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Press Release

Pakistan Pavilion Attracted Thousands Visitors at a Trade Exhibition in Malaysia

Pakistan's high quality consumer products were introduced to thirty thousand businessmen, traders and visitors at the 3 day Business and Investment Gala titled, Muslim World Biz 2010 held in Kuala Lumpur on 4-6 June, 2010.

The trade exhibition organized by OIC International Business Centre of Malaysia with active collaboration of Pakistan High Commission concluded in Kuala Lumpur, Malaysia, yesterday (6th June, 2010) with one of the largest display of Pakistani products.

Acting High Commissioner for Pakistan, Dr. Imtiaz A. Kazi while taking to the Pakistani Exhibitors, during his visit to the exhibition, said that the Muslim World Biz 2010 was an ideal platform for businessmen and entrepreneurs of Pakistan to promote Pakistani goods especially Halal products as Pakistan and Malaysia with their complementary competencies in Halal Sector were ideally placed to capture multi billion dollar international Halal markets.

He advised the Pakistani exhibitors to fully utilize this forum to introduce Pakistan's high quality products to estimated 30,000 visitors, investors and buyers from Malaysia, Asian countries, US, Europe, Central Asian Republics, China and to the representatives of 57 OIC member countries.

Earlier, the 3-day event, first of its kind was opened by former Prime Minister of Malaysia, Tun Abdullah bin Haji Ahmad Badawi and the two day conference was launched by Malaysian Deputy Minister of Prime Minister's Department Datuk Liew Vui Keong in the presence of large number of Businessmen and entrepreneurs of Malaysia and eleven participant countries.

The Malaysian Minister accompanied by the Acting High Commissioner of Pakistan, Dr. Imtiaz A. Kazi specially visited the Pakistani pavilion comprising many stalls displaying various products and showed keen interest in the exhibits displayed there including textile products, ready made garments, towels and bed sheets, handcrafts, handmade carpets, rose wood furniture and food products.

The Muslim World Biz is expected to generate RM 100 million in sales transactions. The objective of the event was to enhance the "Organization of Islamic Countries" (OIC) intra-trade which currently stood at 16.7 % of the total US\$ 2 trillion trade volume of the OIC countries.

The event served as a platform for businessmen, entrepreneurs, international investor and buyers from all over the world to explore joint ventures, investment and trade opportunities in the Muslim world as well as in other participating countries.

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