



2014 T F

OIC Tourism Fair

2nd Tourism Fair of the OIC Member States

Exhibitions Grounds and International Trade Center of Kram - Tunis - Tunisia

23 - 26 april 2014



Organised by



Islamic Centre for Development of Trade

M.A.P

Marketing, Advertising & Publlishing

Under the auspice of the Tunisian Ministry of Tourism

2nd Tourism Fair of the OIC Member States

23-26 april 2014

Exhibitions Grounds and International Trade Center
of Kram - Tunis - Tunisia



The Islamic Centre for Development of Trade (ICDT) and the Tunisian Company «Advertising & Marketing Publishing» (MAP) will organize under the aegis of the Ministry of Tourism of the Republic of Tunisia, the Second Edition of the Tourism Fair of the OIC Member States from 23rd to 26th April 2014 in Tunis, Tunisia, under the theme «ITF Civilization and Modernity».

The objective of this fair is to strengthen cooperation and partnership between the OIC Member States in the tourism sector, to promote the historical monuments and tourist sights of Member States and to encourage investment and partnership in this sector.

This fair is open to all states, communities and organizations wishing to develop their cooperation with the OIC Member States and promote their tourism in the Islamic world. It falls within the framework of the efforts aiming at promoting trade and investment among the OIC Member States in order to achieve the objectives of the Ten Year Programme of Action of the OIC, adopted by the 3rd Extraordinary Islamic Summit Conference of the OIC, held in December 2005 in Jeddah - Kingdom of Saudi Arabia, particularly the objective of raising the share of intra-OIC trade in the overall trade of Member States to 20% by 2015.

Organization of Islamic Cooperation (OIC)



The Organization of Islamic Cooperation numbers 57 Member States spread over four continents. It is the second largest intergovernmental organization after the United Nations (UN). It was created on 25th September 1969 under the name «Organization of Islamic Conference» and has changed its name and emblem on 28th June 2011. Its headquarters are located in Jeddah, Kingdom of Saudi Arabia.

Islamic Centre for Development of Trade (ICDT)



It is a subsidiary organ of the Organization of Islamic Cooperation (OIC), which was established in January 1981 and entrusted with the main goal of promoting trade and investments among the OIC Member States. It is headquartered in Casablanca, Kingdom of Morocco.



OIC Tourism Fair

Welcome to the «OIC Tourism Fair»

2nd Tourism Fair of the OIC Member States

23-26 april 2014

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The Second Tourism Fair of the OIC Member Countries will be held From Wednesday 23rd to Saturday 26th April 2014, at the Exhibitions Grounds and International Trade Centre of Kram in Tunisia, in the northern suburbs of Tunis, 15 minutes from downtown and the international Airport «Tunis Carthage».

«OIC Tourism Fair»: civilisation and modernity

This second edition of the «OIC Tourism Fair» shall be held under the theme: «Civilization and Modernity» for:

- Exhibiting the added value brought by tourism in the economic, social, cultural, environmental, sports and human development of any country in the world.

- Showing that any country can have a tourist industry and develop accordingly its natural resources and make known its customs and traditions.

Thus, civilization and modernity are the keywords of the «OIC Tourism Fair» in 2014.

«OIC Tourism Fair»: strategic exhibition

Being a Mediterranean, African, and an Arab Maghreb country, Tunisia holds a place of choice and a strategic position in the world tourism in general, and in the Mediterranean, African and Maghreb tourism in particular. Its geographical location will contribute to the success of the Second Edition of the «OIC Tourism Fair» and will confer to it an international vocation. The fact of Participating in the «OIC Tourism Fair» as an exhibitor or a visitor constitutes an opportunity to discover and get in touch with the five continents of the world.

«OIC Tourism Fair»: a market where all products can ben exhibited

«OIC Tourism Fair» is the market for all tourism products, seaside, ecological, cultural, Saharan, sports, social, business tourism, conferences and incentives, health and wellness, outdoor sports, golf, yachting, hunting, diving and water sports, leisure center and entertainment, as well as services providers related to the organization of trips and holidays.

«OIC Tourism Fair» is the exhibition of all tourism components:

Hotels and any types of accommodation, catering and any food, travel and all its organs of production and marketing, transportation and all means of transport mode, ministries, boards, federations and associations and all administrations.

...and vistors from all over the world

Visitors to the «OIC Tourism Fair» coming from all over the world; the OIC Tourism will be the meeting place of tourism, travel and leisure operators and businessmen.

They are professionals and tourism operators, policy makers and employees of the tourism sector, producers and distributors of services and means that bring happiness; experts, executives, researchers and students.

They are also businessmen, investors, promoters, manufacturers, industrialists and marketers. They come from all sectors and backgrounds.

«OIC Tourism Fair» is also open to the general public.

5 exhibitions in one...

Exhibitors and visitors of the «OIC Tourism Fair» will benefit from four other exhibitions to be held on the same date and place: MIT (Tunisian tourism fair), «Tunisia Boat Show» (boating and cruise), «Tunisia Spa Expo» (hydrotherapy and thalassotherapy), «Tunisia Golf Show» and «Horeca Expo Tunisia» (hotel equipment and services).

Forum

Concomitantly with the «OIC Tourism Fair», an international forum will be organized in partnership with the World Tourism Organization (UNWTO) on the theme: «Tourism Vector of Reconciliation between nations and peoples».

In addition, seminars, workshops and B2B meetings are scheduled on the sidelines of the exhibition.

The «OIC Tourism Fair» will be organized by:

- Tunisian Marketing Advertising & Publishing Company (MAP) which will also organize the five exhibitions mentioned above, it publishes the magazine «Tourist Info» and «Tourism Directories» and is promoter of «The Tunisian Tourism Observatory»;

- The Islamic Centre for Development of Trade (ICDT)

The «OIC Tourism Fair» in short

- 2nd edition
- 4 days: April 2014, Wednesday 23rd, Thursday 24th, Friday 25th and Saturday 26th
- Exhibitions Grounds and International Trade Centre of Kram, Tunis - Tunisia
- Opening hours: from 10:00 am to 7:00 pm - during the four days.



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www.oictourismfair.com

For more details on the Fair, please contact organizers:

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