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REPORT ON

OIC FAIRS AND EXHIBITIONS  
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OF TRADE

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## 1. INTRODUCTION

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.

## 2. 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:

**- 9<sup>th</sup> OIC Halal Expo, Novembre 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 "8th 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, ICDT organizes a panel on investment in the Halal Industry and presents the report of the Halal Economy in the OIC Countries 2021-2022.

**- Participation in the 3rd Intra-African Trade Fair (IATF2023), 9 - 15 November 2023 in Cairo, Egypt.**

The Director General of ICDT has been appointed Ambassador of the 3rd Intra-African Trade Fair (IATF2023) scheduled from 9 - 15 November 2023 at the Egypt International Exhibition Centre and Al Manara International Conference Centre in Cairo,

The ICDT is actively involved in promoting the Fair, which is being organised by the African Export-Import Bank (Afreximbank) in collaboration with the African Union and the AfCFTA Secretariat.

It represents an important platform for promoting investment and trade on the African continent, of which 27 African countries are members of the Organisation of Islamic Cooperation (OIC).



### 3. FORUMS

- **3<sup>rd</sup> edition of the Forum of industrial zones and their Role in Attracting Investments and Developing Exports in the Arab Zone, Tangier, Morocco, November 15<sup>th</sup> -16<sup>th</sup>, 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 3<sup>rd</sup> 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 21<sup>st</sup>-22<sup>nd</sup>, 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 24<sup>th</sup> -26<sup>th</sup>, 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 15<sup>th</sup> -16<sup>th</sup>, 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, 27<sup>th</sup> 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.



- **Cultural Week of the Organization of Islamic Cooperation (OIC) 2023, 7 -14 July 2023, Indonesia**

ICDT took part in the Cultural Activity of the Organisation of Islamic Cooperation (OIC) 2023, held from 7 to 14 July 2023 in Indonesia, under the theme: "Embracing Diversity and

Advancing Harmony for the Brighter Future Society,".

The Director General of ICDT took part in the numerous meetings organised on this occasion. She emphasised the role of trade in social development and in strengthening the fraternal ties between the peoples of the OIC zone.

H.E. participated in working meetings with Indonesian officials operating in various economic and commercial fields.



- **Launch of the ePhyto project in Togo, 27 September 2023**



Togo took a significant step into the digital age of agricultural trade with the official

launch of ePhyto on September 27th, 2023, in Lomé, Togo. This groundbreaking initiative promises to revolutionize and streamline the process of phytosanitary certification, fostering efficiency, transparency, and sustainability in the country's agricultural sector.

The event commenced with a series of speeches that highlighted the importance of ePhyto for Togo's agricultural landscape. Government representatives emphasized the role of digitalization in simplifying trade procedures, reducing paperwork, and expediting the export and import of agricultural products. This digitization aligns with global standards, making it easier for Togolese farmers as well as exporters to engage with international markets while ensuring compliance with phytosanitary regulations.

The program featured a well-structured agenda with opening remarks from distinguished individuals and organizations. Notable figures included representatives from GIZ Togo, the Global Alliance for Trade Facilitation, the Islamic Centre for Development of Trade, the German Embassy, and the Togolese National Plant Protection Organization, DPV, under the Ministry of Agriculture, Livestock, and Rural Development.

The signing of the Memorandum of Understanding represented a significant milestone, demonstrating the commitment of the various stakeholders to the ePhyto initiative in Togo. This ceremony sealed the collective determination to embrace digital innovation for the betterment of Togo's agricultural trade practices.

The launch of ePhyto in Togo on September 27th, 2023, is not only a milestone for Togolese agriculture but also a testament to the nation's commitment to embracing technological advancements to better the lives of its citizens, enhance trade relations, and contribute to global agricultural sustainability.

#### **4. 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.

##### **- 18<sup>th</sup> OIC Trade Fair, "18<sup>th</sup> TFOIC"- First Semester- Islamic Republic of Pakistan**

The 18<sup>th</sup> edition of the Trade Fair of the OIC Member States, "18<sup>th</sup> TFOIC", initially scheduled for 16<sup>th</sup> to 18<sup>th</sup> June 2023 at the Lahore Exhibition Centre in the Islamic Republic of Pakistan, has been postponed until the first half of 2024 at the request of Pakistan's Ministry of Commerce. Discussions are underway with the Pakistani authorities to fix a new date.

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;
  - Policy Dialogue Forum of IPAs from Asian and African OIC Countries;
  - 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.
- 3<sup>rd</sup> Tourism Fair of the Member States of the Organization of Islamic Cooperation (OIC), 20-22 November 2023, Doha – State of Qatar.**

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 compliance with the resolution adopted by the 49<sup>th</sup> Session of the Council of Foreign Ministers of the OIC Member States, held on 16-17 March 2023 in Nouakchott – I.R of Mauritania, which welcomed the offer of the State of Qatar to host the 3<sup>rd</sup> OIC Tourism Fair in 2023, the Islamic Centre for Development of Trade (ICDT) organized in collaboration with NeXTfairs Ltd and with the strategic sponsorship of Qatar Tourism and under the patronage of the Prime Minister and Minister of Foreign Affairs of the State of Qatar; the 3<sup>rd</sup> Tourism Fair of the OIC Member States from 20<sup>th</sup> to 22<sup>nd</sup> November 2023 at Doha Exhibition & Convention Center (DECC), concomitantly with the Qatar Travel Mart (QTM 2023), on the theme: “OIC TOURISM FAIR : An exclusive platform promoting Muslim friendly tourism where tradition and modernity converge”.

This fair aimed 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.

On the side-lines of this fair, were organized the following events .

- Panel on “Gastronomy Tourism in OIC Member States ”;
- Panel on “ Health Tourism in OIC Member States ”;
- Panel on “ Muslim – Friendly Tourism “;
- QTM Conference ;
- Global Village ;
- Gala Dinner and Awards Ceremony ;
- Hosted Buyer Program ;
- Media Familiarization Trip ;
- B2B business meetings between economic operators.

The opening ceremony of this which recorded the participation of 60 countries was chaired by HE Mr Hissein Brahim TAHA, Secretary General of the OIC accompanied by HE Mr Saad Al Kharji, Chairman of Qatar Tourism and Mrs Latifa El Bouabdellaoui , ICDT’s Director General and their Excellencies the Ambassadors of the OIC Member States accredited in the State of Qatar

**- 5<sup>th</sup> OIC Health Expo, 4<sup>th</sup> - 7<sup>th</sup> July 2024, Dakar - Republic of Senegal**

ICDT will organize 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 4<sup>th</sup> - 7<sup>th</sup> July, 2024 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";
  - 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.
- 10<sup>th</sup> Exhibition of Halal Products in the OIC Member States, 8-12 October 2024, Tunis - Republic of Tunisia**

In accordance with the resolutions of the 37th Session of the COMCEC, ICDT has initiated the coordination process with Tunis International Fairs Company to organize,

under the patronage of the Ministry of Trade and Export Development of the Republic of Tunisia, the 10<sup>th</sup> edition of the OIC Halal Products Fair at the Kram Exhibition Centre in Tunis.

The 10<sup>th</sup> edition, initially scheduled to take place from 31<sup>st</sup> May to 4 June 2023, has been postponed at the request of the Ministry of Trade and Export Development of the Republic of Tunisia to 8- 12 October 2024. Discussions are underway with the Tunisian authorities to set a new date.

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.

## **5. FORUMS AND MEETINGS**

### **- Panel on Investment Guiding Principles, at the World Investment Forum, October 18, 2023, Abu Dhabi, United Arab Emirates.**

The ICDT organized in partnership with UNCTAD and the IsDB, a panel on the guiding principles of investment promotion, on October 18, 2023, in Abu Dhabi, United Arab Emirates, within the framework of the World Investment Forum 2023 (WIF).

This panel was an occasion for deliberating on strategies and approaches to enhance the incentive policies of Member States, aimed at optimizing Foreign Direct Investment (FDI) inflows within the OIC region.

During this event, delegates from the ICDT, the ICIEC, and the IsDB presented their perspectives on sharing national experiences in the realm of International Investment Agreements (IIA) and capacity building. They emphasized the importance of establishing a network among Investment Promotion Agencies (IPAs) within the OIC.

Furthermore, a dinner gathering was arranged by the ICDT, the IsDB, and the ICIEC, with the primary objective of fostering dialogues on institutional cooperation among the IPAs of OIC Member States.

### **- 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.