



ITMA ASIA + CITME 2014 road shows in Karachi and Lahore



Beijing Textile Machinery International Exhibition Co. Limited. and Pakistan Textile Journal organised road shows in Karachi and Lahore on 22nd and 24th April 2014 respectively. The ITMA ASIA + CITME 2014 road shows were attended by leading mill Owners, Managers and textile machinery agents. Mr. Ouyang Chunhui and Ms. Qian Yu from Beijing Textile Machinery Exhibition Co. Limited presented details of the exhibition to a large number of guests at Karachi and Lahore events. The team also visited the Textile Commissioners Organisation in Karachi and APTMA office in Lahore for informative exchange and discussion regarding visitors from Pakistan to ITMA Asia + CITME 2014 in Shanghai. The events were supported by the Textile Institute of Pakistan in Karachi and the Lahore Section of Textile Institute Manchester in Lahore.



We are grateful for the support provided by Mr. A. Majeed, Chancellor, Textile Institute Karachi and the team of the Textile Institute Manchester, Lahore Section led by Mr. S. M. Qutab, Chairman and Mr. Nusrat Ali Chishti, the Secretary General, Lahore Section. Mr. Azhar Majeed Shaikh, Chairman of Arzoo Textile Mills. The proceedings of the presentations are reported on the following pages.





Presentations on Asia's leading textile machinery show ITMA ASIA + CITME was given by Ms. Qian Yu of Beijing Textile Machinery International Exhibition Co. Limited.

She highlighted important facts and interesting and relevant features of the exhibition.

"ITMA ASIA +CITME 2014 will gross 152,200 square metres in 13 halls, 15% larger than the last edition in 2012. To-date, the event has attracted the participation of 1,351 textile machinery manufacturers from 27 countries and regions. Taking up the largest exhibition area are Chinese exhibitors, booking slightly over 66%. European manufacturers, taking over 22% of the total exhibition space, are the next biggest contingent."

Shanghai New International Expo Centre the venue of the exhibition is easily accessible by various transport modes: Shuttle Buses, Buses, Taxis, Metro and Maglev train. Muslim restaurant is also easily available for the muslim visitors.

With a series of focused campaigns in Pakistan, India, Bangladesh, Indonesia, Vietnam, Thailand and Turkey and promotional road shows, media advertising, web advertising, direct mails, press releases and

more over 110,000 foreign visitors are expected at the event.

For the interest of visitors she concluded, "Visiting ITMA ASIA + CITME 2014 is just a click away. Visitors can register online. She urged the visitors to apply for the visa at the Chinese embassy or consulates on time.

Mr. A. Majeed, Chancellor Textile Institute of Pakistan, Chief emphasised on the importance of professional training and education. He mentioned that without a viable pool of trained professionals textile industry cannot progress.

The Chief Guest at Lahore Presentation, Mr. Azhar Majeed Shaikh, Chairman, Arzoo Textiles, appreciated the initiative of the organisers of ITMA Asia to come to Pakistan for the presentations. He mentioned that Pakistan has the potential to grow 25 million bales of cotton with modern seeds and technology. With value addition of \$2 billion per one million bales of cotton produced, export earnings could possibly achieve a target as high as \$50 billion in not so distant future.

At the conclusion of successful events in Karachi and Lahore the Chinese delegates also held meetings at the Textile Commissioner's Office and with members of textile trade associations to facilitate visitors from Pakistan. ♦





Visit to The Textile Commissioner's Office

Ms. Qian Yu and Mr. Chunhui Ouyang from Beijing Textile Machinery Exhibition Co. Limited visited the Textile Commissioner's Office during their visit to Pakistan for road shows.

Dr. Abdul Rauf Siddiqui, Textile Commissioner apprised the visiting delegation from China about the textile industry of Pakistan. He mentioned that the textile Industry of Pakistan being major economic sector of Pakistan, continues to be the main driving force in the industrial progress of Pakistan. The availability of cheap labor and basic raw material for textile industry has played the principal role in the growth of the Pakistan Textile Industry, and will continue to do so. Textile industry in Pakistan has great many advantages to offer for investment in the sector." Mr. Siddiqui appreciated the efforts of the organisers of ITMA ASIA + CITME 2014 to encourage participation from Pakistan. He requested them to facilitate the visa procedure for genuine visitors from Pakistan who would like to evaluate first hand relevant and appropriate technology on display at the exhibition.

Also present at the meeting were Mr. Farooq Khan and Mr. Kashif Ahmed. Editorial team of Pakistan Textile Journal included Mr. Nadeem Mazhar and Mrs. Amina Baqai, Editor in Chief. ♦



Mr. Kashif Ahmed, Mr. Farooq Khan, Mr. Nadeem Mazhar, Dr. Abdul Rauf Siddiqui, Textile Commissioner with Ms. Qian Yu and Mr. Chunhui Ouyang of Beijing Textile Machinery Exhibition Co. Limited.