

PAKISTAN'S FIRST EXPORT-ORIENTED PLATFORM FOR THE HAJJ & UMRAH ECONOMY



Pakistan Hajj and Umrah
—Exhibition—

3rd PAKISTAN HAJJ & UMRAHTM EXHIBITION 2025

#pakhajj26

#phuExhibition

Pakistan's Gateway to the Global Hajj & Umrah Economy
Bringing together all stakeholders of the Hajj & Umrah industry
under one roof. Showcasing Pakistan's export potential
in Hajj & Umrah Industry.

24th-26th OCTOBER, 2025

EVENT ORGANIZER



EVENT PARTNERS



PAK-CHINA FRIENDSHIP CENTRE, ISLAMABAD

WWW.PHUEXHIBITION.COM

ABOUT US

The Pakistan Hajj & Umrah Exhibition (PHUE) 2025 is the country's first and only dedicated business and export platform for the pilgrimage economy. Building on the success of two previous editions, it brings together exporters, SMEs, manufacturers, service providers, banks, scholars, and international buyers under one roof — creating unparalleled opportunities for trade, innovation, and partnerships.

PHUE serves as a gateway for Pakistan's Hajj Umrah products, hospitality services, travel solutions, and digital innovations to access global markets. More than just an exhibition, it is a national movement to position Pakistan as a hub for Hajj & Umrah services and religious tourism exports — empowering businesses and uplifting SMEs.

OUR VISION

To position Pakistan as one of the global hubs for Hajj & Umrah services, Islamic lifestyle products, and religious tourism exports.



OUR MISSION

To empower exporters and service providers by connecting them with international buyers and markets, unlocking new export frontiers in the pilgrimage economy, and bringing together all stakeholders of the Hajj & Umrah industry under one roof.



WHY THIS EXHIBITION MATTERS?

» Pakistan's First Export-Oriented Pilgrimage Exhibition

PHUE 2025 is not just another event — it is a national platform designed to position Pakistan in the global Hajj & Umrah economy. Here's why it matters:

- 100+ Exhibitors (Export-ready SMEs and brands)
- 60,000+ Visitors (Local & International)
- Master Hajj Training (500 Scholars)
- 06 Specialized Exhibitions & Competitions
- Free Umrah Lucky Draws
- Pakistan's Art, Heritage and Traditions Galleries
- International Delegations & B2B Matchmaking
- Honouring exporters and innovators with awards



PHUE 2025 is where opportunity meets faith, innovation meets tradition, and Pakistan connects with the world.

EVENT PARTNERS

- Maassalama SMC Pvt. Ltd.
- Pakistan Tourism Development Corporation (PTDC)
- Salam Pakistan
- Riphah International University
- Rawalpindi Chamber of Small Traders and Small / Industries (RCSTSI)
- Islamic Research Institute, IIU
- Paigham-e-Pakistan Centre for Peace, Reconciliation, and Reconstruction Studies, IRI, IIU
- National Incubation Center, Peshawar (NIC)
- Ignite National Technology Fund
- Orbit Events

STRATEGIC EXPORT OPPORTUNITY

» A Multi-Billion Dollar Market

The Hajj & Umrah economy in Saudi Arabia is already worth \$12 billion+ annually — and is projected to double under Vision 2030. This rapid growth opens unprecedented export opportunities for Pakistan's SMEs, manufacturers, and service providers.

KEY EXPORT SECTORS:

- Islamic Products
- Travel Products
- Hospitality Products
- Digital Solutions
- Halal Food & Catering
- Logistics & Transport
- Islamic Tourism
- Cultural Handicrafts



INTERNATIONAL OUTREACH



PHUE 2025 is Pakistan's gateway to the Jeddah Hajj Conference & Exhibition — the world's largest pilgrimage trade platform with participation from 95+ countries. By joining PHUE, Pakistani businesses gain direct visibility and access to global buyers, investors, and policymakers shaping the future of the pilgrimage economy.

(This is not just an exhibition — it is Pakistan's chance to claim its rightful place in the \$12B+ global Hajj & Umrah market.)

EXHIBITION CATEGORIES



We proudly host a wide range of categories that connect pilgrims, businesses, and industry leaders under one roof. We bring the best services and products together.

-  Hajj & Umrah Tour Operators
-  Pilgrimage Apparel (Ihram, Hijabs, Abayas)
-  Islamic Lifestyle Products & Handicrafts
-  Tech & Digital Solutions for Pilgrims
-  Airlines & Aviation Services
-  Hotels & Hospitality Chains
-  Banks
-  Halal Food & Catering Services
-  Books, Educational & Religious Material
-  Islamic Tourism & Cultural Heritage
-  Travel Insurance & Logistics Services

PARTNERSHIP PACKAGES

	SPONSOR	10 Million (PKR) 1,32,000 (SAR)
	CO-SPONSOR	06 Million (PKR) 79,000 (SAR)
	TITLE PARTNER	09 Million (PKR) 1,19,000 (SAR)
	STRATEGIC PARTNER	04 Million (PKR) 53,000 (SAR)
	PLATINUM PARTNER	03 Million (PKR) 40,000 (SAR)
	DIAMOND PARTNER	2.5 Million (PKR) 33,000 (SAR)
	GOLD PARTNER	02 Million (PKR) 26,500 (SAR)
	SILVER PARTNER	1.5 Million (PKR) 20,000 (SAR)
	BRONZE PARTNER	01 Million (PKR) 13,500 (SAR)
	CO-PARTNER	01 Million (PKR) 13,500 (SAR)

1. SPONSOR

- Exclusive Presenting Partner status for the entire event
- Logo on all event materials: banners, invitations, press releases, and advertisements
- Prominent branding across the venue (entrances, halls, stages)
- Exclusive 1-minute ad spot on large venue screens during key event moments
- 6 social media shoutouts across event platforms (pre, during, and post-event)
- Exclusive event day access for 10 guests, including reserved seating
- Premium product display space at event with priority placement
- Featured press mentions in all digital and print media campaigns
- Prominent sponsor acknowledgment in all opening and closing speeches
- Custom-branded section (Size 10x40ft) for product display
- Award of Excellence and Certificate of Partnership presented at the closing ceremony

Stall Name: (A1)

Stall Size: 10'x40'

Size in Metre: 03x12

10 Million PKR | 1,32,000 SAR

2. TITLE PARTNER

- Logo on all event materials and banners
- 30-second ad spot during key event moments on large screens
- 4 Social Media shoutouts during the event
- Reserved seating for 8 guests at all major events
- Brand acknowledgment across all venues
- Premium display area with prominent branding
- Press mentions in all pre- and post-event communication
- Exclusive Event Branding in the main hall and at the entrance
- Custom-branded section (Size 15x20ft) for product display
- Certificate of Partnership presented during the closing ceremony

Stall Name: (A2)

Stall Size: 15'x20'

Size in Metre: 4.5x06

09 Million PKR | 1,19,000 SAR

3. CO-SPONSOR

- Logo placement on welcome banners and at all event entrances
- 20-second ad spot on venue screens during the exhibition
- Brand Acknowledgment in all printed and digital materials
- 3 Social Media shoutouts
- Reserved seating for 6 guests
- Product display space at the venue with noticeable branding
- Recognition during key events and press conferences
- Custom-branded section (Size 15x20ft) for product display
- Certificate of Participation presented at the closing ceremony

Stall Name: (A3) | Stall Size: 15'x20' | Size in Metre: 4.5x06

06 Million PKR | 79,000 SAR

4. STRATEGIC PARTNER

- Logo placement across the venue (entry banners, signage)
- 15-second ad spot on event screens
- Brand acknowledgment across all promotional materials
- 2 Social Media shoutouts
- VIP reserved seating for 5 guests
- On-stage brand shoutouts at major sessions
- Custom-branded section (Size 15x20ft) for product display
- Certificate of Partnership presented at the closing ceremony

Stall Name: (A4) | Stall Size: 15'x20' | Size in Metre: 4.5x06

04 Million PKR | 53,000 SAR

5. PLATINUM PARTNER

- Logo placement on key event materials
- 15-second ad spot on screens
- 3 Social Media shoutouts
- Brand acknowledgment during event speeches and presentations
- VIP seating for 4 guests
- Branding on banners at event entrances and main halls
- Custom-branded section (Size 15x20ft) for product display
- Certificate of Partnership presented at the closing ceremony

Stall Name: (A5) | Stall Size: 15'x20' | Size in Metre: 4.5x06

03 Million PKR | 40,000 SAR

6. DIAMOND PARTNER

- Logo placement on event signage and entry banners
- 10-second ad spot during the exhibition
- 2 Social Media shoutouts
- Reserved seating for 3 guests
- Acknowledgment during event sessions
- Custom-branded section (Size 10x20ft) for product display
- Certificate of Partnership presented at the closing ceremony

Stall Name: (A7) | Stall Size: 10'x20' | Size in Metre: 03x06

2.5 Million PKR | 33,000 SAR

7. GOLD PARTNER

- Logo placement on banners and at event entrances
- 15-second screen ad at the event
- 2 Social Media shoutouts
- VIP reserved seating for 2 guests
- Brand acknowledgment during event program sessions
- Custom-branded section (Size 10x20ft) for product display
- Certificate of Partnership presented at the closing ceremony

Stall Name: (A8) | Stall Size: 10'x20' | Size in Metre: 03x06

02 Million PKR | 26,500 SAR

8. SILVER PARTNER

- Logo placement on event signage
- 05-second screen ad at the event
- 1 Social Media shoutout
- Reserved seating for 1 guest
- Custom-branded section (Size 10x20ft) for product display

Stall Name: (A9) | Stall Size: 10'x20' | Size in Metre: 03x06

1.5 Million PKR | 20,000 SAR

9. BRONZE PARTNER

- Logo placement on event signage
- Brand acknowledgment in the event program
- Social Media shoutout
- Reserved seating for 1 guest
- Custom-branded section (Size 10x20ft) for product display

Stall Name: (A11) | Stall Size: 10'x20' | Size in Metre: 03x06

01 Million PKR | 13,500 SAR

10. CO-PARTNER

- Logo placement on event signage
- Brand acknowledgment in the event program
- Social Media shoutout
- Reserved seating for 1 guest
- Custom-branded section (Size 10x12ft) for product display

Stall Name: (A12) | Stall Size: 10'x12' | Size in Metre: 03x3.6

01 Million PKR | 13,500 SAR

BOOK YOUR STALL

CUSTOMIZE STALL	Size: 20ft by 10ft PKR 7,000,00/-	Size(m): 06 by 03 SAR 9,000/-
STANDARD STALL	Size: 10ft by 12ft PKR 3,500,00/-	Size(m): 03 by 3.6 SAR 4,600/-
VIRTUAL STALL	Size: 10ft by 05ft PKR 2,500,00/-	Size(m): 03 by 1.5 SAR 3,300/-
FOOD COURT STALL	Size: 10ft by 10ft PKR 30,000/-	Size(m): 03 by 03 SAR 400/-

Showcase your export-ready products and services to international buyers and trade delegations.

SCAN QR CODE
FOR **STALL BOOKING**



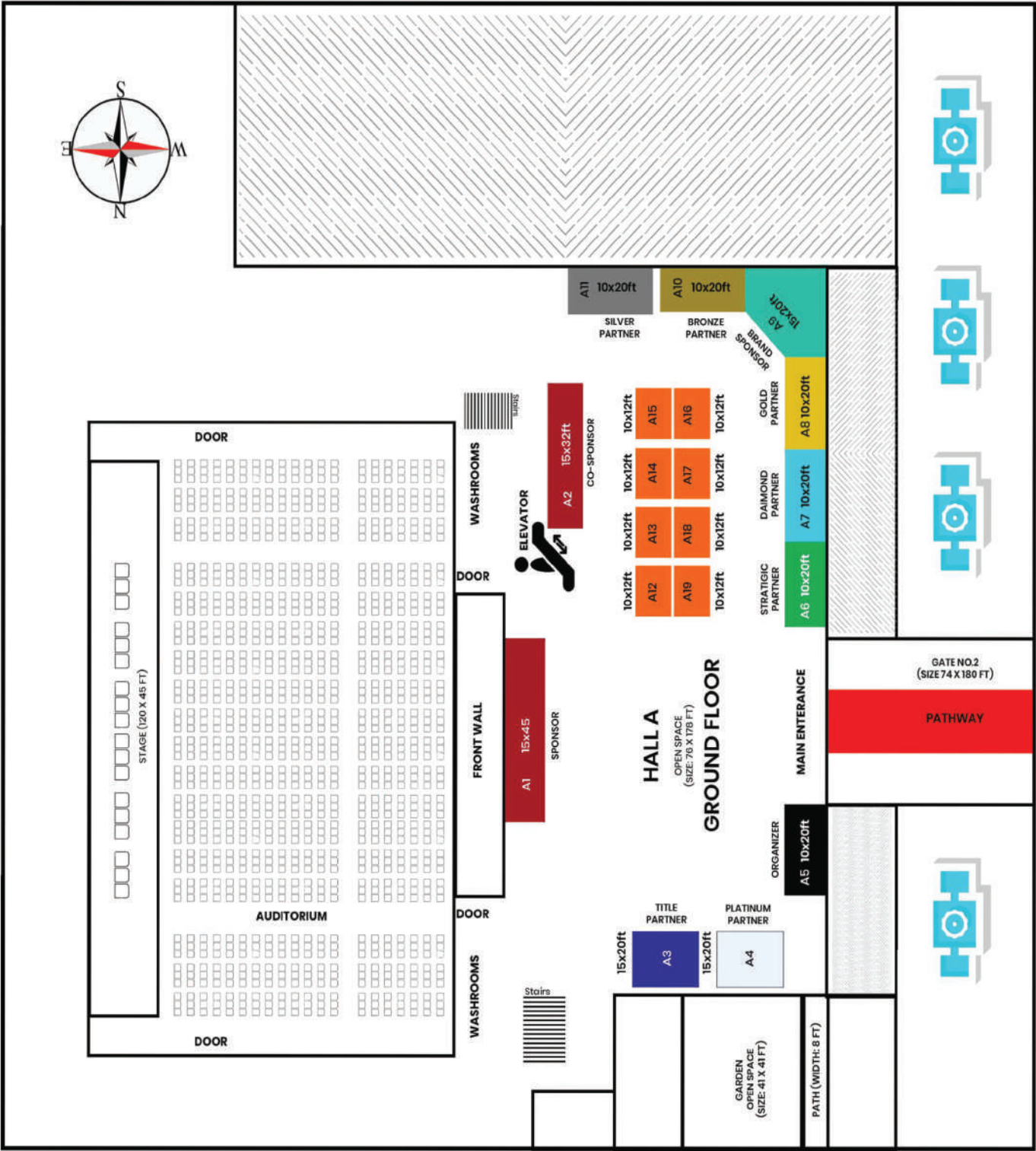
HIGHLIGHTS



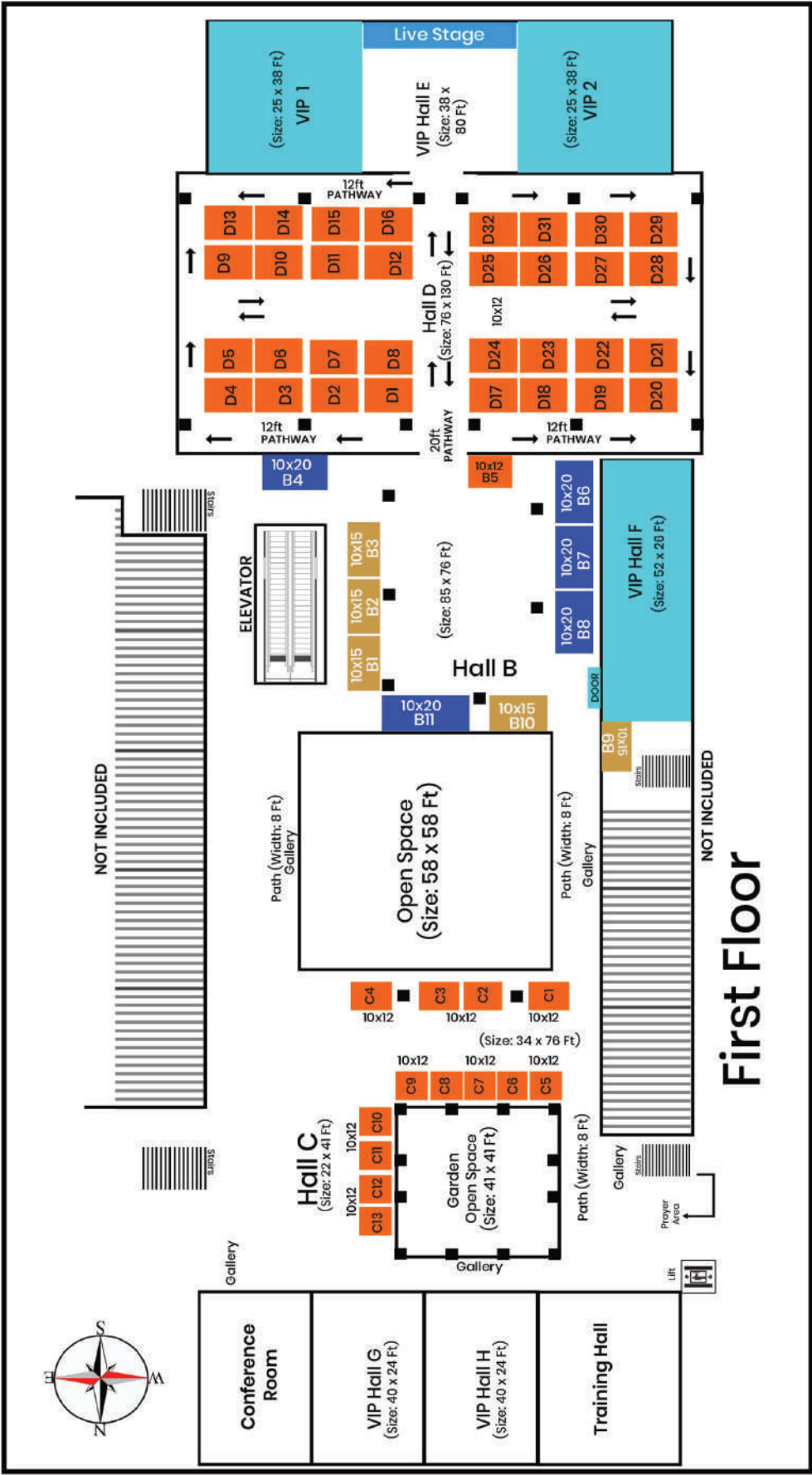
HIGHLIGHTS



FLOOR PLAN (Ground Floor)



FLOOR PLAN (1st Floor)



GET IN TOUCH



LOCATION

PAK-CHINA FRIENDSHIP CENTRE,
ISLAMABAD, PAKISTAN



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Together, let's position Pakistan as a global leader in the pilgrimage economy.



SCAN QR FOR
MORE INFO

