

Revision of participation cost in Dubai Expo-2020 proposed

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REPORT

KARACHI: The FPCCI's senior vice president Mazhar Nasir stressed on the need to revise the projected cost of participation in Expo-2020 in Dubai and revisit the pros and cons of taking part in the six-month long exhibition at a cost of about \$30 million that is enough to organize a number of single country exhibitions.

He said this, speaking after a presentation given by the representatives of Trade Development Authority of Pakistan (TDAP) at the Federation House on arrangements for Pakistan's participation in the Expo-2020.

The Federation of Pakistan Chambers of Commerce and Industry's SVP Mazhar Nasir regretted that though the said Expo was conceived in 2014, Pakistani exporters, the main stakeholders in this Expo were still not aware of the marketing strategy prepared by the TDAP for attracting the exporters, concessions offered to them and facilities made available for the participants.

He was of the view that there would be a great demand of different commodities such as textile, wood, cement, sanitary ware, kitchenware, carpets, stationary items, curtains, furniture and food items at the Expo because lot of construction would be taking place.

"Thus a single country exhibition in 2019 will enable Pakistan to capture the market as well as build the soft image of the country," he suggested.

Mazhar Nasir said they might also participate in this Expo with realistic ideas by spending more than \$30 million, but in that case Pakistan must ensure to be in a position to compete well with other participating countries to keep our national flag fly high. He emphasizes that for them, building the positive and bright image of Pakistan come first.

More than 180 countries are expected to participate and 25 million visitors, including 60,000 individuals per day may participate in the Expo-2020 that is expected to be held between April and October in Dubai. The event would help the participating countries to generate a wide range of business opportunities and access the regional markets.

Pakistan is expected to participate in the EXPO with the recently launched theme 'Emerging Pakistan,' conceived by the Ministry of Commerce.