



PAKISTAN MEGA LEATHER

----- SHOW 2016 -----

LEATHER-FOOTWEAR-GARMENTS-GLOVES-GOODS

2ND PAKISTAN MEGA LEATHER SHOW 27-29TH JANUARY'2016 AT LAHORE INT'L EXPO CENTRE, LAHORE (PAKISTAN)

SHOW REPORT

We are delighted to have been able to inform that the 2nd Pakistan Mega Leather Show in consecutive has taken place in **Lahore Int'l Expo Centre, Lahore (Pakistan) from 27-29th January'2016**, 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 2nd 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 ties/joint collaborations between the allied industries of Leather Sector of Pakistan and foreign companies.

The Show was commenced with its first activity for holding a **Press Conference for PMLS'2016** held on 25.01.2016 at prominent hotel in Lahore (Pakistan) wherein the focal person being the **Convener, 2nd Pakistan Mega Leather Show'2016, Mr. Muhammad Musaddiq** informed to wide Print & Electronic Media present in the Press Conference about all features of the event of upcoming 2nd PMLS'2016 in Lahore :-

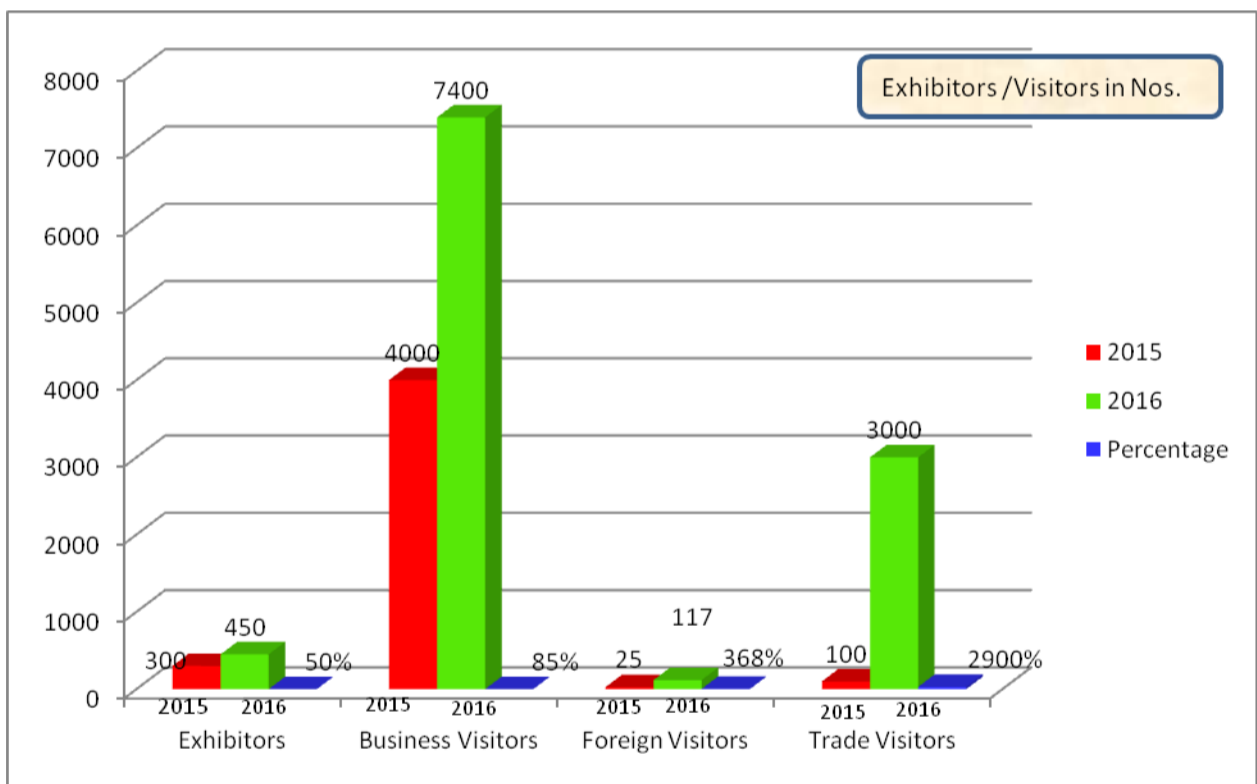
Mr. Muhammad Musaddiq, Convener, PMLS'2016 informed to the Print & Electric Media about the features & comparative view of PMLS'2015 and PMLS'2016 as summarized below and also shared with the daily activities during 3 Days Show of PMLS'2016 in Lahore, Besides, the Convener also shared with the media that a wide range of publicity for PMLS'16 full page advertisement(s) in international leather magazines/journals was also released/made by Steering Committee of PMLS'2016 :-



(Mr. Muhammad Musaddiq, Convener, PMLS'16 addressing to Print & Electronic media during Press Conference for PMLS'2016, held on 25.01.2016 in Lahore

TO REVIEW AT A GLANCE

Outcome of 1st PMLS'2015 Lahore	Outcome of 2nd PMLS'2016, Lahore
More than 300 exhibitors participated in last PMLS'15, Lahore.	Increased capacity of stands this year (2016) upto 450 Nos. (approx). Increased percentage around 50% %
Average 3000 – 4000 business visitors visited the Show on daily basis.	Average 5000 – 8000 business visitors to visit the show on daily basis. Increased percentage around 80-85%
Last years' show foreign visitors from Russia, Turkey, Spain, Italy, Germany, France, South Africa, Portugal, Taiwan, Japan, India & China.	A large number of foreign buyers/customers more than double have visited this time to PMLS'2016 in Lahore (A consolidated list of foreigners compiled during 3 days show is enclosed separately)
	<p>Local Trade visitors/buyers</p> <p>This time (2016) 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>



1st Day of the Show (27.01.2016)

The Show was stated with full of its trade activities from 10:00 am morning of 27th January'2016 till end of closing time i.e. 7:00 PM on 27.01.2016 and the heavy traffic of traders, buyers, customers, visitors was also seen at the registration counters.

Inauguration of Trend Gallery at PMLS'2016, Lahore

Significant feature of the Show this year (2016) was a "**Trend Gallery**" prepared at the Entrance of the venue/Hall in PMLS'16, which was inaugurated by the Honourable Chief Executive, Trade Development Authority of Pakistan, Government of Pakistan, Mr. S.M. Muneer.

The trend gallery was embellished with all products of Leather Sector i.e. Finished Leather, Leather Footwear, Leather Gloves, Leather Products, Leather Bags, Leather Belts and swatches of innovative articles of finished leather to attract the visitors/buyers.



(Mr. S.M.Muneer, CEO/TDAP inaugurating the Trend Gallery in PMLS'2016 in Lahore)

Visit of H.E The Ambassador of Italy in Pakistan to PMLS'2016 in Lahore on 27.01.2016

H.E. The Honourable Ambassador of Italy in Pakistan, Mr. Stefano Pontecorvo paid a visit to PMLS'2016, Lahore and visited to the **Italian Group Pavilion** located in Hall # 1 in particular and also visited the Show. The Honourable Ambassador also attended a Seminar within the venue organized by ASSOMAC/Italian Trade Agencies in coordination with PTA on the subject of "**Italian workshop/seminar on Tanning and Footwear Technologies**" which was so productive for the participants attended largely wherein Mr. Gulzar Firoz, Chairman, PTA delivered a welcome Address to the Ambassador and shared the views of Mr. Muhammad Musaddiq, Convener, PMLS'16, Lahore with the gathering.



(A group photograph with H.E.The Ambassador of Italy in Pakistan on his visit to PMLS'16, Lahore)

2nd Day of the Show (28.01.2016)

The formal Inauguration was held on 28.01.2016 at 11:00 am and the Honourable **Federal Commerce Minister, Engr., Khurram Dastgir Khan** was the "**Chief Guest**", which was specially attended by **Mr. Jean Francois Cautain, Honourble Ambassador of the European Union to Pakistan, Mr. S.M. Muneer, CEO/TDAP, Mr. M. Rauf Alam, President of FPCCI** as the Guests of Honour.

The **Honourable Federal Commerce Minister** has announced finally the formation of "**Leather Export Promotion Council – LEPC** " in Pakistan, which would be real autonomous platform for addressing & resolving Leather Sector issues promptly.



(Honourable Federal Commerce Minister inaugurating the Show on 28.01.2016)

Int'l Symposium on Developing Pakistan Leather and Value Added Industries held on 28.01.2016 at venue :/

A **Symposium** was held on the above subject organized by PITCO (Pvt)Ltd., duly sponsored by EU under its assigned programme for Pakistan and Mr. **Mr. Jean Francois Cautain, Honourble Ambassador of the European Union to Pakistan** was the **Chief Guest** at the symposium. The symposium was much conducive for the participants for the up gradation with the international standard techniques to enable much more attractive value addition to the domestic industry of Leather Sector as to further penetration could be made to the international market with competitiveness in all respect.

Besides, another Seminar organized by Shafi Reso Chem within the venue on “**Cost saving through modern techniques**”



(Mr. Jean Francois Cautain, Honourble Ambassador of the European Union to Pakistan addressing to the Gathering of Symposium held on 28.01.2016)

Grand Dinner on 28.01.2016 at the venue of the Show

A **Grand Dinner** was hosted in the night of 28.01.2016 within the Venue and the Honourable **Government of Punjab, Malik Rafique Rajawana Sahib** was the “**Chief Guest**”. The dinner was attended by all the Exhibitors, Foreign Guests/Participants, Government Officials, imminent personalities of the city etc.etc., and the following ceremonies were also held during the Dinner :-

- Shields were awarded to the Members of Steering Committee of PMLS'2016, Lahore to acknowledge their untiring efforts.
- Shields were awarded to Secretary Generals of the Associations to appreciate their vigorous efforts for organizing such a big & beautiful event of 2nd PMLS'16, Lahore.
- 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 : Shafi Reso Chem
- 2nd Best Stall: Khawaja Tanneries(Pvt)Ltd.
- 3rd Best Stall: Passari Org.,



PFMA's Side

- 1st Best Stall: Quadri Group
- 2nd Best Stall: Borjan (Shafi Pvt) Ltd.)
- 3rd Best Stall: Intra-Teck

3rd Day of the Show on 29.01.2016

The show was fully crowded on last day of the Show 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 2nd Pakistan Mega Leather Show was outstanding/unprecedented as beyond the expectation as achieved the desired goals/objectives of the Show. All the Exhibitors specially foreign Exhibitors, Foreign Group Pavilions were found happy and shown in advance to continue their participation in next PMLS'2017 in Lahore, as revealed from the **Prescribed Feedback forms** obtained from them on the last day of the Show.

Distribution of Shields to the Exhibitors/Participants of 2nd PMLS'2016 in Lahore.

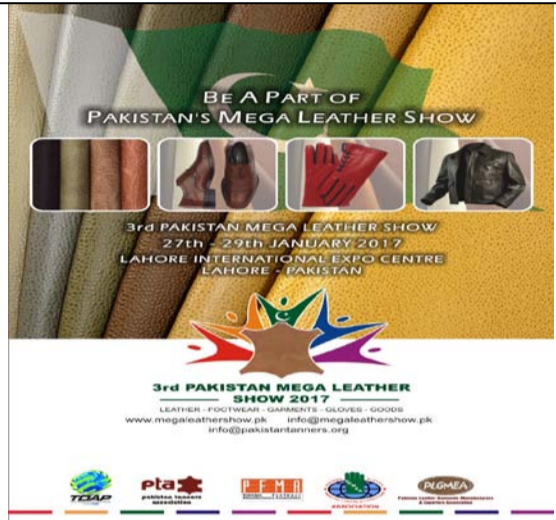
In order to acknowledge the participation, A Shield prepared specially were distributed to each Stand Holders of the Show on the last day of the Show with special thanks for their participation in PMLS'2016 in Lahore, which was the real essence for the success of the Show.

Seminar organized by Shafi Reso Chem within the venue on 29.01.2016

In order to create awareness, a Seminar on the subject of "Say No to Health Hazards Chemicals" was organized by one of the Exhibitors, Shafi Reso Chem within the venue on 29.01.2016 which was helpful & conducive for the participants.

Announcement of next PMLS'2017 in Lahore

During the Speech, the Convener, Pakistan Mega Leather Show, Mr. Muhammad Musaddiq has announced the dates of Next "3rd Pakistan Mega Leather Show" scheduled to be held from 27-29th January'2017 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.



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.
