



POST SHOW REPORT

**PTA'S MEMBER EXPORTERS PARTICIPATION IN
LINEAPELLE FAIR, 22-24TH FEB., 2022 AT MILAN, ITALY**



**PAKISTAN
TANNERS
ASSOCIATION**

POST SHOW REPORT

22-24 FEBRUARY 2022

MILAN - ITALY

PTA'S MEMBERS' PARTICIPATION UNDER THE UMBRELLA OF PAKISTAN PAVILION IN LINEAPELLE-2022

Being the most productive / well renowned fair of its kind in Europe the **99th edition of Lineapelle** is among the leading international trade fairs 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 twice a year in this event of **Lineapelle held from 22-24th Feb- 2022 in Milan, Italy** 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 Lineapelle Fair-2022 to PTA out of 10 Int'l Fairs List submitted to EDF/MOC

We are very thankful to the **Honourable Advisor, Mr. Abdul Razzak Dawood** for the approval with allocation of required funds made **during the EDF Board Meeting held on 16.06.2021** at Isl with the **approval of 3 Initial Fairs out of 10 Int'l leather Fairs list submitted** to MOC 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 Fair in Milan and worldwide

After completion for all prior codal formalities, PTA had submitted the list of 14 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 Milan the information of participants thru Embassy of Pakistan, Rome, Italy (**Commercial Section**) amongst the potential buyers/customers to visit Pakistani Booths during the Fair at Milan. PTA had also circulated/sent the information of participants to rest of the Pakistan Embassies/Consulate 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 Milan.

Pakistan Pavilion in Lineapelle Fair-2022

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 **Lineapelle Fair held from 22 to 24th February'2022 at FIERAMILANO RHO- ITALY** in collaboration with the Commercial Section, Embassy of Pakistan, Rome, Italy with the financial support of EDF Board, Ministry of Commerce & TDAP, Govt., of Pakistan, Karachi for participation of its **14 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**.

There were 560 exhibitors from 31 countries from **USA, UK, France, Spain, Turkey, Germany, Denmark, Norway, Netherland, Portugal, Poland, Romania** and many more and 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 250 to 300 (approx.) visited the **Pakistani Stands in Pakistan Pavilion during 3 Days** exhibition at **Lineapelle Fair held from 22-24th February, 2022 at Milan, Italy**.

This trade fair has been providing international exposure to Pakistani exhibitors and serving as a platform to market and sell their products. It also offers 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 upgradation. The participation has also been termed to be the real effective platform for making ties/collaborations/joint ventures with Italian 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 Lineapelle, Feb-2022 :

Sl #	Name of Participants
01.	H.Sadar Ali Akhtar Ali (Pvt) Ltd., Lahore.
02.	Khawaja Tanneries (Pvt) Ltd, Multan.
03.	Universal Leather (Pvt) Ltd., Karachi.
04.	MIMA Leather (Pvt) Ltd. Karachi.
05.	EPCT (Pvt) Ltd., Lahore, Lahore .
06.	Shafique Leather Enterprises, Karachi.
07.	Jeaman Leather & Leather Clothing, Karachi.
08.	Hussain Leather Craft, Karachi.
09.	Shaikh Brothers, Karachi.
10.	Unique Tanning Industries (Pvt) Ltd., Lahore.
11.	Cordoba Shoes (Pvt) Ltd., Karachi.
12.	Leathertex Tanneries (Pvt) Ltd, Lahore.
13.	Leather Coordinator, Sahiwal.
14.	Permair Leather Pakistan (pvt) Ltd., Lahore.

Some snaps of Stands organized by PTA **under National Pavilion of Pakistan in Lineapelle Fair, Feb'2022** can be seen below, which was decorated with **Logo of EDF** prominent at Each Booth of our member exporters with slogan **“Emerging Pakistan”** as well for meeting the pre-requisition of EDF :-

Busy views of PTA’s member participant stands with foreign customers during Lineapelle-2022 at Milan, Italy





Except above,, some of our following Member Exporters have taken part **Privately at their own arrangements & cost in this vital event of Leather Sector in Lineapelle-2022**, which was obviously integral part of Pakistan's participation in this vital event at Milan, Italy and termed to the immense value for the promotion of country's exports by yielding the sizeable foreign exchange for the national exchequer in shape of concluding export orders during the Fair at Milan, Italy :-

01.	Siddiq Leather works (pvt) Ltd., Lahore	03.	Dada Enterprises (pvt) Ltd., Lahore
02.	Muhammad Shafi Tanneries (pvt) Ltd., Khi	04.	Hafiz Tannery, Karachi

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 Milan 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 free 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.

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 @ (+) 32.77%**" 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-JANUARY'2021-22 VIS-À-VIS JULY-JANUARY'2020-21

VALUE = (U.S. Dollars in Thousand)

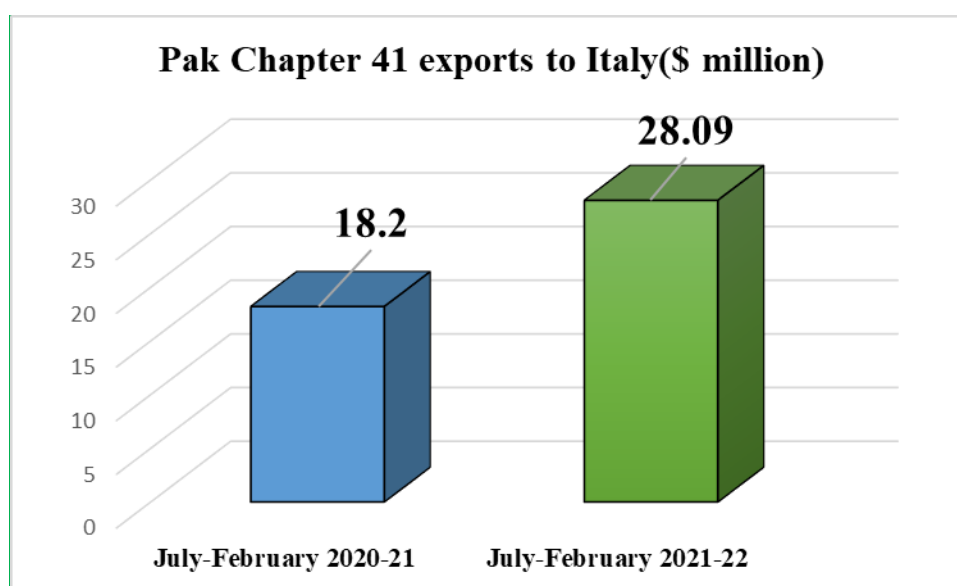
COMMODITIES	UNIT	JULY-JANUARY 2020-21		JULY-JANUARY 2021-22		% CHANGE	
		QTY	VALUE	QTY	VALUE	QTY	VALUE
LEATHER	'000' SQM	5,765	84,938	8,551	112,775	48.33%	32.77%
	AUP/Sq.M		14.73		13.19		-10.49%
LEATHER APPAREL & CLOTHING	'000' DOZ	678	177,893	1,106	195,185	63.13%	9.72%
	AUP/Pcs		21.86		14.71		-32.74%
LEATHER GLOVES	'000' DOZ	3,297	152,738	6,475	164,854	96.39%	7.93%
	AUP/Pair		3.86		2.12		-45.04%
LEATHER FOOTWEAR	'000' Pairs	4,473	63,120	4,212	68,734	-5.84%	8.89%
	AUP/Pair		14.11		16.32		15.64%
OTHER LEATHER MANUFACTURES	'000' KGS		9,822		11,210		14.13%
	AUP/Kg						
TOTAL :			488,511		552,758		13.15%

Source: Pakistan Bureau of Statistics.

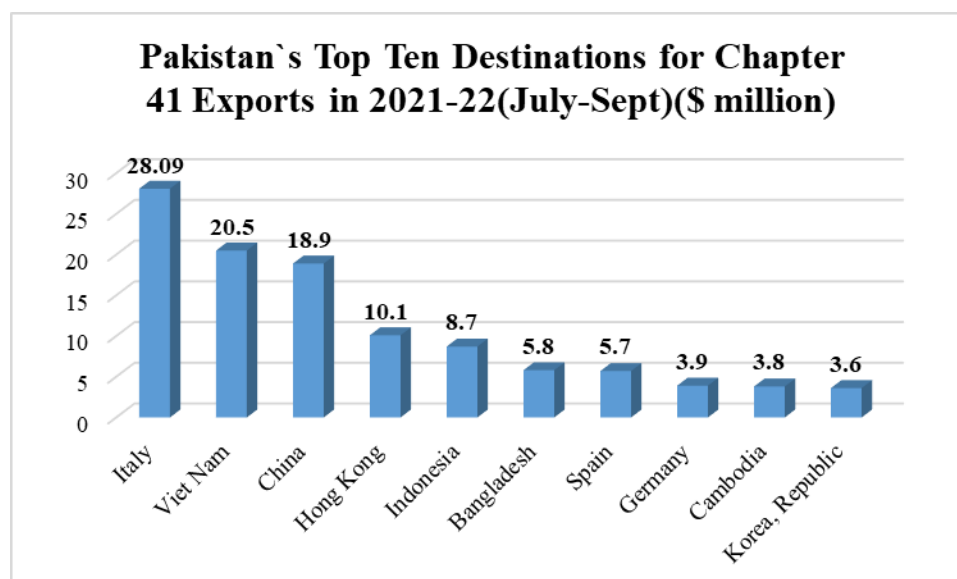
We also furnish here below the export of Valued finished Leather of all sorts, i.e. Cow, Buffalo, Sheep & Goat skins **to ITALY**, which is lucrative & productive destination among others for the export of finished leather to Italy :-

Pakistan's Leather (Chapter 41) exports to Italy in FY 2021-22

Pakistan's Chapter 41 exports i.e. finished leather of all sorts to Italy have **increased 54% in FY 2021-22 (July-Feb) as compared to FY 2020-21 (July-Sept)**. Italy is Pakistan's No 1 export market for Chapter 41 exports (**Finished Leather**), which can be witnessed with the graphs in comparison, which has also been revealed duly ratified by Embassy of Pakistan, Rome, Italy :-



Top 10 destinations for Pakistan's Chapter 41 Exports (finished leather of all sorts)



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 Commercial Section, Embassy of Pakistan, Rome, Italy to PTA for organizing National Pavilion of Pakistan in Lineapelle Fair, Feb’2022, Milan, Italy

We are exceptionally thankful to **Mr. Khalid Hanif, TIC, Embassy of Pakistan, Rome, Italy** for extending the cooperation/patronage for organizing the National Pavilion of Pakistan in Lineapelle Fair, Feb’2022, Milan, Italy. The assistance in releasing the passports of Representatives duly endorsed the Italian Visa for our member participants **was highly appreciated with thanks**. PTA really appreciates his kind gesture of cooperation & assistance, which was obviously termed to be productive with great facilitation to PTA in organizing the **National Pavilion of Pakistan** during the Show @ Milan, Italy with all required features of prominence in achieving the desired milestones for the promotion of exports of leather sector of Pakistan to Italy.

Mr. Khalid Hanif, TIC, Embassy of Pakistan, Rome, Italy had also paid visit to Milan during 3 days of the show 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 Milan.



Mr. Khalid Hanif, Trade & Investment Counsellor, Embassy of Pakistan, Rome met Pakistan Exhibitors during Lineapelle-2022 @ Milan, Italy

I want to thank once again personally and on behalf of the association to the EDF Board, Ministry of Commerce, Islamabad, TDAP, Karachi and Embassy of Pakistan Rome, Italy for their patronage and continuous support in organizing this vital even of Leather in Milan, Italy successfully being first 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 Pakistani booth were 250 to 300 Nos**, from various countries such as **USA, France, Germany, Holland, UK, Sweden, Australia, Spain, Russia, Denmark, Greece, Poland, Mexico, Austria, Switzerland, Eastern European countries etc., etc.**, as revealed from the exhibitors of Pakistan Pavilion, which was recorded **with increased @ 22%** as compared to last event participation made in made **in Sept'2021 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 Lineapelle Fair, which is **expected to be held in Sept/October, 2022 at Milan, Italy** 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 edition of **Lineapelle – Sept/Oct'2022 at Milan, Italy**, 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 **Euro 10-12 Million (approx)** on valued added finsihed leather of Cow, Buffalo, Sheep & Goat skins during the Fair while worthwhile queries in Millions of Euro which could be around **4-5 Million (approx)** are in the pipeline for negotiation & finalisation very shortly.

Summary

100% cost of space rent **for 244 sqm reserved for National Pavilion of Pakistan in Lineapelle Fair, Feb'2022, Milan, Italy** was **Euro 64,318/-** and 100% construction/decoration of stands charges for was **Euro 46,290/-** 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 Embassy of Pakistan, Rome, Italy 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.

It is recommended that the Fair **in Milan, Italy is unique of its kind** in the entire Leather Industry of Pakistan to cover all the European Market, as the only Fair in Europe of becoming more popular day by day keeping in view of its potential.

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



(SHAFIQUE AHMED)

CHAIRMAN

INT'L FAIRS & DELEGATIONS STANDING COMMITTEE, PTA &
DIRECTOR PAVILION FOR **LINEAPELLE FAIR, FEB'2022, MILAN-ITALY**