



ORGANIZER



21 - 23 NOVEMBER, 2015
Expo Center, Karachi - Pakistan

EVENT MANAGER



Post Event Report

February 2

2016

The report is a summarized brief on the overall event, includes facts and figures. The numbers incorporated are derived by primary research and available secondary data.



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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. Printpak 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.

Pre Event Activities

The PrintPak 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 PrintPak event, space booking and sponsorship opportunities. With the above, for the conduct of workshop at PrintPak Expo, PAPGAI **signed MoU** with 'Amentech Foundation'.

To keep the event's hype in media, an elaborated **media meet** was held a week before the event, where all the media was invited at a lunch to network with journalist and reporters. Media was informed about the event's objectives, participation and activities.

Day 1

Opening Ceremony of PrintPak 2015

The Karachi edition of International Printing & Graphic Arts Exhibition (PrintPak) 2015 was inaugurated by the Chief Executive Officer Trade Development Authority of Pakistan (TDAP), Mr. S. M. Muneer on Saturday, 21st November 2015.

The event was much appreciated by the Chief Operating Officer (TDAP) considering the growing need of awareness development of this sector both at the Governmental and Industrial levels. He said that such type of fairs and events would not only harvest opportunities of employment but they also create awareness regarding the applications, products and services use in printing and graphic arts. He also said 'Such exhibitions will also provide chances of progress in terms bilateral trade and exchange of knowledge and relations in local and international markets. It is a matter of pleasure that trade and industrial exhibitions are held at Expo Centre Karachi, which gives good impression for the city,' he concluded.

On this occasion Honorable Mr. S. M. Muneer, CEO TDAP also visited different stalls. Along with Mr. Ismail Memon Chairman PAPGAI, Mr. Salman Haroon Head of Exhibition PrintPak, Mr. Zohair Naseer Chief Operating Officer Badar Expo Solutions (BXSS), and foreign exhibitors from China, Indonesia and Singapore also participated. At the end of the marvelous opening, Mr. Ismail Memon Chairman PAPGAI along with Key Exhibition Committee presented the Fair Memento to Mr. Muneer

Day 2

PrintPak encouraged exhibitors of Printing, Graphic Arts & Allied Products & services

The Exhibition was expanded in three large Halls of Karachi Expo Centre showcasing exhibits from more than 130 companies. This included direct participations of companies based in China, Indonesia and Singapore beside other international brands, having distribution, processing and production setups in Pakistan.

The exhibitors disseminated information to regular flow of visitors and invited guest participants from different walks of life. With a large number of general public, the event witnessed turnover of trade visitors, delegates, and consulate representatives those who visited stalls and praise exhibitors.

Day 3

PrintPak Concluded with more awareness of Industry's potential

The three day event came to conclusion after receiving exciting response from both public and private sectors. The closing ceremony of PrintPak 2015 was held at Local Hotel, conducted by PAPGAI and BXSS, along with illustrious participation from this sector of Pakistan.

While speaking on the occasion Younis Bashir, President Karachi Chamber of Commerce & Industries (KCCI), who is also on the governing board of various universities, said "It is our utmost desire to become voice of sectors that are doing great business. He recognizes PrintPak 2015 has been a strong step towards drawing attention for policy makers and all concerns about the printing, graphic and paper industries" He further expressed that "this platform will open doors for the opportunities of investment, growth and bilateral trade in the field of Printing process and allied products and process in the country."

He applauded all exhibitors and congratulates PAPGAI - Karachi Centre and Badar Expo Solution for successfully organizing the event.

Later the Chief Guest, Younis Bashir, President KCCI along with Mr. Ismail Memon Chairman PAPGAI, Mr. Zohair Naseer, COO Badar Expo Solutions and Mr. Saleem Bikiya, CEO IBM Printers/ leading Sponsor gave away the Shields and awards to the Exhibitors, Sponsors and key members of the organizing committee.

The Fair attracted media attention, through all leading newspapers, FM radio and television network and different social media platforms; giving PrintPak 2015 considerable publicity, coverage and influence.

Highlights PrintPak 2015:

- 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
- More than 7,000 Trade visitors and 8,000 General Visitors 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 Honors

Post Event analysis

Invitations

40,000 Invitations were distributed to Industry Professionals

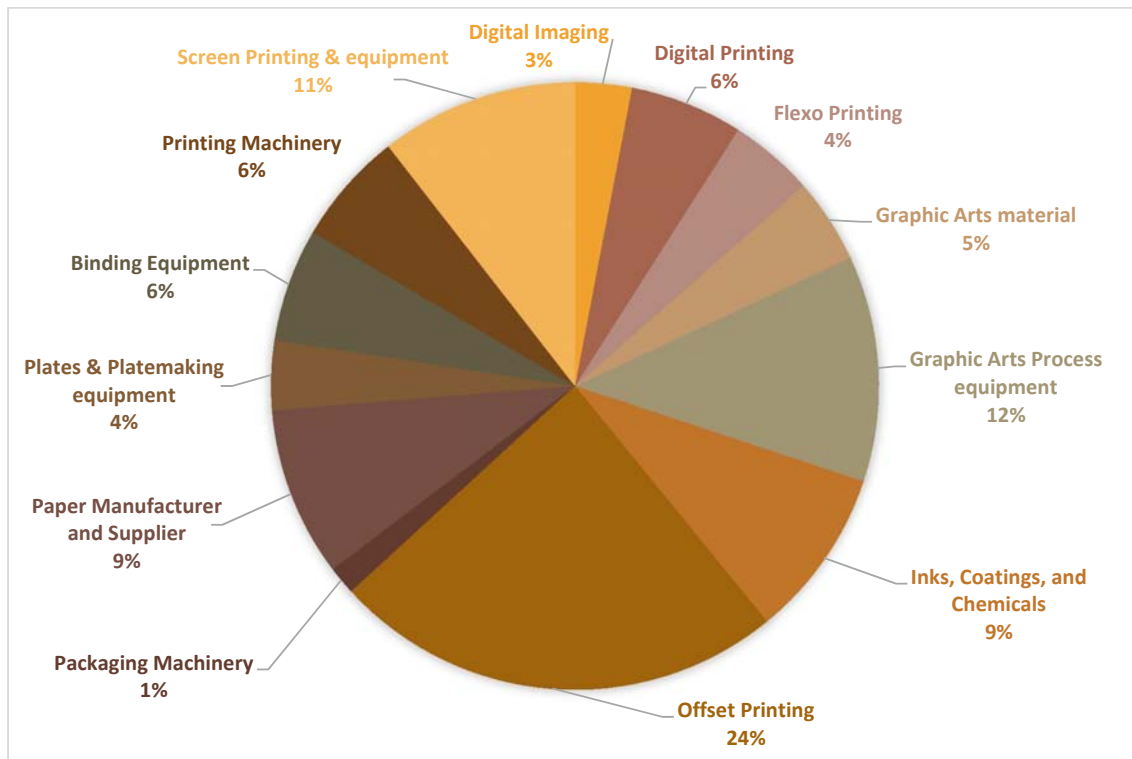
- Past Exhibitors and Visitors
- Association Members
- Government Personnel
- Diplomats
- FMCGs
- Printing Industry
- Graphic Industry
- Paper Industry
- Print Processing units
- International Printing Association
- Educational Institutions & Technical Institutes
- Corporate Executives
- Packaging & Ink sectors
- Trade Visitors

Visitors

- Commercial & Digital Printing and packaging companies
- Graphic Art Specialist
- Direct Marketing agencies
- Trade Associations
- Newspaper Printing Houses
- Advertising & Design agencies
- Research & Development (Scientific & Technical)
- Book binders
- Corporate Sector
- Retailing & Manufacturers
- Publishing, Finishing & Converting Specialists
- Ink manufacturers
- Education Bodies
- Government Bodies
- Machinery Importers, Dealers, distributors & Agents.

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



Media Partners:

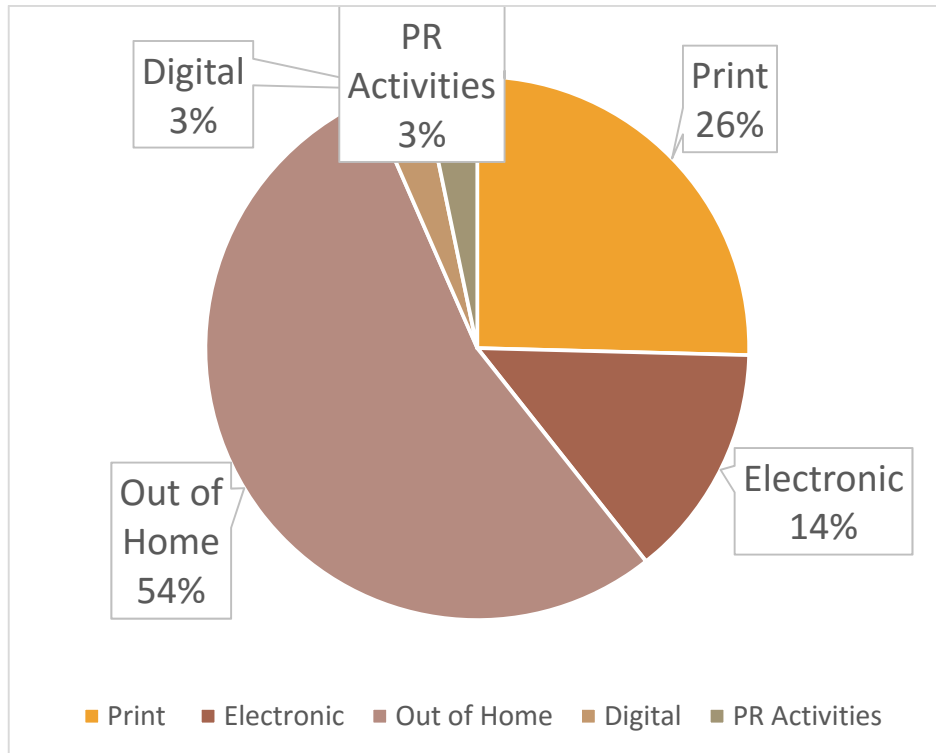


Sponsorships:



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.

Media Coverage Report:

159 Clippings, 6024Centimeters

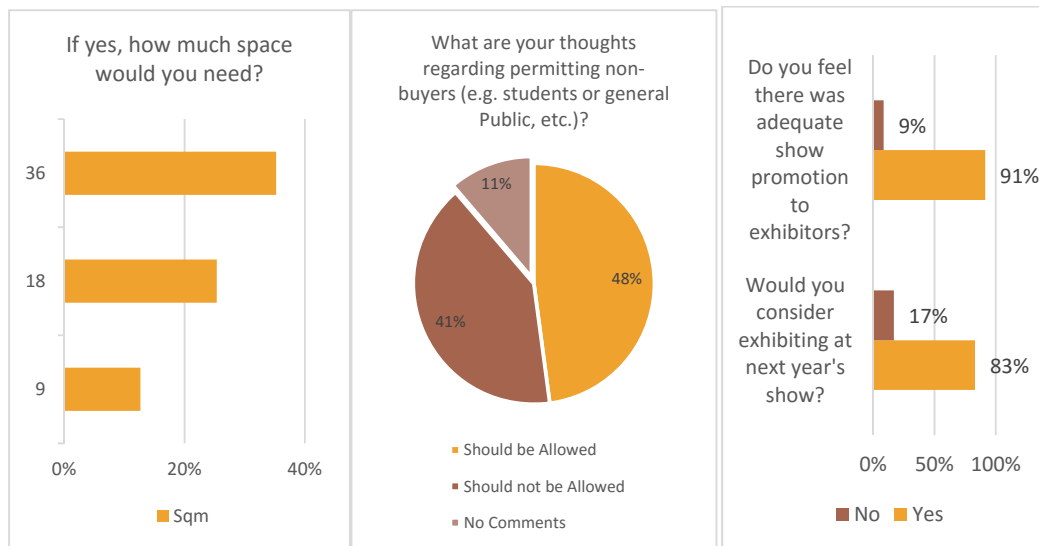
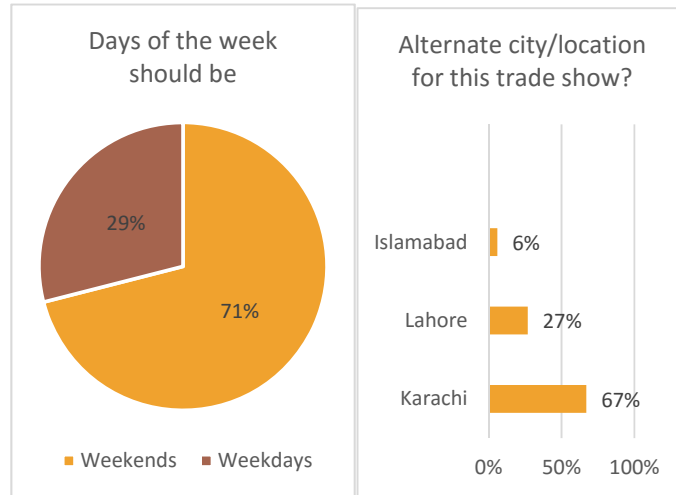
S. No.	Date	Newspaper	Edition	Rating	Page	Size
1	1-May-15	The News	Karachi	A+	17	38
2	1-May-15	The News	Lahore	A+	17	38
3	1-May-15	The News	Islamabad	A+	17	38
4	1-May-15	The News	Online	A+	N/M	N/M
5	1-May-15	The Express Tribune	Karachi	A+	11	11
6	1-May-15	The Express Tribune	Online	A+	N/M	N/M
7	1-May-15	The Nation	Karachi	A	9	9
8	1-May-15	The Nation	Lahore	A	9	9
9	1-May-15	The Nation	Islamabad	A	9	9
10	1-May-15	The Nation	Online	A	N/M	N/M
11	1-May-15	The Financial Daily	Karachi	B	2	60
12	1-May-15	The Financial Daily	Lahore	B	2	60
13	1-May-15	Times Of News	Online	A	N/M	N/M
14	1-May-15	Express	Karachi	A+	14	14
15	1-May-15	Nawa-i-waqt	Karachi	A+	5	10
16	1-May-15	Dunya	Karachi	A	14	21
17	1-May-15	Jehan Pakistan	Karachi	A	11	12
18	1-May-15	Jehan Pakistan	Lahore	A	11	12
19	1-May-15	Jehan Pakistan	Islamabad	A	11	12
20	1-May-15	Jasarat	Karachi	B	8	28
21	1-May-15	Jinnah	Islamabad	B	6	12
22	6-May-15	The Nation	Karachi	A	9	4
23	6-May-15	The Nation	Lahore	A	9	4
24	6-May-15	The Nation	Islamabad	A	9	4
25	6-May-15	The Financial Daily	Karachi	B	3	24
26	6-May-15	The Financial Daily	Lahore	B	3	24
27	6-May-15	Nawa-i-waqt	Karachi	A	5	8
28	6-May-15	Nai baat	Karachi	A	14	18
29	6-May-15	Nai baat	Lahore	A	14	18
30	6-May-15	Nai baat	Islamabad	A	14	18
31	6-May-15	Dunya	Karachi	A	2	12
32	11-May-	The News	Karachi	A+	III	64
33	11-May-	The News	Lahore	A+	III	64
34	11-May-	The News	Islamabad	A+	III	64
35	11-May-	The News	Online	A+	N/M	N/M
36	11-Jun-15	Dawn	Karachi	A+	18	42
37	11-Jun-15	Dawn	Online	A+	N/M	N/M
38	11-Jun-15	The News	Karachi	A+	17	14
39	11-Jun-15	The News	Lahore	A+	17	14

40	11-Jun-15	The News	Islamabad	A+	17	14
41	11-Jun-15	The News	Online	A+	N/M	N/M
42	11-Jun-15	The Financial Daily	Karachi	B	2	51
43	11-Jun-15	The Financial Daily	Lahore	B	2	51
44	11-Jun-15	Jang	Lahore	A+	5	4
45	11-Jun-15	Express	Lahore	A+	16	7
46	11-Jun-15	Nawa-i-waqt	Lahore	A	7	5
47	4-Aug-15	The Nation	Karachi	A+	9	9
48	4-Aug-15	The Nation	Lahore	A+	9	9
49	4-Aug-15	The Nation	Islamabad	A+	9	9
50	4-Aug-15	The Nation	Online	A+	N/M	N/M
51	4-Aug-15	The Financial Daily	Karachi	A	2	51
52	4-Aug-15	The Financial Daily	Lahore	A	2	51
53	4-Aug-15	Nawa-i-waqt	Karachi	A	5	20
54	4-Aug-15	Nai Baat	Karachi	A	14	10
55	4-Aug-15	Nai Baat	Lahore	A	14	10
56	4-Aug-15	Nai Baat	Islamabad	A	14	10
57	4-Aug-15	Dunya	Islamabad	A	14	19
58	4-Aug-15	Jehan Pakistan	Karachi	A	11	14
59	4-Aug-15	Jehan Pakistan	Lahore	A	11	14
60	4-Aug-15	Jehan Pakistan	Islamabad	A	11	14
61	4-Aug-15	Jasarat	Karachi	B	8	15
62	4-Aug-15	Juraat	Karachi	B	6	10
63	4-Aug-15	Jinnah	Karachi	B	9	5
64	5-Aug-15	The News	Karachi	A+	17	16
65	5-Aug-15	The News	Lahore	A+	17	16
66	5-Aug-15	The News	Islamabad	A+	17	16
67	5-Aug-15	The News	Online	A+	N/M	N/M
68	5-Aug-15	Dunya	Karachi	A+	14	14
69	11-Aug-15	Business Recorder	Karachi	A+	13	23
70	11-Aug-15	Business Recorder	Lahore	A+	13	23
71	11-Aug-15	Business Recorder	Islamabad	A+	13	23
72	11-Aug-15	Business Recorder	Online	A+	N/M	N/M
73	21-Nov-15	Nai baat	Karachi	A	14	4
74	21-Nov-15	Dunya	Karachi	A	14	4
75	21-Nov-15	Jasarat	Karachi	B	8	4
76	21-Nov-15	The News	Karachi	A+	23	420
77	21-Nov-15	The News	Karachi	A+	24	420
78	21-Nov-15	The News	Karachi	A+	25	420
79	21-Nov-15	The News	Karachi	A+	26	280
80	21-Nov-15	Jang	Karachi	A+	7	420
81	21-Nov-15	Dunya	Karachi	A	9	420
82	22-Nov-15	The News	Karachi	A+	15	39
83	22-Nov-15	The News	Lahore	A+	15	39

84	22-Nov-15	The News	Islamabad	A+	15	39
85	22-Nov-15	The News	Online	A+	N/M	N/M
86	22-Nov-15	Business Recorder	Karachi	A+	3	87
87	22-Nov-15	Business Recorder	Lahore	A+	3	87
88	22-Nov-15	Business Recorder	Islamabad	A+	3	87
89	22-Nov-15	Business Recorder	Online	A+	N/M	N/M
90	22-Nov-15	The Express Tribune	Karachi	A+	11	51
91	22-Nov-15	The Express Tribune	Lahore	A+	11	51
92	22-Nov-15	The Express Tribune	Islamabad	A+	11	51
93	22-Nov-15	The Express Tribune	Online	A+	N/M	N/M
94	22-Nov-15	Pakistan Observer	Karachi	A	13	45
95	22-Nov-15	Pakistan Observer	Lahore	A	13	45
96	22-Nov-15	Pakistan Observer	Islamabad	A	13	45
97	22-Nov-15	Pakistan Observer	Online	A	N/M	N/M
98	22-Nov-15	24 Channel	Online	A+	N/M	N/M
99	22-Nov-15	NEWS OF PAK	Online	A	N/M	N/M
100	22-Nov-15	Nazeer Khosa	Online	A	N/M	N/M
101	22-Nov-15	Jang	Karachi	A+	40	30
102	22-Nov-15	Jang	Lahore	A+	40	30
103	22-Nov-15	Jang	Islamabad	A+	40	30
104	22-Nov-15	Jang	Karachi	A+	40	14
105	22-Nov-15	Jang	Lahore	A+	40	14
106	22-Nov-15	Jang	Islamabad	A+	40	14
107	22-Nov-15	Express	Karachi	A+	18	20
108	22-Nov-15	Express	Islamabad	A+	18	20
109	22-Nov-15	Nawa-i-waqt	Karachi	A	5	20
110	22-Nov-15	Dunya	Karachi	A	14	46
111	22-Nov-15	Dunya	Karachi	A	2	17
112	22-Nov-15	Nai baat	Karachi	A	8	31
113	22-Nov-15	Nai baat	Karachi	A	8	29
114	22-Nov-15	Nai baat	Karachi	A	8	10
115	22-Nov-15	Jehan Pakistan	Karachi	A	11	88
116	22-Nov-15	Jehan Pakistan	Lahore	A	11	88
117	22-Nov-15	Jehan Pakistan	Islamabad	A	14	88
118	22-Nov-15	Jinnah	Karachi	A	9	70
119	22-Nov-15	Jinnah	Lahore	A	9	70
120	22-Nov-15	Jinnah	Islamabad	A	9	70
121	22-Nov-15	Jinnah	Karachi	A	9	24
122	22-Nov-15	Jinnah	Lahore	A	9	24
123	22-Nov-15	Jinnah	Islamabad	A	9	24
124	22-Nov-15	Juraat	Karachi	B	10	19
125	22-Nov-15	Awam	Karachi	B	4	12
126	22-Nov-15	Qaumi	Karachi	B	2	18
127	22-Nov-15	Riasat	Karachi	B	2	12

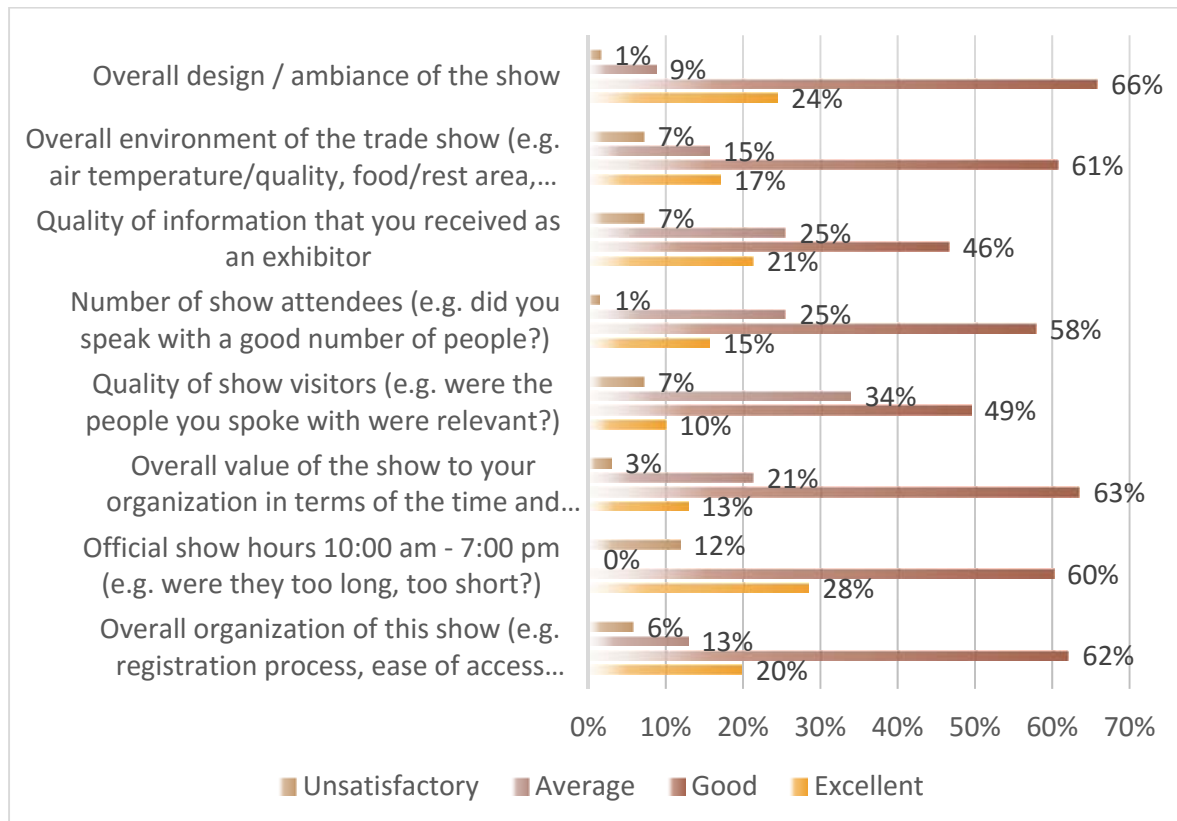
128	23-Nov-15	Nai Baat	Karachi	A	2	11
129	23-Nov-15	Nai Baat	Karachi	A	2	11
130	23-Nov-15	Nai Baat	Karachi	A	3	68
131	23-Nov-15	Dunya	Karachi	A	14	25
132	23-Nov-15	Dunya	Islamabad	A	14	25
133	23-Nov-15	Jehan Pakistan	Karachi	A	11	10
134	23-Nov-15	Jehan Pakistan	Lahore	A	11	10
135	23-Nov-15	Jehan Pakistan	Islamabad	A	14	10
136	23-Nov-15	Daily News	Karachi	A	6	56
137	23-Nov-15	Awam	Karachi	B	2	21
138	24-Nov-15	Economist	Karachi	A	38	115
139	24-Nov-15	Economist	Online	A	N/M	N/M
140	25-Nov-15	The News	Karachi	A+	17	27
141	25-Nov-15	The News	Lahore	A+	17	27
142	25-Nov-15	The News	Islamabad	A+	17	27
143	25-Nov-15	The News	Online	A+	N/M	N/M
144	25-Nov-15	The Financial Daily	Karachi	A	2	48
145	25-Nov-15	The Financial Daily	Lahore	A	2	48
146	25-Nov-15	Jang	Karachi	A+	4	16
147	25-Nov-15	Jang	Lahore	A+	5	3
148	25-Nov-15	Express	Karachi	A+	14	4
149	25-Nov-15	Express	Lahore	A+	14	6
150	25-Nov-15	Nawa-i-waqt	Karachi	A	5	7
151	25-Nov-15	Nai baat	Karachi	A	14	21
152	25-Nov-15	Nai baat	Lahore	A	14	21
153	25-Nov-15	Nai baat	Islamabad	A	14	21
154	25-Nov-15	Dunya	Karachi	A	14	6
155	25-Nov-15	Jinnah	Karachi	A	9	13
156	25-Nov-15	Jinnah	Lahore	A	7	13
157	25-Nov-15	Jasarat	Karachi	B	8	14
158	25-Nov-15	Juraat	Karachi	B	6	12
159	25-Nov-15	Awam	Karachi	B	2	16

Exhibitor's Feedback



Feedback Summary*

- 90% of the respondents / exhibitors were satisfied with the ambience of the show
- 78% were satisfied with overall environment and facilities provided at the venue
- 68% exhibitors received quality information
- 59% exhibitors had relevant visitors
- 76% respondents were satisfied with the overall value earned for their companies
- 88% people found the timings satisfactory
- In terms of ease of access, 81% exhibitors were satisfied with the organization of the show



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

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 PrintPak was successful in highlighting the potential of this industry at the government and trade levels.