



SUSTAINABLE
TOURISM
FORUM
Future Build Together



ICCDSTF.COM

Sustainable Tourism Forum 2026

21-22 January 2026 | PC Hotel Karachi Pakistan

Exclusive Exhibition

PREAMBLE

The Islamic Chamber of Commerce and Development (ICCD), an international organization affiliated with the Organisation of Islamic Cooperation (OIC), represents the private sector of 57 member states of OIC.

After the successful First Edition of the Sustainable Tourism Forum - STF, the Islamic Chamber of Commerce & Development (ICCD) in collaboration with the Federation of Pakistan Chambers of Commerce & Industry (FPCCI), Pakistan Tourism Development Corporation (PTDC), Ministry of Commerce (MoC) and Board of Investment (BOI) will be organizing the **2nd Sustainable Tourism Forum** under the theme of "Transforming Tourism for Community Development" on 21st – 22nd January 2026 at PC Hotel Karachi – Pakistan. The Forum will discuss investment opportunities in the tourism sector with focus on sustainability and will also showcase the abundant resources and potentials in the tourism industry in Pakistan and other OIC Countries.

The first Forum on Sustainable Tourism was organized by ICCD on 30th – 31st January 2025 at Karachi Marriott Hotel – Pakistan, where international delegations from various countries participated. ICCD is making Pakistan a hub of Tourism among OIC countries and increasing the participation of the private sector through investment, access to new markets and partnership building. The outcome document of the previously held Sustainable Tourism Forum (STF) is attached for your reference. For further details, highlights, and media coverage of the event, please visit our official website: <http://iccdstf.com>



APPRECIATION FROM OIC



منظمة التعاون الإسلامي

Organisation of Islamic Cooperation
Organisation de Coopération Islamique

The 51st Session of the Council of Foreign Ministers of the Organisation of Islamic Cooperation (OIC) held in Istanbul, Türkiye, on 21st & 22nd June 2025 appreciated the successful hosting of Sustainable Tourism Forum:

Expressing its appreciation to the Government of the Islamic Republic of Pakistan for hosting the Sustainable Tourism Forum under the theme of **“Transforming Tourism for Community Development”, held in Karachi, Islamic Republic of Pakistan, on 30th -31st January 2025, organized by the ICCD** in collaboration with Pakistan Tourism Development Corporation (PTDC) and the Federation of Pakistan Chambers of Commerce & Industry (FPCCI).

PARTICIPATION



Azerbaijan



Türkiye



Indonesia



Pakistan



Iran



Singapore



Iraq



United Kingdom



Saudi Arabia



United States



South Africa

Tourism is a Pillar of Economic Growth and International Collaboration and remains one of the fastest growing and most influential industries worldwide, serving as a major source of income for many countries. In this context, the upcoming Sustainable Tourism Forum represents a landmark event.

This prestigious Forum is expected to attract over one hundred foreign participants, exhibitors, and investors from OIC member countries, including, but not limited to, the Kingdom of Saudi Arabia, Qatar, UAE, Kuwait, Bahrain, Oman, Türkiye, Malaysia, Indonesia, Jordan, Egypt, Iran, Iraq, Morocco, and several others. In addition, a strong turnout from stakeholders across the hosting country Pakistan is anticipated, reflecting robust local engagement and interest.

Given the strategic significance of this event, its successful execution will not only enhance Pakistan's international standing but also unlock new avenues for public-private collaboration, sustainable development, and investment in the tourism sector.

ICCD firmly believes that hosting this Forum on a regular basis would greatly benefit both the public and private sectors of Pakistan, enabling long-term growth, job creation, and cultural exchange.

This Forum is not just an event, it is a step toward reimagining Pakistan as an interactive destination for global travelers, investors, and partners in sustainable tourism.



OBJECTIVES OF THE FORUM

Highlight ample investment opportunities in the tourism sector across OIC countries

Introduce Pakistan as a hub for sustainable tourism in OIC countries

Transforming tourism for community development, as tourism is a pillar for economic growth & international collaboration

Role of financing in promoting sustainable tourism

Promote awareness about sustainable tourism in OIC countries and beyond

Promote public-private partnership & joint ventures to add value proposition to attract tourists

Promote intra-OIC tourist flows, through visa facilitation to the extent permitted by the laws of OIC member states

Promote the sustainable tourism destinations

Promote regional and cross-border tourism projects in the member states to attract investments

Role models & successful ventures in the tourism industry



TENTATIVE AGENDA OF THE FORUM

DAY – 1 | 21ST JANUARY 2026

OPENING SESSION

Recitation of Holy Quran
National Anthem of the Host Country – Islamic Republic of Pakistan
Keynote Speeches by Dignitaries

MINISTERIAL SESSION

Tourism Diplomacy for Building Global Investment & Partnerships

PANEL SESSIONS, SPECIALIZED WORKSHOPS & SYMPOSIA

Panel - 1: Investment & Partnership in Sustainable Tourism
Panel - 2: Medical Tourism – Paramount Quality Services for Global Patients
Workshop - 1: Heritage Management for Cultural Tourist Sites & Museums
Symposia-1: Top Preferred Global Sustainable Destination
Symposia-2: Promoting Education and Skills for Sustainable Tourism Development.

DAY – 2 | 22ND JANUARY 2026

ROUNDTABLE, PANEL SEESION & SPECIALIZED WORKSHOPS

Roundtable: Private Sector Investment in Tourism for Economic Development
Panel - 3: Sustainable Destination Management, Success Stories & Joint Venture Opportunities
Panel - 4: Transformation of Tourism through Technology and Artificial Intelligence
Workshop - 2: Communities First: Impact of Natural Calamities & Climate Change on Tourism
Workshop - 3: Halal Tourism to Facilitate Muslim Travelers

CLOSING SESSION

Global Tourism Statistics:

According to the Global Tourism statistics, the year 2024 is setting new records of growth with an estimated figure of over 1.5 billion tourists, USD 11.1 Trillion and stands as the 3rd largest industry in the world. We are organizing this Forum in Pakistan at this time of global boom and opening a gateway of opportunities for Pakistan and other Countries to take optimum advantage. The forum can serve as a platform for sustainable tourism and will bring synergies for all participating Countries, showcasing their tourism potentials for fostering collaboration across regions. STF promotes sustainable tourism, attracts FDI and makes Pakistan a prominent sustainable tourism destination.

Pakistan is Getting Visibility & Recognition in the Intl' Tourism Sector:

Pakistan is getting visibility and recognition in the international travel and tourism sector as it is the priority of Government of Pakistan. The country has some of the tallest peaks and many glacial terrains, rich multicultural heritage for international tourists. Adventure tourism especially is on the rise for the sector in Pakistan.

Event Outlines:

- Conference
- Exhibition
- Country Pavilion
- B2B Networking
- Workshops
- Symposia
- Roundtable
- Destination Management Exclusive Session
- Gala Dinner

Join Sustainable Tourism Forum – Elevate Your Country's Tourism

We warmly invite you and relevant public and private sector entities, such as tourism boards, private stakeholders, and potential investors, to ensure a strong presence and active participation. Your involvement will promote national interests, foster strategic partnerships, and enhance your country's image. ICCD is pleased to facilitate the following:

Country Pavilion

Display of your tourism to attract tourists: leisure tourism, inbound tourism, cultural tourism, adventure tourism, religious tourism, business tourism, educational tourism, gastro tourism, medical tourism, wellness tourism, sports tourism, agri-tourism & other companies display at your pavilion

Exclusive Session

Hosting cultural/networking reception, sideline event or roundtable, B2B meetings.

Delegation & Speaker Nomination

Providing an opportunity for organizations to showcase their leadership, insights, and expertise at the event.

Venue

The Forum and Expo will be held at PC Hotel Karachi-Pakistan
For accommodation booking ,please contact:
Pearl Continental Hotel, Club Road, Karachi – Pakistan
Email: rsvpchk@pchotels.com; Tel: +9221-111505-505 +92309-2877099

How to Get Registered

For participation at the Forum and Exhibition, please get registered through the link: <https://iccdstf.com/registration/>

Visa:

The Government of Pakistan offers free of cost visa prior to arrival for 126 Countries. Apply visa at:
<https://visa.nadra.gov.pk/visa-prior-to-arrival-tourist/>
Other countries can apply visa via:
<https://visa.nadra.gov.pk/tourist-visa/>

Flight Tickets & Accommodation:

The participants will be responsible for covering the cost of their international airfare. However, the organizers will extend full support by offering special discounted packages for international delegations and participants. These packages will include preferential rates on accommodation on the selected hotels, local transportation, airport-hotel-venue-hotel-airport, ensuring a convenient and enriching experience for all attendees.



SPONSORSHIP PACKAGES

S.NO.	PACKAGE DETAILS	BRONZE SPONSOR USD 10,000	SILVER SPONSOR USD 20,000	GOLD SPONSOR USD 30,000	STRATEGIC PARTNER USD 35,000
1	Sponsor's logo on stage backdrop	Yes	Yes	Yes	Premium Placement
2	VIP invitations to attend the opening ceremony	-	1	2	3
3	Speaking slot at the conference opening session	No	No	No	Yes
4	Exhibition space in the exhibition hall (exclusive fabrication cost)	9 sq.m	9 sq.m	18 sq.m	27 sq.m
5	Promotional posts on ICCD's social media platforms	1	2	3	4
6	Promotion of sponsor's name and logo on the conference website & social media	Yes	Yes	Yes	Yes
7	Displaying of sponsor's name and logo on all promotional materials	Yes	Yes	Yes	Yes
8	Promoting the sponsor's key projects that align with the conference theme	-	2	3	4
9	Circulation of a newsletter mentioning the sponsors' name	No	Yes	Yes	Premium slot
10	Display of promotional video of the sponsors during the conference	-	60 sec.	90 sec.	120 sec.
11	B2B meetings with intl' delegations on prior request	Yes	Yes	Yes	Yes
12	Speaking slots at the panel session (based on the relevance)	No	Yes	Yes	Yes
13	Interview with sponsor to be published on all ICCD's social media platforms	-	60 sec.	90 sec.	120 sec.
14	Publication of a press release mentioning the sponsor's participation	No	Yes	Yes	Yes
15	Number of entry passes for the sessions	10	10	15	15
16	Souvenirs to the sponsors by ICCD officials	Yes	Yes	Yes	Yes
17	Providing the sponsor with a copy of the final report of the conference	Yes	Yes	Yes	Yes
18	Distribution of sponsor's brochure/giveaways	Yes	Yes	Yes	Yes
19	Discount on sponsorship packages in the upcoming conferences	5%	10%	15%	20%
20	Hotel accommodation and local transportation	1 Room	1 Room	2 Rooms	3 Rooms

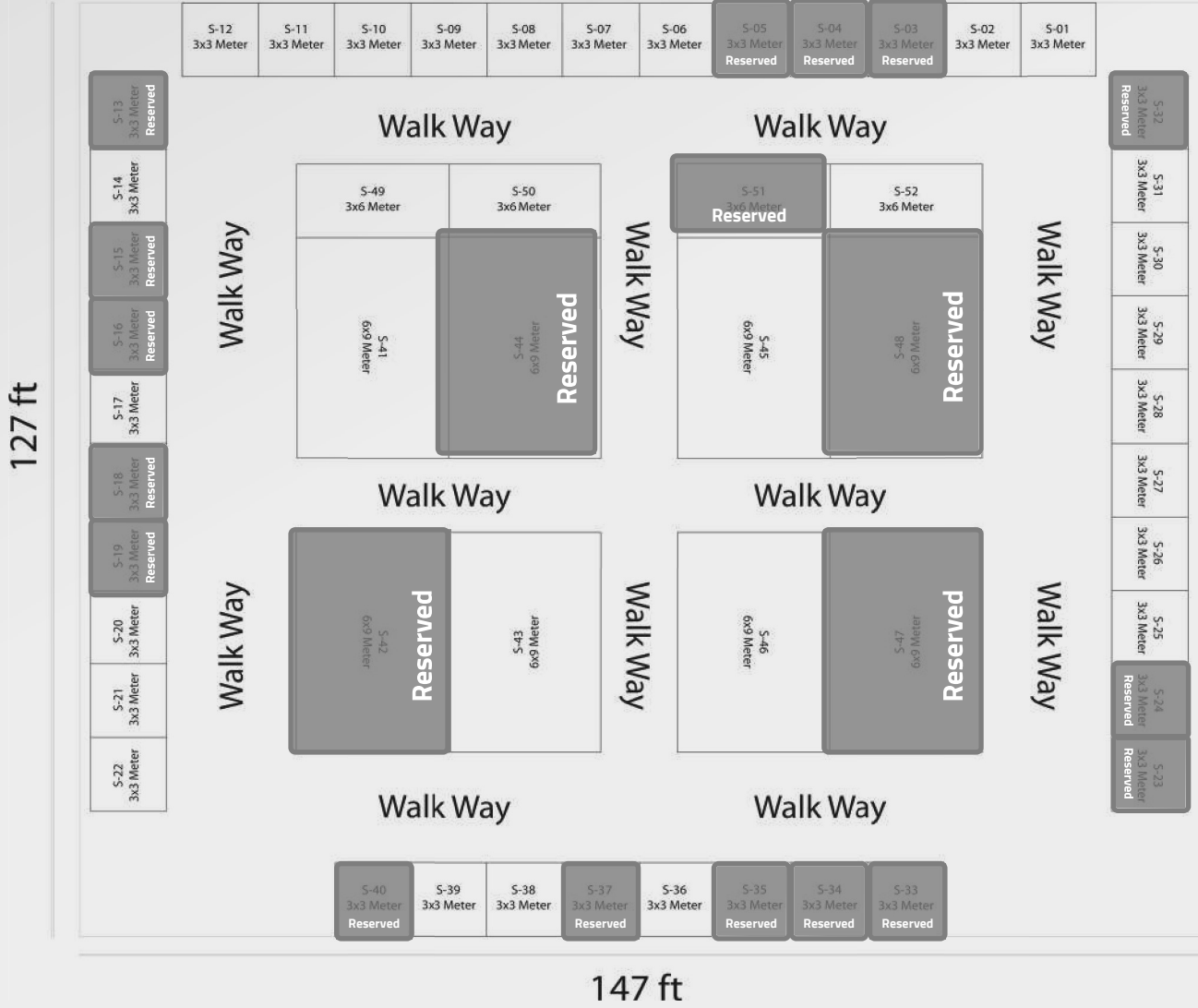
B2B Lounge Branding (Sponsor a Networking Session with your Branding)

USD 15,000/-

Digital Screen Display at the Main Entrance

USD 10,000/-

21 - 22 JANUARY 2026
PC HOTEL KARACHI



Interested organizations / companies can display their products and services at the Sustainable Tourism Exhibition via: <https://iccdstf.com/registration/>
Mobile & WhatsApp: +923342660207 / +923219285525 | Email: emd@iccdglobal.com

S.No.	Booth Size	Amount in USD
1	Shell Scheme (Minimum 9 SQM)	2,000/= (For 9 SQM)

Included in the Package:

Includes space, octonorm structure, walls, carpet, a 220V power connection, 04 spotlights, counter, fascia board, round table with two chairs.
Other additional facilities if required can be obtained on payment.



S.No.	Booth Size	Amount in USD
2	Bare Space (Minimum 18 sqm)	200/= per sqm
<p>Included in the Pavilion Package:</p> <ul style="list-style-type: none"> ▪ Pavilion space in the exhibition. ▪ Pavilion construction - choice of multiple pavilion design options. ▪ Printing of a 200-word profile in the forum report, which will be circulated globally. ▪ Pavilion promotion on our social media channels. <p>Complimentary Additional Features:</p> <ul style="list-style-type: none"> ▪ 3 nights / 4 days hotel stay on a twin-sharing basis. ▪ One complimentary full-page advertisement in the forum report. ▪ Shuttle service (airport – hotel – venue – airport). ▪ Bare surface is space only area marked in required dimension inside the hall. Exhibitor is responsible to build the stand according to the design approved by the exhibition management. 		

Organizers



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

<http://iccdglobal.com>

The Islamic Chamber of Commerce and Development (ICCD) is an international non-governmental organization affiliated to the Organization of Islamic Cooperation (OIC). It represents the private sector of 57 member Islamic countries via their member federations and chambers of commerce, in addition to Muslim minorities in non-Muslim countries, with a membership of 67 business entities. ICCD aims to promote cooperation among its members in areas of trade, industry and information technology, as well as enhance investment opportunities and support economic development across the Islamic world.



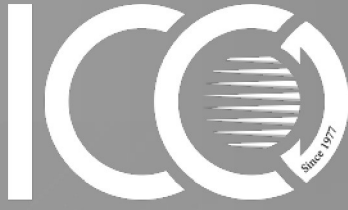
<https://fpcci.org.pk>

Federation of Pakistan Chambers of Commerce & Industry (FPCCI) is an apex body of trade and Industry in Pakistan and has been advocating the collective opinion, concern, and aspiration of the private sector and offered helpful advice and solid assistance to the Government in its efforts to promote exports, encourage foreign investment and stimulate economic activity in the country.



<https://tourism.gov.pk>

Pakistan Tourism Development Corporation (PTDC) is an organization of the Government of Pakistan, governed by the Board of Directors. The PTDC aimed to promote Pakistan as a tourist friendly destination, marketing of Pakistan's tourist products and to act as a catalyst in encouraging the private sector to play active role in tourism promotion & development. PTDC is committed to promoting Pakistan's tourist destinations at national and international level also coordinating with regional, national and international stakeholders, with a core mandate on tourism destination promotion.



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



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