

# APLF-2026

## HONG KONG

12-14 MARCH 2026

## PTA Post Show Report

### PTA'S MEMBERS' PARTICIPATION UNDER THE UMBRELLA OF PAKISTAN PAVILION IN ASIA PACIFIC LEATHER FAIR-2026

The APLF exhibition, now in its 42<sup>nd</sup> year, held from 12-14<sup>th</sup> March'2026 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 **16-member exporters** as a regular feature in this event of (MM&T) **APLF-2026** 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)-2026 TO PTA

We are very thankful to the **TDAP** for the approval with allocation of required funds for APLF'2026 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-2026 IN HONG KONG AND WORLD-WIDE

After completion for all prior cordial formalities, PTA had submitted the list of **16 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-2026 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-2026 HONG KONG HELD FROM 12-14<sup>TH</sup> MARCH 2026 AT HONG KONG CONVENTION AND EXHIBITION CENTRE

**Pakistan Pavilion** was organized in well designed with colorful 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 12-14<sup>th</sup> March'2026 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 **16 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-2026, 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-2026 at Hong Kong from 12-14<sup>th</sup> March'2026**.

**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-2026, Hong Kong :-**

| Sl # | Name of Participants                |
|------|-------------------------------------|
| 01.  | Leather Tech                        |
| 02.  | Jeaman Leather & Leather Clothing   |
| 03.  | Leader Tanneries                    |
| 04.  | Hafiz Tannery                       |
| 05.  | Ishfaq Tanneries                    |
| 06.  | Hub Leather (Pvt) Ltd               |
| 07.  | Mahmood Brothers                    |
| 08.  | Shaikh Brothers                     |
| 09.  | Kasur Tanneries (Pvt) Ltd           |
| 10.  | Leather Coordinators                |
| 11.  | Royal Leather Industries Ltd        |
| 12.  | KTM Leather (Pvt) Ltd               |
| 13.  | Muhammad Shafi Tanneries (Pvt) Ltd. |
| 14.  | Shafi Lifestyle (Pvt) Ltd.          |
| 15.  | Pelle Classics                      |
| 16.  | Shah Din Tanneries                  |

Beside above, following 02 PTA member Exhibitors participated privately in APLF-2026 @ their own arrangements :-

|     |                                 |
|-----|---------------------------------|
| 01. | Eastern Leather Co., (Pvt) Ltd. |
| 02. | Dada Enterprises (Pvt) Ltd.     |

**APLF-2026 OFFICIAL OPENING CEREMONY AT HONG KONG**

The Organizer of **APLF-2026** celebrated the **Inauguration Ceremony** of APLF-2026 Hong Kong and invited participants from various countries who were participating in APLF including Pakistan and invited Consul General of Pakistan in Hongkong, Mr. Riaz Ahmed Sheikh ac Guest of Honor **for the Official Inauguration Ceremony** of APLF-2026.



## PTA HAS MADE EXCEPTIONAL ARRANGEMENT FOR INAUGURATING PAKISTAN PAVILION IN APLF-2026 MADE BY THE CONSUL GENERAL OF PAKISTAN IN HONG KONG ON 12.03.2026

**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-2026 at Hong Kong on first day of the show **on 12.03.2026**. The ceremony also attended by PTA's member participants of APLF-2026, other senior Members of PTA, Organizers of APLF, Foreign Guests, Int'l Electronic & Print Media personals.



Honourable Consul General of Pakistan in Hongkong, Mr. Riaz Ahmed Shaikh inaugurating the Pakistan Pavilion in APLF – Hong Kong on 12<sup>th</sup> March'2026



Mr. Anjum Zafar, Ex-Chairman, PTA presenting flower bouquet to Mr. Riaz Ahmed Shaikh, CG of Pakistan in Hongkong on the occasion of Inauguration of Pakistan Pavilion in APLF-2026-HK



Mr. Kamran Habib, participant of Pakistan Pavilion of APLF-2026 presenting flower bouquet to the Organizer of APLF-2026



Mr. Haris, participant of Pakistan Pavilion of APLF-2026 presenting flower bouquet to the Organizer of APLF-2026

CONSUL GENERAL OF PAKISTAN IN HONG KONG VISITING PAKISTAN PAVILION DURING APLF-2026 AT HONG KONG



VIEW OF PTA’S MEMBER PARTICIPANT STANDS DURING APLF-2026 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 center 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-2026 AT HONGKONG

PTA members exhibitors participated in APLF-2026, 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.

## ASSISTANCE/COOPERATION MADE BY CONSULATE GENERAL OF PAKISTAN, HK TO PTA FOR ORGANIZING NATIONAL PAVILION OF PAKISTAN IN APLF – 12-14 MARCH-2026 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 2026**. 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'26, Hong Kong for business tie up/collaboration.

The Consul General of Pakistan in Hong Kong, Mr. Riaz A. Sheikh 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.

We are also thanked to Mr. Riaz A. Sheikh, Consul General, Consulate General of Pakistan, Hong Kong for their patronage and continuous support in organizing this vital event of **Leather APLF-2026 specially in releasing the pending Hongkong visa for participants to ensure their presence at the Booth**, 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.

## 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-2026** and they have confirmed their participation in the next year exhibition of (MM& T) **APLF-2027 which has already been announced in Hong Kong that the next year's event is scheduled to take place from 31 March – 2 April 2027 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\$ 25 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. In result of Gulf War in the region, which was impacted this year (2026) for business conclusion, but Alhamdulillah concluded the enormous business as was expecting & planned in result of wide dissemination. During first 2 days the flow of traffic was encouraging all the stands holders were found busy with business negotiations for the desired conclusion for the national exchequer.

## SUMMARY

100% cost of Space Rent **for 162 SQM for 16 participants reserved for National Pavilion of Pakistan in APLF Leather & Materials+ – 12-14 March 2026 at Hong Kong** was US\$ 95,790/- and 100% cost of Construction/Decoration of stands charges for was US\$ 34,830/- 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

