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Cultural Cooperation
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SUSTAINABLE
TOURISM
FORUM
Future Built Together

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SUSTAINABLE TOURISM FORUM & EXPO 2026



21-22
January 2026

Wednesday
Thursday



Marquee, PC Hotel
Karachi, Pakistan



ICCD

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H.E. Muhammad Shehbaz Sharif

Prime Minister of Pakistan

With great pleasure, I would like to extend my best wishes for the successful convening of the Sustainable Tourism Forum & Expo and the meeting of Executive Committee of Economic Cooperation Organization (ECO) Chamber of Commerce and Industries (CCI) in Karachi.

Such vibrant events surely provide an excellent platform to strengthen regional economic cooperation, promote intra-ECO trade, and further explore innovative avenues for sustainable tourism and investment across the ECO region.

Tourism is a robust driving force of national economic growth, leading to multiple jobs creation, and cultural exchanges among the various countries. To make Pakistan a world class tourism destination, it is essentially important to do more effective efforts to showcase our rich heritage, natural beauty, and cultural diversity.

Government of Pakistan is committed to promote tourism by creating an enabling environment for investment, including small and medium enterprises in tourism and related industry.

Hopefully, such events will provide valuable insights, strengthen mutual economic linkages and cooperation and pave the way for more industrially inclusive ECO region.

Once again, I extend my best wishes to all participants and organizers for organizing this event and for attaining fruitful and meaningful outcomes during the deliberations.



H.E. Qaisar Ahmed Sheikh

Federal Minister of Investment , Board of Investment Chairman , Pakistan

It is a great pleasure and honor to the Board of Investment of Pakistan to partner with the Islamic Chamber of Commerce and Development for the 2nd Sustainable Tourism Forum & Expo. a landmark global platform dedicated to shaping the future of tourism through sustainability, innovation, and strategic investment.

The forum's agenda is very aligned with the requirements of the stakeholders of all the countries whereby every session is providing tremendous opportunities for exploring the areas of collaborations and partnerships. As the Board of Investment, we firmly believe that sustainable tourism is a cornerstone of economic diversification and global cooperation. Through this Forum, we aim to promote investment-ready destinations, encourage public-private partnerships, and showcase policies and frameworks that enable responsible growth while protecting natural and cultural heritage.

I extend my sincere appreciation to Islamic Chamber of Commerce & Development, International partners, speakers, sponsors, and participants for their invaluable contribution to this important initiative. Your engagement reinforces our collective belief that sustainability can , and must advance together, as reflected in the forum's theme : "Transforming Tourism for Community Development".

I wish you a productive and inspiring Forum and look forward to the partnerships and investments that will emerge from this global gathering.

Together, let us shape a sustainable future for tourism; one that creates opportunity, preserves our planet and connects the world.



H.E. Atif Ikram Sheikh

President of the Federation of Pakistan Chambers of Commerce and Industry (FPCCI)

It gives me great pleasure to reflect upon the successful holding of the Sustainable Tourism Forum, jointly organized by the Islamic Chamber of Commerce and Development (ICCD) and the Federation of Pakistan Chambers of Commerce and Industry (FPCCI), on January 21–22, 2026 in Karachi, Pakistan.

The Forum brought together policymakers, business leaders, tourism stakeholders, and development experts from across member countries to exchange valuable insights on promoting sustainable, inclusive, and responsible tourism.

The active participation and constructive deliberations clearly demonstrated the growing recognition of tourism as a powerful driver of economic growth, cultural connectivity, and regional cooperation.

The discussions highlighted the immense potential of sustainable tourism in creating employment opportunities, encouraging investment, preserving cultural heritage, and promoting environmentally responsible practices. The event also provided an important platform for strengthening collaboration between public and private sectors and fostering partnerships among member countries.

FPCCI highly values its collaboration with ICCD in advancing shared economic objectives. We firmly believe that the joint efforts of FPCCI and ICCD will contribute significantly towards unlocking new tourism opportunities and creating a vibrant and flourishing tourism sector across our regions.

I congratulate ICCD and all participating stakeholders for making this Forum a remarkable success. I also express my confidence that the outcomes of this initiative will be translated into practical cooperation and long-term development in the tourism industry.



H.E. Jam Kamal Khan

Minister for Commerce, Government of Pakistan

It gives me great pleasure to convey my warm felicitations to the Islamic Chamber of Commerce and Development (ICCD), the Federation of Pakistan Chambers of Commerce & Industry (FPCCI), and Pakistan Tourism Development Corporation (PTDC) for organizing the 2nd Sustainable Tourism Forum and Exhibition on 21–22 January 2026 under the theme “Transforming Tourism for Community Development”.

Tourism is a vital driver of inclusive and sustainable economic growth, contributing to employment generation, cultural exchange, and community upliftment. In this regard, the Government of Pakistan is fully committed to promoting sustainable tourism practices that not only preserve our natural and cultural heritage but also empower local communities and small enterprises.

This Forum represents an important step towards strengthening cooperation among OIC Member States and global partners, facilitating investment opportunities, and sharing best practices for the sustainable development of the tourism sector.

I extend my best wishes for the success of the 2nd Sustainable Tourism Forum & Exhibition and look forward to the positive outcomes & partnerships that will emerge from this significant international gathering.



International Chamber of Commerce
Union Internationale des Chambres de Commerce
International Union of Chambers of Commerce



SUSTAINABLE
TOURISM
FORUM
A Journey of Progress

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Sustainable Tourism Forum & Expo 2026

21-22 January 2026 | PC Hotel, Karachi – Pakistan



International
Expert Speakers



Participants



Countries
Represented

Under the patronage of the Ministry of Commerce and the Board of Investment, Government of Pakistan, the Islamic Chamber of Commerce and Development (ICCD) organized the 2nd edition of the Sustainable Tourism Forum & Expo (STF), on 21–22 January 2026 at the Pearl Continental Hotel, Karachi, Pakistan, under the theme “Transforming Tourism for Community Development.”

The Forum received an overwhelming response, convening 50 distinguished expert speakers from across the globe. Their visionary insights and innovative strategies stimulated high-level, forward-looking dialogue focused on advancing sustainable tourism and inclusive growth.

With Al Baraka Bank Pakistan, The Federation of Pakistan Chambers of Commerce & Industry (FPCCI) and Pakistan Tourism Development Corporation (PTDC) as Strategic Partners, the Islamic Cooperation Youth Forum (ICYF) as the Youth Partner, and AirBlue as the Airline Partner, this landmark event brought together leading voices in sustainable tourism, investment, and Islamic economies. The Forum sought to redefine tourism through the principles of sustainability, inclusion, and shared prosperity, positioning sustainable tourism as a catalyst for economic development, cultural preservation, and climate action.

The event marked a significant milestone, attracting over 500 participants representing Azerbaijan, Iran, China, Côte d'Ivoire, Kyrgyzstan, Nigeria, Pakistan, Saudi Arabia, Sri Lanka, Tajikistan, Thailand, Türkiye, Turkmenistan, Uganda, United Arab Emirates, the United Kingdom, Uzbekistan and others. The Forum also witnessed the active participation of prominent international and multilateral organizations, including the Standing Committee for Economic and Commercial Cooperation of the Organization of Islamic Cooperation (COMCEC), the Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRI), the Islamic Cooperation Youth Forum (ICYF), the United Nations Industrial Development Organization (UNIDO), and World Wide Fund for Nature (WWF), among others.





Opening Session

The Sustainable Tourism Forum (STF) commenced with a dignified and impactful Opening Session, setting the tone for two days of meaningful dialogue, collaboration, and action towards advancing sustainable tourism development. The session brought together high-level Government officials, international delegates, industry leaders, development partners, and representatives from both the public and private sectors.

The Opening Session formally began with the recitation of verses from the Holy Quran, invoking blessings and guidance for the success of the Forum. This was followed by the National Anthem of the host country, Islamic Republic of Pakistan, during which all participants stood in respect, reflecting national pride and reaffirming Pakistan's commitment to hosting international platforms that promote sustainable development, economic cooperation, and cross-border partnerships.

An official video presentation by the Islamic Chamber of Commerce and Development (ICCD) was subsequently screened, highlighting the organization's mandate, strategic vision, and key initiatives across OIC Member States. The presentation showcased ICCD's contributions to promoting sustainable economic growth, entrepreneurship, investment facilitation, and sectoral development, with particular emphasis on sustainable tourism as a driver of inclusive growth and cultural preservation. The presentation highlights the initiatives of ICCD including their subsidiaries, projects, mega forums and other activities which was greatly appreciated by the participants.

The Salam Pakistan official video presented Pakistan as a premier and diverse tourism destination by showcasing its breathtaking landscapes, rich cultural heritage, and historical legacy through compelling visuals ranging from the Himalayan, Karakoram, and Hindukush Mountains range to lush valleys, deserts, and the Arabian Sea coastline, the video highlighted Pakistan's art, cuisine, hospitality, and adventure tourism potential. The narrative emphasized the country's ancient civilizations, resilience, and forward-looking spirit, reinforcing Pakistan's image as a welcoming, vibrant, and promising destination for sustainable tourism at both national and international levels.



الغرفة الإسلامية للتجارة والتنمية
Islamic Chamber of Commerce and Development
Chambre Islamique de Commerce et de Développement

Welcome Address by

H.E. Yousef Hassan Khalawi

Secretary General, Islamic Chamber
of Commerce & Development (ICCD)

In his welcome address, H.E. Mr. Yousef Hassan Khalawi, Secretary General of the Islamic Chamber of Commerce and Development (ICCD), underscored the importance of placing people and the planet at the core of tourism development. He reaffirmed ICCD's commitment to shaping a tourism ecosystem grounded in sustainability, inclusivity, and shared prosperity across OIC Member States.

H.E. Mr. Yousef Hassan Khalawi emphasized ICCD's aspiration to further develop the Sustainable Tourism Forum into a global summit on sustainable tourism, through enhanced collaboration with public and private sector stakeholders, development partners, and international institutions. He highlighted that the Forum's integrated approach, encompassing exhibitions, high-level conferences, capacity-building programs, and technological innovation, provides a strong foundation for advancing global dialogue and actionable outcomes in sustainable tourism.

With these remarks, H.E. Khalawi formally inaugurated STF 2026, calling for collective and unified action to promote sustainable tourism as a catalyst for economic diversification, job creation, and cultural exchange. He also warmly welcomed the distinguished guests, speakers, and international delegates, reaffirming ICCD's dedication to facilitating dialogue, cooperation, and innovation in support of a more resilient and sustainable global tourism sector.



Speech by

H.E. Atif Ikram Sheikh

President, Federation of Pakistan
Chambers of Commerce & Industry (FPCCI)

In his keynote address, H.E. Atif Ikram Sheikh, President of the Federation of Pakistan Chambers of Commerce & Industry (FPCCI), delivered insightful perspectives on the pivotal role of the tourism sector in fostering sustainable economic growth. He positioned sustainable tourism as Pakistan's gateway to global markets, green finance, and inclusive development, emphasizing that tourism is a strategic economic sector and a powerful engine for employment generation, investment promotion, cultural exchange, and sustainable development worldwide.

Highlighting the vast potential of the Islamic world, rich in cultural heritage, natural beauty, and historical civilizations, H.E. Atif Ikram noted that tourism represents one of the most promising sectors for inclusive and sustainable growth across OIC Member States.

He further underscored the critical role of chambers of commerce and the private sector in advancing sustainable tourism through the development of resilient infrastructure, innovation, and service excellence.

Emphasizing the importance of public-private partnerships, investment-friendly policies, and capacity-building initiatives, he called for collective efforts to unlock the full potential of tourism destinations. He also reaffirmed FPCCI's strong support for ICCD initiatives and its commitment to fostering regional and international cooperation in sustainable tourism development.



Speech by

H.E. Syed Tariq Mustafa

Advisor to the Governor of Sindh



On behalf of H.E. Mr. Kamran Khan Tessori, Governor of Sindh, H.E. Syed Tariq Mustafa presented warm greetings to the participants of the Sustainable Tourism Forum and Expo. The Governor appreciated ICCD and FPCCI for organizing a timely platform promoting sustainable development, international cooperation, and economic connectivity. The message highlighted Pakistan's strong tourism potential, particularly Sindh's rich cultural heritage and natural landscapes, and emphasized the importance of sustainable tourism practices that balance economic growth with environmental and cultural preservation.

The Government of Sindh reaffirmed its commitment to improving tourism infrastructure, facilitating investment, and ensuring community inclusion. Best wishes were extended for the Forum's success and its positive contribution to Pakistan's sustainable development and global image.



Speech by

H.E. Qaisar Ahmed Sheikh

Federal Minister of Investment, Pakistan

During his keynote address, H.E. Qaisar Ahmed Sheikh, Federal Minister of Investment in Pakistan, appreciated the initiatives of the Islamic Chamber of Commerce & Development in promoting trade, collaboration, and investment among the member states, stating: "I had the privilege to attend the Invest in Digital Economy Forum in the Hashemite Kingdom of Jordan and met the Secretary General H.E. Yousef Hassan Khalawi, and I am very impressed with his vision to promote the economic activities among the Member States. I am fully supporting ICCD's initiatives and found them very beneficial to promote investment and partnership. I'm also assuring my full cooperation," adding: "The Board of Investment - Prime Minister's Office is proud to serve as the patron of this landmark event. It is a great honor for Pakistan to host a forum that showcases the country's immense investment potential and the vast opportunities within its thriving tourism sector."

He shared strategic perspectives on Pakistan's immense potential as a global tourism destination. He highlighted that Pakistan, as a crossroads of diverse civilizations, boasts rich cultures, historic sites, and some of the world's highest peaks. With a significant Muslim population, the country presents substantial opportunities in tourism, particularly through enhanced investment and development.

The Minister outlined the Government's vision to position Pakistan as a competitive and sustainable tourism destination by improving the ease of doing business, strengthening investor confidence, and promoting destination branding. He emphasized that sustainable tourism is a key priority within Pakistan's investment framework, offering opportunities across hospitality, ecotourism, heritage tourism, and supporting infrastructure.

H.E. Qaisar Ahmed Sheikh invited international investors and development partners to explore Pakistan's diverse tourism landscape, assuring them of the Government's full support and facilitation to unlock the sector's full potential.



Distinguished Leaders Mark the Official Inauguration

The exhibition commenced with a prestigious ribbon-cutting ceremony led by H.E. Qaisar Ahmed Sheikh, Federal Minister of Investment, Pakistan - Prime Minister's Office, accompanied by H.E. Yousef Hassan Khalawi, Secretary General, Islamic Chamber of Commerce & Development (ICCD), H.E. Syed Tariq Mustafa, Advisor to the Governor Sindh and H.E. Atif Ikram Sheikh, President, the Federation of Pakistan Chambers of Commerce & Industry (FPCCI). The ceremony was held in the presence of distinguished guests, senior government officials, industry leaders, and members of the business community.

The event attracted significant media coverage, with leading television channels, print media, and digital platforms in attendance, highlighting the importance of the exhibition and its impact on promoting investment and economic growth. The inauguration underscored the Forum's practical and action-oriented focus, providing a platform to showcase sustainable tourism initiatives, innovative solutions, and investment-ready projects.

Dignitaries Tour Exhibition Arena and Engage with Exhibitors

A guided VIP tour of the exhibition was subsequently conducted, during which dignitaries engaged with exhibitors, explored best practices, and discussed opportunities for collaboration, investment, and policy support. The exhibition effectively complemented the Forum's objectives by fostering networking, knowledge exchange, and strategic partnerships, reinforcing STF's role as a premier platform for advancing sustainable tourism at both national and international levels.



Keynote Speech by **H.E. Muhammad Atif Hanif**

President & CEO, Al Baraka Bank Pakistan

During his keynote address, H.E. Muhammad Atif Hanif, President & CEO of Al Baraka Bank Pakistan, shared insightful perspectives on the ethical imperative of intergenerational equity in sustainable tourism. He emphasized that true progress in the tourism sector is measured by the ability to meet current needs without compromising the environmental and cultural inheritance for future generations. Sustainable tourism, ensuring that the benefits enjoyed today preserve opportunities for future generations to experience the same environmental and cultural richness.

H.E. Hanif highlighted the critical role of ethical and Shariah-compliant financing in promoting sustainable tourism development. He underscored the growing contribution of Islamic finance in supporting environmentally responsible projects, community-based tourism initiatives, and SMEs across the tourism value chain. He reaffirmed Al Baraka Bank Pakistan's commitment to financing sustainable ventures that generate long-term socio-economic impact while safeguarding cultural and natural heritage. Emphasizing collaboration, he noted that strategic partnerships between financial institutions, governments, and the private sector are essential to unlock investment potential and ensure inclusive growth within the tourism sector.

Panel-1 Discussion:

Investment & Partnerships in Sustainable Tourism

Key Focus

- Sustainable Tourism Investment
- Public Private Partnerships (PPP)
- Cross-Border Collaboration
- Innovative Financing Models

Key Recommendations

- Strengthen PPP models in tourism
- Develop investment-ready tourism projects
- Encourage regional cooperation & financing



Moderated by **H.E. Mr. Saquib Fayyaz Magoon**, Senior Vice President of the Federation of Pakistan Chambers of Commerce and Industry (FPCCI), this dynamic panel highlighted the strategic partnerships and investment opportunities shaping resilient and sustainable growth in the global tourism sector.

The panel focused on “Investment and Partnerships in Sustainable Tourism”, emphasizing the critical role of financial institutions, public authorities, and international organizations in advancing sustainable tourism ecosystems. The session convened senior policymakers, development experts, and private sector leaders to explore innovative financing models, cross-border partnerships, and policy frameworks that facilitate sustainable tourism development.

Distinguished panelists shared valuable insights:

Mr. Muhammad Usman Mehsud, Director General, KP Culture and Tourism Authority, presented insights into Khyber Pakhtunkhwa’s tourism development model, focusing on ecotourism, heritage conservation, and community participation. He outlined policy reforms, infrastructure initiatives, and public-private partnerships aiming at positioning KP as a sustainable and investor-friendly tourism destination.

Mr. Hakan Ülken, Board Member, Union of Chambers and Commodity Exchanges of Türkiye (TOBB), highlighted Türkiye’s experience in developing sustainable tourism through strong institutional frameworks and private sector engagement. He emphasized the importance of regional cooperation, trade linkages, and investment facilitation among OIC Member States to promote sustainable tourism destinations.

Dr. Davron Ishnazarov, Director, SESRIC, Türkiye, provided data-driven perspectives on tourism trends across OIC countries. He stressed the need for evidence-based policymaking, capacity building, and knowledge sharing to enhance sustainability and competitiveness, highlighting SESRIC’s role in supporting member countries through research, training, and technical cooperation.

The panel recommended that governments and tourism authorities promote structured public-private partnership (PPP) models to attract private investment in sustainable tourism infrastructure, ecotourism projects, and heritage site development. It also recommended developing bankable, investment-ready project pipelines supported by feasibility studies, clear regulatory frameworks, and incentive packages to facilitate sustainable tourism growth.

Panel-2 Discussion:

Health & Wellness Tourism – Paramount Quality Services for Global Patients

Key Focus

- Accredited Healthcare
- Patient Safety & Quality Care
- Patient-Centric Services
- Health Tourism Branding
- Public-Private Collaboration

Key Recommendations

- National Health Tourism Framework
- International Quality Standards
- Strengthen Patient Safety
- Healthcare Tourism Integration
- Support Private Sector Investment



The second panel discussion focused on “Health and Wellness Tourism”, emphasizing the delivery of world-class healthcare services to international patients while ensuring safety, affordability, and sustainability. The session brought together senior healthcare professionals, hospital administrators, and international wellness tourism experts to discuss best practices, standards, and strategies for positioning Pakistan and OIC Member States as competitive destinations for health tourism.

The session was effectively moderated by **Ms. Azra Maqsood**, Former COO of NICVD, who guided the discussion toward practical strategies and quality benchmarks, facilitating an engaging exchange on clinical excellence, patient safety, regulatory frameworks, and public-private collaboration.

Distinguished panelists shared key insights:

Dr. Syed Mairajuddin Shah, Chief Operating Officer, Off-Campus Hospitals, Aga Khan University Hospital, Karachi, highlighted the importance of internationally accredited healthcare facilities, clinical governance, and patient safety in attracting global patients. He emphasized the role of quality assurance, digital health systems, and trained medical professionals in building trust and credibility in health tourism markets.

Mr. Johannes Theodorus Kedzierski, CEO, Novacare Hospital Islamabad, discussed the development of patient-centric healthcare models tailored to international patients, stressing the importance of seamless care pathways, transparent pricing, and integrated services covering treatment, recovery, and post-care follow-up.

Ms. Aygen Yenigun, Founder and CEO, Healthy in Turkey, presented Türkiye’s successful health tourism model, highlighting strong branding, international marketing, and collaboration between hospitals, facilitators, and tourism stakeholders. She emphasized regulatory clarity, standardized service quality, and destination branding as critical factors in attracting global health tourists.

Dr. Syed Junaid Ali Shah, President, Private Hospital & Clinics Association and CEO, A.O. Hospital (Pvt.) Ltd., highlighted the role of the private healthcare sector in expanding health and wellness tourism, noting the need for policy support, investment incentives, and capacity building to enable private hospitals and clinics to meet international standards.

The panel recommended that governments and healthcare stakeholders establish a coordinated framework for health and wellness tourism that ensures international accreditation, standardized quality of care, patient safety, and integrated services between healthcare providers and tourism authorities, positioning the country as a trusted destination for global patients.

Investors Pitch: Investment Projects for Economic Development

Keynote Speech by

Mr. Nawaz Mahmood

International Consultant in
Hospitality & Tourism

In his keynote address, Mr. Nawaz Mahmood highlighted the growing global demand for sustainable, experiential, and destination-driven tourism investments. He emphasized the importance of robust feasibility studies, strong governance structures, and clear value propositions in attracting both domestic and international investment. Mr. Mahmood further stressed that successful tourism ventures require a long-term vision, alignment with sustainability principles, and effective collaboration between public and private sector stakeholders, to ensure enduring impact and inclusive growth.

Investors Pitch: Investment Projects for Economic Development

The Investors Pitch: Investment Projects for Economic Development session was designed to present high-potential, investment-ready tourism and destination development projects to investors, policymakers, financial institutions, and development partners to bridge the gap between project owners and investors. The session convened forward-thinking stakeholders to present transformative tourism ventures grounded in environmental sustainability, social inclusion, and financial viability. These projects exemplify how targeted investment can drive job creation, preserve cultural heritage, and position the OIC region as a global leader in values-based tourism development.

Project Presentations & Discussions



Mr. Ameerzeb Amjad

Lead, Tourism Commercial Strategy, The Royal Commission for AlUla

Shared insights from AlUla's globally recognized destination development model. He highlighted how strategic planning, cultural preservation, sustainability, and international partnerships have transformed AlUla into a world-class tourism destination, offering valuable lessons for emerging destinations across the region.



B

Ms. Asma Chishti

Founder & CEO, Destinations App

Presented a digital tourism platform designed to enhance destination visibility, visitor engagement, and data-driven decision-making. She emphasized the role of digital transformation in improving tourist experiences, supporting local businesses, and providing real-time insights for destination managers and investors.



Ms. Saima Rashid

Director Finance, Legal & Admin

Represented Ishkoman Meadows (Asia's First Tourism & Sports City), Gilgit-Baltistan, a visionary large-scale tourism and sports city project. She highlighted the project's focus on ecotourism, adventure sports, community inclusion, and sustainable infrastructure, positioning it as a flagship investment opportunity in northern Pakistan.



Mr. Zuhair Naqvi

Director, Noble Group

Presented private sector perspectives on hospitality and tourism investments, emphasizing project structuring, risk management, and market alignment. He highlighted the importance of investor confidence, regulatory clarity, and professional management in scaling tourism ventures.

Key Findings

Investors Pitch: Investment Projects for Economic Development

Investment in tourism must be guided by sustainability, cultural preservation, and community engagement to ensure long-term economic impact.

Investment-ready projects with clear financial models, governance frameworks, and regulatory compliance are more likely to attract domestic and international investors.

Digital platforms & smart tourism solutions are critical enablers for destination promotion, visitor management, and investor confidence.

Successful global models, such as AIUla, provide valuable benchmarks for destination development, emphasizing integrated planning and public-private collaboration.

Emerging destinations in Pakistan, particularly in Gilgit-Baltistan, offer strong potential for high-impact tourism investments when supported by enabling policies and infrastructure.

Overall, the Investors Pitch session provided a dynamic platform for presenting viable tourism investment opportunities, fostering dialogue between project developers and investors, and reinforcing the role of tourism as a driver of sustainable economic development.

Symposium:

Promoting Education & Skills for Sustainable Tourism Development

The Symposium on Promoting Education and Skills for Sustainable Tourism Development focused on the critical role of human capital development in strengthening the sustainability, quality, and competitiveness of the tourism sector. The session emphasized how we can ensure youth are included in the booming tourism economy. The experts explored the critical role of education, professional training, and strategic workforce development in building a resilient and value-driven tourism sector.

Discussions



Mr. Salman Javed

Convener, Central Standing Committee on Tourism, FPCCI

Highlighted the importance of industry-led skills development and stronger linkages between the private sector and educational institutions. He emphasized that structured training programs, internships, and certification mechanisms are essential to ensure that graduates possess market-relevant skills and practical exposure.



Mr. Aftab ur Rehman Rana

President, Sustainable Tourism Foundation

Stressed the need to embed sustainability principles within tourism education curricula. He emphasized training in responsible tourism practices, environmental stewardship, community engagement, and cultural heritage preservation to ensure that tourism growth remains inclusive and environmentally responsible.



Mr. Sabir Ahmed

Executive Director, COTHM, Karachi

Shared insights on vocational education and professional training in hospitality and tourism. He highlighted COTHM's role in developing internationally competitive skills through industry-aligned curricula, hands-on training, and global certifications, enabling youth to access employment opportunities both domestically and abroad.

Key Findings

Symposium:

Promoting Education and Skills for Sustainable Tourism Development

The discussions collectively underscored the need for collaboration among government bodies, industry associations, academic institutions, and training providers to address skills gaps and prepare a future-ready tourism workforce.

Sustainable tourism growth is highly dependent on skilled human resources equipped with both technical and soft skills.

Industry-academia collaboration is essential to ensure alignment between training programs and market needs.

Integrating sustainability, ethics, and responsible tourism practices into education curricula is critical for long-term sector resilience.

Vocational training and certification play a key role in enhancing employability and service quality in the tourism and hospitality sectors.

Investment in education and skills development will contribute to youth employment, service excellence, and global competitiveness of tourism destinations.

The Symposium highlighted that education and skills development form the strong foundation of sustainable tourism and must remain a strategic priority for policymakers and industry stakeholders alike.

Day-2 Opening Session

The Day-2 Opening Session of the Sustainable Tourism Forum (STF) 2026 commenced with a strong emphasis on the Forum's commitment to promoting international cooperation, cultural exchange, and sustainable tourism development among participating countries. The session began with the recitation of verses from the Holy Quran, followed by the National Anthem of the Islamic Republic of Pakistan.



Mr. Khawaja Ashraf Hussain
Director of Events
Management, ICCD

In his address, Mr. Khawaja Ashraf Hussain welcomed the distinguished dignitaries, speakers, and delegates to the second day of the Forum. He underscored ICCD's strategic focus on tourism, agriculture, and the digital economy as pillars of intra-OIC collaboration, reaffirming Pakistan's role as a rising hub for sustainable tourism and ethical investment.

He highlighted the key outcomes and momentum generated during Day-1 and emphasized the importance of sustaining dialogue and collaboration to translate discussions into actionable initiatives. He thanked all the partners, sponsors, speakers, exhibitors, and participants, while reaffirming ICCD's commitment to fostering partnerships, investment, and capacity building in the tourism sector across OIC Member States.

To sustain the momentum of the STF, we have started the "Tea for Tourism" dialogue series as a year-round platform. Through this initiative, we are bringing together policymakers, industry leaders, investors, academia, and development partners to focus on key tourism sub-sectors; ensuring continuous dialogue, stronger partnerships, policy refinement, and actionable outcomes beyond the annual Forum.



H.E. Mr. Sanjeewa Pattiwila
Consul General of Sri Lanka
in Karachi

H.E. Mr. Sanjeewa Pattiwila, in his diplomatic foresight, highlighted the significance of centering the environment at the heart of economic progress. We have learned that the environment is our primary business partner. The community becomes the guardian of the assets because their livelihood depends on environmental health. He presented a comprehensive overview of Sri Lanka's diverse tourism offerings, including cultural heritage, eco-tourism, and wellness tourism. The address was complemented by a tourism promotion video, which showcased Sri Lanka's natural beauty, hospitality, and investment opportunities, tourism potential, resilience, and commitment to sustainable tourism practices.



H.E. Mr. Surashete Boontinand
Consul General of Thailand
in Karachi

H.E. Mr. Surashete Boontinand, in his address, shed light on how sustainable tourism in Thailand has evolved from aspiration to authentic on-ground impact, highlighting its critical significance for building prosperous economies.

He emphasized that Sustainable Tourism in Thailand is no longer a future ambition; it is a living reality. Sustainable Tourism is not about limiting growth; it means prioritizing quality over quantity, protecting nature, empowering community, preserving living culture, and building long-term resilience, not short-term profits.

His presentation was supported by a tourism promotion video that showcased Thailand's diverse attractions, cultural richness, and sustainable tourism initiatives, offering valuable insights and best practices.

Panel-3 Discussion:

Sustainable
Destination
Management:
Success Stories
& Joint Venture
Opportunities

Key Focus

- Sustainable Tourism Development
- Destination Management Systems
- Heritage & Nature Protection
- Community & SME Empowerment
- Hospitality Partnerships & Joint Ventures

Key Recommendations

- Strengthen Public-Private Partnerships
- Promote Community Tourism
- Develop Sustainable Infrastructure
- Improve Governance & Visitor Management
- Encourage Tourism Investment JVs



The session was moderated by Ms. Palwasha Yahya, Associate, Grants Management, ICCD, who guided the discussion toward actionable insights and partnership-driven outcomes. She facilitated focused dialogue on governance models, sustainability benchmarks, and joint venture structures suitable for emerging destinations.

Distinguished panelists shared valuable insights:

Reflecting on the impact of ICCD, **Mr. Bastien Blanc**, CEO of Hashoo Hospitality Group, noted that ICCD's event in Karachi proved that when visionary minds converge, we transform local potential into a global blueprint for sustainable prosperity. Meeting like-minded leaders wasn't just about networking; it was about forging the strategic collaboration necessary to redefine the economic future. He highlighted the importance of quality service standards, local workforce development, energy efficiency, and community engagement in creating resilient tourism destinations. He also emphasized the role of hospitality groups in forming joint ventures to expand sustainable tourism infrastructure.

Mr. Ameerzeb Amjad, Lead Tourism Commercial Strategy, the Royal Commission for AlUla, Kingdom of Saudi Arabia, emphasized that sustainable destination management is an operating system, not a slogan, built on clear governance, paced growth, and active visitor-flow management. The strongest models protect heritage and nature while ensuring communities capture value through skills and SMEs, supported by practical JVs that blend capital with credible operating capability.

Mr. Aftab Ur Rehman Rana, Managing Director, Pakistan Tourism Development Corporation (PTDC), outlined Pakistan's strategic approach to destination management. He emphasized policy reforms, infrastructure development, public-private partnerships, and community-based tourism initiatives to enhance destination sustainability and global positioning. He also highlighted PTDC's role in facilitating investment and promoting responsible tourism standards.

The panel focused on Sustainable Destination Management, highlighting international success stories and exploring joint venture opportunities to promote responsible and investment-ready tourism destinations. The session emphasized integrated planning, governance frameworks, and cross-sector collaboration as essential pillars for sustainable destination development. It aimed to share practical experiences and encourage partnerships that align economic growth with environmental and cultural preservation.

Key Findings

Sustainable Destination Management: Success Stories & Joint Venture Opportunities

Sustainable destination management requires integrated planning, balancing economic growth with environmental and cultural preservation.

Public-private partnerships and joint ventures are essential for developing scalable and investment-ready tourism destinations.

Global success stories, such as AIUla, provide valuable models that can be adapted to local contexts through strong governance and long-term vision.

The hospitality sector plays a critical role in implementing sustainability standards and enhancing destination competitiveness.

The panel concluded that sustainable destinations are built through execution-driven strategy, where long-term planning, community inclusion, and credible operating partners translate vision into measurable outcomes.

Panel-4 Discussion:

Halal Fashion
and Sustainable
Tourism:
Opportunities for
Global Growth

Halal & Sustainable Market Insights



**SUSTAINABLE
APPAREL MARKET**
\$196B BY 2035

26%
**WILLING TO PAY
MORE FOR
SUSTAINABLE
OPTIONS**



A compelling panel on "Halal Fashion and Sustainable Tourism: Opportunities for Global Growth" was conducted by Mr. Sajjeed Aslam, Partner & Co-Founder, Spectreco. This session explored how Halal fashion and sustainable tourism are naturally linked, identifying the critical importance of strategic partnerships and human capital in turning these vital sectors into pillars of sustainable economic development. Featuring industry leaders, such as: Ms. Noorjehan Bilgrami (KOEL), Ms. Shamaeel Ansari, CEO, Shamaeel Fashions, and Ms. Amneh Shaikh-Farooqui (Polly & Other Stories), the session explored how ethical consumption and cultural preservation can drive significant economic opportunity for Pakistan.

The Expansive Market Opportunity

The global market for Halal and sustainable products is on a robust growth trajectory. The Islamic clothing market, valued at \$86.1 billion in 2025, is projected to reach \$135.3 billion by 2034. This is driven by a global Muslim population expected to hit 2.19 billion by 2025, accounting for 50% of global growth. Similarly, the global Halal tourism market is projected to reach \$320 billion by 2026, exceeding \$500 billion by 2032.

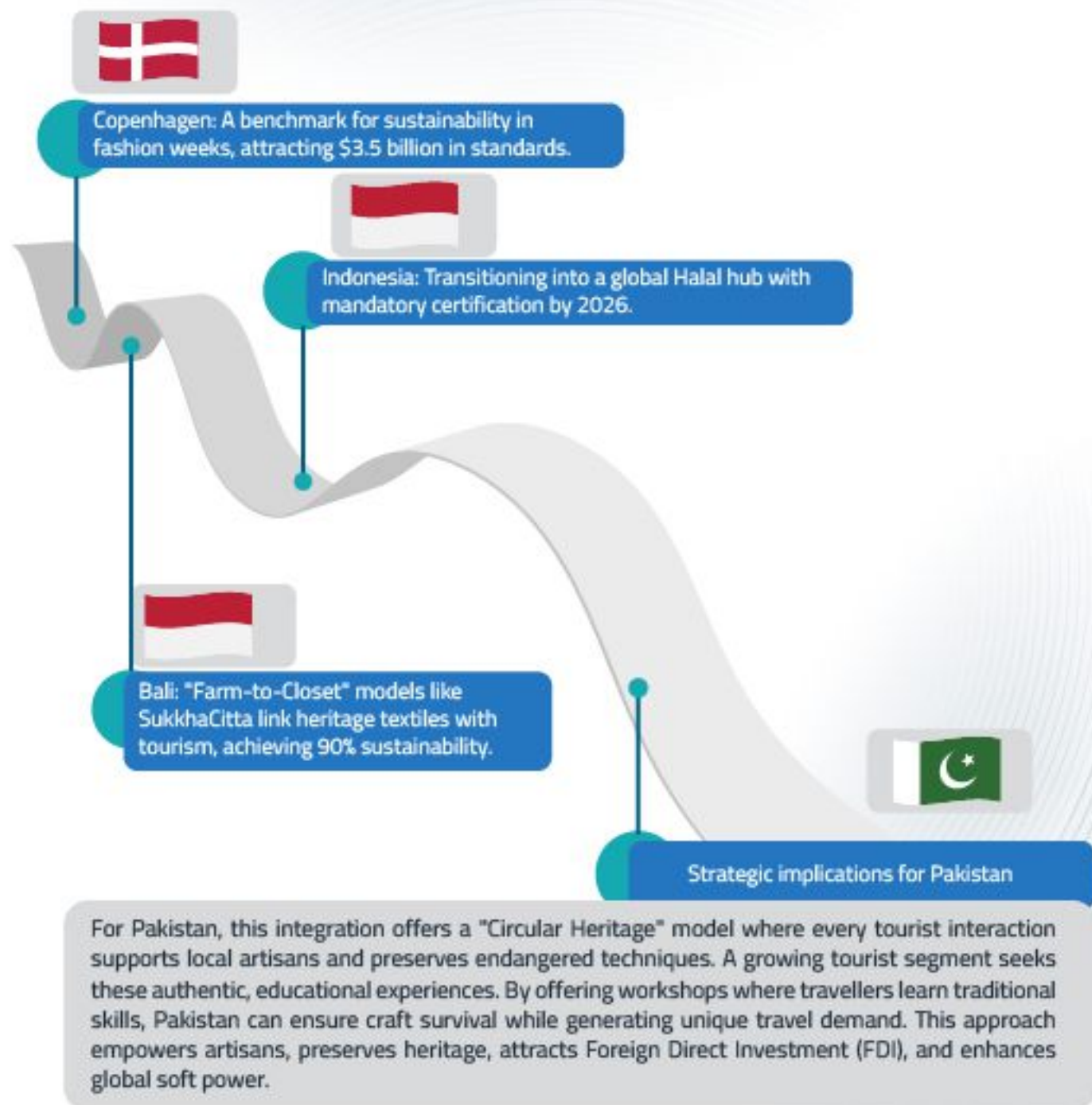
This growth is fuelled by "Conscious Muslim Consumers, who prioritize authenticity and environmental stewardship (1,2). The broader sustainable apparel market is also set to reach \$196 billion by 2035, with 26% of consumers willing to pay a 10% premium for sustainable options.

Ethical & Environmental Imperative

The fashion industry produces 92 million tonnes of textile waste annually and 20% of global wastewater. Integrating Halal principles which prohibit unethical labor and harmful materials with sustainability is an environmental necessity. Technological advancements, such as AI-driven inventory management that reduces overproduction by 31%, further support these ethical mandates.

Pioneering Initiatives & Case Studies

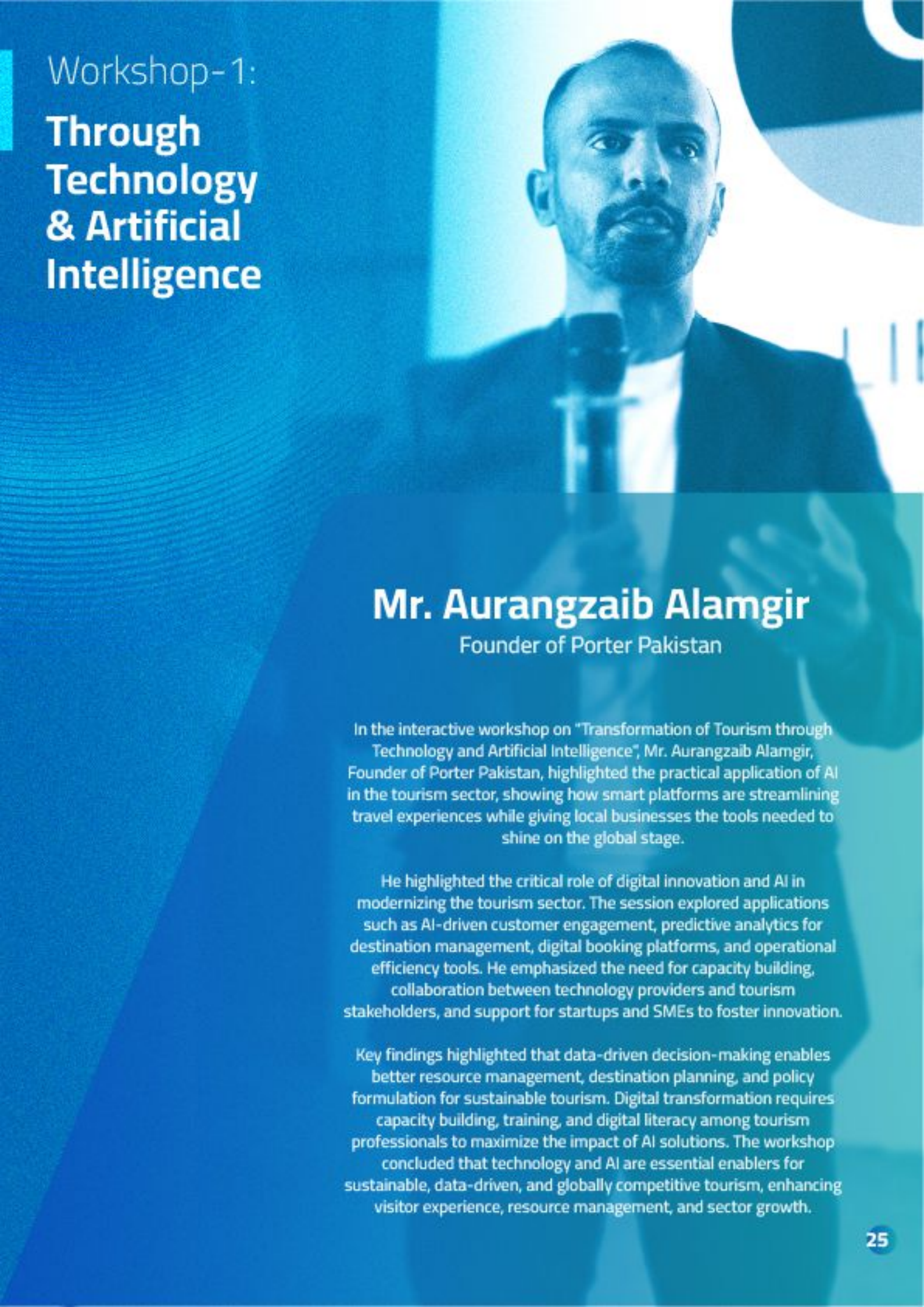
Panelists shared how ethical business models can drive this integration. Noorjehan Bilgrami (KOEL) demonstrated that "Slow Fashion," using natural dyes and hand-woven fabrics, makes heritage appealing to the modern world. Amneh Shaikh-Farooqui (Polly & Other Stories) showed how social enterprises can connect disenfranchised artisans to global markets through initiatives like the "Made It!" program and regenerative tourism templates.



Policy Roadmap for Growth

- 01** | **Regulatory Harmonization:** Unified OIC standards and Digital Product Passports.
- 02** | **Infrastructure:** Circular Special Economic Zones (SEZs) with tax incentives.
- 03** | **Strategic Branding:** Flagship "Green-Halal" fashion weeks and "Green Visas" for conscious travellers.

Halal fashion and sustainable tourism are interconnected pathways to a mindful and prosperous future. By embracing this synergy, Pakistan can unlock economic growth, champion environmental stewardship, and ensure the preservation of its rich cultural heritage.

A photograph of Mr. Aurangzaib Alamgir, a man with a beard and short hair, wearing a dark suit jacket over a white shirt. He is speaking into a microphone and gesturing with his hands. The background is slightly blurred, showing some architectural elements. The entire image has a blue color overlay.

Workshop- 1:

Through Technology & Artificial Intelligence

Mr. Aurangzaib Alamgir

Founder of Porter Pakistan

In the interactive workshop on “Transformation of Tourism through Technology and Artificial Intelligence”, Mr. Aurangzaib Alamgir, Founder of Porter Pakistan, highlighted the practical application of AI in the tourism sector, showing how smart platforms are streamlining travel experiences while giving local businesses the tools needed to shine on the global stage.

He highlighted the critical role of digital innovation and AI in modernizing the tourism sector. The session explored applications such as AI-driven customer engagement, predictive analytics for destination management, digital booking platforms, and operational efficiency tools. He emphasized the need for capacity building, collaboration between technology providers and tourism stakeholders, and support for startups and SMEs to foster innovation.

Key findings highlighted that data-driven decision-making enables better resource management, destination planning, and policy formulation for sustainable tourism. Digital transformation requires capacity building, training, and digital literacy among tourism professionals to maximize the impact of AI solutions. The workshop concluded that technology and AI are essential enablers for sustainable, data-driven, and globally competitive tourism, enhancing visitor experience, resource management, and sector growth.

Symposium:

Connecting Global Markets Through Business Tourism

The symposium titled "Connecting Global Markets Through Business Tourism" tackled the transformative power of business tourism as a catalyst for cross-border trade, knowledge exchange, and regional economic integration. The thought leaders unpacked how smart destination branding, seamless infrastructure, and digital readiness can turn a city into a hub for international trade and talent exchange. The session highlighted how exhibitions, conferences, trade delegations, and business events serve as powerful tools for market access, investment promotion, and international collaboration.

Discussions



Mr. Junaid Esmail Makda

President, Pakistan–Afghanistan Joint Chamber of Commerce & Industry (PAJCCI)

Emphasized the role of business tourism in strengthening regional trade and economic cooperation. He highlighted cross-border business exchanges, trade fairs, and joint chambers as effective mechanisms to promote mutual trust, market integration, and sustainable economic growth.



Mr. Muhammad Raza

Acting President, KCCI

Highlighted Karachi's role as Pakistan's commercial hub and emphasized the importance of business tourism in attracting international investors, trade delegations, and corporate events. He underscored KCCI's commitment to facilitating global business engagement through structured forums, exhibitions, and B2B platforms.



Mr. Ateeq ur Rehman

Economic & Financial Analyst

Provided a macroeconomic perspective on business tourism, emphasizing its contribution to foreign exchange earnings, investment flows, and SME growth. He highlighted the need for policy support, ease of travel, and business-friendly ecosystems to maximize the economic impact of business tourism.



Mr. Muhammad Shariq Vohra

Former President, KCCI, and Chairman, Shazil Pakistan Pvt Ltd and Rocrete Pvt Ltd

Shared practical insights from the private sector, stressing the importance of trade exhibitions, industrial visits, and investment forums in building long-term business relationships. He emphasized the role of chambers in acting as connectors between global markets and local enterprises.



Mr. Furqan Abdul Qadir

CEO, Universal Brothers (Maxim's Group)

Highlighted the private sector's experience in leveraging business tourism for brand expansion, market diversification, and international partnerships. He emphasized the need for structured matchmaking, sector-specific events, and follow-up mechanisms to convert business interactions into tangible outcomes.

Key Findings

Symposium: Connecting Global Markets Through Business Tourism

Business tourism is a strategic driver for global market connectivity, trade expansion, and investment promotion.

Chambers of commerce play a pivotal role in facilitating business events, B2B engagements, and trade delegations.

Regional and cross-border business tourism strengthens economic diplomacy and market integration.

Supportive policies, ease of travel, and professional event management are essential to enhance the impact of business tourism.

Structured follow-up and matchmaking mechanisms are critical to translating business interactions into sustainable commercial partnerships.

The symposium reinforced that business tourism is a high-impact segment of sustainable tourism, capable of accelerating economic growth, strengthening international trade relations, & positioning Pakistan as a competitive destination for global business engagement.

Symposium:

Sustainable Coastal Tourism and Blue Economy

The Symposium on Sustainable Coastal Tourism and Blue Economy focused on leveraging coastal and marine resources to promote sustainable economic growth, environmental conservation, and community development. The session aimed to explore strategies for integrating tourism with marine resource management, investment opportunities in coastal regions, and best international practices in blue economy initiatives.

Discussions



Captain Ahmed Shabieh Ul Kabeer

Director PIMEC, Pakistan Navy

Discussed the critical role of maritime security, sustainable port development, and marine conservation in supporting coastal tourism. He stressed the need for joint efforts between Government, security agencies, and private sector stakeholders to safeguard marine ecosystems while promoting tourism.



Dr. Nuzhat Khan

Former Director General, National Institute of Oceanography
& World Bank Consultant

Shared insights from the study "Towards Sustainable Blue Tourism". She highlighted the potential of Pakistan's coastal regions for eco-tourism, marine biodiversity conservation, and investment in sustainable fisheries and water-based recreational activities. She also underscored the importance of policy frameworks and international collaboration to unlock the full potential of the blue economy.

The discussions collectively emphasized that coastal tourism development must integrate sustainability, environmental stewardship, and economic opportunity, creating value for local communities while preserving marine ecosystems.

Key Findings

Symposium: Sustainable Coastal Tourism and Blue Economy

Coastal tourism and the blue economy offer significant economic and employment opportunities if developed sustainably.

Integrated planning, combining environmental conservation, infrastructure development, and community participation, is critical for long-term success.

Maritime security, regulatory frameworks, and ecosystem protection are essential enablers for sustainable coastal tourism investment.

Collaboration among government agencies, private sector investors, and international partners is necessary to promote blue economy initiatives and knowledge sharing.

Evidence-based planning, including scientific studies and data analytics, strengthens decision-making and attracts responsible investment.

Key Recommendations suggested by this **Symposium** are to develop and implement integrated coastal management frameworks that balance tourism development, marine conservation, and local community benefits and to foster public-private partnerships and international collaborations to promote sustainable investments in coastal tourism and the blue economy, including eco-tourism, marine recreation, and sustainable fisheries.

Workshop-2

Communities First – Impact of Climate Change on Tourism & Heritage

The workshop focused on the theme “Communities First: Impact of Climate Change on Tourism & Heritage”, emphasizing on how do we safeguard centuries of heritage from the accelerating threats of climate change? The workshop discussed the urgent challenge, putting local communities at the heart of sustainable solutions to protect historical sites and cultural identity. The session highlighted the need for community-centered approaches, climate resilience, and sustainable tourism practices to protect natural and cultural assets while ensuring inclusive socio-economic development.

Discussions



Ms. Natavan Mammadova

Secretary General, Maida Nazir Organization for Women Empowerment

Highlighted the disproportionate impact of climate change on women and local communities in tourism-dependent regions. She emphasized the importance of women's empowerment, community participation, and inclusive policymaking in building climate-resilient tourism models.



Mr. Aftab Ur Rehman Rana

Managing Director, Pakistan Tourism Development Corporation (PTDC)

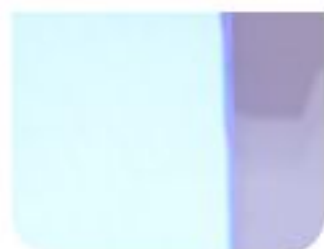
Discussed the impact of climate change on Pakistan's tourism assets, including glaciers, coastal areas, and heritage sites. He emphasized PTDC's initiatives aimed at promoting responsible tourism, climate awareness, and sustainable destination management, while strengthening coordination between government agencies and local communities.



Mr. Anis H. Younus

Member Advisory Board, Innovation & Commercialization Office (ICON), NUST

Highlighted the role of innovation, research, and technology in addressing climate-related challenges in tourism. He emphasized climate-smart solutions, data-driven planning, and commercialization of innovative ideas to support sustainable tourism and heritage conservation.



Mr. Elias Kigonya

Secretary General, Islamic Chamber of Commerce & Industry, Uganda

Shared regional perspectives on climate change and community-based tourism. He stressed the importance of regional cooperation, capacity building, and private sector engagement to strengthen community resilience and protect tourism livelihoods across OIC Member States.

Key Findings

Workshop-2:

Communities First – Impact of Climate Change on Tourism & Heritage

Climate change poses a significant threat to tourism destinations, cultural heritage, and community livelihoods.

Community-centered and inclusive approaches, including women's empowerment, are essential for building climate-resilient tourism models.

Innovation, research, and technology can play a critical role in climate adaptation, risk assessment, and heritage protection.

Strong collaboration among governments, private sector, academia, and communities is required to address climate challenges effectively.

Sustainable and responsible tourism practices are key to protecting natural and cultural assets for future generations.

The discussion reinforced that placing communities first is fundamental to addressing the impacts of climate change on tourism and heritage, ensuring resilience, sustainability, and inclusive growth across tourism ecosystems.

Green Waqf: Investing in Hope and Perpetual Shade

The session "Green Waqf: Investing in Hope and Perpetual Shade" presented an innovative ICCD-led Karachi pilot initiative that integrates the Islamic concept of Waqf with environmental sustainability. The initiative aims to promote long-term, Shariah-compliant green investments focused on urban greening, climate resilience, and community well-being. The session highlighted how Green Waqf can support sustainable tourism, heritage preservation, and social impact by creating perpetual environmental benefits through ethical financing mechanisms.

Session Discussions



Mr. Kamran Kaisar

Deputy Registrar, Alghazli University, JTR

Highlighted the academic and institutional role in supporting Green Waqf initiatives. He emphasized research, education, and community engagement as key enablers for the success of such projects. He also highlighted the importance of institutional governance, transparency, and partnerships to ensure sustainability and long-term impact.



Ms. Palwasha Yahya

Associate, Grants Management, ICCD

Introduced the Green Waqf Initiative; a visionary model that transforms barren lands across the OIC into Agro-Forest Parks, merging Islamic values with climate action to restore ecosystems, empower communities, and secure resilience for future generations.

She explained how Waqf-based models can be leveraged to support long-term environmental projects such as urban plantations, green spaces, and climate-resilient community infrastructure. She emphasized the alignment of Green Waqf with sustainable tourism, heritage preservation, and social impact goals.

Discussions emphasized the importance of strong governance, institutional collaboration, and community engagement to ensure the sustainability and scalability of Green Waqf projects. The role of academic institutions in research, awareness, and capacity building was also highlighted. The session concluded that the Karachi pilot offers a replicable model with strong potential for adoption across other cities and OIC Member States, positioning Green Waqf as a practical and faith-based solution to environmental and climate challenges.

Key Insights

The Private Sector Policy Roundtable on Sustainable Tourism Investment

The Private Sector Policy Roundtable convened by ICCD on the sidelines of the Sustainable Tourism Forum & Expo 2026 in Karachi underscored that sustainable tourism holds significant potential as a driver of investment, job creation, and inclusive growth across OIC Member States. Discussions highlighted that the primary constraint is not the availability of private capital, but gaps in policy predictability, regulatory coordination, destination readiness, financing instruments, and the regional positioning of the OIC as an investment bloc. Participants emphasized the need for clear national tourism visions, one-window facilitation mechanisms, blended finance and risk-mitigation tools, stronger human capital development, and deeper community engagement. The dialogue marked a shift toward investor-informed, implementation-focused policy action, positioning ICCD and OIC frameworks as key platforms for mobilizing private sector-led sustainable tourism investment.



Signing of Landmark MoU

Strategic Partnership between ICCD & ECO-CCI

The Sustainable Tourism Forum (STF) 2026 also marked the signing of a Memorandum of Understanding (MoU) between the Islamic Chamber of Commerce and Development (ICCD) and the ECO Chamber of Commerce and Industry (ECO-CCI), establishing a formal framework for cooperation. The MoU aims to strengthen collaboration in promoting trade, investment, and sustainable economic development across member states, with a particular focus on joint initiatives, knowledge exchange, capacity building, and the facilitation of business linkages. This strategic partnership reinforces STF's commitment to advancing regional cooperation and sustainable tourism as a catalyst for inclusive growth.

Closing Session

Closing remarks by

H.E. Mr. Zubair Tufail

Former President of the Federation of Pakistan Chambers of Commerce and Industry (FPCCI)



In his closing remarks, H.E. Mr. Zubair Tufail, Former President of the Federation of Pakistan Chambers of Commerce and Industry (FPCCI), highlighted tourism as a vital engine for economic progress and community development during STF 2026. He emphasized the need for sustained collaboration between government institutions, the private sector, financial organizations, and local communities to translate dialogue into actionable initiatives and long-term impact.

Mr. Tufail also extended his sincere appreciation to ICCD leadership for organizing this successful Forum & Expo in Pakistan, as well as to the Ministry of Commerce and the Board of Investment, Government of Pakistan, for their patronage and support. He further expressed gratitude to the Forum's partners, sponsors, exhibitors, speakers, and participants, whose contributions ensured the success of the event. Special acknowledgment was given to the press and media for their effective coverage and role in amplifying the Forum's messages and outcomes.

In his concluding remarks, Mr. Tufail reaffirmed FPCCI's continued support for initiatives promoting responsible and sustainable tourism and expressed confidence that the Sustainable Tourism Forum would serve as a catalyst for strengthening tourism-led economic development and international cooperation across Pakistan and OIC Member States.

Sustainable Tourism Forum & Expo 2026

21-22 January 2026 | PC Hotel, Karachi – Pakistan

Recognizing tourism as a strategic catalyst for economic diversification, cultural preservation, environmental stewardship, and community empowerment.

Affirming the collective commitment of governments, private sector leaders, financial institutions, development partners, academia, and civil society to champion sustainable and inclusive tourism models;

Building upon the expert insights and collaborative dialogue shared during the **Sustainable Tourism Forum & Expo (STF) 2026**, themed "Transforming Tourism for Community Development", the participants hereby agree on the following:

Recommendations:



Institutional Strengthening & Partnerships

To institutionalize structured public-private partnership (PPP) frameworks that mobilize investment, enhance governance, and accelerate the development of sustainable tourism infrastructure and destinations.



Investment Mobilization

To develop bankable, investment-ready tourism project pipelines supported by transparent regulatory systems, feasibility studies, and investor facilitation mechanisms across OIC Member States.



Ethical & Sustainable Financing

To expand Shariah-compliant, green, and impact-driven financing instruments including Green Waqf models to support sustainable tourism, environmental conservation, & community-based enterprises.



Integrated Destination Management

To adopt holistic, data-driven destination management systems that balance economic growth with environmental protection, climate resilience, and cultural heritage preservation.



Health & Wellness Tourism Standards

To establish harmonized accreditation systems, patient safety protocols, and coordinated international branding to position Member Countries as trusted global health and wellness destinations.



Education, Skills & Youth Empowerment

To prioritize tourism education reform, industry-aligned vocational training, and certification frameworks that equip youth and local communities with future-ready skills.



Digital Transformation & Innovation

To accelerate the adoption of smart tourism technologies, artificial intelligence, and data analytics to enhance visitor experience, operational efficiency, and evidence-based policymaking.



Coastal & Blue Economy Development

To implement integrated coastal management strategies that promote responsible marine tourism, protect biodiversity, and unlock sustainable blue economy investment opportunities.



Climate Resilience & Community Inclusion

To establish harmonized accreditation systems, patient safety protocols, and coordinated international branding to position member states as trusted global health and wellness destinations.



Halal & Ethical Tourism Ecosystems

To harmonize standards and promote circular, ethical production models linking Halal fashion, cultural heritage, and sustainable tourism value chains.



Business Tourism & Market Connectivity

To strengthen exhibitions, trade forums, B2B platforms, and ease-of-travel frameworks that position member countries as competitive hubs for business tourism and investment diplomacy.



Enhanced OIC & Global Cooperation

To foster cross-border collaboration, technical exchange, and joint ventures among OIC Member States and international partners to advance sustainable tourism as a pillar of shared prosperity.



Continuity through "Tea for Tourism" Series

To sustain the momentum of STF by organizing a structured "Tea for Tourism" dialogue series, convening policymakers, industry leaders, investors, academia, and development partners to address specific tourism sub-sectors, including ecotourism, health tourism, religious tourism, education tourism, business tourism, halal tourism, coastal tourism, digital tourism, and heritage preservation, thereby ensuring continuous knowledge exchange, policy refinement, partnership building, and actionable outcomes beyond the annual Forum.

Conclusion



The Sustainable Tourism Forum & Expo (STF) 2026 reaffirms that sustainable tourism is not merely an economic sector, but a transformative pathway toward inclusive growth, climate action, cultural preservation, and global cooperation.

Participants commit to translating dialogue into action and to strengthening partnerships that ensure tourism development remains responsible, resilient, and community-driven for future generations.

Media Coverage



COVERAGE ACROSS LEADING PRINT MEDIA

Pakistan
OBSERVER

STAR PLUS

PAKISTAN **TODAY**

BUSINESS RECORDER
Founded by M.A. Zubel

THE **NEWS** e-PAPER
Pakistan's most authoritative Urdu newspaper

MinuteMirror
Your daily source for news and analysis

اوصاف
روزنامہ اوصاف

نوائے وقت
روزنامہ نوائے وقت

ایکسپریس
روزنامہ ایکسپریس



COVERAGE ACROSS LEADING DIGITAL MEDIA



BUSINESS RECORDER
Founded by M.A. Zubel



Photo Gallery



Photo Gallery



Photo Gallery



Photo Gallery





**Tea for
Tourism**

GRAND LAUNCH OF TEA FOR TOURISM SERIES POWERED BY STF

Following the successful convening of the Sustainable Tourism Forum & Expo (STF), held on 30–31 January 2025, at Karachi Marriott Hotel, the Islamic Chamber of Commerce and Development (ICCD) launched its “Tea for Tourism” Series; a structured platform of thematic dialogues designed to sustain the momentum generated by STF and translate discussions into actionable outcomes.

The series focuses on organizing targeted and sector-specific engagements that bring together policymakers, industry leaders, academia, investors, and development partners to address emerging tourism sub-sectors with high economic and developmental potential, while strengthening collaboration across the Islamic world.

Under this initiative, the first program “The Medical Tourism Conference”, was held on 15th July, 2025 at ICCD Headquarters in Karachi, Pakistan. The conference convened healthcare professionals, hospital leadership, consultants, pharmaceutical and biomedical companies, supply chain experts, government representatives, and media to deliberate on emerging trends, innovations, and challenges in medical tourism.

Building on this continued momentum, and following the successful convening of the 2nd Sustainable Tourism Forum & Expo (STF) on 21–22 January, 2026, at Pearl-Continental Hotel Karachi, ICCD is further expanding the “Tea for Tourism” Series to include focused engagements on Education Tourism, Religious Tourism, Halal Tourism, Blue Tourism, and Culture & Heritage Tourism. These initiatives aim to strengthen strategic partnerships, promote investment opportunities, and unlock the socio-economic potential of sustainable tourism across OIC Member States.

HIGH-PROFILE DIPLOMATIC REPORT DIALOGUE POWERED BY STF



REPORT

KEY HIGHLIGHTS OF THE EVENT

Organized by

Islamic Chamber of Commerce
and Development (ICCD)

Hosted by

The Federation of Pakistan Chambers
of Commerce and Industry (FPCCI)

Strategic Partner

Al Baraka Bank Pakistan

Date:

4th November, 2025

Venue:

FPCCI Head Office, Karachi

Event

Dialogue with Diplomats

Promotion of Sustainable Tourism through
Bilateral and Multilateral Partnerships

Forum

Sustainable Tourism Forum

Theme

"Transforming Tourism for Community
Development"

No. of Participants

90+

No. of Diplomats

10+



H.E. Mr. Atif Ikram Sheikh

Emphasized tourism as a tool for community
empowerment and economic growth through
partnerships.



H.E. Mr. Saquib Fayyaz Magoon

Highlighted tourism's potential to become a
catalyst for sustainable community development.



H.E. Mr. Muhammad Atif Hanif

Highlighted tourism's potential to become a catalyst
for sustainable community development.



Mr. Khawaja Ashraf Hussain

Presented detailed presentation on the objectives and
activities of the upcoming STF 2026 and highlighted the
business opportunities through STF:

OUTCOME AND ACHIEVEMENTS

- Successfully engaged Ministers of Tourism and Investment to participate and speak at the Ministerial Session, reinforcing high-level policy dialogue.
- Facilitated the pitching of investment-ready tourism projects, enabling partnership opportunities and investor engagement.
- Enabled the establishment of country pavilions to showcase tourism assets, cultural heritage, and national identity.
- Secured strong support from the diplomatic and business community for STF 2026, with several countries confirming high-level participation.
- Reached a consensus on the development of a Tourism Exchange Program among OIC Member Countries to enhance collaboration and knowledge sharing.

MAIN PARTICIPANTS

- Ambassadors, consul generals, and high commissioners from Japan, Malaysia, Indonesia, Algeria, Vietnam, Thailand, Sri Lanka, the Philippines, Afghanistan, Uzbekistan, etc.
- Businessmen from tourism industry

SUSTAINABLE TOURISM FORUM

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Chambre Islamique de Commerce et de Développement

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airblue

Airblue was proud to participate in the Sustainable Tourism Forum & Expo, reaffirming its commitment to promoting sustainable tourism and responsible air travel.

At the Expo, airblue maintained a strong digital branding presence, with its logo prominently displayed across designated digital platforms throughout the venue. In addition, a dedicated brand video was showcased, highlighting airblue's core services, expanding route network, and key domestic and international destinations. The video effectively communicated the airline's role in enhancing connectivity, supporting tourism growth, and contributing to sustainable travel practices.

Through this digital activation, airblue engaged with industry stakeholders, tourism professionals, and attendees, positioning the airline as a reliable and forward-looking aviation partner. The participation reflected airblue's continued efforts to support initiatives that encourage sustainable tourism while showcasing Pakistan's connectivity to key regional and international markets.

Where Excellence Takes Flight!



"TRANSFORMING TOURISM FOR COMMUNITY DEVELOPMENT"

INSPIRE, CONNECT, AND SHAPE TOMORROW'S TOURISM



آغا خان یونیورسٹی ہسپتال

The Aga Khan University Hospital



The Aga Khan University Hospital (AKUH) participated in the 2nd ICCD Sustainability Tourism Forum 2026 to promote medical tourism. The forum brought together a diverse group of regional stakeholders and provided a platform for dialogue on sustainable tourism across sectors, along with opportunities for cross-sector collaboration. AKUH was represented in a panel discussion on medical tourism by Dr Mairaj Shah, Chief Quality and Patient Safety Officer, who spoke on advancing sustainable medical tourism across OIC member countries. The two-day event was well organised, with a thoughtfully designed exhibition space and smooth on-ground execution, enabling meaningful engagement throughout. Through this platform, we engaged with regional stakeholders to promote Pakistan's medical tourism potential and highlight AKUH's role in delivering high-quality, internationally benchmarked care to both local and international patients.





Islamic Cooperation Youth Forum (ICYF) is an international, non-commercial, non-partisan organization uniting leading umbrella youth organizations from the Member-States of the Organization of Islamic Cooperation (OIC) and youth organizations representing significant Muslim minorities worldwide. The Forum was established at its Founding General Assembly held in Baku, Azerbaijan, on 1-3 December 2004, in accordance with the Resolution No.15/31-C adopted by the 31st Session of the Islamic Conference of Foreign Ministers, which took place on 14-16 June 2004 in Istanbul, Republic of Türkiye. The ICYF was granted with the status of the affiliated institution to the OIC by the virtue of Resolution No. 3/32-C adopted by the 32nd Session of the Islamic Conference of Foreign Ministers held in Sana'a, Yemen, on 28-30 June 2005. According to the Special Host Country Agreement with the Government of the Republic of Türkiye in 2008, ICYF is a diplomatic mission accredited in Türkiye with headquarters in Istanbul and is the main partner of the OIC in youth-related matters. ICYF consists of member institutions comprising leading national and international youth organizations from OIC Member States and Muslim minorities in non-Muslim countries. The Forum's primary objectives include:

- Addressing challenges faced by Muslim youth.
- Advocating for youth interests.
- Promoting sustainable development.
- Enhancing formal and informal education.
- Strengthening moral values.
- Fostering dialogue among cultures and civilizations.

The Forum is dedicated to implementing initiatives that empower Muslim youth to embrace their cultural roots and become productive members of their communities. This commitment extends to fostering optimism, constructive engagement, and a sense of responsibility towards the ummah and humanity at large. The impact of ICYF is evident in its role as an advocate for youth, tirelessly working to overcome challenges faced by Muslim youth globally. Its initiatives aim to empower younger generations, contribute to their moral and educational development, and promote dialogue and cooperation among diverse cultures and civilizations. The success of ICYF relies on the solid support of the OIC Member States to fulfill its noble mission and effectively address the needs and aspirations of Muslim youth.

In 2021, ICYF became an observer member at the United Nations Economic and Social Council. The Forum focuses on the youth's social, economic, and cultural development in the OIC region and beyond. The Forum also acts at the international level cooperating with youth organizations and other intergovernmental, governmental, and non-governmental entities from different countries to advance the relations among the youth.

SUSTAINABLE TOURISM FORUM & EXPO

"TRANSFORMING TOURISM FOR
COMMUNITY DEVELOPMENT"

INSPIRE, CONNECT, AND SHAPE TOMORROW'S TOURISM



The Pakistan Tourism Development Corporation (PTDC) is the national body responsible for promoting and developing tourism in Pakistan. Established in 1970, PTDC operates under the administrative control of the Ministry of Inter-Provincial Coordination, Government of Pakistan and plays a central role in showcasing the country's diverse tourism potential at both domestic and international levels.

PTDC's core functions include marketing Pakistan as a tourist destination, facilitating investment in tourism infrastructure, and providing essential services such as tourist information centers and management of national tourism e-portal. Over the years, it has contributed significantly to the development of key tourist sites across the country, particularly in northern regions like Gilgit-Baltistan and Khyber Pakhtunkhwa.

PTDC also works on setting national tourism standards and regulations. It also coordinates tourism development across provinces. PTDC also acts as a knowledge, data, and capacity hub for tourism sector with special focus on professionalism and HR development in tourism and hospitality sectors.

At the international level, PTDC acts as Pakistan's lead coordinating agency for engagement with global and regional tourism bodies, including the UN Tourism Organization and other relevant forums. It also facilitates the adoption of international best practices and standards within the domestic tourism sector.

As national tourism organization, PTDC also supports the Ministry of Inter-Provincial Coordination (IPC) in the implementation of bilateral agreements and Memorandum of Understandings (MoUs) related to tourism, strengthening international cooperation and promoting inbound tourism.

PTDC also works to enhance visitor experience by promoting cultural heritage, ecotourism, medical tourism, spiritual tourism, religious tourism and adventure tourism in Pakistan. It collaborates with provincial governments, private sector stakeholders, and international partners to strengthen Pakistan's tourism sector and position the country as a safe, attractive, and sustainable destination for travelers worldwide.

For more details please visit our official websites:

www.tourism.gov.pk | www.salampakistan.gov.pk



TDCP's participation in the Sustainable Tourism Forum & Exhibition was highly productive and aligned with its mandate of promoting tourism development in Punjab. The event provided a valuable platform to showcase Punjab's tourism potential, engage with key stakeholders, and explore opportunities for sustainable tourism growth. Through its exhibition stall, stakeholder interactions, and B2B meetings, TDCP effectively represented the province and highlighted its strategic vision for tourism promotion and development. The participation contributed positively towards strengthening TDCP's role as a leading organization in tourism promotion at national and international levels.





Dar Iman Umrah & Hajj Services (Pvt.) Ltd. is a Karachi-based pilgrimage and travel management company established in 2005, recognized as a trusted leader in B2B Umrah services alongside offerings for individual and corporate clients. With nearly two decades of experience, it focuses on delivering seamless, comfortable, and spiritually enriching Hajj and Umrah journeys through strong operational planning, large-group handling capabilities of up to 500 passengers per departure, and personalized travel coordination. The company maintains strategic partnerships with leading Saudi hospitality providers such as Mayson, Emaar Al Diyafa, and Diyar, ensuring high-quality accommodation and service standards for pilgrims.

Beyond pilgrimage facilitation, Dar Iman has expanded into corporate travel management, serving prominent clients including Kenwood, GREE, Saffron Pharma, ICCD, and others with tailored and efficient solutions. It also collaborates with the Saudi Tourism Authority as a Co-Op Partner to promote "Umrah Plus" and leisure tourism, encouraging broader cultural and heritage exploration in Saudi Arabia. Emphasizing sustainable tourism and responsible travel practices, the company integrates operational efficiency with culturally respectful experiences, positioning itself as a comprehensive travel partner committed to reliability, innovation, and service excellence.



CEO's Message — Attaf Afzal Khan

"At Khan Continental Hotel & Restaurant, our vision is to redefine hospitality in Pakistan by harmonizing modern comfort with the natural beauty of Mansehra. We believe tourism is not merely about travel, but a powerful driver of cultural exchange, community development, and sustainable growth. Representing Mansehra at the ICCD STF Expo is a great honor, and we look forward to welcoming guests from across OIC member states, ensuring that every stay reflects our core values of care, elegance, and excellence."

Closing Note

As proud participants of the ICCD STF Expo at PC Hotel Karachi, Khan Continental Hotel & Restaurant is honored to represent Mansehra and Pakistan's northern tourism potential. We look forward to welcoming guests from OIC member states and beyond, ensuring that every stay at Khan Continental is marked by comfort, elegance, and unforgettable hospitality experiences





The Khyber Pakhtunkhwa Culture and Tourism Authority (KPCTA) is an autonomous body established by the Government of Khyber Pakhtunkhwa to promote, regulate, and develop the tourism sector and to preserve, protect, and project the cultural heritage of the province in a sustainable manner.

KPCTA is mandated to formulate and implement policies, strategies, and programs aimed at enhancing tourism infrastructure, facilitating investment, and ensuring quality standards in tourism services across the province. The Authority also undertakes initiatives for the conservation and promotion of cultural assets, including historical sites, traditional arts, crafts, and indigenous heritage.

In line with the Government's vision, KPCTA works to position Khyber Pakhtunkhwa as a leading tourism destination by leveraging its unique natural landscapes, diverse cultural traditions, and historical significance. The Authority collaborates with public and private sector stakeholders to encourage responsible tourism, promote eco-friendly practices, and create livelihood opportunities for local communities.

KPCTA is further responsible for improving visitor facilitation, ensuring tourist safety, strengthening institutional capacity, and promoting the province at national and international platforms through strategic marketing and outreach initiatives.

Through its integrated approach, KPCTA aims to contribute to socio-economic development, cultural preservation, and sustainable tourism growth in Khyber Pakhtunkhwa.

<https://kptourism.com>



ROAD & STORY

Authentic Experience

Road & Story Private Limited

Building Destinations. Creating Legacy.

Road & Story is a visionary development company committed to transforming Pakistan's tourism and hospitality landscape through landmark, experience-driven destinations. With a focus on high-value locations and long-term impact, the company blends global design standards with local cultural authenticity to create projects that are both commercially successful and nationally significant.

Our flagship achievement, the first 5 star resort at Attabad Lake, Hunza, marks a defining milestone-not only for our company but for tourism in Gilgit-Baltistan. Designed to international standards and developed in one of the most environmentally sensitive and visually breathtaking regions in the world, this project reflects our ability to execute complex, high-altitude developments with precision, responsibility, and vision. It is more than a resort-it is a symbol of Pakistan's emergence on the global luxury tourism map.

Our Philosophy

At Road & Story, we don't just build projects-we build destinations that tell stories. Stories of place, purpose, and possibility.

From the serene waters of Attabad Lake to the vast landscapes of Ghizer, our work is driven by a single belief: Pakistan holds some of the world's most extraordinary destinations - and it deserves developments that match their potential.



Divine Journeys Private Limited Curating Sacred Experiences Across Pakistan

Divine Journeys Private Limited is a specialized travel and tour operator dedicated to facilitating religious pilgrimage experiences across Pakistan for Sikh and Buddhist communities worldwide. The company offers thoughtfully curated journeys to some of the country's most sacred and historically significant religious sites, enabling travelers to connect with their faith, heritage, and spiritual traditions.

With a commitment to authenticity, cultural sensitivity, and service excellence, Divine Journeys provides comprehensive pilgrimage solutions, including customized itineraries, transportation, accommodation, visa assistance, and guided tours. Supported by experienced professionals and knowledgeable guides, the company ensures safe, comfortable, and spiritually enriching experiences for both individual pilgrims and groups.

By combining meticulous planning with deep respect for religious heritage, Divine Journeys Private Limited creates meaningful journeys that inspire reflection, understanding, and a lasting connection to history and faith.



The Pakistan Education & Training Association (PETA) (Private Vocational Institutes Association) is a forward-looking initiative aimed at strengthening the landscape of Technical and Vocational Education and Training (TVET) across Pakistan. The association serves as a collaborative platform bringing together private vocational institutes, industry stakeholders, training professionals, and policymakers to enhance the quality, relevance, and accessibility of skills development programs.

PETA is committed to bridging the gap between industry requirements and workforce capabilities by promoting industry-led training models, practical skill development, and modern curriculum frameworks. In addition to core technical training, the association also focuses on tourism and hospitality-related skills development programs, recognizing the growing importance of the tourism sector in Pakistan's economic development.

The association emphasizes aligning training programs with national and international standards to ensure that Pakistani youth are equipped with employable, market-driven skills. Through structured training, certification, and industry exposure, PETA aims to produce a skilled workforce capable of meeting both local and global demands.

With a strong focus on research, innovation, and partnerships, PETA plans to establish a dedicated research and development wing to support evidence-based policymaking and continuous improvement in the TVET sector. The association will also facilitate collaborations with international organizations, industry bodies, and educational institutions to promote knowledge exchange and adoption of global best practices.

Leadership

Adil Mehmood Siddiqui

(Pakistan Education & Training Association)

President & Founder

(TVET Consultant, Advisor & Researcher)



The College of Tourism and Hotel Management (COTHM)

The College of Tourism and Hotel Management (COTHM) proudly participated in the recent Sustainable Tourism Forum & Expo held at PC Hotel Karachi, an event that brought together industry leaders, educators, and professionals to discuss sustainable practices in the hotel and tourism sector. The forum served as a platform for knowledge-sharing, innovation, and showcasing practical initiatives that promote environmental responsibility in hospitality.

COTHM is one of Pakistan's leading institutions offering professional programs in hospitality, culinary arts, and hotel management. The college emphasizes practical, hands-on training combined with industry-focused education to prepare students for careers in a dynamic and evolving hospitality sector. Sustainability and ethical practices are key pillars of COTHM's curriculum, ensuring that students are well-equipped to contribute positively to the industry.

At the forum, COTHM actively showcased student-led initiatives that promote sustainability in hospitality. Hospitality management students presented innovative projects focused on energy efficiency, waste reduction, and eco-friendly operations within hotel settings. Meanwhile, culinary arts students introduced a creative initiative involving reusable dishes and utensils made from materials that would otherwise be considered waste. This project demonstrated a practical approach to reducing environmental impact in the food service sector.

Through these initiatives, COTHM highlighted the importance of combining education, creativity, and responsible practices to drive sustainable development in the hospitality industry. The college's participation reinforced its commitment to nurturing environmentally conscious professionals who can lead positive change in hotels, restaurants, and tourism operations across Pakistan and beyond.

COTHM's presence at the Sustainability Forum not only showcased the college's innovative projects but also emphasized the critical role of education in promoting sustainable practices in hospitality. By fostering awareness and practical solutions, COTHM continues to inspire both students and industry professionals to embrace eco-friendly practices for a greener future.



Preserve Craft, Empower Local Artisans

Rooted in rural Sindh, Hala Kashigar revives the centuries old tradition of handmade pottery from our hometown of Hala, a craft practiced since the 16th century. Since our official inception in 2019, Hala Kashigar has grown into an established household name across Pakistan, proudly endorsed by esteemed international institutions such as the United Nations Women's Guild based in Vienna, alongside respected local institutions, multinational brands, artists, concept stores, homeowners, influencers, and art enthusiasts alike. We offer a blend of traditional and contemporary home decor art pieces that are aesthetic to the eye and multifunctional such as our popular Bird Baths, Wallhanging platters, Garden stools & floral pots. Founded by myself Abu Muhammad Sindhya Makhdoom, the initiative is both a personal journey and community mission.

Inspired by my families contributions across the region which is interwoven with Hala's story in its heritage, traditions and social fabric, I strive to continue their legacy to uplift the local community and preserve a small piece of our cultural identity



Our company is a dynamic FMCG manufacturer and exporter dedicated to delivering high-quality consumer products across the food and personal care sectors. With a strong commitment to excellence, innovation, and international quality standards, we have developed a diversified product portfolio that includes premium tea blends, herbal infusions, personal care soaps, and a wide range of spices and blended seasonings. Our tea division offers carefully selected black tea and herbal products crafted to provide exceptional flavor, aroma, and consistency, while our personal care range features herbal, antibacterial, medicated, and beauty soaps formulated to meet modern consumer needs. In the food category, we provide premium whole spices, ground spices, and customized seasoning blends processed under stringent hygiene standards to preserve their natural taste and quality.

Backed by certified manufacturing facilities and robust quality control systems, we ensure that every product meets the highest standards of safety, hygiene, and regulatory compliance. Our operations are supported by an efficient supply chain, advanced packaging capabilities, and scalable production infrastructure, enabling us to serve both retail and bulk market segments effectively. In addition to our branded product offerings, we provide private label and contract manufacturing solutions tailored to the specific requirements of distributors, retailers, and international partners. With a customer-centric approach and a focus on long-term partnerships, we continue to expand our presence in global markets by delivering reliable, competitively priced, and export-ready products. Our commitment to quality, consistency, and continuous improvement positions us as a trusted partner for businesses seeking dependable FMCG solutions across diverse consumer categories.



Qadri & Qureshi Foundation (Q&Q Foundation) is a registered non-profit organization under SCRRC, working to support underserved and low-income urban communities across Pakistan. Operating independently and funded by philanthropists, the foundation is committed to transparency, accountability, and long-term community care rather than short-term relief.

Its mission focuses on improving quality of life through consistent access to food, healthcare, education, and social support, delivered with dignity and care. The foundation is primarily anchored in two key areas: Food Security and Healthcare, supported by seasonal relief initiatives such as clothing drives, heatwave camps, Ramzan food distributions, and emergency response efforts.

In food security, Q&Q Foundation provides daily cooked meals to over 2,500 families (10,000+ individuals), with a focus on vulnerable households, alongside monthly ration support to help families maintain stability and reduce food insecurity.

In healthcare, the foundation operates two charitable clinics in Quaidabad and Gulbahar, serving around 4,000 patients monthly, as well as mobile medical units reaching over 9,000 patients annually in remote and underserved areas.

Through these integrated services, Q&Q Foundation works to restore dignity, stability, and essential care to communities most in need.

Our Exhibitors





الغرفة الإسلامية للتجارة والتنمية
Islamic Chamber of Commerce and Development
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