



İstanbul :

05.03.2019

Sayı

Our Reference : 888

Konu

Subject : Dream Expo Pakistan Fuarı, 5-7 Nisan 2019, İslamabad, Pakistan Hk.

SİRKÜLER No: 151 / 2019

**İlgi:** Türkiye Odalar ve Borsalar Birliği'nin (TOBB) 19.02.2019 tarihli ve 1874 sayılı yazısı ve eki.

Sayın Üyemiz,

İlgi yazı ile, Pakistan'da yerleşik "Jang Media Group" tarafından, gayrimenkul, inşaat, asansör, avize, seramik ve seramik kablo, mutfak ve mutfak gereçleri ile ev ürünleri/mobilya sektörlerine yönelik olan "Dream Expo Pakistan Fuarı"nın, 5-7 Nisan 2019 tarihlerinde, Pakistan'ın başkenti İslamabad'da gerçekleştirileceği bildirilmektedir.

Bahse konu fuar ile birlikte belirtilen alanlardaki yatırım fırsatlarının da ele alınacağı bir Yatırım Forumu ile firmalar arasında ikili görüşmelerin de gerçekleştirileceği bildirilmekte olup, Türk katılımcılara stantlarının indirimli olarak 3.000 ABD Dolarına tahsis edileceği ifade edilmektedir.

Bahse konu fuara ilişkin detaylı bilgilerin yer aldığı broşür ekte (Ek-1) yer almaktadır.

Bilgilerinizi arz/rica ederim.

Saygılarımla,

İsmet SALİHOĞLU  
Genel Sekreter

**EKLER:**

Ek-1: İlgi yazı ve eki.

**DAĞITIM****Gereği:**

-Tüm Üyelerimiz (Web Sayfasında)

Ayrıntılı bilgi: Gözde TÜRKES, Dış İlişkiler Sorumlusu Telefon:252 0130-456 E-mail:gozde.turkes@denizticaretodasi.org.tr



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Web : www.iskembarerofshipping.org.tr E-mail : contact@chamberofshipping.org.tr





**TOBB**  
**TÜRKİYE**  
**ODALAR VE BORSALAR**  
**BİRLİĞİ**

Tüm Oda ve Borsalar Genel Sekreterlikleri

Tarih : 19.02.2019  
Sayı : 34221550-720- 1874  
Konu : Pakistan Dream Expo, 5-7 Nisan 2019

İlgi : Islamabad Ticaret Müşavirliği'nin 08.02.2019 tarihli e-posta mesajı.

İlgide kayıtlı yazıda, Pakistan'da yerleşik "Jang Media Group" tarafından, Dream Expo Pakistan Fuarı'nın, 5-7 Nisan 2019 tarihlerinde, Pakistan'ın başkenti Islamabad'da, gayrimenkul, inşaat, asansör, avize, seramik ve seramik kablo, mutfak ve mutfak gereçleri ile ev ürünleri/ mobilya sektörlerinde düzenleneceği bildirilmektedir.

Yazıda devamla, Fuarla birlikte belirtilen alanlardaki yatırım fırsatlarının da ele alınacağı bir Yatırım Forumu ile firmalar arası ikili görüşmelerin de düzenleneceği bildirilmektedir. Fuarda Türk katılımcılara stantların indirimli olarak 3.000 ABD Dolarına tahsis edileceği ifade edilmektedir.

Konuyla ilgili detaylı bilgilerin yer aldığı broşür ekte yer almaktadır.

Bilgilerinizi ve konunun ilgili üyelerinize duyurulmasını rica ederim.

Saygılarımla,

*e-İmza*

Ali Emre YURDAKUL  
Genel Sekreter Yardımcısı

EK: Dream Home Expo Brochure (8 sayfa)

Bu belge 5070 sayılı Elektronik İmza Kanununun 5. Maddesi gereğince güvenli elektronik imza ile imzalanmıştır.



Evrakı Doğrulamak İçin : <http://belgedogrula.tobb.org.tr/dogrula.aspx?V=BELM57E1>  
Dumlupınar Bulvarı No:252 (Eskişehir Yolu 9. Km.) 06530 /ANKARA  
Tel : +90 (312) 218 20 00 (PBX) • Faks : +90 (312) 219 40 90 - 91 - 92...  
E-Posta : [info@tobb.org.tr](mailto:info@tobb.org.tr) • Web : ENV:{Elektronik ağ}/  
Ayrıntılı bilgi için : Kaan GAFFAROĞLU Tel : 03122182220  
E-Posta : [kaan.gaffaroglu@tobb.org.tr](mailto:kaan.gaffaroglu@tobb.org.tr)

Birliğimizde  
ISO 9001:2015  
Kalite Yönetim  
Sistemi  
uygulanmaktadır



Pakistan's most credible &  
largest media house  
Jang Group, once again brings  
**Dream Home Expo 2019**  
an encompassing exhibition of  
real estate industry &  
its allied solutions.

ORGANIZER

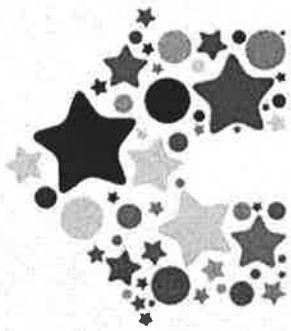


Mohsin Rasheed  
M. Ferooz Ishaq

ORGANIZER



THE LARGEST REAL ESTATE EXPO  
OF THE COUNTRY



**DREAM HOME  
EXPO**

**APRIL 05-06-07, 2019**

PAK-CHINA FRIENDSHIP CENTRE, ISLAMABAD

CONTEMPORARY CONCEPT FOR  
**BUILDING - FURNISHING - LIVING**

HONORARY PARTNER  
FOR INTERNATIONAL  
PAVILION

**Mr. Kashif zaheer**  
aristoplus1@gmail.com  
+92 345 5102306

WELCOME TO  
YOUR DREAM HOME



## ORGANIZER

### JANG MEDIA GROUP

In the course of 24 hours, nearly 35 million Pakistani consumers read, watch, listen or browse a brand owned by the Jang Group. Jang Group enjoys 50% of total readership in Pakistan and total advertising revenues of the group account for almost 34% of total ad spend in Pakistan.

The Group is now the largest and the fastest growing media group in Pakistan with a diversified portfolio of media properties. With six newspapers, two weekly magazines, five TV channels and number of digital properties, JANG Group is by far the number one media conglomerate in the country. Jang Group started its journey by launching 'Daily Jang' from Delhi in 1939 and now Jang Group and its affiliate companies employ over 5,500 people across Pakistan.

The Group's print flagship brand Daily Jang is published from Karachi, Lahore, Rawalpindi, Quetta and Multan and is country's largest newspaper with the widest newspaper readership. The News is one of Pakistan's premier English daily and is published from Karachi, Lahore and Islamabad.

Both Jang and The News also publish their overseas edition from London. In fact Jang London is the largest ethnic newspaper in the UK. Other daily titles include Awaz – Lahore, Waqt – Lahore, Inquilab – Lahore, Awam – Karachi, Daily News – Karachi and Pakistan Times. In the consumer magazines sector, the group's two magazines Akhbar-e-Jahan and MAG account for nearly 50% of the total magazines readership in the country.

The Group's broadcast portfolio includes the largest and most popular satellite television network in Pakistan having majority share of cable & satellite television viewership. GEO TV network is the largest television network in Pakistan, comprising 5-channels: GEO News, GEO Tez, GEO Entertainment, GEO Kahani and GEO Super.

Jang Group's news website [www.jang.com.pk](http://www.jang.com.pk), [www.geo.tv](http://www.geo.tv) and [www.thenews.com.pk](http://www.thenews.com.pk) are Pakistan's top most visited websites.





## THE IDEA

Investment opportunity  
for general public to dream home  
by one stop investment and purchase option

Provision of multiple options for the people of twin cities to gather the facts of real estate, weigh their options and make their choice under one roof. Dream Home Expo 2018 is an all encompassing exhibition of real estate industry and it's allied solutions. The event aims at highlighting the immense potential of real estate sector in Pakistan which is one of the major contributors to the growth of the economy with rising standards of residential and commercial construction ventures.

PROPERTY | TOWN PLANNING | DEVELOPMENT  
CONSTRUCTION | RENOVATION | INFRASTRUCTURE  
INTERIOR DECOR



## HOME TO HOMELAND – BUILDING TOMORROW

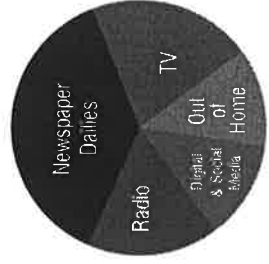


This expo symbolizes the spirit of Pakistanis who have a dream of building their homes and eventually the homeland. All individuals and institutional stakeholders will get together in this expo to exhibit the solidarity to the cause of nation building through high ambitions and lofty dreams. Dream home is not confined to self interest rather a bigger purpose of national interest drives this entire deed.

## What Makes This Event EXCLUSIVE?

- An unprecedented expo of its kind in the Twin Cities of Pakistan.
- Grand opportunity for the entire real estate industry to showcase new solutions.
- Opportunity to inspire elite clientele of individual, institutional and industrial investors.
  - 360° solutions from Town Planning to Interior Decoration under one roof.

## Prospective Visitors to Dream Home Expo



The event is expected to be attended by over 30,000 visitors from domestic and industrial spheres. We ensure to bring the right audience in the arena through 360° Media & PR campaign.

# GLIMPSES OF LAST YEAR EXPO



# EXHIBITOR'S PROFILE

## CONSTRUCTION & BUILDING MATERIAL



Waterproofing & Insulation, Sealants & Adhesives, Air Conditioning Plants & Equipment, Bathroom Fittings & Fixtures (Sanitary wares), Building Materials, Builders & Developers  
 Construction Chemicals/Concrete Technology Construction Equipment, Tools & Hardware, Doors & Windows  
 Aluminium Steel, Wood, PVC & UPVC Electrical Cables & Wires  
 Emergency Standby Generators  
 Environmental & Landscape  
 Consultants, Interior Designers & Decorators, Infrastructural Developers/ Contractors  
 Kitchen Cabinets & Equipment  
 Steel & Cement Manufacturers

## INFRASTRUCTURAL DEVELOPMENT



Ministries of Planning, Housing & Construction, Science & Technology, Industries, Communication, Commerce and Investment  
 ■ HBFC ■ CDA  
 ■ PHA ■ PEC  
 ■ TDAP ■ ICT Administration  
 ■ IESCO  
 Sui Southern/Northern Council for Works and Housing Research  
 ■ SMEDA ■ NHA  
 ■ NPO ■ RDA  
 ■ FWO ■ PEC  
 ■ CWHR ■ EDB  
 ■ LDA  
 Water Management Company

## REAL ESTATE MANAGEMENT CONSULTANTS



Property Dealers | Real Estate Agents / Realtors Overseas Real Estate Project Owners Property Developers  
 Hi-Rise Builders Building / Construction Material Dealers

## FURNISHING & INTERIOR



Furniture-Home . Office, School, Hospital, Garden Furniture-Wood, Steel, Aluminium, PVC, Pipe, Fiber Glass, Glass Furniture-Antique / Victorian, Classic / Rusty, Ethnic styles Bed, Wears Adhesive, Glues, Resins, Epoxies & Preservatives  
 Paints, Pigments, Wax, Polishes & Varnishes, Marble & Onyx Handicrafts Floor & Wall Tiles & Claddings

## HOME FINANCING INSTITUTIONS



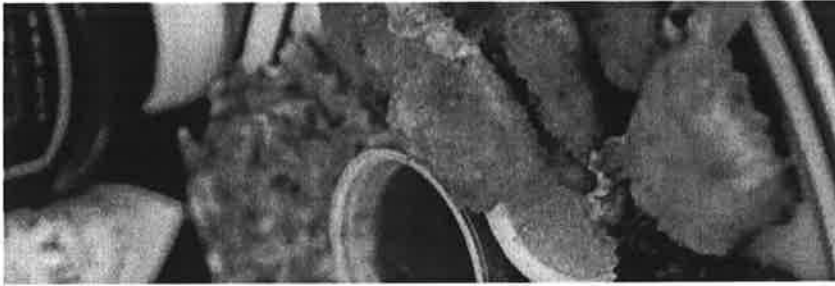
Mortgage Companies Banks / Home Financing COs Leasing Companies  
 Insurance Companies Building Societies

## DURABLES



Home Appliances / Manufacturer- Refrigerators / LEDs / Washing Machines, Water Equipments, Solar Energy Solutions, Security Equipment, Internet and Telecom Solutions, Transport & Auto Mobiles

FOOD PAVILION



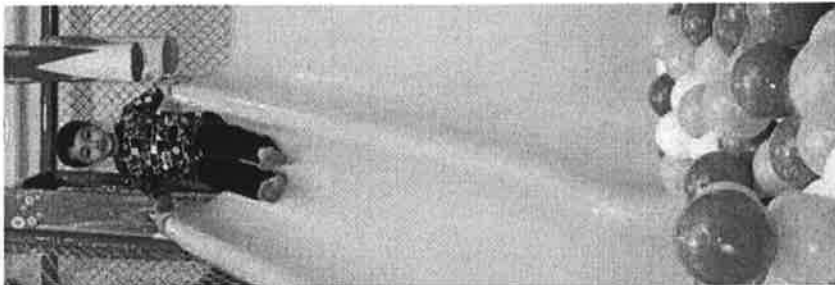
For those coming to attend the festivity and Expo, the Food Pavilion will offer different cuisines that are famous, it will include the dine in and take-away options of a wide range of food.

LIVE CONCERT

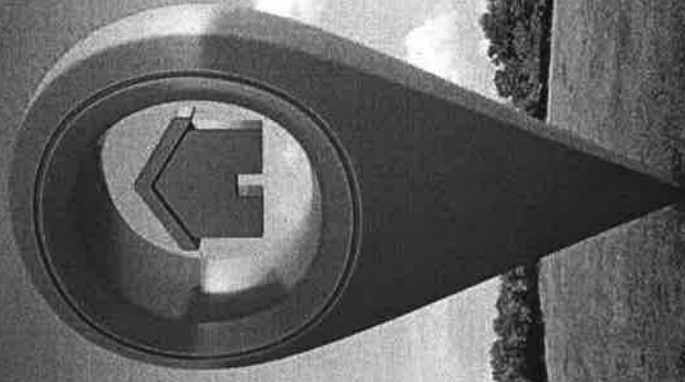


Grand music night to acknowledge the efforts of all the partners as well as to celebrate the success of the event. Main stage will serve as the music concert stage with leading celebrity performing.

KIDS PLAY AREA



Families can experience a one-of-a-kind play destination, conveniently located next to Food pavilion, so they can enjoy a bite to eat before or after. Parents of the children can enjoy the Food Pavilion while the kids play in complete safety.





# INTERNATIONAL PAVILLION

INVESTMENT: \$3000 (USD)

## Stall space at the venue

- Shell scheme 12x10' feet. Space will be awarded on the first come first serve basis
- 2 tables 4 chairs along with light

## Media & Publications

- 1 Qtr page color ad in Daily The News (Rwp/Lhr/Kni)
- 1 Qtr page color write up in Daily The News (Rwp/Lhr/Kni)
- Interview in Daily The News (Rwp/Lhr/Kni)

## Web Advertising

- Company logo on Dream Home Expo website as Gold Sponsor

## Citywide Branding

- Placement of logo on Dream Home Expo hoardings
- Placement of logo on all City Branding

## Recognition at and Beyond the Expo

- Placement of logo on stage backdrop (award ceremony)

## Digital Impressions

- 69,000 Impressions Home+ ROS

## Company Exposure at the Expo

- 1 standee with company logo at the event
- 30 Seconds 50 Promos on Multi-media large screen ■ SMD (content provided by the client)

