



TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ



20.03.2023

Dumlupınar Bulvarı No:252 (Eskişehir Yolu 9. Km.) 06530 /ANKARA

www.tobb.org.tr - tobb@hs01.kep.tr

Tarih:

Sayı : E-34221550-720-3201 Konu : Pakistan Lahore Kadın Girişimciler Ticaret Fuarı hk.

> TÜM ODA VE BORSALARA (Genel Sekreterlik)

İlgi: T. C. İslamabad Ticaret Müşavirliği'nin 16.03.2023 tarihli e-posta mesajı.

İlgi yazıda, Pakistan Ticaret Bakanlığı Ticaret Geliştirme Merkezi'nin (TDAP-Trade Development Authority of Pakistan) ev sahipliğinde, Türkiye'nin de üyesi olduğu ve iki yılda bir İslam İşbirliği Teşkilatı (OIC) üyeleri arasında düzenlenen fuar ve etkinliğin, Lahor'da kadın girişimciliği temasıyla, 16-18 Haziran 2023 tarihlerinde gerçekleştirilmesinin planlandığı bildirilmektedir.

Konuyla ilgili ayrıntılı bilgi ve başvuru hususları ekteki slayt ve broşürde yer almaktadır.

Bilgilerini ve konunun ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

e-imza

Ali Emre YURDAKUL Genel Sekreter Yardımcısı

EK:

- 1- OIC Broşür (4 sayfa)
- 2- ICDT WEXNET Sunum





Trade Development Authority of Pakistan (TDAP), the Ministry of Commerce of the Islamic Republic of Pakistan will be hosting the 18th edition of OIC Trade Fair in collaboration with the Islamic Centre for Development of Trade (ICDT) from 16th – 18th June 2023 at Expo Centre, Lahore, Pakistan. The event will be held in concomitance with the 11th edition of WEXNET (Women Entrepreneurs Network).

About OIC Trade Fair

ICDT organizes OIC Trade Fairs biennially in one of the OIC Member States; the last edition of the OIC Trade Fair was held in Senegal in June 2021. The main goal of the Trade Fair is to introduce products, industries, and services of the OIC Member States and raise the level of trade and investment opportunities among them.

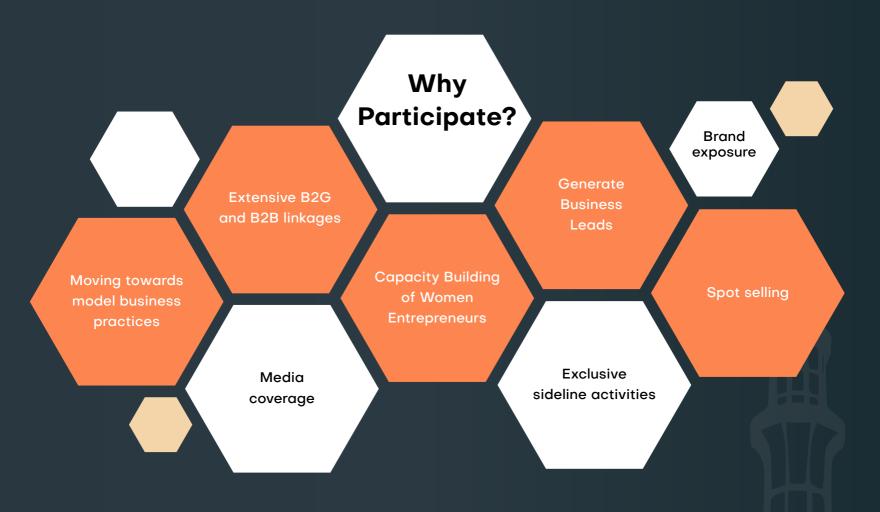
About WEXNET

WEXNET, also known as Women Entrepreneurs Network, is a flagship event of TDAP for the capacity building of women entrepreneurs and enabling them to become part of mainstream trade.



Products-in-Focus

A Multisectoral / General Product Category exhibition including, but not limited to, Readymade Garments, Home Textile, Footwear, Gems & Jewelry, Furniture, Handicrafts, Beauty and Health Products, Carpet, Pharmaceuticals, Sports Goods, Agro & Food, Halal Products, Cutlery, IT and Other Services, and Light Engineering Products.



Visitors' Profile:

- Ministerial represntatives from OIC member countries
- Sectoral Decision Makers
- Government Institutions and Agencies from OIC member countries
- Public and private economic operators from OIC member countries
- VIP Delegations from Guest of Honor Countries
- Economic operators of Islamic communities of non-OIC member countries
- Media Representatives.

Sideline Activities

- Pak-Africa Business Forum
- Policy Dialogue Forum for OIC Asia IPAs
- -- Training Workshop on Market Access and Value Chain Management for the Benefit of Asian Women Owned Businesses and Cooperatives
- Workshop on Certification of Halal Products and Presentation of OIC Halal Economy Report
- Lahore Entrepreneurship Initiative
- Halal Food Festival

About TDAP

Trade Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets. TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade. TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade. To achieve its objectives, TDAP organizes as well as participates in local & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platforms.



For Enquiries Please Contact:

Representative from ICDT

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Representative from TDAP

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18TH OIC TRADE FAİR AND 11TH WEXNET

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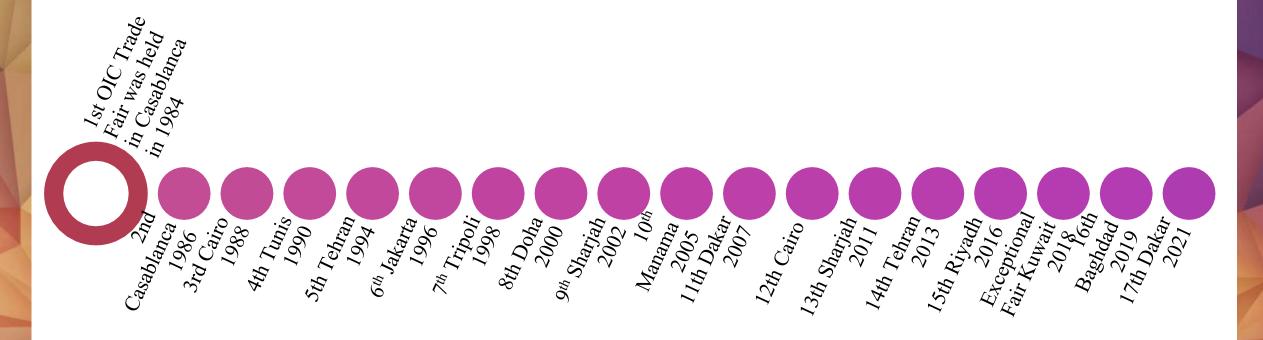
16th -18th June 2023

Introduction

- Trade Development Authority of Pakistan (TDAP), the Ministry of Commerce of the Islamic Republic of Pakistan will be hosting the 18th edition of OIC Trade Fair in collaboration with the Islamic Centre for Development of Trade (ICDT) from 16th 18th June 2023 at Expo Centre, Lahore, Pakistan. The event will be held in concomitance with the 11th edition of WEXNET (Women Entrepreneurs Network).
- The three-day event will be a distinctive initiative to promote multi-sectoral economic diplomacy at a multilateral socio-political level, while allowing the women entrepreneurs of Pakistan a unique opportunity to showcase their products to an international audience.

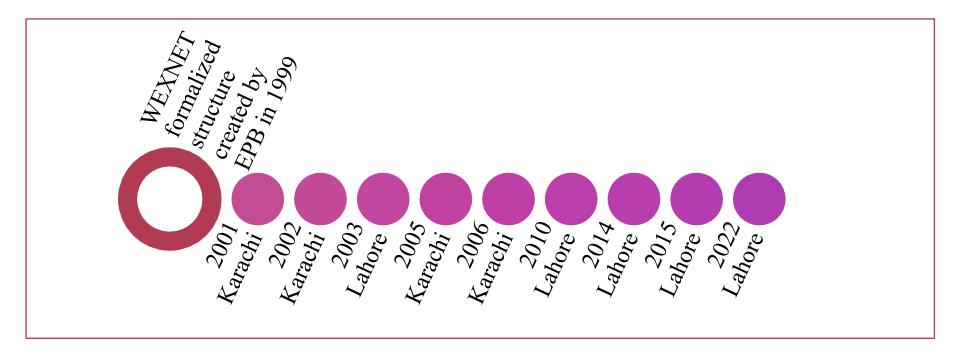
BACKGROUND

Overview of OIC Trade Fairs



- The Islamic Centre for Development of Trade (ICDT) organizes biennial OIC Trade Fair in one of the OIC Member States.
- The main goal of the OIC Trade Fairs is to introduce products, industries, and services of the OIC Member States and raise the level of trade and investment opportunities among them.

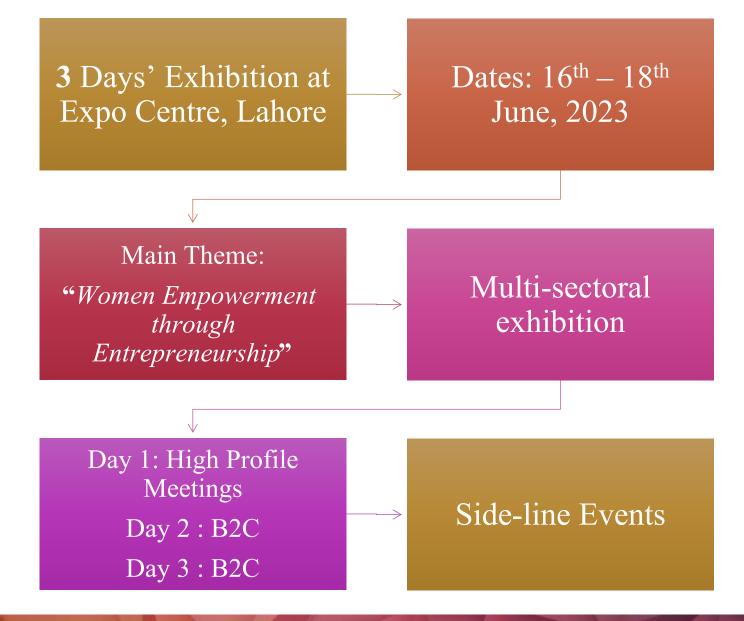
Overview of WEXNET



- WEXNET is the largest exhibition platform for women entrepreneurs in Pakistan.
- In WEXNET 2022, more than 340 exhibitors (women entrepreneurs) from across Pakistan participated in the event.

18TH OIC TRADE FAIR & 11TH WEXNET 2023

Features of the Exhibition



Objectives of the **Exhibition**

Provide innovative and unique networking opportunity and assistance in economic, social, cultural and technical fields.

Improve economic diplomacy.

Promote female entrepreneurship.

Capacity building of W.E. of Pakistan including SMEs, and maintenance of women exporters' database.

Optimal utilization of resources.

Promote a soft image of Pakistan and OIC Member States, highlighting the role of women in Islamic countries.

Products in Focus (for exhibitors)

Readymade Garments Carpet / Home Textiles **Pharmaceuticals** Footwear Jewelry **Beauty and Health Furniture** Agro / Halal **Cutlery** Handicrafts IT and Other **Surgical and Gloves** Services **Light Engineering Sports Goods**

Bifurcation of Halls

 $\begin{array}{c} 1 \\ \hline 1 \\ \hline \end{array}$

Exhibitors from OIC Member States

Hall Space = 4000 sqm Stall Capacity = 150 stalls Space Per stall = 09 sqm Country Pavilions and Customized Stands (50:50)

Hall Space = 4000 sqm Country Pavilions = 100 sqm each Customized Stands = 18 sqm each Women Entrepreneurs from Pakistan

Hall Space = 4000 sqm Stall Capacity = 150 stalls Per stall space = 09 sqm

*** Cut off date for booking of stands is 15th April, 2023.

^{**} Promotional stalls to be given to government departments/agencies, banks/financial institutions, investment agencies from within the above quoted space.

Marketing



Local Marketing by TDAP



International Marketing through Trade Missions Abroad



International Marketing to OIC Member States by ICDT

SIDELINE ACTIVITIES

Sideline Activities

Soft Launch / Curtain Raiser (TDAP)

Inaugural Dinner (TDAP)

Pakistan - Africa Business Forum (ICDT) OIC Asia IPAs Policy Dialogue Forum (ICDT)

Halal Food Festival (ICCIA) Training Workshop on Certification in Halal products and Presentation of OIC Halal Economy Report (ICDT)

Training Workshop on Market Access and Value Chain Management for the Benefit of Asian Women Owned Businesses and Cooperatives (ICDT)

BROCHURE & APPLICATION FORM



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Name: Mr. Hasnain Haider Langah Designation: Director TDAP Tel: +92-61-9330863 Mobile: +92 300 6320659 Email: hasnain.langah@tdap.gov.pk Gelen Tarih Sayı: 22.03.2023 - 303

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18th TRADE FAIR OF OIC MEMBERS & 11™ WEXNET 2023 EXHIBITION

(June 16-18, 2023)

REGI	STRATION FORM
XHIBITORS IDENTIFICATION	
Exhibitor:	
Address:	
Country:	City:
Tel:	Fax:
E-mail:	
Contact person:	
ID Individual participants:	
BOOK YOUR STAND	
(per sq. m)	
□ Direct sale exhibition with	☐ Exhibition on samples
	sq.m. each and by multiple of 9)
Unit price per sq.m. (in Dollars)	195
Quantity in so.m.	
Total HT	
(Total excl. of tax)	
17% VAT	
Total TTC	
Total incl. of tax	
Bare space (18 g	தூரு, stand by multiple of 9)
Unit price per sq.m. (in Dollars)	170
Our sibula as as	
Quantity in sq.m.	
Total HT	
(Total excl.of tax)	
17% VAT	
Total TTC	
Total incl. of tax	

PAYMENT			
□By cheque	□By Bank transfer		□Cash
Account name: ISLAMIO Beneficiary's address: 1 Bank address: LOT46B: TANGER(MAROC) SWIFT code: BMCEMAN IBAN: 011640 008104	210 00 6068417 York: HSBC BANK NEW YORK US33 THE CATALOGUE lex of exhibitors divities or products	TRADE (ICDT) ASABLANCA (MOROCCO)	
Date		Signature and stamp	
Name			
Position			



Conclusion

- ICDT is the focal organization for booking / allocation of stands and collection of Participation Fee from Exhibitors of OIC Member States.
- Website for the event is being launched by ICDT.
- Introductory Brochure and Application Form is being shared with the Embassies for marketing of the event in their respective countries and strengthening the efforts of ICDT.
- Embassies are requested to encourage the Women Entrepreneurs from their respective countries to participate in the event
- Cut off date for booking of space is 15th April, 2023.
- Representative from ICDT for Space Booking:

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