

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

Incorporating Events:

Stationery & Education Asia
www.stationeryeducationasia.com

Office Supplies Asia
www.officesuppliesasia.com

Gift Asia
www.toysgiftasia.com

Shoes & Bags Asia
www.shoesbagsasia.com

Fashion Jewellery & Accessories Asia
www.fashionjewelleryasia.com

Beauty Fitness Asia
www.beautyasia.com.pk

Household Asia
www.householdexhibition.com

Toys & Baby Product Asia
www.toysbabyasia.com



22-24 November 2019
Karachi Expo Centre, Pakistan

Organizer

 Ecommerce Gateway
 Pakistan (Pvt) Ltd

Strategic Partners

 Pakistan China Joint
 Chamber of Commerce
 & Industry (PCJCCI)

Country Partners

 China

Supporters:

 Ministry of Industries
 & Production
 Govt. of Pakistan

Trade Development
 Authority of Pakistan

Board of Investment
 Govt. of Pakistan

About Us:

International Consumer Product Fair has been held since 2012. This exhibition is one of the largest, most influential and most productive commodities & consumer fair in Pakistan. The expo possesses distinctive professional features and includes 6,000 m² exhibition area and 40,000 visitors. It is the biggest and strongest comprehensive exhibition in Pakistan central and western regions. 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.

Why Exhibit?

- To deliver a valuable and conducive opportunity to showcase goods, network, establish and strengthen regional and international business linkages.
- To provide an opportunity to introduce your products and services to markets that would otherwise be unable to know of them.
- To allocate a platform for vendors to increase branding recognition in industry and consumer markets.
- To offer a place to learn more about the market situation.

Incorporating Exhibitions:

Household Asia:

Pakistan's Household Products industry is currently witnessing a rise in the country in smart household products to meet evolving needs of customers. Being a huge, but highly diversified market, connecting with sustainable business and channel partners is a major challenge faced by brands, manufacturers and importers. Household Asia is one of the biggest fair in its field in Pakistan. Household Asia is dedicated to following the globe's latest house wares' & home appliances trends, with a focus on serving the needs of its extensive B2B clients.



Beauty & Fitness Asia:

Beauty & Fitness Asia is your exclusive gateway to business-to-business solutions for the beauty trade in Pakistan being the region's largest trade platform for beauty & fitness professionals where bridging business networks become a reality with pools of distributors, manufacturers, franchisors and trade buyers.



Fashion & Jewelry Asia:

Fashion Jewelry & Accessories Asia offers a unique network and business opportunities to jewellery professionals as a leading fair in jewellery industry. Fashion Jewelry & Accessories Asia has a great role on creating new business connections and expanding new markets to promote new products for the companies. It provides great business opportunities between overseas and local jewellery companies.



Shoes & Bags Asia: ✕

The International Shoes and Bags exhibition is a platform for manufacturers, dealers and buyers from the luggage industry. Exhibitors present bags and luggage in all shapes and sizes, but also machines for production. At the Shoes & Bags Fair the best-known companies from different countries are participating to show their most popular products. Retail Concepts of Shoes & Bags Exhibition is B2B networking and Franchising of footwear, bags & accessories stores.



Gifts Asia: 🌀 ✕

International Gifts Trade fair is expected to serve as a ground breaking platform for all National & International stake holders. Exclusively for manufacturers, trading companies, exporters and industry professionals of gifts, premiums, Toys, hobbies and home products, it will become an essential trade platform for meeting face-to-face with key volume buyers from both traditional and emerging markets.

The event is expected to host over 200 exhibitors featuring value-added, innovative products & technology from around the globe.



Toys & Baby Product: 🧸

International Toys and baby products Trade fair is exclusively for manufacturers, trading companies, exporters and industry professionals of Toys and baby product industry, it will become an essential trade platform for meeting face-to-face with key volume buyers from both traditional and emerging markets.

International Toys and baby product Trade fair offers a wide range of baby products including baby clothing, footwear & fashion accessories, baby bedding items & furniture, baby food & healthcare products, baby gift sets & souvenirs, baby skincare & bath products etc.



Office Supplies / Stationery & Education: ●

This event offers a streamlined, focused platform for meaningful business development. The atmosphere is highly creative, yet very serious, attracting store owners and top buying executives from thousands of diverse businesses worldwide, and engaging exhibitors from designer-makers to well established companies.



Intensive Promotion Strategy:

International Consumer Product Fair is expected to attract trade visitors of over 40,000 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 Asia

- 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.

Office Supplies / Stationery & Education

- school aimed stationery
- pencil boxes, school bags, bags
- dictionaries
- educational articles
- outdoor study
- sports articles
- teaching aids
- multimedia, electronic teaching system
- PAPER & PRINTING PRODUCTS
- office paper and transparency
- paper, sticker
- labels
- exercise books, diaries, albums
- envelopes, paper bags, cards
- paper-made art-crafts, calendar
- WRITING INSTRUMENTS
- pens
- fountain pens
- pencils/ board markers
- felt tip pens
- ball point pens
- varnishing pens
- multi-purpose pens
- pen accessories and ink
- ART & CRAFT SUPPLIES
- Decorative crafts
- (ribbons/edging, florists' requisites, mosaic, floral
- foam and materials for wiring and taping, etc)
- handicraft, textile design
- hobby and craft books
- precious stones, sequins,
- pearls
- batik dyes, glass paints,
- porcelain paints
- make-up colours, silk paints
- patchwork, knitting, leather making, needle felt, origami
- GIFT ARTICLES
- luxurious pens
- gift paper, greeting cards and wrapping articles
- desk accessories and business gift sets
- photo frames
- digital gift electronics

Visitor Profile:

- | | | | |
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| <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> Independent Retailers Media, Promotions & Marketing Agencies Manufacturers Advertising & Consultancies Others Multinational corporate Specialist retailers Supermarkets Overseas Buyers Wholesalers & importers | <ul style="list-style-type: none"> 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 | <ul style="list-style-type: none"> Childhood Education Organizations & Kindergartens Supermarkets & Big Box Stores Media Bookstores |
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Shell Scheme Stalls

Min 9 sqm (3mx3m) 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 (6mx3m) 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 Biggest & Largest Trade Fair Organizers

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