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OIC FAIRS AND EXHIBITIONS
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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 trade and investment promotion projects carried out by ICDT is in line with the objectives of the OIC Ten-Year Action Plan 2016-2025, set by the 13th OIC Summit held in Istanbul in April 2016 with the aim of increasing intra-OIC trade in the overall trade of OIC member countries to 25% by 2025.

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:

The OIC Tourism Fair

The tourism sector is one of the pillars of trade in services, given its potential impact on Member States' balance of payments. Given the potential of the Member States, it is necessary to multiply the occasions of meetings to seize the opportunities offered in this sector. To this end, ICDT has organised two editions of the OIC Tourism Fair, namely the first one in Türkiye and the other one in Kuwait, during the past years. ICDT has organized two editions of the OIC Tourism Fair, in Türkiye and Kuwait.

In accordance with the resolutions adopted by the 48th Session of the Council of Foreign Ministers in March 2022 in Islamabad, Islamic Republic of Pakistan, ICDT has organised 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 concomitance with the Qatar Travel Mart (QTM 2023), under the theme: "OIC Tourism Fair: an exclusive platform to promote 'Muslim friendly Tourism' where tradition and modernity converge".

This fair sought to strengthen cooperation between OIC Member States in the tourism sector, promote historic monuments and tourist sites and encourage investment in this sector. In addition, this event provided a platform for stakeholders to exchange views and share national experiences of public and private investors in the tourism sector, and an opportunity for economic operators to establish business opportunities and partnerships.

Furthermore, this edition focused on the one hand, on promoting the family tourism industry, which accounts for 30% of the world travel market, and also served as a platform for promoting non-traditional destinations in OIC countries with high potential for eco-tourism and cultural tourism.

The Fair was inaugurated by His Excellency Sheikh Mohammed bin Hamad bin Qassim Al Abdullah Al Thani - Minister of Commerce and Industry of the State of Qatar in the company of the Chairman of Qatar Tourism and Mrs. Latifa Elbouabdellaoui, Director General of ICDT and Ambassadors of OIC Member States and diplomatic corps accredited in Doha. On this occasion, the Director General of ICDT delivered the opening ceremony message of H.E. the Secretary General of the OIC.

The Fair attracted the participation of 60 countries, including 45 OIC countries, over an area of 6,000 m², with 250 companies, 9,620 visitors and 137 buyers.

On the sidelines of the Fair, the following events were organized by the Center:

- Panel on "Gastronomic Tourism in the OIC Member States";
- Panel on "Health Tourism in the OIC Member States";
- Panel on "Muslim-friendly Tourism".

3. FORUMS

In order to increase the number of opportunities for economic operators from OIC countries to meet and boost intra-OIC partnership trade, investment forums, business missions and BtoB meetings were organized in 2023. These included the following:

- **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 15th to 16th ,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.

- 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

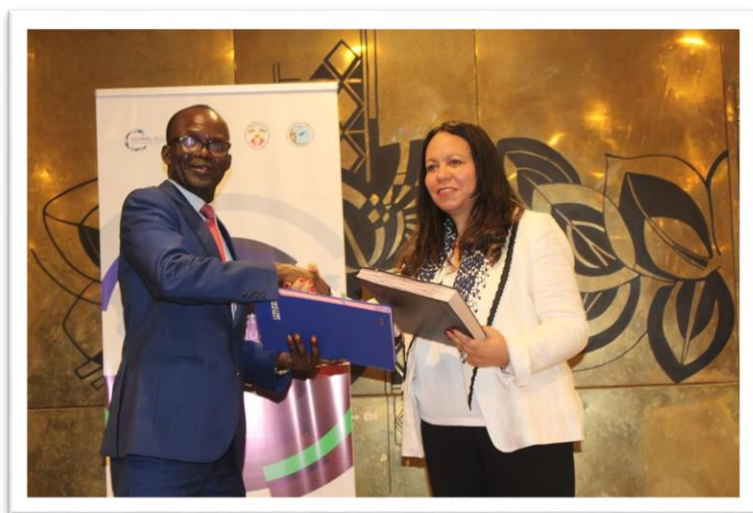
Advancing Harmony for the Brighter Future Society,".

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



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.

- **Mission of Pakistani Businessmen to the Kingdom of Morocco, January 15th -19th, 2023.**

Mission of Pakistani businessmen organized in Morocco from January 15 to 19, 2023, covering the following sectors: agri-food, automotive, construction, medical equipment, Islamic finance, hotels, aeronautics, packaging, textiles and business services.

On the sidelines of the mission, a rice-based Biryani Culinary Festival was organized in honor of the economic operators and participants.

- **2nd OIC Food Security Forum, Doha, 1-3 October 2023**

ICDT participated in the 2nd OIC High Level Forum on Food Security in Doha, State of Qatar. The Forum was an opportunity to present the findings of the Centre's study on "agricultural trade and food security".

- **Roundtable on Investment Guidelines during the World Investment Forum, Abu Dhabi, 18 October 2023**

ICDT, in partnership with UNCTAD and IsDB, organized a panel discussion on investment promotion guidelines on October 18, 2023, in Abu Dhabi, United Arab Emirates, as part of the World Investment Forum 2023 (WIF).

The panel examined ways and means of developing Member States' incentive policies to maximize the flow of FDI into the OIC zone.

On this occasion, representatives of ICDT, ICIEC and IsDB delivered speeches on

sharing national experiences in International Investment Agreements (IIAs) and capacity building.

They highlighted the importance of creating a network of OIC Investment Promotion Agencies (IPAs).

A working dinner was organized by ICDT, IsDB and ICIEC to discuss institutional cooperation between Member States' IPAs.

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

ICDT organized in partnership with the Ministry of Trade, the Interprofessional Cocoa and Coffee Council (CICC) of the Republic of Cameroon and the Arab Bank for Economic Development in Africa (BADEA), the 1st OIC Coffee Meet "OIC Coffee Meet Cameroon" on 28-29 November 2023 in Yaoundé (Cameroon).

The purpose of this meeting was to promote trade and investment flows in the coffee industry among OIC member states, in order to develop sustainable and equitable trade solutions while increasing investment opportunities, particularly between Cameroon and OIC importing countries.

- Investment Promotion Capacity Building Workshop, Istanbul, 1-2 December 2023

The Centre organised a capacity building workshop on investment promotion for OIC Investment Promotion Agencies, held from 1st to 2nd December 2023 in Istanbul, Republic of Türkiye, in partnership with the Türkiye Small and Medium Enterprises Development Organisation (KOSGEB).

- Mission of Nigerian Businessmen to the Kingdom of Morocco

An informative day for a delegation of representatives of ministerial departments and private operators from the Federal Republic of Nigeria, took place on Wednesday February 7, 2024, at the Centre's headquarters.

This meeting, which was part of a prospecting visit by the delegation to the Kingdom of Morocco, provided an opportunity to present ICDT's actions in favor of the development of trade and investment between the Member States of the Organization of Islamic Cooperation. The participants also reviewed the possibilities of strengthening tripartite cooperation between Morocco, Nigeria and ICDT, in areas of common interest.

- ICDT Invest Days Banjul, May 2-3, 2024, Republic of The Gambia

Within the framework of trade and investment promotion in OIC countries, ICDT and the Arab Bank for Economic Development in Africa (BADEA) are organizing, in collaboration with the Gambian Investment and Export Promotion Agency (GIEPA), the "ICDT Invest Days Banjul" Forum, under the theme: "Investing in the New Gambia,

Land of Opportunities", on May 2-3, 2024 in Banjul, Republic of The Gambia, on the sidelines of the 15th Islamic Summit.

The aim of the forum is to position The Gambia as an attractive investment destination. It is designed to present to investors from OIC member countries the main investment opportunities available, the incentives and facilities granted to investors between OIC countries, and to foster regional integration. In addition, this Forum will facilitate the exchange of national and regional experiences, contribute to the financing of projects by regional financial institutions, and encourage the realization of investment intentions for structuring projects, in order to stimulate investments in intra-OIC value chains.

The Forum was attended by approximately 100 investors from OIC countries and hosted the following deal-rooms: Livestock & Agriculture; Fisheries; Infrastructure & construction; Mining; Energy and oil; Tourism and transport; Information and communication technologies.

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.

- **18th OIC Trade Fair, "18th TFOIC"- November 29 - December 1, 2024- Islamic Republic of Pakistan**

In accordance with the resolution adopted by the 39th Ministerial Session of the Standing Committee for Economic and Commercial Cooperation (COMCEC) held in December 2023 in Istanbul - Republic of Türkiye, and the 15th Session of the Islamic Summit Conference held in May 2024 in Banjul - Republic of The Gambia, the Islamic Centre for Development of Trade (ICDT) will organize 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 the OIC Member States (18th TFOIC), from 29th November to 1st December 2024 at the Expo Centre in Lahore.

This Fair is a multi-sectoral platform for the business community, Trade Promotion Bodies, 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 business transactions and establish partnership relations.

The following activities will take place alongside the fair:

- Pakistan-Africa and Middle East Countries Business Forum, December 1, 2024;
- Policy dialogue forum for IPAs from Asian and African OIC countries, 30 November 2024;
- Training workshop on halal certification and presentation of the OIC Halal Economy Report in collaboration with SMIIC, 30 November 2024;
- B2B meetings;
- Awards ceremony for best pavilions.

- **5th edition of Health Expo of the OIC Member States**

The 5th edition of Health Expo of the OIC Member States originally planned to be organized from 4th to 7th July 2024 at the CICES Exhibition Centre in Dakar by the ICDT in collaboration with the International Centre for Foreign Trade of Senegal (CICES) under the aegis of the Ministry of Health and Social Action of the Republic of Senegal, has been rescheduled to April 15-19, 2025, at the request of the Senegalese authorities, represented by the MSAS. This rescheduling occurred in the wake of the presidential elections and the formation of a new government.

This event will be organized concomitantly 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 Driver of Economic Development in OIC countries".

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

- High-level panel on "Market access for pharmaceutical products and the promotion of health services in the African region" in collaboration with the World Health Organisation;
- Panel on investment in the health sector in collaboration with the National Agency for the Promotion of Investment and Major Works (APIX-S.A.) of Senegal;
- Panel on market access for pharmaceutical products in collaboration with the International Trade Centre (ITC - Geneva);
- Panel on the certification of pharmaceutical and cosmetic products in collaboration with the Standards and Metrology Institute for Islamic Countries (SMIIC) and the Senegalese Association for Standardization (ASN);
- B2B meetings between economic operators;
- Visits to Senegalese companies.
- B2B business meetings among economic operators;
- Visits to Senegalese companies.

- **10th Exhibition of Halal Products in the OIC Member States, Tunisia 2025**

This Exhibition, which is organized by the ICDT and the Tunis International Fairs Company under the aegis of the Ministry of Trade and Export Development of the Republic of Tunisia and initially scheduled from October 8 to 12, 2024 at the Kram Exhibition Centre in Tunis, has been postponed to a later date. The request for

postponement was notified by the Tunisian Ministry of Trade and Export Development, due to the concomitance of the period of the organization of the said Exhibition with the Tunisian Presidential Elections.

The following activities will be organized on the sidelines of the Fair:

- Training workshop on Halal certification for Arab OIC member countries, organized in collaboration with the Standards and Metrology Institute for Islamic Countries (SMIIC) and the National Institute for Standardization and Industrial Property of the Republic of Tunisia (INNORPI);
 - Presentation of the OIC Halal Economy Report 2023-2024;
 - B2B meetings;
 - Visit to Tunisian companies.
- **2nd Cotton, Textile, and Clothing Exhibition of the OIC Member States, Cameroon 2025**

Within the framework of the implementation of the Action Plan for the development strategy of cooperation among OIC cotton-producing countries and enhancing cooperation between the Islamic Centre for Development of Trade (ICDT) and the Republic of Cameroon, the ICDT, in collaboration with the Cotton Development Company (SODECOTON) and under the auspices of the Ministry of Commerce, Small and Medium Enterprises, Social Economy, and Handicrafts of Cameroon (MINPMEESA), is organizing the 2nd Cotton, Textile, and Clothing Exhibition of the OIC Member States in Cameroon.

This Exhibition, focused on promoting sustainable value chains in the cotton, textile, and clothing sectors, offers a prime opportunity for industry stakeholders to showcase their products and services, foster trade and investment, build business relationships, and close deals. Alongside the exhibition, a series of B2B meetings and various panel discussions will take place, featuring economic operators, experts, and decision-makers from OIC Member States in the cotton and textile sectors.

- **Investment Forums, Business Meetings, and Trade Missions**

To increase the opportunities for meetings of economic operators of the OIC countries to boost intra-OIC trade partnerships, the year 2024 will witness the organization of investment forums, business missions, and B2B meetings. These include the following:

➤ **ICDT Invest Days Yaoundé, September 24-25, 2024, Republic of Cameroon**

within the framework of promoting trade and investments in the OIC countries, the Islamic Centre for Development of Trade (ICDT), the Cooperation and Capacity Development Department (CCD) of the Islamic Development Bank (IsDB) and the Arab Bank for Economic Development in Africa (BADEA) organized in collaboration

with the Cameroon Investment Promotion Agency (CIPA), under the aegis of the Ministry of Commerce of the Republic of Cameroon, the "ICDT Invest Days Yaoundé" Forum under the theme "Investing in the New Cameroon, Land of Attractiveness" on 26th and 27th July 2024, in Yaoundé, Republic of Cameroon.

The objective of this forum is to highlight Cameroon as an attractive investment destination and to present to investors from OIC Member Countries the main investment opportunities available in the country. In addition, the forum will encourage the development of economic and commercial partnerships between OIC countries and promote regional integration.

Furthermore, this forum will foster the sharing of national and regional experiences, support project funding through regional financial institutions, promote the realization of investment intentions for strategic projects, with a view of enhancing investments in intra-OIC value chains.

This Forum recorded the participation of a hundred investors from OIC countries and witnessed the organization of the following deal rooms: Agriculture, Livestock and Fisheries; Infrastructure and Construction; Mines and Energy; Tourism, Crafts; Logistics and Transport and Health.

➤ **ICDT Invest Days N'Djaména - Republic of Chad**

The Forum will be organized by the Centre in collaboration with the National Investment and Export Agency (ANIE), the Islamic Development Bank (IsDB) and the Arab Bank for Economic Development in Africa (BADEA).

Participants will have the opportunity to discover Chad's investment potential through "Deal Rooms" focusing on productive sectors and free trade zones. Visits to local companies are also planned.

Originally scheduled for December 13 and 14, 2023, the forum has been postponed to a later date at the request of the Chadian authorities.

After the great success of the ICDT Invest days in Dakar, Nouakchott, Banjul, Yaoundé, the Capital Ndjamenana was the fifth stop in this cycle of business events and hosted the forum "ICDT Invest Days: N'Djamena - Republic of Chad" on October 22 and 23, 2024. This Forum which was organized by the ICDT in collaboration with the National Agency for Investments and Exports (ANIE), the Islamic Development Bank (IsDB) and the Arab Bank for Economic Development in Africa (BADEA) provided a platform to showcase investment opportunities in Chad and to enhance economic relations between Chad and OIC Member Countries. The event brought together a range of economic actors from both the public and private sectors, including investors, representatives from investment promotion agencies, employer federations, professional associations, bankers, and insurers. They gathered to explore the opportunities and incentives offered by the Chadian Government to promote

investments across various key sectors, including agriculture, infrastructure, health, tourism and crafts, logistics and transport, as well as strategic products such as meat, sesame, gum Arabic, spirulina, and skins and leather.

➤ **ICDT Invest Days Cotonou**

This Forum will be organized jointly by the ICDT and the Ministry of Investment, Industry and Trade in collaboration with the Benin Investment Promotion Agency in 22-23 April 2025 in Cotonou, Benin.

This high-level meeting will highlight new investment opportunities in Benin and strengthen its economic relations with the 56 other member countries of the Organization of Islamic Cooperation (OIC). A wide range of economic players will be taking part in the Forum, including public and private investors, business organizations, etc.

➤ **B2B meetings on the sidelines of trade fairs and exhibitions**

On the sidelines of the Fairs, Exhibitions, Forums and “Invest days”, the ICDT has organized and will continue to encourage the organization of business meetings with a view to boosting intra-OIC trade and investments in sectors with high potential for trade between OIC countries. These meetings will target various sectors:

- Halal products in conjunction with Halal trade fairs;
- Medical equipment and pharmaceuticals
- Food products and packaging;
- Cotton, textiles, and clothing;
- Tourism and related services (crafts, etc.).

In addition, The ICDT will also focus on supporting innovative approaches such as digitalization, digitization, and networking for investment promotion agencies. It will continue to offer technical assistance and organize training seminars for African IPAs (Investment Promotion Agencies) within the OIC. Additionally, trade missions will be planned to boost trade and investment across various OIC regions.