

Sayyid Al-Hakeem visits State Company of Textile and Leather Industries, calls to prepare marketing plans



To celebrate International Workers' Day, Sayyid Ammar Al-Hakeem, head of Al-Hikma National Movement, visited the factories of the State Company of Textile and Leather Industries in Baghdad on 30/4/2023 and congratulated the workers on their day and illustrated that Iraq needs the industrial sector, its activation, continuation, and development to be an addition to the budget and a reason to lower oil dependency. We affirmed that Iraq owns a leading industrial experience.

His Eminence said that the production procedure must be accompanied by an internal and external marketing campaign, and affirmed the necessity of restoring the consumer's trust in Iraqi products. H.E. also called to buy products from other ministries such as Defence and Interior. Moreover, H.E. illustrated that Iraqi leather products are of the finest and highest durability, and state companies must invest in them, and the government must commit to them as well.

H.E. affirmed also that the low salary can be treated by intensifying production and raising demand, putting the responsibility on everyone to sell the product, and making it visible to everyone, especially the officials in those factories through investing in social media to introduce the types and quality of the raw materials.