



ERBIL AUTOSHOW



Supported by the Prime Minister of
Kurdistan Regional Government

**12th Erbil Autoshow – International Exhibition of
Automobile, Spare Parts and Car Accessories**



**01 - 04
APRIL 2027**

**Erbil International Fairground
IRAQ**

www.erbilautoshow.net

ORGANIZERS





The Driving Force of the Middle East Automotive Market

For over a decade, Erbil Autoshow has been the meeting point of the regional automotive industry. What started as a national platform has evolved into one of the most influential automotive exhibitions in the Middle East.

Positioned at the crossroads of the Gulf, Turkey, and the wider MEA region, Erbil offers direct access to one of the most dynamic and opportunity-rich automotive markets.

From passenger vehicles to commercial fleets, from aftermarket solutions to dealership technologies, Erbil Autoshow brings the entire automotive ecosystem under one roof where real deals happen.

EXHIBITOR PROFILE



Parts & Systems:

- Vehicle Parts & Components of the Drive
- Chassis
- Body
- Electrics and Electronics Groups
- Systems & Modules of the Interior
- Exterior
- Drive
- Drive Dynamics and Electronic Control Groups



Accessories & Tuning:

- Vehicle Accessories
- Special Equipment
- Tuning
- Performance Systems
- Design Refinement



Repair & Maintenance:

- Equipment for Vehicle Service and Repair
- Bodywork Repair and Painting
- Garage Construction and Management



IT & Management:

- Products and Solutions for Dealership Planning and Construction
- Dealership Finance
- Dealership Management Systems
- Workshop Management and Dealership Marketing



Service Station & Car Wash:

- Service Station Equipment
- Care and Car Wash

WHY EXHIBIT?

*Erbil Autoshow is not just a showcase
it is a revenue-driven marketplace.*

Direct Sales & Immediate Returns

With thousands of ready-to-buy visitors, exhibitors benefit from on-the-spot vehicle sales and aftermarket contracts.

B2B & Distribution Expansion

Meet importers, wholesalers, distributors, and agents seeking new partnerships and supply agreements.

Access to a Growing Market

Iraq remains one of the most promising automotive markets in the region, with increasing demand for passenger vehicles, commercial fleets, spare parts and service technologies.

Brand Positioning in a Competitive Market

Strengthen your presence in Northern Iraq and the wider Middle East while reinforcing brand credibility in a high-traffic professional environment.

Launch Platform for New Products

Introduce new models, innovative spare parts, and smart dealership solutions directly to regional buyers.

A Balanced B2B + B2C Environment

Erbil Autoshow uniquely combines retail buyers and professional trade visitors creating dual commercial impact.

Iraq: A Strategic Automotive Gateway

As infrastructure investments expand and consumer demand grows, Iraq continues to position itself as a strategic automotive hub connecting the Gulf, Turkey and wider Middle East markets.

Erbil, with its business-friendly environment and strong purchasing power, stands at the center of this transformation.



VISITOR PROFILE

- Importers & Exporters
- Wholesalers & Retailers
- Manufacturers
- Designers & Architects
- Distributors & Agents
- Media Organizations
- Driving Enthusiasts
- Public Authorities



WHY VISIT?

- To consolidate business relationships
- To find new markets
- To appoint agents & seek principals
- To discuss specific terms & conditions & pricing
- To obtain technical knowledge



ERBIL AUTOSHOW IN NUMBERS

Building on the strong results of the 2026 edition

45,000+ Visitors

Highly targeted automotive buyers and professionals during 4 days

360 Exhibitor Companies

Leading brands, authorized dealers, spare parts suppliers and solution providers

6,000+ Vehicles Sold During the Event

Strong B2C momentum and on-site purchasing power

1,200+ Spare Parts Contracts Signed

High-volume B2B agreements completed within the exhibition period

13 Exhibitor Countries

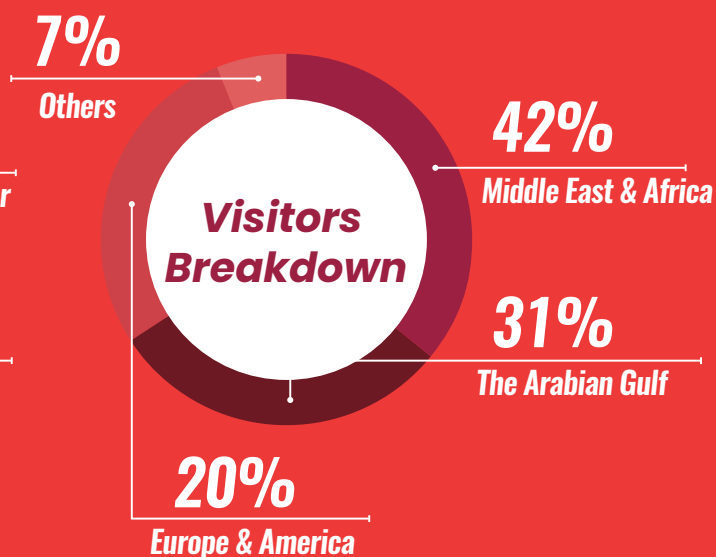
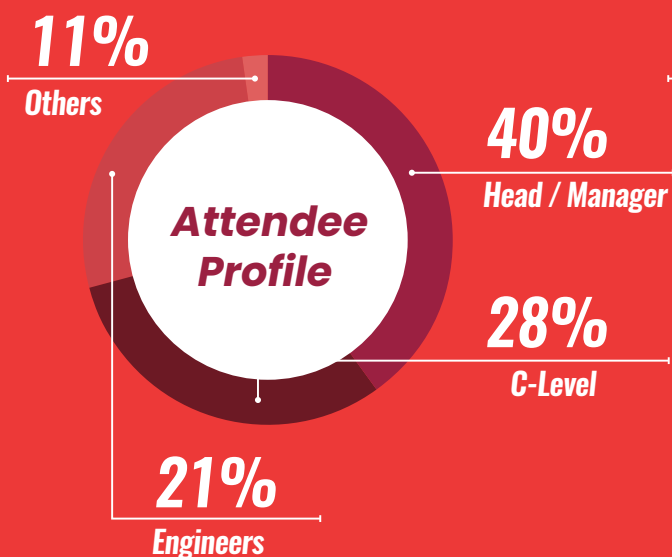
Iraq, Turkey, India, Qatar, UAE, Italy, China, Saudi Arabia, Iran, Germany, Lebanon, Oman, Egypt

10,000,000+ Digital Reach

Targeted campaigns reaching automotive retailers, fleet buyers and spare parts traders across Iraq

Meet with Key Decision Makers of Middle East Automotive Market

Erbil Autoshow attracts a powerful professional audience:



SNAPSHOTS FROM ERBIL AUTOSHOW



Your Place is Ready

Iraq is the unique and the stable market for automotive sector professionals.

The most prominent automotive specialist in the Middle East market are gathering in the stunning atmosphere of Erbil between

01-04 APRIL 2027

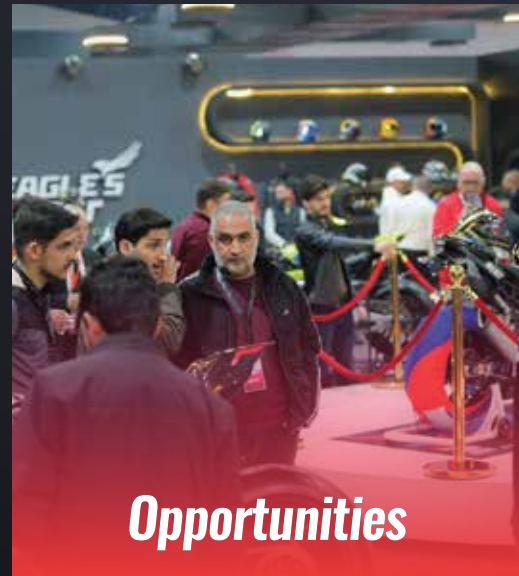
The sector is ready...



Technologies



Pavillions



Opportunities

Contact to Exhibit

0090 545 678 83 27
sales@pyramidsfair.com

Contact to Visit

00966 503 685542
marketing@pyramidsfair.com

ORGANIZERS



Scan to Contact
via Whatsapp

