

APLF-2022 DUBAI

30 MARCH – 1 APRIL 2022

Post Show Report



PTA'S MEMBERS' PARTICIPATION UNDER THE UMBRELLA OF PAKISTAN PAVILION IN ASIA PACIFIC LEATHER FAIR-2022

APLF 35+ years being held in Hong Kong, the Organizer announced that APLF-Leather and Materials+ 2022 will be relocated from Hong Kong to Dubai, UAE, from 30 March – 1 April 2022 at the Dubai World Trade Centre (DWTC) **due to COVID-19 outbreak.** It is the first time that the world's leading leather show was being held outside its home city.



The result was a series of lockdowns, international travel restrictions and compulsory quarantine of up to 14 days in many countries for arriving travelers particularly in Hong Kong. Thus, ongoing restrictions in Hong Kong caused successive postponements of APLF and as a result the Organizers took the decision to move the fair to Dubai as the best alternative location for the 2022 event.

Being the most productive / well renowned fair of its kind in Asia the **Asia Pacific Leather Fair-2022 (APLF)** on leather and leather products, **Pakistan Tanners Association (PTA)** which is representing the 2nd largest export oriented industry of Pakistan has organized participation of its member exporters as a regular feature in this event of **APLF held from 30th March – 1st April'2022 in Dubai** for the exposition of finest quality of valued added **Pakistani Finished Leather of Sheep, Goat, Cow & Buffalo** which are catered to the manufacturing of Leather Shoes, Leather Garments/Products/goods/furniture's etc.etc.

ALLOCATION OF ASIA PACIFIC LEATHER FAIR (APLF)-2022 TO PTA OUT OF 10 INT'L FAIRS LIST SUBMITTED TO EDF / MOC

We are very thankful to the **EDF/MOC** for the approval with allocation of required funds made **during the EDF Board Meeting held on 16.06.2021** at Islamabad with the **approval of 3 Initial Fairs out of 10 Int'l leather Fairs list submitted to MoC**, while this fair was one of them approved for **APLF'2022, Dubai, UAE** for organizing National Pavilion of Pakistan for wide marketing & promotion of exports of Leather Sector of Pakistan.

We are also thankful to **TDAP, Govt., of Pakistan** for recommending our proposal made to MoC/EDF for the allocation of required funds **for 10 Int'l leather Fairs**, which is the vital universal tested tool for marketing & promotion of exports. The support of entire team of EDF/MOC for making the PTA's proposal feasible/acceptance **is also laudable/ appreciable**.

PRIOR DISSEMINATION OF PTA'S MEMBERS PARTICIPATION INTERNATIONALLY BEFORE COMMENCEMENT OF THE APLF-2022 IN DUBAI AND WORLDWIDE

After completion for all prior cordial formalities, PTA had submitted the list of **25 final member participants** with all their credential specially prescribed applications form with bank export performance certificates, NTN copies etc., etc., to TDAP, Karachi well before time for commencement of the Fair and accordingly circulated widely at Dubai the information of participants thru **Consulate General of Pakistan, UAE** amongst the potential buyers/customers to visit Pakistani Booths during the **APLF-2022** at Dubai. PTA had also circulated/sent the information of participants to rest of the Pakistan Consulate/Embassies, Federations, Chambers and Trade Associations at destinations of the world for circulation so that maximum traffic of foreign buyers/customers could be obtained during the Fair for the desired conclusion of enormous business at respective Pakistani booths during the Fair at Dubai.

PAKISTAN PAVILION IN APLF-2022, DUBAI THE FIRST APLF IN THREE YEARS ALSO HELD FOR THE FIRST TIME OUTSIDE HONG KONG STARTED FROM 30TH MARCH 2022 AT DUBAI WORLD TRADE CENTRE

Pakistan Pavilion was organized in well designed with colourful eye-catching stands representing Pakistani highly value added-export oriented Leather Industry. Pakistan Pavilion was successfully concluded by **Pakistan Tanners Association (PTA)** in **Asia Pacific Leather Fair held from 30 March**

to 1 April 2022 at Dubai World Trade Centre in collaboration with the Consulate General of Pakistan, Dubai and with the financial support of EDF Board, Ministry of Commerce, Islamabad & TDAP, Govt., of Pakistan, Karachi for participation of its 25 Regular Member exporters in a most befitting manner for the supreme interest of promoting country's exports via this vital world famous event of **Leather Industry**.

As a Special Edition in Dubai, there are a total of 463 exhibitors from 35 countries and regions at APLF-Leather, Materials+ and Fashion Access-2022.

Major tanning groups will be present occupying 20,000 square meters of exhibition space with 20 national pavilions from Brazil, Egypt, France, Georgia, India, Italy, Japan, **Pakistan**, Bangladesh, Spain, Turkey, United Kingdom, USA, Uzbekistan and Zimbabwe.

Notably there is an absence of exhibitors from China due to the COVID-19 travel and quarantine restrictions in force. Such restrictions will also impact visitors from China attending APLF in Dubai, but the location of the fair will offer opportunities to buyers from the Indian sub-continent countries to attend.

APLF has worked assiduously with national leather, footwear and retail associations from Egypt, Pakistan, Bangladesh, Turkey, as well as those from Indian sub-continent, Europe and Africa to organize buying groups to APLF Dubai.

During the 3-days Fair, Pakistan Pavilion was fully busy, **Alhamdulillah** by virtue of wide circulation before the exhibition, an encouraging numbers of foreign buyers/customers from different countries specially **from European**, which were around **300 to 450 (approx.)** visited the **Pakistani Stands in APLF-2022 at Dubai from 30 March 2022 to 1 April 2022**.

This trade fair has been providing international exposure to Pakistani exhibitors and serving as a platform to market and sell their products. It is also offering an opportunity to get the latest ideas on emerging trends and innovations in the sector. The Fair at international platform provides unique offers to Pakistani member exporters of finished leather to learn a lot with new ongoing trend for finished leather, which was much conducive for the up-gradation. The participation has also been termed to be the real effective platform for making ties/collaborations/joint ventures with various International Business related counterparts, which are in pipeline for finalization.

Following PTA's member exporters have taken part under the aegis of National Pavilion of Pakistan in APLF-2022, Dubai :

Sl #	Name of Participants
01.	Riaz Tanneries, Kasur.
02.	Pelle Classics, Karachi
03.	Premium Leather Pvt Ltd, Sheikhpura.
04.	Jeaman Leather & Leather Clothing, Karachi.
05.	Hussain Leather Craft, Karachi.
06.	Sheikh of Sialkot Pvt Ltd, Sialkot.
07.	Leathertex Tanneries Pvt Ltd, Lahore
08.	Kasur Tanneries Pvt Ltd., Kasur
09.	Hafiz Tannery, Karachi
10.	EPCT Pvt Ltd., Lahore.

Sl #	Name of Participants
11.	Prime Tanning Industries (Pvt) Ltd, Sheikhpura.
12.	Leader Tanneries, Kasur.
13.	Muhammad Ashraf Pvt Ltd, Karachi.
14.	Mahmood Brothers, Karachi.
15.	HMB Tanneries Pvt Ltd, Lahore.
16.	Khaskins (Pvt) Ltd, Karachi.
17.	Gulshan Tannery, Sialkot.
18.	Khawaja Tanneries Pvt Ltd, Multan.
19.	Elegant Leather International. Karachi.
20.	Akram Tannery, Kasur.
21.	Universal Leather (Pvt) Ltd., Karachi.
22.	MIMA Leather (Pvt) Ltd., Karachi
23.	Tauheed International (Pvt) Ltd., Karachi.
24.	Royal Leather Industries Ltd., Lahore
25.	Permair Leather Pakistan Pvt Ltd., Lahore.

PAKISTAN PAVILION IN APLF-2022 – DUBAI INAUGURATED BY THE CONSUL GENERAL OF PAKISTAN IN DUBAI

Mr. Hassan Afzal Khan, Consul General, Consulate General of Pakistan in UAE, inaugurated the Pakistan Pavilion as “**Chief Guest**” which was also attended by **Mr. Shafique Ahmed, Chairman, Int’l Fairs & Delegations Standing Committee, PTA, Mr. Aziz Ahmed, Vice Chairman, PTA, Mr. Agha Saiddain, Ex-Chairman, PTA** and other senior Members of PTA among other member participants of Pakistan Pavilion, Foreign Guests, Int’l Electronic & Print Media personals.





Chairman, PTA's Int'l Fairs S/C, Mr. Shafique Ahmed (R) alongwith Mr. Aziz Ahmed, Vice Chairman, PTA (Central) and Mr. Muhammad Musaddiq, participant presenting PTA's Shield to Mr. Hassan Afzal Khan, Consul General, Consulate General of Pakistan in UAE (C) during his visit in Pakistan Pavilion at APLF-2022 on 30 March 2022 at UAE



Chairman, PTA's Int'l Fairs S/C, Mr. Shafique Ahmed (3rd R) alongwith PTA's member participants presenting Flower Bouquet to Mr.Hassan Afzal Khan, Consul General, Consulate General of Pakistan in UAE (C) during APLF-2022 at Dubai



A group photograph of PTA member participants with Mr. Hassan Afzal Khan, Consul General, Consulate General of Pakistan in UAE (3rd L) on the occasion of his visit to one of Stands of Pakistan Pavilion at APLF-UAE on 30 March 2022

BUSY VIEWS OF PTA'S MEMBER PARTICIPANT STANDS WITH FOREIGN CUSTOMERS DURING APLF-2022 AT DUBAI





30 MAR - 1 APR 2022
DUBAI
World Trade Centre

APLF
LEATHER

MATERIALS+

FASHION
ACCESS

PRODUCT RANGE OF PAKISTANI VALUE ADDED FINISHED LEATHER OF ALL SORTS

PTA's member participants displayed wide range of **value added innovative Finished Leather of all sorts i.e. cow, buffalo, goat, sheep**, which were become centre of attraction to the foreign buyers/customers during the show at **Dubai** with economical edge. In addition, through the adoption of modern leather processing and production techniques, most of the tanners were able to display quality leather products including vegetable tanned and chrome leather, washable leather, soft leather, nappa leather, suede leather, and many more range of innovative finished leather articles at all Pakistani booths during the show, besides finished products in demonstration have also been placed for display at respective booths in Pakistan Pavilion to satisfy/convince the foreign buyers/customers to produce the finished products from best quality Value Added Finished Leather of cow, buffalo, sheep & goat skins of Pakistani origin.

Almost all the PTA's member participants under the umbrella of **National Pavilion** were found satisfied and accordingly had a good range of products on display in conformity with the emerging trends and market requirements upto the international standard for meeting the foreign buyers/customers requirement for their satisfaction.

Updated Export Statistics of Leather Sector including "Finished Leather"

We are delighted to have been able to share the updated **Export figures of Leather Sector of Pakistan** specially **Finished Leather**, which is growing steadily in comparison with the corresponding period with "**Positive Growth Rate @ (+) 37.71%**" with acceleration the pace of exports of finished leather exceptionally as can be witnessed from the below updated export Figures of Leather Sector of Pakistan :-

EXPORT OF LEATHER AND LEATHER PRODUCTS FROM PAKISTAN DURING JULY-FEBRUARY'2021-22 VIS-À-VIS JULY-FEBRUARY'2020-21

VALUE = (U.S. Dollars in Thousand)

COMMODITIES	UNIT	JULY-FEBRUARY 2020-21		JULY-FEBRUARY 2021-22		% CHANGE	
		QTY	VALUE	QTY	VALUE	QTY	VALUE
LEATHER	'000' SQM	6,616	97,429	10,345	134,168	56.36%	37.71%
	AUP/Sq.M		14.73		12.97		-11.93%
LEATHER APPAREL & CLOTHING	'000' DOZ	782	199,793	1,253	218,419	60.23%	9.32%
	AUP/Pcs		21.29		14.53		-31.77%
LEATHER GLOVES	'000' DOZ	3,952	171,285	7,254	191,165	83.55%	11.61%
	AUP/Pair		3.61		2.20		-39.20%
LEATHER FOOTWEAR	'000' Pairs	5,162	73,721	5,299	83,129	2.65%	12.76%
	AUP/Pair		14.28		15.69		9.85%
OTHER LEATHER MANUFACTURES	'000' KGS		10,946		12,507		14.26%
	AUP/Kg						
TOTAL :			553,174		639,388		15.59%

Source: Pakistan Bureau of Statistics.

PROMINENCE OF EDF LOGO WITH SLOGAN OF “EMERGING PAKISTAN” AT EACH BOOTH

We adhered to the prescribed rules & regulations of EDF/MOC and accordingly accommodated the **Logo of EDF** with the slogan of “**Emerging Pakistan**” at each booth of National Pavilion of Pakistan during 3 days shows, which can be seen from the above pictures of the Booth, which were prominence for representation in general and meeting the pre-requisition of EDF in particular. Further participation in future would certainly have the same practice for National pavilion at other upcoming National Pavilion of Pakistan at destinations concerned.

ASSISTANCE/COOPERATION MADE BY CONSULATE GENERAL OF PAKISTAN, DUBAI TO PTA FOR ORGANIZING NATIONAL PAVILION OF PAKISTAN IN APLF – 30 MAR – 1 APR 2022 AT DUBAI

We are exceptionally thankful to **Mr. Hassan Afzal Khan, Consul General, Consulate General of Pakistan, Dubai** for extending the cooperation/patronage for organizing the National Pavilion of Pakistan in APLF-Dubai from 30 March – 1 April’2022. Before participation an extensive marketing & dissemination has already been made through the Consulate General of Pakistan, Dubai, UAE amongst the potential buyers/customers/visitors, Federations, Chambers, Association at destination to visit the Pakistan Pavilion in APLF’22, Dubai for business tie up/collaboration.

Mr. Hassan Afzal Khan, Consul General, Consulate General of Pakistan, Dubai had also paid visit to Pakistan Pavilion during 3 days of the show of APLF and met with the representatives of member participants at their booths for resolutions of issues and extended all maximum cooperation/assistance, which was highly appreciated by the Representatives of our member participants of National Pavilion of Pakistan during 3 days show at Dubai. **Mr. M. Adeem Khan, TIC and Commercial Section of Pakistan Consulate, Dubai** was also so cooperative in organizing National pavilion to achieve the desired objectives of participation.

I want to thank once again personally and on behalf of the association to the EDF Board, Ministry of Commerce, Islamabad, TDAP, Karachi and Consulate General of Pakistan, Dubai for their patronage and continuous support in organizing this vital even of Leather APLF-2022 first time in Dubai successfully being second event out of **10 approved Int’l leather Fairs**, which was ignition for wide marketing, participation & promotion in Int’l Leather Fair to be the real essence of approval & efforts for the promotion of leather sector of Pakistan’s exports to the maximum extent.

CONCLUSION OF BUSINESS DURING PTA’S MEMBER EXPORTERS PARTICIPATION

Despite the **pandamic of COVID-19**, the flow of Traffic of foreign buyers/cusomers/visitors to Pakistani booth in National Pavilion of Pakistan during 3 days was found very encouraging as recorded in approximate the total number of **foreign buyers/cusomers visited to the Pakistanibooth were 300 to 450Nos**, from various countries such as **USA, Brazil, Egypt, France, Georgia, India, Italy, UK, Spain, Japan, Turkey, Uzbekistan, Zimbabwe countries etc., etc.**, as revealed from the exhibitors of Pakistan Pavilion, which was recorded with increased reasonably asompared to last event participation made in made **in March’2019 organised** by PTA.

In view of the keen interest of the foreign buyers taken in the eye catching innovative Pakistani Leather during the show, all the member exhibitors concerned from PTA were found satisfy this year with the outcome of the Fair and accordingly confirmed their participation in the next edition of APLF-2023 with the same spirit for the promotion of country's exports to the desired extent.

All the Pakistani member participants of PTA have confirmed their participation in the next year exhibition of **APLF-2023**, which is expected to be expanded with more induction of member exporters for participation under the banner of National Pavilion of Pakistan.

As per reports received from the member participants of **National Pavilion of Pakistan**, the encouraging business in enormous was concluded during the **3 Days Show** by the member participants, which worth of **US\$ 10-12 Million (approx)** on valued added finished leather of Cow, Buffalo, Sheep & Goat skins during the Fair while worthwhile queries in Millions, which could be around **US\$ 4-5 Million (approx)** are in the pipeline for negotiation & finalisation very shortly.

It was the general view/consent of the participants to hold the next APLF'2023 either in Hongkong or Thailand as already sought for by the organizer during the participation in APLF'22, at Dubai.

SUMMARY

100% cost of space rent for **303sqm for 25 participants reserved for National Pavilion of Pakistan in APLF – 30 March – 1 April 2022 at Dubai** was **US\$ 166,269.77** and 100% construction/decoration of stands charges for was **US\$ 36,156.75** which were already paid to the respective organizations via telegraphic transfer thru Bank with due approval of SBP as full & final settlement of their Invoice amounts. Both the **Original Invoices** of Space Rent & Construction have already got attested by the Consulate General of Pakistan, Dubai for onward submission to TDAP, Karachi for **releasing due eligible 25% subsidy on Stand Cost ONLY** as has already been approved by EDF/MOC for facilitation to the member participants of the Fair.

I also really appreciate the vigorous efforts of **Mr. Muhammad Ali, Secretary General, PTA** in organizing National Pavilion in this event at Dubai in a most befitting manner.



(**SHAFIQUE AHMED**)
CHAIRMAN

INT'L FAIRS & DELEGATIONS STANDING COMMITTEE, PTA &
DIRECTOR PAVILION FOR **APLF-2022**, DUBAI