



GUIDELINES FOR PARTICIPATION IN INTERNATIONAL EXHIBITIONS

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Section 1 Guidelines for Participation in International Trade Fairs/Exhibitions

1.1 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 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.

Section 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.

Section 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 the following information of the events:

S. No.	Particulars
1	The Name of the Event, date, City, website
2	Age of the fair and business traffic (Both local and international)
3	Product Focus
4	GDP of the country and per capita income
5	Size of our exports in the country's global imports
6	No of international countries which participated
7	Business generated in the last edition of the fair
8	Our competitor countries (India, China, Bangladesh etc.) participation in the fair

- c. TDAP participation in the international fairs will be available in TDAP's Annual Business Plan for the financial year (<https://tdap.gov.pk/annual-business-plan/>), and also be uploaded on the TDAP website (<https://tdap.gov.pk/international-exhibition/>).
- d. 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)

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) There shall be no restriction on number of participations of a company in international trade fairs/ exhibitions.
- b) Selected companies will have to submit Security Deposit of Rs.50,000/- (refundable), which will be refunded back on submission of report during the de-briefing meeting after conclusion of fair.
- c) TDAP guarantees for the provision of stall against participation fee submitted by the applicants after due selection process. However, the visa approval is beyond the

prerogative of TDAP. If a company fails to participate in an event for any reasons (including rejection of visas, etc.) after confirmation, and TDAP has already paid for the stall. In such cases, TDAP will confiscate participation fee and security deposit of the company and after determining full cost of stall, will ask for payment of the balance amount from the exhibitor. If after three reminders the company fails to settle its account with TDAP, the company will be blacklisted and no further TDAP subsidy will be offered till settlement of account with TDAP

- d) In such cases where visas have been refused to the both representatives of the company and no replacement or carry forwarded option is available participation fee shall not be refunded. However, in those cases, where replacements or carry forwarding of stalls for the next participation is made, refund of participation fee may be considered. However, in all other cases the concerned DG will decide / recommend refunding of the participation fee.
- e) Adequate production capacity, quality of products (ISO & SA certified will be preferred), IT & ITeS export capabilities & startups pitching capabilities, other exportable services delivery capabilities, availability of brochures & literature (especially in language of host country).
- f) Any instance of misconduct, unjustified absence OR poor presentation in a previous participation will render applicant ineligible.
- g) Adverse decision in a trade dispute by a commercial court will render applicant ineligible.
- h) 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 organized by TDAP.
- i) All planned events/ fairs to be participated by TDAP in a fiscal year will be included in the Annual Business Plan which will be available on TDAP's website every year.
- j) Advertisement of each event will be released six months before the date of the event.
- k) TDAP may facilitate those companies/ buying houses which are willing to pay 100% expenses of participation in the international fairs.
- l) A 10% minimum quota for women-led businesses will be mandatory and not transferable to other categories. If fewer applications are received, TDAP will mobilize additional applicants through chambers, women business associations, and digital outreach before reallocating. In the absence of any application from WE, the quota will be transferable.
- m) For the purpose of these Guidelines, the following is the definition of Women Entrepreneur:
 - i. A sole proprietorship owned and managed by a woman; or
 - ii. A partnership or association of persons in which a woman holds majority ownership and control (51% or above)/ as per Form-C/ Form-29
 - iii. A company in which women collectively hold 51% or more shareholding as per Form-C/ Form-29, and at least one woman exercises substantive managerial or operational control (CEO, Managing Director etc.)

- n) A business owned by a Woman Entrepreneur will be granted 50% reduction in the advertised participation fee except in those events where subsidy has already been granted up to 80%.

3.2.2 Core Product Categories (including Textiles & Garments):

- a) Out of the applicants 40%¹ 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) 40% 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. 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) 10% of participants will be new exporters and 10% 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).
- e) In case of short number of applications against the quota reserved for SMEs, New Exporters, and women entrepreneurs, balance of each underutilized category would be transferred to established exporters.
- f) Participation quota mentioned in condition 3.2.2 (a-e) will be reviewed after every six months by the Executive Committee on the performance of the sector.
- g) In case of short number of applications against the quota reserved for any category, the balance of each underutilized category shall be transferred to available applicant's category.

¹ Decision of TDAP Board in its 14th Meeting dtd. 05th May 2026

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, IT & ITeS scalable potential, Services (tourism, logistics, etc.) export capacity to support emerging export opportunities. This will be verified by the Product Officer of TDAP in consultation with the concerned trade association, chamber, and government entities through 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) of 3.2.3).

c) For Service Sector (IT & ITeS, Tourism)

- i. The selection of IT companies and startups will be done by TDAP on the recommendations of PSEB and Ignite.
- ii. The selection of companies under the category of 'Tourism Sector' will be done by TDAP on the recommendation of Pakistan Tourism Development Corporation (PTDC).

d) 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.

e) 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.

f) Regional Trade Alliances

As for Geographic diversification.

Section 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 IV** while that of Trade Officer/Pakistan Embassy at **Annex V** (It is not, however, necessary for TDAP to nominate Project Officers to visit every fair assigned to them).

Section 5 Participation Methodology

- a) All applicants shall provide their particulars in prescribed form (**Annex II**).
- b) Selected applicants will attend a pre-participation physical/ virtual briefing. Anyone found absent without an acceptable reason may not be allowed participation.
- c) At the end of the fair, each participant shall provide to the Director Pavilion participation report as per Performa at **Annex III**. Any participant not providing the report may be debarred from future participation.
- d) For issuance of visa recommendation letter every selected party would submit applications for two representatives along with duly notarized stamp paper in a manner mentioned in the selection letter.
- e) The replacement of a company would only be acceptable if the firm's representative 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 Authority. 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.

5.1 Allocated Fairs

a. 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 40% 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 after 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.

b. Selection of Participant

- a. Criteria for selection of participants by the Trade body will be as per Section-3 above.
- b. Details of exhibitors will be provided to the TDAP three (03) months before the commencement of the event on the format in **Annex VI**.
- c. Proper sales literature will be prepared (TDAP can make random check).
- d. One of the participants shall be designated as Team Leader.

c. Reporting

- a. Within 15 days of the closing of the fair, the Team Leader shall provide to TDAP a Participation Report as per **Annex VII**. 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.

5.2 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 III**.
- d. Matters covered under Allocated Fairs, as far as applicable to planning and execution of Free Choice Fairs, may be considered "guidelines".

Section 6 Financial Support

a. Subsidy share by TDAP for TDAP Managed Fairs²:

S.No.	Sector	Subsidy (TDAP : Exhibitors)
1.	Textiles	30 : 70
2.	Leather, Gloves, Footwear	50 : 50
3.	Carpets	50 : 50
4.	All Agro & Food Products	40 : 60
5.	Surgical Instruments & Sports Goods	40 : 60
6.	Agriculture Machinery, Furniture, Cutlery, Mobiles, Home Appliances, Light Engineering Construction Material, Marble, Pharma, Cosmetics, Chemicals, Paints. Gems & Jewelry, Handicrafts & Minerals	50 : 50
7.	Tourism & Logistics	30 : 70
8.	IT, ITeS	No subsidy
9.	Trade Fairs in African Countries, Syria, Iraq, Lebanon, Jordon	60 : 40
10.	Trade fairs (other than Africa) where spot sale allowed. ³	20 : 80

b. Fairs Wise Subsidy:

The subsidy share by the TDAP for the **Gulf Food Dubai** shall be 20%

For Face-Lifting & Upgradation of Booth		
1	For improvement of the quality and outlook of shell scheme stalls in approved international exhibitions, an increase of up to maximum 50% cost contributed by TDAP for face-lifting / up gradation of the shell schemes subject to recommendation of the TIO / concerned DG and approved by CE / Secretary TDAP. ⁴	Upto 50% of cost contributed by TDAP

- Moreover, if level of participation increases on the recommendation of any trade body (Chamber/Association) in any specific fair then the subsidy share of TDAP will be reduced further 10% resulting in increase of 10% participation fee which will be charged from the exhibitors.
- For new exporters, women entrepreneurs and event in 'new geographic area' as per export strategy (**Annex-I**) the subsidy level will be 80%: 20% for all three categories.

c. Subsidy for Allocated Fairs

Trade Development Authority of Pakistan will extend 40% subsidy on space rent and stand construction cost only except for those sectors for which subsidy has been revised by the TDAP Board from time to time.

² Decision of TDAP Board in its 14th Meeting dtd. 05th May 2026

³ Decision of TDAP Board in its 11th Meeting dtd. 12th Dec 2024

⁴ Decision of TDAP Board taken in 11th meeting dtd. 12-12-2024.

Pakistan Export Strategy

Vision

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

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 textile

Other Core Categories

- Rice
- Leather & Leather Products
- Sports Goods
- Carpet & Wool
- Surgical Instrument
- 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 (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 Category

- IT & IT Enabled Services
- Fisheries
- Poultry
- Fruits & Vegetables.
- Marble & Granite
- Gems & Jewelry
- Engineering Goods
- Chemicals
- Healthcare / Pharmaceuticals
- General Services
- Tourism

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:

Geographic Regions

- Africa
- South America
- Eastern Europe
- Central Asian Republic
- Oceania (Australia & New Zealand)

5. Women Entrepreneurship:

To energize 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 Agreement

Apply online at <https://tdap.gov.pk/mis/>



APPLICATION FOR PARTICIPATION IN FAIR / EXHIBITION

(Note: Please see terms and conditions on last page)

Name of the Fair:- _____

1. Company Details

- a) Name of the Firm: _____
- b) Address (Head Office): _____

- c) Address (Factory): _____

- d) Tel (Office): _____
- e) Fax: _____
- f) E-mail: _____
- g) URL: _____

2. Contact/ Focal Person

- a) Name: _____
- b) Designation: _____
- c) CNIC: _____
- d) Tel (Office): _____
- e) Cell: _____
- f) E-mail: _____

3. Status of the Company:-

- a) Type of Business: ☐ Manufacturer ☐ Manufacturer cum Exporter
☐ Commercial Exporter ☐ Other
- b) Ownership Status:
☐ Proprietor ☐ Partnership
☐ Limited ☐ Other
- c) Category of Exports: ☐ Established Exporter (*) ☐ SME(**)
☐ New Exporter (***) ☐ Women Entrepreneur (****)
- d) Registration details: N.T.N.# _____ REX # _____
Sales Tax# _____
- e) Membership(s): Chamber: _____
Trade Association: _____
-

4. Products to be display during the fair: _____ a. *HS*

Code description of products:

	HS Code (6 Digits)	Product Description

b. Annual Production Capacity

S. No	Products	Production Capacity (measuring Unit)

5. Company Certifications

☐ International i) _____
ii) _____
iii) _____

☐ National i) _____
ii) _____
iii) _____

6. **Product Certifications:** I) _____
II) _____ iii) _____

7. No of Employees

Permanent: _____ Contract: _____ Others: _____

8. Value of Machinery/ Assets (Rs. Millions:

9. Exports

Total Certified Export for last three years. (Verified by the Bank)	Items as above	Preceding then previous Financial year (July-June)	Previous Financial year (July-June)	Current Financial year (July-June)	Bank (s) detail
	Value Million (US\$)				
	Value Million (Pak Rs.)				

Please add point as per following for new exporters:

For New Exporters: Total Turn Over for last three years. (attach Bank Statement)	Items as above	Preceding then previous Financial year (July-June)	Previous Financial year (July-June)	Current Financial year (July-June)	Bank (s) detail
	Value Million (Pak Rs.)				

10. Major Destinations

11. Participation Details

a) Previous Participation in the Fair through TDAP:

Previous Financial year _____

Preceding Financial year _____

b) Previous Participation; without TDAP's support :-

c) Name of the Representative (s):

Previous event attended by the Representative*

Yes

☐

No

☐

i) Name: _____ Designation: _____

Passport No.: _____, Validity: _____

Previous events attended by the Representative

Yes

☐

No

☐ ii)

Name: _____

Designation: _____

Passport No.: _____ Validity: _____

12. Participation With

☐

Subsidized participation

☐

without Subsidy participation (Full

Fee)

13. Participation Fee

i) Pay Order / DD No.: _____ ii) Amount (Rs.): _____ iii)

Date: _____ iv) Bank: _____

14. Any other Suggestion/ Recommendation

Declaration:

- i. *I /We hereby solemnly state that the above information is true to the best of my/our knowledge and belief. I/ We further solemnly undertake that if, at any stage the above information provided by me/us is found to be incorrect or fraudulently given, I/we shall be liable to pay penalty to TDAP as determined by Competent Authority of TDAP and TDAP may also initiate criminal proceedings against me/us under the relevant Law (s).*

- ii. *I/we also solemnly undertake to abide by the rules, procedures as prescribed by TDAP and to accept TDAP's decision in all matters concerning participation in the Fair / Exhibition.*

**SIGNATURE OF CHIEF EXECUTIVE/
MANAGING PARTNER/PROPRIETOR**

NAME WITH DESIGNATION

Date: _____

Company Seal

15. Required Documents

- i. *Participation fee in shape of Pay Order / Demand Draft in favour of TDAP.*
- ii. *Company brochure / Product Catalog / Company Profile / visiting card*
- iii. *Export Performance for last three years duly verified by bank for regular exporters.*
- iv. *Bank statements of last three years in case of new comers/Women Entrepreneur.*
- v. *Copy of Membership Certificate of Recognized Trade body*
- vi. *Photocopies of Passport(s) of the person(s) representing the company during the fair.*
- vii. *Copy of NTN certificate*
- viii. *Copy of all Certifications.*

16. Brief Terms & Conditions.

- Applications after due date or without valid Pay Order / Bank Draft will not be entertained.*
- I. *Non-submission of required documents noted against S. Nos 15 (i – viii) above shall render the applicant ineligible*
 - II. *The form should be properly filled in and verified*
 - III. *Wrong and incomplete information may lead to disqualification*
 - IV. *Visa recommendation letters will be issued only to Director/CEOs of the companies.*
 - V. *Once an applicant's selection is confirmed, the participation fee shall not be refunded.*
 - VI. *In case of SCE; participants should provide top quality products in appropriate packing (Weight will be decided by the TDAP as per policy).*
 - VII. ***For more details, Guidelines for Participation in International Trade Fair may please be perused on TDAP's website (www.tdap.gov.pk)***

Feedback Form

Name of the Fair:

Date of the Fair:

Name & complete address of Company with telephone & fax numbers:

Company Name :

Address: _____

2. Products exhibited: _____

3. Are you participating in this event/ country for the first time _____

4. Number of enquiries received by you during the Fair: _____

*5. If some enquiries received during the fair did not materialize into actual business;
what were the reasons?*

(a) Price?

(b) Quality?

(c) Credit terms?

(d) Transport?

(e) Productive capacity of the Exhibitor?

6. Origin / Country of the visitors: _____

7. How many existing customers did you meet during the Fair?

*8. How many worthwhile new business contacts did you make during the
fair?* _____

9. MOU signed or expected in future

10. Who were our potential competitors & their method for doing marketing?

11. Orders booked during the Fair (Please give value in US dollars:

12. Future Order prospects:

13. How would you assess the overall result for your company in this fair?

14. Do you think it is worthwhile to visit this fair again?

15. Suggestion / Recommendations if any : _____no_____ you should focus on B2B

Meetings_____

16. Comments on:

a) Assistance from TDAP:-----

b) Facilitation from Mission:

i. Excellent ii. Good iii. Average iv. Poor

Remarks (if any) :-----

c) *Future Participation in Fair:*

Yes:-----

No :-----

Don't know -----

17. (Note: Attach copy of passport(s) of representatives of your company, who attended the fair, showing entry/Exit stamp)

Company stamp &

Signature:_____

DUTIES OF THE PROJECT OFFICER

Before the Fair:

- i- Develop liaison with the Mission for budget and tentative space reservation.
- ii- Release advertisement in the print and electronic media.
- iii- Manage online exhibition portal. <https://tdap.gov.pk/mis/adminpanel/index.php>
- iv- Keep stakeholders (associations, trade bodies, etc.) on board for any development.
- v- Issue selection letters to the companies after approval of the Secretary TDAP/ CE TDAP.
- vi- Liaison with Finance Section for TR-30 & SBP approval of remittances
- vii- Convey confirmed participation size along with companies' details to the Mission, and coordinate for meeting necessary deadlines communicated by the Mission.
- viii- Arrange pre-departure online meeting of the selected companies, mission, and trade body/ association.
- ix- Issue press release.

Upon reaching the destination

- x- To contact the Embassy and the Fair Authority to check the overall arrangements,
- xi- 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.
- xii- To brief the Pavilion staff and the exhibitors about their duties and responsibilities and code of conduct.

During the Fair

- xiii- To make arrangements for presenting bouquet of flowers / gifts to the Chief Guest and others.
- xiv- To assist, along with the Trade Officer / Ambassador's representative, the participants in all reasonable manner
- xv- To visit other pavilions and note down plus and minus points of our main competitors. Encourage them to visit Pakistan Pavilion.
- xvi- Issue press release.
- xvii- To compile newspaper clippings and prepare a video on the Fair, covering the Pakistan Stand, the best two Stands, and those of competitors.

On reaching Pakistan

- i- To submit TA / DA adjustment bill within a fortnight.
- ii- To submit within 10 days detailed report on the Fair highlighting the following points:

- a. Economic Profile of the host country
 - b. Overall impression on the Fair and its management.
 - c. Performance of Pakistan Pavilion--orders booked, spot sales, long term arrangement by each exhibitor.
 - d. Performance of competitor countries.
 - e. Overall conduct of the exhibitors
 - f. Achievements,
 - g. Shortfalls
 - h. Recommendations
- iii. Give a comprehensive presentation to Secretary/ CE TDAP.

DUTIES OF COMMERCIAL SECTION

Before the Fair

- a. To reserve space for participation.
- b. To send budget estimates to TDAP.
- c. To publish the names of the exhibitors in the official Fair catalogue.
- d. To ensure timely construction / erection of stalls.
- e. To send invitation letters to the potential buyers inviting them to visit Pakistan Pavilion.
- f. To appoint clearing & forwarding agent for the Exhibition.
- g. To send the information about custom Rules & Regulations of the host country.
- h. To provide the information about the Hotels for participants.
- i. To make arrangements for timely clearance of the exhibits.
- j. To coordinate with Director Pavilion for allocation of stalls.
- k. To ensure guidelines for participation for sharing with the exhibitors at least 02 months before the event with the following information.
 - Top buyers
 - Competitor mapping
 - Price benchmarks
 - Import regulations
 - Cultural norms & negotiation style

During the Fair

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

After the Fair

- q. To send report on the Fair and detailed accounts along with vouchers / receipts within 10 days after the Exhibition.
- r. Any other matter relating to the Fair.

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

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

**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.	Suggestion	