

HIGHLIGHTS OF EXPO PAKISTAN 2015

Exhibitions Profile:

1. Trade Development Authority of Pakistan (TDAP) under Ministry of Commerce, Government of Pakistan organized the 9th Edition of Expo Pakistan 2015 in Karachi EXPO Center from February 26 to March 1st, 2015. The exhibition has been organized in 06 halls.
2. Overall **571 exhibitors**, who are the leading exporters of Pakistan, have setup their stalls and over **750 foreign buyers/ importers** from **77 countries** have visited Expo Pakistan 2015.
3. TDAP had facilitated the foreign buyers with services of interpreters in Chinese, Japanese, French, Spanish, Arabic, German and Russian languages.
4. The countries which participated are Argentina, Japan, China, Russian Federation, USA, Brazil, Netherlands, Poland, Malaysia, Saudi-Arabia, UAE, UK, Japan, Iran, South-Africa, India, Bangladesh, Thailand, Hong-Kong, Italy, Iran, South Vietnam, South Korea, Germany, Kazakhstan, France, Mauritius, Bahrain, Indonesia, Tunisia, Ethiopia, Yemen, Kenya, Czech Republic, Greece, Belgium, Australia, Latvia, Lithuania, Columbia, Croatia, Canada, Egypt, Turkey, Ukraine, Iraq, Jordan, Spain, Panama, San Marino, Bulgaria, Tanzania, Cuba, Sudan, Hungary, Singapore, Chile, Peru, Bosnia, Paraguay, Sri Lanka, Kuwait etc.
5. EXPO event was formally launched in Governor House on 25th February, 2015 in the presence of Mr. Khurram Dastagir Federal - Minister of Commerce, Mr. Ishrat ul Ibad - Governor Sindh, Mr. Arbab Shahzad - Secretary Commerce, Mr. S.M Munir - Chief Executive TDAP, Madam Rabiya Javeri Agha - Secretary TDAP, foreign delegates and exhibitors of Expo Pakistan 2015.
6. This year the fashion shows were conducted in a local hotel on 26th -27th, February.
7. The Prime Minister of Pakistan Mian Mohammad Nawaz Sharif inaugurated one of the country's biggest trade fair 'Expo Pakistan' on February 26th, 2015 and conferred best exporters Awards.
8. FPCCI President, Mian Muhammad Idrees and KCCI President Mr. Iftikhar Vohra extended full support to EXPO and remained present along with senior management of FPCCI / KCCI in the exclusive hall allocated to FPCCI & KCCI for all business meetings.
9. The Federal Commerce Minister, Secretary Commerce, CE TDAP, Secretary TDAP met with almost 33 country delegations led by mostly Presidents of Foreign trade chambers or Associations consisting foreign buyers. Pakistan Commercial Counselors / Commercial Secretary / Trade Attaché were also present in the meetings.
10. TDAP setup a B2B Secretariat to coordinate and conduct all High Profile Meetings and Business Interactive meetings during EXPO Pakistan 2015. The B2B Core team was assisted by 20 Product Officers and 110 GRO's hired from Business Management Universities specifically for this purpose.

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BUSINESS REPORTS OF EXPO PAKISTAN 2015

1. Around **3,365 Business to Business (B2B) interactive initial or extensive meetings** were held between the foreign buyers and the Pakistani exhibitors/ manufacturers.

MOUs executed during EXPO Pakistan

- a. Moroccan company signed MOU with M/s. Balochistan Wheels for supply of RIMs worth USD = 1.1 million.
- b. Gems & Jewellery Trade Association of China signed an MOU with Pakistan Gems & Merchant and Jewellers Association.
- c. Another MoU is signed between M/s. Tasho Enterprises, Bangladesh and M/s. Roshan Enterprise of Pakistan for supply of Fruits and Vegetables worth of USD = 3.36 million.
- d. A Saudi Company has signed an MOU with a Pakistani company for supply of Tents & Canvas worth of USD = 6 million.
- e. A Bangladeshi firm also signed an MOU with Sialkot based firm M/s. Malik Sports worth USD = 2 million.
- f. The Federation of Argentina Chamber of Commerce for Asia Pacific signed an MoU with FPCCI.

Serious Business Negotiations

- g. Japanese companies have shown interest to invest amount worth USD = 25 million in Pharmaceuticals, Organic food items, Sports Goods and Sleep wears.
- h. Dubai based company has finalized deal with Pakistani slaughter house to import meat worth AED = 15 million per anum.
- i. Another Dubai based supplier to UAE government has contracted order for purchase of uniform & Office accessories with gradual starting USD= 1million and to go upto USD= 10 million.

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- j. Dubai based special purpose theme based facilities is investing USD= 4 billion in Dubai over 3 years. For this purpose the Dubai based developer has indicated to bring full-fledged delegation to conclude MoU for supply of materials and manpower worth USD= 1 billion over 3 years period.

Total Business Projections

Due to the business interactive meetings serious negotiations, business deals at initial stage, Business interest shown, deals finalized, deals matured, it is likely that business projections are tentatively estimated at USD= 1.2 billion.

The sectors in which major interest have been shown are Building Material, Services, Engineering, Fruits & Vegetables, Services, Surgicals, Garments & Textiles, Gems & Jewellery.

It is further added that big number of serious buyers are visiting factory premises in Lahore, Sialkot and Faisalabad to further negotiate their business dealings.

The big buyers from Russia in footballs have contacted M/s. Forward Sports and invited them to visit Russia to discuss prospects of supply of football for next Soccer world cup in Russia.