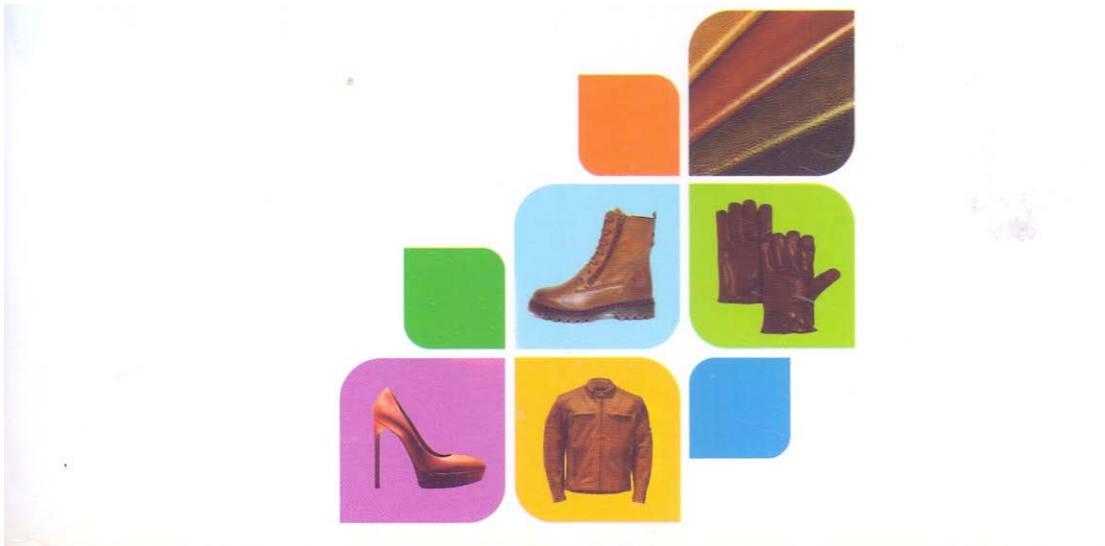




POST SHOW REPORT PMLS-2022



ORGANIZED BY :





PAKISTAN MEGA LEATHER

----- SHOW 2022 -----
LEATHER-FOOTWEAR-GARMENTS-GLOVES-GOODS

7TH PAKISTAN MEGA LEATHER SHOW 28-30TH JANUARY'2022 AT LAHORE INT'L EXPO CENTRE LAHORE (PAKISTAN)

POST SHOW REPORT

We are delighted to share the outcome of 7th Pakistan Mega Leather Show in consecutive was held in **Lahore International Expo Centre, Lahore (Pakistan) from 28-30th January'2022**, after a 1 year pause due to COVID-19 pandemic, 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 7th 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) 2022 was holding of Press Conference which was held on 27th January'2022 at PC Hotel, Lahore. The Press Conference was addressed by Mr. Amanullah Aftab, Chairman, Pakistan Tanners Association alongwith Mr.Zahid Hussain, Chairman, PFMA, Mr. Muhammad Musaddiq, Convener-PMLS-PTA, Mr. Rashad Islam, Sr. Vice Chairman, PFMA and Co-Convener-PMLS-2022, Mr. Agha Saiddain, Member, Steering Committee-PMLS-2022 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 China, Italy, Spain, Slovenia Germany, Portugal and many other countries are participating in PMLS-2022 and about 200 stands of eye catching value 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, Mr. Amanullah Aftab informed the salient features of 7th Pakistan Mega Leather Show and gave a comparison of activities and attendance of 6th PMLS-2020 and expectation of 7th PMLS-2022.



Mr. Amanullah Aftab, Chairman, PTA and Mr. Muhammad Musaddiq, Convener, PML-2022 addressing to Print & Electronic media during Press Conference for 7th PMLS'2022 held on 27.01.2022 in PC Hotel, Lahore



Mr. Amanullah Aftab, Chairman, PTA from (Right), Mr. Zahid Hussain, Chairman, PFMA (Left) expressing their views on organizing of 7th PMLS-2022 to C42 TV Channel just after the Press Conference on 27th January'2022 at Lahore

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'2022 was made by PTA and expecting for maximum participation of the foreign buyers/visitors.

TO REVIEW AT A GLANCE	
Outcome of 6 th PMLS-2020, Lahore	Outcome of 7 th PMLS-2022, Lahore
Average 13300 to 14700 business visitors to visit the show with an increase of about 8.3% as compared to last year.	Average 14000 to 17000 business visitors to visit the show with an increase of about 1.27% as compared to last year.
Increased in number of foreign buyers/customers this year who visited PMLS'2020 in Lahore.	Increased in number of foreign buyers/customers this year who visited PMLS'2022 in Lahore.

Local Trade visitors/buyers

Electronic Registration counter was set-up at Entrance of Hall 2 for registration of visitors and buyers by themselves who visited the PMLS-2020.

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 also arranged in both the Halls for the participants to promote bilateral trade.

Local Trade visitors/buyers

Electronic Registration counter was set-up at Entrance of Hall 1 for registration of visitors and buyers by themselves who visited the PMLS-2022.

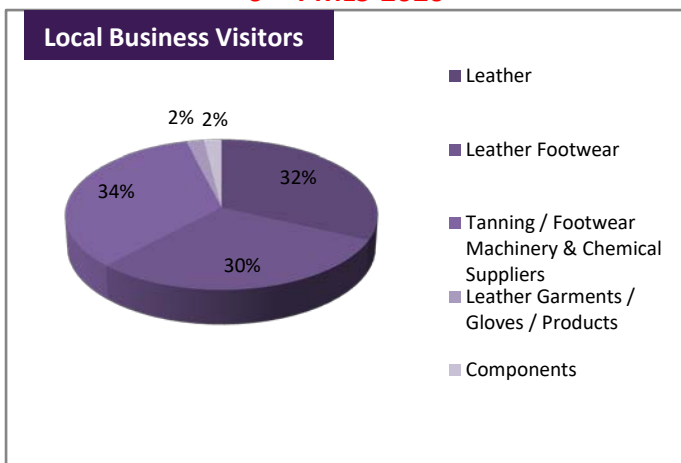
As per data compiled at both the registration counters revealed that around **14000-17000 trade visitors** were registered with our computerized system during 3 days of the show as made visit to the stands in Hall 1 for business collaborations, B2B meetings were also arranged by the participants to promote bilateral trade.

Electronic Registration Counter for visiting Hall 1 during PMLS-2022



Visitors/buyers registering themselves at Electronic Registration counter set-up at Entrance of Hall 1

6th PMLS-2020



7th PMLS-2022



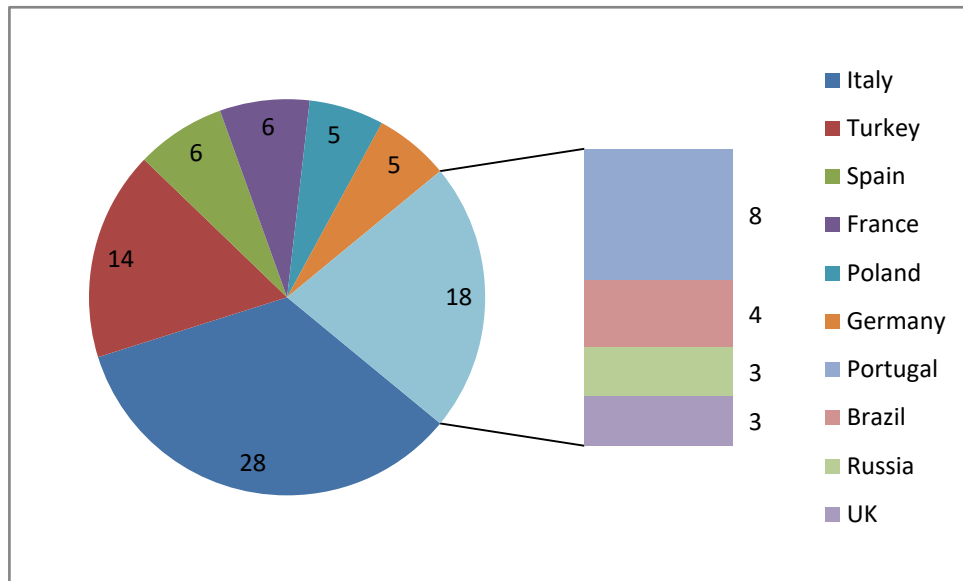
Different Views of Stands in PMLS-2022 at Hall # 1



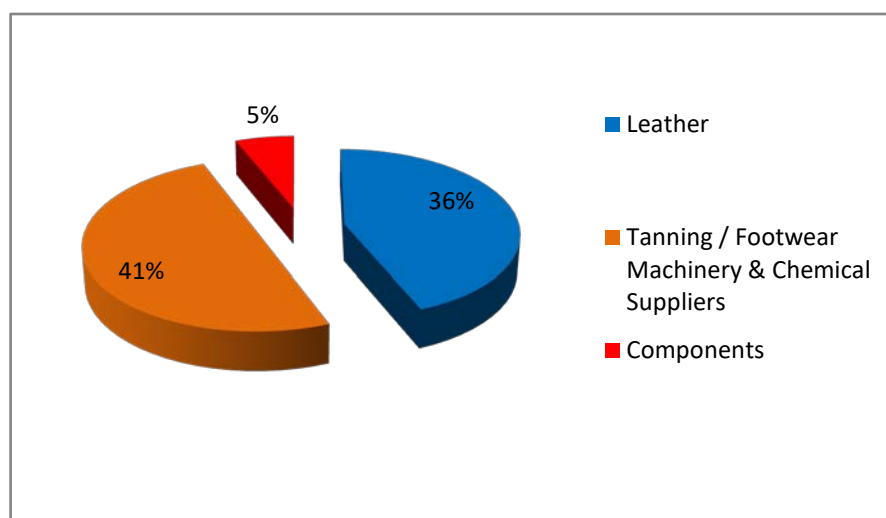


**Number of Foreign Participants / Visitors
participated in the 7th Pakistan Mega Leather Show
held from 28-30^h January'2022 at
Lahore Int'l Expo Centre**

Sl #	Name of Country	Number of Participants / Visitors
1.	Italy	- 28
2.	Turkey	- 14
3.	Spain	- 6
4.	France	- 6
5.	Poland	- 5
6.	Germany	- 5
7.	Portugal	- 8
8.	Brazil	- 4
9.	Russia and UK	- 6 (3 from each country)
TOTAL :		82



Commodity-wise % of Foreign Participants / Visitors



ACTIVITIES – 1ST DAY OF THE EXHIBITION ON 28.01.2022 AT LAHORE INT'L EXPO CENTRE

The Show was started with full of its trade activities from 10:00 am morning of 28th January'2022 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 3500 to 4000 each day with proper electronic registration maintained at the Entrance of Hall # 1 of the Venue and encouraging number foreign participants had taken part in the show from various countries and the total number of stands in combined Hall # 1 both for PTA and PFMA exhibitors were about 200 with eye catching features with attractive ambience of booth was termed to be center of attraction.

ACTIVITIES–2ND DAY OF THE EXHIBITION ON 29.01.2022 AT LAHORE EXPO CENTRE

FORMAL INAURATION OF THE SHOW WAS HELD ON 29.01.2022 AT ENTRANCE OF HALL # 1 OF THE LAHORE EXPO CENTRE

The formal Inauguration was held on 29.01.2022 at 2:00 pm in entrance of Hall # 1 which was attended by the Senior Members of PTA, & PFMA, Exhibitors, Business Community and a large number of representatives of Electronic and Print media.



Honourable Chairmen of PTA, PFMA and PGMEA inaugurating the Show on 29.01.2022 at Lahore Expo Centre

Bouquet presenting to Chairmen, PTA & PFMA and Co-Convener, PMLS during PMLS-2022



Prize Distribution Ceremony

The Prize Distribution Ceremony was held on 29.01.2022. 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 # 1

- 1st Best Stall : TFL, Karachi.
2nd Best Stall: Royal Leather Industries Ltd., Lahore.
3rd Best Stall: Kasur Tanneries, Kasur

PFMA's Side – HALL # 1

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

Activities – 3rd Day of the Exhibition on 30.01.2022 at Lahore

Distribution of Shields to the Exhibitors/Participants of 7th PMLS'2022 in Lahore

PTA & PFMA distributed Shields on the 3rd day of the Exhibition to each Stand of the Exhibitors of 7th PMLS-2022 of both the Hall # 1 as acknowledgement of their participation.

PTA & PFMA also appreciated their continued cooperation despite these hard days of COVID-19 pandemic and greets special thanks to all the participants of 7th PMLS-2022 which was the real encouragement and essence for the success of the Show.



Conclusion

The 7th Pakistan Mega Leather Show-2022 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-days 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 3500 to 4000 each day as well as the Electronic Registration counter maintained at entrance of Hall # 1 of the Expo Centre and all the stands were quite busy with the business conclusion to the finalization extent.

Besides above, encouraging number foreign participants took part in the Show from China, Italy, Spain, Germany Portugal and other countries and the total number of stands in Hall # 1 were 200 both for PTA & PFMA with eye catching features including brandings with attractive ambience of booths was termed to be center of the attraction.

Overall outcome of 7th 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 8th PMLS-2023 too.

Participants were found happy and shown in advance to continue their participation in next PMLS'2023 to be held from **27-29th January'2023** in Lahore Expo Centre.

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.

