

# Commission-only. You pay nothing until your product sells.

We are not asking for your distributorship — we are your team on the ground in Iraq.

*Our own team on the ground in Iraq — and our founder in-market regularly.*

## HOW WE WORK

### 01

#### Grow existing sales

Already selling in Iraq? We find where sales are leaking — the distributor, the pricing, the shelf — and fix it with you.

### 02

#### Enter the market

Not in Iraq yet? We find and vet the right distributor and buyers, then run the launch with you end-to-end: negotiation, Halal & import compliance, first orders, follow-through.

### 03

#### Services on demand

Already have customers there? We become your eyes and hands on the ground: market research, in-market sampling, marketing campaigns, sales-team training and hiring.

## WHY IRAQ

### 48 million consumers

One of the youngest populations in the Middle East.

### ~\$16 billion

Of food imported every year — nearly half of Iraq's total imports.

### 5 high-demand categories

With minimal local production.

## We've built brands in Iraq before — from the inside.

- Led Aptamil & Bebelac (Danone) in Iraq — nationwide distribution and retail execution.
- 15+ years of FMCG & infant-nutrition leadership across Iraq and the Kurdistan Region.
- Established network of vetted distributors and pharmacy/modern-trade buyers across Iraq, Kurdistan, Jordan and the UAE.

Founded by Mojtaba Farahani — 15+ years in FMCG and infant nutrition, formerly leading Aptamil & Bebelac for Danone in Iraq.

DAIRY & PIZZA CHEESE · FROZEN POTATO PRODUCTS · FROZEN FRUIT & VEGETABLES · BABY FOOD & INFANT NUTRITION · BABY CARE & HYGIENE

## Ready to expand into Iraq?

It begins with a short online meeting.

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