



Centre  
International  
du Commerce  
Extérieur du Sénégal

# 17<sup>TH</sup> TRADE FAIR OF OIC MEMBERS

June 13-19-2022 DAKAR SENEGAL



## THEME

FACILITATING INTRA-OIC TRADE:

WHICH TOOLS FOR THE DEVELOPMENT OF TRADE EXCHANGES ?





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## PREAMBULE

The Islamic Centre for Development of Trade (ICDT) and the International Centre for Foreign Trade of Senegal (CICES) jointly organize the 17<sup>th</sup> edition of the Islamic Countries Trade Fair from 13<sup>th</sup> to 19<sup>th</sup> June, 2022 at The International Trade Center of Dakar (CIED).

It is the largest Islamic trade event for business operators, from both the public and private sectors, trade and investment promotion agencies, and professional associations working in several economic areas from the 57 members of the Organization of Islamic Cooperation (OIC).



## MAIN INFORMATION ABOUT THE 2022 TRADE FAIR OF OIC MEMBERS

**Name of the exhibition:** 17th Trade Fair of OIC Members

**Host country:** Senegal

**Date:** From 13th to 19th June, 2022

**Place:** International Trade Center of Dakar (CIED)

**Type:** Fair

**Scope:** International

**Participating countries:** 57

**Number of expected exhibitors:** 400

**Number of expected guests:** 20,000

**Exhibition area:** 8,000 sq.m

### Side events:

- Investment Forum OIC-Senegal
- OIC Members Investment Agencies Forum
- The Regional Workshop on Agricultural Entrepreneurship
- The Regional Workshop on the Role of the Private Sector in SPC Implementation
- The Regional Workshop on Halal Certification for African Countries
- B2B meetings on cashew, mango, pineapple, fisheries and construction products





## THE OBJECTIVES OF THE ISLAMIC COUNTRIES TRADE FAIR

ICDT and CICES have set themselves very ambitious objectives within the framework of the organization of the 17<sup>th</sup> edition of the Trade Fair of Islamic Countries from 13<sup>th</sup> to 19<sup>th</sup> June, 2022.

For the organizers, this essentially involves:

- To promote the development of economic and commercial partnerships between member countries
- To spread, disseminate and share the economic potential of member countries
- To make a tangible contribution to the development of exchanges and investments linked to trade between member countries.
- To market products and services from member countries
- To promote direct contact between economic agents of member countries
- To develop partnerships between economic agents of member countries
- To assist in the economic integration of member countries
- To work towards the deployment of exhibitions and congresses as a marketing tool between member countries



## PARTNERS





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## EXHIBITORS PROFILE

- Ministries concerned of OIC members:
  - Trade Ministries
  - Industry Ministries
  - Agriculture Ministries
- Investment promotion agencies of OIC members
- Trade and export promotion agencies of OIC members
- Chambers for Trade and Industry of OIC members
- Institutions of OIC members
- Other Institutional bodies of OIC members
- Public and private economic operators from OIC countries
  - Finance: financial institutions, banks...
  - Tourism: travel agencies, flight companies...
  - Handicrafts: cosmetics, decoration, leather, clothing, pottery, tiles...
  - Textile: clothing, linens, furnishings, bedding, packaging...
  - Leather: shoes, bags, belts...
  - Information Technology
  - Local products
  - Retail: supermarkets, distributors...
  - Food industry
  - Hygiene and wellness care
  - Building materials and electricity
  - Transport and logistics
- VIP guests
- Economic operators of Islamic communities of non-member countries
- Media partners

## VISITORS PROFILE

- Host country authorities
- Representatives of institutional bodies of member countries
- Sectorial decision makers: food industry, textile, leather...
- Industrials
- Tourism decision makers and professionals
- Managers of retail companies
- Craftsmen
- Organizations of non-member countries having observer status in the OIC
- Other professionals from economic sectors of non-member countries after consultation with organizers (ICDT and CICES)





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## GENERAL DESCRIPTION OF THE ISLAMIC COUNTRIES TRADE FAIR (TFOIC)

The Islamic Countries Trade Fair is one of the major annual events organized by the Islamic Centre for Development of Trade (ICDT) for trade promotion and cooperation between the 57 member countries of the Organization of Islamic Cooperation (OIC). It is a platform for exchanges between professionals in the business community who share common values in terms of cooperation and development in accordance with the ethics, values and principles enacted by Islam in terms of exchange of goods and services.

The 17<sup>th</sup> edition of the Fair, which promises to be grandiose in Senegal stepped in history and point of intersection of trade between West Africa and the rest of the world, will welcome the presence of many renowned personalities from the business world from both the public and private areas.



## THE INTERNATIONAL TRADE CENTER OF DAKAR (CIED)

The International Trade Centre of Dakar is a modern and ergonomic architectural masterpiece composed of 2 sections:

- The Exhibition Centre
- The Convention Center (that can accommodate up to 2 000 participants)

The Exhibition Center of The International Trade Center of Dakar has a covered area of close to 27,000 square meters with large modulable spaces within 13 pavilions (including 2 allowing large-scale gatherings) and 29,000 square meters of outdoor exhibition area. It meets international standards to provide participants with a high quality of service. Meanwhile, the Convention Center is comprised of several conference rooms that can accommodate up to 2,000 participants with 2 catering areas and 1 VIP room to welcome VIP guests.

Many fairs have already taken place there, from specialized fairs to commercial events of all kinds thanks to its infrastructure, its modularity the skills of an experienced and highly qualified staff in terms of reception and organisation of events.



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## FACILITIES ACCESS, TRANSPORT, CUSTOMS AND FACILITIES

**The International Trade Centre of Dakar offers multiple advantages to participants:**

- Proximity to road and airport access (located between the Dakar "VDN" Road and the Airport Road)
- Provision of a passenger transport fleet between International Airport of Dakar and the Fair site (CIED) under the name "CICES TRANSPORT"
- A large parking capacity
- Facilities for getting around Dakar and its surroundings
- A special customs office within the CICES premises
- Liquidation of customs revenue
- Customs brokers (forwarding agents) for entry-exit formalities, storage, delivery, packaging and reshipment of goods
- Preferential rates for accommodation and amenities "CICES HEBERGEMENT"
- Large catering capacities with two restaurants within the site





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## KEY NUMBERS

-Nearly 6 hectares dedicated to the Fair, half of which is covered and air-conditioned, including:

1

LARGE EXHIBITION  
CENTER

1

CONVENTION  
CENTER

20 000

EXPECTED  
VISITORS

1

ADEQUATE PREMISES FOR STORAGE  
OF GOODS AND B2B MEETINGS

400

EXHIBITORS

6

CONFERENCE ROOMS (INCLUDING THE AFRICAN  
UNITY ROOM, AN AUDITORIUM WITH MORE THAN  
1,000 SEATS)

## HOW CAN WE ACCESS IT ?

The International Trade Center of Dakar (CIED) is ideally located between the International Airport of Dakar and the city of Dakar and can be reached in a few minutes by car or urban transport from the International Airport of Dakar or in about 20 minutes from the city of Dakar via the VDN Road.

## SECURITY

CICES guarantees the safety of all participants on the site of the Fair and nearby:

- Gendarmerie
- Directorate of Civil Protection
- Police
- Firefighters
- Security personnel

## HEALTH AND SAFETY PROTOCOL

Any participant wishing to travel to Senegal must have a complete vaccination plan OR a valid negative PCR test (less than 72 hours)

The staff of the Fair, very experienced, is already aware of all health measures and barrier gestures.



# 17<sup>TH</sup> TRADE FAIR OF OIC MEMBERS

June 13-19-2022 DAKAR SENEGAL

## ORGANIZERS



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