

APRIL
03, 04, 05 2020

3rd to 5th April, 2020
at Karachi Expo Center



Host



Co - Host

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My Karachi-Oasis of Harmony is an annual exhibition which is organized by the Karachi Chamber of Commerce & Industry (KCCI) and co-hosted by the Sindh Government for the last 16 years. The 17th My Karachi Exhibition will be held from April 3-4-5, 2020 at the Karachi Expo Centre.

The event aims to depict a soft image of the large and vibrant metropolis in particular and Pakistan in general. This momentous event, which has become a regular and vital feature of Karachi's economic & cultural landscape, offers great prospects for business to business and business to consumer interactions, provides an ideal opportunity to the leading entrepreneurs to showcase their products in the best possible manner, besides attraction foreign entrepreneurs and investors to the country.

Since its inception in 2004, My Karachi has attracted more than one million visitors belonging to various segments of the society. It presents people an opportunity to shop in comfort and complete peace of mind, meet people belonging to prestigious corporate entities, establish and strengthen relationships, apart from acquiring first-hand knowledge about the sustained development experienced by various units of business, corporate and industrial sectors of Karachi.

This year's exhibition endeavours to highlight the advancements made during the year, display latest products of the new and established exhibitors, and play a vital role to further enhance country's exports. With its constantly increasing popularity, My Karachi offers immense potential to become an integral event for reviving and sustaining the economic cycle of the country.



1st My Karachi 30 July-01 Aug 2004



2nd My Karachi 24 - 26 June 2005



3rd My Karachi 29 - 31 July 2006



4th My Karachi 01 - 03 June 2007



5th My Karachi 06 - 08 June 2008



6th My Karachi 05 - 07 June 2009



7th My Karachi 11 - 13 June 2010



8th My Karachi 22 - 24 July 2011



9th My Karachi 13 - 15 July 2012



10th My Karachi 05 -07 July 2013



Historical Glimpses of My Karachi from 2004 to 2019

11 My Karachi 20 - 22 June 2014



12th My Karachi 10 - 12 April 2015



13th My Karachi 25 - 27 March 2016



14th My Karachi 07 - 09 April 2017



15th My Karachi 20th - 22nd April 2018



16th My Karachi 05th - 07th April 2019



Historical Glimpses of My Karachi from 2004 to 2019

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BELGEMİN ASLI ELEKTRONİK İMZALIDIR.

BMG
Chairman
Message



Siraj Kassam Teli (S.I)
Chairman Businessmen Group (BMG)
& Former President KCCI

I am delighted to observe that preparations have kicked off at Karachi Chamber of Commerce & Industry to stage 17th My Karachi Oasis of Harmony Exhibition 2020 at the Karachi Expo Center from 3rd April to 5th April, 2020 in a vivid and glittering manner.

It is really heartening to see that this grand exhibition is constantly being organized every year since 2004 when I, as President KCCI, decided to organize a unique exhibition to promote the precise and positive image of Karachi with a view to counter all the negative reports about Karachi which were being broadcasted mainly by the western media. Alhamdulillah! By the grace of Almighty Allah and thanks to the overwhelming support of the entire Business & Industrial Community and all the Karachiites, My Karachi Exhibition has not only succeeded in attaining its prime objective of highlighting the soft image of Karachi to a great extent but has also become one of the largest exhibition of the year which is attended by around 1 million visitors.

Regardless of the economic, political, social and security issues from time to time, My Karachi Exhibition has been staged without any break and I am really happy to see that this event has successfully entered its 17th year and is undoubtedly an icon for Karachi Chamber. It is pertinent to mention that My Karachi, which started from just three halls of the Expo Center in 2004, has expanded significantly to all six halls which not only attracts exhibitors and visitors from all walks of life but also lures foreign delegates from various destinations who take a lot of interest in various products and services displayed at the exhibition. It also provides a perfect platform to local and foreign business communities to hold B2B meetings and seeks avenues for undertaking joint ventures.

I take this opportunity to convey my appreciation to Federal and Provincial Governments for extending full support to KCCI's My Karachi Exhibition which is being staged without any commercial objective but purely in the larger interest of the country. I must say that KCCI is undoubtedly playing a praiseworthy role in safeguarding the interest of Business & Industrial Community without any discrimination. In my view, during its quest to highlight and resolve the issues being faced by businessmen and industrialists, the Karachi Chamber has succeeded in attaining a prominent position which has been widely acclaimed nationwide and abroad.

In the end, I would like to congratulate the Karachi Chamber, its present Office Bearers, Chairman of KCCI Special Committee for My Karachi and Managing Committee members for struggling really hard to make this exhibition successful. I must also extend my prayers and well-wishes to all the exhibitors, delegates and visitors of the exhibition for their participation in 17th My Karachi Exhibition and look forward to give them a very warm welcome.



Siraj Teli

It is indeed an honor for me to present 17th My Karachi – Oasis of Harmony Exhibition scheduled to be organized at the Karachi Expo Center from 3rd to 5th April 2019 which will once again be offering a wide range of products and services to visitors, besides providing a perfect platform, particularly to foreigners for Business-to-Business Meetings and networking.

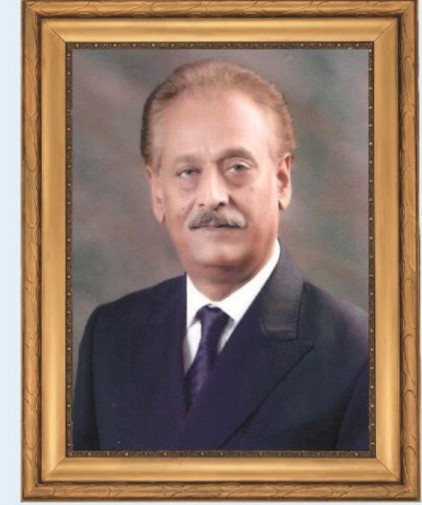
In this regard, I would like to mention that Chairman Businessmen Group & Former President KCCI Mr. Siraj Kassam Teli initiated My Karachi Exhibition in 2004 with an intention to promote the soft and positive image of Karachi. With the passage of time, this exhibition, which started from just three halls, has expanded to all six halls of the Expo Center and is recognized as one of the largest exhibitions being staged in Karachi.

It is a matter of pride that the dedicated efforts made by the leadership of Businessmen Group, Office Bearers, Chairman of My Karachi Special Committee, Managing Committee Members and the entire staff have made this exhibition the biggest happening of the year as it is attended by more than a million Karachities.

I am very grateful to the Federal, Provincial and Local Governments for their support and cooperation to My Karachi Exhibition. I am also very thankful to Chairman BMG and Former President KCCI Mr. Siraj Kassam Teli, Vice Chairmen BMG & Former Presidents Mr. Tahir Khaliq, Mr. Zubair Motiwala, Mr. Haroon Farooki and Mr. Anjum Nisar, General Secretary BMG AQ Khalil, my colleague Office Bearers Senior Vice President Arshad Islam and Vice President Shahid Ismail, Chairman Special Committee for My Karachi Exhibition Muhammad Idrees, Managing Committee Members, Former Presidents and all other BMGIANS for their valuable contribution towards making My Karachi Exhibition successful and memorable every year.

While appreciating the lead partners, sponsors, co-sponsors and supporters from print and electronic media, I would like to request the readers of this brochure to kindly book a stall and participate in this impressive event which, I am confident, would prove to be lucrative.

Foreward



Agha Shahab Ahmed Khan
President
Karachi Chamber of Commerce & Industry



Foreward



Muhammad Idrees
Chairman Special Committee for
My Karachi

It gives me immense pleasure to present the 17th My Karachi – Oasis of Harmony 2020* Exhibition which will be staged at the Karachi Expo Center from 3rd to 5th April 2020. Keeping in view the success of 16th My Karachi Exhibition 2019, I am fairly optimistic that 17th My Karachi Exhibition will also succeed in breaching all previous records in terms of local as well as foreign exhibitors' and visitors' participation in the largest event of the year.

It is a matter of pride for all of us that My Karachi Exhibition has received wide acclamation from local and foreign exhibitors and visitors, who are always enthusiastic to become part of this great exhibition which has achieved the kind of recognition that it deserves.

I am very delighted to mention that more than one million visitors visit the Expo Center during three days of the event, which besides displaying a diverse range of Pakistani products and services, also features a dedicated lawn fabric pavilion, pet & birds show, kids playing areas, fireworks, lucky draw and a host of other recreational activities for visiting families.

At 17th My Karachi Exhibition, we will be establishing maximum number of stalls in all six halls of the Expo Centre whereas the tradition of establishing a dedicated Lawn Fabric Pavilion will continue this year keeping in view the overwhelming public demand for designer fabrics while the food court and kids playing areas will be further improved and expanded.

While highlighting the objective of My Karachi Exhibition i.e. to promote the positive image of Karachi, I will like to underscore that the Karachi Chamber is keen to promote the positive aspects of Karachi as we firmly believe that there is need to undertake such promotional events which would certainly play a major role in Pakistan's economic prosperity. We, at KCCI, will try our best to make sure that 17th My Karachi – Oasis of Harmony Exhibition 2020 serves as an effective channel to highlight and promote Made in Pakistan label at domestic as well as international level.

I am really excited to see that KCCI's exhibition is attracting tremendous attention of international organizations and exhibitors from many friendly countries who are keen to participate in this event and I am very grateful to all of them for their support and cooperation.

While praying for the success of My Karachi Exhibition, I hope that 17th My Karachi Exhibition achieves all its objectives and would like to request the readers of this brochure to kindly book stall(s) at My Karachi Exhibition which would certainly prove favorable and profitable for your businesses.



Info about Publicity & Promotional Channels of My Karachi

Karachi Chamber of Commerce & Industry (KCCI) advertises the exhibition 'My Karachi' through a well-crafted promotional campaign. Multiple channels are used for buildup and to ensure it is publicized throughout the city. Large turnout throughout the exhibition demonstrates the effectiveness and success of the campaign and maximizes the business opportunities for the individual entrepreneurs and companies.

Press Advertisements

The exhibition is advertised in the Economic Horizon, trade magazine of KCCI which is circulated to over 22,000 members. Through strategic placements in various newspapers and company newsletters, the organizers ensure they attract target audience to the exhibition.

Personal Invitation to VIPs

The organizers send personal invitations to the leaders of the corporate and financial world, premier business entrepreneurs, decision makers and key personalities of the country. Invites are also sent to foreign diplomats and government officials; giving this exhibition a prestigious stature.



Info about Publicity & Promotional Channels of My Karachi

Public Relations

During the course of the exhibition, the My Karachi Exhibition department of KCCI plays proactive role. The department maintains a close liaison with the media and issues regular press releases to ensure adequate coverage of the exhibition on Print & Electronic Media, FM radio and newspapers.

Handouts

Specially designed handouts of 'My Karachi' exhibitions are distributed at leading super stores, mega stores and exalted clubs throughout the city for best exposure.





Glimpses of 16th My Karachi from 2019



Why the need of Exhibition

My Karachi-Oasis of Harmony

My Karachi, now in its 17th successive year, has become a regular feature in the city's calendar of cultural and social events. Its previous fifteen exhibitions received encouraging response from exhibitors and visitors alike, and succeeded in portraying the positive image of Karachi in particular and Pakistan in general which is appreciated and acknowledged Nationally and Internationally.

My Karachi is organized to achieve the following objectives:

- Promote Karachi as city of lights, land of opportunities, and an ideal business and industrial hub
- Promote domestic and international trade through promoting the potential of promising sectors
- Provide recreational opportunities for Karachites and their families
- Establish Karachi as peaceful city blessed with visionary entrepreneurs and a vibrant business community
- Provide a platform of interaction between local and foreign business entrepreneurs



Benefits of Exhibition

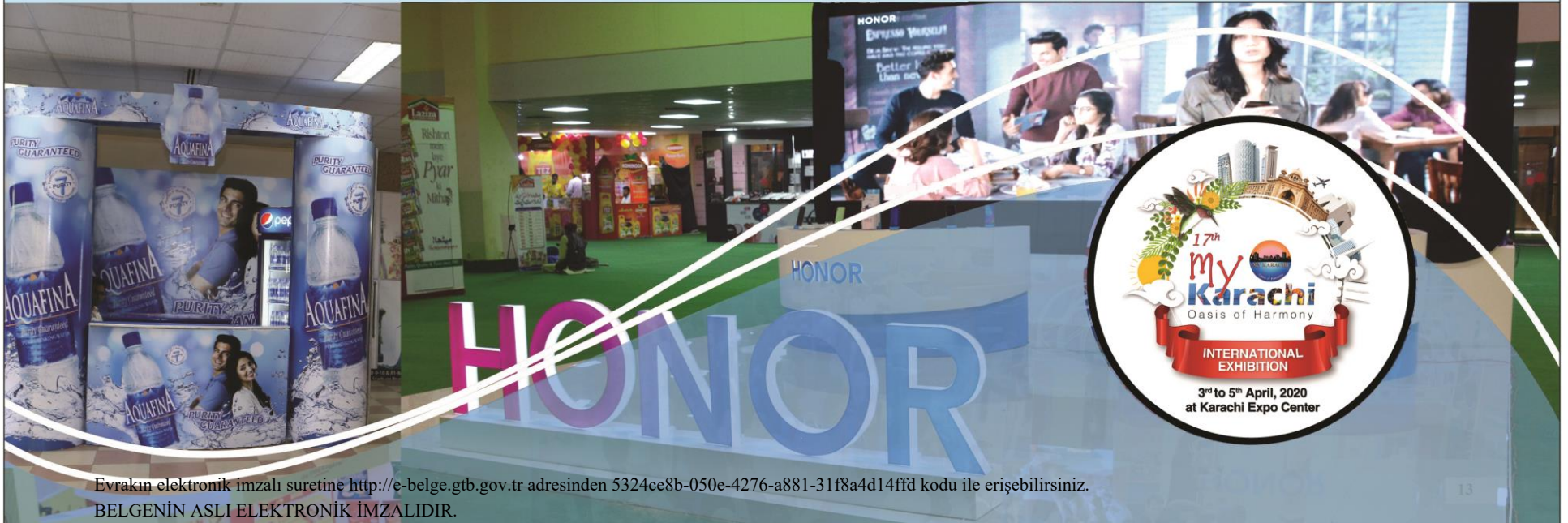
My Karachi-Oasis of Harmony

Exhibitors / Participants

- o Premium opportunity to showcase their products / services in a secure and peaceful environment to a large target audience and get distinct competitive edge.
- o Maximum exposure guaranteed to their companies as the event has a tradition of getting extensive coverage in the media.
- o Increased prospects for exports because of continuous and fruitful B2B and B2C interactions with invited guests from overseas.
- o Perfect platform for foreign entrepreneurs / companies to get firsthand information about Karachi being a viable place for investment for the long-term benefit of Pakistan.
- o With encouraging response from the visitors a norm and people generally inclined to spend money, the exhibition promises to be a profitable venture for companies.

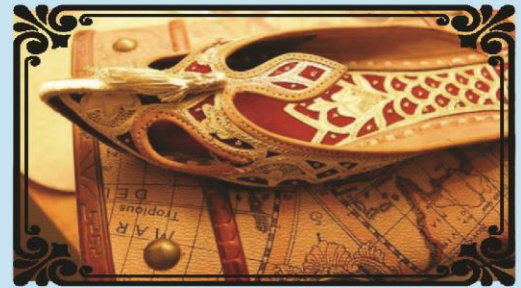
Sponsors / Partners

- o Opportunity to reach a large, discernable and captive audience.
- o Strengthen corporate image and enhance market presence through visibility at a premier event.
- o Unlimited publicity & promotional opportunities.
- o With sufficient foreign participation expected, excellent opportunity to increase the quantum of their exports.



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Our Products & Our Brands





Our Products & Our Brands



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Orient
TEXTILE MILLS

BONANZA®

Lala

D
DINERS™

Motifz

MENAAL FAZAN
A PRODUCT OF PAK FABRICS

FAIRDEAL
MILLS (PVT) LIMITED

Sanam
Boutique

KAPRAY

MUSTAQIM

LSM
Fabrics

LAKHANY SILK MILLS (PVT) LTD.

az
Al-Zohaib
Textile



SAPPHIRE



Designer Lawn Fabrics



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Lead Partner: Rs. 3,000,000/-

● **Exclusivity**

-No competitor will be allowed to participate in the event

● **Inaugural Ceremony**

- Logo on the Backdrop
- 15 Invitations
- Presentation of the Plaque

● **Stalls**

- Space of 6m x 6m at prominent location in the exhibition
- Space of 3m x 3m at prominent location in each hall of the exhibition
- Space of 6m x 4m in the reception area

● **Branding**

- Exclusive corridor branding
- Logo on promotional material
- Logo on monument of Expo Centre
- space for 10 grill banners

● **Advertisement**

- Advertisement will be broadcast on plasma placed by KCCI at the reception during days



Package Details

Co-Partner: Rs. 1,500,000/-

- **Inaugural Ceremony**
 - Logo on the Backdrop
 - 10 Invitations
 - Presentation of the Plaque
- **Stall**
 - Space of 6m x 6m at prominent location in the exhibition
- **Branding**
 - Exclusive corridor branding
 - Logo on promotional material
 - Logo on monument of Expo Centre
 - Space for 10 grill banners (6' x 3')
- **Advertisement**
 - Advertisement will be broadcast on plasma placed by KCCI at the reception during exhibition days



Sponsor: Rs. 750,000/-

- **Inaugural Ceremony**
 - Logo on the Backdrop
 - 05 Invitations
 - Stand
 - Space of 6m x 6m at prominent location in the exhibition
- **Branding**
 - Logo on promotional material
 - Logo on monument of Expo Centre
 - Space for 5 grill banners
- **Advertisement**
 - Advertisement will be broadcast on plasma placed by KCCI at the reception during exhibition days



Package Details





Package Details

Exhibitor: Rs. 400,000/-

Shell Scheme Package includes:

- Shell Scheme with insignia
- Table and chairs for each stand
- Electrical distribution point for each stand along with two spotlights
- General security arrangements during exhibition days
- Exhibitor's badges

Shell Standard Scheme:

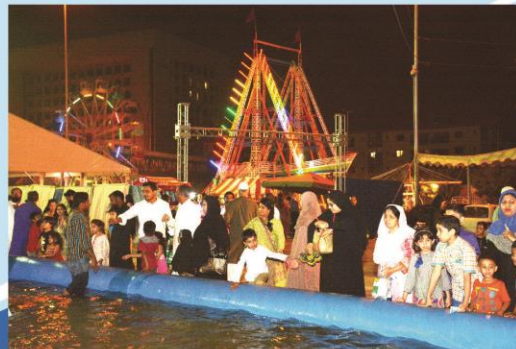
- Size: 3' x 3' = 09 sqm. Rs. 100,000/-
- Size: 6' x 3' = 18 sq.m. Rs. 250,000/-
- Size: 6' x 6' = 36 sqm. Rs. 400,000/-

Kids Area Sponsorship: Rs. 600,000/-

- Complete branding of the entire pavilion
- Space for 5 grill banners
- Logo in all the press advertisements
- 15 guest passes for the event
- 5 invitations for the inaugural ceremony

Food Court Sponsorship: Rs. 700,000/-

- Complete branding of the entire pavilion
- Space for 5 grill banners
- Logo in all the press advertisements
- 15 guest passes for the event
- 5 invitations for the inaugural ceremony



Glimpses of 16th My Karachi 2019

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Hall - 1



Category of Stands:

CP	=	36	sqm	Rs 1,500,000
SP	=	36	sqm	Rs 750,000
A	=	36	sqm	Rs 400,000
B	=	18	sqm	Rs 250,000
C	=	09	sqm	Rs 100,000

Stands:

Exhibit Area	=	603	Sq. m
Circulation	=	1359	Sq. m

Financial Pavilion

Category of Stands:

SP	=	36	sqm	Rs 750,000
A	=	36	sqm	Rs 400,000



Floor Plan 1

Hall - 2



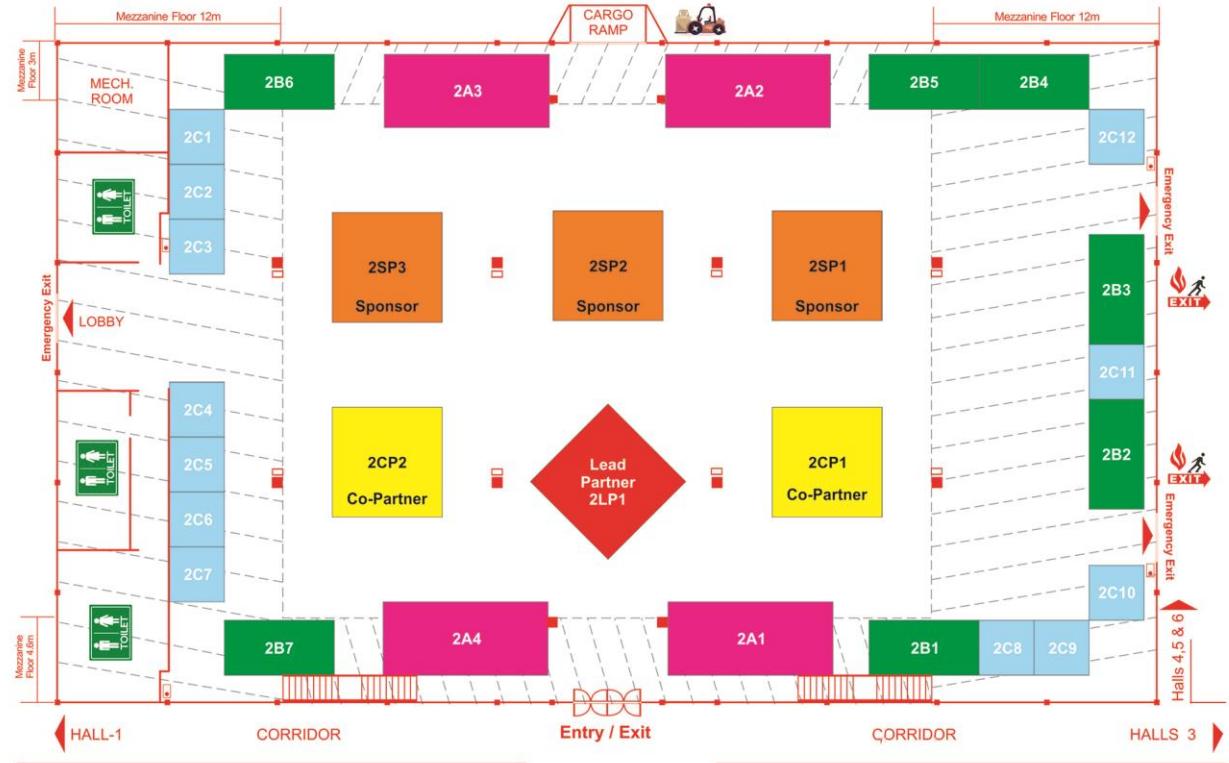
Category of Stands:

- LP = 36 sqm Rs 3,000,000
- CP = 36 sqm Rs 1,500,000
- SP = 36 sqm Rs 750,000
- A = 36 sqm Rs 400,000
- B = 18 sqm Rs 250,000
- C = 09 sqm Rs 100,000

Total Area 36m x 54.5m = 1,962 sqm

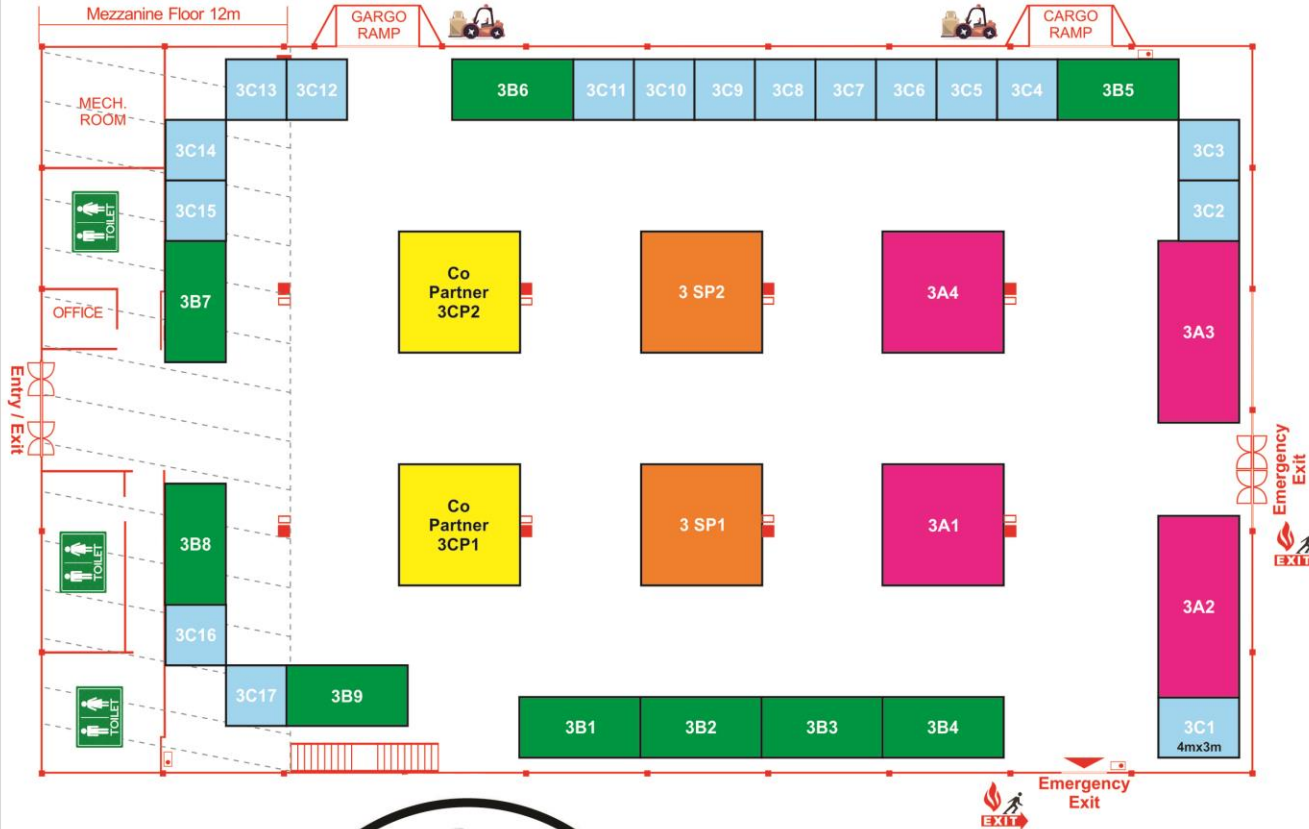
Stands:

Exhibit Area = 585 Sq. m
Circulation = 1,377 Sq. m



Floor Plan 2

Hall - 3



Category of Stands:

- CP = 36 sqm Rs1,500,000
- SP = 36 sqm Rs 750,000
- A = 36 sqm Rs 400,000
- B = 18 sqm Rs 250,000
- C = 09 sqm Rs 100,000

Stands:

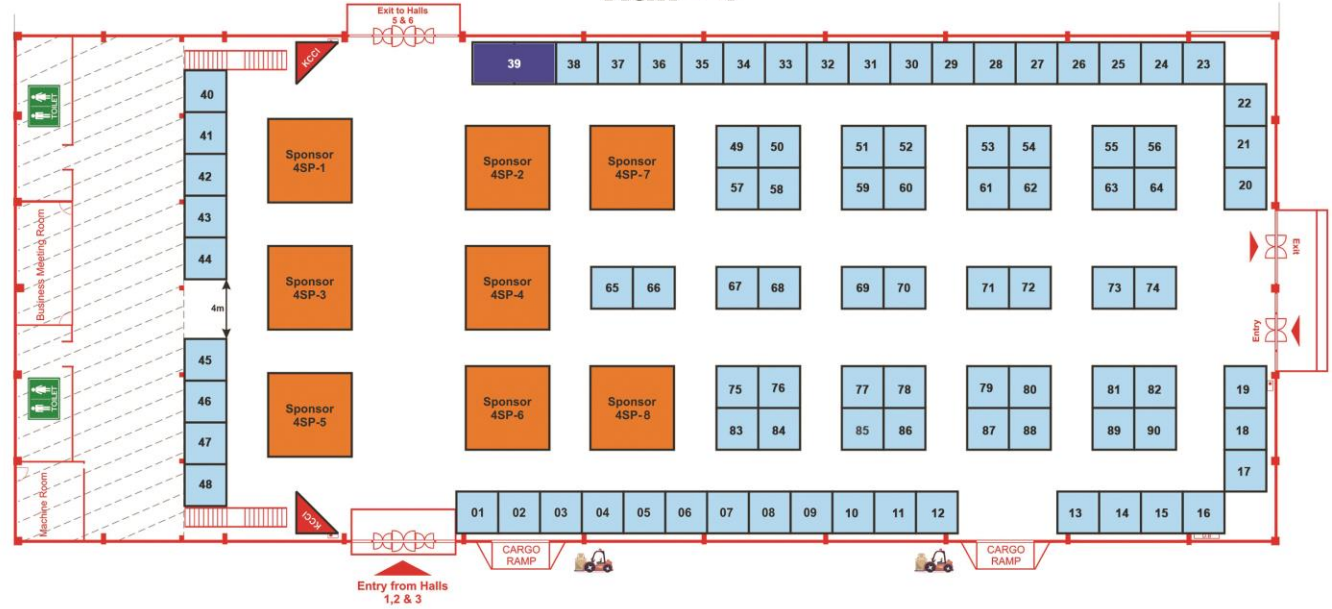
Exhibit Area = 603 Sq. m
Circulation = 1359 Sq. m



Floor Plan 3




Hall - 4



Category of Stands:

 SP = 36 sqm Rs 600,000

 3 x 3 m

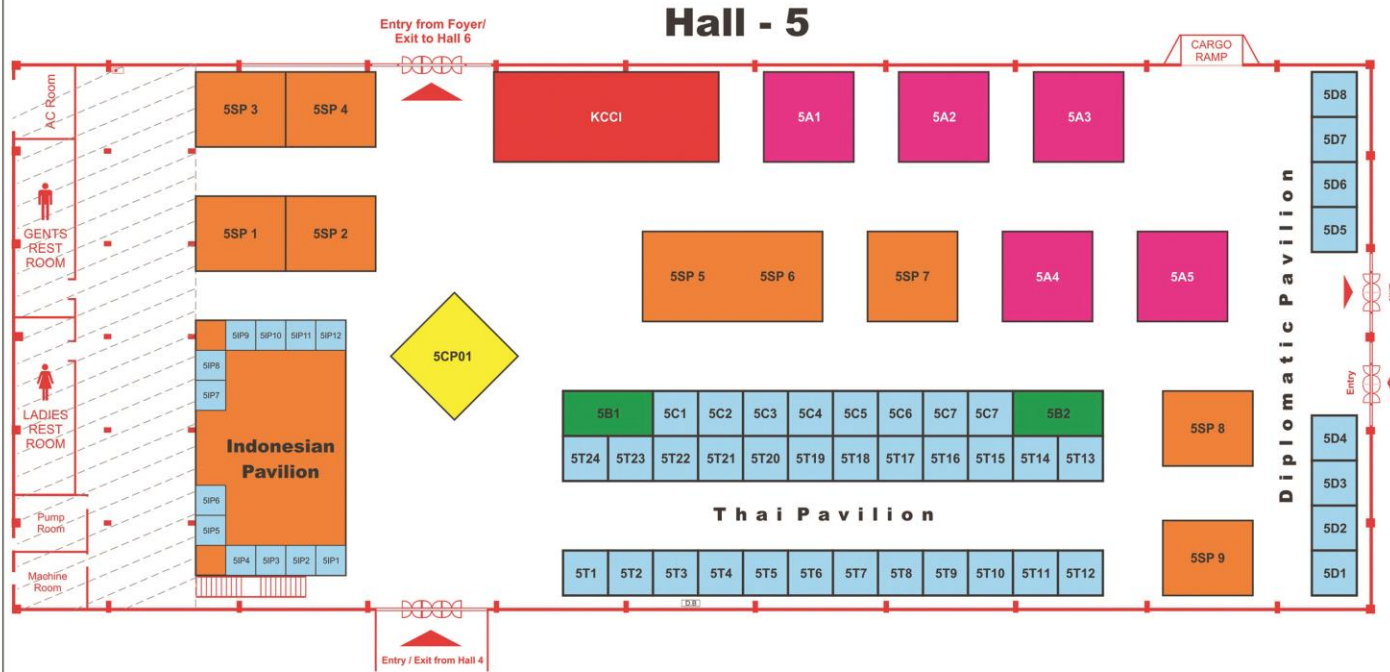
Stands:

Exhibit Area = 1,116 Sq. m

Circulation = 2,117 Sq. m

Floor Plan 4





Category of Stands:

SP = 36 sqm Rs 750,000

A = 36 sqm Rs 400,000



Floor Plan 5

Stands:

Exhibit Area = 603 Sq. m

Circulation = 1359 Sq. m



Hall 6



Category of Stands:

- LP = 36 sqm Rs 3,000,000
- CP = 36 sqm Rs 1,500,000
- SP = 36 sqm Rs 750,000
- A = 36 sqm Rs 400,000
- B = 18 sqm Rs 250,000
- C = 09 sqm Rs 100,000

Floor Plan 6





Karachi Chamber of Commerce Industry

Contact

In order to reserve space,
Kindly fill in the enclosed form &
Fax it to the indicated address or
Contact the My-Karachi Special Committee
Karachi Chamber of Commerce & Industry

Mr. Muhammad Idrees

Chairman - My Karachi Special Committee.
Cell: 0300-8225419
Dir: +92 21 99218011

Ms. Nida Aman

Secretary-Event Management, My Karachi Special Committee
Tel: +92 21 99218001-9 Ext. 118
Cell: 0321-2036905
Fax: +92 21 99218010 Email: nida.aman@kcci.com.pk



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: _____

International Exhibitors US \$ 125 per sq. meter

9 sq.m 18 sq.m 36 sq.m

Rental space charges are US \$ _____

1) Enclosed here with Bank Draft / Pay Order / Crossed Cheque of Rs. _____ against booking of the exhibit space

2) All payments should be made in favour of KARACHI CHAMBER OF COMMERCE & INDUSTRY. Bank Draft / Payorder / Crossed Cheque 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

Participation Package

Standard Shell Scheme

Please tick / color the appropriate circle below. I / we require.

Size: 3'x3' = 09sq. meter
PKR 100,000/-

Size: 6'x3' = 18sq. meter
PKR 250,000/-

Bar Space: Size: 6'x6' = 09sq. meter (4 Side Open)
PKR 400,000/-

For Office Use Only

Form Receiving Date _____

Payment Status _____

Stall booked by _____

Authorized Signature _____

Stall # _____

Ref # _____

Rental space charges are US \$ _____

Remarks _____

**Please complete and return to Karachi Chamber of Commerce & Industry, Aiwan-e-Tijarat Road, Off Shahrah-e-Liaquat. P.O. Box # 4158, Karachi-74000, Pakistan.
Ph: + 92 21 99218011 Tel: +92 21-99218001-9 Ext. 118 Fax: +92 21-99218010 Email: nida.aman@kcci.com.pk URL: www.kcci.com.pk**

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Terms & Conditions

1. **100% advance on confirmation of participation**
2. **Exhibition timings to be strictly maintained. PA / Music System of any kind is strictly prohibited in the exhibition halls.**
3. Display stands or any other encroachment outside the stall area is not allowed.
4. 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.
5. Stall under mezzanine have clearing height of 8 feet only.
6. Any special requirements should be requested 30 days prior to the event.
7. The organizers / event managers will not be responsible for loss or damage during set-up and dismantling days.
8. The exhibitors will have to provide the print material (all advertisements) and design for the vertical display banner / grill banner, 30 days prior to the event, after which the organizer will not take any responsibility of not publishing or displaying the banners.



Thanks to our supporter



Event

17th
My
Karachi
Oasis of Harmony

Host



Co - Host



Supported by



Lead Partner



Co-Partners



Sponsors



Karachi Chamber of Commerce & Industry

Aiwan-e-Tijarat Road, Karachi-7400, Pakistan

Tel: +92 21 99218001-9 Fax: +92 21 99218010

Email: nida.amar@kcci.com.pk URL: www.kcci.com.pk

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