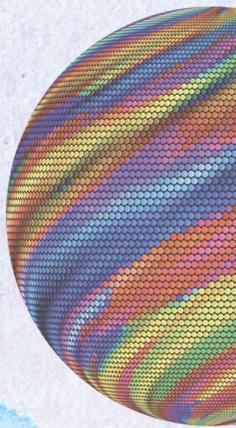


Organizing Simultaneously

**Digital Textile Printing Industry Expo**

International digital textile printing, screen printing & machinery exhibition

*Turning Challenges Into Opportunities*



**Pakistan's Largest & Premier Exhibition For Dyes, Chemicals & Allied Industry**

**18th ~ 19th July 2026**  
Lahore International Expo Centre, Pakistan



**ORGANIZERS**



*Rainbow Group*



**Event and Conference International (Pvt.) Ltd.**



**Punjab Dyes & Chemicals Merchants Association (PDCMA)**

**SUPPORTED BY**



The Federation of Pakistan Chambers of Commerce & Industry



Lahore Chamber of Commerce & Industry (LCCI)



Pakistan-China Joint Chamber of Commerce & Industry (PCJCCI)

**INTERNATIONAL PARTNERS**



China Dyestuff Industry Association (CDIA)



BLGE Expo (Shanghai) Co., Ltd.

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# PAKISTAN'S LARGEST & PREMIER EXHIBITION FOR DYES, CHEMICALS & ALLIED INDUSTRY

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**Digital Textile Printing Industry Expo**

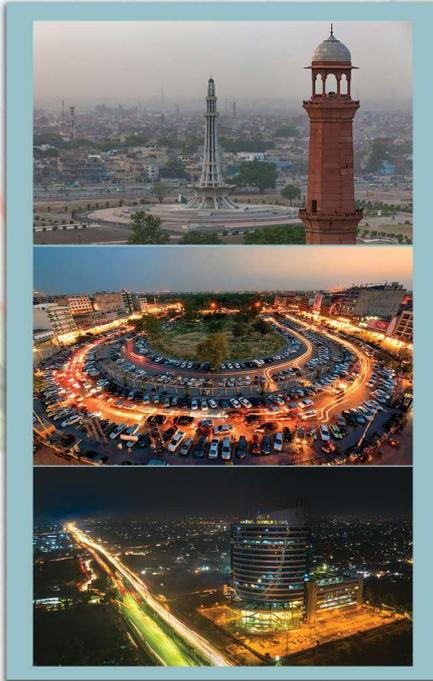
With warmth and enthusiasm, we greet you from the colorful city of Lahore.

With warmth and enthusiasm, we greet you from the colorful city of Lahore.

Greetings from Lahore, the prosperous heart of Pakistan and its second-largest urban center. Known for its historical depth and cultural vibrance, Lahore beautifully merges heritage with progress.

Renowned for its artistic vibrancy, cultural richness, and rapidly growing industries, Lahore stands as a driving force behind Pakistan's advancement. Its diverse industries firmly establish it as a central contributor to the country's economic prosperity.

From textile dyes and chemicals to pharmaceuticals, fertilizers, paints, detergents, petrochemicals, food processing, leather, plastics, printing, rubber, iron, and steel, Lahore's industrial diversity drives both economic expansion and employment opportunities.



Focusing on the concept of a 'value addition city', Lahore is working to enrich its products and services with greater quality and innovation. This path is pivotal in attracting global customers, boosting exports, and elevating the city's presence in international trade.

Lahore's progressive approach to economic growth highlights its ability to adapt to shifting global market trends. These initiatives not only secure the city's future but also strengthen its role in Pakistan's economic landscape.

With demand for chemicals, dyes, and allied products on the rise, Pakistan's market presents new avenues of growth. This expansion benefits all stakeholders, spurring innovation and ensuring high-quality standards across the industry.

By creating opportunities for all stakeholders, a balanced market not only empowers local businesses but also drives economic development and fosters self-sufficiency for the country in this key industry.



**Be Part of the 11th Color & Chem Expo 2026**

**A specialized exhibition in Pakistan dedicated to dyes, chemicals, & allied industries.**

The Color & Chem Expo, recognized as Pakistan's leading platform for the dyes and chemicals sector, is scheduled to be held at the Lahore International Expo Centre on **18 - 19 July 2026**.

Following its previous successes, the event continues to attract professionals, businesses, and innovators, confirming its place as a vital engine of industry advancement and collaboration.

Covering over 75,000 square feet, the 11th Color & Chem Expo will host 300+ exhibitors presenting the newest innovations in dyes, chemicals, and allied sectors. The event will serve as a vibrant hub for industry leaders, providing unmatched opportunities for networking, growth, and exploring advanced technologies.

This distinguished event is expected to draw a large audience of industry stakeholders, leading

professionals, policymakers, and senior business executives. Participants will represent a wide spectrum of sectors including textile chemicals, dyes and intermediates, printing technologies, paints and coatings, pharmaceuticals, food chemicals, agrochemicals, fertilizers, petrochemicals, detergents, leather chemicals, water treatment, and more. The 11th Color & Chem Expo will reaffirm its role as a central platform for shaping the future of dyes and chemical innovations.

Since 2016, the Color & Chem Expo has built a strong reputation as the leading meeting ground for decision-makers in the dyes and chemicals industry. Serving as one of Asia's premier marketplaces, it continues to play a pivotal role in encouraging collaboration, advancing innovation, and fueling industry growth.

**We look forward to your valuable presence and active participation!**



## Exhibitor Segments

Be part of this exclusive exhibition if you're from any of these 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
- Paints
- Soap & Detergents & Raw Materials
- Flavors and Fragrances
- Chemicals for Lubricants
- Electrochemicals & Biochemicals
- Construction/Building Chemicals

- Mining Chemicals
- Oilfield Chemicals

### Agro Chemicals & Fertilizer

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

- Insecticide
- Feed Additives

### Water Treatment

- Water Treatment Chemicals
- Water and Steam Systems
- Wastewater Treatment Chemicals
- Pool Chemicals

### Laboratory

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



## Our Success Journey

## 10th Color & Chem Expo & Digital Textile Printing Industry Expo 2025

The 10th Color & Chem Expo 2025 and simultaneously held Digital Textile Printing Industry Expo on August 30-31, brought together over 200 exhibitors from multiple countries and welcomed nearly 8,600 trade visitors from across Pakistan. With strong participation from both local and international firms, the expo gained a truly global identity. Participants praised the event as a unique opportunity to network with manufacturers, wholesalers, retailers, importers, and exporters. The expo proved to be an outstanding platform for strengthening business relationships and advancing global industry cooperation.

The 10th Color & Chem Expo 2025 was officially inaugurated by the Head of Punjab Assembly/Speaker, Government of the Punjab, Malik Muhammad Ahmed Khan, at the Lahore Expo Centre. The ribbon-cutting ceremony was honored by the presence of distinguished guests, including Zhou Yongkai, Secretary General of the China Dyestuff Industry Association; Abdul Rahim Chughtai, Head Exhibition & Patron In-Chief of the Punjab Dyes & Chemicals Merchants Association; Abdul Aziz Chughtai, President of PDCMA; Mian Anjum Nisar, Vice Chairman SAARC Chamber of Commerce, Rashid Ul Haque, Director of Exhibitions and Salim Valimohammed, Chairman, Pakistan Chemicals and Dyes

Merchant Association. Their participation underscored the significance of the event and the collaborative spirit driving the dyes and chemicals industry forward.

Bringing together renowned experts and industry leaders, the 10th Color & Chem Expo 2025 became the ultimate hub for business networking and innovation. Attendees from diverse regions experienced the newest technological breakthroughs and product innovations under one roof. The expo's energetic environment inspired collaboration, forging strong partnerships that continue to fuel progress in the dyes and chemicals industry.

A conference on "Weaving a Green Future" was also organized by the American Association of Textile Chemists and Colorists (AATCC) Pakistan Section alongside the 10th Color & Chem Expo 2025 which received an excellent response from participants. Held in collaboration with the National Textile University, Faisalabad, the conference featured a series of insightful sessions where distinguished speakers addressed a wide range of topics relevant to the textile and chemical industries.



## Digital Textile Printing Industry Expo

## Organizing Simultaneously



The **Digital Textile Printing Industry Expo (DTPIE)** serves as a one-stop platform to discover the latest in digital and textile printing, encompassing screen printing, finishing techniques, and advanced innovations.

Held alongside the 11th Color & Chem Expo, the leading exhibition for dyes, chemicals, and allied industries, DTPIE delivers unparalleled industry perspectives.

DTPIE caters to Pakistan's evolving textile market, spanning fashion, sportswear, and footwear.

As the industry's most rapidly expanding technology, digital textile printing is reshaping the way textiles are produced—delivering speed, cost-effectiveness, and flexibility for brands and retailers. Its success lies in proximity sourcing and just-in-time production, making on-demand printing both practical and efficient.

At **DTPIE 2026**, participants will have the opportunity to connect directly with a diverse audience of customers, from industry leaders and textile producers to design houses and screen printing enterprises.

## Target Audience

Bringing together industry leaders, the Color & Chem Expo and DTPIE attract participants and stakeholders from:



- 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
- Dyeing Factories
- Garment & Apparel factories
- Printing Technologists
- Fabric Manufacturer & End users
- Digital & Screen-Printing Companies
- Associations & Government Officials
- Export Houses & Purchase Departments
- Current Students & Chemical Engineers



## Targeted Promotion Drive

- Our direct mailing campaign will feature over 30,000 complimentary visitor invitations and 5,000 VIP invitations, specifically designed for industry professionals. These invitations will be meticulously targeted to reach potential visitors who are integral to the dyes and chemicals sector.
- Pre-show coverage and press releases through targeted media outreach.
- To enhance collaboration, build strategic partnerships, and increase attendance at the

To increase awareness and drive attendance, we will implement an extensive marketing and publicity campaign at various stages, which will include:

- Advertising in the industry-specific trade journals, magazines, and online platforms that cater to the dyes, chemicals, textiles, pharmaceuticals, and related sectors.
- Targeted Advertising and Frequent Content Posts on Social Media Networks (Facebook, LinkedIn, YouTube, Google Ads, etc.)
- Focused distribution of flyers across market and industrial areas according to exhibitor specifications
- Outdoor Signage and Streamers Featured in Prominent Spots
- Broadcasting messages through Email, WhatsApp, and Text Messaging Services
- General Invitations will also be sent to industries and educational institutions

## Dates and Hosting Venue

**18th - 19th, July 2026**  
**Lahore International Expo Centre**

For participation, kindly complete the Booking Form and forward it to the Organizer via email.



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Rainbow Group



Punjab Dyes & Chemicals Merchants Association (PDCMA)

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