



ENGINEERING & HEALTHCARE SHOW

25-27 FEBRUARY 2022

Post Event Report



TRADE DEVELOPMENT AUTHORITY OF PAKISTAN
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Acknowledgment:

The Team Engineering & Healthcare Show (EHCS) of TDAP is grateful to the top management of TDAP for their continuous guidance and support in the organization of the First Engineering & Healthcare exhibition at Lahore Expo Center.

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

TDAP is also thankful to Ministry of Commerce, SMEDA, EDB, SBP, BOI and especially the EDF Board for their all-out support and guidance for the event.

POST EVENT REPORT OF ENGINEERING & HEALTHCARE SHOW (25~27 FEBRUARY 2022)

1. OVERVIEW:

- 1 The 1st edition of Engineering and Healthcare show, an event of the Ministry of Commerce and Trade Development Authority of Pakistan (TDAP) was inaugurated

by Chaudhry Mohammad Sarwar, Governor Punjab at Expo Center, Lahore. Mr. Abdul Razzak Dawood, Adviser to PM for Commerce & Investment, Mr. Sualeh Ahmed Faroqui, Federal Secretary Commerce, Mr. Arif Ahmed Khan, Chief



Executive TDAP, Mr. Ahsan Ali Mangi, Secretary TDAP, other dignitaries and representatives from business community also attended the event. EHCS 2022 is a flagship sector specific trade event of the government of Pakistan where buyers from African and CAR's countries are invited to visit Pakistan and meet their business partners in the country and see for themselves the whole range of Engineering and Healthcare sector being offered by Pakistan to meet their procurement needs. Around 300 foreign buyers/ importers are visiting from over 40+ countries to participate in the event whereas around 170 exhibitors participating in ECHS 2022.

- 1.1 In this 1st edition of EHCS, Pakistan's leading exporters are showcasing their range of products by putting up their stalls at Expo Centre Lahore primarily related to Pharmaceutical, Surgical, Agricultural Machinery, Construction, automotive/auto parts, sports goods, mobile devices, chemicals and others. Expo Pakistan's primary focus is on displaying all the major exportable merchandise products under one roof. However, over the passage of time, a need was felt to organize sector specific exhibitions to have more focused B2B interaction **between** Pakistani exhibitors and

foreign buyers and also to provide an opportunity to Pakistan's Trade Officers and Pakistani Missions to put in a dedicated marketing efforts.

- 1.2 In view of above, Ministry of Commerce (MoC) and TDAP decided to hold maiden sector specific Engineering exhibitions in 2022 – instead of Expo Pakistan exposition for promotion of specific export sectors of Pakistan in a more effective and dedicated way. The Engineering Division of TDAP analyzed the data and found that around 83% of world trade is based on those sectors / sub-sectors which are being dealt by Engineering Division of TDAP.
- 1.3 Accordingly, TDAP planned to hold the First Ever **Engineering & Healthcare Show** from 25~27 February, 2022 at Lahore Expo Center (LEC). Special theme was developed with a motto of *showcasing the true potential of our Engineering sector especially to African and CARs countries* to emphasize that Engineering & Healthcare sector binds all Pakistan and its overall contribution in the economy of Pakistan in terms of employment generation and a source of major foreign exchange earner.
- 1.4 The event was organized in the three halls of LEC in addition to a dedicated food court, having special theme, was organized.
- 1.5 Exhibitors' product display was organized as per following classification:
 - I. **Hall No: 01** → Agri Machinery, Cutlery & Crockery, Plastic & implements, Safety Equipments, Automotive and electrical machinery
 - II. **Hall No: 02** → Cosmetics, Sports Goods, Furniture, Handicrafts, Musical Instruments, Chemicals & Coating
 - III. **Hall No: 03** → Surgical Instruments, Pharmaceuticals and Construction Material

2. BRIEF FACTS ABOUT ENGINEERING & HEALTHCARE SHOW - 2022:

2.1 Marketing (Local & International):

TDAP developed the special theme and logo of EHCS and accordingly the publicity material (Standees, Posters, Brochures) was developed along with a dedicated interactive webpage. The material was distributed to all leading Chambers & Associations, TDAP regional offices, Ministry of Commerce 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 December 2021. Various meetings were held with the major stakeholders i.e. Surgical, Pharma, Construction Material, Agri Machinery, Cutlery & Crockery, Plastic & implements, Safety Equipments, Automotive and electrical machinery, Cosmetics, Sports Goods, Furniture, Handicrafts, Musical Instruments, Chemicals & Coating and and follow-up visits by the TDAP officers to persuade them to participate in the event. The interactive website provided the general 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, tools like Twitter, Facebook, Instagram and blogs were also used for promoting the event.

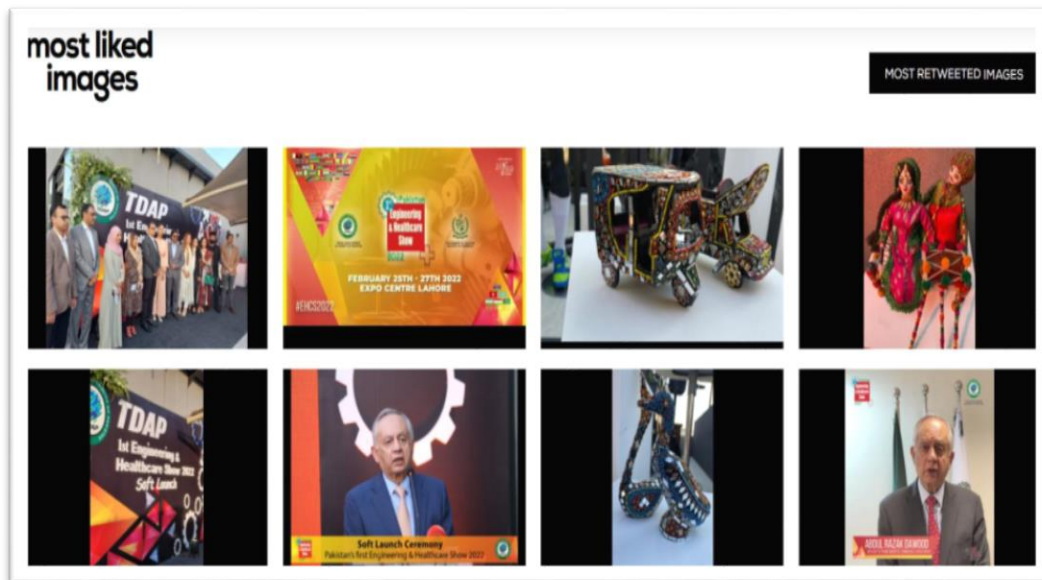
2.2 Soft Launch

To give EHCS-2022 a momentous head start, TDAP also arranged a soft launch of this exhibition at the local hotel in Lahore on 20th February, 2022. It was followed by the press talk by the Advisor for Commerce & Investment. The leading exporters from every respective sector was



invited in the soft launch and they all appreciated the efforts of TDAP for holding of this exhibition terming it a great initiative on part of TDAP for being first ever Engineering exhibition.

2.2.1 The Reach of #EHCS2022 on Twitter was more than 2.7 million impressions and potential impact of 15 million with around 1200 twitter mentions by 300+ Users. The Economic Value of single day Trend were approximately calculated as \$23,000 (PKR 4,000,000)



2.3 Sectoral Representation:

As a result of this, 170 exhibitors from all the major engineering & Healthcare sector of Pakistan participated in the event, especially representing value added sector like Plastic, Furniture, Surgical Instruments, Agri-Machinery, Mobile Phones etc. All respective associations encouraged their members to participate in the event. Like previous mega events, TDAP provided and arranged special meeting places for Federation of Pakistan Chamber of Commerce & Industry (FPCCI) and Lahore Chamber of Commerce and Industry (LCCI), Sialkot Chamber of

Commerce and Industry (SCCI), Gujranwala Chamber of Commerce and Industry (GCCCI).

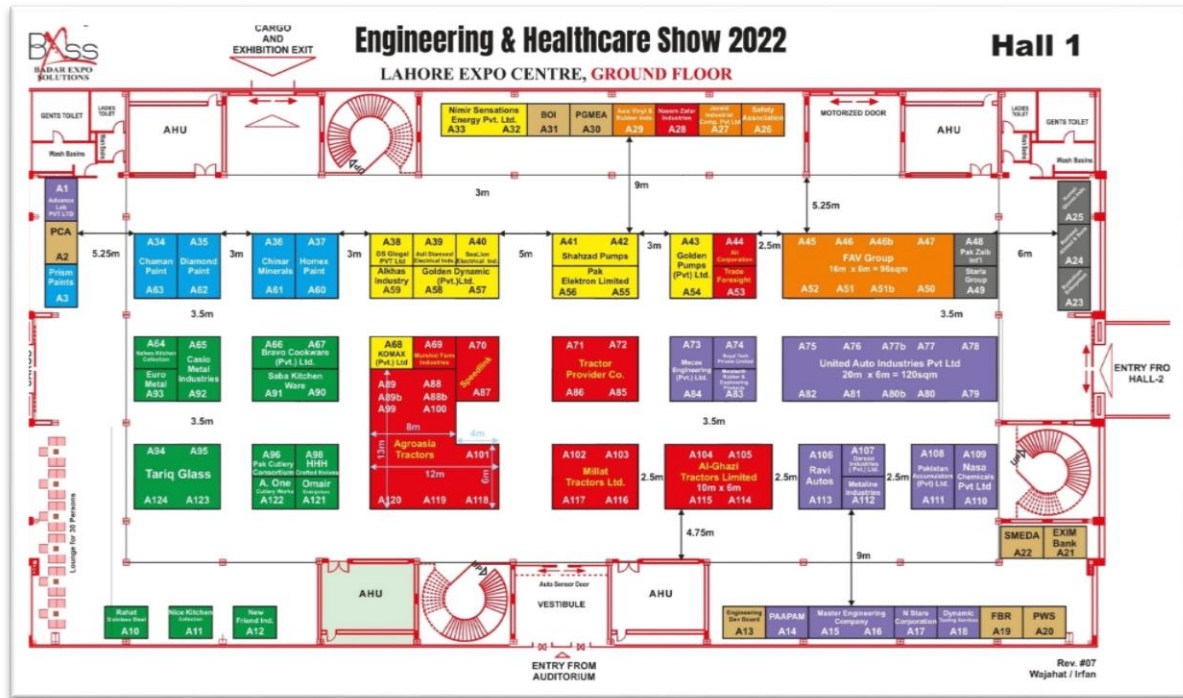
2.4 Big Local Brands:

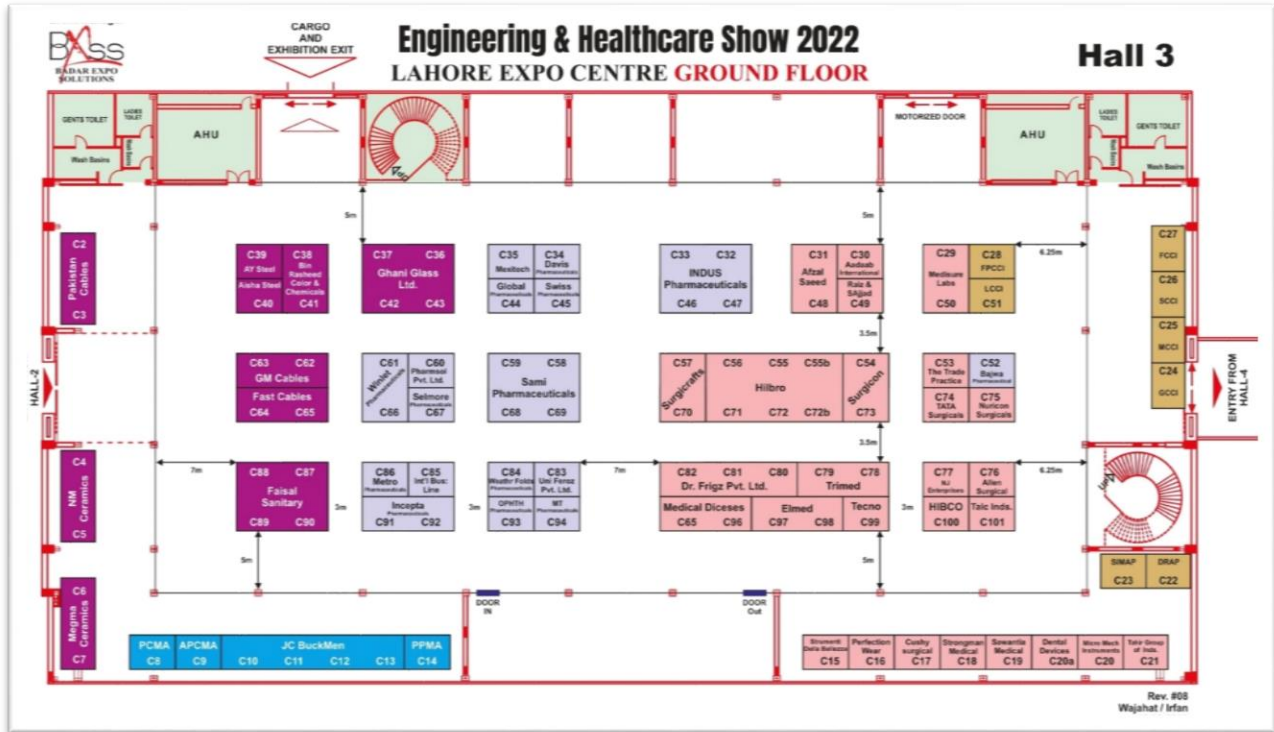
Following are the prominent exhibiting companies which participated in EHCS:

SN	COMPANY NAME	SECTOR
1	Swift Bizz Solutions	Mobile Devices
2	Medical Devices	Surgical Instruments
3	Elmed Pvt Ltd	Surgical Instruments
4	Surgicrafts	Surgical Instruments
5	Hilbro	Surgical Instruments
6	Al-Ghazi Tractors	Agri Machinery
7	Agro Asia Tractors	Agri Machinery
8	Millat Tractors	Agri Machinery
9	Tractor Provider	Agri Machinery
10	Descon Industries	Automotive
11	Raavi Autos	Automotive
12	Pakistan Accumulators	Automotive
13	United Auto Industries	Automotive
14	Diamond Paints Industries	Paints / Chemicals
15	Berger Paints	Paints / Chemicals
16	Faisal Sanitary	Construction Material
17	Pakistan Cables	Construction Material
18	Ghani Glass	Construction Material
19	NM Ceramics	Construction Material
20	Fast Cables	Construction Material
21	Ayeesha Steel	Construction Material
22	Indus Pharma	Pharmaceuticals
23	Davis Pharmaceutical Laboratories	Pharmaceuticals
24	SAMI Pharmaceuticals	Pharmaceuticals
25	SWISS Pharmaceuticals	Pharmaceuticals
26	Roshan Packages	Packaging
27	Thal Ltd	Packaging
29	GFC Fan	Electrical Fan
30	Super Asia	Electrical Fan

2.5 Hall Layout of EHCS 2022

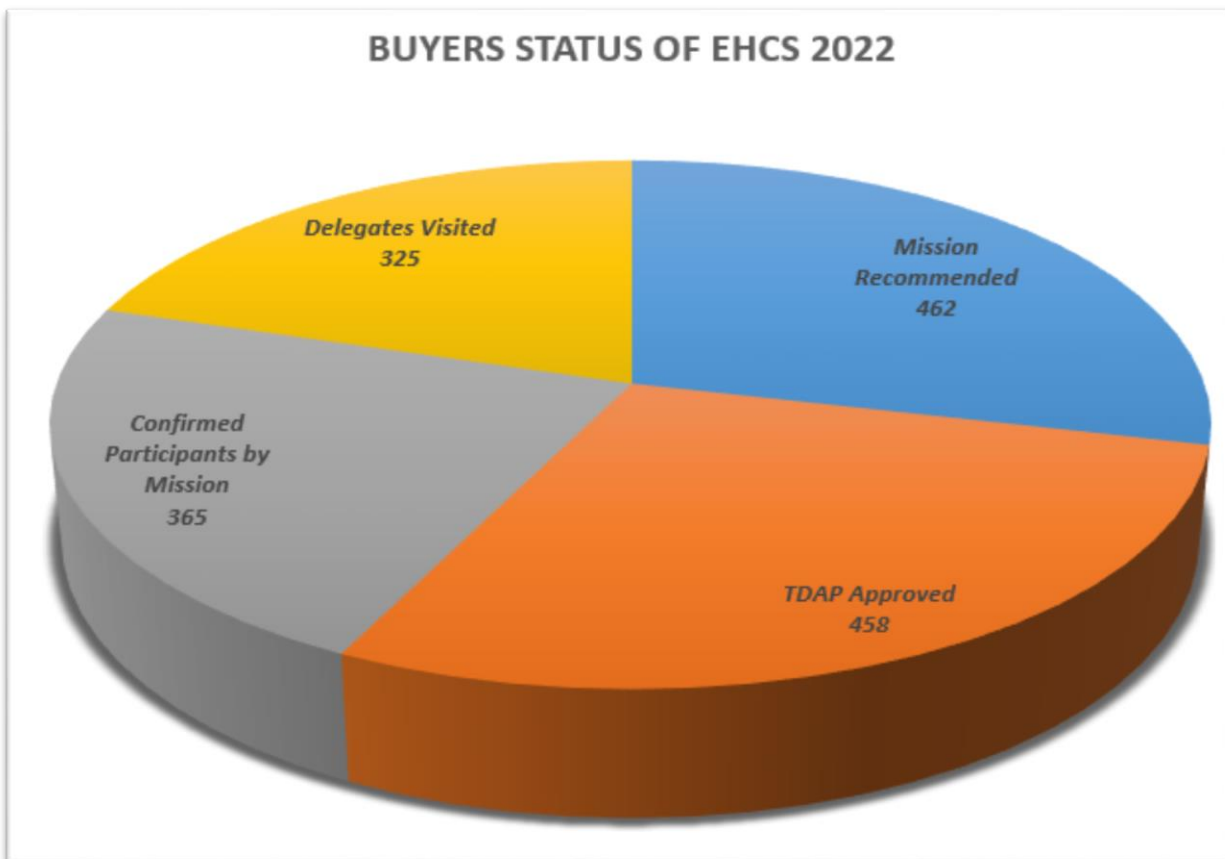
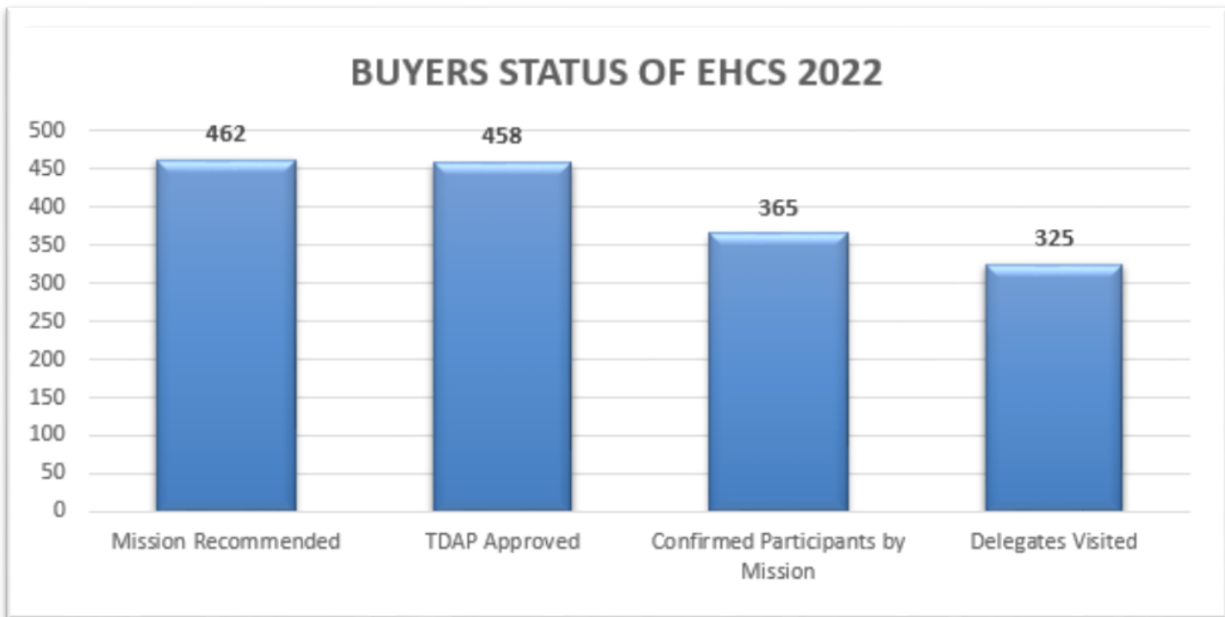
Following are the hall lay out plans:





2.6 International Marketing:

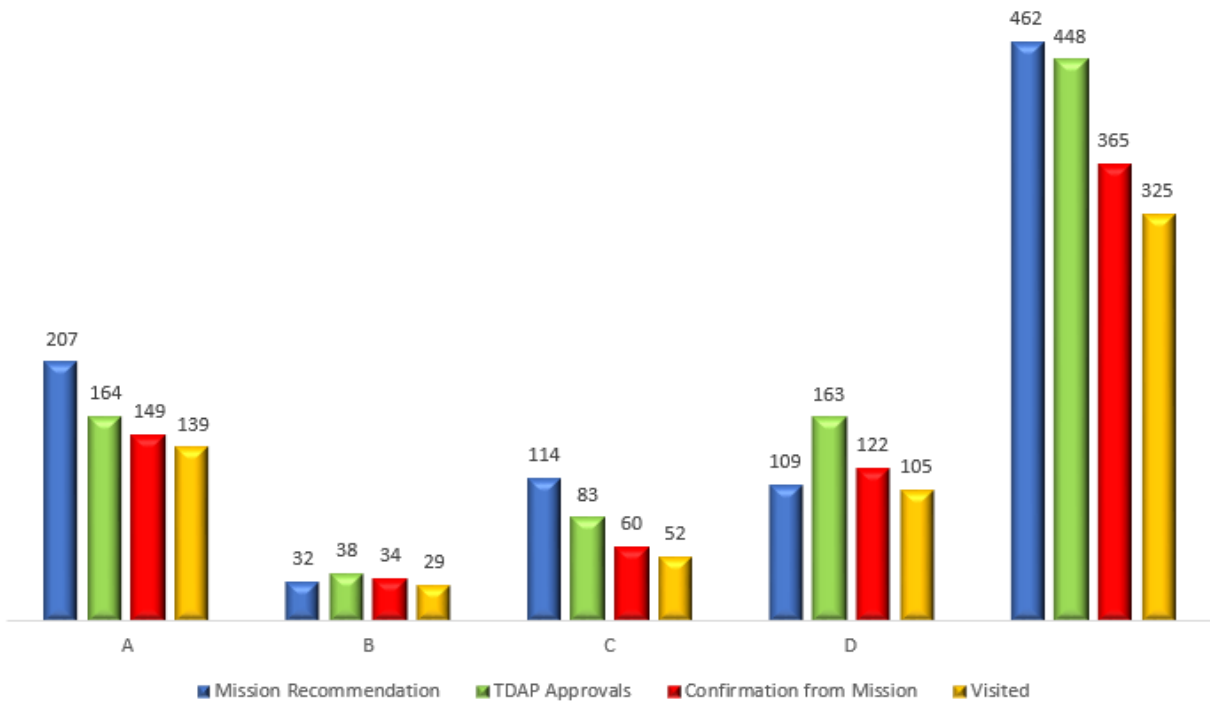
Accordingly, TDAP started international marketing of the event through Trade & Foreign Missions of Africa & CARs countries. Promotional material were dispatched in January 2022 along with e-promo material to all respective Pakistan missions abroad. Role of Ministry of Commerce is of paramount importance which also directed Trade Officers to focus their energies on bringing quality buyers. Consequently, 325 international buyers from 30+ countries visited the EHCS event. The chart below gives an overall picture of the delegates who visited the exhibition:



HOSPITALITY CATEGORIES & CRITERIA

Hospitality Category	Importer Criteria	Air Ticket Reimbursement (100%) as per approved limit	Hotel Max 4 Nights	Courtesies (Protocol/ Local Transport)	Remarks
A	Turnover – equal and greater than US\$ 3M. OR Imports - equal and greater than US\$ 1M.	✓	✓	✓	Representatives of Chambers / Associations, Trade Promotion Organizations, Regulatory bodies & Media. Importers meeting criteria.
B	Turnover - equal and greater than US\$ 2M. OR Imports - equal and greater than US\$ 0.5M.	✓		✓	Importers meeting criteria.
C	Turnover - equal and greater than US\$ 1M. OR Imports - equal and greater than US\$ 0.2M.		✓	✓	SMEs having potential to import.
D	Self Financing			✓	Only courtesies provided by TDAP.

HOSPITALITY APPROVALS FOR EHCS 2022





COUNTRYWISE GENERAL SUMMARY REPORT



S.No	Recommended By	Country	Recommended Buyers	TDAP Decisions	Confirmed	Itineraries	Landed
1	Mr. L D Khan	Kenya	58	58	54	53	53
2	Mr. Ali Tamkin Butt	Nigeria	36	36	36	33	33
3	Mr. Munir Saddiq	Ethiopia	31	31	19	19	19
4	Mr. Ahmed Ali Sirohey	Niger	30	30	12	10	10
5	Mr. Ataullah	Sudan	30	30	24	16	16
6	Ms. Sidrah Haque	Egypt	28	27	19	16	16
7	Mr. Amir Muhammad Khan	Rwanda	21	20	20	13	13
8	Mr. M. Qazafi Rind	Algeria	21	21	2	0	0
9	Ms. Humaira Israr	South Africa	20	20	20	19	19
10	Mr. Muhammad Saleem	Tanzania	18	18	18	16	16
11	Ms. Asma Fatima	Mauritius	15	14	12	12	12
12	Mr. Muhammad Shoaib Anwar	Senegal	15	14	14	14	14
13	Mr. Moazzam Ali Sahito	Azerbaijan	14	14	13	12	12
14	Mr. Muhammad Farooque	Kazakhstan	14	14	14	14	14
15	Mr. Syed Ali Asad Gillani	Uzbekistan	14	14	13	11	11
16	Mr. Rashid Imtiaz	Tajikistan	14	14	14	14	14
17	Mr. M. Qazafi Rind	Burkina Faso	11	11	1	0	0
18	Ms. Humaira Israr	Mozambique	9	9	9	8	8
19	Mr. L D Khan	Uganda	9	9	9	9	9
20	Mr. L D Khan	Burundi	6	6	6	5	5
21	Mr. Faris Hassan	Angola	5	5	0	0	0
22	Ms. Humaira Israr	Eswatini	4	4	4	4	4
23	Mr. Muhammad Shoaib Anwar	Cote D Ivoire	4	4	4	3	3
24	Mr. M. Qazafi Rind	Mali	4	4	0	0	0
25	Mr. Junaid Ahmad Memon	Morocco	4	4	4	2	2
26	Mr. Muhammad Shoaib Anwar	Guinea	3	3	3	3	3
27	Mr. Muhammad Farooque	Kyrgyzstan	3	3	3	3	3
28	Mr. Faris Hassan	Zimbabwe	3	3	1	1	1
29	Ms. Humaira Israr	Botswana	3	3	3	3	3
30	Mr. Faris Hassan	Zambia	3	3	2	1	1
31	Mr. Ali Tamkin Butt	Benin	3	3	3	3	3
32	Mr. Muhammad Shoaib Anwar	Sierra Leone	2	2	2	2	2
33	Mr. Ali Tamkin Butt	Togo	2	2	2	2	2
34	Mr. Irfan Ahmed	Turkmenistan	1	1	1	0	0
35	Mr. Muhammad Shoaib Anwar	Gambia	1	1	1	1	1
36	Mr. Ali Tamkin Butt	Cameron	1	1	1	1	1
37	Ms. Humaira Israr	Namibia	1	1	1	1	1
38	Ms. Humaira Israr	Swaziland	1	1	1	1	1
		Total	462	458	365	325	325

2.8 Dinner at Governor House Lahore:

TDAP hosted a dinner in the honour of the visiting delegates at the Lahore Governor House on 26th February 2022. The President of the Islamic Republic of Pakistan Dr. Arif Alvi and Governor Punjab Ch Sarwar



also **graced** the occasion. The Honorable Chief Guest, said that Pakistan is becoming a geo-economic hub for the countries of Central Asia, China, Turkey and Europe as the world can trade with China and Central Asian Republics through Pakistan. He further shared that Pakistan is producing high quality products in various

sectors such as surgical and sports, adding that unfortunately some countries re-brand Pakistani products and sell these to other countries.

2.9 The Governor of Punjab, Ch Sarwar, also expressed great pleasure in witnessing the presence of foreign delegates and dignitaries at the dinner. He



highlighted the positive role and proactive approach of the Government in adopting investment friendly policies and striving to ensure that conditions within Pakistan remain conducive to business politically and socially as well.



Honourable Advisor to PM on Commerce & Trade welcomed the distinguished guests and applauded Trade Development Authority of Pakistan for organizing the Engineering and Healthcare Show 2022. He commented over

how the engineering sector of Pakistan has gradually emerged as a source of sizeable export revenue for the country. From automobiles to home appliances to paints and chemicals, this diverse sector is a source of employment as well as of export revenue. He highlighted that 'Made in Pakistan' initiative of the Ministry has prioritized the development of global branding especially of the non-traditional sectors.

With exports earnings on a path of upward trajectory, the Ministry of Commerce is actively striving for carving a greater chunk of market share for Pakistani products and set the economy on a sustainable path of growth and development.

He further elaborated that the Ministry of Commerce is focused on greater economic engagement with the markets of Africa and Central Asia, which have immense untapped potential. Under its 'Look Africa Policy', the Ministry of Commerce has spearheaded the process of economic integration with Africa by initiating the process of increasing our commercial presence there. Likewise, Pakistan is seeking greater economic integration with Central Asian States. Pakistan held the Silk Route Connect Conference in Tashkent, Uzbekistan and Pakistan-Tajikistan Business Forum in Dushanbe, Tajikistan last year.

2.10 Launch of B2B Portal and Pakistan Tourism Mobile App:

The Honorable president of Pakistan formally launched the Pakistan Trade Portal and Pakistan Tourism Mobile App on 26 February, 2022 in a dinner hosted in honor of foreign delegates attending



2.11 Engineering and Healthcare Expo (25-27 February, 2022) at Lahore. Pakistan Trade Portal is an initiative of TDAP to fulfill the need of Pakistan's Businesses to have a free of cost, cross border business to business matchmaking postal. The portal shall enlist sellers and verify them through various measures. The portal shall help international buyers to make instant sourcing decisions as the portal provides photos, videos, FOB prices, instant quotation, online meeting platforms and above all TDAP's support and verification of the sellers and their products. The portal shall also help TDAP and Ministry of Commerce to take policy decisions keeping in view the live data of traffic and interest of the buyers region wise. So far, more than 300 companies selling around 8,000 products have been listed with TDAP portal.



2.12 Composite Stall at EHCS:

To create a wow factor and to consolidate on the theme of EHCS, TDAP, with the creative support of core team displayed the composite stall of Musical

Instruments with an objective to portray the world that Pakistan is also manufacturing quality musical instruments.



Similarly, Pakistan Trade & Tourism stall was also established showcasing that Pakistan is rich in its tourist destinations offering a diverse range of choices for different types of tourists. Pakistan is



home to one of the oldest civilizations in the world, has innumerable locations of scenic beauty, world's highest mountains, many religious and historic places, unique arts and crafts and a rich culture and heritage.

3. HIGH PROFILE MEETINGS:

3.1 One of the key features of the EHCS was the high-profile meetings that took place from 25th - 26th February, 2022. In



Pakistan met the foreign delegations. The meeting began with the Adviser, Mr. Abdul Razak Dawood, welcoming the delegation to Pakistan. The Adviser apprised the delegations about the Prime Minister's vision for integration of



these meetings, Mr. Abdul Razak Dawood, Adviser to the Prime Minister on Commerce and Investment, Mr. Muhammad Sualeh Ahmad Faruqi, Federal Secretary Commerce, Mr. Arif Ahmed Khan, Chief Executive of TDAP, and Mr. Ahsan Ali Mangi, Secretary, Trade Development Authority of



all Central Asian Republics. He highlighted the government's efforts for 'Regional Connectivity' and informed the delegates that Pakistan is about to begin free movement of trucks to Uzbekistan via Afghanistan. He invited the delegations from all African countries to use this arrangement and access the markets of Central Asia through Pakistan. Adviser Commerce also mentioned the Look Africa Policy and

said that Africa, as a growing region, is in Pakistan's focus for market diversification.

3.2 The High Profile Meetings were held with foreign delegations from Azerbaijan, Kazakhstan, Mauritius, Niger, Tanzania, Rwanda, Libya, Uzbekistan, Tajikistan, Kenya, Uganda, Burundi, Sudan, Nigeria, Togo, Benin, Cameroon, Senegal, Guinea, Sierra Leone, Cote D'Ivoire, South Africa, Eswatini, Botswana, Mozambique, Egypt, Ethiopia, and Morocco. Some of the notable VIPs in the delegation consisted of Honorable Ms. Nakadama Rukia Isanga, Deputy Prime Minister of the Republic of Uganda, Lieutenant Colonel (R) Bernard N. Njirani, Managing Director, Kenya Bureau of Standards (KEBS), Dr. Eric Kipkoach Rutto, the first Vice President, Kenya Chamber of Commerce and Industry, Ms. Maureen, Press Representative, Dr. Rose Cameroon, DG of Lanacome, Mr. Saliho Kieta, Director General, TPO Senegal, Mr. Yerim, Director General, Drug Regulatory Authority, Senegal and Dr. Hassan Elkotb Muhammed Eleissawy, First Undersecretary at GOEIC. TDAP also held a separate meeting with delegates of Trade Promotion Organizations of Benin, Egypt, Kenya, Mozambique, Senegal and South Africa.



4. MEETINGS WITH TRADE PROMOTION ORGANIZATIONS (TPOs):

4.1 TDAP also held a separate meeting with delegates of Trade Promotion Organizations of Benin, Egypt, Kenya, Mozambique, Senegal and South Africa. The meeting was chaired by Mr. Arif Ahmed Khan, Chief Executive of TDAP, and Mr. Ahsan Ali Mangi, Secretary, Trade Development Authority of Pakistan with Mr. Basit Rauf, Director General TDAP and Mr. Shafqatullah Siddiqui, Director General TDAP and areas of mutual collaboration were discussed



4.2 The salient points of the discussion are as under

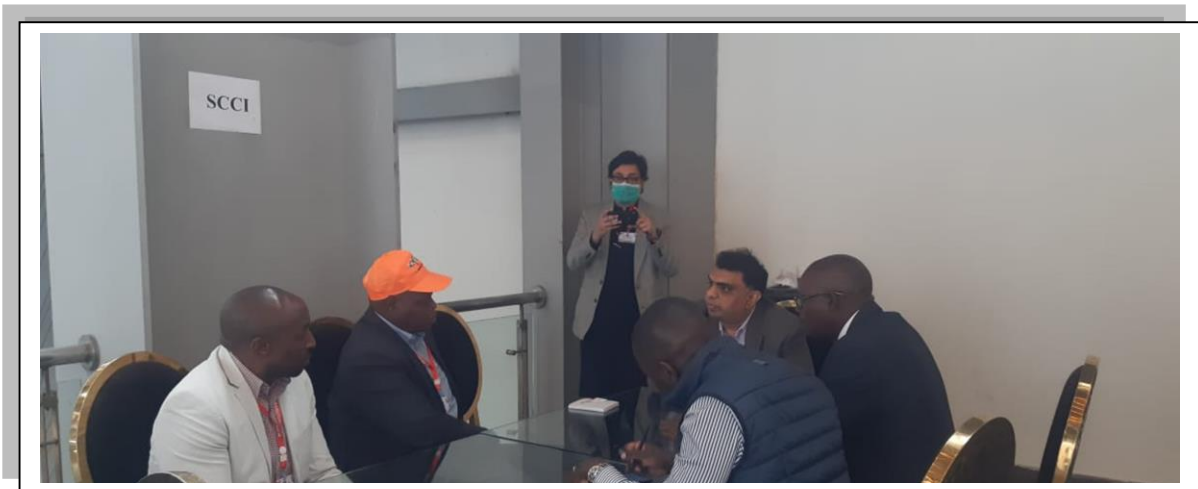
- i. Chief Executive TDAP said that facilitation by TPOs lend great help to businesses. **He said that the idea of the meeting is to see what different TPOs do and how best to collaborate in the form of exhibitions, business forums and other such activities. He proposed that TDAP will prepare a list of activities that can be jointly and regularly done and share with all TPOs present. Once the TPOs have agreed to those activities then they would be executed together.**
- ii. TPO official from Mozambique mentioned that collaboration on exhibitions may be explored.
- iii. TPO official from Egypt proposed a joint collaboration on development of SMEs should be done.
- iv. TPO official from Senegal emphasized that commercial efforts of consulates are key in ensuring physical meetings and encouraging business collaboration.

- v. The TPO official from South Africa proposed that Pakistan’s Small Enterprise Development Authority cooperate with South Africa’s Small Enterprise Development Agency for the development of SMEs. This could then be followed with physical delegation of SMEs to Southern African region.
- vi. The TPO official from Kenya highlighted that Pakistan should work on fulfilling regulatory requirements of Kenya so that exports there can be made easier. It was also mentioned that harmonization of standards was needed.
- vii. The TPO official from Burundi proposed that the two countries can focus on big projects of agri-machinery.

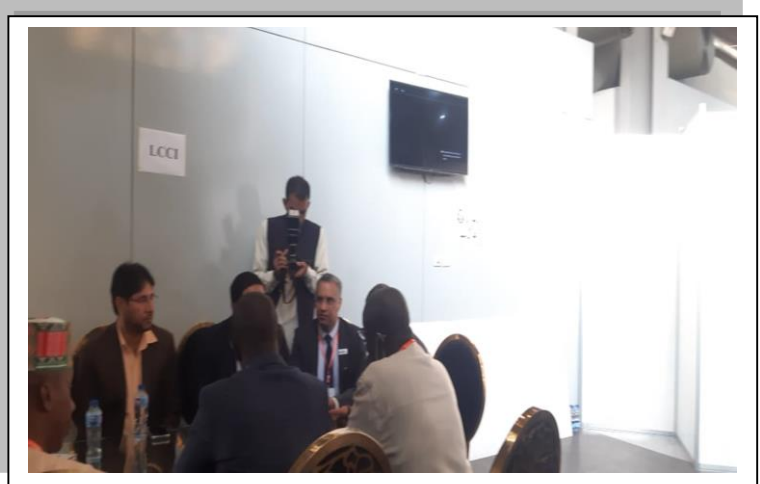


5. CHAMBER TO CHAMBER MEETINGS:

- 5.1 The E&H show was planned to conduct interaction between Chambers to Chambers on February 25, 2022. The idea will create liaison between representatives of chambers/association coming from African, CARS countries and Four Chambers in Pakistan. 14 members from missions; Azerbaijan, Egypt, Ethiopia, Ethiopia, Guinea, Kenya, Mozambique, Zambia, Tajikistan, Senegal, Mauritius, Nigeria had individual interactions with each of the Pakistani chambers: Federation of Pakistan Chambers of Commerce & Industry(FPCCI), Lahore Chambers of Commerce and Industry (LCCI), Gujranwala Chambers of Commerce and Industry (GCCCI), Sialkot Chambers of Commerce and Industry (SCCI) at the scheduled program.



5.2 It was the first time that the chamber to chamber specific meetings were arranged by TDAP. The Chambers from both sides showed appreciation and shared important notes such as propositions for MOU, Invitation to respective trade shows, product profiles, and exchange of contacts and areas of cooperation. The Liaison so created would be helpful for future interactions and trade facilitation.



5.3 **KEY TAKEAWAYS:**

- ✓ Senegal, Egypt, Nigeria and Togo agreed to sign MOUs with Local Chambers.
- ✓ Nigerian Chamber showed interest in joint ventures with Pakistan in Pharmaceutical, Surgical, and Agriculture sector.
- ✓ Senegal Chamber is willing to provide 4 kanal of Land for the establishment of Pakistan Pavilion in Senegal.
- ✓ Invitation to Pakistani Chambers to visit and participate in expos, held in their respective countries.
- ✓ Successfully created a Liaison between the Chambers of Pakistan and Chambers from participating countries.



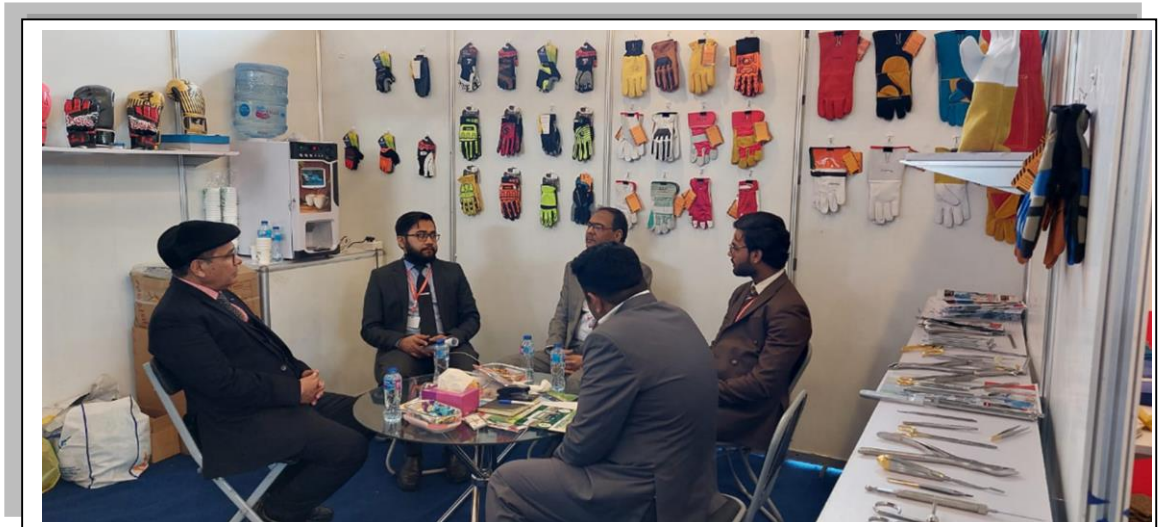
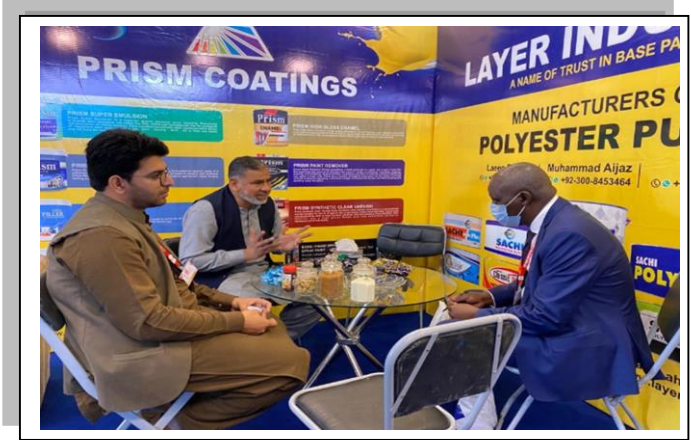
6. B2B MEETINGS BETWEEN EXHIBITORS AND FOREIGN BUYERS:

6.1 A total of 2087 Business meetings took place between domestic exhibitors and international buyers and as well as with the leading Trade Chambers of Pakistan like FPCCI, LCCI, SCCI and GCCI. The reported outcome of business deals which have been materialized so far amounts to approximately USD 47 million, based on which it is expected that the actual business generated may exceed USD 149 million.



- 6.2 The delegation from South Africa, Mozambique , Eswatini and Botswana reported satisfaction from TDAP arrangements overall and had great appreciation for Pakistan. Also thank you for supporting TIOs . Thank you to entire TDAP team for supporting TIOs
- 6.3 Trade Office Johannesburg also received an appreciation letter from Executive Director of Cerium Scientific Group from Kingdom of Eswatini. The company has appreciated B2B arrangements of EHCS and willing to establish strong business ties with Pakistani surgical goods manufacturers.
- 6.4 Pakistan High Commission Nigeria, organized one of the largest delegation comprising 40 members to visit Pakistan for EHCS. The Delegation was led by Mr. Ali Tamkin, TIA. The composition of delegation was from Nigeria 34, Togo 2, Benin 3 and Cameroon 1. Besides many small agreement M/s. Elkasrist nig ltd and M/s. Bin Rasheed signed a deal of worth 90,000 dollars for the import of chemicals into Nigeria.

6.5 The exhibitors provided positive feedback on quality of foreign buyers. The exhibitors were particularly impressed by the seriousness of the buyers from Nigeria, Kenya, Tanzania and Egypt. The Head of Tanzanian delegation from Medical Store Department (MDS) held fruitful meetings with the exhibitors of Pharmaceuticals. Inspection team from Senegal inspected 10 pharmaceuticals firms and showed satisfaction in the Pharmaceutical sector.



7. SEMINARS ORGANIZED DURING EHCS:

7.1 Trade Development Authority of Pakistan (TDAP) has arranged three seminars executed by Pakistan Single Window (PSW), State Bank of Pakistan (SBP) and Board of Investment (BOI) on 25th and 26th February, 2022 during 1st Engineering & Healthcare Show (25-27 February, 2022 at Lahore Expo).

7.2 Representatives of Pakistan Single Window (PSW) has apprised the participants that the PSW initiative led by Pakistan Customs aims at reducing the time and cost of doing business by digitalizing Pakistan's cross border trade and eliminating paper based manual processes and have explained the exporters about subscription process, single declaration for exports, elimination of E form and I Form and creation of banking profile.

7.3 State Bank of Pakistan has given detailed presentation on overview of regulatory Framework Governing FX operations in Pakistan and highlighted the steps taken by SBP towards liberalization of FX regime in Pakistan to promote ease of doing business. Further, SBP apprised the participants of the seminar about SBP refinance schemes and other initiatives to supports SMEs.

7.4 Board of Investment (BOI) has explained the wide range of services provided by BOI which includes provision of information on the opportunities for investment and facilitating companies that are looking for joint ventures.



8. DRAP MEETINGS WITH REGULATORY AUTHORITIES:

8.1 The 6 scheduled meetings of Drug Regularity Authority of Pakistan (DRAP) were held with visiting counterpart regularity authorities from Nigeria, Senegal, Sudan, Rwanda, Tajikistan and Tanzania during Engineering & Healthcare Show (25-27 Feb., 2022) at Lahore Expo, Lahore.



8.2 Mr. Asim Rauf, CEO, DRAP, Ms. Majida Mujahid, Additional Director, DRAP and Sheikh Rasheed Ahmed, Deputy Director, DRAP attended the meetings from DRAP side. DRAP gave detailed briefings to the TIOs and Ambassadors of respective countries with their all-foreign delegates.

8.3 The CEO, DRAP explained that DRAP is adopting the globally harmonized science-based standards for the evaluation, registration and monitoring of safety, quality and efficacy of therapeutic goods. The harmonization of regulatory standards will improve the acceptance of products in international markets, enhance product quality and will ultimately promote the public health.



8.4 DRAP further apprised the delegates that the mechanism of registration of the companies is followed under stringent guidelines of WHO. There are about 850 Pharmaceutical manufacturing unites in Pakistan which are registered and regularized under the guidelines of dossiers shared by WHO. The Goods Manufacturing Practices (GMP) of pharmaceutical sector are equal to the European and American standards. There are three labs which are prequalified by WHO and two are in process. It was further apprised to the delegates that WHO has recognized Pakistan as 5th MRA hub for vaccination production in mid of current financial year Pakistan will be in

position to export the vaccination to the world. During the Covid -19 pandemic Pakistan was one of the few countries which exported Remdesivir medicine to the world.

- 8.5 All the delegates from Senegal, Tanzania, Tajikistan, Sudan, Nigeria and Rwanda intends to have multilateral trading agreements based on mutual and reciprocal basis. DRAP precisely replied their all queries regarding trade of pharmaceutical products.
- 8.6 The delegates stated that there are three economic/customs unions i.e. ECOWAS, SACU and EAC and If any company registers its products in any member state will have access to other member countries which is a great benefit to have maximum share of Pakistani Pharmaceutical products in African market.
- 8.7 DRAP informed that they have created paperless environment by promoting ease of doing business. The DRAP official website is so comprehensive and elaborative which can labelled as self-explanatory website to all the manufacturers and buyers. DRAP has issued many common technical dossiers CTD to have maximum check on registration and regularization of pharmaceutical companies. DRAP has made a very easy method for a company to register and get a license in a few days.
- 8.8 The delegates from Senegal, Tanzania and Tajikistan have emphasized that there should be MoU with DRAP for making the registration and other technical processes easier for strengthen the mutual trade of Pharmaceutical Products. It has been decided that DRAP will share drafts MoU with other counterpart drug regularity authorities from Senegal, Tanzania and Tajikistan for further cooperation to strengthen the trade under the intimation of TDAP and MoC.



9. INDUSTRIAL VISIT AS A FOLLOW-UP OF B2B MEETINGS:

9.1 The Trade Development Authority of Pakistan also organized industrial visits of interested buyers to exhibiting companies.

9.2 **VISIT OF SURGICAL SECTOR:**

Mr. Muhammad Junaid Feroz, Assistant Manager / Product Officer of Surgical Instruments Sector accompanied foreign buyers to Sialkot and organized following meetings

9.2.1: **Visit of Elmed Pvt Ltd**

The foreign buyers visited the factory of Elmed Pvt Ltd which is 8th largest surgical exporter as per PRAL 2020 and briefed the buyers about the production facilities and also presented souvenirs.



9.2.2: **Visit to Surgical Instrument Manufacturers Association of Pakistan**

The buyers also visit Surgical Instruments Manufacturers Association of Pakistan

(SIMAP) and where they were informed by Chairman SIMAP about the role of Surgical Association and they also had meetings with SME`s including M/s. Raiz & Sajjad, M/s. Dental Devices, M/s. Allen Surgical and M/s. Walthem.



9.2.3: Visit to M/s. Rhein Enterprises Pvt Ltd:

On the special request of buyers, M/s. Rhein Enterprises Pvt Ltd was requested and accordingly their factory visit was organized and also B2B meeting was organized by TDAP. The remarks of Buyers after visiting M/s. Rhein were that *“Wonderful innovative products, I have never seen such products in my whole life”*.

In the end M/s. Rhein also hosted lunch for foreign delegates, TDAP Officers and Police squad.



9.3 **VISIT OF OTHER SECTORS:** In coordination with respective TIOs delegates from Tajikistan, Azerbaijan, Sudan, Egypt, Senegal and Kenya based on their interest were facilitated in respective industrial visits. As per requirement total 68 delegates visited 14 manufacturing units of different sectors located at Sialkot, Lahore and Gujranwala. TDAP Officers accompanied the delegates during their visits. Millat Tractors, Ravi Auto, Suder, Raiz & Sajjad Surgical and Indus Pharma especially opened their manufacturing facilities on Sunday on the request of TDAP.

Besides pvt companies the foreign government officials also visited the industrial units.

The visits were useful and foreign buyers also appreciated the standard followed in industrial units of Pakistan.

10. Conclusion:

Overall the event concluded with the satisfaction of local exhibitors and foreign buyers wherein both gained valuable contacts which will indeed translate into long term sourcing of products from exhibitors. It was win-win for all of them.

10.1 Achievements of Engineering & Healthcare Show:

Following are the key achievements of EHCS 2022:

- A total of 2087 Business meetings took place between domestic exhibitors and international buyers
- 31 country delegations held high profile meetings with the Adviser to Prime Minister for Commerce & Investment, Secretary Commerce, C.E. TDAP and Secretary TDAP as well as with the Trade Promotion Organizations.
- 14 meetings of domestic chambers with foreign chambers were organized.
- The reported outcome of business deals which have materialized so far amounts to approximately USD 47 million, based on which it is expected that the actual business generated may exceed USD 150 million.

10.2 MoUs signed between:

Overall, 9 MOU's were signed in the Pharmaceutical sector

- Pakistani firm, Maxitech Pharmaceutical signed MoU with M/s. Health for all medicals, Sierra Leone.



- M/s. Winbrain Research Laboratories signed MoU with RFH healthcare, Kenya.
- MoU of IBL Pharma was signed with M/s. Transagro Enterprises Ltd
- Pakistani pharmaceutical firm, M/s. International Business Lines signed an agreement/contract with M/s Health for all medicals, Sierra Leone
- M/s. International Business Lines signed an agreement/contract with M/s RFH Healthcare, Kenya.
- M/s. Bajwa Pharmaceutical signed MOU with M/s. Eldobase Chemists Ltd, Kenya.
- M/s. Bajwa Pharmaceutical signed MOU with M/s. Health for all Medical, Sierra Leone.
- M/s. Bajwa Pharmaceutical signed MOU with M/s. Tajik Medicine, Tajikistan.
- M/s. Bajwa Pharmaceutical signed MOU with M/s. Pharmaplus, Nigeria.

10.3 Visit of Deputy Prime Minister of Republic of Uganda to EHCS:

The TDAP extended a special invitation to the Honorable Ms. Nakadama Rukia Isanga to visit Pakistan during EHCS, 2022. TDAP arranged and coordinated meetings of the Deputy Prime Minister and his delegation with counterparts and also with the Adviser to Prime Minister for Commerce and Investment along-with Secretary Commerce, Chief Executive and Secretary, TDAP.

10.4 Appreciation Received:

The exhibitors were satisfied and emphasized that TDAP may organize this event every year. Foreign Buyers also submitted in writing appreciation letters which are annexed.



10.5 Meetings of FPCCI, LCCI, SCCI & GCCI:

Separate meeting Chambers were set up for the members of FPCCI, LCCI, SCCI and GCCI in order to facilitate them for meetings with the foreign chambers

11. Recommendations:

11.1 Following are the recommendations:

- I. The event to be held alternately at Lahore and Karachi every year.
- II. The event may be scheduled for four days instead of 3 days in order to give proper time for industrial visits.
- III. FPCCI and LCCI have to play more proactive role in attracting local exhibitors and major relevant brands who go on TDAP sponsored exhibition
- IV. In suggestion: such exhibitors who have not supported then TDAP may not extend the subsidy to them.
- V. Those companies who get benefit from 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.

12. Annexure:

Following annexure are part of the report:

12.1 Appreciation Letters

12.2 Pictorial Overview of EHCS

12.3 List of Exhibitors (hall wise)

12.4 List of foreign delegates

12.5 Data on B2B meetings

12.6 Press and Media Coverage of EHCS

12.7 Social Media Coverage

[END OF REPORT]

12.1.1 Appreciation Letters:



The Commercial Attache
ICE Ali Tamkin Butt SB
Embassy of Pakistan,
Nigeria.

No. PP 30, Muhammad Abubakar
Rimi (S/Gari) Market, Kano, Nigeria.
Cell: +234 8039276262
Tel: +234 8991115062
ibminvestment@ibminvestment.com
www.ibminvestment.net

Sir,

APPRECIATION LETTER

We left Lahore Exhibition Centre with fondest memories. What a beautiful Country with patriotic citizens!

Pakistan are indeed good hosts who treated us like a King as customer(s), indeed it is a historic visit.

We thank ICE Ali Tamkin Butt SB for coordination, facilitating, and for the achievement of trade and commerce of both Nigerian and Pakistani Companies respectively.

We signed a contract agreement with Eterna Pharma Pvt. Ltd. at the tone of US Dollar \$150,000

We thank all the entire management of TDAP and all staffs of Commercial Attache Office.

BANKERS: CBA Bank | Zenith Bank | Sterling Bank

Ibrahim Mu'azzam Musa
Director

12.1.2 Appreciation Letters:



No. PP 30, Muhammad Abubakar
Rimi (Si/Gari) Market, Kano, Nigeria.
Cell: +234 8039276262
Tell: +234 8091115062
ibminvestmentlimited@gmail.com
www.ibminvestment.net

8th March, 2022

Dr. Abdul Basit
Rhein Enterprises (PVT) Ltd
19-A (South), Small Industrial Estate
Sialkot-Pakistan

Sir,

APPRECIATION LETTER

We left Rhein Enterprises (PVT) Ltd Factory with fondest memories. What is beautiful company with patriotic citizens!

Pakistan are indeed good hosts who treated us like a King as customer, indeed it is a historic visit.

We thank Dr. Abdul Basit for launch and presented of gift in his Office.

We thank all the entire management and all staffs

Ibrahim Mu'azzam Musa
Director

BANKERS: UBA Bank | Zenith Bank | Sterling Bank

12.1.3 Appreciation Letters:



EMBASSY OF THE ISLAMIC REPUBLIC OF PAKISTAN
NIAMEY, REPUBLIC OF NIGER

Admn-1/1/2021

March 15, 2022

Dear Secretary,

I convey my gratitude on your warm hospitality extended to the Nigerien delegation during 1st Pakistan Engineering and Healthcare Show 2022 in Lahore.

I gratefully acknowledge all your efforts in organizing successful event "1st Pakistan Engineering and Healthcare Show 2022" especially special efforts for visiting delegates from 25-27 February, 2022. I especially appreciate your tireless efforts in coordinating and globally mobilizing Business Community. The team led by Mr. Shafqatullah, Mr. Riaz Shaikh and Mr. Abdul Karim Memon went all out to make the event successful. It shows their love & concern for Pakistan. The Phenomenal success of event is reflection of ever increasing dedication and enthusiasm displayed on regular basis. The young officers & volunteers also played very vital role to engage delegates and assist them.

By availing this opportunity, I must offer my deep gratitude to your efforts and looking forward to continuing to work for Pakistan. Further, I would suggest to prepare and to share TDAP' annual program enabling us to prepare ourselves for different event in advance.

Please accept assurance of my highest consideration.

Mr. Ahsan Ali Mangi
Secretary TDAP
Karachi

(Ahmed Ali Sirohey)
Ambassador



Adress : Boulevard Mali Bero No 70, Yantala, Plateau, Niamey, Niger B.P. 10426 Niamey-Niger
Tel. (00227) 20 75 32 57 Fax. (00227) 20 75 32 55 Email: parepniamey1@mofa.gov.pk

12.1.4 Appreciation Letters:



Cerium Scientific (Pty) Ltd.
Office 8
King Mswati III Avenue
Matsapha,
M202
ESwatini

28 February 2022

Trade and Investment Attaché
Trade Commission of Pakistan
Johannesburg
2196
South Africa

Dear Ms. Humaira,

LETTER OF APPRECIATION

As-Salam-u-Alaykum. This letter serves to show sincere appreciation for inviting Cerium Scientific and their partner Lifespan Diagnostics to the 1st Engineering & Healthcare Expo 2022 in Lahore, Pakistan. We are grateful for being allowed the opportunity to be part of the initiative, as delegates from the Kingdom of Eswatini.

We attended the prestigious dinner with the President of Pakistan and were also humbled by the award received from the advisor of the Prime Minister for Commerce and Trade. The Expo was an astounding success, as Cerium Scientific and other African delegates were introduced to a wide and impressive array of passionate manufacturers, resellers & service providers.

As a company operating within the Healthcare Industry, we were able to find suppliers of credible quality specialising in the manufacture of surgical instruments and pharmaceuticals. We hope to forge mutually beneficial relationships with Pakistan through fostering trade and ensuring business relationships with the Healthcare Industry are maintained.

The Pakistani community was friendly, courteous and helpful at all encounters. It was an honour to meet the Esteemed President (Dr. Arif Alvi) & the Minister of Trade (Mr. Abdul Razak Dawood). Looking forward to more collaboration between Eswatini & Pakistan.

Siyabonga.

Yours Sincerely,


Zinhle C. Matsebula

Executive Director
Cerium Scientific (Pty) Ltd.

Honorable DG TDAP AND Dear Team members (TIOs and TDAP).

Congratulations on successful completion of Pakistan first ever Engineering and Healthcare Show.

Thank you TEAM TDAP, each and everyone of you was cooperative and supportive.

Delegates from south africa, botswana, ESwatini and Mozambique provided very positive feedback. I initiated google docs feedback proforma from the delegates and received 87% satisfaction from over all arrangement and B2B meetings.

I am also grateful to my africa TIO colleagues for being supportive to my delegates.

Thank You

***APPRECIATION BY MS. HUMAIRA ISRAR, TIO
SOUTH AFRICA VIA WHATSAPP MESSAGE***

Honorable DG TDAP AND Dear Team members (TIOs and TDAP).

Congratulations for the successful commencement and completion of the event.

TDAP team put up a great show of team work and set high standards for others to follow in future editions of EHC.

I personally learned a lot from TDAP team.

May Allah bless you all with more success .

This event will help to portray a positive image of Pakistan across whole Africa.

Stay blessed.

Jazakallah and regards

Pakistan Zindabad.

***APPRECIATION BY MR. ALI TAMKIN, TIO NIGERIA
VIA WHATSAPP MESSAGE***