



Gift Asia
International Gifts Trade Fair
20-22 March 2018
Karachi Expo Centre, Pakistan
POST EVENT FACT SHEET

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| EXHIBITION NAME | Gift Asia 2017 Int'l Trade Fair | | | | |
| PERIOD | <i>20-22 March, 2018</i> | | TIMINGS | <i>10:00 AM 7:00 PM</i> | |
| VENUE | <i>Karachi Expo Centre, Pakistan</i> | | STARTED YEAR | <i>2012</i> | |
| ABOUT GIFT ASIA | <p>Gift Asia is the biggest Interactive platform of presentation of latest gifting, beauty, cosmetics, perfumery & Fitness , toys, household ,bags & shoes products.It's an exquisite blend of Public-Private Partnership.TheEvent has been a phenomenalsuccess,which has not only attractedsizeable investment in Pakistan but also been instrumental in portraying a positive image of Pakistan in the international community. Gift Asia is a superb trade occasion for marketers to take advantage of a captive, attentive and receptive target audience. Gift Asia aims to focus on the immense potential of the General Gifts, Beauty Care, Health, Fitness, household, fashion Jewellery, bags ,shoes house hold andaccessories displays latest global advancements inproducts, equipment, materials & services. It provides an ideal opportunity to local entrepreneurs to interact with Overseas Exhibitors for joint ventures, transfer of products, agencies.</p> <p>Large number of Int'l participants showcases their products & services at this magnificent platform every year.</p> | | | | |
| NO. OF BOOTH | 186 | NO. OF COMPANIES | 129 | NO. OF VISITORS | 22,000 |
| MEDIA COVERAGE | <p>More than 70 Print and Electronic Media representatives covered the Show. Some of the satellite channels covered the Event and all the renowned Urdu & English newspapers covered the event. Some of them are as follows:</p> <ul style="list-style-type: none"> • Pakistan Television- Dawn PTV • Dawn News • ARY News • Samaa News • JAAGTV–CNBC • ExpressNews • SAMAATV • AAJTV • Abb Tak • CapitalTV • Dunya News • Metro TV • Waqt TV • News One • SUCHTV • News One • Radio Pakistan • FM 100 • FM107 • Express Tribune • Daily • Daily Jang • Business Recorder • TheNews • The Financial Daily • DailyTimes • Medical Review • World Medical News • Exhibitors TV • Dhoom TV • KTN | | | | |
| EXHIBITOR PROFILE | Apparel Bags Cook+ Bake ware Corporate Gifts Crystal ware Design Led Products Eco Friendly Products | Electrics health Plastic Products Electronic Gift & Gadgets Electronics Items General Gifts Gifts Cards Gift Experiences | Gift Packaging Giftware Glassware Home Appliances Home Decor Electronic Gifts Household Goods | | |

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| | <ul style="list-style-type: none"> • Stationery • Table Ware • Toys • Plastic Products • Luxury Gifts • Skin Care • Speciality Foods • Confectionery • kitchen Appliances etc. |
| <p>SUGGESTIONS FOR FOREIGN COMPANIES</p> | <p>Gift Asia 2019 aimed towards making investors especially from Asian Countries; realize the conducive and congenial investment environment in Pakistan on one hand and maximizing the potential of locally manufactured products, equipment and instruments along with locally trained human resource for export potentials, on the other.</p> <p>Gift Asia 2018 Int'l Trade Fair will be an opportunity to promote your company's brand and introduce it in largely untapped market of Pakistan.</p> |
| <p>NEXT YEAR EVENT'S DATE</p> | <p><u>Gift Asia 2019 Int'l Trade Fair</u> incorporating: Fashion Jewelry & Accessories Asia, Bags & Shoes Asia, Halal Food Asia, Toys & Baby Products Asia, Beauty & Fitness Asia & Household Asia <u>22- 24 November, 2019 @ Karachi Expo Centre, Pakistan</u></p> |
| <p>TARIFF OF STALLS</p> | <p><u>Rate of Shell Scheme Stalls</u></p> <ul style="list-style-type: none"> ▪ Min 9 sqm (3mx3m) space US\$ 300 per sqm. <p>Includes: One Octonorm shell, one information counter, two chairs, 3 spotlights 100 watts (each), company's name on fascia, carpeting, 1 power socket –single phase 220 volts (50Hz), 5 amp.</p> <p><u>Rate of Bare Space Stalls</u></p> <ul style="list-style-type: none"> ▪ Min 18 sqm (6mx3m) space US\$250 per sqm. <p>Includes: Space plus 1 power socket, single-phase 220 volts (50Hz) 5amp only. Exhibitors are required to build their own stands through the official stand contractors or their own contractors.</p> <p style="text-align: center;">**13% VAT is applicable on all booth rates</p> |