

APLF-2025

HONG KONG

12-14 MARCH 2025

PTA Post Show Report

**PTA'S MEMBERS' PARTICIPATION UNDER THE UMBRELLA OF
PAKISTAN PAVILION IN ASIA PACIFIC LEATHER FAIR-2025**

The APLF exhibition, now in its 41st year, held from 12-14th March'2025 in the prestigious Hong Kong Convention and Exhibition Centre and Pakistan Tanners Association (PTA) which is representing the 2nd largest export oriented industry of Pakistan has organized participation of its 30-member exporters as a regular feature in this event of (MM&T) APLF-2025 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)-2025 TO PTA

We are very thankful to the TDAP for the approval with allocation of required funds for APLF'2025 under TDAP's ABP for organizing National Pavilion of Pakistan for wide marketing & promotion of exports of Leather Sector of Pakistan which is laudable.



PRIOR DISSEMINATION OF PTA'S MEMBERS PARTICIPATION INTERNATIONALLY BEFORE COMMENCEMENT OF THE APLF-2025 IN HONG KONG AND WORLD-WIDE

After completion for all prior cordial formalities, PTA had submitted the list of **30 member participants** with all their credential well before time for commencement of the Fair and accordingly circulated widely at Hong Kong about the information of participants thru **Consulate General of Pakistan, Hong Kong** amongst the potential buyers/customers to visit Pakistani Booths during the APLF-2025 at Hong Kong. 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 Hong Kong.

PAKISTAN PAVILION IN (MM&T) APLF-2025 HONG KONG HELD FROM 12-14TH MARCH 2025 AT HONG KONG CONVENTION AND EXHIBITION 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 12-14th March'2025 at Hong Kong Convention and Exhibition Centre in collaboration with the Consulate General of Pakistan, Hong Kong and with the financial support of TDAP, Government of Pakistan, Karachi** for participation of its **30 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**.

PTA also provided its services for the facilitation to its member exporters during the Show for this purpose a help desk was established within the Venue which was really productive for the participants and they appreciated PTA's efforts in setting up their booths within Pakistan Pavilion on first day of decoration.



National Pavilions from prominent tanning nations will support APLF, including **Brazil, China, France, Germany, India, Italy, Japan, Korea, Portugal, Mexico, Spain, Thailand, Türkiye, Uzbekistan, and the USA**. In APLF-2025, the leather halls had the largest exhibitor profile with approximately 500 exhibiting companies.

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 visited the **Pakistani Stands in APLF-2025 at Hong Kong from 12-14th March'2025**.

The APLF "An important platform for the global industry to meet under one roof." This trade fair has been providing international exposure to Pakistani exhibitors and serving as a key platform to market and sell their products. It is 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 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-2025, Hong Kong :-**

Sl #	Name of Participants
01.	Muhammad Ashraf (Pvt) Ltd.
02.	Mahmood Brothers.
03.	Jeaman Leather & Leather Clothing.
04.	MIMA Leather (Pvt) Ltd.
05.	Hafiz Tannery.
06.	Star Leather Industries (Pvt) Ltd.
07.	Noor Leather Garments (Pvt) Ltd.
08.	Hub Leather (Pvt) Ltd.
09.	Leader Tanneries.
10.	Leather Tech.
11.	AUK Enterprises.
12.	Shafique Leather Enterprises.
13.	Pakistan Global Tannery.
14.	Chamois Leather.
15.	Decent Tanneries.
16.	Prime Nalain.
17.	Pelle Classics.
18.	Riaz Tanneries.
19.	Universal Leather (Pvt) Ltd.
20.	Sheikh of Sialkot (Pvt) Ltd.
21.	Shafi (Pvt) Ltd.
22.	Kasur Tanneries(Pvt) Ltd
23.	Leather Coordinator.
24.	Tauheed International (Pvt) Ltd.
25.	KTM Leather (Pvt) Ltd.
26.	Siddiq Leather Works (Pvt) Ltd.
27.	Yousaf Tanneries.
28.	Royal Leather Industries Ltd.
29.	Muhammad Shafi Tanneries (Pvt) Ltd.
30.	Prime Tanning Industries (Pvt) Ltd.

Beside above, following 30 PTA member Exhibitors participated privately in APLF-2025 @ their own arrangements : -

31.	Eastern Leather Co. (Pvt) Ltd.
32.	Dada Enterprises.

APLF-2025 OFFICIAL OPENING CEREMONY AT HONG KONG

The Organizer of APLF-2025 celebrated the Inauguration Ceremony of APLF-2025 Hong Kong and invited participants from various countries who were participating in APLF including Pakistan and invited **Chairman, Pakistan Tanners Association, Mr. Hamid Arshad Zahur of M/s. Noor Leather Garments (Pvt) Ltd., Karachi** as VIP Guest for Inauguration Ceremony of APLF-2025.



PTA HAS MADE EXCEPTIONAL ARRANGEMENT FOR INAUGURATING PAKISTAN PAVILION IN APLF-2025 MADE BY THE CONSUL GENERAL OF PAKISTAN IN HONG KONG ON 12.03.2025

Mr. Riaz Ahmed Sheikh, Honorable Consul General of Pakistan in Hong Kong invited as **Chief Guest** to visit the show and he inaugurated the Pakistan Pavilion in APLF-2025 at Hong Kong on first day of the show **on 12.03.2025**. The ceremony also attended by PTA's member participants of APLF-2025, other senior Members of PTA, Organizers of APLF, Foreign Guests, Int'l Electronic & Print Media personals.



Mr. Riaz Ahmed Sheikh, Consul General of Pakistan in Hong Kong and Mr. Hamid Arshad Zahur, Chairman, PTA inaugurating APLF-2025 on 12th March'2025 alongwith Sheikh Abid Hussain, Sr. Vice Chairman, PTA, Mr. Anjum Zafar and Mr. Agha Saiddain, Ex-Chairmen, PTA



Mr. Hamid A. Zhaur, Chairman presenting PTA’s Shield to Mr. Riaz Ahmed Sheikh, Consul General of Pakistan in HK on his visit to Pakistan Pavilion during the Fair on 12.03.2025



Mr. Agha Saiddain, Ex-Chairman, PTA presenting flower bouquet to the Organizer of APLF-2025 on the occasion of Inauguration of Pakistan Pavilion in APLF-HK



Mr. Hamid A. Zahur, Chairman, PTA discussing with the Organizer APLF-2025 on the occasion of inauguration of Pakistan Pavilion in APLF-2025-HK

VIEW OF PTA'S MEMBER PARTICIPANT STANDS DURING APLF-2025 AT HONG KONG



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 **Hong Kong** 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 of Pakistani origin with allied commodities of the Industry.

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.

WIDE PROMOTION OF PAKISTANI LEATHER OF ALL SORTS IN APLF-2025 AT HONG KONG

PTA members exhibitors participated in APLF-2025, Hong Kong successfully to show case value-added innovative Leather of all sorts of Cow/Buffalo Hides, Goat and Sheep Skins and Leather articles which attracted a good number of foot fall towards Pakistan Pavilion during the 3-days shows and good coverage of the show published in International and local media also in Pakistan appeared at Business Recorder.

TDAP inaugurates Pakistani pavilion at APLF 2025 in HK

KARACHI: Trade Development Authority of Pakistan (TDAP) with the collaboration of the Consulate General of Pakistan at Hong Kong is organizing APLF 12-14 - Hong Kong March 2025. The Pakistan Pavilion inaugurated by the Honourable Consul General of Pakistan in Hong Kong, Riaz Ahmed Shaikh on 12th March 2025 along with Hamid Arshad Zahur, Chairman, PTA & other distinguished guests and participants exhibiting their products from Pakistan in APLF'25, Hong Kong.

This year, 45 Pakistani exporters are participating in APLF 2025, 32 Pakistani exporters of finished leather and 13 leather garments/products/bags etc at



Hong Kong displaying their products ranging from value-added finished leather. The Consul General of Pakistan appreciated the quality and display of products presented by Pakistani exporters, attracting the Chinese/Hong Kong buyers/customers/visitors and assured maximum support to the Pakistani exhibitors with a view to make the participation more result oriented so as to achieve the desired objectives of promoting the country's exports.—PR

Daily Business Recorder of 14 March 2025

ASSISTANCE/COOPERATION MADE BY CONSULATE GENERAL OF PAKISTAN, HK TO PTA FOR ORGANIZING NATIONAL PAVILION OF PAKISTAN IN APLF – 19-21 MARCH 2024 AT HONG KONG

We are exceptionally thankful to **Mr. Riaz Ahmed Sheikh, Consul General of Pakistan in HK and Consulate's entire team**, for extending the cooperation/patronage for organizing the National Pavilion of Pakistan in **APLF-Hong Kong from 12-14 March 2025**. Before participation an extensive marketing & dissemination has already been made through the Consulate General of Pakistan, Hong Kong, China amongst the potential buyers/customers/visitors, Federations, Chambers, Association at destination to visit the Pakistan Pavilion in APLF'25, Hong Kong for business tie up/collaboration.

The Consul General of Pakistan in Hong Kong 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.

I want to thank once again personally and on behalf of the association to the TDAP, Karachi for deputed its staff for looking after the affairs of the show and facilitated the exhibitors of APLF and I also thanked to the Consul General, Consulate General of Pakistan, Hong Kong for their patronage and continuous support in organizing this vital event of **Leather APLF-2025**, which was termed 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.

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CONCLUSION OF BUSINESS DURING PTA'S MEMBER EXPORTERS PARTICIPATION

During 3 days show the flow of Traffic of foreign buyers/customers/visitors to Pakistani booth in National Pavilion of Pakistan was found very encouraging. The buyers and **visitors have also been increasing this year.**

Buyers/Visitors, from various countries such as **USA, UK, China, Hong Kong, Brazil, Italy, France, India, Spain, Japan, Korea, Turkiye, Uzbekistan, Portugal, Mexico, Thailand, Singapore, Malaysia, Vietnam, Cambodia etc., etc.**, visited Pakistan Pavilion, which was recorded with increased reasonably as compared to previous participation in HK

In view of the keen interest of the foreign buyers taken in the eye catching innovative Pakistani Leather during the show, all the PTA **member exhibitors concerned** found satisfy this year with the outcome **of the APLF-2025** and they have confirmed their participation in the next year exhibition of (MM& T) **APLF-2026 which has already been announced in Hong Kong that the next year's event is scheduled to take place from March 12-14, 2026 at Hong Kong Convention and Exhibition Centre.**

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\$ 28 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.

SUMMARY

100% cost of Space Rent **for 360 SQM for 30 participants reserved for National Pavilion of Pakistan in APLF Leather & Materials+ – 12-14 March 2025 at Hong Kong** was **US\$ 199,616/-** and 100% cost of Construction/Decoration of stands charges for was **US\$ 58,705** 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, Hong Kong for onward submission to TDAP, Karachi **for releasing due eligible subsidy on each booth** 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 HK in a most befitting manner.



(AMANULLAH AFTAB)

CHAIRMAN
INT'L FAIRS & DELEGATIONS
STANDING COMMITTEE, PTA