

# Expo Pakistan 2012: Showcasing Pakistan's export merchandise and services

The seventh Expo Pakistan entered into deals of around \$350 million on its second day while further deals of nearly \$300 million were expected on its last day. TDAP organized the 7th Edition of Expo Pakistan held at the Karachi Expo Center from 4<sup>th</sup> to 7<sup>th</sup> October 2012. On the invitation of the exhibitors, various delegates visited factories located in Lahore, Sialkot, and Faisalabad to further finalize the deals after inspecting the quality of production.

Mr. Tahir Raza Naqvi, Chief Executive of the Trade Development Authority of Pakistan (TDAP) stated that it was expected that Expo Pakistan 2012 would be able to generate business worth \$690 million upon finalization of deals. He also added that a Hong Kong-based company had met with a project team of Khairpur Special Economic Zone in the presence of the Sindh Board of Investment and negotiated to set-up a power plant with the estimated investment of \$20 million.

The TDAP CE said they were highly grateful to the full cooperation extended by Federation of Pakistan Chamber of Commerce and Industries (FPCCI), and



Aisha Kiran, Sales Rep, Sobia R. Sheikh, Directress, Ahmed Raza, Sales Representative, Macca Foods.

Karachi Chamber of Commerce and Industries (KCCI). Their presidents and other office bearers held meetings with delegates from all around the world.

Around 1,912 business meetings were held between the buyers and the Pakistani exhibitors/ manufacturers, while foreign buyers made 1,648 visits to different product stalls. The KCCI signed MoUs with the US, Malaysian, Russian, Hong Kong and Chinese organizations till the last day of the exhibition.

The Sindh Board of Investment also signed a MoU with Japanese delegation for investment in Japan Special Economic Zone in Sindh.



M. Yousuf, Marketing Executive, Syed Javed Iqbal and Mr. Kamaran, Sales Coordinator, Matco Rice Processing Pvt. Ltd.

Mr. Naqvi confirmed that a total of 356 exhibitors had set up their stalls at the Expo Pakistan as compared to 295 exhibitors in the previous year. Of these, some were amongst the leading exporters of Pakistan. Over 710 foreign buyers/ importers from 67 countries visited Expo Pakistan 2012. Services of interpreters in Chinese, Japanese, French, Spanish, Arabic, German and Russian was also amongst the key features of Expo Pakistan 2012.

Federal Minister for Commerce Mr. Makhdoom Amin Fahim congratulated on the success of the exhibition which was held according to the international standards and attracted a large number of

international buyers, eventually paving the way for foreign investments in Pakistan. He met with high level delegations from India and Nigeria while Naqvi and the Secretary TDAP Kabir Qazi had meetings with the delegations from Hong Kong, Russia, Egypt, France, Bahrain, South Africa, Japan, Brazil, Kuwait, Afghanistan, Korea and China. ♦



Mr. Rashid Ali, Territory Sales Officer, Syed Toseef Ahmed, Territory Sales Manager, S.Ikram Ul Haq, Sales Officer, Naurus.



Mr. Naveed, Marketing Manager, Imtiaz Enterprises.



Mr. M. Umair, Food Production Supervisor, AI-Waha.