

REPORTS OF ICDT

ON

THE OIC FAIRS AND EXHIBITIONS

SUBMITTED BY

THE ISLAMIC CENTRE FOR DEVELOPMENT OF TRADE

TO THE

31st SESSION OF THE FOLLOW-UP COMMITTEE
OF THE STANDING COMMITTEE FOR ECONOMIC AND
COMMERCIAL CO-OPERATION OF THE OIC
(COMCEC)

Ankara – Republic of Turkey
13th – 14th May 2015

REPORT ON
7th EXHIBITION OF AGRIBUSINESS
INDUSTRIES OF THE OIC MEMBER STATES

Jeddah, Kingdom of Saudi Arabia
13th to 16th April 2014

Within the framework of the implementation of the Cooperation Agreement signed in 2008 between the Islamic Centre for Development of Trade (ICDT) and the Saudi Al Harity Company for Exhibitions Limited (ACE), both parties organized under the auspices of the Ministry of Agriculture of the Kingdom of Saudi Arabia the 7th Exhibition of Agribusiness Industries in the OIC Member States concomitantly with the 19th Exhibition of Food/ Hotel/PROPAC Arabia from 13th to 16th April 2014 at Jeddah Centre for Forums and Events, Kingdom of Saudi Arabia.

This Exhibition was a platform for participating countries to promote their products and services through a professional exposition and an opportunity to be informed about the latest technological innovations and the latest developments in the food industry, hotels and packaging sectors. It was also an excellent opportunity to make known the products and expertise of these countries in this field, enter into commercial transactions and establish partnerships relationships and make investments.

ICDT was represented in this exhibition by Mr. Abdelaziz Alami, Head of Marketing Department.

The Exhibition, which was open during four days from 17.00 h to 22.00 h to the general public and professionals, has recorded a huge participation during the 4 days and it was also attended by 400 companies representing the following Member States:

- Kingdom of Saudi Arabia;
- Islamic Republic of Pakistan;
- Arab Republic of Egypt;
- Republic of Indonesia;
- Malaysia;
- Republic of Lebanon;
- Kingdom of Morocco;
- Republic of Indonesia;
- Malaysia;
- Republic of Lebanon;
- Republic of Turkey,
- Kingdom of Bahrain;
- People's Republic of Bangladesh;
- Hashemite Kingdom of Jordan;
- Republic of Senegal;
- State of Kuwait;
- Republic of Mali;

The following Non OIC Member States, enjoying the status of observers attended this event, namely; Turkish Cypriot State; as well as Muslim Minorities in non OIC Member States, such as India, China, USA and Switzerland.

Within the framework of the contribution of the Islamic Centre for Development of Trade Centre aiming at facilitating the participation of the Least Developed Countries in Trade Fairs, it has financed the participation of Senegal and Bangladesh in this trade event.

The opening Ceremony of the Exhibition:

The official opening ceremony took place on 13th April 2014 at 5:00 p.m. at Jeddah Centre for Forums and Events It was chaired, on behalf of H.E the Minister of Agriculture of the Kingdom of Saudi Arabia, by the Director General of Agricultural Affairs of the Makkah Al Mukarramah region, Engineer Hassan Bin Obaid Sankouf, Accompanied Mr. Waleed Wakid, Vice-Chairman of the Board of Directors of Al Harity Company for Exhibitions Limited, in the presence of Arab Diplomats and the Representatives of the Pavilions of participating countries as well as businessmen from Member States operating in the field of Agribusiness industries.

In his statement, Engineer Hassan Bin Obaid Sankouf, the Director General of Agriculture of the region of Makkah Al Mukarramah expressed deep satisfaction at the large participation of the OIC Member States and the excellent position of this biggest trade event in the field of agribusiness industries and hotel industry at the level of the whole area, laying stress on the need to boost cooperation and pool together all the endeavours in order to strengthen intra-OIC trade.

Besides, Mr. Waleed Wakid of Al Harity Company for Exhibitions put emphasis on the continuous progress of this exhibition resulting from the quick changes experienced by the agribusiness and hotel industries and related services at international level and the increasing demand of the Saudi Population and the "pilgrims.

On the sidelines of the fair, the Top Chef Contest and the Art Table Competitions were organised by the Saudi Arabian Chefs Association in which the best chefs displayed their culinary skills and best table display from famous hotels and restaurants under the supervision of a jury composed of international experts.

During this Exhibition, the Representative of ICDDT visited the various stands of the participating countries in order to promote the activities and services of the Centre. He also collected brochures and leaflets on the exhibits in order to insert them into the virtual exhibition on the ICDDT's website.

The Representative of the Centre seized this opportunity to hold the 2nd coordination meeting with Al Harity Company for Exhibitions Limited on the organization of the 1st Fair on Furniture and Decoration of the OIC Member States on 14th April 2014 in Jeddah-Kingdom of Saudi Arabia. During this meeting, both parties examined the latest developments relating to the participation of the OIC member States in this event.

Likewise, the Representative of the Centre held a coordination meeting with Al Medina International Exhibition Co (MICE) on the holding of the 1st OIC Hajj and Umrah Expo of the OIC Member States in Al Medina Al Munawara on 16 and 20 November 2014, Kingdom of Saudi Arabia during which the organisational and promotional modalities of this important event were examined.

REPORT ON
1st EXHIBITION ON FURNITURE AND
DECORATION IN THE OIC MEMBER STATES

Jeddah, Kingdom of Saudi Arabia
11 – 14 May 2014

In compliance with the resolution ii/18 paragraph 4 adopted by the 29th Ministerial Session of the Standing Committee for Economic and Commercial Cooperation of the OIC (COMCEC), held from 18th to 21st November 2013 in Istanbul - Republic of Turkey, which welcomed the offer of the Kingdom of Saudi Arabia to host the “1st Exhibition on Furniture and Decoration” in the OIC Member States, the Islamic Centre for Development of Trade and the Saudi "Al-Harithy Company for Exhibitions Limited (ACE)” organized under the patronage of the Ministry of Municipal and Rural Affairs of the Kingdom of Saudi Arabia, the “1st Exhibition on Furniture and Decoration in the OIC Member States” from 11th to 14th May 2014, concomitantly with the Saudi Building & Interiors at Jeddah Centre for Forums and Events - Kingdom of Saudi Arabia.

This exhibition was an excellent opportunity for participating countries to promote their products and services through a specialized professional exhibition professional and a chance to see the latest technological innovations and developments in the furniture industry and interior design, building and construction. It also enabled the exhibitors from the participating countries, architects, contractors, designers and interior architects and government officials to identify the experiences and the national expertise of participating countries in the field of furniture and decoration, building and identify the best products and services for construction projects that are in the planning stage or under construction. It was also an excellent opportunity to enter into commercial transactions and establish partnerships relationships and make investments.

ICDT was represented in this exhibition by:

- Dr. El Hassane HZAINI, Director General of ICDT.
- Mr. Abdelaziz Alami, Head of Marketing Department.

The Exhibition was open during four days from 17.00 h to 22.00 h to the general public and professionals.

It was also attended by 200 companies representing the following Member States:

- Kingdom of Saudi Arabia;
- Kingdom of Bahrain;
- Arab Republic of Egypt;
- Republic of Indonesia;
- Malaysia;
- Kingdom of Morocco;
- Republic of Lebanon;
- Republic of Turkey,
- The State of the United Arab Emirates;
- State of Kuwait;
- Hashemite Kingdom of Jordan;

The following Non OIC Member States, enjoying the status of observers attended this event, namely; Thailand, as well as representatives from Muslim Minorities in non OIC Member States, such as India, China, USA, the United Kingdom and Taiwan.

1. THE OPENING CEREMONY:

The official opening of the exhibition took place on 11th May 2014 at Jeddah Centre for Forums and Events - Kingdom of Saudi Arabia at five o'clock in the afternoon, and it was chaired by the Jeddah Mayor, Engineer Hani Mohammed Abu Ras, on behalf of HRH Prince Mansour Bin Mutaib Bin Abdulaziz Al Saud, Minister of Municipal & Rural Affairs, accompanied by Dr El Hassan HZAINE,, Director General of ICDT and HE Mr. Sharif Muwaffaq Machhour Al Harith, Chairman of the Board of Directors of Al-Harithy Exhibition Co., Ltd. and Gentlemen: Hadi Malaeb , CEO of Al-Harithy and Walid Waked, Vice CEO of Al Harithy Exhibition Co., Ltd. Saudi Arabia in the presence of a number of Arab diplomats and representatives of the country pavilions and businessmen from the Member States workers in the construction sector, furniture and interior design.

After the official opening of the exhibition, the Mayor of Jeddah visited the various pavilions, and was briefed on the exhibited products, equipment as well as on the latest innovations in the field of construction, furniture and decoration. He was also given explanations during his visits about the exhibition, stressing that the government of Saudi Arabia is keen to support the sectors involved in this exhibition, in view of their peculiar importance in national economy and even more as the Kingdom is currently experiencing a boom in the fields of furniture, construction and housing projects and infrastructure. He also added that the exhibition will inevitably facilitate establishing partnerships and sharing experiences.

For his part, Mr. Walid confirmed the progressive development of this exhibition, pointing out that it is mainly due to the rapid growth of the sectors of furniture and construction while stressing the prestigious position of the city of Jeddah in the sector of construction and interior design He added that the exhibition is consistent with the vision of the Saudi government, which is reflected by the design of buildings and the provision of sophisticated and high quality services in line with international standards for construction and the environment.

During this exhibition, the representative of the Islamic Centre for Development of Trade promoted the activities and services of the centre. He also collected brochures and leaflets on the products of the Member States of the Organization of Islamic Cooperation with a view to advertise them on the virtual exhibition of the ICDT's Web site.

The Islamic Centre for Development of Trade took this opportunity to hold a coordination meeting on 12th May 2014 with H.E Mr. Sharif Muwaffaq Machhour Al Harith, Chairman of the Board of Directors of Al-Harithy Exhibition Co., Ltd. as well as with the senior staff of this company during which they discussed the possibility of intensifying their cooperation in the areas of common interest, especially the organizational issues of the following activities:

- ✓ Exhibition of aesthetics and the 3rd Commercial Exhibition of Handicrafts in the Member States of the Organisation of Islamic Cooperation;
- ✓ Forum and Exhibition on innovation, creativity and excellence in the Islamic world and micro-credit for the benefit of the young projects holders ;
- ✓ Forum on investment development in the field of tourism in the Kingdom of Morocco for the benefit of investors in the tourism sectors in the Gulf Cooperation Council (GCC).

**REPORT OF
THE "2nd OIC HEALTH EXPO"**

**Dakar - Republic of Senegal
26-29 June 2014**

In compliance with the resolution ii/18 paragraph 5 adopted by the 29th Ministerial Session of the Standing Committee for Economic and Commercial Cooperation of the OIC (COMCEC), held from 18th to 21st November 2013 in Istanbul - Republic of Turkey, which welcomed the offer of the Republic of Senegal to host the 2nd Health Exhibition of the Organisation of Islamic Cooperation (OIC), the Islamic Centre for Development of Trade (ICDT) and the International Centre for Foreign Trade of Senegal (CICES) organized under the aegis of the Ministry of Health and Social Welfare of the Republic of Senegal, the "2nd OIC Health Expo" from 26th to 29th June 2014 at the Exhibition Centre of CICES, concomitantly with the 6th International Exhibition of Health and Medical Equipment in Dakar (SISDAK).

ICDT was represented at this event by:

- Dr. El Hassane HZAINÉ, Director General;
- Mr. Amadou Ciré Sall, Head of Trade Information and Documentation Department.

The Exhibition, which lasted four days was open to the General public and to the professionals of the health sector from 09.30 a.m. to à 7.00 p.m.

The second edition of the OIC Health Expo recorded the participation of the following OIC Member States:

Republic of Benin; Burkina Faso; Republic of Cameroon; The Gambia; Republic of Guinea; Republic of Mali; Kingdom of Morocco; Islamic Republic of Mauritania; Republic of Mozambique; Republic of Niger; Islamic Republic of Pakistan; Republic of Senegal; Republic of Chad; Republic of Tunisia; Republic of Turkey.

The Exhibition was also attended by enterprises of the -Muslim minorities from the following non Member States: the Netherlands, Germany, China, India, France, Japan, Belgium, Switzerland, Portugal, Austria, Poland, Sweden, Kenya, the USA and Italy. It is worth mentioning that ICDT sponsored the participation of Benin.

And the following regional organisations:

- IFC of the World Bank;
- USAID;
- The African Agency for Cooperation and Information for International Business (AACICI);
- Organisation of West African Health Organization (OAAS)

1. Opening Ceremony:

The opening ceremony of the exhibition took place on Thursday 26th June 2014 at 14h30 at the Exhibition Centre of CICES in Dakar, and was chaired by HE Mrs. Eva Marie Coll Seck - Minister of Health and Social Welfare of the Republic of Senegal in the presence of HE Professor El Houssaine Louardi, Minister of Health of the Kingdom of Morocco, HE Mr. Taleb BARRADA, Ambassador of the Kingdom of Morocco in Dakar, Dr. El

Hassane HZAINÉ, Director General of ICDT, Dr. Xavier CRESPIAN, Director General of the West African Health Organization (WAHO), Mr. Moussa Same DAFF, Director General of the Hospital Hoggy, Professor Issakha Diallo, the USAID Representative, Mr. Cheikh Ndiaye, Director General of CICES, Ambassadors of some OIC Member accredited to Dakar and heads of delegations and heads of Stands of participating countries in this exhibition. All these personalities delivered speeches on this occasion marking thus the official opening of the Exhibition.

After the ribbon cutting, H.E Mrs. Eva Marie Coll Seck, Minister of Health and Social Welfare of the Republic of Senegal, together with HE Prof. El Houssaine Louardi, Minister of Health of the Kingdom of Morocco, H.E Mr. BERRADA Taleb, Ambassador of the Kingdom of Morocco in Dakar, Dr. El Hassane HZAINÉ, Director General of ICDT and other personalities invited to the inaugural ceremony, visited the various exhibition stands to see on the spot the large variety of exhibited pharmaceuticals and medical equipment.

2. Activities on the sidelines of the Exhibition:

ICDT and CICES organized on the sidelines of this exhibition the following seminars, on 27th June 2014, in cooperation with the Ministry of Health and Social Welfare of the Republic of Senegal, AACICI, International Finance Corporation World Bank and the APIX.

- The seminar on investment opportunities in the field of medical equipment and pharmaceutical industry in the OIC Member States.

This seminar, which was chaired by the Director General of ICDT focused on the following topics:

- ✓ Trade in pharmaceutical products and medical services among the OIC Member States (ICDT);
- ✓ The international trade regulations in the area of drugs and medical services (NGOs);
- ✓ Valorization of Innovation and Trade related Aspects of Intellectual Property Rights (TRIPS) and the health sector.

It was followed by the presentations of the national experiences of the pharmaceutical industry and medical services sector in Benin and Senegal

Other thematic conferences were also held during the fair, including:

- ✓ The WTO provisions in favour of the pharmaceutical sector in LDCs
- ✓ The national preference in international calls for tenders of the sector
- ✓ Public Private Dialogue / Case Studies of Public /Private Dialogue in Health
- ✓ Investment opportunities in the field of pharmaceuticals and medical equipment
- ✓ The development of trade and partnership in the pharmaceutical and Medical sectors in the OIC Member States.

Likewise, B2B meetings were also held between the businessmen of the sector.

3. Assessment of the Fair:

The Net area of the exhibition space was 1600 square meters. The Fair was attended by approximately 157 companies and 4,600 visitors, including 2,800 health sector professionals in the OIC Member States, in search of business and partnership opportunities.

An opinion survey of participants brought out a general feeling of satisfaction, at the

organization of the Exhibition as well as with respect to all arrangements, measures and facilities provided by the organizers.

On the other hand, the majority of exhibits are high-value added products indicating the progress of pharmaceutical and medical sector in the OIC Member States in the various branches and activities: health care establishments and Institutions, pharmaceutical industry, medical equipment, medical informatics, services and products of the health sector, wellness, spa and hydrotherapy, hospital hygiene, training, coaching, and disease prevention.

The participants highly appreciated the holding during this exhibition of thematic seminars related to the health sector and B2B meetings between businessmen in order to enter into business relationships and establish relations of cooperation and partnership amongst the OIC Member States.

Exhibitors have expressed the wish to benefit from the services of the Centre in particular with regard to the promotion of their products and services through the Virtual Fair of ICDT

4. Meetings held by ICDT on the sidelines of the Exhibition:

It should be noted that on the sidelines of the Exhibition, the Director General of ICDT held working meetings and paid visits to the following departments:

- ✓ H.E Mr. Alioune SARR, Minister of Trade, Entrepreneurship and the informal sector of the Republic of Senegal, to discuss the organization of the 4th Regional Workshop on online web Marketing of the World Islamic Economic Foundation (WIEF) scheduled to be held in Dakar in February 2015;
- ✓ H.E. Prof. Mary Teuw Niane, Minister of Higher Education and Research on the preparation of the 2nd Forum of Higher Education in the OIC Member States to be held in Dakar in 2016;
- ✓ with Professor Khadiyatoullah FALL, Chair of Education and Interethnic and Intercultural Research (CERII) and CELAT, University of Quebec at Chicoutimi on the Asia Business Forum 2015 / Gulf Cooperation Council / Africa scheduled to be held Dakar in the second half of March 2015;
- ✓ and with Dato 'Dr. Raja Mohamad Abdullah of OIC International Business Centre on the preparations of the 5th OIC BIZ scheduled to take place in Kuala Lumpur - Malaysia from 10th to 14th November 2014.

In addition, the Director General of ICDT paid a courtesy visit to the African Management Institute who awarded him the title of honorary doctorate at the 1st International Muslim Business Exhibition, held in Dakar from 14th to 16th November 2013.

REPORT ON
THE 3rd HALAL EXPO OF THE OIC MEMBER STATES
Sharjah-State of the United Arab Emirates
8 - 10 December 2014

In compliance with Resolution ii/18/paragraph 7 of the 29th Ministerial Session of the Standing Committee for Economic and Commercial Cooperation of the OIC (COMCEC), held from 18th to 21st November 2013 in Istanbul - Republic of Turkey, which welcomed favorably the offer of the United Arab Emirates to host **the 3rd Halal EXPO of the Member States of the Organization of Islamic Cooperation (OIC)**, the Islamic Centre for Development of Trade (ICDT) and Sharjah Expo Centre will organize under the High Patronage of His Highness Sheikh Dr. Sultan Bin Mohammed AL QASSIMI, Governor of Sharjah and Member of the Supreme Council of the United Arab Emirates, the 3rd Halal Food Exhibition of the Member States of the Organization of Islamic Cooperation (OIC) from 8th to 10th December 2014 in Sharjah, State of the United Arab Emirates.

The Fair, which lasted three days, was open from 10.00h to 18.00h to the public. It was attended by about 120 companies and several businessmen, representing the following Member States: Republic of Albania; People's Republic of Bangladesh; State of the United Arab Emirates; Islamic Republic of Pakistan; Hashemite Kingdom of Jordan; Islamic Republic of Iran; Arab Republic of Egypt; Malaysia; Republic of Iraq; Kingdom of Morocco; Republic of Kazakhstan; Republic of Turkey.

The following non-member countries also participated in the Exhibition: Austria, Australia, China, USA, Japan, Italy, Thailand, United Kingdom, Federal Russia, Switzerland, South Africa, and Spain, Philippine

Several institutions active in the Halal sector participated in this event including: the Institute for Standards and Metrology of the OIC Member States (SMIIC), Italy Halal, South African National Halal Authority (SANHA), the Secretariat General of the Organization for Standardization and Metrology of the Arab Gulf Cooperation Council and the Council for Development of Halal products in Pakistan.

In conjunction with this exhibition, the Sharjah Expo Centre and the products Halal Development Council of Pakistan held from 8th to 10th December 2014, the third Edition of the congress of Halal products under the theme "market access for a trillion US\$". On this occasion, ICDT presented a working paper on "Trade promotion instruments in Halal products". The Exhibition recorded the participation of a hundred experts, researchers and traders in the Halal sector. The participants took the opportunity to introduce their successful experiences in this field, share information and discuss the particular challenges faced by this industry, notably, the standards and metrology regulating Halal products and explore new business horizons of these products.

REPORT ON
THE 8th EXHIBITION OF AGRIBUSINESS INDUSTRIES
OF THE OIC MEMBER STATES
Jeddah, Kingdom of Saudi Arabia
13 - 16 April 2015

Within the framework of the implementation of the Cooperation Agreement signed in 2008 between the Islamic Centre for Development of Trade (ICDT) and the Saudi Al Harity Company for Exhibitions Limited (ACE), both parties organized under the auspices of the Ministry of Agriculture of the Kingdom of Saudi Arabia the 8th Exhibition of Agribusiness Industries in the OIC Member States concomitantly with the 20th Exhibition of Food/ Hotel/PROPAC Arabia from 13th to 16th April 2015 at Jeddah Centre for Forums and Events, Kingdom of Saudi Arabia.

This Exhibition was a platform for participating countries to promote their products and services through a professional exhibition and an opportunity to be informed about the latest technological innovations and the latest developments in the food industry, hotels and packaging sectors. It was also an excellent opportunity to make known the products and expertise of these countries in this field, enter into commercial transactions and establish partnerships relationships and make investments.

ICDT was represented in this exhibition by

- Mr. Abdelaziz Alami, Head of Marketing Department;
- Mr. Mamadou Bocar SALL, Head of Studies and Training Department.

The Exhibition was open during four days from 17.00 h to 22.00 h to the general public and professionals.

It was also attended by 4000 companies representing the following Member States:

- Kingdom of Saudi Arabia;
- Islamic Republic of Pakistan;
- Arab Republic of Egypt;
- Republic of Indonesia;
- Malaysia;
- Republic of Lebanon;
- Republic of Tunisia;
- Republic of Turkey
- Kingdom of Bahrain;
- People's Republic of Bangladesh;
- Hashemite Kingdom of Jordan;
- Republic of Senegal;
- State of Kuwait;

The following Non OIC Member States, enjoying the status of observers attended this event, namely;

- Turkish Cypriot State;
- Thailand

Representatives of the Muslim Minorities in non OIC Member States also participated

in this exhibition, namely:

- India;
- Spain;
- China;
- USA;
- Great Britain;
- Switzerland;
- South Africa;
- Australia.

1. The opening Ceremony of the Exhibition:

The official opening ceremony took place on 13th April 2015 at 5:00 p.m. at Jeddah Centre for Forums and Events. It was inaugurated , on behalf of H.E the Minister of Agriculture of the Kingdom of Saudi Arabia, by the Director General of Agricultural Affairs of the Makkah Al Mukarramah region, Engineer Hassan Bin Obaid Sankouf, accompanied by the General Consuls of Turkey, Malaysia and Tunisia in addition to Mr. Waleed Wakid, Vice-Chairman of the Board of Directors of Al Harity Company for Exhibitions Limited, the Representatives of the Pavilions of participating countries as well as businessmen from Member States operating in the field of Agribusiness industries.

After the ribbon cutting, launching thus the Exhibition; the official delegation visited the pavilions and stands of the participating Countries taking cognizance in situ of the evolution of the agribusiness industries in the OIC member States.

In his statement on the sidelines of the opening ceremony, Engineer Hassan Bin Obaid Sankouf, the Director General of Agriculture of the region of Makkah Al Mukarramah expressed deep satisfaction at the large participation of the OIC Member States and the excellent position of this big trade event in view of the tremendous investment opportunities it offers in the field of agribusiness industries, hospitality and tourism thanks to the presence of large international companies operating in the areas of food, hotels and packaging industries in the Kingdom, reflecting thus its leading position as one of the most important economic and trade events organized in Saudi Arabia.

Besides, Mr. Waleed Wakid of Al Harity Company for Exhibitions put emphasis on the continuous progress of this exhibition resulting from the quick changes experienced by the agribusiness and hotel industries and related services at international level as a result of increased consumer spending in the Kingdom on food, population growth and the development of tourism as well as the growing demand of pilgrims and population of the Kingdom of Saudi Arabia, so it is expected that food imports of Saudi Arabia will reach US\$ 70 billion by the year 2016.

It should be noted that the opening ceremony of the exhibition and events that were concomitantly organized, were extensively covered by the written and broadcast media in Saudi Arabia.

2. Activities carried out on the sidelines of the Exhibition

Concomitantly with this exhibition the Islamic Centre for Development of Trade and Al Harity Company for Exhibitions limited organised a seminar on “Foods security in the OIC Member States «on 14th April 2015. The seminar was attended by the following international and regional organisations:

- ❖ General Secretariat of the Organization of Islamic Cooperation (OIC);
- ❖ Food and Agriculture Organization of the United Nations (FAO);
- ❖ Arab Organization for Agricultural Development (AOAD);
- ❖ Islamic Centre for Development of Trade.

The following presentations were made during this seminar:

- ❖ The problem of food security in the Organization of Islamic Cooperation among the main concerns of the General Secretariat by the OIC General Secretariat;
- ❖ The food industry market in the Organization of Islamic Cooperation: Challenges and business opportunities between the Member States, by the Islamic Centre for Development of Trade;
- ❖ Food security in the world: the current situation and future prospects, by Mr. Representative of the Food and Agriculture Organization of the United Nations;
- ❖ The role of the Arab Organization for Agricultural Development in achieving food security in the Arab countries.

This seminar was an opportunity to review the initiatives of the General Secretariat aiming at achieving food security for the peoples of the OIC Member States such as the creation of a special fund for a "dignified life", launched by His Highness the Emir of Kuwait, Sheikh Sabah Al-Salem Al-Sabah in 2008, and the allocation by the Islamic Development Bank Group of an amount of US\$ 1.5 billion in order to overcome the negative consequences of food insecurity and encourage Intra-OIC investments in the agricultural sector and set up assistance programs for the benefit of 13 Member States, particularly the African countries located in the south of the Sahara and encourage cotton cultivation and food crops, including grains. It was also an opportunity to establish the Statute of the Islamic Organization of Food Security that will be created as a Specialized Organ of the Organization of Islamic Cooperation, based in Astana - the Republic of Kazakhstan.

This organization will be established as a specialized Organ of the Organization of Islamic Cooperation. Its aims at providing Member States with the expertise and technical knowledge on various aspects of sustainable agricultural and rural development, food security, biotechnology, including addressing the problems of desertification and soil erosion, salinization, and assessing and monitoring the food security situation in the Member States in order to determine and extend the required emergency and humanitarian aids. Such actions shall include the creation of food security reserves and the mobilization of financial resources for the development of agriculture and promotion of food security in the Member States as well as the exchange of information and data, research and studies on sustainable agricultural development and technology, methods and models of production, including irrigation and seeds production, pesticides and the strengthening of intra-OIC investment in agriculture and ensuring food security.

The representative of the Food and Agriculture Organization of the United Nations (FAO) also outlined the initiatives undertaken by the organization for the benefit of countries through development programs to achieve food security of the Member States and the exchange of expertise and the leading experience and facilitation of technology transfer between countries in order to process raw materials of agricultural and animal origin to food products and encourage investment in the agricultural field. He also expressed the willingness of the FAO to cooperate with the Organization of Islamic Cooperation and its affiliated institutions and organs and finance projects related to

subsistence food crops in order to achieve food security.

On the sidelines of the fair, the Top Chef Contest and the Art Table Competitions were organised by the Saudi Arabian Chefs Association in which the best chefs displayed their culinary skills and best table display from famous hotels and restaurants under the supervision of a jury composed of international experts.

During this Exhibition, the Representative of ICDDT visited the various stands of the participating countries in order to promote the activities and services of the Centre. He also collected brochures and leaflets on the exhibits in order to insert them into the virtual exhibition on the ICDDT's website.

3. Evaluation of the Exhibition:

The net exhibition space was spread over approximately 4000 square meters; it was attended by about 3,000 businessmen from the various OIC Member States seeking business and partnerships opportunities as well as by nearly 20 thousand visitors. Participants also expressed their satisfaction at the organization and arrangements provided by the organizers in order to secure all the services in compliance with international standards of the organization of exhibitions.

Through an initial reading of the impressions of exhibitors, it was deduced that a series of business deals were made and exhibitors genuinely desire to take advantage of the services of the Centre in order to promote their products and services through its virtual exhibition and participate in exhibitions organized by it in the future.

During this exhibition, the representative of the centre promoted the activities of the centre along with its services, and especially the exhibitions that ICDDT will organize in 2015 and 2016.

4. Meetings of the Centre on the sidelines of the Exhibition

Likewise, the Representative of the Centre held a coordination meeting with Al Medina International Exhibition Co (MICE) on the possibility of organising jointly the 2nd Commercial Handicrafts Exhibition of the OIC member States in Al Medina Al Munawara in 2016, Kingdom of Saudi Arabia in collaboration with the Research Centre for Islamic History, Art and Culture (IRCICA).

UPCOMING FAIRS AND EHBITIONS

**REPORT ON THE PREPARATIONS OF
THE 15th TRADE FAIR OF THE OIC MEMBER STATES**

**Riyadh, Kingdom of Saudi Arabia
8th – 12th November 2015**

In pursuance of the resolution ii/31 adopted the 30th Ministerial Session of the Standing Committee for Economic and Commercial Cooperation of the OIC (COMCEC), held from 25th to 28th November 2014 in Istanbul - Republic of Turkey in which the Republic of Guinea withdrew from the organization of the 15th Trade Fair of the OIC Member States in favour of the Kingdom of Saudi Arabia in 2015 and which requested ICDT to coordinate with the competent authorities of Saudi Arabia, the Centre held the first coordination meeting for the organization of the aforesaid Fair with the Ministry of Commerce and Industry of the Kingdom of Saudi Arabia on 9th January, 2015 at ICDT's headquarters in Casablanca, which was mainly devoted to the examination of the MOU relating to the organization of the Fair. The date of organization of the fair was fixed from 8 to 12 November 2015 in Riyadh- Kingdom of Saudi Arabia.

In compliance with the provisions of the Memorandum of Understanding (MOU) relating to the organisation of the Fair, the price of the square meter of the exhibition space has been fixed as follows:

- The fitted square meter (shell scheme) : US\$ 275
- The unequipped square meter (indoor bare space) : US\$ 250

For any information or booking, the relevant services of Member States are kindly requested to contact organisers at the following addresses:

<p>Ministry of Commerce and Industry of the Kingdom of Saudi Arabia Contact: Mr. Abdulaziz Saleh Al-Mowainea Manager of Exhibitions and Conferences Department Riyadh 11162 - Kingdom of Saudi Arabia Mobile : +966 55 5233 196 Tel: +966 11 401 22 22 Ext.2772 - Fax : +966 55 523 31 96 Amuwaina@mci.gov.sa; smuwaina@mci.gov.sa Web Site : www.mci.gov.sa</p>	<p>Islamic Centre for Development of Trade Complexe Commercial des Habous, 11th Floor Avenue des F.A.R, BP 13545 Casablanca 20000 Morocco Tel : +212 5 22 31 49 74 - Fax: +212 5 22 31 01 10 E-mail: icdt@icdt-oic.org Site web : www.icdt-oic.org</p>
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**REPORT ON THE PREPARATIONS OF
AFRICAN HALAL BUSINESS FORUM**

Dakar, SENEGAL
14-16 September 2015

Within the framework of its activities aiming at promoting trade and investment among the OIC 57 Member States, ICDT, the International Exhibition of the Muslim Business (SIBM) and OIC International Business Centre of Malaysia will organize in collaboration with the Federation of Chambers of Commerce of the Gulf Cooperation Council in Dakar from 14th to 16th September 2015, the African Halal Business Forum.

In order to provide all the conditions of successful for the holding of this forum; a Memorandum of Understanding was signed on 27th June 2014 in Dakar between ICDT, OIC International Business Centre of Malaysia SDN and SIBM. Likewise, a second coordination meeting attended by the representative of the Ministry of the Republic of Senegal was held on 12th January 2015 at the headquarters of ICDT in Casablanca, which was devoted to the organizational and participation modalities of Member States in this Forum.

The objective of this forum is to encourage partnerships between entrepreneurs and investors in the Halal business in the Gulf countries, Asia and their counterparts in the ECOWAS and WAEMU interested in Halal business (agribusiness industry, Tourism and Leisure, Perfumery & Cosmetics, Fashion & textiles, Islamic finance ...).

The forum will also cover other sectors with high economic potential of targeted countries and regions and will be a platform for stakeholders in the Halal industry in search of business and partnership opportunities in the OIC countries to promote their products and services. It will also allow exhibitors from participating countries to learn about national experiences of the participating countries and conclude commercial transactions and establish partnerships and investment relations.

Latest Developments:

At the second coordination meeting held in Casablanca on 12 January 2015, the Director General of the Centre mentioned the excellence of the existing cooperation between ICDT and the Republic of Senegal has always taken an active part in its activities including Fairs and Exhibitions of the OIC Member States.

Then Mr. Houcine RAHMOUNI informed the participants of the results of the first Muslim Business Fair which was organized by ICDT from 14th to 16th November 2013 in Dakar, Republic of Senegal in collaboration with the MBIS led by Mr. Khadiyatoulah Fall.

Mr. Khadiyatoulah Fall tackled the positives points and aspects to be improved following the first Fair held in November 2013.

Finally, Mr. Moustapha Ly, Representative of HE Mr. Alioune Sarr - Minister of Trade, Informal Sector, Consumer Affairs, Promotion of Local Products and SMEs of the Republic of Senegal, took the floor to stress the importance given by HE Mr. SARR to the success of the Forum scheduled to be held in Dakar in September 2015.

Prompted by the common desire to surround this event all the conditions of success, the concerned parties discussed in a cordial atmosphere and notably agreed upon the following:

- ❖ The Forum will be held in Dakar from 14th to 16th September 2015 under the title "African Halal Business Forum" with the theme "Towards boosting trade with Asian countries and the GCC." The precise date of the Forum will be determined later by the various parties;
- ❖ The Chairmanship of the Forum could be ensured by HE the Prime Minister of the Republic of Senegal, Mr. Abdallah Mahammed Boun DIONNE, or by HE Mr. Alioune Sarr with the involvement of authorities of the WAEMU and ECOWAS ;
- ❖ The sectors targeted will be Halal: agribusiness, tourism, cosmetics, fashion, craft, solidarity financing (zakat, waqf, such as microfinance sadaka funds), and the arts;
- ❖ The Forum organizers are the Ministry of Trade, Informal Sector, Consumer Affairs, Promotion of Local Products and SMEs of the Republic of Senegal, ICDT and SIBM. Sponsors that are recorded so far are the Malaysian Business Centre "OIC International Business Centre" and the Federation of the Chambers of Commerce of the Gulf Cooperation Council.

Finally, the concerned parties agreed to hold the second coordination meeting for the preparations of this Forum on 16th March 2015 in Dakar.

**REPORT ON THE PREPARATIONS OF
THE 1st ORGANIC AND LOCAL PRODUCTS
EXHIBITION OF THE OIC MEMBER STATES**

Tunis, Republic of Tunisia
28th October - 1st November 2015

In Pursuance of the resolution ii/32 /paragraph 4 of the 30th Ministerial Session of the Standing Committee for Economic and Commercial Cooperation of the OIC (COMCEC), held from 25th to 28th November 2014 in Istanbul - Republic of Turkey, the Islamic Centre Development of Trade (ICDT) and the Tunisian Union of Agriculture and Fisheries (UTAP) will organize under the aegis of the Ministry of Trade and Handicrafts and the Ministry of Agriculture of the Republic of Tunisia the 1st Organic and Local Products Exhibition of the OIC Member States from 28th October to 1st November 2015 at the Kram Exhibition Centre in Tunis, in conjunction with the 12th International Exhibition of Agriculture, Agricultural Machinery and Fisheries (SIAMAP 2015).

The first coordination meeting was held between ICDT, UTAP and Tunis International Fair Company on 7th November 2014, which was crowned by the signing of the MOU on the organization of this event.

The second coordination meeting was held between ICDT and UTAP on 13th January 2015 in Rabat to discuss the modalities of this exhibition promotion at the level of Member States. Besides, both parties agreed to organize a seminar on "The role of politicians in the development of organic farming".

The Representatives of UTAP also seized the opportunity of their presence in the Kingdom of Morocco, to attend the 13th Meeting of Economic Advisers to the Embassies of the OIC Member States accredited to the Kingdom of Morocco, held by the Centre on 13th January 2015 in Rabat at which they invited the OIC Member States to actively participate in this Exhibition.

In compliance with the provisions of the Memorandum of Understanding (MOU) relating to the organisation of the Exhibition, the price of the equipped square meter (Shell scheme) of the exhibition space price has been fixed at 100 US dollars.

For any information or booking, the relevant services of Member States are kindly requested to contact organisers at the following addresses:

**Tunisian Union of Agriculture and Fisheries
(UTAP)**

Rue Alain Savary, Cité El Khadra 1003
Tunis, Republic of Tunisia
Tel: +21671 806 800/808 636
Fax :+21671 809 181/807 041
E-mail: siamap.tunisie@gmail.com
Website: www.utap.org.tn

**Islamic Centre for Development of Trade
Complexe Commercial des Habous, 11^{ème} Etage
Avenue des F.A.R, BP 13545
Casablanca 20000 Morocco
Tel : +212 5 22 31 49 74 - Fax: +212 5 22 31 01 10
E-mail: icdt@icdt-oic.org
Site web : www.icdt-oic.org**

**REPORT ON THE PREPARATIONS OF
THE 2nd OIC TOURISM TRAVEL MARKET: PROMOTING
FAMILY TOURISM OF THE OIC MEMBER STATES
(OIC TOURISM 2015)**

Sharjah - State of the United Arab Emirates
8 - 10 December 2015

Reminder:

Following the Verbal Note dated 24th March 2014 addressed to ICDT by the Ministry of Foreign Affairs of the Republic of Tunisia, it has been taken note of the apology of the Republic of Tunisia to host the 2nd Tourism Fair of the OIC Member States, initially scheduled to be held from 23rd to 26th April 2014 in Tunis following the request of the Ministry of Tourism of the Republic of Tunisia.

In compliance with Resolution ii/32/paragraph 1 adopted by the 30th Ministerial Session of the Standing Committee for Economic and Commercial Cooperation of the OIC (COMCEC), held from 25th to 28th November 2014 in Istanbul - Republic of Turkey, the State of the United Arab Emirates, the Islamic Centre for Development of Trade (ICDT) and Sharjah Expo Centre will organize under the High Patronage of His Highness Sheikh Dr. Sultan Bin Mohammed AL QASSIMI, Ruler of Sharjah and Member of the Supreme Council of the State of the United Arab Emirates the 2nd OIC Tourism Travel Market, Promoting Family Tourism of the Member States of the Organization of Islamic Cooperation (OIC), from 8th to 10th December 2015 at Sharjah Expo Centre- State of the United Arab Emirates.

And to provide all the conditions of success to the organization of the Fair, both sides held the first coordination meeting on the holding of the Fair on 11th and 12th June 2014 at the headquarters of ICDT in Casablanca-Kingdom of Morocco. This meeting was mainly devoted to the organizational and participation modalities of Member States in this Fair during which concerned parties signed an MOU on the organization of this event.

The second coordination meeting was held between the two parties on 8th Dec. 2014 at the Sharjah Expo Centre on the sidelines of the 3rd edition of Halal Products Fair of the OIC Member States, during which it was decided to postpone the date of the holding the fair, which was initially scheduled from 19th to 21st October 2015 to 8- 10 December, 2015, in conjunction with the 4th Halal Products Exhibition of the OIC Member States.

In compliance with the Memorandum of Understanding (MOU) on the organization of this exhibition, the price per square meter of exhibition space has been fixed as follows:

- The fitted square meter (shell scheme) : US\$ 275
- The unequipped square meter (indoor bare space) : US\$ 250

For any information or booking, the concerned departments of your Ministry are kindly requested to contact organiser at the following addresses:

<p style="text-align: center;">Sharjah Expo Centre B.P : 3222, Sharjah - United Arab Emirates Mr. Sandeep Bolar - Exhibition Manager Tel: +971-6-5770000 - Fax:+971-6-5770111 Mobile : +971 50 84 10 903 E-mail: info@expo-centre.ae sandeep@expo-centre.ae Web site: www.expo-Centre.ae</p>	<p style="text-align: center;">Islamic Centre for Development of Trade Complexe Commercial des Habous, 11th floor Avenue des F.A.R, BP 13545 Casablanca 20000 Morocco Tel : +212 5 22 31 49 74 - Fax: +212 5 22 31 01 10 E-mail: icdt@icdt-oic.org Site web : www.icdt-oic.org</p>
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**REPORT ON THE PREPARATIONS OF
THE 4th EXHIBITION OF HALAL PRODUCTS OF
THE OIC MEMBER STATES**

Sharjah, United Arab Emirates
8 - 10 December 2015

Within the framework of efforts aiming at to promoting trade and investment among the OIC Member States, the Islamic Centre for Development of Trade (ICDT) and the Chamber of Commerce and Industry of Sharjah will jointly organize from 8th to 10th December 2015, the 4th Exhibition of Halal products of the OIC Member at Sharjah Expo Centre - State of United Arab Emirates.

In compliance with the Memorandum of Understanding (MOU) on the organization of this exhibition, the price per square meter of the equipped space (Shell scheme exhibition space has been fixed as follows:

- The fitted square meter ((shell scheme) : US\$ 300
- The unequipped square meter (indoor bare space) : US\$ 275

Details relating to this exhibition are availavle on the following link:

<http://www.halalfoodme.com/HalalFood/default.htm>

For any information or booking, the concerned departments of your Ministry are kindly requested to contact organiser at the following addresses:

Sharjah Expo Centre
B.P 3222, Sharjah - United Arab Emirates
Mr Sandeep Bolar, Exhibition Manager
Tel: +971-6-5770000 - Fax: +971-6-5770111
Mobile : +971 50 84 10 903
E-mail: info@expo-centre.ae , sandeep@expo-centre.ae
Web site: www.expo-Centre.ae

Islamic Centre for Development of Trade
Complexe Commercial des Habous, 11th floor
Avenue des F.A.R, BP 13545
Casablanca 20000 Morocco
Tel : +212 5 22 31 49 74 - Fax: +212 5 22 31 01 10
E-mail: icdt@icdt-oic.org
Site web : www.icdt-oic.org