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Karachi, the 25th November 2011



GOVERNMENT OF PAKISTAN
TRADE DEVELOPMENT AUTHORITY OF PAKISTAN
Marketing Division (Asia & Europe)

No. TDAP-647(40)/Asia-09

SUBJECT: FINALIZATION OF EXHIBITION CALENDAR FOR THE FINANCIAL YEAR 2012-2013

As you are aware that international trade fairs and exhibitions are one of the most important marketing tools for promoting exports and exploring market potential.

2. TDAP is in the process of finalizing its calendar of international events for participation in the next financial year (July 2012– June 2013). As there is need for strategic planning before participation in fairs/exhibitions, you are requested to kindly provide your inputs on continuation, addition or deletion of fairs based on the existing exhibitions calendar for 2011-2012 (Copy enclosed). Any event that the trade body is desirous of organizing as an allocated fair may also please be identified. In case any additional fairs are recommended for inclusion in the calendar to be managed by TDAP or allocated, following details may please be provided.

1. Age of the event.
2. Date of event.
3. Place of event.
4. Products to be displayed
5. No of countries officially participated in the last edition.
6. No of stalls in the last edition.
7. Numbers of visitors (during last year)
8. Market size viz-a-viz products displayed
9. Share of our exports in that country's global imports.
10. Participation of our competitors i.e. India, China, Bangladesh etc with views/comments on their strength/weaknesses.
11. Size of participation of our competitors.
12. Business concluded in the last edition of the fair.
13. Orders booked by Pakistan companies, if we participate.

14. Justification to include the event.

It is pertinent to mention that based on the feedback received from you, TDAP will evaluate and allocate the fairs keeping in view its budgetary provision.

4. You are requested to send a comprehensive list of fairs with above details for inclusion in our next year's exhibition calendar by 5th December repeat 5th December 2011. It is also clarified that TDAP will not allocate any fair once the list is finalized.

A handwritten signature in black ink, appearing to read 'Qamar Anjum', with a stylized circular flourish above the name.

(QAMAR ANJUM)

Chairman, Towel Manf. Association of Pak TMA , Karachi.

Exhibitions Calendar for Participation by TDAP during 2011 - 2012

Name of Event	County	Event date	Product Sector	To be organized by	Participation Fee Rs.	Last Date to Apply	Desk Officer	
Europe								
1	Pret-a-Portar, Paris	France	04-07 Sep 2011	Textile & its products	TDAP-KHI	312,000.00	May 16, 2011	Afshan Uroos M.O.
2	Polagra Food, Poznan	Poland	12-15 Sep 2011	Food items	TDAP-KHI	75,000.00	May 16, 2011	M. Amir Khan P.O.
3	Texworld, Paris	France	19-22 Sep 2011	Textile & its products	TDAP-KHI	305,000.00 263,000.00	June 9, 2011	Hammad Khan M.O.
4	Anuga, Cologne	Germany	08-12 Oct 2011	Food items	TDAP-KHI	205,000.00	May 16, 2011	Zameer Soomro P.O.
5	A+A Dusseldorf	Germany	18-21 Oct 2011	Working Gloves products	TDAP-LHR	180,000.00	March 5, 2011	Usman Elahi M.O.Lahore
6	EICMA MOTO, Milan	Italy	08-13 Nov 2011	Gloves / Auto parts	TDAP-LHR	130,000.00	March 21, 2011	Usman Elahi M.O.Lahore
7	Agritechnika, Hanover (Biennial Fair)	Germany	15-19 Nov 2011	Auto Parts	TDAP-LHR	135,000.00	March 23, 2011	Usman Elahi M.O.Lahore
8	Medica Dusseldorf	Germany	16-19 Nov 2011	Surgical Instruments	TDAP-LHR	190,000.00	March 21, 2011	Mehwish Khadim A.D.Lahore
9	Heimtextil, Frankfurt	Germany	11-14 Jan 2012	Textile and its products	TDAP-KHI	300,000.00	May 31, 2011	Zameer Soomro P.O.
10	Domotex, Hannover	Germany	14-17 Jan 2012	Carpets	TDAP-LHR	312,000.00	March 30, 2011	Usman Elahi M.O.Lahore
11	Expo Riva Schuh	Italy	14-17 Jan 2012	Footwear	TDAP-LHR	105,000.00	August 13, 2011	Usman Elahi M.O.Lahore
12	Premier Paperworld, Frankfurt	Germany	28-31 Jan 2012	Stationary	TDAP-KHI	296,000.00	May 16, 2011	Samra Aftab T.D.O.
13	ISPO Winter, Munich	Germany	29 Jan-01 Feb 2012	Sports goods	TDAP-LHR	203,000.00	March 30, 2011	Basit Rauf Director TDAP Sialkot
14	Fruit Logistica, Berlin	Germany	08-10 Feb 2012	Fruits	TDAP-KHI	176,000.00	July 05, 2011	M. Amir Khan P.O.
15	Ambiente/ Beauty world, Frankfurt	Germany	10-14 Feb 2012	Manicure, Padicure & Cosmetics	TDAP-LHR	180,000.00	August 15, 2011	Usman Elahi M.O.Lahore
16	Spring Fair, Birmingham	UK	05-09 Feb 2012	General	TDAP-KHI	220,000.00	July 25, 2011	Zameer Soomro P.O.
17	Texworld, Paris	France	13-16 Feb 2012	Textile & its products	TDAP-KHI	317,000.00 274,000.00	November 21, 2011	Hammad Khan M.O.
18	CeBIT	Germany	06-10 Mar 2012	IT & Its products	TDAP-KHI	-255,000.00 Dropped	June 15, 2011	Naseer Ahmed T.D.O.
19	World of Private Label Fair, Amsterdam	Netherlands	22-23 May 2012	Food Products	TDAP-KHI		To be Advertised	Faisal Rasheed Awan P.I.O.
20	Expo Riva Garda	Italy	16-19 Jun 2012	Footwear	TDAP-LHR		To be Advertised	Usman Elahi M.O.Lahore
21	Automechanika, Frankfurt	Germany	11-16 Sep 2012	Autoparts	TDAP-LHR	200,000.00	June 11, 2011	Usman Elahi M.O.Lahore
22	EIMA, Bolonga	Italy	07-11 Nov 2012	Auto Technologies	TDAP-LHR	290,000.00	November 22, 2011	Usman Elahi M.O.Lahore

Name of Event	County	Event date	Product Sector	To be organized by	Participation Fee Rs.	Last Date to Apply	Desk Officer
Asia (other than China)							
1 Malaysia Int'l Food & Beverages Fair (MIFB),	Malaysia	13-15 Jul 2011	Food Items	TDAP-KHI	90,000.00	June 25, 2011	Jawad Ahsan Khawaja P.O.
2 Vietnam Medi-Pharm Expo-2011, Ho Chi Minh	Vietnam	24-27 Aug 2011	Medical	TDAP-LHR	Dropped		Basit Rauf Director TDAP Sialkot
3 Japan Fashion Week	Japan	20-22 Jul 2011	Textile & Its products	TDAP-KHI	255,000.00	April 26, 2011	Malik Ismail Haider P.O.
4 World Food, Moscow	Russia	13-16 Sep 2011	Food items	TDAP-KHI	155,000.00	May 14, 2011	Amir ur Rehman P.O.
5 Saudi Agro-Food - The 17th Int'l Trade Show for Food Products, Riyadh	Saudi Arabia	19-22 Sep 2011	Food items	TDAP-KHI	90,000.00	May 14, 2011	Samra Aftab M.O.
6 Federal Textile Fair, Moscow	Russia	27-30 Sep 2011	Textile & its products	TDAP-KHI	198,000.00	May 14, 2011	Faisal Rasheed Awan P.I.O.
7 GITEX, Dubai	UAE	09-13 Oct 2011	Services	TDAP-KHI	132,000.00	August 27, 2011	Naseel Mughal T.D.O.
8 Saudi Stone Fair, Riyadh	Saudi Arabia	10-13 Oct 2011	Marble & Granite	TDAP-KHI	100,000.00	May 14, 2011	Mustansar Mehmood P.O.
9 Hospital Expo, Jakarta	Indonesia	19-23 Oct 2011	Health Care	TDAP-KHI	103,000.00	May 14, 2011	Malik Ismail Haider P.O.
10 Index Dubai	UAE	22-25 Oct 2011	Home Furnishing	TDAP-KHI	115,000.00	May 5, 2011	Sana Khokhar P.I.O.
11 R.I.C.E (Rice Int'l Conference & Exhibition), Dubai	UAE	03-05 Nov 2011	Rice/ Food Items	TDAP-KHI	114,000.00	May 5, 2011	Amir ur Fehman P.O.
12 SIAL Middle East, Abu Dhabi	UAE	21-23 Nov 2011	Food Items	TDAP-KHI	100,000.00	October 03, 2011	Gamar Anjum Director Asia & Europe
13 Australian International Sourcing Fair (AISF), Melbourne	Australia	22-24 Nov 2011	Textile & its products	TDAP-FSD	239,000.00 191,000.00 144,000.00	June 12, 2011	Allah Dad Tarar Dy. Director TDAP Faisalabad
14 Intrade, Kuala Lumpur	Malaysia	22-24 Nov 2011	General	TDAP-KHI	118,000.00	July 18, 2011	Afshan Uroos Marketing Officer
15 4th Halal Expo, Dubai	UAE	28-30 Nov 2011	Food items	TDAP-KHI	90,000.00	July 18, 2011	Malik Ismail Haider P.O.
16 Gulf Food, Dubai	UAE	19-22 Feb 2012	Rice/ Food Items	TDAP-KHI	203,000.00	October 28, 2011	Gamar Anjum Director Asia & Europe
17 Japan Fashion Week Tokyo	Japan	25-27 Jan 2012	Textile & its products	TDAP-KHI	275,500.00	September 25, 2011	Malik Ismail Haider P.O.
18 Korea Int'l Medical & Hospital equipment show	South Korea	Mar 2012	Health Care	TDAP-KHI		To be Advertised	Sana Khokhar P.I.O.
19 FOODEX - The 36th Int'l Food & Beverage Exh	Japan	06-09 Mar 2012	Food Items	TDAP-KHI	190,000.00	July 17, 2011	Amir ur Rehman P.O.
20 Gitex Saudi Arabia, Riyadh	Saudi Arabia	22-26 Apr 2012	Services	TDAP-KHI		To be Advertised	Naseel Mughal T.D.O.
21 Le-Show, Moscow	Russia	15-17 May 2012	Leather & its product	TDAP-KHI		To be Advertised	Jawad Ahsan Khawaja P.O.
22 Automechanika Middle East, Dubai	UAE	22-24 May 2012	Autoparts	TDAP-LHR		To be Advertised	M. Umar Ashraf A.D. Lahore

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Asia (China)							
14 th China (Chongqing) Int'l Investment & Global Sourcing Fair	China	19-22 May 2011	General	TDAP-KHI	48,000.00 Dropped	April 15, 2011	Afshan Uroos M.O.
2 Kashghar Fair, Xin Jiang	China	28 Jun-02 Jul 2011	General	TDAP-KHI	9,000.00	April 15, 2011	Rashid Gillani T.D.O.
3 China Int'l Fair of Halal Food, Qinghai Province	China	22-25 July 2011	Food Items	TDAP-KHI	15,000.00	April 15, 2011	Naseer Mughal T.D.O.
4 Western China International Clothing & Accessories Fair	China	12-15 Aug 2011	Clothing & Accessories	TDAP-KHI	25,000.00 Dropped	April 15, 2011	Sana Khokhar P.I.O.
5 Intertextile Shanghai Home Textiles	China	29-31 Aug 2011	Textile and its products	TDAP-LHR	130,000.00	March 21, 2011	M. Umar Ashraf A.D.Lahore
6 Euro-Asia Expo, Urumqi	China	01-05 Sep 2011	General	TDAP-KHI	10,000.00	June 11, 2011	Naseer Mughal T.D.O.
7 CIFIT Fair, Xiamen	China	08-11 Sep 2011	General	TDAP-KHI	36,000.00 Dropped	April 15, 2011	Faisal Rasheed Awan P.I.O.
8 CISMEF, Guangzhou	China	22-25 Sep 2011	General	TDAP-KHI	10,000.00	June 4, 2011	Zameer Soomro P.O.
9 China Import and Export Fair Spring, Guangzhou	China	23-27 Oct 2011	General	TDAP-KHI	126,000.00	June 4, 2011	Hammad Khan M.O.
10 12th Western China Int'l Fair, Chengdu	China	18-22 Oct 2011	General	TDAP-KHI	40,000.00	July 25, 2011	Amir ur Rehman P.O.
11 Sports Source Asia	Hong Kong	27-29 Oct 2011	Sports goods	TDAP-Sialkot	110,000.00	July 5, 2011	Basit Rauf Director TDAP Sialkot
12 Qingdao Seafood (Dalian) Exhibition	China	03-04 Nov 2011	Seafood	TDAP-KHI	100,000.00	Not Advertised	M. Saleh Shah T.D.O.
13 Cosmoprof Asia	Hong Kong	09-11 Nov 2011	Surgical instruments	TDAP-LHR	158,000.00	July 17, 2011	M. Umar Ashraf A.D.Lahore
14 Xiamen Stone Fair	China	06-09 Mar 2012	Marble and stones	TDAP-KHI	80,000.00	August 22, 2011	Mustansar Mahmood M.O.
15 APLF-Fashion Access, Hong Kong	Hong Kong	28-30 Mar 2012	Leather & its product	TDAP-KHI	165,000.00	October 25, 2011	Jawad Ahsan Khawaja P.O.
16 Intertextile Beijing Apparel & Fabrics	China	30 Mar-02 Apr 2012	Textile & its products	TDAP-FSD		To be Advertised	Muhammad Naseer Director TDAP Faisalabad
17 Hong Kong Gifts and Premium Fair	Hong Kong	27-30 Apr 2012	Gift Items	TDAP-LHR	162,000.00	August 22, 2011	M. Umar Ashraf A.D.Lahore
18 5th South Asian Countries Commodity Fair, Kunming	China	06-10 Jun 2012	General	TDAP-KHI		To be Advertised	Qamar Anjum Director Asia & Europe

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Americas

1	Summer Fancy Food Show , Washington, DC	USA	10-12 Jul 2011	Food Items	TDAP, KHI	168,000.00	April 4, 2011	M. Amir Khan P.O.
2	Texworld- USA International Apparel Sourcing Show and Home Textile Fabric Sourcing Expo, New York	USA	19-21 Jul 2011	Textile & Its Products	TDAP, KHI	240,000.00	April 4, 2011	Junaid Feroz M.O.
3	Intermoda, Guadalajara	Mexico	19-22 Jul 2011	Commercial Fashion Industry	TDAP, KHI	132,000.00	April 22, 2011	Naseer Mughal T.D.O.
4	FIME Show, Florida International Medical Expo	USA	10-12 Aug 2011	Surgical Instruments, Medical Equipment & supplies	TDAP, KHI	185,000.00	May 20, 2011	Muhammad Haroon M.O.
5	New York Home Textile Market, New York	USA	12-18 Aug 2011	Textile & Its Products	TDAP, KHI		To be Advertised	
6	Magic Show, Las Vegas	USA	21-24 Aug 2011	Leather & Its Products	TDAP, KHI	275,000.00	April 5, 2011	Raheel Rao M.O.
7	43rd House & Gift Show, Sao Paulo	Brazil	27-30 Aug 2011	Home Furnishing	TDAP, KHI	85,000.00 141,000.00	June 30, 2011	Jawad Ahsan Khawaja P.O.
8	Salao Duas Dadas, Sao Paulo	Brazil	04-09 Oct 2011	Auto Parts	TDAP, KHI	250,000.00	September 22, 2011	Jawad Ahsan Khawaja P.O.
9	International Home Furnishing Exhibition, North Carolina	USA	22-27 Oct 2011	Furniture, Home furnishing	TDAP, KHI	63,000.00	June 25, 2011	Naseer Mughal T.D.O.
10	Texworld New York	USA	16-18 Jan 2012	Textile & Its Products	TDAP, KHI	250,000.00	October 08, 2011	Junaid Feroz M.O.
11	New York International Gift fair	USA	28 Jan-02 Feb 2012	Textile & Its Products	TDAP, KHI	265,000.00 160,000.00	November 21, 2011	Faisal Rasheed Awan P.I.O.
12	Magic Show, Las Vegas	USA	12-15 Feb 2012	Textile & Its Products	TDAP, KHI	290,000.00	October 31, 2011	Jawad Ahsan Khawaja P.O.
13	Dealer Expo, Indianapolis	USA	17-19 Feb 2012	Autoparts	TDAP, KHI		To be Advertised	Faisal Rasheed Awan P.I.O.
14	SIAL Canada, Montreal	Canada	08-11 May 2012	Agro Food	TDAP, KHI		To be Advertised	Ms. Mehwish Khadim, AD TDAP Lahore
15	18th Hospitalar	Brazil	24-27 May 2012	Surgical Instruments, Hospital products	TDAP, KHI		To be Advertised	Fahad Raza AD TDAP Lahore
16	42th Franca Exhibition	Brazil	28-29 Jun 2012	Shoes, Leather & Its Products	TDAP, LHR	160,000.00	October 31, 2011	Ms. Adeela Youins, AD TDAP Lahore

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Africa							
Saitex, Johansburg	South Africa	17-19 Jul 2011	General	TDAP, KHI	166,500.00 133,200.00 99,900.00	May 15, 2011	Abdul Sattar Soomro Deputy Director
2 15th Medexpo	Tanzania	24-26 Sep 2011	Medical	TDAP, KHI		To be Advertised	Muhammad Haroon M.O. (Africa)
3 Maroc Cuir, Casablanca	Morocco	30 Sep-02 Oct 2011	Leather	TDAP, KHI		To be Advertised	Muhammad Haroon M.O. (Africa)
4 Expo Uganda 2011	Uganda	Oct 2011	General	TDAP, KHI		To be Advertised	Muhammad Haroon M.O. (Africa)
5 Lagos International Trade Fair	Nigeria	05-14 Nov 2011	General	TDAP, KHI		To be Advertised	Abdul Sattar Soomro Deputy Director
6 20th Session of the Int'l Trade Fair of Khartoum	Sudan	25 Jan-19 Feb 2012	General	TDAP, KHI	133,500.00 106,700.00 80,000.00	October 31, 2011	Hidayatullah Rajar M.O. Facilitation
7 45th Cairo International Trade Fair	Egypt	18-30 Mar 2012	General	TDAP, KHI	89,000.00 71,200.00 53,400.00	October 15, 2011	Raheel Rao M.O. (Pharma)
8 Zimbabwe International Trade Fair	Zimbabwe	20-24 Apr 2012	General	TDAP, KHI		To be Advertised	Jawad Ahsan Khawaja P.O.
9 8th Build Libya, the International Building & Construction Exhibition	Libya	May 2012	Construction Material	TDAP, KHI		To be Advertised	Muhammad Haroon M.O. (Africa)
10 45th Algiers International Fair	Algeria	02-07 Jun 2012	General	TDAP, KHI		To be Advertised	Hidayatullah Rajar M.O. Facilitation
11 Med Expo	Kenya	12-14 Jun 2012	Medical	TDAP, KHI		To be Advertised	Raheel Rao M.O. (Pharma)
12 36th Tanzania International Trade Fair	Tanzania	28 Jun-8 Jul 2012	General	TDAP, KHI		To be Advertised	Abdul Sattar Soomro Deputy Director
13 Foire Internationale De Sfax '2012	Tunisia	Jun 2012	General	TDAP, KHI		To be Advertised	
14 29th Angola International Trade Fair (FILDA)	Angola	30 Jun-05 Jul 2012	General	TDAP, KHI		To be Advertised	Abdul Sattar Soomro Deputy Director

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Fairs Allocated to Trade Bodies in 2011-12

Asia & Europe

1	ACLE All China Leather Fair, Shanghai	China	06-08 Sep 2011	Leather & its product	PTA		
2	Le Cuir, Paris	France	20-22 Sep 2011	Leather & its product	PTA / PLGMEA		
3	Marmomacc. Verona	Italy	21-24 Sep 2011	Natural Stone	PASDEC		
4	Lineapelle Fair, Bologna	Italy	18-20 Oct 2011	Leather & its product	PTA		
5	India Int'l Trade Fair, New Delhi (Free choice fair)	India	14-27 Nov 2011	General	FPCCI		
6	Istanbul Leather Fair	Turkey	Jan 2012	Leather & Its Products	PLGMEA		
7	Dhaka Int'l Trade Fair (Free choice fair)	Bangladesh	Jan 2012	General	FPCCI		
8	Moda Shanghai	China	Sep 2011	Leather products	PLGMEA		
9	MMT Section of APLF	Hong Kong	30 Mar-01 Apr 2012	Leather & its product	PTA		
10	Heimtextil, Moscow	Russia	Sep 2011	Textile & its products	PTEA		
11	Lineapelle Fair, Bologna	Italy	Apr 2012	Leather & its product	PTA		
12	Shoes & Leather, Guangzhou,	China	Jun 2012	Shoes	PTA		

Americas & Africa

1	CPHI South America	Brazil	24-26 Aug 2011	Pharmaceutical	PPMA		
2	Nairobi International Trade Fair	Kenya	27 Sep-03 Oct, 2011	General	FPCCI		
3	41st Tripoli International Fair	Libya	02-12 Apr 2012	General			
4	24th Malawi International Trade Fair 2011	Malawi	21-29 May 2012	General	FPCCI		
5	Blade Show, Atlanta, Georgia	USA	04-06 Jun 2012	Swords, Daggers, Knives	Cutlery Association		