

POST EVENT REPORT

ENGINEERING & HEALTHCARE SHOW 23-25 FEBRUARY 2023



TRADE DEVELOPMENT AUTHORITY OF PAKISTAN
[.EHCS.TDAP.GOV.PK](http://EHCS.TDAP.GOV.PK)

TABLE OF CONTENTS

SN	PARTICULARS	PAGE NUMBER
1	Acknowledgement	1
2	Preface	2
3	Ribbon Cutting Ceremony	5
4	Marketing Initiatives Undertaken	6
5	Meetings organized during the Event	8
6	Inaugural Dinner at Governor House Lahore	14
7	MOUs Signed	17
8	Industrial Visits	18
9	Hospitality Criteria	20
10	Appreciations Received from stakeholders	21
11	Conclusion & Suggestions	27

ACKNOWLEDGMENT:

The Engineering & Mineral Division of TDAP is grateful to the top management of TDAP for their continuous guidance and support in the organization of the 2nd edition of Engineering & Healthcare Show at Lahore Expo Center held from 23rd to 25th February 2023.

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

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



ENGINEERING & HEALTHCARE SHOW

(23~25 FEBRUARY 2023)

PREFACE

The Engineering and Healthcare Show (EHCS) is the premier event of the Trade Development Authority of Pakistan with an objective to highlight the emerging sectors of Pakistan in front of the world. It is emblematic of the government's relentless efforts to diversify the export basket.

EHCS, 2023 will be a rewarding journey to explore the neglected export sectors which hold strong possibilities in the future. It will provide a platform to build network and explore new avenues for companies from 21 product sectors and its sub-sectors including Agricultural Machinery, Handicrafts, Safety Equipment, Surgical instruments, Sports Goods, Musical instruments, Auto-parts, Gems & Jewelry, Furniture, Mattresses, Rubber & its other products, Packaging, Plastic and its implements, Stationery, Paperboard, Electrical Machinery, Cookware, Marble, Minerals, Steel & Iron, Construction material, Cutlery, Mobile devices, Pharmaceutical & Chemicals.



WHAT WAS NEW THIS YEAR

Highlight the emerging sectors of Pakistan on a much wider horizon, incorporation of Gulf countries, China, Afghanistan, Srilanka and Bangladesh in the list of list of targeted countries including African and Central Asian States.

Facilitation in Factory Visits for experiencing real strength of manufacturing sector of Pakistan.

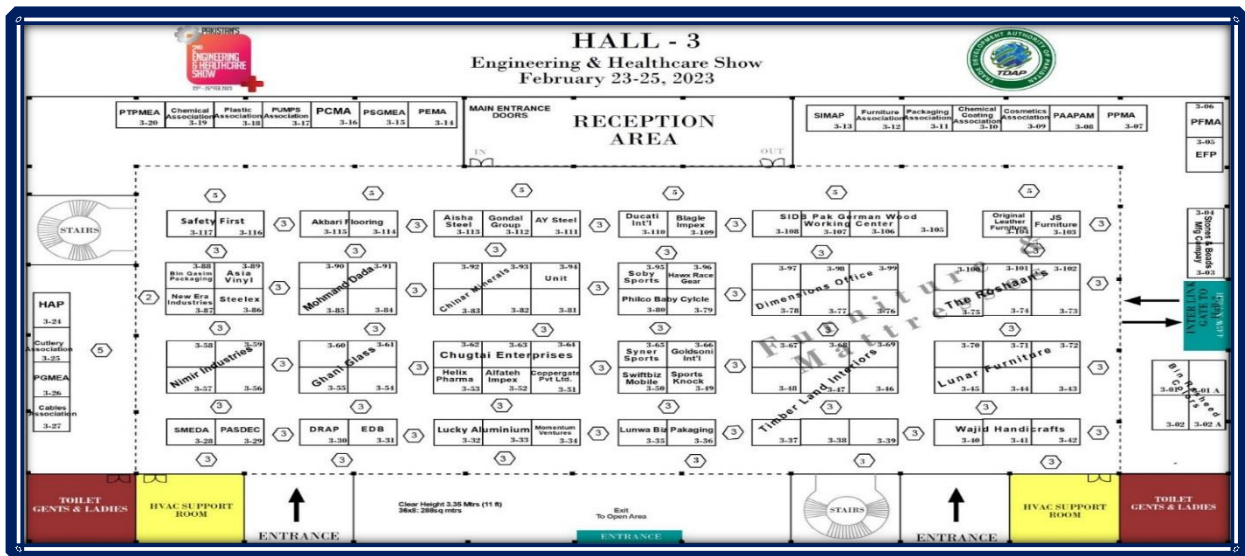
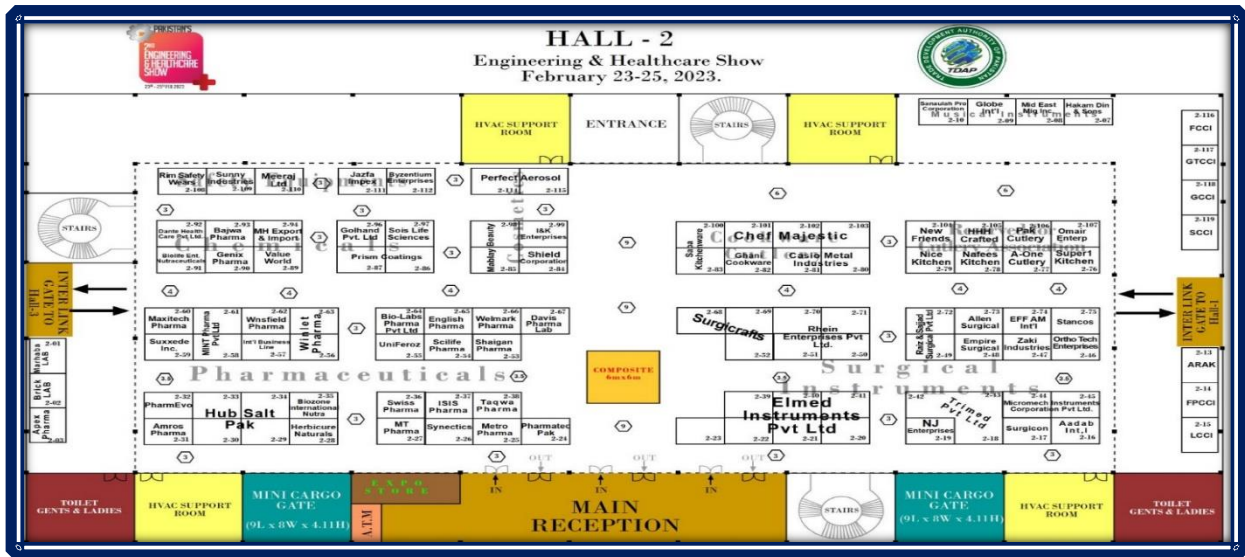
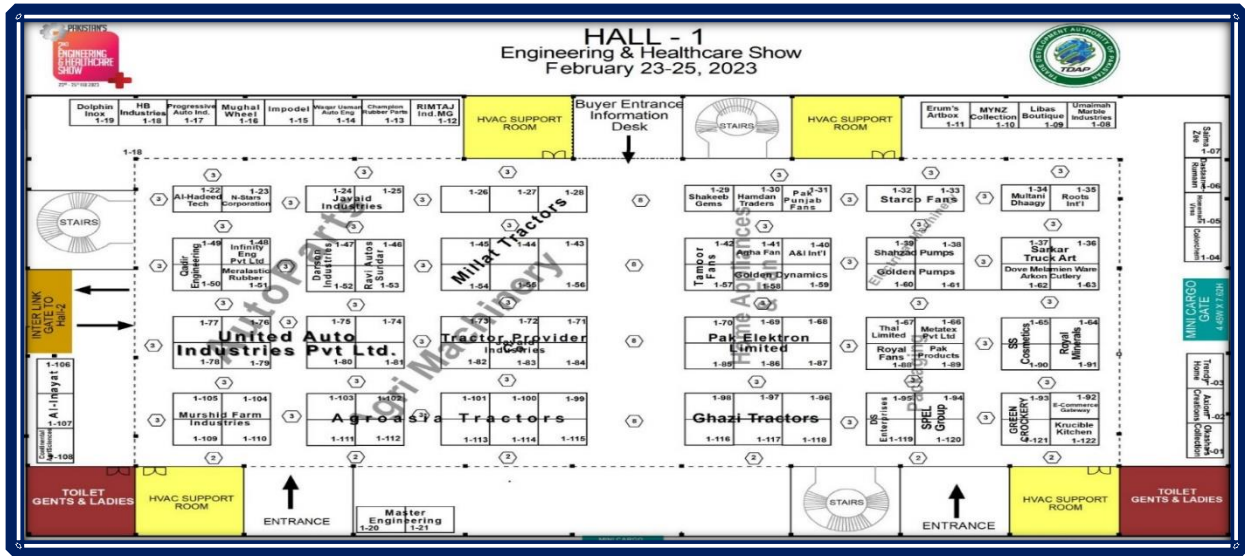
The 2nd edition of Engineering and Healthcare show was organized from 23 – 25 February 2023 by the Trade Development Authority of Pakistan (TDAP).



EHCS 2023 is a flagship sector specific trade event of the “Trade Development Authority of Pakistan” where buyers from all over the world were invited with special focus on African, CAR’s and Gulf region to meet their business partners in Pakistan and witness the whole spectrum of Engineering and Healthcare sector being offered by Pakistan. In total 184 companies and 25 trade associations participated in the event. Moreover, 300 plus foreign buyers/ importers visited the EHCS show from 38+ countries.

The event was organized in the three halls of Lahore Expo Centre and product display was organized as per following classification:

Hall No: 01	Agriculture Machinery, Plastic & implements, Safety Equipment, Automotive and Electrical Machinery, Handicraft, Home Appliances , Fan, Minerals.
Hall No: 02	Pharmaceuticals, Surgical Instruments, Cosmetics, Musical Instruments, Chemicals & Coating, Cutlery & Crockery.
Hall No: 03	Construction Material, Furniture, Sports Goods.



RIBBON CUTTING CEREMONY

The event was inaugurated by Guest of Honor Mr. Malik Ghulam M. Raza Rabbani Khar, Special Assistant to the Prime Minister on Commerce accompanied by H.E Nakadama Rukia Isanga 3rd Deputy Prime Minister of Uganda at Expo Centre, Lahore. Mr. Zubair Motiwala, CE TDAP, Dr. Fareed Iqbal Qureshi, Secretary TDAP, President FPCCI and representatives from business community also attended the event.



The Guest of Honor accompanied by other dignitaries visited all three Halls and interacted with the exhibitors.



MARKETING INITIATIVES UNDERTAKEN

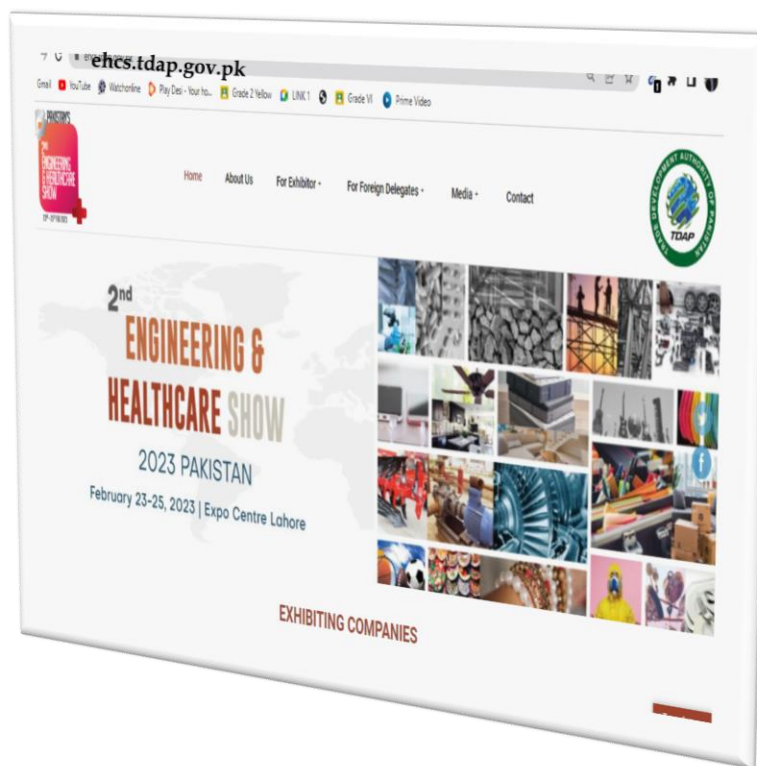
TDAP developed the special theme and logo of EHCS and accordingly the publicity material (Standees, Posters, Brochures, and Self-Explanatory videos) were developed along with a dedicated interactive webpage. The marketing material along-with e-promo was shared / distributed to all leading stakeholders (Chambers & Associations, TDAP regional offices, Ministry of Commerce and to our respective Missions posted abroad).



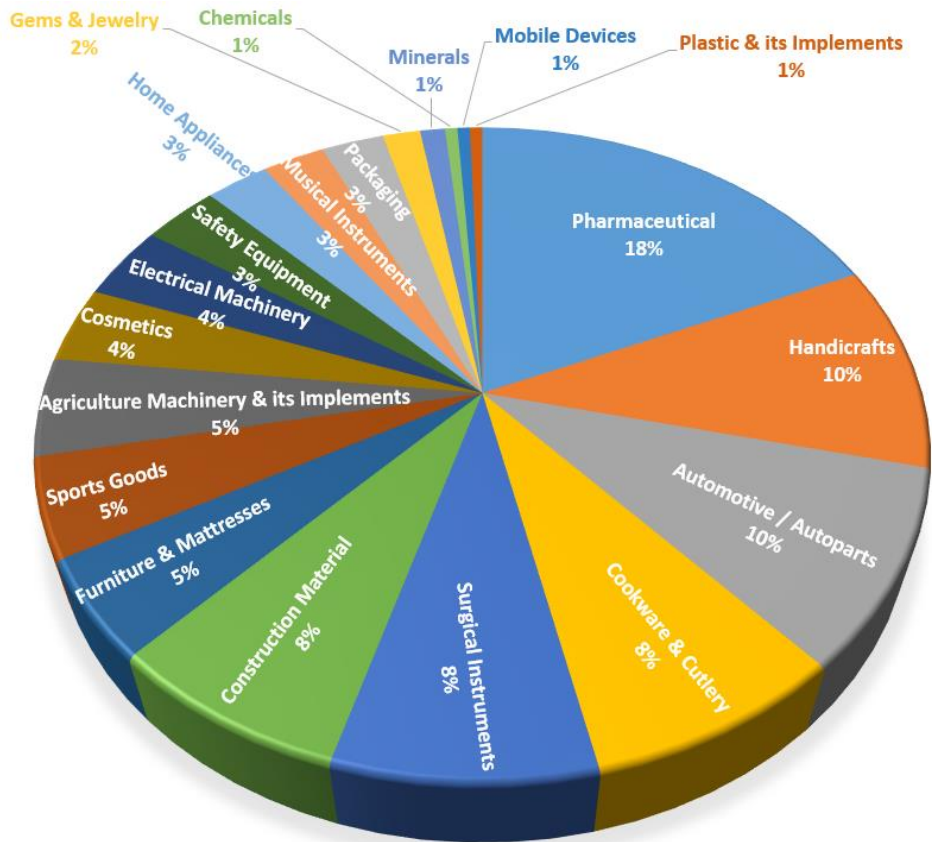
Advertisements in national press were also issued time-to-time. TDAP nominated Product officers and they started marketing of the event in mid of 2022.

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 follow-up visits by the TDAP officers to persuade them to participate in the event.

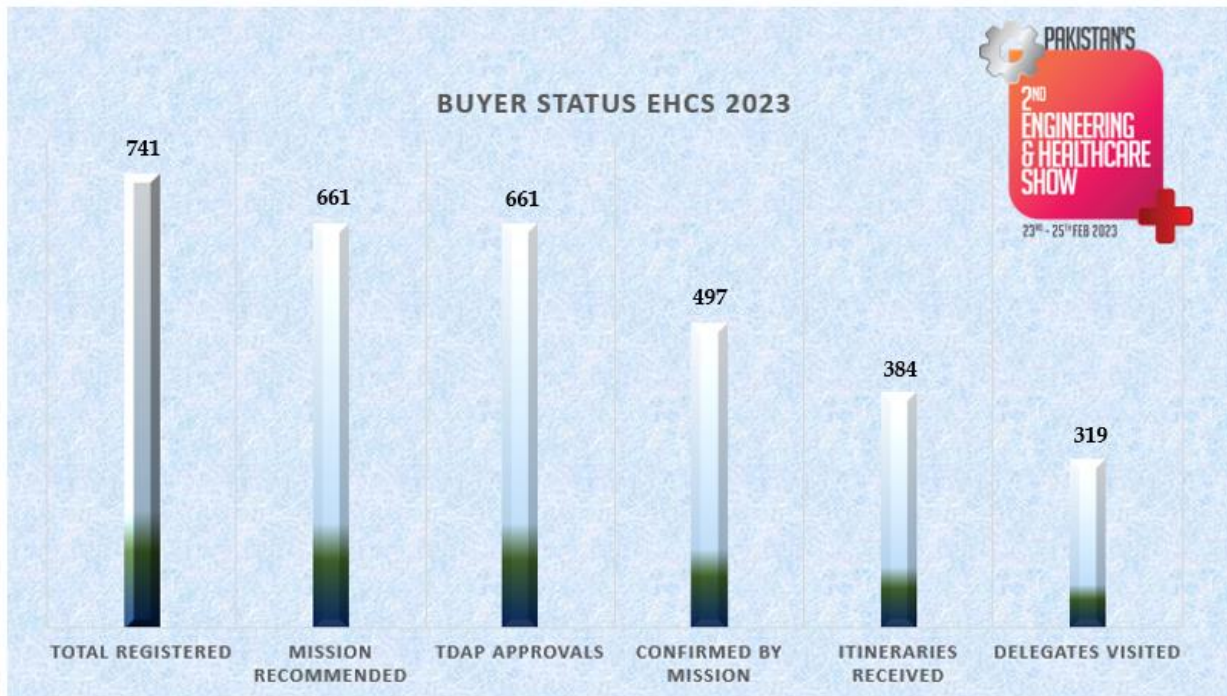
The interactive website (ehcs.tdap.gov.pk) provided information about the event. In addition to this, knowing the importance and reach of social media these days and in order to create awareness among the public, tools like Twitter, Facebook, Instagram and blogs were also used for promoting the event.



SECTORAL REPRESENTATION



FOREIGN BUYERS STATUS



MEETINGS ORGANIZED DURING THE EVENT

HIGH PROFILE MEETINGS

One of the key features of the Expo was the high-profile meetings that took place on 23rd and 24th February, 2023. In these meetings, Mr. Malik Ghulam Raza Rabbani Khar, Minister of State for Commerce, Mr. Muhammad Zubair Motiwala, Chief Executive of



TDAP, and Mr. Fareed Iqbal Qureshi, Secretary of Trade Development Authority of Pakistan met the delegations.

The Chair of the meeting, welcomed the delegations to Pakistan highlighted the purpose of the 2nd Engineering and Health Care Show and the focus on showcasing the manufacturing industry of Pakistan. He elaborated that Pakistan is mostly known for its traditional export products like textile, but now Pakistan is focusing more on product diversification as well as market diversification. It was further explained that Pakistan has been working to explore the market potential in Africa through Look Africa Policy. Recently, Pakistan has also been extending its trade efforts in CARs.



The meetings were held with the delegations from Uganda, Kenya, Zimbabwe, Zambia, Angola, Nigeria, Afghanistan, Niger, Djibouti, Ghana, Rwanda, China - Hong Kong, Ethiopia,

Sudan, South Africa, Saudi Arabia, Sri Lanka, Senegal, Sierra Leone, Tajikistan, Kazakhstan, Egypt, Tanzania, Gambia, Tajikistan and Algeria. The meeting were attended by notable delegates from the countries including: Rukia Nakadama Isanga, third Deputy Prime Minister of Uganda, Dr. Faisal Mohammed Ali Ghabra and Mike Kamungeremu, notable business men from Saudi Arabia and Zimbabwe respectively. Other



delegates included Mr. Khan Jan Alokzai, Co-President of Pakistan Afghanistan Joint Chamber of Commerce and Industry (PAJCC), Sameh Mustafa Zaki, Vice President of Cairo Chamber of Commerce and Industry, and Mahomed Jassat, Zimbabwe Business Ambassador to The Middle East and Chief Advisor to the President on Middle Eastern Affairs.



B2B MEETINGS

A total of 1842 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 56.01 million, based on which it is expected that the actual business generated may exceed USD 184 million.



Advance payment of many deals has already been transferred during the B2B interactions.

DRAP MEETINGS

- One on one meetings of Drug Regulatory Authority of Pakistan (DRAP) with their counterpart representatives were also held with four Regulatory Authorities of different countries including Nigeria, Cameroon, Kenya and Ethiopia.
- A MoU with Cameroon Drug Regulatory Authority is under way with DRAP, and it was also discussed during the meeting to finalize it as early as possible after approval from the cabinet in Pakistan.



CHAMBERS TO CHAMBERS MEETINGS

The EHCS also provided opportunity of interaction to local Chambers with Foreign Chambers on 23rd-24th Feb, 2023. The purpose was to develop liaison between representatives of trade bodies coming from African, CARS countries and leading chambers including FPCCI, LCCI, FCCI, GCCI and GTCCI. More than 20 country delegations met with the chamber's representative with a focus on the 21 exhibited sectors in EHCS 2023. Areas of interest were also identified in other exportable sectors of Pakistan including textile and agro products. Missions from Afghanistan, Uganda, Kenya, Zimbabwe, Egypt, Ethiopia, Kenya, South Africa, Srilanka, Zambia, Kyrgyzstan, Senegal, Rwanda, Sudan, Nigeria, and Ghana had individual interactions with each of the leading chambers.



The meetings were conducted with the delegations from Uganda, Zimbabwe, Kenya, Afghanistan, Nigeria, China, Djibouti, Rwanda and Cote D Ivoire on 23rd Feb, 2023. Meetings of chambers of Ethiopia, Senegal, South Africa, Srilanka, Egypt, Tajikistan, Krgyzstan and others were held on the second day.

The Chambers from both sides showed appreciation and exchanged 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.

On the third day of the EHCS 2023, as part of the industrial visit, President of the Federation of Chambers Of Commerce & Industry Sri Lanka (FCCISL), Mr. Kalawitigodage Keerthi Sirimewan Gunawardane, and Dr. Siddhika Seneratne, Director General, Sri Lanka Standards Institution visited FPCCI

and held a meeting with Mr. Irfan Iqbal Sheikh, President FPCCI at Regional Office Lahore (FPCCI). Ms. Riffat Malik, VP FPCCI, Muhammad Ali Mian, Coordinator FPCCI Lahore, Kh. Shahzeb Akram, Former SVP FPCCI, Mian Abuzar Shad, Former VP LCCI were also present on occasion. Mr. Irfan Iqbal Sheikh and Mr. Kalawitigodage Keerthi Sirimewan Gunawardane agreed that both countries had historical social, political and trade relations, but mutual trade did not reflect the true potential of the two countries. There is a need to prioritize economic cooperation centered on trade, development projects, exchange technology, technical expertise, and tourism. Special economic zones under CPEC can further be leveraged with the help of Pakistan and Sri Lanka's private sector joint investments.

ACTIONABLE TAKEAWAYS:

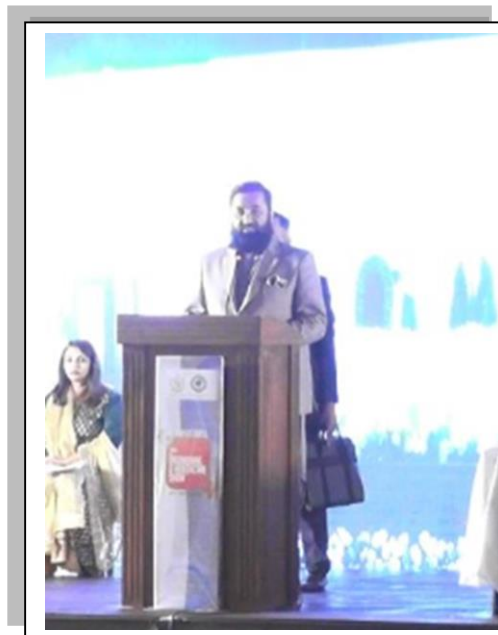
- Kenya National chambers signed MoU with LCCI in conclusion of discussion with chambers.
- Foreign delegation showed interest especially in Pharmaceutical, and Agriculture sector.
- Invitation were extended to Pakistani Chambers to visit and participate in expos, held in their respective countries.

INAUGURAL DINNER AT GOVERNOR HOUSE LAHORE



TDAP hosted a dinner in the honor of the visiting delegates at Governor House Lahore on 23rd February 2023. The Chief Guest Governor Punjab Mr. Muhammad Baligh Ur Rehman, Governor Punjab and Malik Ghulam M. Raza Rabbani Khar, Special Assistant to the Prime Minister on Commerce also graced the occasion.

The Governor of Punjab expressed great pleasure in witnessing the presence of foreign delegates and dignitaries at the dinner. He mentioned that the world is presently passing through a global recession that is adversely impacting both the developing and the developed countries. Slowdown of the world economy has particularly impacted the developing economies including Pakistan. International financial agencies believe that relative rise and fall of world currencies will continue to act as a rebalancing mechanism for the world trade and provide stimulus to sustainable global growth. He mentioned that Pakistan has recently adopted the progressive approach of organizing focused exhibitions to promote international trade. The Engineering and Healthcare Show prima facie is indicative of Pakistan's sincere attempts to find new avenues during testing times and create an opportunity out of adversity. For years, Pakistan solely



focused on its emerging export sectors. However, this show is a testament that Pakistan is ready to diversify.

The Honorable Special Assistant to the Prime Minister on Commerce welcomed the distinguished guests and applauded Trade



Development Authority of Pakistan for organizing the 2nd Edition of the Engineering and Healthcare Show 2023. He mentioned that Pakistan is a land of wonders. The sheer resilience of its people is remarkable. Today as I stand before my esteemed guests who have come from all parts of the world to witness the precision and expertise of Pakistan' manufacturing capacity, I would love to reminisce that I represent the same country that was devastated by floods in the previous summers. The persistent talk of default of the economy and the negative image portrayed by the international media could not dampen the spirits of the industry that is working at full throttle to turn the wheels of the economy.

He further elaborated that, over the years, Pakistan has built the engineering goods industry from scratch. Initially, reliant on the principles of reverse engineering, this sector has imbibed the principle of innovation over the years. Pakistan is now producing world class spare parts, agriculture machinery and surgical instruments. The parts manufactured in Pakistan are being used in some of the top-class automotive brands of the world. Our tractors, surgical instruments and pharmaceuticals are widely being exported to the African market.

Our sports goods especially our football is internationally acclaimed; it was used in the FIFA world cup. In other words, you name it and we have it.

The honorable Chief Executive of the Trade Development Authority of Pakistan stated that the Engineering and Healthcare Show is being developed to become a premier engineering and healthcare trade show



for the region and offering new trade avenues. The show is a testament that Pakistan is ready to diversify its exports by entering new markets and offering a greater variety of products to the international buyers. As the guests may have already seen, more than twenty emerging product sectors are displaying their quality products at the EHCS 2023 evidencing their expertise and potential for competing in the international arena.



At the end of the ceremony, the Guest of Honor presented shields to the H.E Nakadama Rukia Isanga 3rd Deputy Prime Minister of Uganda, Dr. Faith Mwikari Ndiwa, Advisor to President of Kenya and Mr. Mahomed Jassat, Advisor to President of Zimbabwe.

MOUs SIGNED

It was encouraging to note that **7 Memorandum of Understanding (MoUs)** were signed to promote, encourage and develop coordination in exports in various sectors by chambers and associations of China/Hong Kong and with some of the African countries. 4 MoUs were signed by FPCCI and 3 MoUs by LCCI during the three day events.

FPCCI signed an MOU with Ghana and Zimbabwe NCCI for developing stronger trade relations of their respective chambers. FPCCI also signed an MOU with Pakistan HK Trade & Investment Forum (PHKTIF) on 23rd Feb, 2023. An MOU of China Hong Kong Business Association with Islamabad Estate Agents & Association was also signed. The China Hong Kong Business Association (CHKBA) also signed an MOU with Lahore chambers of commerce and industries (LCCI). LCCI also signed an MOU with PHKTIF.

As a result of discussion, an MOU between Kenya NCCI and LCCI was signed on the second day of the event.



INDUSTRIAL VISITS

The Trade Development Authority of Pakistan also organized industrial visits of interested buyers to exhibiting companies, to attract business community from abroad in order to generate foreign exchange and in pursuance of it 12 industrial visits were organized comprising 71 foreign buyers/delegates to the manufacturing units of the exhibiting companies and its details are as under:

S.N.	Factory/Unite Visited	Delegates	
		Country	No.
1	Millat Tractors, Lahore	- Sudan - Syria	01 01
2	Murshid Farm Industries, Lahore	- Senegal - Zambia - Niger - Algeria - Zimbabwe	01 04 02 03 02
3	United Auto Industries, Lahore	- Algeria - Senegal - Mauritania	23
4	Mughal Wheels, Lahore		06
5	A&I International Auto, Lahore	- Sudanese	06
6	Marvel Paints, Lahore		
7	Meraj Innovative Engineering, Karachi	- Uganda	04
8	Chughtaiz (Pvt) Ltd, Lahore	- Australia	02
9	Surgicon, Sialkot	- Kazakhstan	03
10	Trimmed, Sialkot	- Kazakhstan	03
11	FPCCI, Lahore	- Sri Lanka	02
12	A&I International Auto, Lahore.	- Nigeria - Zambia	04 02
13	Gondal Group	- Australia	02
			71

In addition, TDAP also facilitated a call on meeting of 02 Sri Lankan delegates Mr. Keerthi Gunwardane, President, Federation of Chambers of Commerce & Industry and Dr. Siddhika Seneratne, Director General, Sri Lanka Standards Institutions with the President, Federation of Pakistan Chamber of Commerce & Industry, Lahore.

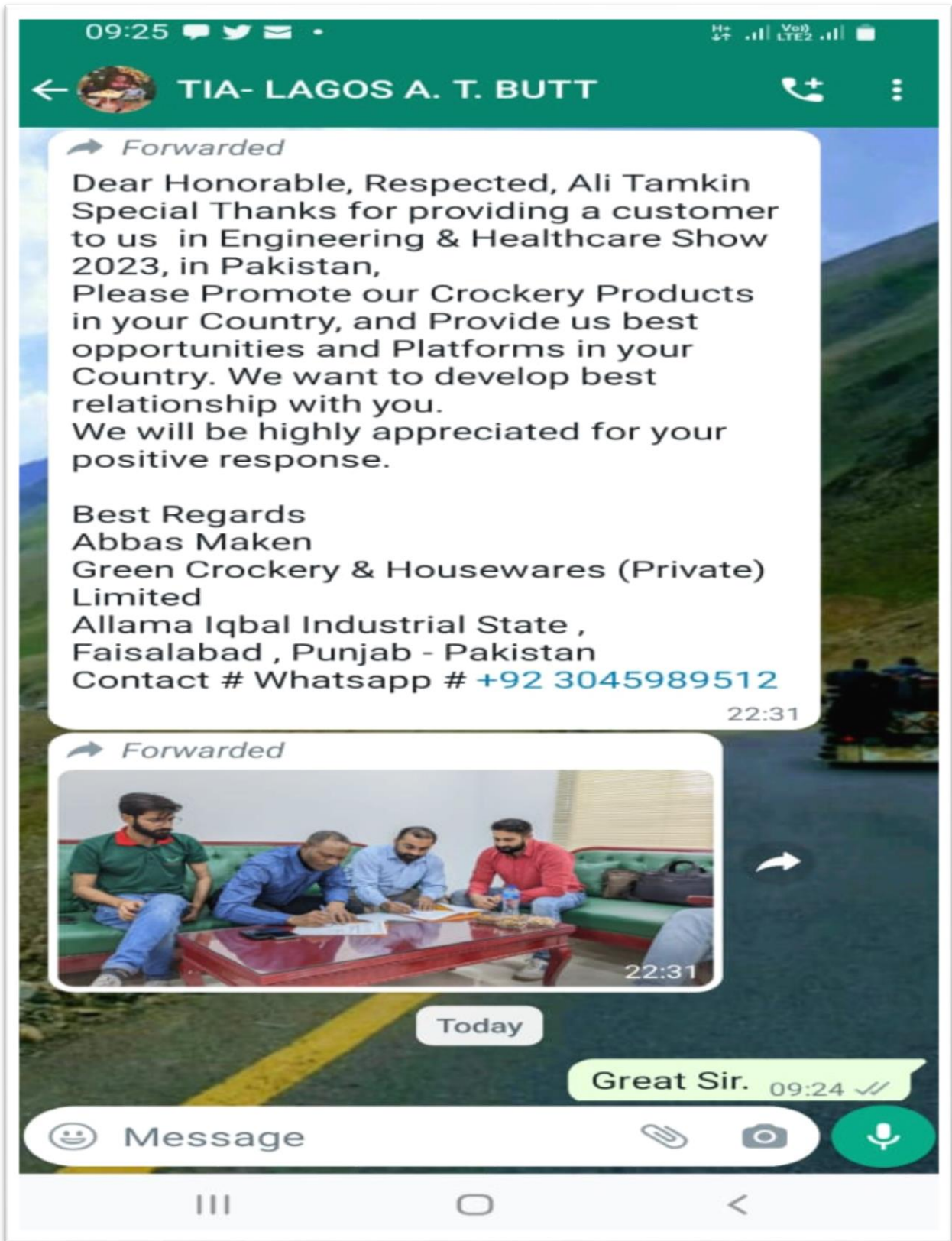
Except many out station visits (Sialkot and Karachi), TDAP provided official transport, police escorts, interpreters and TDAP representatives during the course of delegates' visits to the Lahore based factories. The outstation visits were facilitated by the Pakistani Companies.



HOSPITALITY CRITERIA

HOSPITALITY CRITERIA (EXISTING)					
ENGINEERING & HEALTHCARE SHOW 2023					
Hospitality Category	Visitor Category	Air Ticket (100%) (Economy Class)	Hotel Max 4 Nights	Courtesies (Protocol / Local transport)	Remarks
A	Chamber President / Chairman Associations	Yes	Yes	Yes	<p style="text-align: center;">Most valued representatives only</p> <p>Head of the Chamber / Head of the Product Specific Committee (01 Person) & Upto 02 Heads of relevant Associations</p>
B	Govt Regulators	Yes	Yes	Yes	Subject to justification and requirement (TBD by TDAP)
* C	Foreign Buyers	Self-Payment	Self-Payment	Yes	<p>1. <u>Hotel on discounted rates and local transportation.</u></p> <p>a. TDAP will be providing pick & drop from airport to all the international delegates b. Local transportation pick & drop from hotel to venue c. Hotel Booking with discounted rates on self-payment basis</p> <p>2. <u>Factory visits for delegates.</u> TDAP will be arranging factory visits for delegates who are interested in visiting industrial units after concluding B2B meetings</p>
D	Foreign Print / Electronic Media	Yes	Yes	Yes	<p style="text-align: center;">Most valued representatives only</p> <p style="text-align: center;">(Total number of Media persons for the event will be decided by TDAP)</p>
E	Ambassadors, High Commissioner / TIOs	Yes	Yes	Yes	Subject to delegation size (TBD by TDAP for each country / region)
<p>* Note:</p> <p>i. Limited hospitality is available upto 15% of <u>total visiting foreign buyers</u> (50% Airfare ceiling or Hotel Stay) on case to case basis, subject to justification provided by TIO (However, this 15% will not be decided on prorata basis)</p> <p>ii. Final decision would rest with concerned DG (TDAP)</p>					

APPRECIATIONS RECEIVED





3/14/23, 4:23 PM

TDAP Mail - RE: 2nd Edition of the Engineering and Healthcare Show, 2023



Junaid Feroz <junaid.feroz@tdap.gov.pk>

RE: 2nd Edition of the Engineering and Healthcare Show, 2023

Bilal Amin <info@rheingroup.com>

Mon, Mar 13, 2023 at 3:19 PM

To: "shafqatullah.siddiqui@tdap.gov.pk" <shafqatullah.siddiqui@tdap.gov.pk>

Cc: Junaid Feroz <junaid.feroz@tdap.gov.pk>

13 March, 2023

Dear Mr. Shafqatullah Sb , (Asslam Alaikum)

Thanks for your email.

Indeed it was very good event , and very well organized by T.D.A.P. officers and our head of missions working abroad .

I also would like to appreciate Mr. Junaid Feroz who really turned this event in to an event of opportunities for all of us .

We sure would like to participate in such events in future .

Lets work together to bring more business in Pakistan .

Best Regards,

Bilal Amin

Director

Rhein Enterprises (Pvt)Ltd.,

19-A (South), Small Industrial Estate

Sialkot - Pakistan

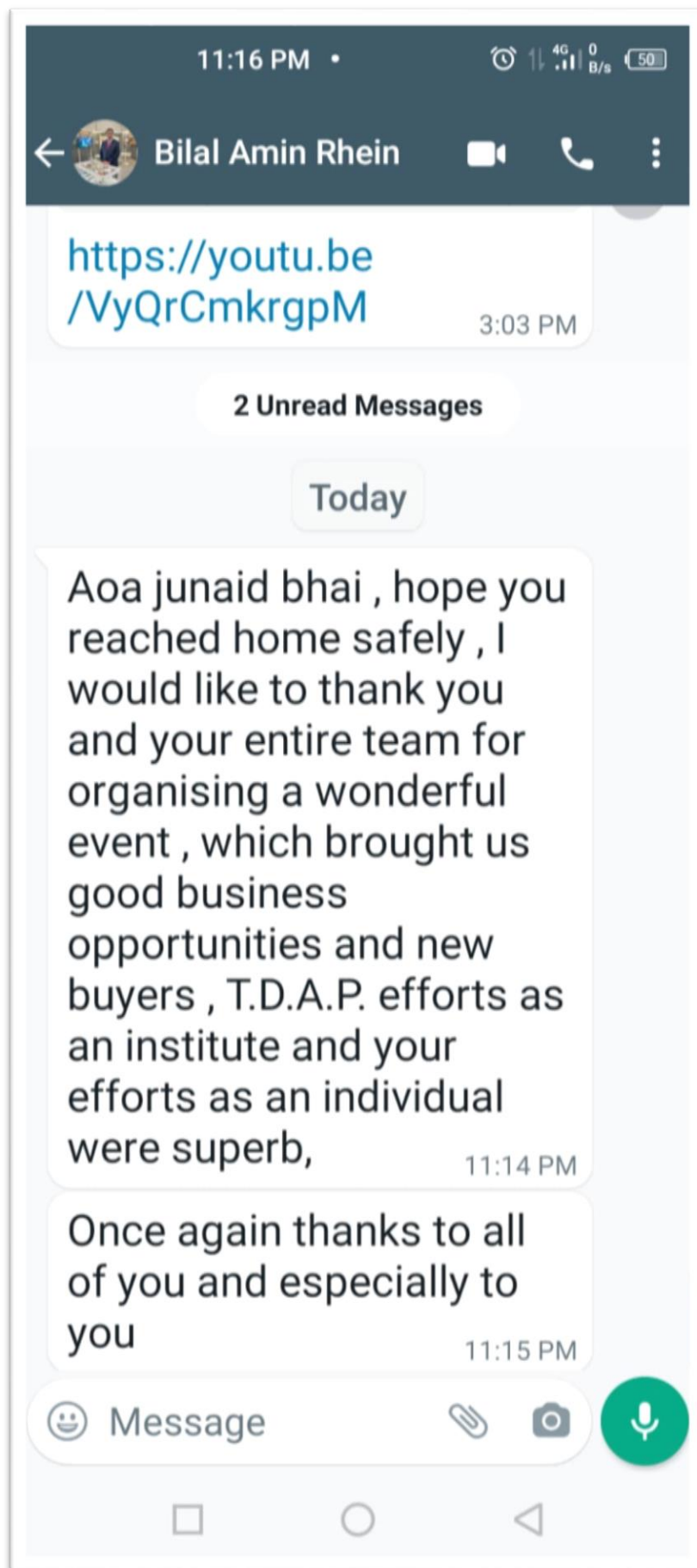
Tell : +92-52-3256666 , 3552772 , 3553772

Cell > +92-321-6133022

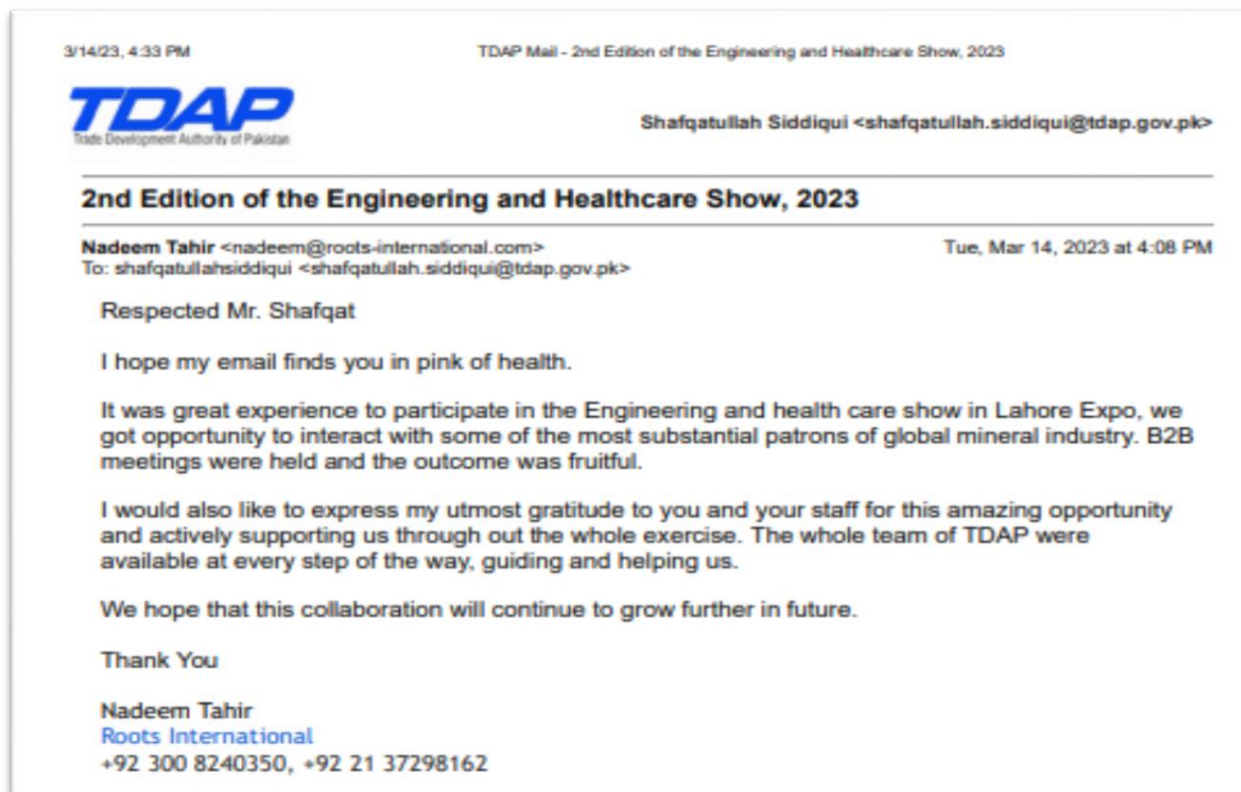
Direct Line : +92-52-3254222

Skype : badar1979

Bilal Amin Email : info@rheingroup.com (Director)







CONCLUSION

Around 83% of world trade is based on those sectors / sub-sectors were exhibited during the exhibition. Undoubtedly, this event will contribute immensely in establishing the image of the country as a manufacturing hub of engineering and its allied products. Keeping in view the success of these two editions of the Engineering and Healthcare Show, it is expected that this event will be the brand face of Pakistan in engineering and healthcare sector in near future.

SUGGESTIONS

- a) High Profile meetings may be scheduled on 3rd Day of the event, only with Officials and buyers may not be engaged so that they and they may be allowed to spend maximum time with exhibitors.
- b) Companies who get benefit in 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.
- c) Only hotels may be given to all foreign buyers without any Airfare, to facilitate genuine buyers and Airfare may be extended to Regulators only.
- d) Scanning mechanism may be adopted on the similar pattern of Medica to track the attendance of foreign delegates
- e) BOI may be taken on board so that investment related opportunities could also be explored
- f) The event may be organized annually and it may be made a permanent feature of TDAP activities.
- g) The duration of event should be four days instead of 3 days in order to give proper time for industrial visits.
- h) FPCCI along-with other chambers have to play more proactive role in attracting local exhibitors and major relevant brands.
- i) Missions may be directed to submit POST EVENT REPORT emphasizing the achievements / meetings held / MOU signed so that the same could be reconciled and recorded.