

MERSİN TİCARET VE SANAYİ ODASI  
Gelen Evrak Tarih Sayı: 20.03.2023 - 4076



# 18<sup>TH</sup> OIC TRADE FAIR AND 11<sup>TH</sup> WEXNET

—◆—  
16<sup>th</sup> -18<sup>th</sup> June 2023

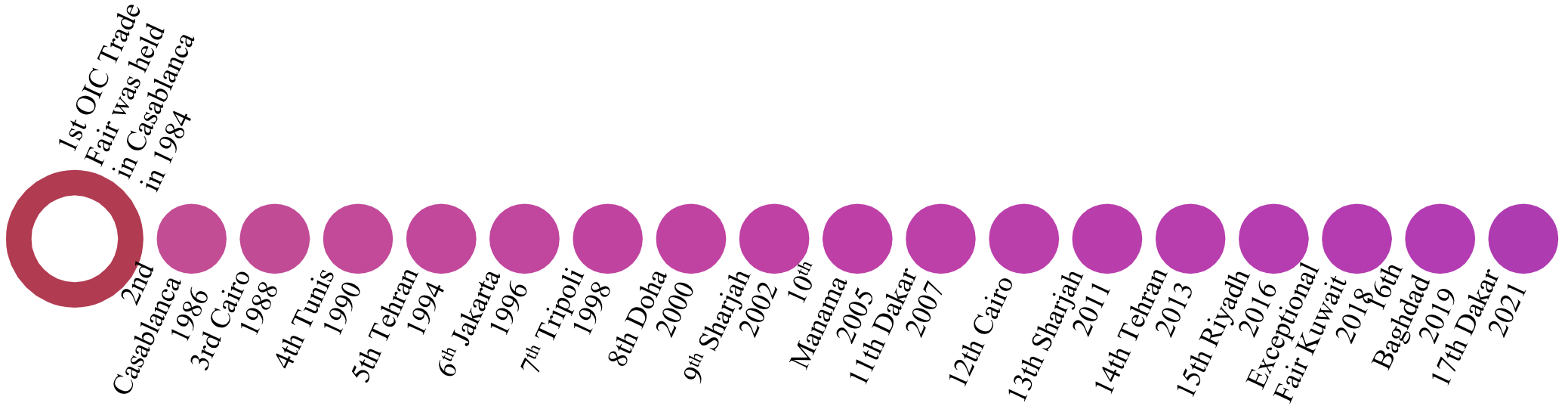
## Introduction

- Trade Development Authority of Pakistan (TDAP), the Ministry of Commerce of the Islamic Republic of Pakistan will be hosting the 18<sup>th</sup> edition of OIC Trade Fair in collaboration with the Islamic Centre for Development of Trade (ICDT) from 16<sup>th</sup> – 18<sup>th</sup> 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

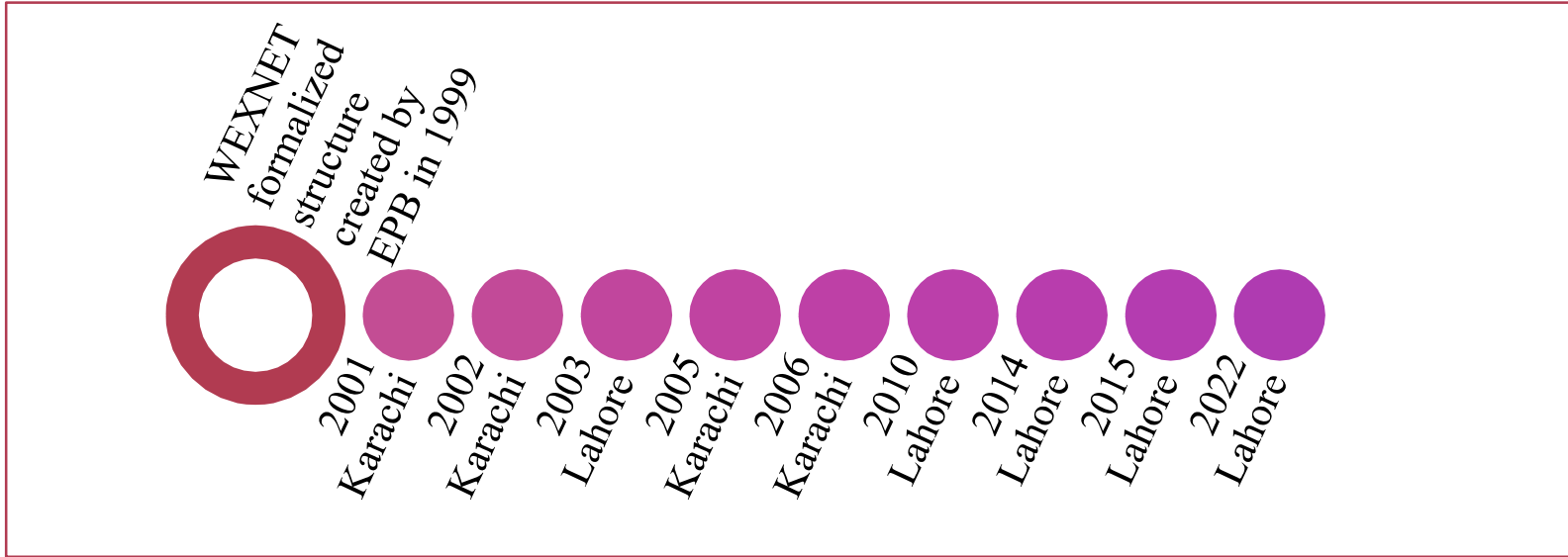


## Overview of OIC Trade Fairs



- 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.

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**18<sup>TH</sup> OIC TRADE FAİR  
&  
11<sup>TH</sup> WEXNET 2023**





## Features of the Exhibition

3 Days' Exhibition at  
Expo Centre, Lahore

Dates: 16<sup>th</sup> – 18<sup>th</sup>  
June, 2023

Main Theme:  
“*Women Empowerment  
through  
Entrepreneurship*”

Multi-sectoral  
exhibition

Day 1: High Profile  
Meetings  
Day 2 : B2C  
Day 3 : B2C

Side-line Events

## 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

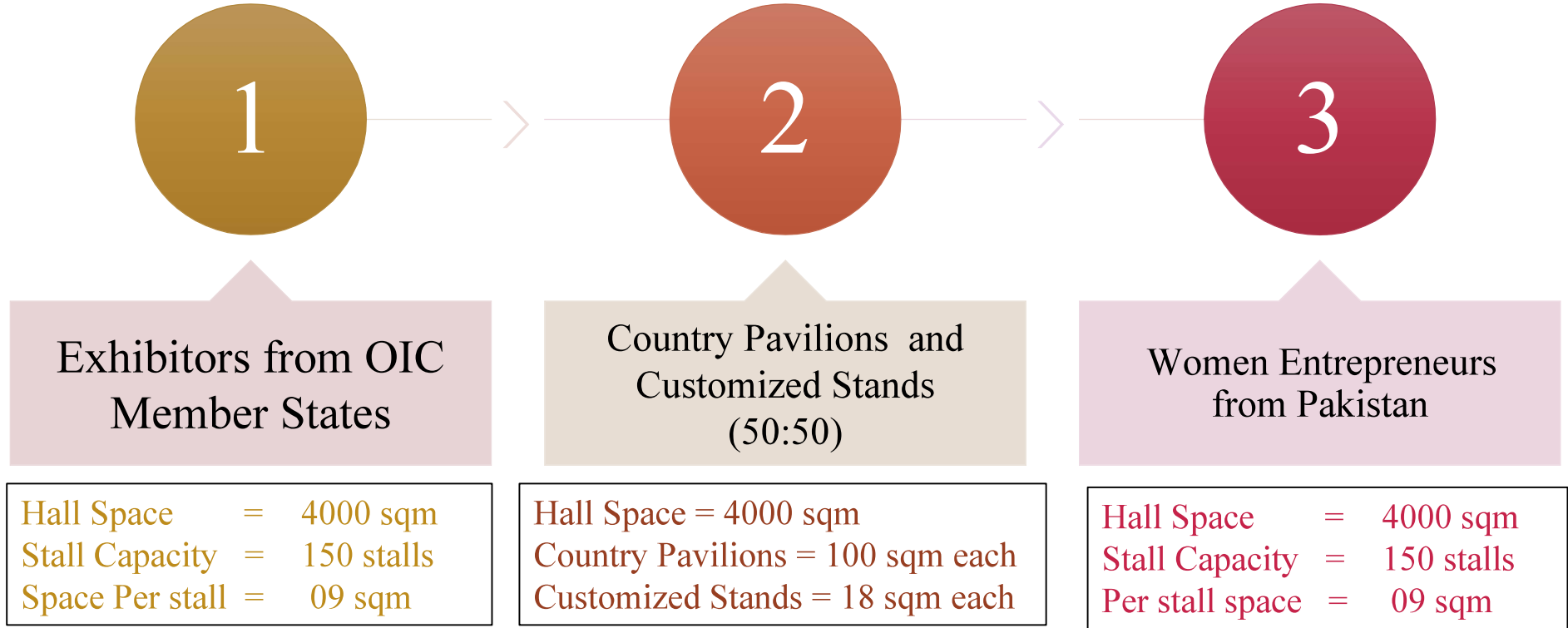
Agro / Halal

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 15<sup>th</sup> 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





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18<sup>th</sup>  
OIC TRADE FAIR  
&  
11<sup>th</sup>  
WEXNET EXHIBITION

Women Empowerment  
through Entrepreneurship

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

### 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:

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#### Representative from TDAP

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

Evrak sorgulaması [https://odaborsaebys.tobb.org.tr/tso-mersin-envision/Validate\\_Doc.aspx?eD=BSNV2CL4J&eS=4076](https://odaborsaebys.tobb.org.tr/tso-mersin-envision/Validate_Doc.aspx?eD=BSNV2CL4J&eS=4076) adresinden yapılabilir.

## MERSİN TİCARET VE SANAYİ ODASI

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### 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

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.



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

Evrak sorgulaması [https://odadorsaebys.tobb.org.tr/tso-mersin-envision/Validate\\_Doc.aspx?eD=BSNV2CL4J&eS=4076](https://odadorsaebys.tobb.org.tr/tso-mersin-envision/Validate_Doc.aspx?eD=BSNV2CL4J&eS=4076) adresinden yapılabilir.

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18<sup>th</sup> TRADE FAIR OF OIC MEMBERS & 11<sup>th</sup> 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: EMCE 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 **15<sup>th</sup> April, 2023**.
- **Representative from ICDT for Space Booking:**

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**THANK YOU**

