

Faisalabad may help stabilise economy by multiplying exports: Adrees

Former President Federation of Pakistan Chamber of Commerce & Industry (FPCCI), Mian Muhammad Adrees said that Faisalabad is one of the fastest growing cities of Pakistan which has potential to stabilise national economy by multiplying its exports.

Addressing the soft launching of Faisalabad Expo-2019, he said that this expo will provide an opportunity to the local manufacturers to showcase their high quality and internationally acknowledged products within the country.

He told that Faisalabad Chamber of Commerce & Industry (FCCI) was organising exhibitions at the local level for the last two decades. However, it was a dream to arrange such exhibitions in other important cities of the country. He paid best tribute to office bearers of the FCCI who took this bold initiative and successfully arranged first expo at provincial metropolises last year.

He further told that continuity of such events is imperative to penetrate into the potential domestic markets and hence it is our second attempt to organise Faisalabad Expo-2019 with aggressive marketing techniques. He lauded the previous experience which attracted a large number of customers while almost all leading brands from Faisalabad exhibited their products which were appreciated by all.

He was optimistic that FCCI has now gained enough experience and would be in position to organise such exhibitions in other parts of the countries. Moreover, we must understand the intricacies of the organisation of such exhibitions so that in near future we could successfully hold such events in Dubai and other potential international markets.

Mian Tanveer Ahmed senior vice president FCCI told that last year the exhibition was restricted to only 2 days while this year on the pressing demand of the exhibitors, it will continue for three days from March 29 to 31, 2019.

"Faisalabad Expo-2019 will be organised in the international environment of Expo Centre Lahore," he added. He told that exhibitors who had participated in exhibition of last year were anxious to participate in this event because it had attracted a big crowd of potential buyers. He told that now we are planning to organise next exhibition in Islamabad and Karachi and later it would be arranged in Dubai.

Vice President Engineer Ihtesham Javaid told that this exhibition is being arranged on the request of exhibitors who want to explore domestic markets for their quality and innovative products.

Secretary General Abid Masood told that Director General Trade Organisation Syed Waqar Ahmed Shah has directed that chambers must organise maximum exhibitions at the national and international level with clear objective to enhance exports and bridge the widening gap between Imports and Exports. "The DGTO has also assured maximum cooperation to make these events productive and profitable," he added.

The soft launching ceremony was also attended by a large numbers of exhibitors in addition to Engineer Rizwan Ashraf and Shabbir Hussain Chawla.