



**7<sup>TH</sup> BUILD ASIA 2011**  
 INTERNATIONAL EXHIBITION & CONFERENCE  
 13-14-15 SEPTEMBER 2011  
 KARACHI EXPO CENTRE, PAKISTAN

Incorporating:



**POST EVENT FACT SHEET**

|                                      |   |                |                    |        |
|--------------------------------------|---|----------------|--------------------|--------|
| <b>EXHIBITION NAME</b>               | <b>7<sup>th</sup> Build Asia 2011 Int'l Exhibition &amp; Conference</b>   |                |                    |        |
| <b>PERIOD</b>                        | 13-15 September, 2011   | <b>TIMINGS</b> | 10:00 AM ~ 7:00 PM |        |
| <b>VENUE</b>                         | Karachi Expo Centre, Pakistan   |                |                    |        |
| <b>STARTED YEAR</b>                  | 2005  |                |                    |        |
| <b>INAUGURATION</b>                  | <p><b><u>INTERNATIONAL EXHIBITION:</u></b></p> <p><b>7<sup>th</sup> Build Asia 2011</b> encompassing 4<sup>th</sup> Stonefair Asia was inaugurated by <b>Mr. Ihsan Ullah Khan, Chairman – PASDEC</b> on <b>September 13, 2011</b>. Foreign Delegates from China, Germany, Iran, Italy, Oman, UAE; President and Vice President Ecommerce Gateway Dr. Khursheed Nizam and Mr. Farhan Anis were also present at the multiple ribbon cutting ceremony.</p>   |                |                    |        |
| <b>HOW FAMOUS</b>                    | <p><b>The Biggest Annual Housing &amp; Construction Industry Show of the region “Build Asia”</b> is an exquisite blend of Public-Private Partnership. The Event has been a phenomenal success, which has not only attracted sizeable investment in Pakistan but also been instrumental in portraying a positive image of Pakistan in the international community. Build Asia boasts of attracting the largest number of international and domestic trade visitors of <i>Housing, Construction, Furniture &amp; Interiors and Stone &amp; Marble products/services</i>.</p> <p>Build Asia aims to focus on the immense potential of the Housing and Construction Industry and displays latest global technological advancements in products, equipments, materials &amp; services. It provides an ideal opportunity to local entrepreneurs to interact with Overseas Exhibitors for joint ventures, transfer of technologies, agencies etc.</p> <p>Large number of Int'l participants showcases their products &amp; services at this magnificent platform every year.</p> |                |                    |        |
| <b>NO. OF BOOTH</b>                  | <b>SHELL SCHEME</b>   | 215            | <b>BARE SPACE</b>  | 65     |
| <b>NO. OF COMPANIES PARTICIPATED</b> | <b>FOREIGN</b>  | 18             | <b>LOCAL</b>       | 124    |
| <b>NO. OF PARTICIPATED COUNTRIES</b> | 9   |                |                    |        |
| <b>MAJOR COUNTRIES PARTICIPATED</b>  | China, Germany, Iran, Italy, Oman, UAE  |                |                    |        |
| <b>NO. OF VISITORS</b>               | <b>FOREIGN</b>  | 58             | <b>LOCAL</b>       | 27,182 |
| <b>CO-ORGANIZERS</b>                 | <ul style="list-style-type: none"> <li>• Pakistan Stone Development Company "PASDEC"</li> <li>• Lasbela Industrial Estates Development Authority, LIEDA</li> <li>• All Pakistan Marble Industry Association "APMIA" and</li> <li>• All Pakistan Furniture Exporters Association "APFEA"</li> </ul>  |                |                    |        |

|   |   |
|---|---|
| <p><b>SPONSORED BY</b></p>                      | <ul style="list-style-type: none"> <li>• Hilti Pakistan</li> <li>• Jotun Powder Coatings Pakistan</li> <li>• Master Tiles &amp; Ceramics Industries Ltd.</li> <li>• Orient Energy Systems (Pvt) Ltd</li> <li>• Prime Liquid Emulsion Industries</li> </ul>  |
| <p><b>OFFICIAL MEDIA PARTNERS</b></p>           | <ul style="list-style-type: none"> <li>• Architecture+Interiors</li> <li>• Archi Times – World News of Architecture</li> <li>• The Engineer</li> <li>• Exhibitors TV Network</li> </ul>   |
| <p><b>FIELD ITEMS</b></p>                       | <p>Hi-Tech Building Materials, Architects, Town Planners &amp; Landscape Architects, Consulting Engineers, Civil, E &amp; M, HVACR, Pre-stressing Equipment, Strands &amp; Accessories, Ceramic, Porcelain, Clay &amp; PVC Tiles, Insurance Companies, Steel &amp; Re-Rolling Mills</p>   |
| <p><b>EVENT BULLETIN</b></p>                    | <p>The e-Bulletin of the Event is easily available on the links given below:<br/> <a href="http://www.buildasia.net/download/event_bulletin_2011.pdf">http://www.buildasia.net/download/event_bulletin_2011.pdf</a></p>   |
| <p><b>MEDIA COVERAGE</b></p>                    | <p>Build Asia maintains excellent media relations. All the electronic &amp; print media representatives covered the Show. Event also attracted the interest of bloggers and online media correspondents.</p>  |
| <p><b>GUESTS OF HONOR VISITED</b></p>           | <ul style="list-style-type: none"> <li>• <b>Vice Admiral M. A Khan</b>, MD, Bahria Foundation</li> <li>• <b>Mr. Shuja-ul-Mulk Gichki</b>, MD, LIEDA</li> <li>• <b>Seyed Hassan Alavi</b>, First Consul, Iran Economic Consulate</li> <li>• <b>Mr. Khalid Ishaq</b>, Director, SUPARCO</li> <li>• <b>Mr. Adbul Waheed Shaikh</b>, Country Manager, DuPont Pakistan Operations</li> </ul>   |
| <p><b>SUGGESTIONS FOR FOREIGN COMPANIES</b></p> | <p><b>7<sup>th</sup> Build Asia 2011</b> aimed towards making investors especially from ASEAN Countries; realize the conducive and congenial investment environment in Pakistan on one hand and maximizing the potential of locally manufactured equipment and instruments along with locally trained human resource for export potentials, on the other.</p> <p><b>8<sup>th</sup> Build Asia 2012</b> will be an opportunity to promote your company's brand and introduce it in largely untapped market of Pakistan.</p> <p>Ecommerce Gateway offers following <b>Special incentives</b> for its valued <b>Foreign Trade Visitors</b> on <b><u>complimentary basis:</u></b></p> <ul style="list-style-type: none"> <li>• Official invitation letter for visa facilitation</li> <li>• VIP protocol at Karachi International Airport</li> <li>• Printing of Single Qtr. Col. B&amp;W Ad (60mm x 45mm) in the next edition of <i>Jama's</i> Yellow Pages of Pakistan (worth US\$500)</li> <li>• One latest edition of B2B CD ROM version of <i>Jama's</i> Yellow Pages of Pakistan (worth US\$100) (<a href="http://www.jamals.com">www.jamals.com</a>)</li> </ul> |
| <p><b>NEXT YEAR EVENT'S DATE</b></p>            | <p style="text-align: center;"><b>8<sup>th</sup> Build Asia 2012 Int'l Exhibition &amp; Conference</b><br/> <i>"Biggest Annual Housing &amp; Construction Industry Show"</i><br/> <b>incorporating: 5<sup>th</sup> Stonefair Asia</b><br/> <b><u>11-13 September 2012 @Karachi Expo Centre, Pakistan</u></b></p>  |

|                                 |  |
|---------------------------------|--|
| <b>TARIFF OF STALLS</b>         | <p><b><u>Rate of Shell Scheme Stalls</u></b></p> <ul style="list-style-type: none"> <li>▪ <b>Min 9 sqm</b> (3mx3m) space <b>US\$300 per sqm.</b></li> </ul> <p>Includes: One Octonorm stand, one information counter, two chairs, 3 spotlights 100 watts (each), company's name on fascia, carpeting, 1 power socket -single phase 220 volts (50Hz), 5 amp.</p> <p><b><u>Rate of Bare Space Stalls</u></b></p> <ul style="list-style-type: none"> <li>▪ <b>Min 18 sqm</b> (6mx3m) space <b>US\$250 per sqm.</b></li> </ul> <p>Includes: Space plus 1 power socket, single-phase 220 volts (50 Hz) 5amp only. Exhibitors are required to build their own stands through the official stand contractors or their own contractors.</p> <p><b><u>Rate of Outdoor Exhibit Space (Air-Conditioned)</u></b></p> <ul style="list-style-type: none"> <li>▪ <b>Min 80 sqm</b> space <b>US\$75 per sqm.</b></li> </ul> <p>Includes: Space plus 1 power socket, single-phase 220 volts (50 Hz) 5amp only. Exhibitors are required to build their own stands through the official stand contractors or their own contractors.</p> |
| <b>DEAD LINE OF APPLICATION</b> | <b>June 30, 2012</b> (Location is subjected to the Availability of Stalls)   |



**Build Asia Secretariat**  
Ecommerce Gateway Pakistan (Pvt) Ltd.  
C-17, KDA Scheme-1  
off: Karsaz Road, Karachi - Pakistan  
Tel: (92-21) 111-222-444, 3453 6321  
Fax: (92-21) 3453 6330  
Email: info@buildasia.net  
Web: www.buildasia.net