



## **Palestine Trade and Business EXPO 2014**

*“Doing business with Palestine: Support and solidarity”*

**Istanbul – Turkey**

**25-28 November 2014**

[www.idbgbf.org/palestine-2014](http://www.idbgbf.org/palestine-2014)

### **About the Palestine Trade and Business EXPO 2014**

In conjunction with the 2014 COMCEC Ministerial meetings, the Palestine Trade and Business EXPO 2014 will be jointly organized by the IDB Group and TOBB in close cooperation with the COMCEC Coordination Office in Ankara and the Palestinian Authority. The EXPO 2014 will provide the opportunity to major Palestinian business owners and traders to exhibit their services and products to participating delegates and attendees of the COMCEC Ministerial meetings which is scheduled to take place in Istanbul on 27-28 November 2014 in the EXPO 2014 will attempt to showcase Palestine as a promising investment destination and will also focus on presenting Palestinian best practices and business success stories. The location of the EXPO will be set up inside ICC in close proximity to the venue of the Opening Plenary of the COMCEC Ministerial Meeting so as to allow H.E. the President of Turkey and other participating dignitaries to inaugurate as well the EXPO.

The EXPO 2014 aims to strengthen the business and trade ties between Palestine and OIC countries by attracting investment and trade into Palestine. Furthermore, the EXPO 2014 will represent a unique opportunity to Palestinian and OIC investors, business people and policymakers to network and establish business relations with their counterparts and other leading representatives from the business and trade communities in order to explore together the many investment and trade opportunities that Palestine offers.

The EXPO 2014 at reinforcing the position of Palestine on the world investment and trade map by highlighting available profitable business and trade opportunities in the West Bank and Gaza. The EXPO 2014, furthermore, will avail the opportunity to the OIC business and trade participants to meet with their counterparts in Palestine in order to explore together the possibilities of joint potential business and trade opportunities.

### **Format & Structure**

The EXPO 2014 will be designed in an attractive format in a form of exhibition stands to allow the participating Palestinian business owners and traders to showcase their products and services. Special designated areas in parts of the EXPO 2014 will be set up to allow for business-to-business meetings between Palestinian participants and their potential partners and counterparts.

Within the EXPO framework, a special side session on investment and trade in Palestine will be organized, probably as a pre-event on 26 Nov., where a window will be given to the Palestinian Investment Authority to present available business and trade opportunities, and to allow as well for presentation of success stories on doing business in Palestine.

### **Participation**

The EXPO 2014 is expected to bring together under the same roof a selected group of distinguished Palestinian business owners and traders (about 20-25 invitees) along with participating private sector representatives and members of the Board of the Islamic Chamber of Commerce, Industry and Agriculture (ICCIA) who will be convening their annual meeting around the same period.

## **Networking Coffee breaks and Lunch**

In addition to the B2B meetings, the EXPO will be an ideal place for networking which will provide ample opportunities to start new business and trade opportunities between the participants. The networking coffee breaks and lunch will bring together all participants attending the EXPO in a more informal setting to find ways in which they can work and do business together.