



5th TEXTILE ASIA 2008 INTERNATIONAL EXHIBITION

Official Event of Ministry of Textile Industry

4-7 April 2008
Karachi Expo Centre, Pakistan

Organized By:



Ministry of Textile Industry



POST EVENT REPORT

Introduction & History

Ecommerce Gateway Pakistan (Pvt.) Ltd. organized Textile Asia 2008 for the **5th consecutive year** at Karachi Expo Center from **4-7 April 2008**. It is the official event of Ministry of Textile Industry and enjoys annual activity for national and international textile manufacturers and corporate community. Textile Asia is the only UFI Approved textile & garment machinery show in Pakistan declared by “**The Global Association of Exhibition Industry, Paris, France**”.

Following the 5th successful year, **Textile Asia 2008** was an excellent platform for the display of state-of-the-art textile/garment technology and machinery for textile, embroidery, knitwear, printing, dyeing, accessories, supplies, chemicals, spare parts and allied services which were all available under one roof. The Exhibition served as a major platform for the introduction of new technology and brands and was helpful in creating synergy between the exhibitors and trade / corporate visitors.

The coverage of this event symbolized **Pakistan as the Regional Textile Business Hub**. It developed to build strong infrastructure for textile industry by introducing latest trends in the textile sector worldwide. Moreover, it has helped Pakistan to showcase its softer image globally and provided opportunities for local and international entrepreneurs to expand business and thus has increased textile exports in symbiosis.

Inauguration

Mr. Zafar Mahmood, Federal Secretary Textile along with **Mr. Nail Ersoy**, Turkish Commercial Attaché, **Dr. Khursheed Nizam**, President, Ecommerce Gateway, **Mr. Idrees Ahmed**, Textile Commissioner; inaugurated the event on **4th April 2008**.

Mr. Sohail Aziz, Executive Director of **Ecommerce Gateway** also accompanied them at the Multiple Ribbon-Cutting Ceremony along with dignitaries from **8 countries** of the world.



Exhibit Profile

- Allied Services
- Bleaching Machine
- CAD/CAM
- Card Clothing
- Carding Machinery, Cotton
- Certification Companies
- Circular Knitting Machine
- Coating or Impregnating Machinery for Yarn
- Combing Machinery
- Computerized Embroidery Machines
- Cone Winding Machine
- Drawing Machine
- Drawing or Rowing Machinery
- Dressing & Finishing Machine
- Dyeing Machine
- Flat Knitting Machine
- Garment Machinery
- Ginning Machinery, Cotton
- Hand Knitting Machine
- Ironing & Textile Pressing Machinery
- Looms
- Machine for Making Gimped Yarn
- Machinery for preparing Textile Fibers
- Machinery for Pressing Bleaching Ns
- Machines for Preparing Textile Yarn
- Part & Accessories of Weaving Machine
- Shuttles
- Soft Knitting Machines
- Spindles
- Spinning Ring
- Stitching Units
- Testing Laborites
- Textile and garment accessories
- Textile Chemicals
- Textile Doubling or Twisting Machines
- Textile Packaging Machinery
- Textile Printing Machines
- Textile Spinning Machines
- Textile Supplies and Raw Materials
- Textile Winding Throwing & Realing Machine
- Weaving Machine
- Weft Winding Machine
- Other Machinery

Visitor's Profile

- Business Magnates from Pakistan
- Consul Generals
- Consultants
- Dealers of Textile and Garment Machineries
- Distributors and agents of Textile and Garment Machinery and Accessories
- Foreign & Local Investors
- Foreign Companies seeking Joint Ventures
- Foreign Missions
- High level Government Officials
- Importers and Traders of Textile Machinery
- Local and Foreign Industrialists
- Members of Federations, Chambers and Trade Associations
- Opinion Leaders
- Policy and Decision Makers
- Professionals from the local textile sector
- Regional buyers of Textile and Garment Machinery
- Textile, Knitting and Garment manufacturers
- Top Executives from local Textile and Garment Manufacturing Sectors
- Trade Delegations from various countries

Countries Participated

- | | | |
|-------------------|-----------------|-----------------|
| 1. Austria | 11. Hong Kong | 21. Singapore |
| 2. Australia | 12. India | 22. Spain |
| 3. Belgium | 13. Iran | 23. Sweden |
| 4. Czech Republic | 14. Italy | 24. Switzerland |
| 5. China | 15. Japan | 25. Taiwan |
| 6. Canada | 16. Korea | 26. Turkey |
| 7. England | 17. Malaysia | 27. Thailand |
| 8. France | 18. Netherlands | 28. USA |
| 9. Germany | 19. Portugal | 29. UK |
| 10. Holland | 20. Sri Lanka | |



Media Coverage

CNBC Pakistan telecasted the Inauguration; Coverage & Views of foreign and domestic exhibitors **LIVE** from Karachi Expo Centre. More than **60** print and electronic media representatives from Pakistan and abroad covered the Event. Some of the satellite channels that covered the Event in their documentaries are as follows:

- | | | |
|------------------|--------------|-------------|
| 1. AAJ TV | 6. Dawn News | 11. SAMAA |
| 2. ATV | 7. Dhoom TV | 12. Sun TV |
| 3. ARY One World | 8. Metro One | 13. TV One |
| 4. Channel 5 | 9. PTV | 14. Waqt TV |
| 5. CNBC | 10. Royal TV | |

And others include all the renowned Urdu & English newspapers/dailies.

Supporting Bodies

<ul style="list-style-type: none"> Government of Sindh 	
<ul style="list-style-type: none"> City District Government, Karachi 	
<ul style="list-style-type: none"> CTMTC – China Texmatech Co Ltd. 	
<ul style="list-style-type: none"> CTMA – China Textile Machinery Association 	
<ul style="list-style-type: none"> TEMSAD - Textile Machinery Manf.& Accessories Association 	
<ul style="list-style-type: none"> TÜAYP – Tuyap Fairs Exhibitions Organizations Inc. Turkey 	
<ul style="list-style-type: none"> KOTRA – Korea Trade Investment Promotion Agency 	
<ul style="list-style-type: none"> PRGMEA – Pakistan Readymade Garment Manf. & Exp. Assoc. 	
<ul style="list-style-type: none"> PCFA – Pakistan Cotton Fashion Apparel Manf. & Exp. Assoc. 	
<ul style="list-style-type: none"> PHMA – Pakistan Hosiery Manufacturing Association 	
<ul style="list-style-type: none"> PBEA – Pakistan Bedwear Exporters Association 	
<ul style="list-style-type: none"> TEXMAP – Textile Machinery Manf. & Suppliers Assoc. of Pakistan 	

- APTMA - All Pakistan Textile Mills Association



- PAKSEA – Pakistan Knitwear & Sweater Exporters Association



- PCETA – Pakistan Commercial Exporters of Towels Assoc.



- PYMA – Pakistan Yarn Merchants Assoc.



- TMAP – Towel Manufacturers Assoc. of Pakistan



- Pakistan Textile Journal



Networking Gala Dinner of 5th Textile Asia 2008

Following the tradition, Ecommerce Gateway Pakistan (Pvt) Ltd. arranged a networking gala dinner on **1st Day of Exhibition** dated **April 4, 2008** for foreign participants and local exhibitors. **Mr. Zafar Mahmood**, Federal Secretary of Textile was the **Chief Guest** and **Major General Muhammad Farooq**, Director General, Defence Export Promotion Organization - DEPO was the **Guest of Honor** of the Gala Dinner. The dinner was unique in its own regard because it provided the opportunity for delegates, buyers and sellers to interact with each another in an informal setting hence the name 'Networking Dinner'.

FADIN – Fashion Apparel Design & Training Institute in collaboration with Ecommerce Gateway Pakistan (Pvt) Ltd. held its convocation and plaque distribution ceremony. This gathering was a platform for the graduates of FADIN who showcased their talent on ramp in a fashion show. Their apparels were highly appreciated by foreign delegates thus students got a great response. The fashion show closed with the fall of confetti on stage about which the models commented that it was the first time that they received such a tremendous response.

Ms. Ambreen Khan, Principal FADIN said, *“The foreign delegates are talking in terms of investment in textile and apparel sector and it has been happening very successfully through Textile Asia. The collaboration between **FADIN**, the fashion school and the event has been great success and the students have got a platform where the audience can actually hire them Thus the efforts by Ecommerce Gateway have been remarkable”.*

Relevant to **Textile Asia members** of **Ecommerce Gateway Pakistan (Pvt) Ltd.** the shields were distributed to **Mr. Sohail Aziz**, Executive Director; **Mr. Mujib Siddiqui**, GM Sales & Marketing; **Mr. Fakkhi Iftikhar**, GM Events Operation; **Mr. Adeeb Aijaz**, GM Communication; **Mr. Tafseeruddin**, Regional Manager North; **Mr. Arshad Imran**, GM Database along with **Ms. Ambreen Khan**, Principal FADIN, **Mr. Abbas Mooraj**, President and **Mr. Khalid Amin**, Secretary of Texmap Association.

Dignitaries attended the Event

VVIP's

- **Mr. Zafar Mahmood**, Federal Secretary Textile Industry **Chief Guest of the Event**
- **Madam Tehmina Doltana**, Federal Minister for Science & Technology
- **Major General Muhammad Farooq**, Director General, Defence Export Promotion Organization
- **Major General Liaquat Ali**, Director General, Rangers
- **Mr. Nail Ersoy**, Turkish Commercial Attaché
- **Mr. Martin Beinz**, Consul General of Switzerland
- **Mr. Malik Atiq**, Commercial Specialist of the Consulate General of USA
- **H.E. Vladimir V. Seliverstov**, Consul General of Russian Federation
- **Mr. VS Sidath Kumar**, Consul General of the Democratic Socialist Republic of Sri Lanka
- **Mr. Ajer Khan Zaheer**, Commercial Assistant of Sri Lanka Consulate

And a number of foreign and local diplomats.

Event Statistics (Local \ Foreign combined)

▪ Total Covered Area	=	12,000 sqm
▪ Total Exhibitors	=	132
▪ Brands Represented	=	more than 500
▪ Foreign delegates	=	273
▪ Countries Participated	=	more than 27
▪ Visitors	=	more than 26,000 in 4 days

Textile Asia 2008 Exhibition Catalogue

The **Exhibition Catalogue** was available during the Event at the time of **Inauguration**.
Download the Exhibition Catalogue from www.textileasia.com.pk

Total Visitors (Local \ Foreign combined)

A large number of Trade/Corporate Visitors turned out to visit **5th Textile Asia 2008 Int'l Exhibition**; the entry was allowed by invitation through corporate visitor passes. The total number of visitors who attended the **5th Textile Asia 2008** was more than **26,000** in four days.

SUCCESSORS OF 5th TEXTILE ASIA 2008

Almost all the Exhibitors got good response and approximately **27 million dollars business** is under negotiation from the platform of **5th Textile Asia**.

During the event, following exhibitors have successfully expanded their business and received a fabulous response from trade visitors. Below are the Testimonials of the Representatives

- **ABBAS APPAREL MACHINERY COMPANY [HALL 3]**

Mr. Masood Rizvi stated: "The management of Ecommerce Pakistan has been really good this time. The response of visitors has been fine although visitors from Punjab are missing. We will really look forward to join Textile Asia next year".

- **AHS Textile Machinery Company [Hall 4]**

Mr. Fared Uddin Ghori, Manager Technical Services stated: "We have been participating in 5th Textile Asia for the past five years. This year the response is lesser than last year, which is because of the decline in textile business. We hope to increase our business through this platform. ZSK is the embroidery machine that we have sold here"

- **AIR TECH (PVT) LTD [HALL 3]**

Ms. Saima Kifayat, Business Development Manager stated: "It is the 3rd time we have participated in Textile Asia which has been very beneficial to us. We have negotiated with the corporate sector and our air filters and compressor parts have been sold. We do look forward to participate next time on a much bigger platform".

- **AKHTAR & SONS [HALL 4]**

Mr. M. Ramzan Arain, Textile Executive stated: "We are associated with Textile Asia for the past 5 years. The response of visitors has been satisfactory and we hope to expand our business through this platform. We were successful to sell our 'Cotton Contamination Sorter' and 'Fabric Inspection Machines. We will definitely come again".

- **AL MURTAZA MACHINERY CO. (PVT) LTD. [HALL 2]**

Mr. Ali Zain Rashid, Director stated: "Pakistan is a major player of textile industry. We are satisfied with the management because Ecommerce Gateway is always cooperative with us. This is the reason Al-Murtaza has the largest number of stalls displayed at the exhibition. We are interested to join the event next year".

- **AL-MUMTAZ INTERNATIONAL [HALL 2]**

Mr. Rizwan, Director stated: "We are a regular part of Textile Asia. We have sold our products successfully in the last exhibitions but this year the economical situation of the country has generated doubt in investors mind. We hope to rise in the textile sector again and want to be a part of this event next year. We are satisfied with the organization by Ecommerce".

- **ASSOCIATED TEXTILE CONSULTANTS (PVT) LTD. [HALL 5]**

Mr. Imran Siraj, Assistant Manager (CRM) stated: "This exhibition is a good way to interact with corporate industry. The turn out is satisfactory and next time we would like to participate with a much bigger volume".

- **IMRAN ENTERPRISES [HALL 2]**

Mr. Farhan Bashir, Partner stated: "We are one of the founders of Textile Asia and we are proud to say that the major giants associated with Textile Asia have been introduced through us. We are expecting a much better response next time".

- **MADHANI ASSOCIATES [HALL 5]**

Mr. S. Faisal Raza, Area Sales Manager stated: “This is our 5th year at Textile Asia and the response has been amazing. The organization is perfect and I am really satisfied with the management. Every minute detail has been thoroughly worked-out like provision of power supply, cooling etc. We will be honored to be part of this event next year”.

- **MUKASHI ASSOCIATES [HALL 3]**

Mr. Amjad Khaleel, Area Manager stated: “We are glad to be part of this mega event. The organization is very good and Ecommerce has been successful in projecting the event nicely”.

- **ORIENT ENERGY SYSTEM [HALL 3]**

Mr. Mashkoor Hasan, Deputy Manager Administration stated: “Textile Asia has been our platform for the past three years. Trade/Corporate visitors from various sections of textile industry have inquired about our products therefore we expect to have a boom in our business”

- **PUNTO ITALIANO [HALL 5]**

Ms. Nighat Naseer, Business Development Executive stated: “We are glad that to have received great response and we look forward to have our business expanded. The management has been cooperative providing all the facilities on time”.

- **SIMAG (PVT) LTD. [HALL 4]**

Mr. Arshad Ahmed, Service Engineer stated: “The response has been very good. The local buyers are our target market and we have been successful in drawing their attention.”

- **UNITED MACHINERY [HALL 1]**

Mr. Naveed Uddin, Vice Chief Executive stated: “It has been a very good event which has projected my company very well. I am satisfied at the arrangements and look forward to be part of Textile Asia again”.

- **XSIS [HALL 1]**

Mr. Harris Ahmed, Director stated: “XSIS is part of Textile Asia for the 5th time. This year the response has been average. It may be because of the economical condition of Pakistan and increase in cotton prices that foreigners aren't much willing to invest here. The participation of Punjab is missing”

- **LAUNCH OF PAKISTAN TEXTILE CITY: [HALL 5]**

Pakistan Textile City is a Mega Project that has been launched in collaboration with the Govt. of Pakistan. It's a **2.2 billion project**. Investors from **China, Turkey and Korea** have shown their interest to setup joint ventures with Pakistani Textile & Garment Manufacturers in the Textile City.

- Other Exhibitors like **Salam & Co.** [Hall 1 & 2], **Associated Textile Consultants** [Hall 5], **PS Textiles**, **TKA Corporation**, **Silver Strings Textile (Pvt)**, **Textile Engineers of Pakistan** [Hall 4], **Noor Corporation & Tahir & Co.** also received great response and we look forward to have our business expanded.

Future Prediction & Details of Next Event

6th Textile Asia 2009 Int'l Exhibition **9-12 April 2009 Karachi Expo Centre, Pakistan**

Event Details:

- **6th Textile Asia Int'l Exhibition** will be organized with its complete magnificence from **9-12 Apr. 2009**
- Almost **29% space** for **6th Textile Asia 209** has been **SOLD** until the last day of 5th Textile Asia 2008
- The scope of the Exhibition has been expanded & is anticipated to occupy additional display area in marquees over & above the 5 permanent display halls at Karachi Expo Centre.

- ~ Companies from different Industries will participate and display their products and services to promote their business interconnected companies may also avail the opportunity to advertise in this largest event.

- **More than 26,000 Trade / Corporate Visitors** are expected.

Tariff of Stalls

Rate of Shell Scheme Stalls

- ~ **Minimum 9 sqm (3mx3m) space US\$ 300 per sqm.**

Includes: One Octonorm shell, one counter, two chairs, 3 spotlights 100 watts (each), company's name on fascia, carpeting, 1 power socket -single phase 220 volts (50Hz), 5 amp.

Rate of Bare Space Stalls

- ~ **Minimum 18 sqm (6mx3m) space US\$ 250 per sqm.**

Includes: Space plus 1 power socket, single phase 220 volts(50 Hz) 5amp only. Exhibitors are required to build their own stands through the official stand contractors or their own contractors.

Rate of Outdoor Exhibit Space (Air-Conditioned)

- **Minimum 18 sqm (approx. 9mx4.5m) space US\$ 160 per sqm.**

Includes: Space plus 1 power socket, single-phase 220 volts (50 Hz) 5amp only. Exhibitors are required to build their own stands through the official stand contractors or their own contractors.