

MARDAN SOLAR^eXPO

"Solar Expo: Where Sustainability Meets Innovation"

Hosted By:



Organized By:



For more Detail:

MARDAN CHAMBER OF COMMERCE & INDUSTRY
PH: +92-937-9230215, FAX: +92-937-9230214
PRESSCO ENTERTAINMENT | 0313-9414025
IDEA VISION | 0345-6206841, 0300-9085789



ILYAS GRACE MARQUEE

Mukam Chowk Mardan, Khyber Pakhtunkhwa

Mardan Chamber of Commerce & Industry (Mardan CCI)

Mardan Chamber Of Commerce
& Industry Mardan Division



INTRODUCTION

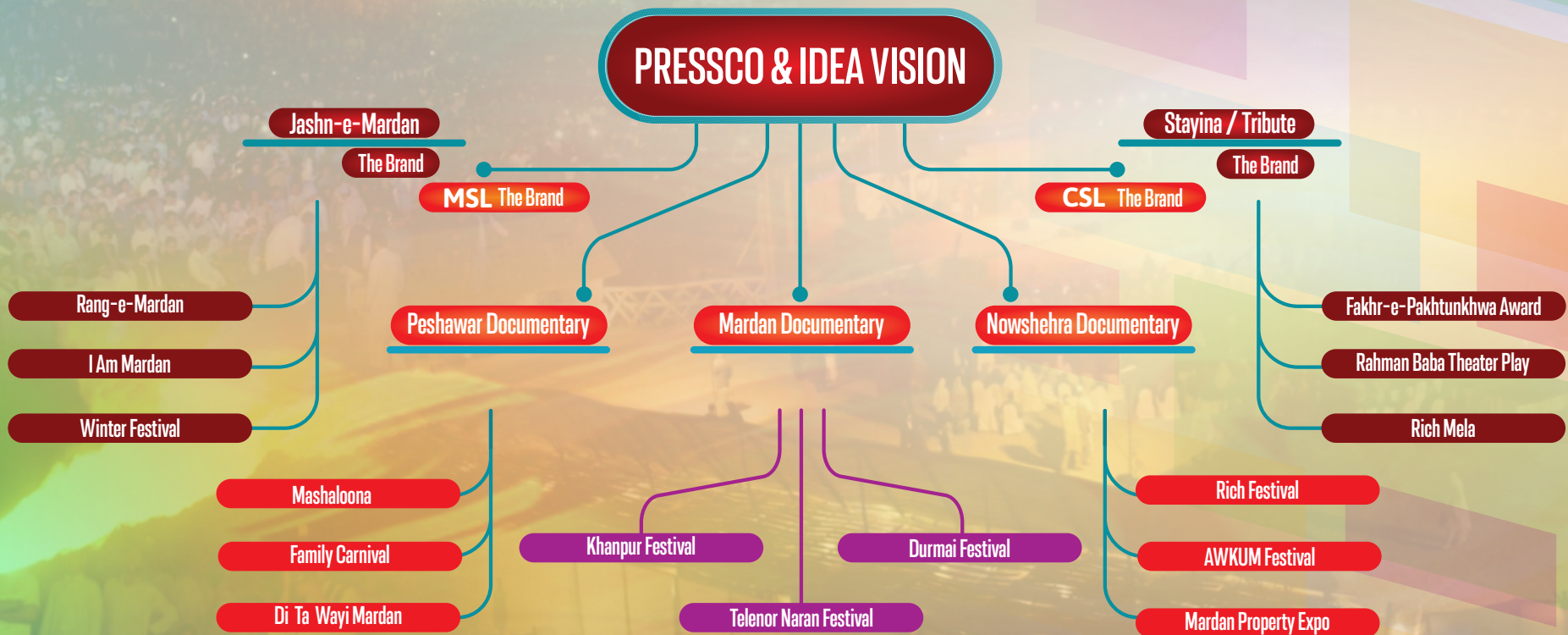
Prior to the year 1994 industrialist and traders were enrolled as members by Sarhad Chamber of Commerce & Industry Peshawar. The idea to have a separate chamber for district Mardan was given by one of the prominent industrialist namely Haji Naseem Ur Rehman Chief of Saleem Group of Industries. He joined hands with well known traders of Mardan and this job was entrusted to one Haji Sultan Mohammad Mohmand one of a trader having arms and ammunition business and his associates. The feasibility report was prepared by Mr. Fazal Muhammad Secretary General holding a Master Degree in Economics and Statistics as well as having rich experience of over 45 years in banking and industry. This feasibility report was submitted to the Ministry of Commerce, Government of Pakistan while Shaheed Muhtarma Benazir Butho was the Prime Minister of Pakistan. Although the feasibility report was approved by the Ministry Concerned but for political reasons, the the-then minister of commerce was reluctant to issue a license for the establishment of this chamber. However the PPP Government was toppled by the the then President late Mr. Farooq Ahmad Khan Laghari and a caretaker government took over the control of the country. Dr. Muhammad Zubair Khan a caretaker Minister for Commerce, in fact, issued a license for the establishment of this chamber. Accordingly the chamber after completion of all legal formalities was formally inaugurated January 21, 1997 in a rented building. All the initial expenses were being met by a prominent group known as Saleem Group of Industries. At the outset more than 600 members belonging to Associate Group were enrolled as members apart from industries. Haji Sultan Mohammad Mohmand was elected as its first president. He made sincere endeavors in the formation stage of this chamber. However certain differences develop between the two groups which retarded its growth. Going through all these crises, the chamber was able to establish its links with all embassies and chambers throughout the country. Despite the challenges and financial constrains, the management of the chamber and sincere efforts of the staff members made considerable progress to achieve the objects of promotion of trade and commerce. Recognizing the efforts of the chamber and its importance the Honorable Chief Minister Mr. Ameer Haider Khan Hoti not only donated a valuable piece of land but also granted a financial aid for the construction of five stories building at a prominent place. This building is now in its final stage. It will be a major source of income of the chamber.

PRESCO Entertainment and IDEA VISION Communication



INTRODUCTION

Presco Entertainment and Idea Vision Communication are two established companies in Pakistan, specializing in events management and advertising. With over two decades of experience, they have built a strong reputation for delivering successful events in various cities of Khyber Pakhtunkhwa, both in collaboration with government entities and private organizations. Their expertise in event management and advertising has likely enabled them to effectively promote and execute events such as conferences, trade shows, product launches, and more. It's impressive that they have maintained a successful track record over the years, and I'm sure they will continue to thrive in the industry.



MARDAN SOLAR EXPO 2024

INTRODUCTION

The exhibition will attract key industry leaders, local governments, manufacturers, suppliers, traders, contractors and partners from all over Pakistan. It will highlight the latest innovations in the solar and sustainable energy field by offering a unique platform to forge partnerships between public and private sectors to develop innovative solutions. Consumers are being attracted towards the low-cost power resources. Commercial as well as industrial units are opting for solar-based power generation, which is now the cheapest source of energy and the cost of such production unit has gone below the gas-based power plants. SOLAR Pakistan is the only dedicated platform to bring the latest solar innovations and showcasing the largest solar projects in region providing a unique platform in building partnerships with all government and private sectors in pursuing innovative solutions.

AGENDA

Exhibition of solar products and services

Keynote speeches and panel discussions

Workshops and training sessions

Networking opportunities

Product demonstrations and displays

PROGRAM HIGHLIGHTS

Exhibition Stalls:

Discover innovative technologies and products from leading national and multinational solar companies.

Keynote Speeches:

Gain insights from world-renowned experts at the forefront of solar energy research and development.

Panel Discussions:

Participate in discussions on the latest trends, challenges, and future prospects of the solar industry.

Ideas Competition:

Celebrate academic excellence with awards for outstanding contributions to solar technology.

EXCLUSIVE OPPORTUNITIES

- ◆ Workshop and seminar time slots.
- ◆ Exclusive branding in the main entrances to the exhibition.
- ◆ Company literature will be distributed among event attendees.
- ◆ Roll up banners & Digital LED Standee will be displayed in the venue.
- ◆ Exhibitor, visitor and delegate badges, lanyards and carrier bags.
- ◆ Advertisement in the show catalogue, Which will be distributed among event attendees.

ONSITE BRANDING

- ◆ Logo displayed on banners inside and outside the exhibition area.
- ◆ Logo displayed on event signage in strategic locations.
- ◆ Press conferences and media centre.
- ◆ Advertisement through various streams like flyers, steamers, social Media, TVCs and news talks



TARGET AUDIENCE

- ◆ Solar industry professionals
- ◆ Government officials
- ◆ Environmental organizations
- ◆ Consumers and homeowners
- ◆ Entrepreneurs and business owners

ADDITIONAL FEATURES

- ◆ Solar Innovations Awards
- ◆ Cultural Night
- ◆ Family Fun Activities

OBJECTIVE

To promote sustainable energy solutions, showcase innovative solar technologies, and connect industry experts, entrepreneurs, and consumers in Mardan and beyond.

ACTIVITIES PLAN

EXHIBITION ON

Solar Panels.
Solar Inverter
Solar Charger
LED Solar Lights
Solar Electronics
Solar Storage Batteries
Solar Panel Maintenance
Solar Workshop Training



TRADITIONAL & CULTURAL ACTIVITIES

- ◆ Rabab Music
- ◆ Ghazal Night
- ◆ Neelam Ghar





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Pakistan is counted among those countries which are suffering from energy crisis. Due to the rapidly increasing population growth and not reverting to new electricity projects, people diverted towards solarization in Pakistan, apart from domestic use industrial units are also adopting solar technology. Considering the need of the hour Mardan Chamber of Commerce and Industry is organizing Solar Expo in Mardan being the second largest city of Khyber Pukhtunkhwa province, Mardan is a business hub surrounded by a number of industrial and commercial units. It is hoped that an initiative taken will prove to be a milestone not only for the solar industry, SME but also for the general public as well.

ZAHIR SHAH
President
Mardan CCI



	PLATINUM	GOLD	SILVER
1 Stall	500,000	300,000	150,000
2 Bill Boards Outdoor Advertising	✓	✗	✗
3 Exclusive Steamers' Outdoor Advertising	✓	✓	✓
4 Flyers Outdoor Advertising	✓	✓	✓
5 Venue Branding Outdoor Advertising	✓	✗	✗
6 Stage SMD Screen Indoor Advertising	✓	✓	✓
7 Stage Announcements Indoor Advertising	✓	✓	✓
8 Prime Time Stage Show Indoor Advertising	✓	✗	✗
9 Standees Indoor Advertising	✓	✗	✗
10 Social Media (Paid Promotion)	✓	✓	✗
11 TVC	✓	✗	✗
12 Exclusive Advertisement Main Stage Activities	✓	✓	✗
13 Exclusive Digital LED Standee	✓	✓	✓
14 Exclusive workshop & Seminar Slots	✓	✗	✗
15 Exclusive Branding entrance Gate	✓	✗	✗
16 Balloons Decoration Stalls	✓	✓	✗
SPONSORSHIP PACKAGES AMOUNTS	1.5Million	1.0Million	0.5Million

Shell Stalls

Stall size 10x10, 2-Chairs & 1-Table



Customize Stall

Extra Charges, Make Your own Plain



For
More
Detail

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