# COMPANY PROFILE



طريق الافق
Tareek Alofuk



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# Management's Speech

We look forward to providing the best travel and tourism services in our large group, In Tareek Al-Ofuk everyone works daily to provide everything new and professional in the world of travel and tourism through pioneering ideas, creating important projects and opportunities, and always looking forward to development and creativity. The company's management places itself in the first position of responsibility by seeking to qualify and train cadres and make them demonstrate professionalism and a high sense of responsibility towards the company's customers, as well as in attracting job opportunities and competent suppliers and continuous expansion in entrepreneurship and unique projects.

Over 10 years of experience, the company's management seeks to constantly develop its future plan in line with the digital transformation in the new world and the ability of artificial intelligence to provide appropriate and suitable services for this circumstance and puts at the forefront of its next plan the creation of the largest travel portal for customers to provide services electronically. As well as the creation of member clubs and various service applications through artificial intelligence and activating the mechanism for providing services and working remotely and targeting the largest possible category of customers and businesses. We look forward to opening many branches, companies and supporting projects in the near future and to gaining the best professional competencies to achieve the ideal quality for our customers and the groups that deal with us, in addition to opening up to institutions, universities, companies, governmental and non-governmental bodies, unions, business partners, all supporting Arab and foreign companies and others to expand the scope of work and services in line with what our customers aspire to and implement our company's vision and plan.



**Muqdad Al-Mayali**
**CEO**



# Our Story

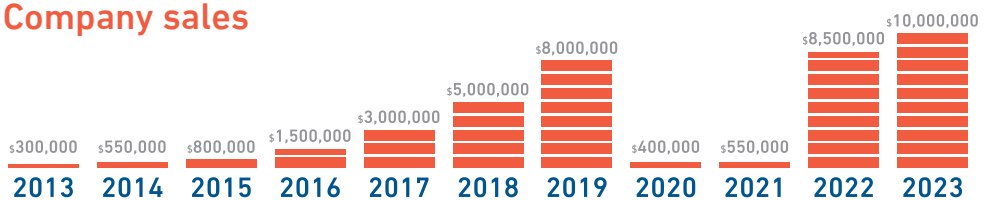
In the land of Iraq, the land of civilizations, Tareek Al-Ofuk Company was born with an ambitious spirit and a futuristic vision. It began its journey by providing all distinguished tourism services. The start was simple, but within the lines of success and excellence. Over time, the company acquired a large percentage of market sales and became a distinctive mark in the tourism sector. Since that period until today and over a period of 14 years, Tareek Al-Ofuk has witnessed great successes and challenges, but it has always remained committed to achieving customer satisfaction and providing travel and tourism experiences in a distinctive and unique way.




# Back to the past

In 2012, Tareek Al-Ofuk was established in Najaf Governorate. With great enthusiasm and passion, the founder and his ambitious team began working with great determination to succeed, as the company quickly became a reliable destination for those wishing to travel and enjoy distinctive tourist trips.
Due to dedication and determination, Tareek Al-Ofuk has expanded to open new branches inside Iraq, in the capital Baghdad, and outside Iraq, to include global cities such as Istanbul, Dubai, and Qom to cover a wider area to meet the needs of its customers.

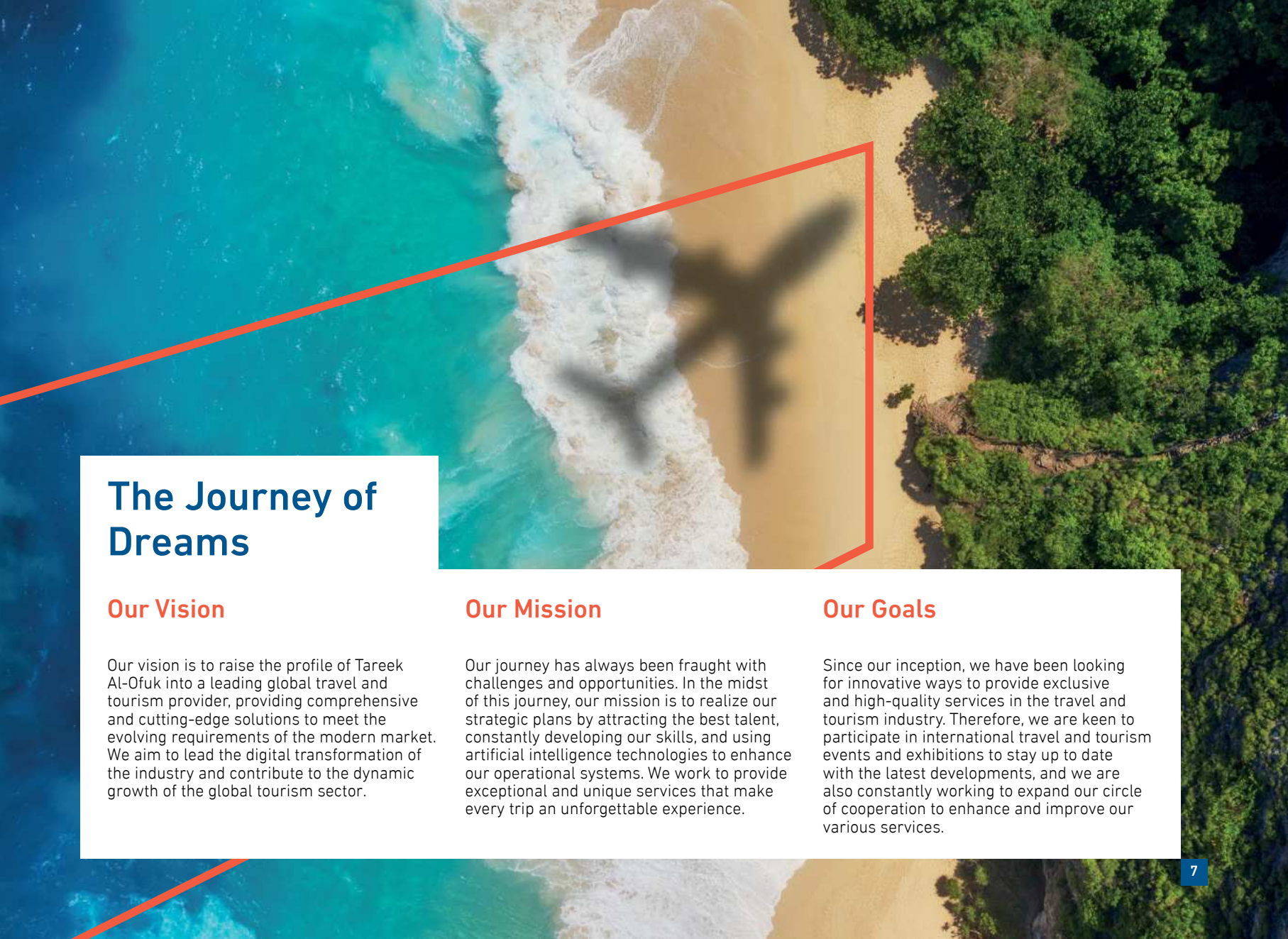
## Company sales



# Tareek Al-Ofuk Now

By January 2024, the company had five companies spread across four countries. Tareek Al-Ofuk believes in the importance of sustainable development and digital transformation and always seeks to use artificial intelligence and its various applications to improve its operations and provide the best services to its customers. The company remains at the forefront of companies that combine experience and innovation to provide tourism services that make every trip unique.





# The Journey of Dreams

## Our Vision

Our vision is to raise the profile of Tareek Al-Ofuk into a leading global travel and tourism provider, providing comprehensive and cutting-edge solutions to meet the evolving requirements of the modern market. We aim to lead the digital transformation of the industry and contribute to the dynamic growth of the global tourism sector.

## Our Mission

Our journey has always been fraught with challenges and opportunities. In the midst of this journey, our mission is to realize our strategic plans by attracting the best talent, constantly developing our skills, and using artificial intelligence technologies to enhance our operational systems. We work to provide exceptional and unique services that make every trip an unforgettable experience.

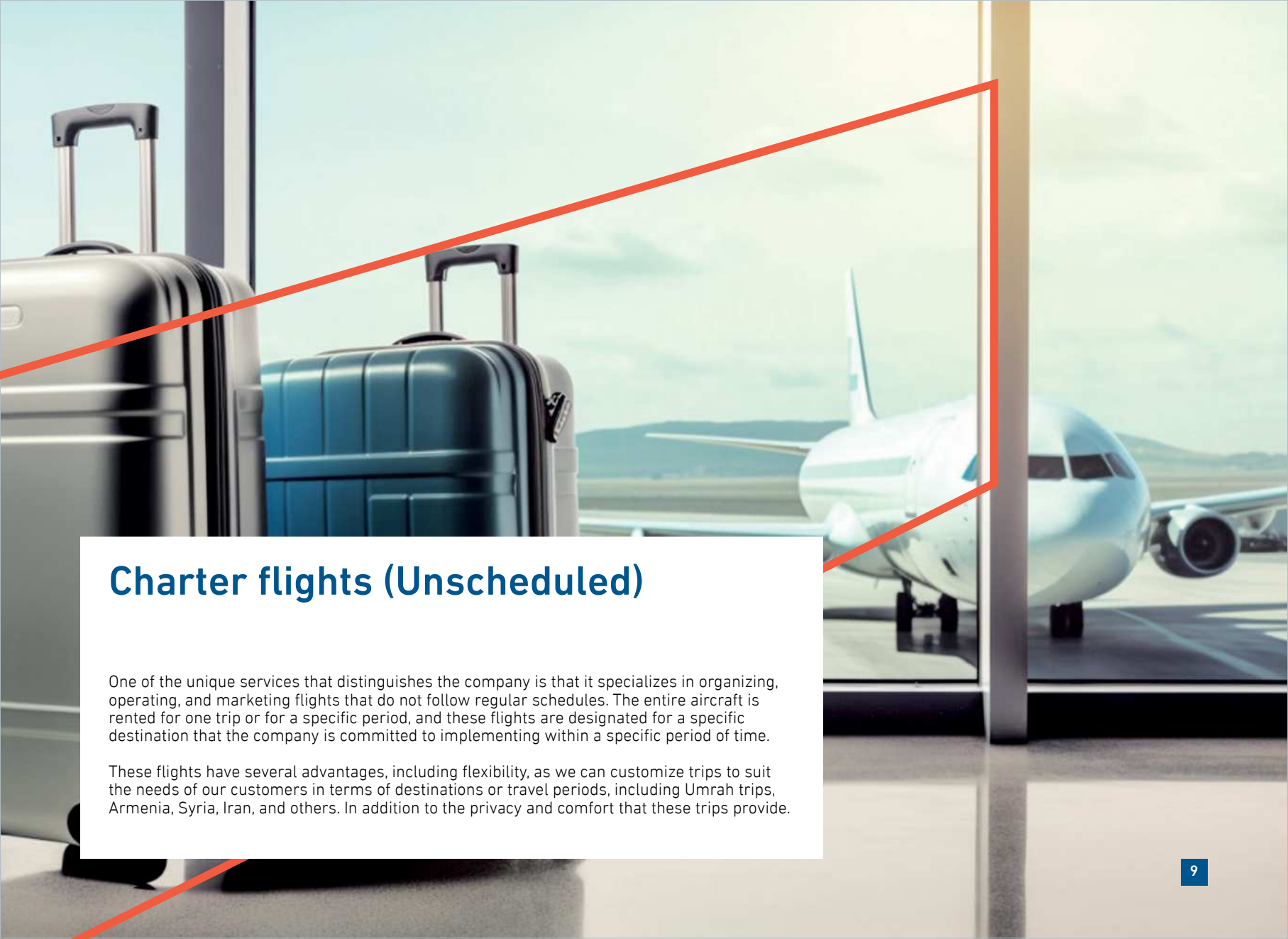
## Our Goals

Since our inception, we have been looking for innovative ways to provide exclusive and high-quality services in the travel and tourism industry. Therefore, we are keen to participate in international travel and tourism events and exhibitions to stay up to date with the latest developments, and we are also constantly working to expand our circle of cooperation to enhance and improve our various services.

# A Step to Happiness

In recent years, our impact on Iraq's tourism industry has become undeniable. We have been the exclusive operators of flights and tours to Armenia and Tunisia for several years, and for Saudi Arabia, Syria, Iran and Lebanon, we have operated between 75% and 90% of the total charter and scheduled flights to these destinations over the years. This deep experience and operational dominance underscores our pivotal role in facilitating travel and tourism across these regions, making them more attractive and accessible for travelers to and from Iraq. With every trip we organize, and with every service we provide, we take a step towards bringing joy and comfort to our customers, embodying our vision to be pioneers in the global travel and tourism industry.





# Charter flights (Unscheduled)

One of the unique services that distinguishes the company is that it specializes in organizing, operating, and marketing flights that do not follow regular schedules. The entire aircraft is rented for one trip or for a specific period, and these flights are designated for a specific destination that the company is committed to implementing within a specific period of time.

These flights have several advantages, including flexibility, as we can customize trips to suit the needs of our customers in terms of destinations or travel periods, including Umrah trips, Armenia, Syria, Iran, and others. In addition to the privacy and comfort that these trips provide.

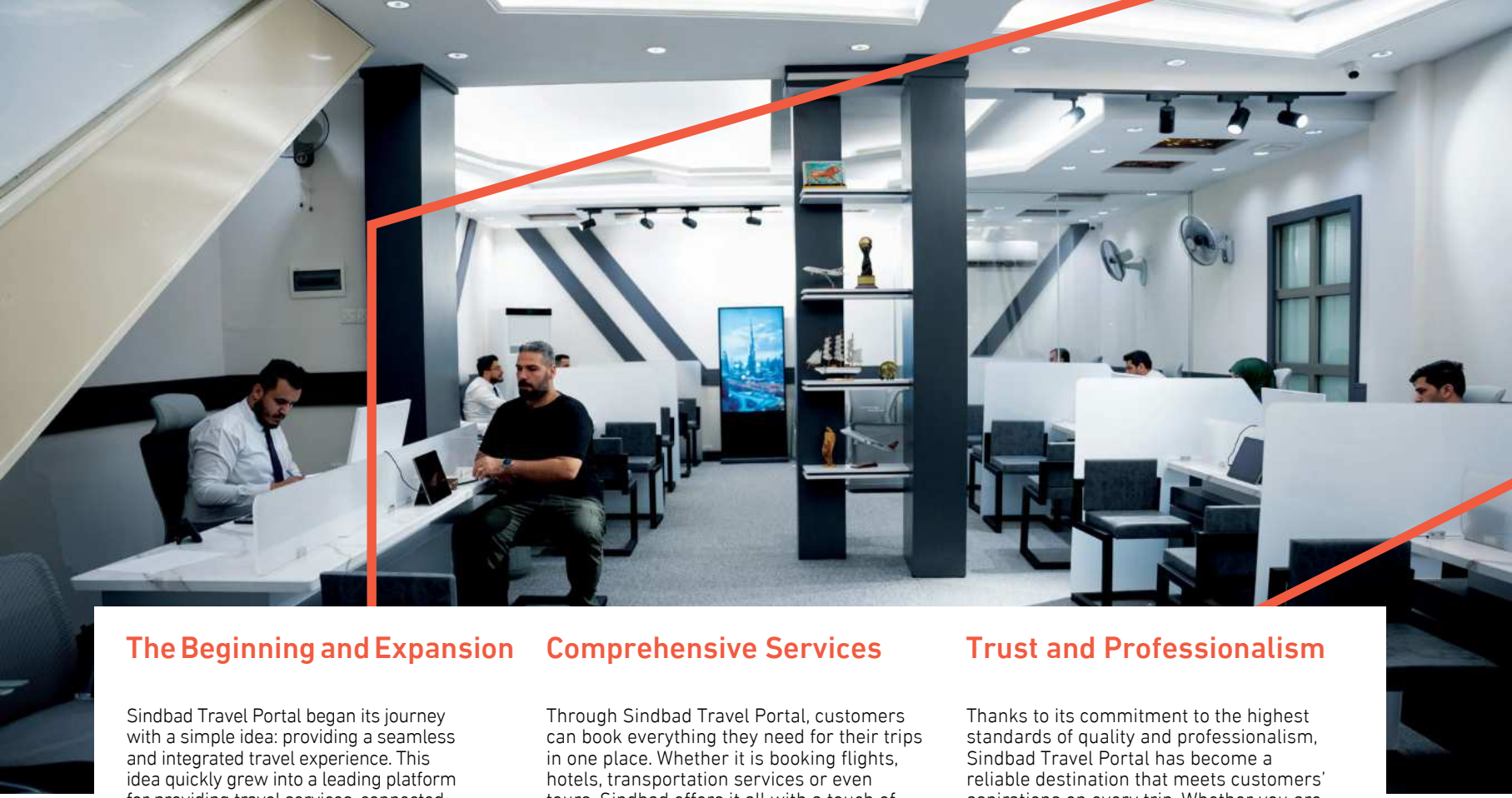



# Sindbad Travel Portal

## Leadership in travel services

In the world of travel, Sindbad Travel Portal has emerged as one of the pioneers who guide travelers on their journey with exceptional services. Sindbad's story began with an ambitious vision to provide integrated and comprehensive travel solutions that serve various types of clients, from large tourism companies to individual travelers looking for new adventures.

- Transportation Tours
- Flight Ticket Reservations
- Tourism Visa Assistance
- Hotel Booking Services
- Tours



## The Beginning and Expansion

Sindbad Travel Portal began its journey with a simple idea: providing a seamless and integrated travel experience. This idea quickly grew into a leading platform for providing travel services, connected to a wide and interconnected network of specialized service providers and airlines, whether national, regional or international. This interconnectedness allowed customers to access a diverse and comprehensive range of options, meeting all their needs and preferences.

## Comprehensive Services

Through Sindbad Travel Portal, customers can book everything they need for their trips in one place. Whether it is booking flights, hotels, transportation services or even tours, Sindbad offers it all with a touch of professionalism and ease. Each service is designed to be part of an unforgettable travel experience.

## Trust and Professionalism

Thanks to its commitment to the highest standards of quality and professionalism, Sindbad Travel Portal has become a reliable destination that meets customers' aspirations on every trip. Whether you are a business looking for a reliable partner or a traveler looking for a unique experience, Sindbad is the ideal choice.
With this beautiful story of success and innovation, Sindbad continues to lead the world of travel, adding a touch of magic to every trip and always striving to provide the best to its customers everywhere.




# B2B and B2C Services

Since its establishment, Tareek Al-Ofuk management has been keen to set strategic goals for itself and move towards them with solid and clear plans. Therefore, Tareek Al-Ofuk has worked on two important axes:

**Incoming**

Focus on developing domestic tourism

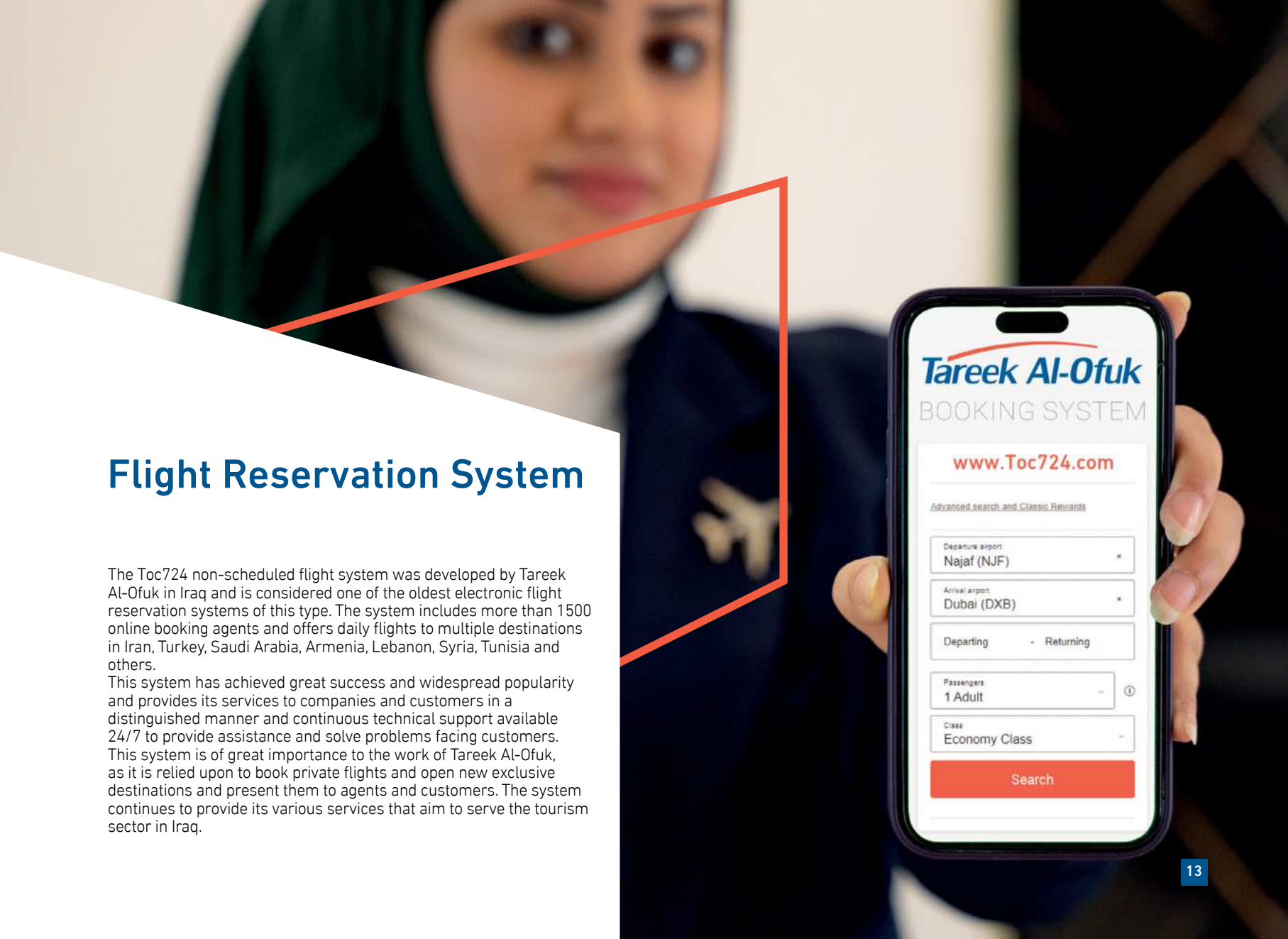
**Outgoing**

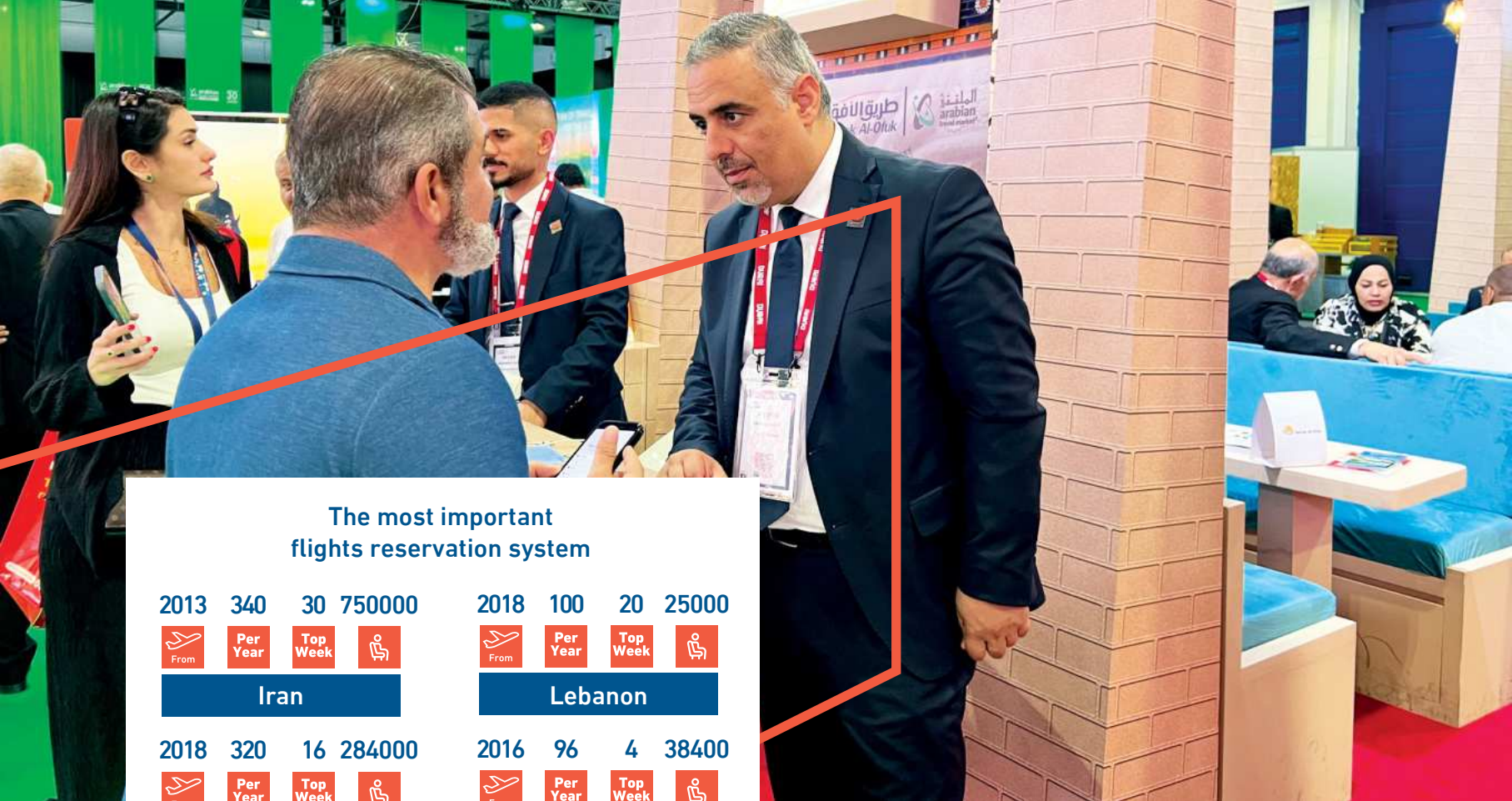
Focus on the level and type of services provided to Iraqi travelers to outbound routes.

Based on this and in order to provide our customers with the best tourism services, we have worked to establish multiple relationships and cooperate with many organizations, airlines and suppliers inside and outside the country in order to provide integrated and high-quality services. This effort is provided by a highly experienced, efficient, skilled and multilingual work team.

# Flight Reservation System

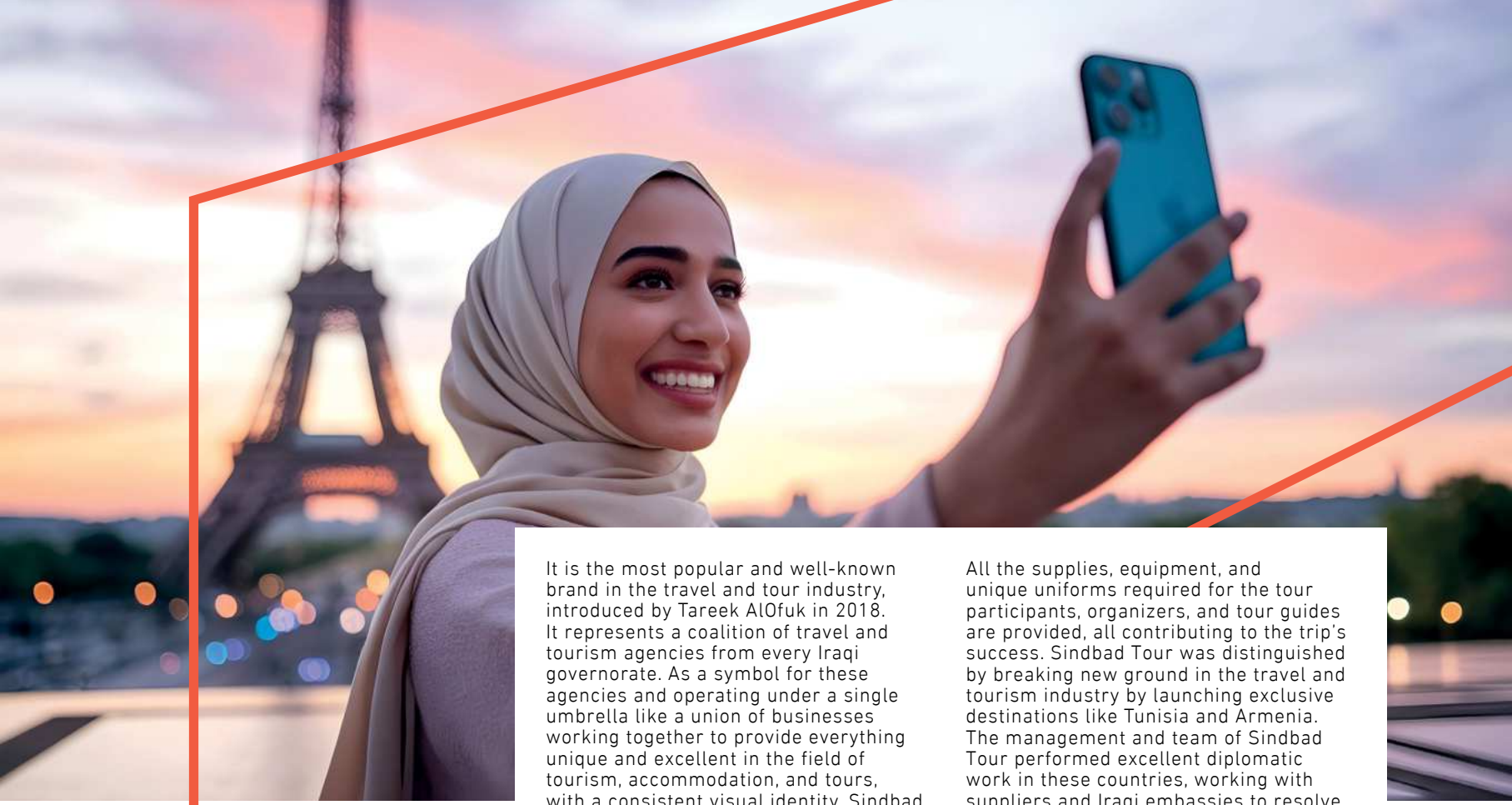
The Toc724 non-scheduled flight system was developed by Tareek Al-Ofuk in Iraq and is considered one of the oldest electronic flight reservation systems of this type. The system includes more than 1500 online booking agents and offers daily flights to multiple destinations in Iran, Turkey, Saudi Arabia, Armenia, Lebanon, Syria, Tunisia and others.
This system has achieved great success and widespread popularity and provides its services to companies and customers in a distinguished manner and continuous technical support available 24/7 to provide assistance and solve problems facing customers.
This system is of great importance to the work of Tareek Al-Ofuk, as it is relied upon to book private flights and open new exclusive destinations and present them to agents and customers. The system continues to provide its various services that aim to serve the tourism sector in Iraq.





## The most important flights reservation system

| | From | Per Year | Top Week | |
|---|---|---|---|---|
| Iran | 2013 | 340 | 30 | 750000 |
| Lebanon | 2018 | 100 | 20 | 25000 |
| KSA | 2018 | 320 | 16 | 284000 |
| Syria | 2016 | 96 | 4 | 38400 |
| Armenia | 2020 | 50 | 2 | 18700 |
| Tunisia | 2020 | 24 | 1 | 3840 |

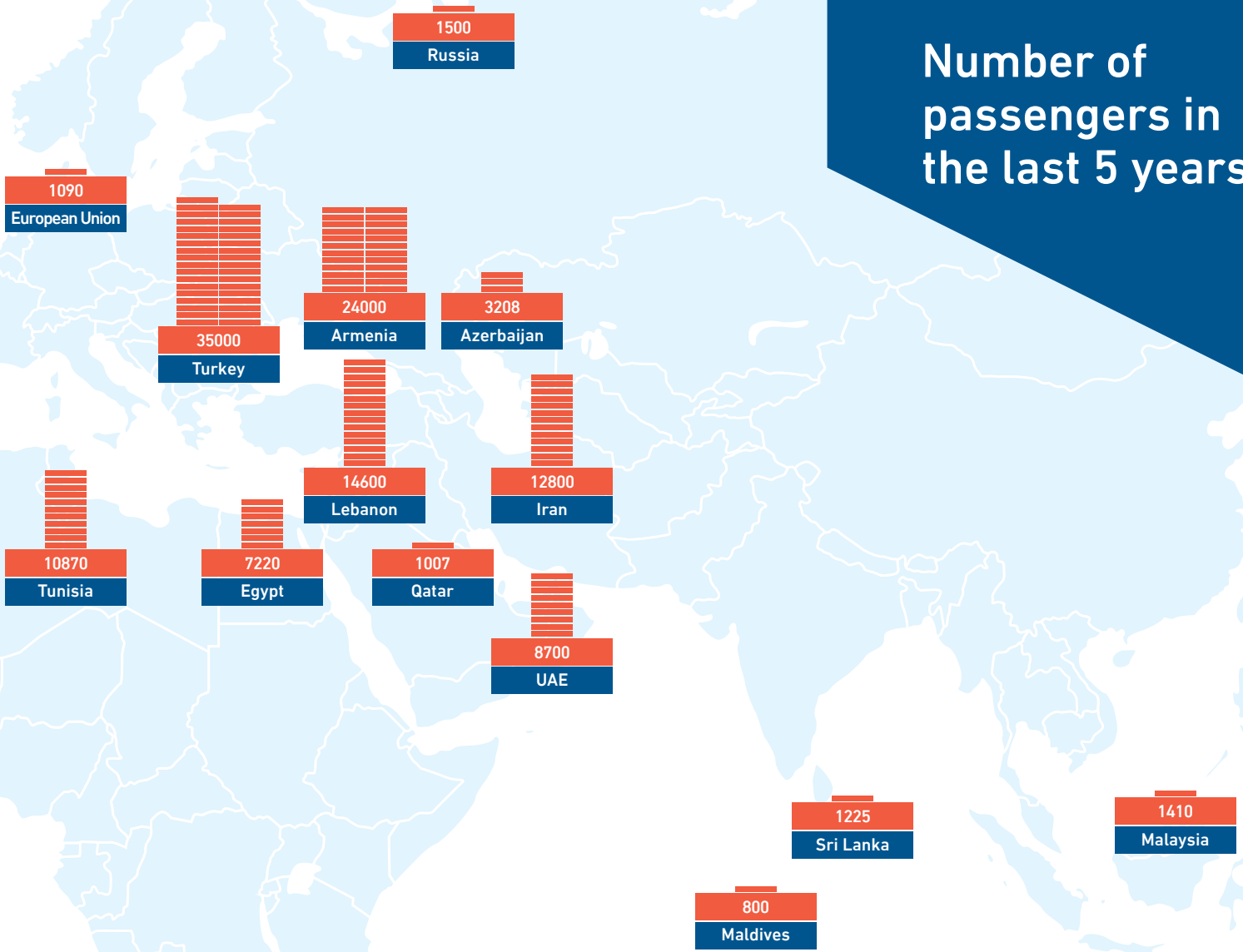


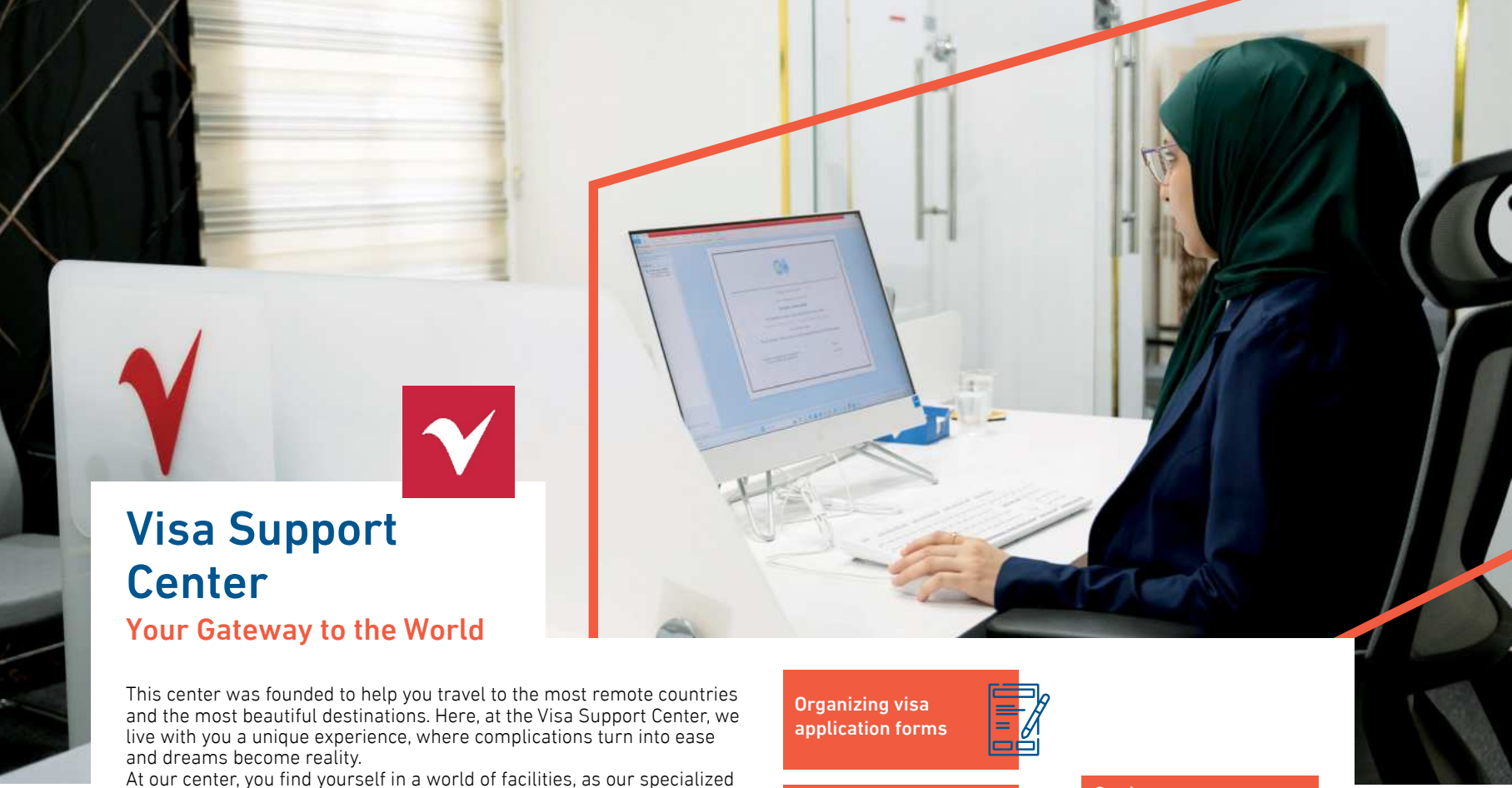
# Sindbad Tour

It is the most popular and well-known brand in the travel and tour industry, introduced by Tareek AlOfuk in 2018. It represents a coalition of travel and tourism agencies from every Iraqi governorate. As a symbol for these agencies and operating under a single umbrella like a union of businesses working together to provide everything unique and excellent in the field of tourism, accommodation, and tours, with a consistent visual identity, Sindbad Tour sets out to unique destinations on continents like Asia, Africa, and Europe. The tour team at Sindbad carefully plans each trip for every member of the company union who is traveling under the same name. They also proudly display the trip's logo upon welcoming and escorting guests in full transparency.

All the supplies, equipment, and unique uniforms required for the tour participants, organizers, and tour guides are provided, all contributing to the trip's success. Sindbad Tour was distinguished by breaking new ground in the travel and tourism industry by launching exclusive destinations like Tunisia and Armenia. The management and team of Sindbad Tour performed excellent diplomatic work in these countries, working with suppliers and Iraqi embassies to resolve issues and expedite the issuance of visas, as well as approvals for aircraft landings and other matters. To satisfy the needs of its customers and members, the Sindbad tour is still expanding with the opening of numerous upscale and exclusive destinations.

# Number of passengers in the last 5 years





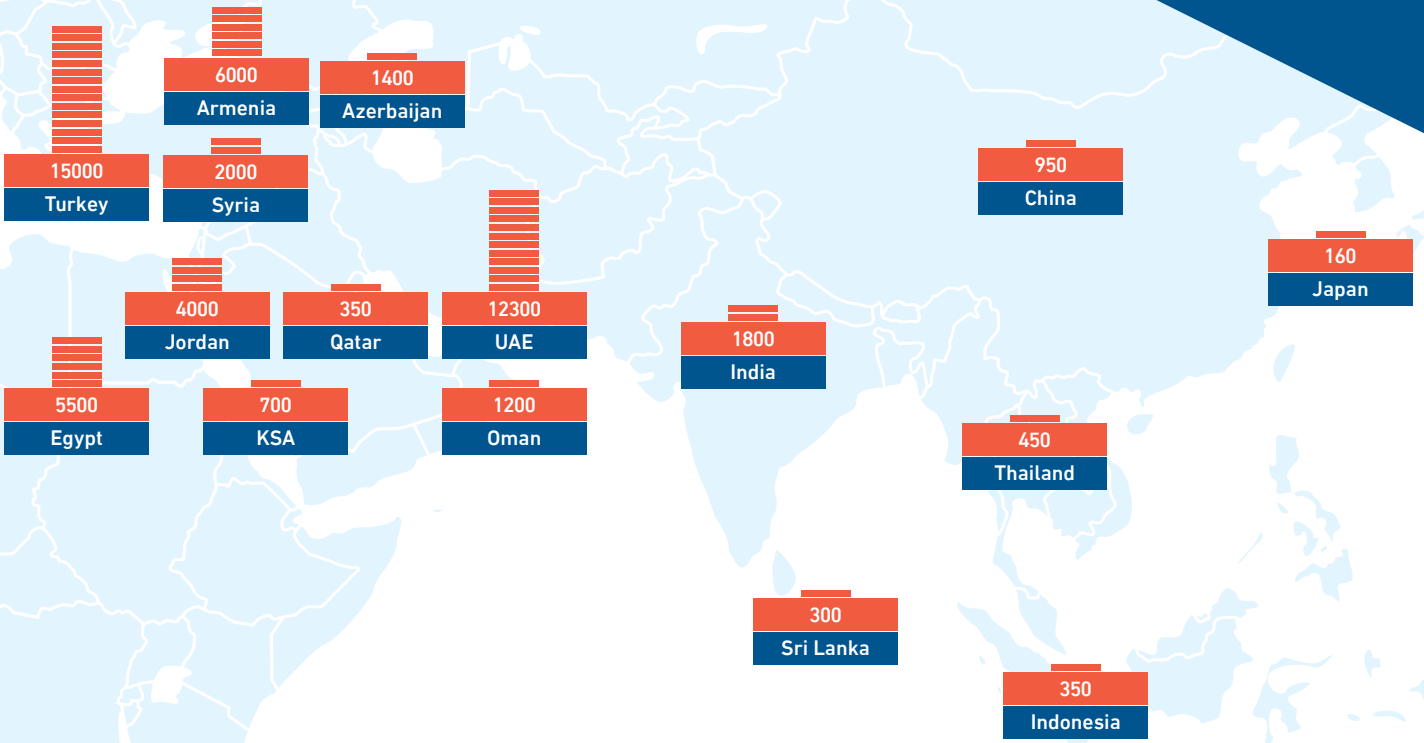
# Visa Support Center

## Your Gateway to the World

This center was founded to help you travel to the most remote countries and the most beautiful destinations. Here, at the Visa Support Center, we live with you a unique experience, where complications turn into ease and dreams become reality.
At our center, you find yourself in a world of facilities, as our specialized team guides you step by step through the maze of the visa application process. Our team has in-depth knowledge of all aspects of the requirements and procedures required to obtain visas from the European Union, the United Kingdom, the United States of America, and Canada.
We are here to provide you with all the support and information you need to avoid any unwanted complications and achieve the perfect travel experience. Whether you are planning to attend a scientific conference, a trade fair, a business trip or for tourism purposes, we will work hard to provide everything you need to make your trip unique.

- Organizing visa application forms
- Facilitating document and file translation services
- Setting appointments for interviews at embassies
- Follow up on submitting applications step by step with embassies
- Providing consultations to ensure the success of the visa application

# The most important Visas





LATIN
-For Translation-

# Latin Translation Service

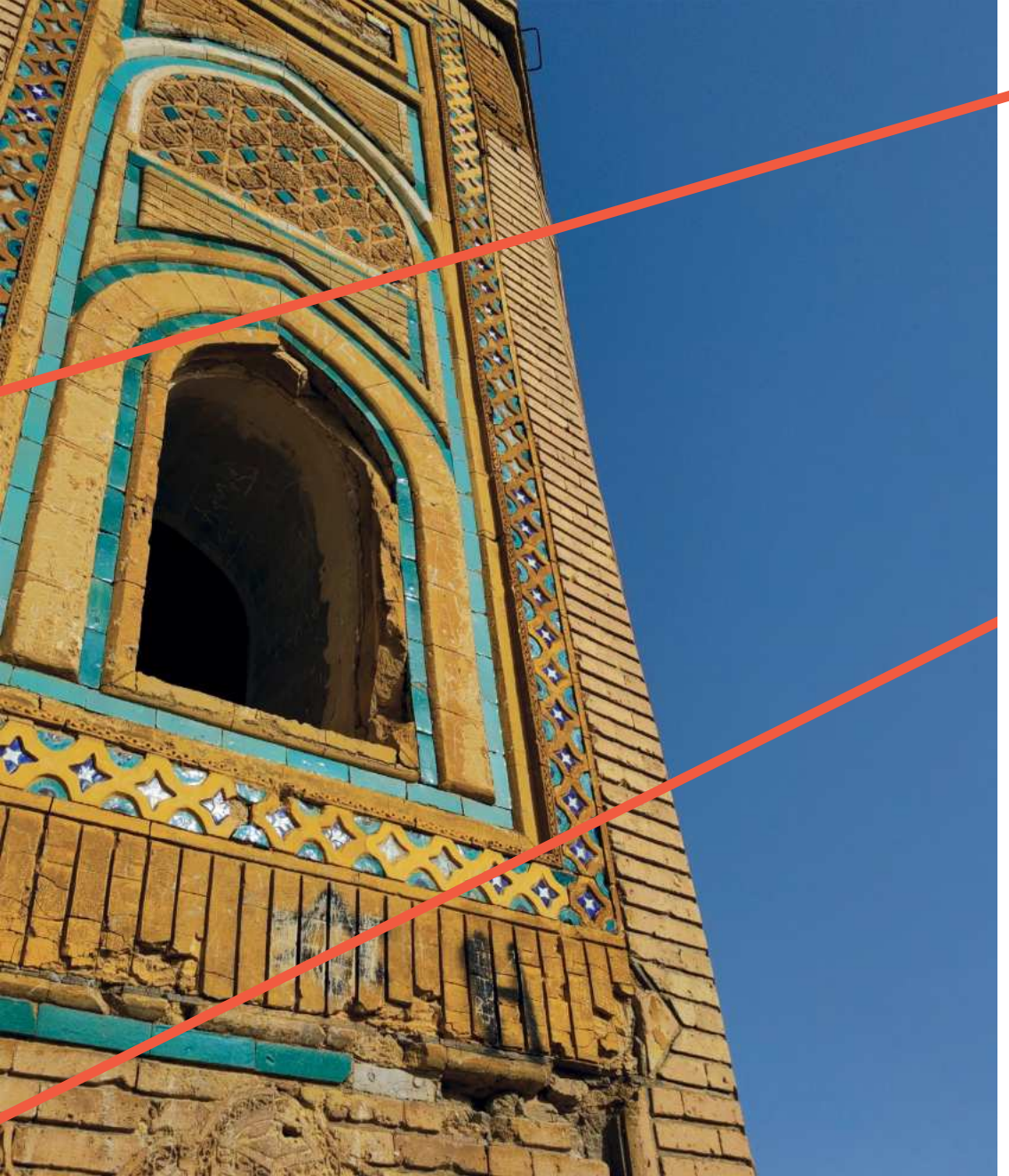
It is one of the basic services that we provide to our clients who wish to apply for visas, as our specialized staff translates documents and papers from Arabic to English, our staff is keen to provide a solid legal translation approved by various embassies to ensure the ease of understanding the translated document.



# ١٠٠ ميّة هلا
# 100 Hala

## An exceptional trip to Mesopotamia

In a country where ancient history blends with a bright present, the “100 Hala” project was born to be the ideal gateway to receive groups coming to Iraq. This distinctive project aims to attract foreign tourists and introduce them to the  the timeless beauty and vibrant culture of Iraq.



## A deep journey into history

When you join “100 Hala”, you have chosen more than just a tourist trip; it is truly a great experience that provides you with the best services. With us, you will explore the glorious history of this great civilization that extends for seven thousand years under the supervision of a team specialized in tourism and antiquities.

## How do Iraqis welcome their guests?

Iraqis are known for their generosity and hospitality, and when they say “100 Hala” they express the deepest feelings of welcome and honor. This welcoming phrase was inspired by Iraqi culture to be the title of our project, reflecting the essence of the welcome we extend to every visitor.

## A Blend of Civilization and Dialect

The unique logo of the "100 Hala" project is a striking combination of the Sumerian symbol for the number 100 and the current Iraqi dialect of welcome. This logo is not just a symbol, but rather a bridge linking the greatness of the Sumerian civilization and the spirit of contemporary Iraq.

## Exploring History

With 100 Hala, you will have the opportunity to explore the wonderful archaeological sites and learn about the rich history of Iraq, accompanied by a team of specialized experts. Every site you visit tells a story from the past, adding a new dimension to your tourism experience.

## Unforgettable Experience

At 100 Hala, we believe that every trip should be a unique and unforgettable experience. We strive to ensure that every moment you spend in Iraq carries wonderful and special memories that make you feel part of this beautiful country. Join us in 100 Hala project and enjoy an enchanting journey that combines ancient heritage and authentic Iraqi hospitality. Welcome to Iraq, where your unique adventure begins with a warm welcome and 100 Hala!





## Hotels

We offer a wide range of hotels including 5-star luxury hotel options and can accommodate more affordable hotel options. Our group includes international chains such as Ramada, Rotana and Millennium. We offer a range of required amenities such as resorts, swimming pools and hot tubs with the option to include breakfast or all meals.

## Translation

This service is available in several ways, including instant through a translator with tourists to explain details about the monuments or heritage and cultural sites in Iraq. It is also available through instant translation devices and headphones for tourists, and last but not least, it is available through a phone application to explain all the archaeological and historical landmarks in Iraq.




## Transportation

As for transportation, our project provides transportation to all parts of Iraq in a comfortable manner for visitors from modern buses, modern cars and VIP cars equipped with all means of security and comfort for visitors to create something ideal for those who visit Iraq through us.

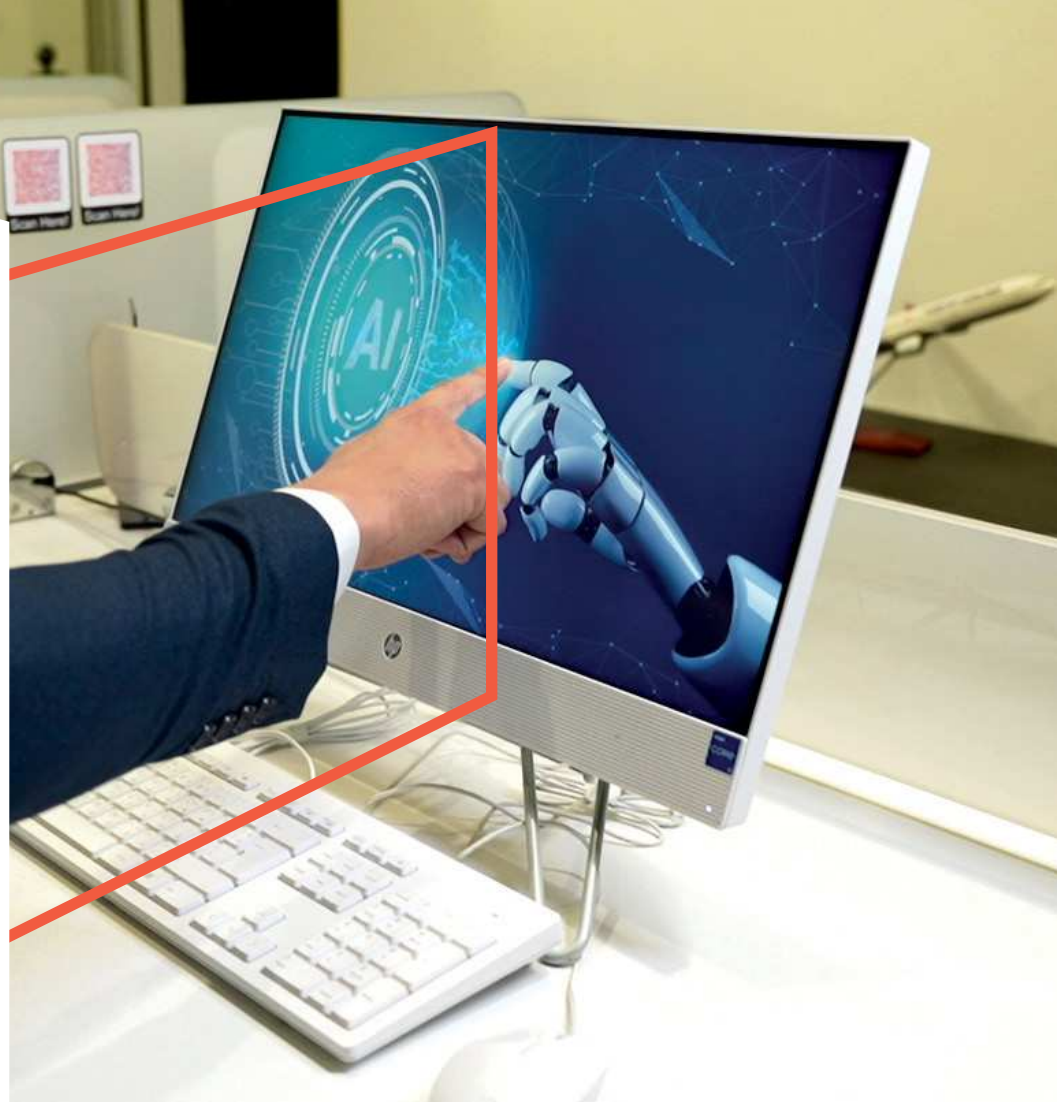
## Destined places

After providing suitable and comfortable transportation, we will move to all parts of Iraq from north to south and pass through all the important tourist, historical, cultural, artistic, entertainment and religious places such as the holy shrines of Imam Ali (PBUH), Imam Hussein (PBUH) and his brother Abbas (PBUH) and also historical places such as the ruins of Babylon, the Ziggurat of Ur, the Arch of Kisra and others. As an expression of the culture of Iraq, we will get to know the marshes of Iraq and also pass through the museums in each governorate to gain comprehensive knowledge of Iraq from all aspects.

# Innovation and Digital Transformation

## in Tareek Al-Ofuk

Digital innovation is the cornerstone of Tareek Al-Ofuk's strategy to keep pace with technological developments and provide advanced and customized travel services that meet the changing needs of customers. By adopting artificial intelligence, digital transformation in operations, and providing advanced electronic booking platforms.




## Adopting Artificial Intelligence (AI)

**Data Analysis and Forecasting**
Tareek Al-Ofuk relies on artificial intelligence solutions to analyze big data related to travel patterns and customer behavior. This analysis allows the company to anticipate future market trends and provide personalized offers to customers based on their previous interests and preferences.

**Smart Customer Service**
A smart customer support system based on artificial intelligence has been implemented to provide immediate assistance to customers around the clock. Customers can get quick answers to their inquiries and solutions to their problems via a smart chat system.



## Integrated Online Booking Platforms

**Sindbad Travel Portal**
Sindbad Travel Portal provides a comprehensive and easy-to-use booking experience, where customers can book airline tickets, hotels, and other services through a single platform. The platform uses machine learning technologies to provide personalized recommendations to customers based on their previous trips.

**Integration with digital payment services**
The Company seeks to provide multiple and convenient payment options across its electronic platforms, including digital wallets, cryptocurrencies, and global electronic payment systems. This integration makes it easier for customers to complete their reservations quickly and securely.

## Digital Transformation in Operational Processes

**Automation of internal processes**
Tareek Al-Ofuk facilitates many administrative and operational processes using the latest smart technologies, which has contributed to improving efficiency, reducing errors and increasing productivity.

**Advanced Customer Relationship Management (CRM) systems**
The Company uses an advanced CRM system that collects all customer data and helps manage their relationships effectively. This system helps customize services and communicate with customers in innovative and personalized ways.




## Smart Travel Applications

**Mobile applications**
The Company has launched integrated mobile applications that allow travelers to track their trips, make immediate adjustments to their reservations, and obtain immediate recommendations on local attractions and activities.

**Virtual travel services**
The Company, through its applications, enables the possibility of exploring tourist destinations virtually before traveling, giving customers the opportunity to learn about the places and activities available before embarking on their trips.

## Data Protection

**Advanced Protection Systems**
Tareek Al-Ofuk attaches utmost importance to the security of customer data, as it relies on the latest cyber security protocols and encrypts all sensitive data to ensure its protection from cyber threats..

**Continuous Training**
The Company periodically trains its employees on the latest cyber protection technologies and dealing with potential attacks, ensuring the team's readiness to deal with any threats.

# Future Projects
## of Tareek Al-Ofuk

## Continuous Global Expansion

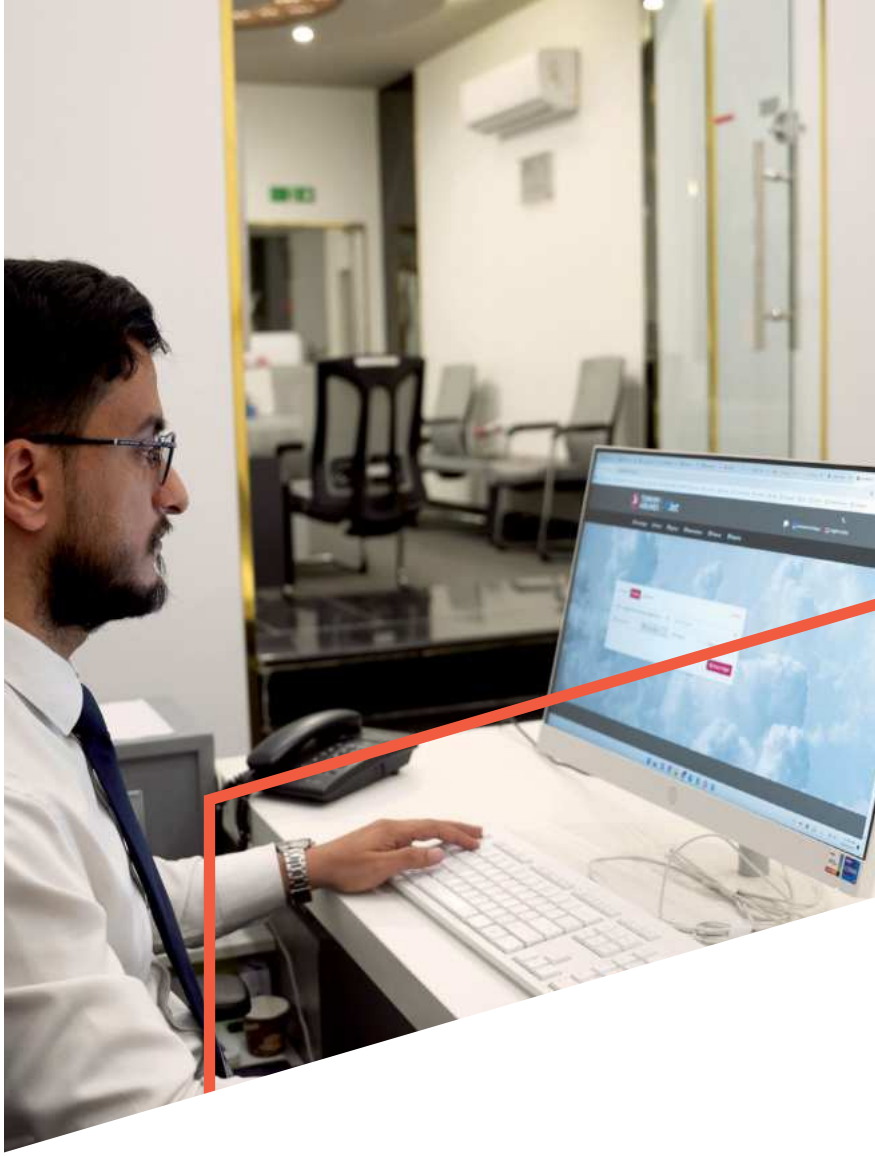
**Opening New Branches**
As part of its international expansion plan, The Company plans to open new branches in the Middle East and Europe. The company is focusing on new markets such as Saudi Arabia, Egypt and Eastern Europe, as it seeks to meet the growing demand for travel and tourism services in these regions.

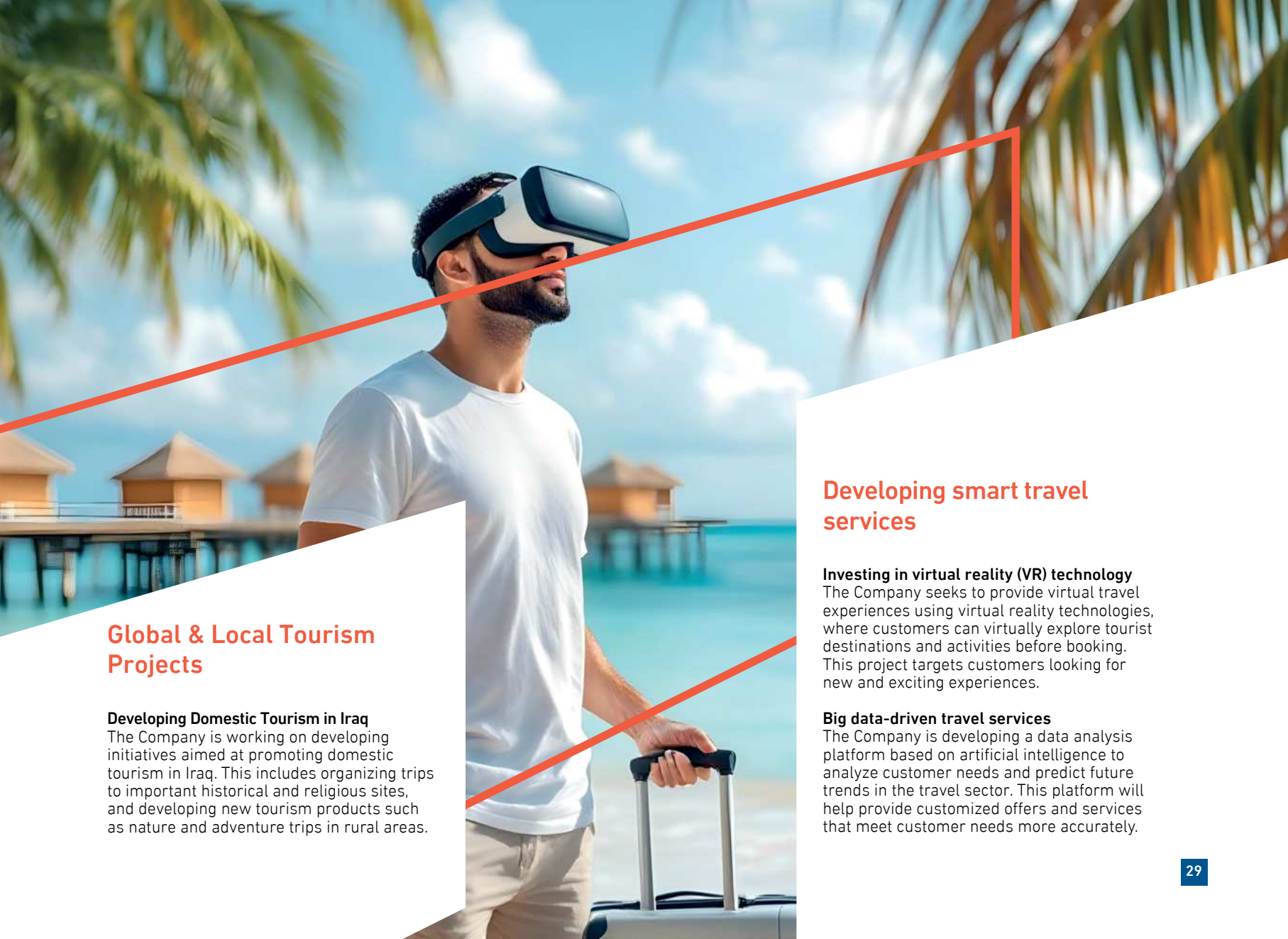
**Expanding the scope of trips**
The Company intends to launch new and exclusive tourist destinations to include countries in Latin America and Asia. The goal is to provide unique travel experiences that combine adventure, culture and comfort.

## Developing innovative digital platforms

**Launching a comprehensive travel application**
The Company is developing a comprehensive mobile application that combines travel booking services, tour guidance, and local activity recommendations. The application will feature personalized experiences for customers based on their preferences and past behavior.

**Business Travel Management Platform**
The Company plans to launch a specialized platform for business travel management services, targeting companies and institutions that need to organize trips for their employees on a frequent basis. The platform will provide tools for managing reservations, tracking costs, and analyzing performance.





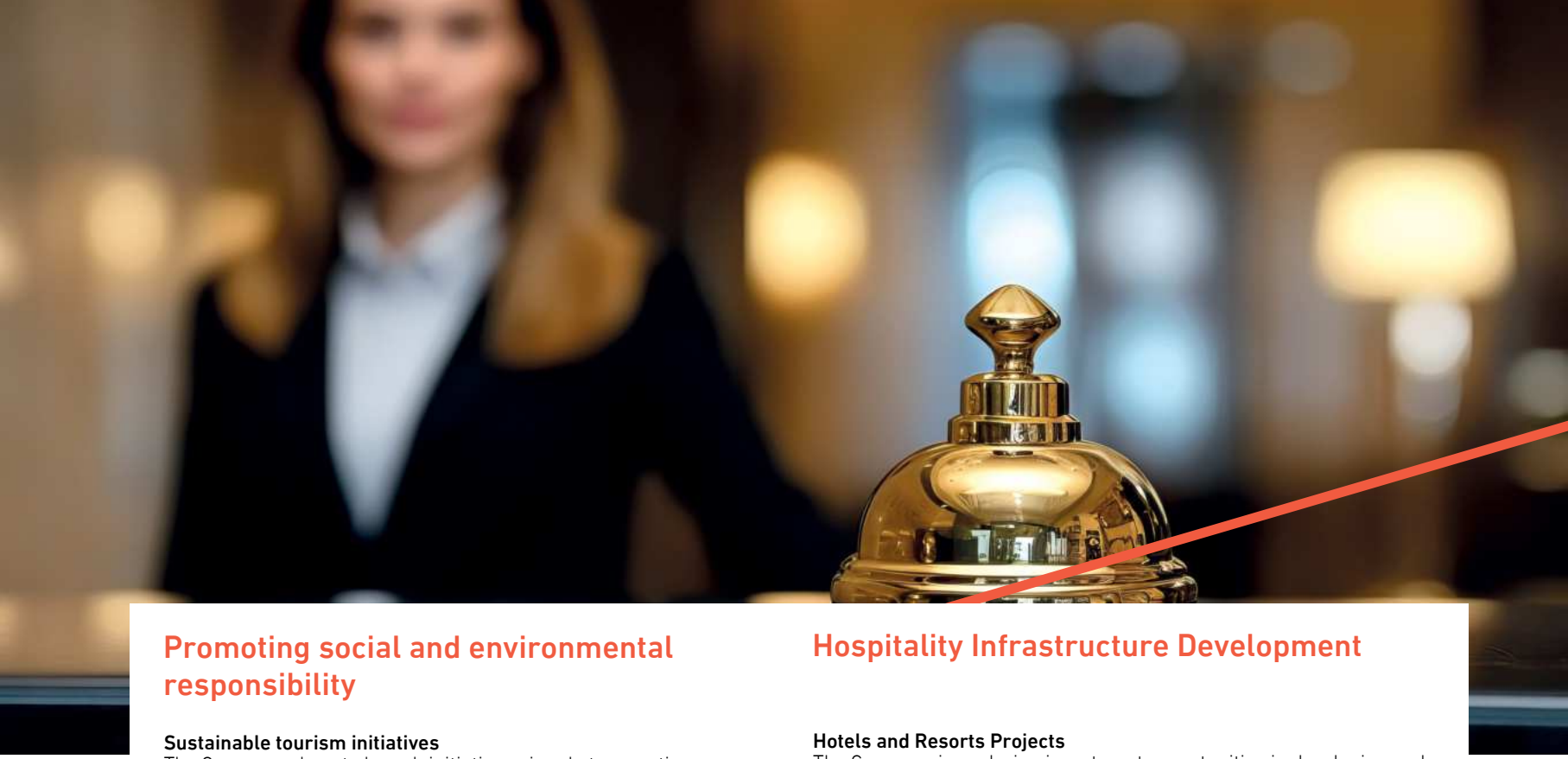
## Global & Local Tourism Projects

**Developing Domestic Tourism in Iraq**
The Company is working on developing initiatives aimed at promoting domestic tourism in Iraq. This includes organizing trips to important historical and religious sites, and developing new tourism products such as nature and adventure trips in rural areas.

## Developing smart travel services

**Investing in virtual reality (VR) technology**
The Company seeks to provide virtual travel experiences using virtual reality technologies, where customers can virtually explore tourist destinations and activities before booking. This project targets customers looking for new and exciting experiences.

**Big data-driven travel services**
The Company is developing a data analysis platform based on artificial intelligence to analyze customer needs and predict future trends in the travel sector. This platform will help provide customized offers and services that meet customer needs more accurately.



## Promoting social and environmental responsibility

**Sustainable tourism initiatives**
The Company plans to launch initiatives aimed at promoting sustainable tourism, such as organizing trips that focus on environmental conservation and raising awareness of the importance of preserving cultural heritage. It also works to reduce the environmental impact of its operations by adopting environmentally friendly practices.

**Community partnerships**
The Company will seek to strengthen its partnerships with local communities in the destinations in which it operates, with the aim of supporting local economic development and providing job opportunities through tourism.

## Hospitality Infrastructure Development

**Hotels and Resorts Projects**
The Company is exploring investment opportunities in developing and establishing luxury hotels and tourist resorts in key tourist locations. The goal is to provide upscale accommodation experiences that meet the needs of customers seeking luxury and comfort.

**Improving the infrastructure of tourism services**
The Company's plans include improving the current infrastructure in Iraqi tourist destinations, including developing tourist transportation, logistics services, and tourist facilities.

# Our Team

Our team is distinguished by its experience and high efficiency in the field of travel and tourism, as each team member combines professionalism and passion in this field, and everyone cooperates to provide exceptional services to our dear customers. At Tareek Al-Ofuk, we work enthusiastically daily to confront new challenges with an innovative vision and practical means.

We are deeply committed to developing our team's capabilities through high-level training opportunities and workshops to continually enhance individual and team skills. This investment in our team ensures that we are prepared to meet today's challenges and innovate tomorrow's solutions, to provide travel services with skill and professionalism.

The company includes highly experienced and qualified personnel in various specializations, including senior company and branch managers, department managers, human resources, and all cadres in the specializations of sales, marketing, financial management, programming, development, and others. The company always seeks to include the most skilled personnel in its work teams to provide all that is distinctive and unique in travel and tourism services to its customers in various branches and regions.



# Conferences

Arab Health
By Informa Markets

Dubai Derma®
Skin Health is our Concern

CPHI

AEEDC DUBAI

Middle East Fertility Society

IMCAS
International Master Course on Aging Skin

ESPGHAN

eshre
SCIENCE MOVING
PEOPLE
MOVING SCIENCE

eau European Association of Urology

# Awards

Creativity Award
Iraqi Ministry of Culture
Year 2017 and 2023

جمهورية العراق
وزارة الثقافة والسياحة والآثار
Ministry of Culture, Tourism and Antiquities \ IRAQ

The best travel and tourism company in Iraq
Iraqi Tourism Authority
2020

تكريم شركات السفر والسياحة في العراق

The best travel agency in Iraq
(WORLD TRAVEL AWARDS)
From 2019 to 2023

WORLD TRAVEL AWARDS
WINNER

الخطوط الجوية العراقية
Iraqi airways

فلاي بغداد
FlyBaghdad.net

QATAR AIRWAYS القطرية

Emirates

AirArabia
العربية للطيران

flydubai

TURKISH AIRLINES

EGYPTAIR

ARMENIA
AIRCOMPANY

Galileo
by Travelport

Best sales

# Participations

arabian travel market® الملتقى DUBAI

2019-2023

wtm® LONDON

2019-2023

ITM IRAQI TRAVEL MARKET معرض سوق السفر العراقي

2018

MIDDLE EAST TOURISM EXPO METEX ERBIL

2017

سوق السفر الأول في العراق

The first travel market in Iraq

2018

IRAQI TOURISM FORUM ملتقى السياحة العراقي IQTF

2017-2023

## Memberships

EDUU

ALMA MATER STUDIORUM
UNIVERSITAS DI BOLOGNA
A.D. 1088

UNIVERSITY OF KUFA

AL-FURAT AL-AWSAT TECHNICAL UNIVERSITY - IRAQ

## Partnerships

9001 ISO CERTIFIED

IATA

UNWTO

PATA®
Pacific Asia Travel Association

asta
American Society of Travel Advisors

طريق الافق
Tareek Alofuk

**Travel** & More...

## Baghdad

رمضان ، مدخل الاميرات 14
Al-Amerat St., 14 Ramadhan

tkt.bgw@tareekofuk.com
+964 785 444 6611
+964 775 444 6611

## Najaf

شارع الاشتراكي
Al-Eshtiraki St.

tk@tareekofuk.com
+964 785 444 6622
+964 775 444 6622

## Qom

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Chehar Mardan St. (6)

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## Dubai

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## Istanbul

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