



Director

GOVERNMENT OF PAKISTAN
TRADE DEVELOPMENT AUTHORITY OF PAKISTAN



No.TDAP-157(1)/EXPO-2011

May 5, 2011

SUBJECT: EXPO PAKISTAN 2011 (OCTOBER 20-23, 2011) - ATTRACTING
FOREIGN BUYERS TO THE EVENT

Dear Sir,

This is with reference to our earlier letters on Expo Pakistan 2011. It has been decided to organize the event from October 20-23, 2011 at Karachi Expo Centre.

2. Now, in order to market the event internationally we have formed a team of 24 officers who will interact with the missions and the exporters, identify prospective buyers, contact the buyers directly and through the missions and arrange B2B meetings during the event. In this regard, these officers will be contacting you shortly, to share names and credentials of the buyers that have been received from our missions.

3. In the meanwhile, you are also requested to kindly identify buyers of your products and forward their credentials to us, as per attached form, so that we may invite these buyers also through our missions.


(Rizwan Tariq)
Director

Mr. Saleem Parekh
Chairman
Pakistan Hosiery Manufacturers & Exporters Association
Karachi



Buyer's Profile Form

Kindly fill this form and submit it to Pakistan Embassy/Consulate in your region. You may visit <http://www.commerce.gov.pk/ptma.php> for the contact details of Pakistan missions in your country. You can also submit the form online on event expopakistan.2011@tdap.gov.pk

COMPANY PROFILE

1. NAME: _____
 2. DESIGNATION: _____
 3. COMPANY: _____
 4. ADDRESS: _____
 5. CITY: _____
 6. COUNTRY: _____
 7. ZIP/POSTAL CODE: _____
 8. PHONE: _____
 9. FAX: _____
 10. CELL: _____
 11. E-MAIL & WEBSITE: _____
 12. NATURE OF BUSINESS:

☐ Chain Store
☐ Buying House
☐ Importer

☐ Others (pls. specify) _____
 13. VALUE ADDED TAX NO: _____
 14. ANNUAL TURNOVER/SALES (US\$): _____
 15. ANNUAL IMPORTS (US\$): _____
 16. PRODUCT(S) OF INTEREST IN EXPO PAKISTAN: _____
- (Pls. specify e.g. in case of garments denim shorts, Trousers, shirts (etc) to facilitate match making)

Import Profile

17. Kindly tick the appropriate box & provide the supplementary details:
- My recommended company is: (Pls. tick this column)
- ☐ Major importer, but not importing from Pakistan:
(Pls. specify which countries are major source of imports for products specified at S.No.15)
 - ☐ Importer from Pakistan
Product(s) already being sourced/ imported from Pakistan
 - ☐ Not involved in imports but looking forward to invest in export oriented industry in Pakistan
(Pls. specify areas of interest)
 - ☐ Representative of Chamber/ Associations & facilitators for trade:
 - ☐ Representative of Govt. involved in procurement
(Pls. specify the department/ Ministry)

18. Kindly tick the appropriate box:

We recommend the following hospitality level for the buyer in question

- ☐ a. Self payment for air travel and hotel accommodation (TDAP to facilitate in room reservation only)
- ☐ b. Guest to make all arrangements and expenses him/ herself (TDAP to facilitate at the airport)
- ☐ c. Self payment for air travel (TDAP to provide accommodation only)
- ☐ d. Self payment for accommodation (TDAP to provide economy class air travel and facilitate in room reservation)
- ☐ e. TDAP to provide economy class air travel and accommodation
- ☐ f. Exclusive transport required on self payment basis
- ☐ g. Whether interpreter required, if yes then please specify language

(In case of any requirement from serial number c-e, justification would be mandatory in the absence of which TDAP would not be able to facilitate the request)

Name, Sign and seal of the person and company recommending the name of buyer(s)

Annexure to Buyers form

S #	Hospitality category (as given at para 18 of the form)	Visitor category	Air Ticket	Hotel	Courtesies (Protocol/transport)	Remarks
1	d/e	T/O 5 M +/- Imp \$ 3 M +	X	X	X	Most valued visitors, need to support
2		Print/ Tv	X	X	X	We need international exposure/ publicity
3		Chain Store buyers	X	X	X	Economic Class Airfare and hotel
4	c	T/O \$ 2 M +/- Imp \$ 1 M +		X	X	SMEs having potential to import
5		T/O \$ 1 M +/- Imp (-) \$ 1 M		X	X	Visitors from non-traditional markets only on selective basis e.g Africa, CIS etc
6		T/O \$ 2 M no imp value		X	X	Has potential to import
7		Trade Body Pres/ CEO/ ED		X	X	For goodwill purpose
8	c	Pakistani Origin		X		Mission may be convinced not to avail full hospitality. If unable, then recommend on selective basis.
9	b	No imp or T/o value			X	Mission may forward estimate for assistance, otherwise only courtesies will be provided by TDAP.
10		More than 1 from a company			X	Hospitality category as per guide to one most senior person and courtesies to others. Discretion required.

T/O means sales turnover; Imp means total imports

* For E category buyers, which are to be given full hospitality by the Government of Pakistan, please further divide this category into d, where only air fare reimbursement will be provided by the Government. The basis of this further division need to be buyers having accommodation facility in Karachi, or those who would like to stay in the accommodation provided by their business counterparts in Karachi, or those convinced by the Missions.