up Track (Double Cabinet)	3years	Japan
Conceret Factory		
2Cement storage tuncker	3 years	Iran
Tow Big Mixers	3 years	Japan
Crusher	3 years	Japan

## I.4: Current capacities and employment

### 1.4.1: Production

Product / services	Actual, annual production level	Unit	Capacity utilization (%)
Supplied communication towers and its maintenance	75000 \$	Communication Towers	

### I.4.2: Employees

	Full time	Part time
<b>Total</b>	155	0
<b>Managerial</b>	16	0
<b>Technical</b>	14	0
<b>Skilled</b>	50	0
<b>Unskilled</b>	75	0

## I.5: Market and sales

### I.5.1: Annual turnover for the last three years (in US\$)

	2007	2008	2009
<b>Total sales (in US\$)</b>	75000\$	80000\$	100000\$
<b>Domestic market (in % of total sales)</b>	100 %	100 %	100%
<b>Export (in % of total sales)</b>	0%	0%	0%

**I.5.2: Current markets:** Various Ministries inside Iraq as well as few major communication service providers in the country.

**I.5.3: Competitors:** The other specialist companies in the communication field.



## **Part II - Information on proposed project**

### **II.1: Purpose of the project: -**

The promoter of the project is looking for expanding his business. In order to do so , he is interested to import new technology in the field of communication/construction/electricity generators and its related equipment to purchase. The company is also open to equity partner to enlarge its business.

### **II.2: Rationale behind the project**

- Access to resources
- Access to markets or market niche
- Capability, competence
- Favorable location
- **Cost competitiveness**
- **Unique technology**
- Other

### **II.3: Projected capacities and sales**

**II.3.1: Planned products and services:** New contracts with Ministry of housing and Ministry of water resources.

**II.3.2: Potential export markets:** NO

### **II.4: Form of collaboration sought**

#### **- Joint-venture (equity)**

- Loan
- Management expertise
- Technical expertise
- Marketing expertise
- Market access

#### **- Sub contracting**

- Buy-back arrangement

#### **- Technology transfer**

- Joint R&D

#### **- Equipment purchase**

- Other

**II.5: Estimated total investment costs (in thousand US Dollar) :- 2.5 million \$**

*Examples of business done:*

- Install Asiacell towers
- Install Zain towers
- Maintenance for Zain towers :
  1. Supplied Fuel
  2. Supplied Oil

### 3. Supplied Spare parts

- Contracts with Zain for Communication and Ministry of housing and Ministry of water resources.
- Implementation, installation and operation of (11Kv H.T) system type siemens 8PJ20 at the project of copper foundry.
- Implementation and casting of concrete roads at the bore project for a length of (3km).
- Implementation and casting of the storage courts (copper scrap, raw materials) for an area of (12000)m2.
- Construction of a workshop with the dimensions of (120m x 56m), having a steel structure of height (12 m) at Al-Rafha project.
- Cooling system for the Al-Faqar project consisted of (4) chillers for capacity of (450) tons for cooling per chiller and (34) air-compressors of different capacities,
- Supplying and installation of the alarm system for fire at Al-Shaheed factory.
- Rehabilitation and repairing the building of Al-Karama institute, that belongs to the ministry of labor and social affairs .
- The company has constructed Baladyat Al-Rasheed building – Baghdad.



## **Company and Project Detail of Thi Qar**

## **Part I: Information on company proposing the project**

### **I.1: Basic information**

**Name of company:** Al Sajad Factory.

**Address:** Al Nabi Ibaheem St. / Al-Nassiriya /Thi Qar /Iraq

**Telephone:** 0096442234320  
**Mobile:** 009647810814554  
**Facsimile:**

**Email:**  
**Web-page:**

**CEO:**  
**Name:** Basem Judah.  
**Position:** General Director.

**Contact person:**  
**Name:** Basem Judah.  
**Position:** General Director

### **I.2: Background and history**

**Year of establishment:** 1978

**Form of ownership:** Proprietorship

**History:** The factory was established in 1978. The government initially provided to these kind of enterprises with machinery free of cost as a support for creating entrepreneurship. The starting capacity was 60 pcs yearly. In the mid of 1980s the demand for wooden furniture grew. So, new machines were added to match the growing demand. Capacity reached 350 pcs yearly. In the 1990s the production rate was dropped to 12 pcs a year and work was only for renewing the furniture as this period saw a blockade on Iraq which resulted in poor purchasing power of the clients. After 2003, considerable changes have occurred- the economic conditions being one of them. The purchasing power of the people has increased which in turn, the demand has increased for furniture. The factory accordingly has increased its capacity to match this increased demand.

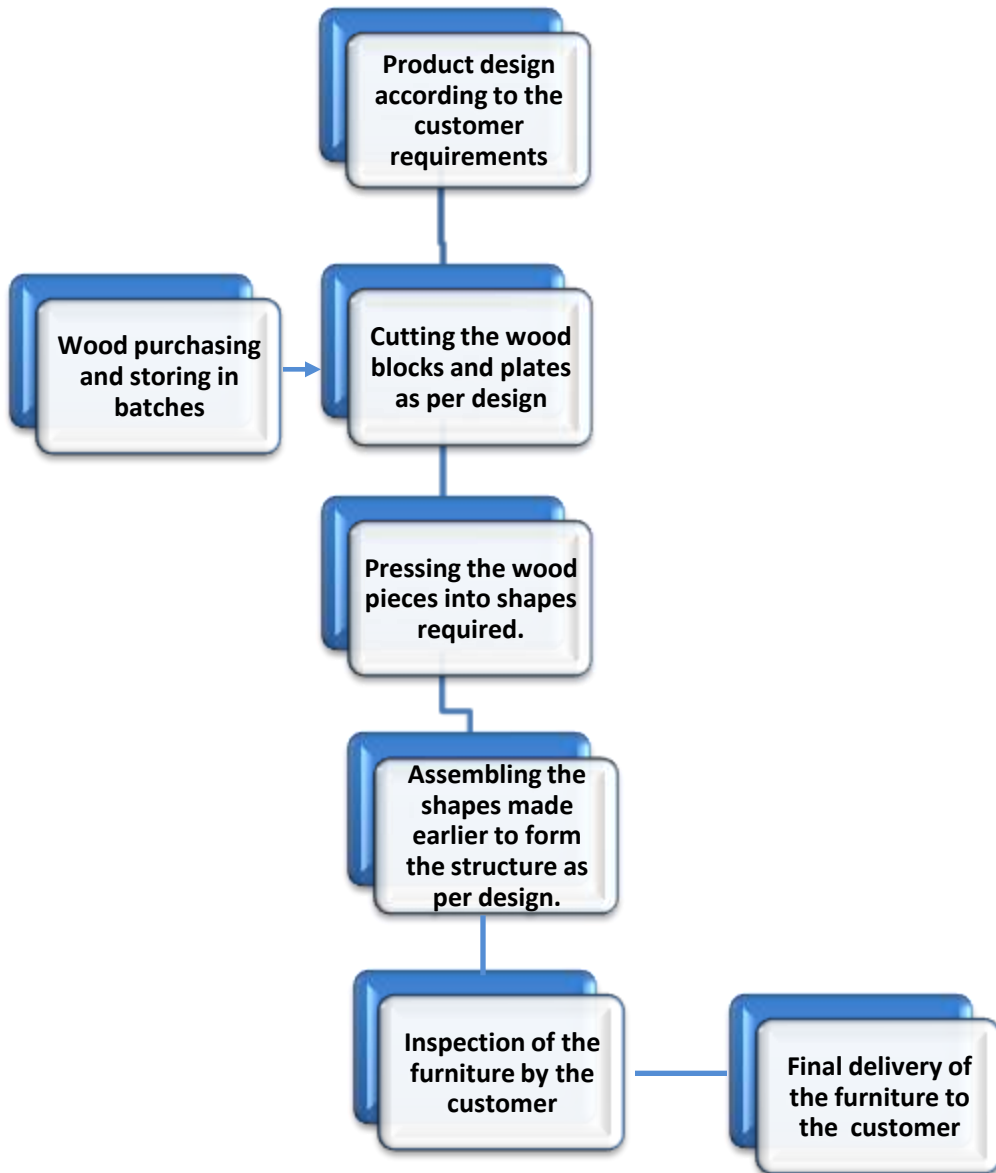
**Current affiliates:** None

**Main line of business:** Carpentry/ Furniture and doors.

### **I.3: Description of current business**

**I.3.1: Description of the plant or service facilities:**

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### I.3.2: Physical status of equipment:

List of equipment/ machines	Approximate age of the machines	Source ( country of origin)
Leveling machine / FM	50 years.	Hungary
Carving machine.	40 years	India.
Grazing (scratch off) machine/ SCM	25 years.	Italy.
Screw saw/ Sanar	28 years.	Turkey.
Drill.	6 years.	China.
Air compressor.	6 years	China.
Wood Cutter (12 Inch).	6 years	Japan.
Slide wood cutter (12 Inch)	6 years	Turkey.
Elect. Generator (30 KV)	60 years.	UK.

## I.4: Current capacities and employment

### I.4.1 Annual production

Product / services	Actual, annual production level	Unit	Capacity utilization (%)
Furniture.	420	Pcs.	65
Doors.	200	Pcs.	50

### I.4.2: Employees

	Full time	Part time
Total	7	
Managerial	1	
Technical	0	
Skilled	2	
Unskilled	4	

## I.5: Market and sales

### I.5.1: Annual turnover for the last three years (in thousand US\$)

	2007	2008	2009
Total sales (in thousand US\$)	620	500	500
Domestic market (in % of total sales)	100	100	100
Export (in % of total sales)	0	0	0

### I.5.2: Current markets:

The targeted market is Thi Qar province. The population of the province is about 2,000,000. There is high demand for furniture goods because there is a considerable number of high and medium income person and families which represent the targeted customers. In addition, the government gives advances to the employees to build houses, which in turn, will affect on the demand for furniture and house doors. The distribution channels are either; 1) directly to customers. 2) Wholesalers. The payment term is cash payment (no credit selling).

### I.5.3: Competitors:

The most competitors are located in Al Naesseriya district and near to the factory. The total number of the competitors is 10. They produce the same products. The factory has a good-will and excellent reputation because it has thorough experience in the business. Furthermore, it is the first four carpenters in Thi Qar who started initially. In addition, no one of the competitors has Curving operation in Thi Qar except Al Sajad factory, which is a competitive advantage over its rivals. There are also imported Malaysian products but they are not attractive because of poor quality. The estimated market share of the factory is 15%.

## Part II - Information on proposed project

### II.1: Purpose of the project

The purpose of the project is expansion the production capacity by adding new and additional machines in order to export to foreign markets.. The entrepreneur has already the allocated land for this expansion. The promoter in addition to technology sourcing and equipment purchase, is looking for international partner to invest in the project.

### II.2: Rationale behind the project

- Access to resources
- **Access to markets or market niche (Arabian Gulf countries as he was working in furniture factory in Amman that exports to Arabian Gulf countries.**
- Capability, competence
- Favourable location
- Cost competitiveness
- **Unique technology in order to be distinguished from the competitors.**
- Other

### II.3: Projected capacities and sales

**II.3.1: Planned products and services:** Wooden furniture 4000 pcs/ year.

**II.3.2: Potential export markets:** Kuwait, K.S.A., UAE, Oman.

### II.4: Form of collaboration

- **Joint-venture (equity)**
- Loan
- **Management expertise**
- **Technical expertise (training courses on operating the new machines and install them)**
- **Marketing expertise**
- **Market access (especially to the foreign markets)**
- Sub contracting
- Buy-back arrangement
- Technology transfer
- Joint R&D
- **Equipment purchase (buying new machines)**
- Other

**II.5: Estimated total investment costs (in thousand US Dollar):** 1,750,000 USD

## **Part I: Information on company proposing the project**

### **I.1: Basic information**

**Name of company:** Shams Al Janoob Factory for bricks.

**Address:** Nabi Allah Ibrahim St., Al Nasseriyah, Thi Qar, Iraq.

Telephone:

**Mobile:** 009647813254490

Facsimile: N/A

Email:

Web-page:

CEO:

**Name:** Ahmed Abdul Kareem Abdul Sadah

**Position:** General Director.

Contact person:

**Name:** Sabah Abdul Kareem Abdul Sadah.

**Position:** Deputy G.D.

### **I.2: Background and history**

**Year of establishment:** 2007

**Form of ownership:** Family.

**History:** The factory was established in 2007. The initial capital of the factory is 40000 USD. The entrepreneur purchases the required machines from China and Turkey. The production capacity of the factory is 170000 pieces / year.

**Current affiliates:** None

**Main line of business:** Construction material; manufacturing concrete bricks.

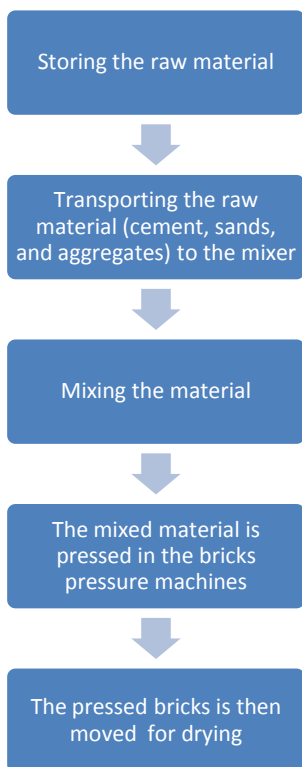
### **I.3: Description of current business**

#### **I.3.1: Description of the plant or service facilities:**

The factory is following batch production process in manufacturing concrete bricks. It has three production lines to produce the concrete blocks.

The production process is being given below:





#### I.3.2: Physical status of equipment:

List of equipment/ machines	Approximate age of the machines	Source ( country of origin)
Carts	1 year.	Syria
Mixers	2 years.	Turkey.
Pressers.	3 years	China.

#### I.4: Current capacities and employment

Product / services	Actual, annual production level	Unit	Capacity utilization (%)
Concrete bricks.	500000	brick	50

#### I.4.3: Employees

	Full time	Part time
<b>Total</b>	8	
<b>Managerial</b>	1	
<b>Technical</b>	1	
<b>Skilled</b>	4	
<b>Unskilled</b>	2	

## I.5: Market and sales

### I.5.1: Annual turnover for the last three years (in US\$)

	2007	2008	2009
Total sales (in US\$)	70,000	270,000	250,000
Domestic market (in % of total sales)	100	100	100
Export (in % of total sales)			

### I.5.2: Current markets:

The factory produces the concrete bricks in Thi Qar and sells only in Thi Qar governorate. There are lots of reconstruction work and booming real estate leading to new buildings in the Thi Qar governorate. This boom has led to high demand for construction materials especially bricks and adobes. The targeted customers are individual households and construction companies. The company uses the direct selling channel as a distribution policy. The payment terms are sales on cash only.

### I.5.3: Competitors:

There are many competitors in Thi Qar producing the same products. Most of them are located in Al Nasseriyah district. The reason of the increased number of the competitors is the growing demand for bricks. Shams Al Janoob factory is distinguished with the high quality (very strong bricks). The estimated market share of the factory is 2%. The factory is planning to increase its market share in the local market.

## Part II - Information on proposed project

### II.1: Purpose of the project

To increase the production capacity of the existing plant by introducing new machines for producing good quality bricks. The specifications of the machines are full-automatic production line, preferably Turkish made. The promoter is also looking for equity investment in the expansion plan.

### II.2: Rationale behind the project

- Access to resources
- Access to markets or market niche
- **Capability, competence**
- Favourable location
- **Cost competitiveness**
- Unique technology
- Other

### II.3: Projected capacities and sales

II.3.1: **Planned products and services:** Good quality bricks, Capacity: **1000000** pieces/ Year

II.3.2: Potential export markets: -

### II.4: Form of collaboration sought

- **Joint-venture (equity) OR**
- **Loan**
- Management expertise
- **Technical expertise in training and install the production line.**
- Marketing expertise
- Market access
- Sub contracting
- Buy-back arrangement
- Technology transfer
- Joint R&D
- **Equipment purchase preferably from Turkey**
- Other

**II.5: Estimated total investment costs (in thousand US Dollar) = 150,000 USD.**

## **Part I: Information on company proposing the project**

### **I.1: Basic information**

**Name of company:** Souq Al Shoyokh Co.

**Address:** Tal Allaham st., Souq Al shoyokh

Telephone:

**Mobile:** 009647801024611

Facsimile:

**Email:** suq\_al\_shuykh\_co@yahoo.com

Web-page:

CEO:

**Name:** Ali Okla Al Handani

**Position:** Factory Director.

Contact person:

**Name:** Ali Okla Al Handani

**Position:** Factory Director

### **I.2: Background and history**

**Year of establishment:** 2006

**Form of ownership:** Solo.

**History:** The Company was established in 2006. It started with taking a piece of land on lease paying 120000 USD yearly. Later , machineries were bought from Baghdad and the production started with a capacity 30 Million adobes/ year.

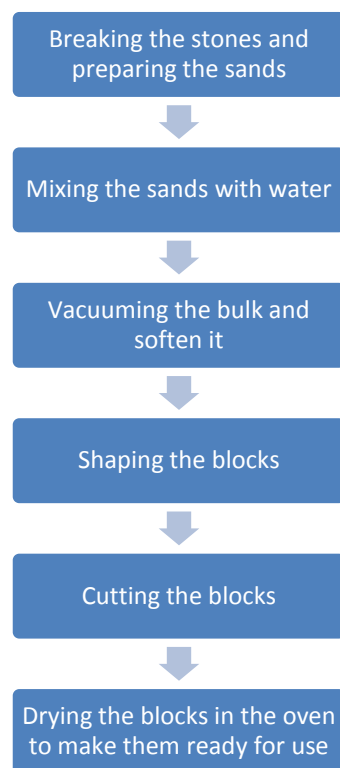
**Current affiliates:** None

**Main line of business:** Construction material/ manufacturing Adobes.

### **I.3: Description of current business**

#### **I.3.1: Description of the plant or service facilities:**

The factory layout is made in view of batch production process that is used in the factory. The factory has one production line. All machines and equipments are arranged in sequence to ensure the standardized high quality production. The production process steps are shown below in the pictorial diagram;



### I.3.2: Physical status of equipment:

List of equipment/ machines	Approximate age of the machines	Source ( country of origin)
Digger /Hitachi.	7 years.	Japan
Bulldozer.	1 year	China.
Sand and rock breakers.	4 years	Germany.
Conveyor.	4 years.	Germany.
Mixer.	4 years.	Germany.
Conveyor.	4 years.	Germany.
Vacuum and softening.	4 years	Germany.
Block shaping machine	4 years	Germany.
Cutter.	4 years	Germany.
Conveyor.	4 years.	Germany.
Fork lifter	4 years.	Germany.
Carts for transferring the adobes to the oven,	4 years.	Iraq.
Oven (made from concrete blocks).	4 years.	(built)Iraq.

### I.4: Current capacities and employment

Product / services	Actual, annual production level	Unit	Capacity utilization (%)
Adobes.	30 Million	Adobe	95

#### I.4.2: Employees

	Full time	Part time
Total	432	
Managerial	3	
Technical	21	
Skilled	8	
Unskilled	400	

#### I.5: Market and sales

##### I.5.1: Annual turnover for the last three years (in US\$)

	2007	2008	2009
Total sales (in US\$)	4,500,000	4,500,000	3,750,000
Domestic market (in % of total sales)	100 %	100%	100%
Export (in % of total sales)	0	0	0

##### I.5.2: Current markets:

The company produces the adobes in Thi Qar and sells it in Thi Qar and Basra. There are lots of reconstruction work and a booming real estate, which is creating new buildings in these provinces. Because of this boom, there are high demands on the construction products, especially on the adobes as it is the basic building blocks of the buildings. The targeted customers are individual, contracting companies, and government institutes in Thi Qar and Basra provinces. The company uses the direct selling channel as a distribution policy. The payment terms are either cash or on credit. The selling on credit is available for reputed persons and companies.

##### I.5.3: Competitors:

There are about 100 companies and factories that produce the adobes and concrete blocks in Thi Qar only. Most of the competitors are located in the districts: Qal'at Suker, Al Naser, Al Islah, These factories are in the north and western north of Al Nasseriyah city, while Souq Al Shoyokh factory is located in south of Al Nasseriyah next to the main road of AL Basrah province. So, this is the competitive advantage of the factory; near to Al Nasseriyah city and near to Al Basra main road.

## Part II - Information on proposed project

### II.1: Purpose of the project

The purpose of the project is expanding the production capacity by adding (additional) new production line to match the increased demand. The production line specifications are; Semi-automatic production line. Environment-friendly, preferably German or Turkish made.

The entrepreneur plans also after covering the southern region of Iraq, he will export to Kuwait.

### II.2: Rationale behind the project

- Access to resources
- **Access to markets**
- Capability, competence

- Favourable location
- **Cost competitiveness**
- Unique technology
- **Other (Environment-friendly technology)**

### II.3: Projected capacities and sales:

II.3.1: **Planned products and services:** 60000000 Adobes/ Year.

II.3.2: **Potential export markets:** 30%-40% of the total sales.

### II.4: Form of collaboration sought

- **Joint-venture (equity) or**
- **Loan**
- **Management expertise (to manage the international logistics)**
- **Technical expertise (training courses and installation maintenance of the production line)**
- **Marketing expertise (international marketing)**
- **Market access**
- Sub contracting
- Buy-back arrangement
- **Technology transfer**
- Joint R&D
- **Equipment purchase**
- Other

II.5: **Estimated total investment costs (in thousand US Dollar) : 1,500,000 – 2,000,000 USD.**

## Part I: Information on company proposing the project

### I.1: Basic information

**Name of company:** Al Ghazal Factory .  
**Address:** Iben Sena St. /Al-Nassiriyah/Thi Qar / Iraq  
**Telephone:**  
**Mobile:** 009647801422007  
**Facsimile:** N/A  
**Email:** almgzl@yahoo.com  
**Web-page:** N/A

**CEO:**  
**Name:** Suheel Najem Abdullah.  
**Position:** Factory Director.

**Contact person:**  
**Name:** Suheel Najem Abdullah.  
**Position:** Factory Director.

### I.2: Background and history

**Year of establishment:** 1984

**Form of ownership:** Solo.

**History:** The Company was established in 1984. Its operations covered most of Thi Qar districts as it is one of the first of this kind. But, after Gulf War 2, the operations reduced, then it was focusing on repairing the aluminum furniture and purchasing scraped aluminum in order to fuse it to make it row plates and sell to the State Owned Enterprises. These SOEs couldn't import directly due to international sanctions. In addition , it used to purchase used furniture and then renew or modernize it to sell again. After 2003, the factory starts producing high quality furniture as there is a high demand for quality furniture in the country.

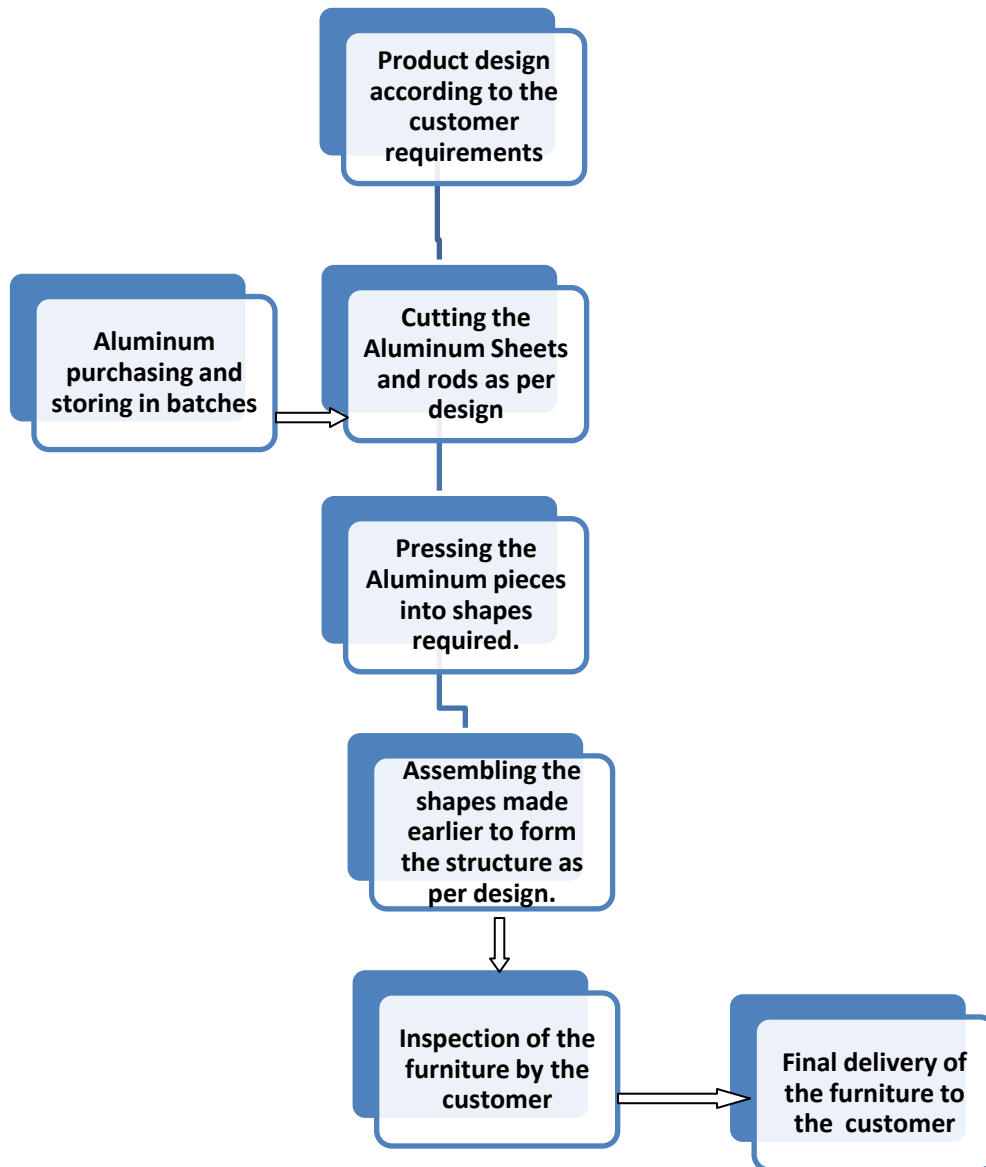
**Current affiliates:** None

**Main line of business:** Manufacturing Aluminum furniture (doors-exhibitors- windows-containers...etc).

### I.3: Description of current business

**I.3.1: Description of the plant or service facilities:** The factory is a workshop for producing Aluminum furniture. The production process is being presented below:





### I.3.2: Physical status of equipment:

List of equipment/ machines	Approximate age of the machines (years)	Source ( country of origin)
Mobile elect.saw.	5	Turkey
Fixed elect. saw.	12	Italy.
Aluminum cutter.	7	Iraq.
Aluminum flexor	4	Iraqi.
Milling	4	Turkey.
Drills	4	Turkey
Hummer Drill	4	China
Air compressor	6	China
Air-based Drill	6	China

## I.4: Current capacities and employment

### I.4.1: Production capacity

Product / services	Actual, annual production level	Unit	Capacity utilization (%)
Aluminum furniture.	7	tons	60
Doors and windows	1	ton	20

### I.4.2: Employees

	Full time	Part time
<b>Total</b>	5	0
<b>Managerial</b>	1	0
<b>Technical</b>	2	0
<b>Skilled</b>	0	0
<b>Unskilled</b>	2	0

## I.5: Market and sales

### I.5.1: Annual turnover for the last three years (in US\$)

	2007	2008	2009
<b>Total sales (in US\$)</b>	40,000	42,000	43,000
<b>Domestic market (in % of total sales)</b>	100 %	100%	100%
<b>Export (in % of total sales)</b>	0	0	0

### I.5.2: Current markets:

The company produces Aluminum furniture and sells it in Thi Qar. There are lots of reconstruction work taking place in the governorates with new buildings and apartments coming up, this has resulted high demand for furniture (wooden, aluminum, plastic, metal made) -. The targeted customers are individual household (medium and high income population), contracting companies, and government institutes etc. The company uses the direct selling channel as a distribution policy. The payment terms are on cash only. There is no data available about the market share for this type of industry.

### I.5.3: Competitors:

There are about 30 factories in Al Nasseriyah that produce the Aluminum furniture, windows, and doors only. Most of the competitors are distributing in all of Al Nasseriyah district. The competitive advantage of the factory is the thorough knowledge and experience of the promoter and the production quality is confirmed to British Standards for Aluminum Industry. .

## Part II - Information on proposed project

### II.1: Purpose of the project

*The purpose of the project is expanding the production capacity by adding (additional) new machines to match the increased demand and developing the quality of products. The new machines specifications are; Fully automatic (CNC machines) , preferably of Italian origin.*

### II.2: Rationale behind the project

- Access to resources
- **Access to markets** or market niche
- **Capability, competence.**
- Favorable location
- Cost competitiveness
- **Unique technology (CNC machines)**
- Other (Environment-friendly technology)

### II.3: Projected capacities and sales

**II.3.1: Planned products and services:** Aluminum Furniture - 30 tons per year

**II.3.2: Potential export markets:** 10%-30% of the total sales, preferably to UAE.

### II.4: Form of collaboration sought

- **Joint-venture (equity) or**
- **Loan**
- **Management expertise (to manage the international logistics)**
- **Technical expertise (training courses and installation maintenance of the CNC machines)**
- **Marketing expertise (international marketing)**
- **Market access to international markets.**
- Sub contracting
- Buy-back arrangement
- **Technology transfer**
- Joint R&D
- **Equipment purchase**
- Other

**II.5: Estimated total investment costs (in thousand US Dollar): 100,000 USD.**

## **Part I: Information on company proposing the project**

### **I.1: Basic information**

**Name of company:** Wadi Al-Rafedian Co.

**Address:** Al Islah District, Al Nasseriyah main street, Thi Qar, Iraq.

Telephone:

**Mobile:** 009647801431589

Facsimile: N/A

**Email:** saadialkhafaji@yahoo.com

Web-page: N/a

**CEO:**

**Name:** Kareem Damdoom Mezaal

**Position:** General Director.

**Contact person:**

**Name:** Kareem Damdoom Mezaal

**Position:** General Director.

### **I.2: Background and history**

**Year of establishment:** 1994

**Form of ownership:** Solo.

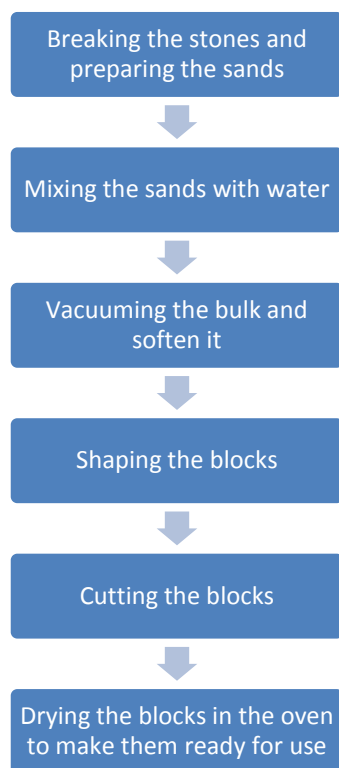
**History:** The factory was established in 1994. The cost of capital of the project was 60000 USD. The installed machines were from the local market as there was a blockade on Iraq. The capacity of the factory was 45000 adobes daily. In 2003, used imported machines were introduced to the production line to add additional capacity to improve the production rate to 90000 units.

**Current affiliates:** None

**Main line of business:** Construction material; manufacturing Adobes.

### **I.3: Description of current business**

**I.3.1: Description of the plant or service facilities:** The factory layout is made in view of batch production process that is used in the factory. The factory has two production lines. In each production line all machines and equipments are arranged in sequence to ensure the standardized high quality production. The production process steps are shown below in the pictorial diagram;



### I.3.2: Physical status of equipment:

List of equipment/ machines	Approximate age of the machines	Source ( country of origin)
Steel-rope digger	28 years.	Russia
Sand and rock breakers.	16 years	Iraq.
Conveyor.	16 years.	Iraq.
Mixer.	16 years.	Iraq.
Block shaping machine	4 years	Iraq.
Block shaping machine/ Handla	25 years.	UK.
Cutter.	4 years	Iraq.
Conveyor.	4 years.	Iraqi.
Carts for transferring the adobes to the oven,	4 years.	Iraq.
Oven (made from concrete blocks).	4 years.	(built)Iraq.

## I.4: Current capacities and employment

### I.4.1 Production volume

Product / services	Actual, annual production level	Unit	Capacity utilization (%)
Adobes.	22500000	adobe	80

### I.4.2: Employees

	Full time	Part time
<b>Total</b>	100	9

<b>Managerial</b>	5	
<b>Technical</b>	0	
<b>Skilled</b>	10	4
<b>Unskilled</b>	85	5

## I.5: Market and sales

### I.5.1: Annual turnover for the last three years (in US\$)

	<b>2007</b>	<b>2008</b>	<b>2009</b>
<b>Total sales (in US\$)</b>	2,000,000	2,000,000	2,500,000
<b>Domestic market (in % of total sales)</b>	100	100	100
<b>Export (in % of total sales)</b>	0	0	0

### I.5.2: Current markets:

The company produces the adobes in Thi Qar and sells its in Thi Qar, Al Muthana, Waset and Basra Provinces. There are lots of reconstruction work and a booming real estate, which is creating new buildings in these provinces. Because of this boom, there are high demands on the construction products, especially on the adobes as it is the basic building blocks of the buildings. The targeted customers are individuals, contracting companies, and government institutes in these provinces. The company uses the direct selling channel as a distribution policy by its agents and offices in these provinces to market and distribute its products. All the selling are in cash, no credit selling is encouraged.

### I.5.3: Competitors:

There are about 135 companies and factories that produce the adobes and concrete blocks in Thi Qar, Al Muthana, and Waset provinces. These factories are producing adobes and bricks. So, the competitive advantage of Wadi Al Rafedian factory is the nature of the raw material input in the production process, which is sand. Al Islah district (the location of the factory ) is distinguished with the nature of the sands. Therefore, the adobes of Wadi Al Rafedian's adobes are well known in the southern region of Iraq. The potential market share of the factory is 2 %-3% in overall southern region.

## Part II - Information on proposed project

### II.1: Purpose of the project

The entrepreneur plans to renew and expand his production by adding new machines. The production line specification: semi-automatic, friendly to the environment, and Italian made.

### II.2: Rationale behind the project

- Access to resources
- Access to markets or market niche
- Capability, competence
- Favourable location
- **Cost competitiveness**
- Unique technology
- **Other (environment friendly production).**

### II.3: Projected capacities and sales

II.3.1: Planned products and services: 30000000 Adobes/ year.

II.3.2: Potential export markets:

### II.4: Form of collaboration sought

- Joint-venture (equity)
- **Loan**
- Management expertise
- **Technical expertise (training and installing the production line)**
- Marketing expertise
- Market access
- Sub contracting
- Buy-back arrangement
- **Technology transfer (environment-friendly technology)**
- Joint R&D
- **Equipment purchase (preferable from Italy).**
- Other

II.5: Estimated total investment costs (in thousand US Dollar) = 300, 000 USD