

Post Event Report

Engineering and Healthcare Show, 2024



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Acknowledgment

The Engineering & Mineral Division of TDAP is grateful to the top management of TDAP for their continuous guidance and support in the organization of the 3rd edition of the Engineering & Healthcare exhibition at Lahore Expo Center held from 18th to 20th January, 2024.

TDAP also acknowledges the proactive role of respective stakeholders including Chambers, Associations, our valuable Exhibitors and Trade Investment Officers for making this event a real success.

TDAP is also thankful to the Ministry of Commerce, FPCCI, SMEDA, EDB, SBP, Provincial Boards of Investment and Trade, SIFC and especially the EDF Board for their all-out support and guidance for the event.

A. Preface

The Engineering and Healthcare Show (EHCS) is the premier event of the Trade Development Authority of Pakistan that highlights the emerging product sectors of Pakistan. It is emblematic of the government's relentless efforts to diversify the export basket. In this flagship sector specific trade event buyers from all over the world are invited to meet their business partners in Pakistan and witness the whole spectrum of Engineering and Healthcare products being offered by Pakistan.

The 3rd edition of Engineering and Healthcare show was organized from 18th – 20th January 2024 by the Trade Development Authority of Pakistan (TDAP).

EHCS 2024 proved to be a rewarding journey to explore the neglected export sectors which hold strong possibilities in the future. It aimed to provide a platform to build network and explore new avenues for companies from 21 product sectors and its sub-sectors including Agricultural Machinery, Handicrafts, Safety Equipment, Surgical instruments, Sports Goods, Musical instruments, Auto-parts, Gems & Jewelry, Furniture, Mattresses, Rubber & its other products, Packaging, Plastic and its implements, Stationery, Paperboard, Electrical Machinery, Cookware, Marble, Minerals, Steel & Iron, Construction material, Cutlery, Mobile devices, Pharmaceutical & Chemicals.

In total 186 companies and 25 trade associations participated in the event. Moreover, 650 plus foreign buyers/ importers visited the EHCS show from 60+ countries.



Who should Visit:



The event was organized in the three halls of Lahore Expo Centre and product display was organized as per following classification:

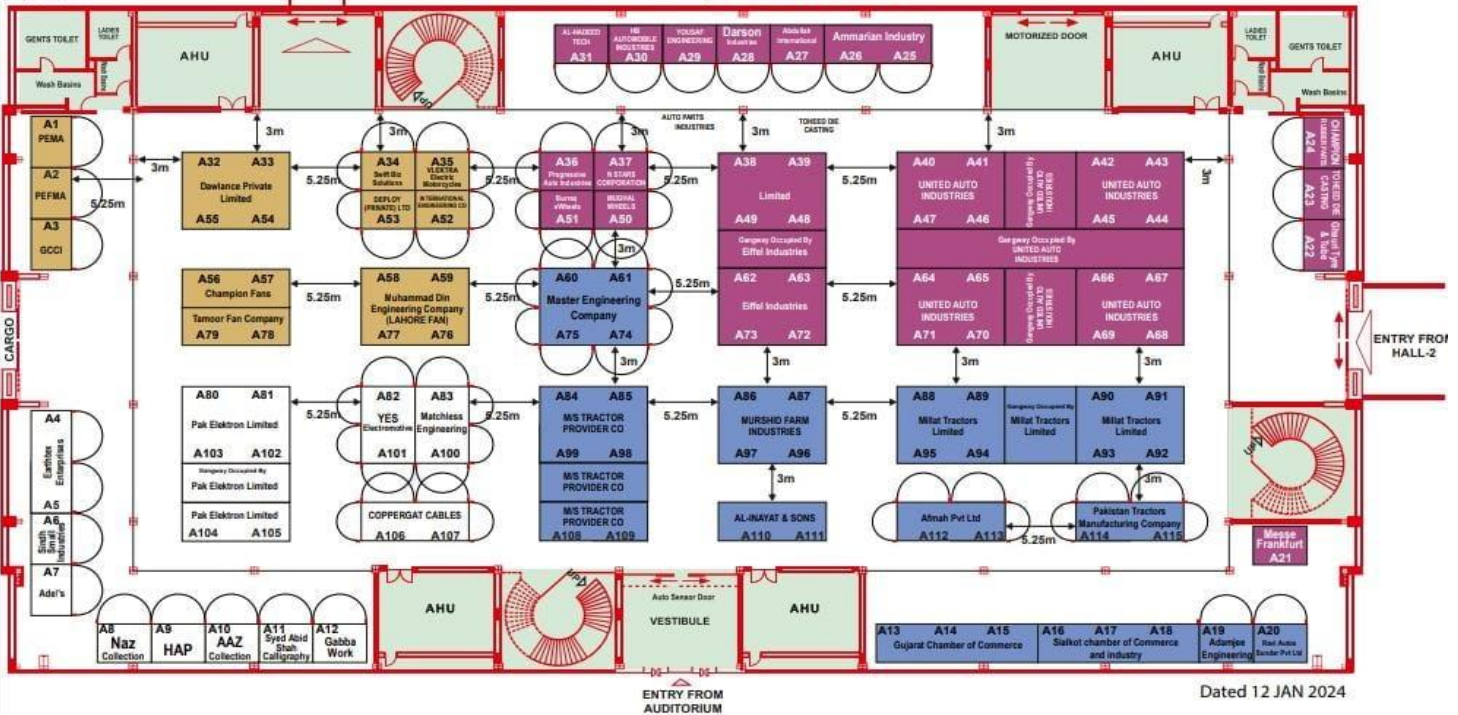
Hall No: 01	Agriculture Machinery, Safety Equipment, Automotive and Electrical Machinery, Handicraft, Home Appliances, Electric Fan.
Hall No: 02	Pharmaceuticals, Surgical Instruments, Cosmetics, Musical Instruments, Chemicals & Coating, Plastic & implements, Sports Goods.
Hall No: 03	Construction Materials, Furniture, Minerals, Gem Stones, Cutlery & Crockery.

Event Manager
BASS
BADAR EXPO
SOLUTIONS

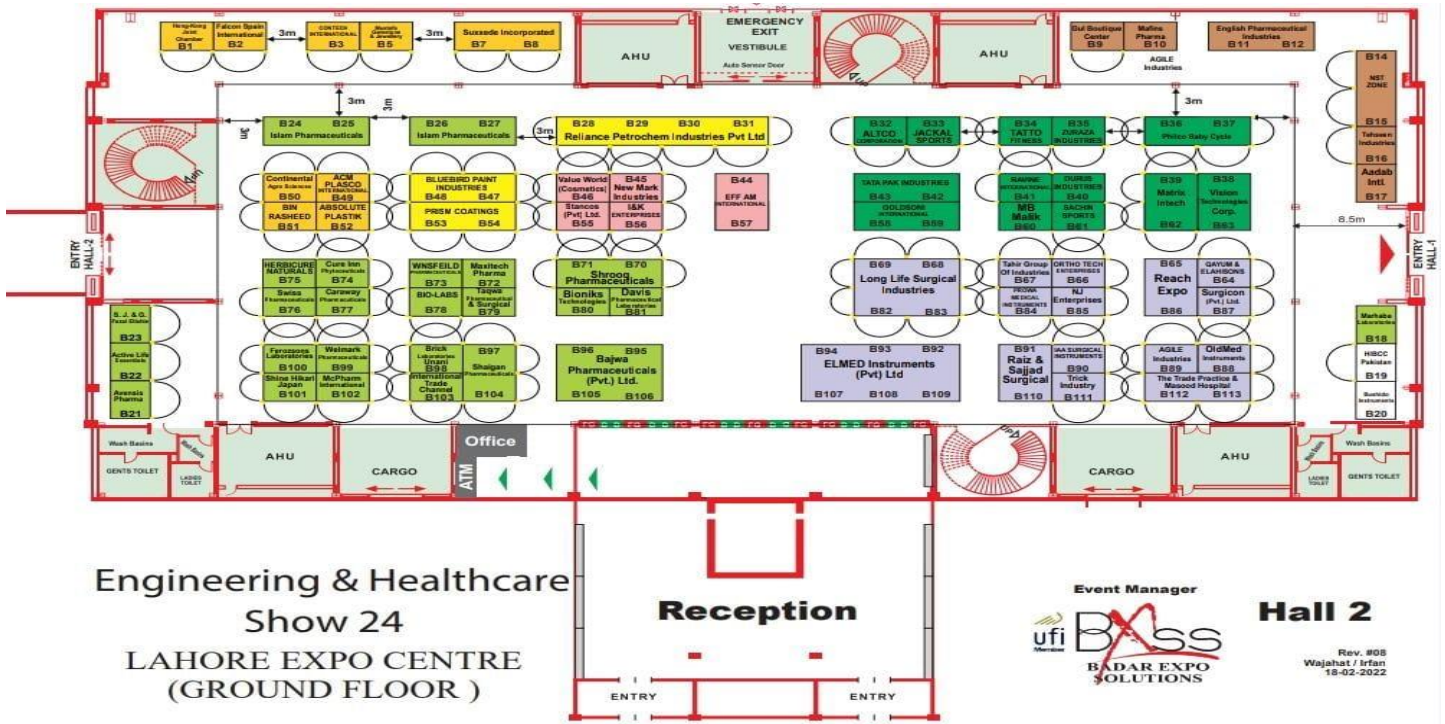
Engineering & Healthcare Show 2024

LAHORE EXPO CENTRE, GROUND FLOOR

Hall 1



Dated 12 JAN 2024



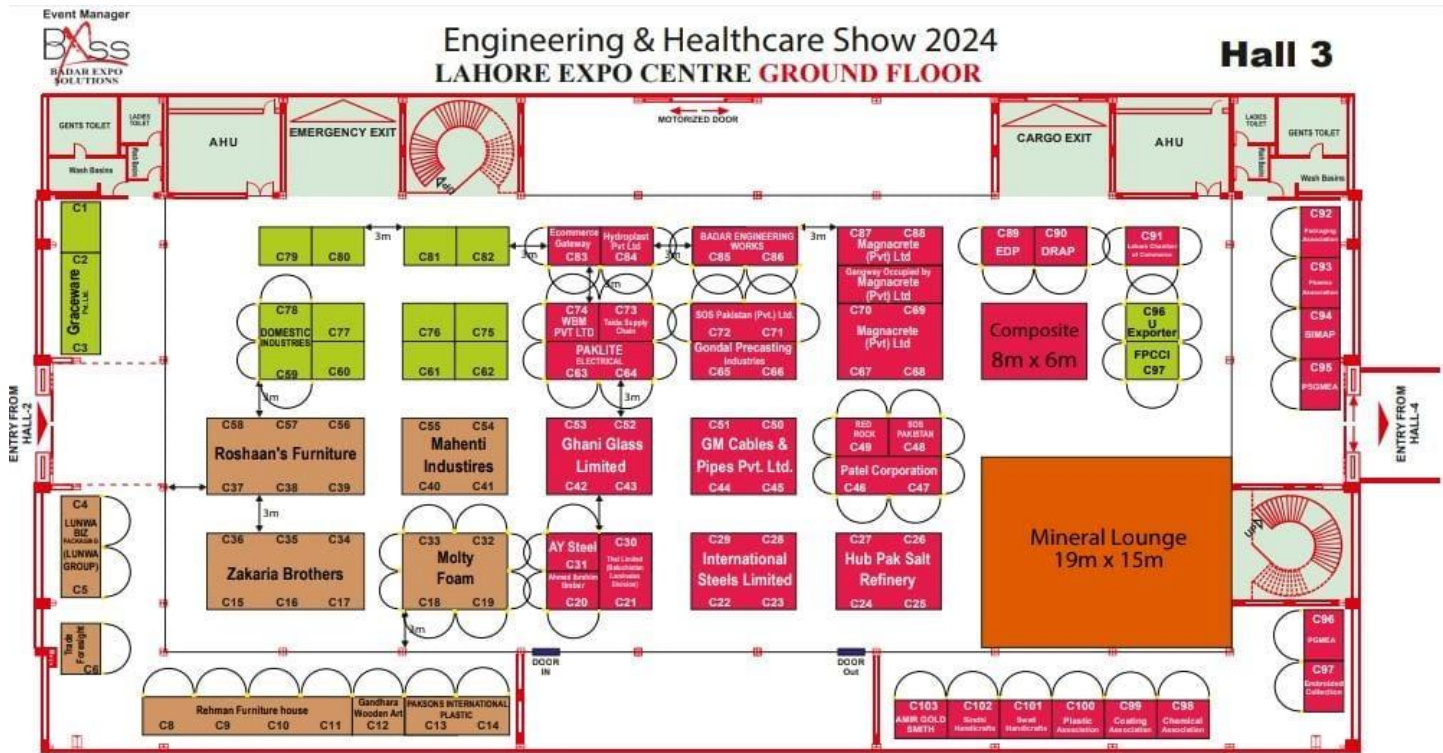
Engineering & Healthcare
Show 24
LAHORE EXPO CENTRE
(GROUND FLOOR)

Reception

Event Manager
BASS
BADAR EXPO
SOLUTIONS

Hall 2

Rev. #08
Wajahat / Irfan
18-02-2022



B. Ribbon Cutting Ceremony

The event was inaugurated by the Chief Executive of TDAP, Mr. Zubair Motiwala accompanied by H.E Mr. Hassan Muhammad Kamil, Minister of Sports of Djibouti at Expo Centre, Lahore. The Chief Guest accompanied by other dignitaries visited all three Halls and interacted with the exhibitors.



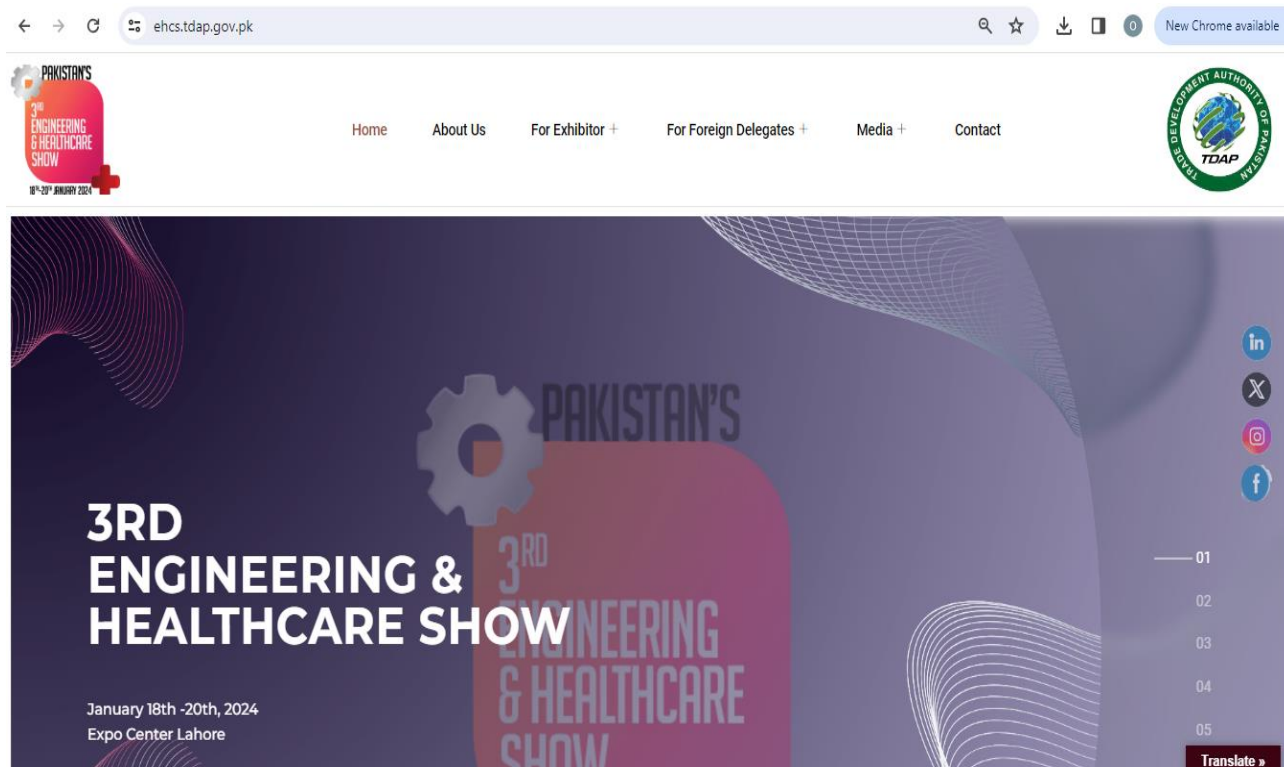
C. Marketing Initiatives Undertaken

TDAP developed the special theme and logo of EHCS and accordingly the publicity material (Standees, Posters, Brochures, and Self-Explanatory videos) were developed along with a dedicated interactive webpage. The marketing material along with e-promo was shared / distributed to all leading stakeholders (Chambers & Associations, TDAP regional offices, Ministry of Commerce, Provincial Boards of Investment and Trade, and to our respective Missions posted abroad).

Advertisements in national press were also issued time-to-time. TDAP nominated Product officers and they started marketing of the event in the mid of 2023.

Various meetings were held with major stakeholders i.e. Surgical, Pharma, Construction Materials, Agri-Machinery, Cutlery & Crockery, Plastic & implements, Safety Equipment, Automotive and electrical machinery, Cosmetics, Sports Goods, Furniture, Handicrafts, Musical Instruments, Chemicals & Coating and follow-up visits by the TDAP officers to persuade them to participate in the event.

The interactive website (ehcs.tdap.gov.pk) provided information about the event. In addition to this, knowing the importance and reach of social media these days and in order to create awareness among the public, social media tools such as Twitter, Facebook, Instagram and e-blogs were also used for promoting the event.



D. Meetings Organized During the Event

a) High Profile Meetings

Following the tradition of the previous editions, this year's event also hosted B2B and B2G meetings of high profile delegates with the Chief Executive TDAP, Mr. Zubair Motiwala. In addition, meetings of the worthy delegates were also held with office bearers of FPCCI and LCCI. The delegates expressed their gratitude to the government of Pakistan and appreciated the efforts of TDAP in organizing this exhibition.



i. High Profile Meeting with delegates from Asia and Oceania

Meeting with delegates from Asia and Oceania was held in the afternoon on the first day of the event. Delegates from Australia, Malaysia, Turkey, Sri Lanka and Djibouti were in attendance. The Chief Executive of the Trade Development Authority of Pakistan, Mr. Zubair Motiwala, expressed his gratitude to the delegates and aspired to enhance business ties of Pakistan with the world.

Mr. Nadeem Sheikh, a renowned businessman from Australia and manager of M/s Roofline Pvt Ltd, led the fourteen member delegation from Australia. He expressed great interest in healthcare and construction sector and affirmed that several deals would be closed with Pakistani companies during the three day event.

The High Commissioner of Pakistan in Malaysia led a twelve-member delegation and appreciated the responsiveness of TDAP during interaction with his office. He further added that the trade volume between both the countries was low not least because of the political, social and economic

conditions of both countries. That said, the constitution of the Pak-Malaysia Business Council (PMBC) was a step in the right direction. The need for a Halal Certification Authority in Pakistan at federal level was also stressed.

Mr. Nauman Aslam, the Council General of Pakistan in Türkiye led eleven companies primarily from the Auto, Agriculture Machinery and Surgical sectors. It was mentioned that recently a trade agreement in goods between Pakistan and Türkiye had allowed free access to 261 items from Pakistan and high hopes were attached with this agreement for building trade relations between the two countries.

Ms. Asmma Kamal, Trade and Investment Attache of Pakistan to Sri Lanka, led an eleven-member delegation to Pakistan from pharmaceutical, sports and packaging sector. The President of Sri Lanka-Pakistan Business council of the Ceylon Chamber of Commerce, said that this visit was very fruitful and the delegates were inspired by the quality of Pakistani products. He further said that despite an FTA between Pakistan and Sri Lanka the trade volume was low but now there was a hope that trade volume would get better as the import ban is lifted in Sri Lanka. During this 3rd edition of the Engineering and Healthcare Show, the MoU between Sri Lanka-Pakistan Business council and Lahore Chamber of Commerce and Industry was renewed.

At the end, Chief Executive Trade Development Authority of Pakistan presented shields to the head of delegates from Türkiye, Malaysia, Sri Lanka, and Australia.

ii. [High Profile Meeting with Delegates from China](#)

The meeting of the Chief Executive TDAP with delegates from China was held on the 2nd day of the event. More than two hundred delegates from China attended the 3rd Engineering and Healthcare Show. The CE highlighted the fact that there is good G2G engagement between both countries but the lack of B2Bs needs to be addressed. Pakistan offers very high-quality pharmaceutical, surgical, herbal medicine, cosmetics, textile, sportswear, agricultural products as these products are largely exported to Europe. Mr. Phillip, Honorary Investment Councilor of China in Pakistan who also owns a China Pakistan friendship Centre in Shenzhen said that he was seeking collaboration in export of construction material from Pakistan. Mr. Omer Malik, Mr. Wang Zhou, Mr. Zhou whey, Mr. Shenjen, Mr. Sabir Jan, Mr. Aqeel Choudhary, Ms. Sabrina and many other prominent business persons from Beijing explained their nature of work in Pakistan and showed an interest in further investment to enhance trade volume with Pakistan.



HIGH PROFILE MEETINGS

iii. High Profile Meeting with delegates from Africa Region

Delegates from Kenya, Algeria, Mozambique, Djibouti, Tanzania, Nigeria, Zimbabwe and South Africa held meeting with the Chief Executive TDAP. Pakistan and Africa have good trade relations especially after Pakistan's Look Africa Policy. Pakistan is also arranging exhibitions in Africa to promote its products and is also open for joint ventures.

The Minister of Sports, Djibouti also held a meeting with the Chief Executive TDAP along with prominent businessmen from his country. He was interested in importing handmade football from Pakistan and declared it as the best in quality and price.



Mr. Abrar, a prominent businessman from Kenya, gave a proposal for establishment of a virtual Business center where Pakistani products can be displayed throughout the year. He also assigned the low trade volumes to the following reasons:

1. Lack of direct shipping to Africa makes the logistic arrangements very cumbersome and the exporters then lose interest in exporting products to Africa
2. The exporters of Pakistan do not truly know the demands of African community and an enhanced chambers and exporters interaction can bring the community closer and can bridge this gap.

TIC Algeria said that after the establishment of trade office in Algeria, the interaction of Algerian Business community with Pakistan increased but exports of Pakistan are of low volume as like other African countries, there is high demand of rice in Algeria which is fulfilled by the Indian rice. Pakistani rice is expensive than the Indian one and if this issue can be resolved, the trade volume can be enhanced. He also proposed an FTA between both the countries and joint ventures in construction industry.

Mr. Ghulam Abbas Hirani, President of Tanzania Business Council Tanzania, highlighted the issue of registration of Pakistani Pharmaceutical products by Tanzanian regulatory authority. And in response to this Chief Executive TDAP, Mr. Zubair Motiwala urged the Tanzanian delegates to talk to their government as Pakistani Pharmaceutical products are of high quality and are approved by strict standards of DRAP. These products are also exported to the European countries with high standards. So, the Tanzanian government should work towards resolution of this registration issue.

The Nigerian delegates also appreciated the product quality of Pakistan and suggested to enhance B2B linkages. They suggested for the increase in exports especially in the Rice and technology

sector. Nigeria is a member of AfCFTA and if Pakistani products are properly marketed in Nigeria, then these products can reach every corner of Africa.

iv. **High Profile Meeting with Delegates from CARs and Middle East Region**

The CE TDAP, Mr. Zubair Motiwala, introduced the export sector of Pakistan to all the delegates adding that there is special focus of the Government of Pakistan on CARs and Middle Eastern region.

Mr. Daniel, business analyst from Uzbekistan, told that he had signed contract with Pakistani pharmaceutical firms and was hoping for a great collaboration in this regard. He highlighted the issue of lack of direct flights. The delegates from Tajikistan also raised the same concern pointing out that they had to fly via Dubai which was a real nuisance for the growth of business. The delegates from Turkmenistan highlighted the issue of logistics as trade goods have to come via Afghanistan.

v. **High Profile Meeting with delegates from Europe and Americas Region**

The CE TDAP, Mr. Zubair Motiwala, introduced the export sector of Pakistan to the delegates. He told that Pakistan exports 70% of its surgical items to Germany. Pakistani products are of best quality and offer lower price in comparison to China and India.

Delegates from Netherlands, Germany and Italy expressed massive interest in promoting business ties with Pakistan. It was highlighted by the German delegation that the renowned German company, Siemens, has been working in this region for the past hundred years providing employment and introducing innovation in Pakistan. The delegates from Netherlands expressed their interest in importing pink salt from Pakistan. Furthermore, an Italian construction company signed an MoU with its Pakistani counterpart. The CEO Cyber Security Division Italy stated that the future belongs to IT & Cyber Security and Italy could help Pakistan in this field.

From the Americas region, the Brazilian delegation was very keen on promoting trade between the two countries.

vi. **Meetings with newly appointed Trade and Investment Officers**

During the event, newly appointed Trade and Investment Officers were briefed regarding the event and the engineering strength of Pakistan. An exclusive session of worthy delegates and newly appointed Trade Officers was conducted with Mr. Gohar Ayub, Minister of Commerce of Pakistan.



b) B2B Meetings

A total of 2212 Business meetings took place between domestic exhibitors and international buyers including meetings of delegates with the leading Trade Chambers of Pakistan like FPCCI, LCCI, SCCI and GCCI. The anticipated business generation from these meetings may exceed USD 245 million.



c) Regulatory Bodies Meetings

One on one meetings of Drug Regulatory Authority of Pakistan (DRAP) were also held with twelve Regulatory Authorities of different countries including Uzbekistan, Tanzania, Rwanda, Nigeria, Malaysia, Swaziland, Cameroon, Germany, Kenya, Qatar, Senegal and China.

SN	Country	Heads of Delegation	Discussion	Actionable Points
1	Kenya	H.E. Mr. Ibrar Hussain, Ambassador of Pakistan to Kenya & Mr. L.D Khan, TIO Kenya	Cooperation in various fields of research, pharmaceutical regulations, establishing manufacturing units in Kenya	<ul style="list-style-type: none"> Sharing of Accreditations and certifications so that regulations and compliance standards are met for the establishment of plants in Kenya Cooperation in meeting the WHO Accreditations and certification requirements
2	Rwanda	H.E Mr. Naeem Khan, Ambassador of Pakistan to Rwanda	Cooperation in various fields of research, sharing the levels of standards attained by Pakistan by complying with the WHO Standards, Requirements and Regulations needed to establish manufacturing units in each other's countries for prolonged relationship	<ul style="list-style-type: none"> Sharing of multiple levels of standards required by both countries to establish manufacturing units in both countries as well as sharing the methods and techniques to fulfill WHO Requirements
3	Tanzania	Mr. Ghulam Abbas Herani, Pakistan Tanzanian Business Council	Support and cooperation in Medicinal Research as well as the regulations and compliance structures required for the joint ventures between Tanzanian and Pakistani Companies	<ul style="list-style-type: none"> Sharing of the accreditations and certifications required by DRAP to open a manufacturing unit in Pakistan
4	Uzbekistan	Mr. Attaullah, TIO Uzbekistan	Cooperation in various pharmaceutical and Neuroceutical Medicinal Research Fields, extension in cooperation for the fulfillment of the regulation criteria for the establishment of the Uzbek Manufacturing Units in Pakistan	<ul style="list-style-type: none"> Sharing of the regulation criteria set by the Drug Regulatory Authority of Pakistan to operate a manufacturing unit in Pakistan as well as sharing of the templates and samples of accreditations
5	Uzbekistan	Mr. Attaullah, TIO Uzbekistan	Discussed with the Pakistan Standard Quality and Control Authority PSQCA about the development of the testing laboratories in Pakistan as well as the regulations required to establish such units in Pakistan	<ul style="list-style-type: none"> Sharing of the certifications and regulation compliance by the PSQCA for the establishment of the testing labs in Pakistan
6	Nigeria	Prof. Chimezie Anyakaora, Bloom Pulic Health	Discussed about the quality control and quality assurance required to cooperate in the fields of regulations and certifications, also discussed about the possibility of reaching an MOU	<ul style="list-style-type: none"> Cooperation in the mutual fields of quality, certifications and regulations and enhanced working
7	Nigeria	Donaldi Abba (PhD), National Agency for Food and Drug	Several areas encompassing the dimensions of mutual interest; cooperation in quality control,	<ul style="list-style-type: none"> Mutual cooperation assured in the various fields of medicinal regulations, control and quality assurance

		Administraion and Control	quality assurance, chemical evaluations and other fields were discussed in details	
8	China	Mr. Muhammad Sabir Jan, C.E.O Sawvat International	Discussed about the ease of doing business indicators in Pakistan required to establish a pharmaceutical manufacturing unit in Pakistan as another unit was already manufacturing in Pakistan	<ul style="list-style-type: none"> Cooperation in the fields of DRAP regulations required for the establishment of the manufacturing units as well as the certifications and regulations required to work in Pakistan by these firms
9	Malaysia	H.E. Mr. Syed Ahsan Raza Shah, Ambassador of Pakistan to Malaysia and Mr. Muhammad Saleem, Pakistan Malaysia Business Council	Discussed in detail about cooperation in various fields of medicinal regulation, Regulations fulfilled by the Malaysian Delegates, Investment Opportunities in both countries and regulatory frameworks	<ul style="list-style-type: none"> Online Registration and Pharmaceutical regulations available on the DRAP Website, Online Registration Portal and more than 650 Manufacturing Units working in Pakistan
10	Qatar	Ms. Serein Assad, TIO Qatar Dr. Muhammad Makki, Ministry of public Health Qatar	Discussed several fields among regulations, quality control, quality assurance and WHO Accreditations and Certifications	<ul style="list-style-type: none"> Cooperation in the investment opportunities present between the both countries Sharing of the working regarding level 2 achievement of the certifications Regulations and Compliance Template
11	Swaziland/ Eswatini	Swaziland/Eswatini Delegation	Discussed about the Investment opportunities present in Eswatini for the establishing of the manufacturing units	<ul style="list-style-type: none"> Various fields of cooperation and coordination in the fields of medicinal research and regulation requirement by Swaziland so that the units may start functioning in Africa
12	China	Mr. Ghulam Qadir, TIO China/Beijing	Discussed in detail about the investment opportunities present in Pakistan in the fields of medicinal research, testing medicinal laboratories and DRAP Certification and Regulations required for the establishment of manufacturing plants in Pakistan	<ul style="list-style-type: none"> Sharing the accreditations and certifications standards of Level 2 of WHO Regulations attained by Pakistan as well as other regulations
13	Pakistan	National University of Science and Technology, NUST	Certification and Regulatory Requirements	<ul style="list-style-type: none"> DRAP Meeting with the NUST Biomedical Robotics Team for the certification and regulation requirement needed for the building of biomedical devices i.e. testing and standards
14	Nigeria	Nigerian Delegation	Increasing Pharma Exports to Pakistan	<ul style="list-style-type: none"> Detailed discussion on how to increase Pakistan's pharma exports to Nigeria with lesser regulation and relaxed accrediting and certification.
15	China	Mr. Ghulam Qadir, TIO China/Beijing Dr. Ali, Importer from China	Customs and regulatory procedures required by DRAP to establish units in Pakistan	<ul style="list-style-type: none"> Establishing pharmaceutical units in Pakistan, and enquiring about all the customs and regulatory procedures required by DRAP and the total time taken to establish a pharmaceutical factory by fulfilling categorically all the 11 indicators of ease of doing business in Pakistan

16	China	Chinese/Beijing Delegation Mr. Lun Huong Chairman, Finding New Energy Sources	Detailed discussion about the investment opportunities in Pakistan	<ul style="list-style-type: none"> Cooperation in the fields of regulatory and certification requirement needed by the International Firms to operate in Pakistan
17	Nigeria	Nigerian Delegation	Investment and Export opportunities available in the different pharma sector of Nigeria	<ul style="list-style-type: none"> Investment and export opportunities available in the Nigerian pharma sector of Nigeria. The Nigerian regulatory authorities' representatives were ready to facilitate different manufacturing units in Nigeria
18	Cameroon	Mr. Alex Unegbu, TDO	Medical Tourism in Cameroon through Lanacome and Global Pharma	<ul style="list-style-type: none"> Detailed discussion on cooperation in medical tourism and other areas of mutual interest
19	Germany	Mr. Thomas Von Lutterotti, C.E.O OSPAPHARM GmbH	Detailed discussion in the fields of Homeopathic Medicines and Regulations	<ul style="list-style-type: none"> Mutual areas of Interests on the Herbal Medicinal and Homeopathic Medicinal Regulations required by the DRAP and the sharing of the template for the establishing of the units
20	Senegal	Senegalese Delegation	Several areas of cooperation discussed including Quality Control and Quality Assurances	<ul style="list-style-type: none"> Cooperation assured in the fields of CTD Dossier. Chemical and Molecular Compliance, Regulations fulfilled by the Regulator Countries and other regulations. Apart from these meetings several other independent regulatory authorities/pharma companies representatives, importers and businessmen from different delegates countries also held detailed meetings with the DRAP discussing range of topics and assuring cooperation in the areas of mutual interests on capacity building and capacity enhancements, investment opportunities, sharing of regulations and certifications and establishing manufacturing units in Pakistan and the delegate countries.

d) Chamber Meetings

The EHCS also provided opportunity for interaction of local Chambers with Foreign Chambers on 18th – 19th January, 2024. The purpose was to develop liaison between representatives of trade bodies coming from different countries of the world and leading chambers including FPCCI, LCCI, FCCI, GCCI and GTCCI. Sixteen Chamber to Chamber meetings and five MoUs were signed between various local and foreign chambers and associations over the two days.

On 18th January, 2024, FPCCI led by Vice President Mr. Zaki Aijaz and Vice President Ms. Qurrat ul Ain, along with members of LCCI and GTCCI met with 6 chambers representatives from Zimbabwe, Zambia, Kenya, Nigeria, Ethiopia and Algeria. Mr. Aijaz briefed the delegations on the vast potential of Pakistani products in the Africa region, specifically pharmaceuticals, automobiles, cosmetics, and electrical appliances. The delegates took great interest in enhancing Pak-Africa trade ties.

On 19th January, 2024 FPCCI VPs Mr. Zaki Aijaz and Ms. Qurrat ul Ain met with Chamber representatives from Sri Lanka, Malaysia, Rwanda, USA, China (Hong Kong), China (Xinjiang), and Turkiye. LCCI Senior Vice President Mr. Zafar Mehmood met with Basra Chamber of Commerce (Iraq).



Seven MoUs were signed during the event:

1. MoU between LCCI and Ceylon Chamber of Commerce (Srilanka)
2. MoU between FPCCI and Lusaka Chamber of Commerce (Zambia)
3. MoU between FPCCI and Pakistan Hong Kong Trade and Investment Forum (PHKTIF)
4. MoU between LCCI and Pakistan Greater Bay Chamber of Commerce (Hong Kong)
5. MoU between FPCCI and Malaysia Pakistan Business Council.

6. MoU between the Sri Lanka Pakistan Business Council and the Gujrat Business Centre.
7. MoU between Pakistan Hong Kong Trade and Investment Forum (PHKTIF) and Chinese Overseas Association Pakistan.

The Chambers from both sides showed appreciation and exchanged important notes such as propositions for MOU, Invitation to respective trade shows, product profiles, and exchange of contacts and areas of cooperation. The liaison thus created would be helpful for future interactions and trade facilitation.



E. Mineral Investment Lounge

Mineral Investment Lounge was introduced for the first time in the Engineering and Health Care Show (EHCS 2024).



Six stalls were allocated to different regions which included stalls for:

- I. Special Investment Facilitation Council (SIFC),
- II. Pakistan Minerals Development Corporation (PMDC),
- III. KPK Board Of Investment,
- IV. Balochistan Board of Investment,
- V. Sindh Board of Investment and
- VI. Punjab Board of Investment.

Delegates showed great interest in minerals especially Pink salt and its products displayed by PMDC; and marble, quarts, granite exhibited by KPK Board of investment. All the members of Boards of Investments and PMDC shared the information with visiting delegates about their products. The Chinese delegates seemed most interested in Pakistani minerals. Most of the delegates shared their contacts with members of Boards of investment and PMDC for future correspondence. Some Private Companies also displayed their minerals at the lounge and were able to sign MoUs with different delegates.



Key MOUs Signed at Minerals Investment Lounge are as follows:

1. KP Board of Investment & Trade &

M/S Futhai Osean (HK) Ltd China

Regarding encouraging, promoting and facilitating investors and to be the focal point for coordination & necessary cooperation in the Mining sector of KP.

Worth: USD 25 million.

2. KP Board of Investment & trade. &

Elba Group Lahore

Regarding encouraging, promoting and facilitating investors and to be a focal point for coordination & necessary cooperation in the Mining sector of KP.

Worth: USD 25 million.

3. BL Pana Copper Ltd., (subsidiary of Pana Copper Ltd., Canada) &

Khyber Pakhtunkhwa Board of investment & Trade

Regarding facilitation & support and to identify opportunities for cooperation to promote investment and exports in Mineral sector of Khyber Pakhtunkhwa.

Worth: USD 50 million.

1. Linyi Trade City Overseas investment co., Ltd China (Silica Quartz)
2. Shanghai ADM international trading company limited, China (Silica Quartz)
3. S. L. M. Enterprises Karachi. (Silica Quartz)
4. Elba international, Lahore. (Silica Quartz)
5. Patel Corporation Karachi. (Chromite ores and Led)

Signed MOUs with M/S. Minerals Bay Lahore Pvt Ltd.

Worth: USD 20 Million.



F. Startups

An innovative idea introduced in the 3rd Engineering and Healthcare Show 2024 was to provide platform to the academia to exhibit their unique projects at the show without any charges. The idea was to strengthen the industry-academia linkages by allowing the top engineering universities to establish linkages with both local industry and foreign buyers.



A total of eleven projects were selected from top three engineering universities of Pakistan. The initiative was highly appreciated by the delegates who took special interest in those state of the art projects that offered affordability with innovation.

Sr. No	Name of University	Name of the Project	Focal Person
1	UET	Innovative Strategies for Bone Regeneration; Tapping the Future Potential of Artificial Intelligence and Nanotechnology for Entrepreneurship and Commercialization in the Healthcare Sector	Dr. Aneela Anwar
2	UET	Development of polymer-based membrane module for separation of CO ₂ from N ₂	Dr. Muhammad Sarfraz
3	GIK	Functional Reverse Engineering of Machine Tools	Dr. Wasim Khan
4	GIK	High resolution flexible time-temperature indicator (FTTI) for food quality control	Dr. Ali Turab Jaffry
5	GIK	GreenV (Startup)	Raja Sheheryar Iqbal Shakeel Ahmed
6	NUST	Fruit Matiqs	Saimullah

7	NUST	Aerial Spray Drone	
8	NUST	(MyoBionic) Prosthetic Gripper	Sarmad Farooq
9	NUST	Otoscope	
10	NUST	Ekko-wave Therapeutic Device	Muhammad Belal Afsar Khan
11	NUST	Hess – Screening System	Ali Saeed Khan



G. Inaugural Dinner



TDAP hosted a dinner in the honor of the visiting delegates at Pearl Continental Hotel Lahore on 18th January, 2024. The Chief Guest Mr. Zubair Motiwala, CE TDAP graced the occasion.



H. Conclusion

It is analyzed that around 83% of world trade is based on those sectors / sub- sectors which were exhibited during the exhibition. Undoubtedly, this event will contribute immensely in establishing the image of the country as a manufacturing hub of engineering and its allied products. Moreover, it will assist in augmenting business activities of these sectors in the country. Keeping in view the success of the all three editions of the Engineering and Healthcare Show, it is expected that this event will be the brand face of Pakistan in engineering and healthcare sector in near future.

I. Suggestion

- a. The date of the next edition may be announced at the earliest.
- b. FPCCI and LCCI have to play a proactive role in attracting local exhibitors and major relevant brands.
- c. Companies who get benefit in TDAP managed international exhibitions and do not participate in the local event organized by TDAP, may not be given subsidy in participation in the international exhibitions.
- d. Missions may be directed to submit POST EVENT REPORT emphasizing the achievements / meetings held / MOU signed so that the same could be reconciled and recorded.