

### **Over 220 exhibitors take part in Frankfurt Fair**

KARACHI: Some 222 leading Pakistani exhibitors took part in Heimtextil Frankfurt Fair 2019 making theirs 4th largest participating country.

According to organizers, the flow of the buyers was good. They said Heimtextil 2019 would definitely help boost Pakistan's exports. Buyers from all over the world came, including far places as South America and Australia.

All Pakistani exhibitors were extremely busy and happy at Heimtextil 2019. Commercial Counsellor Pakistan was highly satisfied with results of the fair. Some of the exhibitors participated under the Trade Development Authority of Pakistan (TDAP) pavilion in hall no 10.0 and 10.3. Around 1000 trade visitors from Pakistan attended Heimtextil Frankfurt 2019.

With start of the new furnishing season, around 70,000 visitors experienced design innovations by 2,908 international exhibitors from 65 countries at Heimtextil from January 8 to 11. With growth on both the visitor and exhibitor side, Heimtextil has convinced the world with its unique position for home and household textile.

The Asian premium area for household textiles was in hall 10.2 where Pakistan's Al-Karam Textile, Gul Ahmed Textile, Kamal and Sapphire, etc, showcased their premium products.

Another major highlight of the show was the student delegation from Asian Institute of Fashion Design and Textile Institute of Pakistan. Their visit to Heimtextil 2019 aimed at exploring new trends in global market. Upcoming home textile fairs are in Shanghai, Moscow, New Delhi and New York.

Khawaja Khurram Naeem, Pakistan Commercial Counsellor in Germany visited the fair and shared his views that Heimtextil is one of the biggest fairs of home textile and we always see a big number of participation from Pakistan here. This time total 222 exhibitors are representing Pakistan, they got really good responses from the buyers.

"I do appreciate the efforts of Pakistani exhibitors and the efforts of Messe Frankfurt and Trade Development Authority of Pakistan," he said.

Arif Ahsan Malik Chairman

All Pakistan Bedsheets and Upholstery Manufacturers Association (APBUMA) chairman Arif Ahsan Malik said that the huge range of home textile products and designs make Heimtextil the best platform to showcase our products and start our year. "We are overwhelmed by the response of the buyers, who evinced profound interest in our products and this will result in increase in Pakistani exports," he said.

Towel Manufacturers Association of Pakistan's vice chairman Moin A Razzak, who is Hasham Towel's CEO, said that it was a wonderful show and Pakistani exhibitors attracted many buyers from Italy, Spain, South America and Germany. Heimtetxil provides an important platform for engagement and interaction with a large number of buyers at one place, he said, adding that they see this as a market with a bright future as response was strong and it was a successful fair of the year.