



**PAKISTAN READYMADE GARMENTS  
MANUFACTURERS & EXPORTERS ASSOCIATION**

**Zonal Office:**

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www.prgmea.org

Ref: PRG-IAF/C-2019

Date: August 24, 2019

**SUBJECT: INVITATION TO SPONSOR THE 35<sup>TH</sup> IAF WORLD  
FASHION CONVENTION**

Esteemed members,

Pakistan Readymade Garments Manufacturers & Exporters Association (PRGMEA) and International Apparel Federation (IAF) are proud to present you the opportunity to sponsor the "35<sup>th</sup> IAF World Fashion Convention" being held 1<sup>st</sup> time and 1<sup>st</sup> ever convention in Pakistan on November 12<sup>th</sup> - 13<sup>th</sup>, 2019 in Lahore, Pakistan. The convention theme is 'Let's grow together for a more prosperous and sustainable future' represents international trends in a local context.

The 35<sup>th</sup> Convention is designed to bring all stakeholders of apparel and textile value chain together for adopting a unanimous growth agenda to lead industry towards responsible future. This mega event will also serve the purpose of introducing new materials, technologies and processes. As such, whosoever would want to be known to the apparel world would be there.

As customary at IAF Conventions, we expect about 250 delegates, about 70% of which would constitute the top management of the Pakistani apparel industry. The other 30% will consist of apparel industry executives from over 20 countries, mostly IAF members.

I would like to extend an invite to your company to participate and sponsor the event. If you decide to become a sponsor to the IAF Convention, we will offer you a maximum amount of high-quality exposure among our members and among the Convention's delegates. We will be using all of our media, including our social media channels, the IAF website, the PRGMEA website, the Convention website, our newsletters and press releases to offer your articles, white papers and movies connected to the Convention's themes to our members and to relations and Convention visitors.

If you wish to obtain a particular sponsorship value in Pakistan that is not included in the packages, of course we invite you to let us know. The packages show the basic offer and we are open to suggestions to additional value for you. We hope that we can count on your organization with the IAF Convention in 2019, in Lahore.

Please find attached the sponsor packages including background information on IAF, PRGMEA and the concept of the IAF Convention.

We are at your disposal to clarify any questions or details you may find necessary and we look forward to your reply.

Yours sincerely,

(Ijaz A. Khokhar)

Regional President, IAF

Former Chairman & Chief Coordinator, PRGMEA



**Head Office:** PRGMEA House, 3rd Floor, Plot No. 57-C, 24th Commercial Street, Phase II (Ext), DHA, Karachi-Pakistan.

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# National Sponsor Packages



LET'S  
GROW  
TOGETHER  
FOR A  
MORE  
PROSPEROUS  
AND  
SUSTAINABLE  
FUTURE



# PRESENTATION LAYOUT



- 1. Introduction: International Apparel Federation (IAF)**
- 2. Introduction: Pakistan Readymade Garments Manufacturers and Exporters Association (PRGMEA)**
- 3. Introduction: IAF convention**
- 4. Introduction: Theme**
- 5. Introduction: IAF Convention's Audience & Target Groups**
- 6. Program: A Bird's Eye View**
- 7. Sponsor Opportunities**
- 8. Sponsor Packages Detail**



# INTRODUCTION: IAF

## ***IAF: the global body that has a network of Apparel Associations in 60 Countries***

The International Apparel Federation (IAF), founded in 1972, is the only global federation of its kind representing Apparel Associations from 60 countries, representing over 150,000 companies – a Membership that represents over 20 million employees. In addition, the IAF membership contains corporations, global suppliers to the apparel industry and some of the world's top fashion management schools. A major objective of the IAF is to develop global business contacts which foster dialogue, knowledge exchange and business development between companies and individuals in the world apparel value chain. The IAF Convention is the IAF's flagship event.



# INTRODUCTION: PRGMEA

Pakistan Readymade Garments Manufacturers & Exporters Association PRGMEA was established in 1981 to safeguard the interests of readymade garments manufacturers & exporters. Since its inception, the association has expanded its activities by leaps and bounds. The dedication and hard work by the former Chairmen, Zonal Chairmen and CMC/ZMC members who have put in all their efforts to facilitate the members of PRGMEA, based from Karachi to Sialkot, has resulted in PRGMEA being recognized as a potent body representing the value-added Apparel Sector. Currently there are more than 700 members of this Association.

PRGMEA has two zones. The South Zone, consisting of the provinces of Sindh and Baluchistan and the North Zone, consisting of Punjab, NWFP and northern areas. Members of each zone elect the Vice Chairman of the Central Set-up. The Central Managing Committee (CMC) is elected from amongst ZMC members. Each zone has 6 representatives on CMC, which then elect the Central Chairman.



# INTRODUCTION: IAF CONVENTION

Every year the IAF organizes a convention for its members, relations and all other interested parties called World Fashion Convention. The Conventions have the dual function of informing and inspiring delegates and of providing a meeting platform for industry leaders from all continents. To perform these functions our Conventions, although travelling the globe, adhere to a fixed format:

- The Conventions cater to industry leaders and therefore cover a broad spectre of strategic issues, ranging across the supply chain, from raw materials to retail and from sourcing and supply chain management to retail and branding.
- Traditionally, IAF Conventions are more than just a conference. Excellent social activities provide good opportunities for networking within the global apparel industry network.
- Quality of the speakers is high, featuring a mix of c-level speakers from brands, retailers, manufacturers and associations and top-class suppliers to the industry. Previous speakers came from PVH, H&M, Hugo Boss, Desigual, Disney, VF, Zegna, Esquel and Escada, as well as McKinsey, BCG, the ILO, the World Bank and the OECD.
- For on average 300 delegates usually coming from over 20 countries the Conventions do not only offer information, but also insights and inspiration



# INTRODUCTION: THEME

The theme of the IAF 2019 Convention is:

***Let's Grow Together for a More Prosperous and Sustainable Future***

In 2019, all brands and retailers need strong, smart and sustainable supply chains in order to meet their customers' demands. Manufacturers are required to produce impeccable products at competitive prices fast. Often supply must also be flexible, following fast changing customer preferences. Brands and retailers compete with each other not only working with the best suppliers, but also having constructed together with their suppliers the best supply chains. New technology is changing the industry, but often it only works if several players in the supply chain are collaborating to implement the technology. In this Convention, brands, retailers and manufacturers from the fashion industry are gathering in one of the world's main suppliers of garments, Pakistan, to discuss in detail how we can all collaborate to build the most competitive supply chains.



# INTRODUCTION: IAF CONVENTION'S AUDIENCE & TARGET GROUPS

1. Large Pakistani garment manufacturers
2. SME Pakistani garment manufacturers
3. Large global brands and retailers. i.e. H&M, Inditex, C&A, VF, Target, Gap, Intersport, Mango, Bestseller, either from HQ, regional HQ or from the national buying offices
4. Representatives of industry associations from across the world, both executives and Board Members with their own companies. Often important influencers in the industry in their respective countries. i.e. Euratex, MODINT (Netherlands), GTMI (Germany), Sistema Moda Italia, BGMEA (Bangladesh), CCCT (China), CMAI (India), Amith (Morocco)
5. Major globally operating suppliers to the industry. i.e. Gerber, Lectra, Alvanon, Infor, A&E, WGSN, DHL, Arvato, Setlog, Covestro, Lenzing, DSM, Teijin, Messe Frankfurt, Premiere Vision, AQM, Control Union
6. Top educational institutes in the apparel industry. i.e. London College of Fashion, institute Francais de la Mode, PolyU HK, FIT, AMFI, MMU, TMO
7. Government, semi government, industry networks, infrastructure builders.





# **PROGRAM: A BIRD'S EYE VIEW**

# CONVENTION SCHEDULE



## Sunday, November 10<sup>th</sup>, 2019

- Golf Tournament at Defense Raya Golf and Country Club followed by lunch
- Dinner Board of Directors (PRGMEA & IAF (By invitation only)



## Monday, November 11<sup>th</sup>, 2019

### Venue PC Hotel

- Executive Committee Meeting
- IAF Board Meeting
- Lunch
- General Assembly
- B2B Meetings
- Welcome dinner to all foreign delegates (tentative in Governor house Lahore)



# VENUE: CRYSTAL HALL PC HOTEL, LAHORE



## Tuesday, November 12<sup>th</sup>, 2019

### Day 1

- Opening Ceremony
- Coffee Break
- Knowledge Sessions /Panel Discussion
- Lunch
- Knowledge Sessions /Panel Discussion
- Coffee break
- Knowledge Sessions /Panel Discussion
- Session closed
- Dinner & Fashion Award

## Wednesday, November 13<sup>th</sup>, 2019

### Day 2

- Knowledge Sessions /Panel Discussion
- Coffee break
- Knowledge Sessions /Panel Discussion
- Lunch
- Knowledge Sessions /Panel Discussion
- Coffee Break
- IAF 36<sup>TH</sup> Convention Presentation
- Closing session



# STUDY/FACTORY TOUR



Thursday, November 14<sup>th</sup>, 2019

## **Tentative**

- Pakistan Institute of Fashion and Design
- Factory visit
- National College of Arts



Friday, November 15<sup>th</sup> 2019

## **Tentative**

- Fort
- Badshahi Mosque
- Shalimar Garden
- Food Street



# SPONSOR OPPORTUNITIES



## Arguably the best marketing platform in the apparel industry

The convention provides an excellent promotion and sponsorship opportunity for our sponsors. The event will draw an estimated 250 delegates from over 20 countries with the majority from the host country and its neighbors, the Netherlands, Germany and Belgium. The quality of the event, its venue, its speakers and its program, assured by 33 previous editions of experience and heritage, will attract C-level executives from the entire fashion supply chain. The event will draw substantial media attention in the local, national and international (trade) press. At the same time, the event provides an excellent networking platform for meeting, interacting and transacting business with international and Dutch experts, speakers and delegates.

PLATINUM Rs. 1,000,000	GOLD Rs.500,000	SILVER Rs.250,000	BRONZE Rs.100,000
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# SPONSOR PACKAGE 'PLATINUM'

1. Branding on backdrop screen
2. Branding on all printed material
3. Stall for product display
4. Company display banner
5. One Standee at event
6. Nov 10th, 2019: Invitation of IAF Board of Director's Golf match followed by lunch at Defense Raya Golf and Country Club (1 Person)
7. Nov 10th, 2019: Invitation of IAF Board of Director's dinner (2 Persons)
8. Nov 11th, 2019: Invitation of Welcome Dinner in the honor all foreign delegates (1person)
9. Nov 12 & 13, 2019: Invitations to attend the convention (3 Persons)

**PLATINUM**

**Rs. 1,000,000**

# SPONSOR PACKAGE 'GOLD'



1. Branding on backdrop screen
2. Branding on all printed matter
3. Company display banner
4. One Standee at event
5. Nov 10th, 2019: Invitation of IAF Board of Director's Golf match followed by lunch at Defense Raya Golf and Country Club (1 Person)
6. Nov 10th, 2019: Invitation of IAF Board of Director's dinner (1 Persons)
7. Nov 11th, 2019: Invitation of Welcome Dinner in the honor all foreign delegates (1person)
8. Nov 12 & 13, 2019: Invitations to attend the convention (2 Persons)

**GOLD**  
**Rs. 500,000**

# SPONSOR PACKAGE 'SILVER'



1. Branding on backdrop screen
2. Branding on all printed matter
3. One Standee at event
4. Nov 11, 2019: Invitation of Welcome Dinner in the honor all foreign delegates (1person)
5. Nov 12 & 13, 2019: Invitations to attend the convention (1 Persons)

**SILVER**  
**Rs. 250,000**





# SPONSOR PACKAGE 'BRONZE'

1. Branding on backdrop screen
2. Branding on all printed matter
3. One Standee at event
4. Nov 12 & 13, 2019: Invitations to attend the convention (1 Persons)

**BRONZE**  
**Rs. 100,000**



# SPONSOR PACKAGES DETAIL

SN	ATTRactions	PLATINUM Rs. 1,000,000	GOLD Rs.500,000	SILVER Rs.250,000	BRONZE Rs.100,000
1	Branding on backdrop screen	Yes	Yes	Yes	Yes
2	Branding on all printed matter	Yes	Yes	Yes	Yes
3	One Standee at Event	Yes	Yes	Yes	Yes
4	Stall for product display	Yes	--	--	--
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6	Nov 10th, 2019: Invitation of IAF Board of Director's Golf match followed by lunch at Defence Raya Golf and Country Club	1 Person	1 Person	--	--
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9	Nov 12 & 13, 2019: Invitations to attend the convention	3 Person	2 Person	1 Person	1 Person



# THANK YOU

**For Further Information please contact**

**Mr. Ijaz A. Khokhar**

Regional President, IAF

Former Chairman & Chief Coordinator, PRGMEA

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**Dr. Kamran Yousef Sandhu**

Project Director

Email: [drsandhu@prgtti.pk](mailto:drsandhu@prgtti.pk) , [dr.k.sandhu@hotmail.com](mailto:dr.k.sandhu@hotmail.com)

Mobile: 0092 323 439 6202

## PRGMEA-LAHORE

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Lahore, Pakistan.

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Fax: +92 (0) 42 35858231

Email: [info@prgmea.pk](mailto:info@prgmea.pk)

[iaf@prgmea.pk](mailto:iaf@prgmea.pk)

URL: [www.prgmea.pk](http://www.prgmea.pk)

## PRGMEA-SIALKOT

### PRGMEA HOUSE

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Tel: +92 (0) 52 4597128

Fax: +92 (0) 52 4592683

Email: [info-skt@prgmea.pk](mailto:info-skt@prgmea.pk)

[prgmeaskt@hotmail.com](mailto:prgmeaskt@hotmail.com)

## INTERNATIONAL APPAREL FEDERATION

### IAF

Arnhemse Bovenweg 100  
3708 AG ZEIST  
The Netherlands.

Tel: +31 (0) 88 810 0925

Email: [info@iafnet.com](mailto:info@iafnet.com)

[crietee@iafnet.com](mailto:crietee@iafnet.com)

URL: [www.iafnet.com](http://www.iafnet.com)



# Sponsorship Pacakage for Pakistani Companies



[www.iafconventionlahore.com](http://www.iafconventionlahore.com)





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4. Representatives of industry associations from across the world, both executives and Board Members with their own companies. Often important influencers in the industry in their respective countries. i.e. Euratex, MODINT (Netherlands), GTMI (Germany), Sistema Moda Italia, BGMEA (Bangladesh), CCCT (China), CMAI (India), Amith (Morocco)
5. Major globally operating suppliers to the industry. i.e. Gerber, Lectra, Alvanon, Infor, A&E, WGSN, DHL, Arvato, Setlog, Covestro, Lenzing, DSM, Teijin, Messe Frankfurt, Premiere Vision, AQM, Control Union
6. Top educational institutes in the apparel industry. i.e. London College of Fashion, Insitute Francais de la Mode, PolyU HK, FIT, AMFI, MMU, TMO
7. Government, semi government, industry networks, infrastructure builders, i.e. ???



# PROGRAM: A BIRD'S EYE VIEW



## Convention Schedule

### Sunday

**November 10<sup>th</sup>, 2019**

- Golf Tournament at Defence Raya Golf and Country Club followed by lunch
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### Monday

**November 11<sup>th</sup>, 2019**

**Venue PC Hotel**

- Executive Committee Meeting
- IAF Board Meeting
- Lunch
- General Assembly
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- Welcome dinner to all foreign delegates (tentative in Governor house Lahore)





# Convention Schedule

## Venue: Crystal Hall, PC hotel, LHR

### **Tuesday, November 12<sup>th</sup>, 2019**

#### Day 1

- Opening Ceremony
- Coffee Break
- Knowledge Sessions /Panel Discussion
- Lunch
- Knowledge Sessions /Panel Discussion
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- Knowledge Sessions /Panel Discussion
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- Dinner & Fashion Award

### **Wednesday November 13<sup>th</sup>, 2019**

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- Knowledge Sessions /Panel Discussion
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- IAF 36<sup>TH</sup> Convention Presentation
- Closing session





## Study tour of Lahore

**Thursday**  
**November 14<sup>th</sup>, 2019**

*Tentative*

- Pakistan Institute of Fashion and Design
- Factory visit
- National College of Arts

**Friday**  
**November 15<sup>th</sup>, 2019**

*Tentative*

- Fort
- Badshahi Mosque
- Shalimar Garden
- Food Street





# SPONSOR OPPORTUNITIES

**Arguably the best marketing platform in the apparel industry**

The convention provides an excellent promotion and sponsorship opportunity for our sponsors. The event will draw an estimated 250 delegates from over 20 countries with the majority from the host country and its neighbors, the Netherlands, Germany and Belgium. The quality of the event, its venue, its speakers and its program, assured by 33 previous editions of experience and heritage, will attract C-level executives from the entire fashion supply chain. The event will draw substantial media attention in the local, national and international (trade) press. At the same time, the event provides an excellent networking platform for meeting, interacting and transacting business with international and Dutch experts, speakers and delegates.

<b>PLATINIUM</b> Rs. 1,000,000	<b>GOLD</b> Rs.500,000	<b>SILVER</b> Rs.250,000	<b>BRONZE</b> Rs.100,000
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## SPONSOR PACKAGE 'PLATINUM'

1. Branding on backdrop screen
2. Barding on all printed matters
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**PLATINUM**  
**Rs. 1,000,000**



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**GOLD**  
**Rs. 500,000**





## SPONSOR PACKAGE 'SILVER'

1. Branding on backdrop screen
2. Barding on all printed matter
3. One Standee at event
4. Nov 11, 2019: Invitation of Welcome Dinner in the honor all foreign delegates (1person)
5. Nov 12 &13, 2019: Invitations to attend the convention (1 Persons)

**SILVER**  
**Rs. 250,000**



## SPONSOR PACKAGE 'BRONZE'

1. Branding on backdrop screen
2. Barding on all printed matter
3. One Standee at event
4. Nov 12 & 13, 2019: Invitations to attend the convention (1 Persons)

**BRONZE**  
**Rs. 100,000**

# SPONSOR PACKAGE

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# Thank You.

For further information please contact

**Mr. Ijaz A Khokhar,**

Former Chairman/Chief Coordinator IAF,PRGMEA

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