



POST-SHOW REPORT



TDAP's 1st International Virtual Textile Exhibition

February 1-5, 2021

www.virtualtexpo.tdap.gov.pk

Organized by



Managed by



TABLE OF CONTENTS:

Title	Page No.
A. Executive Summary	01
B. Timelines	02
C. Pre-Event Drive	
○ Marketing Collateral	02 - 07
○ Sponsorship Drive	08
○ Exhibitors Drive	08
○ List of Exhibitors	09
○ Orientation Sessions	10
○ Soft Launch	11
○ Digital Media Promotion	11
D. Event Execution	
1. Activities & Schedule	12
• Exhibition	12
• Webinars	13
• Trend Gallery	14
2. Technical Support	15
3. Cyber Attack Triumphed	15
4. Event Glimpses	16 - 18
E. Post-Event Analytics	19 - 25
F. Conclusion & Recommendations	26

A. EXECUTIVE SUMMARY

TDAP's 1st International Virtual Textile Exhibition - Virtual TEXPO was the first ever such initiative on the Government level to arrange a virtual exhibition for the most significant sector of country's exports to facilitate exporters and manufacturers to reach traditional and potential export markets for Pakistani textile products.

The concept of Virtual TEXPO was initiated by the Advisor to the Prime Minister, Mr. Razzak Dawood and Secretary at Ministry of Commerce Mr. M. Sualeh Faruqi, which was successfully executed by TDAP leadership. To convert this concept in to reality, the event managers Pegasus Consultancy created a virtual exhibition platform which replicated the purpose and functionality of a real trade show into a virtual experience. Held from 1st February to 5th, Virtual TEXPO was live round-the-clock to exhibit textile-based products on exclusively created virtual platform 'Pegasus Virtual World'.

Previously, TEXPO events were held physically in 2016 and 2019. Due to the pandemic and the resultant limitations on physical events, TDAP took the mammoth step of digitizing this prestigious and largest display for textile products for the international community. Despite all the challenges of being the first ever virtual event of such a magnitude, Virtual TEXPO 2021 proved to be a big success. Highlights and achievements of the event are summarised in the following paragraphs.

B. EVENT TIMELINES

1. Pre Event Drive	Nov '20 – Jan '21
• Discussions on VE concept and functionality	Nov 10
• 1 st Presentation of Booth and Lobby Designs	Nov 19
• Finalization of Booth Designs and Colour scheme by TDAP	Nov 25
• 1 st Demo Presentation	Dec 02
• Website live	Dec 16
• 2 nd Demo Presentation	Dec 29
• Brochure and E-promo finalized	Dec 31
• 3 rd Demo Presentation (Live)	Jan 18
• Orientation Sessions with TIOs	Jan 6, 7 & 12
• Orientation Sessions with Sponsors	Jan 14
• Orientation Sessions with Exhibitors	Jan 15
• Platform goes live for Exhibitors to setup booths	Jan 23
• Final Platform Presentation to TDAP	Jan 28
• TEXPO Soft Launch organized by TDAP for media hype	Jan 29
• Finalization of Booths setup and Sponsors Branding	Jan 31
• PR Activity	Jan-Feb
2. Event Execution	Feb 1-5, 2021
3. Post-Event Activities	Feb-March

C. Pre-Event Drive

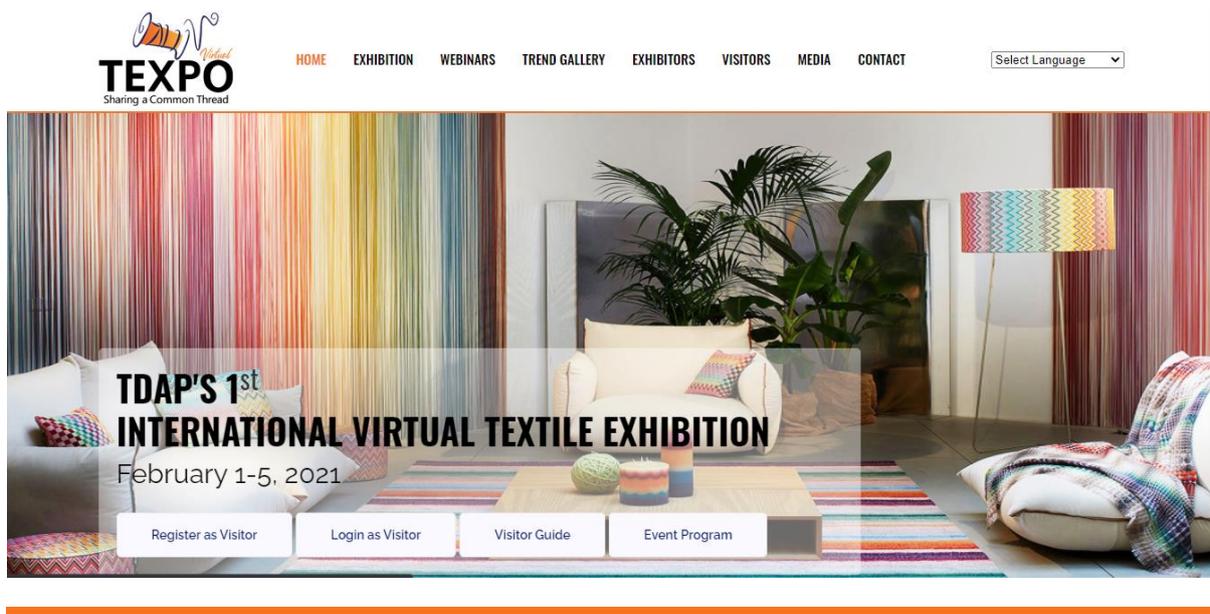
1. Marketing Collateral

The following material was developed for event marketing and engagement of stake holders. As per the requirement of virtual event, focus was given to create digital content and online distribution:

- a) Website
- b) E-Promos
- c) Brochure
- d) E-Flyer
- e) Visitor Guide
- f) Exhibitor Guide

a) Website

Pegasus designed and managed TEXPO website with separate sections for exhibition, webinars, trend gallery, exhibitors and visitors. The website had the option of online registration for exhibitors and visitors.



Products in Focus



HOME TEXTILE



READYMADE GARMENTS / APPARELS



HIGH END FASHION GARMENTS

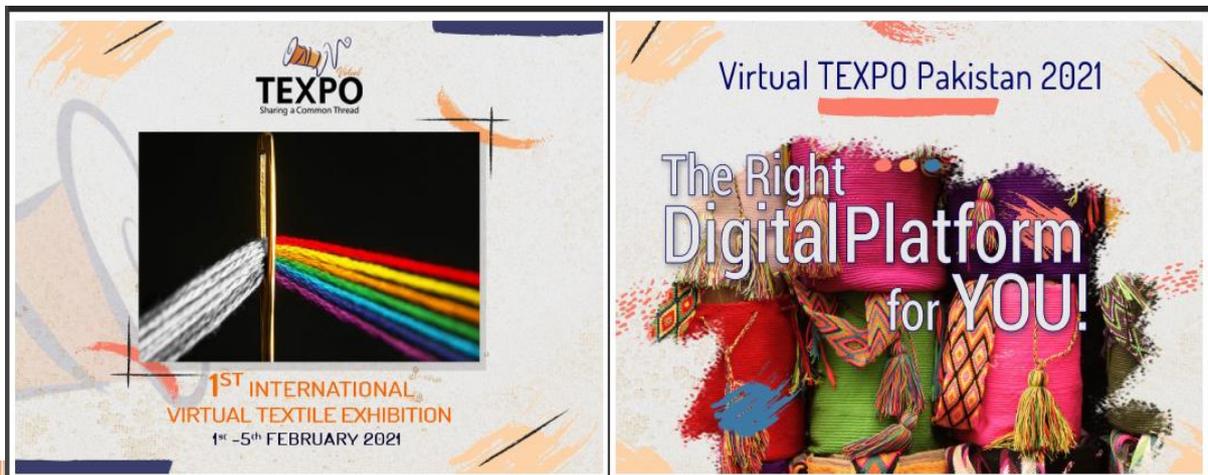
b) E-Promos

E-promos were designed and circulated to an international database of over 10,000 contacts by Pegasus consisting of multiple sectors. The e-promos contained event information with regular updates.



c) Brochure

As per the requirement of TDAP, a detailed brochure was also designed by Pegasus which was circulated by TDAP to the TIOs and other target segments.



d) E-Flyer

A simple and attractive event flyer was also developed for circulation by TDAP. Event website and registration forms were hyperlinked to facilitate call to action by the recipients.

TEXPO
Solving a Common Threat

TDAP's 1st International Virtual Textile Exhibition

01 - 05
February 2021

TDAP's 1st International Virtual Textile Exhibition, scheduled to be held from 1st - 5th February 2021; operational 24 hours offering convenience for the Buyers and visitors to attend/visit as per their respective time zones.

Products in Focus

- HOME TEXTILE
- READYMADE GARMENTS / APPARELS
- HIGH END FASHION GARMENTS
- FABRIC
- PERSONAL PROTECTIVE EQUIPMENT

Platform Features

- DIGITAL RECEPTION AREA / HELP DESK
- DIRECT ACCESS TO EXHIBITORS / SUPPLIERS
- B2B NETWORKING
- INFORMATIVE WEBINAR
- TREND GALLERY / VIRTUAL FASHION SHOWS

REGISTER NOW

FOLLOW US ON

ORGANIZED BY: Government of Punjab, Ministry of Textiles and Apparel

MANAGED BY: Pegasus

GET IN TOUCH: Website: www.virtualtexpo.tdap.gov.pk, Email: virtualtexpo@tdap.gov.pk, Tel: +92 21 99207212, +99200809

© TEXPO International Virtual Textile Exhibition.

e) Visitors Guide

In order to give a feel of the platform and to facilitate visitors, a comprehensive document was developed by Pegasus describing step-by-step guide and actions to be taken. The visitor guide was developed in PDF which was circulated by TDAP to TIOs for necessary translations and distribution in respective countries.



TDAP's 1st International Virtual Textile Exhibition

February 1-5, 2021 | virtualtexpo.tdap.gov.pk

Step-4 – Arrive in Lobby

From the Main Lobby, Visitor is provided control to navigate as per his choice for the following activities:

1. Exhibition
2. Webinar
3. Trend Gallery

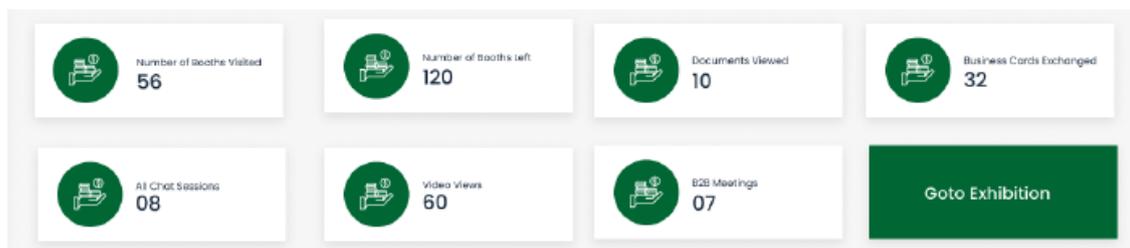
Information Desk will provide information about Exhibitor List, Webinar Schedule and details of other activities



TDAP's 1st International Virtual Textile Exhibition

February 1-5, 2021 | virtualtexpo.tdap.gov.pk

Visitor's Dashboard



f) Exhibitors Guide

A step-by-step guide was also developed for exhibitors describing all the actions and guidelines for registration, setting up their booths, dashboard management and other functionalities of the platform.



TDAP's 1st International Virtual Textile Exhibition

February 1-5, 2021 | virtualexpo.tdap.gov.pk

1. Select your Booth Location

Exhibitors to select booth as per their preference from the available booths

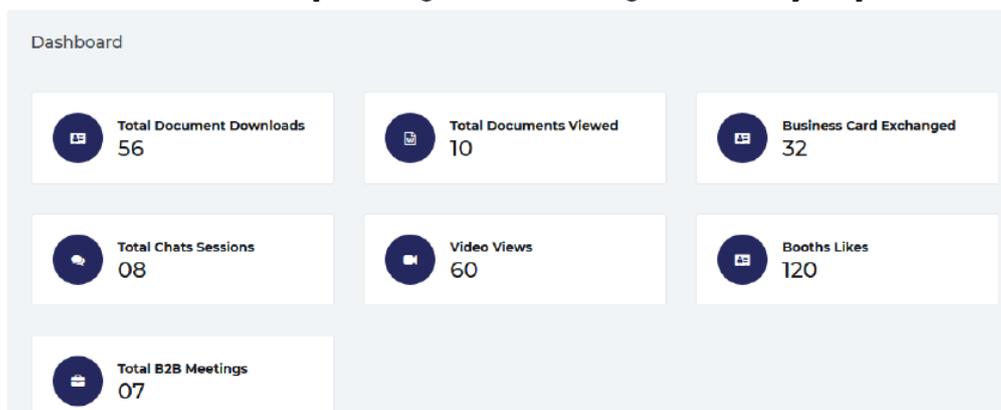
Sponsors to select as per their Category



TDAP's 1st International Virtual Textile Exhibition

February 1-5, 2021 | virtualexpo.tdap.gov.pk

Exhibitor's Dashboard providing Real-time insight of activity on your Booth



2. Sponsorship Drive

Pegasus developed sponsorship packages for various categories which were offered to leading brands and exporters by TDAP. Joint sessions were conducted by TDAP and Pegasus to present the Virtual TEXPO concept and offered packages to potential sponsors while addressing their queries regarding technical aspects and execution of the project. We ensured that the rights committed to sponsors are executed successfully on the TEXPO website, presence on virtual platform and e-promos.

The sponsorship drive was successful which attracted participation of the leading brands and exporters in Virtual TEXPO including:



3. Exhibitors Drive

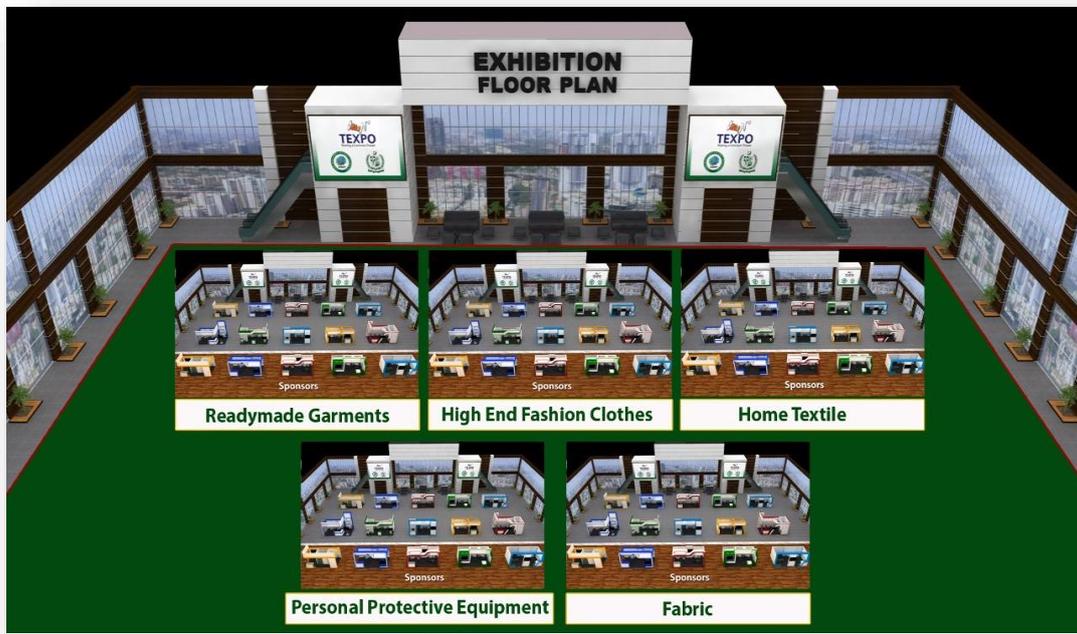
Exhibitor registration drive was carried out by TDAP. Pegasus developed promotional and information material including presentations, branding and technical guides with necessary assistance to TDAP.

After careful evaluation, TDAP finalized 50 exhibitors for Virtual TEXPO from the five product categories. Five exhibition halls were created on the virtual platform for each product category. Subsequently, two halls were used for Home Textile and PPE/Fabrics were merged in one hall

Orientation sessions and technical coordination was done by Pegasus throughout the registration, booth setup and for any requirement as communicated by exhibitors on regular basis till the conclusion of the event

4. List of Exhibitors:

1. Adamjee Textile Mills
2. Adeel Cloth
3. Afroze Textiles
4. AJ Associates
5. Alfaaz Enterprises
6. Al Ghani International
7. Al Karam Textiles
8. Al Karam Towels
9. Anam Weaving Mills
10. Anwar Khawaja Composites
11. Creative Apparels
12. Eastern Garments
13. Garment Resource
14. Gia Export Marketing
15. Global Apparels
16. Gul Ahmed
17. Hadeed ul Ashar
18. KA Enterprises
19. Kay & Ams
20. KN Terry Tex
21. Kohinoor Mills
22. Latif International
23. Lolita
24. Mr Fabrics
25. Multinational Export Bureau
26. Nizam Sons
27. Noor Fatima Fabrics
28. Orient Textile Mills
29. Patel Exports 01
30. Patel Exports 02
31. Reliance Weaving
32. Saya Weaving Mills
33. Serena Textile Industries
34. Shahab Textiles
35. Shazia Kiyani
36. Silver Textile Factory
37. Sourcing Solutions
38. Stuff International
39. Sunny Textiles
40. Supria Shah Couture
41. Tayyab Bombal
42. TexPak
43. The Chancellors Overseas
44. Titi Testing Lab
45. Tooba Textile Corporation
46. Turtle Apparels
47. WE Apparels
48. Younus Textile Mills
49. ZIS Textiles
50. Zubia Zainab

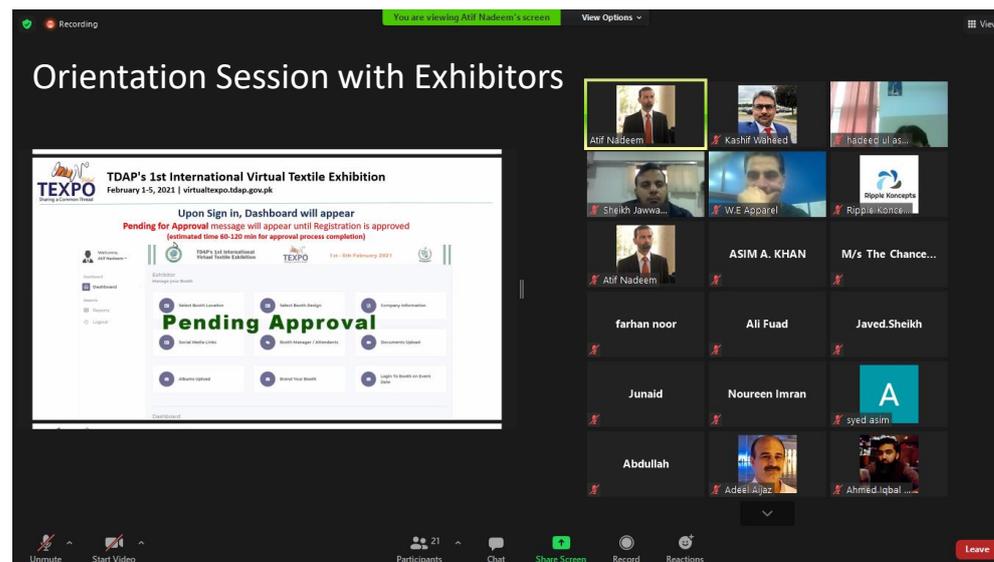


5. Orientation Sessions:

Pegasus Technical Team conducted Orientation Sessions for the following audiences and participants:

- i. Trade & Investment Officers (TIOs)
 - Jan 6 for Europe
 - Jan 7 for Asia & Africa
 - Jan 12 for Americas & Far East/Oceania
 - Jan 14 for South America
- ii. Sponsors
 - Jan 14 at Gul Ahmed
 - Jan 15
- iii. Exhibitors
 - Jan 15, 2021

In addition to above sessions, several individual sessions were also conducted by Pegasus for those required further assistance for the virtual platform



6. Soft Launch

To promote first virtual event locally and to get the most out of it, soft launch of the event was organized by Trade Development Authority of Pakistan.

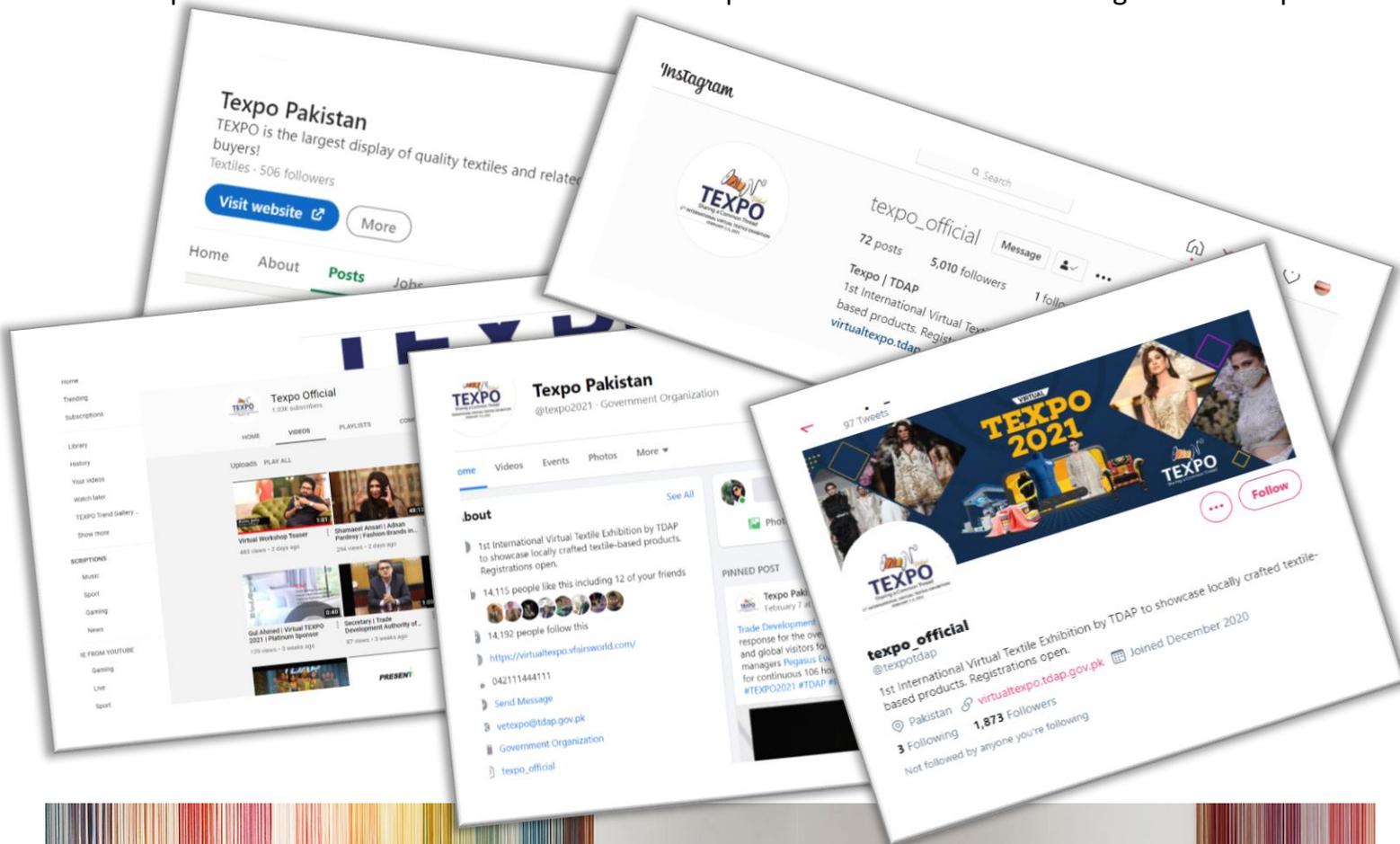
Event was streamed live on all the social media platforms across the globe with all the trade missions onboard. Event was held at Café Aylanto on 29th January 2021 and was well attended by leading exporters, fashion houses and print and electronic media people. Mr. Abdul Razaq Dawood Advisor to the Prime Minister on Commerce and Investment was the guest of honor, Mr. Sauleh Ahmed Faruqi Secretary Commerce graced the occasion with other senior officers and socialites.

7. Digital Media Promotion

A comprehensive digital media promotion plan was developed by the PR agency and the same was implemented as per the approval of TDAP. The following social media channels were used:

- Facebook
- LinkedIn
- Twitter
- Instagram
- YouTube

Posts with pre-written text and images were created and posted. Twitter seeding and tweets were implemented. Twitter Trending was carried out. Digital placements on third party platforms executed and announcement of sponsors and exhibitors with regular event updates.



D. EVENT EXECUTION

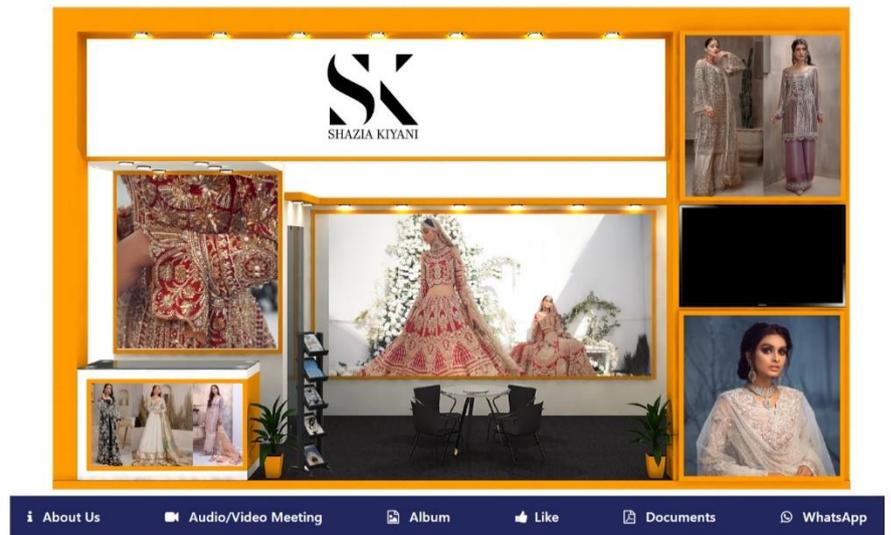
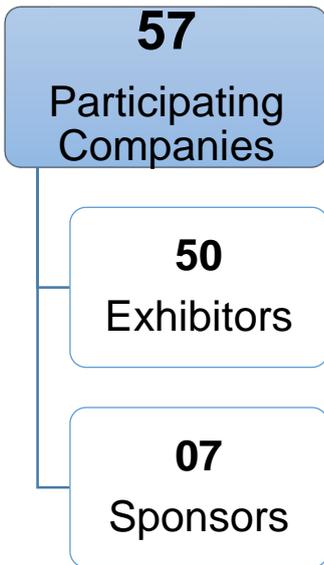
1. Event Activities & Schedule:

- **Exhibition - Feb 1-5, 2021**

- Exhibition Opens for Visitors: Feb 1, 0800 Hrs (PST)
- Product Display and B2B networking between Visitors Exhibitors from Feb 1-5 on round-the-clock basis



and



- **Webinars**

Feb 1, 2021

- Opportunities of Textile Trade and New Trends & Fashion in UK: 1500 PST / 1000 BST

Feb 2, 2021

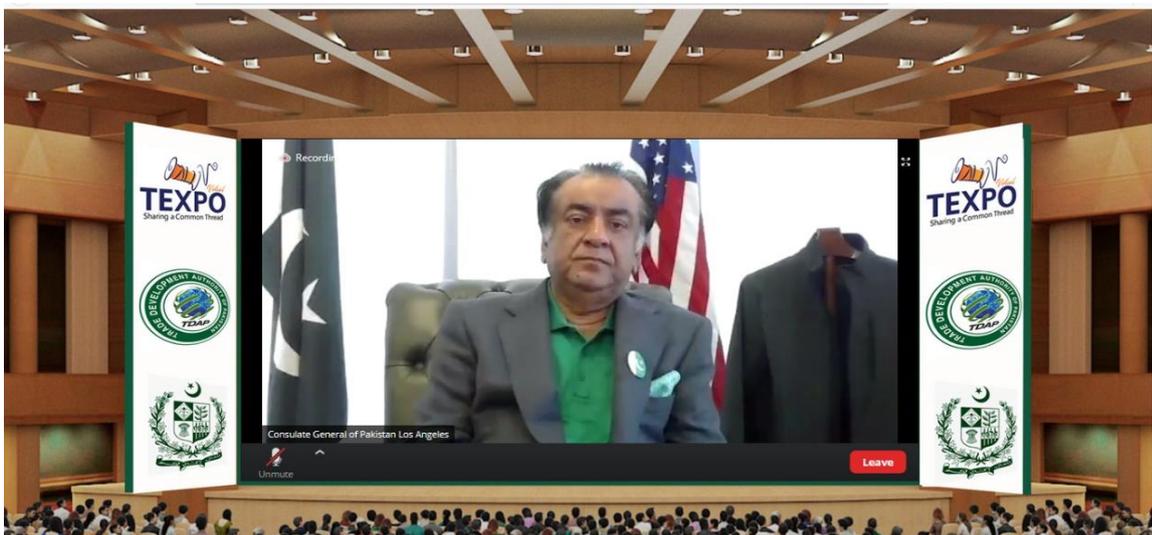
- Newly Planned Supply Chain Law of the Federal Republic of Germany: 1400 PST / 1000 CET

Feb 3, 2021

- Occupational Safety & Health Supplies: 1330 PST / 0930 CET
- Potential of Pakistani Textile & Apparel Export to the USA and Navigating USA Market during Covid-19: 2100 PST / 0800 USA

Feb 4, 2021

- Pakistan-China Textile Sector Cooperation: 1400 PST / 1100 CHN



ORGANIZED BY

TEXPO
Sharing a Common Thread

Pakistan - China Textile Sector Cooperation
Date: 4th Feb 2021 | Time: 1400 hrs CHN | 1100 hrs PST

 Mr. Qazi Khuram Chairman of the Board of Directors Pakistan Textile Exporters Association Lahore, Pakistan	 Ms. Meera Zaid Vice President, Textile & Apparel USA/China Trade	 Mr. Tariq Iqbal Executive Director, China General Investment Office Ministry of Commerce	 Mr. Aftab Shah CEO, Global Apparel Inc.
 Ms. Dalia Zahid CEO, Global Apparel	 Mr. Usman Ahmad Managing Director, Textile Exporters Association (PDA) Ltd	 Mr. Iqbal Iqbal Vice President, China Textile General Investment Office	 Mr. Idris Gulistan Secretary General of Pakistan Textile Exporters Association
 Mr. Iqbal Iqbal Vice President, China Textile General Investment Office	 Mr. Qazi Khuram Chairman of the Board of Directors Pakistan Textile Exporters Association Lahore, Pakistan	 Mr. Wang Yufeng Managing Director of China Textile General Investment Office	 Mr. Iqbal Iqbal Vice President, China Textile General Investment Office

ORGANIZED BY

TEXPO
Sharing a Common Thread

Consulate General of Pakistan, Los Angeles & TDAP Present Webinar
Potential of Pakistan Textile and Apparel Exports to the USA & Navigating USA Market during Covid-19
Date: 3rd Feb 2021 | US Pacific Time: 8:00 AM | Pakistan Time: 9:00 PM

 Abdul Jabbar Memon Consul General of Pakistan Los Angeles	 Robert Krieger President, Krieger Worldwide Oregon	 Sikandar Rasheed President, Pacific Textiles & Sourcing, Los Angeles
 Colleen Winter Founder of Lulus Los Angeles	 Sara Mayberg Owner/CFO WUKOgals, Los Angeles	 Atif Aziz Trade & Investment Counselor, Los Angeles & Moderator

Register on portal to attend the webinar
www.virtualtexpo.tdap.gov.pk/webinars.html

DIGITALISED BY
Virtual World

- **Trend Gallery**

Feb 1, 2021

Jashan: Celebrating the skills of the Pakistani artisan
Maestro: Rizwan Beyg



Feb 2, 2021

Block printing and Screen Printing
Maestros: Wardha Saleem and Farida Qureshi

Feb 3, 2021

Revolutionizing the lawn in Pakistan
Maestro: Asim Jofa

Feb 4, 2021

Fashion brands in the world of export
Maestros : Shamaeel Ansari and Adnan Pardesy



2nd February, 2021

Block printing and Screen Printing

Pakistan's vibrancy of hues and vivid prints are renowned in the world over. Powerhouse fashion brand owners, Farida Qureshi and Wardah Saleem, will share the virtual stage of TEXPO in an exclusive workshop on Block and Screen Printing in Pakistan.

[Register Now](#)



4th February, 2021

Fashion brands in the world of export

Shaping the silhouette of the fashion industry on the world stage are designer houses Shumayl Ansari and Adnan Pardesi. In an exclusive virtual workshop for TEXPO, the two business leaders of the fashion industry talk about The World of Fashion Exports and the mammoth role Trade Development Authority of Pakistan plays in it.



2. Round-the-Clock Tech Support

Since the Virtual TEXPO was functional 24/7 from February 2021 the biggest challenge was to provide round-the-clock technical support to TDAP, TIOs, Sponsors and Exhibitors

Pegasus successfully planned and managed an uninterrupted technical support for continuous 106 hours of virtual exhibition. Specific Tech Support Groups were created for TIOs, Sponsors and Exhibitors

Queries from TIOs mainly concerned to visitor's login problems which were handled effectively while tracking each and every visitor highlighted by respective TIOs. The problems were mainly faced due to invalid login credentials whereas some visitors were observed to login but not visiting any booth, thus such visitors were not appearing as Visitor in the dashboard without engaging in any activity on the platform



3. Cyber Attack Triumphed

Being Pakistan's first Virtual Exhibition on such a level, major security threats were expected to sabotage this initiative of the Government of Pakistan.

Pegasus Technical Team took measures beyond the given scope to encounter any such situation with a multi-layer cyber security plan with the ultimate objective not to allow platform hacking under any circumstances.

Virtual TEXPO got a **lethal cyber-attack** within hours after opening on February 1 which was successfully encountered by the Technical Team of Pegasus

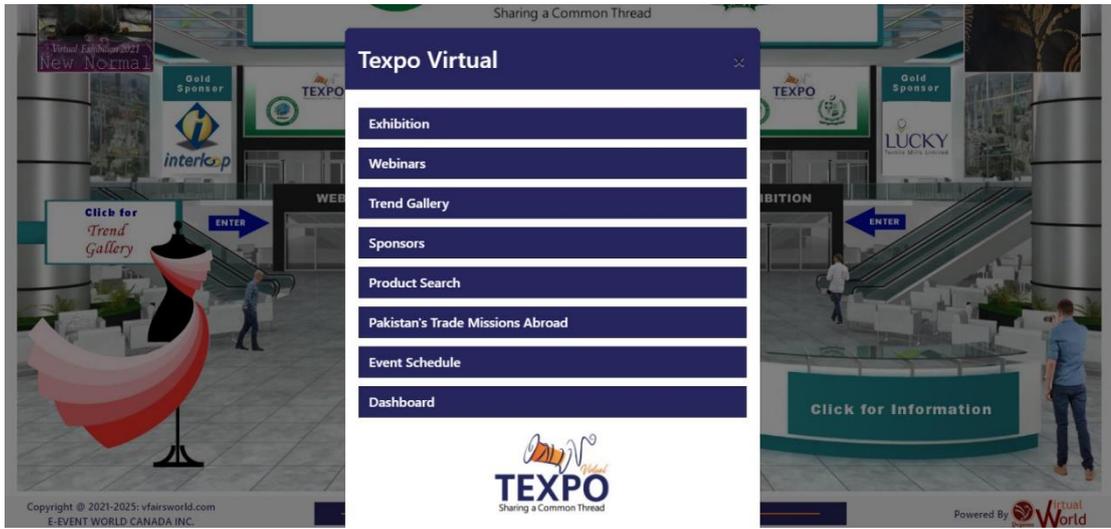
Despite moving the entire system on hosting server from US to Netherlands, Pegasus is proud to state that the platform was never down. Certain third-party services like instant messenger were blocked for a little duration for security aspects. The exhibitors and visitors did not feel any major breakdown even during these critical couple of hours on Day-1.

Special attention and security measures were ensured for Feb 5 due to its importance.



4. Event Glimpses





EVENT DASHBOARD

Welcome Organizer

TEXPO / Organizer



Exhibitors
57



Total Webinars
5



Webinar Clicks
731



Invite Reports
1479



Card Exchanged
37671



B2B Meetings
1242



10 Most Visited Exhibitors

Visitors

Registered
4736

Visited
1588

Registered	100%
Visited	34%
Unique	23%

Product Halls

Sponsors	7 Sponsors
High End Fashion Garments	10 Exhibitors
Readymade Garments / Apparels	10 Exhibitors
Home Textiles Hall-01	10 Exhibitors
Home Textiles Hall-02	10 Exhibitors
Personal Protective Equipment (PPE) / Fabric	10 Exhibitors

Summary of Event:

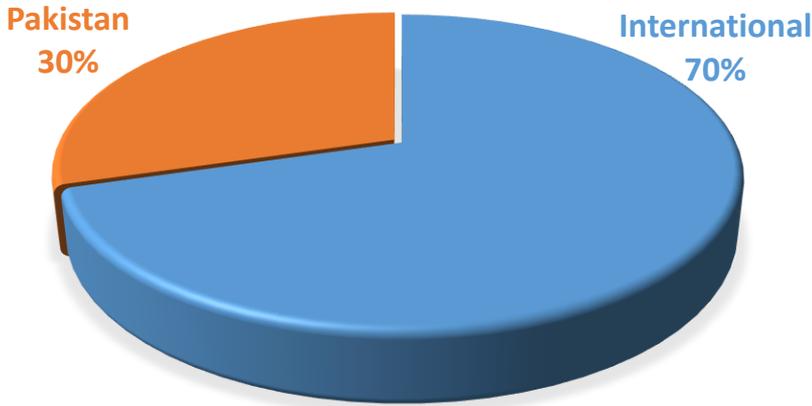


1. VISITORS

Total 4,736 visitors registered on the platform out of which 30% were local and 70% International. Out of 4,7536 visitors who registered on the platform 1588 visitors visited the virtual TEXPO from which 40% were international visitors and 60% were local visitors.



VISITOR REGISTRATIONS: 4,736



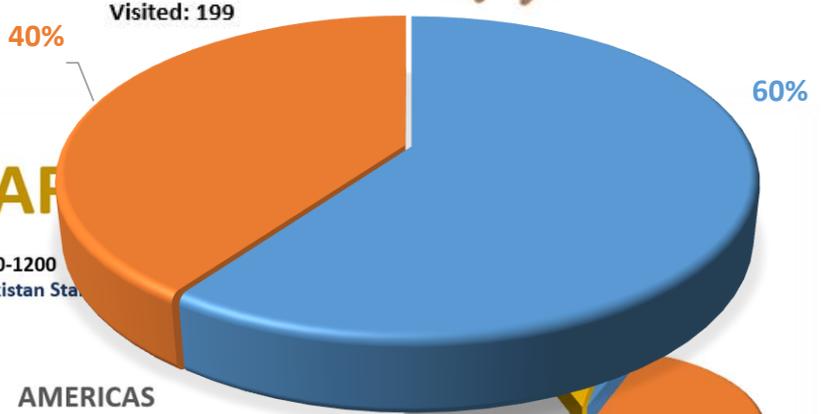
Amer Visited

Asia Visited: 969



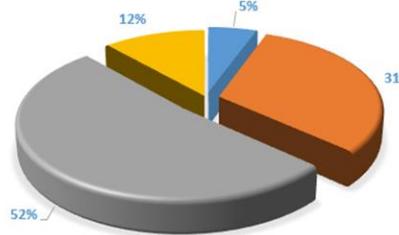
TEXPO VISITORS: 1,588

International Pakistan

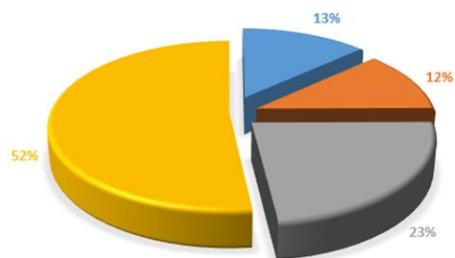


REGIONAL TRAFFIC

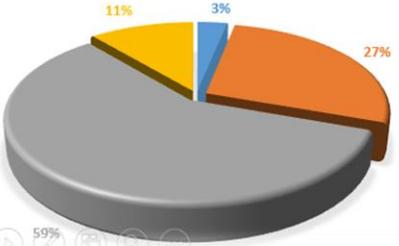
AFRICA (199) VISITORS



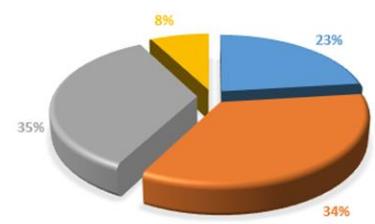
AMERICAS (197) VISITORS



EUROPE (190) VISITORS

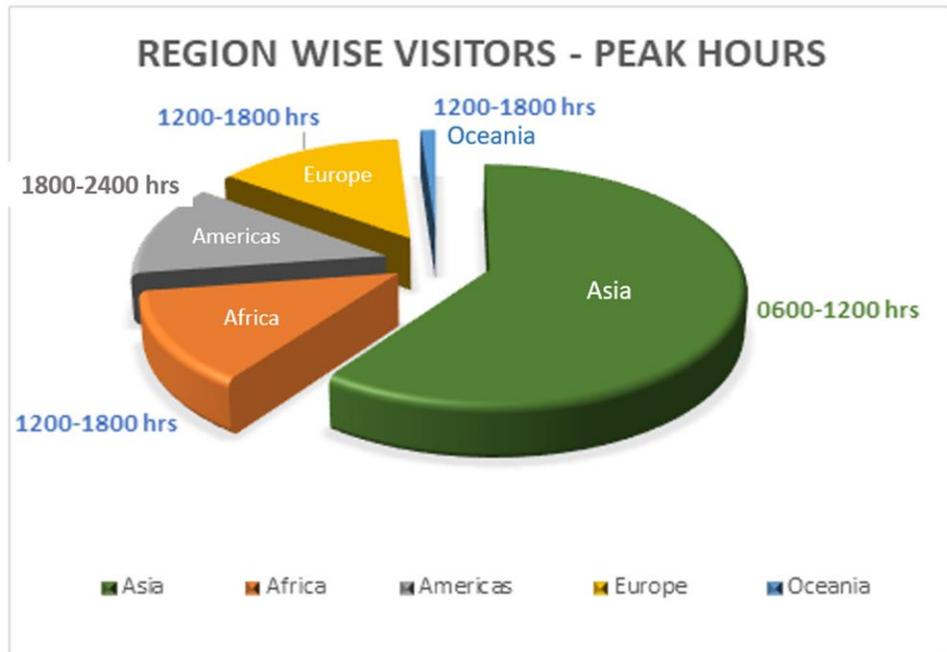


OCEANIA (26) VISITORS



Asia's peak visiting hours were from 6 am to 12 pm and most B2B clicks were also from Asia that are 151 B2B clicks.

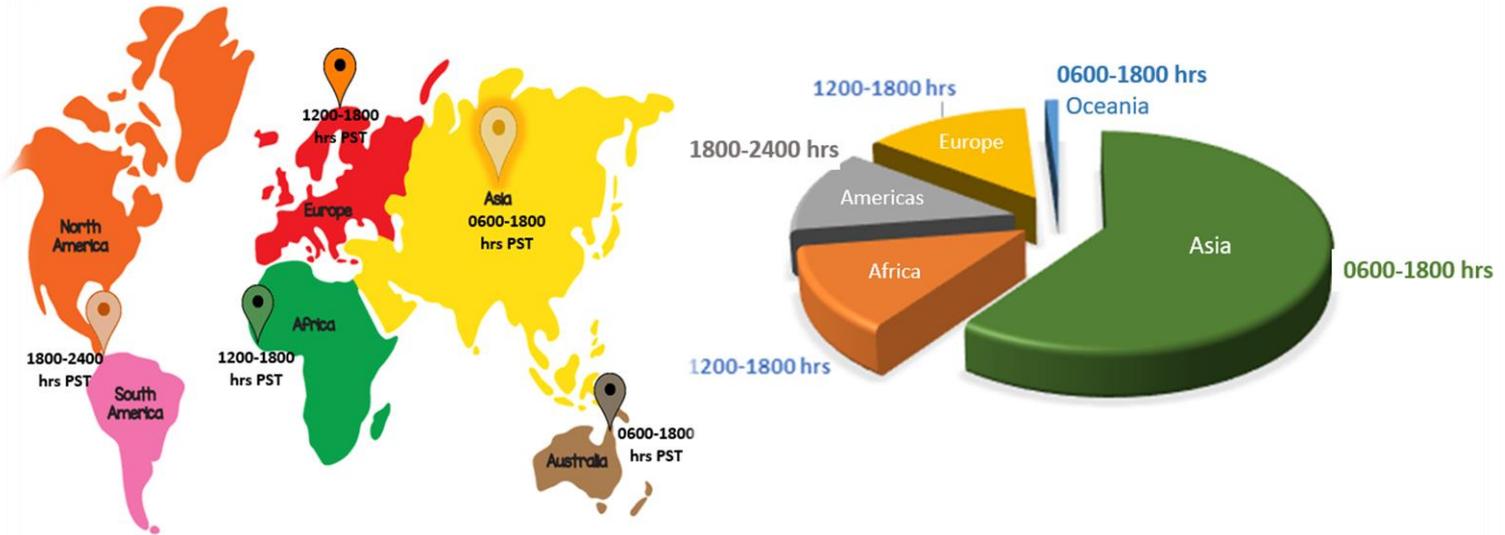
PEAK VISITING HOURS



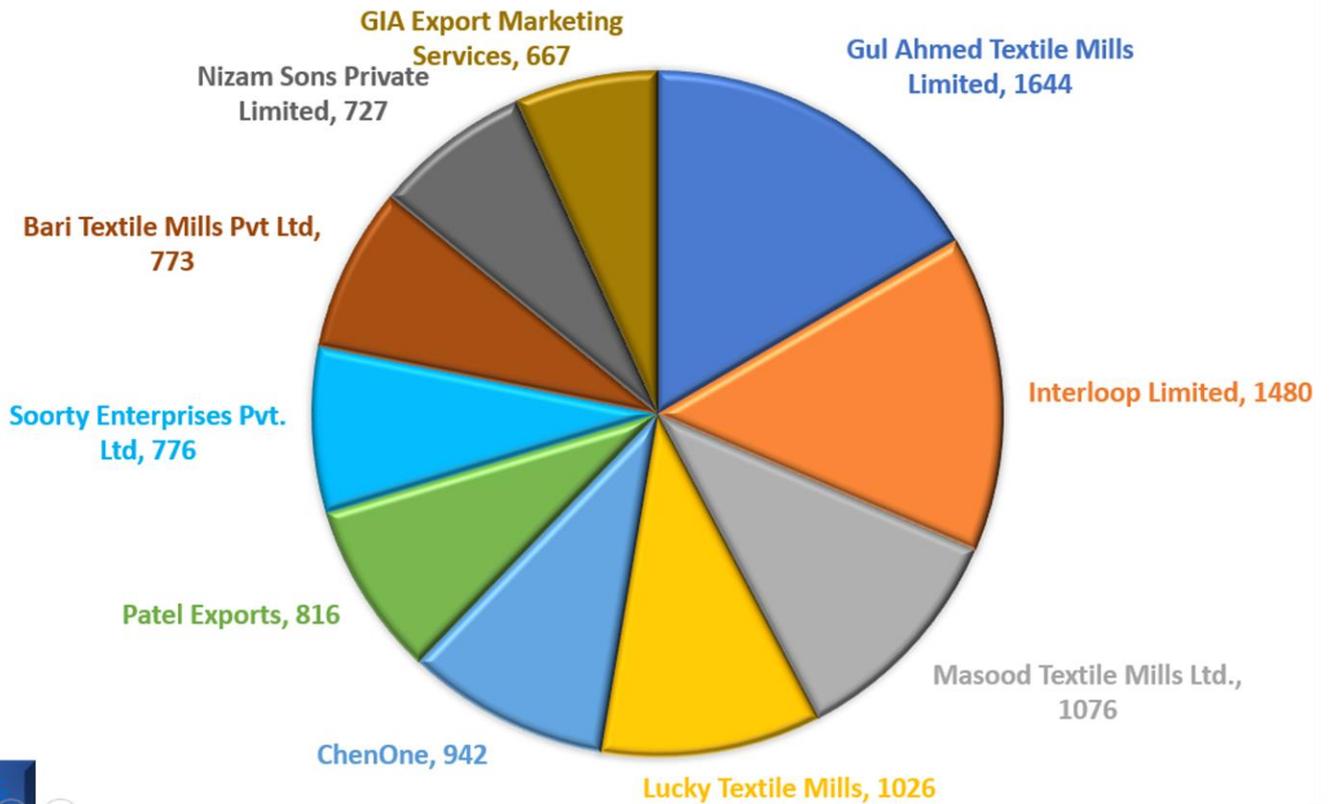
B2B CLICKS REGIONS



B2B CLICKS PEAK HOURS



TOP 10 MOST VISITED BOOTHS



VISITORS FEEDBACK

89% Achieved B2B Exhibition Purpose

87% Exchanged Business Cards

95% Good Quality of Exhibitors

50% had B2B Meetings

About Exhibition

95% Found Promotional Material Helpful

68% Found New Suppliers

42% Very Much Satisfied with The Event

Based on feedback forms received

VISITORS FEEDBACK

About Platform

89% said User Friendly

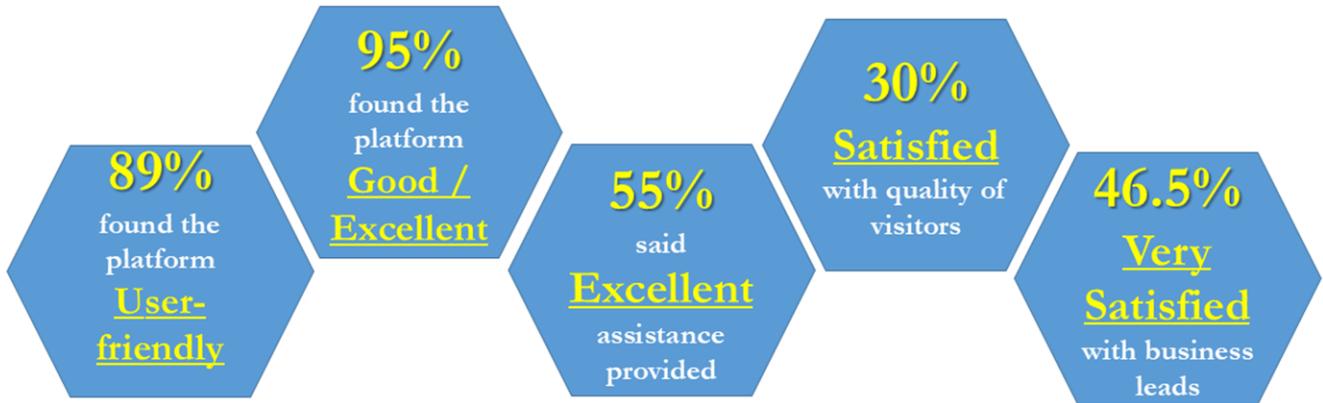
50% said Good Graphics

48% said Excellent Virtual Setup

Based on feedback forms received



EXHIBITORS FEEDBACK



Source: TDAP



F. CONCLUSION

In view of the challenges and being the first ever virtual exhibition by TDAP, Virtual TEXPO was a great success. The event attracted good participation from textile sector across the country as sponsors and exhibitors. Taking advantage of the virtual event, visitors from non-traditional markets also visited the event and reviewed the excellent textile products of Pakistan.

During the exhibition, numerous B2B meetings were held between the visitors and exhibitors. While some of the exhibitors confirmed that they have received orders as well. Also, the functionality of the virtual platform was appreciated by all the exhibitors and visitors.

Besides the exhibition, webinars and trend gallery also attracted good number of attendees and contributed to communicate the aesthetics and technical aspects of our textile and fashion sectors.

Being the first virtual event, Virtual TEXPO also provided an opportunity to TDAP and other stakeholders to learn from this experience and plan more effective virtual events in future.

Recommendations:

For upcoming Virtual Events, the following points may be considered by TDAP:

- Specific TORs for Reports and Dashboard requirements
- Finalization of features and functionality before starting VE development
- Focussed campaign for Buyers & International Visitors
- Timely engagement of TIOs for effective marketing of the events
- Event Duration & Timings





THANK YOU!

