

FRENCH NEWS



**Hyperstar
in
Pakistan**

Dubai Majid Al Futaim Group (MAF, partner of Carrefour) has launched its first hypermarket "Hyperstar" in Lahore in May 2009. Within the framework of its business expansion in Pakistan, MAF plans to open a second mega-store "Hyperstar" in Karachi in mid 2010.

L'ORÉAL

**L'Oréal Paris bring their 100 years of
beauty and innovation to Pakistan**

L'Oréal Paris, the world's leading beauty brand, launched in Karachi and Lahore in October 2009, their 100 years of beauty and innovation. This event highlighted their tradition of celebrating beauty, cultivating technical expertise and defining glamour in line with their international acclaim for 100 years of sophistication and beauty.



**SDV International
Logistics creates
SDV Pakistan**

SDV International Logistics has teamed up with the World Wide Logistics Limited Group to create the SDV Pakistan which began operations on 1st June. SDV Pakistan, with head office in Lahore, has offices in Karachi and all over Pakistan. It offers a comprehensive range of services - sea and air imports/exports, customs, logistics, industrial projects.

French Technology



**Animal Feed &
Hygiene Products**

E-mail: areocreux@olmix.com

Olmix is a leading French company producing animal feed additives as well as products to ensure livestock facilities hygiene and welfare. The company also offers its expertise to ensure water quality for aquaculture (fresh water and/or salt water farming).



Water Treatment Solutions

E-mail: siege@eaupure.fr

L'Eau Pure offers a complete range of products and services for: drinking water purification, urban waste water management for small and medium-sized facilities, industrial waste waters treatment, rain / overflow water pumping and treatment solutions. Furthermore, L'Eau Pure deals in the distribution and maintenance of biogas storage tanks.



Infant & Adult Nutrition Products

Web site: <http://www.cofranlait.fr/FR/index.html>
Nutribio has expertise in conception, formulation, production and packaging of human nutritional products. For infants, Nutribio offers milk, cereals, beverages, dehydrated meals and in the adult dietetic category, it offers slimming diets, sport foods and food supplements. In addition, the company also offers a variety of hot drinks (coffee, flavored drinks, cappuccino etc.)

Economic Department News

Perfume and Cosmetic Sector Guide

The Departments of Economic Affairs in South Asia have carried out a comprehensive guide on Perfume and Cosmetic Sector in India, Pakistan, Sri Lanka and Maldives. The purpose is to make available to the interested French companies a selection of the key players in this field, allowing them to develop their business contacts on these markets. This document is published by UBIFRANCE (January 2010).

France: A leading player in international professional business events

(Source : Invest in France Agency - contact : Economic Department in Karachi)

In terms of their number, size and prestige, France's fairs, trade shows and conferences give foreign companies opportunities to expand their businesses by determining whether a market is worthy of an initial investment or further post-investment expansion.

• France: A major player in Europe

Popular events

Fairs and trade shows attract many foreign companies to France: in 2008, over 31,000 exhibitors from businesses based outside France attended 490 trade shows which drew nearly 763,000 foreign visitors.

	Trade Shows	Fairs	Conferences	Total events
Number	490	68	9	567
Exhibitors	118,000	30,800	535	149,300
Foreign exhibitors	31,235 (26.5%)	2,645 (8.6%)	N/A	33,880
Visitors	9,886,900	6,070,450	20,860	15,978,210

(Source: Augier Report, 2009)

→ The "Fairs, trade shows and conferences" industry in France accounts for 3,356 companies, over 12,000 employees and a combined turnover of nearly €3 billion.

→ The trade shows and conferences sector has an economic spillover effect of some €7.8 billion in total.

An international focus driving growth in the sector

The number of foreign businesses attending trade shows in France is rising sharply: up 12% in 2007 and up again in 2008 by 18.7%. The proportion of foreign exhibitors at B2B events rose from 38% to 41.5% in 2008.

Sources of foreign visitors and exhibitors

	Visitors	Exhibitors
European Union	62.4%	66.9%
Other European countries	4.1%	1.9%
Asia + Oceania	14.4%	18.5%
Americas	9%	8.6%
Africa	5.4%	3.4%
Unidentified	4.6%	0.1%

Source: Office de Justification des Statistiques (OJS) 2008

Events that generate results

A quarter of foreign exhibitors attending fairs, trade shows and conferences in France generate over 30% of their turnover. The vast majority of companies investing in France did so after attending a French trade show. (Source : French National Committee for Fairs, Trade Shows and Conferences- March 15, 2007)

• Paris/Ile-de-France, Europe's hub for business tourism

France's capital region is a leading international venue for professional business meetings and events and is one of the world's top destinations for business tourism. Over 11 million people visited the area in 2008 (Paris Region Economic Development Agency, June 2009). The Paris metropolitan area is ranked number one in Europe for international conferences, ahead of Brussels, Vienna and Barcelona (Union of International Associations, June 2009).

Exceptional exhibition and meeting venues

With over 600,000 m² of space available, Paris / Ile-de-France is ranked number one in Europe for available exhibition space.

The Paris Nord Villepinte Exhibition Center has embarked on a development plan which will extend the event hall from 210,000 m² to 350,000 m² to make it suitable for very large events. The first 36,000 m² extension is due to open in 2010. (Source: Paris Chamber of Commerce and Industry - 2009)

Easy access and superb accommodation

With two international airports (Paris-Charles de Gaulle and Paris-Orly), one business airport (Paris-Le Bourget) and seven high-speed TGV train stations, Paris and the Ile-de-France region are easily accessible. Many major European cities are less than three hours away: London (2hrs 15mins) and Brussels (1hr 25 mins) by train, Madrid (1hr 30 mins) by plane. Flights between Paris and all major European cities can be booked through a number of different airlines.

Thanks to its great capacity (2,340 hotels and 148,500 rooms) offering visitors a great variety of quality places to stay, hotel accommodation in the Paris region is among the best in the world. (Source: KMPG 2009) With a view to encouraging growth in the business tourism sector in Paris, VIPARIS was formed in 2008 to manage 10 venues in the Paris region : www.viparis.com

→ On December 8, 2009, fifteen hotel groups representing 475 hotels and over 60,000 rooms in Paris and the Ile-de-France region signed a Charter for Hosting Large Professional Business Events in Paris, with a view to increasing the number of professional conferences held in the area. The hotel groups have agreed to offer

conference attendees preferential terms covering accommodation issues such as deposits, cancellations, the number of rooms guaranteed years in advance and transparent pricing policies.

• Throughout France, trade shows and conferences are spearheading industries of excellence and innovation clusters

France's regions also play host to a number of events for domestic and international audiences, such as:

- The SIMODECMechatronics show >>in La Roche-sur-Foron attended by all the economic players in this sector, many of whom are located in the Arve Valley (Rhône-Alpes region);
- The SIRHAfood and catering exhibition >>in Lyon (Rhône-Alpes region);
- Micronora, >>the international microtechnology trade fair in Besançon (Franche-Comté region);
- The Salon du Végétal >>(Horticulture Fair) in Angers, supported by the Végépolys innovation cluster (Pays-de-la-Loire region);
- Vinexpo >>wine exhibition in Bordeaux (Aquitaine region);
- SPACE, >>the international trade fair for livestock in Rennes (Brittany region);
- Medical research >>in Montpellier, supported by Eurobiomed, the first inter regional innovation cluster for health (Provence-Alpes-Côte-d'Azur and Languedoc-Roussillon regions).

Examples of fairs and trade shows in Cannes, Lille and Lyon

Cannes. *Marché du Film (May 15-23, 2009): over 10,000 participants ; MIPCOM (October 5-10, 2009): over 12,000 visitors from 102 countries ; MIPIM (March 10-13, 2009): over 17,600 visitors from 79 countries ; MAPIC – Global Market for Commercial Real Estate Professionals (November 18-20, 2009): over 6,700 visitors from 66 countries ; TFWA World Exhibition (October 18-23, 2009): over 5,000 visitors).*

Lille. *Environord (Environment): in 2008, 150 exhibitors and over 5,000 decision-makers and purchasers from industry, construction, distribution and local authorities ; VAD – E-commerce (October 13-15, 2009): over 250 companies exhibiting and 11,000 domestic and international visitors ; Tissu Premier (September 2-3, 2009): over 4,100 visitors ; Tourissima (February 13-15): 39,000 visitors.*

Lyon. *FIP – International Plastics Forum - (June 16-19, 2009): over 400 exhibitors from the plastics industry, almost 6,000 visitors from 4,650 companies, 10% of whom were from outside France ; Europack – Euromanut, Solutions and Equipment for Industry and Distribution Packaging, Processing, Storage and Handling (November 17-19, 2009): 282 exhibitors and companies*

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HBL



Jahan Khwab, Wahan HBL

"mera watan ka khwab"

"Mera Watan Ka Khwab" is a children's art gallery. In August 2009, children between 6-11 years submitted their artwork to illustrate this theme. HBL displayed these artworks on billboards throughout the country. This image is one of many received from these aspiring young artists.



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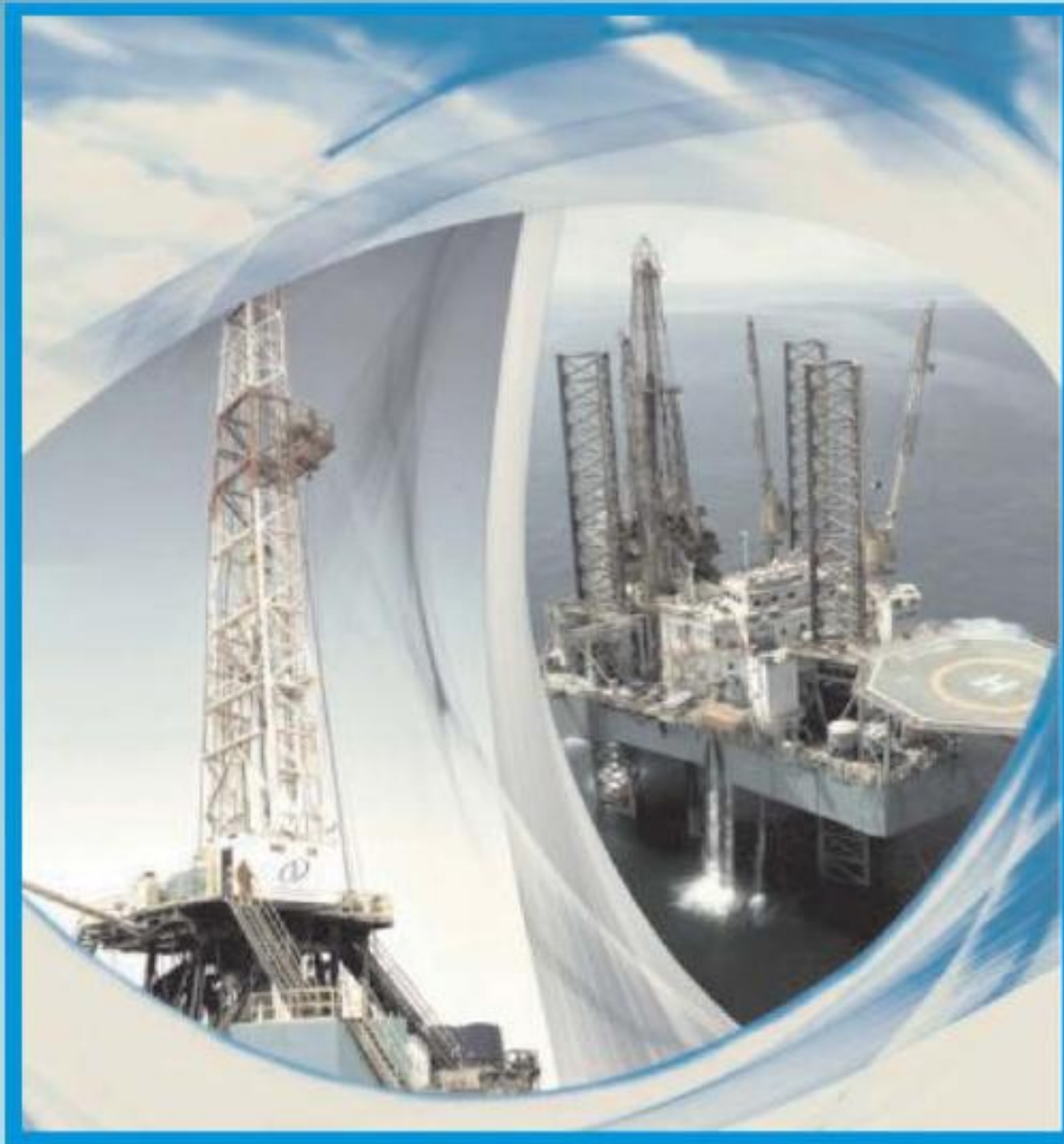
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