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U.S. Businesses Seek Trading Opportunities in Iraq

More than 120 U.S. companies and almost 100 Iraqi business and government representatives participated in a catalogue show in Baghdad on Sunday. The event, co-sponsored by the U.S. Embassy Baghdad, Baghdad Provincial Reconstruction Team, and marketing firm Upper Quartile/G4S, was an opportunity for local business leaders and facilitators to network with trade promotion officials from the U.S. Embassy and industry advisors from the Baghdad Provincial Reconstruction Team. American companies participating in the event displayed catalogues and contact information for leading firms in a variety of sectors including industry, health, water, agriculture, security, education, and consumer goods. Each American company hopes to develop Iraqi business contacts who are also seeking new trade and investment opportunities.

U.S. Embassy Commercial Counselor Brian McCleary said, “Everyone prospers when countries engage in trade, and Iraq has a great tradition of commerce that Americans want to join as business partners.” McCleary told the audience that this type of business promotion event is common in many markets around the world and demonstrates a clear effort to promote normal economic and trade relations between the United States and Iraq. The U.S. Government will continue to facilitate networking opportunities for companies in both countries, gradually expanding to an even greater number of industries, McCleary said.

Baghdad Provincial Reconstruction Team Industrial Advisor Kevin Hughes and Upper Quartile/G4S Representative Leanne Case congratulated the group on a successful event and encouraged local business leaders to continue their efforts at developing new opportunities. Hughes said, “Courage and persistence are important keys to successful business ventures in any market, and Baghdad is no different. This catalogue show was another example of how government and business can work together to help improve economic conditions for everyone. Similar networking has is taking place all around us and the next step is for participants to reach across borders and work to conclude new business deals.”



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