



APRIL
05, 06, 07 2019

5th to 7th April 2019
at Karachi Expo Centre

Book your space now!

Host



Co - Host



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 15 years. The 16th My Karachi Exhibition will be held from April 5-6-7, 2019 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



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



Historical Glimpses of My Karachi from 2004 to 2018



BMG

Chairman Message



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

I am pleased to see that the Karachi Chamber of Commerce and Industry will be staging 16th sequel of International My Karachi – Oasis of Harmony 2019 Exhibition from April 5th to April 7th, 2019 at the Karachi Expo Center.

This mega event is regularly being staged since 2004 when I, during my tenure as President KCCI, came up with an idea of organizing a unique exhibition which particularly focuses on improving the positive image of Pakistan with a view to clarify a number of misconceptions about the overall security situation of Karachi.

In spite of economic, political and social difficulties from time to time, My Karachi Exhibition was constantly staged every year without any break and it was really heartening to see that this event has successfully entered 16th year and has become an icon for Karachi Chamber and one of the leading business platform for trade and industry. Since its inception, My Karachi exhibition has expanded significantly which not only attracts visitors and exhibitors from all over Pakistan but also lures foreign delegates from various destinations who take keen 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 would like to convey my heartfelt appreciation to President of Pakistan Dr. Arif Alvi, Prime Minister Mr. Imran Khan, Governor Sindh Mr. Muhammad Zubair and Chief Minister Sindh Syed Murad Ali Shah for extending full support and becoming part of this exhibition. It is heartening to note that Federal and Provincial governments' unconditional support and cooperation with the business and industrial community of Karachi has resulted in dealing with the trust deficit to a certain extent and it is likely to pave way for improved business and investment climate all over the country, particularly Sindh.

I must say that KCCI is undoubtedly playing a praiseworthy role in safeguarding the interest of business and industrial community and I am fairly convinced that 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.

Lastly, I would like to congratulate the Karachi Chamber, its present Office Bearers, Chairman of KCCI Special Committee for My Karachi and the Managing Committee members for making all out efforts to make this exhibition yet another resounding success. I must also extend my prayers and well-wishes to all the exhibitors, delegates and visitors of the exhibition for making 16th My Karachi – Oasis of Harmony exhibition successful. I look forward to give them a very warm welcome.

May Almighty Allah bless you all and be with us in all our endeavors.



Siraj Teli

It is indeed a great honor and privilege for me to host 16th sequel of International My Karachi – Oasis of Harmony Exhibition scheduled to be organized at Karachi Expo Center from 5th to 7th April 2019.

In my opinion, this mega event, which was initiated in 2004 by Chairman Businessmen Group & Former President KCCI Mr. Siraj Kassam Teli with an intention to promote the soft and positive image of Karachi, has succeeded in attaining its objective to improve Karachi image to a great extent. Hence, this year we decided to focus less on the image-building and more on highlighting the business potential of Karachi by aggressively promoting maximum number of Products and Services being produced by the Industrial Units in Karachi.

It is a matter of pride that the noteworthy efforts made by the leadership of Businessmen Group, Office Bearers, Chairman of My Karachi Special Committee, Managing Committee Members and the staff have undoubtedly resulted in making this exhibition the biggest happening of the year which is attended by more than a million Karachiites who throng into the Expo Center during all three days of the exhibition to shop a wide range of products available under one roof at special discounts and take keen interest in several recreational facilities available at the venue.

Besides offering a wide range of products and services to visitors, 15th International My Karachi Exhibition will provide a perfect platform, particularly to foreigners for Business-to-Business Meetings and Marketing of brands available in their respective countries.

As every year something new is added to this mega event, the visitors will, inshallah, once again witness some more surprises to be unveiled at 16th My Karachi Exhibition.

I would like to express heartfelt gratitude to the Government and Trade Development Authority of Pakistan for their support and cooperation to My Karachi Exhibition which really matters a lot to us. I am also very grateful to the leadership of Businessmen Group, especially 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, my colleague Office Bearers Senior Vice President Khurram Shahzad and Vice President Asif Sheikh Javaid, Chairman Special Committee for My Karachi Exhibition Muhammad Idrees, Managing Committee Members, Former Presidents and all other BMGIANS for their valuable contribution towards making 16th My Karachi Exhibition successful.

Further, I am also very grateful to the lead partners, sponsors, co-sponsors and supporters from print and electronic media without whom, we would have never succeeded in attaining the objective of this exhibition.



Foreward



Junaid Esmail Makda
President
Karachi Chamber of Commerce & Industry

Foreward



Muhammad Idrees
Chairman Special Committee for
My Karachi

It is indeed an honor for me to present "16th International My Karachi – Oasis of Harmony 2019" Exhibition which would inshallah be staged with same zeal and enthusiasm at the Karachi Expo Center from 5th to 7th April 2019. Being the Chairman of KCCI's Special Committee for My Karachi Exhibition, I would like to assure that 16th My Karachi Exhibition would inshallah be staged in a vivid and innovative style with more features added to this grand show.

Keeping in view the resounding success of 15th My Karachi Exhibition 2018, I am confident that 16th My Karachi Exhibition would also succeed in breaching all previous records in terms of exhibitors' and visitors' participation in the mega event.

It is really heartening to note that My Karachi Exhibition has been received wide acclamation from local and foreign exhibitors and visitors, who anxiously wait for this exhibition throughout year and keep on inquiring about the dates for the next exhibition which clearly indicates that KCCI's My Karachi Exhibition has achieved exactly the kind of success which it deserves.

Almost one million visitors attend the three-day long exhibition, 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 show, lucky draw and many other recreational activities for visiting families.

At 16th My Karachi Exhibition, we will be focusing on setting up maximum number of stalls in all six halls of the Expo Centre whereas keeping in view the overwhelming public demand, a dedicated Lawn Fabric Pavilion will once again be established while strategies would be devised to further expand the Food Court and Kids Playing Areas.

The first and foremost objective of staging "My Karachi – Oasis of Harmony" exhibition is promote Karachi as a peaceful and secure city while the second one is to ensure that thousands of visitors coming to the Expo Center get fully entertained and carry out their shopping in the securest environment at the Expo Centre while the corporate entities also get a chance to interact with each other and renew their relationships. Our aim is to provide the largest and excellent platform to the potential buyers & sellers and also facilitate them to get connected via Business-to-Business (B2B) and Business-to-Consumer meetings (B2C).

As a patriotic citizen, I strongly believe that I should strive as hard as I could to do something good for our beloved motherland which has seen many ups and downs during the past one-and-a-half decade. With present government's commitment to Change, we look forward to seeing this Change and we would love to support this Change if it is positive and in favor of the masses.

The Karachi Chamber of Commerce & Industry is desperate to promote the positive side of Karachi through this exhibition as we strongly believe that there is need to undertake such promotional event which is the only way to pave way for economic prosperity. We, at KCCI, will try our best to make sure that 16th International My Karachi – Oasis of Harmony Exhibition 2019 serves as an effective channel to highlight the label of "Made in Pakistan" not only at domestic level but also at the international markets.

It is really very encouraging to see that KCCI's exhibition is also 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 16th My Karachi Exhibition also ensues in conveying the message of peace & highlight Karachi as a potential destination for investment, trade and business. Last but not the least, I would like to extend well wishes to the valuable exhibitors of "16th My Karachi – Oasis of Harmony Exhibition".

Wishing you all the best!



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 and Public 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 14th My Karachi from 2017





Why the need of Exhibition

My Karachi-Oasis of Harmony

My Karachi, now in its 16th 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

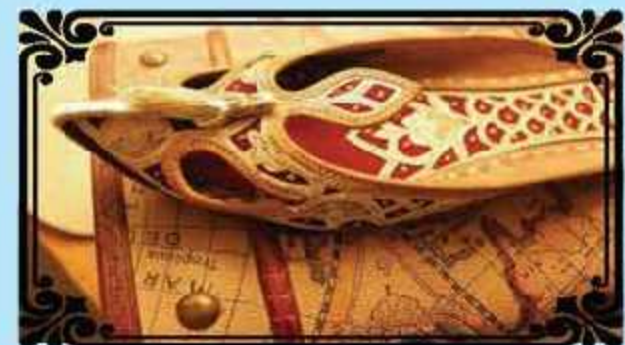
Exhibitors / Participants

- 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.





Our Products
& Our Brands



Our Products
& Our Brands



alkaram
studio

CS
Ghulam Shabbir
Textiles & Machinery

zuni

Orient
TEXTILE MILLS

BONANZA

Lala

Amna Ismail
Semi Stitched Lawn Collection

Motifz

MENAI FAZAN
A Division of Pasha Textiles

Sanam
Boutique

GLORIA
Digital
PRINTS

AH
ARMY HOME TEXTILES
آر می ہاؤس ٹیکسٹائلز
ARMY HOME TEXTILES

LSM
LAWSON MILLS PVT. LTD.

Ra
RANA ARTS

az
Al-Zohaib
TEXTILE

ND



SAPPHIRE

16th My Karachi
Oasis of Harmony
INTERNATIONAL EXHIBITION
5th to 7th April 2019
at Karachi Expo Centre

Designer Lawn Fabrics



Lead Partner: Rs. 2,400,000/-

○ **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





Exhibitor: Rs. 350,000/-

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. 200,000/-
- Size: 6' x 6' = 36 sqm. Rs. 350,000/-

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



Package Details



Glimpses of 14th My Karachi 2017

Hall - 1



Category of Stands:

- CP= 36 sqm Rs1,500,000
- SP= 36 sqm Rs 750,000
- A = 36 sqm Rs 350,000
- B = 18 sqm Rs 200,000
- 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 350,000



Floor Plan 1



Category of Stands:

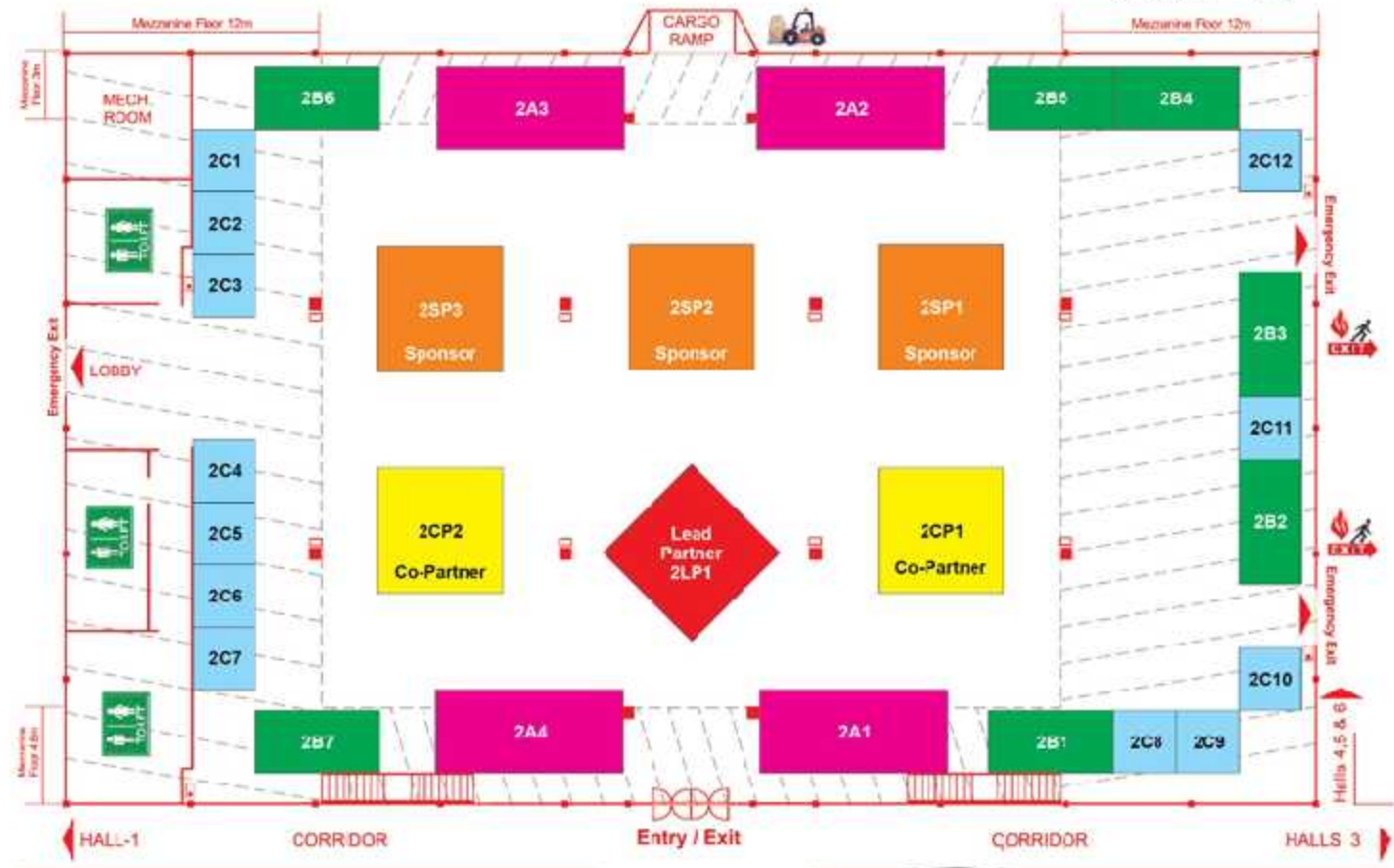
- LP = 36 sqm Rs2,400,000
- CP = 36 sqm Rs1,500,000
- SP = 36 sqm Rs 750,000
- A = 36 sqm Rs 350,000
- B = 18 sqm Rs 200,000
- C = 09 sqm Rs 100,000

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

Stands:

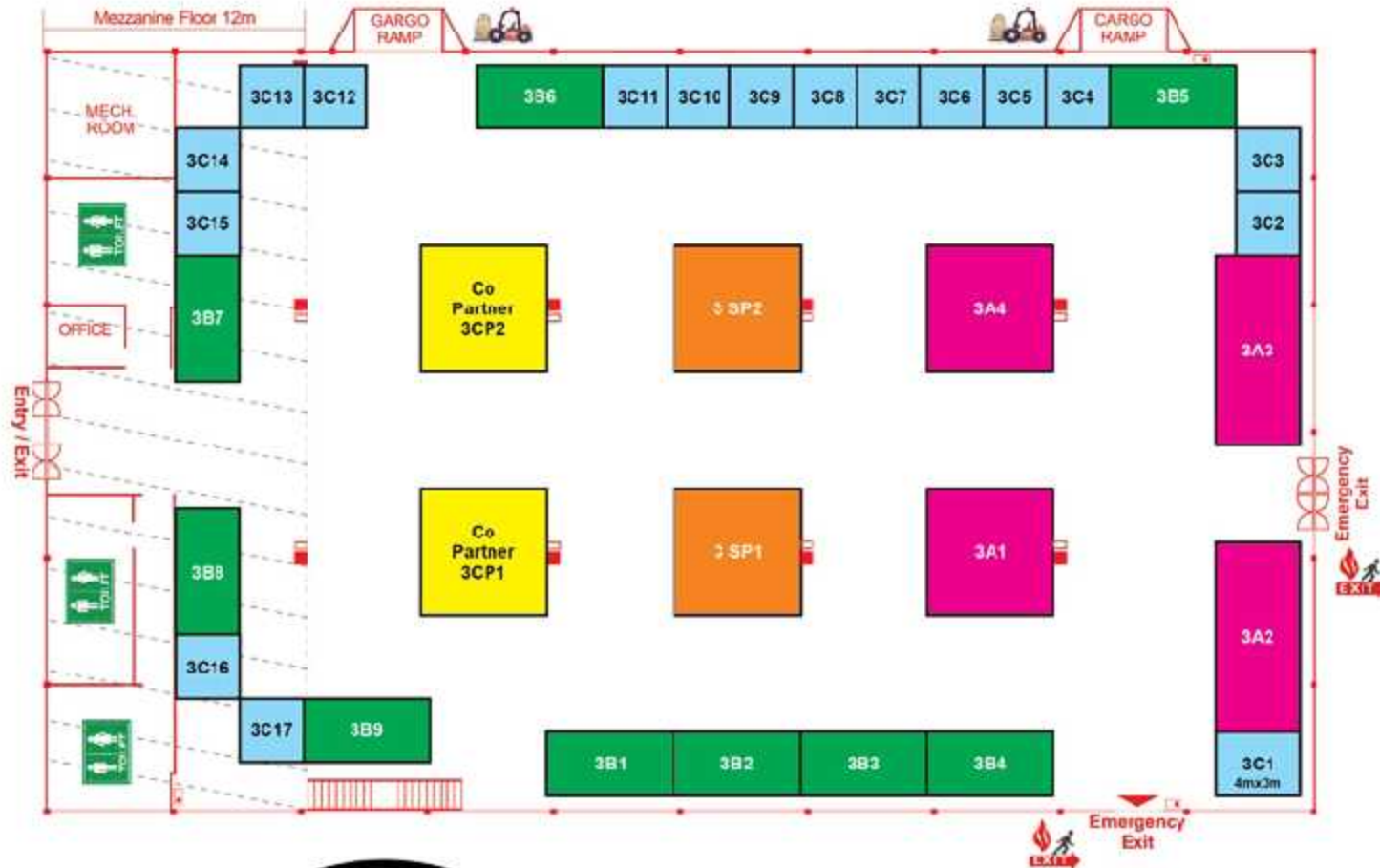
Exhibit Area = 585 Sq. m
 Circulation = 1,377 Sq. m

Hall - 2



Floor Plan 2

Hall - 3



Category of Stands:

- CP = 36 sqm Rs 1,500,000
- SP = 36 sqm Rs 750,000
- A = 36 sqm Rs 350,000
- B = 18 sqm Rs 200,000
- 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:

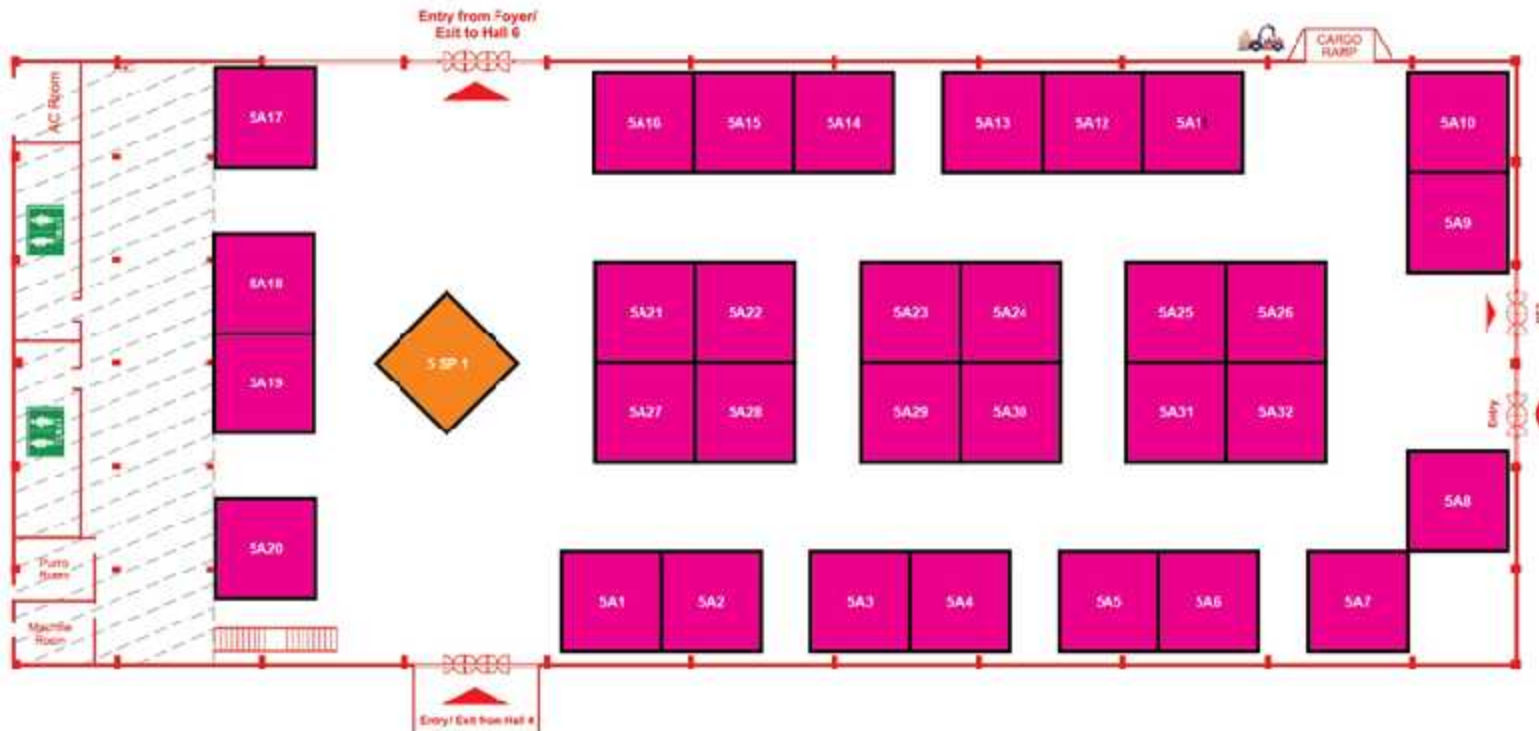
Exhibit Area = 1,116 sq. m

Circulation = 2,117 sq. m

Floor Plan 4



Hall - 5



Category of Stands:

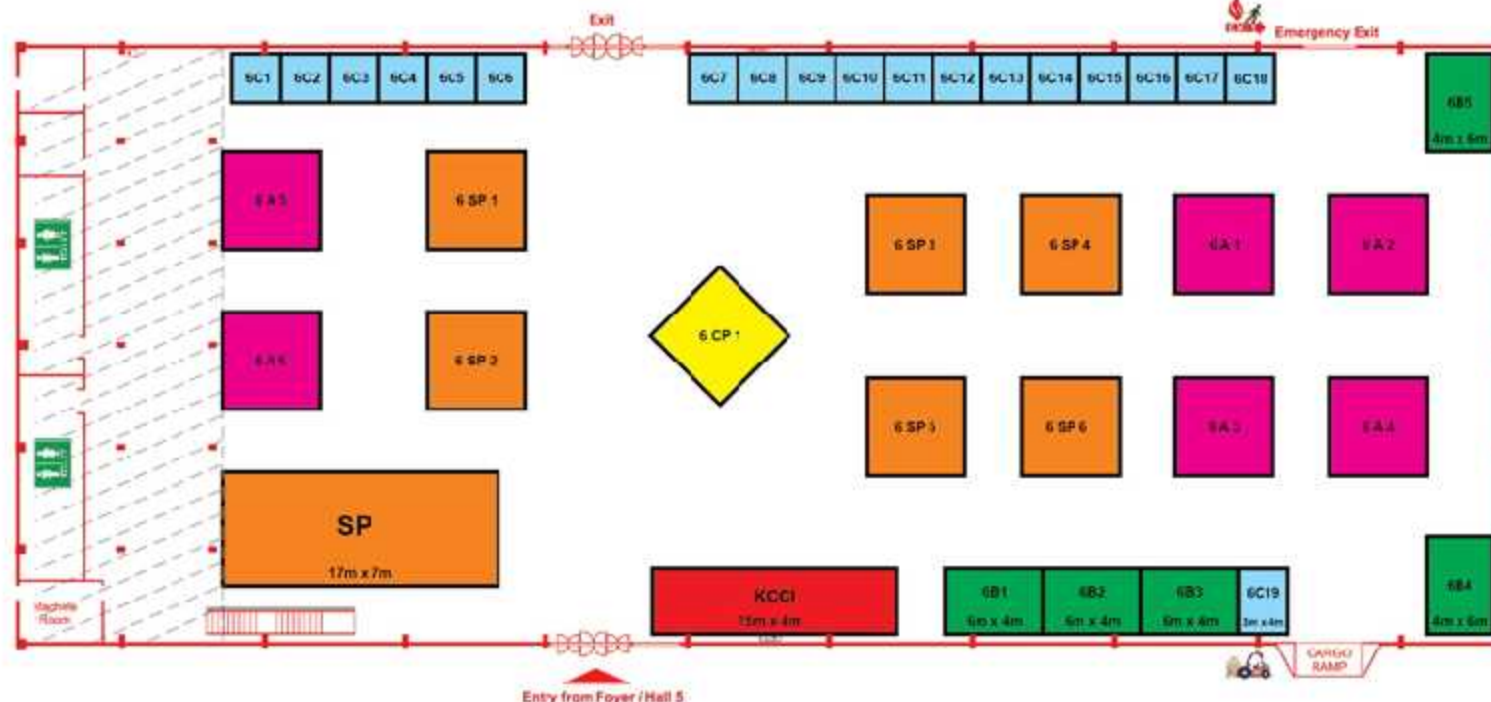
- SP = 36 sqm Rs 750,000
- A = 36 sqm Rs 350,000



Floor Plan 5

Stands:
 Exhibit Area = 603 sq. m
 Circulation = 1359 sq. m

Hall - 6



Category of Stands:

LP = 36 sqm Rs2,400,000

CP = 36 sqm Rs1,500,000

SP = 36 sqm Rs 750,000

A = 36 sqm Rs 350,000

B = 18 sqm Rs 200,000

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

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 200,000/-

Bar Space: Size: 6'x6' = 09sq. meter (4 Side Open)
 PKR 350,000/-

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, Aiwān-e-Tijarat Road, Off Shahrah-e-Liaquat. P.O. Box # 4158, Karachi-74000, Pakistan.
 Ph: +92 21 99218001-4 Tel: +92 21-99218001-9 Ext. 118 Fax: +92 21-99218010 Email: nida.aman@kcci.com.pk URL: www.kcci.com.pk

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



A Publication of
Karachi Chamber of Commerce & Industry



Event

16th
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.aman@kcci.com.pk URL: www.kcci.com.pk





Designer Lawn Pavilion

Category of Stands:

SP = 36 sq. m Rs. 750,000

A = 36 sq. m Rs. 350,000

B = 18 sq. m Rs. 200,000

Hall - 5

ENTRY FOYER & HALLS 6

CARGO

