



PAKISTAN MEGA LEATHER

----- SHOW 2019 -----

LEATHER-FOOTWEAR-GARMENTS-GLOVES-GOODS

5TH PAKISTAN MEGA LEATHER SHOW 27-29TH JANUARY'2019 AT LAHORE INT'L EXPO CENTRE LAHORE (PAKISTAN)

POST SHOW REPORT

We are delighted to have been able to share the outcome of 5th Pakistan Mega Leather Show in consecutive was held in **Lahore International Expo Centre, Lahore (Pakistan) from 27-29th January'2019**, 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 5th 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) 2019 was holding of Press Conference which was held on 24th January'2019 at prominent Hotel in Lahore. The Press Conference was addressed by Mr. Agha Saiddain, Chairman, Pakistan Tanners Association alongwith Mr. Hassan Javed, Chairman, PFMA, Mr. Jawad Musaddiq, Co-Convener-PMLS-PFMA which was also attended by Mr. Muhammad Zubair, Vice Chairman, PFMA, Mr. Anjum Zafar, Former Chairman, PTA Mr. Azam Malik, Senior Member, PTA, members, PTA & PFMA, Business community and large number of representative of Electronic and press media. He informed the Press that many foreign participants would also attend the Show.

In the Press Conference, Mr. Agha Saiddain informed the salient features of 5th Pakistan Mega Leather Show and gave a comparison of activities and attendance of 4th PMLS-2018 and expectation of 5th PMLS-2019.

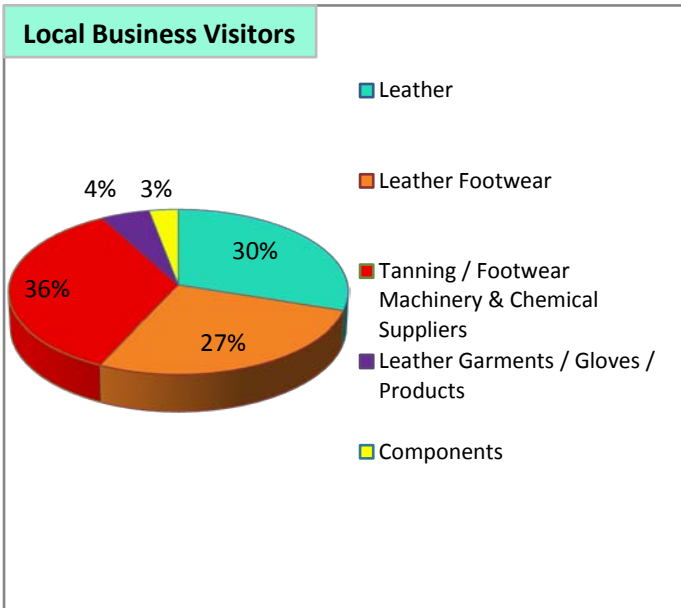


Mr. Agha Saiddain, Chairman, addressing to Print & Electronic media during Press Conference for 5th PMLS'2019 held on 24.01.2019 in Lahore

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' 19 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 4th PMLS-2018, Lahore	Outcome of 5th PMLS-2019, Lahore
Average 12000 to 14000 business visitors to visit the show.	Average 13000 to 14500 business visitors to visit the show with an increase of about 8.3% as compared to last year.
Increased in number of foreign buyers/customers this year who visited PMLS'2018 in Lahore.	Increased in number of foreign buyers/customers this year who visited PMLS'2019 in Lahore.
<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>	<p><u>Local Trade visitors/buyers</u></p> <p>Registration counter was set-up at Entrance of Hall 2 & Hall 3 separately for registration of visitors and buyers who visited the PMLS-2019.</p> <p>As per data compiled at both the registration counters revealed that around 13000-14500 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, B2B meetings and participation in Seminars on various leather related topics organized in both the Halls for providing latest information and innovation in Leather.</p>

4th PMLS-2018



5th PMLS-2019

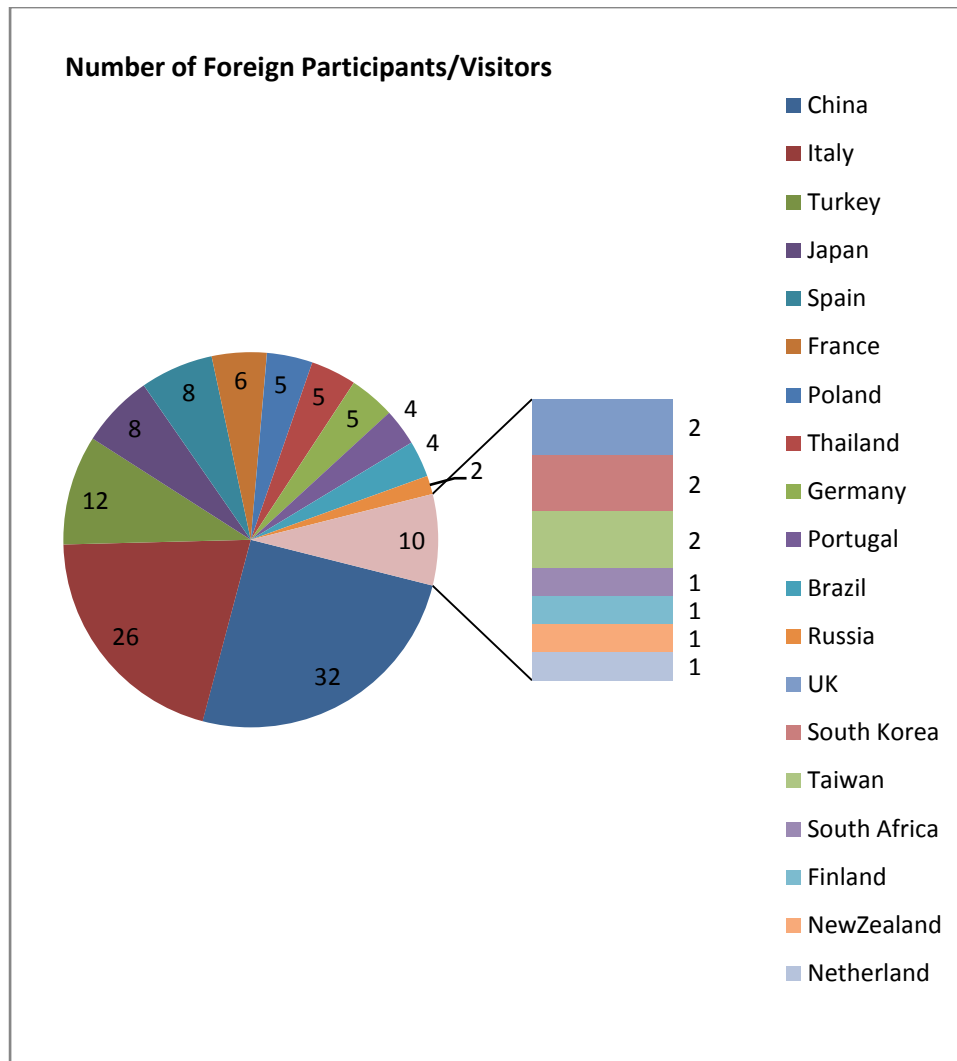


Ariel View of Stands in PMLS-2019 at Hall # 3

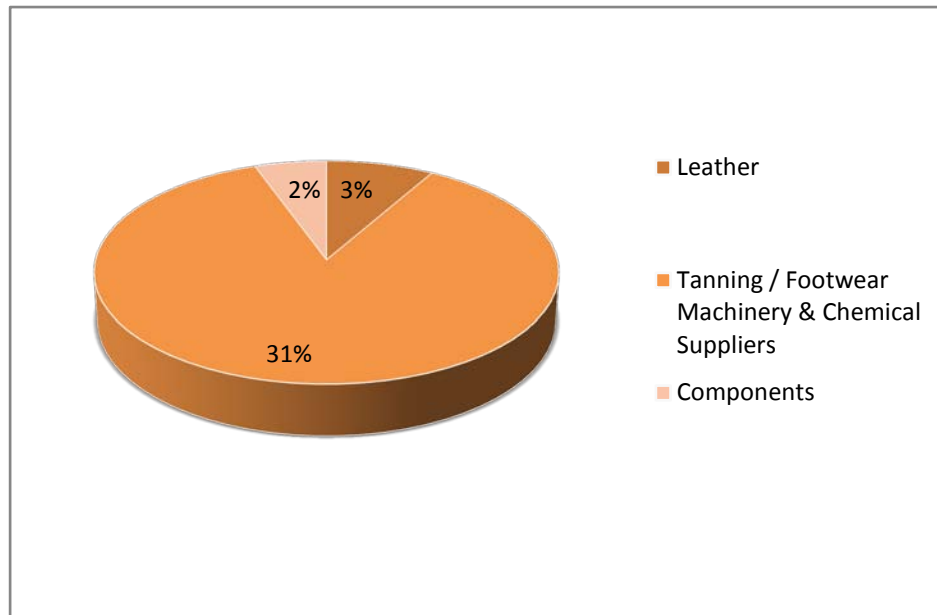


**Number of Foreign Participants / Visitors
participated in the 5th Pakistan Mega Leather Show
held from 27-29th January'2019 at
Lahore Int'l Expo Centre**

Sl #	Name of Country	-	Number of Participants / Visitors
1.	China	-	32
2.	Italy	-	26
3.	Turkey	-	12
4.	Japan	-	8
5.	Spain	-	6
6.	France	-	6
7.	Poland	-	5
8.	Thailand	-	5
9.	Germany	-	5
10.	Portugal	-	4
11.	Brazil	-	4
12.	Russia, UK, South Korea and Taiwan	-	8 (2 from each country)
13.	South Africa, Finland, New Zealand and Netherlands	-	4 (1 from each Country)
TOTAL :			----- 125 -----



Commodity-wise % of Foreign Participants / Visitors



1st Day of the Show (27.01.2019)

The Show was started with full of its trade activities from 10:00 am morning of 27th January'2019 till end of closing time i.e. 6:00 PM and the heavy traffic of traders, buyers, customers, visitors was also seen at the registration counters.

Trend Gallery

To attract foreign buyers and visitors an attractive and eye catching Trend Gallery was established in Hall # 2 of the Lahore Expo Centre which was designed by the Pakistan Institute of Fashion & Design (PIFD), Lahore which provide a real platform for the visitors and buyers particularly for 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 activities of 3 days exhibition of PMLS-2019.



The Trend Gallery developed/established by PTA every year in coordination with PFMA with the help of Pakistan Fashion Designing Institute (PFDI), Lahore aimed to showcase the latest innovation of the Industry for Finished Leather of Cow, Buffalo, Sheep & Goat, leather footwear, Leather Products/Gloves to bring in limelight to the Industry in general and to the foreign buyers/customers/visitors in particular and it has been appreciating and termed to be the centre of attraction during 3 days show at the venue.

High Powered 8 Members Japanese Delegation visited to Leather Show'2019

A High powered 8 Members Japanese Delegation comprising the following delegates visited the **5th Pakistan Mega Leather Show held from 27-29th January'2019** at Lahore Int'l Expo Centre, Lahore on PTA instance. PTA had arranged a Luncheon Meeting for Japanese Delegation with PTA's members **on 27th January'2019 at Hall # 3** of Lahore Int'l Expo Centre which was much productive and provided a viable platform to PTA's members & participants of the Show to interact with the Japanese Delegation for respective products of Leather Sector of Pakistan for further exploration of business avenues & joint ventures with the Japanese business counterparts. PTA also arranged in collaboration with TDAP, Govt of Pakistan visits of Japanese Delegation to various Tanning Industry, Shoe Factories & Leather bags/Stitching Units located at Lahore as per schedule chalked out by PTA with TDAP & JICA and after conclusion of 2 days activities in Lahore and Delegation went to Sialkot for meeting with Leather Gloves Manufacturers & other.

PTA had also arranged an Executive Lounge for the Japanese Delegation & other delegations, foreign buyers/customers/visitors in hall # 3 with all facilities for having B2B meetings over a cup of coffee complimentary during the Show which was found much productive & appreciated by the foreign buyers/customers/visitors & Delegations to have designated area with privacy for the business interaction/ties/negotiations & collaboration between foreign companies & Pakistani companies during the show. The specific feature has been introduced/developed by PTA on the wake of requirement with facilitation.

No.	Name	Company/Title	Main Products
1	Juhito MATSUMOTO	LiugooCo.Ltd. / CEO	Leather Jacket, Bike Goods
2	Toru NISHIKAWA	Nishikawa Bag Co.Ltd. / CEO	Leather Bag
3	Manabu NAGAHASHI	Atlas Co.Ltd / Senior Managing Director	Golf Glove, General Goods for E- Commerce
4	Masashi OHARA	Japan Glove Ind.Association / Secretary General	-
5	Seiji TOMOKUNI	TomokuniCo.Ltd /CEO, Chairman of Japan Glove Ind.Association	Various Gloves, Bag, Fashion Goods
6	Tomohiro KUWAJIMA	HashisenCo.Ltd / Production Leader	Golf Glove, other Sports Gloves, Fashion Bag
7	Keiji TANATSUGU	Kuroda Co.Ltd. / CEO	Fashion Gloves, Golf/Ski/Bike Gloves
8	Motohiro KAWAKITA	Daiko Products Co.Ltd / CEO	Sports/Fashion/ Work Gloves, Leather Bag, Golf Head Cover, Leather goods



Mr. Muhammad Musaddiq, Convener, PMLS-2019 (L) and Mr. Agha Saiddain, Chairman, PTA (3R) welcoming the Japanese Delegation by presenting flower bouquet to Mr. Seiji Tomokuni, leader of the delegation (4R) at Lahore Int'l Expo Centre on 27.01.2019 and presenting them bouquet on the occasion

Views of the meeting of PTA members with Japanese Delegation at Lahore Int'l Expo Centre



During the meeting exchange of Presentations on both the Leather Industries of Japan & Pakistan were delivered/presented by Mr. Agha Saiddain, Chairman, PTA for Leather Sector of Pakistan and the leader of the Japanese Delegation, Mr. Seiji Tomokuni, which was impressive & information to the participants of the meeting, besides, Mr. Agha Saiddain highlighted some core issues being confronted by the Leather Sector of Pakistan at the time of exporting of finished leather to Japan as highlighted below :-

	PAKISTAN	INDIA	BANGLADESH
JAPAN	8 – 16 %	4%	Zero

Seminar organized by SGS Pakistan on 27.01.2019 in Conference Room of Hall # 3

On 27th January'2019, a Seminar on the topic of "CE-Marketing Requirements for PPEs" was organized by one of the Exhibitors, M/s. SGS Pakistan in Hall # 3, Mezzanine floor Conference Room # 1 of the Lahore Expo Centre at 12:00 noon which was helpful & conducive for the participants.

Seminar organized by SRC (Pvt) Ltd on 27.01.2019 in Conference Room of Hall # 3

On 27th January'2019, a Seminar was organized by of the Exhibitors M/s. SRC (Pvt) Ltd on the topic of "What will be the Pakistan's Leather Industry in 2030? Time to design the Leather Future!" , in Conference Room # 1 of Hall # 3 of the Lahore Expo Centre at 3:00 PM which was very informative for the participants.

Activities – 2nd Day of the Exhibition on 28.01.2019 at Lahore Int'l Expo Centre

01. FORMAL INAUGURATION OF THE SHOW WAS HELD ON 28.01.2019 AT CONVENTION CENTRE OF LAHORE INT'L EXPO CENTRE AND THE HONOURABLE ADVISOR ON COMMERCE, MR. ABDUL RAZAK DAWOOD WAS THE CHIEF GUEST AT THE INAUGURAL CEREMONY OF PMLS-2019 :

The formal Inauguration was held on 28.01.2019 at 3:00 pm and the Honourable **Advisor to Prime Minister on Commerce, Mr. Abdul Razak Dawood** was the "Chief Guest", which was also attended by **His Excellency, the Consul General of Turkey in Pakistan, Mr. Mr. Emir Ozbay and Mr. Seiji Tomokuni Chairman of Japanese Gloves Industry Associatoin** among other dignitaries.



Honourable Advisor to Prime Minister on Commerce, Mr. Abdul Razak Dawood inaugurating the Show on 28.01.2019 at Lahore Int'l Expo Centre

DIFFERENT VIEWS OF THE INAUGURATION CEREMONY OF PMLS-2019 INAUGURATED BY THE ADVISOR ON COMMERCE, MR. ABDUL RAZAK DAWOOD ON 28.01.2019





PTA Members Meeting with Mr. Abdul Razak Dawood, Advisor on Commerce held on 28.01.2019 at Lahore Int'l Expo Centre to discuss issues of Leather Industry

02. Honourable Consul General of Turkey visited 5th Pakistan Mega Leather Show on 28.01.2019 at Lahore Int'l Expo Centre, Lahore :

The **Honourable Consul General of Turkey, Mr. Emir Ozbay** visited the 5th Pakistan Mega Leather Show on 28.01.2019 at Lahore Int'l Expo Centre, Lahore and paid visit to various booths of the show in Both the Halls and visited the Turkish companies Stands specially in hall # 3 of the Show.

Turkey is the real business counterpart of Pakistan in various commodities specially Leather Sector of Pakistan and PTA have a long relation with Turkey Leather Sector at various fora for the promotion of bilateral trade relations between Pakistan & Turkey. The Chairman, PTA, Mr. Agha Saiddain thanked the Consul General for sparing time to visit the Show at Lahore, which was certainly source of appreciation & motivation to proceed further with harmony for the promotional of trade to further strengthen the business relation between the vital Industries of both the countries.



Mr. Muhammad Ali, Secretary General, PTA briefing to the Consul General about the Leather Industry of Pakistan & formation of Finished Leather with the presence of Chairman, PTA, Mr. Agha Saiddain and Sr. Vice Chairman, PTA, Mr. Kamran Habib

Mr. Agha Saiddain, Chairman, PTA informed to the Honourable **Consul General of Turkey, Mr. Emir Ozbay** about the Leather Sector of Pakistan with detailed narration & trade statistics between Pakistan & Turkey in present and proposed to flourish further to the maximum extent and proposed to form Trade Delegations & participation in Leather events at Turkey & Pakistan vice versa with all supports to promote the bilateral trade activities between the two brother countries.



(A photograph of Chairman, PTA, Mr. Agha Saiddain, Mr. Kamran Habib, Sr. Vice Chairman, PTA with the Honourable Consul General of Turkey during a visit to the Stand of Royal Leather Industries Ltd., at PMLS-2019, Lahore)

03. Annual Grand Dinner on 28.01.2019 at the Hall # 4 of Lahore Int'l Expo Centre :

A **Grand Dinner** was hosted on 28.01.2019 in Hall # 3 of the Lahore Int'l Expo Centre hosted jointly by PTA & PFMA with allied stakeholders of the Industry. 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.

The Annual Dinner was also attended by a high profile Japanese Delegation led by **Mr. Seiji Tomokuni, Chairman, Japan Gloves Industry Association**. Mr. Agha Saiddain, Chairman, PTA alongwith Mr. Muhammad Musaddiq, Convener, PMLS-2019 warmly welcomed the Japanese delegates. In conclusion the Japanese Delegation was very satisfied with the outcome of the Show organized jointly by PTA & PFMA with all stakeholders of the Industry at Lahore and termed to be most productive for the Industry and foreign buyers/customers/visitors visited to the Show at Lahore to achieve the desired goals/objectives.



Mr. Muhammad Musaddiq, Convener-PMLS-2019 and Mr. Agha Saiddain Chairman, PTA Central presenting momentum to Japanese delete on the occasion of Annual Dinner hosted by PTA & PFMA on 28.01.2019



Mr. Agha Saiddain, Chairman, PTA presenting Crest to the leader of Japanese Delegation, Mr. Seiji Tomokuni

Prize Distribution Ceremony

The Prize Distribution Ceremony was held on the occasion of Annual Dinner – 2019 on 28.01.2019. 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 : SRC (Pvt) Ltd., Lahore.

2nd Best Stall: Royal Leather Industries Ltd, Lahore.

3rd Best Stall: Khawaja Tanneries (Pvt) Ltd, Multan.



Representative of SRC, Lahore awarding 1st Best Stall during the Dinner Function of 5th PMLS-2019 at Lahore Int’l Expo Centre



Representative of Royal Leather Industries Ltd., Lahore awarding 2nd Best Stall during the Dinner Function of 5th PMLS-2019 at Lahore Int’l Expo Centre



Khawaja Muhammad Mehr Ali of M/s. Khawaja Tanneries (Pvt) Ltd., Multan receiving 3rd Best Stall in 5th PMLS-2019 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: Urban Sole, Lahore.



Representatives of ATS Synthetic (Pvt) Ltd, Lahore awarding 1st Best Stall during the Dinner Function of 5th PMLS-2019 at Lahore Int’l Expo Centre



Representative of M/s. Starlet Innovations (Pvt) Ltd , Lahore receiving 2nd Best Stall in 5th PMLS-2019 at Lahore Int’l Expo Centre



Mr. Jawwad Musaddiq of M/s. Urban Sole, Lahore awarding 3rd Best Stall in 5th PMLS-2019 at Lahore Int’l Expo Centre.

Activities – 3rd Day of the Exhibition on 29.01.2019 at Lahore

01. Distribution of Shields to the Exhibitors/Participants of 5th PMLS'2019 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'2019 in Lahore, which was the real essence for the success of the Show.



02. Seminars organized by Exhibitors of PTA in Hall # 3 & Hall # 2 Conference Room # 1 on 29.01.2019

In order to create awareness, a following Seminars on the on various topics were organized by PTA's Participants concerned of Hall # 3 :

Seminar-1 : Organized by M/s. SGS Pakistan

In order to create awareness, a Seminar on the topic of **“Process Improvement”** was organized by M/s. SGS Pakistan in Conference Room # 1 of Hall # 3 on 29.01.2019 at 12:00 Noon which was helpful & conducive for the participants.

Seminar-1 organized by M/s. LANXESS Pakistan

A Seminar on the topic of **“Enzymatic Beam Technology”** was organized by one of the PTA Exhibitors, M/s. LANXESS Pakistan in Conference Room # 1 of **Hall # 3** on 29.01.2019 at 3:00 pm which was informative for the participants/audience.

Seminar-3 organized by SRC (Pvt) Ltd.

Another Seminar on the Topic of **“Green Fashion-Chemistry is the new Fashion!!”** was organized by PTA's participants M/s. SRC (Pvt) Ltd in Conference Room of **Hall # 2** on 29.01.2019 at 3:00 pm, which was very informative for the participants.

03. Announcement of next 6th PMLS'2020 in Lahore :

During the Inaugural Speech/Vote of Thanks by Mr. Muhammad Musaddiq, Convener, Pakistan Mega Leather Show announced the Next date of organizing of **“6th Pakistan Mega Leather Show”** scheduled to be held from **27-29th January'2020 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 Hall # 2 and Hall # 4 also 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 5th 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'2020 to be held from **27-29th January'2020** 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.

