



6TH PAKISTAN MEGA LEATHER SHOW 27-29TH JANUARY'2020 AT LAHORE INT'L EXPO CENTRE LAHORE (PAKISTAN)

POST SHOW REPORT

We are delighted to have been able to share the outcome of 6th **Pakistan Mega Leather Show** in consecutive was held in **Lahore International Expo Centre, Lahore (Pakistan) from 27-29th January'2020**, 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 6th 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) 2020 was holding of Press Conference which was held on 25th January'2020 at Conference Room, Hall # 2, Lahore International Expo CenTre. The Press Conference was addressed by Sh.Afzal Hussain, Chairman, Pakistan Tanners Association alongwith Mr.Muhammad Younas, Chairman, PFMA, Mr.Mansoor Ehsan Sheikh, Convener-PMLS-PFMA, Mr. Muhammad Musaddiq, Co-Convener-PMLS-PTA, Mr. Fazalur Rehman Sheikh, Sr. Vice Chairman, PTA, Mr. Agha Saiddain, Ex-Chairman, PTA which was also attended by Senior Members of PTA, & PFMA, Business Community and a large number of representatives of Electronic and Print media.

The Chairman, PTA informed the Press that many foreign participants from Italy Spain, Slovenia Germany, Portugal, China and many other countries are participating in PMLS-2020 and about 350 stands of eye catching valued added Finished Leather of all sorts, Leather Footwear, Leather Garments and other Leather Products, Tanning Chemicals and Machineries & Components/Accessories will be displayed during the 3-days show with full sewing to attract foreign buyers.

In the Press Conference, Sh. Afzal Hussain informed the salient features of 6th Pakistan Mega Leather Show and gave a comparison of activities and attendance of 5th PMLS-2019 and expectation of 6th PMLS-2020.



Sh. Afzal Hussain, Chairman, addressing to Print & Electronic media during Press Conference for 6th PMLS'2020 held on 25.01.2020 in Lahore

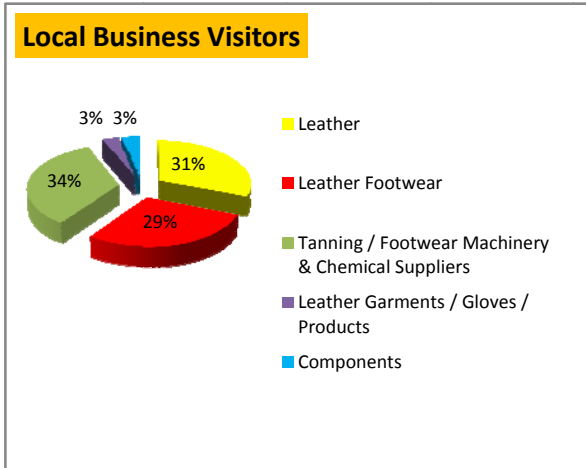


Sh. Afzal Hussain, Chairman, PTA from (Left), Mr. Muhammad Younas, Chairman, PTA and Mr. Agha Saiddain, Ex-Chairman, PTA expressing their views on organizing of 6th PMLS-2020 to Lahore Rang TV Channel just after the Press Conference on 25th January'2020 at Lahore Expo Centre

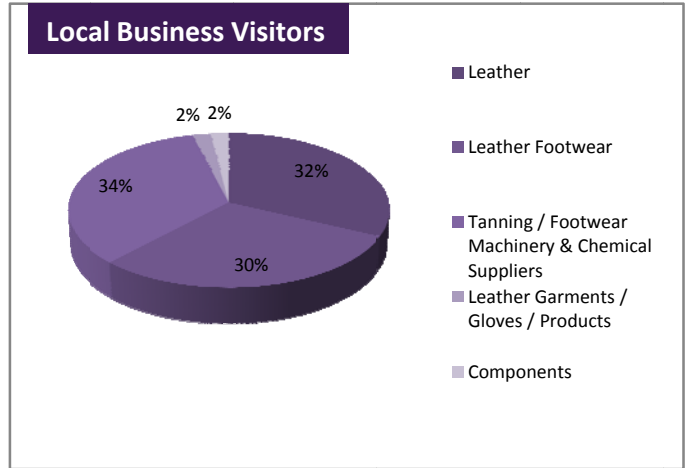
Chairman, PTA also shared with the daily activities held during 3 Days of the Show. He also informed that a wide range of publicity of PMLS'2020 was made by PTA in International Leather Magazines and expecting also for maximum participation of the foreign buyers/visitors.

TO REVIEW AT A GLANCE	
Outcome of 5 th PMLS-2019, Lahore	Outcome of 6 th PMLS-2020, Lahore
Average 13000 to 14500 business visitors to visit the show with an increase of about 8.3% as compared to last year.	Average 13300 to 14700 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'2019 in Lahore.	Increased in number of foreign buyers/customers this year who visited PMLS'2020 in Lahore.
<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>	<p><u>Local Trade visitors/buyers</u></p> <p>Electronic Registration counter was set-up at Entrance of Hall 2 for registration of visitors and buyers by themselves who visited the PMLS-2020.</p> <p>As per data compiled at both the registration counters revealed that around 13300-14700 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, Seminars and B2B meetings were alocs arranged in both the Halls for the participants to promote bilateral trade.</p>

5th PMLS-2019



6th PMLS-2020



Ariel Views of Stands in PMLS-2020 at Hall # 2



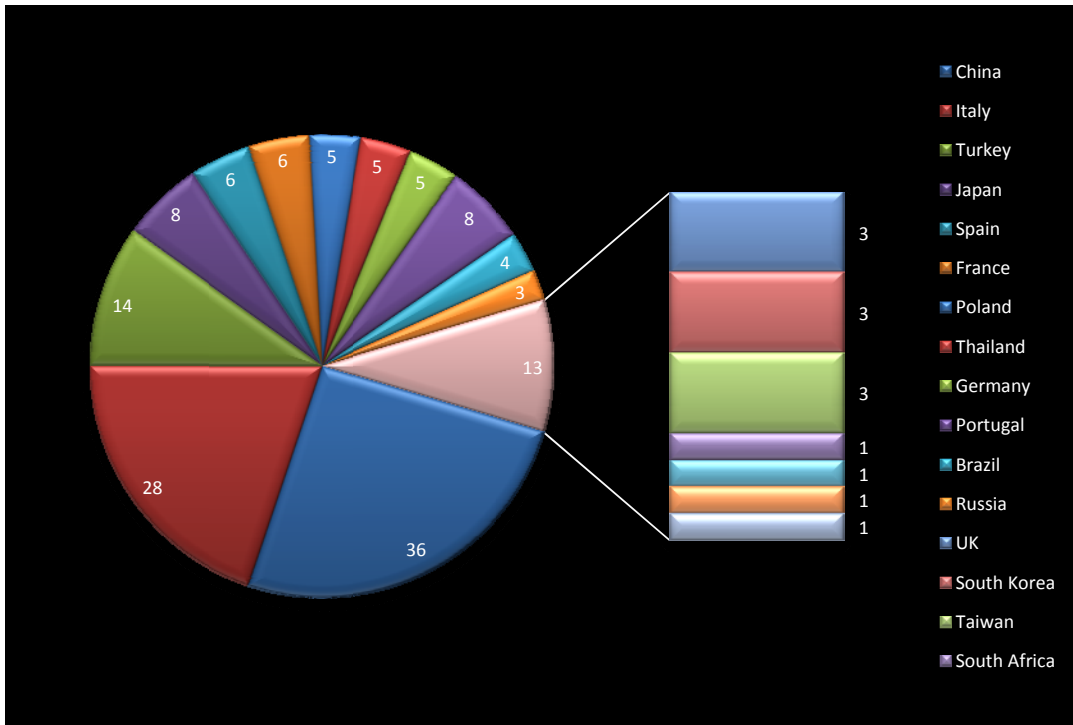
Different Views of Stands in 6th PMLS-2020



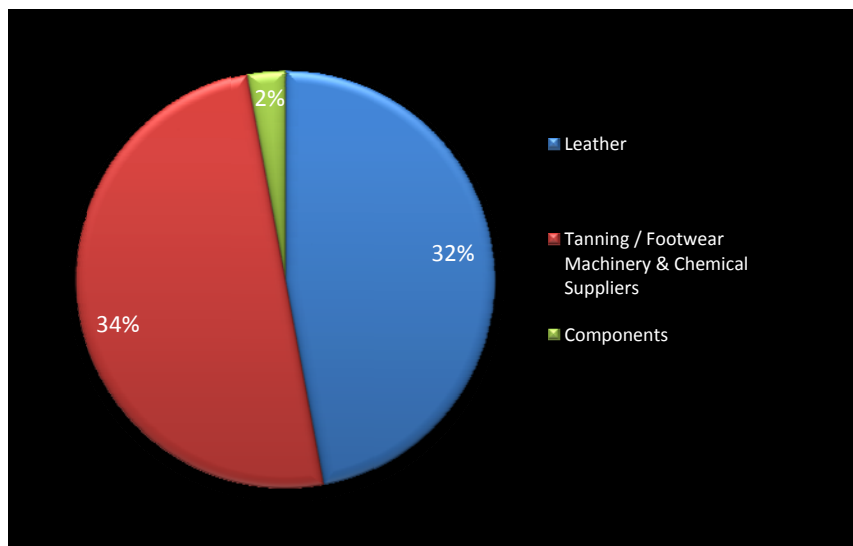


**Number of Foreign Participants / Visitors
participated in the 6th Pakistan Mega Leather Show
held from 27-29th January'2020 at
Lahore Int'l Expo Centre**

Sl #	Name of Country	-	Number of Participants / Visitors
1.	China	-	36
2.	Italy	-	28
3.	Turkey	-	14
4.	Japan	-	8
5.	Spain	-	6
6.	France	-	6
7.	Poland	-	5
8.	Thailand	-	5
9.	Germany	-	5
10.	Portugal	-	8
11.	Brazil	-	4
12.	Russia, UK, South Korea and Taiwan	-	12 (3 from each country)
13.	South Africa, Finland, New Zealand and Netherlands	-	4 (1 from each Country)
TOTAL :			141



Commodity-wise % of Foreign Participants / Visitors



Activities – 1st Day of the Exhibition on 27.01.2020 at Lahore Int'l Expo Centre

The Show was started with full of its trade activities from 10:00 am morning of 27th January'2020 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.

The show during three days was found with enormous traffic of trade visitors/buyers which is around 3000 to 3500 each day with proper electronic registration maintained at the Entrance of Hall # 2 of the Venue and encouraging number foreign participants had taken part in the show from various countries and the total number of stands in both Hall # 2 & 3 were 350 with eye catching features with attractive ambience of booth was termed to be center of attraction.



Trend Gallery

The Trend Gallery established by PTA this year too in coordination with PFMA with the help of Pakistan Institute of Fashion & Design (PIFD), Lahore in Hall # 2 of the Expo Centre, 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.



FORMAL INAURATION OF THE SHOW WAS HELD ON 27.01.2020 AT HALL # 2 OF THE LAHORE INT'L EXPO CENTRE AND THE HONOURABLE AMBASSADOR OF ITALY MR. STEFANO PONTECORVO WAS THE CHIEF GUEST AT THE INAUGURAL CEREMONY OF 6TH PMLS-2020

The formal Inauguration was held on 27.01.2020 at 11:00 am and the Honourable **Ambassador of Italy, Mr. Stefani Pintecorvo** was the “**Chief Guest**”, which was also attended by the Senior Members of PTA, & PFMA, Exhibitors of Hall # 2 & 3, Business Community and a large number of representatives of Electronic and Print media.



Honourable Ambassador of Italy, Mr. Stefani Pintecorvo inaugurating the Show on 27.01.2020 at Lahore Int'l Expo Centre



Chairman, PTA & PFMA and Co-Convener, PMLS presenting Bouquet to the Ambassador of Italy during his visit to PMLS-2020



The Honourable Ambassador of Italy discussing with the members of PTA & PFMA after the inauguration of PMLS-2020



Chairman, PTA & PFMA presenting Momentum of PMLS-2020 to Mr. Stefano Pontecorvo, Ambassador of Italy as Chief Guest of the Inaugural Ceremony of PMLS-2020

The Ambassador visited the trend gallery and stands of participants of Hall # 2 & 3 of 6th Pakistan Mega Leather Show specially stands of Italian Companies and encouraging for their participation in PMLS in term of promotion of bilateral trade between both the countries and appreciated the entire construction and designing of Stands as organized by both the Associations i.e. PTA & PFMA.



The Honourable Ambassador of Italy inspired by the high quality of Pakistani valued added Finished Leather & Leather Products during his visit to Trend Gallery of PMLS-2020 as explained to him by the Secretary General of PTA

Activities – 2nd Day of the Exhibition on 28.01.2020 at Lahore Int'l Expo Centre

SEMINAR ORGANIZED BY PTA FOR PRESENTATION OF MR. EGBERT DIKKERS, GLOBAL DIRECTOR SUSTAINABILITY OF LEATHER NATURALLY, UK ON 28.01.2020 AT CONFERENCE ROOM OF HALL # 2

PTA organized a Seminar on the topic of “To Promote Natural Leather & METCHA” presented by Mr. Egbert Dikkers, Global Director Sustainability, Leather Naturally (LN), UK in Conference Room # 2 of the Lahore Expo Centre at 11:00 a.m. an effort to promote natural leather globally which was termed productive & conducive note for the participants / Tanners to join the Leather Naturally to save the historical real Leather & Leather Products as remain important fashion article globally in future and to keep continue struggle for its promotion.

He also informed the participants of the seminar about his organization's goals and important progress towards promotion of Natural Leather.



Mr. Egbert of Leather Naturally delivered presentation during the Seminar on the 2nd day of PMLS-2020

In the second Seminar, the leaders of Pakistan Leather and Footwear Industry set up a Think Tank that will review the recommendations and measures footwear industry for achieving a billion dollar export target.

The second presentation was delivered by Mr. Agha Saiddain, Chairman, PTA on the topic “How Anti Leather Lobbies used anthropology & Cognitive Dissonance as a Tool to Develop delinking for Natural Leather and its remedy” which was termed informative and highly appreciated by the audience.

SEMINAR ORGANIZED BY SRC (PVT) LTD ON 28.01.2020 IN CONFERENCE ROOM OF HALL # 2 OF LAHORE EXPO CENTRE

On 28th January'2020, a Seminar was organized by one of the Exhibitors M/s. SRC (Pvt) Ltd on the following topic in Conference Room Hall # 2 of the Lahore Expo Centre at 3:00 PM which was very informative for the participants.

Topic: **Leather in Space Race**

- Consumer choices influencing brands
- How the consumer will see leather
- Gap between leather industry & future consumers

Annual Grand Dinner on 28.01.2020 at the Hall # 4 of Lahore Int'l Expo Centre

PTA & PFMA jointly hosted a **Grand Dinner** on 28.01.2020 in Hall # 4 of the Lahore Int'l Expo Centre alongwith allied stakeholders of the Industry. The dinner was attended by all the Exhibitors, Foreign Guests/Participants, Government Officials, imminent personalities of the city as well as Mr. Totok Prianamto, Consul General of Indonesia and Mr. Ibnu Sulhan, Consul for Economic Affairs, Indonesian Consulate, Karachi, Italian Trade Commissioner, Dr. Ameado Scarpa, Italian Journalists, Mr. Andrea Favizzi and Mr. Masimo and Representative of Italian Trade Commissioner, Mr. A.R. Daudputa also attended the Dinner Function.

The Prize Distribution Ceremony was held on the occasion of Annual Dinner.

Prize Distribution Ceremony

The Prize Distribution Ceremony was held on the occasion of Annual Dinner – 2020 on 28.02.2029. 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 – HALL # 2

- 1st Best Stall : Leathertex Tanneries (Pvt) Ltd., Lahore.
- 2nd Best Stall: Lanxess, Lahore.
- 3rd Best Stall: Khawaja Tanneries (Pvt) Ltd, Multan.

PFMA's Side – HALL # 3

- 1st Best Stall: *Quadri International (Pvt) Ltd., Karachi.*
- 2nd Best Stall: *Intra-Systek Components (Pvt) Ltd, Lahore*
- 3rd Best Stall: *ATS Synthetic (Pvt) Ltd, Lahore.*

Activities – 3rd Day of the Exhibition on 29.01.2020 at Lahore

Distribution of Shields to the Exhibitors/Participants of 6th PMLS'2020 in Lahore

PTA & PFMA distributed Shields on the 3rd day of the Exhibition to each Stand of the Exhibitors of 6th PMLS-2020 of both the Hall # 2 & Hall # 3 as acknowledgement of their participation.

PTA & PFMA also appreciated their continued cooperation despite these hard days and greets special thanks to all the participants of 6th PMLS-2020 and which was the real encouragement and essence for the success of the Show.



Conclusion

The 6th Pakistan Mega Leather Show-2020 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-day 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 3000 to 3500 each day with Electronic Registration maintained at entrance of Hall # 2 of the Expo Centre and all the stands were quite busy with the business conclusion/ties to the finalization extent.

Besides above, encouraging number foreign participants took part in the Show from Italy, Spain, Slovenia, Germany Portugal, China and other countries and the total number of stands in both Hall # 2 & Hall # 3 were 350 + with eye catching features including brandings with attractive ambience of booths was termed to be center of the attraction.

Overall outcome of 6th Pakistan Mega Leather Show was outstanding as beyond the expectation and achieved the desired goals of the Show. All the Exhibitors specially foreign Exhibitors, Foreign Groups were satisfied and committed to participate in the next event of 7th PMLS-2021 too.

Participants were found happy and shown in advance to continue their participation in next PMLS'2021 to be held from **27-29th January'2021** in Lahore Int'l Expo Centre, Lahore.

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/platform in Pakistan as most potential destination of the world for participation for the best return of their investment/joint ventures/collaborations.

