

# 9th **Color & Chem** Expo 2024

Converting Obstacles  
into Possibilities

Organizing Simultaneously  
**Digital Textile Printing Industry Expo**  
International digital textile printing, screen printing & machinery exhibition



## PAKISTAN'S BIGGEST & HIGH-END EXHIBITION FOR DYES, CHEMICALS & ALLIED INDUSTRY

24th - 25th AUGUST 2024  
Lahore International Expo Centre  
Pakistan

### ORGANIZERS



Event and Conference  
International (Pvt.) Ltd.



Rainbow  
Group



Punjab Dyes & Chemicals  
Merchants Association

### International Partners



China Dyestuff Industry  
Association  
(CDIA)



BLGE Expo  
(Shanghai)  
Co., Ltd.

### Supported by



The Lahore Chamber of  
Commerce & Industry  
(LCCI)



The Federation of Pakistan  
Chambers of Commerce &  
Industry (FPCCI)

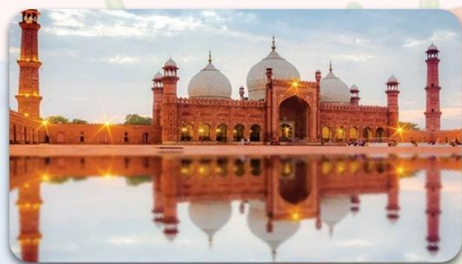
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MARKET  
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# PAKISTAN'S BIGGEST & HIGH-END EXHIBITION FOR DYES, CHEMICALS & ALLIED INDUSTRY



Welcoming you with enthusiasm from Lahore. A city of prosperity and status as the second-largest metropolis in Pakistan. Lahore has historical and cultural significance, along with its economic importance, make it a truly remarkable place.

With its rich heritage, vibrant arts scene, and thriving industries, Lahore is undoubtedly a key player and industrial in Pakistan's development and growth where a diverse range of industries have flourished.

These industries, including textile dyes and chemicals, pharmaceuticals, fertilizers, paints, detergents, petrochemicals, food processing, leather, plastics, printing, rubber, iron, steel, and more, contribute significantly to the city's economic growth and employment opportunities.

## WELCOMING

WITH ENTHUSIASM FROM LAHORE  
A rapidly expanding industrial metropolis

Lahore is actively working on projects such as becoming a "value addition city" and an "industrial city" to stay competitive in the growing global market. These initiatives are vital for the city's and the country's economic growth.

Becoming a "value addition city" suggests that Lahore is focusing on enhancing the quality and value of its products and services, which is crucial in today's competitive global marketplace. By adding value to its products, Lahore can attract more customers and increase its exports.

Additionally, the development of an "industrial city" highlights the city's commitment to fostering industrial growth and innovation. This can lead to improved infrastructure, better logistics, and a more conducive environment for businesses to thrive.



These initiatives demonstrate Lahore's forward-thinking approach to economic development and its willingness to adapt to the changing dynamics of the global economy. It's a positive sign for the city's future and its role in Pakistan's economic landscape.

There is a growing demand for chemicals, dyes, and allied products in Pakistan. This presents a promising opportunity for the industry to thrive in both sellers' and buyers' markets.

This encourages businesses to innovate and provide high-quality products to stay competitive. Overall, a balanced marketplace with opportunities for both sellers and buyers is a positive sign for the chemical and dye industry in Pakistan. It not only supports local businesses but also contributes to the country's economic development and self-sufficiency in this sector.



## 9TH COLOR & CHEM EXPO 2024

Pakistan's leading and dedicated exhibition for dyes, chemicals, and allied sectors.

The **Color & Chem Expo** has earned a reputation as a leading platform for the dyes and chemicals sector in Pakistan.

Following our previous successful editions, the **9th Color & Chem Expo** is scheduled to take place at Lahore International Expo Centre, Lahore, Pakistan, from **24th - 25th August 2024**.

With an expansive exhibition space exceeding 75,000 square feet, the event will host more than 300 exhibitors representing the forefront of innovation in Dyes, Chemicals, and allied industries.

This convergence is poised to attract a substantial gathering of industry stakeholders, key professionals, policy influencers, top-tier business leaders, and decision-makers spanning a wide spectrum of sectors, including Textile Chemicals, Dyes and their Intermediaries, Digital and Textile Printing Equipment, Paints and Coatings, Pharmaceuticals, Food Chemicals, Agrochemicals, Fertilizers, Petrochemicals, Soap and Detergents, Leather Chemicals, Water Treatment Chemicals, and more once again.

Since its inception back in 2016, the Color & Chem Expo has steadily established itself as the preferred venue for key decision-makers to come together, deliberate on potential business ventures, and engage with one of the leading marketplaces in the Asian dyes and chemical sector.



**Organizers welcome your presence and participation!**



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## EXHIBITOR CATEGORIES Join us in this exclusive exhibition if you belong to any of the following sectors:

### Dyes, Dyestuff & Pigment

- Different Kinds of Dyes & Dyestuff
- Textile Dyeing Chemicals
- Intermediate
- Auxiliary Agent
- Different Kinds of Pigments
- Textile Printing Materials & Equipment

### Chemicals

- Inorganic & Organic Chemicals
- Chemical Intermediates
- Petrochemicals

### Pharmaceuticals

- Active Pharmaceutical Ingredients
- Intermediates Excipients
- Natural Extracts

### Fine & Specialty Chemicals

- Food Chemicals & Food Colors
- Paper & Printing Chemicals
- Matches
- Paints
- Soap & Detergents
- Detergent Raw Materials
- Rubber & Plastic Assists
- Flavors and Fragrances
- Chemicals for Lubricants
- Minerals
- Electrochemicals
- Biochemicals
- Construction/Building Chemicals
- Mining Chemicals
- Oilfield Chemicals
- Ceramic, Glass & Enamel

### Agro Chemicals & Fertilizer

- Herbicide
- Fungicide
- Plant Growth Regulator
- Weedicide
- Ammonium Nitrate / Sulphate
- Solvents And Natural Surfactant
- Calcium Nitrate
- Phosphate Fertilizer
- Potash Fertilizer
- Compound Fertilizer
- Triple Super Phosphate
- Other Sorts of Fertilizer

### Water Treatment

- Water Treatment Chemicals
- Water Preparation
- Water and Steam Systems

- Drinking Water Systems
- Wastewater Treatment Chemicals
- Pool Chemicals
- Boiler Exchanger and Boiler System Cleaning Agents

### Laboratory

- Laboratory Chemicals
- Analytical & Testing Instruments
- Laboratory Filtration Systems
- Laboratory Plastics and Glass Materials
- Laboratory Tools and Equipment
- Laboratory-Type Synthesis Machines
- Color Measurement Instruments Scales
- Test Kits



## ACHIEVEMENT STORY 8th Color & Chem Expo & Digital Textile Printing Industry Expo 2023

Over the course of **August 19th and 20th 2023**, in excess of 175 exhibitors from different countries disseminated information to around 8,500 trade visitors hailing from various cities nationwide. The exhibitors and trade attendees lauded the remarkable opportunities for establishing connections with manufacturers, wholesalers, retailers, importers, and exporters.

Mian Anjum Nisar, a notable business tycoon and the Vice President of the SAARC Chamber of Commerce & Industry (Pakistan), presided over the opening of the 8th Color & Chem Expo 2023 at the Lahore Expo Centre.

Zhou Yongkai, General Secretary of the China Dyestuff Industry Association, Cheng Jintao, Deputy Secretary General of the China Dyestuff Industry Association, Abdul Rahim Chughtai, Patron In-Chief of the Punjab Dyes & Chemicals Merchants Association, Abdul Aziz Chughtai, President of PDCMA, Rashid Ul Haque, Director Exhibitions Color & Chem Expo and Faheem Ur Rehman Saigol, Chairman of the Pakistan Industrial & Traders Associations Front, graced

the Ribbon-Cutting ceremony with their presence.

At the 8th Color & Chem Expo 2023, prominent individuals and key industry players came together, turning it into an unparalleled business networking opportunity. Attendees from various cities were also given the chance to delve into the industry's technological advancements and explore the latest products, all in one central location.

The presence of both national and international firms gave the event a genuinely global character. Their booths remained bustling throughout the duration of the event, and they engaged in fruitful discussions with Pakistani business leaders.

An elegant ceremony for the distribution of shields was organized to honor the exhibitors. The ceremony was presided by Engr. Khurram Dastgir Khan, former Trade Minister, Government of Pakistan. During this ceremony, mementos were presented to both exhibitors and distinguished guests and sponsors of the event.



## Digital Textile Printing Industry Expo Organizing Simultaneously

**Digital Textile Printing Industry Expo (DTPIE)** is your one-stop destination for exploring every aspect of digital and textile printing, including screen printing, finishing, and additional solutions.

Running concurrently, this expo is partnered with the 9th Color & Chem Expo, the leading trade show for dyes, chemicals, and affiliated products.

Whether the focus is on fashion and accessories, athletic

wear, or footwear, DTPIE is prepared to cater to the needs of Pakistan's lucrative market.

**DTPIE 2024** participants will get the opportunity to establish direct contact with a large number of existing and new customers in a short space of time including heads of major central and regional textile production companies; design houses, businesses in the textile, screen printing and other relevant industries.

Digital textile printing is the fastest growing printing technology in the textile market. Digital printing industry

helps to deliver products in the shorter time with the increase in savings to retailers and brands as digital printing industry is based on proximity sourcing and just-in-time printing and sourcing strategies.

Due to the different types of work on offer, one of the most diversified markets is textile print. Ranging from t-shirts and dresses, to flags and cushion covers, those active in this sector take on all sorts of projects, and while this may be positive in that there is lots of business to be won, it can also mean print service providers (PSPs) can face heavy demand from all types of customer.

## EXHIBITOR CATEGORIES

- Digital Textile Printers
- Textile pigment printers
- Digital Screen Printing
- Inks
- Digital & Graphic Imaging
- Sublimation printers
- T-shirt printers
- Wide format Printing
- Apparel & Garment Printing
- Digital Label Printing
- Digital Inkjet Printers
- Computer Color Matching
- Flatbed Printing & Cutting Machine
- Technology & Software
- Printing & Dyeing Automation Technologies



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**POTENTIAL VISITORS:** Invitations will be sent to earnest purchasers and vendors within the Dyes & Chemicals sector as well as professionals specializing in Textile Printing, which include the following:

- Buying and Purchase Departments of Processing Industry
- Influential Leaders in the Textile Field with a Strong interest in Textile / Screen / Digital & Sublimation
- Printing Technology Investments
- Textile Garment Manufacturing & Exporters Units
- Operation / Production / Industrial Managers
- Manufacturers of Dyes & Chemicals
- Importers & Trading Companies of dyes & chemicals
- Retail & Marketing Specialists
- Garment & Apparel factories
- Dyeing Factories
- Fabric Manufacturer & End users
- Digital & Screen Printing Companies
- Printing Technologists
- Associations & Government Officials
- Export Houses & Purchase Departments
- Current Students & Chemical Engineers



## High-Performing Promotional Campaign

To ensure the best possible promotion results, we will implement an extensive marketing and publicity campaign at various stages, which will include:

- ★ Our direct mailing will include more than 30,000 Complimentary Visitor Invitations and 5,000 VIP Invitations, specifically tailored for industry professionals and meticulously targeted potential visitors.
- ★ Pre-show coverage and press releases in the relevant trade journals & magazines
- ★ Personal meetings with relevant associations and invite official delegations
- ★ Advertising in trade publications
- ★ Advertising and frequent posts on social media groups (Facebook, LinkedIn, You Tube, Google ads, ect..)
- ★ Advertising banners and links on the internet
- ★ Distribution of flyers in the market & industrial areas as per exhibitor profiles
- ★ Outdoor Banners and streamers at prime locations
- ★ Email, WhatsApp and SMS broadcasting
- ★ General invitations will also be distributed to Industries and educational institutions



## Dates & Venue

**24th - 25th August 2024**  
**Lahore International Expo Centre**



Organizations that wish to participate should fill out the Booking Form & return it to the Organizer via email.



Event and Conference International (Pvt.) Ltd.



Rainbow Group



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