



# UK PAKISTAN TRADE EXHIBITION

**Manchester Central Convention  
Complex  
Petersfield  
Manchester  
M2 3GX**

**11<sup>th</sup> - 13<sup>th</sup> MAY 2012**

THE MEDIA  
WORLD

UK  
TRADE &  
INVESTMENT

**Vb Media**



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## Welcome to UK Pakistan Trade Expo 2012

The UK Pakistan Trade Exhibition 2012 will be held in Manchester by United Pakistan with the help and support of Trade Development Authority of Pakistan (TDAP), UK Trade & Investment, VB Media, ARY TV, Media World, IN10SE Promotions and The Economic Unit at the Pakistan Consulate, Manchester, to promote bilateral trade between the UK and Pakistan.



This unique 3 day exhibition show-casing the very best of UK and Pakistani origin businesses that are engaged in international trade as well as help to realise the potential for increased trade opportunities with Pakistan by encouraging UK companies to consider expanding their operations there. In addition, assist Pakistan based companies to explore and exhibit their products and services in the UK. As an additional bonus, there will be an opportunity to gain an in-sight into Pakistani culture, music and culinary delights.

There are significant opportunities for partnership between UK and Pakistan firms and this exhibition will open up opportunities for businesses. The UK is committed to strengthening its strategic relationship with Pakistan, including a growing trade and investment relationship. Bilateral trade already stands at around \$2 billion.



UK exports machinery, pharmaceutical products and services in areas of finance and education to Pakistan. Pakistan's export to the UK consists of textiles, rice, pulses and spices. UK offers unrestricted access to Pakistani exporters. Prime Minister David Cameron recently announced to increase this trade to £2.5 billion by 2015.



There are more than 100 British Companies with a strong presence in Pakistan, including HSBC, Barclays, Shell, Unilever, GlaxoSmithKline, AllPort, Mothercare and Next are reporting consistently high profits from their Pakistan operations.

Karachi has the largest purpose-built Toni and Guy salon in the world.

UK Pakistan Trade Expo 2012 is set to take place at the Manchester Central Arena. This will be one of the biggest event of its kind, with wide media coverage through TV, Radio, Print and the internet both in the UK and Pakistan.

In addition to the media coverage, our marketing and promotions will involve a range of activities including flyers, posters, signage and word of mouth. An advertisement campaign will be launched to the run up to Expo 2012 as well as smaller promotional events





It is anticipated that a footfall of approximately 8-10,000 people during the course of the three day event.

In the evening, we are aiming to entertain between approximately 400 guests (exhibitors and other invited guests) to an extravaganza of the very best in British and Pakistani music, dance and fashion plus an exquisite meal.



This will be a great opportunity for the businesses to network and build business to business contacts for future business opportunities along with an opportunity to network.

### Our aims and objectives for this event are to help:

- Strengthen Bilateral business links.
- Increase trade between the two countries
- Promote a positive impact of the large number of Pakistani's in UK
- Promote impact of the Pakistani community on British economy.
- Develop talented individuals through opportunities
- Help UK companies explore Pakistan's vast natural resources
- Remove the extremism linked stereotyped image of Pakistan
- Eradicate an atmosphere of mistrust and other prejudices.
- Showcase the very best of Pakistani music, dance and fashion



### Why invest and trade with Pakistan

Located in the heart of Asia, Pakistan is a hub at the centre of the energy rich Central Asian States, the financially liquid Gulf States and the economically advanced Far East. This strategic advantage makes Pakistan a marketplace teeming with possibilities. Pakistan



- is bigger than both France and Germany.
- is the 6th most populous country in the world with more than 50% of its population below the age of 25 years.
- Gives equal treatment to foreign investors and foreign equity up to 100% is allowed.
- Offers foreign investment in Education, Technical/Vocational Training, Human Resource Development, Hospitals, Medical and Diagnostic Services are permitted to hold 100% equity.
- Offers exemption of export duty & sales tax on import of machinery.
- has more than 100 universities, 150 research institutions and 2000 higher education institutes, Pakistan produces 100,000 engineering graduates and another 100,000 technically trained graduates every year.
- Has a large and growing domestic market that includes 140M consumers with growing incomes and a growing middle-class moving to sophisticated consumption habits.
- has a middle class of some 30M with an average per capita income of \$10,000 pa.
- is home to over 600 foreign companies representing its liberal investment policy.
- boasts a comprehensive network of road, rail and sea links; good quality telecommunications and IT services; modern company laws and long-standing corporate culture.

Pakistan ranks ahead of both China & India in 'Ease of Doing Business', according to the World Bank report 'Doing Business 2011'.





## Exhibition Packages

We are offering all companies wishing to attend and /or exhibit their wares a complete package to showcase their products and/or services, that includes:

### Package A

**£2,000**

- Access to approximately 10,000 potential customers
- 120-150 Business to Business Networking
- Recruitment opportunities for unfilled vacancies
- Free media exposure
- 3m x 2m Cubicle
- Security and free parking
- 1 nights of live musical entertainment by renowned UK and Pakistani artists
- 5 Course meal

### Package B

**£5,000**

- Main Sponsor Status
- Access to approximately 10,000 potential customers
- 120-150 Business to Business Networking
- Recruitment opportunities for unfilled vacancies.
- Advertisement and sponsorship opportunities include logos on all marketing material, flyers, posters, PR, website and post event report
- Sponsors logos displayed on large in-event screens.
- 4m x 2m Cubicle
- Security and free parking
- Access to private rooms for one 2 one business meetings
- Lunch and light refreshments during the three days
- 2 nights of live musical entertainment by renowned UK and Pakistani artists
- 5 Course meal

All company delegates traveling from Pakistan will be assisted with, Visa applications, Accommodation and flights.

*For further information and booking form, please contact us at*

United Pakistan,  
Europa House,  
Unit 6  
Barcroft Street,  
Bury, Greater Manchester, BL9 5BT UK  
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