



Food Asia

International Trade Fair

www.foodasia.net

22-24 November 2019

Karachi Expo centre, Pakistan

Owner & Organizer



Supported by



Strategic Partner



Buyer's Database Partner



A Glimpse of the Global Food Industry

US Dollars
2.1 Trillion
Yearly Market
Worth

US Dollars
667 Billion
Global Food
Spending

1.83 Billion
Muslim
Population

About Food Asia 2019

Food Asia - An essential exhibition for the Food Industry - Trade buyers from major food & beverage sectors in the world render Food Asia 2019 an essential trade exhibition. You get an opportunity to work with thousands of foods and beverages' executives from International & Local Industry over a span of just 3 days as they get together at this most conducive business platform for their sourcing needs.

Consumption of food products has been increasing constantly (+16% of the GDP) during the last few years, and the trend shows an upward tendency, awakening the interest of European companies for the growing markets in the Muslim World. The food market has exploded in the past decade and is now worth an estimated \$ 667 billion annually. That's about 16% of the entire global food industry.



Why Visit?

Reflecting the Pakistan's strategic position as an international centre for food trading, Food Asia showcases the full spectrum of products – including vegan and vegetarian food, meat and poultry, canned goods, energy drinks, gourmet and much more.

The most used show feature in 2018: 63.9% of visitors benefited from the Food Asia Exhibition.

- Easily locate and appraise the products that are most relevant to your needs.
- Acquire granular insight into investment opportunities entering the sector throughout the world.
- Meet with food policy-shapers to discuss certification and quality assurance in this highly profitable and fast-growing sub-sector.

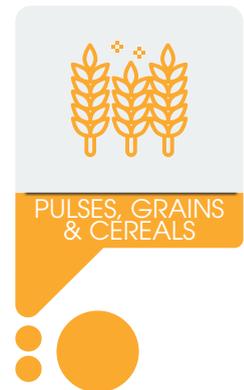
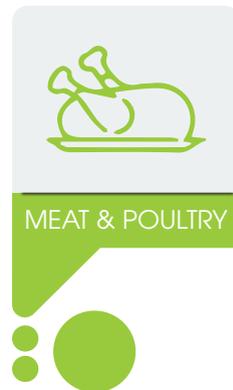
Why Exhibit?

Increase your margins by connecting with competitive suppliers of Food Asia, as well as international brands. Halal food welcomes over 45,000+ attendees to the exhibition.

The fully booked-out event will once again welcome more than 100+ exhibitors - and showcasing products across primary market sectors.

International ministers, government officials, mega brands, new-to-show exhibitors and industry professionals have universally hailed Food Asia as a truly unique platform linking every aspect of the global food supply chain.

Explore the latest products available in the market across primary show sectors:



Exhibitors' Profile

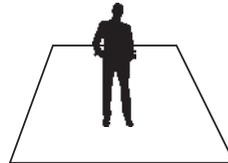
- Additives
- Bean Products
- Beverages
- Biscuits
- Canned Food
- Chocolate & Dairy Products
- Confectionery
- Dried Foods
- Edible Vegetable oil
- Emulsifiers and Ingredients
- Food Chemicals
- Fresh Products
- Frozen Products
- Halal Certified Organic Products
- Health Supplement & Multivitamins
- 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

Visitors' Profile

- Airlines
- Cash & Carry Stores
- Convenience Stores
- Cruise Liners
- Distributors of Foods & Drinks
- Grocery Stores
- Halal Certification Companies
- Hotels
- Hypermarkets
- Importers of Halal Foods & Drinks
- Institutional Caterers
- Investors
- Manufacturers of Foods & Drinks
- Mass Retailers
- Resorts & Country Clubs
- Restaurants, Clubs & Cafes
- Supermarkets
- Suppliers
- Traditional Stores
- Wholesalers



Shell Scheme Stalls
 Min 9 sqm (3m x 3m) space US\$300 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 (6m x 3m) space US\$250 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.

Pakistan's Biggest & Largest Trade Fair Owners & Organizers

8, Kokan Society, Dr. Azhar Hussain Road, Near Kokan Park

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

Tel: (92-21) 111-222-444, Fax: (92-21) 3486 0830

Email: info@foodasia.net URL: www.foodasia.net

Exhibitor's Participation Packages

Package A: Cost PKR 65,000 + 13% VAT

1. Shell Scheme (size 3m x3m) comes complete with basic stand structure with:
 - Floor carpets within the stand area
 - Three (3) Spot Lights (100 watts each)
 - Fascia board with your company/brand's name on it. (Max 20 Alphabets)
 - Two (2) Chairs
 - One (1) Information Counter
2. Printing of **200 words profile** of the Exhibiting organization in the Exhibition Catalog
3. Provision of 200 corporate passes to the exhibitor.
4. Provision of 50 VIP invitation badges to the exhibitor.
5. Placement of company logo on official exhibition Facebook page.

Package B: Cost PKR 130,000 + 13% VAT

1. 2 (two) Shell Schemes (size 3m x6m) comes complete with basic stand structure with:
 - Floor carpets within the stand area
 - Three (6) Spot Lights (100 watts each)
 - Fascia board with your company/brand's name on it. (Max 20 Alphabets)
 - Four (4) Chairs
 - Two (2) Information Counter
2. Printing of **200 words profile** of the Exhibiting organization in the Exhibition Catalog**
3. Provision of 500 corporate passes to the exhibitor.
4. Provision of 100 VIP invitation badges to the exhibitor.
5. Placement of company logo on official exhibition Facebook page.

Package C: Cost PKR 40,000 + 13% VAT

1. Bare space size 3m x3m (9sqm)
2. Printing of **200 words profile** of the Exhibiting organization in the Exhibition Catalog**
3. Provision of 200 corporate passes to the exhibitor.
4. Provision of 50 VIP invitation badges to the exhibitor.
5. Placement of company logo on official exhibition Facebook page.

Package D: Cost PKR 80,000 + 13% VAT

1. Bare space stall covers floor size 18 sqm
2. Printing of **200 words profile** of the Exhibiting organization in the Exhibition Catalog**
3. Provision of 500 corporate passes to the exhibitor.
4. Provision of 100 VIP invitation badges to the exhibitor.
5. Placement of company logo on official exhibition Facebook page.

2nd International
Consumer
 Product Fair 2019
www.icpfair.com



22-24 November 2019
Karachi Expo Centre, Pakistan

Organizer



Strategic Partners



Country Partners



China



Supporters:



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; 9,000 m² exhibition area and 45,000 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 Karachi.

The top trade-fair organizer of Pakistan - Ecommerce Gateway is all set to organize ICPF 2019 with its incorporating international mega-events the Karachi Expo Center. This events will include the following sectors:

Incorporating Exhibitions:



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.

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



Highlights 2018:

20th March 2018;

International Consumer Product Fair was inaugurated by Mr. Syed Nasir Hussain Shah - Minister for Transport & Mass Transit, Labour & Human Resources and Information as a Chief Guest along with the President Ecommerce Gateway Pakistan - Dr Khursheed Nizam; Vice President & Project Director - Muhammad Uzair Nizam; Mr. Kaukab Iqbal - Chairman, Consumer Association of Pakistan; Mr. Shaikh Shafiq - Chairman, All Pakistan Ready Made Garment Exporters and Manufacturers Association and distinguished guests/delegates from China, Japan and France.



27% Visitor Growth expected in 2019



Intensive Promotion Strategy:

International Consumer Product Fair is expected to attract trade visitors of over 45,000 during 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 partnerships.

- Global advertising
- Social media initiatives
- Public relations
- Direct mail: print & online
- Dedicated promotions and global trade exhibitions
- Road shows and presentations in key regions
- Special invitations to key buyers



The trade show organizer **Ecommerce Gateway Pakistan** are also the owners of **Yellow Pages of Pakistan** since 1984. Providing greater success to all industrial & commercial businesses in Pakistan, increasing the number of trade visitors to International Consumer Product Fair.

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
- Specialty 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
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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

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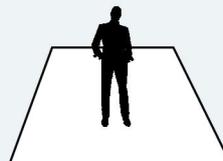
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