



## **GUIDELINES FOR MULTIMEDIA EXHIBITION**

### **Asia-Pacific Trade Facilitation Forum 2017**

### **5-6 September 2017, Yogyakarta, Indonesia**

#### **THE EXHIBITION**

- The APTFF 2017 Multimedia Exhibition will take place on the side of Asia Pacific Trade Facilitation Forum 2017 from 5-6 September at the Royal Ambarrukmo Hotel, Yogyakarta, Indonesia.
- Public and private sector organizations involved in trade facilitation, paperless trade, logistics or any sector related to trade facilitation will showcase their projects, initiatives, publications with an objective to exchange knowledge and good practices in paperless trade solutions and trade facilitation policies. Showcase of individual company's products and services are not allowable.

#### **OBJECTIVE**

- Enable sharing of experiences and knowledge on paperless trade, trade facilitation and related topics.
- Introduce projects, initiatives, lessons learned, recommendations, policy measures and facilities related to trade facilitation and paperless trade.
- Exchange of views between public and private stakeholders.

#### **WHO WILL VISIT THE EXHIBITION?**

- Each year the Asia Pacific Trade Facilitation Forum attracts over 250 senior government officials, paperless trade experts, trade facilitation and logistics service providers, staff of development financing institutions and other organizations agencies providing technical assistance and capacity building activities on trade facilitation and paperless trade. Over 30 countries from South, Southeast and Central Asia are expected to be represented during the APTFF 2017. In particular senior trade and customs officials directly involved in trade facilitation and single window development initiative in their respective countries.

#### **WHAT CAN BE EXHIBITED?**

- Information and videos showing case studies, completed projects and other initiatives can be exhibited. Commercial products or services cannot be exhibited. However, contact information of the exhibitors can be provided.
- Only the following tools can be used: leaflets, posters, x-banners, publications, TV screens, and laptops.
- For APTFF exhibitors, the cost will be kept to a minimum through a special arrangement; hence the guideline for exhibit content should be strictly followed.

#### **BOOTH AND FACILITIES (please see attached details)**

- Size of standard booth: L3m x W2m x H2.5m, including chairs, table, table skirt, dustbin.
- Company Name: Fascia board with organization's name.
- Facilities available: Free Wi-Fi, cloak room, goods lift. (provided by the hotel)
- Additional rental items available from the service provider upon request.
- Room for exhibitor briefings may be available upon request. (provided by the hotel)

## KEY HIGHLIGHTS

- The APTFF 2017 Multimedia Exhibition provides:
  - Global, regional and national exhibitors with a unique opportunity to showcase your services, innovations and activities in front of global audience.
  - The opportunity to learn about the projects, practices, services, facilities and of trade facilitation service providers, trade promotion bodies, international organizations and government agencies, researchers, as well as development/donor agencies.
  - Detailed information and readymade access to trade facilitation tools, guides, publications, reports and case studies.
  - The opportunity to deliver a presentation followed by question and answer.
- In addition to the Exhibition, exhibitors have the opportunity to attend:
  - APTFF 2017 Sessions during 5-6 September - the main event on trade facilitation and paperless trade to participate in interactive discussions, listen to expert presentations and networking with government officials, private sector service providers and international development agency representatives.
  - Study visit to a place related to trade facilitation

## WHO CAN PARTICIPATE IN THE EXHIBITION?

- Private sector organizations involved in paperless trade solutions, logistics services, trade related infrastructure services, sectoral services (e.g. electronic traceability for food products), consulting services and other related areas.
- Public sector organizations involved in trade facilitation including national trade and transport facilitation committees, accreditation bodies, standards institutions, development/donor agencies, international organizations, research institutions/think tanks and other relevant organizations.

## REGISTRATION

- To download the registration form, please visit <https://unnext.unescap.org/content/exhibition-trade-facilitation>. **Deadline for application is 16 August 2017.** Kindly send completed registration forms to [agyeben@un.org](mailto:agyeben@un.org) and [siriboon@un.org](mailto:siriboon@un.org) with copy to [nismaraevent@gmail.com](mailto:nismaraevent@gmail.com).
- A fee of **IDR 1.250.000 (approx. 94 USD)**/ booth for entire duration of the exhibition will be charged by the booth constructor. Instructions on how to complete payment will be communicated upon registration.
- Exhibition space is very limited. They will be allocated by organizers according to (1) relevance of the service/exhibit for forum participants, (2) timeliness and completeness of application, and (3) type of organization applying.
- For more information about Asia Pacific Trade Facilitation Forum and the Exhibition, please contact: Ms. Maame Agyeben ([agyeben@un.org](mailto:agyeben@un.org)) and Ms. Lalita Siriboon ([siriboon@un.org](mailto:siriboon@un.org)), Trade and Investment Division, UNESCAP.

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