

## What's New? Thematical Stalls



### PREVIOUS PAPS SHOW

Pakistan Auto Show aims to provide the Pakistani Automotive Industry a platform to showcase its capability and potential to the world. It is a three-day event with the entire Auto Engineering Sector assembled under one roof. You can expect Government High Officials, Local and International Buyers and manufacturers, Machinery Manufacturers, Raw Material Providers, service providers, and many more representatives of related industries to be present at the event.

Organised by PAAPAM, the Pakistan Auto Show 2021, will be held at 2-3-4 July 2021 at the Karachi Expo Centre. Based on previous Auto Show estimates, the Pakistan Auto Show 2021 is expected to draw a crowd of more than 100,000 visitors

### Break Down of Exhibitors

Local Exhibitors	120	Total Number of Exhibitors	237	PAPS Website Hits/Viewed	3,072,509
International Exhibitors	100	Registered Trade Visitors	145,476	Social Media Reach (Fans/Like)	30,691
Support Organisations	14	Overall Visitors	217,621	Posts/Tweet Reach	662,885
Universities	3				

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Event Organizer

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Event Contractor



PAKISTAN 2021  
AUTO SHOW  
Emerging Pakistan

PAKISTAN AUTO SHOW 2021

# PAKISTAN BIGGEST AUTO SHOW

## 2021

July 2-4 2021  
Expo Centre, Karachi



ORGANIZED BY  
Pakistan Association of Automotive  
Parts & Accessories Manufacturers

www.paps.pk

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paps.pk



# Messages



**Mr. Abdul Rehman Aizaz**  
Chairman, Paapam

Their families, and the entire Pakistani Community. I hope and pray that this year brings peace to our families, success to our businesses, and happiness to our lives. As one year draws to a close, we welcome the new year with open arms.



**Mr. Abdur Razzak Gohar**  
Sr. Vice Chairman

I am honored to have been elected to serve as the 2020-21 Senior Vice Chairman of the association. The Association has a history of outstanding Board Chairs. I will strive to emulate the integrity, vision and leadership of the past Chairs.



**Zain Shariq**  
Convener, PAPS 2021

The Pakistan Auto Show (PAPS) plays a pivotal role for the development of the auto sector in the national and global markets, thus making it an important platform for local players in the market to develop and enrich themselves by exposing their products and learnings to a wide audience.

# PAPS-The Leading Auto Parts Exhibition in Pakistan

The Pakistan Association of Automotive Parts & Accessories Manufacturers (PAAPAM) was established in 1988 and duly recognized by the Government of Pakistan in 1992. The Association represents the auto parts manufacturing sector with an estimated industrial base of over 2800 units, spread all over Pakistan. The Association's registered membership base is in excess of 350. The Association's objectives include safeguarding parts manufacturers' interests in the national auto policies and providing other membership services which include, but are not limited to, directory printings, Research & Development of auto specific data, management of Pakistan Auto Shows on an annual basis, and participation in international exhibitions ([www.paapam.com](http://www.paapam.com)).



Assemblers of Hino Trucks, Suzuki Cars (1984), Toyota (1993) and Honda (1994) in particular, entered Pakistan one after the other. Small run brands like Nissan, CM, and Hyundai also entered the market but were driven out by market competition and weak marketing.

With a conservative estimated Rs 150 Billion investment, the industry provides direct and indirect employment to over 3,000,000 skilled as well as unskilled persons. Exports of four wheelers, two wheeler and agricultural related components are on the increase, currently estimated at US\$ 128 million per annum.

On the road four wheeled vehicles have crossed 10 million. However, two wheelers, with an annual production of 2 million+, are fast crossing 25 million and now boasting a collective robust US\$ 3.5 billion aftermarket.

Heavy vehicle population in Pakistan is mixed with European and Japanese variants, available in used and new categories. Additionally, Chinese trucks and buses are now also entering the country with local production and creating competition for already established brands like Hino and Nissan.

**Exhibit Categories**  
PARTS & SYSTEMS  
ACCESSORIES & TUNING  
REPAIR & MAINTENANCE  
TYRES & BATTERIES

Pakistan produced its first vehicle in 1953 at the National Motors Limited which was established in Karachi to assemble Bedford Trucks. The industry was highly regulated until the early 1990s. After deregulation, major Japanese manufacturers entered the market, thereby creating healthy competition in the sector.



## Why Exhibit

Exhibitions target top markets, who understand the power of trade fairs from experience. No other medium brings prospects directly to you, harnessing all five senses to make your company's people, products and services come to life.

At PAPS, you can accomplish several marketing goals with interpersonal disciplines - including sales, marketing, customer relationship management, market research, public relations and sales channel building.

Meet potential buyers | Find new markets | Appoint agents/seek principals | Discuss business needs of customers in a neutral environment | Opportunity to build prospect databases | Build relationships with existing customers to consolidate market position | Chance to educate the market with your product knowledge and expertise | Generate new sales leads | Demonstrate your products and services, answer questions and overview objectives | Generate media exposure for your company | Build brand awareness | Right platform to launch new products | Chance to position your company as a market leader | Bring the most active prospects to your stand | Harness all five senses to drive your product home

## CPEC - The Land of Opportunity

China-Pakistan Economic Corridor (CPEC) is a mega project of USD 46 billion taking the bilateral relationship between Pakistan and China to new heights. The project is the beginning of a journey of prosperity of Pakistan and China. The economic corridor is about 3000 Kilometers long consisting of highways, railways and pipelines that will connect China's Xinjiang province to the rest of the world through Pakistan's Gwadar port.

It is no secret that Pak-China bilateral relations have been strong since the beginning. Pak-China economic corridor is the latest megaproject between these two countries which will help to connect the port city Gwadar to the Chinese region Xinjiang. This project will help to strengthen the relationship between two countries and will also bring prosperity to the region.

The project has been divided into different phases and the first phase of the project is the completion of Gwadar International Airport and the development of Gwadar Port. The Chinese company will complete the first phase by the year 2019. Other small projects in the Economic corridor include the expansion of Karakoram Highway. This is the road that connects China with Pakistan. A fiber optic line will also be placed in between the two countries to ensure better communication.

The economic corridor is not merely a road or rail track; the economic corridor is a way to bring peace and economic stability in the region. Pakistan, being one of the major countries in South East Asia, can benefit a lot from this project as it will help the country eliminate the energy crisis and other transportation problems. China; on the other hand will also gain a lot of benefit from this project. This is one of the main reasons that they are investing more than 46 million dollars in a foreign land. According to sources, this is the biggest investment in a foreign land by China. Energy is one of the main problems of China. China is one of the major oil importers in the world and with this economic corridor, they will have a route for safe and sustainable energy through pipelines.



## Visitors

### Categories

