



International Plastic, Printing,  
Packaging Exhibition & Conference

**5<sup>th</sup> - 7<sup>th</sup> September 2024**

Expo Centre, Lahore

Organiser



**Pakistan's Pioneer and Biggest Exhibition of the Industry!**



## 3P PAKISTAN

3P Pakistan will be an ideal platform for companies to exhibit their products and services in front of thousands of visitors. It will have companies from all over the world which makes it an international exhibition. Visitors will get a chance to meet industry big players all under one roof.

## WHY PAKISTAN?

Pakistan's economy showed a strong recovery after being depressed due to global pandemic and it continued to demonstrate cycles of boom and bust. During the review period impressive GDP growth rate of almost 6% was recorded. Pakistan's government intends to expedite development of special Economic Zones and Dam projects to further support sustainable growth in the export, Technological Ecosystem and Energy Sector performance.

(Source KPMG Economic Brief Report 2022)

### PLASTIC

In south Asia, Pakistan is the second largest in plastic industry. Pakistan's plastic industry is thriving at an average annual growth rate of 15 per cent with a total estimated production capacity of 624,200 metric tons per annum, Pakistan Imports of Plastics and articles was US\$3.01 Billion during the year.

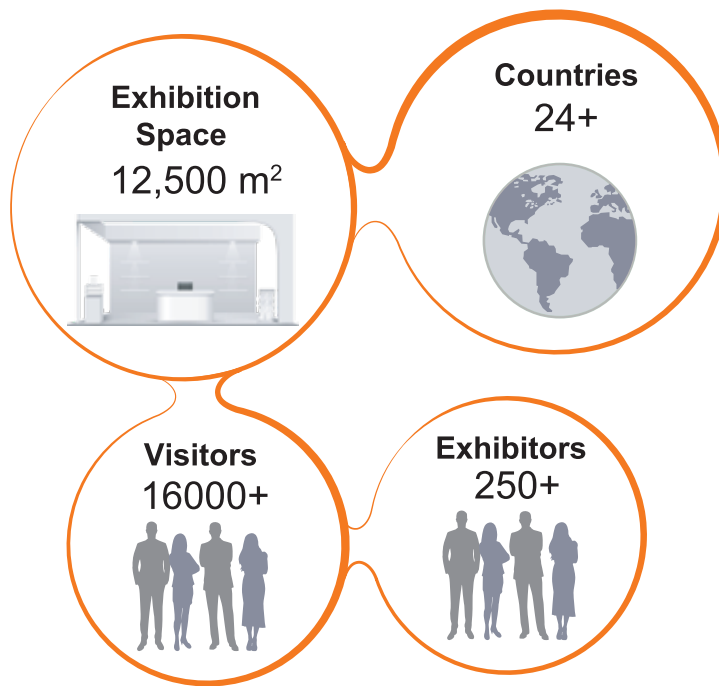
### PRINTING

The printing industry is one of the most booming industries in Pakistan today. With the improving economy, there is a significant rise in the revenue print sector. Printing industry in Pakistan has enormous potentials which remains an untapped treasure in Pakistan. Over the years, the industry has attained a milestone where it is serving and adequately meeting the entire paper and printing needs of the local industry and even has entered into export to several countries.

### PACKAGING

Pakistan's packaging industry has an approximate size of USD 5.53bln (PKR 897bln) in the review fiscal year as compared to USD 5bln (PKR 750bln) in the past years. The packaging industry derives its demand from various industries. One of the major sources of demand for packaging is the food and beverage industries. Given the domestic competition in Pakistan and increasing export demand, it is a striking opportunity for international sellers. Advanced print technology is also fast becoming customizable.

## SHOW HIGHLIGHTS 2023



## EXHIBITOR SURVEY



Exhibitors Successfully Meet their Overall Objectives in the event.



Exhibitors Rated the number and Quality of visitors Very Good.



Exhibitors Generated more than US\$ 100,000 Business from this event.

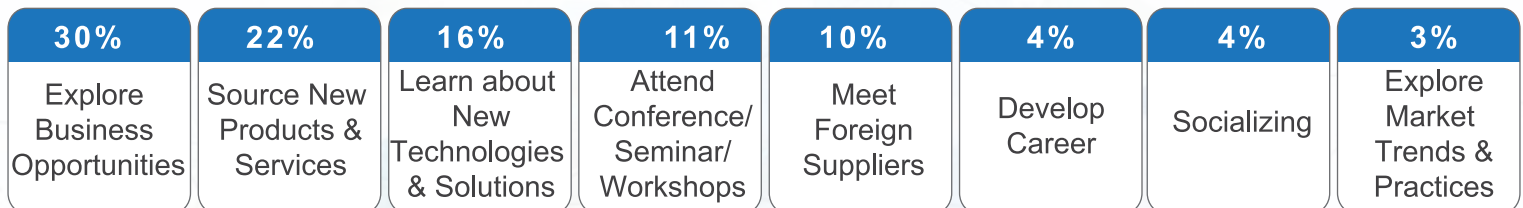


Exhibitors Agreed that 3P PAKISTAN is a very important event to market their products in the region.



Exhibitors plan to Exhibit at 3P Pakistan 2024.

## VISITOR'S OBJECTIVE TO ATTEND THE EXHIBITION



## WHY EXHIBIT?

- Gain insight about the opportunities that exist within the Pakistani market
- Seize the opportunity to meet with key figures from industries and high-level decision makers from the public & private sector
- Keep up-to-date with the latest developments in order to continue on the path of expansion and increase the volume of your products and services
- Negotiate with local companies to establish a manufacturing base in Pakistan
- Promote your brand among industry professionals and end users



## EXHIBITOR PROFILE

### PLASTIC

- Injection and Blow Molding
- Recycling Machinery
- Plastic Machinery & Molds
- Chemicals and Raw Material
- Coating Compounds
- Extruders & Extrusion Lines
- Heat and Control Equipment
- Hydraulic and Pneumatic
- Laboratory Machinery
- Auxiliary Industry
- Masterbatch and Polymers
- Machinery Tool Equipment

### PRINTING

- Printing Industry (All Types)
- Printing Machinery (All Types)
- Printing Machinery Manufacturers
- Inks and Coatings
- Overprinting & Inspection
- Equipment Suppliers
- Paper and Cardboard
- Post-Printing Systems & Material
- Substrate & Adhesive Suppliers
- Traders and other Printing Machinery

### PACKAGING

- Packaging Industry (All Types)
- Packaging Machinery
- Suppliers and Manufacturers
- Complementary Packaging Material
- Packaging Machinery
- Packaging Recycling and Recovery Technologies
- Raw Material
- Warehousing / Storage / Logistics / Transportation
- Other Packaging Machinery

## VISITOR PROFILE

- ▶ Plastic Product Manufacturers
- ▶ Associations & Trade Bodies
- ▶ Automobile Manufacturers
- ▶ Building & Construction
- ▶ Chemical Importers, Dealers & Suppliers
- ▶ Confectionary Manufacturers
- ▶ Dairy Processers
- ▶ Designers, Consultants & Engineers
- ▶ Electronics & Electrical
- ▶ Appliance Manufacturers
- ▶ Fertilizers & Cement Manufacturers
- ▶ Hotels & Restaurants
- ▶ Flexible Packaging & Conversion
- ▶ FMCG's
- ▶ Footwear, Tire, Tubes Manufacturers
- ▶ Government Officials / Institutions
- ▶ Logistic Management
- ▶ Marketing & Brand Managers
- ▶ Paints, Pesticides & Insecticides
- ▶ Pharmaceuticals & Cosmetics Manufacturers
- ▶ Plastic, Printing, Packaging and Pharma Professionals
- ▶ Production Managers
- ▶ Rice & Sugar Distributors
- ▶ Textile & Garments Industry
- ▶ Traders & Indenters
- ▶ Wholesalers & Retailers



## SPONSORSHIP

Maximise your presence at the event with our tailored sponsorship solutions. We strive to add value to our sponsorship packages by ensuring that our sponsors benefit from ongoing exposure and coverage.

Below is a list of available opportunities that will allow you to promote your business before, during and after the show. Our sponsorship team is ready to tailor a package that matches your specific business goals, objectives and budget.



### EXCLUSIVE OPPORTUNITIES

Workshop and seminar time slots

Exclusive branding in the main entrances to the exhibition

Exhibitor, visitor and delegate badges, lanyards and carrier bags

Roll up banners and company literature displayed in coffee and lunch areas

Advertisement in the show catalogue, which is distributed to event attendees



### PRE AND POST SHOW OPPORTUNITIES

Web banners on show website

Featured articles in monthly show newsletters

Exclusive e-shots to your target audience with an invitation to visit your stand

Dedicated emails to show visitors database.

Products showcase email announcements

Targeted mail pieces to visitors promoting your product information and offers



### ONSITE BRANDING

Logo displayed on banners inside and outside the exhibition area

Logo displayed on event signage in strategic locations

Press conferences and media center