



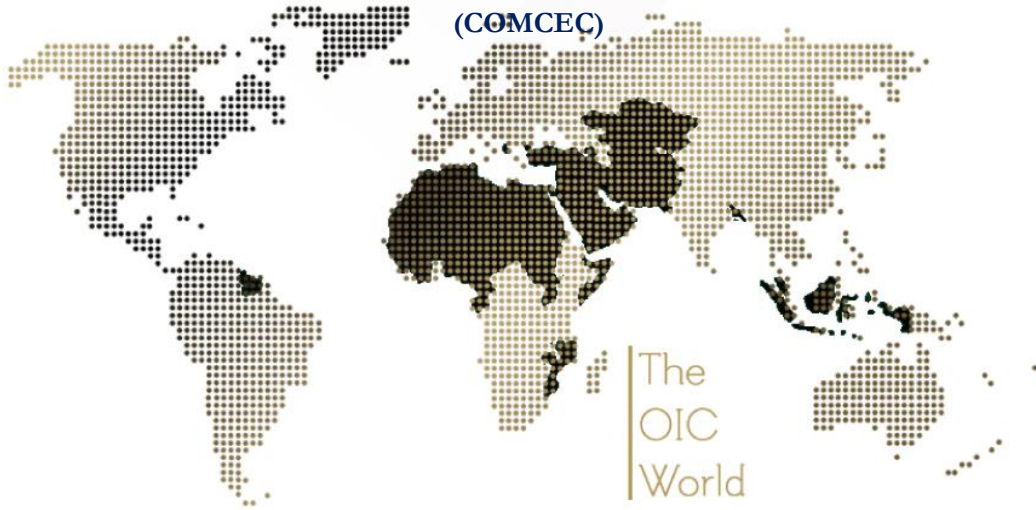
Agenda n° 4

REPORT ON

OIC FAIRS AND EXHIBITIONS  
SUBMITTED BY

THE ISLAMIC CENTRE FOR DEVELOPMENT  
OF TRADE

TO THE 39<sup>th</sup> MEETING OF THE FOLLOW UP COMMITTEE OF  
THE STANDING COMMITTEE FOR ECONOMIC AND COMMERCIAL CO-  
OPERATION OF THE OIC  
(COMCEC)



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## **PREAMBLE**

Fairs, exhibitions, and other actions in support of the private sector of the OIC countries constitute an 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
- The establishment of the ICDT Business Centre
- 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, some events were canceled because of sanitary restrictions. In this regard, ICDT organized many events virtually in order to further its efforts to promote Intra OIC Trade and Investments.

## 1. ORGANIZED FAIRS AND EXHIBITIONS

Within the framework of its annual activities and in accordance with the relevant resolutions of the Standing Committee for Economic and Commercial Cooperation of the OIC Member States (COMCEC), the Islamic Centre for Development of Trade (ICDT) in collaboration with its partners, organized the following Fairs and Exhibitions:

### - 17th OIC TRADE FAIR, June 13th -19th, 2022, Dakar - Republic of Senegal

In accordance with the decision of the 36th Ministerial Sessions of the Standing Committee for Economic and Commercial Cooperation (COMCEC) held in November 2020 in Istanbul- the Republic of Turkey, the Islamic Centre for Development of Trade (ICDT) and the Ministry of Trade and SMEs of the Republic of Senegal organized in collaboration with the International Center for Foreign Trade of Senegal (CICES), the 17th edition of the Trade Fair of OIC Member States from June 13<sup>th</sup> to 19<sup>th</sup>, 2022 at the Parc des Expositions of CICES.

The inaugural ceremony of the Fair witnessed the participation of the following personalities:

- H.E. Aly Saleh Diop, Minister of Livestock and Animal Production of the Republic of Senegal;
- H.E. Dr Ahmad Kawesa Sengendo , Deputy Secretary General for Economic Affairs at the OIC;
- H.E. Mr. Hassan Naciri- Ambassador of the Kingdom of Morocco accredited to Dakar;
- H.E. Mr. Saad Bin Abdullah Al Nafiei – Ambassador of the Kingdom of Saudi Arabia in Dakar;
- Mrs. Latifa El Bouabdellaoui – Director General of ICDT;
- Mr. Salihou KEITA, Director General of CICES
- Representatives of the diplomatic corps of some OIC countries accredited to Senegal.



This edition has witnessed the participation of 41 OIC member countries. It is worth mentioning that the Kingdom of Morocco was the Guest of Honor of this 17th edition of the Fair.

This edition has witnessed the participation of institutions and organs of the OIC and the following Regional Banks: the OIC General Secretariat, the Standardization and Metrology Institute for Islamic Countries (SMIIC), the Islamic Chamber of Commerce, Industry and Agriculture, the Islamic Organization for Food Security (IOFS), Arab Bank for Economic Development in Africa (BADEA), Bayt Mal Al-Quds, and Afreximbank.

The Fair, which occupied an area of 4,600 square meters, recorded the participation of about 120 companies, 1,500 businesspersons, and 13,000 visitors.

The sectors covered by the exhibition are: agri-food, textiles, kitchen utensils, medical equipment, Islamic finance, cosmetics and wellness products, crafts, construction, and organic and local products.

The Trophies Committee proceeded to the evaluation of the entries, in accordance with Article 15 of the Trade Fair Regulations of the OIC Member States. The selection criteria for the most deserving stands specified by said regulations, including: the surface area, the quality of the products exhibited the number of participating companies, the size of the sales delegation, and the regularity of participation in the fair.

Following the deliberations of the committee, the prizes were awarded as follows:

Trophies for the three best stands:

- Saudi Arabia (Saudi-Exports),
- Morocco (AMDIE),
- The Gambia (GIEPA).

In addition to the exhibition, this edition witnessed the organization of the following events:

- Forum on Investment Promotion Agencies of OIC Member Countries, 15 June 2022;
- OIC - Senegal Investment Forum, 16-17 June 2022;
- Celebration of Morocco Day, as guest of honor for this edition;
- Training workshop on market access and export strategies for the benefit of leaders of Senegalese cooperatives, 14 -15 June 2022;
- Training workshop on Halal Food Certification for the benefit of African OIC countries, organized in collaboration with the Standards and Metrology Institute for Islamic Countries (SMIIC), 15-16 June 2022;

- **9th OIC Halal Expo, November 24<sup>th</sup> - 27<sup>th</sup> , 2022, Istanbul - Republic of Türkiye**

In accordance with the resolution adopted by the 37th Ministerial Session of the Standing Committee for Economic and Commercial Cooperation of the Organization of Islamic Cooperation (COMCEC), held in November 2021 in Istanbul - Republic of Turkey, ICDT and the Standards and Metrology Institute of Islamic Countries (SMIIC) are organizing under the patronage of the Presidency of the Republic of Turkey and in

collaboration with the Turkish Company "Discover Events", the 9<sup>th</sup> edition of the Halal Products Exhibition of the OIC Member States, from 24<sup>th</sup> to 27<sup>th</sup> November 2022 in "Istanbul Expo Center", in concomitance with the "8<sup>th</sup> World Halal Summit 2022.

This Exhibition is dedicated to trade, production and standards and logistics related to the Halal industry. It presents an excellent opportunity for the actors of the Halal sector to promote their products and services and to develop trade and investments in this sector with a high potential of exchange between the OIC countries.

On the sidelines of this fair, ICDDT organizes a panel on investment in the Halal Industry and presents the report of the Halal Economy in the OIC Countries 2021-2022.

## 2. FORUMS

### - Africa Champion Small and Medium Enterprises Forum, Kampala, Uganda, October 6<sup>th</sup> - 7<sup>th</sup> 2022

The Islamic Centre for Development of Trade participated in the 7<sup>th</sup> Edition of the Africa Champion Small and Medium Enterprises Forum in Kampala, Uganda from 6 to October 7<sup>th</sup>, 2022. The Centre was represented by Mr. Mamoudou SALL, Assistant Director General. The OIC Secretary General Assistant for Economic Affairs, H.E. Dr Ahmad Sengendo also took part in this Forum. The Forum was co-organized by the Arab Bank for Economic Development in Africa (BADEA) and AfricSearch and brought together more than 400 of Africa's top SMEs, institutional finance organizations, trade promotion, venture capital companies and international investors.



The objective of this Forum is to discuss the main support mechanisms for SMEs in the development of African economies.

For this purpose, several initiatives were taken during the Forum such as:

- The investment fund project for SMEs which will be sponsored by BADEA;
- The establishment of a league of African SME champions who will spearhead the economic partnerships that the African continent will establish with other continents or other countries; this initiative will be supported by the African Solidarity Fund;

- A partnership program between large companies and SMEs to strengthen the technical and organizational capacities of SMEs; this program would be carried out in partnership with the United Nations Industrial Development Organization.

The participants underlined the importance of organizing an exhibition dedicated to SMEs in the next few years and the ICDT representative seize the opportunity to underline the interest of the Centre in its co-organization with BADEA. The 8<sup>th</sup> edition of the Forum will be organized in Dakar, Senegal.

- **3rd edition of the Forum of industrial zones and their Role in Attracting Investments and Developing Exports in the Arab Zone, Tangier, Morocco, November 15th - 16th, 2022**

The ICDT, the Ministry of Industry and Trade of Morocco, the Arab Organization for Industrial Development, Standardization and Mines, and the Chamber of Commerce and Industry of Tangier organized the 3rd edition of the Tangier’s forum on industrial zones and their role in attracting investments and developing exports in the Arab zone, held under the High Patronage of His Majesty Mohammed VI, King of Morocco.



This Forum witnessed the holding of round tables on the exchange of expertise in areas related to the encouragement of industrial investments. B2B meetings were held on this occasion between private operators of chambers of commerce and industry from various Arab and foreign countries.

- **African Forum on “Reducing Investment and Trade Risks for African MSMEs, Niamey, Niger, November 21st-22nd, 2022**

The ICDT took part in the African Forum on “risk reduction in terms of investment and trade for African SMEs, organized by the Nigerien government in partnership with BADEA and other regional institutions, on November 21 and 22, 2022 in Niamey (Niger), on the sidelines of the African Union Summit on Industrialization and Economic Diversification.

The objective of this Forum is to initiate a reflection on concrete solutions to reduce the risks associated with investment and trade for MSMEs of the continent. The organization of this Forum is part of the implementation of the African Continental Free Trade Area (AfCFTA) being a source for creating jobs and ensuring the effective participation of women and youth in economic activities, at the continental level.

- **Launching of the 2nd Edition of the Program on Leadership, Peace, and Security, November 24th -26th, 2022, Tangier, Kingdom of Morocco**

Upon the invitation of ICESCO, ICDT participated in the launching of the 2nd Edition of the Program on Leadership, Peace, and Security which was held in Tangier on 24th and 26th November 2022.



On this occasion, the ICDT representative delivered a presentation on the “Importance of socio-economic development for peace and stability” and seized the opportunity to exchange with ICESCO Peace Ambassadors on the activities the Centre could organize with ICESCO and other concerned institutions to develop Youth Economic Empowerment in OIC countries.

- **OIC-Mauritania Investment Forum, "ICDT Invest Days", March 15th -16th, 2023, under the High Patronage of H.E. Mr. Mohamed Ould Cheikh El Ghazouani, President of the Islamic Republic of Mauritania**

The Islamic Centre for Development of Trade, ICDT, and the Investment Promotion Agency in Mauritania, APIM, co-organized the second edition of the ICDT Invest Days Nouakchott, the Mauritania- OIC Investment Forum, which was held from March 15<sup>th</sup> to 16<sup>th</sup> ,2023 in Nouakchott.





The opening ceremony of the forum was presided over by His Excellency Mohamed Ould Bilal, Prime Minister of the Islamic Republic of Mauritania and His Excellency Hissein Brahim Taha, Secretary General of the Organization of Islamic Cooperation, on Wednesday, March 15, 2023, at the Palais des Congrès in Nouakchott.



The organization of the second stage of this cycle of business events in Nouakchott, is part of the economic progress experienced by Mauritania in recent years. The forum "ICDT Invest Days Nouakchott", a high-level meeting, highlighted new investment opportunities in Mauritania and strengthened the economic relations between Mauritania and the 56 other member countries of the Organization of Islamic Cooperation (OIC).

The OIC-Mauritania Investment Forum registered more than 500 participants, 60 investors and two high-level panels on the themes: "Financing the economy: Smartly, broadly and more inclusively", moderated by Mr. Mohamed El Habib Touré, Director of Investment Analysis and Monitoring of APIM and "Mauritania on the rise: reaching the next level", moderated by Mrs. Latifa Elbouabdellaoui, Director General of ICDT. Furthermore, six Business Rooms were organized on several priority sectors, namely: infrastructure, renewable energies, agriculture, livestock, fisheries, tourism, IT,

extractive industries (mining), public-private partnership projects and the reinforcement of financing for women's enterprises through the African Development Bank's AFAWA initiative.

ICDT-Invest Days Nouakchott Forum included three visits to strategic project sites located in the city of Nouakchott. The delegations visited the Nouakchott Container Terminal, the Industrial Company of Food Products, SIPA, and the Mauritanian Fiber Industries, MIF.

**- Online Launching of the First "Halal Nigeria" Report, 27th April 2023**

ICDT took part, as a guest of honor, in the online launch of the first report on "Halal Nigeria, Market, Prospects and Opportunity" organized by Dar Al Halal Nigeria.

On this occasion, the Director General of Dar Al Halal Nigeria expressed his willingness to organize in partnership with ICDT, the next edition of the Halal Forum and Exhibition of OIC countries in Nigeria in 2024.

**3. UPCOMING FAIRS AND EXHIBITIONS**

In accordance with the relevant resolutions of the three previous Ministerial Sessions of the Standing Committee for Economic and Commercial Cooperation (COMCEC), the Islamic Centre for Development of Trade (ICDT) and its partners will organize the following fairs and exhibitions.

**- 18th OIC Trade Fair, "18th TFOIC", June 16th -18th, 2023, Lahore, Islamic Republic of Pakistan**

ICDT is organizing, in collaboration with the Trade Development Authority of Pakistan (TDAP) under the aegis of the Ministry of Commerce of the Islamic Republic of Pakistan, the 18th Trade Fair of OIC Member States, at the Lahore Exhibition Centre on 16-18 June 2023, in concomitance with the 11<sup>th</sup> edition of WEXNET (Women Entrepreneurs Network) under the theme: "Empowerment of women through entrepreneurship".

This Fair represents a platform for the business community, Trade Promotion Organs, Investment Promotion Agencies, Chambers of Commerce, Industry, Agriculture and Handicrafts, professional associations, and economic operators of Member States to promote their products and services, conclude commercial transactions and establish partnership relations.

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

- Pakistan-Africa Business Forum, 17 June 2023;
- Policy Dialogue Forum of IPAs from Asian and African OIC Countries, 17-18 June 2023;

- Training Workshop on Halal Certification and Presentation of OIC Halal Economy Report in collaboration with SMIIC;
- Training Workshop on Market Access and Value Chain Management for Asian Businesswomen Owned Enterprises and Cooperatives;
- Gastronomy Festival by ICCIA;
- B2B meetings.
- Awards ceremony for the best pavilions and Women Entrepreneurs.

- **OIC Tourism Fair**

The tourism sector is one of the pillars of trade in services for its great potential impact on the balance of payments of Member States. Considering the abundant potentialities of the Member States in the field of tourism, it is, therefore, essential to multiply the opportunities for meetings in order to seize the opportunities offered in this sector. To this end, ICDT has already organized two editions, the first one in Türkiye and the other one in Kuwait, during the past years.

In accordance with the resolutions adopted by the 48th Session of the Council of Foreign Ministers in March 2022 in Islamabad, the Islamic Republic of Pakistan, ICDT organizes in collaboration with NeXTfairs Ltd, under the auspices of Qatar Tourism; the 3rd Tourism Fair of the OIC Member States, from 20th to 22nd November 2023 at the Doha Exhibition & Convention Center (DECC), in conjunction with the Qatar Travel Mart (QTM 2023), under the theme: "OIC Tourism Fair: an exclusive platform for the promotion of Muslim friendly Tourism where tradition and modernity converge".

This fair aims at strengthening cooperation among OIC Member States in the tourism sector, promoting historical monuments and tourist sites and encouraging investments in this sector. Moreover, this event will provide a platform for stakeholders to exchange views and share national experiences of public and private investors in the tourism sector, as well as an opportunity for economic operators to establish business opportunities and partnerships. Moreover, this edition will focus on one side, on the promotion of the family tourism industry which represents 30% of the travel market in the world and will equally serve as a platform to promote non-traditional destinations in the OIC countries with high potential for ecotourism and cultural tourism.

- **5<sup>th</sup> OIC Health Expo, June 22<sup>nd</sup> - 25<sup>th</sup>, 2023, Dakar - Republic of Senegal**

ICDT organizes the 5th edition of the Health Expo of the OIC Member States in partnership with the International Foreign Trade Centre of Senegal (CICES), under the aegis of the Ministry of Health and Social Action and the Ministry of Trade and MSMEs of the Republic of Senegal from 22nd to 25<sup>th</sup> June 2023 at the CICES Exhibition Center in Dakar, in concomitance with the 10th edition of the International Health and Medical Equipment Exhibition of Dakar (SISDAK). The exhibition will be organized under the theme: "Health as a vector of economic development of OIC countries".

This exhibition will welcome the actors of the health sector (pharmaceutical industries,

service providers, professionals of nutrition and dietetics, surgery, wellness care, medical training institutions, etc...) in the OIC countries. Furthermore, this event is an opportunity for the companies and actors of the sector to promote their products and services and to establish business relations and partnerships between the economic operators of the health and medical equipment sector of the OIC Member States.

The following activities will be organized in conjunction with this Fair:

- High Level Panel on "Pharmaceutical Market Access and Health Services Promotion in the African Region", June 23, 2023;
  - Panel on Market Access for Pharmaceuticals in collaboration with the International Trade Centre (ITC - Geneva);
  - Panel on certification of pharmaceutical and cosmetic products;
  - B2B business meetings between economic operators.
- 2nd Cotton, Textile, and Clothing Exhibition of the OIC Member States, November 9th - 12th 2023 Abidjan - Republic of Cote d'Ivoire**

Within the framework of the implementation of the Action Plan of the Strategy for Developing Co-operation among the OIC Cotton Producing Countries ICDT is organizing with the Cotton and Cashew Council, under the aegis of the Ministry of Commerce and Industry of the Republic of Cote d'Ivoire and in collaboration with the Regional Council for the Promotion and Development of Handicrafts and SMEs (CRAPME), the 2nd Cotton, Textile and Clothing Exhibition of the OIC Member States, during the first week of November 2023.

The objective of this exhibition is to enable professionals in the cotton and textile sectors to present their offers, learn about the latest production techniques, discover new materials and solutions, improve productivity, and meet experts in the sector. Thanks to its international scope, the fair is an opportunity to conclude business relations and to establish partnership relations between the economic operators of the cotton and textile sector in the OIC Member States.

- **9th Exhibition of Halal Products in the OIC Member States, 31st May -4th June 2023, Tunis - Republic of Tunisia**

In compliance with the resolution adopted by the 37<sup>th</sup> Ministerial Session of the Standing Committee for Economic and Commercial Cooperation of the OIC Member States (COMCEC), held in November 2021 in Istanbul - the Republic of Türkiye, the Islamic Centre for Development of Trade (ICDT) and the International Trade Fair Company of Tunis organize under the auspices of the Ministry of Commerce and Export Development of the Republic of Tunisia, the 9<sup>th</sup> edition of the Halal Products Exhibition of the OIC Member States from 14<sup>th</sup> to 18<sup>th</sup> September 2022 at the Kram Exhibition Centre in Tunis.

This Exhibition aims at gathering the actors of the Halal industry seeking business opportunities and partnerships with OIC Member States. Besides, the exhibition will

enable exhibitors to promote their products and services and develop investment in this promising sector.

In accordance with the decision issued on 11<sup>th</sup> July 2022 by the Tunisian authorities, represented by the International Trade Fair Company of Tunis (SFIT), it has been agreed to postpone the organization of the 9<sup>th</sup> edition of the Halal Products Fair of the OIC Member States, initially scheduled from 14<sup>th</sup> to 18<sup>th</sup> September 2022 in Tunis, to May 31<sup>st</sup> - 4<sup>th</sup> June 2023. This postponement of this Fair will result in counting the 10<sup>th</sup> edition in 2023 taking into consideration that the 9<sup>th</sup> edition of this Fair will be organized from 24<sup>th</sup> to 27<sup>th</sup> November 2022 in Istanbul.

#### **4. FORUMS AND MEETINGS**

##### **- ICDT-Côte d'Ivoire Investment Forum (ICDT INVEST DAYS), November 11th -12th, 2023, Abidjan - Republic of Côte d'Ivoire**

The Abidjan Forum which will take place on the 11<sup>th</sup> and 12<sup>th</sup> November 2023 will be the third edition of "ICDT INEVEST DAYS". This Forum is open to investors from the OIC zone and aims at promoting the business climate and partnership projects in Côte d'Ivoire.

The objective of this Forum is to develop integration into global value chains and to highlight the possibilities of cooperation and synergy between OIC countries to attract investments to Côte d'Ivoire.

##### **- OIC Coffee Meet Cameroon, 28-29 November 2023, Yaoundé**

ICDT is organizing in partnership with the Ministry of Commerce, the National Cocoa and Coffee Office (NCCO) of the Republic of Cameroon and BADEA, the 1st OIC Coffee Meet on 28th-29th November 2023, in Yaoundé (Cameroon).

This meeting aims at promoting trade and investment flows in the coffee industry among OIC Member States, with a view to developing sustainable and equitable trade solutions while increasing investment opportunities, especially between Cameroon and OIC importing countries.

##### **- B2B Meetings among Economic Operators of the OIC Space**

On the sidelines of the fairs and exhibitions, ICDT will organize individualized business meetings to boost intra-OIC trade and investment. Themed and linked to the exhibition, these meetings will target the following sectors.

- Halal products in Tunisia in June 2023.
- Pharmaceutical products, cosmetics and medical equipment, in Senegal in June 2023;
- Textile industry products and equipment, in Ivory Coast in November 2023;
- Tourism services, in Qatar in November 2023.

- **Policy Dialogue Meeting of OIC Investment Promotion Agencies of Arab Countries**

Policy dialogue meetings of the Investment Promotion Agencies related to the Arab Group member countries will be held during 2023 to encourage experience sharing and cooperation to attract sustainable and high-quality FDI.