

Marketing Pakistan



Imtiaz Rastgar
Marketing Association of Pakistan

6th Feb, 2013

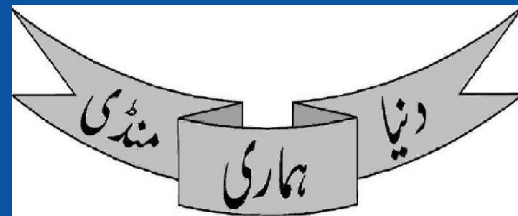
MANDATE

- PRIVATE SECTOR CEO ASKED TO HEAD ENGINEERING DEVELOPMENT BOARD AT FEDERAL MINISTRY OF INDUSTRIES, ISLAMABAD , PAKISTAN.
- EDB MANDATED TO INTERNATIONALISE PAKISTAN'S ENGINEERING INDUSTRY.
- ACTIONS AT EDB

RE-ORGANISATION AT EDB

- ORIGINAL : TARIFF, TARRIF AND MORE TARRIF
- RE ORGANISATION ADDED:
 - BUSINESS DEVELOPMENT DEPTT
 - POLICY DEPARTMENT

LOGO CHANGED TO READ



ACTIONS AT EDB

- RE ORGANISE EDB
- FROM TARIFF & PROTECTION TO MARKET EXPANSION & EXPORTS
- INTERNAL CAPACITY BUILDING-EDB
- MOVE FROM LOCLA AUTO INDUSTRY PROTECTION FOCUS TO WORLD EXPORTS FOCUS
- WIDEN THE SECTORS' SCOPE
- WIDEN THE MARKET SCOPE

EDB CAPACITY BUILDING

- ROLE OF CEO AS TEACHER & LEADER
- INTERNAL CAPACITY BUILDING
- COACHING
- TRAINING
- MIND MAPS

ENGINEERING SECTOR

- BREAKING THE PAKISTANI MINDSET
- THE CUSTOMS PROTECTION CTRUTCH
- CHINA SYNDROME PRECEDED BY TAIWAN SYNDROME, PRECEDED BY
- EVANGELISING EXPORTS
- GUIDED EXPOSURE TO OUTSIDE WORLD

FEARS

- IMAGE PROBLEM
- DE-LINKING FROM TERRORIST TAG
- SHYNESS OF LOCAL ENGINEERING INDUSTRY

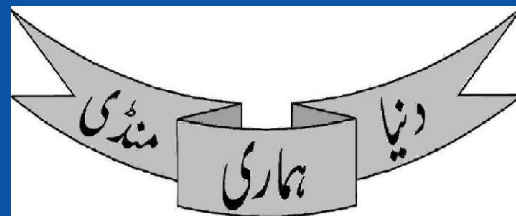
HANNOVER MESSE

- THE FAIR OF FAIRS
- MESSE DER MESSEN
- THE YATRA FOR ALL ASPIRING NATIONS
- CHOSEN AS LAUNCH PAD FOR PAKISTANI ENGINEERING INDUSTRY



POSITIONING

- ESTABLISH PAKISTAN AS A SUB CONTRACT DESTINATION
- RECOGNISE & PROMOTE SECTORS WHICH HAVE A FIGHTING CHANCE
- EXPOSE THE OVER PROTECTED PAK. SECTORS TO PEERS IN EXPORT MARKETS



PROFILING PRODUCTS

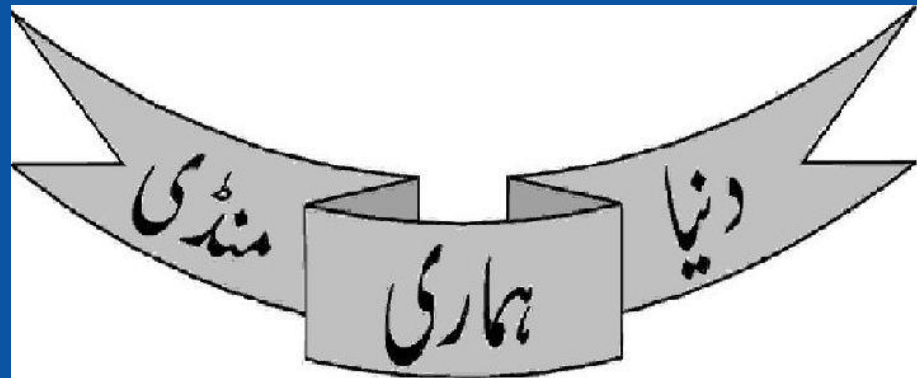
- SUB CONTRACTING
- GAS PRODUCTS FROM PAKISTAN
- ELECTRICAL TRANSMISSION,
DISTRIBUTION PRODUCTS
- AUTOMATION & MACHINERY
- CASTINGS
- FORGINGS
- PROCESS EQUIPMENT

PROFILING THE ENGINEERING SECTOR

- LARGE SCALE MANUFACTURING SECTOR MOSTLY RENTIER & BEHIND HEAVY TARIFF PROTECTION
- CONTROLLED BY FOREIGN MULTINATIONALS
- DNA OF CURRENT LSM DICTATES TO CORNER PAKISTAN LOCAL MARKET AND MAKE HUGE PROFITS IN NEAR MONOPOLY CONDITIONS

PROFILING THE ENGINEERING SECTOR

- SME ENGINEERING INDUSTRIES
- INWARD LOOKING
- “FOREIGN EXCHANGE SAVING” MINDSETS INSTEAD OF
- FOREIGN EXCHANGE EARNING



PRE DEPARTURE TRAINING



PRE DEPARTURE TRAINING



TRAVELLING TOGETHER, NETWORKING FOR ORGANIC ACTIV.



BRANDING

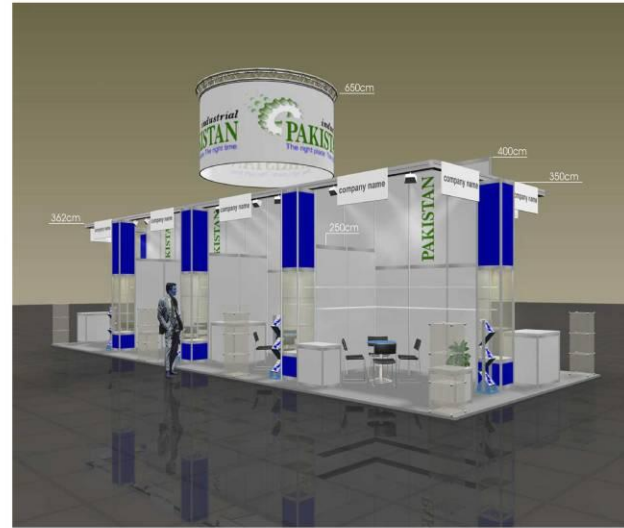
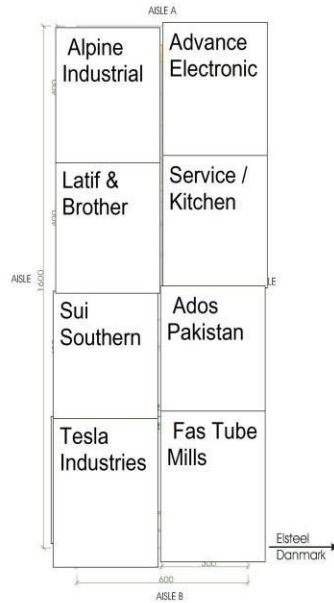
- TRAINING OF PARTICIPANTS BEFORE DEPARTURE
- HINTS ABOUT CULTURE , DRESS, BEHAVIOUR
- HOW TO STAND ON A TRADE FAIR
- PRE-FAIR, POST FAIR ACTIVITIES
- MAKE OVERALL GOOD IMPACT BY EACH PERSON



PAKISTAN BRAND

- DESIGN
- COLOUR
- THEME
- WINNING HEARTS
- STICKING TO BUSINESS
“STRICTLY”

PROFESSIONAL LAYOUT DESIGN



HMI 2007 / Hannover

Design: Summa Interceptor

each booth is equipped with following items:

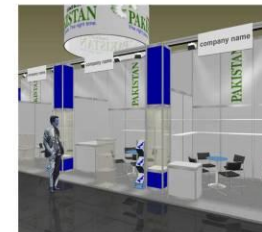
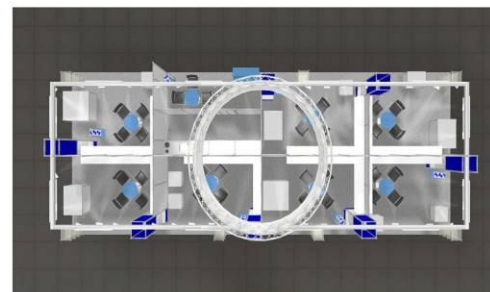
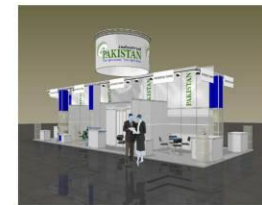
- 2 rows shelves white postluma light grey (dimension to be chosen)
 1. 50 x 50 x 50 cm
 2. 50 x 70 x 70 cm
 3. 70 x 100 x 90 cm
 4. 100 x 100 x 90 cm

- 1 table wood beech with 4 chairs black / silver
- 1 show case red - top backlit / 350 cm high - or wall acrylic glass
- 3 PG-glass cubes
- 1 or 2 company signboards white with lettering
- 1 brochure stand
- 1 plant
- 1 socket

Kitchen / storage:

- heavy duty shelves with 4 shelves each
- 1 kitchen unit with oven/gasstove
- 2 shelves
- 1 worktop
- mechanical oven
- cool handle
- ceiling with aluminum grid and lamps
- locking door

- floor: carpet grey
- partition walls: 250 cm / 400 cm high light grey
- maximo ceiling: silver - 182 cm incl. electric lighting
- circular fans: silver - diameter: 400 cm - barret: 180 cm high / suspended from hal ceiling - upper edge: 650 cm
- graphics: see layout



BRANDING PAKISTAN



BRANDING PAKISTAN

Media information



Advertising towers

With an advertising surface of 165 square meters on four sides, our advertising towers are a premium form of advertising space. Around ten meters high, these towers are visible from a great distance and are guaranteed to attract the attention of your target groups, thanks to their prominent placement around the exhibition grounds and along heavily frequented access roads.

Dimensions

W 4.18 m x H 9.90 m
one-piece panel: W 16.40 m x H 9.90 m

Material and processing

Digital print production of the one-piece panels, positioning of the supporting frame (including ballasting), assembly and disassembly.

Format

4-sided

Sites (see Ad locations S. 24)

No.	Site	No.	Site
1	North 2a car park	12	West 3 car park
2	North 2a car park	13	West 3 car park
3	North 2a car park	14	West 3 car park
4	North 1c car park	15	West 3 car park
5	North 1c car park	16	West 2 car park
6	Tram terminal / Europaallee	17	West 2 car park
7	West 4 car park	18	West 2 car park
8	West 4 car park	19	SkywalkWest/West 1 entrance
9	West 4 car park	20	SkywalkWest/West 1 entrance
10	West 3 car park	21	West 1 entrance
11	West 3 car park	22	West 1 car park

BRANDING PAKISTAN



IMPACTFUL DESIGN OF PAVILLION



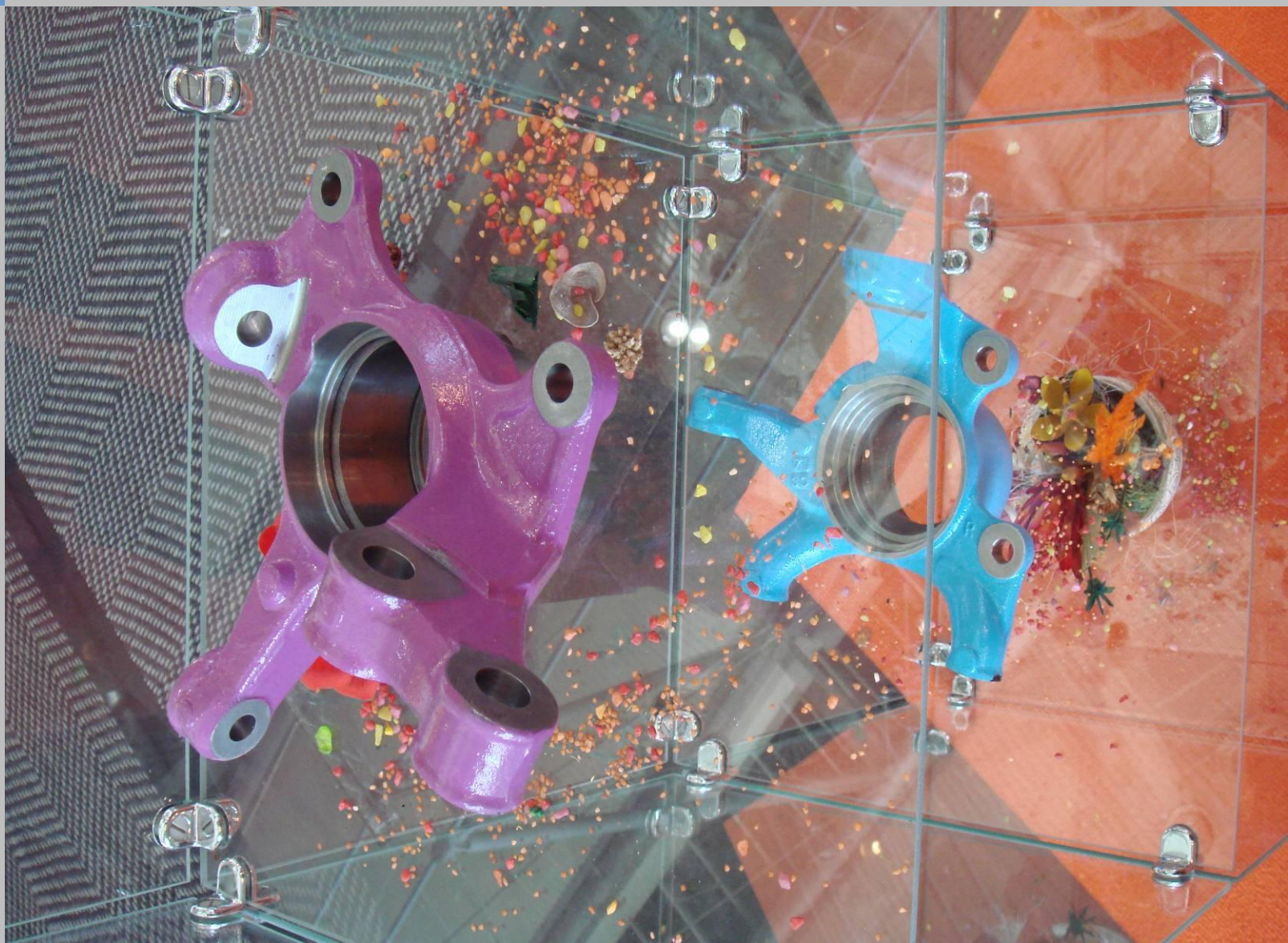
IMPACTFUL DESIGN OF PAVILLION



IMPACTFUL DESIGN OF PAVILLION



WORLD CLASS EXHIBITS



PAKISTANI ATTENTION CATCHERS

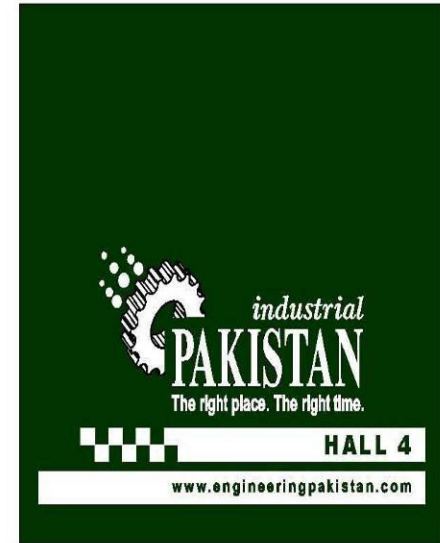
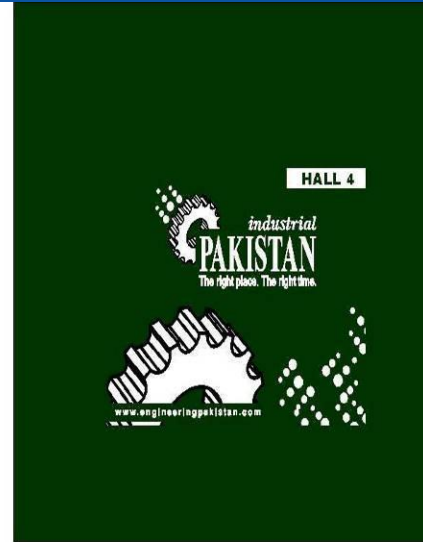
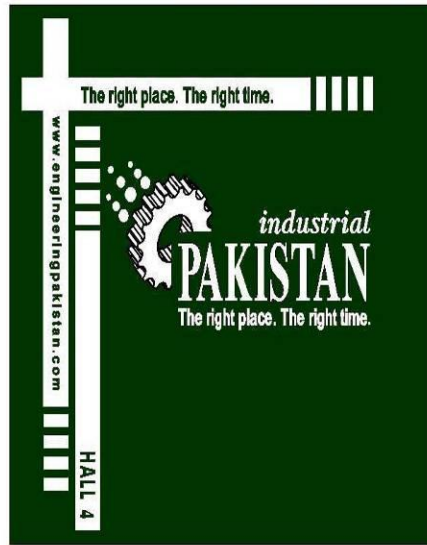


LOW COST PUBLICITY

- FOOT BALLS
- BAGS, VERY WELL MADE TO LAST, BRANDED
- WEB PROMOTION
- DIRECTORY ENTRIES



BAGFULS OF BROCHURES





LOW COST PUBLICITY

- INTELLIGENT DIRECTORY ENTRIES
- B2B LINK UPS
- VISITS TO GERMAN AND DUTCH CHAMBERS OF COMMERCE
- DRIVING TRAFFIC TO HALL 4 THROUGH FOOTBALLS & BAGS



FOOTBALL FAMILY

- 5000 MINIATURE FOOTBALLS,
- PAK-GERMAN BRANDED,
- INFLATED
- IN CARRY-NETS



LEADERSHIP MADE A DIFFERENCE

- CLEARCUT DIRECTIONS AND
FREEDOM OF ACTION
- AVAIABLE WHERE NEEDED,
- THEN OUT OF THE WAY



IMTIAZ RASTGAR

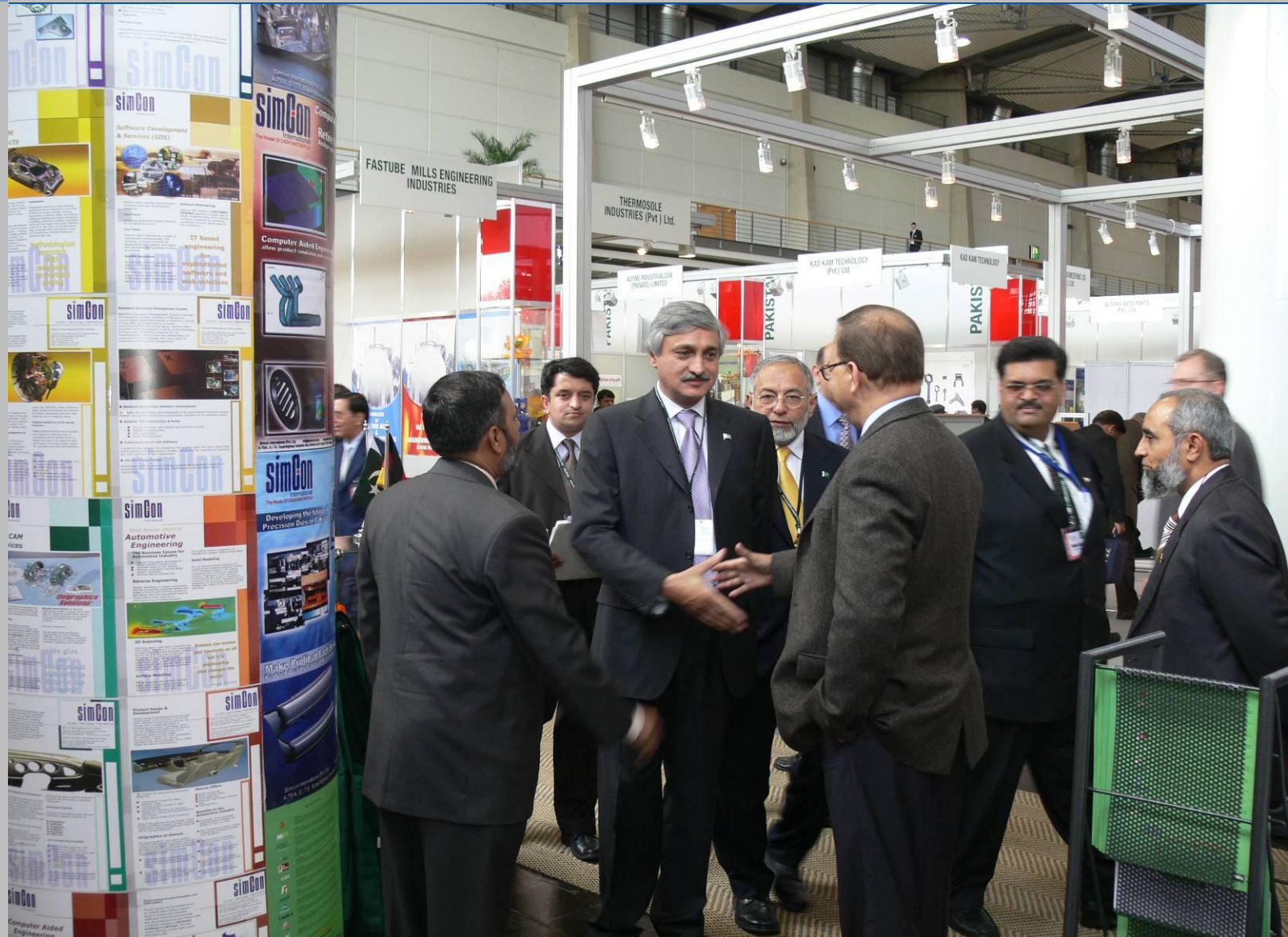
LEADER



MOTIVATIONAL LEADERSHIP



LEADERSHIP : CAPTAIN & COACH



MOTIVATED TEAM





POLITICIAN, BUSINESSMEN, BUREAUCRATS AS TEAM



EXECUTIVE TEAM



BOCHUM CHAMBER LENDS SUPPORT



W. SCHROEDER & BOCHUM CHAMBER SECY. GENERAL



OCT 10, 2004: PRIME MINISTER SHAUKAT AZIZ AND H.E. GERHARD
OF FEDERAL REPUBLIC OF GERMANY, SEEING RASTGAR



RESULTS

- ENGINEERING SECTOR EXPORTS IN
- 2005: \$ 450 MILLION
- 2012 : \$ 1.89 BILLION



What can be done to internationalize Pakistani Products

- PRODUCT STRATEGIES
- REGIONAL STRATEGIES

Thank You...!

