

**REPORTS OF ICDT**

**ON**

**THE OIC FAIRS AND EXHIBITIONS**

**SUBMITTED BY**

**THE ISLAMIC CENTRE FOR DEVELOPMENT OF  
TRADE**

**TO THE**

**31<sup>st</sup> SESSION OF THE STANDING COMMITTEE FOR  
ECONOMIC AND COMMERCIAL  
CO-OPERATION OF THE OIC  
(COMCEC)**

**Istanbul – Republic of Turkey  
23<sup>th</sup> – 26<sup>th</sup> November 2015**

**REPORT ON**  
**THE 3<sup>RD</sup> 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 29<sup>th</sup> Ministerial Session of the Standing Committee for Economic and Commercial Cooperation of the OIC (COMCEC), held from 18<sup>th</sup> to 21<sup>st</sup> November 2013 in Istanbul - Republic of Turkey, which welcomed favourably the offer of the United Arab Emirates to host **the 3<sup>rd</sup> 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 organized 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 **3<sup>rd</sup> Halal Food Exhibition of the Member States of the Organization of Islamic Cooperation (OIC)** from 8<sup>th</sup> to 10<sup>th</sup> 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 8<sup>th</sup> to 10<sup>th</sup> 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 8<sup>TH</sup> 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 8<sup>th</sup> Exhibition of Agribusiness Industries in the OIC Member States** concomitantly with **the 20<sup>th</sup> Exhibition of Food/ Hotel/PROPAC Arabia** from 13<sup>th</sup> to 16<sup>th</sup> 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 and 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 and Australia.

### **1. The opening Ceremony of the Exhibition:**

The official opening ceremony took place on 13<sup>th</sup> 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 on the last development registered on the agribusiness industries in the OIC Member States.

In his statement on the sidelines of the opening ceremony, Mr. Sankouf, expressed its 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. He underlined that this event offers opportunities 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 14<sup>th</sup> 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 ICDT 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 ICDT'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 ICDT 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 2<sup>nd</sup> Commercial Handicrafts Exhibition of the OIC member States in Al Medina Al Munawara in 2016, Kingdom of Saudi Arabia in collaboration with IRCICA and ISESCO.

**REPORT ON  
THE 6<sup>TH</sup> MUSLIM WORLD BIZ  
KUALA LUMPUR – MALAYSIA  
27<sup>TH</sup> – 30<sup>TH</sup> OCTOBER 2015**

Within the framework of their common program of assistance to OIC Member Countries aiming at promoting trade and investments among them, Company OIC/Malaysia International Business Centre and the ICDT organized the 6<sup>th</sup> Muslim World Biz in Kuala Lumpur, Malaysia from 27<sup>th</sup> to 30<sup>th</sup> October 2015.

This Exhibition and Forum which were held under the high patronage of the Malaysian Authorities, has recorded the participation of Officials, Experts, Businessmen, Universities as well as Regional Organizations from 30 Countries. The program of the Forum included the 6<sup>th</sup> Muslim World Biz Exhibition; the Round Table Talk of Businessmen and Personalities from the Islamic Ummah; 3 thematic Conferences and Forums which are the OIC/Asia Economic and Trade Forum, the Conference of Higher Education Services of Islamic Countries and the Conference on Islamic Tourism; the Ceremony of Jewels of Muslim World dedicated to award the Personalities of the Islamic Ummah.

Around 400 companies from 30 Countries have participated in this Forum, among which the following OIC Member Countries: Malaysia, Turkey, Iran, Jordan, Kuwait, Senegal, United Arab Emirates, Yemen, Brunei Darussalam, Maldives, Saudi Arabia, Azerbaijan, Pakistan and Indonesia.

During the OIC/Asia Economic and Trade Forum, ICDT actively participated in the panel dedicated to the challenges in the Islamic World by presenting the economic and trade potential in the OIC Region as well as the obstacles faced by the OIC Economic Operators. During the 6<sup>th</sup> session of this Forum which was dedicated to the “Importance of Cross Border Trade to Alleviate Poverty in Islamic Countries”, the Centre also made a presentation entitled “Intra-Trade flows among Asian Countries and other OIC Member States: Current Status and Main Challenges”.

**REPORT ON  
THE 1<sup>ST</sup> ORGANIC AND LOCAL PRODUCTS  
EXHIBITION OF THE OIC MEMBER STATES**

**TUNIS, REPUBLIC OF TUNISIA  
28<sup>TH</sup> OCTOBER - 1<sup>ST</sup> NOVEMBER 2015**

In compliance with the resolutions adopted by the 42<sup>nd</sup> Session of the Council of Foreign Ministers of the OIC Countries, held in Kuwait from 26 to 27 May 2015, and the 30<sup>th</sup> Ministerial Session of the Standing Committee for Economic and Commercial Cooperation of the OIC (COMCEC), held from 25<sup>th</sup> to 28<sup>th</sup> 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 1<sup>st</sup> Organic and Local Products Exhibition of the OIC Member States** from 28<sup>th</sup> October to 1<sup>st</sup> November 2015 at the Kram Exhibition Centre in Tunis, in conjunction with the 12<sup>th</sup> International Exhibition of Agriculture, Agricultural Machinery and Fisheries (SIAMAP 2015).

This exhibition was attended by the stakeholders in the organic and local products sector (fruits and vegetables, drinks, sausages, meat and fish, dairy products, natural products without industrial or chemical additives, organic cosmetics, care and personal hygiene, fertilizers and natural fertilizers,) in the OIC countries. This event was an opportunity for the companies and players in the Bio industry and small farmers to promote their products and services.

ICDT was represented at the event by Mr. Abdelaziz Alami, Head of Marketing, This show lasted five days and was open to both the general public and professionals. It was held on an area of 18,000 square meters and recorded the participation of 405 companies representing the following Member States: Kingdom of Saudi Arabia, Kingdom of Morocco, Arab Republic of Egypt, Republic of Lebanon, Tunisian republic, Republic of Turkey, State of Palestine, United Arab Emirates State, Republic of Senegal, Algerian Democratic and Popular Republic, Republic of Sudan and Libya.

The Russian Federation also participated in this fair as an observer country. This exhibition was also attended by the representatives of the following non OIC Member States: India, Spain, China, Italy, United Kingdom, Netherlands, Austria, Germany, and France.

Within the framework of the ICDT's actions to facilitate the OIC Member States participation in trade fairs, The Centre has covered the participation fees of the Republic of Senegal and the Kingdom of Morocco in this event.

### **1. Opening Ceremony:**

The official ceremony Exhibition opening took place on 28<sup>th</sup> October 2015, at the Kram Exhibition Park. The inauguration, which started at 11 am, was chaired by His Excellency Habib ESSID, Head of Government of the Republic of Tunisia, accompanied by the Minister of Agriculture, Water Resources and Fisheries, the Minister of Higher

Education and Scientific Research of the Republic of Tunisia, Mr. Abdul Majid Zar, President of the Tunisian Union of Agriculture and Fisheries, representatives of the diplomatic corps and officials of the pavilions of participating countries, as well as businessmen from Member States, operating in the agriculture, organic and local products sectors of the OIC Member States.

After cutting the inaugural ribbon, the official procession visited the different pavilions of participating countries and took note in situ of the latest developments of organic and local products of the OIC Member States displayed at this exhibition. H.E. the Head of Government expressed His admiration of the content of this exhibition, which brings to light the development of agriculture and shows up its chief economic role in the Member States, particularly in terms of production, quality improvement, competitiveness in international markets and the adaptation of this sector to the latest technology in this domain. H.E. expressed His warmest thanks to the ICDT and UTAP for the good organization of this important international event. For his part, the President of the Tunisian Union of Agriculture and Fisheries pointed out that this fair has broken the record, both in terms of the exhibition space (18,000 square meters), and the international participation of outstanding players in this domain. He added that on the sidelines of this important show, several scientific and technical seminars were organised and will contribute to improving agricultural cooperation between the OIC Member States, and meet the expectations of farmers and respond to their questions about issues that hinder their activity and especially those relating to promotion and funding.

## **2. Activities on the sidelines of the exhibition:**

The Islamic Centre for Development of Trade (ICDT) held on 30<sup>th</sup> October 2015, in collaboration with UTAP and in conjunction with this exhibition, a seminar on "Organic Agriculture: current situation and prospects".

During the seminar the following papers were presented:

- ❖ "Organic farming: concept and principles", by Dr. Mohammed bin Khader, university professor and Tunisian international expert in the field of organic farming.
- ❖ "The Tunisian experience in organic farming", by Ms. Samia Moammar, Director General of organic farming, the Ministry of Agriculture of the Republic of Tunisia.
- ❖ "The Moroccan experience in defining and promoting organic products", by the Agricultural Development Agency of the Kingdom of Morocco.
- ❖ "Organic Products in Islamic Countries", By Mr. Najib LAYACHI, expert of the Islamic Centre for Development of Trade.

This seminar allowed to review national experiences of some OIC Member States and was an opportunity for them to present their strategies in the field of the promotion of organic and local farming along with the available marketing means of these products.

The following activities were also proposed to increase the level of cooperation and coordination between the OIC Member States, namely:

- ❖ To Establish regional networks in the field of organic agriculture in member countries by appointing coordinators for each network on a regular basis and a coordinating committee at the OIC level which, will be composed of regional coordinators and chaired by a permanent coordinator with regard to the Global Network of Export Promotion Centres of the OIC Member States.
- ❖ To carry out studies and organize visits for the benefit of researchers and

technicians to analyze the current situation of organic and local farming in the various OIC countries;

- ❖ To Develop models farms of biological culture and orientation programs;
- ❖ To organize regional and international training seminars in cooperation with relevant international organizations in order to raise awareness of the importance of this sector and its role in development;
- ❖ To intensify the organization of trade fairs of organic products;
- ❖ To exchange successful experiences in this area and help States to develop national legislation of organic farming;
- ❖ To Assist member countries to develop control and certification observatories of organic *products with regard* to the Standardization and Metrology Institute of Islamic Countries (SMIIC);
- ❖ To assist Member States to develop strategies and action plans for the development of organic agriculture and the creation of an OIC organic brand common among Islamic countries.

Bilateral meetings were held during the Fair, between businessmen in a space that was devoted for this purpose.

The Tunisian Union of Agriculture and Fisheries also held in conjunction with this exhibition, a documentary exhibition entitled "documents on the history of Tunisian agriculture through the National Archives" that embodies the history of Tunisian agriculture. An exhibition space dedicated to recruitment, women and agriculture and an international jumping competition were also organized on the sidelines of the show.

On this occasion, the representative of ICDT led an awareness-raising campaign on the Centre's activities and services at the level of participating countries and enterprises of the OIC Member States. He also collected from national pavilions brochures, leaflets and other promotional materials of products and services provided by Member States in order to ensure their promotion on the Virtual Fair developed by the Centre on the Internet.

### **3. Evaluation of the Exhibition:**

The net area of the exhibition space was about 18,000 square meters. The Fair was attended by about 3,000 businessmen and 162 000 visitors.

An opinion survey of participants allows, already bringing out a general feeling of satisfaction regarding the organization of the show and the provision of all facilities by the organizers.

### **4. ICDT's meetings on the sidelines of the exhibition:**

The Representative of ICDT seized this opportunity to hold a coordination meeting with the Saudi Al Harithy Company Ltd to discuss areas of common interest and the follow up of the implementation of the cooperation agreement signed between them in May 2008 through the joint organization of the 9<sup>th</sup> Agribusiness Industries Exhibition of the OIC Member Countries, scheduled to be held from 9<sup>th</sup> to 12<sup>th</sup> May 2016 in Jeddah - Kingdom of Saudi Arabia.

The Representative of ICDT also held a working session with the President of the Tunisian Union of Agriculture and Fisheries, which focused on the ways and means to strengthen cooperation between both institutions through formal invitations addressed to the Honorable Union to participate in future fairs to be organized by ICDT, including those related to agriculture and agribusiness industries.

**UPCOMING FAIRS  
AND  
EXHIBITIONS**

**REPORT ON THE PREPARATIONS OF  
THE 2<sup>ND</sup> 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:*

In compliance with the resolution adopted by the 8<sup>th</sup> Session of the Islamic Conference of Tourism Ministers, held from 4<sup>th</sup> to 6<sup>th</sup> December 2013 in Banjul - Republic of The Gambia, the Islamic Centre for Development of Trade (ICDT) and Sharjah Exhibition Centre (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 State of the United Arab Emirates, "**2<sup>nd</sup> Tourism Fair of the OIC and travel : promoting family tourism**", from 8<sup>th</sup> to 10<sup>th</sup> December 2015 in 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 11<sup>th</sup> and 12<sup>th</sup> 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 8<sup>th</sup> December 2014 at the Sharjah Expo Centre on the sidelines of the 3<sup>rd</sup> 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 19<sup>th</sup> to 21<sup>st</sup> October 2015 to 8- 10 December, 2015, in conjunction with the 4<sup>th</sup> Halal Products Exhibition of the OIC Member States.

The 3<sup>rd</sup> and 4<sup>th</sup> coordination meetings were held respectively on 24<sup>th</sup> March 2015 and 21<sup>st</sup> October 2015 in Marrakech and in Sharjah, and were dedicated to the organizational arrangements and participation of Member States and the activities that will be organized on the sidelines. In this regard, both sides agreed to hold on 9<sup>th</sup> December, 2015 a seminar on "Islamic tourism".

In compliance with the Memorandum of Understanding (MOU) on the organization of this exhibition, the price per 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 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](mailto:info@expo-centre.ae)**  
**[sandeep@expo-centre.ae](mailto:sandeep@expo-centre.ae)**  
**Web site: [www.expo-Centre.ae](http://www.expo-Centre.ae)**

**Islamic Centre for Development of Trade**  
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**Site web : [www.icdt-oic.org](http://www.icdt-oic.org)**

**REPORT ON THE PREPARATIONS OF  
THE 4<sup>TH</sup> EXHIBITION OF HALAL PRODUCTS  
OF THE OIC MEMBER STATES**

**SHARJAH, UNITED ARAB EMIRATES  
8 - 10 DECEMBER 2015**

Pursuant to resolution ii/32/Paragraph 2 adopted by the 30<sup>th</sup> Ministerial Session of the Standing Committee for Economic and Commercial Cooperation of the OIC (COMCEC), held from 25<sup>th</sup> to 28<sup>th</sup> November 2014 in Istanbul - Republic of Turkey, the Islamic Centre for Development of Trade (ICDT) and Sharjah Exhibition Centre (Sharjah Expo Centre) organized 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 Emirates UAE, the 4<sup>th</sup> edition of Halal Products Fair of the OIC Member States, from 8<sup>th</sup> to 10<sup>th</sup> December 2015 at Sharjah Expo Centre - State of the United Arab Emirates .

This exhibition will gather actors of Halal industry in search of business and partnership opportunities in the OIC countries, and will provide the opportunity for the companies and players of the Halal industry to promote their products and services and increase investments in this sector.

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 available 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  
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## **REPORT ON THE PREPARATIONS OF AFRICAN HALAL BUSINESS FORUM**

**DAKAR, SENEGAL  
MARCH 2016**

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 on March 2016, 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 27<sup>th</sup> 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 12<sup>th</sup> 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 14<sup>th</sup> to 16<sup>th</sup> 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 H.E 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 March 2016.

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 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.

**REPORT ON THE PREPARATIONS OF  
THE "3<sup>RD</sup> OIC HEALTH EXPO"  
CASABLANCA- KINGDOM OF MOROCCO  
24<sup>TH</sup> – 27<sup>TH</sup> MARCH 2016**

Within the framework of operational activities aiming at promoting trade and investments among the Member States of the Organisation of Islamic Cooperation (OIC), the Islamic Centre for Development of Trade (ICDT and the Moroccan Office of Fairs and Exhibitions (OFEC) will organize in collaboration with BH events under the auspices of the Ministry- Delegate in charge of Foreign Trade and the Ministry of Health of the Kingdom of Morocco, the 3<sup>rd</sup> OIC Health Expo in the Member States of the Organisation of the Islamic Conference from 24<sup>th</sup> to 27<sup>th</sup> March 2016 in the Exhibition grounds of the Moroccan Office of Fairs and Exhibitions concurrently with the 17th edition of the International Exhibition Health "Medical Expo 2016" under the theme: "Enhancing intra-OIC cooperation in the field of Health."

In this regard, to ensure success of this exhibition, ICDT and OFEC held the first coordination meeting for the organization said Fair on 19<sup>th</sup> May 2015 at the headquarters of ICDT in Casablanca - Kingdom of Morocco, which was crowned with the signing of the MOU on the organization of this exhibition. Both sides agreed during this meeting that the member countries of the Agadir Agreement will be guests of honor at the third edition of this Exhibition.

Conformément aux dispositions du Mémorandum d'Entente (MOU) relatif à l'organisation du Salon, le prix du mètre carré de l'espace d'exposition a été fixé comme suit :

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): 190 US \$.
- The unequipped square meter (indoor bare space) : 175 US \$

Details relating to this exhibition are available on the following link: [www.medicalexpo.ma](http://www.medicalexpo.ma).

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

<b>BH Events</b> Angle Bd. Moulay Youssef et rue Gustave Nadaud 1er étage N°1- Casablanca Tél : (+212) 5 22 47 44 35 Fax : (+212) 5 22 94 06 38 ; E-mail : <a href="mailto:contact@medicalexpo.ma">contact@medicalexpo.ma</a> Site Web : <a href="http://www.medicalexpo.com">www.medicalexpo.com</a>	<b>Islamic Centre for Development of Trade</b> Complexe Commercial des Habous, 11 <sup>th</sup> 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: <a href="mailto:icdt@icdt-oic.org">icdt@icdt-oic.org</a> Site web : <a href="http://www.icdt-oic.org">www.icdt-oic.org</a>
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**REPORT ON THE PREPARATIONS OF  
THE 3<sup>RD</sup> EXHIBITION AND FORUM ON "HIGHER  
EDUCATION SERVICES IN THE OIC MEMBER STATES"  
DAKAR - REPUBLIC OF SENEGAL  
9<sup>TH</sup> – 12<sup>TH</sup> MAY 2016**

Within the framework of the implementation of Resolution No. 38 adopted at the 30<sup>th</sup> Session of the Standing Committee for Economic and Commercial Cooperation (COMCEC), held from November 25<sup>th</sup> to 28<sup>th</sup> 2014 in Istanbul, Republic of Turkey, the Ministry of Higher Education and Research of the Republic of Senegal and the Islamic Centre for Development of Trade (ICDT) will organize in collaboration with the Islamic Educational, Scientific and Cultural Organization (ISESCO) a Specialized Forum and Exhibition on "Higher Education Services in the OIC Member States", from 9<sup>th</sup> to 12<sup>th</sup> May 2016 at the International Centre for Foreign Trade of Senegal (CICES) Dakar - Republic of Senegal.

The objective of this Forum and Specialized Exhibition is to promote the services of Higher Education of the OIC Member States, establish direct contacts between the various stakeholders in the field of training and higher education, promoting investment in this sector and develop partnerships between universities in the OIC Member States, including through the exchange of students and instructors.

To date, several coordination meetings were held, the latest took place on Tuesday, 16<sup>th</sup> June 2015 in Casablanca. This Forum and Specialized Exhibition fall within the implementation framework of the Ten Year Programme of Action of the OIC, which aims at raising intra-OIC trade in goods and services to 25% by 2025 given the large potential of the OIC Countries, such as Morocco, Malaysia, Turkey, Senegal and North Cyprus in the field of services of Higher Education.

During this meeting, the Representative of ISESCO expressed the will of his Director General to support the Republic of Senegal in organizing this event and in particular the scientific forum in conjunction with the Ministry of Higher Education and Research of Senegal.

Mr. Mohcine BERRADA, from the Moroccan Student Forum thanked ICDT for the invitation to this important meeting and expressed his readiness to make his experience acquired by organizing the Student Show for over a quarter century at the service of this event.

The price per square meter of exhibition space has been fixed as follows:

- Equipped square meter (shell scheme) : 100 US \$ ;
- Non equipped square meter (indoor bare space): 75 US \$.

For any more information of booking, the concerned departments in Member States may contact:

**Mrs Rokhaya DIOP**  
**International Centre for Foreign Trade of Senegal (CICES)**  
**Tel: +221 33 859 96 14 / + 221 33 859 96 17 - Fax: +221 33 859 96 18**  
**E-mail: dec@cicesfidak.com / rokhayacices@yahoo.fr**  
**Website: www.cices.sn**

**REPORT ON THE PREPARATIONS OF  
THE 9<sup>TH</sup> EXHIBITION OF AGRIBUSINESS INDUSTRIES  
OF THE OIC MEMBER STATES<sup>II</sup>  
JEDDAH, KINGDOM OF SAUDI ARABIA  
9<sup>TH</sup> – 12<sup>TH</sup> MAY 2016**

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 Harithy Company for Exhibitions Limited (ACE), both parties will organize under the auspices of the Ministry of Agriculture of the Kingdom of Saudi Arabia the 9<sup>th</sup> Exhibition of Agribusiness Industries in the OIC Member States concomitantly with the 21<sup>st</sup> Exhibition of Food/ Hotel/PROPAC Arabia from 9<sup>th</sup> to 12<sup>th</sup> May 2016 at Jeddah Centre for Forums and Events, Kingdom of Saudi Arabia.

This Exhibition has become a platform for Member States companies to promote their products and services and an opportunity to be informed about the latest technological innovations and the latest developments in the food industry, hotels and packaging sectors.

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\$ 445.
- The unequipped square meter (indoor bare space): US\$ 395.

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

<http://sfhh-arabia.com>

For any information or booking, the concerned departments of Member States are kindly requested to contact:

**Mr. Waleed Waked – Vice-President  
Al Harithy Company for Exhibitions Ltd  
P.O.Box: 40740 Jeddah: 21511  
Kingdom of Saudi Arabia  
Phone: + 966 (02) 654 6384  
Fax: + 966 (02) 654 6853**

**E-mail: [ace@acexpos.com](mailto:ace@acexpos.com) / [waleed@acexpos.com](mailto:waleed@acexpos.com) / [info@acexpos.com](mailto:info@acexpos.com)**

**REPORT ON THE PREPARATIONS OF  
THE 15<sup>TH</sup> TRADE FAIR OF THE OIC MEMBER STATES  
RIYADH, KINGDOM OF SAUDI ARABIA  
22<sup>ND</sup> - 26<sup>TH</sup> MAY 2016**

In compliance with Resolution No. 6/42-E /B/4, adopted by the 42<sup>th</sup> Session of the Council of Foreign Ministers of OIC countries held on 27 and 28 May 2015 in Kuwait City, Kuwait, which welcomed the offer of the Kingdom of Saudi Arabia to host the 15<sup>th</sup> Trade Fair of the OIC Member States in 2015, the Ministry of Commerce and Industry of the Kingdom of Saudi Arabia and the Islamic Centre for Development Trade (ICDT) will organize in collaboration with the Saudi Company "SK Expo for International Exhibitions & Conferences" under the High patronage of the Custodian of the Holy Places, the 15<sup>th</sup> edition of the Trade Fair of the OIC Member States from 8<sup>th</sup> to 12<sup>th</sup> November 2015 at the International Exhibition Centre and Riyadh conference - Kingdom of Saudi Arabia.

The first coordination meeting for the organization of this fair was held between the organizers on 9<sup>th</sup> January, 2015 in Casablanca and was crowned by the signing of MOU on the said fair.

To ensure success in this event, the organizers held four coordination meetings that were dedicated to the organizational and promotional modalities of the fair among the OIC Member States.

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><b>SK Expo for International Exhibitions &amp; Conferences</b> Contact: Mr. Mahmoud MOUWAFI Director General Haut Riyadh - Kingdom of Saudi Arabia Mobile : +966 505 446 881 Tel: +966 11 4109597 - Fax : +966 11 4160811 Email : <a href="mailto:info@skexpo.sa">info@skexpo.sa</a> Web Site : <a href="http://www.islamicexpo-sa.com">www.islamicexpo-sa.com</a></p>	<p><b>Islamic Centre for Development of Trade</b> Complexe Commercial des Habous, 11<sup>th</sup> 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: <a href="mailto:icdt@icdt-oic.org">icdt@icdt-oic.org</a> Site web : <a href="http://www.icdt-oic.org">www.icdt-oic.org</a></p>
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