



PAKISTAN 2019 COATING SHOW

POST SHOW REPORT

Organized By:



Supported By:



Pakistan Paint
MANUFACTURERS ASSOCIATION

ipcm
INTERNATIONAL PAINT & COATING MAGAZINE

Pakistan Coating Show



Pakistan Paints & Coating Industries Supply Chain Expo





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FOR PCS**

2019



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Rainbow
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ABOUT THE SHOW

Pakistan Coating Show (PCS) is one of the largest Events for Paints and Coatings Industries which provides opportunity to the industries to showcase their products and technology at a platform where National & International suppliers will introduce latest tools & innovations for coatings. The three-day Event sets a benchmark for performance in coatings, paints and chemicals industry, by enlightening thousands of participants and visitors. It features great opportunities for B2B networking, collaboration and media-exposure for the participating stakeholders.

The visitors are enthusiastically involved in various informative activities and sessions, while the exhibitors display ground-breaking technologies, conducted insightful seminars and discussions. The conference featured renowned experts and learned speakers, to analyse the evolving trends in the industry and to capitalise on the emerging opportunities.



OBJECTIVES OF PCS

Portray and improve the positive image of Pakistan to the world business community

01



Motivate the coatings business and enhance confidence of investors in Pakistan's business

02



Attract int'l masses towards the tremendous potentials of Pakistan's coatings sector

03



Enhance domestic potentials for a viable platform for foreign and Pakistani coatings sector

04



PAKISTAN COATING SHOW - 2019

REGIONAL GROWTH, INT'L SUCCESS

Dear PCS Exhibitors, Visitors and Professionals,



We are pleased to have launched the 5th Edition of Pakistan Coating Show. The largest coatings sector event in Pakistan, was scheduled from 2 – 4 May 2019 at Int'l Expo Centre Lahore. We would like to thank all our 2019 sponsors, supporters, exhibitors, visitors, event and media partners.

Pakistan Coating Show played host to an important gathering of paints and coatings sector professionals and buyers from around the world to meet, connect, exchange knowledge and conduct business in three days.

This year, we not only had more exhibitors, visitors, delegates, media, speakers and sponsors than ever before, we also achieved increased press coverage, floor space, but most important of all, a huge influx of international visitors. This demonstrates the resilience of the paints and coatings industry in the region.

The PCS grew by 45% this year and the stimulating business-focused atmosphere was clearly felt by all during the three-day Event with multi-million dollar deals and partnerships being signed onsite, making PCS-2019 the most successful edition thus far for exhibitors and visitors alike.

This Post Show Report summarises the 2019 event and outlines the strategies used to deliver and expand the event for the future. We look forward to welcoming you next year PCS, scheduled from 14 - 16 Apr 2020, for what will hopefully be the biggest Edition of the Show yet.

Best Regards,
Director & Team
B2B Media (Pvt) Ltd





Paint & Coating World Gathers Here to Do Business



EVENT PROFILE

Show Type :
Trade Exhibition



Edition :
5th



Exhibitors :
More than 400 Brands



2 - 4 May 19

Int'l Expo Centre, Lahore
www.b2bmedia.pk

Total Attendees :
Over 30,000



Show Size :
Over 100,000 F²

Frequency :
Annual



Next Date :
14 -16 Apr 2020

BENEFITS TO BE AT PCS



Enabling you to promote your best products/services to 30,000+ end-users from all types of paints, coatings, pigments and allied industries.

Generate sales leads, publicity, launch new products and survey attendees about new product ideas.



Offering the opportunity to expand your business in a steady growing market.

Receive immediate feedback on your latest products from visitors of the Show.



A PHENOMINAL PAKISTAN COATING SHOW-----



**A Great Event
to Boost Paki-
stan's
Image**

Almas Haider



**A Perfect
Platform
for Business**

Shahzad Nasir



**Excellent
Networking**

Anjum Nisar



**Big Crowds
Big Success**

Naseer Vohra



**Success &
Beyond**

M Yousaf



**New Trends
New Updates**

Sultan Mahdi



**Excellent
Networking**

Haroon Badar



**A Box Office
Record**

Rasheed Chughtai

[illegible]

Total Foreign Delegates - 1364

As Pakistan Coating Show continues to increase the number of exhibitors, its int'l audience grows; this year, bringing together a wealth of knowledge and experience from across the globe, the event is uniquely placed to deliver a networking platform to exchange ideas and practices, not only regionally, but also for the benefit of the global coatings industry.

A KEY B2B PLATFORM

With more than 400 Brands and Over 30,000 visitors for three days, Pakistan Coatings Show is the place to be if you would like to increase your business in the region



PCS is the only dedicated coatings event in Pakistan for suppliers of raw materials and equipment manufacturers for the paint & coatings industry. With growing economies, big construction projects likely to start with the new government setup in Pakistan, the coatings industry in Pakistan will be growing at faster rates ever before.

It is the successful overall "by the industry for the industry" concept that makes the PCS so special. This year, over the course of three days, more than 3000 business meetings took place between exhibitors, visitors, CEOs, Directors and high ups of national and int'l companies, who networked, sourced their product requirements and created over US\$650 million worth of business possibilities.

A visit to the PCS once a year offers buyers and manufacturers from around the globe the entire spectrum of the latest products and accessories related to paints & coatings in one location.



A KEY B2B PLATFORM

World's Leading Trade Show for the Paints and Coatings Industries,
Larger & More Int'l Than Ever



VISITORS BY POSITIONS & DEPTS

15%

Group Head and
Project Director



40%

Director, Board Member
and Head of an Authority



18%

R&D Heads



35%

Entrepreneur,
Partner and
Self-employed



20%

Other Employee,
Skilled Worker

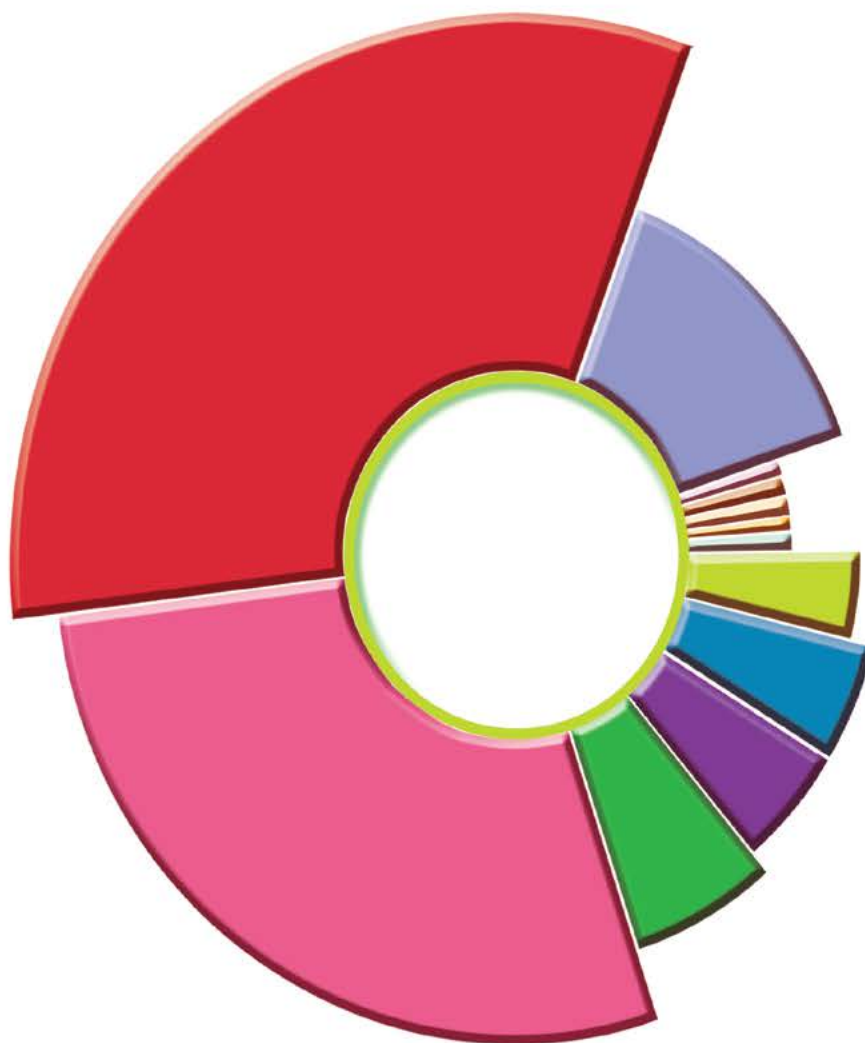


30%

Head and other
Employee with
Managerial
responsibility

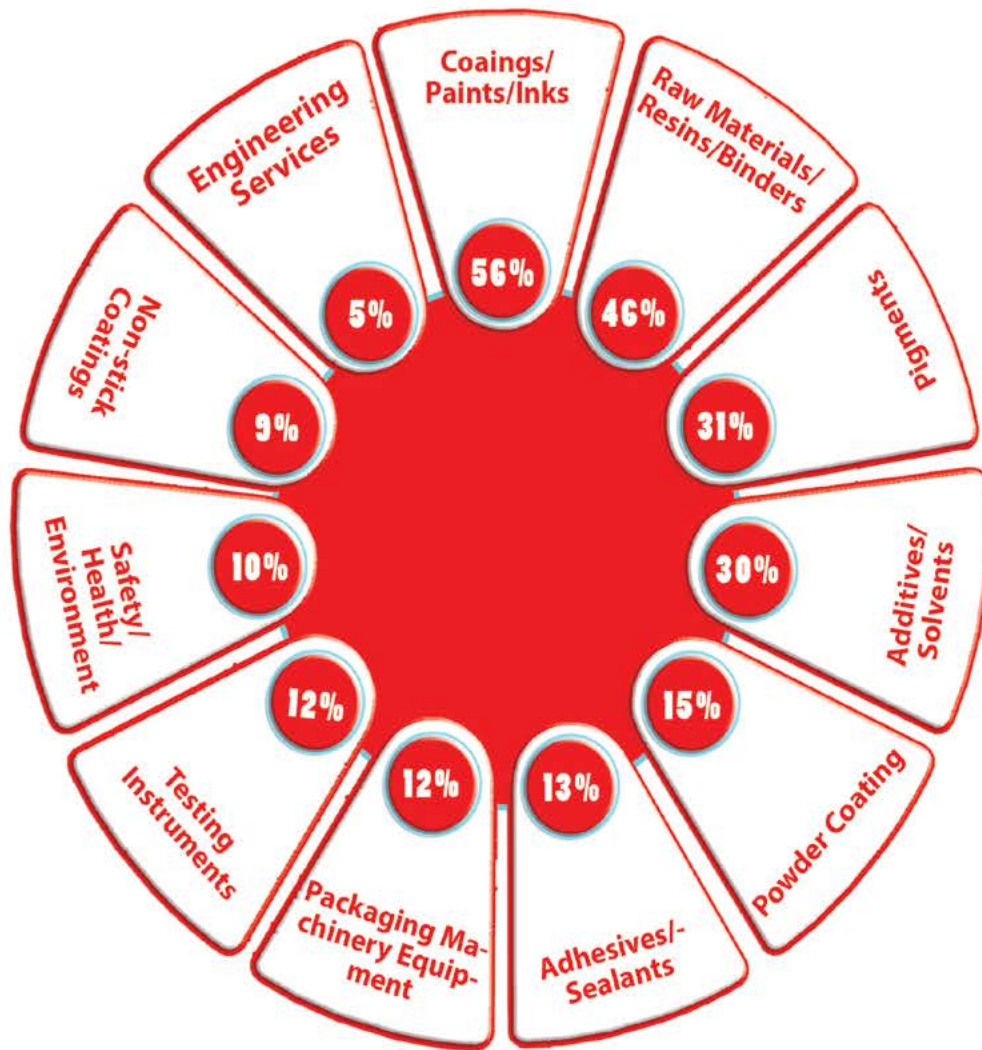


VISITORS CATEGORIES

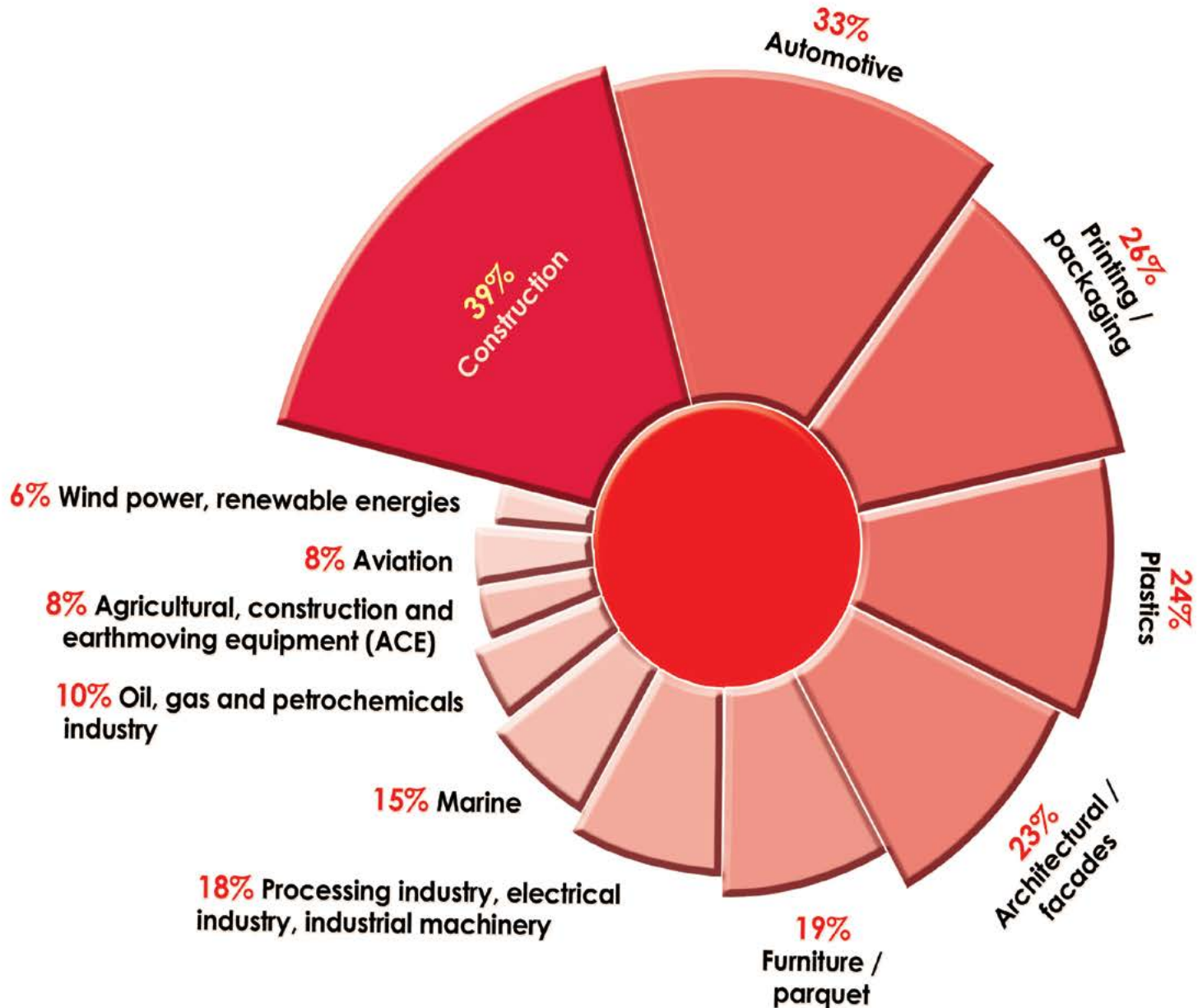


- 33%** Formulators of Coatings & Paints
- 28%** Suppliers of Raw Material
- 14%** Other
- 6%** Formulators of Adhesives and Sealants
- 5%** Industrial Applicators of Coatings & Paints
- 5%** Formulators of Construction Chemicals
- 4%** Formulators of Printing Inks
- 1%** Suppliers of Laboratory Equipment
- 1%** Industrial Applicators of Construction Chems
- 1%** Industrial Applicators of Adhesives & Sealants
- 1%** Industrial Applicators of Printing Inks
- 1%** Suppliers of Testing & Measuring Equipment

PRODUCTS CATEGORIES



APPLICATION INDUSTRIES



VISITORS HAD THIS TO SAY



91% Found new products at the Show

79% Consider it a "must-attend" Show

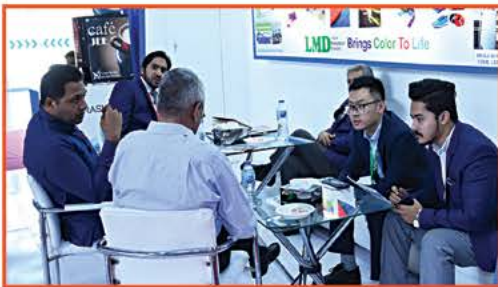
70% Placed or will place an order with a New exhibitor

75% Placed orders with Current exhibitors

96% Confirmed, will attend PCS - 2020

84% Were successful in establishing new contacts and relations

EXHIBITORS HAD THIS TO SAY---



98%

Rated the overall event met or exceeded expectations

90%

Stated they would attend the event again in 2020

89%

Stated the event had a balance of sector representation

88%

Stated the quality of Exhibitors met or exceeded expectations

87%

Stated they were successful in generating new enquiries for their business

89%

stated the event exceeded their objectives in establishing contacts for futures business



TESTIMONIALS

“One can’t underestimate the importance of PCS, it brings together businessmen, researchers and people from allied industry sectors. A great number of companies are integrated into the global production chain. Our job is to develop this int’l cooperation and introduce new technologies in Pakistan.”

*Mr. Almas Hyder,
President,
The Lahore Chamber of Commerce & Industry*



“We have received a huge response from high-quality visitors who are eager to start their business journey with us.”

Mian Anees Arain



“We have been really impressed by the calibre of enquiries we've had across the three days.”

Mr. Sajjad Mughal



“It's been a productive experience of three days for us. The event has provided us quality leads.”

Mr. Yiming Hsn

TESTIMONIALS



“We also got good quality leads from new potential customers. Overall a very good show.”

Mr. Moazzam Rasheed



“Coming to this Show is a really good experience. The Show has exceeded our expectations.”

Mr. Imran Sulehria



INAUGURAL OF PCS - 2019

The formal Inauguration of PCS - 2019 was held on 2 May 19 and the Honourable President of Lahore Chamber of Commerce and Industry (LCCI) Mr. Almas Hyder was the "Chief Guest". Among the dignitaries were present on the occasion Mr. Khawaja Shahzad Nasir, Mr. Mian Tariq Nisar, Mr. Muhammad Naseer Vohra, Mr. Muhammad Yousaf, Mr. Abdu Rasheed Chughtai, Mr. Engr Sultan Bin Mahdi, Mr. Muhammad Anees Arain, Mr. Moazzam Rashedd, Mr. Mudasir Rasheed and Col Liaqat Ali Qamar.

The Honourable President LCCI said that now the private sector in Pakistan is also focusing on holding exhibitions and it is a good sign and a good omen for the economic well being of the country.

The President LCCI said that LCCI and industry has always stressed the need for exchange of business delegations and holding of exhibitions for being proven tools to promote economic activities.

Mr. Khawaja Shahzad Nasir, Senior Vice President LCCI said that Pakistan Coating Show (PCS) is one of the best shows in the world of coatings, paints and chemical industries. Exhibitors and numerous visitors have been encouraged to participate in this annual event. "PCS catches the attention nationally and internationally. I hope it will be a great asset. Ideally, it will make your work flexible and provide valuable suggestions to help you to meet the technical and commercial challenges", he said.



INAUGURAL OF PCS - 2019

PCS Illustrated the Sector's Power of Innovation



GALA DINNER PCS - 2019



A Grand Dinner was hosted by B2B Media (Pvt) Limited for participants of the Show on 3 May 2019. The Event was graced by the exhibitors, foreign guests, Government officials and dignitaries from various walks of life, particularly from paints and coating sectors.

Mian Anjum Nisar ex Provincial Minister for Industries graced the occasion as Chief Guest. While addressing the audience, the Chief Guest and the Guests of Honour, Mr. Muhammad Naseer Vohra, Mr. Moazzam Rasheed, Mr. Muhammad Iqbal Qidwai, Mr. Muhammad Badar Haroon, Engr Sultan Bin Mahdi, Mr. Talha Chughtai and Mian Muhammad Anees Arain said that fairs and exhibitions not only help attract foreign buyers and bring in much needed foreign exchange, but also highlight the soft image of the country.



GALA DINNER PCS - 2019



PCS CONFERENCES & SEMINARS

Discover Solutions – Don't Miss Out on the Latest Trends!

The Pakistan Coatings Show plus Adhesives, Sealants, Construction Chemicals is the leading exhibition for the international coating and paint industry every year. The exhibitors source information on the production of coatings, paints, sealants, construction chemicals and adhesives.

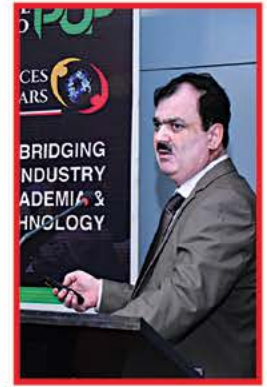
Over the course of three days, the Pakistan Coatings Show Conference offers everything you need to thrive in the fiercely contested coatings market: current developments in raw materials, the latest results from scientific institutes and universities, and contact with leading international experts in person.

Over 900 coatings enthusiasts from around the world attended the valuable sessions to hear about the latest developments in coatings technology and to forge invaluable contacts.



PCS CONFERENCES & SEMINARS

Meet the Innovation Leaders and Discuss the Latest Developments in Coatings



CLOSING CEREMONY PCS-2019



CLOSING CEREMONY PCS-2019



BEST OPPORTUNITY TO PROMOTE YOUR BUSINESS

BE SEEN & HEARD BEFORE, DURING & AFTER THE EVENT

LEADING BRANDS AND RETAILERS ATTENDED PCS-19

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BE SEEN & HEARD BEFORE, DURING & AFTER THE EVENT

LEADING BRANDS AND RETAILERS ATTENDED PCS-19

MARKETING & PROMOTION

PCS - A Great Platform to Promote Your Products

PRINT

PCS - 19 marketing strategy was a print advertising campaign that extended itself across leading national and regional trade publications, mags and newspapers. Several adverts appeared as part of the campaign, covering a range of the most renowned titles.



WEBSITE

Pakistan Coating Show website provides the best online platform to communicate to a target audience of paints and coatings community across the world. The PCS website attracted 50,000+ visits and 30,000+ unique visitors in the run up to the Show.



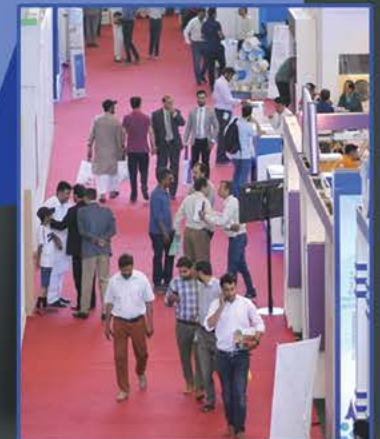
DIRECT CALLS

Invitations were mailed to the paints, coatings, chemicals and allied industries community across the globe, welcoming them to PCS-19. More than 30,000 contacts were carefully selected from our extensive and ever-growing database.



VIP INVITES

More than 3,000 VIP invitation packs were sent to key decision makers and influencers in the Pakistani & international paints, coatings and allied industries, embassies and various governmental organisations to visit PCS - 19.



MARKETING & PROMOTION

By Promoting the Event We Promote You

MEDIA COVERAGE

An extensive national and int'l Public Relations campaign was delivered, focusing on communication of clear and targeted messaging to our core audience and media. Articals and Show Ads were published in renowned mags and newspapers.



EXHIBITION DIRECTORY

Distributed to every visitor and exhibitor. The Exhibition Directory was again a valuable reference tool during and after the Show.



GLIMPSES PCS - 2019



GLIMPSES PCS - 2019



GLIMPSES PCS - 2019



SAVE THE DATES

14-15-16 APRIL

2020



SAVE ^{THE} DATES

14-15-16 APRIL

2020

If you are interested in exhibiting
at PCS - 2020, contact us at:-

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