

POST SHOW REPORT

2nd International
Consumer
Product Fair 2019
www.icpfair.com



22-24 November 2019

KARACHI EXPO CENTER, PAKISTAN.

ICPF 2019 FIGURES AT A GLANCE



50,000+ Visitors
from Pakistan &
Abroad



10,000 m2
presenting the
focused consumer
sector



307
Exhibitors from
National &
International
pavilion



550
consumer brands
in the international
market

Inaugural Ceremony



2nd International Consumer Products Fair 2019 was inaugurated by Dr. Khalid Maqbool Siddiqui - Federal Minister for Information Technology, Consul General & Commercial Consular of Iran along with Dr. Khursheed Nizam – President Ecommerce Gateway Pakistan, Mr. Uzair Nizam – Vice President Ecommerce Gateway Pakistan and foreign guests and delegates from China and Iran.




INCORPORATING SECTORS


Bags & Shoes Asia
www.shoesbagsasia.com


Fashion Jewellery & Accessories Asia
www.fashionjewelleryasia.com


Gift Asia
www.toysgiftasia.com


Household Asia
www.householdexhibition.com


Stationery & Education Asia
www.stationeryeducationasia.com


Toys & Baby Product Asia
www.toysbabyasia.com


Office Supplies Asia
www.officesuppliesasia.com


Food Asia
www.foodasia.net


Beauty & Fitness Asia

www.beautyasia.com.pk



1

VISITOR FEEDBACK & VISITOR ANALYSIS

50,000+ VISITORS

81.2%

Visitors are satisfied with exhibition organization.



85.7%

Visitors are willing to participate in ICPF 2020.



90%

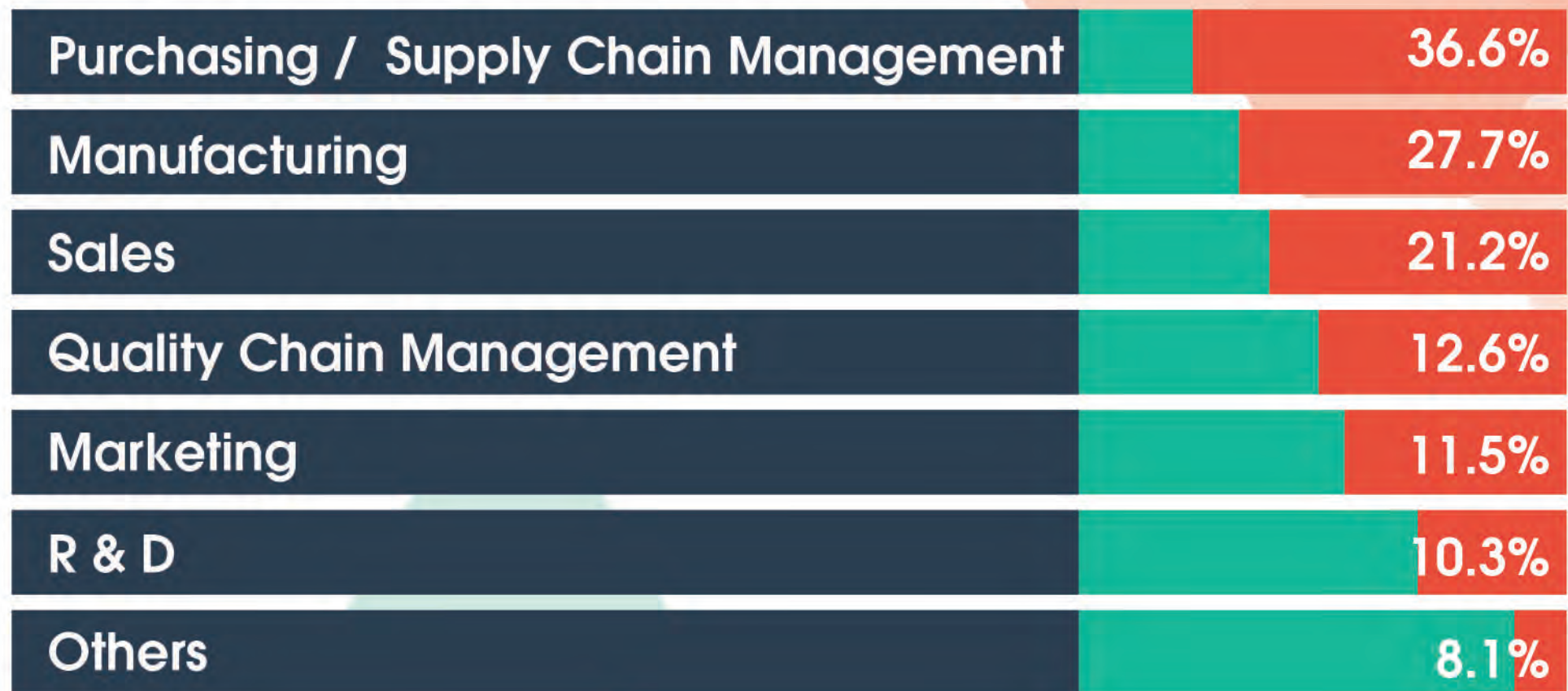
Visitors will recommend ICPF to a friend or a colleague.



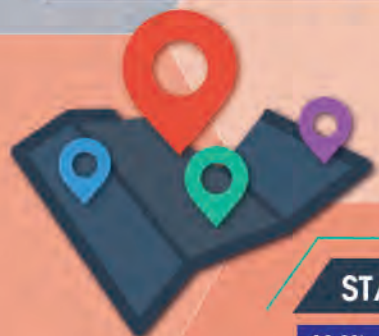
77% Visitors Growth
expected in 2020



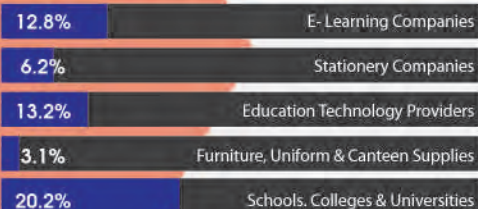
VISITOR BREAKDOWN BY JOB FUNCTION



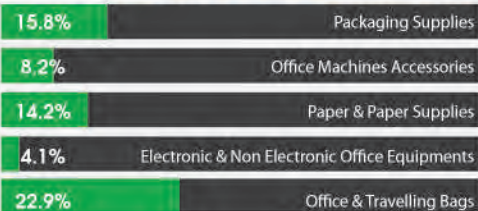
AREA OF INTEREST FOR VISITORS



STATIONERY & EDUCATION



OFFICE SUPPLIES & FURNITURE



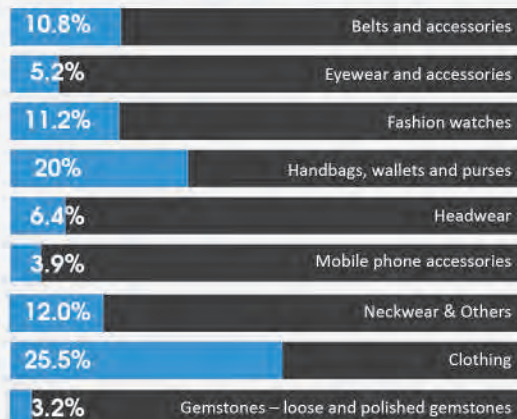
FOOD ASIA



BEAUTY & FITNESS ASIA



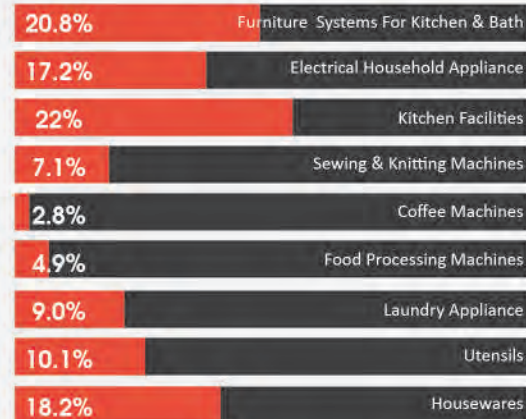
FASHION & JEWELLERY ASIA



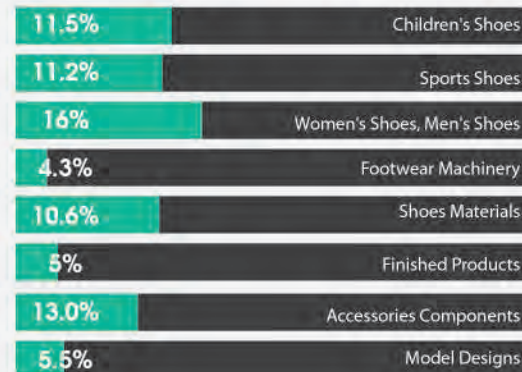
GIFTS ASIA



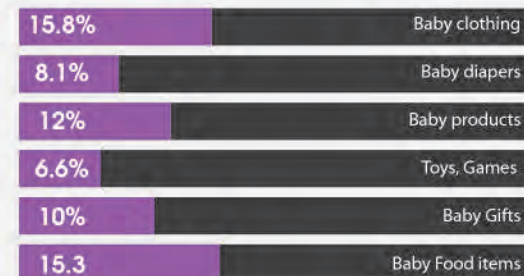
HOUSEHOLD ASIA



BAGS & SHOES ASIA



TOYS & BABY PRODUCT ASIA





2

EXHIBITOR FEEDBACK & EXHIBITOR ANALYSIS



Exhibitor
are
willing
to
Participate
in ICPF 2020

92.3%

Exhibitor
are
satisfied
with
attending

95.0%

Exhibitor
will
recommend
ICPF to
Friends &
Colleague

79.3%

42%
EXHIBITOR
GROWTH



34%
BRAND
GROWTH



15 Countries Products



TESTIMONIALS

we had a very good experience in consumer product Fair, these kind of events boost brand awareness. we have intercepted up to 95% of the public in the exhibition, which gave us a chance to introduced our new brand “protect Buzz” mosquito repellent. with the help of trials, we have got the very good reviews and positive feedback of the potential users. i hope in future we will participate again. thank you

Syeda Kausar Habib, Brand Manager, Protect

“We had a wonderful experience by participating at this exhibition. Hope to see it again in the coming year. Thank you team ICPF”
Yilu Food & Beverages

“It was a good experience. We were participating in this exhibition for the first time and we are overwhelmed by the support given to us by the staff.”

FM Foods

“Experience was Excellent. Thank you for arranging this mega event, and gathered all under the one umbrella. Hope to see you again on next year.”
Five Stars Stationers

Amazing experience!
Record Sales this year!
Thumbs up to the whole team of ICPF!
Super Stationers

“The exhibition was a great success! We have received quality visitors at our booth.”
Faiza Beauty Cream

“This event is a mega achievement for the consumer industry. We have achieved all the objectives we were looking forward to in this exhibition. We will plan to participate next year as well.”
KAW Cosmetics

“It was great!
Wonderful experience.”
Home Pride

It's a great experience we really had a great time!
Twinkle Toys:

“The exhibition was a great success! We have received quality visitors at our booth”
Faiza Beauty Cream

Congratulations to ICPF team on a great and successful Event! **(House of Beauty)**

Online & Offline Promotion Strategy

International Consumer Product Fair attracted 50,000 visitors during 3 days of the fair. A focused marketing effort is carried out on all the major industrial sectors nationally and internationally & establishing strategic partnerships with associations and government organisations.

1



Over 500,000 passes distribution

2



**Media Partners (GTV, Metro1 & Neo)
Radio Partners (Suno FM 89.4, Buzz FM
& FM 100) Coverage in More than
15 newspapers & 10 TV Channels.**

3



**Social Media Campaign
& Press Releases**

04



Owners of Jamal's Yellow Pages of Pakistan.
Largest database since last 36 years

05



Telemarketing team of 25 people

06



Door to door sales team of 80 people all over Pakistan
with 7 offices in Karachi, Lahore, Islamabad, Faisalabad,
Sialkot, Gujranwala, Peshawar.

07



Invitation letters to all chamber of commerce and
association members.

08



Email marketing through dedicated servers in advanced
html formats.

09



More than 200,000 sms each week.

Show Gallery



Media & Online Coverages



امریکی ڈیپارٹمنٹ آف کامرس کے سربراہ ڈیوڈ لیوی نے پاکستان کے وزیر تجارت مریم نواز سے ملاقات کی۔



**14th-16th
August**

Karachi Expo Centre, Pakistan

2020

See you next year

 **Stationery &
Education Asia**

 **Office
Supplies Asia**

Gift Asia

 **Bags &
Shoes Asia**

 **Fashion
Jewellery &
ACCESSORIES ASIA**

 **Beauty &
Fitness Asia**






 **Household Asia**


 **Toys & Baby
Product Asia**

Food Asia

Contact Us:

Ecommerce Gateway Pakistan (Pvt) Ltd.

 (021) 111 222 444  (+92-21) 3486 0830  (92-21) 111 222 444  www.icpfair.com  info@icpfair.com

 8, Kokan Society, Dr Azhar Hussain Rd, Near kokan park off: Shaheed-e-millat Road, Karachi-74000, Pakistan