

## **GUIDELINES FOR PARTICIPATION IN INTERNATIONAL TRADE FAIRS/EXHIBITIONS**

### **1. OBJECTIVES OF PARTICIPATION:**

Trade Fair participation is an important promotional tool for the implementation of export strategy (Annex I). To maximize returns it is essential that Pakistan's participation in fairs be focused, well organized and properly followed up. These guidelines seek to ensure this. These guidelines and criteria will form the basis of participation in exhibitions & fairs managed by TDAP/Associations and where TDAP funding/contribution is involved. The overall objectives to be achieved from such promotional events are:

- a. To maximize exports and market shares with the help of experienced exporters with critical mass/product range & a proven track record.
- b. To promote new & medium to small size exporters (SMEX) having a successful track record of aggressive growth, irrespective of the size of current level of export.
- c. To increase geographical spread in developed countries, of our exports in the core and developmental categories, with the help of experienced & medium to large size exporters with an aggressive track record of growth.
- d. To increase geographical spread in non-developed countries for the core products with the help of medium to large size and small, but aggressive, entrepreneurial exporters.
- e. To increase exports of our developmental categories in selected geography with exporters/businessmen of medium to large size with proven track record of success in similar geographical areas abroad or in Pakistan as far as possible.
- f. To support exposure of Pakistan's exports in regional trade blocks.
- g. To encourage women entrepreneurship.
- h. To project a correct, modern & enterprising image of Pakistan as an exporting country.
- i. Whatever we do, we do with excellence.

### **2. TYPES OF EVENTS FOR PARTICIPATION:**

There will be three types of participation:

- a. MANAGED FAIRS: Organized and funded by TDAP, with participation fee depending on the nature of fair.
- b. ALLOCATED FAIRS: Organized by selected Trade Bodies with partial funding by TDAP.
- c. FREE CHOICE FAIRS: Chosen and organized by selected Trade Bodies at their own expense.

**3. FAIR SELECTION CRITERIA:**

**3.1 General**

Keeping budgetary provisions in view, Managed fairs shall be selected on the following basis:

- a. Preferably product specific rather than general fairs (except for reasons of bilateral relations).
- b. Preference will be given to products and markets in close alignment with current export strategy (Annex I). Selection/preference of events will be guided mainly by:
  - i. Event traffic
  - ii. Age of event
  - iii. Number of Participants
- c. Selection of events will essentially be of those that maximize exports and not on the basis of historical participation (except for reasons for bilateral relations)
- d. It is anticipated that almost 70 events will be participated in each year as per following distribution of product category.

<b><u>Product Category</u></b>	<b><u>Nos. of Events</u></b>
Textile & Garments	14
Other Core	16
Developmental	10
Other / General	8
Geographic Diversification	14
Regional Pacts	6
Misc.	2
<b>Total</b>	<b>70</b>

### **3.2 Criteria for Selection of Participants:**

(Note: A year will mean fiscal year July to June)

#### **3.2 (1) General**

For all applicants, the following will apply:

- a. No exporter will be eligible for TDAP's support in excess of 2 fairs in a year.
- b. For managed and allocated fairs, an exporter or his firm/sister concern will be considered for selection with normal TDAP subsidy in the same event for three times only. Sister concerns are those where one or more directors are commonly identified by the NIC. For participation for the fourth time subsidy will be reduced by 50%, while after that 100% expenditure will be borne by the exporter. The selection, however, in these cases (fourth & thereafter) will be subject to availability of space.
- c. Adequate production capacity, quality of products (ISO & SA certified will be preferred), availability of brochures & literature (especially in language of host country).
- d. Any instance of misconduct, unjustified absence OR poor presentation in a previous participation will render applicant ineligible.
- e. Adverse decision in a trade dispute by a commercial court will render applicant ineligible.
- f. Every selected exhibitor will declare the exact value of the exhibits. However, if his exhibits are declared under invoiced by the customs authorities of the country of the event, he will not be allowed participation in any future event organised by TDAP.
- g. Advertisement of all planned events will be made in leading papers every six months for the coming next 18 months' schedule.
- h. Advertisement of each event will be released eight months before the date of the event.

#### **3.2 (2) Core Product Categories (including Textiles & Garments):**

- a. Out of the applicants 70% will be selected on the basis of level of certified exports as an average of the last 3 years in descending order. These will be from amongst applicants responding to the advertisements released by TDAP. Where the response from such press advertisements is insufficient, TDAP will select on its own, and as far possible, in consultation with the trade.
- b. Registered/Branded product exporters (registered in a region/country of exhibition) will be preferred [irrespective of level of exports]. This excludes brand for others under franchise.
- c. 15% of selects will be from amongst small & medium exporters (SMEX). They will be selected on the basis of the rate of compound growth per annum based on a maximum for last 3 years exports-- irrespective of level of exports. Two definitions of Small & Medium Exporters are available on record. One, defined vide serial no. 280 (g) of Customs Rules as "an export unit having export upto US \$ 2.5 million per annum", while the second by SMEDA, **Small** as having employees between 10-35 & productive assets ranging between Rs. 2-20 million; and **Medium** between 36-99 employees & productive assets

from Rs. 20-40 million. A suitable insertion, in this regard, will be made in all the advertisements asking the exporters to indicate the category against which they intend to apply.

- d. 15% of participants will be new exporters and women entrepreneurs where preference will be given to manufacturing exporters. At least one-woman entrepreneur will be encouraged to join every event as an exhibitor/exporter. Method of selection as for (c) above. (New Exporter means a firm which intends to enter the field of exports).

### **3.2 (3) Developmental Categories**

#### **(a) For Export Enhancement**

- i. Based on applications received, exporters / businessmen will be selected in descending order of their last year's exports or the local sales in the case of new exporters.
- ii. Product range should be appropriate to the event.
- iii. Must have acceptable level of quality control, grading, packaging facilities & production capacity to support emerging export opportunities. This will be verified by a team comprising:
  - Director Project TDAP
  - CE / Skill Development Council
  - A member of the respective City Chamberthrough personal visits giving reasons in writing for selection or otherwise.

#### **(b) For widening Exporter base / Training & Development**

- i. Member of representative Associations / Chambers.
- ii. Preference for existing exporters with 20% per annum growth in last 3 years.

Up to 20% of participants will be from amongst new exporters & women entrepreneurs. This will be applicable to (a) + (b).

### **3.2 (4) All other Product Categories / General Trade Fairs**

Criteria will be same as for Developmental Categories. The exporters that TDAP will subsidize however, will be of product sectors that have registered a growth rate of minimum of 10% p.a. in the last 5 years on total Pakistan basis.

### **3.2 (5) Geographic Diversification**

- i. Product range to support will consist of Core or Development products and any other that local Mission may suggest as capable of "significant" import into the country as per country product portfolio OR focus.
- ii. Exporters will consist of only those from amongst top 20 for the sector on an all Pakistan basis. Amongst these, preference will be given to those who have previous exports to this part of the geography for any product.

### **3.2 (6) Regional Trade Alliances**

As for Geographic diversification.

#### **4. ROLE OF PROJECT OFFICERS & THE RESPECTIVE EMBASSY**

- a. For each trade fair TDAP shall designate a Project Officer as soon as the event is included in the calendar of events.
- b. The role of Project Officer is detailed at Annex V while that of Trade officer/Pakistan Embassy at Annex VI (It is not, however, necessary for TDAP to nominate Project Officers to visit every fair assigned to them).

#### **Participation Methodology**

- 4.1 Participation Methodology will follow the planning calendar as per Annex IX.
- 4.2 All applicants shall provide their particulars in prescribed form (Annex II).
- 4.3 Selected applicants will attend a pre-participation briefing, at their own cost, on the date and place determined by TDAP. Anyone found absent without an acceptable reason any not be allowed participation.
- 4.4 An indicative schedule of weight that will be transported at TDAP's expense is given at Annex III.
- 4.5 Shipments would be made on door to door basis.
  - 4.5.1 The shipment of outgoing and incoming consignment will be made by sea to reduce freight cost. In case the exporter fails to meet the deadline fixed by TDAP for shipment of exhibits and his consignment is shipped by air, he will have to pay the differential amount of the freight between sea & air, as well as 50% of the total amount to be incurred on clearance of the exhibits both in Pakistan and abroad. Participants wishing to ship their goods on return by air shall do so at their own expenses.
  - 4.5.2 For managed fairs, TDAP will allow permissible freight of exhibits for display purpose only. Those exhibitors, who however wish to sell would be required to arrange the shipment of goods meant for sale and will pay the freight, insurance, custom duties and other taxes, if any, for the products at their own.
  - 4.5.3 The goods sent by TDAP for display purpose would not be allowed to be sold out and will be shipped back after the exhibition.
- 4.6 The C & F agent will indemnify TDAP against any delay in the shipment of exhibition goods.
- 4.7 At the end of the fair, each participant shall provide to the Director Pavilion participation report as per Performa at Annex IV. Any participant not providing the report may be debarred from future participation.
- 4.8 For issuance of visa recommendation letter every selected party would submit applications for two representatives but the visa recommendation letter would only be issued if the concerned Association or Chamber give guarantee that the representative would return back before the expiry of visa. However, the guarantee letter from the Chamber or Association would not be the only basis for Bureau's recommendation and the visa cell of the Bureau would follow the procedures indicated in the Guidelines.
- 4.9 The replacement would only be acceptable if the party has a valid visa or it gives a guarantee that it would get visa. Secondly the replacement would only be made if the export performance of the party

remains within 10% of the party to be replaced. Thirdly the replacement would be made if mutual acceptance of both the parties is given to the Bureau. Moreover, the cut off date for replacement & refund of participation fees for each event will be notified in the selection letter and replacement or refund will not be allowed after this date. In case of replacement of any party after the shipment of the exhibition goods, the selected party will have to make arrangement to send the exhibits at its own.

**5. EVENT MANAGERS: THEIR ROLES & RESPONSIBILITIES**

(Being developed)

**6. ALLOCATED FAIRS**

**6.1 Selection and Allocation**

- a. In consultation with relevant Trade Bodies (a term that includes FPCCI, Chambers and Trade Associations) TDAP shall select certain fairs that will be organized by the nominated Trade Body but, partially subsidized by TDAP. TDAP's subsidy shall cover 50% of space rent and construction cost only. Subsidy shall be given in advance to the Association provided that it provides proof of advance payment for full cost of space for the respective fair. After conclusion of the event, the Trade Body will submit attested / verified vouchers by the Embassy along with a detailed performance report about the event. Any Trade Body which fails to provide the attested & verified account of expenses and report eight weeks of the close of the event will not be allowed any further support from the TDAP for any future event.
- b. No subsidy shall be provided for Fairs where spot sales are allowed.
- c. Allocation of such fairs to the Trade Bodies will be made 12 months prior to commencement of the fair.
- d. Trade Body will be required to attend the fair allocated to it, unless it informs TDAP of its inability to attend it, along with its reasons, at least six months before fair commencement. Failure to participate without timely intimation to TDAP, will lead to the Trade Body's disqualification for a period of two years.

**6.2 Selection of Participants**

- a. Criteria for selection of participants by the Trade body will be as per 3.2 above.
- b. Details of exhibitors will be provided to the TDAP 3 months before the commencement of the event on the format in Annex VII.
- c. The planning process in Annex IX will be followed by the Trade body and copy provided to TDAP 6 months prior to commencement of the fair.
- d. Samples will be duly screened by Trade Body (TDAP can make random check).
- e. Proper sales literature will be prepared (TDAP can make random check).
- f. One of the participants shall be designated as Team Leader.

### **6.3 Reporting**

- a. Within 15 days of the closing of the fair, the Team Leader shall provide to TDAP a Participation Report as per Annex VIII. The report will include invoice of space rent and other expenses supported by vouchers. Failure to provide the report, or the invoice, may lead to the Trade Body's disqualification for any further support from TDAP until the matter is clarified and expenses/report rendered to the satisfaction of TDAP.
- b. Trade Officer / Pakistan Mission shall also send a report to TDAP within 15 days of the closing of the fair, covering effectiveness of participation, presentation and conduct of participants, and Embassy's recommendations regarding future participation.

### **7. FREE CHOICE FAIRS:**

- a. Trade bodies may attend at their own initiative fairs that are neither managed nor allocated. Their intent to participate, however, must be conveyed to TDAP and the Pakistan Mission at least 3 months in advance. If they do not do so, they will not be allowed to use Pakistan's name.
- b. The trade body will ensure that participation is of a respectable standard, worthy of our national image.
- c. The trade body and the Pakistan mission shall send a participation report to TDAP within ten days upon conclusion of the fair and list of participants as per Annex IV.
- d. Matters covered under Allocated Fairs, as far as applicable to planning and execution of Free Choice Fairs, may be considered "guidelines".

### **8. FINANCIAL SUPPORT**

#### **8.1 Subsidy for Managed Fairs**

- |    |                      |          |
|----|----------------------|----------|
| a. | Textile products     | 50%: 50% |
| b. | Core Products        | 60%: 40% |
| c. | Development Products | 70%: 30% |

For new exporters, women entrepreneurs and events in 'new geographic areas' as per export strategy (Annex I) the subsidy level will be 80%: 20% for all three categories.

#### **8.2 Subsidy for Allocated Fairs**

Export Promotion Bureau will give 50% subsidy on Space rent and stand construction cost only. For new exporters/women entrepreneurs and events in 'new geographic areas' as per export strategy (Annex I) the subsidy level will be 80% for space rent only.

## Vision

Providing Leadership, Direction, Pro and Re-active Facilitation, to an aggressive national drive for sustainable growth of Pakistan's Foreign Trade.

## Pakistan Export Strategy

### Preamble

Based on an evaluation of the world demand of goods and services, the Strategy aims to prioritize those where Pakistan has or can achieve a competitive edge, sourced from within or outside Pakistan and facilitate the achievement of the desired levels of profitable exports via a 'demand led' strategy, as opposed to the previous 'supply led' efforts. The 7-point strategy is as follows:

### Strategy

#### 1. World Market Share:

Enhance world market shares of the Core Product Categories via

- 1.1 Increased penetration of our best performing Core Product Categories in the top 10 respective countries.
- 1.2 Selectively increase the penetration of the Core Product Categories in the next top 10 countries.

#### Core Categories

- Textile & Garments
- Raw Cotton Yarn (all types)
- Fabrics
- Garments
- Made up(excluding towels)
- Towels
- Art silk & synthetic textiles

#### Other Core Categories

- Rice
- Leather & Leather products
- Sports goods
- Carpets & Wools
- Surgical instruments
- Petroleum products

#### 2. Value Addition:

Pursue enhancement of manufacturing and marketing capabilities and efficiencies with a view to achieve value addition and increased competitive strength for our core product categories.

Core categories: As above;

#### 3. Export Diversification:

Pursue with national alignment and focused resource application, selected development export opportunities where Pakistan currently enjoys, or can achieve, a strong competitive edge. The identified Categories are:

Developmental Categories



- Fisheries
- Poultry
- Fruits/Vegetable & Wheat.
- I.T- Software & Services
- Marble & Granite
- Gems & Jewellery
- Engineering goods
- Chemicals
- Healthcare
- General Service

4. Geographic Expansion:

Pursue in the less explored Geography, exports of our Core Products Categories and Services and any other, but significant opportunities. The geographic areas identified are:

- Africa
- South America
- Eastern Europe
- Central Asian Republics
- Oceania ( Australia/New Zealand)

5. Women Entrepreneurship:

To energise the Women Entrepreneurship in support of developing and realizing Pakistan's export capabilities and potential, and enhance overall economic value addition.

6. Traditional Partner Countries:

Bilateral Trade Enhancement would be achieved with countries where Pakistan traditionally/potentially enjoys close relationships

7. Leverage International Trade Blocks/Agreements:

Enhance market access based on proactive and innovative management of current or emerging world economic/ trading blocks and bilateral trading arrangements. These would initially be pursued with:

- EU
- D-8
- ECO
- OIC
- SAARC
- Bilateral Trade Agreements





**PERMISSIBLE WEIGHT**

<b>S.No.</b>	<b>Description</b>	<b>Weight (kgs)</b>
1	Carpets	500
2	Furniture	5 Cubic Meters
3	Marble/Handicrafts	300
4	Engineering items	400
5	Textile Made ups	150
6	Rice	200
7	Leather Products	200
8	Sanitary ware	300
9	Others	150

**EXHIBITOR'S REPORT FORM**

Name of the Fair	<input type="text"/>
Date of the Fair	<input type="text"/>
1. Name & complete address of Company with telephone & fax numbers	<input type="text"/>
2. Products exhibited	<input type="text"/>
3. Number of enquiries received by you during the Fair	<input type="text"/>
4. If some enquiries received during the Show did not materialize into actual business; what were the reasons?	
(a) Price?	<input type="text"/>
(b) Quality?	<input type="text"/>
(c) Credit terms?	<input type="text"/>
(d) Transport?	<input type="text"/>
(e) Productive capacity of the Exhibitor?	<input type="text"/>
5. Origin / Country of the visitors.	<input type="text"/>
6. How many existing customers did you meet during the Fair?	<input type="text"/>
7. How many worthwhile new business contacts did you Make during the Fair?	<input type="text"/>
8. Who were our potential competitors & their method for doing marketing?	<input type="text"/>
9. Orders booked during the Fair (Please give value in US dollars)	<input type="text"/>

**DUTIES OF THE PROJECT OFFICER**

*(self or via Event Manager)*

**Before the Fair**

- To plan, organize & progress all arrangements.
- To help in selecting suitable parties and exhibits.
- To familiarize himself with rules, regulations and procedures of the host country.
- To brief the selected participants and ensure that all pre-exhibition arrangements are complete.
- To ascertain before leaving the country the arrival dates of the participants and exhibits at the destination and inform Pakistan Embassy of these dates.
- To obtain addresses of importers of the country of Exhibition and circulate them to the selected exhibitors for advance contact.
- To arrange contact, meetings with prospective buyers for each participant and inform the participants of this one month in advance of departure.
- To issue Press Release in time on the Fair before departure.

**Upon reaching the destination**

- To contact the Embassy and the Fair Authority to check the overall arrangements, enquire about the shipment position, and ensure timely clearance of the shipment and its storage.
- To supervise construction and decoration of stalls, allocation of stalls among exhibitors, proper display of exhibits and provision of necessary facilities at the stand. The Pavilion should be ready in all respects sufficiently before the Fair inauguration.
- To brief the Pavilion staff and the exhibitors about their duties and responsibilities and code of conduct.
- To hand over the exhibits to the exhibitor and obtain receipt to the effect that goods have been received in full and in good condition.

**During the Fair**

- To make arrangements for presenting bouquet of flowers / gifts to the Chief Guest and others.

- To assist, along with the Trade Officer / Ambassador's representative, the participants in all reasonable manner.
- To visit other pavilions and note down plus and minus points of our main competitors. Encourage them to visit Pakistan Pavilion.
- To compile newspaper clippings and prepare a video on the Fair, covering the Pakistan Stand, the best two Stands, and those of competitors.

### **At Conclusion of the Fair**

- To fax a Press Release to Director (Exh) on overall performance.
- To ensure that every exhibitor pays custom duty and all other dues.
- To ensure proper re-packing of the exhibits in front of the exhibitors and prepare proper invoices and packing lists of the exhibits and hand them over to the forwarding agent or to the Embassy for shipment.
- To immediately dispatch by fax or DHL a set of shipping documents to Director (Exh). In the handling information column on the Airway bill it should be mentioned that Director (Exh), TDAP, Karachi should be immediately notified on Tel # \_\_\_\_\_ or Fax # \_\_\_\_\_.
- To ensure that unauthorized items are not packed / shipped along with the consignment.

### **On reaching Pakistan**

- To ensure that D.D. Stores has all necessary documents for clearance purpose and that the exhibits are properly returned to participants.
- To submit TA / DA adjustment bill within a fortnight.
- To submit within 10 days detailed report on the Fair highlighting the following points:
  - i. Economic Profile of the host country
  - ii. Overall impression on the Fair and its management.
  - iii. Performance of Pakistan Pavilion--orders booked, spot sales, long term arrangement by each exhibitor.
  - iv. Performance of competitor countries.
  - v. Overall conduct of the exhibitors
  - vi. Achievements,
  - vii. Shortfalls
  - viii. Recommendations
- To make a presentation to the "Review Group" headed by the Vice Chairman on the quality of participation and recommendations for future participation.

## **DUTIES OF COMMERCIAL SECTION**

### **Before the Fair**

- To reserve space for participation.
- To send budget estimates to TDAP.
- To publish the names of the exhibitors in the official Fair catalogue.
- To ensure timely construction / erection of stalls.
- To send invitation letters to the potential buyers inviting them to visit Pakistan Pavilion.
- To appoint clearing & forwarding agent for the Exhibition.
- To send the information about custom Rules & Regulations of the host country.
- To provide the information about the Hotels for participants.
- To make arrangements for timely clearance of the exhibits.
- To coordinate with Director Pavilion for allocation of stalls.

### **During the Fair**

- To arrange meetings of the exhibitors with the potential buyers.
- To visit other Pavilions and note down plus & minus points of our main competitors.
- To assist Director Pavilion in collection of the exhibits.
- To coordinate with the Director Pavilion in getting feedback from the participating companies.
- To prepare video of Pakistan Pavilion as well as of the competitors.

### **After the Fair**

- To coordinate with Director Pavilion for return shipment and prepare actual invoices for the left over goods.
- To send report on the Fair and detailed accounts along with vouchers / receipts within 10 days after the Exhibition.
- Any other matter relating to the Fair.

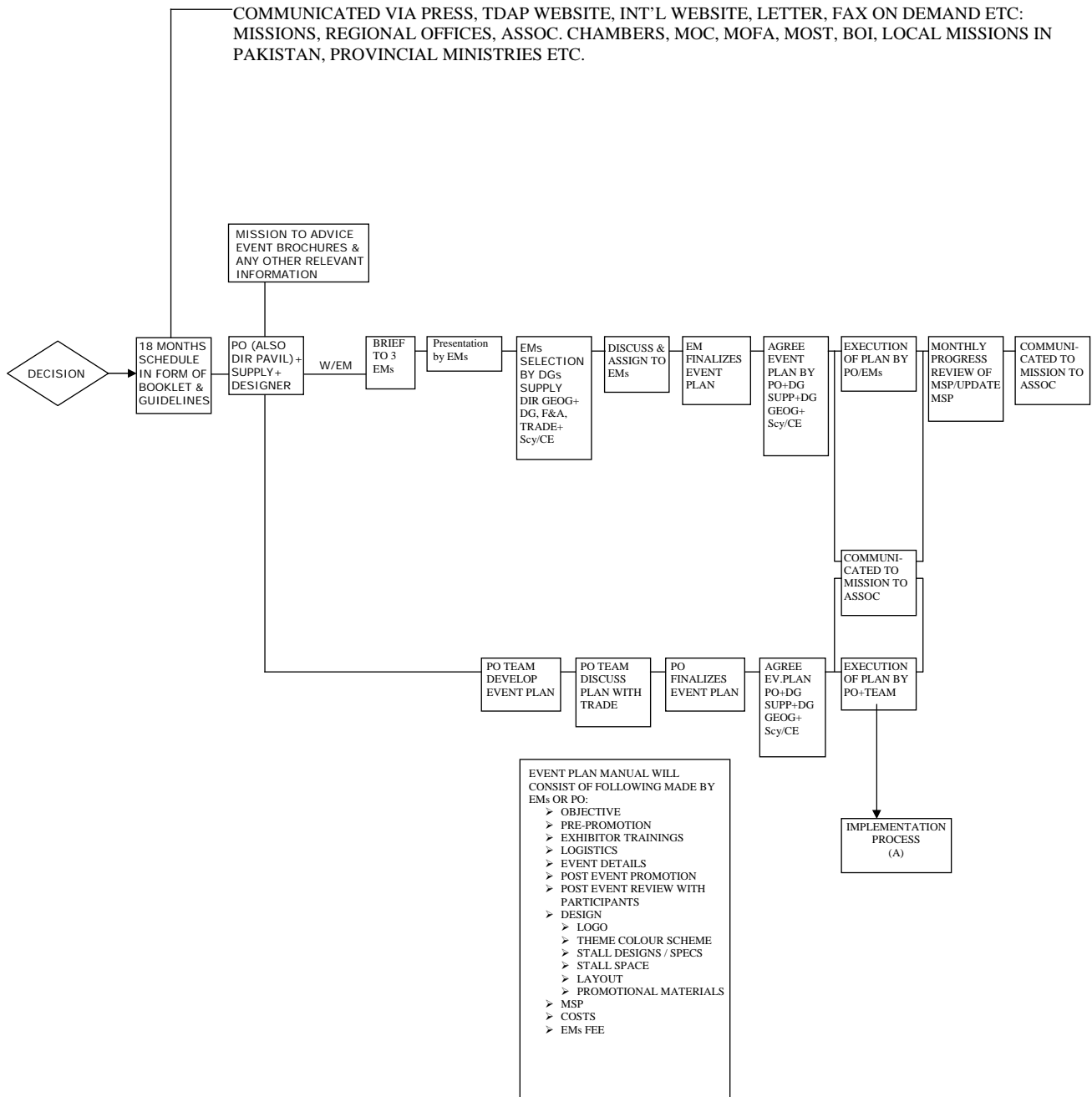


**ALLOCATED FAIRS  
PARTICIPANTS' DETAILS TO BE PROVIDED TO TDAP  
(at least 3 months before opening date)**

<b>S.No</b>	<b>Name of participants with Address/telephone/fax no</b>	<b>Exports during Last three years Verified by bank</b>	<b>Participation during last three years</b>	<b>Products to be displayed</b>

**ALLOCATED FAIRS  
REPORT OF THE TEAM LEADER  
ON ASSOCIATION'S PARTICIPATION**  
(To be sent to TDAP within 15 days of closing of Fair)

1. Name of the Fair	
2. Date of the Fair	
3. No. of Companies Participated	
4. Items displayed	
5. No. of countries Participated	
6. No. of enquiries Received	
7. Items displayed by the participating countries	
8. No. of visitors to Pakistan Pavilion	
9. Orders booked	
10. Suggestions	



EM = EVENT MANAGER  
 PO = PROJECT OFFICERS  
 MSP = MILESTONE PLAN