

# POST EVENT REPORT

TEXPO  
2023



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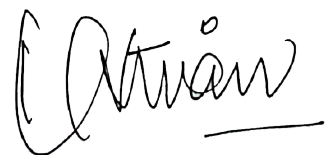
## Acknowledgement

I would like to take this opportunity to thank the honourable Prime Minister of Pakistan Mian Muhammad Shehbaz Sharif, Minister for Commerce Syed Naveed Qamar, Governor Sindh Mr. Kamran Tessori, Chief Minister Sindh Syed Murad Ali Shah, Federal Minister for Planning, Development & Special Initiatives Mr. Ahsan Iqbal, Federal Minister for Information Ms. Maryam Aurangzeb, Special Assistant to Prime Minister Mr. Tariq Bajwa, Special Assistant to Prime Minister Ms. Ayesha Ghous Pasha, Ministry of Commerce, all the exhibitors, foreign buyers, visitors and the panellists for Texpo Talks who participated in the 4th International Textile and Leather Exhibition (TEXPO). Your presence and support made the event a huge success.

I am pleased to report that TEXPO with the theme “Weaving the way to Sustainability” exceeded our expectations in terms of both attendance and sales. We had over 500+ visitors from over 60 countries, and the total value of deals signed was over \$500 million. The event has cemented the TEXPO brand as one of the largest and most productive exhibitions in South Asia.

The B2B linkages that were established during TEXPO 2023 go a long way in improving the export competitiveness of Pakistani products and for the diffusion of ideas apropos to production technologies, trends, and sector specific business plans with our traditional and non-traditional trading partners.

I would also like to thank the Secretary TDAP, Textile and Leather Division, EDF, Badar Expo, Take II, and volunteers who helped to make TEXPO 2023 a success. In conclusion, with the success of TEXPO 2023, The Trade Development Authority of Pakistan reaffirms its commitment to continue delivering on its core function of promoting and facilitating trade for Pakistan. We look forward to seeing you all again at the next TEXPO scheduled to take place 23-25th May 2024.



Muhammad Zubair Motiwala

CE TDAP



## Introduction

The 4th International Textile and Leather Exhibition Pakistan held on 26–28th May 2023 at Expo Center Karachi, was a highly anticipated event that brought together industry professionals, manufacturers, suppliers, and buyers from around the world. This report aims to provide an overview of the exhibition, highlighting its key features, participant engagement, notable achievements, and prospects.

The last physical editions of TEXPO took place in April 2016 and April 2019. The 2nd edition of TEXPO, held from 11th–14th April 2019 in Lahore was the biggest exhibition of its kind in Lahore with 234 exhibitors and 368 foreign delegates from more than 50 countries visiting the fair. In the wake of the COVID-19 outbreak in early 2020, the last edition of TEXPO was conducted virtually from the 1st to 5th February 2021, given the pandemic-related limitations of physical events. Despite the challenging circumstances and the novelty of a virtual trade fair in Pakistan, TEXPO 2021 proved to be a major success. 57 exhibitors from Pakistan's textile sector showcased their exhibits round-the-clock to nearly 1600 international and local visitors.

With the prudent management of the COVID-19 pandemic by the Government of Pakistan, the severity of the pandemic began to diminish in 2022. Hence it was decided that the 4th edition of TEXPO will be held in physical format to fully utilize the benefits of the trade fair. TEXPO 2023 was vigorously marketed on local and international levels through regular meetings with trade bodies and Pakistan's commercial missions and advertisements on various media platforms. The event saw unprecedented numbers of local exhibitors and foreign delegates with widespread appreciation and satisfaction among all stakeholders. The exhibition concluded with the generation of more than \$500 million worth of export orders and potential leads.

## Event Overview

The 4th International Textile and Leather Exhibition Pakistan (TEXPO) with the theme "Weaving the Way to Sustainability" was organized to showcase Pakistan's textile and leather industries, promoting business collaborations, and fostering international trade opportunities. The event provided a platform for exhibitors to display their latest products, technologies, and innovations in sustainable production methods while also facilitating networking and knowledge-sharing among industry stakeholders.

The theme "weaving the way to sustainability" was selected to raise awareness about the impact of climate change on Pakistan and its export sector with a special emphasis on the environmental, social and economic challenges which can only be overcome through strengthening the responsiveness, competitiveness and resilience of the export industry. Through adoption of green practices and sustainable solutions, the industry is poised to take Pakistan to a greener future while ensuring its long term growth.

The 4th International Textile and Leather Exhibition, Texpo 2023, was inaugurated by the Honorable Prime Minister of Pakistan at the Expo Centre in Karachi on May 26th, 2023. Other dignitaries who graced the occasion included the Honorable Governor Sindh Mr. Kamran Tessori, worthy Chief Minister of Sindh Syed Murad Ali Shah, Federal Minister for Commerce Syed Naveed Qamar, Federal Minister for Information and Broadcasting Ms. Maryum Aurangzeb, Federal Minister for Planning Mr. Ahsan Iqbal, State Minister Dr. Ayesha Ghaus Pasha, SAPM Mr. Tariq Bajwa, Federal Secretary Commerce Mr. Sualeh Ahmed Farooqui, Chief Executive TDAP Mr. Muhammad Zubair Motiwala, and Secretary TDAP Dr. Fareed Iqbal Qureshi.

The inauguration ceremony marked the official opening of the exhibition, which featured a wide range of textile and leather products. The event aimed to promote the Pakistani textile and leather industry, highlight its potential and foster trade collaborations with global partners. The Prime Minister's presence at the inauguration emphasized the government's support for the textile and leather sectors and its commitment to boosting exports.



## Programme Schedule

Day 00 Activities (Thursday, 25th May 2023)	
<ul style="list-style-type: none"> <li>- Delegates' Reception and Transportation from Airport to Hotels.</li> <li>- Mobile SIMs provided to guests (Courtesy by TDAP).</li> </ul>	
Day 01 Activities (Friday, 26th May 2023)	
10:00 AM – 11:00 AM	Ribbon Cutting Ceremony by Chief Guest and Media Talk
11:00 AM – 12:30 PM	B2B Networking
01:00 PM – 02:30 PM	Jumma Prayer and Lunch Break
02:30 PM – 05:00 PM	B2B Networking
03:00 PM – 05:00 PM	High Profile Meetings
04:00 PM – 06:30 PM	Fashion Show
06:30 PM – 07:30 PM	Departure from Expo Center to Governor House for Cultural Evening & Dinner (Transportation provided by TDAP)
08.30 PM – 9:30 PM	Cultural Night and Dinner at Governor House, Karachi
Day 02 Activities (Saturday, 27th May 2023)	
09:00 AM onwards	Arrival at venue and Registration
09:00 AM – 01:00 PM	B2B Networking
10.00 AM – 04:00 PM	High Profile Meetings
01:00 PM – 02:00 PM	Lunch Break
02:00 PM – 05:00 PM	B2B Networking
04:00 PM – 06:30 PM	Fashion Show
Day 03 Activities (Sunday, 28th May 2023)	
09:00 AM onwards	Exhibition Opens
09:00 AM – 01:00 PM	B2B Networking
09:00 AM onwards	Industry Visits
10:00 AM – 01:00 PM	Seminar Series
01:00 PM – 02:00 PM	Lunch Break
02:00 AM – 05:00 PM	B2B Networking
05:00 PM onwards	Departure from Expo Center for Hotels (Transportation provided by TDAP)

## Local Marketing

The local marketing drive began in September 2022 with the aim of maximum outreach among textile and leather exporting companies. In this regard, multiple meetings were conducted with relevant associations and chambers across the country to sensitize them about the significance and scale of TEXPO 2023. The domestic textile and leather industry warmly welcomed a dedicated international exhibition for their products and stall spaces were in high demand.

## Exhibition Venue

With the last physical edition of TEXPO taking place in Lahore in 2019 before the pandemic, it was decided to hold the 4th edition in Karachi which is a major hub of textile and leather industries. Expo Center Karachi is strategically located on the intersection of Sir Shah Suleman Road and University Road, covering more than 18000 sqm over six halls and a foyer area. It is the only venue of its kind in Karachi for hosting events of the magnitude of TEXPO 2023 securely and smoothly.





## Key Features:

**1. Exhibitor Showcase:** The exhibition featured a diverse range of exhibitors, including textile and leather manufacturers, buying houses, B2B service providers, suppliers of garment accessories and textile machinery, fashion designers, industry associations, and research institutions. Participants had the opportunity to showcase their products, services, and expertise to a global audience.

HALLWISE PRODUCT SECTORS				
Hall #1	Hall #2	Hall #3	Hall #4	Hall # 5
Fabrics, Yarn & Cotton Art Silk & Synthetic`Textile Carpet Accessories Services	Hosiery/ Knitwear Products (PHMA)	Readymade Garments (PRGMEA) Leather (Pakistan Tanners Association -PTA) Leather Garments (PLGMEA) Leather Articles & Accessories Gloves Personal Protective Equipment's (PPE)	Home Textile Towel Upholstery Services	Denim Sportswear High-end Fashion Readymade Garments

**2. Product Display:** 250+ Exhibitors presented a wide array of textile and leather products, including fabrics, garments, bed linen, towels, leather articles, footwear, accessories, machinery, chemicals, and raw materials. The exhibition provided a comprehensive overview of the latest trends, innovations, and advancements in the textile and leather industries of Pakistan.

**3. Academia and Industry Linkage:** Texpo provided ample opportunities to educational institutes to showcase their innovative designs and production methods. Furthermore, the event allowed these institutes to exhibit how their research and training methodologies were impacting the textile and leather industry. The event served as a platform for interaction between local and international students and stakeholders. The Indus Valley School of Arts, Asian Institute of Fashion Design (AIFD), and Millennium Institute of Technology and Entrepreneurship and Textile Institute of Pakistan participated in the event.





**4. Mood Spaces:** Each hall product lineup was captured into a thematic display showcasing the design, artwork, and creativity of the textile and leather industry and was the major point of attraction for the visitors in all halls.



**5. Guest Relation Officers (GROs):** The event provided 115 students from leading universities in Karachi to participate in the event as Guest Relations Officers (GROs). This agile workforce was responsible for assistance in conducting B2B meetings between exhibitors and foreign delegates, assisting visitors during their hall visits, and numerous other tasks. The event allowed these students to interact with local and international stakeholders in the textile and leather sector, and also allowed them to gain a clear insight into a few aspects of international trade.



**6. Media Centre:** A dedicated media centre with electronic and telecommunication equipment was established for news and media personnel for facilitation in reporting and media coverage at level 1 of the Congress Center.

**7. Paramedics and First Aid:** For safety protocols and ensuring a safe and secure experience for visitors to Texpo a dedicated first aid and paramedics team was available round the clock at Expo Centre.

**8. Texpo Café and Food Court:** Dedicated food court with continental and local cuisine was established on the mezzanine of Hall 2 and Hall 4 for visitors and exhibitors.



**9. Fund Manager Office:** As part of the hospitality extended to foreign delegates by TDAP a fund manager office was established in hall 2 on the mezzanine for reimbursement to foreign delegates by TDAP and SBP officials.

**10. Design Studio:** : A design studio was set up in Hall 5 to display the collection of designers showcasing on the ramp in Hall 6 for international buyers interested in networking and conducting business activities with the stylist. The breakup of the textile and leather sectors represented at Texpo is as follows:



The breakup of the textile and leather sectors represented at Texpo is as follows :

SECTORS EXHIBITED	NUMBER OF EXHIBITORS
Home Textiles	57
Apparels	36
Fashion	27
Fabric and Yarn	21
Finished Leather	19
Knitwear	14
Sportswear	12
Hosiery	11
Readymade Garments	11
Accessories (Tulle lace embroidery)	9
Carpets	9
Leather Articles & Garments	7
Towels	7
Denim	6
Personal Protective Equipment (PPE)	6
Art Silk and Synthetic Textile	4
Footwear	4
Textile Machinery	3
Total	263

**11. Participant Engagement:** The 4th International Textile and Leather Exhibition Pakistan witnessed significant engagement from both domestic and international participants. The event attracted more than 500 foreign delegates from all over the world, with a major interest in apparel, denim, home textiles, leather articles, and sportswear. In addition, more than 6000 corporate visitors from across Pakistan, including industry professionals, buyers, importers, exporters, retailers, and fashion enthusiasts participated in the event. The diverse representation contributed to enriching discussions, collaborations, and business transactions.

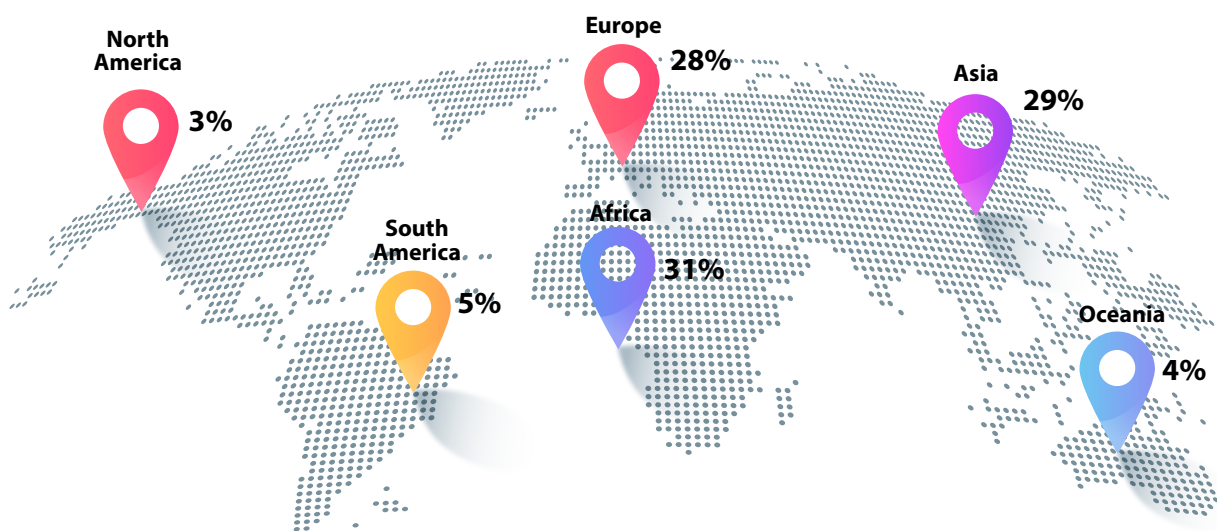


## International Marketing

The International Marketing Team assembled for TEXPO 2023 was tasked with the international marketing of TEXPO using various databases, assisting in commercial missions in promoting TEXPO 2023, liaising with the Ministry of Foreign Affairs and Ministry of Information and Broadcasting to avail the assistance of Pakistan's diplomatic and press missions for the said purpose and coordinate regarding the hospitality cases of delegates.

The success of the International Marketing effort can be gauged from the fact that an unprecedented number of international delegates- more than 500- visited TEXPO 2023 despite the political turbulence of May 2023. 42% of the received itineraries were from self-funded delegates (delegates not funded by TDAP). 16% of these delegates were from countries without Pakistan's commercial missions. These figures are a testament to the teams strategic marketing efforts to attract genuine buyers to participate in TEXPO.

### Delegates' Region-wise Breakdown







## Business Networking:

To facilitate the stakeholders in B2B meetings a dedicated B2B Secretariat was established at Expo Centre Karachi (Level-I). The B2B Secretariat served as a centralized support centre, functioning as a hub for coordinating and facilitating B2B activities during TEXPO 2023. To address the language barrier between stakeholders, professional translators were hired for Arabic, Chinese, Dutch, French, German, Italian, Russian, and Spanish. Recognizing the diverse linguistic needs of participants, these skilled translators played a crucial role in facilitating effective communication and ensuring smooth interactions among stakeholders. To augment the value of high-profile meetings between top management of TDAP with country delegations, 50 plus comprehensive country briefs were prepared. These country briefs served as crucial references, providing key insights into relevant issues, export opportunities, and import considerations for each respective country. In addition, foreign delegations participating with more than 20 delegates were assigned "Country Officers" who were specifically tasked to support their B2B related matters during Texpo.

The B2B schedules were meticulously prepared by matching the sectors of exhibitors with the preferences and interests of foreign buyers. These schedules were thoughtfully developed, considering the specific sectors represented by the exhibitors and the countries of interest for the foreign delegates. By aligning exhibitors and buyers based on their respective sectors and countries, the schedules ensured optimal relevance and targeted engagement during the B2B meetings.



B2B meetings between exhibitors and top global brands were held at TEXPO, featuring renowned names from across the world. prominent names from various countries participated in the event, including distinguished brands such as Target (USA), IKEA & AHLENS (Sweden), KIK, C&A, METRO (Germany), LPP (Poland), CARBOTEX, and SINSAY (Russia), MAS CAPITAL and NEXT TRADING (Sri Lanka), BOOHOO GROUP (UK), and many more. The presence of these brands at TEXPO exemplifies the increasing recognition of Pakistan's potential as a lucrative market and a hub for business opportunities.



The Board of Investment (BOI) had many consultative/walk-in B2B sessions with Algerian, Argentinean, Australian, Bangladeshi, Belgian, Brazilian, Canadian, Italian, German, Senegalese, Malaysian and Chinese Delegations, among others. BOI representatives told the participants of the exhibition and buyers that the BOI was established with broad-based responsibilities of promotion of investment in all sectors of the economy, facilitation of local and foreign investors for speedy materialization of their projects, enhancement of Pakistan's international competitiveness and contribution to economic and social development. It also highlighted the importance of Export Processing Zones that were developed by the government for facilitation purposes.

The trade bodies and chambers also engaged in various b2b meetings. FPCCI had B2B interactions with Senegalese, Chinese, Malaysian, Madagascar Chamber of Commerce and Industry, Russian Delegation, EDBM Investment Management and the Chamber of Commerce and Industry, Dakar, Senegal, Malaysian Delegation headed by MOFA, Pakistan Malaysia Joint Business Council whereas the KCCI had B2B sessions with Dakar, Senegal, Malaysian, Chinese, Netherland, Kenyan and German Delegations, Polish Chamber of Commerce, and Deutsche Messe

The event facilitated productive networking opportunities, enabling exhibitors and visitors to connect with potential partners, buyers, and industry experts. More than 1300 B2B networking sessions, business meetings, and matchmaking events were organized to foster collaborations and explore new avenues for trade and investment.

The analysis of the feedback forms collected from the exhibitors reveals that the actual and expected business generated over the three days of TEXPO 2023 amounts to USD 481 million. Given the scale of successful B2B meetings, it is reasonable to assert that the total value of the deals resulting from TEXPO 2023 exceeded USD 500 million by a considerable margin. Whereas 19 MOUs were signed between Pakistani Suppliers and international buyers.



**5. High Profile Meetings:** TEXPO 2023 brought together key stakeholders from around the world. Federal Secretary Commerce, Chief Executive TDAP and Secretary TDAP held B2G meetings with the incoming delegations from across the world. The high-profile meetings at TEXPO 2023 include discussions with leading international importers, including a 72-member Chinese delegation, international chambers and regulators, and international textile associations. These meetings offer a platform for exchanging information, discussing policy frameworks, addressing industry challenges, and promoting harmonization of standards and regulations.



The meetings were held with delegations from China – Hong Kong, Netherlands, Germany, Malaysia, Australia, Kenya, Zimbabwe, Zambia, Senegal, Rwanda, Madagascar, Mauritius, South Africa, Algeria, Egypt, Bangladesh and the UK. The meetings were attended by notable delegates from countries including delegates from China National Cotton Group Co; Mr Chabuka Kawesha, President of Zambia Chamber of Commerce and Industry; Ms Jacqueline T Nyathi, Manager at ZIMTRADE (Zimbabwean TPO); Ms Aida Zayed, Managing Director Fashion and Design Centre Egypt; Mr Muhammad Rafiq Memon, Chairman Pakistan Southern Africa Trade Federation; Mr Abdoulaye, President Dakar Chamber of Commerce; Mr Saeed Khilji, Chairman Textile Manufacturing Association, UK; Mr Mohamed Salim Ibrahim, Secretary General Malaysia Pakistan Business Council and other notable delegates.



## Soft Launch/ Curtain Raiser



The Curtain Raiser for TEXPO 2023 took place on May 18th 2023. The venue for the media promotion event was Coconut Grove, Karachi. The event was graced by the presence of Consul Generals and dignitaries of Turkiye, Oman, Indonesia, Thailand, Srilanka, Vietnam, and Malaysia who were briefed about TEXPO 2023 by Secretary TDAP. The dignitaries were pleased with the arrangements and pledged support for the exhibition.

The Soft Launch was well attended by prominent personalities from the media and fashion industries whose media coverage created hype and excitement for the three-day exhibition. Furthermore, eminent members of the business community also graced the occasion. Overall, the function was successful in generating positive momentum and awareness in the buildup for the main event.

## Texpo Talks: Seminar on Sustainability in the Textile & Leather Sector

The exhibition featured a series of panel discussions addressing Sustainability in the textile sector. The seminars featured nine renowned speakers and experts from various countries including Belgium, Germany, the UK, and Sri Lanka shared insights on market trends, sustainability, technological advancements, and the evolving international trade regulatory regimes. These sessions provided valuable knowledge and learning opportunities to attendees.

The following speakers were part of the panel discussion at Texpo talks:

SR. NO	TIMELINE	SPEAKER	DESIGNATION/ DEPARTMENT	TOPIC
SESSION-I				
1	10:00am - 10:30am	Ms Fleur Deknudt	M/s Clarysse, Sourcing Manager	Impact of EU's Regulations on Sustainability In the textile sector of Pakistan
2	10:30am - 11:00am	Mr. Omer Hameed	Economic Minister, Embassy of Pakistan, Brussels	The Evolving Sustainability Regime of EU and its Impact on Pakistan's Textile Sector
3	11:00am - 11:30am	Ms. Bianca Seidel	Managing Director, Bianca Siedel Consultancy	Breaking down walls - The Textile Industry's Innovation and Challenges
SESSION-II				
1	12:00pm- 12:20pm	Mr. Mudassir Raza Siddique	DG Textile MoC	National Compliance Center
2	12:20pm - 12:40pm	Ms.Caroline Bates	ILO, Better Work Pakistan	Opportunities offered to the Texile and RMG Industry by Better Work and the ILO
3	12:40pm - 01:00pm	Ms. Fazeena Majeed	CEO Colombo Fashion Week	The Responsibility Meter and Sri Lanka's journey towards sustainable fashion supply chain
4	01:00pm - 01:20pm	Ms. Faiza Jamil	Program Director, Net Zero Pakistan	The Global Energy Transition Movement and Opportunities for Pakistan

The seminar on Sustainability in the Textile & Leather sector was successfully organized by the Trade Development Authority of Pakistan (TDAP) as a parallel event of TEXPO 2023 on 28th June 2023 at Expo Center Karachi. The seminar aimed to address the challenges faced by the industry and explore innovative solutions to promote sustainable practices

The first panel discussion titled "Breaking Down Walls - The Textile Industry's Innovation and Challenges" was moderated by Ms Bainca Siedel, Managing Director of Bianca Consultancy. The panel featured two industry experts, Mr Muhammad Ubaid from GIZ Pakistan and Mr Tanveer Haasan from Softwood. The discussion focused on the key challenges faced by the textile industry and how innovation can play a crucial role in addressing them.





Mr Muhammad Ubaid shared insights on GIZ Pakistan's efforts in supporting the industry through capacity-building programs and collaborations with stakeholders. He stressed the importance of adopting a sustainable approach to textile production and ethical practices. Mr Tanveer Haasan discussed Softwood's approach to innovation, highlighting the role of technology in optimizing production processes and reducing waste. He emphasized the benefits of digitalization and real-time data insights for informed decision-making.

The second panel, moderated by Mr Omer Hameed, discussed "The Evolving Sustainability Regime of the EU and its Impact on Pakistan's Textile Sector." The panellists included Ms Fleur Deknuds, Awesome Sustainability Manager of Clarysse Sourcing, and Anne Laure Linget, CEO of M/s Maison-L. Mr Hameed provided insights into the sustainability genesis and the role of regulatory frameworks in promoting sustainable practices in the textile industry. The panellists discussed topics such as climate neutrality, circularity, sustainable sourcing, and the importance of transparency and traceability in the supply chain.

The third-panel discussion, also moderated by Mr Omer Hameed, focused on "The Global Opportunities for Pakistan's Textile Sector." The panellists included Mr Mudassir Raza Siddiqi, Director General of Textile at the Ministry of Commerce, Fazeena Majeed, CEO and Director of Colombo Fashion Week, and Ms Caroline Bates, Programme Manager of Better Work Pakistan. Mr Siddiqi highlighted the current state of Pakistan's textile industry and the opportunities for growth in the international market. Ms Majeed discussed global market trends in the fashion industry and emphasized the significance of innovation and sustainability for remaining competitive. Ms Bates emphasized the importance of social compliance and adherence to international labour standards in accessing global markets.

The fourth-panel discussion focused on "Sustainability in the Textile and Leather Sector: Way Forward" and was again moderated by Mr Omer Hameed. The panellists included Ms Faiza Jameel, Mr Shoaib, and Ms Caroline. The discussion revolved around identifying targeted goals and strategies to promote sustainable practices among industrialists in the textile and leather sector.





## Texpo 2023 Fashion Week:

On the sidelines of the Texpo exhibition, the Texpo Fashion Week was organized in Hall 6 of the Expo Centre Karachi. TFW was a highly anticipated event after the long Covid spell that brought together 22 famous and talented designers and industry professionals to showcase their creativity and promote sustainable fashion. Texpo 2023 Fashion Week successfully promoted creativity, innovation, and sustainability within the fashion industry. TFW revived the fashion industry by fostering collaborations and highlighting sustainable fashion practices, the event contributed to the growth and development of the creative industries while raising awareness about the importance of environmentally friendly fashion. Texpo 2023 Fashion Week served as a significant platform for designers to showcase their talent, inspire change, and pave the way for a more sustainable future in fashion. The event featured a series of captivating runway shows where designers presented their collections to an audience of international delegates, fashion enthusiasts, industry experts, buyers, and media professionals.

Among Pakistan's top fashion designers who showcased their collections at TEXPO 2023 were Deepak Perwani, Wardha Saleem, Rizwan Beyg, Ali Xeeshan, Adnan Pardesy, J., and Huma Adnan among others.

The two-day fashion show was a huge success as it received extensive media coverage and appreciation. The delegates were able to witness first-hand the prowess of Pakistani fashion designers who artfully designed eye-catching collections with sustainability in mind. Furthermore, it showed the delegates a positive image of Pakistan and the high-end capabilities of its textile and leather sectors.





## The Texpo 2023 Cultural Dinner:

Held on 27th May 2023 at the Governor House in Karachi, it was a grand event that brought together all participants of Texpo 2023. The event featured mesmerizing musical performances that showcased the rich musical traditions of Pakistan. One of the highlights of the Texpo 2023 Cultural Dinner was the local cuisine and the cultural performance by local artist 'The Leo Twins'. Guests had the opportunity to savour the flavours of Pakistan and enjoy local traditional music. The evening was filled with cultural exchanges, discussions, and networking opportunities, allowing the delegates to forge new connections and strengthen existing relationships.



## Industrial Visits

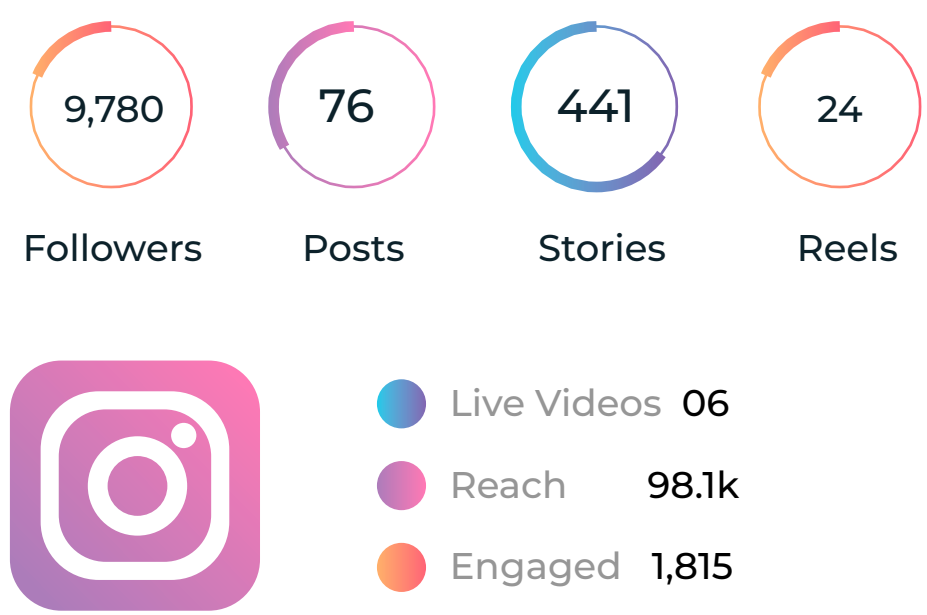
The final day of TEXPO focused on providing foreign buyers with firsthand insights into Pakistan's diverse industries. Industrial visits were organized, allowing the delegates to witness the capabilities and advancements of Pakistani industries. These visits fostered fruitful collaborations and served as a testament to the potential for business partnerships between Pakistan and the international community. Foreign delegates also visited up-country textile units in Faisalabad and Sialkot.



Promotion via Social Media:

One of the major highlights of the marketing efforts was the promotion of Texpo 2023 via social media. The official accounts of TDAP and TEXPO on Facebook, Twitter, LinkedIn, and Instagram were used to advertise the event and share the latest updates with target audiences. In this regard, a dedicated social media team was formulated with the task of curating frequent posts for each platform. Moreover, selected posts were boosted with paid advertising to extend the reach and target particular segments and localities. Furthermore, shoutout messages and engagement by influential personalities such as Senator Sherry Rehman and Shaniera Akram helped expand the promotion of TEXPO among the general public. The social media campaigning had the dual benefit of not just promoting TEXPO but also augmenting the followership of TDAP accounts for future promotional activities. The following metrics were recorded in the course of TEXPO 2023 campaigning over the period 5th May- 5th June 2023, showing a healthy response and increase in the reach of TDAP's social media pages:

TDAP INSTAGRAM  
Analytics Summary: (5th May-5th June)



Last 90 days ▾		14 Mar - 11 Jun	Posts	91 >
			Stories	481 >
Accounts reached	101K	+3,073% >	Reels	27 >
Accounts engaged	1,974	+454% >	Videos	3 >
Total followers	13.8K	+886% >	Live videos	6 >

# TEXPO INSTAGRAM

Analytics Summary: (5th May–5th June)



Followers



Posts



Stories



Reels



● Reach 24.7k

● Engaged 1,140

# TDAP TWITTER

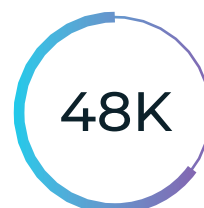
Analytics Summary: (5th May–5th June)



Followers



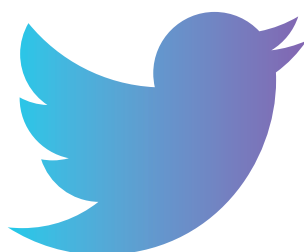
Tweets



Impressions



Mentions



**28 day summary** with change over previous period

Tweet impressions  
38K ↑130.2%



Followers  
4,712 ↑4,548



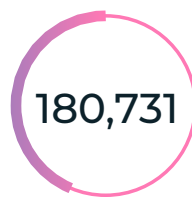


# TDAP FACEBOOK

## Analytics Summary: (5th May–5th June)



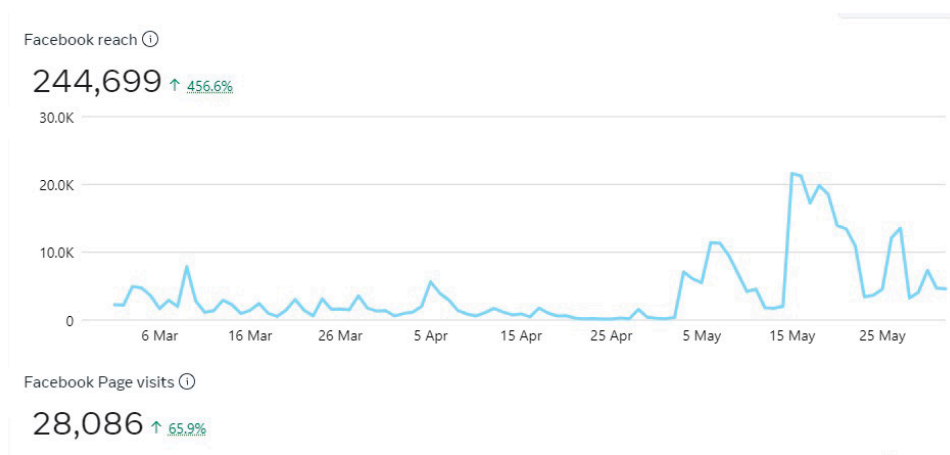
Followers



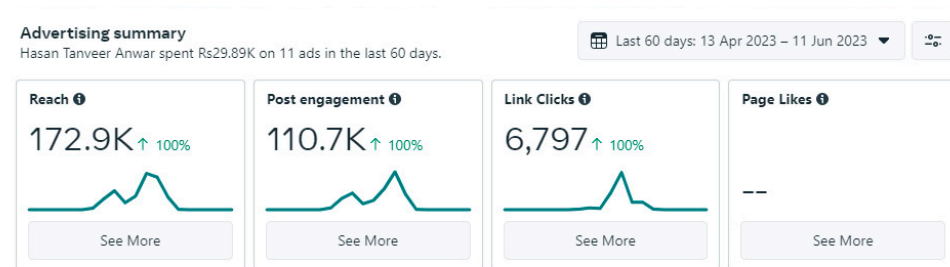
Reach



Posts



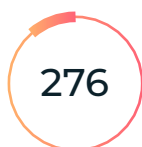
Cumulative 3-month reach of Facebook



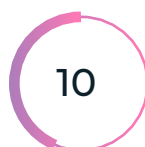
Summary of Inorganic campaign

# TDAP LinkedIn

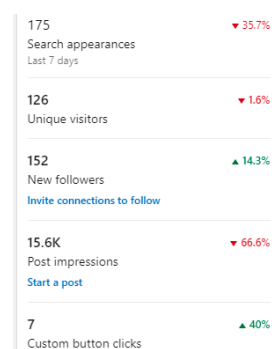
## Analytics Summary: (5th May–5th June)



Followers



Posts



## Notable Achievements:

- 1. Enhanced Global Exposure:** The exhibition provided a prominent platform for Pakistani textile and leather industries to showcase their capabilities, quality products, and competitiveness to a global audience. It helped raise the international profile of Pakistan's textile and leather sectors and attract potential buyers and investors from 60+ countries including non-traditional markets such as Argentina, Senegal, Kazakhstan, Mexico, Rwanda, Mauritius, Serbia and Ghana.
- 2. Business Collaborations:** The event facilitated numerous business collaborations, partnerships, and trade agreements between exhibitors and international buyers. These agreements are expected to strengthen economic ties, expand export opportunities, and contribute to the growth of Pakistan's textile and leather industries.
- 3. Technology Integration:** The exhibition highlighted the integration of advanced technologies and innovation within the textile and leather sectors. Market leaders such as Interloop, Sapphire Linen, Siddiqsons, Soorty Enterprises and Mahmood Group showcased cutting-edge machinery, digital solutions, and sustainable practices, demonstrating the industry's commitment to adopting modern techniques and reducing its environmental footprint.
- 4. Designer Showcase:** Texpo 2023 Fashion Week brought together a curated selection of 22 designers, representing a mix of emerging talents and renowned industry professionals. The fashion week centred on the theme of sustainable fashion, highlighting the importance of environmentally conscious practices within the industry. Designers were encouraged to incorporate sustainable materials, ethical production methods, and innovative approaches to minimize the fashion industry's environmental impact.







## Captivating Local and International Newspapers



Karachi: People visit stalls during TEXPO-2023 at the Expo Centre.

**Russian delegation visits TEXPO-2023; terms price, quality of products satisfactory**



Karachi: People visit stalls during TEXPO-2023 at the Expo Centre.

**4th edition of TEXPO Pakistan 2023 begins**

**KARACHI:** The 4th edition of TEXPO Pakistan 2023, a flagship event of the Trade Development Authority of Pakistan (TDAP) and Ministry of Commerce & Textile was inaugurated by Mr. Shahbaz Sharif, the Honorable Prime Minister of Pakistan accompanied by Mr. Kamran Khan Tessori, Governor of Sindh, Syed Murad Ali Shah, Chief Minister Sindh, Mr. Naveed Qamar, Federal Minister for Commerce, Mr. Ahsan Iqbal Chaudhary, Minister for Planning, Ms. Mariyum Aurangzeb, Federal Minister for Information and Broadcasting, Mr. Tariq Bajwa, SAPM, Dr. Aisha Ghaus, Minister of State for Finance, at Expo Center (Karachi). PR

**KARACHI**  
**Sonya Hussyn walks the ramp for Deepak Perwani in a stunning finale at TEXPO 2023**

■ Rizwan Beyg's summer showcase was a delight to watch  
**TDAP hosts fashion show as part of 4th International Textile and Leather Exhibition**

**KARACHI STAFF REPORT**  
**Largest Chinese delegation attends International Textile Exhibition**

**KARACHI:** A largest Chinese delegation ever seen in the textile exhibition kicked off here on Friday. Prime Minister Shehbaz Sharif inaugurated the exhibition, noting that textile is the backbone of Pakistan's export and Pakistani manufacturing industry is growing rapidly which counts 60% of Pakistan export. Muhammad Irfan, commercial counselor Guangzhou, Consulate General of Pakistan said that the event is a huge success, with both Pakistani and Chinese businesses coming together to explore new opportunities and partnerships. The Chinese delegation was particularly impressed with Pakistan's potential as a hub for trade and investment in the region, and expressed their commitment to furthering economic ties between the two nations. "Pakistan is quickly becoming a hotbed for foreign investment, with its strategic location, skilled workforce, and growing consumer market making it an attractive destination for businesses looking to expand their operations." With events like TEXPO bringing together, PR

**TEXPO NEWS**

**4th Textile, Leather Exhibition ends**

**KARACHI:** The fourth edition of Texpo 2023 concluded on May 28, 2023 at the Karachi Expo Centre. Pakistan witnessed a momentous occasion as Prime Minister Shehbaz Sharif graced the inauguration of Texpo. The Trade Development Authority of Pakistan (TDAP) took great pride in hosting a gathering of international stakeholders during the exhibition. In addition to foreign buyers, TDAP extended its invitation to various trade promotion organisations, international chambers of commerce, and international associations, fostering an environment of global collaboration and partnership. Buyers from as non-traditional markets also visited Texpo, diversifying the textile market base for Pakistani products. Moreover, the largest participation was from China comprising 74 buyers related to textile and leather, who showed great interest in relocation of the industry and foreign investment in Pakistan's textile sector. A dedicated business-to-business (B2B) networking opportunity was provided to foreign buyers and exhibitors. These specialised B2B meetings ensured that exhibitors had the opportunity to connect with the most

**KARACHI**  
**Return to the ramp**

Trade Development Authority of Pakistan (TDAP) organized Texpo 2023, with a focus on sustainable production practices.

**PM asks exporters to come up with innovative ideas for boosting exports**

**TEXPO 2023: Strengthening Bilateral Trade And Cultural Exchange With Foreign Delegations**

**NLC stall at TEXPO attracts large number of visitors**

**Sarwat and Shoaib Malik add star power to the ramp on Day 2 of TDAP fashion show 2023**

■ Meme's Streets of Barcelona collection was a fashion retail concept created in Barcelona that connects the brand with today

**A huge step forward for fashion**

TDAP hosts two-day fashion show where designers' collections are exclusively curated in line with TEXPO theme

**Return to the ramp**

**PM asks exporters to come up with innovative ideas for boosting exports**

**TEXPO 2023: Strengthening Bilateral Trade And Cultural Exchange With Foreign Delegations**

**NLC stall at TEXPO attracts large number of visitors**

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■ Meme's Streets of Barcelona collection was a fashion retail concept created in Barcelona that connects the brand with today

**سیکسپہ 2023: عوامی میلہ ٹیڈا پیپس ایئر بیٹو سے ملاقات**

**Russian delegation hails quality, price at TEXPO-2023**

**سوشل اینڈ کمرشل رائٹ**

**24 یورو بین الاقوامی میلان**

**The Financial Daily**

**4th Int'l Textile & Leather Exhibition ends with huge participation of delegates**

**سیکسپہ نمائش میں 480 سے زائد مندوبین شریک ہوئے**

## Testimonials and Feedback:

TEXPO 2023 concluded with widespread appreciation from all stakeholders. The vast majority of exhibitors were satisfied with the arrangements and business outcomes. A few testimonials from exhibitors are reproduced below:

“

I would like to appreciate TDAP and organizer for this wonderful show, this should be continued for next 3-5 years. Thanks

**M/s Chamois International**  
(Exhibitor)

“

I appreciate TDAP management and the organizing team. I hope this will become good for Pakistan, thanks

**M/s Sapphire Linen**  
(Exhibitor)

“

Keep it up, looking forward for same service next time

**M/s Textile Channel**  
(Exhibitor)

“

Alhamdulillah, satisfied and got a very good exposure from it

**M/s Quality Thread Industries**  
(Exhibitor)

“

Appreciate the environment created and efforts incurred to bring buyers from different parts of the world i.e. Algeria, Rwanda, Ethiopia – those are least considered by us

**M/s MI Industries**  
(Exhibitor)

“

We are fully satisfied and this exhibition must be every year

**M/s Oora Sports**  
(Exhibitor)

“

These type of events need to be arranged continuously for business generation

**M/s Masood Textile Mills Ltd.**  
(Exhibitor)

“

We are receiving a great response and many foreign buyers are visiting our booth. It is a very good initiative and should be conducted like this every year

**CEO IFOW Multitude (Pvt.) Ltd**  
(Exhibitor)



“

We came here as a delegation of about 25 people from Kenya and we are very happy with the reception and total management of the exhibition. It has been breathtaking. We will come back again

**Mr. Wilfred**  
(Delegate from Kenya)

“

I am very pleased to attend this TEXPO and got a lot of useful information from this expo. I would like to introduce Pakistan's textile products to Chinese customers

**Mr. Chao**  
(Delegate from China)

“

I am in Pakistan for the first time and I am really surprised by the quality and capacity of Pakistani factories

**Ms. Elena**  
(Delegate from Russia)

“

So far the expo has been great, we have been looking for workwear manufacturers. I am happy to be in your country

**Mr. Henri**  
(Delegate from Finland)

“

This TEXPO is one of the biggest shows I have seen in my life. Honestly it's a wonderful show and we hope that in the near future all our textile material is coming from Pakistan

**Mr. Ibrahim Musa**  
(Delegate from Nigeria)

“

I was in the fashion show and I found it very exciting and professional. The creativity and artworks of the students here is very good to see

**Ms. Bianca**  
(Delegate from Germany)

“

I was looking in very specific sector like children wear and mens wear, and I found some nice potential suppliers. I must say that I am really satisfied and the event has been bigger and more interesting than my expectations

**Mr. Andrzej Lyko**  
(Delegate from Poland)

## Future Prospects:

The 4th International Textile and Leather Exhibition Pakistan laid a solid foundation for the future growth and development of Pakistan's textile and leather industries. The event's success paves the way for continued international collaborations, market expansion, and investments in research and development. It also reinforces Pakistan's position as a key player in the global textile and leather markets.

With a resounding success in its 4th edition, the TEXPO brand has been well-established in the local industry and has made waves internationally as well. This positive momentum will help market the future editions of TEXPO to exhibitors and delegates alike.

## Conclusion:

The 4th International Textile and Leather Exhibition Pakistan served as a comprehensive platform for industry professionals, manufacturers, and buyers to explore the latest trends, products, and technologies in the textile and leather sectors. The exhibition was lauded for its arrangements, number and quality of buyers, sidelines activities such as the fashion show, seminars, and cultural dinner, and the level of support from organizers. The event's success in fostering collaborations, generating business opportunities, and promoting the growth of Pakistan's textile and leather industries has laid the platform for bigger and better editions of TEXPO in the future.

