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## TEXPO PAKISTAN

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### Post Event Report



APRIL 20, 2016

TRADE DEVELOPMENT AUTHORITY OF PAKISTAN

[www.tdap.gov.pk](http://www.tdap.gov.pk)

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## Acknowledgment:

*The Team TeXpo of TDAP is grateful to the top management of the TDAP for their continuous guidance and support.*

*We also acknowledge the proactive role of stakeholders like Textile Associations, our Exhibitors and Trade Officers for making this event a success.*

*The role of Ministry of Commerce and Ministry of Textile Industry is also appreciated for providing all support to the event.*

*POST EVENT REPORT OF  
TEXPO PAKISTAN  
(7~10 APRIL 2016)  
AT KARACHI, PAKISTAN*

**1. INTRODUCTION:**

1.1 The Trade Development Authority of Pakistan (TDAP) has been organizing the mega Expo Pakistan event in Karachi since 2005, over the period of 11 years, the Expo Pakistan has become a major brand and an important event in the international exhibitions calendar. Expo Pakistan's primary focus is on displaying all the major exportable merchandise products and goods under one roof. However, over the passage of time, a need was felt to organize sector



specific exhibitions to have more focused B2B interaction with Pakistani exhibitors and foreign buyers and to also provide directions to our trade Officers and Pakistani Missions to have a dedicated marketing efforts.

1.2 In view above, Ministry of Commerce (MoC) and TDAP decided to hold sector specific exhibitions in 2016 in place of mega Expo Pakistan exposition, as an experiment for promotion of specific export sectors of Pakistan in a more effective way. Textile sector was suggested being the major exportable sectors which contribute more than 55% of total Pakistan merchandise exports. The Textile Policy 2014-2019 also envisages holding of textile sector exhibition

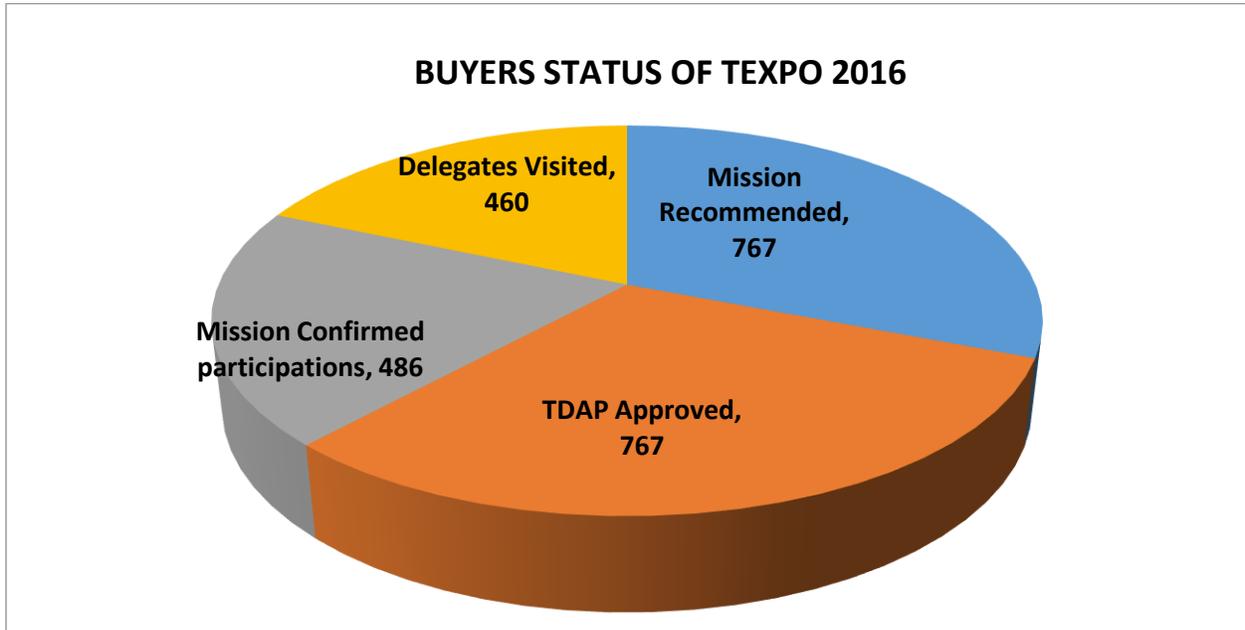
1.3 Accordingly, TDAP planned to hold the **TeXpo Pakistan 2016** from 7~10 April, 2016 at the Karachi Expo Center (KEC). Special theme was developed with a motto of "Sharing a Common Thread" to emphasize that textile sector binds all the Pakistan together and its overall contribution in the economy

of Pakistan in terms of employment generation and a source of major foreign exchange earner.

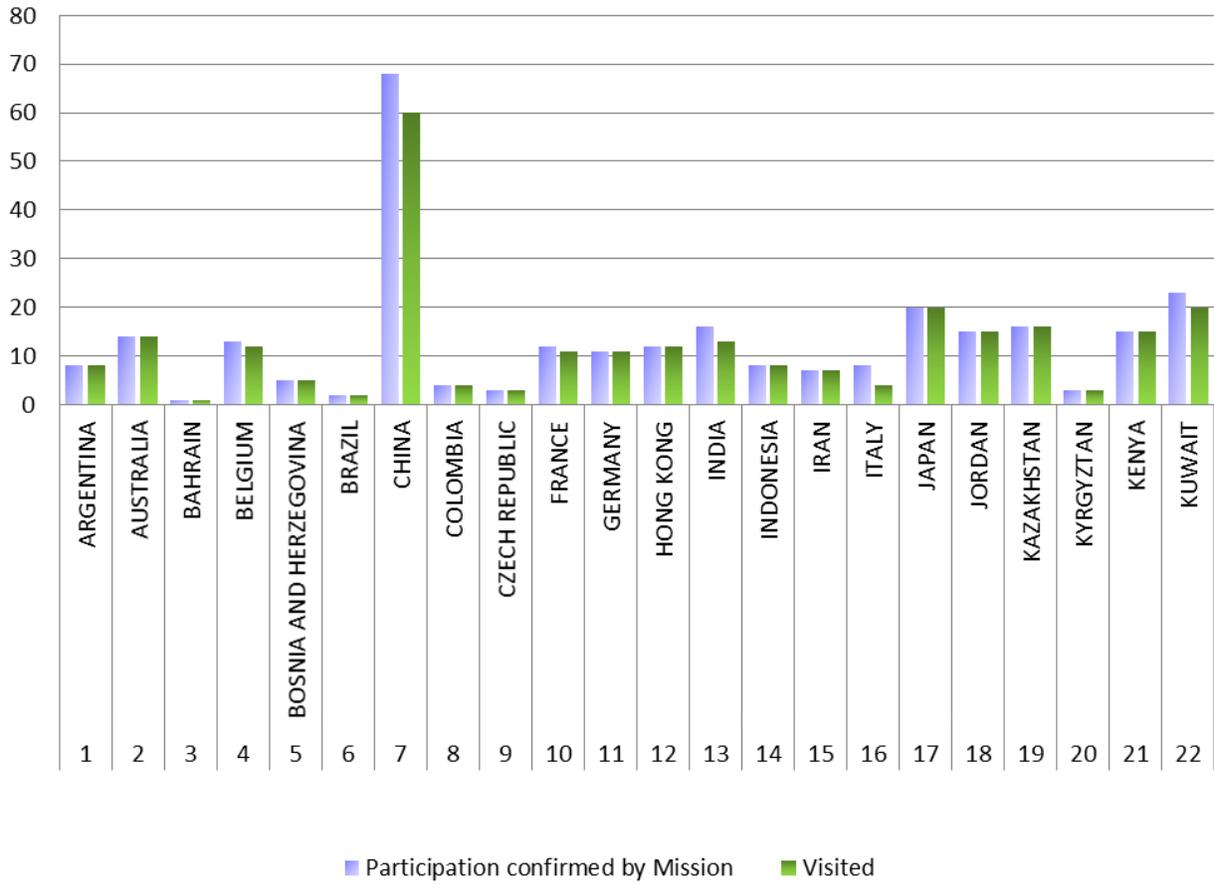
- 1.4 The event was organized in 04 halls of KEC while in the 5<sup>th</sup> Hall, a food court, having a special theme, was organized with the cooperation of the management of Karachi Tea Festival. The food court invited special attraction from all the visitors of the 04 day-event.

## 2. BRIEF FACTS ABOUT TEXPO 2016:

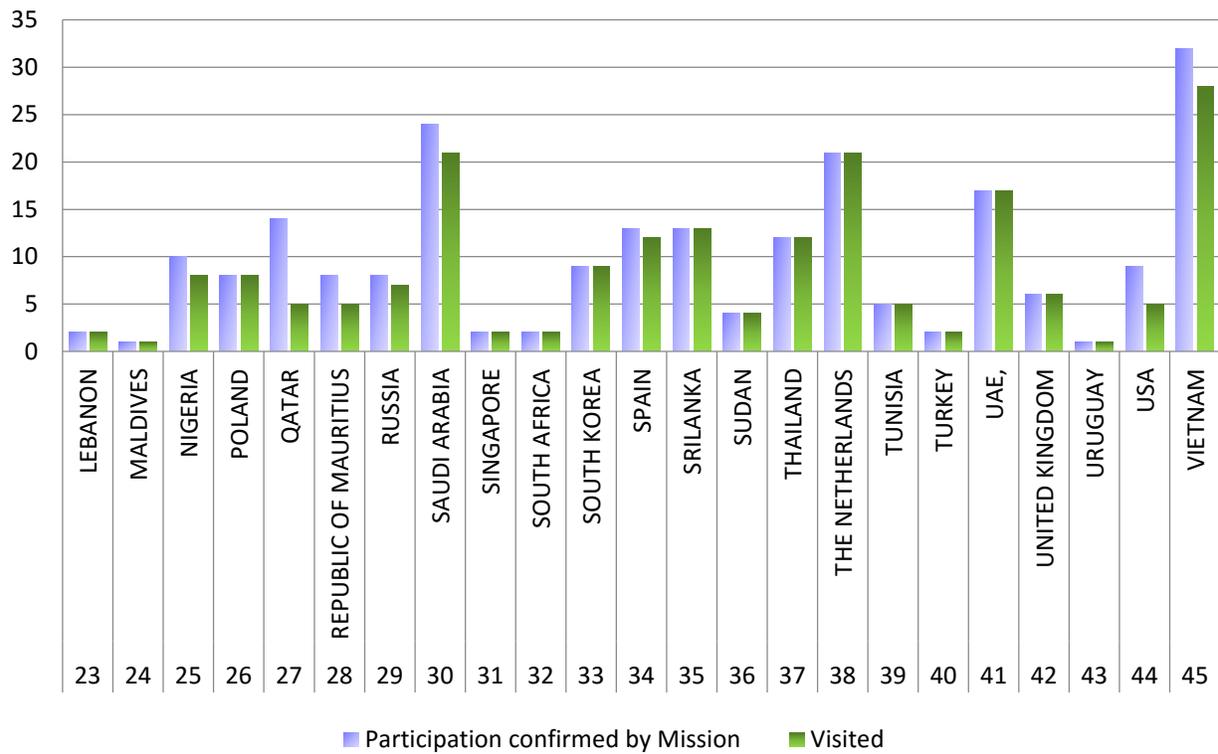
2.1 Total 223 exhibitors from all the major cities of Pakistan participated in the event, especially representing value added sector like readymade garments, Towels, Bedsheets, Hosiery, Made ups, Carpets, High end Fashion garments etc. All textile associations encouraged their members to participate in the event. Like previous major events, TDAP provided and arranged special meeting places for Federation of Pakistan Chamber of Commerce & Industry (FPCCI) and Karachi Chamber of Commerce and Industry (KCCI). More than 450 international buyers from 40+ countries visited the TeXpo. The chart below gives an overall picture of the delegates who visited the exhibition:



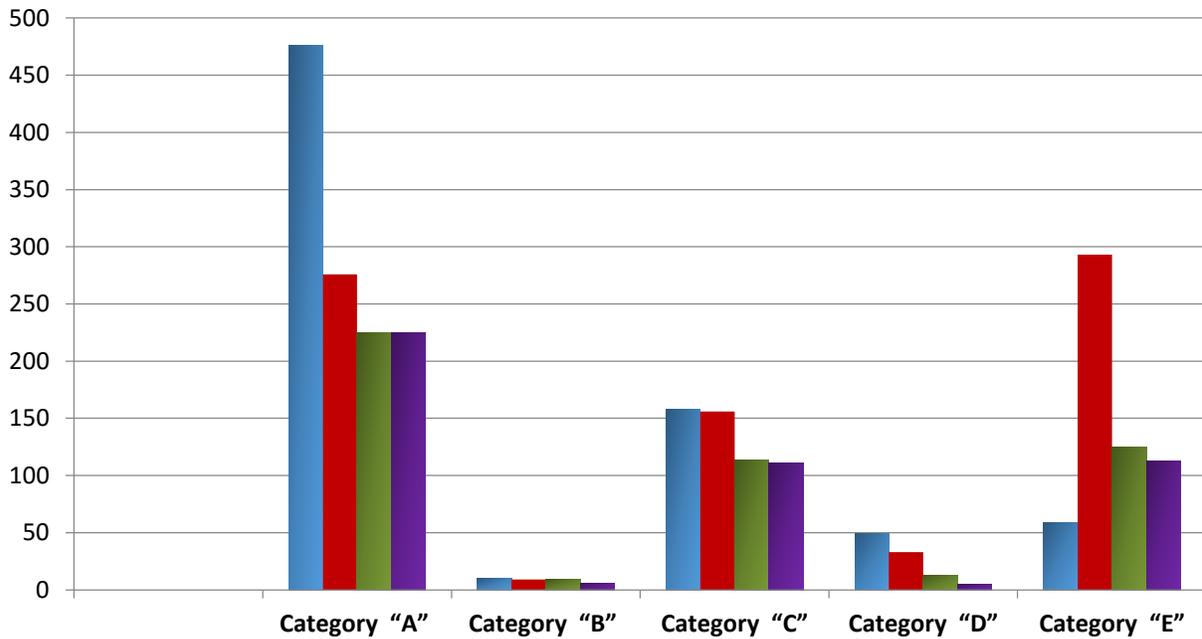
## Countries participated in Texpo 2016



## Countries participated in Texpo 2016



## Hospitality Approvals for Texpo 2016



### Hospitality Categories

A: Airfare + Accommodation

B: Airfare

C: Accommodation

D: Facilitate in Room reservation

E: Facilitate at Airport

■ Mission's Recommendations

■ TDAP Approvals

■ Confirm

■ Visited

### 2.2 Big Local Brands who participated in the event:

Following are the big foreign brands / sourcing participated in TeXpo:

- i. Gul Ahmed
- ii. Chenone
- iii. Sapphire Textile
- iv. Shabbir Textile
- v. Soorty International
- vi. Sitara Chemicals
- vii. Fashion Council Pakistan
- viii. Amir Adnan
- ix. FNKASIA
- x. Zainab Chottani
- xi. Sanam Choudhry
- xii. Deepak Perwani

- xiii. Nomi Ansari
- xiv. Gulabo
- xv. Shahla Chatoor
- xvi. Zaheer Abbas
- xvii. Wardha Saleem
- xviii. Home Textile
- xix. Gohar Textile
- xx. Ahmed Weaving
- xxi. Ali Textile
- xxii. Leather
- xxiii. Mima Leather
- xxiv. Highway creation
- xxv. Afroze Textile
- xxvi. Al Karam Towels
- xxvii. Bari Textile
- xxviii. BIL Exporters
- xxix. Polani Textile
- xxx. United Towel
- xxxi. Terry World

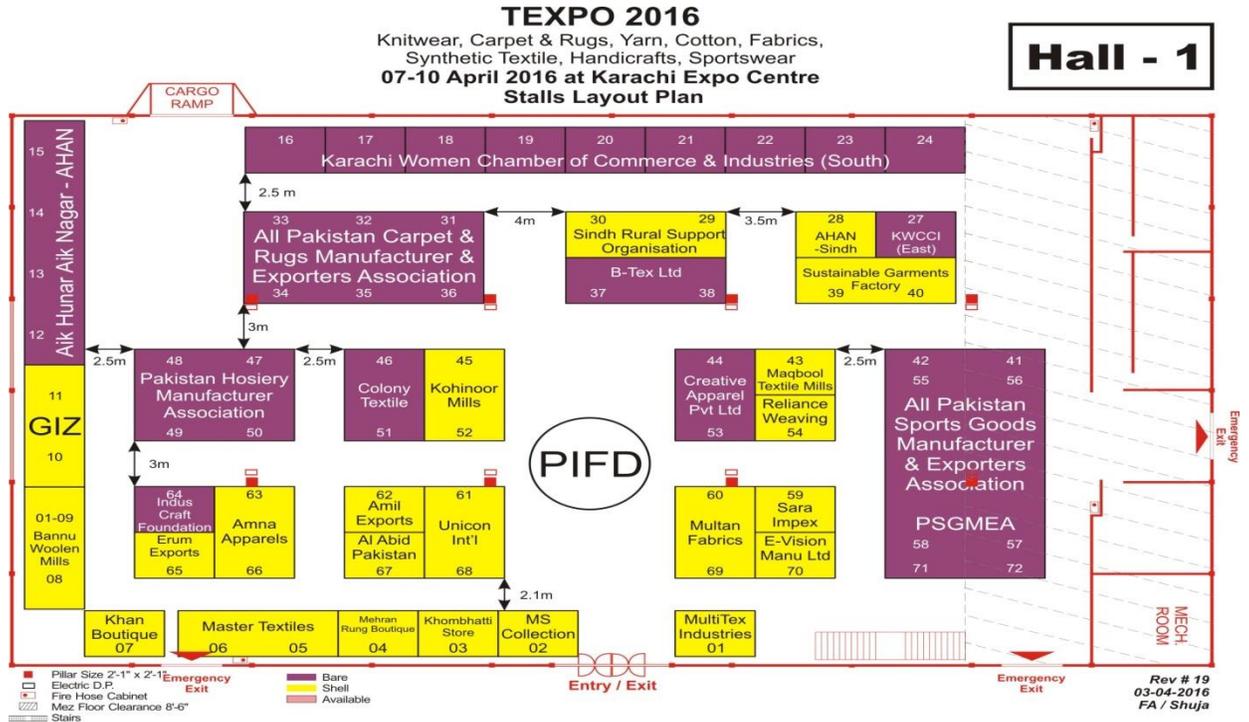
### **2.3 Big International Brands whose buyers visited TeXpo:**

- i. Oliver Lapidus from France
- ii. Marks and Spencer from London
- iii. B&C Collection from Belgium
- iv. Lotte Mart from South Africa
- v. Shinatomo from Japan
- vi. ITO-Yokado from Japan
- vii. Yonex from Japan
- viii. Marubeni from Japan
- ix. Super Muffato from Brazil
- x. APACINITI from Indonesia
- xi. SEPTWOLVES from China
- xii. Teddy S.P.A from Italy
- xiii. Fifth Factory from Spain
- xiv. Basic Resources from USA
- xv. Green Source from USA
- xvi. GARCO MAY 10 from Vietnam
- xvii. DET 10-10 from Vietnam
- xviii. Firma-gamma FROM Russia

xix. ELAND from South Korea

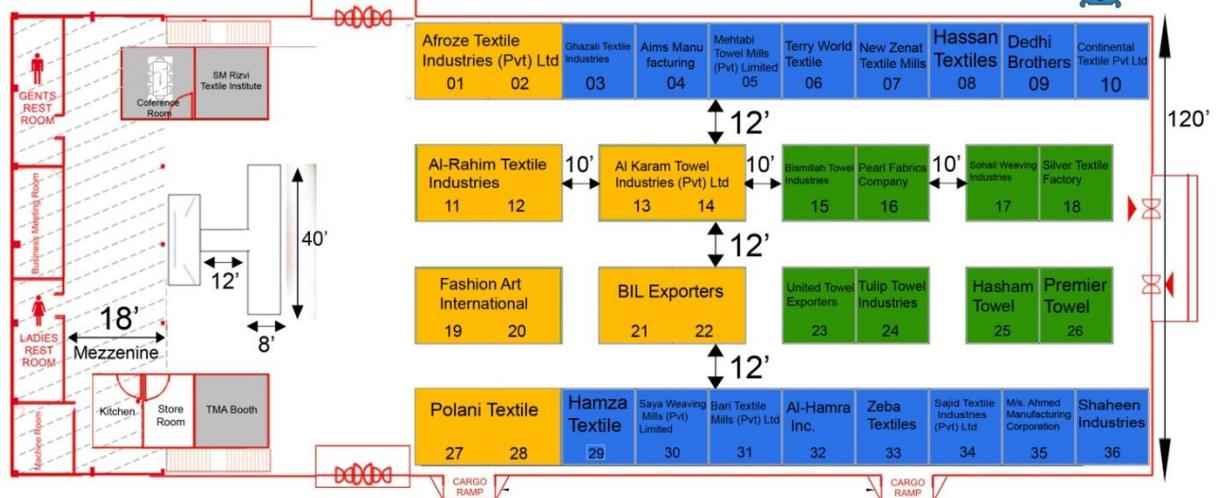
## 2.4 Floor Plans of the 4 halls of the TeXpo 2016:

Following are the hall lay out plans:





## Towel Manufacturers Association Floor Plan for texpo 2016



### 2.5 Inauguration Dinner at Sindh Governor House:

TDAP hosted a dinner in the honour visiting delegates at the Sindh Governor House on 6<sup>th</sup> April 2016. Mr. Risad Badhiutheen, Sri Lankan Minister for Industry and Commerce also grace the occasion. A few pictures are pasted



below:

## 2.6 Ribbon Cutting of TeXpo:

The TeXpo Pakistan was inaugurated by Honourable Engr. Khurram Dastgir Khan, Federal Minister for Commerce; Mr. Risad Badhiutheen, visiting Sri Lankan Minister; Mr. Azmat Ali Ranjha, Federal Secretary Commerce, Mr. S M Muneer, Chief Executive TDAP and Ms. Rabiya Javeri Agha, Secretary TDAP.



## 2.7 Composite Stalls at TeXpo Pakistan:

To create a wow factor and to consolidate on the theme of TeXpo i.e. sharing a common thread, TDAP, with the creative support of Pakistan Institute of Fashion Design (PIFD) and its faculty member Mr.



*"Atrium ( "I am Pakistan")*

*I am Pakistan is a composite that represent the sweat and soul of Pakistani people who put there lives in hard work for the creation of the most and best quality cotton yarn and fibres in the world for export. So the composite shows thread wrapped and mummified symbolic human figures that is an implementation of labour power of Pakistan over heading the machines creating the map of Pakistan with best quality of thread showing Pakistan as the central of the world for best cotton thread export in the world."*

*By Hassan, PIFD*

Hassan, displayed the composite stalls at the main Congress Center and at Halls 2 and 1.

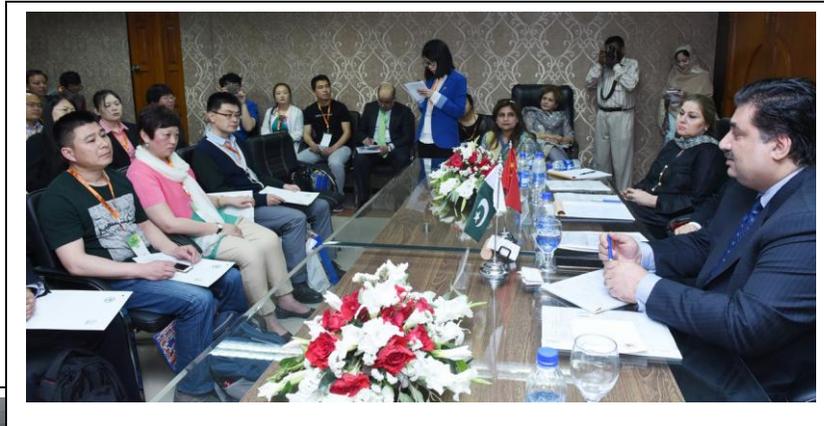
### 3. OFFICIAL MEETINGS OF MINISTER FOR COMMERCE AND SECRETARY COMMERCE:

3.1 After the inauguration, the



Minister for Commerce, Engr. Khurram Dastgir Khan, along with Secretary Commerce, Azmat Ali Ranjha, C.E. TDAP, Mr S. M. Muneer, and Secretary TDAP, Ms Rabiya Javeri Agha held high profile

meetings with the delegations from France, China, Kazakhstan, Belgium, Netherlands, Vietnam, Spain and Germany. The delegation appreciated the role of Ministry of Commerce and TDAP in organizing such an important textile related event in Karachi, Pakistan. They appreciated the quality of products on display in the event and showed optimism that they will place good buying orders from the Pakistani exhibitors. They admired the overall ambience of the event and acknowledged Pakistan's quality in the textile sector.



3.2 On the second day i.e. 8<sup>th</sup> April 2016, Chief Executive TDAP and Secretary TDAP held meetings with delegations of South Africa, Uganda, Nigeria, Ghana and Laos, Argentina, Panama, Brazil Colombia, Peru.



#### 4. B2B MEETINGS BETWEEN EXHIBITORS AND FOREIGN BUYERS:

4.1 A total of 650 Business meetings took place between domestic exhibitors and international buyers and as well as with the leading Trade Chambers of Pakistan like FPCCI and KCCI. The reported outcome of business deals which have been materialized so far amounts to approximately USD 225 million, based on which it is expected that the actual business generated may exceed from USD 700 million).



4.2 The delegation from Jordan led by Aman Chamber of Commerce & Textile and Read-made Clothes syndicates shared great enthusiasm for hosting a Single Country Exhibition of Pakistan to be organized by the TDAP in Jordan and also encouraged increased sharing of business delegation between the 2 countries. The Thailand delegation discussed the signing of Pak-Thailand Free Trade Agreement and asserted the significance of early signing of the agreement; they showed keen interest in export of cotton yarn. Grande Asset of Thailand expressed interest in products of home textile for hospitality industry. The Indian delegation exchanged views regarding great potential for trade between the 2 countries in the textile sector but also discussed the constraints of trade.



4.3 Delegates from India, Singapore and Indonesia, showed particular interest in the Pakistani carpets while the delegates from the South American states



of Argentina, Brazil and Columbia expressed the intent to diversify their import range from Pakistan which previously was focused on yarn and raw material. Yonex, sports company from Japan expressed great interest in sportswear and sports socks. Mitsubishi Fashion was keen to explore high value garments.

4.4 The exhibitors had provided positive feedback on quality of foreign buyers. The exhibitors were particularly impressed by the seriousness of the buyers from France, South Korea and Sri Lanka. The Indonesian delegation held fruitful meetings with the exhibitors of footwear, tents and canvas and other textile products. While the buyers from Belgium showed keen interest in the Home textile sector.

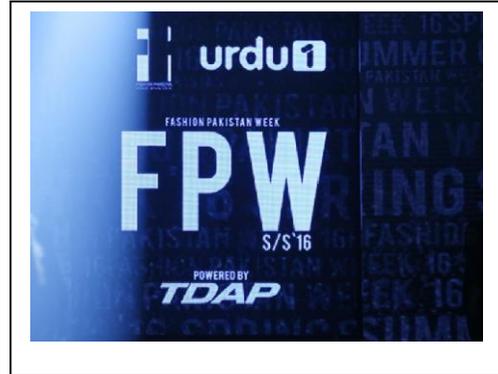


## 5. FASHION SHOW:

5.1 On the occasion of TeXpo 2016, TDAP extended support as a Main Sponsor for “Fashion Pakistan Week Spring/Summer 2016 (April 07 to April 09, 2016 held at the PC Hotel, Karachi and contributed almost 40% of the total costs against providing the following benefits to TDAP:



- a. Placement of TDAP's logo with the official event logo on the backdrop and all other medium / platforms like red carpet media wall, invitation cards, look books, hoardings etc.
- b. Simultaneous display of 30-32 brands at the Fashion Council Pavilion at the TeXpo.
- c. Accommodate TDAP's foreign guests and officials by providing invitations to event in the following terms:-
  - DAY -1: 700 Guests Seating
  - DAY-2: 400 Guests Seating
  - DAY-3: 40 Guests Seating



5.2 Following are some of top brands, textile giants and production houses who participated in the event:

<b>Designer Brands</b>	<b>Textile Companies / Production Houses / Retailers</b>
Ayesha Hashwani	Gul Ahmed
Shamaeel	Al Karam
Gulabo by Nishat Textiles	Lala Textiles
Amir Adnan	Generation
Zaheer Abbas	Jaffer Jee
Sonya Battla	Fnk Asia
Bank Al Falah Rising Talent	Zainab Chottani
Nauman Arfeen	
Nida Azwer	
Aaman Aqeel	
Natasha Kamal	
Sanam Chaudhry	
Maheen Karim	

5.3 Event received significant coverage by prominent local and international media coverage, wherein TDAP is appreciated for its initiative to support textile and designer industry.

5.4 TDAP has been instrumental on promoting Pakistani Textile and designer wear since its inception and has provided great avenues to production houses / design houses in order to expand their businesses and exposure before the international buyers. In past, TDAP took this industry to a whole new level by organizing its own 2 Day fashion show during the occasion of Expo Pakistan wherein 12-14 designers showed their collections to the buyers in order to put the best side of local fashion forward. Similarly, Fashion Pakistan Council (FPC) holds two fashion weeks annually, Spring/Summer and Fall/. It is a 3 day event where 30-35 leading fashion designers / textile houses and retail brands show their latest collections. However, following were the main objectives/gains for this collaboration:

5.4.1 In past, on the occasion of Expo Pakistan, TDAP holds two day fashion show, wherein our foreign guests observed showcasing of country's design elements and could interact directly with designers, production houses, retail brands etc. however, it may not out of place to mention here that despite bearing all burden alone, TDAP could have done much more and gain

maximum benefits if utilized the practical involvement and expertise of major stake holders of the fashion industry.

5.4.2 Fashion Pakistan Council (FPC) as a nonprofit company, set up under section 42 of the Companies Ordinance 1984 is the foremost in the country to initiate Pakistan's first ever fashion week and hold nine successful fashion weeks (FPW-1, FPW-2, FPW-3, FPW-4,FPW-5,FPW-6,FPW-7,FPW-8 & FPW-9) .

5.4.3 Objectives, contents and timings of both the events i.e. TEXPO and Fashion Pakistan Week were ideally the same, whereas, Fashion Pakistan Council (FPC) had the experience, know-how and skills set to conduct big scale professional shows for our TEXPO foreign guests as their resources are equipped to manage & execute such events effectively i.e. getting the best brands/designers across the country, better management of show, effective PR, social media vis a vis airing of the event.

5.4.4 Fashion Pakistan Week covered almost all the activities, which were done alone by TDAP in past, hence, whereas this cost-sharing-

formula wherein TDAP supported the event as a Main Sponsor and paid directly for some main head like venue rent etc.



reduced

cost & burden. Whereas, many additional features were provided like:

- instead of two days, event consisted of 3 days,
- instead of 12-14 designers, more than 32 designers / textile brands / production houses participated

- exclusive PR & Publicity done like local & international print media coverage electronic media coverage, billboard coverage, effective social media coverage etc.
- airing of the event globally for whole year through URDU 1 channel.

5.5 TeXpo was a first of its kind sector specific exhibition wherein strengths of our textile sector was showcased before the world. Similarly, objectives, content and timings of TeXpo and Fashion Pakistan Week were the same. Hence, we got a chance to showcase our TeXpo visitors the collections of Pakistan's premium textile & leather brands like Gul Ahmed, Alkaram, Generation, Jafferjee etc. on the runway which is the right platform to observe a finish product.

\*\*\*[END OF REPORT]\*\*\*