



PAKISTAN MEGA LEATHER

----- SHOW 2024 -----

LEATHER-FOOTWEAR-GARMENTS-GLOVES-GOODS

9TH PAKISTAN MEGA LEATHER SHOW

26TH – 28TH JANUARY'2024

AT LAHORE INT'L EXPO CENTRE LAHORE (PAKISTAN)

POST SHOW REPORT

We are delighted to share the outcome of the 9th **Pakistan Mega Leather Show** in consecutive which was held in **Lahore International Expo Centre, Lahore (Pakistan) from 26-28TH January'2024** jointly organized by PTA & PFMA representing as Finished Leather (**Pakistan Tanners Association - PTA**), Leather Footwear (**Pakistan Footwear Manufacturers Association – PFMA**) alongwith all other stakeholders of Leather Sector of Pakistan such as Leather Garments (**Pakistan Leather Garments Manufacturers & Exporters Association – PLGMEA**) and Leather Gloves (**Pakistan Leather Gloves Manufacturers & Exporters Association – PGMEA**) for the exposition of finest quality of Finished Leather of all sorts i.e. Goat/Sheep Skins, Cow/Buff Hides, Leather Footwear, Leather Garments, Leather Gloves and other Leather Products/made-ups with allied Industries of Tanning Chemicals, Tanning & Footwear machineries under one roof.

It was a joint collaborated efforts of the Leather Industry of Pakistan for **organizing 9th 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.

Activities – 1st Day of the Exhibition on 26.01.2024 at Lahore Int'l Expo Centre

INAUGURAL CEREMONY OF 9TH PMLS-2024

The first activity of Pakistan Mega Leather Show (PMLS) 2024 was organizing of a formal Inaugural Ceremony of **9th Pakistan Mega Leather Show** which was held on 26th February'2024 at Main Entrance of Hall # 2 of Lahore International Expo Centre inaugurated by **Mr. Lu, Chairman, Guangzhou Footwear Association, China** alongwith Mr.Muhammad Mehr Ali, Chairman, Pakistan Tanners Association, Mr. Mansoor Ehsan Sheikh, Chairman, PFMA, Mr.Agha Saiddain, Convener-PMLS, Mr. Fazalur Rehman Sheikh, Chairman, PTA-Northern Zone, Mr. Muhammad Musaddiq, Member Steering Committee, PMLS and some of the Senior Members of PTA & PFMA participated in the prestigious ribbon cutting ceremony of 9th PMLS-2024.



Chairman, Guangzhou Footwear Association, China alongwith Chairman-PTA, Chairman- PFMA, Chairman, PTA-NZ, Lahore, Convener, PMLS-2024 and other members cutting a ribbon at Inaugural Ceremony of 9th PMLS-2024

In conclusion of this mega event of Inaugural Ceremony of 9th Pakistan Mega Leather Show, Chairman, PTA and PFMA jointly presented a momentum to Mr. Lu, Chairman, Guangzhou Footwear Association as a Chief Guest of the Show.



MEDIA BRIEFING TO THE PRINT & ELECTRONIC MEDIA

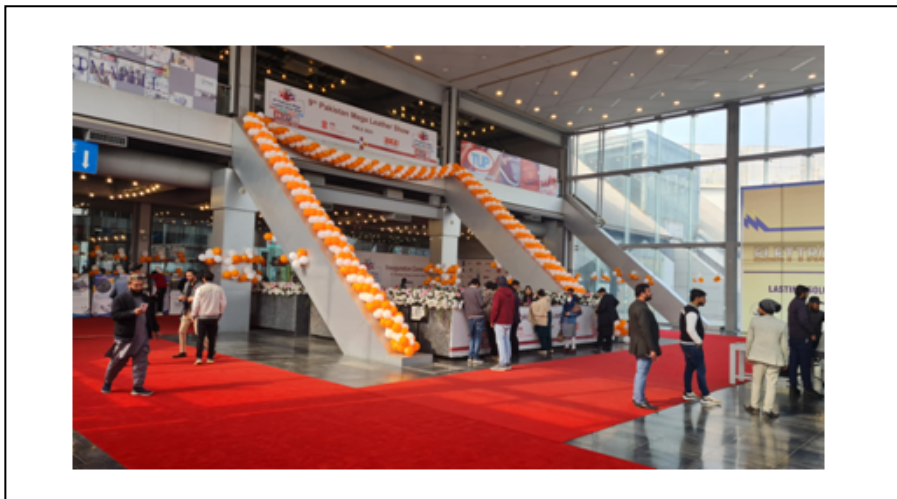
As usual media briefing was arranged individually on this occasion for getting views and opinion of PTA & PFMA on PMLS-2024. Mr. Muhammad Mehr Ali, Chairman, Pakistan Tanners Association and Mr. Agha Saiddain, Convener-PMLS recorded their views to Electronic and Print media during the show.



At this occasion Mr. Muhammad Mehr Ali, Chairman, PTA informed the Press that many **foreign participants specially 40-Exhibitors from China and also from Turkey, Saudi Arabia participated in the 9th Pakistan Mega Leather Show. Visitors from Italy, Spain, Germany, Portugal, Hong Kong, Cyprus, USA, UAE, China, Iran and Tunisia** and many other countries visited the 9th PMLS-2024. More than 300 Stands of eye catching value added Finished Leather of all sorts, Leather Footwear, Leather Garments and other Leather Products, Tanning Chemicals and Machineries & Components/Accessories displayed in Hall # 2 & Hall # 3 during the 3-days of the Show with full sewing to attract foreign buyers.

Chairman, PTA also shared with the daily activities held during 3 Days of the Show. He also informed that a wide range of publicity of 9th PMLS'2024 was made by PTA in Pakistan Pavilion organized in International Leather Fairs in various destinations and thorough PMLS website and Social Media aimed for maximum participation of the foreign buyers/visitors in PMLS-2024 :

TO REVIEW AT A GLANCE	
Outcome of 8 th PMLS-2023, Lahore (1-3 Feb 2023)	Outcome of 9 th PMLS-2024, Lahore (26-28 Jan-2024)
<p>Due to coincide of the date with Indian Leather Fair-2023, follow of foreign business visitors remained slow in PMLS-2023 as compared to previous fair in 2022.</p> <p>Average 10000 to 12000 business visitors including foreigners to visit the 8th Pakistan Mega Leather Show-2023 during 3 days show.</p>	<p>Average 12000 to 14500 business visitors to visit the show with an increase of about 1.2% as compared to last year.</p>



Local Trade visitors/buyers

Electronic Registration counter was set-up at Entrance of Hall 2 for registration of visitors and buyers by themselves who visited the PMLS-2023.

As per data compiled at both the registration counters revealed that around **10000-12000 trade visitors including foreign buyers & 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, Seminars and B2B meetings were also arranged in both the Halls for the participants to promote bilateral trade.

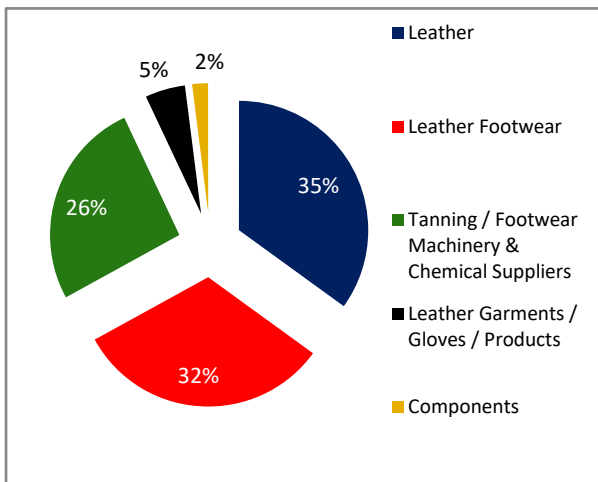
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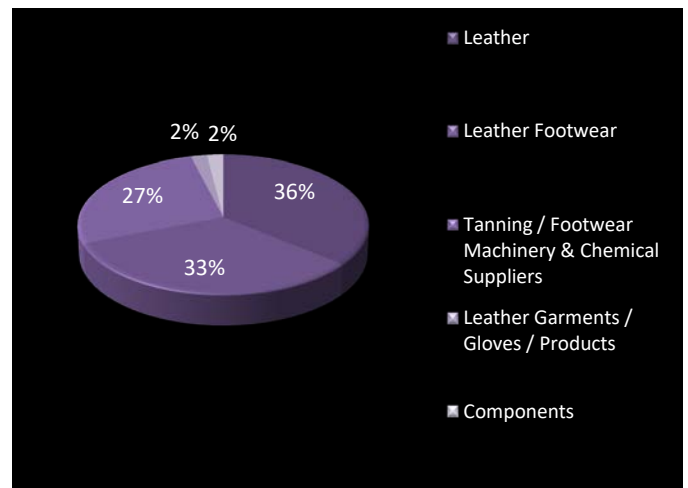
8th PMLS-2023

Local Business Visitors



9th PMLS-2024

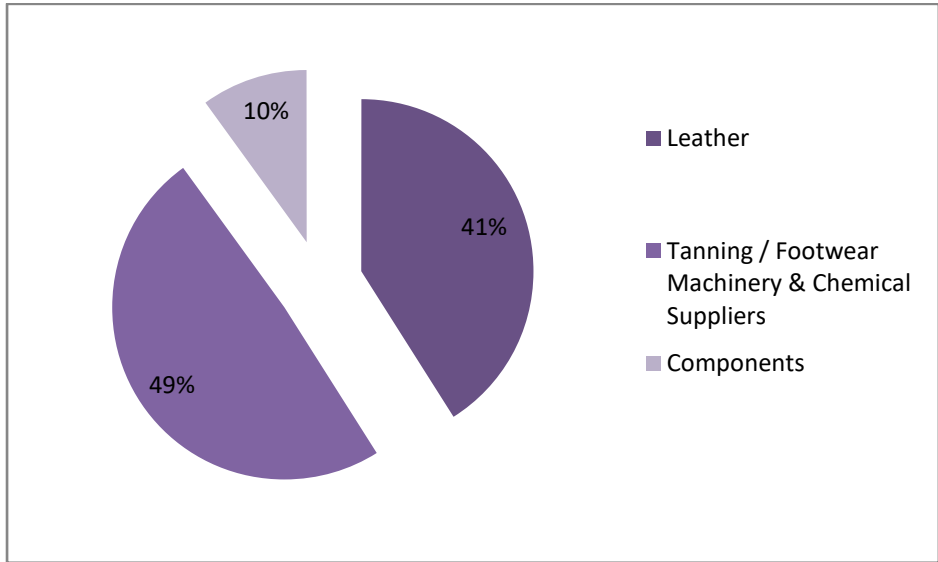
Local Business Visitors



**Number of Foreign Participants / Visitors
participated in the 9th Pakistan Mega Leather Show
held from 26-28th January'2024 at
Lahore Int'l Expo Centre**

Sl #	Name of Country		Number of Participants / Visitors
1.	Italy	-	10
2.	Turkey	-	20
3.	Spain	-	3
4.	Germany	-	10
5.	Portugal	-	5
6.	China	-	40
TOTAL :			88

COMMODITY-WISE % OF FOREIGN PARTICIPANTS / VISITORS



CHAIRMAN, GUANGZHOU FOOTWEAR ASSOCIATION, CHINA ALONWITH
CONVENER-PMLS VISITED THE SATNDS IN HALL # 2 & 3
OF LAHORE EXPO CENTRE ON 26.01.2024





ACTIVITIES – 2ND DAY OF THE EXHIBITION ON 27.01.2024 AT LAHORE INT’L EXPO CENTRE

The Show was started with full of its trade activities from 10:00 AM morning of 27th January’2024 till end of closing time i.e. 6:00 PM. A large number of traders, buyers, customers, visitors were also seen at the registration counters. Seminars and B2B meetings were organized in Hall # 2 & 3 of the Lahore Expo Centre by PFMA.

Distribution of Show Directory of 9th PMLS – 2024 amongst the Participants

Show Directory of 9th Pakistan Mega Leather Show-2024 containing detail of Company Profiles of each participant of Hall # 2 & 3 of the Lahore Int’l Expo Centre participating in the Show distributed to each Stand holder on 2nd day of the Show for information and wide promotion of their Company’s products.



Prize Distribution Ceremony

PTA arranged a prestigious ceremony this year in local hotel of Lahore on 27th January'2024 for Prize Distribution amongst the best 3 Stands for Finished Leather Category and 3-Stnads of Tanning Chemicals & Machinery Category of Hall # 2 of PTA's participants separately. As per Jury's decision the following stands holders were selected for 1st, 2nd and 3rd positions while the Prize distribution Ceremony of Hall # 2 participants arranged by PFMA separately:-

PTA's Side - HALL # 2

Finished Leather Category	Leather Tanning Chemicals Category
1 st Best Stall : Royal Leather Ind. Ltd., Lahore.	1 st Best Stall: Pasari Org., Lahore.
2 nd Best Stall: KTM Leather (Pvt) Ltd., Multan.	2 nd Best Stall: KAS Enterprises, Lahore.
3 rd Best Stall: Siddiq Leather Works (Pvt) Ltd., Lahore.	3 rd Best Stall: TFL Reda Industrial Materials Pakistan (Pvt) Ltd., Lahore.



PTA organized Ceremony for Signing of MOU between Information Technology University- ITU and Pakistan Tanners Association (Northern Zone), Lahore.

PTA arranged a Ceremony on 27.01.2024 for Signing of MOU between Information Technology University (ITU) and PTA (Northern Zone), Lahore for transfer of Technology to Industry which was signed by Mr. Fazal-ur-Rehman, Chairman, PTA (NZ) and Prof. Dr. Adnan Noor Mian, Vice Chancellor, ITU in presence of Mr. Muhammad Musaddiq and Mr. Agha Saiddain.



ANNUAL CORPORATE DINNER HOSTED BY PTA ON 27.01.2024

PTA hosted an Annual Corporate Dinner on the occasion of 9th Pakistan Mega Leather Show on 27th January'2024 evening at Faletti's Hotel, Lahore.

The prime objective of the Dinner was to extend PTA's tribute to its Legend, Pioneers & Founders of the Leather Industry & PTA who were passed away but always keep remembered in our hearts & prayers.

PTA PRESENTED TRIBUTE TO LEATHER INDUSTRY'S PIONEER LEADERS LATE MR. S.M. MUNEEB AND LATE MR. S.M. SALEEM ON THE OCCASION OF 9TH PMLS-2024 AT LAHORE

On the occasion of this prestigious evening of 27th January'2024, PTA presented Biography of both the legend stars Late Mr. S.M. Muneeb and Late Mr. S.M. Saleem on Multimedia which was highly appreciated by the all the members of Leather Industry, participants of PMLS-2024 and audience present on this occasion.



PTA POSTHUMOUS AWARD

During the event PTA's Posthumous Award conferred upon to Late S.M. Muneer received by Mr. Irfan Muneer and Late Mr. S.M. Saleem which was received by Mr. Irfan Saleem.



Mr. Irfan Muneer receives Posthumous Award conferred upon the late Mr. S.M. Muneer of M/s. Din Group, a founder member of PTA, posthumously from Mr. Agha Saiddain, Convener, PMLS-2024 and Ex-Chairman, PTA.



Mr. Irfan Saleem receives Posthumous Award conferred upon late Mr. S.M. Saleem of M/s. MIMA Group, a pioneer member of PTA from Mr. Muhammad Musaddiq, Ex-Chairman, PTA and Mr. Agha Saiddain, Convener, PMLS-2024 and Ex-Chairman, PTA

ACTIVITIES – 3RD DAY OF THE EXHIBITION ON 28.01.2024 AT LAHORE INT’L EXPO CENTRE

On the 3rd day, the Show started with full sewing of trade activities from 10:00 AM morning of 28th January’2024 till end of the show time. A large number of traders, buyers, customers, visitors were also visiting the show. A spot sale also opened on the 3rd day for facilitation of the visitors concerned.

Distribution of Shields to the Exhibitors/Participants of 9th PMLS’2024 in Lahore

PTA distributed Shields on the 3rd day of the Show to each Stand of the Exhibitors of 9th PMLS-2024 of Hall # 2 as acknowledgement of their successful participation.



Ariel Views of Stands in 9th PMLS-2024 at Hall # 2

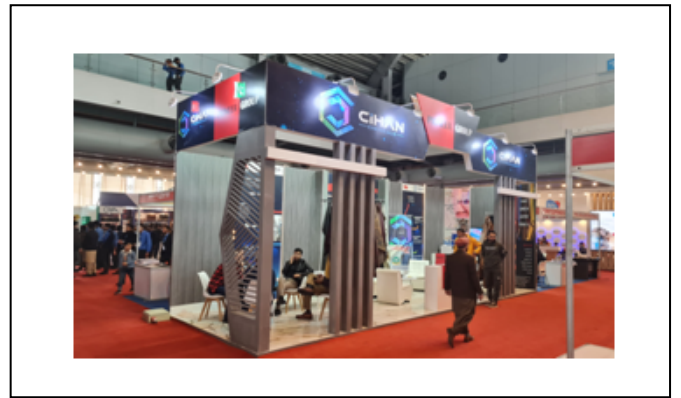


Different Views of Stands in 9th PMLS-2024





CHINA PAVILLION ORGANIZED IN 9th PMLS-2024



Group Photo of Chinese Participants of 9th PMLS-2024 snapped in front of Hall # 2 of Lahore Export Centre on 26.01.2024

Conclusion

A joint meeting of the Steering Committee of PMLS of PFMA & PTA was held during the Show at Lahore and it was decided with threadbare discussion to change the name of the Show with some inclusion to be more comprehensive with the same spirit & enthusiasm in continuation to be held in 2025 for which Official announcement with dates of the next Show to be held in 2025 will be announced by PTA in due course

However, the 9th **Pakistan Mega Leather Show-2024** was concluded successfully and achieved all desired goals and objectives of the show as were set by the Steering Committee of the Show. The three-days show featured high quality Leather and Leather products and export quality footwear export products from across the country and abroad was found with enormous traffic of trade visitors which is around 3500 to 4500 each day as well as the Electronic Registration counter maintained at entrance of Hall # 2 of the Expo Centre and all the stands were quite busy with the business conclusion to the finalization extent.

Besides above, 40-Exhibitors from China Participated in the Show. China Pavilion specially constructed in Hall 2 and Hall 3 for making smooth participation by Chinese participants during the show. Encouraging number of foreign participants took part in the Show from China, Turkey, Italy, Spain, Germany Portugal, Saudi Arabia and other countries. The total number of stands in Hall # 2 & 3 were more than 300 jointly organized by PTA & PFMA with eye catching features including brandings with attractive ambience of booths was termed to be center of the attraction.

Overall outcome of 9th **Pakistan Mega Leather Show** was outstanding as beyond the expectation and achieved the desired goals of the Show. All the Participants / Exhibitors specially foreign Exhibitors, Foreign Groups were satisfied and committed to participate in the next event **in 2025 too**.

Now the Pakistan Mega Leather Show in Lahore has become an Icon of Leather Sector of Pakistan as already established its recognition domestically & internationally that offers un-limited business opportunities for boosting the sales potential/exports. As such, all interested may avail this unique & vital opportunity in Pakistan as most potential destination of the world for participation for the best return of their investment/joint ventures/collaborations.

