



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

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

Sayı : E-34221550-720-3201

Tarih: 20.03.2023

Konu : Pakistan Lahore Kadın Girişimciler Ticaret Fuarı hk.

TÜM ODA VE BORSALARA
(Genel Sekreterlik)

İlgi : T. C. Islamabad 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-inza

Ali Emre YURDAKUL
Genel Sekreter Yardımcısı

EK:

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



Evrakı Doğrulamak İçin : <https://belgedogrula.tobb.org.tr/belgedogrulama.aspx?eD=BSFBTJP7SB>

Tel : +90 (312) 218 20 00 (PBX) - Faks : +90 (312) 219 40 90 -91 -92... - E-Posta : info@tobb.org.tr

Bilgi İçin: Kaan GAFFAROĞLU - Tel : 03122182220 - E-Posta : kaan.gaffaroglu@tobb.org.tr



18th OIC TRADE FAIR

&

11th WEXNET EXHIBITION

Women Empowerment through Entrepreneurship

لاہور

16th – 18th June 2023
Expo Centre Lahore,
Islamic Republic of Pakistan

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.

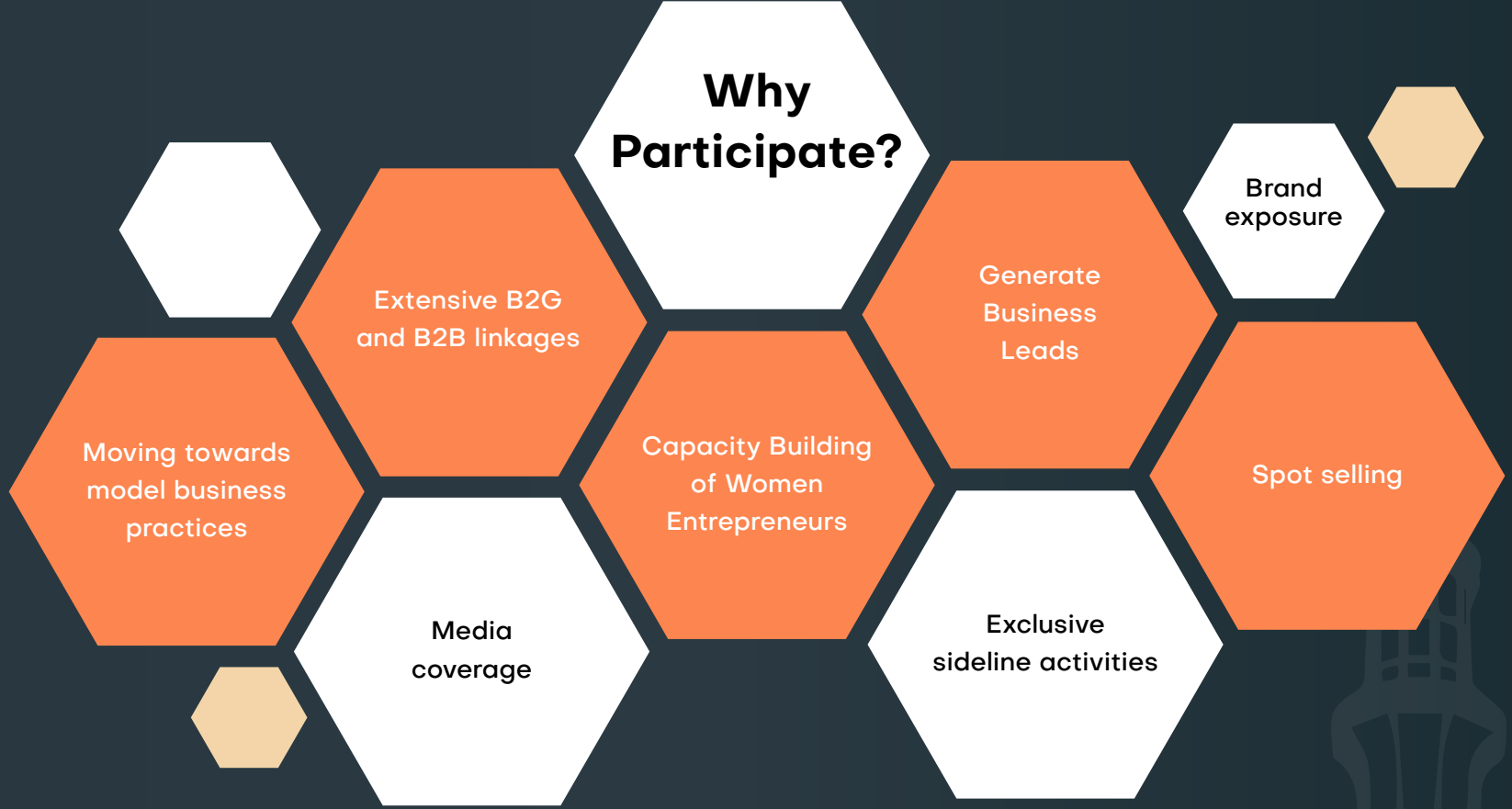
About WEXNET

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 representatives 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

Name: M. ALAMI Abdelaziz
Designation: Head of Marketing Department
Tel : +212 522 314 974
Mobile: +212 662 15 37 47
Email: a.alami@icdt-oic.org

Representative from TDAP

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



18TH OIC TRADE FAIR AND 11TH WEXNET



16th -18th June 2023

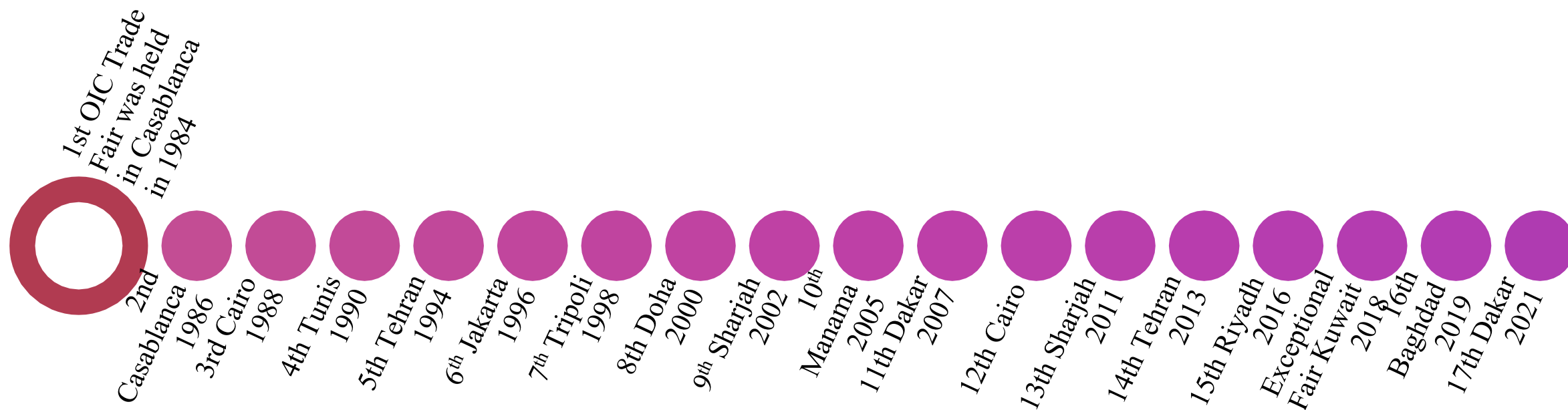
Introduction

- 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

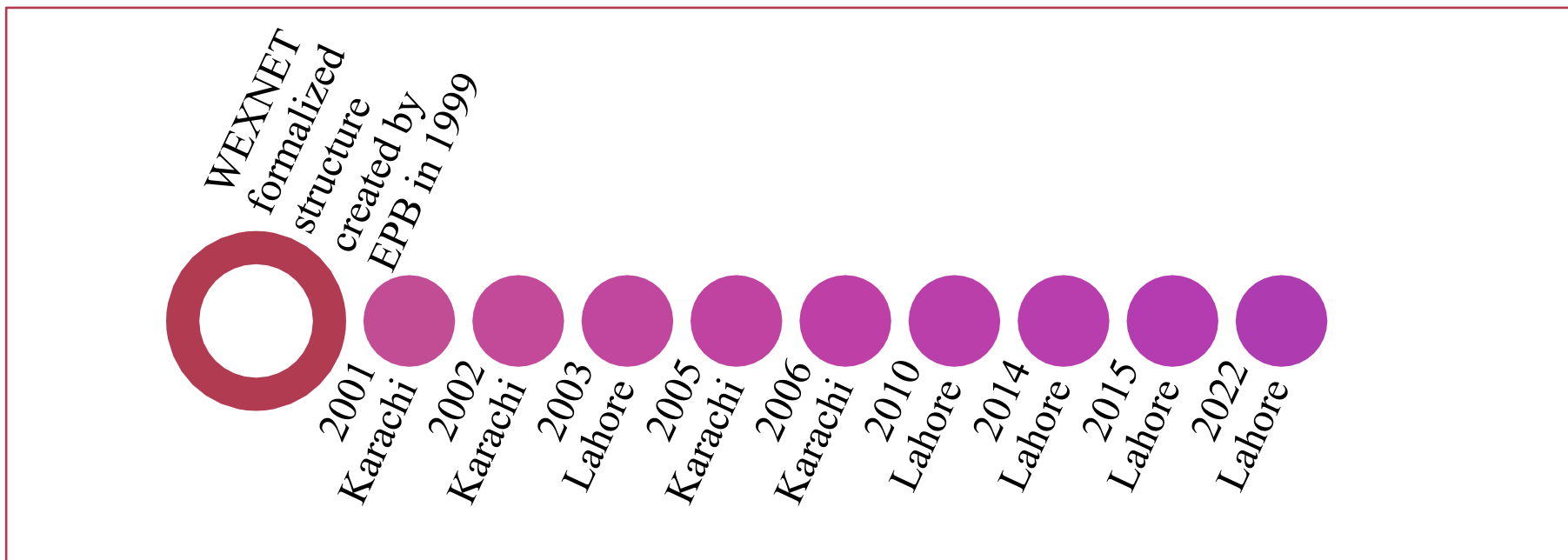


Overview of OIC Trade Fairs



- 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

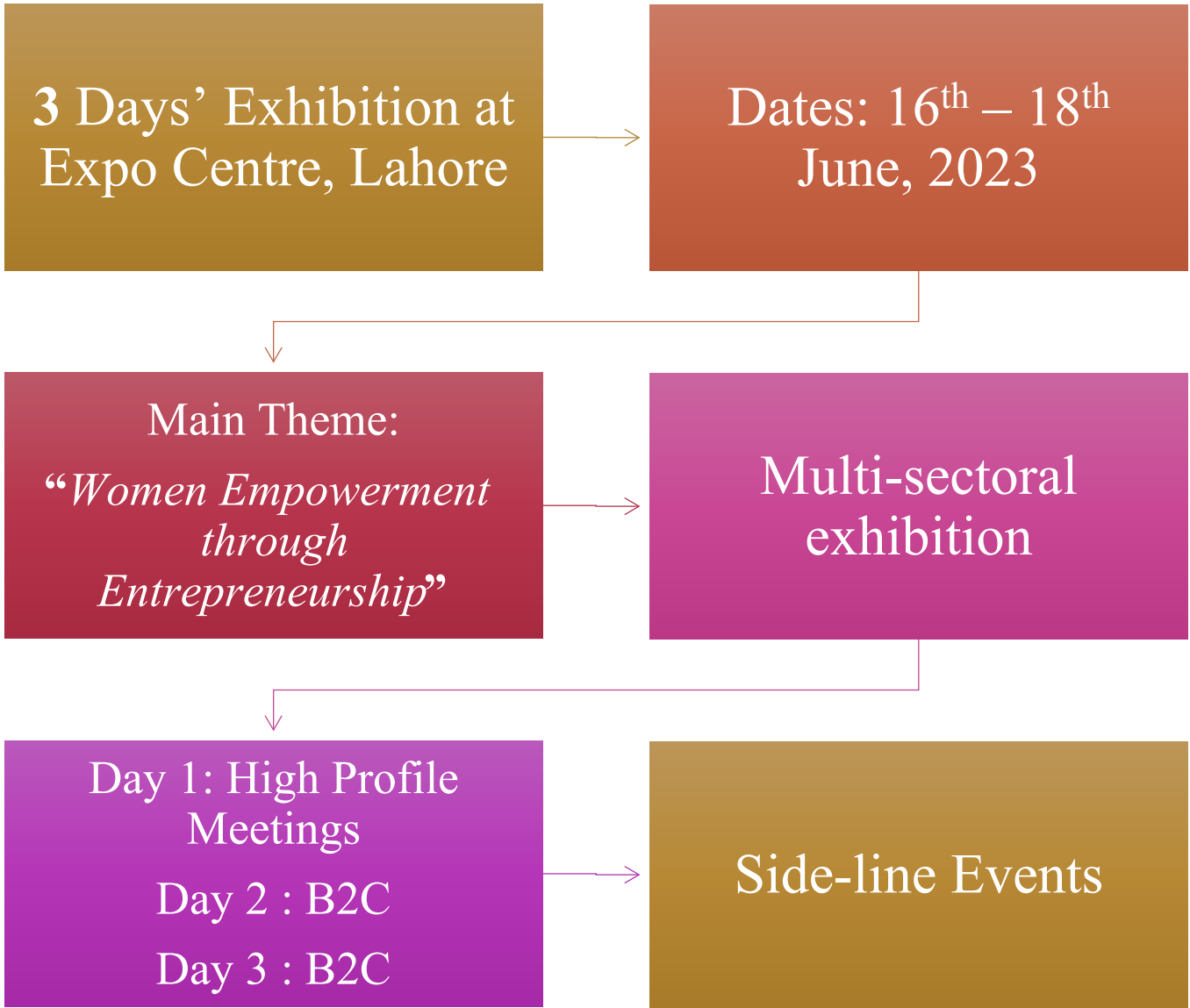


- WEXNET is the largest exhibition platform for women entrepreneurs in Pakistan.
- In WEXNET 2022, more than 340 exhibitors (women entrepreneurs) from across Pakistan participated in the event.

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
/ Home Textiles**

Footwear

Jewelry

Furniture

Handicrafts

Surgical and Gloves

Sports Goods

Carpet

Pharmaceuticals

Beauty and Health

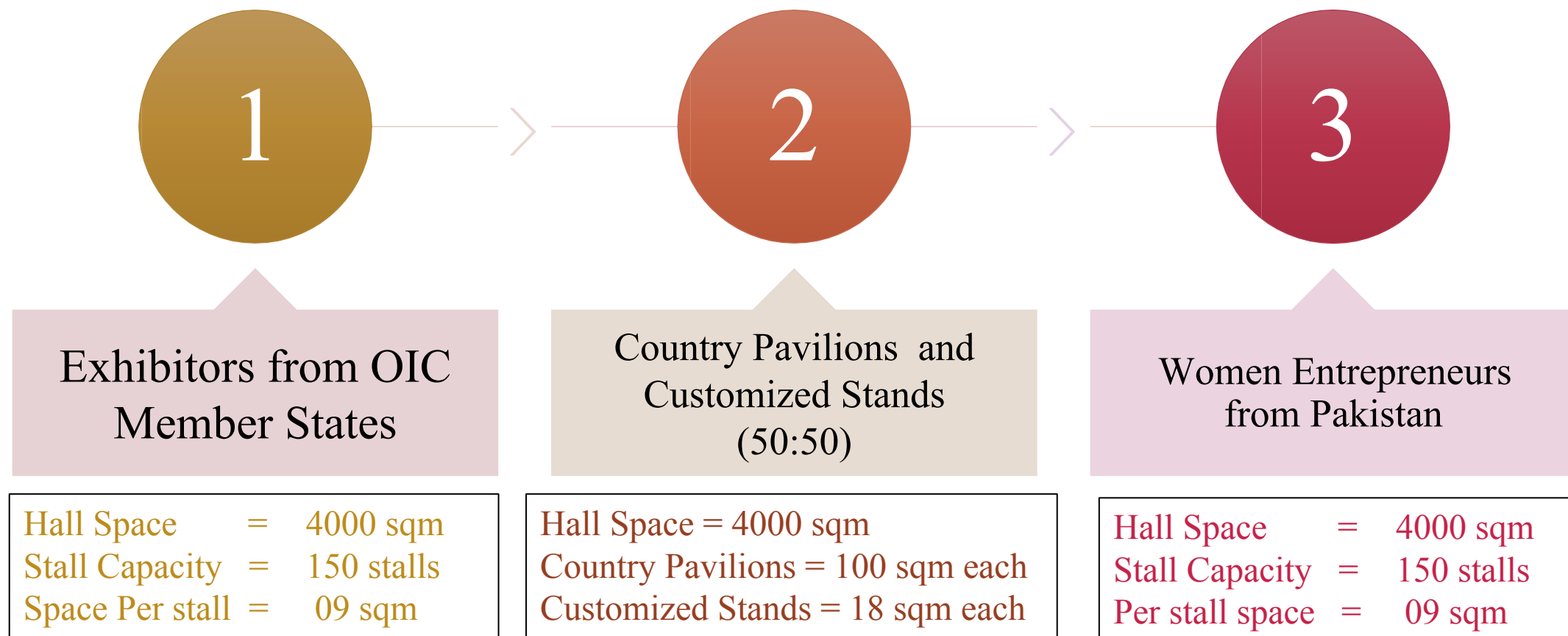
Agro / Halal

Cutlery

**IT and Other
Services**

Light Engineering

Bifurcation of Halls



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

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

Marketing



Local Marketing by TDAP



International Marketing
through Trade Missions
Abroad



International Marketing to
OIC Member States by
ICDT

SİDELINE 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



18th
OIC TRADE FAIR
&
11th
WEXNET EXHIBITION

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through Entrepreneurship

لاہور

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Why Participate?

Extensive B2G and B2B linkages

Generate Business Leads

Brand exposure

Spot selling

Exclusive sideline activities

Media coverage

Capacity Building of Women Entrepreneurs

Moving towards model business practices

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Features of 18th OIC Trade Fair & 11th WEXNET 2023

- 3 Days Exhibition (16th-18th June 2023)
- Multisectoral Exhibition with B2B and B2G Opportunities
- 9 m² equipped stall for Product Display
- Exclusive Sideline Events



18th TRADE FAIR OF OIC MEMBERS & 11th WEXNET 2023 EXHIBITION
(June 16-18, 2023)

REGISTRATION FORM

EXHIBITORS 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

Turnkey stand (9sq.m. each and by multiple of 9)

Unit price per sq.m. (in Dollars) 195

Quantity in sq.m.

Total HT

(Total excl. of tax)

17% VAT

Total TTC

Total incl. of tax

Bare space (18 sq.m. stand by multiple of 9)

Unit price per sq.m. (in Dollars) 170

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

Beneficiary bank name: BMCE BANK BANQUE OFFSHORE
Account name: ISLAMIC CENTRE FOR DEVELOPMENT OF TRADE (ICDT)
Beneficiary's address: TOUR DES HABOUS, AV DES FAR-CASABLANCA (MOROCCO)
Bank address: LOT 46B ZONE FRANCHE D'EXPORTATION ROUTE DE RABAT 90090 TANGER (MAROC)
SWIFT code: BMCEMAMCTZF
IBAN: 011 640 00 8104 210 00 6068417
Correspondent in New York: HSBC BANK NEW YORK
SWIFT Code NY: MRMDUS33

FREE REGISTRATION IN THE CATALOGUE

1. Alphabetical index of exhibitors
2. Trade index: Activities or products
3. Products to be exhibited

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:**

Name: M. ALAMI Abdelaziz

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THANK YOU

