



PAKISTAN BUSINESS FORUM

Profit Here & Hereafter

نفع دونوں جہانوں کا



18 - 19 JAN, 2025
EXPO CENTER KARACHI

2nd MERA BRAND PAKISTAN

A MEGA BUSINESS EVENT FOR PAKISTANI BRANDS



Continuing our support, all proceeds from this event will also be donated to **Gaza Relief.**



Mr. Sohail Aziz
President PBF Karachi

MESSAGE

Dear Esteemed Participants,

It is with immense pleasure and pride that I welcome you to the "Mera Brand Pakistan" event, organized by the Pakistan Business Forum (PBF) Karachi. As the President of PBF Karachi, I extend my heartfelt gratitude to all of you for joining us in this celebration of local ingenuity and entrepreneurial spirit. I encourage you all to engage actively, explore the diverse array of products on display, and be a part of this movement to support and promote our local businesses. Together, let us contribute to the realization of "Profit Here and Hereafter."

Thank you for being a part of the "Mera Brand Pakistan" journey.
Warm regards

What is Pakistan Business Forum?

Pakistan Business Forum (PBF), guided by its tagline - Profit Here & Hereafter, is a platform dedicated to fostering economic growth and promoting local businesses. It serves as a collaborative space for businesses to connect, share insights, and address common challenges, working towards a vibrant and sustainable business environment for both immediate and future prosperity.

Visions: PBF envisions a thriving economic landscape where Pakistani businesses not only generate profits in current scenario but also establish a legacy of sustained success and growth, encapsulating the essence of "Profit Here and Hereafter"

Mission: The mission of PBF, guided by its tagline, is to facilitate a conducive business environment, empower local entrepreneurs, and champion the interests of the Pakistani business community, ensuring profitable endeavors in the present and laying the groundwork for sustained success in the future.

Goals: One of the primary objectives of the "Mera Brand Pakistan" initiative, under the auspices of the Pakistan Business Forum (PBF), is to position local brands at par with international standards. The goal is to not only showcase the diversity and excellence of products Made in Pakistan but also to actively promote their export to the global market. By ensuring that local brands meet and exceed international quality benchmarks, we aim to open new avenues for economic growth and establish a formidable presence for Pakistani businesses on the global stage. Through this, we aspire to contribute to the nation's economic prosperity by expanding the reach and impact of our local brands worldwide.

Why This Event: The "Mera Brand Pakistan" event is a direct response to the growing demand for a platform where local manufacturers can showcase their products. It aligns with PBF's mission to raise awareness about the quality and diversity of locally made products, addressing the challenges faced by these brands in a market dominated by international players, with the ultimate aim of realizing "Profit Here and Hereafter."

Alternative Products: Highlighting the event's significance, the focus on alternative products underscores the diversity and uniqueness offerings by Pakistani manufacturers. By showcasing alternatives, the event aims to challenge conventional consumer choices and encourage the exploration of locally produced goods, contributing to "Profit Here and Hereafter."

5th Event of Pakistan Business Forum: The "Mera Brand Pakistan" event, as the 5th installment of PBF's impactful initiatives, marks a milestone in the ongoing journey to promote economic growth and sustainability, embodying the spirit of "Profit Here and Hereafter."

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SALIENT FEATURES

- Over 200 Leading Brands to participate.
- Over 200,000 visitors are expected.
- Unique opportunity for direct interaction with thousands of families.
- An ideal opportunity for brand awareness.
- A vast variety of products and services under one roof.
- Dedicated visiting hours for families.
- Marketing opportunities for the upcoming month of Ramadan.

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PLATINUM PACKAGE

Tariff
PKR
2 Million

PLATINUM SPONSOR FACILITIES / BENEFITS: ENTRANCE OF VENUE

- Placement of four (4) Outside Grill Panels facing the Main Entrance Size 5'x10' Karachi Expo Centre**
- Placement of logo on Main Gate Panel

EXHIBITION

- Allocation of a PAVILION comprising of eight (08) bare space stalls (3m x 3m size each) in the Exhibition at a single location
- Placement of Sponsor's Logo on the backdrop at Main Reception Area
- Placement of three (3) Corridor Panels (9' x 8' size) in the Corridor of Karachi Expo Centre**
- Speaking Slot for the CEO

MEDIA & PUBLICATIONS

Logo of Sponsor will be placed on:

- Exhibition Coupons, Flyers
- Social Media, Banners
- Streamers, Hordings
- Conference Area and in all Social Media Campaigns

NOTE:

Rates mentioned above apply to a single event & are subject to change without any prior notice

DIAMOND PACKAGE

Tariff
PKR
1.5 Million

DIAMOND SPONSOR FACILITIES / BENEFITS: ENTRANCE OF VENUE

- Placement of three (3) Grill Panels facing the Main Entrance of Karachi Expo Centre**
- Placement of logo on Main Gate Size 5'x10'

EXHIBITION

- Allocation of a PAVILION comprising of six (6) bare space stalls (3m x 3m size each) in the Exhibition at a single location
- Placement of Sponsor's Logo on the backdrop at Main Reception Area
- Placement of two (2) Corridor Panels (9' x 8' size) in the Corridor of Karachi Expo Centre**
- Guest of Honor Reception to CEO/ Chairman of the Sponsor in the Exhibition**
- Speaking Slot for the CEO

MEDIA & PUBLICATIONS

Logo of Sponsor will be placed on:

- Exhibition Coupons, Flyers
- Social Media, Banners
- Streamers and in all Social Media Campaigns

NOTE:

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MERA BRAND PAKISTAN

GOLD PACKAGE

Tariff
PKR
1 Million

GOLD SPONSOR

FACILITIES / BENEFITS:

ENTRANCE OF VENUE

- Placement of two (2) Grill Panels Size 5'x10' facing the Main Entrance of Karachi Expo Centre**

EXHIBITION

- Allocation of a PAVILION comprising four (4) bare space stalls (3m x 3m size each) in the Exhibition at a single location
- Placement of Sponsor's Logo on the backdrop at main reception area
- Placement of two (2) Corridor Panels (9' x 8' size) in the Corridor of Karachi Expo Centre**
- Guest of Honor Reception to CEO/ Chairman of the Sponsor in the Exhibition**
- Speaking Slot for the CEO

MEDIA & PUBLICATIONS

Logo of Sponsor will be placed on:

- Exhibition Coupons, Flyers
- Banners, Flyers
- Streamers and in all Social Media Campaigns

NOTE:

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SILVER PACKAGE

Tariff
PKR
0.5 Million

SILVER SPONSOR

FACILITIES / BENEFITS:

ENTRANCE OF VENUE

- Placement of two (2) Grill Panels Size 5'x10' facing the Main Entrance of Karachi Expo Centre**

EXHIBITION

- Allocation of two (2) bare space stalls (3m x 3m size each) in the Exhibition at a single location
- Placement of Sponsor's Logo on the backdrop at Main Reception Area
- Guest of Honor Reception to CEO/ Chairman of the Sponsor in the Exhibition

MEDIA & PUBLICATIONS

- Logo of Sponsor will be placed on Exhibition Banners
- Placement & printing of logo & promotional material is subject to confirmation before printing of said material as per time line
- Logo of Sponsor will be published in all Social Media Campaigns

NOTE:

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STANDARD PACKAGE

PKR 80,000/-

SHELL SCHEME: One Stall (size 3m x 3m)= 9 sqm includes:

- Shell Scheme
- Wall Partition
- Floor carpet within the stand area
- Two (2) Chairs
- Spot lights (3)
- One (1) information counter
- Fascia board
- One (1) Power socket 5 Amp

Bare Space:

In case of Bare Space stall, minimum of 18 sqm (6 x 3) space shall be allocated (with power supply only).
@ PKR 8,000 per square metre

NOTE:

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**** Extra 15% Charges For Corner Stall**



Made in Pakistan Conference

The Pakistan Business Forum (PBF) has partnered with NAFS-National Alliance for Safe Food & Falcao EMC Pvt. Ltd. (Pakistan's Pioneer Export Management Company) and several subject experts to organize a purpose-built Conference on the Made in Pakistan Conference & Export-Readiness of Pakistani Brands. Beyond fostering export-oriented mindsets among domestic enterprises, this seminar aims to empower them to enhance their businesses on a global scale. The Conference is designed not only to discuss the challenges faced by Pakistani companies but also to provide practical solutions through export specialists, assisting local companies in expanding their global footprint.

Topics:

- Export Opportunities for Made in Pakistan Products
- International Standards, Regulations & Compliances
- Opportunities to effectively avail and participate in TDAP's subsidized global trade fairs
- The impact of Free Trade Agreements and the WTO on Pakistan's domestic market/brands
- Harmonized System Codes (HS Codes) as the nomenclature of international trade.
- Overview of Pakistan's trade with emphasis on exports - product-wise & market-wise

Sectors to Be Covered

- Agriculture, Livestock & Fisheries
- Milk & Dairy Sector
- Meat & Poultry Sector
- Oil & Ghee Sector
- Fruits & Vegetables Processing Sector
- Baking & Confectionery Sector

The Conference will run parallel to "Mera Brand Pakistan" and will take place within the Expo Center premises. For further details and registration, please contact:

info@nafsfood.org, info@falcao.com.pk, Call & Whatsapp: +92 324 6128 713, +92 312 4787 572

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MERA BRAND PAKISTAN

Previous Participants



ORGANIZER



PAKISTAN BUSINESS FORUM
Profit Here & Hereafter
نفع دونوں جہانوں کا

INTERNATIONAL PARTNER



EVENT MANAGER



CHIEF CO-ORDINATOR



MEDIA PARTNER



CONFERENCE PARTNER



EXPORTS STRATEGY PARTNER



Scan QR Code



For Stall Booking & Sponsorship Details

Mr. Amir Rafi: 0321-9203001 | Mr. Sabih: 0332-3123429

PAKISTAN BUSINESS FORUM

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www.merabrandpakistan.com

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