

POST EVENT REPORT



PRINTPAK

An imprint of Pakistan's Printing & Packaging Industry

18 - 20 NOVEMBER 2017

EXPO CENTER, KARACHI, PAKISTAN

11th EDITION OF

PAKISTAN'S LARGEST

PRINTING & PACKAGING EXHIBITION

Supported by:

Event Manager



ORGANIZER

PAPGAI

AFFILIATED WITH FEDERATION OF PAKISTAN
CHAMBER OF COMMERCE AND INDUSTRY

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Introduction

Printing industry in Pakistan is one of the most dynamic industries in terms of business and employment generation. Being the 2nd largest contributor of employment after agriculture the printing and graphic arts industry stands over five billion Rupee in terms of v. Print Pak is referred to as an incredible printing and graphic industry show in Pakistan, which is an ideal platform to showcase the latest process, technology products and services. It serves the industry with innovative ideas and solutions in the field of printing, graphic arts and allied disciplines.

Pakistan Association of Printing & Graphic Arts Industry (PAPGAI) is making continuous efforts in promoting awareness about the industry and the valuable services that are provided by the industry to its clients and its contribution to the economy of the country. This contribution to the economy is in the form of taxes, provision of employment opportunities, to both skilled and unskilled, and skill development of people associated with the industry. This is done in collaboration with institutes of high standards and repute.

Highlights Print Pak 2017:

- 130 National & International principals/exhibitors represented from more than 15 Engineering sectors
- Leading sectors participated: Printing, Graphic Arts, Industrial Automation, Paper, Ink, Packaging Technical Education Sectors
- Trade visitors 11,300 General Visitors 14,700 at Expo Centre
- 14 main Sponsors supported the event
- High profile dignitaries including Commercial Attachés, Council Generals, Government Officials, CEOs, Consultants and other top decision makers from the industry visited as a Guest of Honor.

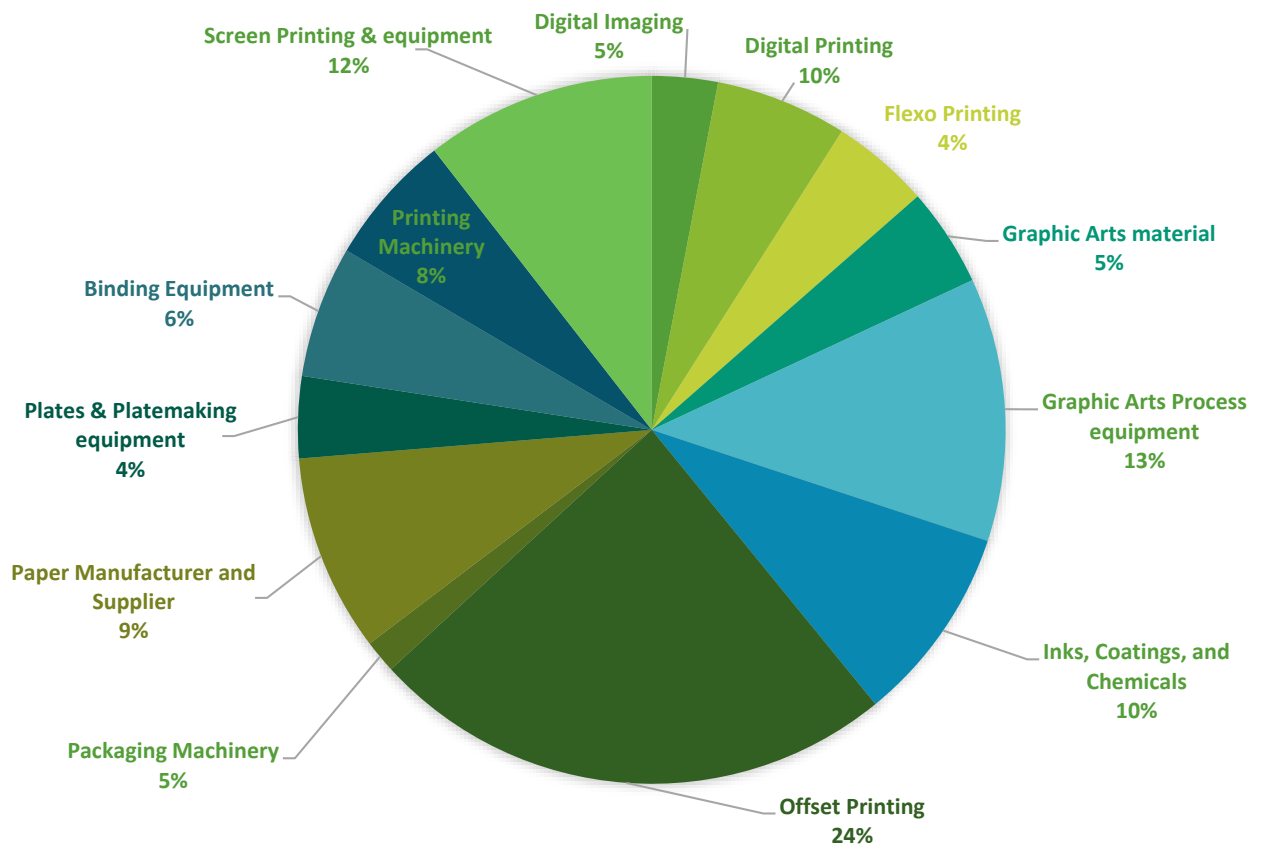
Key Facts



Post Event analysis

Exhibitors by Business

- Offset Printing
- Inks, Coatings, and Chemicals
- Printing Machinery
- Digital Imaging
- Digital Printing
- Flexo Printing
- Packaging Machinery
- Paper Manufacturer and Supplier
- Plates & Platemaking equipment
- Binding Equipment
- Graphic Arts Process equipment
- Graphic Arts material
- Screen Printing & equipment



Pre Event Activities

The Print Pak kick-off was initiated several activities including **networking sessions** with PAPGAI's regional offices in Lahore & Islamabad. In order to support sales efforts **Soft Launch and Eid Milan** events were held in local hotel in Karachi where the members of local printing industry were invited to brief on the Print Pak event, space booking and sponsorship opportunities.

Soft Launch

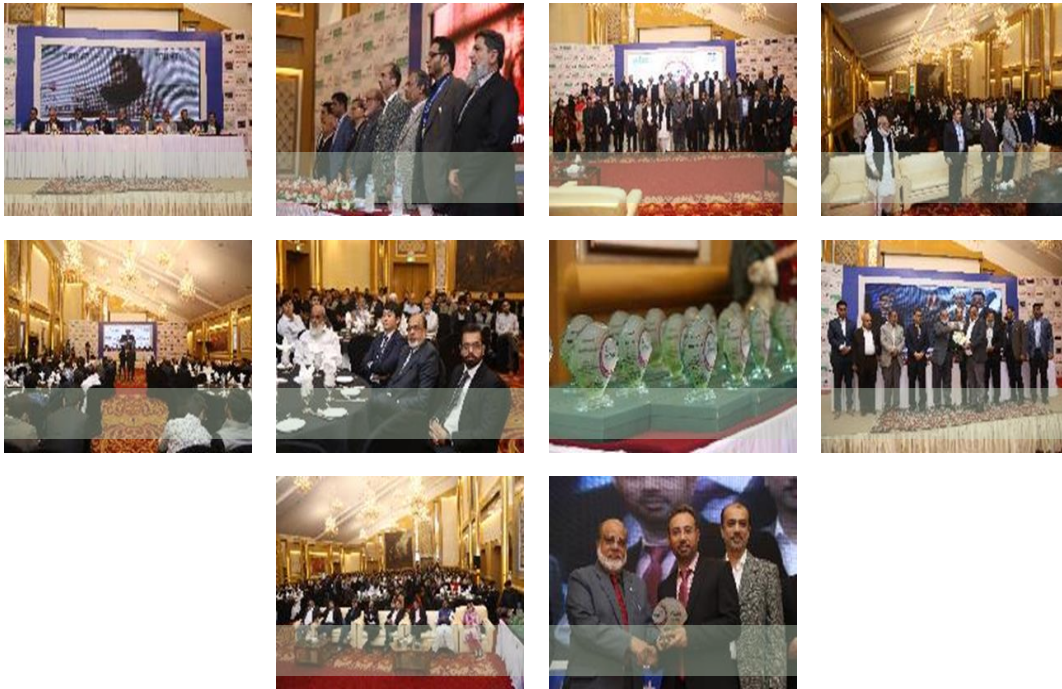


Exhibition

Inauguration Ceremony of Print Pak 2017



Dinner & Award Ceremony



Guests of Honor



Exhibition Facilities



Reception



Digital Environment



Registration Desk



Corridor



Walk Through Gates



Atrium

Participants

Sponsors

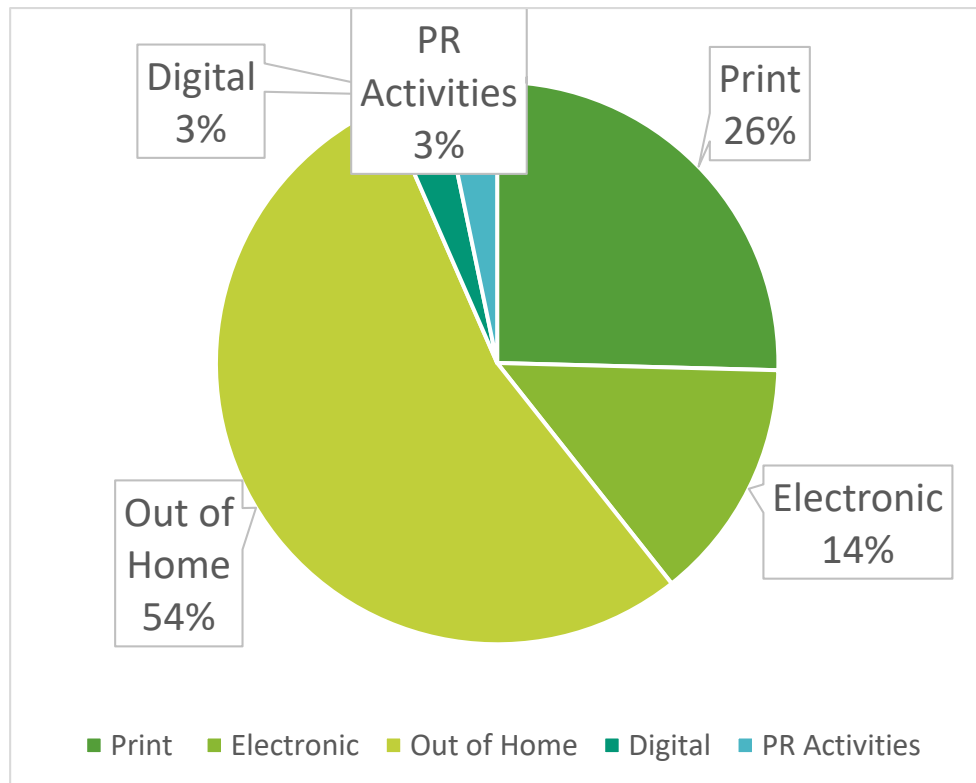


Exhibitors

Company	Saima Packaging
Secur Print	PrinTech
J.K. Trading	GIZ
Printing Knowledge	Time Press
Wity Machinery	Print2pack
Hi-Tech Machinery	Aman Foundation
Kodak	Industrial Resource
M.A Engineering	MTI
Arto tech	Time Publishers
Spring Ink	Samedia
SA- Knitwear	Picture Gallery of Pakistan
Rajput Brothers	Books
Mijokum	Rajab Spare Parts
Al- Ameen Trading	
Ehtesham Packages	
Ammanco	
Sal Im	
Al- Abbas Printers	
Thal Ltd. Pakistan	
Cangzhou Huading	
DWP-XEROX	
SWS Pvt. Ltd.	
Konica Manolta	
Roland	
DIC	
Unique Graphics	
Dawn Paper	
PPECL (Hiedelburg)	
Vintage Graphics	
Hashmi Traders	
Quick Process	
Khurshid Impex	
Ideal Carton	
Top Link Packagaes	
Century Paper Mill	
Paradise Press	
CPP	

Event Promotion Campaigns

Promotional Mix

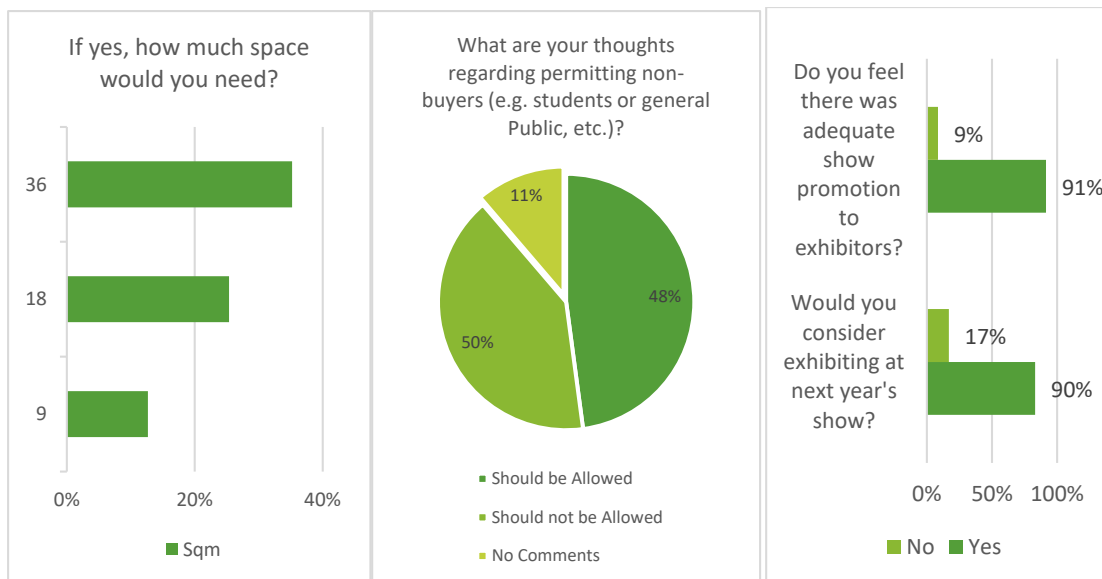
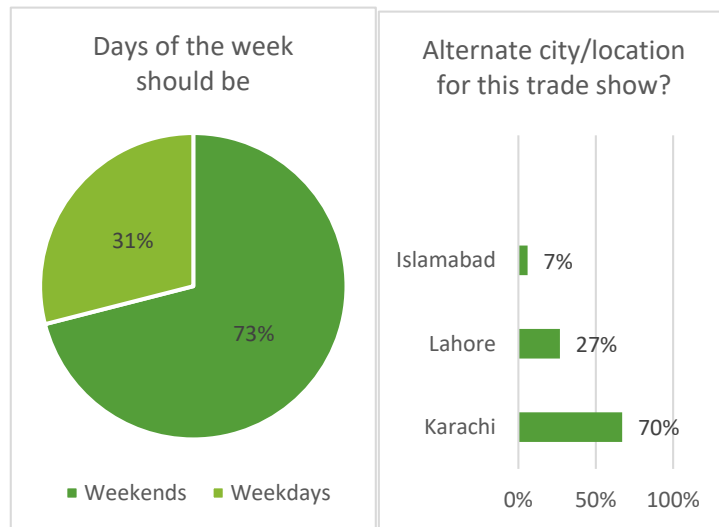


- Outdoor
 - Street Banners & Billboards
 - Posters Placement in Printing Press, Paper & Allied Markets
- Print
 - Newspaper Ads
 - Supplements
 - Special Reports (PAGE & The News)
- Electronic
 - Specialized Talk Show on Business Plus
 - TV Ads on Geo
 - Cable Ads & Tickers
 - FM Radio Promo
- Digital
 - Web site updates
 - Email Marketing
 - SMS Marketing

NOTE: The above mentioned promotional mix is based over financial spending only.

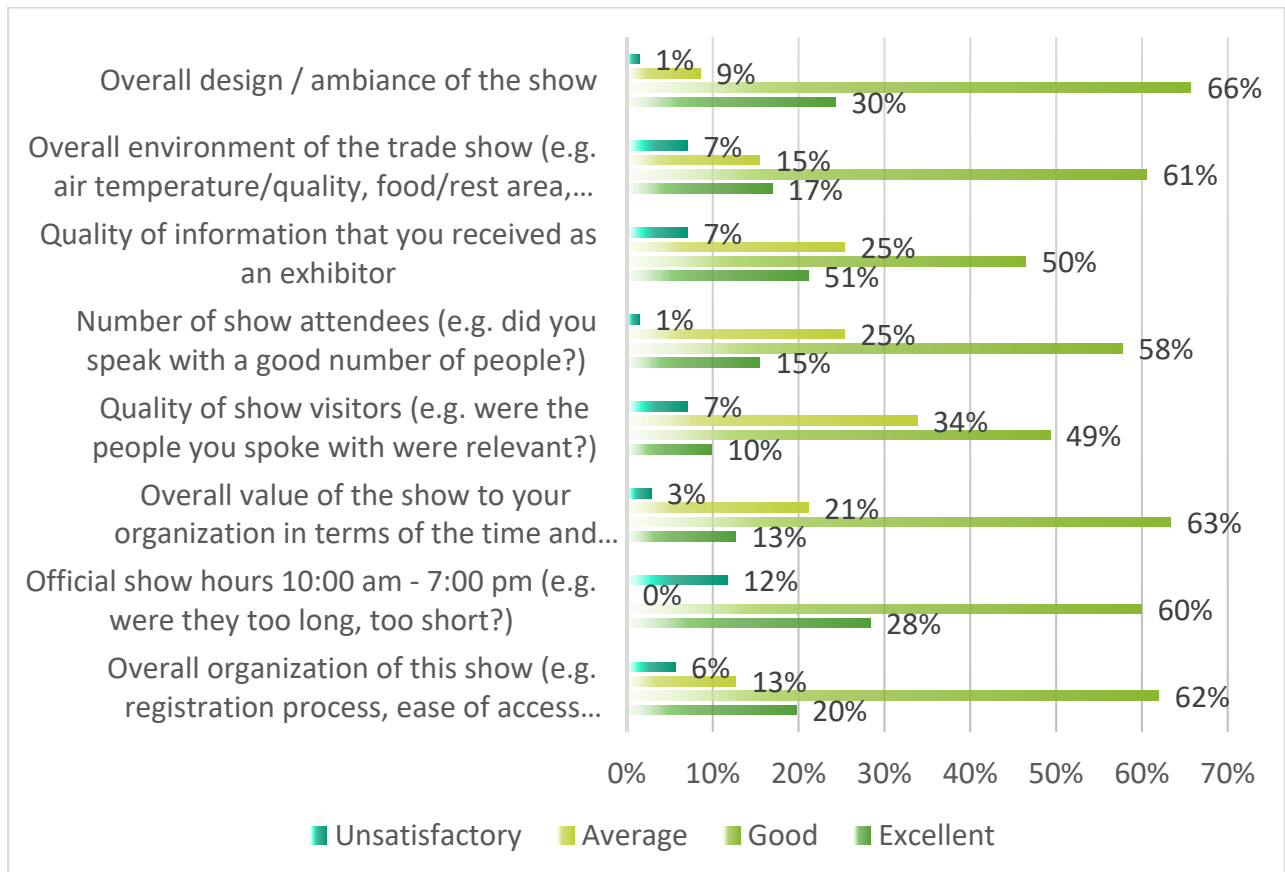
Feedback

Exhibitor's Feedback



Feedback Summary*

- 90% of the respondents / exhibitors were satisfied with the ambience of the show
- 80% were satisfied with overall environment and facilities provided at the venue
- 70% exhibitors received quality information
- 59% exhibitors had relevant visitors
- 77% respondents were satisfied with the overall value earned for their companies
- 90% people found the timings satisfactory
- In terms of ease of access, 84% exhibitors were satisfied with the organization of the show



*%age feedback on the basis of cumulative responses of 'Good' and 'Excellent'

Testimonials

Great event and very good participation from the Industry. Entry of children under 16 should be restricted. We got a chance to deal a number of Customers & people related to the industry.

Humaira Shazia
DIC Pakistan Lahore

I am short of word to see such diversity and creative idea in the event. Keep it up!

Amir Amin
CFO, NIT

Very well organized show. I attended the fair first time in Pakistan and I find it very interesting for making business here.

Philippe Koreska
Barcelona, Spain

The exhibition provides excellent way of propagation of event evaluation in the field. It has been very well managed by Badar Expo Solutions as well.

Asif Siddiqui
IEEEP Chairman

We are very glad to have shown for our machines and technology with CPP company. Our Partners Are in Pakistan. We are very confident to move good business and services to Pakistan's Printing & Packaging Industry. We would do our best to promote our Products in here, let more and more people know HP Grow with CPP Mr. Ismail together.

Huangues
4P Group, China

Conclusion

The event generated huge interest in the sectors of Printing and Graphic arts process, products and services development. It concluded with various B2B potential future ties and inspired vast audience to participate in the industrial growth considering enormous opportunities and growth potential.

The event ended with the commitment of a bigger and better event next year in praise of this sector by all those who attended. The conduct of Print Pak was successful in highlighting the potential of this industry at the government and trade levels.

PRINTPAK 2017 SECRETARIAT

ORGANIZER



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