



RAKz

COMMUNICATIONS

THE EVENT ELEVATORS

VISION

“To be a world-class event management & promotion company that helps consumer and corporate sector to achieve the goals, through commitment to strategic growth, outstanding services, and community involvement.”

OUR CORE VALUES

- Creativity
- Quality
- Success
- Social Responsibility

INTRODUCTION

RAKz Communications [Pvt.] Ltd. is one of the leading and dynamic visionary event management company, we have vast links in different sector of business industry.

We focus on creativity, cost effectiveness, high level management skills and expertise for:

Associations *(State, national or international conferences)*

Corporate *(Product launches, reward programs, incentives, staff conferences, AGM's, client functions)*

Exhibitions *(Public and trade exhibitions of any size)*

Government *(Secure meetings, special protocols, VIP management)*

Special events *(Public functions, weddings planner, networking dinner, product or project launches)*

CHAIRPERSON'S MESSAGE

Assalam-o-Alaikum !

Dear Reader,

I take pride to launch the formal profile of our company RAKz Communications (Pvt) Ltd. I am thankful to all our valuable clients and staff to make this entity comparable to any company in the field of Event Management with quality standards.

This is the beginning of new era and we have to run miles beyond to serve our existing clients and deploy our all energy for the further development of business which never meant just business but the self actualization to be committed to serve what is promised with in selected domains and even go a mile beyond to serve.

Wish you all loving and eventful lives.

Nazia A. Raashid
Chairperson - RAKz Communications (Pvt.) Ltd

PORTFOLIO

• BRIGHT SPRING FESTIVAL IN US CONSULATE IN KARACHI

We organized a unique Spring Festival Family Day on 6th March 2010, at American Consulate General Karachi, Pakistan in affiliation with the US Government Pakistani Employees Association. The Honorable Consul General Mr. Stephen G. Fakan welcomed the guests. The purpose of the event was to provide entertainment in form of different activities to the USGPEA members.



1. EXHIBITIONS

• FINANCE EXPO PAKISTAN 2009

Finance Expo Pakistan, held on March 11th - 13th 2009. It was a platform to the entire financial sector including Banks, Takaful, Modaraba, Insurance Companies, Asset Management Companies, Stock Exchanges, Security Companies, Financial Education Institutes & Leasing Companies to come together, to exhibit their products and services, share new ideas and discuss challenges faced by financial sector.



•MUNHINJI SINDH EXHIBITION 2009

A unique Cultural & Consumer show, held by the name of "Munhinji (My) Sindh Expo 2009" from October 23rd - 25th, 2009 at Karachi Expo Center. The main purpose of Munhinji Sindh exhibition, was to provide a platform to small medium size entrepreneur and specifically artisans of sindh, where they exhibited their products and services. Furthermore, their work introduced in the global market through exhibition, that enhanced exports as well as forge into new business entities.



2. EVENT MANAGEMENT SOLUTIONS

•THAR DESERT CHALLENGE 2009



• **PRESS CONFERENCE OF ABDULLAH HUSSAIN HAROON (AMBASSADOR OF PAKISTAN TO THE UNITED NATIONS)**



• **OATH TAKING CEREMONY OF PAKISTAN CUSTOMS APPRAISEMENT OFFICERS ASSOCIATION**



• **E-INDUS 2010 AT INSTITUTE OF INDUSTRIAL ELECTRONICS ENGINEERING, (PCSIR).**



3. CONFERENCES, SEMINARS & WORKSHOPS

Our Conferences, Seminars & Workshops are designed to bring together the leading industry professionals under one platform. Our conferences go a long way in offering a unique opportunity for developing a wide range of professional relationships. We believe that our greatest asset is the fact that you, the client, can successfully obtain all of your desired services from under the same roof... "ours".

• INTERNATIONAL CONFERENCE ON IMPACT OF IT SERVICES IN BANKING & INTERNATIONAL CONFERENCE ON RETAIL BANKING

International Conference on Impact of IT Services in Banking & International Conference on Retail Banking were one of the most anticipated conferences held in concurrent with the exhibition attracting significant interest among investors, industry professionals, and decision makers. The conferences covered the current trends and issues that are shaping in the IT & financial world. Both conferences were the perfect platform for those looking to gain basic familiarity or explore advanced topics & enhancing business opportunities.



4. AWARD CEREMONIES/FASHION SHOWS

Award ceremonies are accolade to recognize excellence of professionals working in different fields, RAKz Communications (Pvt.) Ltd. has organized several award shows including the First National Achiever Awards, "First time for the financial sector in Pakistan".

•FIRST NATIONAL ACHIEVER AWARDS 2009

First National Achiever Award Ceremony, organized in order to appreciate the financial sector for boosting to the individuals as well as the organizations that stand strong in their respective fields due to their stupendous contributions and still striving for flourishing of the financial sector of our country.



•FASHION SHOW

We have organized several Fashion Shows with top of the line [Pakistani Models], to capture the creative thoughts & to promote dresses, designs & brand images of the organization. We ensure you for the complete management of your shows through Budgeting, Theme, Venue, Advertisement, Décor & setup.



5. ADVERTISEMENTS

Advertising is not only important for the selling purpose but also good for leading the organization to its peak. We have vast links in the advertising sector with fast-paced and competitive campaigns across different ATL & BTL activities.

6. PUBLIC RELATIONS & MEDIA SERVICES

RAKz is dedicated to the daily discipline of developing those productive long-term relationships with the media and other centers of influence. We do it for our clients—and for those we will be serving in the future. We offer a broad range of PR; for our clients to gain exposure, develop stronger reputations as experts in their respective fields, and most importantly achieve their goals.



7. BTL ACTIVITIES

RAKz Communications (Pvt.) Ltd. offers a variety of BTL activities, whether a brand awareness campaign, retail promotions, road shows, mall activities & many more.



8. CORPORATE EVENTS/PREMIERS/PARTIES

What is your special occasion? A Product Launch! A corporate Dinner! A corporate event! Networking Dinner! We will ask you what type of party or occasion you are planning for? We will provide you complete services from start to the end. We are expert in designing, developing, organizing, and managing these events.

9. WEDDING PLANNER

We provide complete wedding arrangement solutions including Mehndi, Venue search & management, Valima reception, Ambiance, Musical Dance Shows, Transportation & many more.



10. CUSTOM CLEARING & FREIGHT FORWARDING

RAKz Communications [Pvt.] Ltd. has vast experienced in Custom Clearing & Freight Forwarding. We are providing unparallel consultancy services to the clients on matters relating to Customs, Sales Tax and Import / Export Laws and Procedures. We are proud to offer our clientele highly efficient fast clearing services in:

o Time Saving o Money Saving o Demurrage Saving o Extra Overhead Saving

We also assist our clients in preparation of:

- o Custom documentation
- o Examination of shipments
- o Customs Clearance & Forwarding
- o International Freight Forwarding
- o Transportation Country Wide
- o Door To Door Services / Operations
- o Air Freight
- o Handling of stuffing and destuffing of goods at ports.
- o Carting / Receiving goods.

Our motive is to give incomparable favor in [Custom duties & Taxes] through relevant SROs, CGOs, Import & Export policy order & other beneficiaries customs' rules & regulations. We provide a pleasant experience completely devoid of any hassles in any of the intermediate process especially custom clearance.



OUR SERVICES

RAKz Communications (Pvt.) Ltd. is offering “Incomparable Discounts” on venue search & management [Five-star hotels, Clubs, & Expo Center], ambiance & stall fabrication, networking dinners, Entertainment & infotainment shows, Press Conferences & Publications.

Event Types:

EXHIBITIONS
CONFERENCES
SEMINARS
WORKSHOPS
AWARD CEREMONIES
FASHION SHOWS
MEDIA & PR
RETAIL PROMOTIONS
MALL ACTIVITIES
BTL ACTIVITIES
CORPORATE EVENT PARTIES
ADVERTISEMENTS
CONCERTS
PRODUCT LAUNCHES
VENUE SEARCH & MANAGEMENT
WEDDING PLANNER
CUSTOM CLEARING & FREIGHT FORWARDING

We look forward to CREATE a long lasting relationship with you in near future !



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