



REPORTS OF ICDT
ON
THE OIC FAIRS AND EXHIBITIONS
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I.

PREAMBLE

Fairs, exhibitions, and other actions in support of the private sector of the OIC countries constitute and the essential tool for the promotion of trade and investments in the OIC space.

Recognizing the importance of this promotional tool, to which the OIC Member States refer in several official documents, notably, the General Agreement on Economic Cooperation, Technical and Commercial stipulates in Article 10 that:

"Member States will endeavor to organize fairs and exhibitions with the aim to exhibit and market their products and services on the markets of other states. Similarly, they will endeavor to participate in international fairs and exhibitions organized in the Member States to help make their products and increase the chances of development of trade between them".

In addition to General Trade Fairs, ICDT organizes specialized fairs on other sectors with high potential for trade between OIC countries (Health, agribusiness industry, furniture and decoration, tourism, construction and real estate, Halal products, cotton, and textiles, etc.).

ICDT has also initiated activities to facilitate contact between Businessmen seeking Business opportunities by organizing Forums and Businessmen missions (Saudi Arabia, Bangladesh, Indonesia, Cote d'Ivoire, ...).

The ICDT carries out trade promotion actions in coordination with other OIC institutions, within the framework of the Trade and Investment Sub-Committee (TISC), within the framework of an integrated logic of synergy and complementarity. The main projects are:

- The Trade Fair of Islamic Countries
- Specialized fairs and buyers / sellers' workshops on products with high potential for trade
- Business forums and missions
- The virtual fair
- Trade facilitation
- Trade information
- Capacity building and support for TPOs

The implementation of the trade and investment promotion projects carried out by ICDT is in line with the objectives of the OIC Ten-Year plan of action 2016/2025 set by the 13th Islamic Summit held in Istanbul in April 2016 to increase the share of intra-OIC trade in global trade to 25% by 2025.

It should also be noted that due to the Covid-19 pandemic, several events were cancelled because of sanitary restrictions. In this regards ICDT organized virtually many events to further its efforts aiming to promote Intra OIC Trade and Investments.

In addition, the ICDT is carrying out an evaluation of the Islamic Fair, with a view to proposing avenues for its improvement which take into account the development of the international economy and the latest techniques relating to the fair industries in recent years.

I. FAIRS AND EXHIBITIONS:

In addition to the Islamic Fair of a multisectoral nature, the fairs and exhibitions organized concern key activities of economic and social development in the OIC countries. The annual promotional programs involved the sectors of Halal products, those of crafts and decoration, tourism, health, housing and public works, cotton, and textiles.

In compliance with the resolution adopted by the 34th Ministerial Session of the Standing Committee for Economic and Commercial Cooperation of the OIC Member States (COMCEC), held on November 2018 in Istanbul and in application of the recommendations of the 35th Ordinary Session of the Board of Directors of ICDT, (March 2018), the ICDT organized several exhibitions and fairs just before the outbreak of COVID19. A virtual fair on agri-food products was organized to adapt to the conditions linked to the pandemic. Other exhibitions have been postponed due to COVID19-related restrictions and were scheduled for the next two years. These activities are summarized as follows:

1. 7th Exhibition of Halal Products of the OIC Member States, Istanbul - Republic of Turkey, November 28th –December 1st, 2019

the Islamic Centre for Development of Trade (ICDT) and the Standards and Metrology Institute for the Islamic Countries (SMIIC) organized, the “7th OIC Halal Exhibition” from 29th November to 2nd December 2019 in Istanbul - Republic of Turkey, concomitantly with the World Halal Summit 2019.

The objective of this Fair is to promote intra-OIC trade in goods and services as well as investments in Halal sectors. This exhibition registered the participation of 350 Exhibitors, over an area of 7000 m². 35 OIC countries were represented.

In addition to B2B meetings organized within this Fair, SMIIC organized the following thematic conferences and workshops: Standardization and related issues for Halal quality Infrastructure; Certification and accreditation in Halal Industry; Islamic Banking and Finance Conference; Halal Life Style: Halal and Health.



2. Exceptional Edition of the Tourism, Handicrafts and Interior Decoration Exhibition of the OIC Member States State of Kuwait, 17th-23rd December 2019

the Ministry of Commerce and Industry of the State of Kuwait and the Islamic Centre for Development of Trade (ICDT) organized in collaboration with "Kuwait International Fair Company" an "Exceptional Edition of Tourism, Handicrafts and Interior Decoration Exhibition of the OIC Member States", from 17 to 23 December 2019 at the "Kuwait International Fairground (KIF)". In concomitance with the following exhibitions: "Crafts and small projects, Building, Health and beauty".



The objective of this Exhibition is to strengthen cooperation among OIC Member States in the Tourism, Handicraft and Décor sectors, to promote historical monuments and tourist sites of Member States, and to encourage investment in this sector. It was also a platform for stakeholders in the Handicraft sector in OIC Member States, seeking business opportunities to establish partnership between them.

This exhibition recorded the participation of the following Member States: Kingdom of Bahrain; Republic of Turkey; Republic of Tunisia; Sultanate of Oman; Republic of Lebanon; Arab Republic of Egypt; State of Qatar; Islamic Republic of Pakistan.

Other non OIC Member States (France, Great Britain and Sri Lanka) have also participated in this Exhibition.

3. Virtual Arab-African Business Forum on Agri-Food Products, 6th-8th July 2021

The Islamic Centre for Development of Trade (ICDT) and the Arab Bank for Economic Development in Africa (BADEA) organized a Virtual Arab-African Business Forum on Agri-Food Products, from 6th to 8th July 2021. This forum, which is part of the cooperation and technical assistance in favor of the countries of the Arab-African region, comes to compensate for the cancellation of the face-to-face organization of exhibitions in the agri-food sector, due to the restrictions related to the covid-19 pandemic.

This forum covered three thematic panels, B2B meetings and a virtual exhibition of products and services in the agri-food sector.

Took part in this Forum 600 participants, 160 companies from the 68 in Africa, Asia, and Arab countries.

The participants in this Forum recommended to initiate programs comprising bankable projects for the production, industrialization and marketing of agri-food products between Arab and African countries via complementary regional value chains, with a view to developing the agri-food sector.

4. 2nd Organic and Local Products Exhibition of the OIC Member States, Tunis - Republic of Tunisia, 26th – 31st October 2021

The ICDT organized with the Tunisian Union of Agriculture and Fisheries (UTAP), the 2nd Organic and Local Products Exhibition of the OIC Member States, from 26 to 31 October 2021 at Kram Exhibition and International Trade Center of Tunis - Tunisia, concomitantly with the 15th Edition of the International Exhibition of Agriculture, Agricultural Machinery and Fisheries (SIAMAP 2021).

The exhibition host stakeholders of the Organic sector and local products (fruits and vegetables, beverages, charcuterie, meat and fish, dairy products, natural products free of industrial and chemical additives, organic cosmetics, personal care and hygiene, fertilizers, ...) in OIC countries.

This event was an opportunity for companies and stakeholders of the Organic sector and small-scale farmers to promote their products and services.

Several thematic workshops and B2B meetings were held on the sidelines of this Exhibition, on the importance of trade in organic products and food safety as well as the techniques of promoting and marketing organic products.

5. 8th Exhibition of Halal Products of the OIC Member States Istanbul, Republic of Turkey 25th-28th November 2021

In compliance with the resolution adopted by the 36th Ministerial Session of the Standing Committee for Economic and Commercial Cooperation of the OIC Member States (COMCEC), held in November 2020 in Istanbul - Republic of Turkey, the Islamic Centre for Development of Trade (ICDT) and the Standards and Metrology Institute for the Islamic Countries (SMIIC) organized under the auspices of the Presidency of the Republic of Turkey, the "8th Exhibition of Halal Products of the OIC Member States" from 25th to 28th November 2021 in Istanbul - Republic of Turkey, concomitantly with the "World Halal Summit 2021".

This Exhibition, which aims to welcome actors of the Halal sector, seeking business opportunities and partnerships in OIC countries, was an excellent opportunity for companies and actors of the Halal Industry to promote their products and services and develop investments in this sector.

On the sidelines of this exhibition, several thematic conferences were organized, in particular on the various certification and accreditation systems with a view to accelerating the mutual recognition of Halal certificates between the OIC Member States, and therefore contribute to the development of Intra-OIC Trade.

6. 17th Trade Fair of the OIC Member States Dakar - Republic of Senegal 6th-9th December 2021

In compliance with the resolutions adopted by the 35th and 36th Ministerial Sessions of the Standing Committee for Economic and Commercial Cooperation of the Organization of the Islamic Cooperation (COMCEC), the Islamic Centre for Development of Trade (ICDT) will organize in collaboration with the "International Centre for foreign Trade of Senegal (CICES)" the 17th Trade Fair of the OIC Member States Dakar from 6th to 9th December 2021 at the "Fairs Ground of (CICES)", concomitantly with the 29th edition of the "International Fair of Dakar (FIDAK)".

This multi-sectoral Fair is a platform for the economic operators of the OIC Member States to promote their products and services and to conclude commercial transactions and to establish partnerships.

In this regard, and in order to give this Fair every chance of success, the ICDT, the CICES and the Ministry of Commerce and SMEs of the Republic of Senegal held the 1st coordination meeting for the said Fair on 21st January 2020 at ICDT Headquarters in Casablanca. This meeting was devoted to the modalities of organization, participation and promotion of the fair alongside the OIC Member States. This meeting was crowned by the signature of the MoU of this Fair.

On the sidelines of this fair, the following activities will be organized:

- Forum on Investment Promotion Agencies (IPAs) of OIC sub-Saharan African countries;
- B2B Meetings between Businessmen;
- Workshop on Halal certification in OIC countries, to be organized in collaboration with the Standards and Metrology Institute for Islamic Countries (SMIIC).

II. EXHIBITIONS & FAIRS PROGRAMS:

Exhibitions and Fairs have been postponed due to difficult conditions linked to COVID19 restrictions are included in the ICDT promotional program for the next two years. Details related to these planned meetings is summarized as follows:

1. 5th Health Expo of the OIC Member States Dakar, Republic of Senegal, 2022

This Expo, initially scheduled for June 2020 in Dakar, will be organized in 2022 at a date to be agreed with the Senegalese party under the auspices of the Ministry of Health of Senegal concomitantly with the 10th International Health Expo of Senegal (SISDAK).

This Exhibition will gather all the actors of the health sector (pharmaceutical industries, medical services providers, Central purchasing medicines, nutrition and dietetics professionals, surgery, wellness cares, training centers in the fields of health etc...) in the OIC Countries.

Therefore, it will be an excellent opportunity for the enterprises and the actors of the sector to promote their products and services and establish business and partner relationships between the economic operators of the Health and Medical Equipment sectors of the OIC Member States.

In preparation for this Exhibition, the ICDT is coordinating with the International Center for Foreign Trade of Senegal (CICES), on practical organizational arrangements. An MOU signed between the two parties, including the elements of the commitment of both parties. Details relating to this Show are available on the following link: www.cicessisdak.com

2. 13th Exhibition of Agribusiness Industries of the OIC Member States Jeddah - Kingdom of Saudi Arabia

This edition, which was planned to take place from October 1 to 4, 2021, in Jeddah (Saudi Arabia) has been postponed by decision of the Saudi authorities. It is planned to hold this exhibition in 2022.

The 13th edition of this Fair, which represents the fruit of the Cooperation Agreement signed the Cooperation Agreement signed between the ICDT and the Saudi Company "Al Harithy Company for Exhibitions Ltd", will be organize under the patronage of the Ministry of Agriculture of the Kingdom of Saudi Arabia.

This event is a platform that offers companies of Member States the opportunity to promote their products and services. It is also an opportunity to learn about technological innovations in the development of Food Industry, packaging, and conditioning.

3. 2nd Edition of the Plastic Processing Industry Exhibition of the OIC Member States, Casablanca

This exhibition which was planned to take place from November 2 to 6, 2021, will be organize from 1st to 4th June 2022 in Casablanca concomitantly with the 9th Edition of the International Exhibition of Plastic, Rubber, Composites and Petrochemicals (Plast Expo) under the theme "Plastics at the centre of innovative industrial alliances".

This event will be on the one hand a platform for connecting and exchanging experiences between economic operators in the Plastic Processing Industry of the OIC Member States and international, and on the other hand an unmissable meeting for Euro-Mediterranean, African and Arab professionals in the industry of Plastic processing and Packaging. This Exhibition will consist of the following sections:

- An exhibition of parts subcontracted by plastic processing exhibitors.
- A B2B meetings area between the professionals of this sector from the OIC Member States.

4. Bahrain Halal Expo, 6th -8th October 2022, Sakhir Region - Kingdom of Bahrain

Within the framework of the cooperation between ICDT and the Kingdom of Bahrain, the Centre is organizing in collaboration with Cambridge Conference and Research Center, under the high patronage of His Excellency Sheikh Khalid bin Abdullah Al Khalifa - Deputy Prime Minister of the Kingdom of Bahrain, and in collaboration with of Standardization and Metrology Institute for Islamic Countries (SMIIC), the 'Bahrain Halal Expo' from 6th to 8th October 2022 at the 'Bahrain International Exhibition Center' in the region of Sakhir - Kingdom of Bahrain.

Bahrain Halal Expo will cover a range of products, services, industries, and others, including food products, farming, pharmaceuticals, health and medical services, cosmetics and various financial, tourism and educational services. Also, this Expo will have a rich program of thematic workshops and scientific programs which will be finalized by the organizers, as well as B2B meetings.

II. PARTICIPATION OF THE OIC AND ITS INSTITUTIONS TO EXPO2020 DUBAI, UNITED ARAB EMIRATES, OCTOBER 1ST, 2021 – MARCH 31ST, 2022

1. Coordination Meetings of the OIC Institutions for the Participation in Expo2020 Dubai,

Within the framework of the preparation of the participation of the OIC in the Expo2020 Dubai, the Islamic Centre for Development of Trade organized six coordination meetings¹. The following partners took part in these meetings:

- The Expo2020 Dubai Office;
- The Dubai Islamic Economy Development Centre (DIEDC);
- The Islamic Centre for Development of Trade (ICDT);
- The OIC Economic Affairs Department;
- The OIC Political Affairs Department;
- The OIC Palestine Department;
- The OIC Media Department;
- The Department of Cultural, Social and Family Affairs of the OIC;
- The Statistical, Economic and Social Research and Training Center for Islamic Countries (SESRIC);
- The Research Center on Islamic History, Art and Culture (IRCICA);
- The Islamic World Educational, Scientific and Cultural Organization (ICESCO);
- The Bayt Mal Al Quds Al Sharif Agency (BMAQ);
- The Department of Global Partnerships and Resource Mobilization of IsDB (GPRM) (focal point of the IsDB Group in Expo 2020 Dubai);
- The International Islamic Trade Finance Corporation (ITFC);
- The Islamic Investment and Export Credit Insurance Company (ICIEC);
- The Islamic Cooperation for the Development of Private Sector (ICD);
- The Strategy and Cooperation Department of IsDB;
- The Islamic Chamber of Commerce, Industry and Agriculture (ICCIA);
- The Islamic University of Technology (IUT);
- The Institute for Standardization and Metrology of Islamic Countries (SMIIC).
- The COMCEC Coordination Office (CCO);
- The Islamic Solidarity Sports Federation (ISSF).

The aspects discussed included:

- The design and presentation of the OIC pavilion,
- The contribution of each OIC institution,

¹ Meetings held in Jeddah, Casablanca, Dubai, and Istanbul, in 2019 and 2020.

- Forms of collaboration between the Dubai Islamic Economy Development Center and OIC institutions,
- Events to be organized on the sidelines of the exhibition,
- The subjects to be presented by each OIC institution,
- Communication with the media,
- Logistics issues (services, accommodation, equipment, and others)

In parallel, visits were held to the Expo 2020 site to learn about the progress of the work relating to the establishment of the OIC pavilion as well as the organization of meetings with the institutions of the OIC between October 2018 and July 2021.

In this regard, His Excellency the Secretary General of the OIC paid a visit to the Expo 2020 site in July 2019.

2. Celebration of the 50th anniversary of the OIC, November 2, 2021, Expo2020Dubai.

This day was chaired by His Excellency Dr Yousef Al-Othaimeen, the Secretary General of the OIC who took the opportunity to present his thanks and congratulations to His Excellency Sheikh Mohammed bin Rashid Al-Maktoum, Vice President and Prime Minister of the United Arab Emirates and Governor of the Emirate of Dubai, for the support given to the OIC.

H.E the OIC Secretary General and distinguished guests officially inaugurated the OIC Pavilion and visited the Pavilions of Saudi Arabia and the United Arab Emirates.

3. Events under the OIC participation in Expo 2020 Dubai.

The activities held by the OIC Institutions during the first month of Expo 2020 are as follows:

- Program of activities of Bayt Mal Al Quds Agency, including exhibitions, seminars, and meetings. In this regard, it is worth mentioning the photo exhibition of the Holy City, from October 3 to 7, 2021
- Roundtable under the theme "Green, social and sustainable Sukuk: a new horizon for Islamic capital markets", organized by the IDB on October 26, 2021.
- Meeting on the theme "Inclusive urban modernization for post-COVID sustainable human settlements in the Arab region", organized by the IDB on November 7, 2021.

