

**ECO CONTAINER TRAIN CONTACT DETAIL**  
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# Exhibition for Importers and Exporters



Investing in the Future



DESTIN  
ASIA  
2010

## INVITATION TO EXHIBIT

### ORGANIZER'S INTRODUCTION:

Presently, Pakistan Railways Advisory & Consultancy services (PRACS) being an autonomous of Ministry of Railways, acting in the capacity of marketing and freight forwarding agent for Pakistan Railways. In view of their professional approach and expertise, Ministry of Railways has agreed in principle with the pragmatic future development plan of PRACS.

### ECO DESTINASIA EXPO 2010

ECO Destinasia 2010 is first of its kind trade exhibition in Pakistan particularly and the ECO region generally. Pakistan Railways Advisory & Consultancy service (PRACS) on behalf of Economic Cooperation Organization (ECO) seeks to offer a platform for traders, to make new business alliances and investment through one-to-one meetings.

### OBJECTIVE:

- The objective is to bring the business potential to the local and international traders through this event in short term and through the freight service in the long term.
- Enhance the export of enroute countries(Pakistan-Iran& Turkey) by exhibiting the export products and the business community to find buyer/seller in IRAN & TURKEY.
- Providing International exposure to Pakistani, Turkish & Iranian products, especially Textile, leather, Garments, home accessories, sports goods & handicrafts and hand carved furniture

### SPECIAL FEATURE:

As the senior management of the railways of three countries will be present at the event, therefore, this expo will have dedicated space for Investors & infrastructure development firms in the field of railways. Real estate development related to this container train service (like warehouses, mega malls, handling facilities, industrial cities) can also be showcased by securing a place at the venue.

DESTIN  
ASIA  
10

## PRESENT STATUS OF ITI CONTAINER TRAIN

The ITI container train will complete its return trip from Istanbul to Islamabad on 14th August 2010; the President of Pakistan is expected to receive it at Islamabad Railway Station. The service will be operative regularly from September 2010 on 1<sup>st</sup> Tuesday of every month from Islamabad & Istanbul simultaneously. ECO Secretariat has decided, before the return run of this container train An Exhibition & meeting of buyer/seller of the products exported /Imported between en-route countries must be arranged for importer/exporters of these countries may get chance to explore new avenues of business growth and get new ideas.

## BENEFITS OF PARTICIPATION

- International Exploring platform for a diverse business audience.
- Showcasing of products before the international audience, at home.
- New ways of trade and business development.
- Exploring business collaborations in the international market.
- Access to international market through joint ventures.
- Opportunities to have one-to-one meetings for future growth and business.
- Direct interaction with government officials, representatives of different chambers of commerce and other business associations.

## PROPOSED VENUE & DATE OF THE EVENT:

- 28th July at Conventional center Islamabad & on 30th July at Expo Centre Lahore.



## DETAILS OF EVENT:

Day 1- The Inaugural Session:-

- Venue: Conventional Center Islamabad (as decided by the Govt. representative)
- Reception of the guests from Iran, Turkey & Pakistan and Inauguration of the orientation session.
- Exhibition of the products being exported/imported from en-route countries.
- Buyer/seller meetings on the sideline under the same roof to finalize the deals.

Same program for the Day 2 at Expo Center Lahor

## SPONSORSHIP PACKAGES

### **Platinum Sponsor:**

**US \$5000\***

#### Package includes:

- Company introduction/talking time in inaugural session
- The sponsor will be mentioned at the opening and closing ceremony of International Event.
- Logo in announcement ads in the daily Express our Media Partner
- Logo on the backdrop
- Ten (10) delegate passes
- One (1) stall/kiosk
- Six (6) standees
- Product sampling
- Table for buyer/seller (sales) meeting in separate hall with snack (optional)

### **Gold Sponsor:**

**US \$4000\***

#### Package includes:

- Logo in announcements & ads in the daily Express our Media Partner
- The sponsor will be mentioned at the opening and closing ceremony of International Event.
- Six (6) delegate passes
- One (1) stall/kiosk

- Four (4) standees
- Product sampling

**Silver Sponsor:**

**US \$3000\***

Package includes:

- The sponsor will be mentioned at the opening and closing ceremony of International Event
- Three (3) delegate passes
- Two (2) standees
- Product sampling

**Delegate package one:**

**US \$1000\***

Package includes:

- Entrance Passes 2
- Conference & delegate/percipient details & Contact details
- Desk for 1 to 1 meeting

**Delegate package two:**

**US \$500\***

Package includes:

- Entrance Passes 2
- Conference & delegate/percipient details & Contact details

In support/coordination with:

- ECO Secretariat, office of Deputy Secretary General.
- ECO Chamber of Commerce & Industry.
- ECO Directorate of Trade & Investment.
- DEiK, the Foreign Economic Relationship Board of Turkey.
- Federation of Pakistan Chambers of Commerce & Industry.
- Ministry of Commerce & Industry, Pakistan
- Foreign Affairs Division, Pakistan

Participants:-

- Govt. officials.
- Executive Members of the Chambers of Commerce & Industry of Iran, Turkey & Pakistan.
- Special invitees: business community of China & other member states of ECO.
- Representatives of major exporters/importers from three en-route countries.
- Representatives of Logistic & support services.

- Foreign delegates
- Foreign investors
- Freight Forwarders.
- Print & Electronic media.

NOTE: SUBSIDY WILL BE OFFERED TO FIRMS HAVING EXPORT POTENTIAL