

2ND PAKLAB EXPO

–2018–

POST SHOW REPORT



Organized By:



B2B Media

Supported By:



TDAP



FPCCI



LCCI



PCSIR



PMLA



PSLA

A COMPLETE LABORATORY SOLUTION



2ND PAKLAB EXPO
— 2018 —



WE ARE THANKFUL
TO ALL
PAKLAB EXPO-18
SPONSORS FOR
THEIR
CONTINUED
SUPPORT



BINRASHEED
SCIENTIFIC (Pvt.) Ltd





Saybolt



Analytical Measuring
Systems (Pvt.) Ltd.
Together We Can Find Solutions

DYNAMIC
ENTERPRISES | laboratory
solutions

intertek

Total Quality. Assured.

PakLab Expo - 2018

PAKLAB PAKLAB Expo, serving as the biggest trade platform for the laboratory and analytical industry in Pakistan is dedicated to the complete supply chain of solutions for laboratory products, laboratory information management system, laboratory planning, design and construction, investment, operation, management and upgrades.

Being a leading buying, information source and its potential implication upon scientific and lab related businesses and the industry, there is always a maximum participation from the buyers, investors and lab professionals from across the world. Government Sectors, including policy making bodies, such as the Trade Development Authority of Pakistan (TDAP), Ministry of Commerce, Ministry of Finance, Ministry of Industries, Ministry of Health and Lahore Chamber of Commerce & Industry provide unprecedented support for this Expo.

PAKLAB also provides a great occasion for the chemists, scientists, technicians and laboratory professionals to gather here to keep up with the latest technology, as well as, attend the seminars, symposiums, training sessions and networking forums.



OBJECTIVES



Attract Int'l masses towards the tremendous potentials of Pakistan's Laboratory and Analytical industry

Enhance domestic potentials for a viable platform for foreign and Pakistani Laboratory Technology, Analytical, Bio-technology and Diagnostic Industries

Bring all industry members under one roof and discuss the emerging trends and deliberate on the new challenges faced by the lab Industry



Portray and improve the positive image of Pakistan to the world Scientific Community



PAKLAB EXPO -2018-



DISCOVER WHAT'S NEW AT PAKLAB EXPO

Dear Lab and Analytical Industry professionals,

The 2nd Edition of PakLab welcomed a record-breaking number of delegates, visitors, speakers and exhibitors from all fields of Laboratory and Analytical Industry.

We, B2B Media team, would like to take this opportunity to thank all involved in the successful conduct of the Show, particularly our supporters; without the support of whom, the Show could not become a remarkable Event. The Event was successful in attracting a great number of exhibitors, traders and visitors over two days.

During the two-day Event, big deals and partnerships were signed onsite, making PakLab 2018 the most successful Edition thus far.

The Post Show Report demonstrates how the Show has grown and outlines the strategies used to deliver and expand the Event for the future.

We would like to thank you for your continued support in making the Show such a great success.

We look forward to welcoming you to PakLab Expo 2019, scheduled from 26 - 27 Nov 19, at Int'l Expo Centre Lahore, Pakistan.

Heartiest Wishes and Regards,
Directors and Team,
B2B Media (Pvt) Ltd.



SCIENTIFIC WORLD AT PAKLAB



EVENT PROFILE

PAKLAB

27-28 Nov 2018
Int'l Expo Centre, Lahore
www.paklab.com.pk

Show Type :

Trade Exhibition



Exhibitors :

70 Plus Brands



Total Attendees :

Over 20,000



Frequency :

Annual



Edition :

2nd



Next Date :

26 - 27 Nov 19



Attendees :

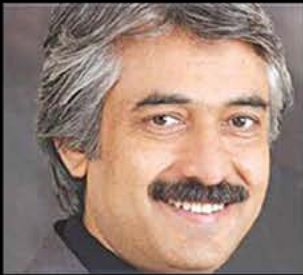
**Over 10,000
per day**



Show Size :

Over 100,000 F²

PAKLAB EXPO - A SUCCESS FOR ALL



"Excellent opportunity with excellent organization"

Mian M Aslam Iqbal



"a fascinating and exciting exhibition"

Dr. Murad Raas



"Excellent organised event with good atmosphere"

Muhammad Farooq



"A well organised and informative event"

Mr. Javed Saleem Qureshi



"The glamour and beauty of the show was spectacular"

Mr. Khawaja Shabaz Nasir



"It was an exceptional event"

Mr. Yousaf Ghauri



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

Dr. Anif Ali



"It was really wonderful to see the latest lab and analytical technologies all in one roof"

Mr. Khalid Khanani



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

Mr. Ch Ehsan



"I am impressed to see such a good event in Pakistan, a big platform for the Laboratory and Analytical Industry"

Dr. Saim



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

Mr. Hamed K LATif, TTI

TESTIMONIALS



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

**Mr. Agha Zeeshan,
Medica Industries**



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

**Mr. Moazzam Rasheed,
Bin Rasheed Scientific**



"Coming to this PakLab Expo is a really good experience. The Show has exceeded our expectations,"

**Mr. M Younas
Analytical Measuring Systems**



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

**Mr. Saghir Ahmed
Scientific Trading Corporation**



"The scientific sessions at PakLab Expo are a great platform to learn, exchange and share knowledge among health-care providers."

**Mr. Shahid Saleem,
Intertek Pakistan**

TESTIMONIALS



"PakLab Expo is a good platform in Pakistan and we see a lot of turnover for our products. This platform gives us a huge brand image in front of our customers."

**Mr. NAVEED Khan,
Virolin Industries**



"PakLab Expo gives us a wide platform to meet and interact with our varied target customers and showcase our products in front of them."

**Mr. Tahir Sh,
Tahir Group of Industries**



"Coming to this expo is a really good experience. This is helping the already growing market of analytical technologies. A great platform to showcase the latest products."

**Mr. Zuhair Merchant,
Saybolt Pakistan**



"We had many important meetings with prominent business partners and individuals. We are really thankful to PakLab Expo for this opportunity."

**Mr. Farhan,
Surgivalley**

VISITORS BY POSITIONS & DEPTS

15%

Bio - Technonogists/
Scientists



40%

CEOs/MDs/Directors



18%

R&D Heads



35%

Lab Techs/
Purchase
Managers



20%

Trade Suppliers
& Dealers



30%

Chemists and
Bio - Chemists



RE-DEFINE YOUR B2B NETWORK

A Great Platform

"By the Industry for the Industry"

More than 1,200 Meetings Over Two Days, With Business Possibilities Worth PKR 200 Billion

PakLab Expo, undoubtedly has proved to be the biggest B2B trade platform for the Laboratory & Analytical industry in Pakistan, offering the highest possible concentration of business leaders, seeking networking and business opportunities, and introducing new products. The 2nd Edition of PakLab, over the course of two days, hosted more than 12,00 business meetings between the exhibitors, visitors, CEOs, Directors and high ups of national and international companies, who networked, sourced their product requirements and created over PKR 200 Billion worth of business possibilities.



PURPOSES OF EXHIBITING

WHY EXHIBIT AT THE SHOW ----



38% Establish or improve presence in the market



14% Sell products and/or services



5% Monitor activity of competitors



31% Establish new business contacts



11% To support local agent/meeting existing clients



1% Gain better understanding of market

PURPOSES OF VISITING

WHY VISIT THE SHOW



36% Establish new business/
sales contacts



16% Showcase products/Services



6% Observe market
competition



32% Increase presence in the
market



9% Network with Exhibitors



1% Launch new
products

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 they will attend Paklab

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 2019

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



THE PRODUCTS SHOWCASED

Your Specialist Sales Opportunity to Meet Laboratory Technology,
Analysis, Biotechnology and Diagnostic Professionals



THE PRODUCTS SHOWCASED

PakLab Expo - Pakistan's Premier Laboratory and Healthcare Exhibition

Forensics &
Security



SCIENTIFIC
INSTRUMENTATION



MATERIAL TESTING



FOOD TESTING
&
DIAGNOSTICS



MEASUREMENT
&
TESTING



BIOTECHNOLOGY
&
LIFE SCIENCES



DRUG DISCOVERY
&
DEVELOPMENT



ROBOTICS
&
AUTOMATION

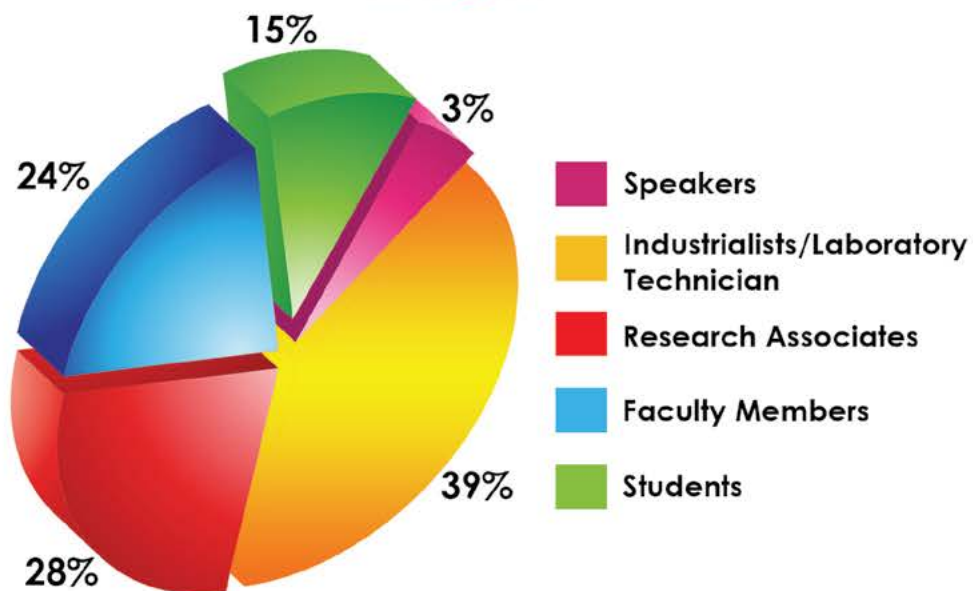


CONFERENCES & SEMINARS

Conferences and Seminars held during PaKLab Expo 2018 received much appreciation from the audience and speakers. **Over 500 audience from different segments of Laboratory, Analytical and Pharmaceutical attended various sessions of conferences & seminars (C&S).**

With a blend of academic faculty, industrial experts and professional services providers – C&S proved to be a great platform for learning and projecting gaps and strengths in the field of scientific labs.

“The scientific sessions at PakLab Expo are a great platform to learn, exchange and share knowledge among healthcare providers across the region.”



CONFERENCES & SEMINARS



CLOSING CEREMONY PAKLAB EXPO



CLOSING CEREMONY PAKLAB EXPO



MARKETING & PROMOTION

PakLab Expo - A Great Platform to Promote Your Products

PRINT

PakLab-18 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

PakLab website provides the best online platform to communicate to a target audience of Lab and Analytical related community across the world. The PakLab website attracted 50,000+ visits and 30,000+ unique visitors in the run up to the Show.



DIRECT CALLS

Invitations were mailed to Lab, analytical, Pharmaceutical and all scientific equipment development community across the globe, welcoming them to PakLab-18. More than 20,000 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 Lab and Analytical industry, embassies and various governmental organisations.



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. Articles 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.

GALAXY OF PAKLAB EXPO - 18

We Promote You Before, During and After the Event

 QARSHI	 GALVANO SCIENTIFIC	 VARIOLINE INTERCOOL	 Saybolt	 Tahir Group Of Industries	 M AYUB BROTHERS
 CAPTAIN CAPTAIN & COMPANY	 Roshanico (PVT) LTD.	 National Scientific Corporation	 HORIBA Scientific	 SCIENCE EMPORIUM	 K.N FABRICATION (PVT) LTD.
 UNIVERSITY OF ENGINEERING AND TECHNOLOGY LAHORE	 Lab Master	 Rays RAYS TECHNOLOGIES	 FR CABLES	 Spell Group	 SHAH SCIENTIFIC SOLUTIONS THIS IS OUR NANO WORLD
 EXALTED CODING & PACKING SOLUTIONS	 labSystems	 KEY SCIENTIFIC	 Ahemed Systems	 PAKISTAN MEDICAL LABORATORY ASSOCIATION PUNJAB	 DYNAMIC ENTERPRISES

GALAXY OF PAKLAB EXPO - 18

We Promote You Before, During and After the Event

 THERMOSOLE	 	 Pakistan's first dairy equipments company	 Trade Mark REG No: 367674 NO COMPROMISE ON QUALITY	 SINCE 1998	
 KAMSTEC INTERNATIONAL Khabeer Analytical, Medical & Industrial Instrument Company					 Total Quality. Assured.
 SCIENCEBAZAR.pk Online Shop of Lab Equipment			 Dr. A Q Khan Hospital Trust	 SURGIVALLEY	 imt ...quality solutions
	 POTATO GROWERS SOCIETY OKARA	 YL Instruments	 SHALIMAR SCIENTIFIC STORES	 Chinese Heart & General Hospital Services in Alternative Treatment	 RESCUE 1122

GLIMPSES PAKLAB EXPO 2018



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GLIMPSES PAKLAB EXPO 2018



YOUR FIRST CHOICE - PAKLAB

The Show that.....

*Showcases
the Latest
Technology*



*Brings
Results*



*Creates
Knowledge*



*Achieves
Success*



*Develops
Business*



*Provides
Solutions*



***"A Growing, the Most Powerful Annual Show for
the Global Laboratory & Analytical Industry"***

**SAVE THE
DATES**

26 - 27 NOV

2019



SAVE THE DATES

26 - 27 NOV

2019

If you are interested in
exhibiting at PakLab Expo - 2019
contact us at:-

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