



## WE ARE PLEASED TO ANNOUNCE THAT

- \* **AL FAJER** appoints **CEO (Call Events Organizer)** as their **Sole & Sales Representative in PAKISTAN**
- \* As **CEO** is going to organize on a regular basis national and international fairs/events on its fairground.
- \* As **CEO** wants to promote sales towards the **PAKISTAN** industry of fairs/events organized by **AL FAJER** in **DUBAI**.

### 27TH INTERNATIONAL AUTUMN TRADE FAIR 2012 11-13 DECEMBER 2012

*General Consumer trade show with variety of product on display*

### TEKNO/TUBE ARABIA & ARABIAN ESSEN-welding and cutting 2013 7 - 10 JANUARY 2013

*International Trade Fair for Industrial Machinery, Sheet Metal, Metal working, Machine Tools & Die Moulds*

*Trade Fair held in conjunction with "ArabPlast 2013"*

## DUBAI INTERNATIONAL CONVENTION AND EXHIBITION CENTRE DUBAI UAE

### EXHIBIT PROFILE

- \* Art, Antiques & Handicrafts
- \* Artificial Flowers & Plants
- \* Automobiles & Auto Parts
- \* Bags (Travel, School, Casuals, etc)
- \* Building Materials
- \* Carpets & Wall Coverings
- \* Chemicals & Allied Products
- \* Cosmetics, Perfumes & Beauty Aids
- \* Crystal wares & Chandeliers
- \* Dairy Products & Equipment
- \* Detergent & Household Chemicals
- \* Electronics & Electricals
- \* Fashion Wares & Accessories
- \* Fresh, Frozen & Canned Foods
- \* Furniture (Office & Home)
- \* Gifts & Novelties
- \* Glassware & Porcelain
- \* Hardware & Do-it-Yourself (D-I-Y)
- \* House wares & Kitchen wares
- \* Household & Domestic Appliances
- \* Imitation & Fashion Jewellery
- \* Leather & Leather Products
- \* Lights, Lamps & Fixtures
- \* Office Equipment
- \* Pictures, Painting & Graphic Arts
- \* Plastic Household Products
- \* Promotional Giveaways & Plaques
- \* Sanitaryware & Accessories
- \* Sports & Leisure Goods
- \* Textiles & Ready Made Garments
- \* Toys, Games & Stationery
- \* Watches & Clocks

### EXHIBIT PROFILE

- Metal Working, Metallurgy, Machinery and Plant Technology**
- \* Metallurgical plants and Rolling Mills
- \* Foundry Machinery
- \* Manufacturing and process automation
- \* Surface treatment, Surface technology
- \* Aluminium and Non/Ferrous Metals, Materials, Technologies and Products (Semi-finished Products and Finished Products)
- \* Sheet metal technology and products (semi-finished and finished products)
- \* Thermo Process Technology
- \* Machine tools
- \* Parts, components, accessories
- \* Used Machinery and Equipment
- \* Trading in Raw Materials, Semi-Finished Products, Semi-Manufactured Goods and Finished Products
- \* Control and Measuring machinery, instruments and tools Testing
- \* Information, Processing (Data Processing, computing Programs and Systems)
- \* Transportation and Material Handling Equipment
- \* Environmental protection and waste removal
- \* Industrial safety and ergonomics
- \* Consultation, planning, services
- \* Trade Associations, trade publishers, trade journals
- \* Metalworking machinery
- \* Drill machines
- \* Sheet metal forming machines
- \* Die molds for thermoplastics
- \* Mold covers
- \* Molders
- \* Image processing
- \* Quality assurance, software
- \* Second-hand machine tools
- \* Surface finishing technology, thin-film processes
- \* CAD/CAM
- \* Material flow and storage technology
- \* Coolants, lubricants

and many more....

***We want to promote our Pakistani business man name and fame in international market.  
For space and for stand building immediately contact us.***

Exhibitor manual will be mailed on receipt of Registration Contract Form



Please Contact Us on Phone Number 0092 334 0557630 / 00971 50 8359433  
E-mail: ceo@subhanis.com / sstt@subhanis.com

HAMID SUBHANI

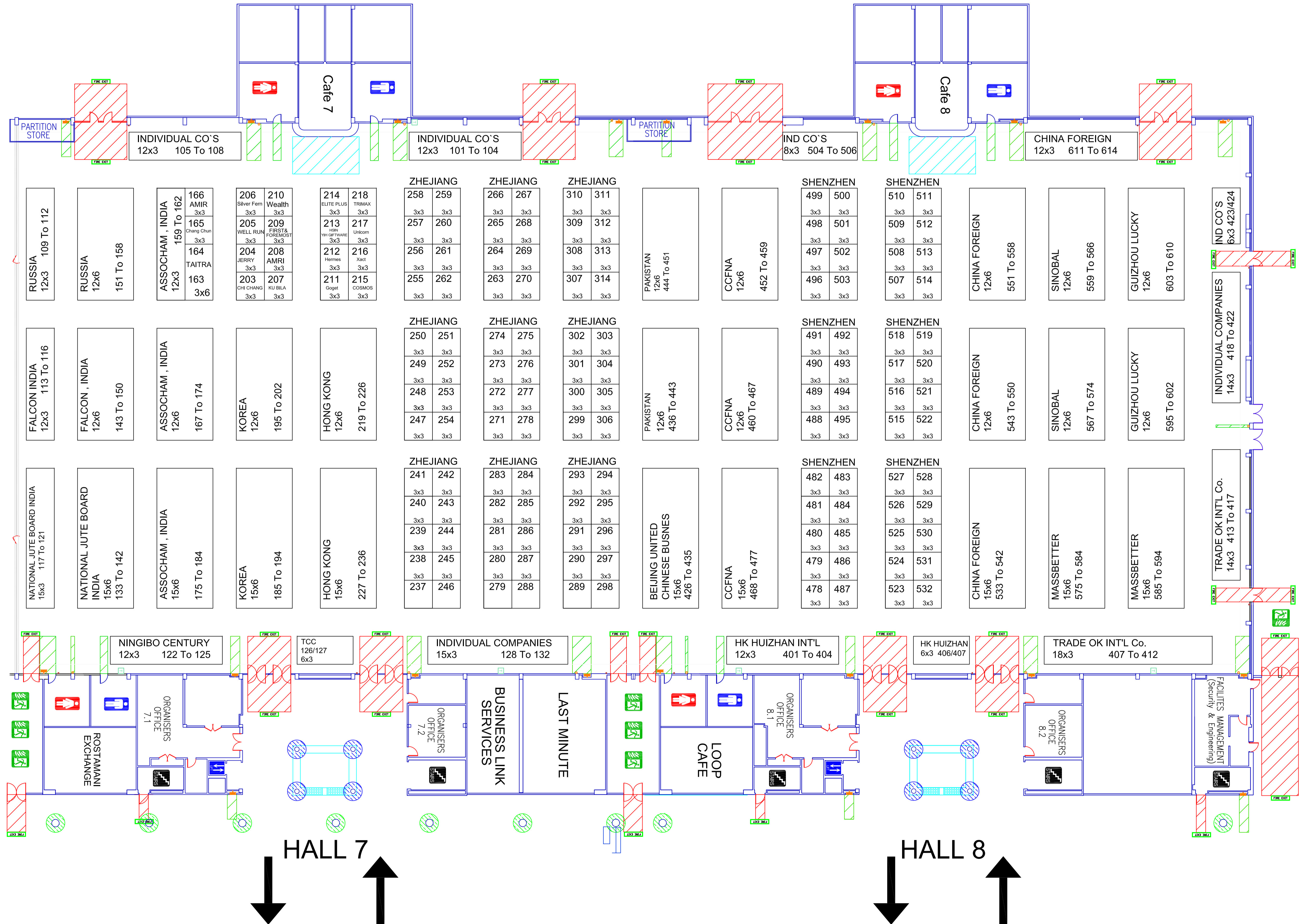
Head Office: Office 322- P, Street # 27, Rawal Town, Islamabad (PAKISTAN) | Tel: 0092 51-2841060, Mobile: 0092 334-0557630, Email: ceo@subhanis.com  
Representative in Dubai: Hamid Subhani - 00971 50 4218982 | Adnan Subhani - 00971 50 2872517 | Furqan Subhani - 00971 50 8359433

[www.subhanis.com](http://www.subhanis.com)

# 27TH INTERNATIONAL AUTUMN TRADE FAIR 2012

11 - 13 DECEMBER 2012

DICEC, DUBAI, UAE



# Information & Registration Booklet



## 27TH INTERNATIONAL **Autumn** Trade Fair



11 - 13 December 2012

Dubai International Convention & Exhibition Centre,  
Dubai, United Arab Emirates



[www.dubaiautumnfair.com](http://www.dubaiautumnfair.com)

# 27TH INTERNATIONAL Autumn Trade Fair



11 - 13 December 2012

Dubai International Convention & Exhibition Centre, Dubai, U.A.E.

## CONTENTS

<b>Description</b>	<b>Page No.</b>
1. Event Information	3-4
2. Title of the Event	3
3. International Membership	3
4. Supporting Offices	3
5. Organisers	3
6. Venue	3
7. Duration and Opening Hours	3
8. Frequency	3
8. Inauguration Ceremony	3
9. Stand Construction and Dismantling	4
10. Display & Removal of Exhibits (for Exhibitors)	4
11. Deadline for Registration	4
12. Visitors	4
13. Facilities	4
14. Exhibition Catalogue	4
15. Admission Policy	4
16. Clearing & Forwarding	5-8
17. Hotel Accommodation & Visa Assistance	08
18. International Autumn Trade Fair 2011 - Flash back	09
19. Catalogue Advertising Form	10
20. Registration Contract & Conditions of Participation	

# 27TH INTERNATIONAL Autumn Trade Fair



11 - 13 December 2012

Dubai International Convention & Exhibition Centre, Dubai, U.A.E.

## EVENT INFORMATION

- 1. Title of the Event** 27th International Autumn Trade Fair 2012
- 2. International Membership** (UFI) -The Global Association of the Exhibition Industry  
17, Rue Louise Michel  
F-92300 Levallois-Perret France.  
Tel: (33) 1 46 39 75 00  
Fax: (33) 1 46 39 75 01  
E-mail: [info@ufi.org](mailto:info@ufi.org)  
website: [www.ufi.org](http://www.ufi.org)
- 3. Supporting Offices** Government of Dubai  
Department of Tourism & Commerce Marketing  
Post Box No. 594  
Dubai, United Arab Emirates  
Tel: +971 4 223 0000  
Fax: +971 4 223 0022
- 4. Organisers** Al Fajer Information & Services  
Post Box No. 11183  
Dubai, United Arab Emirates  
Tel: +971 4 340 6888  
Fax: +971 4 340 3608  
E-Mail: [alfajer@emirates.net.ae](mailto:alfajer@emirates.net.ae) / [suhas@alfajer.net](mailto:suhas@alfajer.net)  
Internet: <http://www.dubaiautumnfair.com>
- 5. Venue** Halls 7 & 8  
Dubai International Convention & Exhibition Centre  
(Formally known as Dubai World Trade Centre)  
Dubai, United Arab Emirates,
- 6. Duration and Opening Hours**  
Dates 11th December 2012 to 13th December 2012  
Opening Hours Daily from 1100 Hours to 1800 Hours
- 7. Frequency** Annual
- 8. Inauguration Ceremony** 11th December 2012 at 11:00 Hours

# 27TH INTERNATIONAL Autumn Trade Fair



11 - 13 December 2012

Dubai International Convention & Exhibition Centre, Dubai, U.A.E.

## EVENT INFORMATION

### 9. Stand Construction and Dismantling

Construction

9th December 2012 and 10th December 2012

Dismantling

14th December 2012

### 10. Display & Removal of Exhibits (For Exhibitors)

Display of Exhibits

10th December 2012 From 0800 to 2400 Hours

Removal of Exhibits

13th December 2012 From 1800 to 2400 Hours

### 11. Deadline for Registration

15th October 2012

### 12. Visitors

Traders and Businessmen from:

- The Gulf States, Middle East, African Continent, Far East, C I S and Asia
- Importers
- Exporters
- Media

### 13. Facilities

- Reception
- Hospitality Desk
- Information Centre
- Post Office
- Interpreters or Translators
- Telephone and Telefax
- Typists
- Restaurant and Bank
- 2 x 4 Star Hotels are within the complex

### 14. Exhibition Catalogue

Free of Charge to Exhibitors

### 15. Admission Policy

Free by Registration (Exclusively for Traders and Business Visitors) Children under 16 years of age not permitted

# 27TH INTERNATIONAL Autumn Trade Fair

11 - 13 December 2012

Dubai International Convention & Exhibition Centre, Dubai, U.A.E.

## CLEARING & FORWARDING

### 1) INTRODUCTION

Masstrans Freight LLC has been appointed by the organizers as the sole official freight forwarder and On-site handling agent for INTERNATIONAL AUTUMN TRADE FAIR 2012 (IATF). Only official forwarder would be allowed to operate within the exhibition premises and the exhibition halls. Their contact details as follows:

#### MASSTRANS FREIGHT LLC

P.O.Box 127315, Dubai United Arab Emirates

Ph: +971 4 8855902, Fax: +9714 8855903

E-mail: expo@masstrans.ae; Contact Person: Vinay Sharma  
cheche@masstrans.ae Contact Person: Ms. Cheche

Below is the brief outline of the documentation requirements to customs clear the exhibition cargo in Dubai for AI Fares 2012 Exhibition. You are requested to kindly read carefully and follow the information below and contact the official freight forwarder for detailed shipping instructions to ensure smooth clearance and delivery of shipment. Also note that if any foods, medicine product for animal intake are being shipped, please notify Masstrans Freight LLC in advance prior sending. Such shipments under no circumstances be sent / effected without the confirmation of the official freight forwarder. All the business transactions are undertaken in accordance with the latest version of the National Association of Freight & Logistics (NAFL) Standard Trading Conditions copy of which will be provided on request.

**NOTE: Handling equipment or labor other than provided by the freight forwarder and on-site handling agent may not be allowed.**

#### A.) SHIPMENT ARRIVAL DEADLINES

<b>SEA FREIGHT</b> LCL or FCL	Documents	Originals should reach at our office at 10 working days prior to the vessel arrival.
	Shipment	Minimum 14 working days prior to opening of show or your intended work commencement date on-site
	Seaport Freight	Jebel Ali – Dubai PRE PAID
<b>AIR FREIGHT</b>	Documents	Copies by fax and originals Attached to the AWB
	Shipment	Minimum 10 working days prior to opening of show or your intended work commencement date on-site
	Airport Freight	Dubai International Airport PRE PAID
<b>DVD / TAPES For Censorship</b>		Videos should be sent by courier to Dubai at our Office in advance and should arrive 14 days before the show.

#### B) CONSIGNEE DETAILS - All Bills of Lading and the Airway Bills should be consigned as follows:

##### Consignee:

Masstrans Freight LLC

P.O. BOX 127315

DUBAI, United Arab Emirates

Tel: +971 4 8855902, Fax: +971 4 8855903

##### Notify:

For: Name of Exhibiting Company

AT : IATF –INTERNATIONAL AUTUMN TRADE FAIR

11th to 13th DECEMBER, 2012, DICEC,DUBAI,UAE

#### If using ATA Carnet All Bills of Lading and the Airway Bills should State ATA CARNET NUMBER

#### C) DOCUMENTATION (Please provide draft for checking/approval prior to shipping)

Bill of Lading, Airway Bill, Commercial invoice, Packing List, Certificate of Origin and other documents must be made as follows. All House Way Bills will be treated as separate shipment.

#### Documents – All documents required is subject for approval.

Sea freight	Originals required	Air freight	Originals required
	Bill of Lading -3 Originals Commercial Invoice -3 Originals Packing List -3 Originals Certificate of Origin -1 Original Authorization letter to handle ATA CARNET		AWB - Copy Commercial Invoice -3 originals Packing List-3 Originals Authorization letter to Handle ATA CARNET

# 27TH INTERNATIONAL Autumn Trade Fair



11 - 13 December 2012

Dubai International Convention & Exhibition Centre, Dubai, U.A.E.

Additional documents required depending on the type of commodity specially  
Food items, Cosmetics, plants, pharmaceuticals etc... (please check with us )

Phytosanitary Cert. (applicable-Plants/wood/flowers & etc.)	-1 Original
Laboratory Cert. (applicable-Medical content)	-1 Original
Health Certificate (applicable Food/Consumption content)	-1 Original
Materials Safety Data Sheet (applicable Chemical content)	-1 Original
Halal Certificate (applicable Meat food content)	-1 Original

The Certificate of Origin should be issued by the Chamber of Commerce in your country. Exhibitors and Forwarders issued Certificate of Origin is not acceptable to Dubai customs. Also handwritten certificate of origin will not be entertained in Dubai Customs and fines imposed.

Original documents as stated above are a must. There is a penalty of USD 300 per document if the originals are not produced. Original Documents implies documents signed in blue ink with company seal / stamp in Original. No Photocopy please. Also, the shipment would undergo more procedures that would take longer for custom clearance if original are not provided.

Also, it is essential that Masstrans Freight LC is pre-advised prior to dispatch along with the carrier and bill details

**ATA CARNET** – U.A.E. is now a signatory to the ATA CARNET SYSTEM. Goods can be imported for Exhibitions and Events under ATA Carnet. Please contact us for detailed instructions in case you intend to send goods under this document. ATA Carnet can only be used for items that are temporarily imported with a confirmed 100% return. Items listed on the ATA Carnet cannot be sold or consumed or given away or disposed.

Please ensure that the Value, weight and number of packages on the ATA Carnet, Bill of Lading / AWB, Invoice, Packing List, Certificate of Origin match and are same. In case of discrepancy customs will not allow the clearance under any circumstances. Please ensure that the ATA Carnet is valid and the intended use of goods be mentioned as Exhibition / Presentation & Seminars.

Please contact us for detailed instructions in case you intend to send goods under ATA CARNET.

## Commercial Invoice

Commercial Invoice and all other documents should be made out in English language and as per the regulations laid down by UAE Customs Authorities. Invoices should be formally typewritten (hand writing is not acceptable). Word 'Proforma' should not be mentioned on the invoice.. The invoices should be consigned as :

**Masstrans Freight LLC**  
For : Name of the Exhibiting Company  
At : IATF 2012  
11 TO 13 December 2012, DICEC DUBAI UAE  
Hall No. \_\_\_\_\_ Stand Number \_\_\_\_\_

Each invoice should contain invoice number & date and should be explicit with Individual value for each items, Quantity, type , serial numbers, HS Code. The value of the invoice should be CIF and a clear breakup (separate) of cost, Insurance and Freight should be mentioned. In absence of the breakup/ separate values, the customs would treat the value as FOB and load insurance and Freight to determine the CIF value. Please note the customs duty applicable is on the assessed CIF value and not as declared on the invoice, which we/you will have no choice but to accept. It is better to have separate invoices should be made for temporary and permanent imports. Invoices should include:

"Goods are intended for exhibition purpose only and would be exported after the close – Temporary imports."

OR

"Goods are for free distribution purpose at "Name of the exhibition" – Permanent Imports"

It is absolutely essential that the Commercial Invoice/Packing List have the same identification mark that on goods for customs examination for the purpose of claiming duty refund.

Failure to meet with the accuracy and correctness of declarations will result in delay and inconvenience, storage & other dues such as customs fines etc.. which shall be for account of the exhibitor or their freight forwarder.

## Packing List

Packing List must be in detail indicating identification mark of each product, the number of cases, gross weight and measurement of individual case. It is suggested that a copy of the packing list be kept in each box. It is absolutely required to tally the invoice / packing list to the AWB / BL otherwise we cannot clear the shipment.

## Certificate of Origin

Details on the Certificate of Origin is issued by the Chamber of Commerce must correspond with those shown on all the other documents and should be formally typewritten (hand writing is not acceptable). As per the present regulation, it would be possible to clear the shipment without having a Certificate of Origin but there will be charge of US\$ 300 per invoice.



# 27TH INTERNATIONAL Autumn Trade Fair

11 - 13 December 2012

Dubai International Convention & Exhibition Centre, Dubai, U.A.E.

## D) CASE MARKING

All packages must be marked clearly and markings, except for food products, must be in English and should be displayed at least 2 sides of each package.

IATF 2012  
Name of the exhibitor  
Hall number / Stand Number  
Gross Weight in Kgs  
Dimensions LxW x H in cms  
Case Number (This should tally with the packing list and invoice)

## E) CUSTOMS DUTY/DEPOSIT

All shipments will be cleared on temporary import against payment of 5% of CIF value unless advised in advance.

**All duty Deposit amount must be paid in advance.**

Customs Duty /Deposit must be settled by the exhibitor before customs clearance procedure. Customs allow maximum one month period from the date of arrival to re-export the cargo hence the re-export instruction is to be given in advance. Deposit amount may be re-claimed upon proof of re-export of the goods, within 45 days of the re-export date. However, final decision rests with Customs Authorities. Under normal circumstances it takes 2 to 3 months from the date of re-export to receive the duty refund from the customs authorities. If the duty amount is less than US\$ 300 outright duty will be paid and billed as it will not be worth claiming the duty refund.

Depending on the value Masstrans Freight LLC can make a deposit on behalf of the exhibitor, for which our charges would be 0.5% of the CIF Value Minimum USD 50. If the value in the invoice is mentioned, the CIF value would be determined by the customs for which we will have no choice but to accept.

**Customs Duty of non-returning cargo will be calculated based on the Actual Value or Weight of the non-returning cargo (whichever is higher).**

**Refund of Custom Duty is not applicable incase the shipment is exported to GCC Nations after the show. GCC Nations include Saudi Arabia, Oman, Qatar, Bahrain and Kuwait**

## F) INSURANCE

We do not insure the goods unless specifically advised to do so. It is exhibitor/yours responsibility to ensure that all goods are covered by a fully comprehensive marine insurance for round the trip journey, i.e from their premises to stand, during the exhibition until return to the exhibitor's premises..

As our tariff is computed on the basis of volume or weight and have no correlation with the value of exhibits, it follows that the cost of Insurance cover is not included in our charges, and exhibitors shall ensure that there is adequate insurance coverage for their goods, and such insurance shall include an unconditional waiver of subrogation against Masstrans Freight LLC – Dubai and its agent / subcontractors.

## G) COURIER SHIPMENT CONSIGNMENT

Courier shipment should be strongly recommended to send/consign the directly to below address in DDP (Deliver Duty Paid) service. Please ensure that no single package weighs more than 10 kgs in weight....

**Masstrans Freight LLC**  
P.O.Box 127315,  
DUBAI, U.A.E  
Ph: +971 4 8855902  
Fax: +971 4 8855903

## H) ON-SITE INFORMATION

Our On-site Supervisor will be supervising the inward/outward movement of your exhibits and visiting your stand during the exhibition to discuss about the return movement. If any goods are sold, it is necessary to indicate the same on the original incoming invoice.

Please ensure you receive a copy of Disposal Instructions signed by our representative prior to leaving the stand on the last day of the exhibition. We will not be responsible for any loss of goods, if an exhibitor leaves the stand without informing our representative.

## Stand Layout Plans

If you are exhibiting heavy equipment which requires the use of a forklift truck or crane to place it in position on your stand, we ask you to supply us with scale layout drawings so we can position such items early during the buildup period. Drawings should accompany your Combined Invoice & Packing List.

## I) STORAGE OF EMPTY CASES & CONTAINERS

Empty cases will be removed and stored during the exhibition and the same cases will be repositioned at the stand area at the close of exhibition, if those are required for re-export.

# 27TH INTERNATIONAL Autumn Trade Fair



11 - 13 December 2012

Dubai International Convention & Exhibition Centre, Dubai, U.A.E.

## **FCL Container Storage/Demurrage**

Container storage and demurrage/detention charges will be levied by the shipping lines for any containers that are held in use longer than the free period specified by them (usually 5-7 days from arrival of Vessel). If the containers are required to be retained till a later period due to exhibitors request to be present for unloading; for onsite storage ; for subsequent re-export or any other purposes, we suggest that the exhibitors negotiate a pre-agreed demurrage rate with the shipping line at the country of origin, as any negotiation with the shipping lines in Dubai will be difficult. All such charges incurred will be billed at cost.

## **J) ADDITIONAL REQUIREMENT**

Prior request should be made in case of an exhibitor requires any equipment like forklift/crane for assembling/dismantling, additional labor for assistance at the stand or any other services.

## **K) TERMS OF PAYMENT**

If the service of our recommended agent in your country is used, all charges should be paid to them. Otherwise, all our charges will have to be paid in advance by bank transfer.

## **Our Bank Details:**

A/C Name : Masstrans Freight LLC  
A/C No. : 102 409 0592 102  
Bank : EMIRATES NBD BANK  
Address : Green Community Branch, Dubai Investment Park, UAE  
SWIFT CODE : EBILAEAD  
IBAN : AE59 0260 0010 2409 0592 102

**(Fax a copy of bank transfer details to 00971 4 8855903).**

## **L) IMPORTANT POINTS TO BE NOTED**

- Any products made / contains chemical should require MATERIAL SAFETY DATA SHEET (MSDS) and such products may go for clinical laboratory test by Dubai Health Authority.
- Prior permission from the Ministry of Agriculture is required to import flowers, seedling, natural oil and other agricultural products Certificate from Ministry of Agriculture for agricultural products and flowers confirming quarantine test & Phytosanitary regulations is required.
- Health Ministry's pre-permission is required to import drugs and food products.
- All bottles/cans/packages containing foodstuffs must show both production/date of manufacturing and expiry dates. Health certificate and Halal certificate (in case meat items) is required. All products should have at least shelf life for 6 months after arrival Dubai.
- Print materials such as books, magazines, periodicals, video and audio cassettes and discs will be released only after customs inspection and censoring which involves additional expense as per tariff.
- Separate application and prior intimation is necessary for any additional/extraordinary requirements of labour, forklifts cranes and other equipment required at the exhibition site.
- Import of alcohol, books against Islamic traditions, obscene pictures and photography, firearm, ammunition an animal skins are strictly prohibited. Vinegar made for wine is also prohibited.
- Masstrans Freight LLC will not be responsible for clearance of exhibits wherein freight is not pre-paid.

## **HOTEL ACCOMMODATION & VISA ASSISTANCE**

Autumn Fair attracts over 3000 delegates (exhibitors) & 10,000 trade visitors every year, which makes Hotel Rooms in great demand during the exhibition period. Hence it is advisable to book your rooms in advance. The organizers have entrusted the job of arranging hotel accommodation to our Official Travel agent who, would be most happy to offer their assistance. For details on rates and availability, please contact them at the following address:

### **OFFICIAL TRAVEL AGENT**

Mr. Muhammad Irfan  
Tours Consultant  
Al Fajer Travel, Tourism and Cargo  
Dubai, United Arab Emirates  
Tel: +971 4 2869499, Fax: +971 4 .2869438  
Mobile: +971 55 7869594, Email: irfan@afittc.ae

# 27TH INTERNATIONAL Autumn Trade Fair



11 - 13 December 2012

Dubai International Convention & Exhibition Centre, Dubai, U.A.E.

## INTERNATIONAL AUTUMN TRADE FAIR 2011 - A FLASH BACK

Venue	: Dubai International Exhibition Centre
Date	: 13 -15 DECEMBER, 2011
Total Number of Regd Trade Visitors	: 10414
Percentage of UAE Visitors	: 83.55% (8701)
Percentage of Foreign Visitors	: 16.45% (1713)
Majority of Visitors from	: Bahrain, China, Egypt, India, Iran, Jordan, Kuwait, Lebanon, Pakistan, Qatar, Russia, Oman, Saudi Arabia, Sri Lanka, Syria, Turkey, Yemen. Sri Lanka and United Arab Emirates
Total Number of Exhibitors	: 387
Percentage of International Exhibitors	: 95.10% (368)
Percentage of UAE Exhibitors	: 4.90% (19)
Total Net Space Occupied	: 3912 SQM
Percentage Occupied by Int'l Exhibitors	: 94.43% (3694)
Percentage Occupied by UAE Exhibitors	: 5.57% (218)
Number of Participating Countries	: 15 (Fifteen)
Main Participating Countries	: China, Hong Kong, Indonesia, India, Japan, Korea, Malaysia, Taiwan, and UAE.

# 27TH INTERNATIONAL Autumn Trade Fair



11 - 13 December 2012

Dubai International Convention & Exhibition Centre, Dubai, U.A.E.

## CATALOGUE ADVERTISING FORM

**Size:**

Trim: 135mm x 210mm

Print: 105mm x 190mm

Bleed: 141mm x 216mm

**Materials Required:**

CD with colour proof

File Format: Adobe Illustrator with text outlined and image should be embedded, PDF High Resolution file (300dpi)

**Deadline:**

**15th October 2012**

No of Copies to be printed  
3000 copies

**Distribution:**

Free to Exhibitors, Trade Visitors, Official Delegates, Trade Centres, Chambers of Commerce, Commercial Consulates and Embassies within U.A.E.

**Terms of Payment:**

Orders must be accompanied by payment as follows:

- (a) 50% at the time of booking.
- (b) Balance by 15th October 2012

Orders after 16th October 2012 must be accompanied by full payment

Payment could be remitted either by bank draft or telex transfer to the following account:

OUR BANK ACCOUNT NUMBER & ADDRESS

**AL FAJER INFORMATION & SERVICES**

HSBC BANK (MIDDLE EAST)  
Dubai Main Branch, Dubai, U.A.E.  
Account No. 020-581880-001  
Swift Code: BBMEAEAD  
**IBAN : AE970200000020581880001**

Please reserve the following advertising space in

**27th International Autumn Trade Fair 2012**

(Please tick wherever applicable)

**4 COLOUR**

- Back Outside Cover : US\$ 1500/-
- Front Inside Cover : US\$ 1250/-
- Back Inside Cover : US\$ 1000/-
- Inside Pages : US\$ 500/-

**BLACK & WHITE**

- Inside Pages : US\$ 350/-

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: \_\_\_\_\_

Fax: \_\_\_\_\_

Person In-charge: \_\_\_\_\_

Position: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

This form must be signed by an authorised officer of the company and the original returned to the Organisers:

**AL FAJER INFORMATION & SERVICES**

P.O. Box 11183, Dubai, United Arab Emirates  
Tel: +971-4-3406888 Fax: +971-4-3403608  
E-MAIL: alfajer@emirates.net.ae  
Website: www.dubaiautumnfair.com





**Al Fajer Information & Services**

P.O. Box 11183, Dubai, United Arab Emirates Tel: +971-4-3406888 Fax: +971-4-3403608

Email: [suhas@alfajer.net](mailto:suhas@alfajer.net) Web: [www.dubaiautumnfair.com](http://www.dubaiautumnfair.com)



**OPTION 2: SHELL SCHEME PACKAGE**  
(Minimum space of 9 m2)

**INDOOR: US\$ 365 per square meter**

Inclusive of the following:

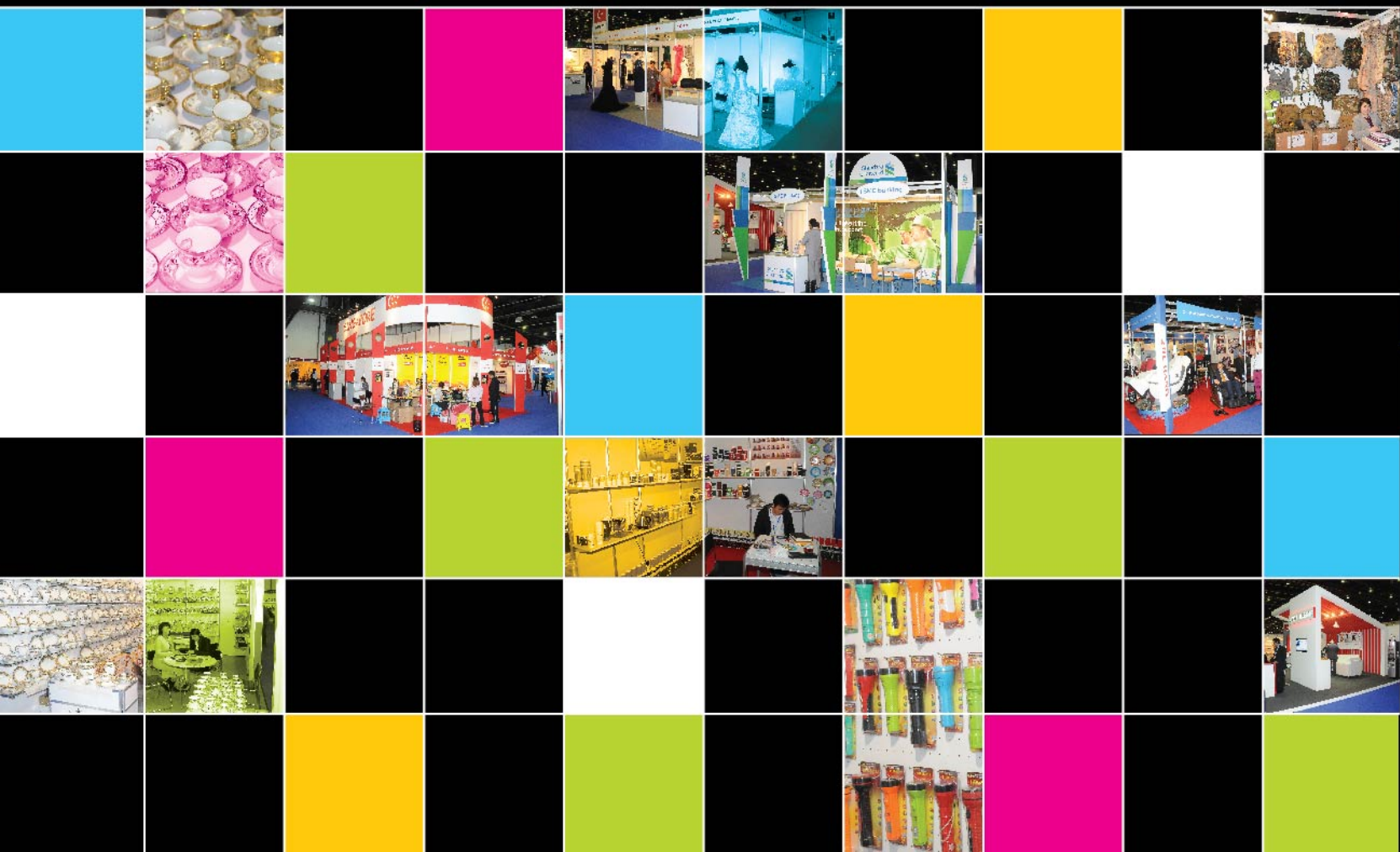
- \* The same services as those described in Option 1 plus:
- \* A standard OCTANORM shell scheme with rear and side walls
- \* Your company name in English on the fascia
- \* Carpet covering the floor of the stand
- \* 1x13 Amp, 220V plug socket per 9 sq.m.
- \* 3 spotlights of 100W each per 9 sq.m.
- \* 1 Table and 2 Chairs per 9 sq.m.

**OPTION 1: SPACE ONLY**  
(Minimum space of 36 m2)

**INDOOR: US\$ 340 per square meter**

Inclusive of the following:

- \* General illumination
- \* General security services
- \* Technical and organizational services
- \* Entry in the official catalogue
- \* Use of the press office
- \* Use of the telephone, fax & photocopying machine  
(Consumption fees to be invoiced separately)



# Autumn



Official Travel Agency



Official Freight Forwarder



Official Stand Contractor



11 - 13 December 2012

Dubai International Convention & Exhibition Centre  
Dubai, United Arab Emirates

Organiser



**Al Fajer Information & Services**  
P.O. Box 11183, Dubai, United Arab Emirates  
Tel: +971-4-3406888 Fax: +971-4-3403608  
Email: suhas@alfajer.net www.dubaiatumnfair.com



## Robust indicators for further sustained growth in consumer goods industry in UAE; Industry figures reinforces UAE's position as a leading trade hub in the MENA region



Digging into the trade industry in the Middle East, there are plenty of facts presented below that are robust indicators for the sustained growth of the consumer goods industry in the UAE.

Unrest in other parts of the Middle East has boosted the UAE's position as a strategic launch pad for consumer goods in the region. As far as consumer goods trade is concerned, Dubai is the re-export hub of the region. The Emirate has a pivotal role in serving as the gateway to Europe, the Indian subcontinent, Saharan and sub-Saharan Africa which all lies within a three-to-five hour flying distance.

The UAE which is served by more than 170 shipping lines and 86 airlines is certainly qualified to be a top international consumer trade hub. The growth rates in non-oil foreign trade for the first five months of 2011 confirm the national economy's course of recovery and restoration of the pre-world financial crisis growth rates.

Statistics also feature skyrocketing growth rates in exports and re-exports; facts reflecting positive trends of the national economy in terms of productivity, exports, re-exports and higher competitiveness for national products in global markets.

Talking numbers, UAE non-oil foreign trade continued growth for the first five months of 2011 compared to the same period of the last year. Talking about the Middle East, the UAE total foreign trade with Arab

countries in terms of value amounted to Dh\$10.2bn in May, 2011, with Dh\$4.6bn worth of imports, Dh\$2bn worth of exports and Dh\$3.6bn of re-exports.

The UAE Federal Customs Authority (FCA) preliminary statistics show that UAE non-oil foreign trade has grown for the staid period by 24 per cent compared to the same period of the last year as total non-oil Foreign trade has grown from Dh\$299.2bn during the first five months of 2010 to Dh\$370.3bn in the same period of 2011, i.e., an increase of Dh\$71bn.

FCA said preliminary statistics for the first five months of 2011 show a 22 per cent growth in imports to increase from Dh\$195bn during the first five months of 2010 to Dh\$237.4bn for the same period in 2011.

On the other hand, exports witnessed an astounding growth by 41 per cent for the same period with an increase from Dh\$31bn to Dh\$43.5bn. Re-exports, however, experienced a growth rate of 22 per cent to go up from Dh\$73.3bn to Dh\$89.4bn for the same period.

The total value of UAE-GCC non-oil foreign trade hit Dh\$5.8bn in May, 2011, of which Dh\$2.4bn in imports, Dh\$1.4bn in exports and Dh\$1.9bn in re-exports. Saudi Arabia maintained its first rank among GCC's trading partners with a total value of Dh\$2.6bn in May, 2011. Kuwait came second with Dh\$1bn, followed by Bahrain (Dh\$769m), Oman (Dh\$729m) and finally Qatar (Dh\$620m).

## For 26th consecutive years, IATF still emerging as a leading buyer-seller meeting ground for consumer goods in the world

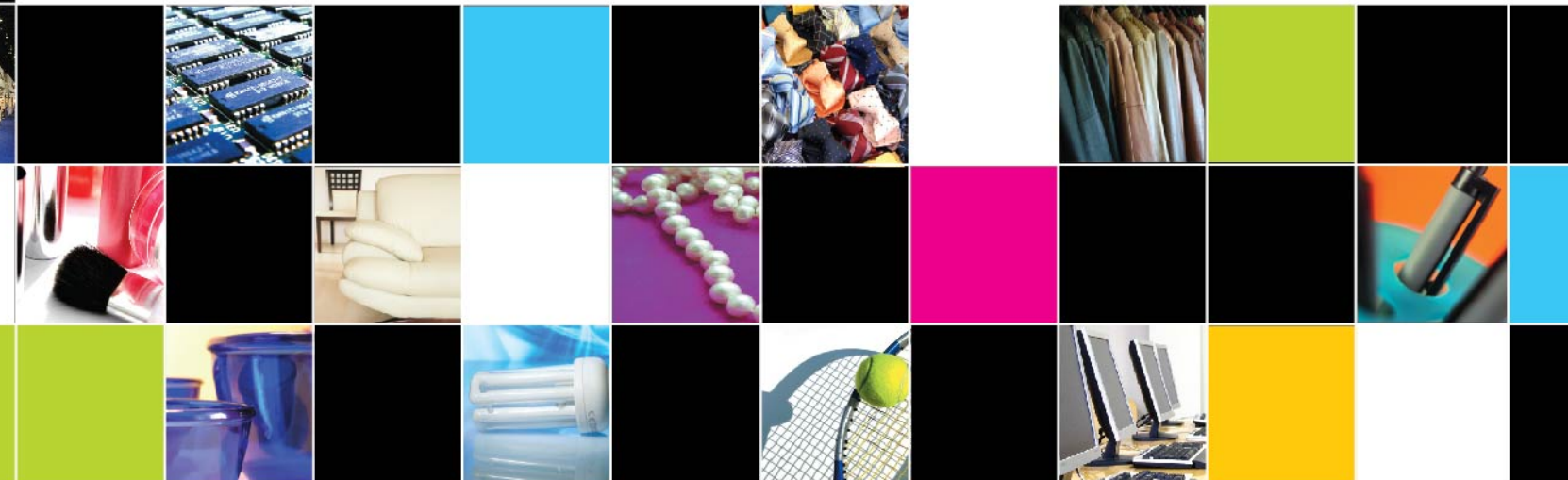
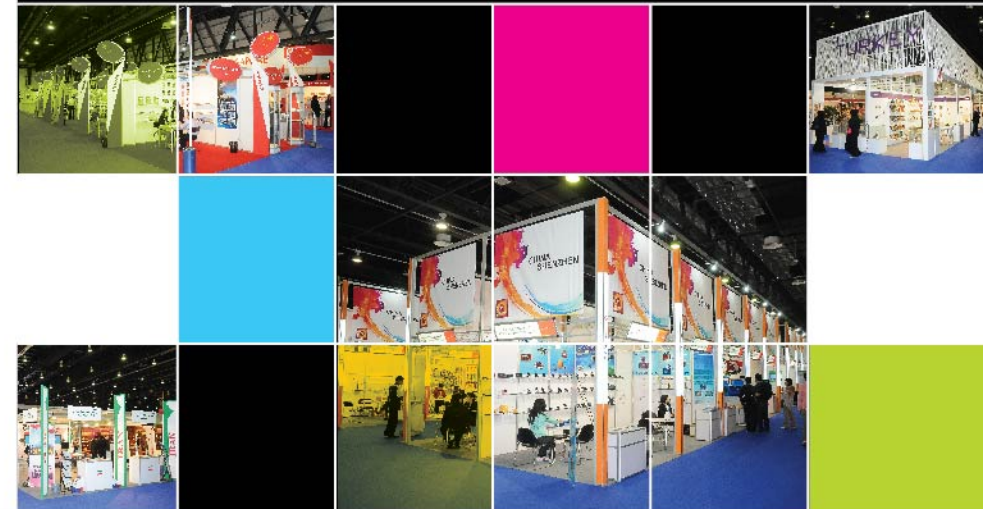
The 27th International Autumn Trade Fair (IATF12) is still successfully emerging as a leading buyer-seller meeting ground for the consumer goods segment in the MENA region. Plenty of new companies wished to expand footprint in the region through IATF.

IATF concluded with the number of trade visitors reaching 10,450. The next edition of this show will be held from 11th to 13th of December 2012, and 55 per cent of space was already booked on the last day of the show.

The show has spun off another mini show in the next edition, which will have full whole hall featuring more than 200 Chinese companies.

This year, the fair has hosted official national pavilions of six countries, occupying 90 per cent of the 8,000-square metres of exhibition space. The national pavilions include 225 exhibitors from China, 25 from Hong Kong, 20 from Korea, 20 from India, 15 from Indonesia and 15 from Malaysia. Other countries participating at IATF 2011 at individual levels include UAE, Taiwan, Japan and Czech Republic.

IATF unveiled an exciting mix of products comprising cosmetics, foodstuffs, electronics, household appliances, plastic household products, toys, stationery, electrical items, handicrafts, carpets, garments, textiles, house ware, kitchen ware, sanitary ware, novelties, machinery, machine tools, hardware accessories and diary products.



## THE WHEELS OF VISITOR PROMOTIONAL CAMPAIGN

Al Fajer Information and Services, one of the leading exhibition organizers based in Dubai have a proven track record in successfully organizing large scale consumer exhibitions since year 1975. The organizer will spare no efforts in promotional activities and will set into motion a media blitz targeted for a full-fledged success of IATF.

As part of our promotional activities, the following area will be covered extensively....

# Direct Mail

# Fax Broadcast

# Newspaper Advertisements

# Press Releases

# Radio Spots

# Electronic Billboards

# VIP Invitations

# Press Conference & Interviews

# Advertisements in Magazines

# E-Mail Marketing

# SMS Campaign

# Street Hoardings

### CONSUMER ELECTRONICS & IT PRODUCTS

Home Appliances  
Audio & Video Equipments  
Entertainment Electronics & Games  
Cameras & Camcorders  
Mobiles & Other Telecommunications  
Computers, Laptops & Peripherals  
Electronic Media  
In-car Electronics  
GPS Products  
Health & Personal Care Electronics  
LED, LCD, Plasmas & TV sets

### HOME FURNISHING & HOTEL SUPPLIES

Home Furniture  
Lighting Home Products  
Home Textiles  
Antiques, Arts & Crafts  
Rugs, Carpets, Curtains & Linens  
Wall Arts and Wall Papers  
Decorative Home Accessories  
Planters, Fountains and Potters

### HOUSEHOLD & DOMESTIC APPLIANCES

Kitchenware & Glassware  
Porcelain  
Ceramics & Stoneware  
Cutlery  
Chandeliers & Crystal Products  
Tableware & Tabletop Products  
Stainless Steel Products  
Refrigerators & Fridges  
Dishwashers & Washing Machines  
Electrical Ovens and Microwaves  
Water Dispensers and Air Coolers  
Window Air conditioners & Split Units  
Electrical Fans

### GIFTS & STATIONERY

Trophies & Mementos  
Wallets & Leather Cases  
Clocks, Calculators & Watches  
Photo Frames & Albums  
Stationery Holders and Allied Items  
Diary Product

Wall Hangings and Paintings  
Brassware and Brass Crafts  
Wooden Crafts  
Decorative Crafts  
Aluminum Handicrafts

### TEXTILES & READYMADE GARMENTS

Men's & Woman's Ready to Wear  
Textile Accessories  
Knitwear & Sportswear  
Lingerie, Swimwear & Socks  
Leather & Fur  
Ladies & Men's Nightwear  
Wedding Dresses and Gowns  
Designer Wear

## EXHIBIT PROFILE

\* Art, Antiques & Handicrafts  
\* Artificial Flowers & Plants  
\* Automobiles & Auto Parts  
\* Bags (Travel, School, Casuals, etc)  
\* Building Materials  
\* Carpets & Wall Coverings  
\* Chemicals & Allied Products  
\* Cosmetics, Perfumes & Beauty Aids  
\* Crystal wares & Chandeliers  
\* Dairy Products & Equipment  
\* Detergent & Household Chemicals

\* Electronics & Electricals  
\* Fashion Wares & Accessories  
\* Fresh, Frozen & Canned Foods  
\* Furniture (Office & Home)  
\* Gifts & Novelties  
\* Glassware & Porcelain  
\* Hardware & Do-it-Yourself (D-I-Y)  
\* House wares & Kitchen wares  
\* Household & Domestic Appliances  
\* Imitation & Fashion Jewellery  
\* Leather & Leather Products

\* Lights, Lamps & Fixtures  
\* Office Equipment  
\* Pictures, Painting & Graphic Arts  
\* Plastic Household Products  
\* Promotional Giveaways & Plaques  
\* Sanitaryware & Accessories  
\* Sports & Leisure Goods  
\* Textiles & Ready Made Garments  
\* Toys, Games & Stationery  
\* Watches & Clocks

## FOCUSED CATEGORIES

In order to have a more defined approach to the International Autumn Trade Fair, the Organizer has decided to accentuate the following FIVE product categories. These categories will be in addition to the already existing wide exhibit profile. The change is being effected on the behest of our regular exhibitors and will be introduced starting 2012 edition. It may not be out of place to mention that defined product categories will attract a voluminous footfall.