

PLGMEA

**PAKISTAN
LEATHER GARMENTS
MANUFACTURERS & EXPORTERS
ASSOCIATION**

February 2025



**TO GETHER
FOR
LEATHER**



**PAKISTAN
LEATHER GARMENTS
MANUFACTURERS & EXPORTERS
ASSOCIATION**

CONTENTS

Editor's Note	Page - 03
Chairman Message	Page - 04
Meetings Picturers	Page - 05
Leather Industry at an adge	Page - 07
Leather Sector Exports	Page - 13
Textile exports rise 16% to \$1.69b	Page - 15
What nations lead the world in leather production and Sustainability	Page - 17
Strategies for Enhancing Leather Production Sustainability	Page - 18
Social Media Marketing Tips	Page - 20
Join the PLGMEA that Supports your Business growth	Page - 24
Fire Safety Challenges and its Prospects	Page - 25
Upcoming Trade Shows Related to Leather & Textile	Page - 29

EDITOR'S NOTE

It gives me a great pleasure to present to you the PLGMEA NewsLetter; the initiative of Pakistan Leather Garments Manufacturers & Exporters Association in continuance of the legacy and traditions of adding innovative value-added services for its members.

At Pakistan Leather Garments Manufacturers & Exporters Association, we are committed to provide you with updated information, to help you manage your businesses at par and also provide you with sufficient tools so that you can truly optimize yourself with the globalized world as an entrepreneur. PLGMEA NewsLetter is the result of same commitment and dedication towards you as our primary focus and our number one priority.



Sheikh Zohaib Sethi

Convener: PLGMEA Magazine &
R & D Committee

I am delighted to share with you this NewsLetter. It has been an over whelming experience for us to provide you the latest information through this NewsLetter which is now being continued again. We are striving to keep up with our reader's expectations.

Therefore, in this 'Edition' we have some interesting things coming to you including informative articles, Reports, Tips for Improvement and other productive information/data for our business community. We firmly believe that this publication would become an essential tool for anyone related to the Industry.

We assure you that Pakistan Leather Garments Manufacturers & Exporters Association would keep on taking similar initiatives for the betterment of the Industry and we would be honored to get your support in making this venture better in future through your valuable feedback and inputs.

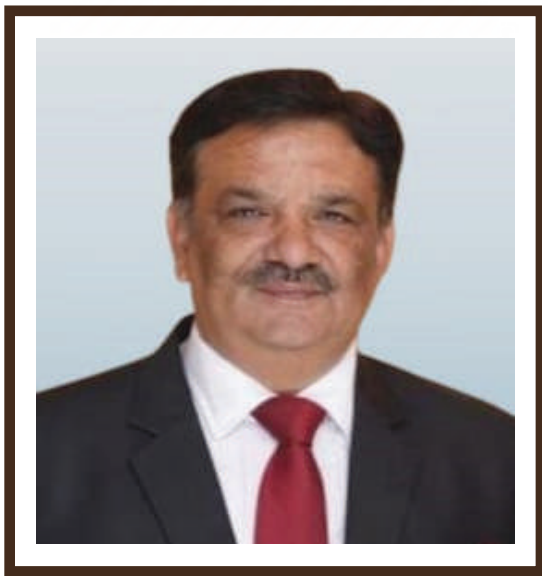
Profound Regards,
Sheikh Zohaib Sethi

CHAIRMAN MESSAGE

I, on behalf of the Pakistan Leather Garments Manufacturers & Exporters Association (PLGMEA) , present best compliments to the Business Community of Sialkot. This esteemed Association is always devoted to serving the Sialkot Industry as an Apex Body and is always striving to grow this Industry with all possible efforts & treasures.

As per the legacy of this prestigious organization, I am delighted to announce the publishing of PLGMEA E-Magazine, "PLGMEA NEWSLETTER" for the Business Community of Sialkot. With the utmost pleasure, I would like to share with all of you that the E-Magazine will definitely prove as a hallmark of quality reading material on the business and industry related knowledge.

This initiative is a tradition that should be continued with the aim to spread new & innovative ideas, information, and exposure to the reader/our business community.



Mr. Syed Ahtesham Mazhar
Chairman (Central)

it has been an exciting experience to provide information on different international markets, potential trade destinations, innovative ideas, skills & system development, business improvements & enhancement, etc. through this E-Magazine.

I believe that the step towards knowledge sharing through this medium will become the source of information & inspiration for all our readers/members. Pakistan Leather Garments Manufacturers & Exporters Association (PLGMEA) assures that we would keep on doing such efforts for the growth of our Industry by nourishing this plant with the water of knowledge. And we are always looking forward to the support & valuable feedback of our readers/members to make sure this treasure as a success.

Profound Regards,
SYED AHTESHAM MAZHAR
CHAIRMAN

PLGMEA and the National Vocational & Technical Training Commission (NAVTTTC) signed a historic Memorandum of Understanding (MoU) on February 13, 2025, at PC Hotel, Karachi. The MoU was signed by Mr. Farooq Ahmed, Chairman, Southern Zone, PLGMEA, and Mr. Muhammad Aamir Jan, DG P&D, NAVTTTC. As a token of mutual respect, both dignitaries exchanged shields. Mr. Muhammad Nasim, Acting Chairman, Central and the undersigned was also present in the Ceremony.

The MOU aims to promote skill development, enhance industry competitiveness, and create employment opportunities for Pakistani youth. A steering committee will oversee implementation, and regular meetings will ensure the collaboration's success. The agreement is effective for three years and can be terminated or amended with written notice.



On February 11, 2025, the Ambassador of Kazakhstan visited Pakistan Leather Garments Manufacturers & Exporters Association (PLGMEA). The visit focused on strengthening bilateral trade relations, exploring export opportunities, and fostering collaboration between businesses in Sialkot and Kazakhstan.





LEATHER INDUSTRY AT AN EDGE....!

Leather products have a long history they played a vital role in the development of civilization. From a very early time, man has used leather to fulfill their basic needs of clothing and shelter etc. Roman history is also an evidence of the massive use of leather products e.g. manmade footwear, belts, clothing, containers for liquids, boats and even armour of the Roman soldier. In recorded history, pieces of leather dating from 1300 B.C. have been found in Egypt and after this, the Greeks were using leather garments in the age of the Homeric heroes (about 1200 B.C.), and then this trend was spread out in Roman Empire, China, India and North America etc. with the passage of time, man has learned the various methods of preserving and softening leather.

In Indo-Pak subcontinent, the leather industry is old as colonial era, just a few numbers of tanneries were working in large cities such as Karachi, Lahore, and New Delhi etc. At the time of independence there were only a few tanneries producing sole leather at a small scale. In the early days of independence some tanneries were established in Karachi. In 1950's some were established in Lahore and adjoining areas. The industry has flourished rapidly since then. During 1950s well-equipped tanneries were set up at Karachi and Lahore, while during 60s and 70s more units were established at Hyderabad, Kasur, Sialkot, Multan, Sahiwal and Gujranwala. Starting with the production of picked and vegetable tanned hides and skins, the tanneries, today are producing not only wet blue and crust but also fully finished leather.

“Leather Industry” is considered as the second largest industry in regard to exports and contributing a handsome amount of foreign exchange earnings and GDP of Pakistan. Currently, Sialkot sector of Leather is contributing around USD 457 million in 2013 but has the potential to multiply volume of exports with the improvement of quality and diversification in different range of products, specially garments and footwear. Leather garments and footwear is a job-oriented sector providing employment to a very large segment of the society besides earning foreign exchange for the country. Today, Pakistan is among the leading countries in the production of Leather Garments and Gloves. Against a capacity of producing 90 million square feet of tanned leather, the tanneries are presently producing only 60 million square feet tanned leather per year. Presently, there are some 461 leather garments/ apparels making units, which annually produce some 5.0 million pieces against a capacity of producing 7.0 million pieces. The 524 footwear units in the country are currently producing 100 million pairs against a capacity for producing 200 million pairs, while 348 leather gloves units are producing 5.0 million pairs against a capacity of making 10 million pairs annually. These statistics clearly show that the capacity of this sector remains highly under-utilized.

For the development of this industry, there are various training institutes that have been established to provide leather based academic degrees e.g. National Institute

LEATHER INDUSTRY: AT AN EDGE....!

of Leather Technology, Karachi (NILT), Leather products development Institute, Sialkot (LPDI), Institute of Leather Technology, Gujranwala (ILT). With this facility, the prominent thing is that Pakistan is fortunate that the raw material required by the industry is available in the country in abundance. The primary sources of raw material for the tanning industry are hides and skins from animals slaughtered for human consumption. Buffalo, cow, goat and sheep are the types of basic raw materials which are being used by this industry. The industry meets 75% of its needs of raw hides from local sources while rest is met through imports. Pakistan imports raw hides from Saudi Arabia, Iran, and China, Dubai, Sudan, Kenya, Australia and Italy.

There is a number of processes e.g. Vegetable-tanned leather, Chrome-tanned leather, Aldehyde-tanned leather, Synthetic-tanned leather; Alum-tanned leather, raw hide etc. are followed in this industry. And there are different Stages of Leather Formation i.e. Warehousing and sorting, Soaking, De-Fleshing, Liming, Bating, pickling, tanning, Samming, Splitting, Skiving, Sorting, Neutralizing, filling out, dyeing and greasing, Drying, Staking, Finishing, Quality Control, Dispatch.

The leather industry has implemented many progressive interventions and technologies in the past to deal with its numerous environmental and energy challenges. The representative association of leather industry i.e. Pakistan Tanners Association (PTA) has long been facilitating a number of initiatives to address the environmental issues of the industry. This has resulted into a more competitive, sustainable and progressive leather industry of Pakistan.

For sustainability of already implemented steps and in view of the continuous needs of the leather and tanning sector, Program for Industrial Sustainable Development (PISD) will work and transfer environmental and energy-related knowledge and technologies to the industry in order to address the ongoing issues of leather sector of Pakistan.





- In Pakistan, minor attention is given to following four aspects which are otherwise essentials for success. There are 4 factors that are significant for the development of any industry, which are:
 - 1: Country Image
 - 2: Logistics
 - 3: Price
 - 4: Quality
- The law and order situation is making foreign investors reluctant to invest.
- Livestock Industry; In Pakistan, meat industry is seen as of prime importance, leather is just seen as a by- product and this perspective needs to be changed for the sophistication of local demand.
- Effluent treatment plant & reach agreement has been made in Korangi with the collaboration of Dutch government but failed to perform efficiently.
- The credit availability to the leather tanneries/industries on high cost is an ongoing issue in the way of investment in this industry.
- The local chemical and dye manufacturing companies are not supporting the Leather industry. Other than a few Multinational Corporations, none of the companies meet the international standards.
- Local companies do not manufacture chemicals required by leather industry. Tanners are forced to buy chemicals from the Multinational corporations at high prices or import them.
- Training, research and educational Institutes are not working to their full capacity due to the lack of students, faculty, and proper academic curriculum. On the other hand, the NILT (National Institute of Leather Technology), LPDI (Leather Product Development Institute) has taken initiatives to train individuals in Leather and Leather products but they are not capable of attracting people.
- Gaps in the qualities of local supplies is also there, this is reflected in the inefficiency of the local machinery and dyes manufacturers. Our local machinery and dye manufacturers are not competent enough, forcing tannery owners to import machines and chemicals. 80% of the chemical dyes used are imported.

- Cumbersome regulatory procedures e.g. export rebates of up to 23% were given up till 10 years ago, which has now been reduced to a meager 0.8 to 1% for finished goods, 0.22% for apparels, 1.76% for gloves and 2% for footwear. This reduces our ability to compete with countries giving high export rebates. Over and above this, the Pakistan Leather Industry is subject to high L/C Margin.

- Leather manufacturing sector in Pakistan can also suffer because of massive smuggling of livestock to other countries, shortage of raw material and absence of the organized dairy farming in the country. Steps should be taken to overcome these problems

- Disease in the livestock in Pakistan can prove hurdle in the manufacturing and exports of finished products of leather. Concrete measures need to be taken to overcome this threat to the livestock. As a result the live animals are suffering from different diseases that damage the quality of the leather and tarnish the image of products at international level.

Recommendations:

1. Pakistani Leather and Leather products have carved a respectable place in the world market especially leather jackets are much in demand. They are sold under the foreign renowned brand names. Made-in-Pakistan label and brands born in Pakistan have yet to come. Steps

need to be taken by the industry in this regard.

2. Footwear, the largest segment of the leather industry around the world has been surprisingly neglected in Pakistan. Foreign franchised companies have become household names in Pakistan. This is despite the fact that the entire stuff and skill they use belong to Pakistan. Pakistani companies should seek partnership with international brand producers by offering them attractive incentives in order to promote Leather footwear industry.



3. Combined effluent treatment plants need to be built so that hazardous chemicals from the tanneries do not affect the environment. Moreover, the industry needs to tackle all the labor



issues to which the consumers in the importing countries are sensitive too.

4. Major trade shows, fairs and other promotional activities should be used to build Pakistani brand names, and thus improving the position of "Brand Pakistan". E-marketing is the use of the internet in order to make people more aware of leather industry in Pakistan.

S

STRENGTH

- Easy availability of raw material.
- Management skills learned through experience.
- Easy availability of labor.
- Presence of institutional support for technical, services, designing, manpower and marketing.
- Export market in Europe, USA, and Far EAST.
- Export friendly Govt. Policies
- Pakistan has a comparative advantage in Leather Garments, Gloves, and Leather Goods for Consumer use (clothing accessories) and Finished Leather items (Leather Hides, Skins, Parchment whole skin dresses).

W

WEAKNESSES

- Insufficient level of modernization and technology up gradation.
- Low labor productivity.
- Lack of confidence among SME's for further growth.
- Environmental problems.
- Lack of market information

O

OPPORTUNITIES

- Room for capacities utilization.
- Product diversification and new markets.
- Pakistan can diversify further in Leather Goods for industrial use sector.

T

THREATS

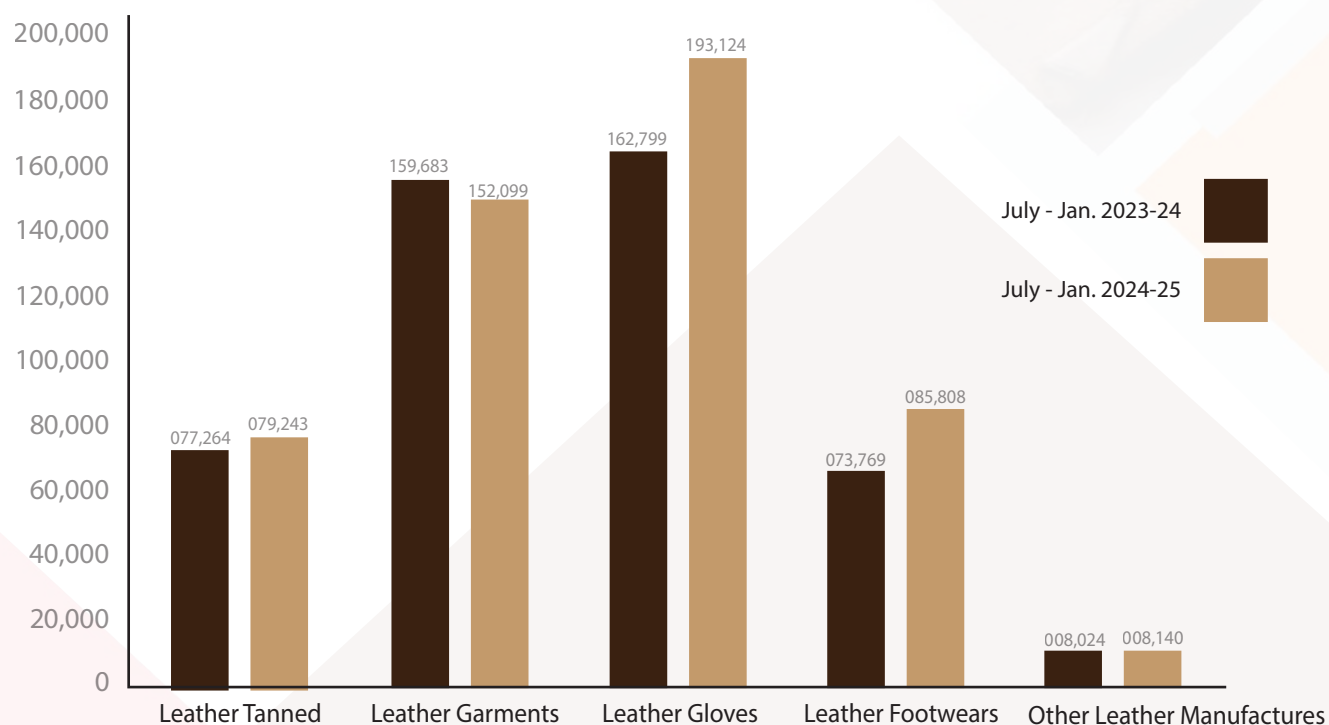
- Competition from regional players such as China, India, Turkey, Thailand, Indonesia, etc.
- New regulations of environmental and social compliance.

Leather Sector Exports

During July - Jan. 2023-24 & July - Jan. 2024-25

Value = (Rupees in Million)
(US Dollars in Thousands)

	July - Jan. 2023-24	July - Jan. 2024-25	% Change
Leather Tanned	077,264	079,243	02. 56 %
Leather Garments	159,683	152,092	- 04. 75 %
Leather Gloves	162,799	193,124	02. 28 %
Leather Footwear	073,769	085,808	16. 32 %
Leather Manufactures	008,024	008,140	01.45 %
Total Leather Products	404,275	439,164	08.63 %

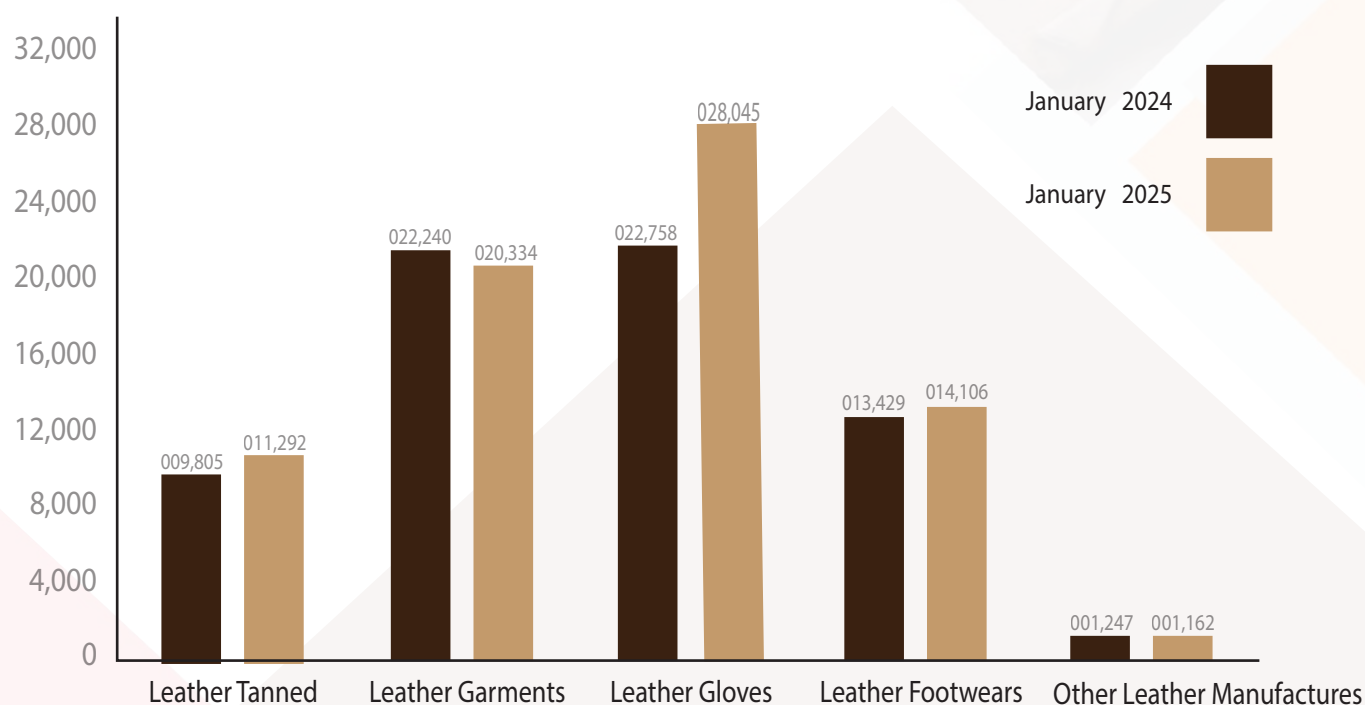


Leather Sector Exports

During the Month of Jan. 2024 & Jan. 2025

Value = (Rupees in Million)
(US Dollars in Thousands)

	Jan. 2024	Jan. 2025	% Change
Leather Tanned	009,805	011,292	15.17 %
Leather Garments	022,240	020,334	- 08.57 %
Leather Gloves	022,758	028,045	23.23 %
Leather Footwear	013,429	014,106	05.04 %
Leather Manufactures	001,247	001,162	- 06.82 %
Total Leather Products	059,674	063,647	06.66 %



Textile exports rise 16% to \$1.69b

Pakistan's exports in January 2025 stood at \$2.95 billion, reflecting a 6% year-on-year (YoY) increase. However, imports rose at an almost double pace at 11% YoY and as a result, trade deficit widened 18% to \$2.3 billion.

Exports rose 1% month-on-month (MoM) while imports declined 2% compared to the previous month. Notably, petroleum imports increased 3% YoY but dropped 12% MoM.

According to data released by Pakistan Bureau of Statistics (PBS) and AHL Research, exports stood at \$2.95 billion in January, reflecting a 6% YoY increase and a 1% MoM rise, while imports surged 11% YoY to \$5.27 billion and dipped 2% MoM.

For the first seven months of the current fiscal year (7MFY25), Pakistan's trade deficit expanded 2.9% YoY to \$13.5 billion as total exports reached \$19.58 billion (up 10%), while imports totaled \$33.08 billion (up 7%).

Textile exports, the backbone of the country's export sector, reached \$1.69 billion in January 2025, up 16% YoY and 14% MoM. It was the highest monthly textile export since June 2022.

Despite the overall growth, food exports declined 17% YoY and 19% MoM, standing at \$654 million. Within this category, rice and meat exports registered a drop, affecting the overall performance.

Manufactured goods' exports increased 18% YoY to \$353 million, though they recorded a 10% MoM decline. Petroleum exports stood at \$67 million, down 2% YoY, but sharply up by 93% MoM primarily due to higher shipments of refined petroleum products.

Meanwhile, other exports totalled \$193 million, showing a 5% YoY growth but fell 5% MoM.

For 7MFY25, Pakistan's total exports grew 10% YoY to \$19.58 billion, where textile and manufactured goods contributed significantly to the upward trend.

Imports in January 2025 were recorded at \$5.27 billion, an increase of 11% YoY, but they declined 2% MoM due to lower energy imports.

Petroleum remained a key driver for increased imports, reaching \$1.37 billion, up 3% YoY but lower by 12% MoM.

In January 2025, petroleum product imports stood at \$518 million, reflecting a 21% YoY increase but an 11% MoM decline. Crude oil imports reached \$436 million, higher by 19% YoY and down 17% MoM.

Meanwhile, liquefied natural gas (LNG) imports fell 30% YoY to \$313 million, despite a 5% MoM increase. In contrast, liquefied petroleum gas (LPG) imports grew 21% YoY to \$106 million, though they edged down 2% MoM.

For 7MFY25, petroleum imports amounted to \$9.46 billion, showing a 1.3% YoY increase.

Machinery imports, another major segment, stood at \$888 million in January 2025, with an increase of 18% YoY and 3% MoM. Imports of power generating machinery surged 68% YoY, although they saw a 26% MoM decline. Textile machinery imports registered a sharp 101% YoY increase, highlighting strong demand from the sector. However, telecom imports decreased 17% YoY and 4% MoM, indicating a slowdown in the segment. Meanwhile, electrical machinery imports recorded a 10% YoY rise, which reflected a steady growth in infrastructure and industrial development. For 7MFY25, machinery imports reached \$5.1 billion, higher by 16% YoY. Agricultural imports totalled \$756 million, declining 10% YoY and 9% MoM, while food imports increased 5% YoY to \$804 million, despite a 6% MoM drop. Textile imports rose 13% YoY to \$422 million, though they declined 9% MoM. Transport imports stood out with a 58% YoY increase and an 18% MoM rise, reaching \$214 million, driven by higher vehicle imports. Despite an increase in exports, Pakistan's rising import bill continues to put pressure on the trade balance. The MoM decline in imports for January 2025 offers some relief, but the YoY increase in imports remains a concern.



DO YOU HAVE SOMETHING TO SHARE ?

All members are cordially invited to share their personal experiences tips, useful websites, articles or anything beneficial to our members.

Any such information should be sent to PLGMEA NZ office which shall be scrutinized and the published in the next bulletin.

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Tel: 0092-52-3254401-3

What Nations Lead The World In Leather Production And Sustainability?

- **China:** The largest producer, responsible for over 25% of global leather good.
- **Brazil:** Major bovine leather exporter, balancing industrial output with efforts in sustainable farming practices.
- **Italy:** Famed for artisanal craftsmanship and luxury leather from Tuscany, leader for setting standards in eco-sustainable tanning.
- **India:** Known for high-quality buffalo and goat leather, with growing investments in eco-friendly tanning practices.
- **United States:** A leader in innovative sustainable leather production, driven by vegetable tanning processes, advanced recycling systems, and technological advancements that reduce water and chemical waste.

Tanneries around the world actively participate in initiatives like the Leather Working Group (LWG) and Sustainable Leather Foundation (SLF), adhering to stringent environmental regulations and global ESG and sustainability benchmarks.



Strategies for Enhancing Leather Production Sustainability



An environmentally friendly wave of innovation is paving the way for a more eco-friendly future to protect the planet and reduce greenhouse gas emissions and carbon footprint.

By implementing stricter environmental regulations and compliance ensuring adherence to these guidelines, real leather making has significantly improved its environmental footprint while maintaining quality and appeal.

To achieve this, the industry is focusing on several key areas.

Minimizing Resource Consumption

Innovative methods like rainwater harvesting and energy-efficient machinery are crucial for reducing resource consumption. Additionally, waterless tanning techniques and chromium-recovery systems allow tanners to reuse water and raw materials, further minimizing environmental impact.

Focus on Sustainable Raw Materials

Sourcing animal hides from regenerative farms is one of the most impactful ways to improve leather's sustainability. These farms prioritize biodiversity, carbon dioxide sequestration, and soil health by rotating cattle and crops on the same land. At the end of the process, repurposing scraps into new products minimizes waste and the need for virgin hides.

Promoting a Circular Economy

Real leather itself embodies a circular approach. Hides come from a renewable resource – cattle raised for food – making the hide a by-product. The resulting product can last generations and biodegrade at the end of its lifespan if sustainably tanned. Tanning chemistry can be further optimized to enhance biodegradability, ensuring a safe decomposition process.

Circular by Nature & Beyond

Natural leather utilizes hides from the meat industry, offering long-lasting durability. Eco-friendly tanning promotes biodegradability, and worn leather can be recycled or upcycled into new products, extending its lifecycle.

Innovative Technologies Revolutionizing Leather Production

The journey towards sustainability is fueled by innovative systems that minimize waste, reduce environmental impact, and promote a circular economy.

Here are a few examples:

Advanced Tanning Techniques:

These methods, like vegetable and enzyme-based tanning, use fewer chemicals than traditional chrome tanning, leading to a more eco-friendly production process.

Bio-based Materials:

New materials like Plant-based alternatives like Mylo™ (mushroom leather) and Appleskin™ (apple waste leather) offer cruelty-free and differing sustainable tradeoffs.

Recycled Leather:

Repurposing leather scraps reduces leather waste and the need for virgin hides.

Nano-coatings for Enhanced Durability:

These protective coatings can improve the functionality of leather products and extend durability, reducing the need for replacements and minimizing waste.

Empowering Consumers:

Clear and accurate leather labeling regulations allow informed choices about the sustainability of the traditional leather products you purchase. This includes information about the source, the tanning process, and any sustainability certifications the product may have.

Social Media Marketing Tips **4** Female Entrepreneurs



Entrepreneurship was mostly considered a man's domain; but in current era, the tide has also shifted towards the females. Not only in international level, but Women of our country are also becoming vibrant now days to prove their selves. The same trend is observed in economic & Business side too. Females are facing several issues in the pursuit to follow their passion, to do something extra ordinary to grow and make them an independent figure in society. Therefore, the numbers of entrepreneurs are growing, but there are still few female investors and startup entrepreneurs, who are facing challenges to raise capital and financial resources. There are many sources to gather finance through banks and other financial institution but it's not that easy due to hectic paper formalities and heavy guarantees etc.

Current era is the time of "Technology & Innovation" and people are more connective with each other through technology and social media. Facebook, Whatsapp, YouTube, Facebook Messenger, Instagram, Twitter, Pinterest and

bundle of social media sites are used for business and marketing purpose. Therefore we can say that the trends to do business are also being affected. Most of the businesses are shifted their business on social media channels. As mentioned scenario of female entrepreneurs and their problems, the mode of Social Media is very suitable for them to start and grow their journey of entrepreneurship successfully. Females are more comfortable to sit in their homes and operate their business online just on their phones/laptops or computers with less finance and no hectic procedures.



Most people who have their businesses on social media are looking hard for answers/solutions for more traffic, engagement and conversions to build their brand, customer's contacts etc. therefore, women entrepreneurs also have to be eager about all these things to generate more business on social media. Here, some strategies may become useful and make the online business more profitable on social media channels.

Stay Connective & Avoid Robotic Style

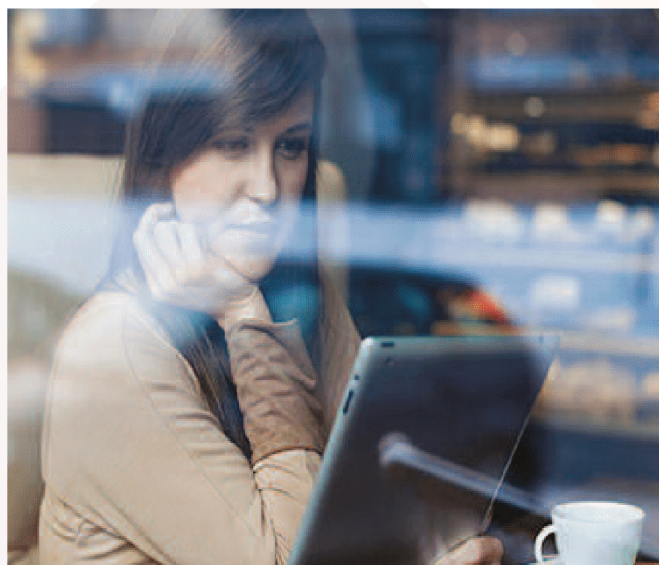
There is no social media marketing tip any stronger than this – “build the relationship with customers”. This is pretty much self explanatory, but it seems hard to do practically. There is general phenomenon in online businesses that people are hesitant to trust on them due to no personal interaction with the seller/supplier. Therefore, Relationship marketing creates customer's loyalty and establishes the trust on your business/product. In turn, the relation with the customers builds a bridge between the new customers and your business.

In social media businesses, People want to communicate more and quick with your online brand/business. The approach to being personal with people on social media should adopt to give the impression of personal affiliation with the people/customers. No doubt, that auto-posting social media tool is helping to stay relevant, but it's not replying to the people, nor responding someone's questions in real sense. Therefore, these are important aspects in online business must be focused, and at some point we need to make sure that such robotic style should not be the primary source of our social media activity. We should be more responsive, more connective and more cooperative while during the conversation with anyone who approaches us through our social media page to deal with us.



Be Original & Provide real content

Honesty matters a lot in business dealing and especially in online business because there are more chances to be fake on social media. The best way to attract more people with real content on your social media account is by keeping your house (your account) clean and orderly. Take some tips out of the playbook, and offer some new & similar posts on your page. Most importantly, you should be original as you must contain the real information/content about your products.



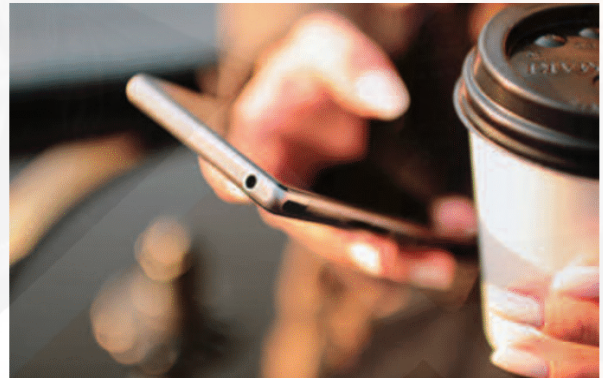
For attracting more viewers or customers you can share the original pictorial views and attractive videos related to your products, its uses and results/benefits for the user on your page. Once you satisfy your one customer with the real info and the original product you served him/her on his/her order, you can automatically generate your followership or viewers.



For the purpose to attract more & more viewers, your business pages/accounts need to understand what your audience enjoys. To understand what your target audience wants, let's use Facebook (as an example) -- you can take a look at Facebook Audience Insights by simply checking what the other brand pages and online businesses is digitally showing their customers on their pages other than their product's information.

Learn to follow in order to lead

As the Marketing Experts are mostly said that many people want to have a million followers, but they don't want to follow multiple people or accounts. But in reality, to create a large social media following with real results, you have to be



both a leader and a follower. You have to know how to follow in order to be able to lead, so follow everyone who is relevant to your business. This is going to help your business in the long run because people will always remember a helpful conversation. Once you learn to follow the most relevant people to your brand or product, and you consistently give them help and solutions, you will soon find yourself in the leading position.





Measure success from engagement

To run the business more successful on social media it is necessary to evaluate different things while during the business. There are lots of ways to measure your success on social media e.g. Stats from analytics to learn different things about your social media accounts is a great way to build your business. You must check that;

- How many people are interacting with you on a consistent basis?
- Learn who the key players are and who always seems to be there when you share.
- Anytime anyone likes, comments, retweets, etc., you should take notice, and respond to those people.
- Another easy way to measure success within each campaign is to set a specific goal e.g. you

want to set a goal of 50 signups on Facebook or Twitter. You also would like to see 25 comments and at least 15 shares. These are personal engagement goals you should make for each update your page does.

Different methods to measure success can be used but it is important to keep check on regular basis. You can measure each step of your engagement; they include metrics of engagement like awareness, drive traffic, finding advocates and fans, and your brand's voice measurement. It's important to understand and establish a set of goals in which you can measure your engagement success on your social platform of choice. Not all social networks are the same. The people may be the same, but their behaviors on each platform are different. You want to understand the behaviors of the viewers on your social platform of your choice. It will help you provide the best possible content for them in the future.

Join the PLGMEA That Supports Your Growth

Are you a leather garment or allied apparel manufacturer looking to grow your business, access exclusive resources, and connect with industry leaders? Become a member of (PLGMEA) and unlock benefits that will help you succeed in a competitive market!

Why Join PLGMEA?

- **Exclusive Industry Insights & Market Data.**
- **Networking Opportunities.**
- **Business Growth Support.**
- **Advocacy & Industry Representation.**
- **Training & Skill Development.**
- **Global Reach Through Trade Delegations and Exhibitions & Export Support.**
- **Special Discounts in Lab Test Charges.**
- **VISA Recommendation Letters for member.**

Join Today and Be Part of a PLGMEA That Supports Your Success!

FIRE SAFETY CHALLENGES AND ITS PROSPECTS

Competitive advantage of companies is dependent on corporate assets and human resource is considered the most valuable among these. Thus safety of these assets has to be ensured all the time. Of the many hazards these assets might be exposed to fire is, which if not controlled, has the potential to destroy everything in a very short time.

This article is to give brief introduction about fire and fire safety. Fire safety is the set of practices intended to reduce the destruction caused by fire. Fire safety measures include:

- 1. that are intended to prevent ignition of an uncontrolled fire, and**
- 2. that are used to limit the development and effects of a fire after it starts.**

Fire safety measures include those that are planned during the construction of a building or implemented in structures that are already standing, and those that are taught to occupants of the building. Threats to fire safety are commonly referred to as fire hazards. A fire hazard may include a situation that increases the likelihood of a fire or may impede escape of workers in the event a fire occurs.

Some common fire hazards are as follow.

- Electrical systems that are overloaded, resulting in hot wiring or connections, or failed components
- Combustible storage areas with insufficient protection
- Combustibles near equipment that generates heat, flame, or sparks
- Equipment that generates heat and utilizes combustible materials.
- Flammable liquids and aerosols
- Flammable solvents (and rags soaked with solvent) placed in enclosed trash cans
- Fireplace chimneys not properly or regularly cleaned
- Cooking appliances - stoves, ovens
- Heating appliances - fireplaces, wood burning stoves, furnaces, boilers, portable heaters
- Household appliances - clothes dryers, curling irons, hair dryers, refrigerators, freezers
- Electrical wiring in poor condition

**FIRE
SAFETY
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SAFETY**

**FIRE
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SAFETY**

FIRE SAFETY



Know Safety,
No Fire.

providing management with the technical support and opportunity to operate the systems; giving confidence that the use of the building. The Fire safety management structure should reflect changing work patterns or changing operational management structures, with frequent changes in responsibilities or procedures should be avoided. In-house staff should not be used for the maintenance and servicing of fire safety systems, they should be outsourced to a competent company with the resources to deliver such a service. Design, commissioning, maintenance and service records need to be secured in either electronic or paper certificate form so that they can be available for auditing in the event that they are required by an enforcement authority or by the companies insurers. IT rooms should be designed to meet the appropriate national standard or where this is not available international standards a professional fire engineering company would be able to offer advice in this area. Suggest that all life safety and fire protection systems are automatically monitored by a specialist service provider so that all alarm signals can be put in action quickly by professional and technical support. Interface fire alarm systems with security and access control so that they feel safe when the alarm goes into operation.

Usage of Fire Door

Fire doors are designed to withstand fire heat and smoke for a period of 20-minutes to 3 hours. Corridor office doors are fire doors and should have a 20 minute rating. Corridor laboratory doors should have a 60 minute rating. Fire Doors are required to Be Self Closing: fire doors should have a door closure that pulls doors completely shut after the door has been opened. Have Positive latching a positive latch locks a door in place so can open swing open freely.

Article By: Dawood Ilyas Butt, CEO Creative Fusion,

Fire Prevention

A fire must have three things to ignite and maintain combustion:

1. Fuel,
2. Heat, and
3. Oxygen

The basic strategy of fire prevention is to control or isolate sources of fuel and heat in order to prevent combustion. If all three are not present in sufficient quantities a fire will not be able to sustain combustion.

Rules for Fighting Fires:

Call 1122 or activate the building fire alarm. The fire alarm will notify the fire department and other building occupants and shut off the air handling system to prevent the spread of smoke. If the fire is small (and only after having done these 2 things), you may attempt to use an extinguisher to put it out.

Is the fire spreading rapidly beyond the point where it started? The time to use an extinguisher is at the beginning stages of the fire. If the fire is already spreading quickly, it is best to simply evacuate the building. As you evacuate a building, close doors and windows behind you as you leave. This will help to slow the spread of smoke and fire.

The final rule is to always position yourself with an exit or means of escape at your back before you attempt to use an extinguisher to put out a fire.

Recommendations when it's Fire alert:

There should be clear lines of responsibility, authority, accountability and resources, particularly when the building is multi-occupied. The company should appoint competent person who should be given sufficient stated authority, powers of sanction and resources to take responsibility for the day-to-day city management of the building and to ensure that special repairs or maintenance are carried out. This role may be combined with



other health safety or security functions. A professional fire engineering can greatly assist the company nominated responsible person, by demonstrating the soundness of the safety system design; identifying any problems of detail not considered in the design; demonstrative of the design has been properly implemented; identifying any problems with interactions, or failures to interact;

Upcoming Trade Shows related to Leather & Textile

BFSHOW - BRAZILIAN FOOTWEAR SHOW 2025

Date: May 19 - 21, 2025
Country: São Paulo (Brazil)
Sector: Leather & Fur, Fashion - Clothing

INTERLEATHER & SHOES - PORTUGAL 2025

Date: May 20 - 22, 2025
Country: Porto (Portugal)
Sector: Leather & Fur, Fashion - Clothing

ITF - INTERTEX PORTUGAL 2025

Date: May 20 - 22, 2025
Country: Porto (Portugal)
Sector: Fabrics - Clothing Textiles, Textiles - Fabrics for Decoration, Clothing Machines
Fashion - Clothing, Leather & Fur

MOROCCO FASHION STYLE & TEX 2025

Date: May 28 - 31, 2025
Country: Casablanca (Morocco)
Sector: Fabrics - Clothing Textiles, Textiles - Fabrics for Decoration, Clothing Machines
Fashion - Clothing, Leather & Fur

FFANY MARKET WEEK 2025

Date: June 02 - 06, 2025
Country: New York, NY (USA)
Sector: Leather & Fur, Fashion - Clothing

SHANGHAI BAG EXPO 2025

Date: June 29 - July 01, 2025
Country: Shanghai (China)
Sector: Leather & Fur, Fashion - Clothing, Luxury Industry

SHANGHAI INTERNATIONAL SHOE EXPO 2025

Date: June 29 - July 01, 2025
Country: Shanghai (China)
Sector: Leather & Fur, Fashion - Clothing, Luxury Industry

IFLE - VIETNAM 2025

Date: July 09 - 11, 2025
Country: Ho Chi Minh (Vietnam)
Sector: Leather & Fur, Fashion - Clothing

SHOES & LEATHER VIETNAM 2025

Date: July 09 - 11, 2025
Country: Ho Chi Minh (Vietnam)
Sector: Leather & Fur, Fashion - Clothing

ASIA FASHION (THAILAND) SHOW 2025

Date: July 10 - 12, 2025
Country: Bangkok (Thailand)
Sector: Fabrics - Clothing, Fashion - Clothing, Leather & Fur

APPAREL SOURCING NEW YORK CITY 2025

Date: July 22 - 24, 2025

Country: New York, NY (USA)

Sector: Fabrics - Clothing, Fashion - Clothing, Leather & Fur

TEXWORLD NEW YORK CITY 2025

Date: July 22 - 24, 2025

Country: New York, NY (USA)

Sector: Fabrics - Clothing, Fashion - Clothing, Leather & Fur

FFANY MARKET WEEK 2025

Date: June 02 - 06, 2025

Country: New York, NY (USA)

Sector: Leather & Fur, Fashion - Clothing

ILF - INDO LEATHER & FOOTWEAR EXPO 2025

Date: Aug. 14 - 16, 2025

Country: Jakarta (Indonesia)

Sector: Leather & Fur, Fashion - Clothing

ELITELINE EXPO 2025

Date: Aug. 17 - 19, 2025

Country: Aug. 17 - 19, 2025

Sector: Fashion - Clothing, Leather & Fur



Central & Southern Zone

📍 ST#20, Central Avenue, Sector
7/A Korangi Industrial Area, Karachi

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☎ 0092-21-35116822

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Northern Zone

📍 BASF Building, Main Defence
Road Sialkot, Pakistan

☎ 0092-52-3254401, 3254403

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