



# AL BUNNIA GROUP

Iraq - Baghdad  
Since 1910





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## History

### Haj Mahmood J. Al Bunnia & Sons (HMBS)

Since 1910



1961

The company emerged during the Ottoman Empire in 1910 by the trading business of Haj Mahmood Jassim Al Bunnia.

Haj Mahmood Al Bunnia first started by bartering goods and quickly became the main exporter of seeds, dates, beans, fruits, wool, and other commodities to several countries in the Middle East.

In the 1950s in order to meet market conditions and with the formation of the H. Mahmood J. Al Bunnia & Sons Company (HMBS), the operations expanded into the manufacturing of food stuffs and expanded trade to Europe and the United States. In the following decades as the socioeconomic environment became more dynamic, HMBS responded by vertically expanding its business lines to maintain independence and control to best serve its customers. Whenever HMBS faced a challenge or roadblock, the company looked within to overcome and succeed. This often required establishing new companies and competencies such as transportation, engineering, construction and other disciplines which quickly developed into significant enterprises within the HMBS portfolio. This intense goal-oriented focus remains a central part of the company's fabric and serves as the main drive for HMBS' vertical and horizontal integration.

In the almost 100 years since the company was founded, HMBS has remained a family business that has gained, held, and strengthened market leadership positions through the family strategy of managing its business with a long-term, regional perspective.



## Background & Philosophy

Al Bunnia Group principle was set by its founder Haj Mahmood J. Al Bunnia's Strong slogan "success in business endeavors for the present life leads to success beyond life on earth." This was translated into an intense work ethic and commitment to Al Bunnia Group' customers and community. Moreover, Haj Mahmood Al Bunnia started a charity fund with one third of his personal equity in the company. To date, the fund has built a major public Baghdad mosque, hospitals, schools, and has initiated a scholarship that sponsors over a dozen students per year for school, university, and vocational studies.

With its steadfast principles, Al Bunnia group was able to grow into a successful enterprise despite a turbulent socio economic environment during the past century. The cornerstone of Al Bunnia group stems from its focus on the long-term goals coupled with the ability to avert political entanglement.

Today Al Bunnia employees are more than 6500 from diverse tango of fields including doctors, engineers (Civil, Electrical and Mechanical), financial consultants and a large number of skilled and technical employees. At Al Bunnia Group, its employees have become part of Al Bunnia family and are thus provided the best possible work environment. Al Bunnia embraces the philosophy that business success depends on the commitment of its employees. Despite difficult conditions in Iraq over the past decades, Al Bunnia retained its employees even during the most extreme conditions .



# Our Management A Family Enterprise

## ■ The history starting in 1910

The Late Haj Mahmood Jassim Al Bunnia founded the company in 1910.

In the 1950s, the management extended to include his three sons:

- Abdul Wahab Mahmood Al Bunnia
- Sa'doon Mahmood Al Bunnia
- Abdul Latif Mahmood Al Bunnia



Haj Mahmood Jassim Al Bunnia



Haj Abdul Wahab M. J. Al Bunnia



Haj Sa'doon M. J. Al Bunnia



Haj Abdul Latif M. J. Al Bunnia

**The  
Shareholders**



**Khalil A. W. Al Bunnia**



**Mustafa A. W. Al Bunnia**



**Sa'ad S. Al Bunnia**



**Mahmood A. W. Al Bunnia**



**Hassan A. W. Al Bunnia**



**Mohamed A. L. Al Bunnia**



**Hussain A. W. Al Bunnia**



**Jassim A. W. Al Al Bunnia**



**Baider A. L. Al Bunnia**

## Khalil Al Bunnia Group & Partners

### A Word from the chairman

I would like to begin by taking a moment to express my deepest gratitude to all the family of our company. Through the times of need and through their prominent and remarkable efforts, they have helped build a successful and reputed venture.



I trust that the information here will speak for itself about the company, our past achievements and our many aspirations yet to be accomplished. I am proud to say that we are looking forward to the hopeful future of Iraq given the recent developments. In a prosperous new Iraq, we aim to continue to be a major leading company that seeks to improve and expand its market.

In order to meet new market conditions, government regulations and opportunities, we have undergone reorganization and restructuring to maximize our potential. Our company is a pioneering business enterprise among its peers, and I say this with all modesty ; we feel that our recent organizational changes present the most responsive and efficient structure to meet the dynamic environment and best serve our customers.

In closing, we look forward to welcoming you to the blooming Iraq. We are hopeful for a flourishing future and in God's will, we hope to continue our success and contribution to the improvement of Iraq's life as well as Iraq's Economy and Industry.

Yours Sincerely,

Khalil Al Bunnia

## **Khalil Abdul Wahab Al-Bunnia**

Date and Place of Birth : Baghdad 27/11/1955

Degree in Business Administration - Baghdad University, 1978

Board member, Commercial Bank of Iraq since 1996.

Board member, Al Ahliya Insurance Co., since 1999.

Chairman, Pepsi - Cola , Iraq 1997 - 2008.

Board member, Baghdad Plastic Chemical Co., since 1988 - 2011.

Founder and Vice Chairman, Iraqi Businessmen Association since 1999

Founder and Board member of Iraqi Business Council in Jordan since 2007.

Founder and Board member Iraq National Business Council in Iraq since 2010.

Member, Iraqi - American Chamber of Commerce since 2005.

Board member of Iraqi Industrialist Union since 1993

Board member of Business Owners Union - Islamic Chamber of Commerce & Industry - Kingdom of Saudi Arabia - Iraq representative since 2008

Chairman of Al - Bunnia Trading group

Al-Bunnia Group main activities : trading, contracting, industrial, commercial and agriculture ventures and projects in addition to operating trade agencies

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## Al- Bunnia Activities



## General Trading



### ■ Al Bunnia General Trading

- Shat Al-Arab General Trading Co. LTD.
- Al-Dewaliah General Trading Co. LTD.

The first milestone of Al Bunnia Group was Haj Mahmood Jasim Al Bunnia and Sons Company (HMBS), which laid the basis for the contemporary Iraqi market. Then it was handled by the second generation and their main participles and targets have been as follow:

- 1- Cooperation with traders in credibility.
- 2- Special attention to consumer desire for different products and commodities.

The company gained a good reputation between Iraqi trader's, the lights started to be focused on this company which gained a first class position between Iraqi trading companies.

# Commercial Agencies

## ■ AL Bunnia for Commercial Agencies

- Iraqi Machinery & Equipment Co.LTD.  
- Qanadeel Al-Rafidain Automotive Trading Co. LTD  SCANIA
- Al-Uroush Automotive Trading Co.  BMW
- Al Ahliya Trading Co.LTD.
- Unit Trading Automobile Co UTAC  RENAULT.
- Shat Al Arab For Water Treatment (RO,AV) Co. LTD.
- Al Laith Trade agencies Co.LTD.
- Hawel Al A'lam for Trade Agencies Co.LTD.
- A'ali Al Neel for Trade Agencies Co.LTD.
- Al Awast Al-Dewaliah for Trade Agencies Co.LTD.
- United Jordanian Iraqi Trading Co. LTD. UJITCO 
- Delta Al-Rasheed Co. LTD. 
- Delta Al-Rasheed Co. LTD. 

Most of these trading agencies have an excellent record among Iraqi companies. This encouraged Al Bunnia Group to establish specialized companies to import various commodities from Arabic countries, India and Pakistan.

Then this developed to import from Europe and America.  
Each one of our companies has independent and independent management.

These companies serve to establish specialized agencies to help foreign companies introduce their products, operations and services in the Iraqi market. Their activities include marketing and the distribution of commodities and services from both national and foreign sources.

# Marketing & Distribution



- Al A'lamiyah for Foodstuffs Marketing Co.LTD.
- Al Bunnia for Canning and Marketing Foodstuffs Co.LTD.
- Al Iraqia for Cigarettes & Tobacco Marketing Co.LTD.
- Al A'lamiyah for Tires Marketing Co.LTD.
- National Marketing Co.LTD.
- Al Zubeir Cold Stores Co.LTD.

National Marketing performs market research throughout Iraq to develop marketing plans and price strategies. The company also maintains and operates a distribution network which consists of a 60-lorry fleet, 10 major warehouses with cool and freeze storage and agreements with various wholesalers and stores comprising over 1000 distribution points. The entire network serves most of the Iraqi population.

In addition to Al Bunnia Group brands, National Marketing represents foreign companies in the marketing and distribution of their products.



## Manufacturing

### Food Stuffs:

- Sweets and Snacks

Iraqi Chocolate Production Co. LTD.  
Iraq Sweets & Biscuits Co. LTD.  
National Confectionary Products Co. LTD.  
Modern Chewing Gum Co. LTD.  
Al Ahliya Flavor & Fragrances Co. LTD.

Al Bunnia Group owns and operates a number of plants for the production of chocolates, candy bars, hard candies and toffee as well as chewing gum, biscuits, wafers, crackers, and flavors. Before the first Gulf War, some production lines were under license with Nestle, Dandy and Stimirpl. Lastly, the Ahliya Flavor & Fragrances Company operates a plant for the production of spray-dried licorice root powder.

- Flour and Grain

1- Iraqi Flour Mill Co. LTD.  
2- Eastern Flour Mill Co. LTD.  
3- Al Alamain Flour Mill Co. LTD.  
4- The Modern Company for Grain Production (Rice Mill) Co. LTD.  
5- Iraqi Wheat Co. LTD.

Al Bunnia Group owns and operates a modern grain processing facilities as well as three flour mills. The flour mills utilize Buhler equipment and produce a total daily output of 1000 tonnes.

- Water Production

Al Rafidain Mineral Water Production Co. LTD.

Provides high quality drinking water via state of the art water purification and bottling facilities. This site includes a high-tech laboratory for testing and quality control.





- **Building Materials**

Al Rashid Gypsum Co. LTD.

Al Ahlia Gypsum Industrial Co. LTD.

Al Ma'moon Building Materials Co. LTD.

Al Shemal Gypsum Industries Co. LTD.



Al Bunnia Group owns and operates five modern Gypsum plants utilizing modern German-made (Knauf) automated equipment and technology. The plants produce gypsum, plaster of Paris and fillers with a daily total average output of 3,750 tonnes.





- Pickled and Canned Foods

Al Nuamaniya Pickles & Canned Foods Co. LTD.

Yeast & Dates Manufacturing Co. LTD.

Al Bunnia owns and operates numerous plants for the manufacturing of tomato paste and tomato juice as well as table sauces, dressings, halawa, tahania, pickles, dates, and natural date vinegars.

- Salts

Al Mansour Salt Production Co. LTD.

Al Mansour Production manufactures refined re-crystallized table salt, as well as industrial and animal salt blocks. The plant's production capacity is 250 tonnes per day.







## Meat:

**International Meat Processing Co. LTD.**

**National Food Products Development Co. LTD.**

**National Agriculture Products Industry Co. LTD.**

Al Bunnia Group meat processing companies utilize facilities to produce frozen foods such as red and white meat processed products (including fish) using the latest automated machinery technology. Additionally, a modern automated poultry slaughterhouse operates with two stork lines at a capacity of 6000 birds per hour for each line in addition to 10 large storage freezing rooms, each with a capacity of 500MT.





Al Bunnia Group also owns and operates a number of modern automated butcheries and a modern automated poultry farm. The farm provides eggs for the hatchery and birds for the meat processing plant.

The Poultry farm is composed of more than 25 poultry houses, each house containing more than 22.000 birds on average. In addition to Al Bunnia Group own poultry houses, the slaughter house contracts with other farmers to supply the birds.

Lastly, Al Bunnia Group also owns and operates a plant for the production of protein concentrate used in the manufacture of various types of animal feed. Al Bunnia Group animal feed facility manufactures feed for poultry, cattle, horses, sheep and fish with an average output of 25 tonnes per hour.





## ■ Dairy:

**Eastern Frozen Foods Co. LTD.**

**Howlair Dairy & Refreshments Co. LTD.**

**The United Farm Livestock Co. LTD.**

In facilities throughout Iraq, Eastern Frozen Foods and Howlair Dairy & Refreshments manufacture various ice creams, and iced lollies. These companies also manufacture European-quality yogurt, cheese and cream as well as natural fruit juice drinks (under license from Rauch, Austria). Both companies utilize a container production plant for the long-life packaging of products.

Additionally, United Farm Livestock owns and operates large farms with approximately 6,500 heads of prime Arizona Holstein milking cows in addition to large herds of sheep, water buffalo, and cattle. Recently a study was completed with the intent of doubling the number of livestock to meet the growing demand of the Iraqi market. The farm also contains over 20,000 hectares of farm land for wheat, barley, maize and alfalfa crops as well as lands for animal grazing and feeding.

The farms' output of fresh milk and meat is used by other Al Bunnia Group's sister companies in their production.





## Industrial Services



Al-Bunnia Industrial Company is one of the oldest and largest Iraqi engineering services companies with grade (A) certification from the Ministry of Housing and Construction to undertake the largest scale contracts.

Al-Bunnia Industrial Company provides the mechanical, electrical and civil projects with all necessary materials such as: mechanical and electrical devices and equipments, power generation and transmission devices, construction equipments for residential, commercial buildings, factories and other structures.

Al-Bunnia industrial company also owns and operates several asphalt plants, gravel and stone crushing plants, prefabricated concrete, which is necessary for deferent kinds of projects. For the after sale services the company also operates a maintenance workshop.



# IRATRAC



**IRATARC is the sole authorized dealer for Caterpillar products in Iraq. we derive great pleasure from being part of such a large and focused organization**

**IRATARC has local branches in Baghdad, Basrah & Erbil. We offer Customer Support Agreements (CSAs) and Total Maintenance & Repair Contracts (MARC) tailored to fit your specific needs. This way, IRATARC can guarantee Customers full product support services, ensuring that their equipment is kept running at peak performance**





## **Qanadeel Al-Rafidain Automotive Trading Company Ltd.**

**Qanadeel Al-Rafidain Automotive Trading Company is the Scania CV AB distributor in Iraq.**

Qanadeel Al-Rafidain owns very modern show rooms and service stations in Bagdad, Erbil and Basrah. The service stations are equipped with the most up to date tools and equipments. The trucks and buses sold by our company are looked after by our specialized team. All the repair and maintenance works are performed by highly skilled engineers trained by Scania CV AB.

Scania signed a Joint Venture agreement with the State Company for Automotive Industries to assemble various types of Scania trucks and buses in its factories in Iskandariyah.





**All-Drive**  
Automotive Company  
BMW logo  
[www.bmwusa.com](http://www.bmwusa.com)







**RENAULT**



سافاران بانوراما



Delta Al-Rasheed Co. LTD.

# ExxonMobil



**Delta Al-Rasheed Co. LTD.**



# Electricity Sector

Al Bunnia has a large experience in contracting, delivering and installing power plants, diesel engine generators, electrical boards, control panels, changeovers and networks of medium and low voltage.





## OIL SERVICES

### ● The Central Iraqi For Oil Services Co.LTD.

Al-Bunnia Group oil services companies' top management provide over 60 years of collective experience in the oil industry.

With over 600 employees, these companies provide expertise in oil-rig/oil-field construction, drilling, oil rig repair and maintenance, reconstruction of oil fields, and oil exploration.



# Petroleum Oils



## ■ Baghdad Refinery For Petrochemicals Co. LTD.

The factory of mixing the motors oils with production capacity 50.000 ton/year, for producing gasoline, diesel oil, grease, Interfeez and brake oil.

The factory is processing used oils, for producing motors oils, base oil, asphalt and diesel oil.

Distillation vacuum unit for producing asphalt, diesel oil and the base oil by using the heavy fuel with production capacity 500.000

Baghdad Refinery for Petrochemicals obtains the petrol from the main refineries in Iraq (Bejie Refinery / North, Al-Dora Refinery/ Center, Al-Shua'iba Refinery/ South).

The openness of Iraq to the international markets, will make Al Bunnia Group sollicitude with the quality, to provide the best quality of all products, for the Local and international markets.



# Logistics



## Transportation Services:

- Babylon international for Transportation and Marine service Co. LTD.
- The Central Al Bunnia For General Transportation LTD.
- Iraqi Transport Services Co. LTD.
- Middle East Shipping Agencies Co.LTD.

Al Bunnia Group operates four transportation companies with the capability to transport goods by sea, river or land. The first transportation company in the country, Iraq Transport Services owns, operates and maintains a large fleet of trucks and trailers for general services as well as the transport of raw materials and finished products. Additionally, the company manages river transportation for goods.

Middle East Shipping Agencies Co. coordinates shipping services for imports and exports for Iraq. Middle East Shipping Agencies also provides ship services and represents various shipping companies.





## Medical Equipments

### ■ Central Iraqi for Medical Materials & Equipments Co.LTD.

This company was founded according to the needs and requirements of the Iraqi private and governmental sectors, as well as covering the requirements of the commercial medical centers.

The services offered by this company include:

Rehabilitation of hospitals and laboratories and provide them with the most advanced technology of medical equipments and high quality materials.

Our dealing and co-operation with very famous specialised companies include supplying raw materials for the pharmaceutical industry and marketing produced medicines to KIMADIA (an establishment belonging to the Iraqi Ministry of Health).

Our company also deals with the supply of medical laboratories, laboratory materials and equipments. We have imported high technology laboratories, testing materials of viruses and biological exam laboratories for both the private and governmental sectors.







## Information Technology And Telecommunication

- TACC Touch Accuracy For Computer Trading LTD.
- Iraqi National Company For General Technology Trading Co. Ltd.
- Awwal Al Iraq For IT and Computer Systems Co. Ltd.
- Al-Maraya Company Limited
- Al-Marifa Business Machines (MBM) Co. LTD.

### PlanCell Co. LTD.

PlanCell is a newly founded company with special focus on providing Telecom Engineering Services to mobile operators in Iraq. PlanCell has teamed with some of the most experienced companies from the Middle East, Europe, and the United States to bring the most advanced technology to Iraq.

PlanCell is currently operating with experienced engineers in the fields of GSM, CDMA, VSAT, CISCO systems, trunk radio, and microwave systems.

### Al-Marifa Business Machines (MBM) Co. LTD.

Established in 1988 to represent and provide IT solutions in Iraq. MBM also provides total technology-driven office solutions to the growing Iraqi corporate community.



## Investments

### Investments:

Al Bunnia Group maintains an investment portfolio which holds shares in publicly-traded companies. Al Bunnia Group holdings include:

- Iraqi Commercial Bank
- Ahlia Insurance company
- Baghdad Company for Soft Drinks (Pepsi Cola Company)
- Al Razi Chemicals and Cosmetics Company
- National Company for Chemical Products and Plastics



# Real Estate

**Al Bunnia for Real Estate Investments Co. LTD.**

Al Noor Real Estate Co. LTD.

Aa'ali Al-Neel for Contracting LTD.

Kasr Al-Waha Company for Real Estate Investment Limited Liability

Al-Dawha Company for Real Estate Investment Limited Liability

Al Bunnia Real Estate undertakes large-scale land development in Iraq.

Al Bunnia total holdings is approximately 5 million square meters of residential and commercial land. The company continues to acquire large areas of well-located land in different cities throughout Iraq for the development of housing and shopping complexes.



## The Future



In the new Iraq, Al Bunnia aims to continue to be the major market leader in its sectors. Additionally, Al Bunnia offers its century-long market experience and expertise to major foreign and regional specialists that wish to enter the recently opened Iraqi market. Specifically, Al Bunnia looks to improve in the following areas:

### ● Banking and Insurance.

Al Bunnia is taking steps to consolidate its shareholdings in certain private banks and insurance companies in Iraq with the aim to form partnerships with global banking and insurance leaders to establish modern services to help fuel commerce and business development.

### ● Capital Improvement.

In order to maximize new opportunities, Al Bunnia has undergone a major capital improvement campaign in all its sectors. In particular, new technology is being introduced into the warehousing and distribution operations, manufacturing facilities, transportation fleets, information technology enterprise, and banking systems.

### ● Real Estate Development.

In an effort to meet future demand in housing and commercial real estate as well as shopping facilities, Al Bunnia is developing its large land holdings using modern design and architecture to bring Iraq today's best facilities.

### ● Agricultural Expansion.

In anticipation of the country's food needs, Al Bunnia strives to improve Iraq's agricultural technology and efficiency. Specifically, Al Bunnia is experiencing its agricultural lands and acquiring more of the world's best seeds, cattle, poultry, and sheep.

### ● Services

Al Bunnia is actively engaged to form internal-external partnerships with specialized service providers to fill the void of services previously provided by the national and municipal governments.

### ● Privatization.

In the new Iraq, Al Bunnia intends to participate with global and regional partners in acquiring some of Iraq's state-owned assets, to modernize facilities and to provide fruitful employment for Iraq's population.

God willing, Al Bunnia will be a leader of Iraq's new explosion of growth and prosperity and hopes to continue to best serve the community.



**Thank you for your interest in AL BUNNIA GROUP**

**For more information  
[www.albunnia.com](http://www.albunnia.com)**

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