

3rd
International
Consumer
Product Fair **2020**
www.icpfair.com

14-16
AUGUST 2020
KARACHI EXPO CENTRE, PAKISTAN



Organizer



Supporters

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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; 10,000 m² exhibition area and 55,000 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 Pakistan.

The top trade-fair organizer of Pakistan - Ecommerce Gateway is all set to organize ICPF 2020 with its incorporating international mega-events at Karachi Expo Center. This event will include the following sectors:

Incorporating Exhibitions:



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

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.



HIGHLIGHTS 2019

23rd November 2019: 2nd International Consumer Products Fair 2019 was inaugurated by Dr. Khalid Maqbool Siddiqui - Federal Minister for Information Technology, Consul General & Commercial Consular of Iran along with Dr. Khursheed Nizam - President Ecommerce Gateway Pakistan, Mr. Uzair Nizam - Vice President Ecommerce Gateway Pakistan and foreign guests and delegates from China and Iran.



EXHIBITORS TESTIMONIALS

Faiza Beauty Cream:

The exhibition was a great success! We have received quality visitors at our booth.

Super Stationers:

Amazing experience! Record Sales this year! Thumbs up to the whole team of ICPF!

Twinkle Toys:

It's a great experience we really had a great time!

House of Beauty:

Congratulations to ICPF team on a great and successful Event!

Yilu Food & Beverages:

Thank you team ICPF. We had a wonderful experience by participating at this exhibition. Hope to see it again in the coming year.

Five Stars Stationers:

Experience was Excellent. Thank you for arranging this mega event, and gathered all under the one umbrella. Hope to see you again on next year.

FM Foods:

It was a good experience. We were participating in this exhibition for the first time and we are overwhelmed by the support given to us by the staff.

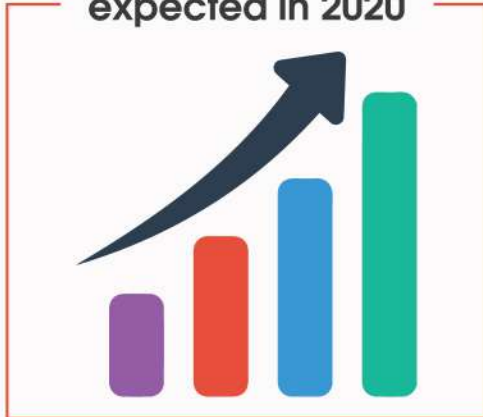
KAW Cosmetics:

This event is a mega achievement for the consumer industry. We have achieved all the objectives we were looking forward to in this exhibition. We will plan to participate next year as well.

Home Pride:

It was great! Wonderful experience.

33% Visitor Growth expected in 2020



Intensive Promotion Strategy:

International Consumer Product Fair attracted 50,000 visitors during 3 days of 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 organisations.

- Media & Radio Partners
- Over 500,000 Passes Distribution
- More Than 200,000 SMS Per Week.
- Social Media Campaign & Press Releases.
- Email Marketing Through Dedicated Servers in Advanced (html) Formats.
- Invitation Letters to All Chamber of Commerce and Association Members.



EVENT GLIMPSES:



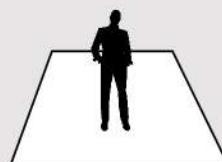
VISITOR PROFILE:

- 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

Min 9 sqm (3mx3m) space
US\$350 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\$300 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**

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
- 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

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

Owner & Organizer



Ecommerce Gateway Pakistan (Pvt) Ltd.

Pakistan Biggest & Largest Trade Fair Organizers

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