



DPS World attracted 10,000 visitors



The three-day Digital Printing, Machinery & Signage Technology Exhibition and Conference (DPS World) 2017 concluded successfully on 22nd October at the Expo Center Lahore. Pakistan Textile Journal as a strategic partner of DPS brings to its readers a comprehensive post-show report for the interest of its global readers.

More than 150 local and international companies from 15 countries displayed latest machinery and equipment at their stalls to attract local investors to adopt modern digital technology for printing in textiles, fabrics, garments and graphics.

Around 10,000 visitors comprising local investors, businessmen, representatives of textile, printing and media companies and people from all walks of life and from different cities visited the exhibition.

The latest machinery in laser cutting, computer printing on cloth, signage cutting equipment and others worth billions of rupees was sold in more than hundred B2B deals.

"This exhibition is a unique event as a display of modern machinery and equipment for the digital sector will modernize the machines in the printing world. This show will revolutionize in the textile and printing industry in years to come with more jobs and industrial growth," said

LCCI President Malik Javed Tahir in his opening remarks after the ribbon-cutting ceremony.

He said foreign companies are exhibiting their products for joint ventures with local companies, which is beneficial for Pakistan's economy in the sense that local companies would be able to manufacture modern equipment to save capital costs in the long term.

He said, "LCCI will do whatever the organizers want from us to help the local industry, that includes promoting more digitalized products, seminars and awareness campaigns. We are ready to form a committee to coordinate with the key players in this sector to ensure a flourishing sector."

He also urged the Trade Development Authority of Pakistan (TDAP) to facilitate the local manufacturers in importing latest printing technology and then exporting the same technology through Export Promotion Fund (EPF).

Replying to a question during media talks, he was of the view that government has imposed unjustified duties on import of raw materials, which is being resisted by the business community. Around 500 textiles units have already been closed due to unfavourable government policies. Such exhibitions will give a boost to this crisis hit industry. The government should facilitate the local industry to compete with India, China and other countries of the world.

Earlier, LCCI President Malik Tahir Javed paid a visit to different stalls and gained first knowledge about latest machines on display.

Muhammad Saleem Tanoli, Chief Executive Officer FAKT Exhibitions (Pvt) Ltd, while speaking at a press conference at the conclusion of the three-day trade show, said the third such exhibition has been organized to strengthen the local industry and enhance exports.

He said that Pakistan has needed the latest technology to cater to the increasing demand for digital printing in women garments and apparel sector. It is also important to highlight that many local businessmen and small to medium-sized companies can not participate in the international exhibitions abroad, therefore, ever since FAKT Exhibitions began arranging such exhibitions in Pakistan, the local industry, manufacturers and companies also reaped great benefits from seeing latest machines and technologies in the digital textile and signage industry.

He informed the reporters that the B2B interactions in the three days had struck machinery sale deals worth over a billion of rupees.

Mr. Tanoli said the foreign exhibitors who participated in the trade fair first time had a Pakistani image portrayed by global media, but now they have found the image altogether different. "The local representatives of these foreign companies will portray Pakistan as a safe country with vast investment opportunities to their counterparts. Another objective of the exhibition was to highlight the soft image of the country.

He termed the exhibition a unique show of its kind in Pakistan, saying the companies from Italy, China, Japan, Germany, Austria, UK and USA participating in the exhibition have also confirmed their space in next year edition of the DPS World Digital Printing & Signage Exhibition to be held during October 12-14, 2018, at Expo Center Lahore, Pakistan. He said holding of such exhibitions in Pakistan would keep improving the country's image in the world. ♦



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