

# HARUN

GROUP FOR TRADE

1977-2022

Distributor of  
THE MOST  
**FAMOUS**  
AND DESIED  
BRAND IN THE  
**IRAQI MARKET**



Company was able during this period of time to acquire many of the experiences and formed a large network of business relationships and was able to earn a good reputation in the field of commercial in Iraqi & we are working hard to gain more experience and expand more in all fields And we have the will and determination to progress larger

**HARUN GROUP** Founded in 1977. Since then, have activities of various commercial and industrial activities in various fields of import and export

[WWW.HARUNGROUP.NET](http://WWW.HARUNGROUP.NET)



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Harun.group\_iraq



IBRAHIM KHALIL INTERNATIONAL STREET  
ARCELIK PLAZA ZAKHO-IRAQ

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التجارة المارون  
للمحولات  
والسمدات  
والثياب وتجهيز  
العيادات والمطاعم  
الزجاجية و  
المotorcycles

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بيع ما بعد arcelik After-Sales خدمة Service



## CHARMIN'S VISION

We have started our organization doing unpretentious business 30 years ago. Today we have set internal program to insure successful journey together with our global partners in order to occupy the market leader position in Iraq and Middle East market. We have created dynamic work experience for Harun employees which is encourages and motivates our team to work in best interest of client. As a group of companies, we work continuously on setting highest standards with respect to integrity and quality.

**Noorddin Tuga**  
Chairman

## Our mission

### Understand customer needs at the highest level

Perceiving customer needs at utmost level by providing them flexibility in sourcing, competitive prices, on-time deliveries and customized solutions for unique needs  
Ensuring attentive, effective and proactive customer service and personalized attention to customers, Continually building our skills and knowledge to meet the growing and diverse needs of customers, Sustaining our reputation as a reliable, customer-oriented, dynamic player in the market  
Achieving profitable growth, operational and organizational excellence without compromising from our values and business ethics

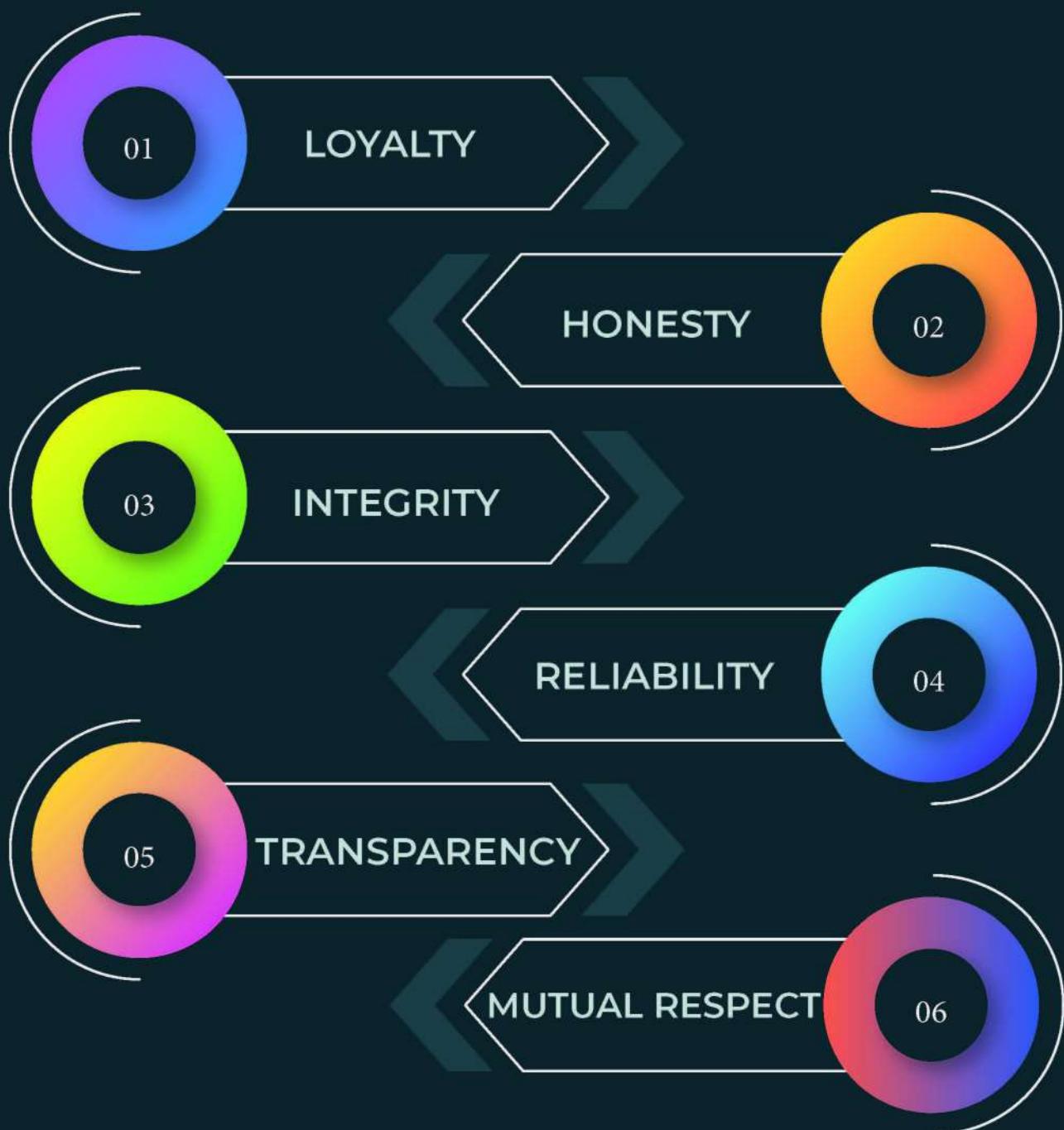


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# OUR VALUES



# HARUN GROUP FOR GENERAL TRADE

**HARUN GROUP** Founded in 1977, Since then, have activities of various commercial and industrial activities in various fields of import and export as

## **Home Electrical construction**

At the end of the year 2010 we have an agreement with **GEWISS** Italian Company Specialized in the production of materials used in home lighting and décor,

It is one of the big names in this area because they contain products of high efficiency and excellent quality and have, within a short period to build a great reputation of this company in the Iraqi market.

The company has also established its own brand in this field,

which is the **SHAHEEN** brand for home lighting, as well as lighting for professional projects.

Its products include wiring harnesses, switches, lamps, LEDs, indoor and outdoor lighting poles, in addition to all the requirements of electrical installations with superior European quality.

**They are manufactured in Turkey and China from high-quality origins and are characterized by With its high efficiency and competitive prices.**



# Construction materials and contracting

During the past years we have gained considerable experience in this area and we have implemented many projects for the benefit of the State and in favor of private sector

As well as we represent many international brands in IRAQ specialized in building and construction such as TOPRAK- YURTBAY SERAMIK -EGESERAMIK And many Italian companies specialized in the field of reconstruction We have a wide network of selling points for these companies all across Iraq

At the end of **2019** we became the sole exclusive agent in Iraq for the Italian company Mapei, the most famous name in the field of construction chemicals, industrial additives, ceramic adhesives, insulation solutions and construction engineering industries.

Knowing the market's need for materials, modern technology and engineering solutions of the new generation, we have worked to open many **branches and showrooms** for this company throughout Iraq and during this short period we were able to establish many projects and participate in them effectively through the products of this company.



# Household appliances

**Sense 1996, Our company is the exclusive representative for Turkish company**

**ARCELIK** giant electrical industries in the world specialized in household electrical appliances such as refrigerators, air conditioners and televisions Everything related to household electrical appliances, Where we can build a great base for the products of this Giant company in the Iraqi market to become the most desire brand by the buyer in Iraq and the name of the largest and most famous in this area

**In addition to brand BLOMBERG, that considered the most famous brands in this area in Europe**

During this period we were able to provide a strong and integrated distribution network contains more than **40 major selling point** in Iraq, in addition to more than 1000 retail outlets to cover the whole Iraqi market In this area **we are now the first figure in the Iraqi market**



# Plastics industry

Since 2002, we got the exclusive agency of the Turkish Firat company for plastics, which include plastic pipes of various kinds in addition to all the plastic accessories related thereto, as well as doors and windows and plastic panels

The firm is one of the giant names in this area and leading name in the plastics industry our strong distribution network to provide the products of this company covers all parts of Iraq so that the products of the brand owner the largest share of sales in the Iraqi market



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# Agro industries

Mid-year 2010 we got the exclusive commercial agency company SAME DEUTZ-FAHR Italian German company giant name in the manufacture of machinery and agricultural machinery such as tractors and harvesters , Indeed, the first showroom of this company opening at beginning of 2011 in Iraq, through this we introducing the latest technologies in this field to Iraq's agricultural sector for development and progress of agriculture in Iraq. By providing farmers with products of this company with support directly from the Ministry of Agriculture As well as we are dealing with many other companies specialized in the field of agricultural machinery such as ALPEGO Company



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# Food trade

HARUN GROUP is one of the leading companies in this area in Iraq since the mid-eighties; we are working in the field of food such as sugar, rice and edible oils We have had many commercial agencies of major international companies in this area such as UNILEVER – FOOD EMPIRE, and we represent a lot of brands in this area of scientific as LIPTON TEA –KNOOR –MACCOFFEE , This is in addition to many other activities in this area . Where we were able to build a wide network of selling points covering all parts of Iraq



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# Different Industrial and commercial activities

Our company has processing and implementation of many projects for the State and private and mixed commercial sectors account, in several oil projects, industrial and construction in various parts of Iraq.

Company was able during this period of time to acquire many of the experiences and formed a large network of business relationships and was able to earn a good reputation in the field of commercial in Iraqi & we are working hard to gain more experience and expand more in all fields And we have the will and determination to progress larger

The headquarters of the company in Iraqi Located In Kurdistan in the city of Zakho,& has branches in all parts of Iraq The company also owns warehouses distributed in the cities of Baghdad, Najaf, Erbil, Dohuk and Basra, with an area of more than 80,000 square meters.



# BUSINESS PARTNER





Our journey started in 1955.



# ARÇELIK IN NUMBERS

- 12 brands
- 28 production facilities
- 40000+ employees
- 48 sales and marketing offices
- 30 R&D Design centers



**TODAY with over**  
30,000 employees throughout the world

**12 brands**

sales and marketing offices in  
**43 countries**

and 22 production facilities in  
**8 countries**



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# BRANDS

we offer products and services to  
many different regions of the world



**Blomberg**

seit 1883



elektra**bregenz**

**arctic**



**GRUNDIG**



**DEFY**

**Dawlance**

**VOLTAS · beko**



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# PRODUCTS

Rejuvenate ourselves & our industry to become a trusted lifestyle solutions provider to the digital household



Household appliances,  
built-in Electronic  
Heating Cooling  
Small Home Appliances  
Hygiene-Accessory  
Water Treatment



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thrives  
on challenges  
For us

**Day in day out  
construction  
sites all around the world  
can count on**

# MAPEI

ADHESIVES.SEALANTS.CHEMICAL PRODUCTS FOR BUILDING

*For 80 years we have been working to  
produce constant quality: for our clients, buyers,  
the environment and our corporate culture.*

In 2017 we celebrate our eightieth anniversary:  
80 years of experience available to all our  
clients. Our leadership is based on know-how  
that is second to none.

**MapeiGroup**



## TRANSPARENCY & EFFECTIVENESS:



# MAPEI

ADHESIVES SEALANTS CHEMICAL PRODUCTS FOR BUILDING



THESE ARE THE IDEAS SHARED BY A FORMIDABLE GROUP, DESTINED TO GROW FOR MANY YEARS TO COME.

Our name is synonymous with innovation and every year we create thousands of new formulations to meet all your needs. We supply more than 5,000 technologically advanced products that take into consideration the widest variety of requirements imaginable and, in so doing, we help improve the characteristics of buildings, from anti-seismic upgrading to the healthiness of our surroundings.

# THE WORLD OF MAPEI.

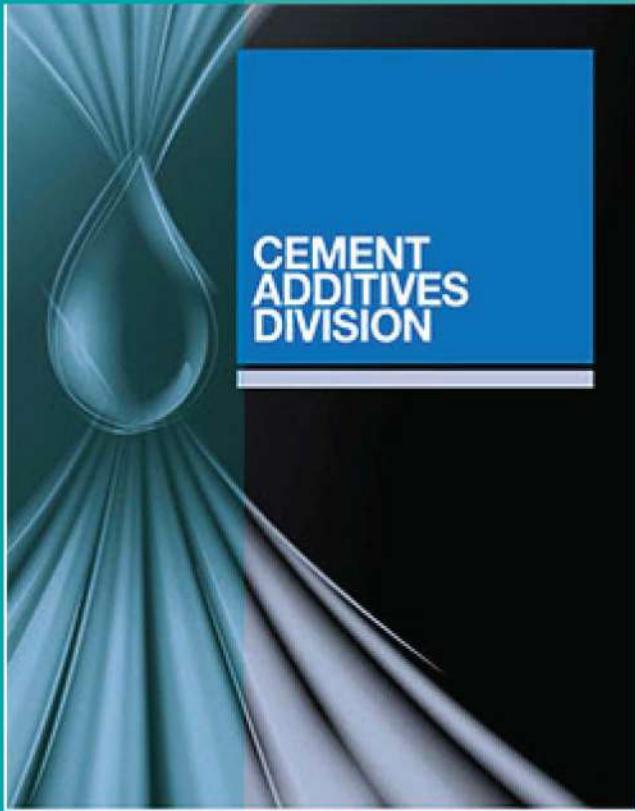
## QUALITY AND VALUES IN CONSTRUCTION.



**MAPEI**  
SOCIETÀ DELLA SINTESI - CHEMICAL PRODUCTS FOR BUILDING



CEMENT  
ADDITIVES  
DIVISION



**MAPEI**  
EN 1504-7

# Mapefer

Malta cementizia  
anticorrosiva  
bicOMPONENTE per  
la protezione del  
ferro d'armatura



**MAPEI**



# PRODUCT **GEWISS**

comprehensive electrical  
industries and lighting



Every initiative and every project are designed to achieve the most important objective: to improve people's safety and quality of life and to offer professionals reliable, safe and functional solutions that make everyday work easier, in compliance with environmental resources and driven by a work ethic based on the principles of fairness and transparency.

Today the GEWISS Group is an international leader

employing more than 1,500 people, with industrial sites & sales branches in:

Italy Spain France Portugal  
Germany the United Kingdom  
China Switzerland Hungary  
Turkey Romania Belgium  
Poland Egypt China Chile &  
the United Arab Emirates.

The group also has agencies and distributors in 100 countries worldwide.





# HISTORY

# GEWISS CO

## electrical industries and lighting

- The history of GEWISS is a long entrepreneurial journey that comes from a brilliant idea of product and that feeds on the ability to interpret contemporaneity and imagine tomorrow.
- Today, as yesterday, at GEWISS we focus on innovation and development as core values of management, through the involvement of all the people who represent the true patrimony of the company
- The company specializes in the field of comprehensive electrical industries and lighting, and its products are distributed from lighting products for simple homes to products for giant projects, including lighting and all electrical products.



The Parent Company, **GEWISS** Spa, founded in **1970**, has its registered offices in Cenate Sotto (**Bergamo**) and production facilities at Cenate Sotto (**Bergamo**), Cenate Sopra (**Bergamo**) and **Castel San Giovanni (Piacenza)**. Since early 2000, the company's new logistics/technological hub, based in Calcinate (**Bergamo**) – a strategic location which can serve the entire central European area within a **1.000 Km** radius – has also been operational. The Group's production facilities abroad are located in **Germany, France and Portugal**.

manufacturers of:  
tractors, harvesting machines, & diesel engines.

## Our mission

Our strategy is focused on improving both productivity and the well-being of the end users.



### SDF is one of the world's leading manufacturers of

- tractors, harvesting machines & diesel engines. It distributes products through the SAME, DEUTZ-FAHR, Lamborghini Trattori,
- Hürlimann & Grégoire.
- The company has its headquarters in North Italy, in Treviglio (BG), in an area where the business was established in 1927, when Francesco & Eugenio Cassani developed the Cassani tractor, one of the world's first tractors with a diesel engine.



DEUTZ-FAHR ARENA

# DEUTZ-FAHR

- ◆ Our mission is to supply customers worldwide with tractors, diesel engines & agricultural equipment of acknowledged reliability,
- ◆ quality & performance. Our strategy is focused on improving both productivity & the well-being of the end users.
- ◆ Production, sales, after-sales & the distribution of spare parts are overseen by eight production sites ([in Europe and Asia](#)),
- ◆ [12 sales subsidiaries \(in Europe & Asia\)](#), one joint venture in China and one in Russia, 155 importers & over [3,100 dealers](#) around the world.
- ◆ The Company's strategy is based on offering an extensive product range, on expanding its sales network on key & emerging markets, on giving its production capacity an international dimension, on overseeing technological know-how internally developing core components.



## OUR HISTORY

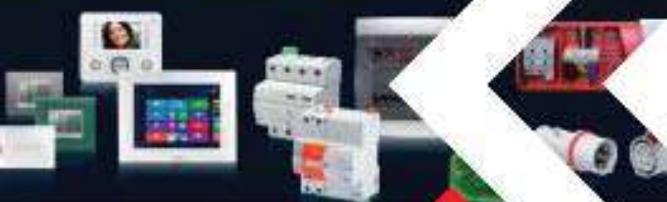
SDF has more than 4,000 employees . In line with the company mission, which targets the development of agricultural machines with an increasingly competitive edge, featuring electronic and hydraulic components to enhance efficiency, safety and ease of use, SDF can rely on an industrial production that can meet the global needs of farmers and farming contractors, meeting their different requirements and supplying a diverse and extensive product range.

ELECTRICAL PRODUCTS

# SHAHEEN

home lighting and industrial  
lighting for giant projects

Based on our keenness  
to provide electrical  
products for home  
lighting and industrial  
lighting for giant project



we launched the

# SHAHEEN

brand for electrical products  
at the beginning of 2019

# We Are **LIGHTING** PRODUCTS & **ELECTRICITY &** **THEIR DECRATION**

This brand provides

- ◆ all the products needed by small and medium enterprises,  
including lighting products & everything related to the needs of electricity & their decorations.
- ◆ **HARUN Group** is proud of its brand **SHAHEEN**
- ◆ one of the fastest growing brands in the field of lighting



Our products are characterized by **high quality** & excellent specifications & are considered competitive with European brands in this field, **especially** within the standards of quality **performance & design**