



PAKISTAN MEGA LEATHER

----- SHOW 2017 -----

LEATHER-FOOTWEAR-GARMENTS-GLOVES-GOODS

## 3<sup>RD</sup> PAKISTAN MEGA LEATHER SHOW

27-29<sup>TH</sup> JANUARY'2017

AT LAHORE INT'L EXPO CENTRE  
LAHORE (PAKISTAN)

### SHOW REPORT

We are pleased to inform that the 3<sup>rd</sup> Pakistan Mega Leather Show in consecutive was held in **Lahore International Expo Centre, Lahore (Pakistan) from 27-29<sup>th</sup> January'2017**, 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 3<sup>rd</sup> 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

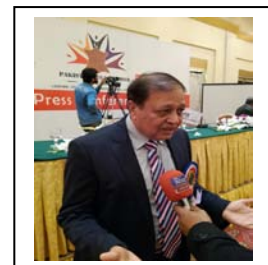
The first activity of Pakistan Mega Leather Show (PMLS) 2017 was holding of Press Conference which was held on 25<sup>th</sup> January'2017 at PC Hotel in Lahore. The Press Conference was addressed by Mr. Muhammad Musaddiq, Convener, PMLS-2017 and was attended by Mr. Wasim Zakaria, Co-Conver, PMLS-2017, Mr. Anjum Zafar, Chairman, PTA, Mr. Agha Saiddain, Member, Steering Committee, PMLS-2017, Mr. Javed Saiddiqi, Chairman, Pakistan Footwear Manufacturers Association (PFMA) and Mr. Nasir, Vice Chairman, PFMA.

In the Press Conference, Mr. Muhammad Musaddiq informed the salient features of 3<sup>rd</sup> Pakistan Mega Leather Show and gave a comparison of activities and attendance of 2<sup>nd</sup> PMLS-2016 and expectation of 3<sup>rd</sup> PMLS-2017.

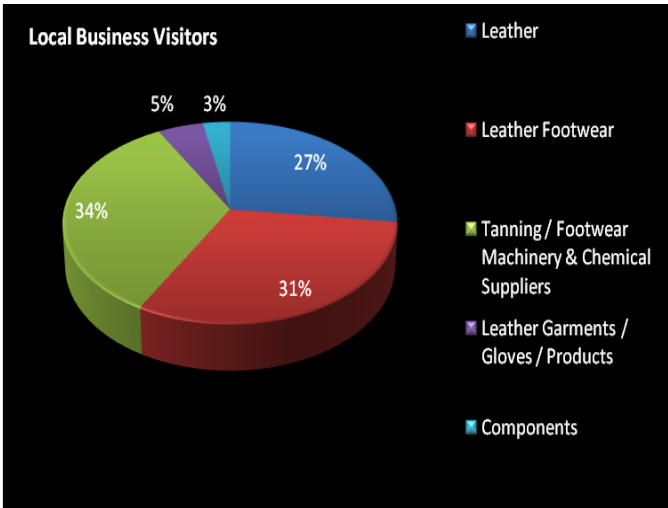
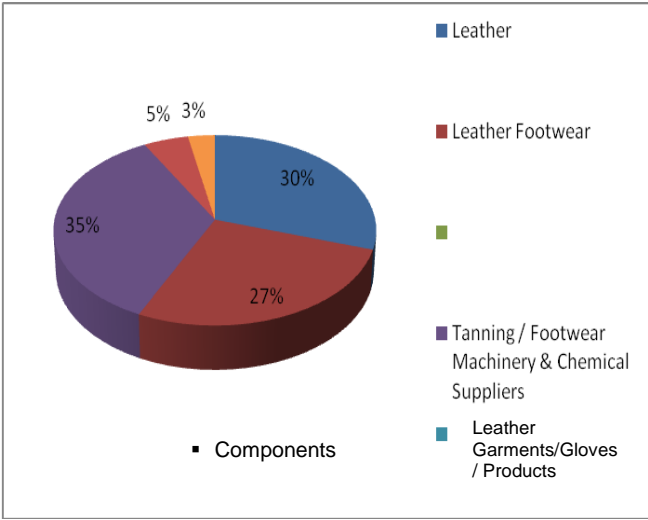




(Mr. Muhammad Musaddiq, Convener, PMLS'17 addressing to Print & Electronic media during Press Conference for PMLS'2017, held on 25.01.2017 in Lahore)

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

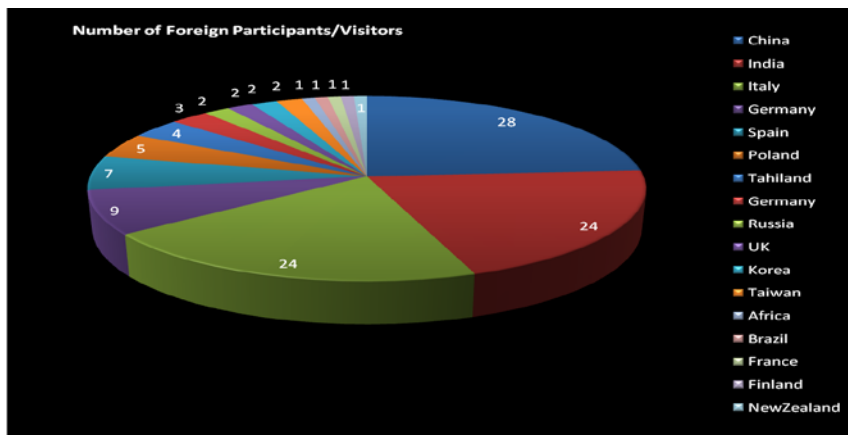


He also shared with the daily activities to be held during 3 Days of the Show. He also informed that a wide range of publicity of PMLS'17 was made in International Leather Magazines of UK and INDIA also for maximum participation of the foreign buyers/visitors.

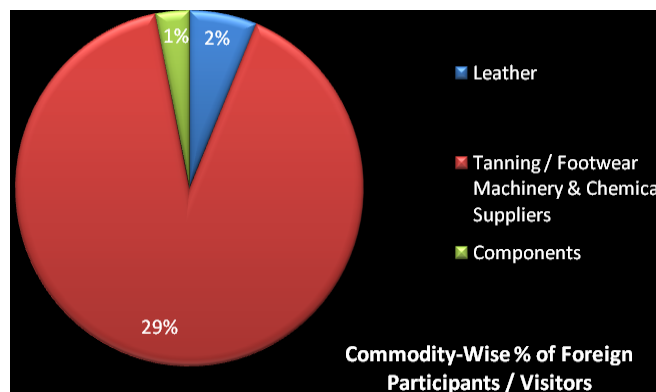
TO REVIEW AT A GLANCE																									
Outcome of 2 <sup>nd</sup> PMLS-2016, Lahore	Outcome of 3 <sup>rd</sup> PMLS-2017, Lahore																								
Increased capacity of stands this year (2016) upto 450 Nos. (approx). <b><u>Increased percentage around 50% %</u></b>	Increase space for walking area as compared to last to give International look for displaying stands of 450 Nos. (approx.) this year.																								
Average 5000 – 8000 business visitors to visit the show on daily basis. <b><u>Increased percentage around 80-85%</u></b>	Average 10000 business visitors to visit the show on daily basis. <b><u>Increased percentage around 100%</u></b> .																								
A large number of foreign buyers/customers more than double have visited this time to <b>PMLS'2016 in Lahore (A consolidated list of foreigners compiled during 3 days show is enclosed separately)</b>	Increase in number of foreign buyers/customers this year who visited <b>PMLS'2017 in Lahore (A consolidated list of foreigners compiled during 3 days show is enclosed separately)</b>																								
<p><b><u>Local Trade visitors/buyers</u></b></p> <p>This time (2016) <b>Registration Counters</b> were established at the entrance of Hall # 2 &amp; Hall # 1 separately and according to the data compiled at both registration counters revealed that around <b>3000 trade visitors</b> 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><b><u>Local Trade visitors/buyers</u></b></p> <p>During PMLS-2017 <b>Registration Counters</b> were established at the entrance of Hall # 1 &amp; Hall # 2 separately and according to the data compiled at both registration counters revealed that around <b>5000 trade visitors</b> 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><b>2<sup>nd</sup> PMLS-2016</b></p>  <table border="1"> <caption>Local Business Visitors - 2<sup>nd</sup> PMLS-2016</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Leather</td> <td>27%</td> </tr> <tr> <td>Leather Footwear</td> <td>31%</td> </tr> <tr> <td>Tanning / Footwear Machinery &amp; Chemical Suppliers</td> <td>34%</td> </tr> <tr> <td>Leather Garments / Gloves / Products</td> <td>5%</td> </tr> <tr> <td>Components</td> <td>3%</td> </tr> </tbody> </table>	Category	Percentage	Leather	27%	Leather Footwear	31%	Tanning / Footwear Machinery & Chemical Suppliers	34%	Leather Garments / Gloves / Products	5%	Components	3%	<p><b>3<sup>rd</sup> PMLS-2017</b></p>  <table border="1"> <caption>Local Business Visitors - 3<sup>rd</sup> PMLS-2017</caption> <thead> <tr> <th>Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Leather</td> <td>30%</td> </tr> <tr> <td>Leather Footwear</td> <td>27%</td> </tr> <tr> <td>Tanning / Footwear Machinery &amp; Chemical Suppliers</td> <td>35%</td> </tr> <tr> <td>Leather Garments / Gloves / Products</td> <td>5%</td> </tr> <tr> <td>Components</td> <td>3%</td> </tr> </tbody> </table>	Category	Percentage	Leather	30%	Leather Footwear	27%	Tanning / Footwear Machinery & Chemical Suppliers	35%	Leather Garments / Gloves / Products	5%	Components	3%
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**Number of Foreign Participants / Visitors  
participated in 3<sup>rd</sup> Pakistan Mega Leather Show  
held from 27-29<sup>th</sup> January'2017 at  
Lahore Int'l Expo Centre**

<b>Sl #</b>	<b>Name of Country</b>	<b>-</b>	<b>Number of Participants / Visitors</b>
1.	China	-	28
2.	India	-	7
3.	Italy	-	24
4.	Turkey	-	9
5.	Spain	-	7
6.	Poland	-	5
7.	Thailand	-	4
8.	Germany	-	3
9.	Russia, UK, South Korea and Taiwan-		8 (2 from each country)
10.	France	-	5
11.	South Africa, Brazil, Finland and New Zealand	-	5 (1 from each Country)
<b>TOTAL :</b>			<b>105</b>



**Commodity-wise % of Foreign Participants / Visitors**



## **1<sup>st</sup> Day of the Show (27.01.2017)**

The Show was started with full of its trade activities from 10:00 am morning of 27<sup>th</sup> January'2017 till end of closing time i.e. 7:00 PM on 27.01.2017 and the heavy traffic of traders, buyers, customers, visitors was also seen at the registration counters.

## **Soft Inauguration of PMLS'2017, Lahore**

The soft inauguration of the Show was made by the Honourable CE/TDAP, Mr. S.M. Muneer on 27.01.2017 at 11:00 am at the entrance of the venue (Hall # 2) which was attended by Chairman, PTA, Mr. Anjum Zafar, Mr. Javed Iqbal Siddiqui, Chairman, PFMA, Mr. Muhammad Musaddiq, Convener, 3<sup>RD</sup> PMLS'2017, Lahore, Mr. Aziz Ahmed, Sr. Vice chairman, PTA, Mr. Azam Malik, Vice Chairman, PTA & large number of foreign buyers & participants of the Show.



Mr. S.M.Muneer, CE-TDAP inaugurating the Trend Gallery in PMLS'2017 in Lahore.

## **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 PFDI (Pakistan Fashion Designing Institute, 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

### **Special Tunnel / Entrance at Hall # 1**

PTA had made special Tunnel/Entrance with prominent branding at the Hall # 1 entrance with proper registration counter for enrolling the visitors/customers/buyers who were entering into the hall # 1, which was encouraged & appreciated by the participants & visitors to create more image of the hall & Exhibition as well made by PTA.



Special Tunnel made at Entrance of Hall # 1 for direct access of the buyers/visitors dur PMLS-2017



A Group photographs of the Chairman, PTA, PFMA, Convener, PMLS-2017 and participants of PMLS with Engr. Khurram Dastgir Khan, Commerce Minister at Special Entrance of Hall # 1

### **Meeting of PTA & PFMA representatives with Chief Executive, TDAP on 27.01.2017**

A meeting of PTA & PFMA representatives was arranged with Mr. S.M. Muneer, Chief Executive, Trade Development Authority of Pakistan on 27<sup>th</sup> January'2017 in Lahore Int'l Expo Centre to discuss various issued f Leather Industry. A number of Leather Associations' stakeholders participated in the meeting.



Mr. S.M. Muneer. Chief Executive, TDAP discussing with Mr. Anjum Zafar, Chairman, PTA regarding issues of leather industry during a meeting held in Expo Centre, Lahore

**Seminar organized by SRC on 27.01.2017 in Conference Room of Hall # 2**

On 27<sup>th</sup> January'2017, 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 # of the Lahore Expo Centre from 2:00 pm to 5:00 pm which was helpful & conducive for the participants.

**Visit of French Delegation to Pakistan on 27<sup>th</sup> January;2017**

A French Delegation of Hides & Skins Association comprising following 5-Delegates visited Pakistan on 27<sup>th</sup> January'2017 and stayed in Nishat Hotel, Lahore. :

01. Mr. Jean-Marc AUZANNEAU M/s. CUIRS ET PEAUX DE L'OUEST
02. Mr. Nicholas WINTERS M/s. NICK WINTERS
03. Mr. Alessandro MONTI M/s. NICK WINTERS
04. Mr. Robert AMETEAU M/s. COVICO
05. Mr. Nicholas BUTLER M/s. FORTAIN

PTA & PITCO jointly welcome the above French Delegation on the first day of the Show. Delegation activities started from visit to Tanneries in Lahore i.e. M/S. Siddiq Leather Works and M/s. Royal Leather Industries Ltd on 27<sup>th</sup> January'2017 afternoon from 3:00 pm to 5:00 p.m.

1nd day of the Show, The French delegation visited M/s. Eastern Leather Co. Lahore and they also attended Dinner Function held on 28<sup>th</sup> January'2017 at 7:00 p.m in Hall # 4 of the Expo Centre.



A Group photograph of the participants with French Delegation

**2<sup>nd</sup> Day of the Show (28.01.2017) - Formal Inauguration of PMLS-2017**

The formal Inauguration was held on 28.01.2017 at 11:00 am and the Honourable **Federal Commerce Minister, Engr, Khurram Dastgir Khan** was the “**Chief Guest**”, which was also attended by **Ms. Anne Marshal, Honourable Deputy Ambassador of the European Union to Pakistan, Mr. S.M. Muneer, Chief Executive, TDAP, Mr. M. Zubair F. Tufail, President of FPCCI.**



Honourable Federal Commerce Minister inaugurating the Show on 28.01.2017

**DIFFERENT VIEWS OF THE INAUGURATION CEREMONY AND VISIT OF COMMERCE MINISTER TO STAND OF OMLS-2017**



**Meeting of NILT Technical Board was held on 28<sup>th</sup> January'2017 at 3:00 to 4:30 pm atb Conference Room of Hall # 1 of the Expo Centre**

NILT Technical Board Meeting was held on 28<sup>th</sup> January'2017 at 3:00 p.m. in Conference Room of Hall # 1 of the Expo Centre under the Chairmanship of Mr. Muhammad Musaddiq to discussion various issues relating to NILT and its up-gradation. Members from NILT-Board of Director and PITCO Representatives attended the Meeting.

**Seminar arranged by PITCO on “E-learning Tools for Footwear Industry” In Conference Room of Hall # 2 of the Expo Centre on 28<sup>th</sup> January'2017 from 2:00 pm to 5:00 pm**

A Seminar was arranged by PITCO on the topic of “E-learning Tolls for Footwear Industry” in Conference Room of Hall # 2.

Mr. Anjum Zafar, Chairman, PTA was the Chief Guest of the Seminar. Ms. Anne Marshal, Honourble Deputy Ambassador of the European Union to Pakistan, Chairman, PFMA, PLGMEA, PGMEA, representatives from PTA & PITCO and other members and participants attached the above informative Seminar on 28<sup>th</sup> January'2017.



**Grand Dinner on 28.01.2017 at the Venue of the Show**

A **Grand Dinner** was hosted on 28.01.2017 within the Venue. 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 :- .

**Prize Distribution Ceremony**





## **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**

- 1<sup>st</sup> Best Stall : Hosta Chem
- 2<sup>nd</sup> Best Stall: SRC
- 3<sup>rd</sup> Best Stall: Khawaja Tanneries (Pvt)Ltd

### **PFMA's Side**

- 1<sup>st</sup> Best Stall: ATS
- 2<sup>nd</sup> Best Stall: Intra Chimie
- 3<sup>rd</sup> Best Stall: Starlet

## **3<sup>rd</sup> Day of PMLS-2017 (29<sup>th</sup> January'2017)**

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 3<sup>rd</sup> 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 Group.

Pavilions were found happy and shown in advance to continue their participation in next PMLS'2018 in Lahore, as revealed from the **Prescribed Feedback forms** obtained from them on the last day of the Show.

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## **Meeting of PTA & PITCO Representatives with French Delegation held on 29<sup>th</sup> January;2017 at Conference Room of Hall # 1 during PMLS-2017**

A Luncheon Meeting was arranged by PITCO on 28<sup>th</sup> January'2017 in Conference Room at Hall # 1 in honour of the French Delegation visited Pakistan to attend Pakistan Mega Leather Show-2017.

During the above Meeting, each member of the French delegation delivered his soft presentation on Multimedia containing informative information regarding Hides & Skins, wherein a number of participants of PMLS'2017 and PTA & PITCO representatives attended the meeting.

### **Different Views of the Meeting of PTA Representatives held with French Delegation**



## **Distribution of Shields to the Exhibitors/Participants of 3<sup>rd</sup> PMLS'2017 in Lahore.**

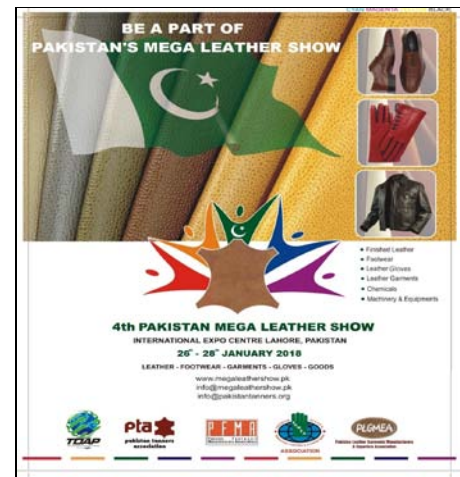
In order to acknowledge the participation, Shields prepared specially were distributed to each Stand Holders of the Show on the last day of the Show with special thanks for their participation in PMLS'20167in Lahore, which was the real essence for the success of the Show.

## **Seminar organized by SRC on 29.01.2017**

In order to create awareness, a Seminar on the subject of “LWG & SRC for Safe Leather” was organized by one of the Exhibitors, SRC in Conference Room of Hall # 1 on 29.01.2017 from 2:00 pm to 5:00 pm which was helpful & conducive for the participants.

## **Announcement of next PMLS'2018 in Lahore**

During the Speech, the **Convener, Pakistan Mega Leather Show, Mr. Muhammad Musaddiq** announced the dates of Next “**4<sup>th</sup> Pakistan Mega Leather Show**” **scheduled to be held from 26-28<sup>th</sup> January'2018 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.

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