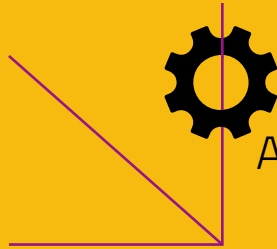




www.pakistanautoshow.com



Adding value and creating business for the Auto Industry

# PAKISTAN AUTO SHOW 2020

MADE IN PAKISTAN

21 - 22 - 23 FEBRUARY 2020  
LAHORE INTERNATIONAL EXPO CENTRE



PAKISTAN INTERNATIONAL AUTO SHOW 2020  
MADE IN PAKISTAN

ORGANIZED BY PAKISTAN ASSOCIATION OF AUTOMOTIVE PARTS & ACCESSORIES MANUFACTURERS (PAPAM)

INFORMATION PACK



# A FEW FACTS ABOUT THE AUTOMOTIVE INDUSTRY OF PAKISTAN

|                               |                                       |
|-------------------------------|---------------------------------------|
| Assemblers                    | 87                                    |
| Auto Part Members             | 1800                                  |
| Employment                    | 500,000 Skilled<br>4 Million Indirect |
| Revenue to National Exchequer | \$1.4 Billion                         |
| Autoparts Made In Pakistan    | \$2.0 Billion                         |
| Exports                       | \$115 Million                         |

## Localization Levels



90%



90%

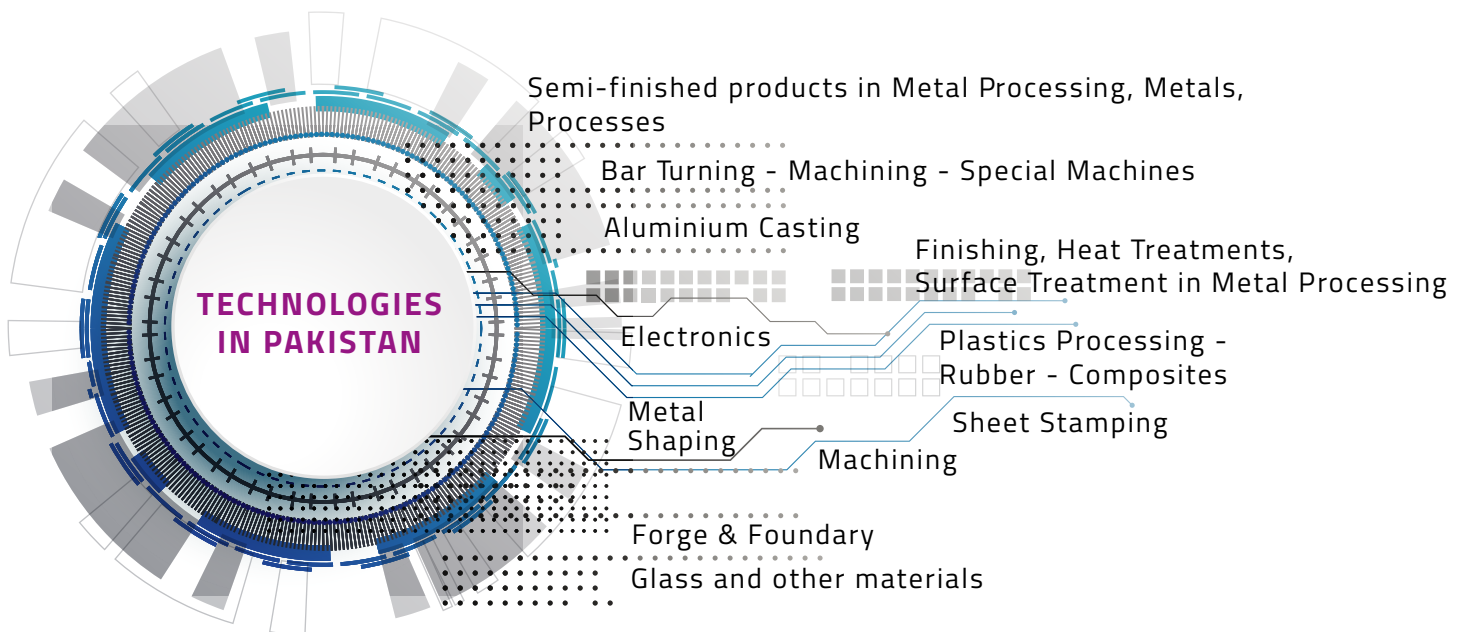


60%



15%


■ Skin, Body & Cosmetics  
■ Engine, Transmission & Suspension




# THE AUTOMOTIVE INDUSTRY OF PAKISTAN



Pakistan is one of the 40 automobile manufacturing countries in the world. With a population of 210 million, 60% of which is below the age of 35 years, the country offers tremendous opportunities in field of the vehicles manufacturing



A wide range of vehicles including passenger cars, light commercial vehicles, motorcycles, trucks, buses & tractors are being produced in Pakistan



The vehicles being produced in Pakistan have a significantly high content of local parts



Pakistan enjoys a wide base of auto parts manufacturers who have the capability to produce highly complex components as per global quality standards



The automobile market has seen double digit growth during the last 4 years, spurred by strong GDP growth, low inflation and interest rates as well as foreign investments coming under China Pakistan Economic Corridor.



World's 5th Largest Motorcycle Market In the World  
4 out of 10 global car makers are present in Pakistan  
World's Cheapest tractors providing best value for the money



It is expected that several new entrants will set up their plants in the country and become operational by 2020. The projects in the pipeline include Hyundai, KIA and Renault along with various Chinese vehicle producers

## Upcoming Investments (Green Fields)

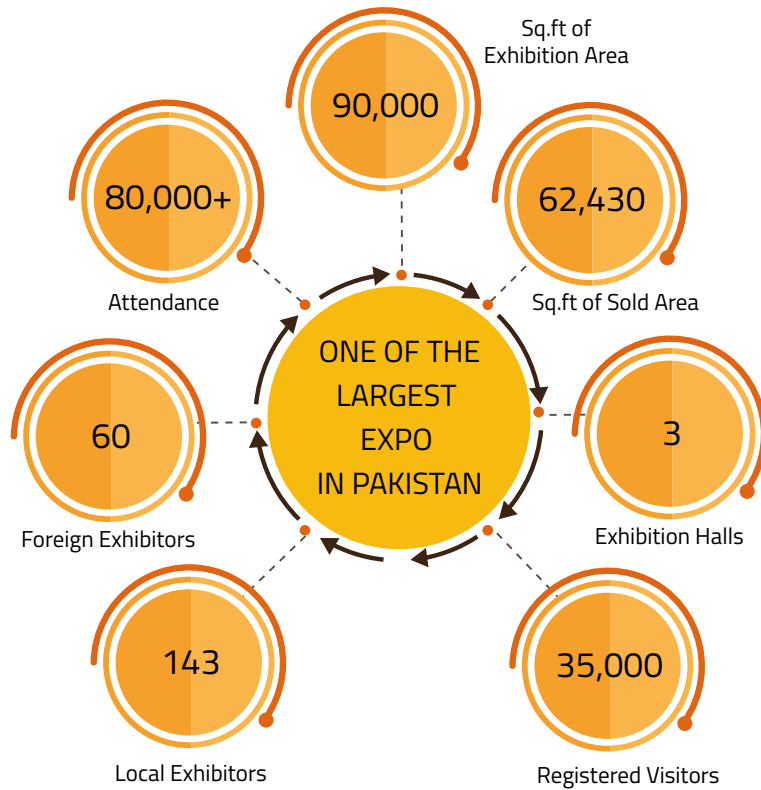
- Regal Automobile Industries Ltd.,
- United Motors (Pvt) Ltd
- Khalid Mushtaq Motors (Pvt) Ltd.,
- Kia Lucky Motors Pakistan Ltd
- Hyundai Nishat Motor (Pvt) Ltd
- Foton JW Auto Park (Pvt) Ltd
- Sazgar Engineering Works Ltd., Lahore
- Master Motors Ltd.
- Pak China Motors (Pvt) Limited
- Topsun Motors & Engineering Services (Pvt) Ltd
- Al-Futtaim Automotive Pakistan
- Khalid & Khalid Holdings (Pvt) Ltd
- KA Hanteng Motor Company (Pvt) Ltd
- Pak CAMC (Pvt) Ltd
- Premier Motors Ltd
- Sinopak E-Motors (Pvt) Ltd

## Upcoming Investments (Brown Fields)

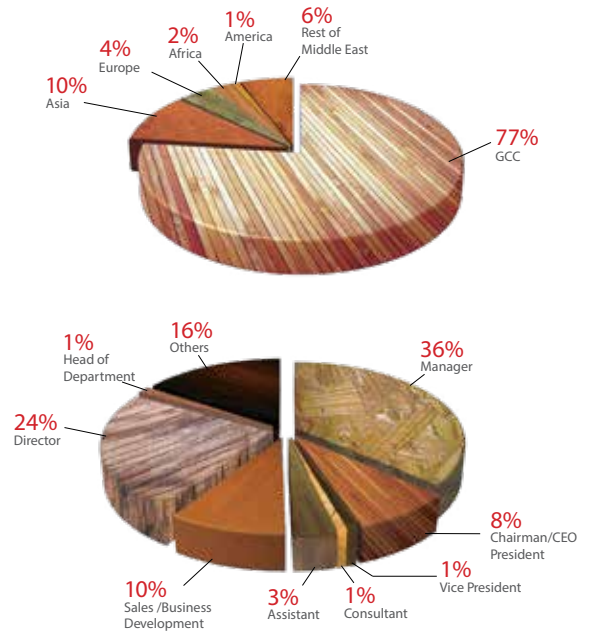
- DAEHAN DEWAN MOTOR COMPANY (Dewan Farooq Motors)
- Gandhara Nissan Ltd.,



# HIGHLIGHTS OF THE PAKISTAN INTERNATIONAL AUTO SHOW 2018 - LAHORE



## VISITOR CATEGORIES



## IMAGES OF SUCCESS - PAKISTAN INTERNATIONAL AUTO SHOW 2018



## PAPS 2019 Statistics

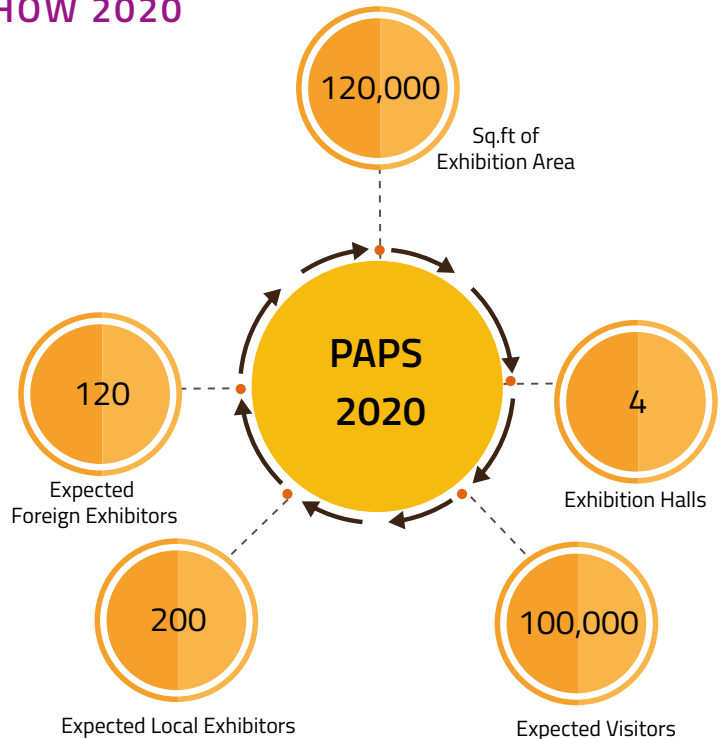
|                                   |                                 |
|-----------------------------------|---------------------------------|
| 67 B2 B Meetings Arranged         | 49 Companies generated business |
| Social Media Reach (Fans / Likes) | 60,026                          |
| Posts / Tweets Reach              | 60,247                          |
| Registered Trade Visitors         | 145,476                         |
| Overall Visitors                  | 287,721                         |
| PAPS Website Hits/Viewed          | 12,500,327                      |



# BIGGER & BETTER

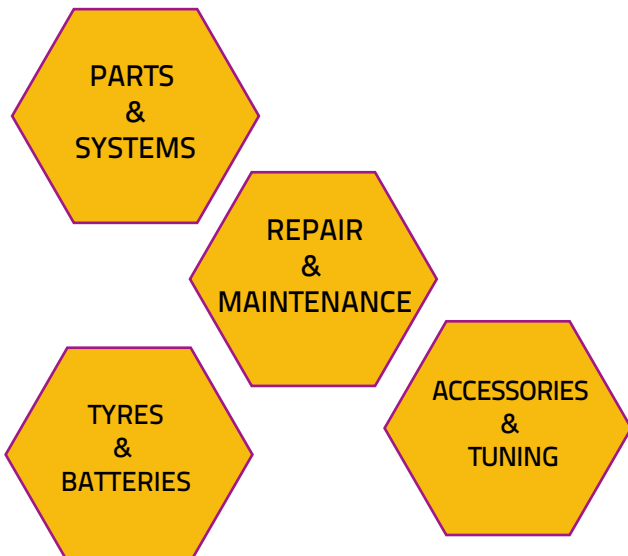
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## EXHIBITOR CATEGORIES

ATTENTION : ASSEMBLERS | DEALERS |  
 AUTO PARTS MANUFACTURERS |  
 TRADERS



## Why Exhibit at the Pakistan International Auto Show 2020?

- ⚙ Meet potential buyers
- ⚙ Find new markets
- ⚙ Appoint agents / seek principals
- ⚙ Discuss business needs of customers in a neutral environment
- ⚙ Opportunity to build prospect databases
- ⚙ Build relationships with existing customers to consolidate market position
- ⚙ Chance to educate the market with your product knowledge and expertise
- ⚙ Generate new sales leads
- ⚙ Demonstrate your products and services, answer questions
- ⚙ Generate media exposure for your company
- ⚙ Build brand awareness



WELCOME TO THE  
16<sup>th</sup> EDITION OF THE

PAKISTAN INTERNATIONAL  
AUTO SHOW  
2020



# THE LEADING AUTOMOTIVE EXHIBITION IN THE REGION'S BIGGEST CAR MARKET

Organized by PAAPAM, the Pakistan Auto Show 2020 will be taking place from the 21st to 23rd February 2020, at the prestigious Lahore International Expo Centre. Based on previous Auto Show estimates, the Pakistan Auto Show 2020 is expected to draw a crowd of more than 100,000 visitors, from parts manufacturers, component suppliers, auto lovers affluent auto mobile buyers to get a glimpse of the latest models from the world's leading automakers in the motorcycles, three wheelers, cars, tractors, trucks and busses segments.

## ABOUT THE VENUE

Lahore International Expo Centre is the primary exhibition venue with state of the art facilities and services

- ▶ 120,000 sq.ft of exhibition space
- ▶ Parking capacity of 2,500 cars
- ▶ Air conditioned Halls
- ▶ Secure Environment

## ABOUT LAHORE

The city of Lahore is the capital of the Punjab. It occupies a central position, and is generally called The Heart of Pakistan. Lahore's culture is unique. Known as the Cultural Capital of Pakistan, the city was the seat of the Mughal and the Sikh Empire. Lahore has played an important role in Pakistani history- it was in this city that Pakistan's independence declaration was made. It was the largest city in the newly formed Pakistan at the time of independence.

The city as we know it today, reached its peak of glory during the Mughal rulers, especially in the reign of Akbar the Great. He built the Lahore Fort, as well as the city walls which had 12 gates, of which some of these still survive today. Jehangir and Shah Jehan, the builders of the Taj Mahal in Agra and the Shalamar Gardens in Srinagar and Lahore, built palaces and tombs. The last great Mughal Emperor, Aurangzeb built Lahore's most famous monument, the great Badshahi Mosque.

## TRAVEL AND ACCOMMODATION

Lahore is well connected to major cities around the world thanks to its international and domestic airport.

Allama Iqbal International Airport is located about 20-30 minutes from the city centre. Professionally managed Metro Cabs are available to take passengers from the city to the airport.

Pakistan International Airlines(PIA) has daily departures internationally as well as to the rest of Pakistan, connecting flights into nearby hub airports including Qatar, Dubai and Bangkok for onward connections to the Middle East, Europe, North America, and South-East Asia.

Lahore also has a wide vareity of hotels ranges from 2 to 5 star hotels. Please contact the organizers for more details.



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## SPONSORS



## SUPPORT PARTNERS



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