



# 2<sup>ND</sup> Pakistan Paper, Stationery & — Education Expo 2019 —

POST SHOW REPORT



Organized By:

Supported By:



Anjuman-e-Tajran  
URDU BAZAR, LAHORE



# 2<sup>ND</sup> PAKISTAN PAPER, STATIONERY & — EDUCATION EXPO 2019 —



**THE BIGGEST EDUCATION, OFFICE, PAPER & STATIONERY  
B2B PLATFORM IN PAKISTAN**







**WE ARE THANKFUL  
TO ALL  
OUR SPONSORS  
FOR THEIR  
CONTINUED  
SUPPORT**



**THE  
UNIVERSITY OF  
LAHORE**



**Dawn Paper  
Mart And  
Dawn Convertex**







## ABOUT EXPO

**PPSE**, an annual B2B event, is a leading exhibition, showcasing stationery and office accessories, smart and electronic devices, school, business, desk and computer accessories, office machines, paper and paper products, books and printed products, writing and drawing instruments, at the top, all the trends and industry innovations come together in one place at **PPSE**.

The Show provides the best networking platform for industry players in exchanging knowledge, conducting business, as well as, is a great source of inspiration, order platform for the wholesale, retail traders and for corporate buyers.

A priority platform for a growing number of leading and emerging brands to promote their brands, demonstrate their innovative designs and quality products, and helps seeking potential international clients and increasing contacts with distributors and dealers across the globe.



# OBJECTIVES



Connect suppliers with clients from all around the world to enhance the Paper, Stationery, Printing, Packaging and Advertising business.



Provide the opportunity for promoting newly launched products, equipment and technologies, with emphasis on the international companies.



Introduce the latest developments in Education practices, Office equipment, Stationery , Paper, Printing, Packaging machinery and Technology etc.



Emphasize on the Packaging and Stationery materials manufactured and printed in Pakistan, for the purpose of promoting its export worldwide.





# PPSE - 2019

## REGIONAL GROWTH, INT'L SUCCESS

### Dear PPSE Exhibitors, Visitors and Professionals,

PPSE is Pakistan's leading exhibition in paper, stationery, books, office supplies, packaging, hobby & crafts industry. Here you'll find a complete range of products for school, office and working home, a mix of culture from the East and West and a series of informative programs shared by the industry experts.

2<sup>nd</sup> PPSE 2019, was a wonderful experience which turned out to be a very successful Show on the paper, stationery, books and packaging industry. It gives us great pleasure to share that most of the visitors and exhibitors appreciated the quality services provided by the organisers.

The success of an exhibition depends on visitors and exhibitors and we are extremely happy to say that we received complete support from both these communities. During PPSE - 2019, we concentrated all our efforts on providing quality services to exhibitors and visitors, and succeeded in our mission to a great extent.

According to feedback reports received from exhibitors, the inflow of quality visitors, who came to witness the exhibition, was highly encouraging. A majority of the exhibitors and business visitors rated the Show as 'good' to 'excellent'.

We would like to thank all our exhibitors for their continued support for making the Show a 'Remarkable Event'. As well, we also look forward to welcoming you to the next PPSE scheduled from 11 - 12 Jan 1920, at Int'l Expo Centre, Lahore, Pakistan.

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





# DISCOVER INNOVATIONS AT PPSE





# EVENT PROFILE

**Show Type :**

**Trade Exhibition**

**Exhibitors :**

**More than 80 Brands**

**Total Attendees :**

**Over 20,000<sup>+</sup>**

**Frequency :**

**Annual**



**Edition :**

**2<sup>nd</sup>**

**Next Date :**

**11 -12 Jan 2020**

**Attendees :**

**10,000<sup>+</sup> per day**

**Show Size :**

**Over 100,000 F<sup>2</sup>**

**12 - 13 JAN 19**

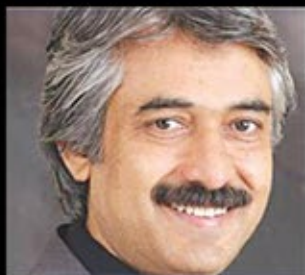
Int'l Expo Centre, Lahore

[www.b2bmedia.pk](http://www.b2bmedia.pk)





# PPS EXPO - A SUCCESS FOR ALL



*"Excellent opportunity with excellent organization"*

*Mian M Aslam Iqbal*



*"A fascinating and exciting exhibition"*

*Dr Murad Raas*



*"Excellently organised event with good atmosphere"*

*Mr. Motor MA*



*"A well organised and informative event"*

*Mr. Awaiz Raouf Kamboh*



*"The glamour and beauty of the show was spectacular"*

*Mr. Khawaja Shabzad Nasir*



*"It was an exceptional event"*

*Mr. Moazzam Rasheed*



*"An absolute pleasure to discuss the latest trends in the market with industry experts"*

*Mr. Muhammad Bashir*



*"It was really wonderful to see the latest innovations under one roof"*

*Mr. Mahmood Ahmed*



*"Impressed with everything from stands, event organization and speakers and Talks and number of exhibitors"*

*Mr. Shabzad Iqbal*



*"I am impressed to see such a good event in Pakistan, a big platform for the educationalists and students"*

*Mr. Saleem Bikiya*





## TESTIMONIALS

“The show is very informative and comprehensive. I gained a significant amount of knowledge about the innovations and advancements in technology. I would definitely come to the future shows and recommend my colleagues to this event as well. In overall, the show was very good.”

Amjad Islam Amjad,  
(an Urdu poet, drama writer and lyricist from Pakistan)







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

Mr. Sajid Anwar”

## TESTIMONIALS



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

Mr. Jamal Yousuf”



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

Mr. Malik Ahad Amin”



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

Mr. Khamis Saeed Butt”



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

Mr. Qianhao”



# EXHIBITORS OBJECTIVES

**77%**

Initiating new business relations



**45%**

Obtaining an overall impression of market



**55%**

Cultivating existing business relations



**35%**

Passing on specialist knowledge



**40%**

Exchanging experience



**60%**

Presenting innovations, new developments





# VISITORS OBJECTIVES



48%

Initiating new business relations

30%

Prepare purchasing decisions

27%

Get to know new innovations and developments



27%

Get to know product variants

23%

Compare competitors

22%

Cultivate existing business relations



20%

Achieve an overall impression of the market situation

20%

Conduct purchases

18%

Expand specialist knowledge



# BENEFITS TO BE AT PPSE



Enabling you to promote your products/services to 20,000+ end-users from all types of education, office, paper and stationery products.

Generate sales leads, publicity, launch new products 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.





# PPSE - A DYNAMIC B2B PLATFORM

**Business Opportunities Over PKR 5 Bn Created  
During Two Days Exhibition**

**A leading Event for Overseas Institutions to  
Expand Their Presence in The Potentially  
Growing Market**

Pakistan is a market of over Rupees 60 bn for the business of Office and educational institutes furnitures, office furnitures, stationery, packaging, paper and educational activities. PPSE provides a big B2B business platform for the educational institutes, manufacturers, wholesalers and exhibitors to expedite the process of sourcing new dealers and distributors.

The Event provides an opportunity to the visitors to display their contact details, alongwith the products they are looking to source. The exhibitors and other visitors can then identify which agents are interested in their specific products/services, allowing for meetings to be set up directly onsite.

The 2<sup>nd</sup> Edition of PPSE, over the course of two days, hosted more than 1500 business meetings between the exhibitors, visitors, CEOs, Directors and high ups of different mills, Govt Departments and companies, who networked, sourced their product requirements and created over PKR 5 billion worth of business possibilities.

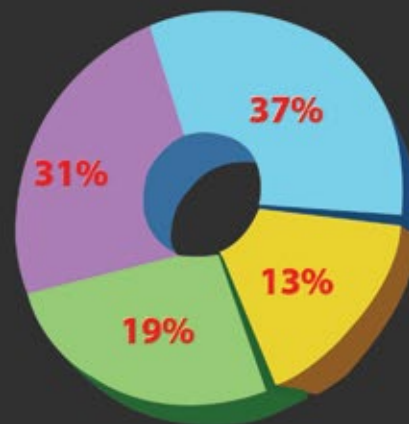
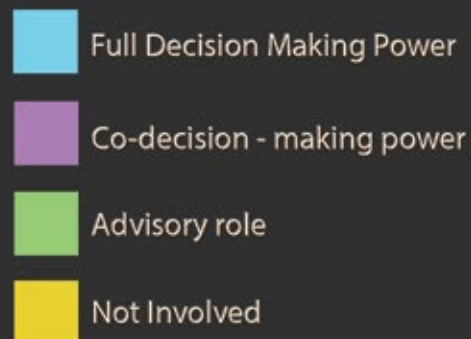




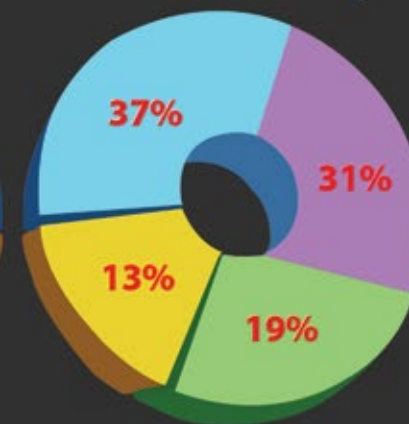
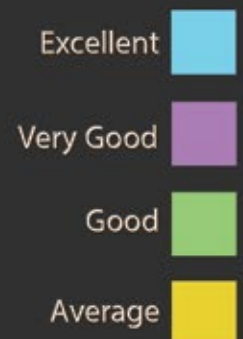


## PPSE - A VIBRANT SUCCESS

Decision Makers



Visitors Quality





# PPSE - A VIBRANT SUCCESS

## Satisfaction Rate - Visitors



## Satisfaction Rate - Exhibitors





# PPSE TARGET SEGMENTS

All the  
Trends and  
Industry  
Innovations  
Come Together  
in One Place  
at PPSE



**OFFICE EQUIPMENT AND  
MACHINES**



**WRITING AND DRAWING  
UTENSILS**



**IT AND PRINTER  
SUPPLIES**



**HIGH QUALITY PAPER  
PRODUCTS**



**GREETING CARDS &  
GIFT ITEMS**



**PACKAGING**



**SCHOOL SUPPLIES**



**ADVERTISING**



**PARTY ITEMS**



**BAGS & ACCESSORIES**



**PAPER GOODS**



**BOOKS AND  
BOOK BINDERS**



**COMPUTER ACCESSORIES**



**PRINTINGS**



**PUBLISHING SERVICES**



**TAPES**



**ADHESIVES**



**DIARIES**



**CALENDARS**



**ENVELOPS**



# PPSE TARGET SEGMENTS

All the  
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PAPER MILLS



PAPER MACHINERY



TISSUE PAPERS



PULP



PAPER CONVERTORS



PHOTOCOPIERS



PRINTING PRESS



OFFICE FURNITURES



SCHOOL FURNITURES



PAPER CHEMICALS



PAPER BOARDS



DRAWING PAINTS



PAPER INKS



EDUCATIONAL INSTITUTES



WRITING PRODUCTS



COMPUTERS AND LAPTOPS



MULTIMEDIA &  
ACCESSORIES



EMBOSSING MACHINERY



BACK TO SCHOOL



DESIGNER STATIONERY



# GALAXY OF PPSE - 2019

**We Promote You Before, During and After the Event**





# GALAXY OF PPSE - 2019

**We Promote You Before, During and After the Event**





# CLOSING CEREMONY PPSE





# CLOSING CEREMONY PPSE





# KIDS CORNER





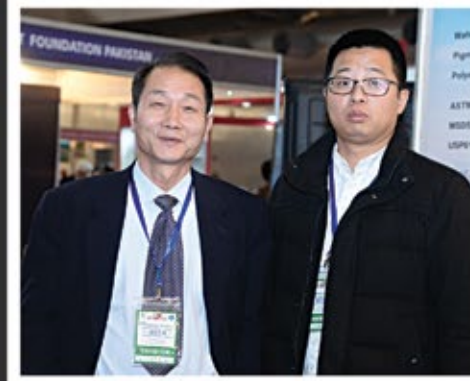


## KIDS CORNER





# GLIMPSES PPSE - 2019





# GLIMPSES PPSE - 2019





# GLIMPSES PPSE - 2019





# GLIMPSES PPSE - 2019





# GLIMPSES PPSE - 2019





# GLIMPSES PPSE - 2019





# GLIMPSES PPSE - 2019





# A GREAT LEADERSHIP CREATES THE VIBRANT EOSS



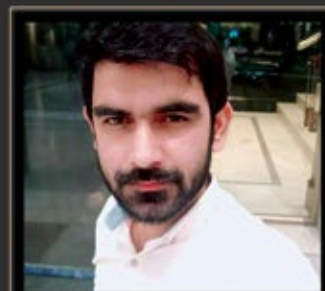
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C.E.O



**Col Liaqat Ali Qamar**  
Director



**Mahnoor Zaidi**  
Project Head ( EOSS )



**Haider Ali**  
Project Head ( PCS & PUP )



**Ahmed Fayyaz Pal**  
Project Head ( PAKLAB )



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Assistant Manager  
( Sales & Marketing )



**Asadullah**  
Senior Graphic Designer



**Sana Saeed**  
Assistant Manager  
( Association Affairs )



**Tayyaba Akram**  
Management Executive



**M. M Asmatullah**  
R&D Manager



**Aqsa Fyze Butt**  
R&D Officer



**Sanabil Mirza Baig**  
Business Development Engineer





# SAVE DATES

11 - 12 JAN

2020

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

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