

**The 14th International
Plastic, Printing & Packaging Industry
Exhibition & Conference
Incorporating Paper Industry**



16th - 17th - 18th March, 2018
Karachi Expo Centre

About 3P Pakistan 2018

The 14th International Exhibition on Plastic, Printing, and Packaging 2018, from 16th to 18th March 2018, at Karachi Expo Center is one of the leading exhibitions held in the plastic, printing and packaging industries, 3P Pakistan 2018 serves as a benchmark for these sectors to showcase their latest product innovations, highlight industry trends, and network with other professionals. 3P Pakistan is the leading international trade fair dedicated towards technology, equipment, machinery, components, raw materials and chemicals. The fair presents products and services, technologies innovations and future trends and markets for trade.

3P Pakistan is an international meeting place for worldwide suppliers and regional manufacturers, the trade fair acts as a bridge between the industry and its stakeholders from manufacturers to raw material suppliers and from traders to distributors. 3P Pakistan has strong historical roots in the market and particularly in the concerned industry and presents rewarding commercial and trading benefits to entrepreneurs and relevant stakeholders locally and globally.

The platform is an excellent place where exhibitors and visitors meet to discuss product specification, buying or selling activities, explore new business possibilities, product demonstrations, explore optimum business solutions and investigate investment and expansion opportunities under one roof. The 3P trade fair brings quality visitors from diverse industrial backgrounds in order to provide a potential link for the exchange of ideas on new product development, R&D, and process improvements in plastic, printing, packaging and food manufacturing.

In 2017 the trade fair witnessed massive foreign participation from China, Germany, Italy, Turkey, Switzerland and plenty of local exhibitors from Pakistan; where around 250 exhibitors and 12,000 visitors were found in the show. Exhibitors displayed their products, machinery, parts and presented solutions in terms of processes and innovations. The three days exhibitions remained progressive and added value to visitors and buyers expectations. The trade fair engaged a number of trade visitors and professionals across the industry and provided them a place to network.

SHOW HIGHLIGHTS 2017

15,000
Trade Visitors

52%
Foreign Exhibitors

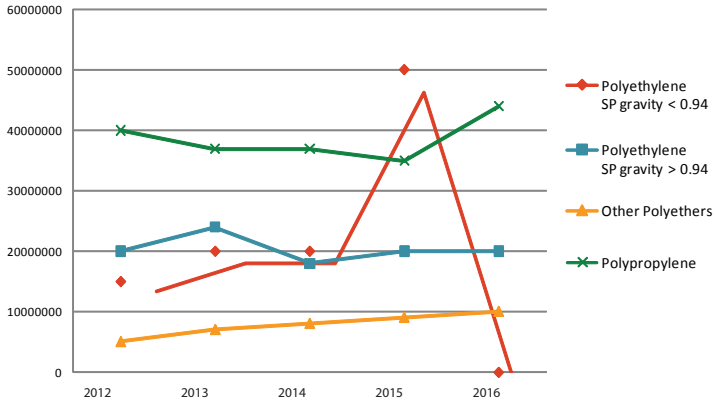
48%
Local Exhibitors

25 PARTICIPATING
COUNTRIES

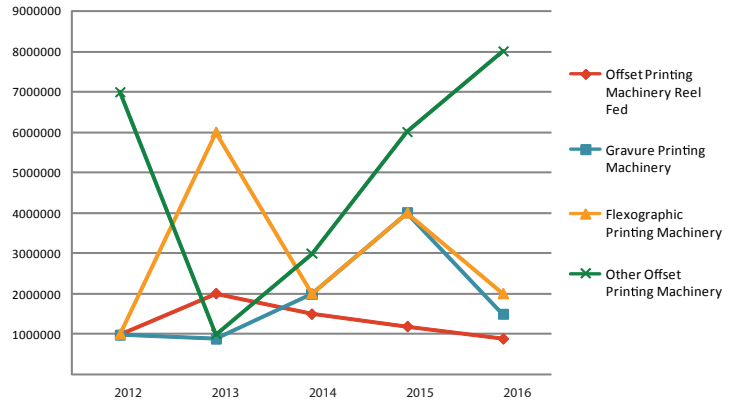
- AUSTRIA
- BELGIUM
- CZECH REPUBLIC
- CHINA
- FRANCE
- GERMANY
- HONG KONG
- INDIA
- ITALY
- IRAN
- JAPAN
- KOREA
- MALAYSIA
- NETHERLANDS
- PAKISTAN
- SINGAPORE
- SPAIN
- SWEDEN
- SWITZERLAND
- TAIWAN
- THAILAND
- TURKEY
- UAE
- UK
- USA



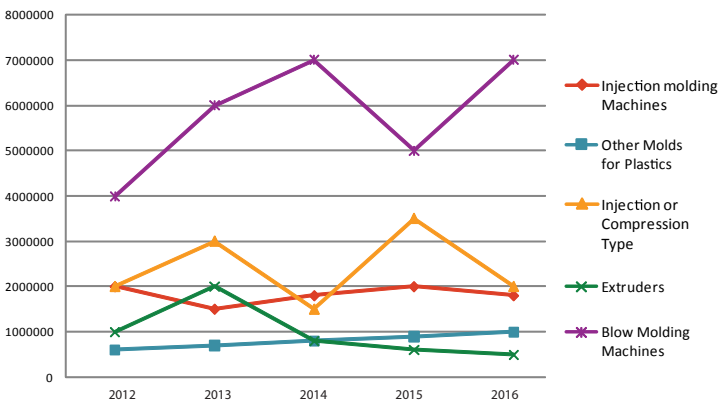
Import of Raw Materials



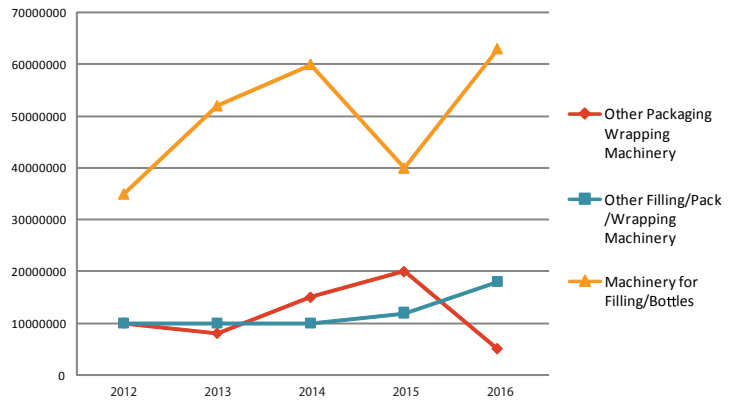
Import of Printing Machineries



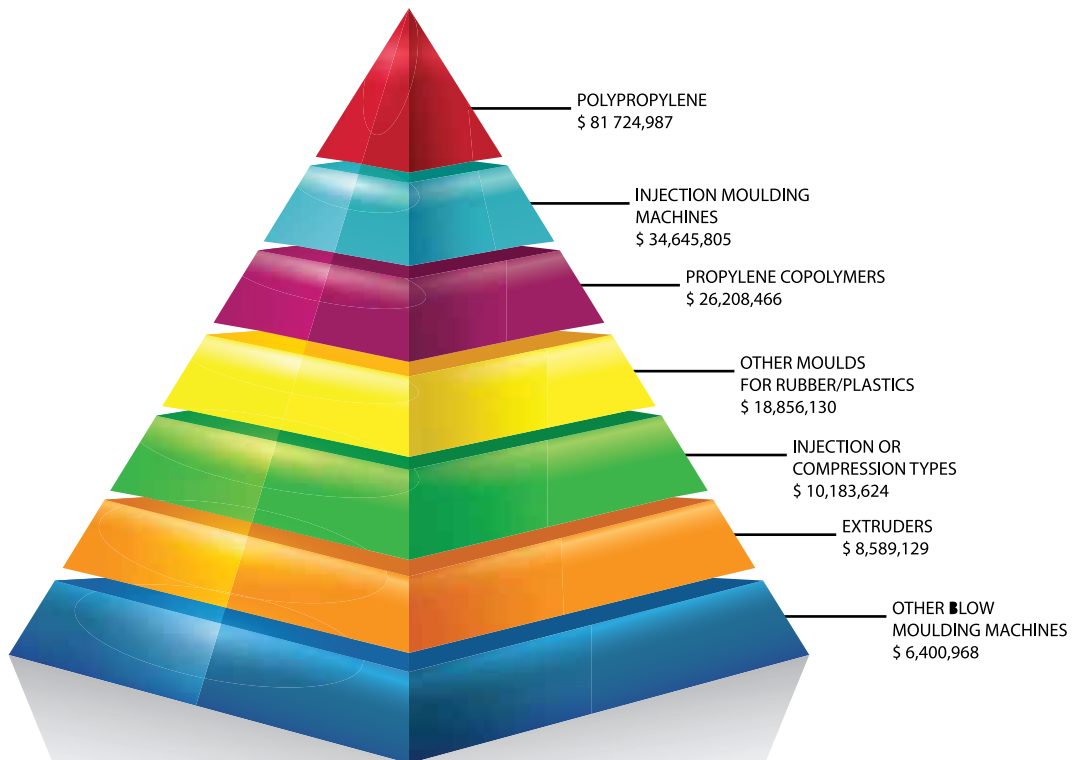
Import of Plastic Machineries



Import of Packaging Machineries



POLYMERS (MATERIAL & MACHINERY) TRADE REVIEW 2016



Industry Insights and In Search of Potential

The plastic, printing, packaging industry in Pakistan is growing rapidly. Expansion in consumer goods, population, fast pace urbanization, conscious eating habits, lifestyle and cost effectiveness and cost of production coupled with new trends in the industry set the pace for rapid development in these sectors. Pakistan is one the largest countries which has a growth rate of 15% of the industry that contributes 2% in national output of around Rs. 7.1 billion in annual national revenue. Production capacity is increasing due to an increasing population that has a growing demand for packaged goods in flexible packaging material which has resulted in it becoming one of the most sought after materials for packaging.

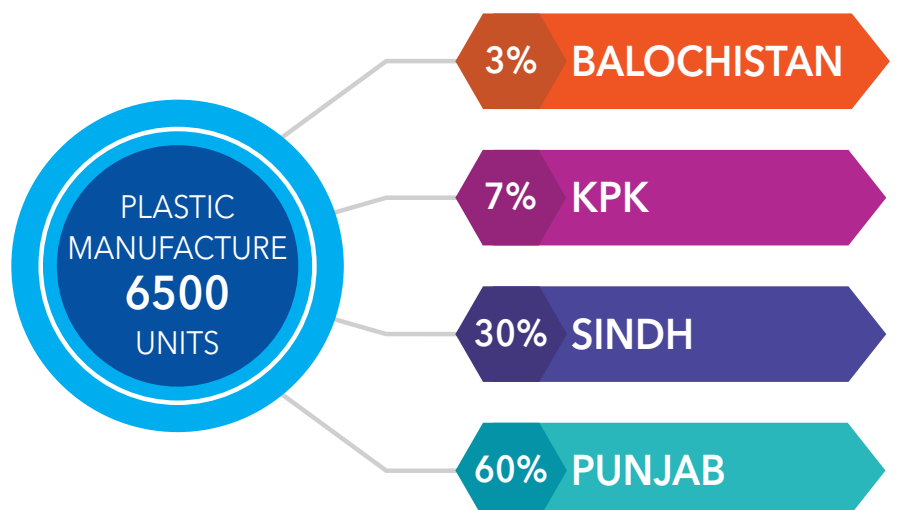
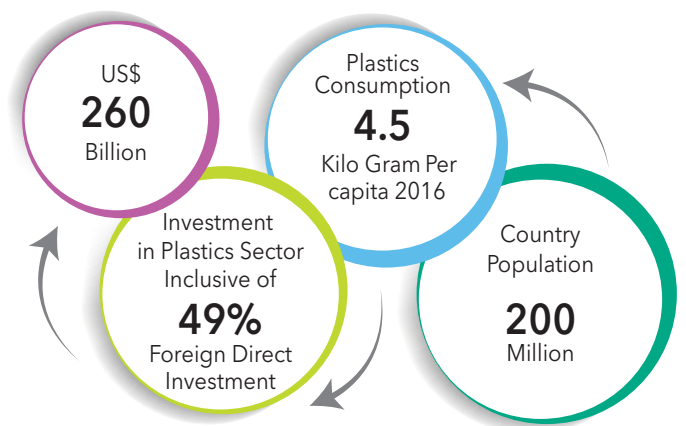
Globally, the printing market made broader operational frameworks and investment; the compound growth rate witnessed 4.2% according to the global statistics. The investment in Pakistan by sector around Rs. 15.671 billion, which is encouraging with per capita income of 5kg per annum. The global production and operation also widened from 2007 to 2016, in actual terms; this represents an overall global production level of 330 million tons by 2016. In Pakistan, the market size in US dollars is \$4.5 billion in which local and international investors are in demand.

In modern times, packaging plays a crucial role in product development, display and advertising. The consumer goods, packaged goods and all the finished products related to it are concerned with the industry. There is much room for expansion in this industry. Pakistan has made successful exports to Middle East, Europe, Africa and rest of the world, more than 650 plastic manufacturers in the country, and Pakistan imports raw material more than 70% from all over the world. Flexible packaging in Pakistan got a strong boost specially due to agriculture and demand for easy to use products.

Karachi - Pakistan's premier industrial and financial centre

The city of Karachi is the largest city of Pakistan and one of the largest cities in the world. Industry contributes a large portion of Karachi's economy, with the city home to several of Pakistan's largest companies dealing in textiles, cement, steel, heavy machinery, chemicals, and food products. The city is home to approximately 30 percent of Pakistan's manufacturing sector, and produces approximately 42 percent of Pakistan's value added in large scale manufacturing. At least 4500 industrial units form Karachi's formal industrial economy. Karachi's informal manufacturing sector employs far more people than the formal sector, though proxy data suggest that the capital employed and value added from such informal enterprises is far smaller than that of formal sector enterprises.

Karachi Export Processing Zone, SITE, Korangi, Northern Bypass Industrial Zone, Bin Qasim and North Karachi serve as large industrial estates in Karachi. The Karachi Expo Centre also complements Karachi's industrial economy by hosting regional and international exhibitions.

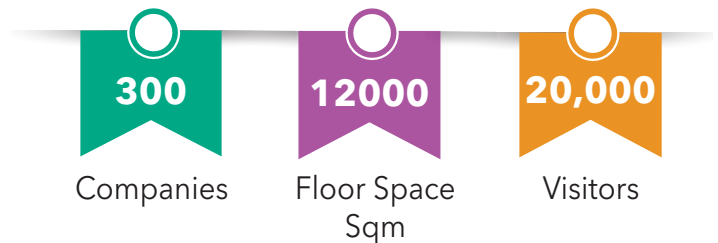


Why Exhibit & Visit 3P?

3P Pakistan is committed to providing excellence in expo's and offers a strong linkage to industry members under the umbrella of one brand. The synergy of communication further strengthens the relationship between exhibitors and visitors. It is an ideal forum for discussion, networking and interacting with one another for business purposes. Potential buyers from leading corporations are invited in order to visit the exhibition for business networking opportunities and to stay up to date on the latest developments and innovations taken place in the market. The organizer promotes the exhibition with a regional marketing campaign with pre show and post show media coverage, press releases, outdoor advertising, social media & online promotions, websites with digital media marketing in order to communicate the trade fair message and promote the exhibition across the country. This maximizes visitors and focuses buying activities under one roof.

A top-notch, highly successful show, the place to be to source suppliers, manufacturers and distributors for those involved in food and beverage processing industries, packaging and related industries, pharmaceutical and cosmetics manufacturing sector, retail and wholesale, plastics manufacturing, printing and labeling. It's an effective marketing platform where you can do more business and get more exposure face to face with key customers and prospects. The event is one of the largest and has strong roots in the market and particularly for the sectors, which have been growing rapidly. The physical, online and offline world get together, technologies are growing due to the fast pace of competitiveness.

3P Plus Print Pack 2018 - Forecast



Exhibitor Profile

- ❖ Injection Moulding Machines
- ❖ Blow Moulding Machines
- ❖ Extrusion Machines
- ❖ Sheet/Film Extrusion Machines
- ❖ Woven Bags Machines
- ❖ Printing Machines
- ❖ Packaging Machines
- ❖ Slitting Machines
- ❖ Thermoforming Machines
- ❖ Pouch Making Machines
- ❖ Rubber Compounding
- ❖ Rubber Processing Machines
- ❖ Electronics & Electrical Equip.
- ❖ Temp. Controls & Chillers
- ❖ Testing And Controlling
- ❖ Compressors
- ❖ Filler & Sealers
- ❖ PET Conversion Machines
- ❖ Recycling Machines
- ❖ Dryer, Mixer and Granulator
- ❖ Dosage System
- ❖ Cylinder Making
- ❖ Sleeves & Cylinders
- ❖ Mould Making
- ❖ Adhesives & Glue
- ❖ Inks & Coatings
- ❖ Solvents & Chemicals
- ❖ Masterbatch
- ❖ Calcium, Fillers & Additives
- ❖ Raw Material & Resin
- ❖ Flexible Packaging & Machines
- ❖ Corrugation & Machines
- ❖ Metal Packaging & Machines
- ❖ Glass Packaging & Machines
- ❖ Industrial Services
- ❖ Trade Magazines

Visitor Profile

- ❖ Plastic Product Manufacturers
- ❖ Association & Trade bodies
- ❖ Automobile Manufacturers
- ❖ Building & Construction
- ❖ Chemical Importers, Dealers & Suppliers
- ❖ Confectionary Manufacturers
- ❖ Dairy Processers
- ❖ Consultants & Engineers
- ❖ Electronics & Electrical Appliances Manufacturers
- ❖ Fertilizers & Cement Manufacturers
- ❖ Flexible Packaging & Conversion
- ❖ Food & Beverages Manufacturers
- ❖ Textile & Garments
- ❖ Footwear, Tire, Tubes Manufacturers
- ❖ Government Official
- ❖ Logistic Management
- ❖ Marketing & Brand Managers
- ❖ Moulded & Extruded Rubber Product
- ❖ Paints, Pesticides & Insecticides
- ❖ Pharmaceuticals and Cosmetics
- ❖ Woven Bags Manufacturers
- ❖ Plastic, Printing & Packaging Professional
- ❖ Production Managers
- ❖ Rubber Processors & Manufacturers
- ❖ Wholesaler & Retailers

Marketing & Promotional Campaign



Advertisements



E-Newsletters & Faxes



Composite Display



Buyers-Fly-In Program



Show daily



Magazines & Newspapers



Networking Meetings



Local & International Partnerships



Direct Mailers



Media Partners



VIP passes for key buyers



Promotional Trips