



my  
Karachi

Oasis of harmony

*9th International Exhibition*

*13-14-15 July 2012*

*Karachi Expo Centre, Pakistan*



Organized By



Karachi Chamber of  
Commerce & Industry

Supported By



Govt. of Sindh



Co-Partner





## 9th International Exhibition



*Karachi Chamber of Commerce & Industry*



**SIRAJ KASSAM TELI**

Chairman Businessmen Group (BMG)  
& Former President (KCCI)

I am delighted to know that Karachi Chamber of Commerce & Industry is organizing its ninth mega annual event "My-Karachi, Oasis of Harmony" from 13th – 15th July 2012, at Expo Centre Karachi. It is a pleasure to note that the event has developed into a custom and tradition for Karachi Chamber, which endorses Karachi as a city of lights, Land of opportunities and an ideal business hub.

Ever since 2004, when I started this Exhibition, it is astounding every passing year and provides an opportunity to encourage domestic and foreign trade along with recreation for the families of Karachiites.

Karachi Chamber of Commerce & Industry (KCCI) has made praiseworthy and admirable efforts to portray the actual Picture of Karachi as a peaceful City, having prudent people and pragmatic business community. Regardless of global economic decelerate and disturbances in the national economy, business community of Pakistan in general and Karachi in particular remain persistent triumph over the impediments which target to deliberate the wheels of industry and distress the trading circles.

In "My- Karachi, Oasis of Harmony" as usual, domestic as well as foreign business communities are participating to synchronize their trades. Their co-operation and support is an exceptional example of close liaison with the business & Industrial Community.

I am convinced that Karachiites will as usual, value & appreciate the efforts of KCCI in organizing its ninth exhibition of "My-Karachi, Oasis of Harmony". I look forward that this exhibition will also reduce and fade the biased reports of foreign media about Karachi as turbulent city, and nexus of business community and Karachiites will generate another milestone in the success of this exhibition.

I congratulate Karachi Chamber, Present Office Bearers and Chairman and the Team of My Karachi Committee for their efforts in ensuring yet another exhibition. My best wishes for successful ninth annual event for all exhibitors, delegates and visitors and I look forward to welcome them again

May Almighty Allah bless you all and be with us in our endeavors, Ameen!



**MIAN ABRAR  
AHMAD**

President (KCCI)

I am pleased to inform that Karachi Chamber of Commerce & Industry (KCCI) is organizing its ninth mega annual international event "My-Karachi, Oasis of Harmony 2012" from 13th to 15th July 2012, at Karachi Expo Centre. Prime objective to organize this regular event is to project and promote the true image of Pakistan with all its potentials and strengths in general and Karachi in particular.

Karachi Chamber of Commerce & Industry is the largest Chamber of Commerce & Industry of Pakistan as well as the Sub-Continent. It also ranks amongst top ten chambers of the world in terms of its membership base. The KCCI has over 17000 direct and 50000 indirect members, covering the seven industrial zones of Karachi and represents the city of Karachi which generates around 68 percent revenue for Pakistan and the ports of Karachi handle 98 percent of import/export consignment. To augment the Pak Exports and to recognize logo "Made in Pakistan" worldwide, KCCI's My-Karachi, Oasis of Harmony is a regular feature which encourage export-oriented sectors to fortify their potential and utilize this forum to further explore their trade prospects.

This year at Karachi Chamber of Commerce & Industry, we have designed ninth sequel of "My-Karachi, Oasis of Harmony 2012" exhibition, to expose the great potential of regional trade. We have planned to organize an Indian Pavilion and have also invited exhibitors from SAARC, GCC and ASEAN countries. The My-Karachi Exhibition 2012 will act as an avenue for interactive (B2B) business-to-business linkages and (B2C) business to consumer relationship. This year we are extending invitations to foreign companies of friendly countries particularly Afghanistan, India, Saudi Arabia, Turkey, Iran, Malaysia, Indonesia, China, Vietnam, Sri Lanka, Bangladesh, Germany, France, Italy, Switzerland, Romania and United Arab Emirates to participate. Worthwhile to mention that I also evolved an idea to organize a dedicated International Pavilion for foreign exhibitors to expose the potential products of friendly countries as well as Pakistan.

I also take the opportunity to express my sincere gratitude to Sindh Government especially to honourable Governor Sindh, Dr. Ishrat ul Ebad Khan and Chief Minister Sindh, Syed Qaim Ali Shah for their valued support to organize and co-host this super event. I also convey my thanks to Chief Executive, Trade Development Authority of Pakistan, Mr. Tariq Iqbal Puri for his cooperation and support. Hence, we, as usual seek their continuous worthy patronage and co-operation to make 9th My-Karachi, Oasis of Harmony Exhibition flamboyantly successful.

I owe my sincere thanks to the Leadership, Office Bearers, Managing Committee of KCCI and Chairman My-Karachi Exhibition for their significant proposals and efforts to plan "My-Karachi, Oasis of Harmony 2012". May Allah - the Almighty empower us to achieve the desired objectives. Ameen!



**ISMAIL MUHAMMAD  
SURIYA**

Chairman Special Committee,  
"My Karachi-Oasis of Harmony"  
Exhibition

I as the Chairman of KCCI's Special Committee for My-Karachi Exhibition take the privilege to inform that continuing our tradition and regular feature to organize our International My-Karachi Exhibition, I have been once again assigned the task to organize the 9th sequel of "My Karachi Exhibition" with its theme "Oasis of Harmony" at Karachi Expo Center from July 13-15, 2012.

The vision of "My Karachi, Oasis of Harmony", exhibition to depict true and soft image of Karachi in particular and Pakistan in general. This Exhibition provides a platform for business to business (B2B) and business to consumer (B2C) meetings and marketing of products to the consumers and business counterparts. My-Karachi Exhibition, since its inception and subsequent years, provides an opportunity to over 600,000 visitors to come and shop in style, meet the corporate entities and strengthen relationships. This year it is our to encourage and bring the various potential sectors products in limelight and facilitate to increase exports.

Being Pakistani and the Chairman of KCCI's Special Committee for My-Karachi Exhibition, it is also my keen desire that I should play my role to strengthen the Pakistani economy, This is the effective channel to highlight the products "Made in Pakistan" in the domestic and international market. It is not only the exhibition where exhibitors take part to promote their products but also get buying orders.

The exhibition has also attained an international recognition and exhibitors from friendly countries regularly participate. A provision has also been made for entertainment, children show and food court. Resultantly the exhibition would send positive signals abroad about the Karachi as a peaceful city.

I am sure you will find 9th "My Karachi – Oasis of harmony" Exhibition entertaining and valuable. I hope the exhibition would serve as a dependable source of marketing and a unique platform of interaction between the local and foreign businessmen.

Our all sincere wishes and gratification to the participants of "My Karachi – Oasis of Harmony, Exhibition".

Wishes you all the best!

# *A Journey to*



# 21st Century



## **“My Karachi - Oasis Of Harmony,” Peace and Prosperity Redefined**

Karachi Chamber of Commerce & Industry as per its continues tradition since last eight years is once again organizing 9th "My Karachi-Oasis of Harmony" exhibition on July 13-14-15, 2012 at Karachi Expo Center.

The vision of "My Karachi-Oasis of Harmony" exhibition is to rebuild the image of Karachi and to give positive signals to the foreign entrepreneurs that the industrial and commercial activities are going on smoothly in Pakistan particularly in Karachi and in parallel ensure that corporate entities meet and strengthen relationships with the foreign counterparts and image and prestige of Pakistan and Karachi is enhanced and projected. Moreover, the annual event is co-hosted by the Sindh Government.

My Karachi has become the vital part of annual activities of Karachi. This exhibition is to project metropolis image as a 'city of peace' and 'city of lights', as a vibrant meeting point, and as the hub of industrial, financial and commercial activities, and draw a positive and prosperous impact of country on the world.

My Karachi Exhibition proved to be the main and colorful event of the year and Karachiites turned up in large numbers to witness the exhibition.

"My Karachi-Oasis of Harmony" Exhibition is designed to be the avenue for interactive business-to-business linkages, planned to be the showcase for domestic and global products and services, and is targeted for consumers and companies as the right place to buy and sell.

All the previous exhibitions were acclaimed as fabulously successful events and these really boosted the image of the country as well as provided outlets for successful business transactions and for signing of bilateral protocols.

### Reasons why you should participate in My Karachi 2012.

Because it provides;

- ◆ A window of opportunity through the premier Chamber of Pakistan to the participants to explore unlimited avenues that would guarantee an edge over competitors.
- ◆ Maximum media exposure and coverage can be assured to the participants that will result in image building for companies as well as their products.
- ◆ A platform which design to get maximum interaction of companies, various chamber of commerce, related organizations, consumers and end-users.
- ◆ Karachi possesses a number of opportunities in a variety of sectors and this factor establishes paths for local as well as foreign investments.

### Provides Partnership Opportunities.

“My Karachi -Oasis of Harmony” exhibition presents a unique opportunity of positive exposure at a multitude of platforms and offers: Excellent promotional opportunities, Corporate Image building & Spot Sales.



## About My Karachi

### Admission:

- ◆ Entry to Exhibition for public is free.
- ◆ The Organizer reserves the right to refuse entry.

### Extensive publicity and promotion of the "My Karachi-Oasis of Harmony" Exhibition.

The "My Karachi-Oasis of Harmony" exhibition is advertised through a publicity campaign carefully designed by the organizers help and to maximize the business opportunities offered by the exhibition. The show is promoted extensively across the country. The advertisement is published in the Economic Horizon / Trade Magazine of Karachi Chamber of Commerce & Industry which carry a wide range of coverage of the business circle.

### Direct Mail and VIP invitations

Personal invitations to be send to the VIPs and top notch companies and decision makers to visit the exhibition and invite diplomats of the Foreign Countries and Government Officials as well.

### Public Relations

The Fairs and Exhibitions and Public Relations department of the Chamber keeps close relations and intact with the Media and issues regular press releases for greater publicity and ensure TV, radio and press coverage during the exhibition days.



## About My Karachi

### Bill Board Marketing

To catch more attention of the visitors and exhibitors and to create more hype. The organizers carefully select the target area to display Bill Board and Pylon Poles for marketing and focused to attract the target audiences.

### Handout

Special Handouts were designed for My Karachi exhibition which distribute among the leading General Stores and Clubs of Karachi. Contact International Chamber of Commerce.

The Fairs and Exhibitions department sent an e-mails over 450 International Chamber and invite them to participate in My Karachi Exhibition and requested them to disseminate My Karachi information among their business house members.

### Colourful Food Court covered outer area of the Expo Centre

To attract the crowd and retain them during the exhibition hours the organizers covered the outer area of the Expo Center for Food Court, in which leading companies of the Country built their stalls and caters Pakistani and Continental foods to the General Public and Families.

## PARTNERSHIP PACKAGES

### LEAD PARTNER

- ◆ Stall space of 6m x 6m prominent location in the exhibition.
- ◆ Stall space of 3m x 3m prominent location in each hall of the exhibition.
- ◆ Stall space of 6m x 4m in reception area.
- ◆ Category exclusivity - competitor will not allowed to participate in the event.
- ◆ Logo on the Inaugural Ceremony backdrop.
- ◆ Logo in the promotional material.
- ◆ Space for 25 Grill Banners 6ft x 3ft.
- ◆ Two full pages for company profile in exhibition souvenir.
- ◆ Back page color advertisement shall publish in exhibition souvenir.
- ◆ Advertisement DVD shall be viewed at plasma displayed by KCCI at Reception during Exhibition days.
- ◆ Exclusive corridor branding.
- ◆ Logo on the Monument of Expo Centre.
- ◆ 15 Invitations for the Inauguration Ceremony.
- ◆ Plaque presentation at the Inauguration Ceremony of My Karachi- Oasis of Harmony, exhibition.

Rs. 2,000,000/-

### CO-PARTNER

- ◆ Stall space of 6m x 6m prominent location in the exhibition.
- ◆ Logo on the Inaugural Ceremony backdrop.
- ◆ Logo in the promotional material.
- ◆ Space for 15 Grill Banners 6ft x 3ft.
- ◆ Inside back color advertisement shall publish in exhibition souvenir.
- ◆ Advertisement DVD shall be viewed at plasma displayed by KCCI at Reception during Exhibition days.
- ◆ Exclusive corridor branding.
- ◆ Logo on the Monument of Expo Centre.
- ◆ 10 Invitations for the Inauguration Ceremony.
- ◆ Plaque presentation at the Inauguration Ceremony of My Karachi- Oasis of Harmony, exhibition.

Rs. 1,000,000/-

## PARTNERSHIP PACKAGES

### SPONSER

- ◆ Stall space of 6m x 6m prominent location in the exhibition.
- ◆ Logo on the Inaugural Ceremony backdrop.
- ◆ Logo in the promotional material.
- ◆ Space for 10 Grill Banners 6ft x 3ft.
- ◆ One Full page color advertisement shall publish in exhibition souvenir
- ◆ Advertisement DVD shall be viewed at plasma displayed by KCCI at Reception during Exhibition days.
- ◆ Logo on the Monument of Expo Centre.
- ◆ 05 Invitations for the Inauguration Ceremony.

### EXHIBITORS

#### Shell Standard Scheme

◆ Size: 3'x3' = 9sq.meter  
PKR 40,000/-

◆ Size: 6'x3' = 18sq.meter  
PKR 80,000/-

#### Shell Scheme Package Includes:

- ◆ Shell scheme with insignia.
- ◆ Table and chairs for each stand.
- ◆ Electrical distribution point for each stand with two spot lights.
- ◆ General security arrangements during exhibition days.
- ◆ Exhibitor's badges.

#### Sapphire Bare Space

Size : 6'x6' = 36sq.meter

Rs. 200,000/-

## Kids Area

Rs. 500,000/-

### Package Benefits

- Complete Branding of the entire Pavilion
- 5 Venue grill banners (4ft x 4ft)
- Full page color advertisement in the Souvenir
- Logo in all the Press Advertisement
- Logo on road side Banners
- 15 Guest passes for the event
- 5 invitation at the inaugural Ceremony





## Food Court

Rs. 500,000/-



## Package Benefits

Complete Branding of the entire Pavilion

5 Venue grill banners (4ft x 4ft)

Full page color advertisement in the Souvenir

Logo in all the Press Advertisement

Logo on road side Banners

15 Guest passes for the event

## My Karachi Exhibition Pictorial Highlight from Past



2004



2005



2006



# My Karachi Exhibition Pictorial Highlight from Past



2007



2008



2009



2010







## Hall No. 1



### CATEGORY OF STALL:

- A = 36sqm - Rs. 200,000
- B = 18sqm - Rs. 80,000
- C = 9sqm - Rs. 40,000
- CP = 36sqm - Rs. 1000,000
- SP = 36sqm - Rs. 500,000

### TOTAL AREA

36 M X 54.5 M = 1962 Sq.M

### STALLS

EXHIBIT AREA = 450 Sq.M

CIRCULATION = 1512 Sq.M

## Hall No. 2



### CATEGORY OF STALL

- A = 36sqm - Rs. 200,000
- B = 18sqm - Rs. 80,000
- C = 9sqm - Rs. 40,000
- CP = 36sqm - Rs. 1000,000
- SP = 36sqm - Rs. 500,000
- LP = 36sqm - Rs. 2000,000

### TOTAL AREA

36 M X 54.5 M = 1962 Sq.M

## Hall No. 3



### CATEGORY OF STALL

- A = 36sqm - Rs. 200,000
- B = 18sqm - Rs. 80,000
- C = 9sqm - Rs. 40,000
- CP = 36sqm - Rs. 1000,000

### TOTAL AREA

36 M X 54.5 M = 1962 Sq.M

## Hall No. 4



Stall Size

**SP**

36 sqm - Rs. 500,000

Stall Size



3 x 3 Meter

Total Area

36 M x 89.8 M = 3232.8 Sqm

Stalls

Exhibit Area = 768 Sqm  
Circulation = 2464 Sqm

## EXHIBITION SPACE RESERVATION FORM

1. Name of Organization / Company: \_\_\_\_\_

2. Contact Person: \_\_\_\_\_

3. Address: \_\_\_\_\_  
\_\_\_\_\_

4. Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

5. Cell No: \_\_\_\_\_ Email: \_\_\_\_\_

6. Website: (Optional) \_\_\_\_\_

7. Items to be displayed / exhibits: \_\_\_\_\_

### Participation Package

#### Standard Shell Scheme

Please tick / color the appropriate circle below / We require:

- Size: 3'x 3'=09sq meter  
PKR 40,000/-
- Size: 6'x 3'=18sq meter  
PKR 80,000/-
- Bare Space: 6'x 6'=36sq meter (4 Side Open)  
PKR 200,000/-

- 1) Enclosed herewith Bank Draft / Pay order / Chq of Rs. \_\_\_\_\_ against booking of the exhibit space.
- 2) All Payments should be made in favour of KARACHI CHAMBER OF COMMERCE & INDUSTRY, Bank Draft/Pay Order / Cross Chq. drawn in Karachi.
- 3) The space reserved will only be confirmed upon receipt of full payment of the total cost of the required exhibit space.

Signature of authorized person (Participant) \_\_\_\_\_: Thank you for your participation

### International Exhibitors

US \$ 120 per sq. meter

9 sqm  18 sqm  36 sqm

Rental space charges are US \$ \_\_\_\_\_

### FOR OFFICE USE ONLY

Form receiving date: \_\_\_\_\_ Stall # \_\_\_\_\_

payment status \_\_\_\_\_ Ref# \_\_\_\_\_

Stall booked by \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Remarks: \_\_\_\_\_

Please Complete and return to:  
**Karachi Chamber of Commerce & Industry**  
Ahwan-e-Tijarat Road, Off Shahr-e-Liaquat,  
P.O Box # 4158 Karachi 74000, (Pakistan)  
Ph: (92-21)99218001-4, Fax: (92-21)99218010  
Email: exhibition@kcci.com.pk  
Website: www.kcci.com.pk

## Terms & Conditions

1. 50% advance on confirmation of participation and 50% balance 15 days prior to the event.
2. Exhibition timings to be strictly maintained.
3. PA/Music System of any kind is strictly prohibited in the exhibition halls.
4. Display stands or any other encroachment outside the stall area is not allowed.
5. Banner of any other promotional material is not allowed to be placed in the exhibition hall (pillars, grills, walls etc) or at the entrance of the exhibition complex, if otherwise allowed.
6. Distribution of pamphlets from stalls only.
7. Stalls under mezzanine have clearing height of 8 feet only.
8. Any special requirements of requisition should be notified 15 days prior to the event.
9. The organizers/ event manager will not be responsible of loss or damage during set-up and dismantling days.
10. The exhibitors will have to provide the print material (all advertisement) and design for the vertical display banner / grill banner 15 days prior to the event after which the organizer will not take any responsibility of not publishing or display the banners at the venue. \*

In order to reserve space, kindly fill the enclosed form & fax it to the indicated address or contact to the My-Karachi Special Steering Committee of KCCI



Mr. Ismail Muhammad Suriya, Chairman, My Karachi Special Committee. Cell: 0321-2437839  
Mr. Azeez Allahwala, Chairman, Fairs, Exhibition & Trade Delegations, KCCI. Cell: 0321-8257927  
Mr. Muhammad Idrees, Cell: 0300-8225419 | Mr. A. Abdullah Zaki, Cell: 0300-8231100 | Mr. Asif Bega, Cell: 0321-8230689  
Mr. Nasir Mehmood, Deputy Secretary, My Karachi, Special Committee. Cell: 0300-3685726  
Ms. Nida Aman, Coordinator, My Karachi Special Committee.

Karachi Chamber Of Commerce & Industry: 0092-21-99218001-9, Fax: 0092-21-99218010

## **Visitor Profile**

The exhibition is open for General Public

## **Venue**

Karachi Expo Centre, Near Civic Centre, Karachi, Pakistan



Karachi Chamber of Commerce & Industry

Aiwan-e-Tijarat Road, Karachi-74000 (Pakistan) Ph: 0092-21-99218001-9 Fax: 0092-21-99218010

Email :[exhibition@kcci.com.pk](mailto:exhibition@kcci.com.pk) Website: [www.kcci.com.pk](http://www.kcci.com.pk)