Preamble:

COMSATS Institute of Information Technology is organizing Pak-China Business Forum, 2016 to promote University Industry collaborations in business and economic sectors for the mutual benefit of both the countries. After the success of four consecutive Pak-China Business Forums in 2012, 2013, 2014 and 2015, the current forum is scheduled to be held from 19th to 22nd March 2016.

The objectives set forth for the Pak-China Business Forum are as under:
• To provide a platform for interaction between Chinese and Pakistani entrepreneurs and businessmen.
• To explore possibilities of attracting FDI from China.
• To provide business opportunities for Pakistani entrepreneurs.

It is expected that the Forum would also provide opportunity for commercialization of products and processes developed at CIIT and other participating organizations.

Prospective Participants and Workshop Themes

Prospective Participants
Following are the people likely participating in the Pak-China Business Forum 2016:
• Chinese firms (more than 250)
• Chinese firms active in Pakistan
• Pakistani business houses/SMEs
• Universities and R&D organizations with products in the thematic areas.

Workshop Themes
As the primary focus of the Pak-China Business Forum is on contemporary issues; there are certain areas which need to be focused. So, in consultation with the Chinese counterparts the themes of the Forum have been limited to the following:
• Renewable Energy Technologies
• New Energy Technologies
• Information & Communication Technologies (ICT)
• Water Conservation, Purification & Sanitation
• Biomedical Materials
• General Category

Why participate?

The main features of the event includes:
• An exhibition of products, processes and technological ideas developed at CIIT and other participating organizations;
• Products display by the local and Chinese businesses;
• Seminars, workshops and road shows;
Side meetings with Chambers of Commerce & Industry and related government entities.

Key Highlights of Past Success Stories

Pak-China event has been successful in bringing a number of Pakistani and Chinese companies at one platform for past four years. Many MOUs have been signed in these years which in turn have blossomed into successful business relations. The joint ventures of Pakistani and Chinese companies have not only increased investment opportunities but have also helped in boosting the trade between two countries. Aligned with the spirit of Pak-China economic corridor, this forum has complete support of Government Institutions such as Ministry of Science and Technology and Punjab Board of Investment.

In total, 109 successful agreements were signed in past four years which have matured into blooming businesses. These were signed in the sectors of education, marble industry, ICT, biomedical, food and textiles. Some success stories worth mentioning are as follows:

- CIIT signed a mega project of establishment of Pak China International Science and Technology & Commerce and Logistics Park costing to the tune of 1.5 billion USDollars. The project is under progress and was signed with Xinjiang No. 13 Division.
- Major agreements in food sector especially rice has increased the rice export to 300%.
- Pak-China software companies have been able to have joint ventures of investment worth 1 million USD.
- Many joint ventures have been done in the sector of energy especially renewable energy.
Invitation to Pak-China Business Forum 2016 – March 19 to 22, 2016 at Expo Centre, Lahore

With the Compliments from COMSATS Institute of Information Technology (CIIT)!

It is our profound privilege to introduce to you and invite you to 5th Pak-China Business Forum (PCBF), which is scheduled to be held from March 19 to 22, 2016 at Expo Centre, Lahore. PCBF was established by the COMSATS Institute of Information Technology (CIIT), a leading public sector, federally chartered, Degree Awarding Institute, in 2012 as a part of its efforts towards the socio-economic development of the country by strengthening academia-industry linkages as well as focusing on research, innovation and commercialization.

In the above regard, CIIT took up the challenge of enabling businessmen, entrepreneurs and academia of two brotherly countries Pakistan and China to explore opportunities for mutual benefit by establishment of PCBF, a 4-day event, which is organized every year. The event includes an exhibition to display the products, Business to Business meetings as well as thematic workshops for scholarly work. A series of 4 successful PCBF events have already been organized in year 2012, 2013, 2014 and 2015, attracting a large number of Pakistani and Chinese prominent business houses and scholars/expert besides general public. The initiative of Pak-China Business Forum has been complemented by the conferment of 1st FPCCI Achievement Award in 2013.

The 5th PCBF, 2016 is expecting participation from more than 250 Chinese companies including Food Industry, ICT & Electronics, Automotives, Chemical & Bio-Medical, Textile, Tourism, Trade Associations, Trading and Logistic, Education & Research Institutes, Banking & Investment Institutions, Construction Engineering and Manufacturing companies.

We hope the participation of your organization at 5th PCBF 2016 shall provide you ample opportunities to meet your counterpart industry from China besides introducing your products to general visitors through display in the exhibition.

Looking forward to your participation at the 5th PCBF 2016 thus supporting CIIT’s motive to promote knowledge based economy in Pakistan. For further details and registration, please see the attached Registration Form or contact:
Ms. Memoona Idrees, pcbf-meeting@ciitlahore.edu.pk
Mr. Jahangir Ahmad, pcbfexpo@ciitlahore.edu.pk

With Kind Regards,
(Dr. Usama Ijaz Bajwa)
Convener,
Local Industry Liaison Committee (LILC)
PCBF 2016.
Pak-China Business Forum, 2016

Pak-China is pleased to announce Branding opportunities for the Prospect Sponsors

The varied types of locations at EXPO Center offers interesting and high profile branding opportunities for companies throughout during the week. Sponsors also receive recognition pre- and post Week.

1. Networking with participating more than 250 Chinese companies
2. Increase in trade opportunities
3. Opportunity to have joint ventures with international Partners
4. Recognition at international level
5. Brand recognition at national level in Pre and Post

Following are the packages for branding.

**Diamond Package: (Rs. 3,000,000)**
- Guest of Honor in the ceremony inaugurated by the Chief Minister
- Full railing of mezzanine floor of any hall
- Branding space in 3 Thematics (Full coverage)
- 15 Signages on main road Fence of Expo
- Selfie Wall at Hall Entrance
- Branding space at main Entrance
- Main halls side grills
- Panels outside the Main Halls 1 and 2
- Main Entrance of Hall (two side panel)
- Exclusive Water Tank Branding along with the host
- Logo space on all supplements
- Sponsors shall be mentioned in all publicity through electronic and print media (website).
- Mention on all media coverage of the event, including any TV shows or Radio shows specifically talking about the event
- Acknowledgement on the backdrop placed at main reception area of exhibition.
- Plus Complementary Allocation of 3 stall space 10*10 feet (3*3 meter) at a single location in the exhibition hall, Gala dinner tickets 5 (to be hosted by Government of Punjab) + 10 passes of Refreshments daily.

**Gold Package: (Rs. 2,000,000)**
- Guest of Honor in the ceremony inaugurated by the Chief Minister
- Half railing of mezzanine floor of any hall
- Branding space in one Thematic (Full coverage)
- Eight Signages on main road Fence of Expo
- Fifteen Parking Grills
- Two Panels outside the Main Halls
- Recognition of logo at Main Entrance
Two Lobby walls of sponsor’s choice  
Interior Branding at Reception desk of Hall 2 (One side panel for each Gold Sponsor)  
Connection building façade Branding (One panel)  
Logo space on all supplements  
Sponsors shall be mentioned in all publicity through electronic and print media (website).  
Mention on all media coverage of the event, including any TV shows or Radio shows specifically talking about the event  
Acknowledgement on the backdrop placed at main reception area of exhibition.  
Plus Complementary Allocation of 2 stall space 10*10 feet (3*3 meter) at a single location in the exhibition hall, Gala dinner tickets 3 (to be hosted by) + 5 passes of Refreshments daily.

**Silver Package: (Rs. 1,000,000)**  
- 20 Signages on inside Fence of Expo  
- 10 Parking Grills  
- Recognition of logo at Main Entrance  
- One Lobby walls  
- Logo space on all supplements  
- Logo acknowledgment on all pre and post Marketing activities  
- one wall of auditorium  
- Acknowledgement on the backdrop placed at main reception area of exhibition.  
Plus Complementary Allocation of a stall space 10*10 feet (3*3 meter) at a single location in the exhibition hall + 2 passes of Refreshments daily.

**Bronze Package: (Rs. 500,000)**  
- 5 Signages on inside Fence of Expo  
- 5 Parking Grills  
- Logo acknowledgment on all pre and post Marketing activities  
- Acknowledgement on the backdrop placed at main reception area of exhibition.  
- Allocation of a stall space 10*10 feet (3*3 meter)

For more information:
Khazra Ejaz  
khazraejaz@ciitlahore.edu.pk  
Jawaria Fatima  
jawaria@ciitlahore.edu.pk  
042-99205081