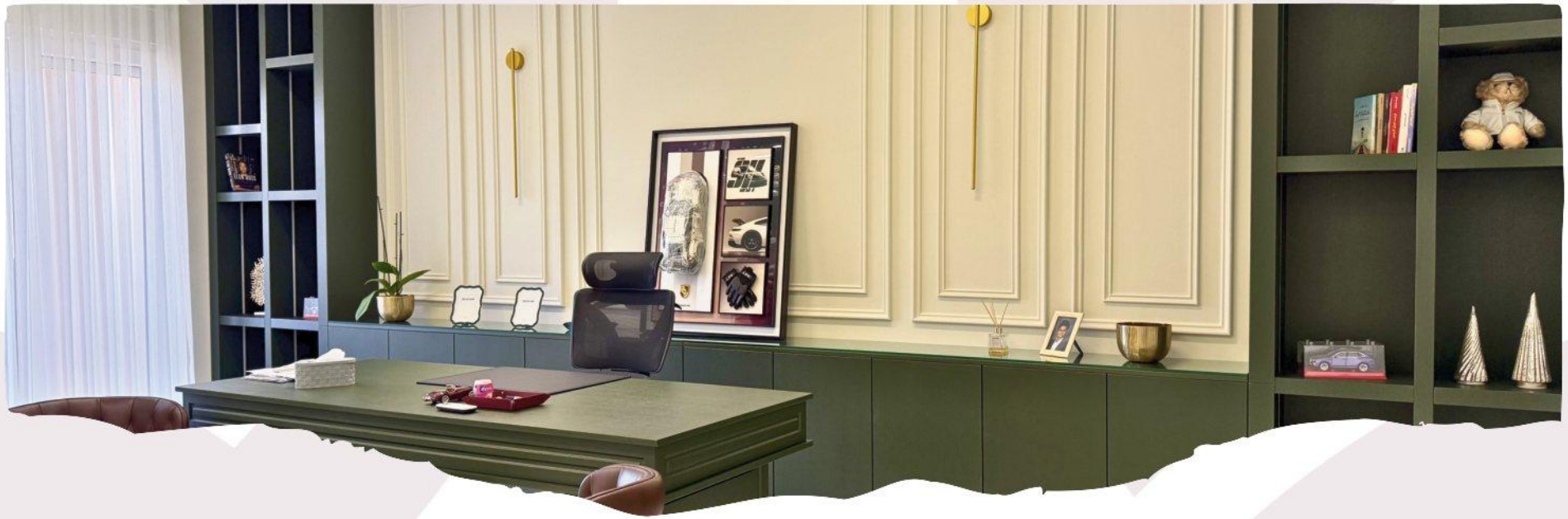

SANAD
GROUP
INTEGRATED BUSINESS SOLUTIONS
Event Management • Interior Design & Fit-Out • Business Growth
Your Partner Every Step of the Way



ABOUT SANAD GROUP

More Than a Service Provider

SANAD Group is an integrated business solutions company bringing together Event Management, Interior Design & Fit-Out, and Business Growth under one roof.
We help organizations, businesses, government entities, and entrepreneurs transform ideas into exceptional events, inspiring spaces, stronger brands, and sustainable business growth.
By connecting strategy with professional execution, we create practical solutions designed to deliver meaningful results and long-term value.

OUR CORE EXPERTISE

1- Event Management:

Exceptional events from strategy and creative development to execution and technical production.

2- Interior Design & Fit-Out:

Functional, inspiring, and brand-driven spaces from concept to complete execution.

3- Business Growth:

Strategy, branding, marketing, and business development solutions that support sustainable growth.

WHY SANAD?

Integrated Solutions



THREE DISCIPLINES ONE INTEGRATED APPROACH.

From strategic thinking to professional delivery





INTERNATIONAL EXPERIENCE, LOCAL INSIGHT

GLOBALLY INFORMED. LOCALLY RELEVANT

STRATEGY WITH EXECUTION

OUR JOURNEY

Experience That Shapes the Way We Work

Behind SANAD Group is a journey built on years of leadership, project delivery, and business development across **Sweden and Iraq**.

Our experience spans companies, government entities, organizations, conferences, exhibitions, community initiatives, and commercial projects.

Today, SANAD Group combines **international experience with local market** insight to deliver integrated solutions that transform ideas into measurable results and professional relationships into long-term partnerships.



OUR MISSION

To help organizations, businesses, and entrepreneurs achieve sustainable success by connecting strategy, execution, and growth under one roof.

OUR VISION

To become a leading integrated business solutions group creating exceptional events, inspiring spaces, stronger brands, and sustainable business growth across Iraq and the region.

HOW WE WORK

From Understanding to Lasting Value

Every successful project begins with understanding and succeeds through strategy, collaboration, and professional execution.



1

Understand:

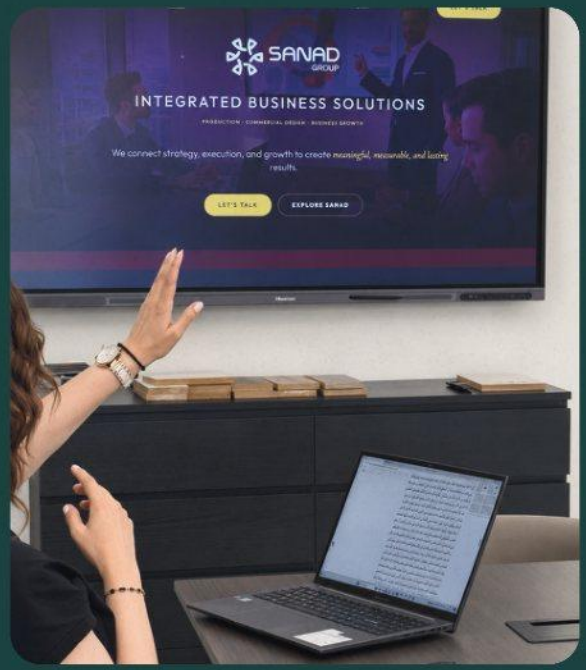
We listen to your business objectives, challenges audience, and vision.



2

Strategize:

We identify the right direction and develop a clear, practical plan aligned with your goals.



3

Execute:

We coordinate every stage with precision, creativity, and professional project management.



4

Create Lasting Value:

We focus on measurable results, stronger businesses, and long-term success.




EVENT MANAGEMENT
SANAD
GROUP
INTEGRATED BUSINESS SOLUTIONS

WHERE VISION BECOMES EXCEPTIONAL EVENTS

We deliver end-to-end event management solutions that transform ideas into impactful experiences—from strategic planning and creative development to professional execution and technical production.

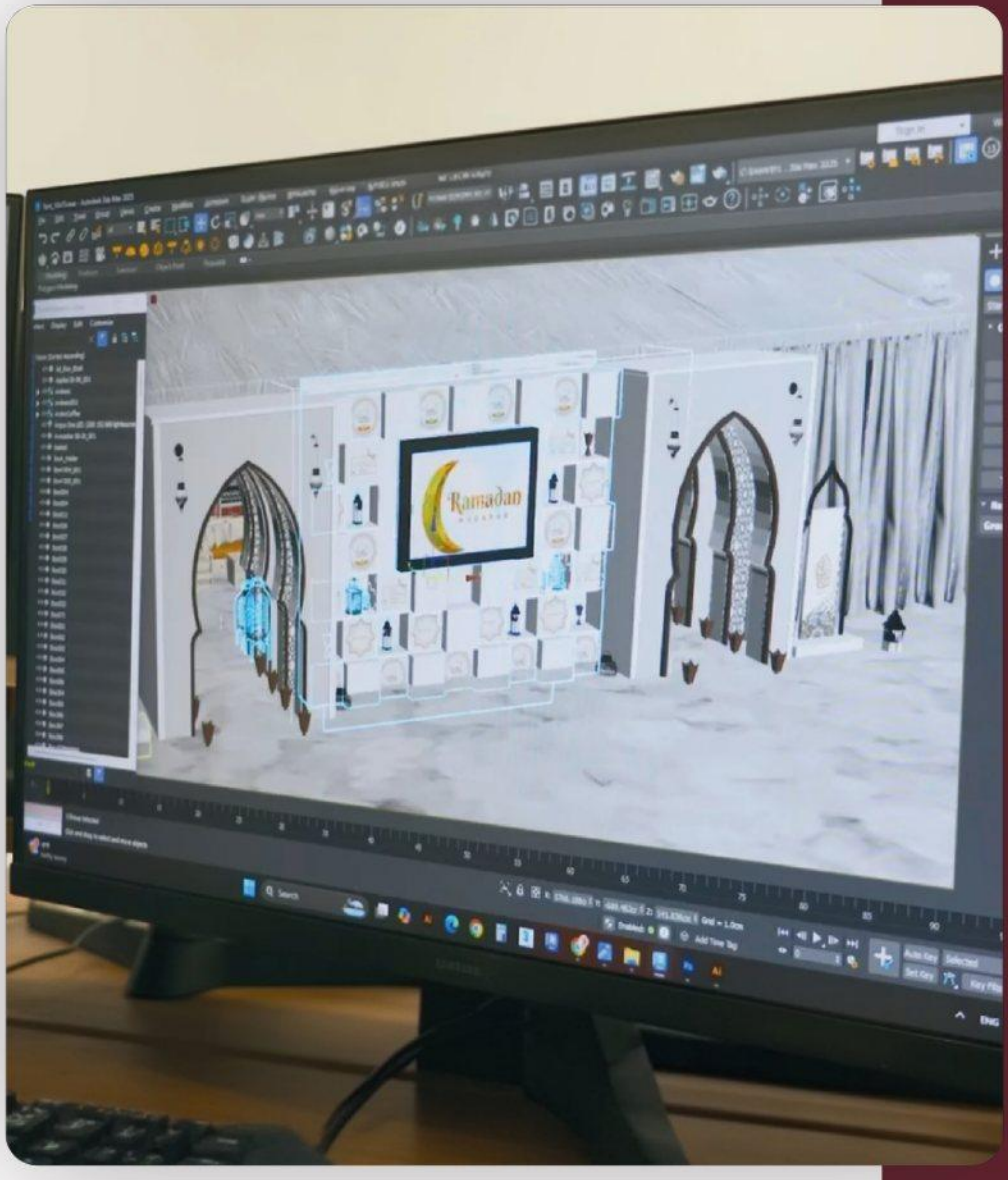


Event managment

CORE SERVICES

1 Event Strategy Planning

- Concepts
- Strategy
- Budgets
- Timelines
- Logistics
- Risk Assessment



2 Event Management

- Project Management
- Vendor Coordination
- Venue Management
- On-site Operations



3 Creative Design & Event Branding

- Event Identity
- Creative Concepts
- Stage Design
- Signage
- Branded
- Environments



4 Technical Production

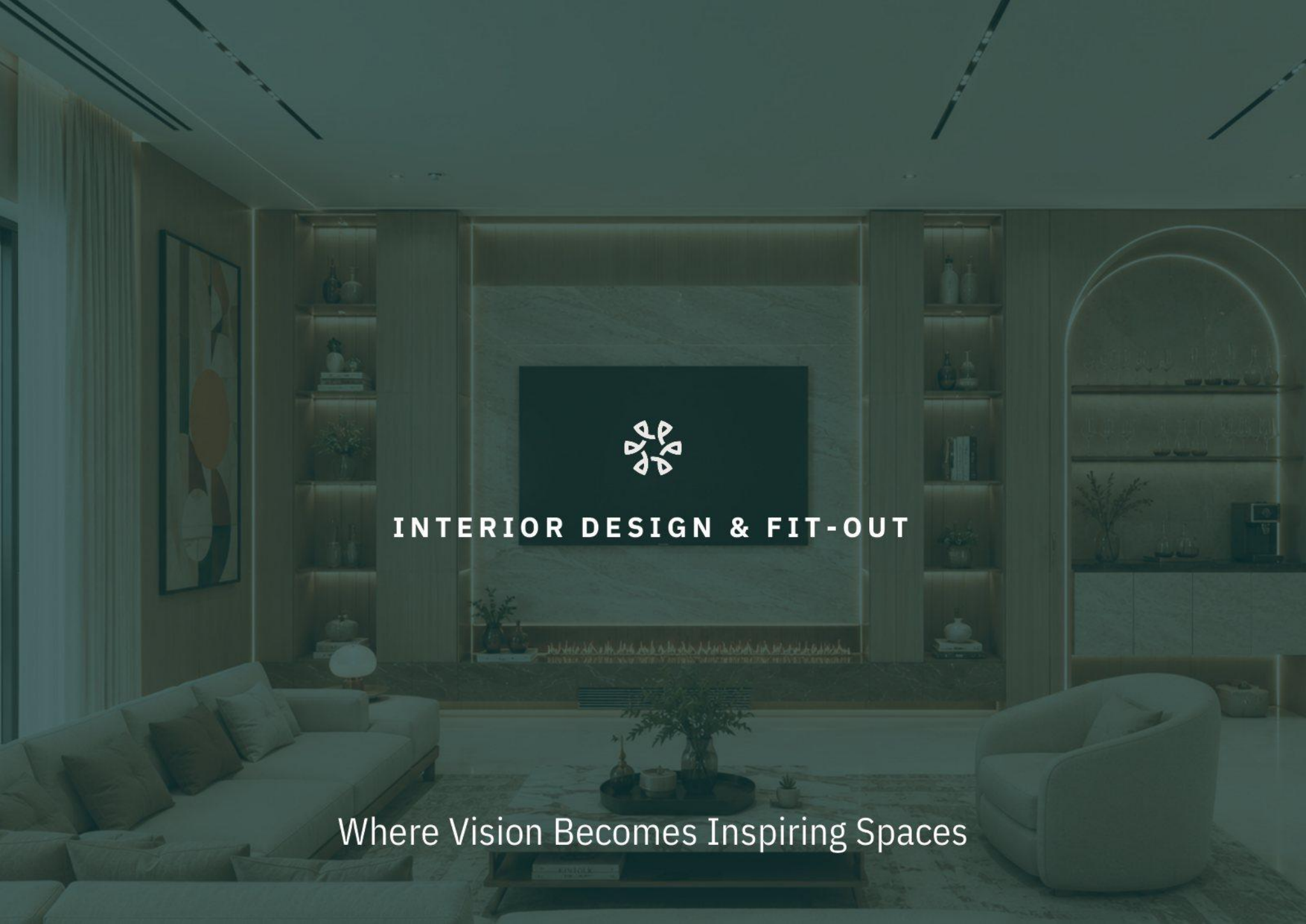
- Stage Production
- Sound
- Lighting
- LED Screens
- Audiovisual Solutions



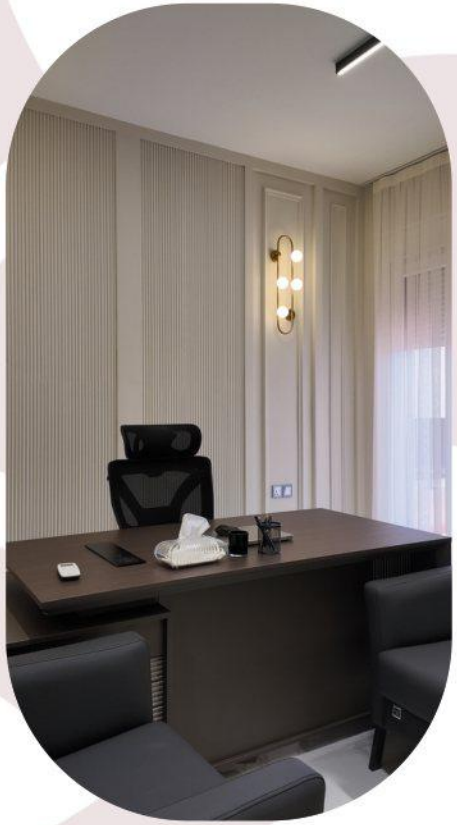
EVENTS WE DELIVER

- Corporate Events
- Conferences & Forums
- Exhibitions & Trade Shows
- Product & Brand Launches
- Festivals & Public Events
- VIP Events
- Government Events
- Community Initiatives




INTERIOR DESIGN & FIT-OUT
Where Vision Becomes Inspiring Spaces

We create functional, inspiring, and brand-driven spaces that combine creativity, practicality, and quality craftsmanship—from initial concepts to complete fit-out execution.



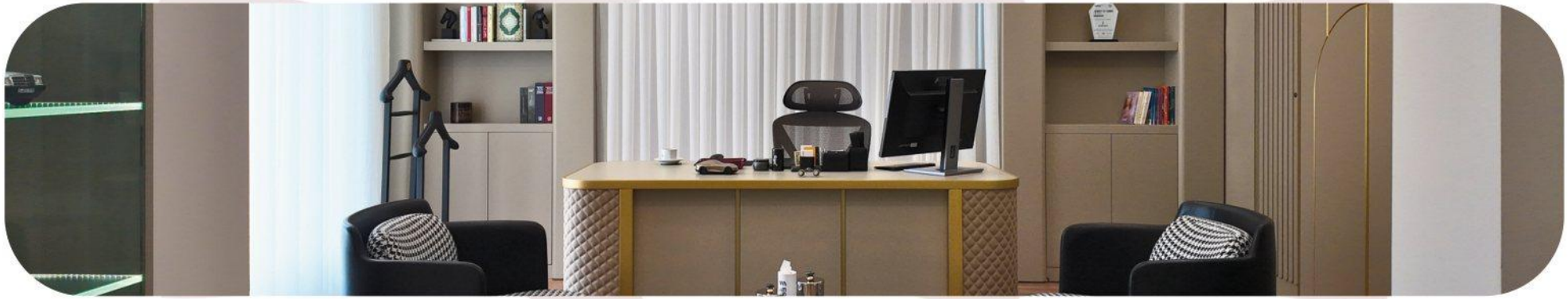




CORE SERVICES

1 Interior Design

Every solution we deliver is designed to strengthen businesses, improve competitiveness, and support sustainable growth not simply complete a project.







CORE SERVICES

❷ Commercial Fit-Out

Site preparation, construction and finishing works, ceilings and flooring, custom joinery, furniture installation, project coordination, and quality control.







CORE SERVICES

❸ Brand Experience Design

Environmental branding, signage, wayfinding systems, wall graphics, printed materials, brand applications, and branded interior elements.







SPACES WE CREATE

Corporate Offices

Retail Stores

Restaurants & Cafés

Hospitality Spaces

Commercial Spaces

Exhibition Booths

Educational Facilities

Healthcare Facilities










BUSINESSGROWTH
Turning Potential into Sustainable Growth



We help organizations build stronger businesses through strategic thinking, distinctive brand positioning, effective marketing, and practical business development









CORE SERVICES





1

BUSINESS STRATEGY

- Business Analysis
- Strategic Planning
- Market Research
- Growth Strategy



2

BRAND IDENTITY

- Brand Positioning
- Visual Identity
- Brand Guidelines
- Messaging



3

DIGITAL MARKETING

- Social Media
- Content Strategy
- Campaigns
- Digital Advertising
- Marketing Analytics

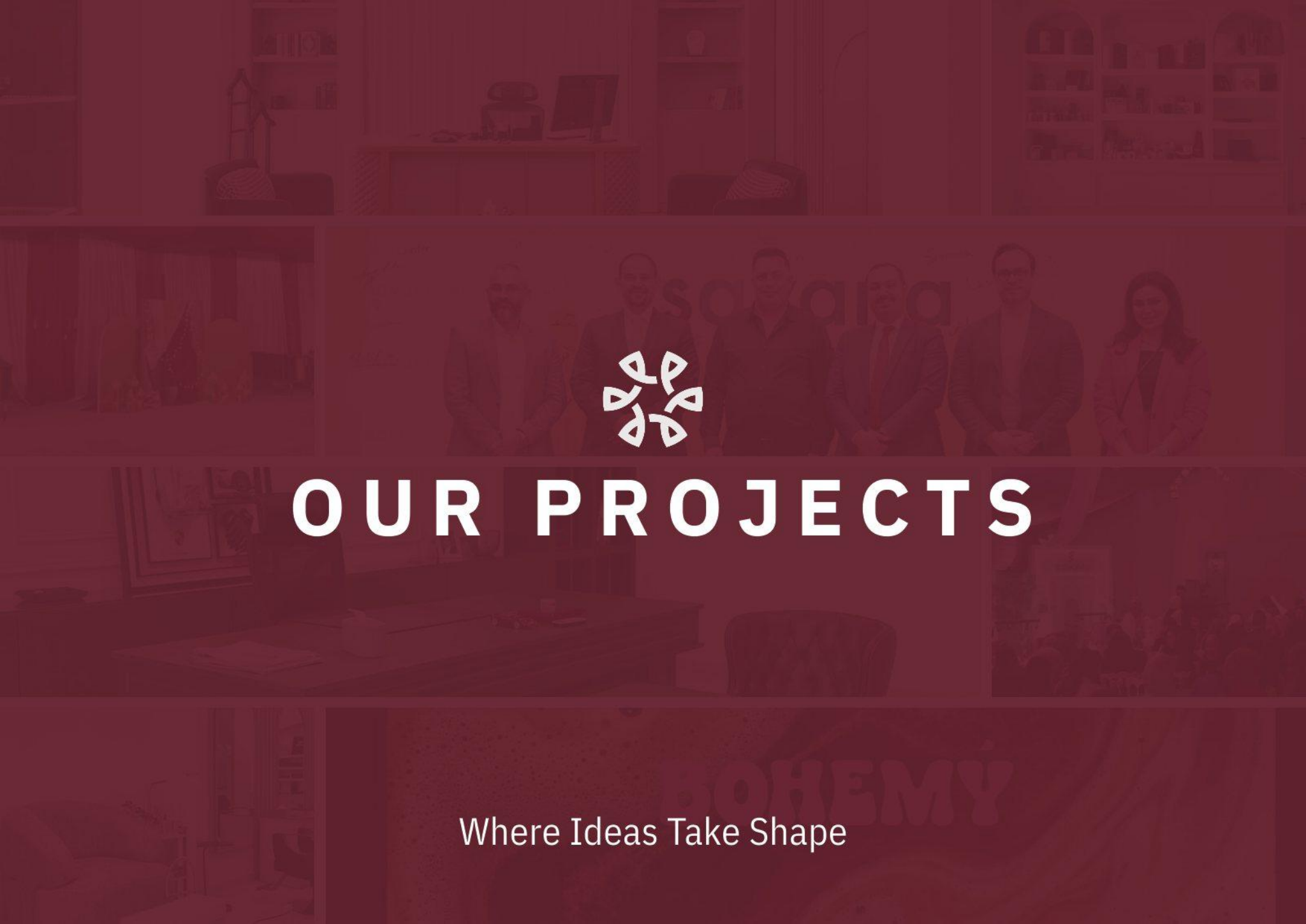


4

BUSINESS DEVELOPMENT

- Market Expansion
- Partnership Development
- Business Networking
- Public Relations
- Growth Initiatives



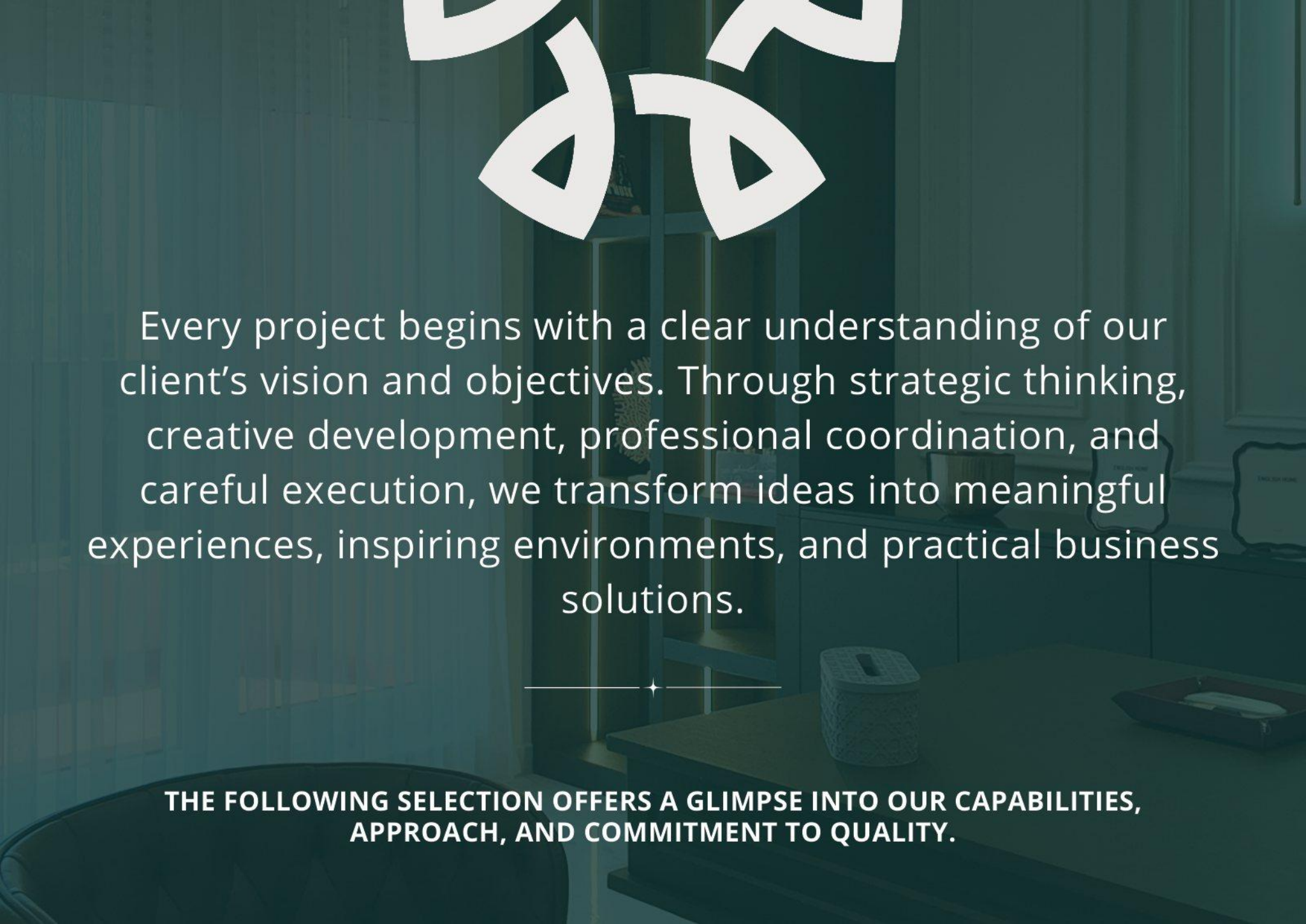


OUR PROJECTS

Where Ideas Take Shape



Our projects reflect the diversity of SANAD Group's expertise across **Event Management, Interior Design & Fit-Out, and Business Growth**.



Every project begins with a clear understanding of our client’s vision and objectives. Through strategic thinking, creative development, professional coordination, and careful execution, we transform ideas into meaningful experiences, inspiring environments, and practical business solutions.

THE FOLLOWING SELECTION OFFERS A GLIMPSE INTO OUR CAPABILITIES, APPROACH, AND COMMITMENT TO QUALITY.

EVENT MANAGEMENT BRAND LAUNCH

A full - scale launch bringing a UK fashion brand to the airaqi market



SAVANA

EVENT MANAGEMENT - BRAND LAUNCH - AV & TECHNICAL

Location
Baghdad, Iraq

Year
2024

Scope
Full event execution











INTERIOR DESIGN & FIT-OUT BRANDING

Interior fit - out and full brand identity for a beauty salon in Erbil

MON CHERI

INTERIOR DESIGN & FIT-OUTBRANDING - SIGNAGE

Location
Erbil, Iraq

Year
2026

Scope
Interior fit-out & brand identity







INTERIOR DESIGN & FIT-OUT

Design concepts and 3D visualisation for a seasonal hospitality venue

KHAYMAT LAYALI
ERBIL



INTERIOR DESIGN & FIT-OUTDESIGN CONCEPT3D VISUALIZATION

Location
Erbil, Iraq

Year
2025

Scope
Interior design & 3D visualization













BRANDING & DESIGN

A corporate identity for Dubiraq, a realestate companyapplied across print, digital and branded merchandis

Dubiraq

BRANDING - DIGITAL DESIGN - PRINT

Location
Iraq

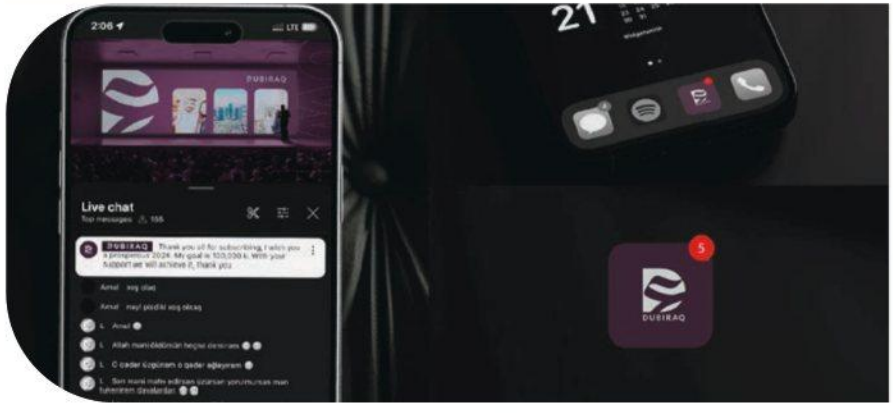
Year
2024

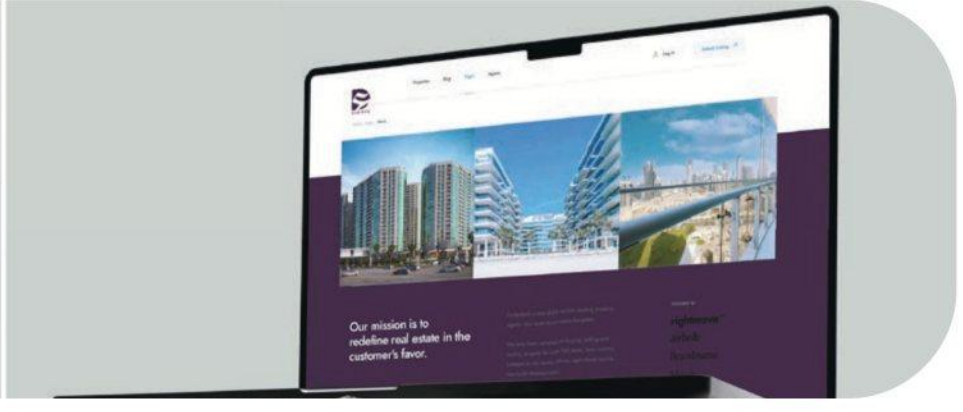
Scope
Corporate identity & digital design













INTERIOR DESIGN & FIT-OUT

An interior fit-out for Levant Restaurant, a marquee dining venue delivered as a complete hospitality .space

Levant Restaurant

INTERIOR DESIGN & FIT-OUTFIT-OUTBRAND ENVIRONMENT

Location
Erbil, Iraq

Year
2026

Scope
Interior fit-out









BRANDING & DESIGN

A brand identity for Praline, a patisserie and confectionery brand, built around a burgundy and cream palette and a repeating brand .pattern

Praline

BRANDING - PACKAGING - PRINT

Location
Erbil, Iraq

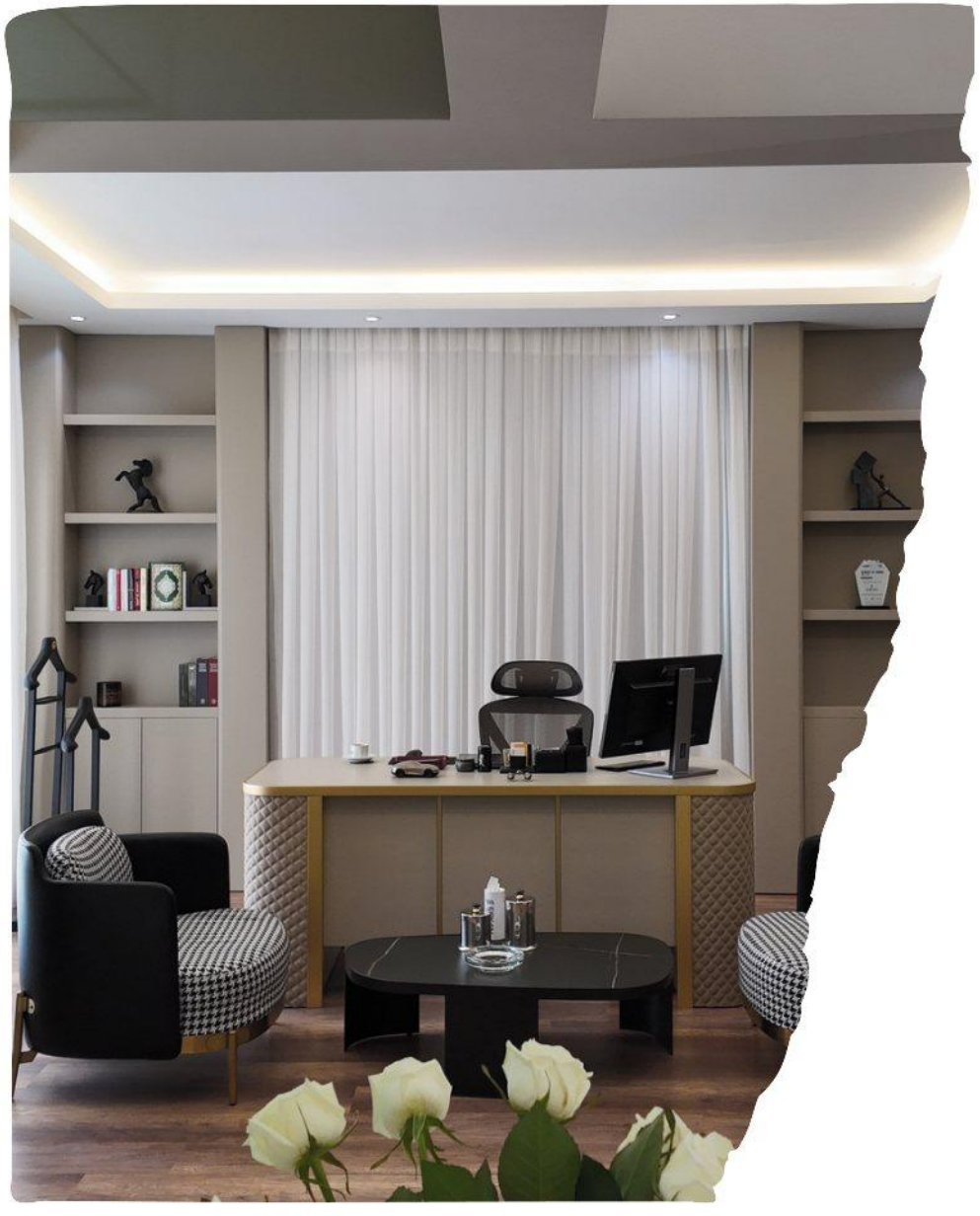
Year
2025

Scope
Brand identity & packaging









INTERIOR DESIGN & FIT-OUT - BUSSNIES GROTH - BRANDING

Interior fit-out and business growth - .solutions for Eskan

ESKAN

INTERIOR DESIGN & FIT-OUTFIT - BUSSNIES GROTH - BRANDING

Location
Erbil, Iraq

Year
2026

Scope
Brand Identity Development & Packaging Design







WHO WE WORK WITH

Building Success Across Diverse Industries

WE WORK WITH ORGANIZATIONS, BUSINESSES, INSTITUTIONS, AND ENTREPRENEURS ACROSS A WIDE RANGE OF INDUSTRIES, DELIVERING SOLUTIONS TAILORED TO THEIR GOALS, CHALLENGES, AND OPPORTUNITIES



INDUSTRIES WE SERVE

Corporate - Government - Retail - Hospitality

Real Estate - Healthcare - Education











Integrated solutions tailored to each sector's goals, challenges, and opportunities.

LET'S TALK

LET'S BUILD SOMETHING MEANINGFUL TOGETHER

Whether you are planning an event, creating a new space, or looking to grow your business, SANAD Group is ready to help transform your vision into meaningful results.

Let's start the conversation

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