



PAKISTAN MEGA LEATHER

----- SHOW 2018 -----

LEATHER-FOOTWEAR-GARMENTS-GLOVES-GOODS

4TH PAKISTAN MEGA LEATHER SHOW

27-29TH JANUARY'2018

AT LAHORE INT'L EXPO CENTRE
LAHORE (PAKISTAN)

POST SHOW REPORT

We are delighted to have been able to share the outcome of 4th Pakistan Mega Leather Show in consecutive was held in **Lahore International Expo Centre, Lahore (Pakistan) from 27-29th January'2018**, which was jointly organized by all stakeholders of Leather Sector of Pakistan such as Finished Leather (**Pakistan Tanners Association - PTA**), Leather Footwear (**Pakistan Footwear Manufacturers Association – PFMA**), Leather Garments (**Pakistan Leather Garments Manufacturers & Exporters Association – PLGMEA**) and Leather Gloves (**Pakistan Leather Gloves Manufacturers & Exporters Association – PGMEA**) with the patronage of Government of Pakistan, Trade Development Authority of Pakistan. It was joint collaborated efforts for **organizing 4th Pakistan Mega Leather Show in Lahore (Pakistan)** with the exclusive motive(s) **1) To portray and improve the positive image of Pakistan to the World's business community 2) To motivate the leather business entrepreneurs for business growth 3) To enhance the confidence of investors in Pakistan's business market and to attract international masses towards the tremendous \ potentials that exist in the leather sector of Pakistan and enhance the domestic potential strength to provide viable platform within the country for joint ventures between the allied industries of Leather Sector of Pakistan and foreign companies.**

PRESS CONFERENCE

The first activity of Pakistan Mega Leather Show (PMLS) 2018 was holding of Press Conference which was held on 25th January'2018 at prominent Hotel in Lahore. The Press Conference was addressed by Mr. Amanullah Aftab, Chairman, Pakistan Tanners Association alongwith Chairman, PFMA, Mr. Farrukh Saleem and Co-Convener, Mr. Muhammad Musaddiq which was attended by Mr. Mansoor Iqbal, Sr. Vice Chairman, PTA, Mr. Abid Hafeez, Sr. Vice Chairman, PFMA & Convener, PMLS'2018.

In the Press Conference, Mr. Amanullah Aftab informed the salient features of 4th Pakistan Mega Leather Show and gave a comparison of activities and attendance of 3rd PMLS-2017 and expectation of 4th PMLS-2018.



(Mr. Amanullah Aftab, Chairman, PTA (3rd from R) addressing to Print & Electronic media during Press Conference for PMLS'2018, held on 25.01.2018 in Lahore)

He informed the Press that many foreign participants would also attend the Show.



Mr. Muhammad Musaddiq, Co-Convenor, PMLS-2018 addressing to Media Representative



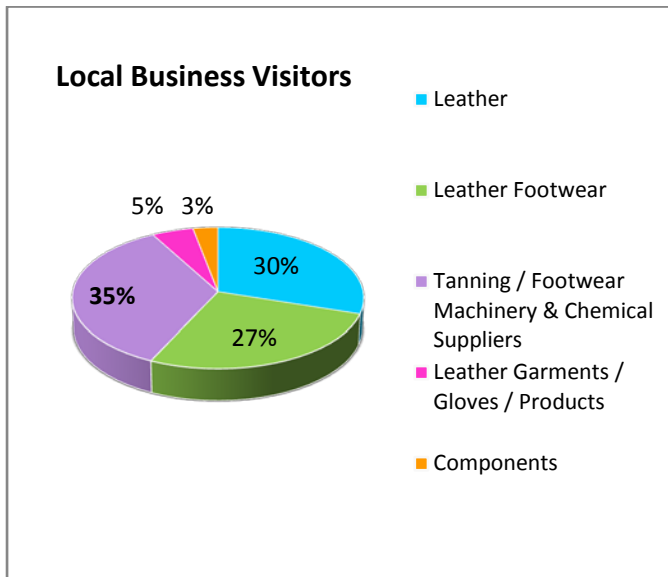
Mr. Amanullah Aftab, Chairman, PTA (Central) speaking with press & media during a Press Conference



A group photo of the Chairmen of 4-Leather related Associations i.e. PTA, PFMA, PLGMEA & PGMEA before addressing the Press Conference held on 25.01.2018 the occasion of PMLS-2018

He also shared with the daily activities held during 3 Days of the Show. He also informed that a wide range of publicity of PMLS'2018 was made by PTA in International Leather Magazines and expecting also for maximum participation of the foreign buyers/visitors.

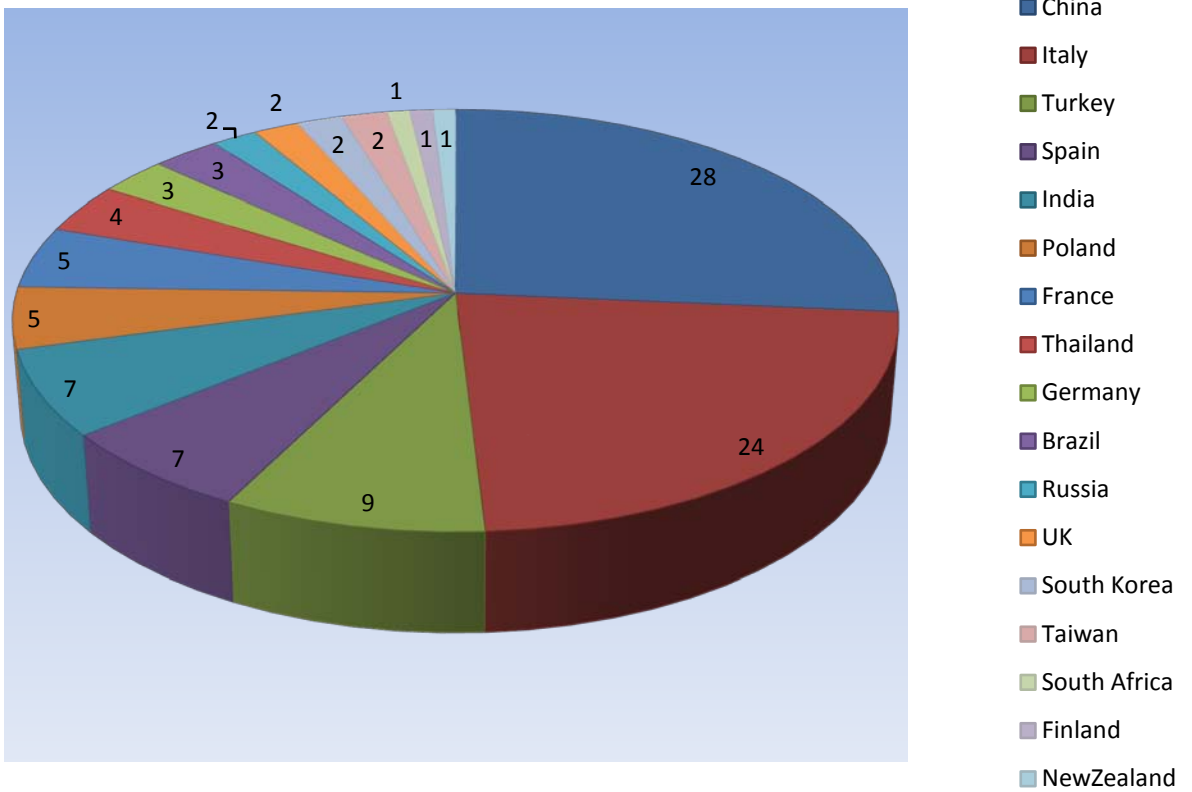
TO REVIEW AT A GLANCE	
Outcome of 3rd PMLS-2017, Lahore	Outcome of 4th PMLS-2018, Lahore
Total capacity of stands for the year (2017) were upto 450 Nos. (approx).	Increased capacity of booths this year (2018) with ample space in walking area as compared to last were at 500 Nos. this year (2018).
Average 5000 – 8000 business visitors to visit the show on daily basis. <u>Increased percentage around 80-85%</u>	Average 12000 to 14000 business visitors to visit the show on daily basis. <u>Increased percentage around 80%.</u>
A large number of foreign buyers/customers visited to PMLS'2017 in Lahore.	Increased in number of foreign buyers/customers this year who visited PMLS'2018 in Lahore (A consolidated list of foreigners compiled during 3 days, which is increased percentage around 30% to 40%).
<p><u>Local Trade visitors/buyers</u></p> <p>(2017) Registration Counters were established at the entrance of Hall # 2 & Hall # 1 separately and according to the data compiled at both registration counters revealed that around 3000 trade visitors were registered with our computerized system during 3 days of the show as made visit to the stands in both halls for business collaborations/ties.</p>	<p><u>Local Trade visitors/buyers</u></p> <p>This year (2018) special arrangements for “Self Registration” 5 counters were established with digital screen system at registration area at Hall # 2, which was unique of its kind upto the international standard for the registration of buyers/visitors with their finger tips to get the Entry Badges of the Show during the Show at PMLS'2018, Lahore, which was facilitated to compile the computerized registration Data of the visitors at the registration Area of Hall # 2 and according to the computerized data system revealed that around 12000 to 14000 trade visitors were registered with our computerized system during 3 days of the show as made visit to the stands in both halls for business collaborations/ties.</p>

3rd PMLS-2017**4th PMLS-2018**

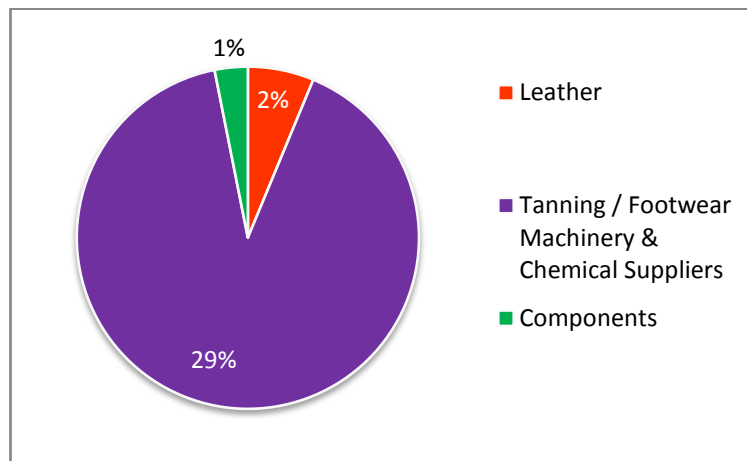
**Number of Foreign Participants / Visitors
participated in the 4th Pakistan Mega Leather Show
held from 27-29th January'2018 at
Lahore Int'l Expo Centre**

Sl #	Name of Country	-	Number of Participants / Visitors
1.	China	-	28
2.	Italy	-	24
3.	Turkey	-	9
4.	Spain	-	7
5.	India	-	7
6.	Poland	-	5
7.	France	-	5
8.	Thailand	-	4
9.	Germany	-	3
10.	Brazil	-	3
11.	Russia, UK, South Korea and Taiwan	-	8 (2 from each country)
12.	South Africa, Finland and New Zealand	-	3 (1 from each Country)
TOTAL :			106

Number of Foreign Participants/Visitors



Commodity-wise % of Foreign Participants / Visitors



1st Day of the Show (27.01.2018)

The Show was started with full of its trade activities from 10:00 am morning of 27th January'2018 till end of closing time i.e. 6:00 PM on 27.01.2018 and the heavy traffic of traders, buyers, customers, visitors was also seen at the registration counters.

Trend Gallery

In order to keep the regular practice of the Show, this year also an Eye-catching Trend Gallery was designed & prepared with the assistance of PIFD (Pakistan Institute of Fashion & Design, Lahore) to provide real platform to the visitors/buyers particularly to the foreigners to witness the new arrivals/innovative articles of finished leather, leather shoes, leather garments and products and it was termed to the centre of attraction of the Show during the whole 3 days exhibition period.



A view of Trend Gallery in Hall # 2

Seminar organized by SRC on 27.01.2018 in Conference Room of Hall # 2

On 27th January'2018, a Seminar on the subject of "Challenges & Opportunities for Leather & Made-ups" was organized by one of the Exhibitors, M/s. SRC in Conference Room of Hall # 2 of the Lahore Expo Centre at 3:30 PM, which was helpful & conducive for the participants.

Visit of Indian Delegation (Council of Leather Exports)

An Indian **Delegation of Council of Leather Exports, India** comprising following Delegates visited 4th Pakistan Mega Leather Show from 27th to 29th January, 2018 :

<u>Sl. No.</u>	<u>Name of the Organization</u>	<u>Name of the Representative</u>
1	M/s. Super Tannery Ltd, Kanpur	Mr. Iftikharul Amin
2	M/s. Allied Industries, Kanpur	Mr. Shahbaz Quiyum
3	M/s. Sterling Organics & Chemicals, Kanpur	Mr. Arvind Kumar
4	M/s. C & E Ltd, Kolkata	Mr. Sudarshan Kumar Mishra
5	M/s. C & E Ltd, Kolkata	Mr. Rajiv Issar
6	M/s. Aafan Shoes, Chennai	Mr. Mohammed Affan
7	M/s. Northern Tannery, Kanpur	Mr. Mohammad Yousuf
8	Council for Leather Exports	P. Prabhakara Rao

A 3 days visit programme for the Indian Delegation formed by (**Council of Leather Exports, India**) was already chalked out in coordination with them in advance, which was implemented and achieved the desired goals/objectives of the visit and a Brief activities made by Indian Delegation are given below :-

Activities of the Indian Delegation from the date of arrival on 26.01.2018 at Lahore.

01. A Welcome Dinner with warm hospitality was arranged by PTA in the evening of 26th January'2018 at Local Prominent Hotel in Lahore to make proper introduction to each of them, which was most productive to exchange views for business interaction/ties and finalized the itinerary in all respect to be made from 1st day of exhibition i.e. 27th January'2018 :-



(A dinner hosted by PTA in honour of Indian Delegation in a prominent Hotel at Lahore)

Activities – 1st Day of the Exhibition on 27.01.2018 at Exhibition Venue at Lahore

01. Visit of Indian Delegation to Exhibition Venue :

To receive the Indian Delegation at the venue on 27.01.2018 and held a Luncheon Meeting at the venue with PTA's members separately after the visits made by the Indian Delegation to various booths in both Halls i.e. 1 & 2 to have direct interaction with the exhibitors of their interest for business negotiations/business collaboration.



(A group of PTA's Members with Indian Delegation at the venue on 27.01.2018)



Different views of Luncheon meeting hosted by PTA at the venue in Lahore on 27.01.18

02. Meeting of Indian Delegation with the members of PFMA, PLGMEA & PGMEA

A meeting has been arranged between Indian Delegation and the Members of Pakistan Footwear Manufacturers Association, Pakistan Leather Garments Manufacturers & Exporters Association and Pakistan Gloves Manufacturers & Exporters Association on 27.01.2018 at 3:30 PM in the conference room of hall # 1

Activities – 2nd Day of the Exhibition on 28.01.2018 at Exhibition Venue at Lahore

01. FORMAL INAURATION OF THE SHOW WAS HELD ON 28.01.2018 AT CONVENTION CENTRE OF LAHORE INT’L EXPO CENTRE AND THE HONOURABLE FEDERAL MINISTER FOR COMMERCE WAS THE CHIEF GUEST AT THE CEREMONY _____ :

The formal Inauguration was held on 28.01.2018 at 3:00 am and the Honourable **Federal Commerce Minister, Mr. Muhammad Pervaiz Malik** was the “**Chief Guest**”, which was also attended by **His Excellency, the Ambassador of Italy in Pakistan, Mr. Stepheno** among other dignitaries.



Honourable Federal Minister for Commerce, Mr. Muhammad Pervaiz Malik inaugurating the Show on 28.01.2018 at Lahore Int’l Expo Centre

02. Indian Delegation attended Inaugural Ceremony of PMLS-2018 on 28.01.18

Formal Inaugural Ceremony of the Show was attended by the Indian Delegation wherein the Honourable Federal Commerce Minister was the chief guest at the inaugural ceremony of the show conducted on 28.01.2018 at 3:00 PM at the Convention Centre of the venue in Lahore. A memento was awarded by the Honourable Federal Commerce Minister to the Leader of Indian Delegation, Mr. Iftikharul Amin.



(A memento presenting by the Federal Commerce Minister to Mr. Iftikharul Amin, Leader of Indian Delegation)

DIFFERENT VIEWS OF THE INAUGURATION CEREMONY OF PMLS-2018 INAUGURATED BY THE COMMERCE MINISTER ON 28.01.2018



03. Grand Dinner on 28.01.2018 at the Venue of the Show :

A **Grand Dinner** was hosted on 28.01.2018 within the Venue. The dinner was attended by all the Exhibitors, Foreign Guests/Participants, Government Officials, imminent personalities of the city. The Prize Distribution Ceremony was held on the occasion of Annual Dinner.



Prize Distribution.

Prize Distribution for the best 3 Stalls in PTA & PFMA's participants and as per Jury's decision the following were selected :-

PTA's side

- 1st Best Stall : Royal Leather Industries Ltd, Lahore.*
- 2nd Best Stall SRC (Pvt) Ltd., Lahore*
- 3rd Best Stall: Lanxess, Lahore*



Representative of Royal Leather Industries Ltd, Lahore awarding 1st Best Stall during the Dinner Function of 4th PMLS-2018 at Lahore Int'l Expo Centre

PFMA's Side

- 1st Best Stall: ATS Synthetic (Pvt) Ltd., Lahore.*
- 2nd Best Stall: Starlet Innovations (Pvt) Ltd, Lahore*
- 3rd Best Stall: Deluxe, Lahore.*

Activities – 3rd Day of the Exhibition on 29.01.2018 at Lahore

01. Visit of Indian Delegation to Tannery & Shoe Factory at Lahore on 29.01.2018 :

PTA arranged visit of Indian Delegation comprising 8-deleagtes to one of the prominent Tanneries M/s. Siddiq Leather Works (Pvt) Ltd., Lahore and 1-Shoe Factory M/s. Shafi (Pvt) Ltd., Lahore on Monday, 29th January'2018 from 9:30 am to 3:00 pm.



Indian Delegation led by Mr. Iftikhar-ul-Amin, Chairman, CLE, India discussing with Mr. Muhammad Musaddiq, Co-Convener, PMLS-2018 on their visit to Tannery of M/s. Siddiq Leather Works (Pvt) Ltd., Lahore



Indian Delegation visited Shoe Factory of M/s. Shafi (Pvt) Ltd. at Lahore and met with the representatives of the firm

02. Distribution of Shields to the Exhibitors/Participants of 4th PMLS'2018 in Lahore

In order to acknowledge the participation, Shields prepared specially were distributed to each Stand Holders of the Show on the last day of the Show with special thanks for their participation in PMLS'2018 in Lahore, which was the real essence for the success of the Show.

03. Seminar organized by SRC on 29.01.2018

In order to create awareness, a Seminar on the subject of “**Zero Discharge Hazardous Chemicals**” was organized by one of the Exhibitors, SRC in Conference Room of Hall # 2 on 29.01.2018 at 3:30 pm, which was helpful & conducive for the participants.

04. Announcement of next 5th PMLS'2019 in Lahore :

During the Speech, Mr. Amanullah Aftab, Chairman, Pakistan Tanners Association announced the dates of Next “**5th Pakistan Mega Leather Show**” scheduled to be held from 27-29th January'2019 at Lahore Int'l Expo Centre, Lahore with regular & much more new features of the Show and would try to expand the size of participation to be covered with 3 or 4 Halls at the Venue to accommodate all interested participants.



Conclusion

The show was fully crowded on last day of the Exhibition being the conclusion day of the Show and all the stands were quite busy with the business conclusion/ties to the finalization extent. The outcome of 4th Pakistan Mega Leather Show was outstanding as beyond the expectation as achieved the desired goals/objectives of the Show. All the Exhibitors specially foreign Exhibitors, Foreign Groups were satisfied and committed to participate in the next show too.

Participants were found happy and shown in advance to continue their participation in next PMLS'2019 to be held from **27-29th January'2019** in Lahore Int'l Expo Centre, Lahore.

Pakistan Mega Leather Show in Lahore has now become an icon of Leather Sector of Pakistan as already established its recognition domestically & internationally that offers countless business opportunities and is surely the most cost effective means for boosting the sales potential/exports. As such, all interested may avail this unique & vital opportunity/platform in Pakistan as most potential destination of the world for participation for the best return of their investment/joint ventures/collaborations.
