



ODA VE BORSALARIN
GENEL SEKRETERLİKLERİNE



TOBB
TÜRKİYE
ODALAR VE BORSALAR
BİRLİĞİ

Tarih : 18.12.2019
Sayı : 34221550-720- 12488
Konu : Pakistan - 3. Tüketici Ürünleri Fuarı, 14-16
Ağustos 2020

İlgi : Pakistan Büyükelçiliği'nin 16.12.2019 tarih ve Pol-27 sayılı yazısı.

İlgi yazıda, Pakistan Karaçi Fuar Merkezi'nde, 14-16 Ağustos 2020 tarihlerinde, 3. Uluslararası Tüketici Ürünleri Fuarı'nın düzenleneceği bildirilmektedir.

Yazıda devamla, Fuarın 2001 yılından beri düzenlendiği ve sanayi alanında uluslararası 550 markanın davet edildiği belirtilmektedir.

50.000 (ellibin)'in üzerinde ziyaretçinin beklendiği Fuarda, güzellik ve fitness; moda ve mücevherat; ayakkabı ve çanta; ofis gereçleri; oyuncak ve bebek ürünleri; gıda ürünleri gibi sektörlerin ön planda olacağı ifade edilmektedir. Fuardan 5 ay öncesine kadar fuar standı kiralamak için başvurulara, 5 yıldızlı otelde 3 gece konaklama, şehir içi transferler, sabah kahvaltısı-öğle yemeği-akşam yemeği, vize için davet yazısı, yarım günlük şehir turu gibi hizmetlerin ücretsiz verileceği bildirilmektedir.

Etkinlikle ilgili detaylı bilgi ekteki belge ile www.ecgateway.net adresinde yer almaktadır.

Bilgilerinizi ve konunun üyelerinize duyurulmasını rica ederim.

Saygılarımla,

e-imza

Ali Emre YURDAKUL
Genel Sekreter Yardımcısı

EK: Pakistan Fuarı (7 sayfa)

20.12.2019
F.SAEL
Do

Bu belge, 5070 sayılı Elektronik İmza Kanununa göre Güvenli Elektronik İmza ile imzalanmıştır.



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Birliğimizde
ISO 9001:2015
Kalite Yönetim
Sistemi
uygulanmaktadır

Zimbra

parepankara@mofa.gov.pk

3rd International Consumer Product Fair 14-16 August 2020 at Karachi Expo Centre

From : International Consumer Product Fair <info@icpfair.com> Fri, Nov 29, 2019 09:28 AM
Subject : 3rd International Consumer Product Fair 14-16 August 2020 at Karachi Expo Centre 1 attachment
To : parepankara@mofa.gov.pk, parepankara consular <parepankara.consular@yahoo.com>

H.E. Muhammad Syrus Sajjad Qazi
 Ambassador
 Parep Ankara
 (Turkey)

3rd International Consumer Product Fair 2020
14-16 August 2020 at Karachi Expo Centre

Your Excellency,

Ecommerce Gateway Pakistan (Pvt) Ltd. (www.ecgateway.net), Pakistan's Largest Trade Fair Owner's & Organizer's Group and a **full member of UFI "The Global Association of Exhibition Industry" (Paris – France; www.ufi.org)** organizing industry specific Trade fairs since 2001.

After the accomplishment of 2nd edition of **International Consumer Product Fair** on **22-24 November 2019** the preparations are ongoing for the 3rd edition to be held on **14-16 August 2020 at Karachi Expo Center, Pakistan**. It will target national and international consumer industry, inviting more the **550+** brands to participate and market their products to an expected footfall of **50,000+** visitors.

The exhibition covers the following sectors:

- Beauty & Fitness
- Stationery & Education
- Fashion Jewellery
- Shoes & Bags
- Gifts
- Office Supplies
- Toys & Baby Products
- Household
- Food Products

We would highly appreciate your Excellency's support towards circulating the below mentioned **Special Free Offer** to potential **Associations / Chambers and Organizations** from your country.

On booking of (1) One Shell Scheme booth (Min 9 sqm): US\$2,700 + 13% VAT = **US\$3,051**

Special Free Offer for Exhibitors:

- One (1) **single room** per booth on double occupancy basis for 3Nights/4Days in Official **5 Star Hotel**
- Free Transfers from Airport – Hotel – Airport.
- Shuttle service for 3 exhibition days.
- Breakfast + Lunch + Dinner for 3 exhibition days.
- Official **Visa Invitation Letter**
- Half day **City Tour**

- **Company Profile** will be published in the **E-Catalog** of the Event

Note: The offer is valid for all the bookings made till 5 months before the Trade Fair date.

Thanking you and assuring you of our best cooperation and services as always!

M. Uzair Nizam
Vice President
Ecommerce Gateway Pakistan (Pvt.) Ltd

CC: Ms. Hifza Mansoor - Project Communication Executive, **Mob/Whatsapp #** 0300-0568718,
Email: info@icpfair.com

 **ICPF 2020__.pdf**
2 MB



3rd
International
Consumer
Product Fair 2020
www.icpfair.com



14th-16th
August

Karachi Expo Centre, Pakistan

2020

Organizer



Ministry of Industries
& Production
Govt. of Pakistan



Trade Development
Authority of Pakistan



Board of Investment
Govt. of Pakistan



South Board of
Technical Education



Pakistan Food
Association



Pakistan Exporters
Association

Database Partner



Digital Partners



Ecommerce
Ecommerce (Pvt) Ltd



BRI
App & Food (WICED)
Buyer & Seller platform

International Consumer Product Fair is one of the largest, most influential and most productive commodities & consumer fair in Pakistan. The expo possesses distinctive professional features; 10,000 m² exhibition area and 55,000 visitors. It is the biggest and strongest comprehensive exhibition in central and western regions of Pakistan. While featuring its international orientation and wide national representation, the expo has also attracted numerous businessmen; both home and abroad by the tremendous business opportunities in Pakistan.

The top trade-fair organizer of Pakistan - Ecommerce Gateway is all set to organize ICPF 2020 with its incorporating international mega-events at Karachi Expo Center. This event will include the following sectors:

Incorporating Exhibitions:

Stationery & Education Asia
www.stationeryeducationasia.com

Household Asia
www.householdexhibition.com

Office Supplies Asia
www.officesuppliesasia.com

Toys & Baby Product Asia
www.toysbabyasia.com

Food Asia
www.foodasia.net

Beauty Fitness
www.beautyasia.com.pk

Gift Asia
www.giftasia.com

Fashion Jewellery
www.fashionjewelleryasia.com

Shoes & Bags Asia
www.shoesbagsasia.com

Why Visit?

- Observe the latest & innovative products
- Find many new suppliers & transact business with current suppliers in a competitive business environment
- Understand and discuss upcoming products, market & business trends
- Compare prices, quality and improve profit margins
- Tailor new agreements to suit your future purchasing needs

Why Exhibit?

- To deliver a valuable and conducive opportunity to showcase goods, establish network and strengthen regional/international business linkages
- Provides an opportunity to introduce products and services to the markets that would otherwise be unable to know about them
- Allocates a platform for vendors to increase brand recognition in industry and consumer markets
- Offers a place to learn more about the market situation



Highlights 2019

23rd November 2019: 2nd International Consumer Products Fair 2019 was inaugurated by Dr. Khalid Maqbool Siddiqui - Federal Minister for Information Technology, Consul General & Commercial Consular of Iran along with Dr. Khursheed Nizam - President Ecommerce Gateway Pakistan, Mr. Uzair Nizam - Vice President Ecommerce Gateway Pakistan and foreign guests and delegates from China and Iran.



Mr. QIU JIAN LEI,
Gen. Beijing Zhongqi
Office International Cooperation Co. Ltd.
Representative of
SHENZHEN GOVERNMENT

H.E. AHMAD MOHAMMADI
Consul General of Iran

Dr. KHURSHEED NIZAM
President (Ecommerce Gateway Pakistan)

Ms. HINA KHURSHEED
President (Ecommerce Gateway Pakistan)

H.E. EYUP YILDIRIM
Commercial Attache

DR. MASROOR AHMED SHAIKH
Chairman (Sindh Board of Technical Education)

Mr. UZAIR NIZAM
Vice President (Ecommerce Gateway Pakistan)



H.E. RHIMULLAH QATRA
Counselor /Acting Consul General of Afghanistan



H.E. TOTOK PRIANAMTO
Consul General of Indonesia



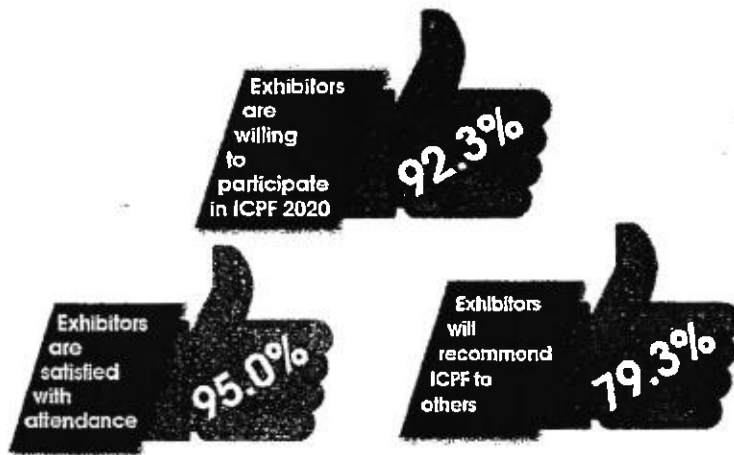
Representative of
YUNNAN GOVERNMENT
Representative of
SHENZHEN GOVERNMENT

Dr. KHALID MAQBOOL SIDDIQUI
Federal Minister for Information Technology

Dr. KHURSHEED NIZAM
President (Ecommerce Gateway Pakistan)

Ms. HINA KHURSHEED
President (Ecommerce Gateway Pakistan)

Mr. UZAIR NIZAM
Vice President (Ecommerce Gateway Pakistan)



33% Visitor Growth
expected in 2020



Intensive Promotion Strategy:

International Consumer Product Fair attracted 50,000 visitors during 3 days of the fair. A focused marketing effort is carried out on all the major industrial sectors nationally and internationally & establishing strategic partnerships with associations and government organisations.

- Over 500,000 passes distribution
- Invitation Letters to All Chamber of Commerce and Association Members.
- Email Marketing Through Dedicated Servers in Advanced (html) Formats.
- Social Media Campaign & Press Releases.
- Media & Radio Partners
- More Than 200,000 SMS Per Week.

EXHIBITORS TESTIMONIALS

Faiza Beauty Cream:

The exhibition was a great success! We have received quality visitors at our booth.

Super Stationers:

Amazing experience! Record Sales this year! Thumbs up to the whole team of ICPF!

Twinkle Toys:

It's a great experience we really had a great time!

House of Beauty:

Congratulations to ICPF team on a great and successful Event!

Yilu Food & Beverages:

Thank you team ICPF. We had a wonderful experience by participating at this exhibition. Hope to see it again in the coming year.

Five Stars Stationers:

Experience was Excellent! Thank you for arranging this mega event, and gathered all under the one umbrella. Hope to see you again on next year.

FM Foods:

It was a good experience. We were participating in this exhibition for the first time and we are overwhelmed by the support given to us by the staff.

KAW Cosmetics:

This event is a mega achievement for the consumer industry. We have achieved all the objectives we were looking forward to in this exhibition. We will plan to participate next year as well.

Home Pride:

It was great! Wonderful experience.

EXHIBIT PROFILE:

Household:

- Furniture And Furnishing Systems For Kitchen & Bath
- Electrical Household Appliance
- Kitchen Facilities
- Hood Extractor
- Sewing & Knitting Machines
- Juice Press
- Coffee Machines
- Food Processing Machines
- Freezing Cabinet
- Laundry Appliance
- Utensils
- Housewares
- Kitchen & Washroom Faucet
- Sanitary ware
- Steam bath
- Whirlpool & Relaxation Systems
- Massage Appliance
- Air Duct
- Pump, Valve, Hose, Joint & Accessories
- Cleaning Machines and Equipment
- Dry-Cleaners and Laundry - Equipment and services
- Home Hygiene, etc.

Shoes & Bags:

- Children's Shoes
- Sports Shoes
- Women's Shoes
- Men's Shoes
- Footwear Machinery
- Shoes Materials
- Finished Products
- Accessories Components
- Model Designs
- Urban Footwear
- Leather Bags & Shoes, etc.

Beauty & Fitness:

- Anti-Aging Products, Ideas, Handling & Services
- Aromatherapy, Perfumes & Fragrances
- Beauty Salon Accessories, Products, Equipment & Services
- Cosmetics, Cosmeceuticals & Treatments
- Hair Care, Coloring, Treatments, Products & Equipment
- Laser Treatment Services & Products
- Make-up Products
- Nail Care, Design, Manicure,

- Pedicure Products & Accessories
- Dietetics, Supplements & Nutrition
- Fitness & Health Gears, Products & Services
- Jacuzzis & Saunas
- Slimming Clinics, Products & Equipment
- Spa & Resort / Products & Equipment
- Weight Management Equipment, Products & Services, etc.

Toys & Baby Product:

- Maternity and Baby Care Products
- Toys, Educational Products and Souvenirs
- Baby Carriages, Car Seats and Furniture
- Child, Baby and Teenager Clothing, Footwear and Accessories
- Food, Health Care Products and Snacks, etc.

Fashion & Jewellery:

- Belts and accessories
- Eyewear and accessories
- Fashion watches
- Handbags, wallets and purses
- Headwear
- Mobile phone accessories
- Neckwear & Others
- Beads
- Gemstones - loose and polished gemstones
- Jewellery parts and components
- Natural materials
- Display and Packaging
- Display materials
- Gift boxes
- Base metal jeweler
- Bead jeweler
- Glass jewellery, etc.

Gifts:

- Home Decorations
- Household Textiles
- Crystal ware
- Design-led Products
- Eco Friendly Products
- Electronics Items
- General Gifts
- Leather Products
- Speciality products
- Packaging Containers/Plastic Storage

- Specialty Foods & Confectionery / Others, etc.

Food:

- Additives
- Bean Products
- Beverages
- Biscuits
- Canned Food
- Chocolate & Dairy Products
- Confectionery
- Dried Foods
- Edible Vegetable oil
- Emulsifiers and Ingredients
- Food Chemicals
- Fresh Products
- Frozen Products
- Halal Certified Organic Products
- Health Supplement & Multivitamins
- Herbal Products
- Meat- Beef, Mutton & Camel
- Meat-Poultry, Ostrich & Other Birds
- Pastries, Cakes & Bakery Products
- Preserved Fruits & Vegetables
- Processed Products
- Raw Food Materials
- Ready-made meal
- Savory Products
- Seafood Products
- Snacks & Candies

Stationery & Education:

- E- Learning companies,
- Stationery companies,
- Education technology providers,
- Assessment tool companies,
- Board & Accessories,
- Information & communication technology companies,
- Writing pads, notebooks,
- Office binding supplies,
- Arts & Craft Companies,
- Furniture, uniform & canteen supplies,
- Educational Institutes
- Schools, Colleges, Universities

Office Supplies & Furniture:

- Packaging Supplies
- Office Machines Accessories
- Paper and Paper Supplies
- Office Desktop Supplies
- Electronic & Non Electronic Office Equipments
- Stamp Machines
- Meeting Presentation Products
- Office & Travelling Bags

Visitor Profile:

- Brand & Product managers from Advertising agencies
- Boutiques
- Department stores
- Distributors & Agents
- Duty free & Travel Retailers
- Event Companies
- Gift Industry professionals
- Government Agency buyers
- Home & Lifestyle stores
- Hospitality Sector
- Independent Retailers
- Media, Promotions & Marketing Agencies
- Manufacturers
- Advertising & Consultancies
- Others
- Multinational corporate
- Specialist retailers
- Supermarkets
- Overseas Buyers
- Wholesalers & Importers
- Provincial-level Agents & Retailers
- Children's Goods Chain Stores
- E-Commerce Sales Channels
- Importers & Exporters
- Nation-wide Agents
- Shopping Malls & Department Stores
- Buying Offices
- Toy Store Chains & Retailers
- Playgroup Centers, Early Childhood Education Organizations & Kindergartens
- Supermarkets & Big Box Stores
- Media
- Bookstores

Shell Scheme Stalls

Min 9 sqm (3mx3m) space US\$350 per sqm.

Includes: One Octonorm shell, one Information counter, two chairs, 3 spotlights 100 watts (each), company's name on fascia, carpeting, 1 power socket -single phase 20 volts (50Hz), 5 amp.



Bare Space Inside Halls

Min 18 sqm (6mx3m) space US\$300 per sqm.

Includes: Space plus 1 power socket, single-phase 220 volts (50 Hz) 5amp only. Exhibitors are required to build their own stands through the official stand contractors or their own contractors.

**13% VAT is applicable on all booth rates

Owner & Organizer



Ecommerce Gateway Pakistan (Pvt) Ltd
www.ecgateway.net

Ecommerce Gateway Pakistan (Pvt) Ltd.

Pakistan Biggest & Largest Trade Fair Organizers

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off: Shaheed-e-Millat Road, Karachi-74000, Pakistan.

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