

POST SHOW REPORT



**PAKISTAN MEGA
LEATHER SHOW**
Footwear | Leather | Garments | Gloves

South Asia's 2nd biggest
footwear and leather event

at Expo Center, Lahore
on 27-29 January 2018

Organizers



4th Pakistan Mega Leather Show

Post Report

Pakistan Mega Leather show is one of the 2nd largest fair of South East Asia which showcase the footwear and leather products of Pakistan. This event is organized every year in International Expo Centre Lahore. 4th Pakistan Mega Leather Show was held in Lahore from 27-29 Jan 2018 which was jointly organized by Pakistan Footwear Manufacturers Association- PFMA, Pakistan Tanners Association-PTA, Pakistan Leather Garments Manufacturers & Export Association- PLGMEA and Pakistan Leather Gloves Manufacturers & Export Association-PGMEA. Government of Pakistan and Trade Development Authority of Pakistan patronize this event to promote footwear, leather garments and leather gloves & finished leather with objectives to Portray and improve the positive image of Pakistan to the world business community, to motivate the footwear and finished leather business entrepreneurs of business growth, to enhance the confidence of investors in Pakistan's business market and to attract international business towards the tremendous potential that exist in the footwear and finished leather sector of Pakistan and to 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.

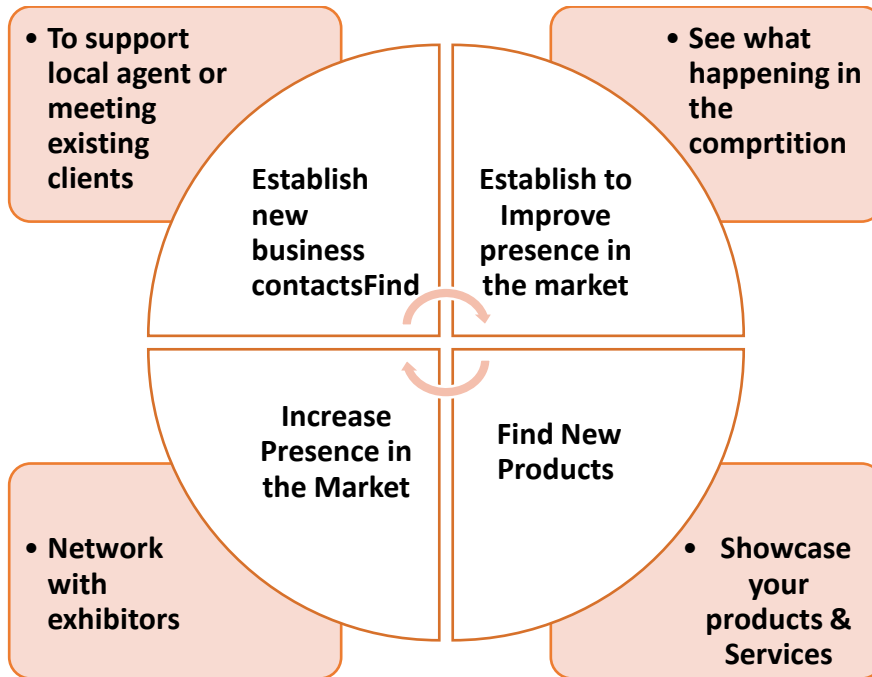
4th Pakistan Mega Leather Show received overwhelming response from foreign buyers, international delegates, foreign footwear associations and diplomats. Italian Ambassador and ASSOMAC had announced the establishment of Italy Pakistan Footwear Technological Centre in Lahore Pakistan during the exhibition. It was observed that the foreign buyers are regular participating in Pakistan Mega Leather Show every year and it reflects that Pakistan Mega Leather Show has come up on global calendar of trade shows of footwear and finished leather sector of the world.

Why Visiting PMLS

Pakistan Footwear Manufacturers Association has joined hands with other influential Associations of Leather Sector (Tanned Leather, Gloves and Leather Garments) to form an umbrella to organize "**4rd Pakistan Mega Leather Show**" from 27 to 29 Jan 2018 at International Expo Centre Lahore.

Leather industry of Pakistan is the second biggest export-oriented industry in the manufacturing sector and is third in its contribution toward the overall exports of Pakistan. It will give an ideal opportunity for the footwear buyers and importers of the world to visit us and have a look at the fantastic variety of Footwear made from

different materials. Pakistan has time – honoured efficient skill, blended with most modern technology which produces highly attractive styles, designs and shapes that are comfortable, durable and have great universal appeal. Pakistan has reliable export sector in this product.



Press conference

A Press Conference regarding announcement of Pakistan Mega Leather Show 2018 was held on 25 Jan 2018 at PC Hotel Lahore, which was addressed by Chairman PFMA Mr. Farrukh Salim, Chairman PTA Mr. Amanullah Aftab, Co-Convener Mr. Muhammad Musaddiq and Mr. Abid Hafeez, where salient features of 4th Pakistan Mega Leather Show were briefed to media.



Opening Ceremony

The Federal Minister of Commerce - Mr. Mohammad Pervaiz Malik was the **Chief Guest** who inaugurated 4th Pakistan Mega Leather Show 2018, (PMLS18) on 28th January, 2018. The Ambassador for Italy - His Excellency, Dr. Stefano Pontecorvo, specially participated in the inaugural ceremony. The Chairman of Pakistan Footwear Manufacturers Association (PFMA) - Mr. Farrukh Saleem and Chairman Pakistan Tanners Association (PTA) - Mr. Amanullah Aftab, during their Inaugural speech commented on the great potential of Pakistan's Footwear & Leather industry and stated that; "Pakistan Mega Leather Show 2018 was a great success and they have received overwhelming response from entrepreneurs, investors and all other stakeholders of this industry". The Honorable Chief Guest and Italian Ambassador also visited the stalls and interacted with national and international exhibitors.



Announcement of Italy Pakistan Footwear Technological Centre

Ambassador for Italy- His Excellency Dr. Stefano Pontecorvo and Chairman PFMA addressed a Joint Press Conference at Lahore International Expo Centre on 28 Jan 2018 and announced for Establishment of **Italy-Pakistan Footwear Technological Centre**. Following are the salient features :

- Italian Government will provide machinery for a CAD-CAM Pattern, Grading, Cutting and Mechanical Physical Test Laboratory for Footwear.
- PFMA will arrange Space for Technological Centre, transportation of machinery and installation of Electrical equipment and boarding/lodging facilities for Italian experts visiting for training.



Exhibitors Sector Wise

Exhibitors of footwear sector was allocated separate Hall and exhibitors of Tanners were allocated separate hall in International Expo Centre Lahore Pakistan. Over 200 exhibitors of following categories participated in 4th Pakistan Mega Leather show :-

1. Footwear manufacturers
2. Footwear designers
3. Footwear suppliers
4. Footwear machineries
5. Footwear Components
6. Footwear & Leathers associations
7. Chemicals Suppliers of Footwear/ Leather
8. Tanners/Leather
9. Leather garments
10. Leather Gloves

Foreign Buyers/Delegates & Local Businessmen/Visitors

Over 107 buyers from foreign countries and average 12,000 to 14,000 from local businessmen/ visitors of following categories visited this show :

1. Foreign buyers Footwear manufacturers
2. Foreign delegates Footwear designers
3. Foreign Footwear suppliers
4. Foreign Footwear machineries suppliers
5. Foreign Footwear Components suppliers
6. Foreign Footwear & Leathers Associations' office bearers & representative
7. Foreign Exhibition organizations representative
8. Foreign Chemicals Suppliers of Footwear/ Leather
9. Foreign journalist Footwear& Leather sector
10. Foreign trade commissioners
11. Foreign buyers Tanners/Leather
12. Foreign buyers leather Garments
13. Foreign buyers Leather Gloves

Representation Country wise

1. America	=	2
2. Brazil	=	3
3. China	=	28
4. France	=	5
5. Germany	=	3
6. India	=	7
7. Italy	=	24
8. New Zealand	=	1
9. Poland	=	5
10. Russia	=	2
11. Spain	=	7
12. South Korea	=	2
13. Finland	=	1
14. Turkey	=	9
15. Thailand	=	4
16. Taiwan	=	2
17. UK	=	2

B2B Match Making Platform

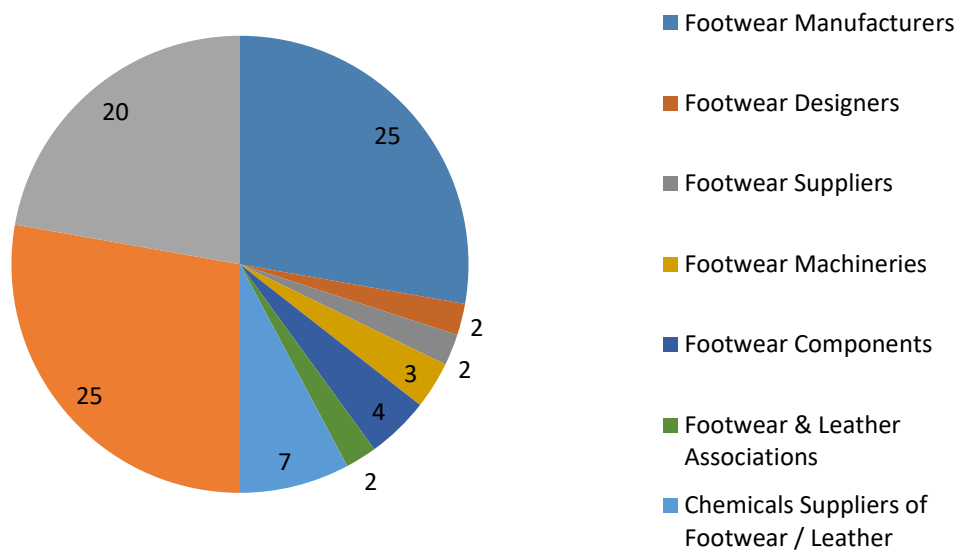
This event provided a great platform for match making of B2B meetings on three days 27-29 Jan 2018. This marvelous event is also attended by many international journalists, footwear buyers, footwear designers, finished leather goods buyers and suppliers of equipment/components/chemicals of footwear & leather sectors.



Business Sector Foot fall

A successfully organization of 4th Consecutive event attracted local and global buyers to Pakistan Mega Leather Show. It reflects a great potential of Pakistan footwear and finished leather industries in the world.

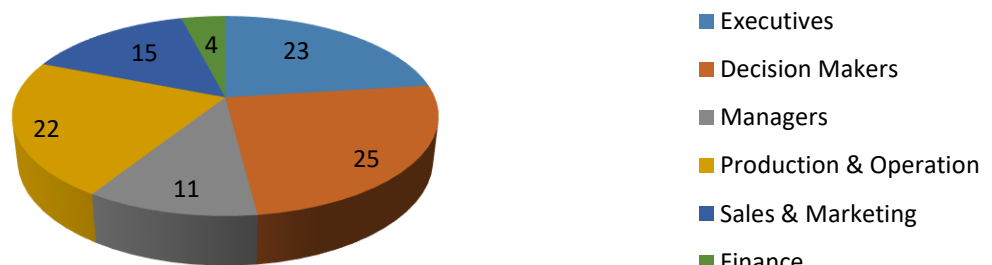
Business Sector Foot Fall (%)



Visitor key positions Turn Over

Executives	23
Decision Makers	25
Managers	11
Production & Operation	22
Sales & Marketing	15
Finance	4

Visitors key positions turn over



Meetings



Grand Dinner

A grand Dinner was hosted by the organizers for participants of the show. The Event was graced by the exhibitors, foreign guests, participants, Government officials and dignitaries from various walks of life, particularly from leather and footwear sectors.



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.



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

In order to create awareness, a Seminar on the subject of “Zero Discharge Hazardous Chemicals” was organized by SRC in Conference Room of Hall No. 2 on 29-1-2018 at 3:30 pm which was very informative and conducive for the participants.

Distribution of Shield to the Exhibitors / Participants

To acknowledge the participation, shields were presented to each exhibitor with special thanks for their participation.

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

Prize Distribution

Best 3 stalls from PTA and PFMA participants were selected by a combined jury. Following is the details of winners :

PFMA

- 1ST - ATS Synthetic (Pvt) Ltd
- 2nd - Starlet Innovations
- 3rd - Deluxe

PTA

- 1ST - Royal Leather Industries
- 2nd - SRC (Pvt) Ltd
- 3rd - Lanxess

GLIMPS OF PMLS 2018





1. Media Coverage

PFMA News Clippings	
Channel	Link
Aaj News	https://drive.google.com/open?id=1TjWRWPYIxsfIdugfIrHKVqhLYNpMbY-S
City 42	https://drive.google.com/open?id=1945C7c8-f6sOooUIPJ31q3pc9e-bHUrq
Dawn	https://drive.google.com/open?id=1BVSO8uOd7gAmXuafPvrIgoe-5IB-ZgKZ
Dawn	https://drive.google.com/open?id=17-vn8oXOJBrsm56W9j55f9LKG5uXQItj
Geo	https://drive.google.com/open?id=1bbcW2mOniaTsWDOCCNdFxDslUOzihAE7
News One	https://drive.google.com/open?id=1fYsL1fAMOHJGxs1SvYLnwC_25rp5yScn
PTV News	https://drive.google.com/open?id=1SgZnf-La_2eeW-wCsp_G9yJHoVf8X6mC

Headline	Page #	Publication	City	Circulation	Tier
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	07	Dawn	Lahore	20,000	A
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	08	Business Recorder	Lahore, Karachi, Islamabad	80,000	A
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	B1	Daily Times	Lahore, Karachi, Islamabad	56,000	A
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	08	The Nation	Lahore, Karachi, Islamabad	53,000	A
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	14	Pakistan Observer	Lahore, Karachi, Islamabad	63,000	A
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	17	Pakistan Today	Lahore, Karachi, Islamabad	38,000	A
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	20	Express Tribune	Lahore, Karachi, Islamabad	52,000	A
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	12	Business World	Lahore	10,000	A
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	01	The Business	Lahore	60,000	A
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	02	The Patriot	Islamabad	10,000	A
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	11	Jang	Lahore	80,000	A
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	05	Khabrian	Lahore	20,000	A
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	14	Dunya	Lahore, Islamabad	35,000	A
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	14	Express	Lahore, Karachi	240,000	A
Headline	Page #	Publication	City	Circulation	Tier
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	02	Nai Baat	Lahore	10,000	B
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	11	Jehan Pakistan	Lahore	8,000	B
"Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018"	11	Jehan	Lahore	8,000	B

Mega Leather Show 2018 on 28th January, 2018”		Pakistan			
“Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018”	02	Jehan Pakistan	Lahore	8,000	B
“Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018”	P4	Jurrat	Lahore	8,000	B
“Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018”	06	Mashriq	Lahore	10,000	B
“Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018”	11	Sahafat	Lahore	8,000	B
“Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018”	05	Taqat	Lahore	6,000	B
“Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018”	05	Emaan	Karachi	10,000	B
“Federal Minister of Commerce inaugurates 4th Mega Leather Show 2018 on 28th January, 2018”	12	Jinnah	Islamabad	20,000	B



LAHORE: Italian Ambassador Dr Stefano Pontecorvo addresses Pakistan Mega Leather Show 2018. ANI

Mega Leather Show attracts worldwide potential buyers

BY OUR STAFF REPORTER LAHORE

A three-day Pakistan Mega Leather Show 2018 (PMLS18) has attracted potential buyers and investors from the country and also from China, India, Italy, Germany, Hong Kong, Cyprus, Spain, USA and UAE. The event is being held from Jan 27-29, 2018 at Lahore International Expo Centre.

The three-day event displays more than 100 stalls and is expected to attract more than 10,000 visitors, providing them access to vital information and networking opportunities with the national as well as the international customers.

The second largest event of Southeast Asia was inaugurated by the Federal Minister of Commerce Pervez Mansoor along with Italian Ambassador Dr Stefano Pontecorvo, who also interacted with entrepreneurs, businessmen and buyers from Pakistan and abroad.

The minister also visited the stalls of national and international exhibitors. Pakistan Tanners Association Chairman Amanullah Akhbar, commenting on

the great potential of Pakistan's leather industry, stated that Pakistan Mega Leather Show 2018 is a great success. "We have received overwhelming response from entrepreneurs, investors and all other stakeholders of this industry. Production and tanning of leather along with manufacturing of leather goods is the second biggest export-oriented industry in Pakistan."

Leathereries Director Asad Malik, who also established a stall of Julka Group, which is a renowned manufacturer of quality finished leather, exporting to leading companies all over the world. "Our strong ability of making fashion leathers in vibrant colours led us to Julka. The exquisite leather handbags and shoes are designed and manufactured by local artisans and we can proudly say that they are made in Pakistan," said Asad Malik, the director of the company.

He said that Leather Show is an annual event, promoting a wide range of leather products including footwear, garments and gloves, etc. It is jointly organized by four industrial associations including footwear, leather goods, tanneries, gloves and leather garments.

The event is also being attended by footwear designers, buyers of footwear and leather-goods and Pakistani consumers from different cities especially Sukkur. Asad Malik said that the forum will provide a viable platform for nurturing stronger ties and collaborations between the allied industries of the Leather Sector of Pakistan. It also features a special exhibition of the high-quality products being produced by the leather industry of Pakistan.

The Chairman of Pakistan Footwear Manufacturers Association (PFMA) Saleem said that the rapid growth of this industry has attracted many international buyers to invest into training facilities for this labor-intensive industry. These investments will improve the technical skills and productivity of the laborers involved in manufacturing leather goods.

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LAHORE: Minister of commerce Muhammad Pervaiz Malik addressing at Pakistan Mega Leather show 2018 on Sunday. PRESS RELEASE

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وفاقی وزیر تجارت کا چوتھے
میگا لیدر شو 2018ء کا افتتاح

لاہور (پ ر) وفاقی وزیر تجارت محمد پرویز ملک نے جنوبی ایشیا کے دوسرے بڑے ایفٹ پاکستان میگا لیدر شو 2018ء (بی ایف ایل ایس 18) کا 28 جنوری 2018ء کو افتتاح کیا۔ اٹلی کے سفیر ڈاکٹر سٹیپانو پوینی کورونے ایفٹ میں خصوصی شرکت کی۔ اس تین روزہ ایفٹ میں 100 سے زائد سٹالز کی نمائش ہوگی اور 10 ہزار سے زائد افراد کی شرکت متوقع ہے۔ چیئر مین پاکستان فٹ وئیر مینوفیکچررز ایسوسی ایشن (بی ایف ایم اے) فرخ سلیم اور چیئر مین پاکستان ٹینرز ایسوسی ایشن (بی ٹی اے) امان اللہ آفتاب نے افتتاحی تقریب کے دوران پاکستان کی لیدر انڈسٹری کی صلاحیتوں سے متعلق اظہار خیال کرتے ہوئے کہا کہ پاکستان میگا لیدر شو 2018ء ایک عظیم کامیابی ہے۔ نمائش میں چیئر مین بی ایف ایم اے فرخ سلیم، سینئر وائس چیئر مین بی ایف ایم اے اور کنوینر بی ایف ایم اے 2018ء عابد حفیظ، چیئر مین پاکستان ٹینرز ایسوسی ایشن امان اللہ آفتاب، سینئر وائس چیئر مین پاکستان ٹینرز ایسوسی ایشن منصور اقبال اور پاکستان ٹینرز ایسوسی ایشن کے شریک کنوینر برائے بی ایف ایم ایل ایس 2018ء محمد مصدق نے شرکت کی۔ بی ایف ایم ایل ایس 2018ء نے چین، بھارت، اٹلی، جرمنی، ہانگ کانگ، قبرص، امریکہ، متحدہ عرب امارات، چین اور تیلوں سے سرمایہ کاروں اور خریداروں کو اپنی طرف متوجہ کیا ہے۔

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Announcement of next Show i.e. 5th Pakistan Mega Leather Show

Please save the dates 27-29 Jan 2019 for our next year Show