



# PUP

## POLYURETHANE PAKISTAN EXPO

# 2019

### POST SHOW REPORT

Organized By:



Supported By:



*Pakistan Paint*  
MANUFACTURERS ASSOCIATION





# POLYURETHANE PAKISTAN SHOW



**THE PLACE TO BE**  
**Polyurethane Pakistan gets off to a great start**



# 2019 PUP





***THANKS TO OUR  
WORTHY SPONSORS  
FOR PUP***

**2019**



***PLATINUM SPONSOR - 2019***



# ***PUP GOLD & SILVER SPONSORS - 2019***



**ICI PAKISTAN LTD.**





## ABOUT THE SHOW

Polyurethane Pakistan (PUP) is one of the largest events for Polyurethane materials and equipment being a current reflection of achievements in sphere of materials technology, assisting exhibitors in establishing new business contacts and partner relations. PUP provides opportunity to the industries to showcase their products and technology at a platform where National & International suppliers will introduce latest tools & innovations for Polyurethane products.

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.

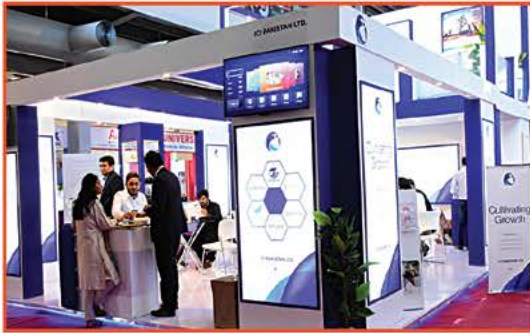




# OBJECTIVES OF PUP

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 Polyurethane sector

03



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

04





# POLYURETHANE PAKISTAN - 2019

## REGIONAL GROWTH, INT'L SUCCESS

Dear PUP Exhibitors, Visitors and Professionals,



We are pleased to have launched the 1<sup>st</sup> ever Edition of Polyurethane Pakistan (PUP) Show. The largest PU 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.



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



The very first year, we not only had extraordinary sponsors, exhibitors, visitors, delegates, speakers, media coverage, but the most important of all, a huge influx of int'l visitors. This demonstrates the resilience of the PU and Allied industries in the region.



The PUP initiative was appreciated by all participants and the stimulating business-focused atmosphere was clearly felt during the three-day Event with multi-million dollar deals and partnerships being signed onsite, making PUP - 2019 the most successful edition both for the exhibitors and the 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 PUP, 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





# Polyurethane World Gathers Here to Do Business





# EVENT PROFILE

**Exhibitors :**

**More than 250 Brands**

**2 - 4 May 19**

Int'l Expo Centre, Lahore

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

**Show Type :**  
**Trade Exhibition**



**Edition :**  
**1<sup>st</sup>**



**Total Attendees :**  
**Over 30,000**



**Show Size :**  
**Over 100,000 F<sup>2</sup>**

**Frequency :**  
**Annual**



**Next Date :**  
**14 - 16 Apr 2020**



# BENEFITS TO BE AT PUP



Enabling you to promote your best products/services to 30,000+ end-users from all types of Polyurethane categories 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 POLYURETHANE PAKISTAN SHOW-----



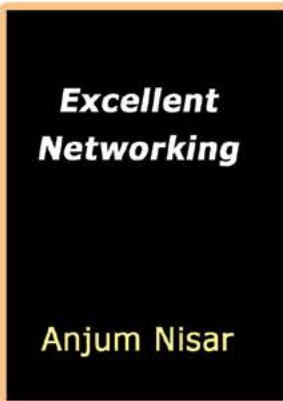
**A Great Event  
to Boost Paki-  
stan's  
Image**

*Almas Haider*



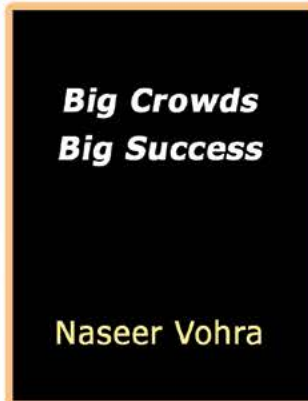
**A Perfect  
Platform  
for Business**

*Shahzad Nasir*



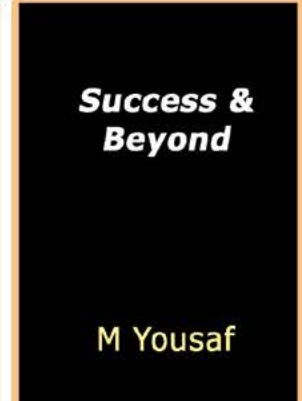
**Excellent  
Networking**

*Anjum Nisar*



**Big Crowds  
Big Success**

*Naseer Vohra*



**Success &  
Beyond**

*M Yousaf*



**New Trends  
New Updates**

*Sultan Mahdi*



**Excellent  
Networking**

*Haroon Badar*



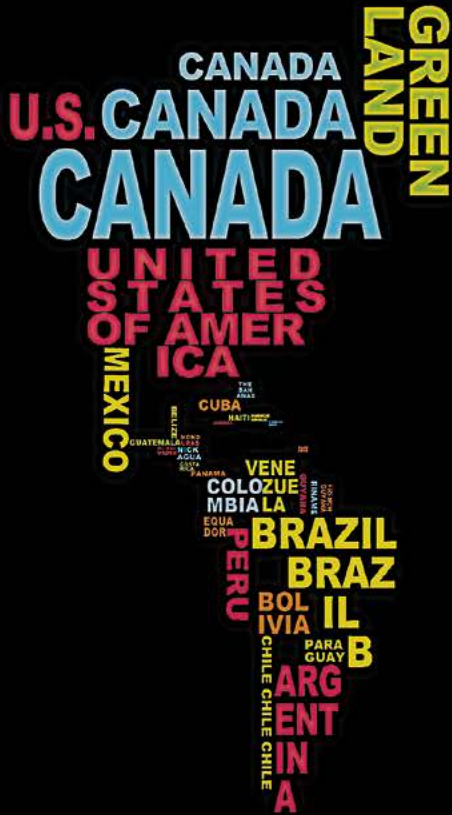
**A Box Office  
Record**

*Rasheed Chughtai*



# GLOBAL REACH

## TOP 15 VISITING COUNTRIES



Total Foreign Delegates - 1000

Polyurethane Pakistan (PUP) Show is the only dedicated Event in the Region for raw materials suppliers and equipment manufacturers for the PU industry. It will help you achieve business goals for the year, allowing you the opportunity to meet new suppliers, boost your profile in the industry and add value to your brands, see new products and get direct access to market leaders, and locate new agents and distributors for your products.

For the very first ever Edition, the PUP attracted attendees from across the global coating community. The Show attracted more than 1000 delegates from 15 top countries of the world.

As PUP Show was successful in attracting an extraordinary number of exhibitors, its int'l audience, bringing together a wealth of knowledge and experience from across the globe, this way, the event has uniquely been marked by the PU community, a networking platform to exchange ideas and practices, not only regionally, but also for the benefit of the global PU industry.



# A KEY B2B PLATFORM

With more than 250 Brands and Over 30,000 visitors for three days, Polyurethane Pakistan Show is the place to be if you would like to increase your business in the region



Polyurethane Pakistan is the only dedicated PU event in Pakistan for suppliers of raw materials and equipment manufacturers for the PU & Allied industries. With growing economies, big construction projects likely to start with the new government setup in Pakistan, the PU & Allied industries 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 PUP so special. 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 PUP once a year offers buyers and manufacturers from around the globe the entire spectrum of the latest products and accessories related to PU & Allied industries in one location.





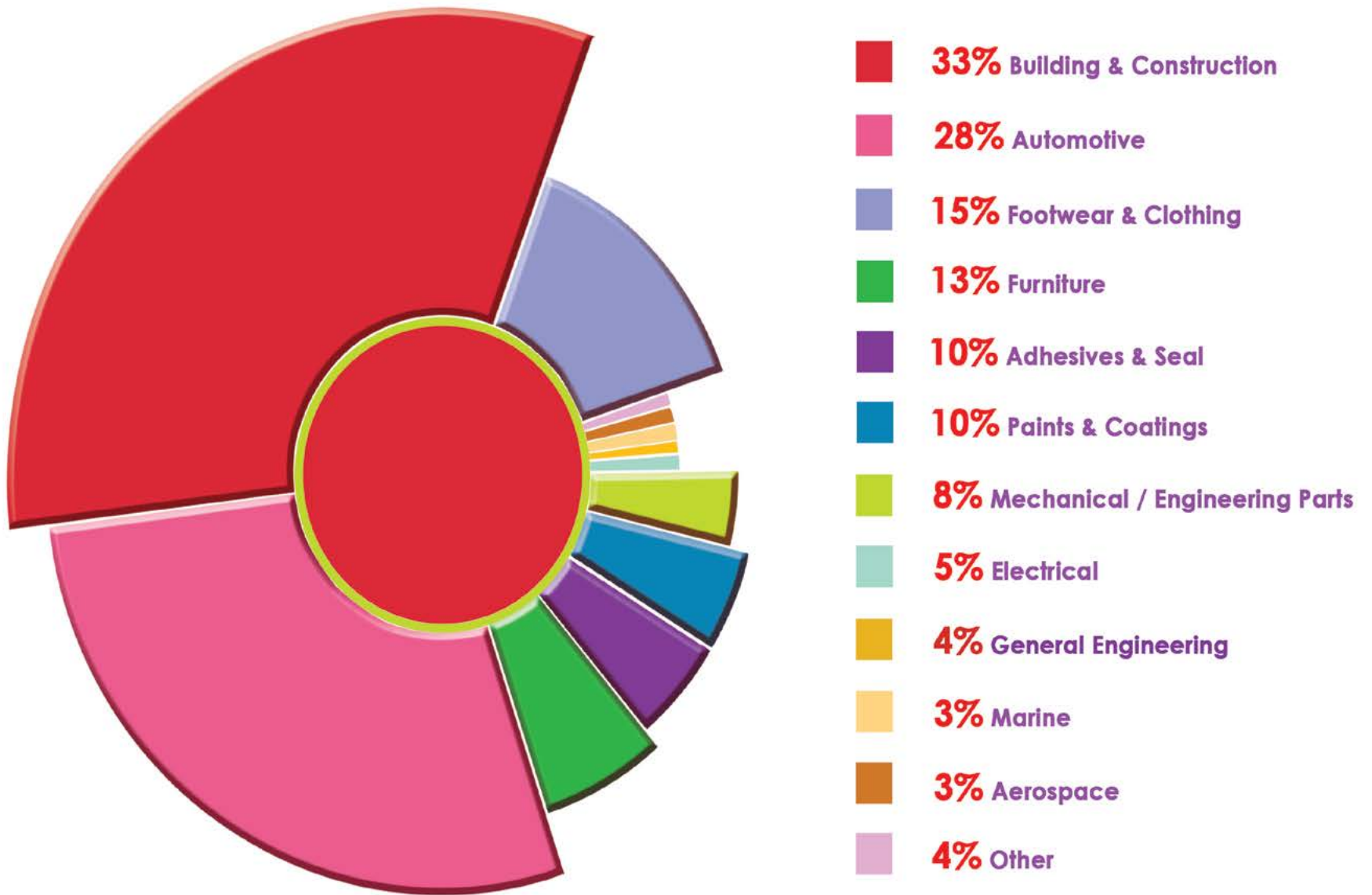
# A KEY B2B PLATFORM

World's Leading Trade Show for the Polyurethane and Allied Industries, An Event to Attend for Business Growth



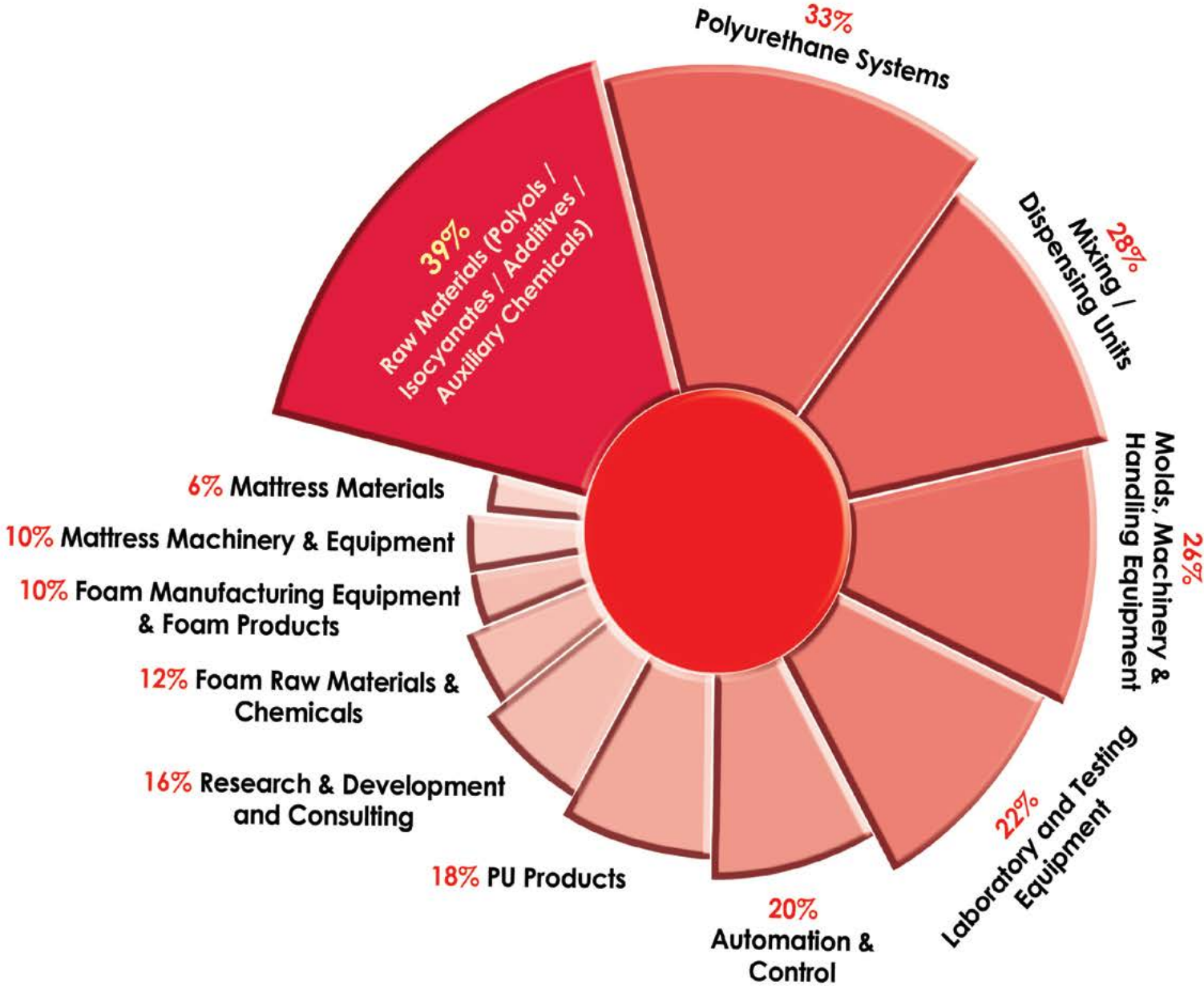


# VISITORS CATEGORIES





# PRODUCTS CATEGORIES





# 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



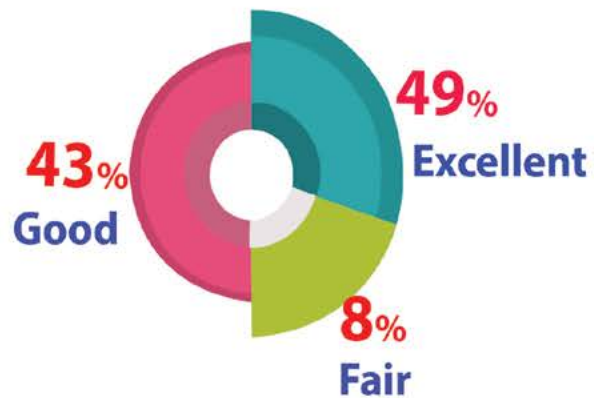


# PUP - ALL ABOUT EFFICIENCY & QUALITY

## Satisfaction Rate - Attendees



## Satisfaction Rate - Exhibitors



# 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 PUP - 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 PUP, 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 Tariq Nisar”



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

Mr. Shafiq Randawa”



“ 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. Allau Din”



## INAUGURAL OF PUP - 2019

The formal Inauguration of PUP - 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 Polyurethane Pakistan Show is one of the best shows in the world of PU and Allied industries. Exhibitors and numerous visitors have been encouraged to participate in this annual event. "PUP catches the attention nationally and internationally. I hope it will be a great asset", he said.





# INAUGURAL OF PUP - 2019

## PUP Illustrated the Sector's Power of Innovation





# GALA DINNER PUP - 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 PU and Allied industries.

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





# PUP CONFERENCES & SEMINARS

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

The Polyurethane Pakistan (PUP) Show has proved to be the leading exhibition for the international PU and Allied industries. The PUP Show will host a Polyurethanes Technical Conference, every year, to highlight the latest, innovative polyurethanes technology and discuss the most pressing issues facing the industry today.

Over the course of three days, The Polyurethane Pakistan (PUP) Show Conference offered everything you need to thrive in the fiercely contested PU market: current developments in raw materials, the latest results from scientific institutes and universities, and contact with leading international experts in person.

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





# PUP CONFERENCES & SEMINARS

Meet the Innovation Leaders and Discuss the Latest Developments in PU





# CLOSING CEREMONY PUP-2019





# CLOSING CEREMONY PUP-2019





# BEST OPPORTUNITY TO PROMOTE YOUR BUSINESS

## BE SEEN & HEARD BEFORE, DURING & AFTER THE EVENT

### LEADING BRANDS AND RETAILERS ATTENDED PUP-19





# BEST OPPORTUNITY TO PROMOTE YOUR BUSINESS

## BE SEEN & HEARD BEFORE, DURING & AFTER THE EVENT

### LEADING BRANDS AND RETAILERS ATTENDED PUP-19

|  |   |   |  |  |  |   |   |
|--|---|---|--|--|--|---|---|
|  <p>HASWANI TRADING COMPANY</p>              |  <p>MERRALL GLOBAL VACUUM ISLAMABAD - PAKISTAN</p> |  <p>SLCA SHALLI CHEM MART VE CO. LIMITED</p>         |  <p>POLYMER ENGINEERS ASSOCIATION OF PAKISTAN</p> |  <p>Young's Corporation</p>        |  <p>UNIFOAM UniMax UNi for Resin</p>                      |  <p>HUA HUI</p>                                    |  <p>YJ</p>                                     |
|  <p>U-LONG</p>                               |  <p>KCC<br/>کیودان شیمی زوین ہیر سرا</p>           |  <p>PG</p>   |   |  <p>GREEN INSULATION PVT. LTD.</p> |  <p>ISC</p>   |  <p>Ravi Colour &amp; Chemicals</p>                |  <p>BINRASHEED GROUP</p>                       |
|  <p>SHAHZ TRADER</p>                         |  <p>KUKDO CHEMICAL CO., LTD.</p>                   |  <p>RECAZ CHEMICALS Synergizing Chemistry</p>        |  <p>DEREKCHEM 德研克化工</p>                           |  <p>WANHUA</p>                     |  <p>凌宝 LINGBAO</p>  |  <p>Symbol of Quality<br/>UNIFOAM MAKES A HOME</p> |  <p>Relaxo Polyurethane</p>                    |
|  <p>UKAS QUALITY MANAGEMENT</p>            |  <p>Biqi</p>                                     |  <p>SATRA TECHNOLOGY CENTRE<br/>Member SATRA</p>   |  <p>GENERAL TRADING CO., (PVT) LTD.</p>         |  <p>DIAMOND FOAM</p>             |  <p>SUNGENIUS Color Create Better Life</p>              |  <p>BILLIONS</p>                                 |  <p>tti</p>                                  |
|  <p>Robtec Cutting &amp; Grinding Disc</p> |  <p>FOAM-LOK SPRAY FOAM ROOFING</p>              |  <p>Cannon Leader in Polyurethane Technologies</p> |  <p>ATIS</p>                                    |  <p>ICI PAKISTAN LTD.</p>        |  <p>taj al mulook THE CHEMICAL DISTRIBUTION COMPANY</p> |  <p>JIAHUA CHEM</p>                              |  <p>OK CHEM Chemical Business Grows Here</p> |



# MARKETING & PROMOTION

## PUP - A Great Platform to Promote Your Products

### PRINT

PUP - 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

Polyurethane Pakistan Show website provides the best online platform to communicate to a target audience of PU and Allied industries community across the world. The PUP website attracted more than 50,000 visits and over 30,000 unique visitors in the run up to the Show.



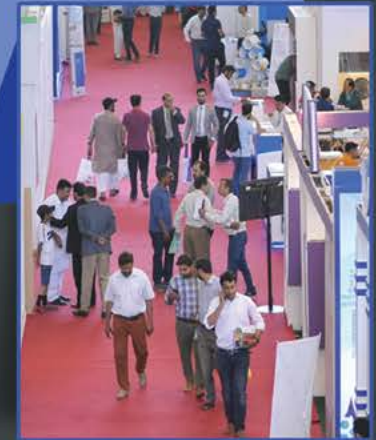
### DIRECT CALLS

Invitations were mailed to the PU and allied industries community across the globe, welcoming them to PUP-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 PU and Allied industries, embassies and various governmental organisations to visit PUP-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 PUP - 2019





# GLIMPSES PUP - 2019





# GLIMPSES PUP - 2019





**SAVE THE  
DATES**

**14-15-16 APRIL**

**2020**



# SAVE <sup>THE</sup> DATES

## 14-15-16 APRIL

# 2020

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

**Corporate Office:**

10 - Abbot Road, Lahore-54000 Pakistan

UAN : +92-42-111-100-000

Tel : +92-42-36296901-5

Cell : +92-321-2442789, +92-321-2442789, +92-312-3998000

Fax : +92-42-36368877

Email: [marketing@b2bmedia.pk](mailto:marketing@b2bmedia.pk)

