

# Post Event Report



# 2<sup>ND</sup> INTERNATIONAL TEXTILE EXHIBITION

11<sup>th</sup> - 14<sup>th</sup> April, 2019  
Expo Center, Lahore



**TDAP**  
Trade Development Authority of Pakistan



EMERGING  
PAKISTAN



GOVERNMENT OF PAKISTAN  
COMMERCE DIVISION

# **ACKNOWLEDGMENT**

Team TeXpo 2019 would like to take this opportunity to express profound gratitude to the Honourable Advisor to Prime Minister for Commerce, Textile, Industry and Production, and Investment, Mr. Abdul Razzak Dawood, Governor House Punjab, the Commerce Division, Textile Division, the EDF Board, and TDAP Management for their support in making TeXpo 2019 a major success.

We would also like to acknowledge the pivotal role played by our Trade Missions abroad in ensuring the participation of almost 368 quality buyers from across the globe despite the geopolitical situation in South Asia.

We also acknowledge that that this event would not have been successful without the support from our valuable Exhibitors from across the country, in particular the esteemed Trade Bodies whose leading role in ensuring quality participation and display in the form of thematic pavilions made TeXpo truly at par with international exhibitions.

TDAP is also cognizant of the fact that TeXpo's success was greatly dependent on the critical support provided by Divisional Administration of Lahore and Punjab Police.

In short, TDAP would like to thank all the stakeholders and partners including Pakistan Fashion Design Council for the Fashion Show; our partners in hospitality PC Hotel, Avari Hotel and Nishat Hotel; our Event Managers M/s Pegasus Consultants (Pvt.) Ltd and of course the management of Expo Centre Lahore for sharing TDAP's vision of promoting Pakistan's textile industry through the platform of TeXpo 2019.

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# TeXpo 2019 – An Overview

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After the successful conclusion of the 1<sup>st</sup> edition of **TeXpo 2016** (7<sup>th</sup> to 10<sup>th</sup> of April, 2016) at Karachi Expo Centre (KEC), TDAP organized the 2<sup>nd</sup> edition of **TeXpo 2019** (11<sup>th</sup> to 14<sup>th</sup> of April, 2019) in three (03) halls of Expo Centre Lahore (ECL) with the theme of “Sharing a Common Thread” to emphasize that textile sector binds all of Pakistan together.

The 2<sup>nd</sup> Edition of TeXpo Pakistan was organised in Lahore on the demand of the textile sector based upcountry. This exhibition was the first ever of its kind to be held in Lahore in terms of logistical magnitude and participation of foreign buyers and local exhibitors. The TeXpo team had to put in months of hard work in order to ensure that all necessary arrangements were in place for the arrival of foreign delegates and launch of an international level exhibition in the form of TeXpo Pakistan at Expo Centre Lahore.

TeXpo 2019 was attended by record levels of exhibitors and an impressive range of innovative products from cotton to couture. The event’s overall feel and concept met with broad approval from both local and international attendees. Foreign delegates, exhibitors and visitors highly appreciated the selection of Expo Centre Lahore as a most appropriate venue for the textile industry having 70% base in Punjab, therefore, the sector specific concept of TeXpo was accepted by all with great enthusiasm and confirmed TEXPO as an international standard exhibition and an important meeting place for the industry.

234 exhibiting companies, 368 foreign delegates from 50 plus countries ensured that there was a busy atmosphere in the exhibition halls. The halls were bifurcated on base of product categories from inputs to value added finished goods.

Thematic composites portrayed the transition of Pakistani textile industry from raw material to value addition and networking areas in the halls provided visitors with interactive spaces. In addition B2B secretariat, high profile meeting rooms, business centres, fund manager’s office and food vendors were located around the mezzanine floor of each hall.

## Key Facts





# Exhibition Venue

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TEXPO 2019 was held at Expo Centre Lahore, Johar Town. The venue had ease of accessibility and ample parking facility. Numerous hotels located in the vicinity of Expo Centre, catered to meeting all budgets and preferences of exhibitors and visitors.

TeXpo 2019 was held in three dedicated halls with state of the art infrastructure that provided the attendees with abundant meeting rooms and conference halls for networking and side-line activities. The mezzanine floor in each hall were equipped with dining facilities for exhibitors and visitors. For smooth processing separate registration desk for visitors (Hall 2) and facilitation desk for foreign delegates (Hall 1) were set up. A separate media centre for the press was created in Hall A.

This was the first time that majority of the stands were customized to give an overall more aesthetically appealing look to the event. Composites dotting the interconnected walkways between the focal points of halls were designed by Mr. Athar Hussain and PIFD.



Hall 1	Hall 2	Hall 3
<ul style="list-style-type: none"> <li>•Yarn</li> <li>•Cotton</li> <li>•Fabric</li> <li>•Carpet</li> <li>•Towel</li> <li>•Handicrafts</li> <li>•Knitwear and Hosiery</li> </ul>	<ul style="list-style-type: none"> <li>•Readmade garments</li> <li>•Highend Fashion</li> <li>•Research and Development</li> <li>•Services</li> <li>•Leather</li> </ul>	<ul style="list-style-type: none"> <li>•Hometextile</li> <li>•Tents and Canvas</li> </ul>



**• CARPET**  
**• TOWEL**  
**• YARN**  
**• HOSIERY KNITWEAR**

**• LEATHER GERMENTS**  
**• FABRIC**  
**• TEXTILE ACCESSORIES**  
**• WOMAN ENTREPRENEUR**

### HALL - 1

#### TEXPO PAKISTAN

11 ~ 14 April 2019

**Legend:**

- SHELL SCHEME
- COMPOSITE

**Exhibitors and Booth Numbers:**

- 1-101: NISAR SPINNING
- 1-102: KIM CLIPPING
- 1-103: QASIMI IND. FVT
- 1-104: SARADAT
- 1-105: ANNA APPAREL
- 1-106: ECOMART
- 1-107: HVAC SLIPPOUT ROOM
- 1-108: THE NARBERTH
- 1-109: AL-SHABAT INTERIORS
- 1-110: TALA COLLECTION
- 1-111: AL-SHOUB COLLECTION
- 1-112: AL-SHABAT INTERIORS
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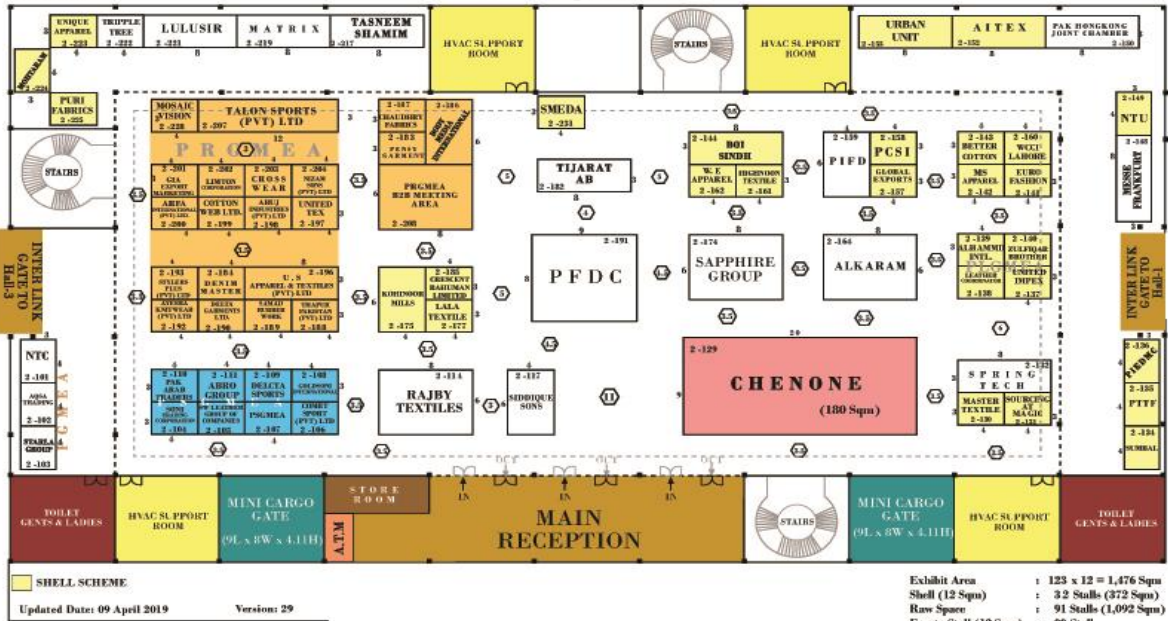


- READYMADE GARMENTS
- R & D
- SERVICES
- SPORTS
- DENIM
- HANDICRAFTS
- FASHION

## HALL - 2

### TEXPO PAKISTAN

11 ~ 14 April 2019

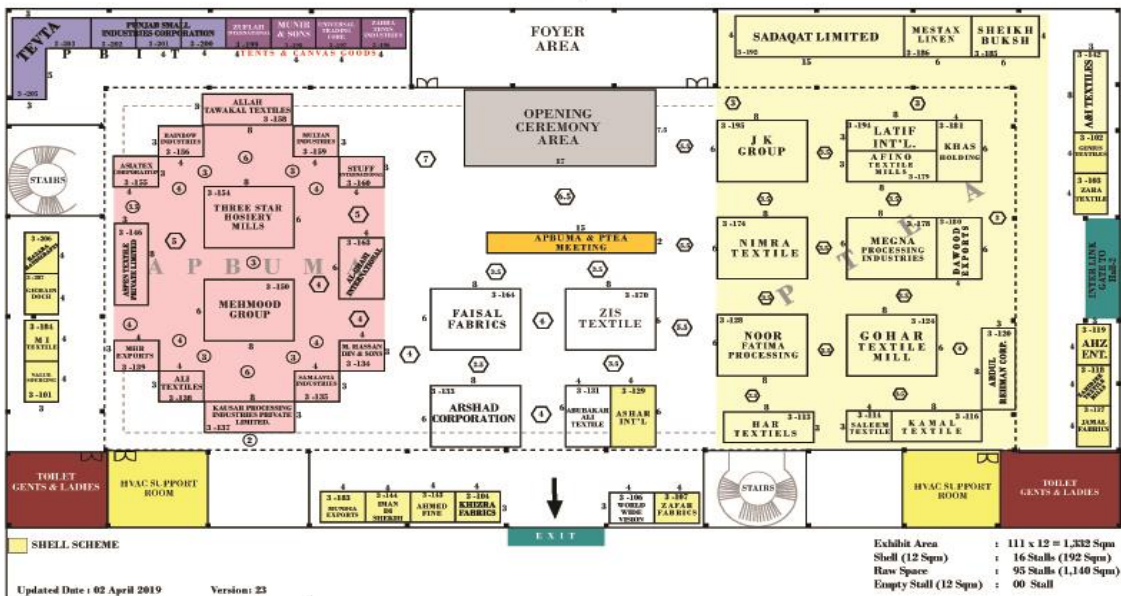


- HOME TEXTILE
- TENTS & CANVAS GOODS

## HALL - 3

### TEXPO PAKISTAN

11 ~ 14 April 2019



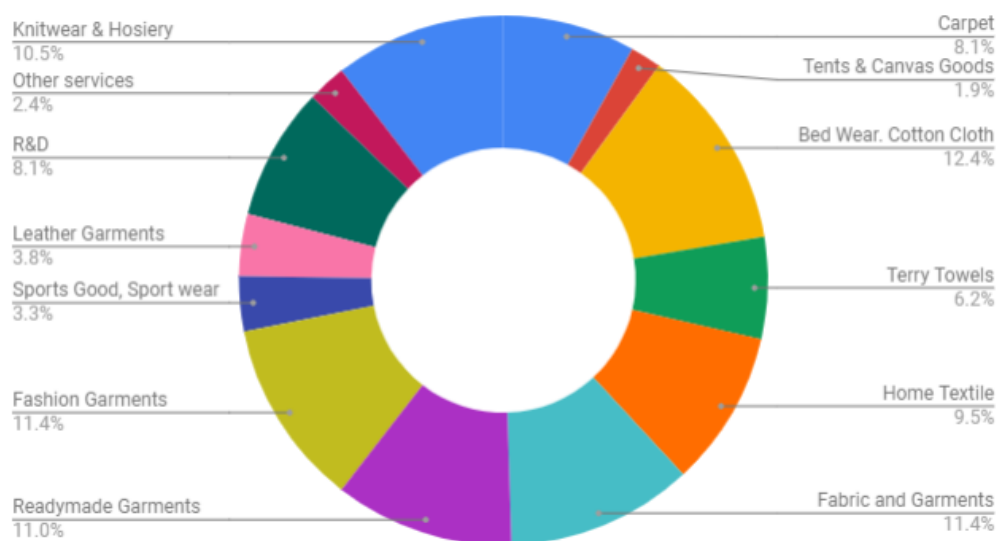
# Local Marketing

Through local marketing efforts involving telephonic, electronic, print, social media and face to face contact TeXpo 2019 was marketed to a vast audience across Pakistan. As the focus of the event was to showcase textile goods manufactured in Pakistan, local manufactures involved in exports and having potential to export were invited to participate. However few international event organizers like Magic and Messe Frankfurt, beneficial for uplifting the exports, also exhibited to create awareness. Kick off meeting by Secretary Commerce in December 2018 added zeal to the marketing efforts by TDAP Lahore bringing chambers and trade bodies on one page for the promotion of the textile industry to the world.

Big brands like Al-Karam , Sapphire , Rajby, Siddiq Sons, Chen One, Gohar Textiles, Faisal Fabrics, Afino, Sadaqat, Petro Chem along-with textile sector trade bodies like All Pakistan Bedsheets and Upholstery Manufacturers Association (APBUMA), Pakistan Carpet Manufacturers & Exporters Association (PCMEA), Pakistan Fashion Design Council (PFDC), Pakistan Hosiery Manufacturer Association (PHMA), Pakistan Textile Exporters Association (PTEA), Pakistan Knitwear and Sweater Exporters Association (PAKSEA), Towel Manufacturers Association of Pakistan (TMA), Pakistan Sports Goods Manufacturers and Exporters Association (PSGMEA), Pakistan Gloves Manufactures and Exporters Association (PGMEA), Pakistan Leather Garments Manufactures and Exporters Association (PLGMEA), Handicrafts Association of Pakistan (HAP), and Pakistan Readymade Garments Manufacturers and Exporters Association (PRGMEA) also came forward in strength through showcasing leading exporters in their respective sectors.

Chambers like Federation of Pakistan Chambers of Commerce and Industry (FPCCI), Lahore Chamber of Commerce and Industry (LCCI), Women Chamber of Commerce and Industry Lahore & Multan, Karachi Chamber of Commerce and Industry, Islamabad Chamber of Commerce and Industry all sent representatives for exhibiting at TEXPO 2019.

Textile Sector Participation in Texpo 2019





## Top 30 Exhibitors for 2019 (Based on Export Performance)

1. Gohar Textile Mills Pvt Ltd
2. M/s. Saad Textiles Mills (Pvt) Ltd.
3. Zahidjee Textile Mills Ltd
4. Sadaqat Limited
5. Leathertex Gloving (Pvt) Ltd
6. J.K Group of Companies
7. M/s. M.Y M.Y Bari Mills
8. Khas
9. Kamal Textile Mills Pvt Ltd
10. Noor Fatima Pvt Ltd
11. Magna Processing Industries Pvt Ltd
12. Abdur Rahman Corporation Pvt Ltd
13. Nimra Textile Pvt Ltd
14. Fazal Cloth Mills Ltd
15. ZIS Textile Pvt Ltd
16. Ayesha Spinning Mills ltd
17. Nizam Sons Pvt Ltd
18. Ijaz Apparel Pvt Ltd
19. Comet Sports (Pvt) Ltd
20. Samad Rubber Works Pvt Ltd
21. Aruj Industries Ltd
22. Ayesha Knitwears Pvt Ltd
23. Sadaqat Corporation Pvt Ltd.,  
Faisalabad
24. Ashar Int'l Pvt Ltd
25. M/s. Maguri Textile
26. W.E. Apparel Pvt Ltd
27. Dawood Exports Pvt Ltd
28. Shaikh Bukhsh Ellahi Sons Pvt Ltd
29. Talon Sports Pvt Ltd
30. Stylers Plus Pvt Ltd

## Programme Schedule

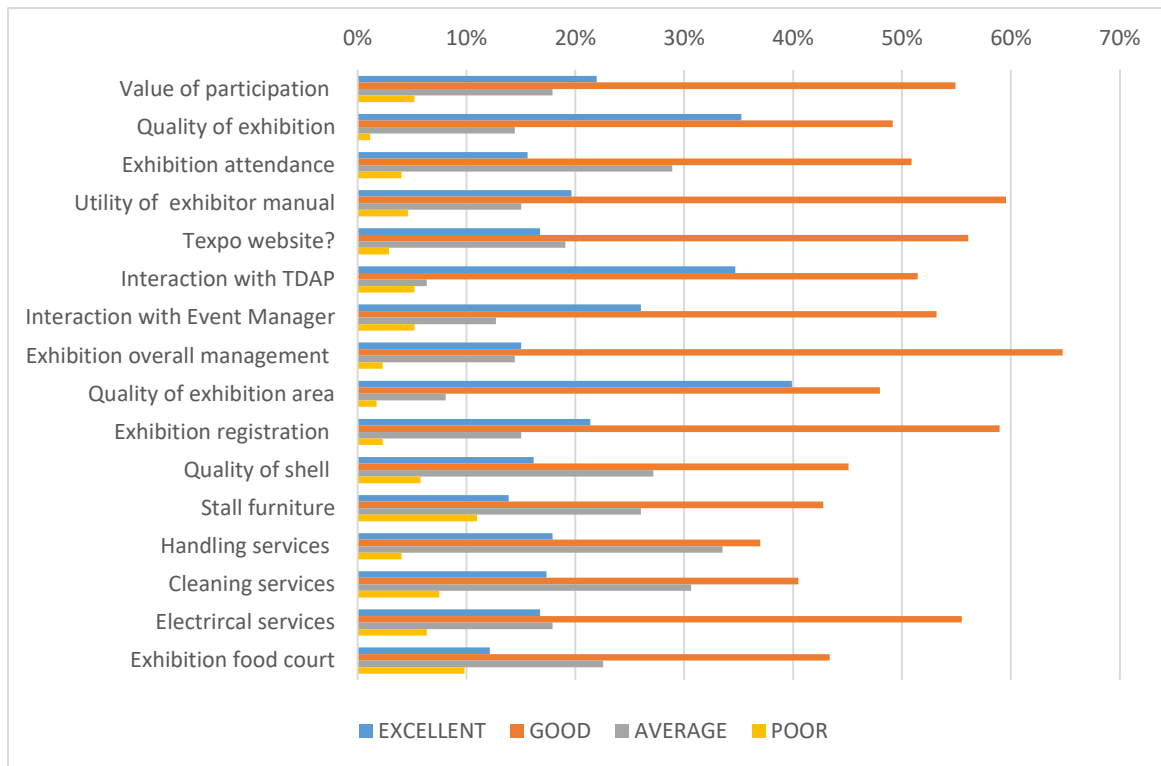
Schedule	Date	Time
<b><u>First Day (B2B Meetings)</u></b>		
Exhibition Timings	11 <sup>th</sup> April 2019	10:00 am -5:00 pm
Ribbon Cutting	11 <sup>th</sup> April 2019	11:00 am
Inauguration Dinner (Invites only)	11 <sup>th</sup> April 2019	7:00 pm
<b><u>Second Day (B2B Meetings)</u></b>		
Exhibition Timings	12 <sup>th</sup> April 2019	10:00 am -5:00 pm
Seminar	12 <sup>th</sup> April 2019	9:00 am -5:00 pm
Fashion Show (Invites only)	12 <sup>th</sup> April 2019	5:00 pm 10:00 pm
<b><u>Third Day (open for public)</u></b>		
Exhibition Timings	13 <sup>th</sup> April 2019	10:00 am -6:00 pm
Seminar	13 <sup>th</sup> April 2019	9:00 am – 1:00-pm
Fashion Show (Invites only)	13 <sup>th</sup> April 2019	5:00 pm 10:00 pm
<b><u>Fourth Day (pen for public)</u></b>		
Exhibition Timings	14 <sup>th</sup> April 2019	10:00 am -6:00 pm
Fashion Show ( Invites only)	14 <sup>th</sup> April 2019	5:00 pm -10:00 pm

## Ribbon Cutting Ceremony

Honourable Advisor to the Prime Minister for Commerce, Textile, Industry & Production, and Investment, Mr. Abdul Razzak Dawood graced the occasion and unveiled the TeXpo spindle marking the launch of the 2<sup>nd</sup> Edition of TeXpo Pakistan; he was accompanied by Secretary, Trade Development Authority of Pakistan, Mr. Sualeh Ahmed Faruqui. The launching ceremony was attended by trade dignitaries, leading textile exporters and top international buyers. After the official launch of TeXpo, the VVIP delegation toured the exhibition halls and interacted with the exhibitors.



# Exhibitor's Feedback



Based on the exhibitor feedback forms received the following observations have been made:

1. More than 80% of the exhibitors classified the quality of the exhibition as Good.
2. 85% of the exhibitors appreciated the quality of the exhibitor manual and details therein.
3. More than 75% of the exhibitors classified the TeXpo website as good.
4. 35 % of the exhibitors stated their interaction with TDAP for the event as excellent and more than 50% were overall satisfied with TDAP communication.
5. More than 80% of the overall exhibitors were satisfied with the management of the exhibition.
6. 70 % of the exhibitors appreciated and were happy with the customized shell scheme.
7. 65% of the exhibitors found the quality of food vendors to be good.
8. More than 68% of the exhibitors appreciated the cleanliness of the facilities and venue.

# International Marketing

Trade Development Authority of Pakistan (TDAP) has successfully hosted around 368 foreign buyers from around the globe who landed in the magnificent city of Lahore, heir to the glory and splendour of the great Mughals, to visit TeXpo 2019 (11<sup>th</sup> – 14<sup>th</sup> April).

The credit of ensuring quality importers visited TeXpo 2019 rests with a focused strategy of the TeXpo team to geographically diversify and systematically segment buyers. Among the big brands attending TEXPO were global giants like:

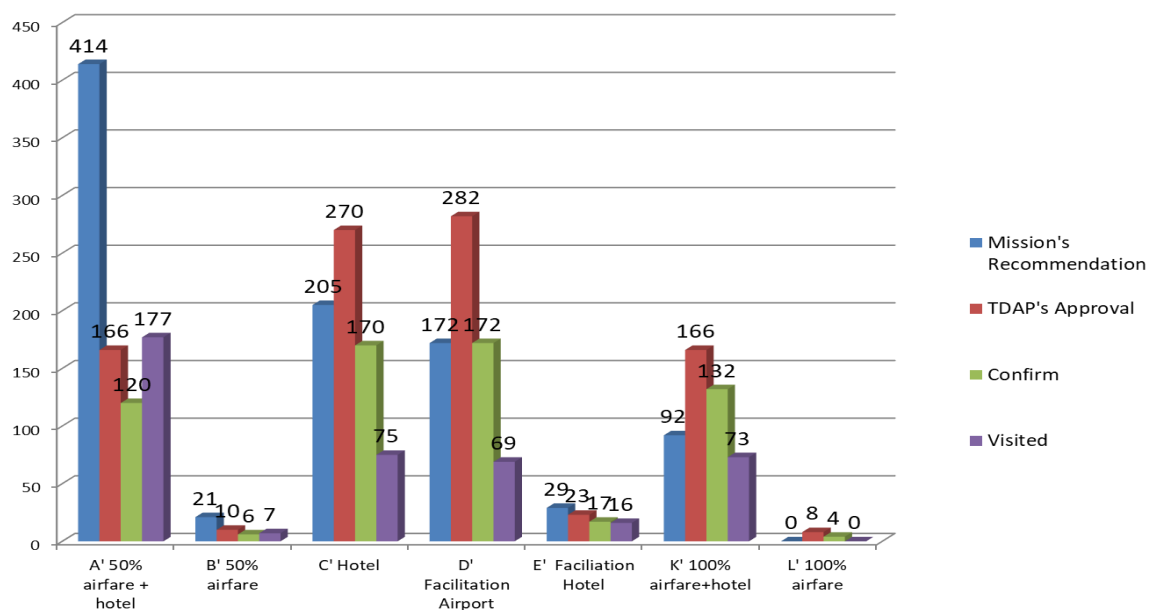
1. Target Inc. (USA),
2. Uniqlo Co Ltd. (Japan),
3. Primark (UK),
4. Orient International Holding (China),
5. Tendam (Spain),
6. Versaudet (France),
7. Itturi (Spain),
8. Fashionlinq BV (the Netherlands), etc.



Numerous other buyers having scale of purchase suitable for Small & Medium Enterprises (SMEs) were also in attendance.

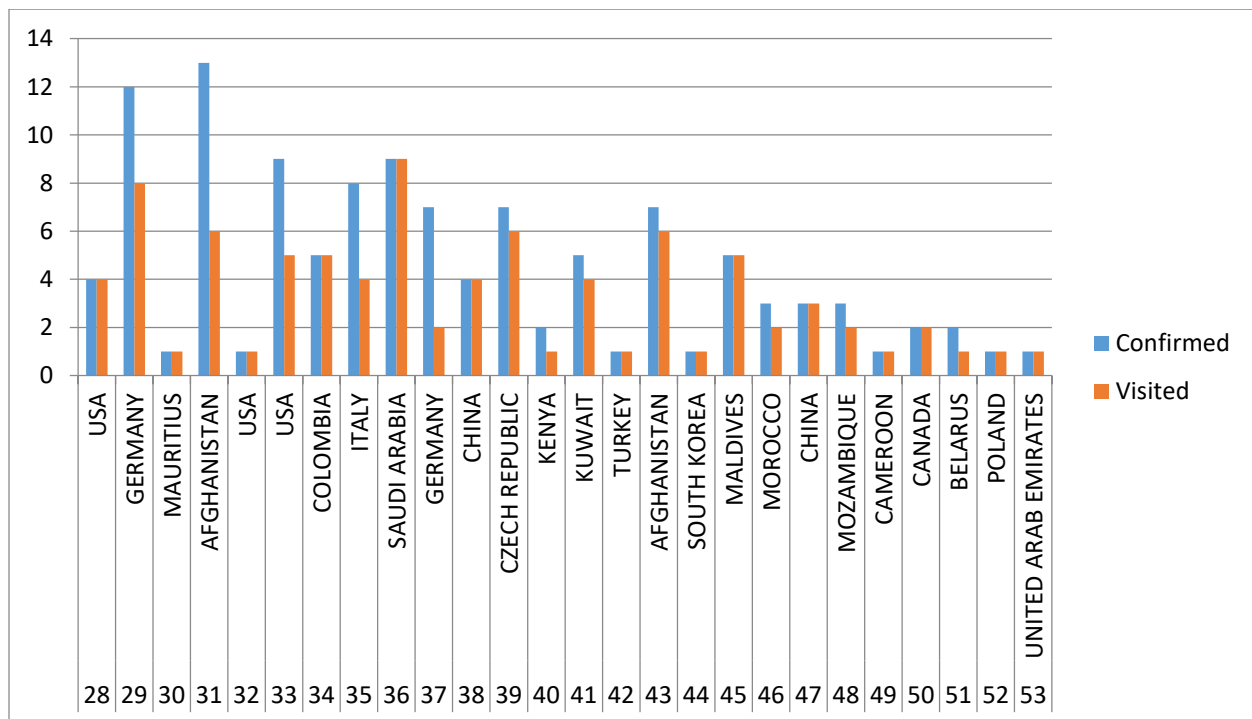
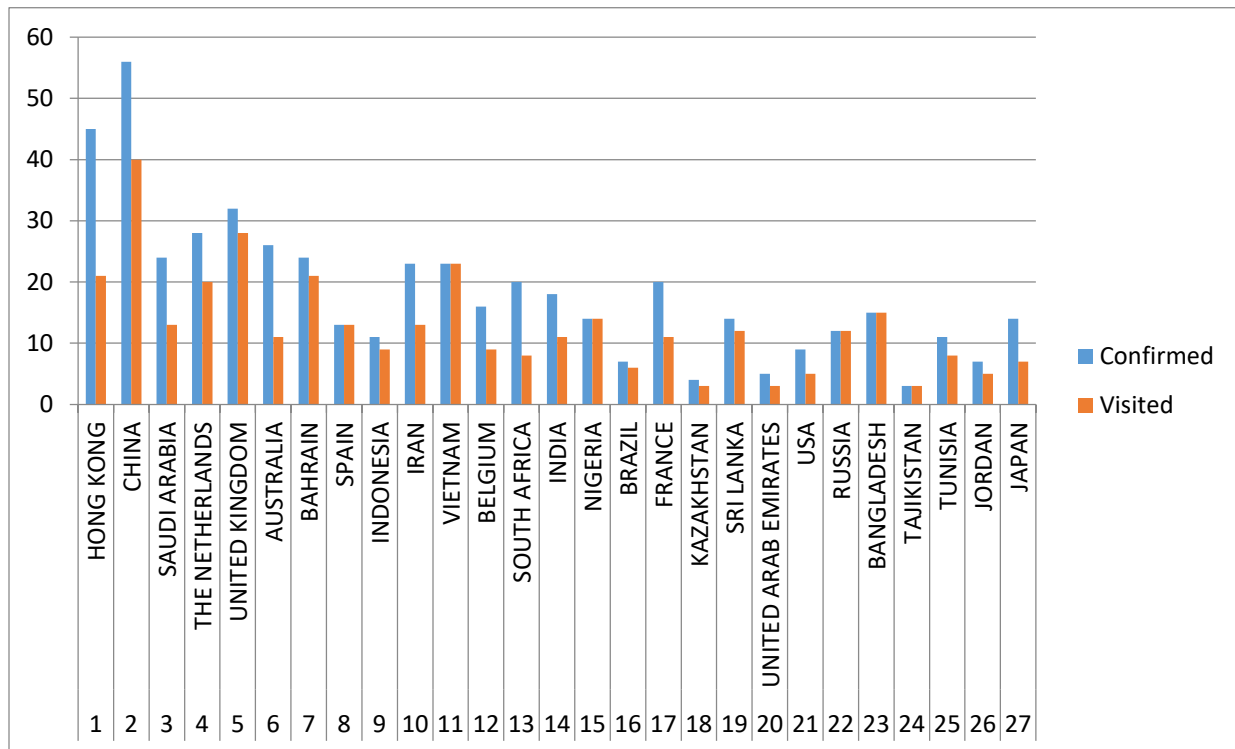
The delegates have lauded the vertical and horizontal presentation of Textile Sector by TDAP under one roof, as evident in domestic and international media reports as well as individual interviews /feedback of buyers. This comprehensive strategy left little room for buyers to leave TeXpo without making a buying decision. Balanced and quality participation has also been appreciated by the exhibitors who expressed immense satisfaction with the interactions by the conclusion of third day of exhibition.

## Hospitality Approvals for TeXpo 2019





## Country-wise Participation in TeXpo 2019



## Major International Brands/ Sourcing/ Buying Houses

1. Target Inc.
2. Bafang Holding Group Co., Ltd.
3. Uniqlo Co,Ltd Bangladesh Liaison Office
4. Primark
5. Shandong Ruyi Group
6. Llc Best Price
7. Takko Holding Gmbh
8. Brandix
9. Tendam
10. Ningbo Sunrise Imp & Exp Co. Ltd
11. Hanos Amsterdam
12. H T Barma Ltd.
13. Tencate Protect Fabrics
14. Versaudet
15. Vigour International Co, Ltd. (USA)
16. Oved Group/5 Star Apparel
17. Iturri
18. Hirose Shokai Co. Ltd.
19. Phong Phu Jsc.
20. Altenburg Textile LTDA
21. Fashionlinq Bv
22. Crossline
23. Encuentromoda S.L.U
24. Tex Cotton Industria De Confeccao LTDA
25. Comertex Sas

# TeXpo 2019 – A Business Platform

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## B2B Meetings

A total of 5,464 business meetings took place between exhibitors and international buyers as well as with the leading Trade Chambers of Pakistan like FPCCI and LCCI. Based on the reported outcome of business deals which have been materialized during TeXpo 2019 it is expected that the actual business generated may exceed USD 800 million.

## High Profile Meetings

Advisor to Prime Minister for Commerce, Textile, Industry & Production and Investment Mr. Abdul Razak Dawood along with Secretary Commerce, Sardar Ahmed Nawaz Sukhera and Secretary TDAP, Mr. Muhammad Sualeh Ahmed Faruqi held high profile meetings with the country delegations of Russia, Saudi Arabia, France, China, Kazakhstan, Bahrain, South Africa, Belgium, Netherlands, Vietnam, Spain and Germany. The delegates appreciated the role of Ministry of Commerce and TDAP in organizing such an important textile related event at Lahore, Pakistan. They appreciated the quality of products display in the event and showed optimism that they will place good orders to the Pakistani exhibitors. They also admired the overall ambiance of the event and acknowledged Pakistan's quality in the textile sector.

Other important meetings included meetings with Italian Ambassador in Pakistan Mr. Stefano Pontecorvo, Mr. Bashir Ali Muhammad Chairman & CEO of M/s. Gul Ahmed and meetings with leading business delegates from China & Germany.



## Memorandums of Understanding (MoUs) Signed during TeXpo 2019

In total 10 (Ten) MoUs were signed during TEXPO and the draft of few MoUs have been exchanged between interested parties, details of which are as under:



SN	Party – I	Party – II
1	Pakistan Chamber of Commerce & Industry based in Hong Kong	Lahore Chamber Commerce & Industry (LCCI)
2	Pakistan Chamber of Commerce & Industry based in Hong Kong	Women Chamber Of Commerce & Industry (WCCI), Lahore
3	Pakistan Chamber of Commerce & Industry based in Hong Kong	Handicraft Association of Pakistan (HAP)
4	Pakistan Chamber of Commerce & Industry based in Hong Kong	Pakistan Hong Kong Trade Investment Forum
5	Global Exhibitions Director of M/s. International Exhibition and Conference Group Australia	Pakistan Carpet Manufacturers & Exporters Association (PCMEA)
6	Global Exhibitions Director of M/s. International Exhibition and Conference Group Australia	Handicraft Association of Pakistan (HAP)
7	Global Exhibitions Director of M/s. International Exhibition and Conference Group Australia	All Pakistan Bed-sheet and Upholstery Manufacturers Association (APBUMA)
8	Global Exhibitions Director of M/s. International Exhibition and Conference Group Australia	Pakistan Fashion Design Council” (PFDC)
9	Hong Kong Economic & Trade Association	Handicraft Association of Pakistan” (HAP)
10	Euro Asia One Belt One Road Center (OBOR)	Handicraft Association of Pakistan” (HAP)

MOUs IN PROCESS		
SN	Party – I	Party - II
11	Association of Textiles, Clothing and Leather of the Czech Republic	All Pakistan Textile Mills Association (APTMA) <b>(Note: Draft Agreement Shared with both Associations, hence under process)</b>



## Side-line Activities

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### Inauguration Ceremony at Governor House Punjab on 11<sup>th</sup> April, 2019

Trade Development Authority of Pakistan had the honour of hosting His Excellency the President of Pakistan, Mr. Arif Alvi at the Inauguration Ceremony of TeXpo 2019 held at Governor House Punjab on the night of the 11<sup>th</sup> of April, 2019.



The Inauguration Ceremony was also graced by the Honourable Adviser to Prime Minister for Commerce, Textile, Industry & Production, and Investment, Mr. Abdul Razzak Dawood, Federal Secretary for Textile Division, Syed Iftikhar Hussain Babar, heads of government and private organisations, foreign delegates visiting TeXpo, diplomatic representatives, leading businessmen and trade dignitaries, and of course exhibitors of TeXpo 2019.

The programme included welcome remarks from the Adviser to Prime Minister for Commerce, followed by the key note address of the Chief Guest His Excellency the President of Pakistan, Mr. Arif Alvi, and concluded with a dinner.



His Excellency the President of Pakistan congratulated TDAP and Ministry of Commerce for bringing together hundreds of leading textile buyers from across the globe and leading textile exporters of Pakistan under one roof. He welcomed the foreign guests to Pakistan and remarked upon the significance of TeXpo as a major opportunity for the buyers to witness Pakistan's potential in the entire textile value chain and for the exhibitors to find such a rare chance of finding business at their doorstep.

All in all Inauguration Ceremony was deemed as a great event by all the attendees. The stately gardens of the Governor House Punjab provided the perfect backdrop for an evening of casual networking between the foreign buyers and leading businessmen of Pakistan.

## Fashion Show

Following the precedent set in TEXPO 2016, TDAP extended support to **Pakistan Fashion Design Council (PFDC)** as a major sponsor for organizing a three-day fashion show (11-13<sup>th</sup> April, 2019) on the side-lines of TEXPO. The event came to be known as **“PFDC Sunsilk Fashion Week 2019, Presented by TDAP”**. Amongst textile products showcased at TEXPO 2019, designer prêt and high-end fashion garments constituted an important sector in the textile industry of Pakistan. This event provided a valuable opportunity to showcase the concept of “Loom-to-Prêt” and to promote fashion designers and businesses of Pakistan to international buyers.



The 2nd edition of TEXPO attracted 368 foreign buyers/importers from 50 plus countries and provided an excellent opportunity to expose these delegates to high-end textile and fashion products from top-of-the-line established designers and rising talents in the fashion industry during the fashion week. Prominent buyers who attended the TEXPO, 2019 included Uniqlo Co Ltd (Japan), Target Inc (USA), Primark (UK), Orient International Holding (China), Tendam (Spain), Versaudet (France), Ituri (Spain), Fashionlinq BV (the Netherlands) and others.



**The designer line-up for fashion week included:**

### **Day 1 (11<sup>th</sup> April)**

- Zara Shahjahan
- Saniya Maskatiya
- Hussain Rehar
- Yahsir Waheed
- Fahad Hussayn

## Day 2 (12<sup>th</sup> April)

- Emerging Designers
  - o Rici Melion
  - o Sameer Karasu
  - o Zasimo
  - o Hana
- Chapter 2
- Sana Safinaz
- Rising Talent by Aquafina (PIFD Students)
- Saira Shakira
- The House of Kamiar Rokni



## Day 3 (14<sup>th</sup> April)

- Emerging Designers
  - o Khaas
  - o Sanoor
  - o Almirah
  - o So Kamal
- Zaha by Khadija Shah
- Nomi Ansari
- Republic by Omer Farooq
- HSY





## Seminars

A series of seminars, were organized on 12<sup>th</sup> and 13<sup>th</sup> of April, 2019 on the side-lines of TeXpo 2019, at Auditorium Complex, Expo Centre, Lahore. The schedule of the whole seminar was as follows:

Sr No.	Topic	Organizer	Date	Timing
1	Trade Facilitation Agreement	TDAP	12.04.2019	09:30 to 11:00 am
2	Sustainable Technologies in Textiles	TDAP	12.04.2019	11:20 to 01:00 pm
3	Punjab - The Heartland of Investment and Business in Naya Pakistan.	Punjab Board of Investment and Trade in collaboration with TDAP	12.04.2019	03:00 to 07:00 pm
4.	Punjab Spatial Strategy	Urban Unit in collaboration with TDAP	13.04.2019	10:30 to 01:15 pm
5	Textile Leadership Conversation	Institute of Cost and Management Accountants of Pakistan in collaboration with TDAP	13.04.2019	02:30 to 04:00 pm

### Session-I: Trade Facilitation Agreement

The first Session, was opened by Ms. Nazish Sami, Director, Pakistan Institute of Trade and Development (PITAD), who made some introductory remarks about the role of TeXpo in the textile export promotion of Pakistan. She invited Mr. Raf eo Bashir Shah, Director General, TDAP, Karachi to speak about the rationale of the seminar. In continuation, she handed over the session to Mr. Syed Tauqir Shah, Pakistan's Ex Ambassador to WTO, who moderated the whole session.





Syed Tauqir Shah informed the audience that the first session would be a panel discussion on 'Trade Facilitation and WTO TFA: Opportunities and Challenges. He introduced the following panellists:

1. Syed Shakeel Shah, Chief Automation and Reforms, Customs Wings FBR, Islamabad.
2. Mr. Amir Durrani, Expert on Logistics, Connectivity Economic Corridor Development Energy, etc with experience of working in World Bank, UNDP etc.

The panellists stated that Trade facilitation is associated with the reduction of on-the-border transaction costs, other than tariff cuts, which essentially involves the simplification and standardization of customs formalities and administrative procedures related to international trade.

## Session-II: Sustainable Technologies in Textiles

Mr. Muhammad Ashraf, Director General, Commerce Division moderated this session. He spoke about the significance of 'sustainable technologies in textiles' and later introduced the different speakers of the session. This session was based on presentations made by the following speakers.



1. Dr. Munir Ashraf, Assistant Professor, NTU, Faisalabad - made a presentation on "nanomaterials for functional textile".
2. Ms. Alia Malik, Better Cotton Initiative Global Director Implementation – made a presentation on 'sustainable cotton production and BCI role in it'.
3. Mr. Chris Bryer, Sourcing at Magic, USA - made a presentation primarily on 'Sourcing at Magic', a renowned exhibition for textiles and footwear in USA.
4. Mr. Jonas Wand, M/s Foursource, Germany - made a presentation on the benefits of networking among the sellers and buyers through the digital platform.

### Session-III: Punjab - The Heartland of Investment and Business in Naya Pakistan

This session was organised by Punjab Board of Investment and Trade in collaboration with TDAP. Mr. Aslam Iqbal, Provincial Minister for Industries, Commerce and investment was the Chief Guest.

The following speakers participated in the session:

1. Mr. Shahid Hussain (Member PM's Business Advisory Council) - highlighted the role of textile sector in Pakistan's economic growth and development.
2. Mr. Feroze Agad (US based entrepreneur planning to Invest in Health Sector) - made a presentation on the importance, potential and future of health sector in Pakistan.
3. Mr. Charles Schneider, Senior Private Sector Specialist, IFC / World Bank - representing World Bank in the seminar, he appreciated the steps being taken in Pakistan to promote ease of doing business and urged the government to improve the role of government departments in facilitating the business activities.
4. Mr. Richard Morin, CEO, PSX. - talked about the historical evolution and role of Stock exchange in Pakistan.

Mian Aslam Iqbal, the Chief Guest, also delivered a speech and thanked TDAP for the collaboration and remarked upon the positive and business friendly attitude and policies of the government.



### Session-IV: Punjab Spatial Strategy

The session was organized by Urban Unit, in collaboration with TDAP. The session was moderated by Ms. Sara Ibtisar who invited the following speakers for their remarks:

Mr. Habib ur Rehman Gillani, Chairman Planning and Developing Board, Punjab, in the opening remarks, spoke on overall business, trade, investment, public sector, development, relevant policies of the present Punjab Government.

1. Dr. Salman Shah, Chairman, Task Force on Textile Policy highlighted the salient features and changing trends of global textile industry and their impact on Pakistan Textile Sector.

2. Mr. Khalid Sherdil, CEO, Urban Unit, introduced the leading contents of Punjab spatial strategy. He very briefly touched upon the following areas of the strategy: Agricultural Development, Industrial Development, Urban Development, Housing for All, Connectivity, Environment Management, Social Development, Tourism Development.
3. Dr. Shahid Najam, Vice Chairman SJB Institute of Public Policy discussed the special economic zones for future.

## Session-V: Textile Leadership Conversation

Institute of Cost and Management Accountants of Pakistan (ICMA Pakistan) and the Trade Development Authority of Pakistan jointly hosted 'Textile Leadership Conversation 2019' on the occasion of TEXPO 2019.

Advisor to Prime Minister on Commerce, Textile, Industry and Production, and Investment, Mr. Abdul Razzak Dawood graced the occasion as Chief Guest. While expressing his views, Mr. Razzak Dawood shared examples from his life and stated that 'The generation today should aim for long term sustainable success and should focus on entrepreneurship to make Pakistan a great country'. He encouraged the audience to be job creators and not just job seekers.

President, ICMA Pakistan, Mr. Zia ul Mustafa, thanked Mr. Dawood for his presence at Textile Leadership Conversation and talked about the pivotal role played by Management Accountants in the economic development of Pakistan through their contribution to the business community and regulatory regime.

The speakers at the event included:

1. Mr. Faisal Pasha from Sapphire Fibres Limited
2. Mr. Aqeel Saifi from Reliance Weaving Mills
3. Mr. Zahid Latif from Be Be Jan Textiles
4. Mr. Shahid Irshad from Sitara Group

Also present at the occasion were Mr Ather Saleem, Mr. Ghulam Abbas, Mr. Awais Yasin and Ms. Javaria Malik from ICMA Pakistan.



## Trade Envoys' Conference

TDAP organized a Trade Envoys Conference on April 14<sup>th</sup>, 2019 where the stakeholders from the trade and industry (textile & clothing, leather & carpet sector) and the government sector exchanged their opinions with a view to devise a mechanism for better and faster interaction among them in order to achieve the common objective of enhancing exports of the country.

Secretary Commerce commenced the conference by welcoming all the distinguished guests. He endorsed an open door policy, which he himself practices. He highlighted the importance of trade for Pakistan's growth and stressed the need for including the private sector feedback in the formulation of policy.

The conference was divided in three sessions;

### **Session 1 – Overview of the exports with focus upon Textile, Clothing, leather and carpet sector.**

Experts from the private sector shared their views on respective sectors i.e. Textile & Clothing (value added sector), leather and carpet exports.

### **Session II- Trade Officers' View**

Trade officers, in addition to providing the salient feature of the markets of their regions focused upon the timely collection, analysis and sharing of trade information with the exporters of the country enabling them to capitalize upon the trade opportunities with a few to achieve the common goal of increase of country's exports. The trade officers suggested various strategies and plans so that the exporters of the country can get information about the market trends and take necessary steps to utilize the same for export purposes.





### Session-III – Panel Discussion

The session was moderated by Mr. Tariq Ikram (Ex-Chairman- TDAP) and the participants included:

- I- Mr. Muhammed Bashir,  
Chairman Gul Ahmed
- II- Mr. Omer Hameed, Economic  
Minister, Brussels
- III- Syed Shujaat Ali, Chairman  
PLGMEA
- IV- Ms. Nasheeta, Commercial  
Counselor, Los Angeles, USA
- V- Mr. Akhtar Nazeer , Chairman  
PCMEA



Mr. Tariq Ikram Ex Chairman TDAP, as moderator of panel discussion, very eloquently covered the whole proceeding of previous sessions. He highlighted the issues, challenges and solution presented by different speakers in the earlier sessions.

The conference was concluded with closing remarks of Secretary Commerce, Mr Ahmed Nawaz Sukhera in which he thanked all the private sector, foreign delegates and Team TDAP for presenting the good show of TEXPO 2019 and assured that Ministry of Commerce would act as a spokesperson of the private sector and business community in the government.

# Lahore City Tour

On the 13<sup>th</sup> of April 2019, Trade Development Authority of Pakistan organised a sightseeing tour of the city of Lahore for the visiting delegates in collaboration with the Lahore Walled City Authority.

The delegates thoroughly enjoyed the historic sites in the city of Lahore, heir to the glory and splendour of the great Mughals.



# Testimonials

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“This is an excellent step which definitely benefits the suppliers and will increase export of Pakistan which improve the economic condition of Pakistan we should organize more events like this.”

**Pensy Garments (Exhibitor)**

“TeXpo, should be held every year.”

**Pakistan Textile Testing Foundation (Exhibitor)**

“It was a pleasant experience and I congratulate MOC and TDAP and organizers for its success.”

**PAKSEA (Exhibitor)**

“Very well done TDAP and Pegasus great show keep it up this should be done on annual basis & in Lahore only. The desired result will come in 3-4 years’ time if continued every year. Visiting customers list must be provided to the Exhibitors.”

**Ayesha Knitwear (Exhibitor)**

“We appreciate TDAP for the organising an excellent exhibition and hope that more such opportunities will be provided to the industry in the future.”

**Ijaz Apparel Pvt. Ltd. (Exhibitor)**

“We are really happy with this exhibition-hope these will be done in future with more foreign buyers.”

**Pak Bradford Sports (Exhibitor)**

“Wonderful exhibition, I’m excited to be here. The prices here are so much cheaper than other countries we are buying from. I certainly looking forward to coming back in the next Texpo.”

**Nina**

**Hotel Industry, Vietnam**

“This is my 1<sup>st</sup> Visit to Pakistan. I had a different perception of Pakistan before visiting, yet on arrival not only am I amazed by the city of Lahore but also the security situation in the country, and I feel there is lot of potential in leather sector of Pakistan. The organizers have put in a lot of effort and we have received so much support from the organizers and the Pakistani Government.”

**Anis**

**Leather Industry, Sri Lanka**

“We had no idea of what we were going to find on reaching Pakistan however we are really surprised by the quality of every things and the number of suppliers.”

**Badar Damasa**  
**Morocco**

“Very high quality products are displayed at Texpo and good service by the organizers, I like the fabric available and the range of supplier is very large in textile and garments.”

**Sondris**  
**Muftex, France**

“I’m happy to see that Pakistan has adopted new technology especially is digital printing. TeXpo 2019 is a good improvement from TeXpo 2016 which I attended in Karachi. Much better organized and publically well-known. My suggestion is to increase the number of commodities in Texpo, 2020, e.g. furniture etc.”

**Muthsib**  
**Jordan**

“Very good range of products. 2<sup>nd</sup> Pakistan TeXpo showcases the health of Pakistani Industry.”  
**H.E. Mr. Stefano Pontecorvo, Italian Ambassador to Pakistan**

“This time the layout was beautiful and the quality of exhibitors was very good. The coordination with and between the team members of TDAP TEXPO team was also excellent.”  
**Amer Sultan Tareen, Commercial Counsellor Chicago**

“I must congratulate TDAP for putting up such a marvelous show. All the officers involved deserve a special applaud. My delegates were extremely happy and the feedback they have given is more than just encouraging.”  
**Mr. Shoaib Zafar Commercial Counselor London, UK**

“Congratulations to the whole TeXpo team for holding such a well-organized and impressive trade show.”  
**Dr. Amir Husain, Commercial Attache, Riyadh, Saudi Arabia**

“Please accept my huge congratulations on organising TEXPO 2019 in a world class manner. Exhibition truly reflected textile potential of Pakistan. Quality of display was also excellent.”  
**Mr. Muhammad Daud Pirzado Commercial Counsellor Prague, Czech Republic**



# Recommendations

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## 1. Policy Decisions

- i. Hospitality Policy may be devised comprehensively and in consultation with the Missions and TDAP by the Ministry of Commerce prior to the International Marketing effort.
- ii. The TDAP may decide early whether to grant free space to all trade bodies or not. There must be a clear policy which may remain same from the beginning of the event.
- iii. It is recommended that decisions regarding agreement/s may be finalised in a timely manner to build better relationship with collaborators and support organizations and to avoid last-minute coordination issues.
- iv. It is recommended that airfare re-imburement of trade officers may be done on the basis of actual expenditure.

## 2. Formulation of SOPs

- i. Clear SOPs for all major components of TeXpo/Expo may be developed for future events to avoid unnecessary wastage of time and energy of officers.

## 3. Coordination and Information Sharing

- i. International Marketing cell forms the fountainhead from which delegate data flows to other teams, specifically, the teams pertaining to B2B, Airport, Hotel, Security, Transport, Inaugural Ceremony, Airfare Disbursement etc. A clear description of the scope of work of each team may be defined so that all teams are well-aware vis-a-vis their individual responsibilities pertaining to the Foreign Delegates, so that the demarcation of responsibility is clearly implemented among the teams.
- ii. Coordination with other agencies for logistics and security arrangements should be initiated at senior levels and all decisions made during meetings should be taken up in the form of written approvals from concerned agencies to avoid last minute confusions/alterations.
- iii. Member of transport team should be stationed at the pickup point at the venue in-order to address queries of delegates intending to depart from the venue.
- iv. Reception team may be headed by the most informed Officer at-least at the level of Deputy Director because it's a front face of the whole event.
- v. Traditionally, TDAP invests in organizing a fashion show to showcase high-end Pret and fashion garments to international buyers. It is recommended that trade officers may be bound to ensure the presence of their delegates so that TDAP's objective of investing and undertaking such an extensive activity may be justified.

## 4. Role of Commercial Counsellors

- i. It was felt that the delegates were disconnected as they did not have mobile numbers to be conveyed any information to. This responsibility should have been given to the respective Commercial Counsellors before their arrivals.
- ii. Role and responsibility of Commercial Counsellors may be fixed during B2B meetings and they should be responsible for their delegates to follow B2B

schedules made by TDAP teams. A better coordination can make these meeting fruitful.

5. PR and Media Outreach

- i. It is recommended that TDAP may employ a reputable PR agency to highlight such initiatives by the organization for better local and international media coverage.

6. Venue

- i. Capsule lift facility and ramp for special needs visitors at the Venue wasn't available causing major discomfort to physically disabled delegates. The Expo Centre Lahore may be requested to make such arrangements for future events.
- ii. Based on increased demand and usage, it is recommended that increased internet bandwidth should be available to allow access to all exhibitors and delegates.
- iii. At least two gates may be allocated to entry of exhibitors and visitors and Gate 1 of Expo Centre Lahore should be avoided for entry of exhibitors in the future due to accessibility and traffic load on the service route leading from Nishat Hotel.
- iv. Additional hiring of janitorial staff must be ensured for up keep and maintenance of lavatories.

7. Data Collection

- i. Collecting data for the exhibitor directory and follow ups should be the responsibility of the event manager.
- ii. It is also proposed that a buyers feedback form maybe be circulated to assess and improve on areas related to venue and exhibits - Commercial Counsellors may be made responsible for getting feedback from buyers.

8. B2B Meetings

- i. Instead of assigning responsibilities product-wise to the B2B Officers it is proposed that responsibilities may be assigned country-wise in order to have better coordination with buyers.
- ii. TDAP may finalise the list of delegates at least a month prior to the event so that scheduling of B2B meetings can be done in an efficient manner.

9. Others

- i. Prior to the event a workshop on how to successfully participate in exhibition is recommended to be conducted by all TDAP offices for all participants.
- ii. Training of staff on handling matters related to reception duty, interacting with exhibitors, handling phone calls, data entry on excel and other technology uses is highly necessary to put in place an efficient and effective response system and reduce complaints.
- iii. Venue Management GROs must be hired at least two days prior to the event, in order to understand their nature of the work and responsibility.
- iv. Based on the area of the halls and aligned tasks at reception/help-desks, entry and exit points, ticket sale counters etc., the number of GROs assigned should be reflected in deployment plan to avoid overlapping and shortage in human resource.
- v. Ticket sales should be discontinued as there is no substantial impact in monetary terms or control of visitors.

# Picture Gallery

