

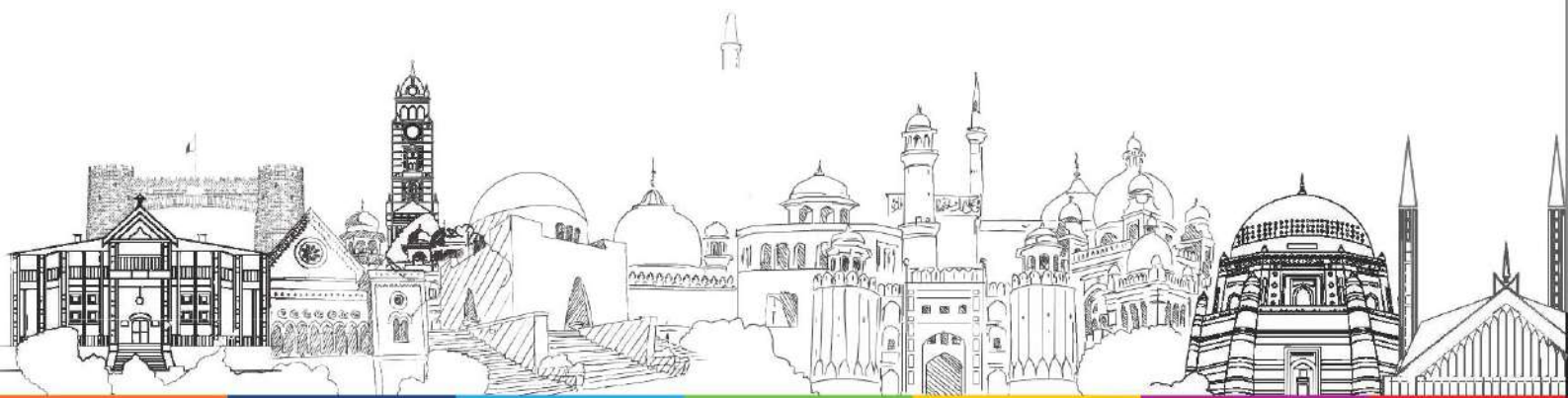


PrintPak²⁰¹⁹

Impressions for Life

22-23-24 NOVEMBER, 2019

EXPO CENTRE LAHORE - PAKISTAN



PAKISTAN'S

LARGEST PRINTING & PACKAGING EXHIBITION



Pakistan is situated on the crossroads of Central Asia and Western Asia. It's the fifth-most populated country, home to over 200 million people. It is the 33rd largest country in the world in terms of area.

As of 2018, Pakistan's estimated nominal GDP is US\$310 billion. According to the World Bank, Pakistan has important strategic endowments and great development potential. Pakistan has roughly 40 million middle class citizens which are projected to increase to 100 million people by 2050. Pakistan's economy is 25th largest in the world in terms of purchasing power. It is South Asia's second largest economy, representing about 15.0% of regional gross domestic product (GDP).

Manufacturing is the third largest sector of the economy, accounting for 13.6% of GDP, and 13% of total employment. Large-scale manufacturing (LSM), at 10.8% of GDP, dominates the overall sector, accounting for 80% of the sectoral share, followed by small-scale manufacturing, which accounts for 1.9% of total GDP.

WELCOME TO LAHORE!

Lahore is the country's second-most densely populated city after Karachi, it is the historical and cultural centre of Punjab province. Lahore is one of Pakistan's progressive, socially liberal and cosmopolitan cities. The city exerts a strong and dynamic cultural influence over Pakistan. It is a major centre for Pakistan's publishing industry, and remains the premier literary scene in the country.

PRINTING INDUSTRY DYNAMICS

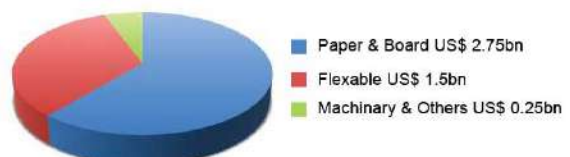
Currently, the printing & packaging industry grosses 5 billion dollars. This includes books, magazines, catalogs, paper packaging material and corrugated boxes etc. Pakistan has per capita consumption of 7 - 8 kg of paper, and about 4 kg of flexible packaging material per capita.

The soft printing & packaging industry which is growing at a fast pace is worth over 3 billion dollars with consistent growth in consumer products. Hence the total printing & packaging industry is worth approximately 8 billion.

Presently the growth in offset printing is 7-8% and flexible about 12-15%.

- The global market for printing is forecasted at over 980 billion in 2019.
- Asia contributes 39% which is estimated at US\$ 351 billion.
- Pakistan's Print Market is around US\$ 5 billion, and 3 – 3.5 billion in flexible. (Total 8 – 8.5 billion US\$)
- Printing & Graphic Art Industry caters to & serves diverse verticals:

Advertising, FMCG, Education, Financial Sector, Textile, Automobile, Pharmaceutical, Food, etc.



PRINTPAK SUCCESS STORY 2017

The event generated huge interest in the sector of Printing and Graphic arts. It concluded with various future potential B2B ties and inspired a vast audience to consider the enormous opportunities and participate in the industrial growth. The event of PrintPak was successful in highlighting the potential of this industry at the trade and government levels.



PAPGAI THE PARENT BODY

PAPGAI was formed in 1959 and since then, it is playing a leading & pivotal role for the betterment of Printing & Packaging Industry by providing support and promoting the industry. It is the 2nd largest Industry of Pakistan in terms of providing employment. With members from over 825 organizations across Pakistan, it is closely connected with various technical institutes of Pakistan.

The industry gives employment to approximately 2 million people. PAPGAI is also a member of the Asia Print Organization, the members are:

Pakistan, China, India, Thailand, Malaysia, Indonesia, Korea, Philippines, Sri Lanka, and Japan are associate members. Asia Print holds a Conference and a Working Committee Meeting annually, within the member countries. PAPGAI is likely to host the next working committee meeting probably during PrintPak 2019.

PRINTPAK 2019 INTRODUCTION

PAPGAI has been organizing Pakistan's largest Printing & Packaging Exhibition by the name of PrintPak since 1990 in Karachi & Lahore alternatively. This year PAPGAI is organizing PrintPak 2019 Exhibition from Nov 22-24, 2019 at Lahore Expo Centre, in the beautiful city of Lahore, the major hub for Pakistan's publishing industry.

Asia Print Organization has already been contacted and informed about the exhibition and member countries have promised to support by exhibiting their innovative and advanced technologies and products in the PrintPak 2019 Exhibition.

In Pakistan, PAPGAI shall involve all the stakeholders i.e. Printing, Packaging and Graphic Art Industry, Local and International Associations, Exhibitors, Corporate Sector, Educational Institutions, Suppliers, Industrial Sector, Gov. Bodies, Local Administration & Trade Visitors.

Special guests from various diplomatic missions will be invited to visit the exhibition and this will help in building healthy relations with the international community. Numerous seminars and workshops will be held by top notch institutes and vocational centres for awareness and skill building of the printing and graphic arts industries.



PRINTPAK PAST EVENTS



PRINTPAK LAHORE 2019 - SOFT LAUNCH CEREMONIES



NISHAT HOTEL GRAND BALL ROOM, LAHORE

KARACHI CLUB, ANNEXE



PRINTPAK EXHIBITION HIGHLIGHTS



AT PRINPAK EXPO 2019 YOU CAN

- Introduce and demonstrate your equipment
- Reach the broad marketplace and vital niches at the same event
- Take advantage of global business leads through the international business center
- Benefit from an aggressive, professional, print integrated multi-media vocational program
- Align your company with the needs and goals of the entire industry
- Connect with buyers during and after the show

EXHIBITORS' PROFILE

Digital Imaging	Digital Printing	Flexo Printing	Graphic Arts material	Graphic Arts Process equipment
Inks, Coatings, and Chemicals	Offset Printing	Packaging Machinery	Paper Manufacturer & Supplier	
Plates & Plate-making Equipment	Printing Equipment	Printing Machinery	Screen Printing and equipment	
Tag & Label Printers	Publishers	Corrugated Printing	Gravure Printing	Indenters & Traders

VISITORS' PROFILE

Press Owners	Commercial Printers	Converters & Printers	Traders & Manufacturers	Digital & Package Printers
Pre-Press Managers	Print Shop Managers	Purchase Managers	Quality Controllers	Colour Lab Owners
R&D Managers	Tag & Label Printers	Sign Makers	Advertising & Media Agencies	Educational Institution
Pharmaceutical Industries	Printing Technologists	Procurement Personnel		

PARTICIPATION PACKAGES

SHELL SCHEME



9 SQM

BARE SCHEME



18 SQM

SPONSORSHIP CATEGORIES

- | | |
|--|---|
| <input checked="" type="checkbox"/> PLATINUM | <input checked="" type="checkbox"/> DIAMOND |
| <input checked="" type="checkbox"/> GOLD | <input checked="" type="checkbox"/> SILVER |



FOR BOOKING & DETAILS

PAPGAI - LAHORE

CC-25, CENTRAL PLAZA, 3-CIVIC CENTER, GARDEN TOWN, LAHORE - PAKISTAN
CELL / WHATSAPP: +92-321-8445885 E-MAIL: PAPGAIPK@YAHOO.COM
WEB: WWW.PAPGAI.ORG WEB: WWW.PRINTPAKEXPO.COM

BADAR EXPO SOLUTIONS

C-175, BLOCK - 9 GULSHAN-E-IGBAL, KARACHI - PAKISTAN
CELL: +92-300-0204623 TEL: +92-21-34821159 - 60
EMAIL: SALES@PRINTPAKEXPO.COM WEB: WWW.PRINTPAKEXPO.COM

PAPGAI - KARACHI

PAKISTAN ASSOCIATION OF PRINTING AND GRAPHIC ARTS INDUSTRY 214, 2ND FLOOR, MASHROUQ CENTRE, STADIUM ROAD, KARACHI - PAKISTAN
TEL: +92-21-34920175 FAX: +92-21-34926625 EMAIL: PAPGAI@YAHOO.COM, WEB: WWW.PAPGAI.ORG