



Dragon Sourcing

Your Tailored Approach to Emerging Markets

Study on Sourcing Opportunities in Pakistan

Nov, 2019



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Executive Summary- Top Export Categories (1/2)

Category	HS Series	2017 Export Value in USD Billions	Pakistan's share of Global Exports (2017)	Category's share of Total Pakistan Exports (2017)	Top Products under category	Top Export Destinations	Import Duty into US	Import Duty into EU
Made-up Textiles	63	3.9	6%	18%	Bed linen Textiles Curtains	USA, UK, Germany	0%-20.9%	0%-12%
Cotton	52	3.5	6%	16%	Cotton yarn Woven cotton fabrics	China, Bangladesh, Turkey	0%-12%	0%-5%
Knitted Apparel	61	2.5	1%	11%	Men's/boy's shirts, suits, ensembles, jackets, blazers, trousers Pantyhose, tights, stockings, socks	USA, UK, Germany	0%-28.2%	0%-12%
Woven Apparel	62	2.5	1%	11%	Men's/boy's ensembles Women's/girl's suits, ensembles	USA, Germany, Spain	0%-27.7%	0%-12%
Cereals	10	1.8	2%	8%	Rice Maize or corn Wheat and meslin	Kenya, UAE, Afghanistan	0%-11.2%	0%-12.8%
Leather Products	42	0.6	1%	3%	Apparel & clothing accessories Trunks, suitcases, vanity cases	Germany, USA, UK	0%-20%	0%-9.7%
Sugars & Sugar Confectionery	17	0.5	1%	2%	Cane or beet sugar Sugar confectionary	Afghanistan, USA, Saudi Arabia	0%-12.2%	0%-20%



Executive Summary- Top Export Categories (2/2)

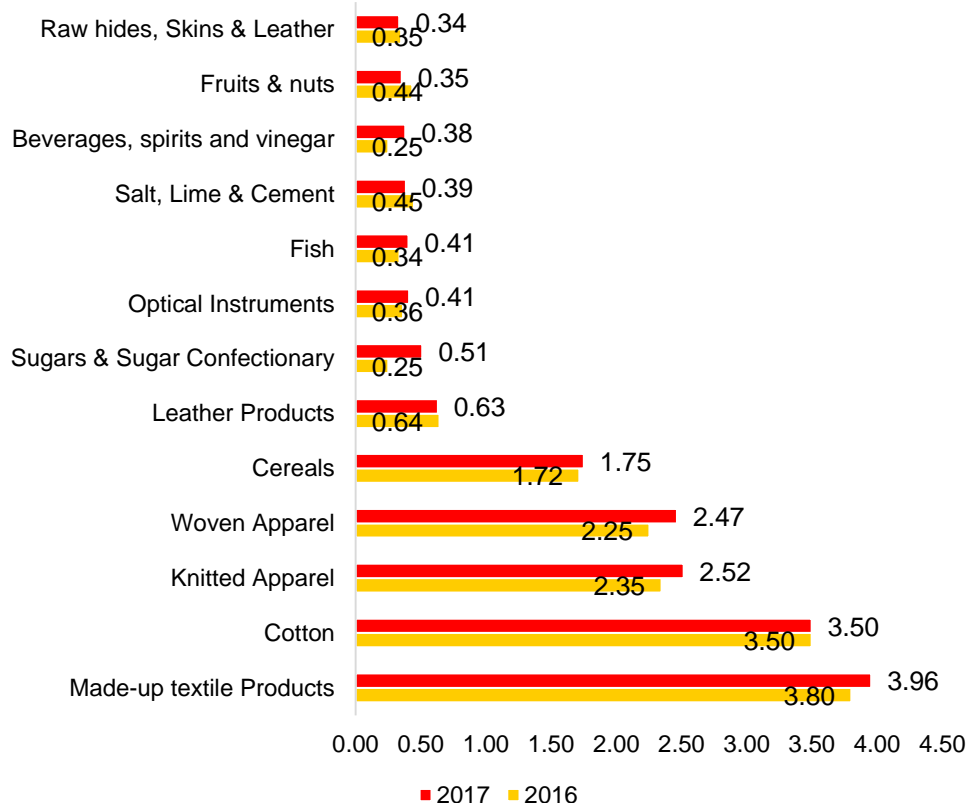
Category	HS Code	2017 Export Value in USD Billion	Pakistan's share of Global Exports (2017)	Category's share of Total Pakistan Exports (2017)	Top Products	Top Export Destinations	Import Duty into US	Import Duty into EU
Optical Products & Accessories	90	0.4	0.1%	2%	Medical Instruments Surveying , geophysical instruments Oscilloscopes	USA, Germany, China	0%-7%	0%-2.9%
Fish	03	0.4	0.3%	2%	Frozen Fish Crustaceans Fish fillets	Vietnam, Thailand, China	0%-3%	0%-16%
Salt, Lime & Cement	25	0.39	1%	2%	Cement Natural steatite Salt	Afghanistan, India. China	0%-3%	0%
Beverages, Spirits & Vinegar	22	0.38	0.3%	2%	Ethyl alcohol Mineral & Aerated waters	South Korea, Netherlands, Philippines	0%-17.5%	0%-9.6%
Fruits & Nuts	08	0.35	0.3%	2%	Dates Citrus Fruits Dried apricots, prunes, apples, peaches, pears, papayas	India, Afghanistan, Russia	0%-29.8%	0%-5.6%
Raw hides, Skins & Leather	41	0.34	1%	2%	Bovine leather Goat, Pigs, Reptiles leather Sheep/lam leather	Italy, China, Vietnam	0%-4.2%	0%



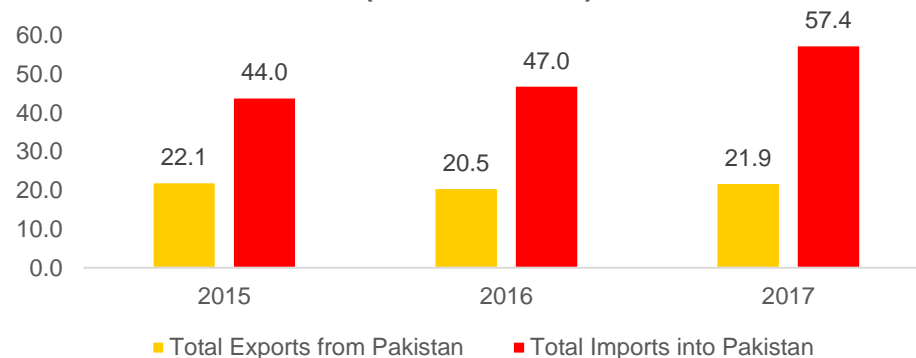
Y-O-Y Growth of Top Export Categories

Top 13 export categories contributes to about 80% of the total exports value from Pakistan

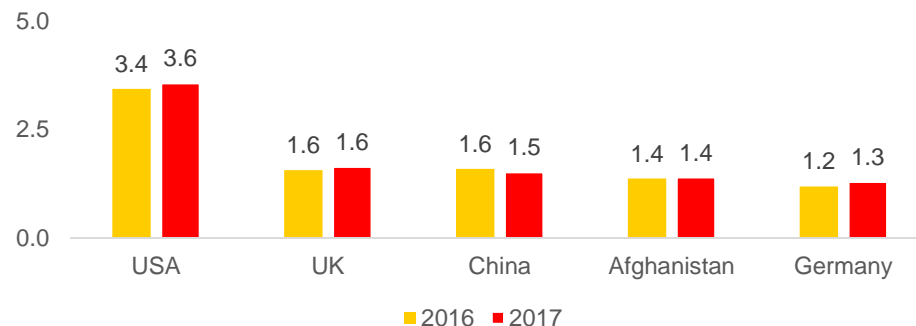
Top Export Categories from Pakistan
(Values in USD Billion)



Pakistan - Export and Import Statistics
(in USD Billion)



Top Importing Markets for products exported by Pakistan
(in USD Billion)



- Semi-milled or wholly milled rice and Cotton bed linen have an export potential that is not fully tapped of about USD 870 million and USD 429 million respectively.
- Other potential products that are not completely tapped into include Toilet/kitchen linen, Cotton men's trousers and shorts, Portland Cement, Leather apparels etc.

Source: International Trade Centre



PAKISTAN – AN OVERVIEW



Pakistan – Country Overview

– **Pakistan is the country in South Asia**

- + Population- 214 million (2017 estimate)
- + Surface area ~881,913 km²
- + Coastline about ~1,046 km



	Population (2017)	Area (km ²)
Azad Jammu and Kashmir	4.05 million	13,297
Balochistan	12.3 million	347,190
Gilgit-Baltistan	2.44 million	64,817
Islamabad Capital	2.00 million	906
Khyber Pakhtunkhwa	35.52 million	101,741
Punjab	110.01 million	205,344
Sindh	47.88 million	140,914



	Growth	Value (2017)
Gross Domestic Product	2017: 5.4% 2018 (E): 5.8% 2019 (E): 5% 2020 (E): 5.4%	USD 304.95 billion
Exports	2016-2017: 7%	USD 21.9 billion
Foreign Direct Investments	Jul 2017-Jun 2018: 1.86%	USD 2.81 billion

Source: International Trade Centre, worldbank.org, World Economic Forum

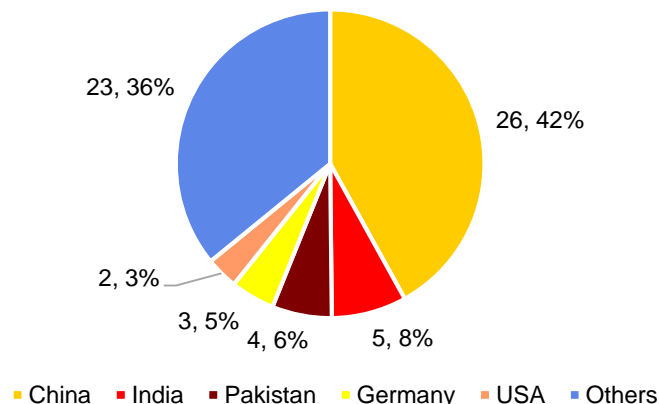


TRADE STATISTICS OF TOP EXPORT CATEGORIES

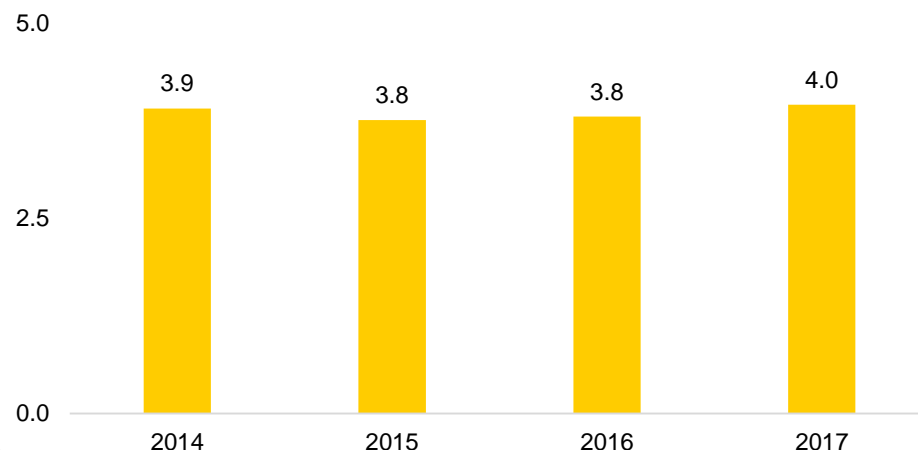


Made-up Textiles (1/2)

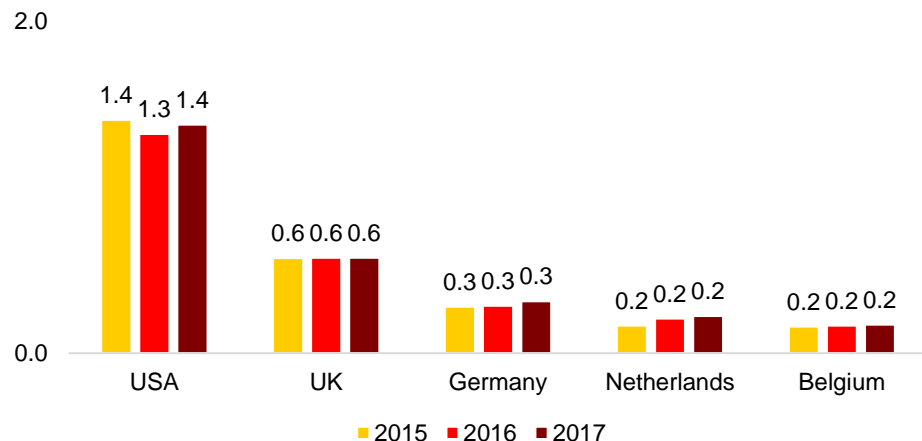
**World Export of HS 63 series (Made-up Textiles)
in USD billion in 2017**



**Export of HS 63 series (Made-up Textiles) from
Pakistan in USD billion**



**Top Importers of HS 63 series (Made-up Textiles)
from Pakistan in USD billion**



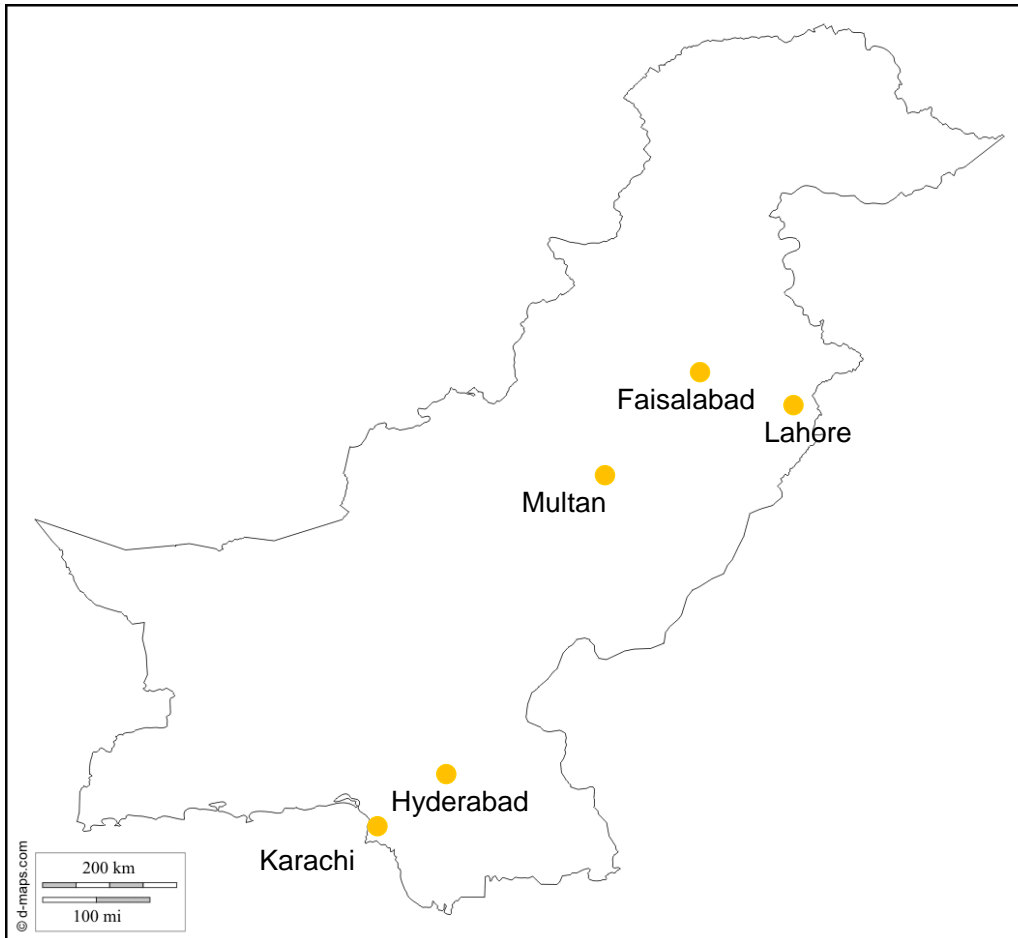
Top Exported Products in this Category

- Bedlinen, table linen, toilet linen and kitchen linen of all types of textile materials (excluding floor cloths, polishing cloths, dishcloths and dusters)
- Made-up articles of textile materials, incl. dress patterns
- Curtains, incl. drapes, and interior blinds; curtain or bed valances of all types of textile materials (excluding awnings and sun blinds)

Source: International Trade Centre



Made-up Textiles (2/2)



● Major Clusters of Bed Linen in Pakistan

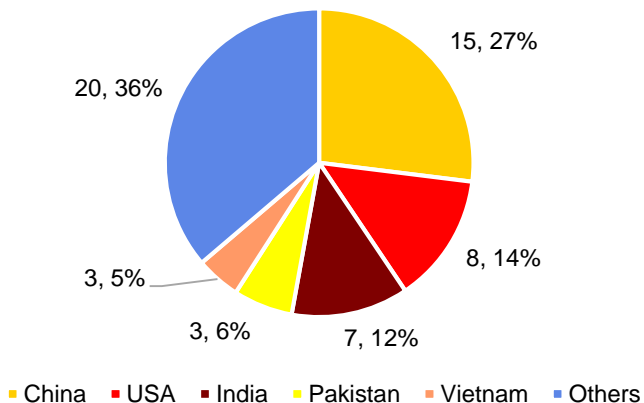
- Pakistan was the 3rd largest exporter of made-up textiles in the world in 2017, followed by China and India
- Made-up textiles contributes to about 18% of total exports from Pakistan in 2017
- Textile products from Pakistan has a huge customer base in the EU, USA, Middle East and Africa. However, high cost of production is reducing the industry's competitiveness amongst other regional competitors.
- Exporters view governance and business-unfriendly policies as major threats to the industry

Source: tribune.com.pk, thenews.com.pk

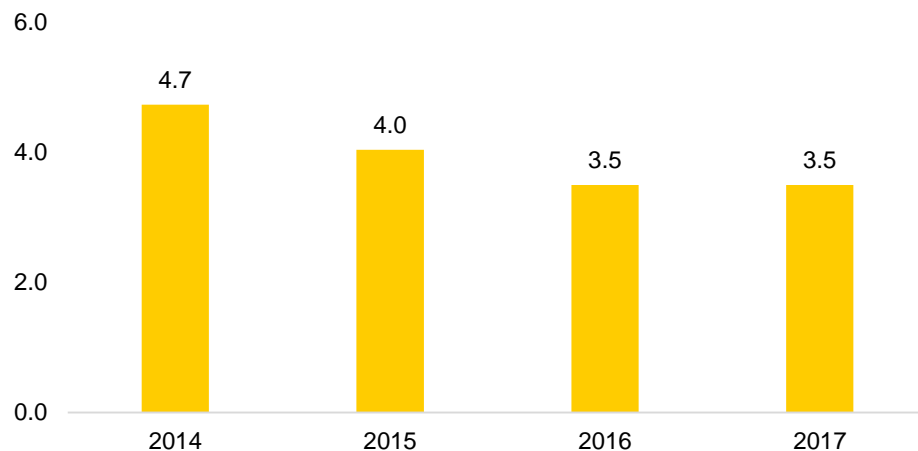


Cotton (1/2)

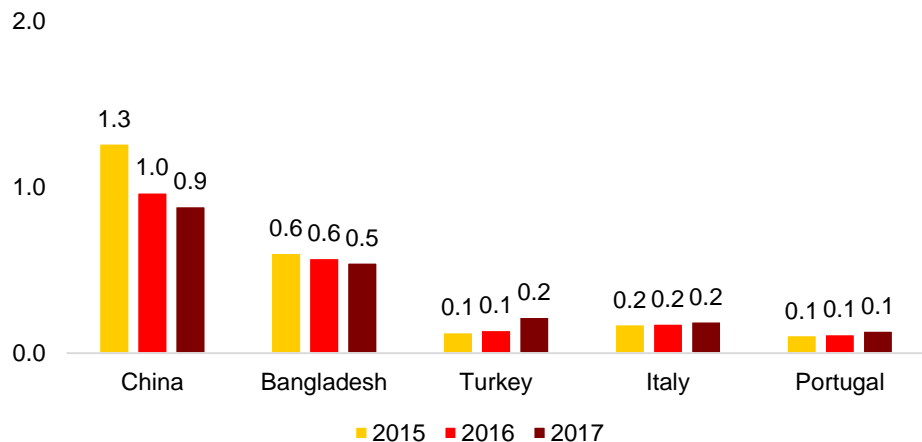
World Export of HS 52 series (Cotton) in USD billion in 2017



Export of HS 52 series (Cotton) from Pakistan in USD billion



Top Importers of HS 52 series (Cotton) from Pakistan in USD billion



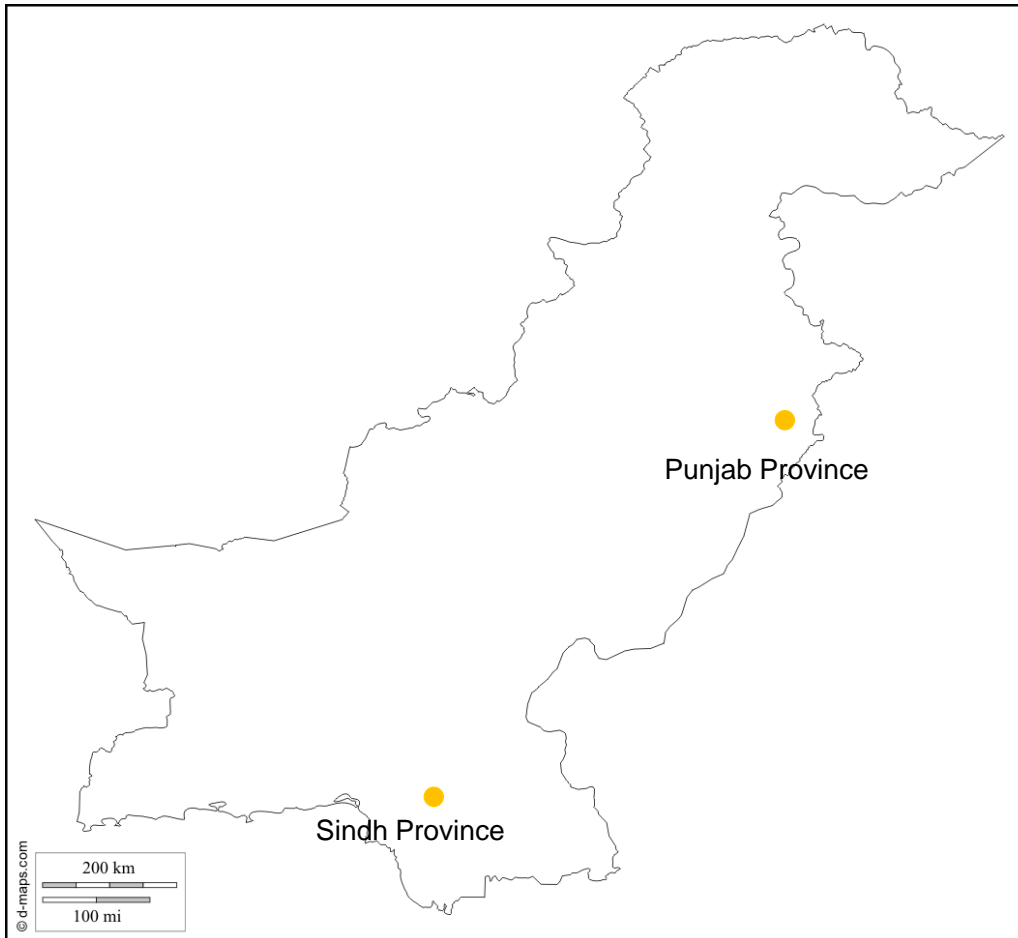
Top Exported Products in this Category

- Cotton yarn other than sewing thread, containing $\geq 85\%$ cotton by weight (excluding that put up for retail sale)
- Woven fabrics of cotton, containing $\geq 85\%$ cotton by weight and weighing $> 200 \text{ g/m}^2$
- Woven fabrics of cotton, containing $\geq 85\%$ cotton by weight and weighing $\leq 200 \text{ g/m}^2$

Source: International Trade Centre



Cotton (2/2)



● Major Cotton Production Zones in Pakistan

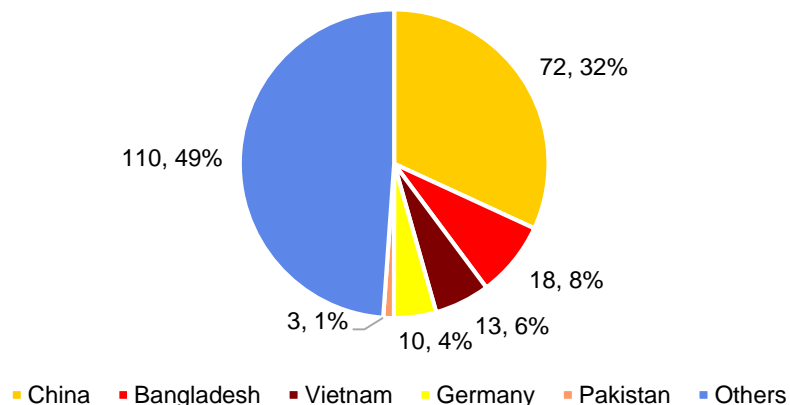
- Pakistan is the 5th largest producer and 4th largest exporter of Cotton in the world. Cotton production in Pakistan amounted to around 1.8 million metric tons in 2017/2018.
- Cotton is considered as one of the major economy driver and production of cotton supports Pakistan's largest industrial sector
- The country missed the cotton production target by a wider margin of 30% and 25% in FY16 and FY17 respectively. However, Although it grew considerably in FY18 it still missed target by 8% in FY18
- Although, over 50 million tons of cotton seeds are produced annually, only less than 1% is used to plant cotton. The rest goes as livestock feed. More farmers are looking to plant mutant variety seeds of cotton to increase yield.

Source: Pakistan Cotton Ginners Association, All Pakistan Textile Mills Association, statista.com, International Atomic Energy Agency, tns.thenews.com.pk

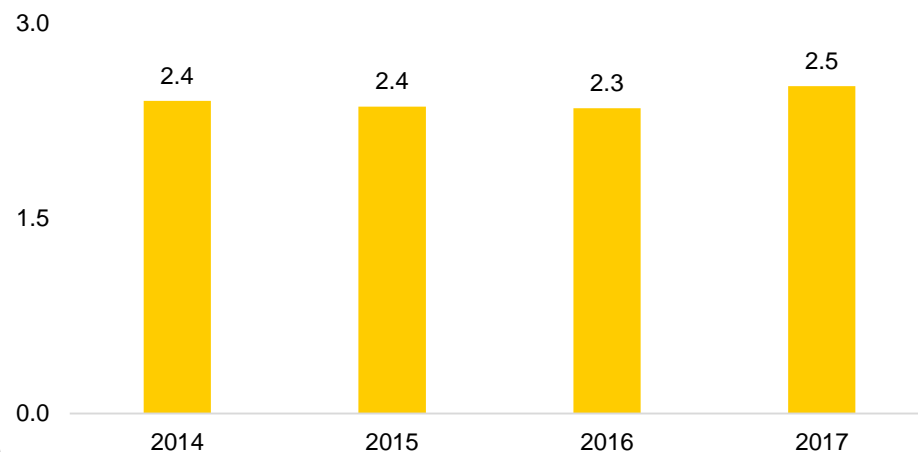


Knitted Apparel (1/2)

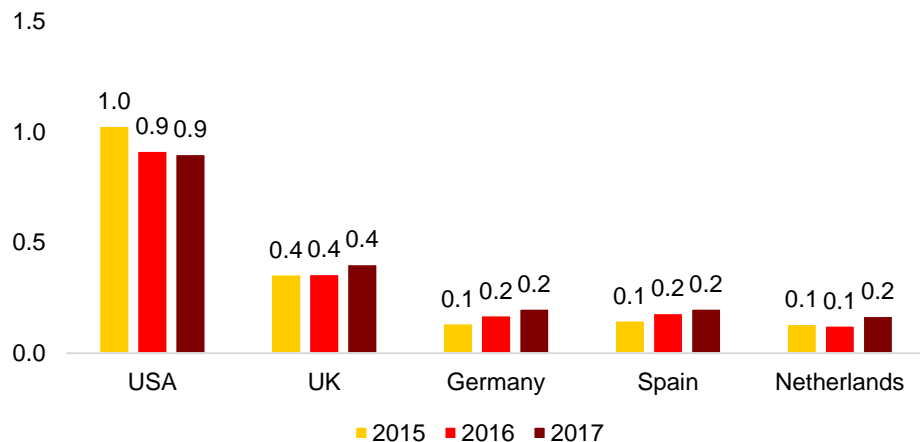
World Export of HS 61 series (Knitted Apparel) in USD billion in 2017



Export of HS 61 series (Knitted Apparel) from Pakistan in USD billion



Top Importers of HS 61 series (Knitted Apparel) from Pakistan in USD billion



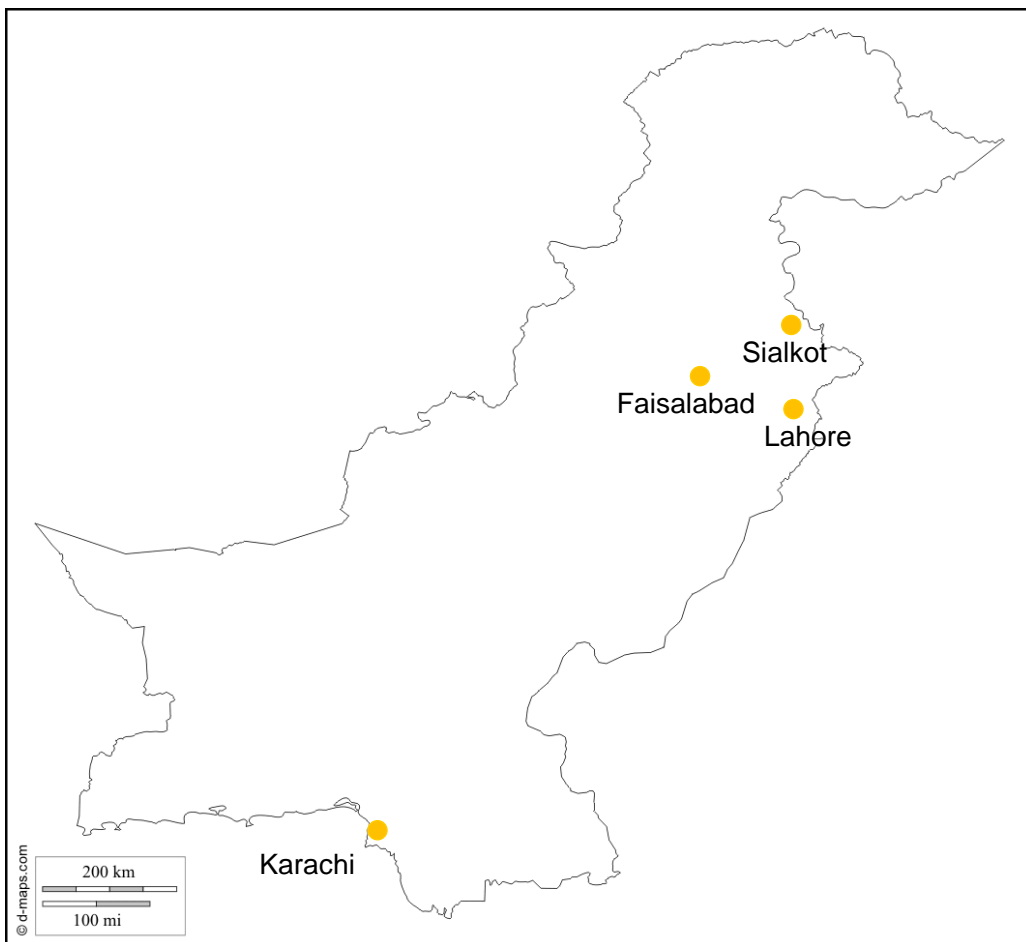
Top Exported Products in this Category

- Men's or boys' shirts, knitted or crocheted (excluding nightshirts, T-shirts, singlets and other vests)
- Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches and shorts (excluding wind-jackets and similar articles, separate waistcoats, tracksuits, ski suits and swimwear)
- Pantyhose, tights, stockings, socks and other hosiery, incl. graduated compression hosiery [e.g., stockings for varicose veins] and footwear without applied soles, knitted or crocheted (excluding for babies)

Source: International Trade Centre



Knitted Apparel (2/2)



● Major Garment Production Zones in Pakistan

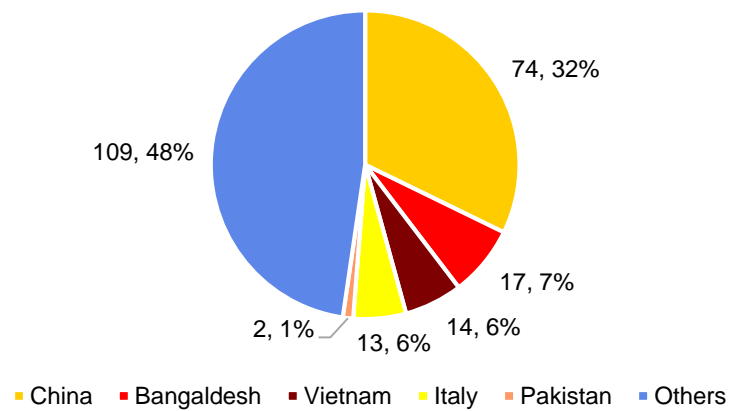
- Export growth of knitted apparel is hindered due to continued economic volatility, rising cost of doing business and foreign exchange rate constraints.
- In order to increase the growth of this sector, in August 2018, the government has announced duty drawback of taxes collected from garments, home textiles and processed fabric to manufacturing and exporting units and commercial exporters.
- Ministry is also investing in training the textile sector workers

Source: textile.gov.pk, fibre2fashion.com

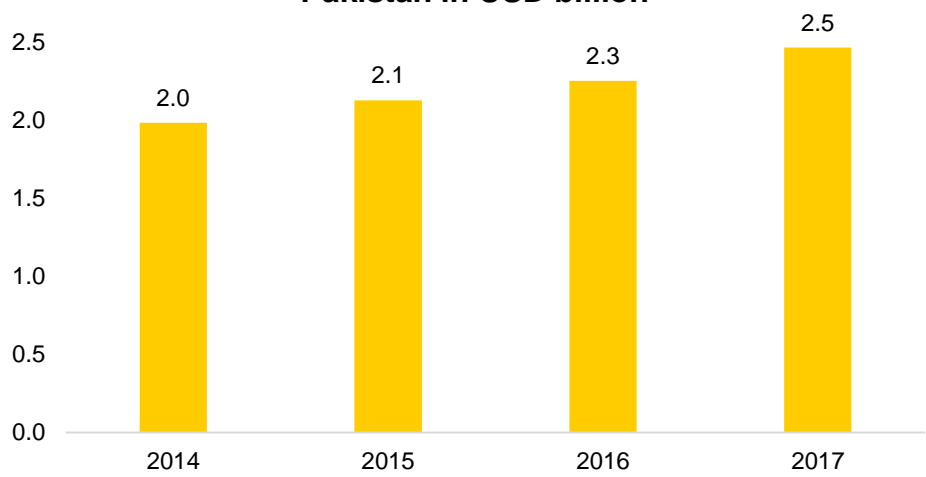


Woven Apparel (1/2)

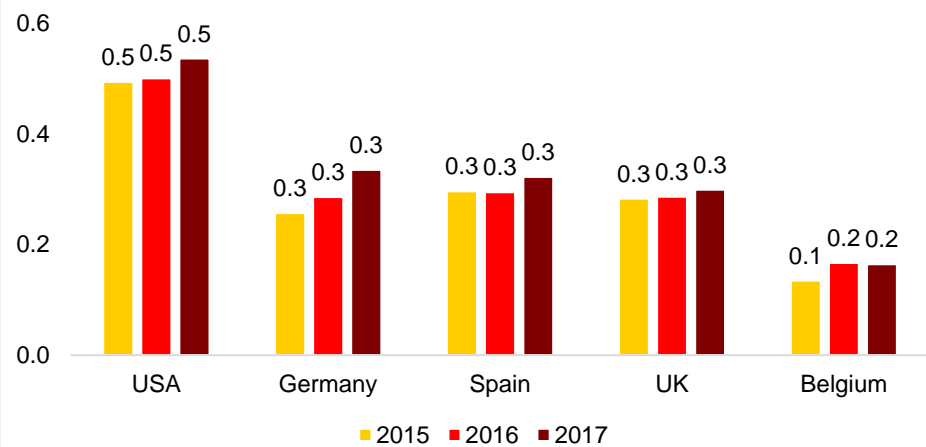
World Export of HS 62 series (Woven Apparel) in USD billion in 2017



Export of HS 62 series (Woven Apparel) from Pakistan in USD billion



Top Importers of HS 62 series (Woven Apparel) from Pakistan in USD billion



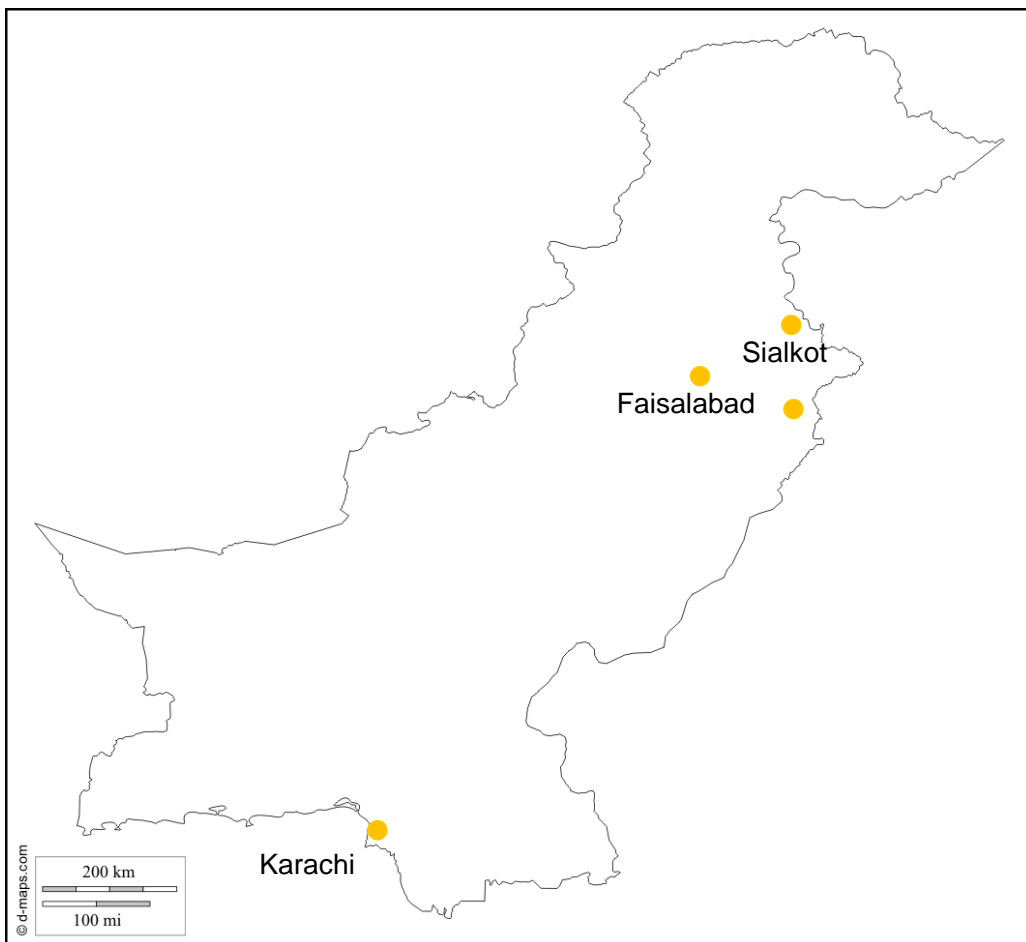
Top Exported Products in this Category

- Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches and shorts (excluding knitted or crocheted, wind-jackets and similar articles, separate waistcoats, tracksuits, ski suits and swimwear)
- Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, bib and brace overalls, breeches and shorts
- Men's or boys' singlets and other vests, underpants, briefs, nightshirts, pyjamas, bathrobes, dressing gowns and similar articles (excluding knitted or crocheted)

Source: International Trade Centre



Woven Apparel (2/2)



● Major Garment Production Zones in Pakistan

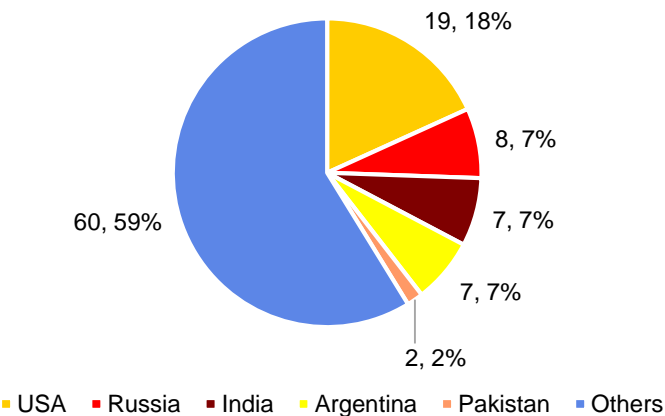
- Exports of woven apparel in Pakistan has witnessed a growth at a rate of 9% in 2016-2017
- Government has approved about USD 0.41 billion in 2018 for the development of the textile manufacturing industry and the textile industry is already witnessing an increase in exports
- Also, the textile machinery segment will continue enjoying duty-free import for the period 2017-2018

Source: apparelresources.com, profit.pakistantoday.com.pk

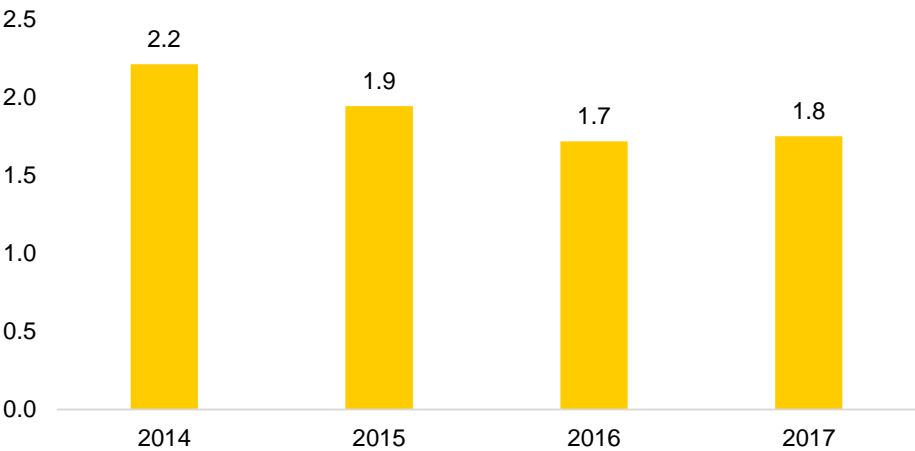


Cereals (1/2)

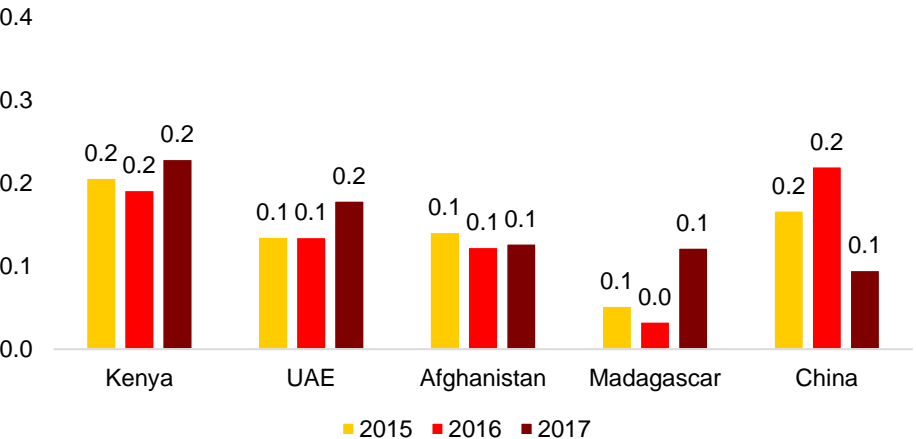
World Export of HS 10 series (Cereals) in USD billion in 2017



Export of HS 10 series (Cereals) from Pakistan in USD billion



Top Importers of HS 10 series (Cereals) from Pakistan in USD billion



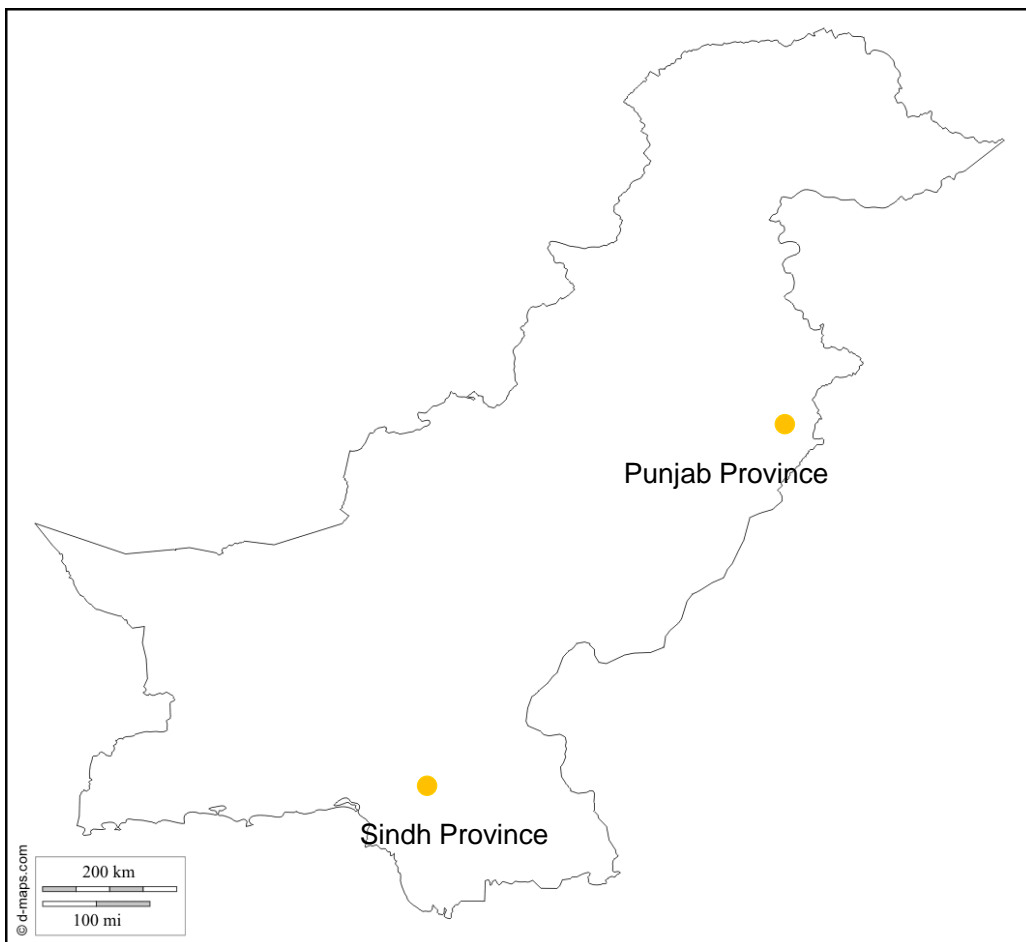
Top Exported Products in this Category

- Rice
- Maize or corn
- Wheat and meslin

Source: International Trade Centre



Cereals (2/2)



● Major Wheat Cultivation Zones in Pakistan

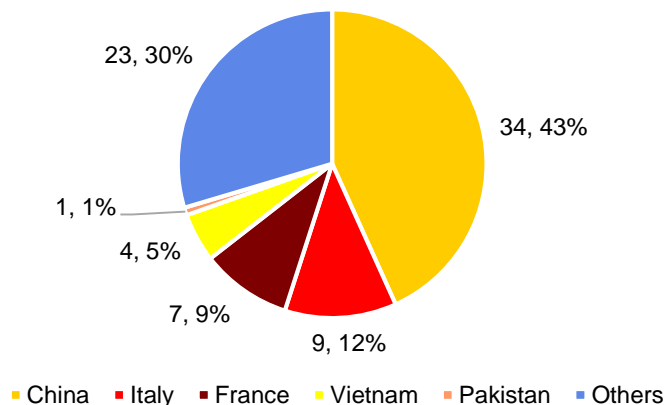
- Wheat:
 - Wheat is the major cultivated crop in Pakistan
 - Close to 40% of Pakistan's cultivated land is used for cultivating wheat during the winter season.
- Rice:
 - Rice is Pakistan's third largest crop in terms of area sown, after wheat and cotton
 - Pakistan is a leading producer and exporter of Basmati and IRRI rice (white long grain rice).

Source: Global Agricultural Information Network

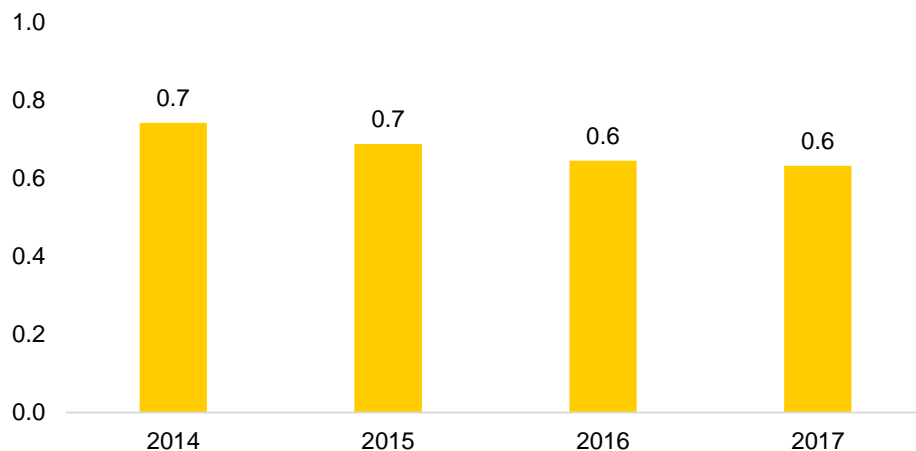


Leather Products (1/2)

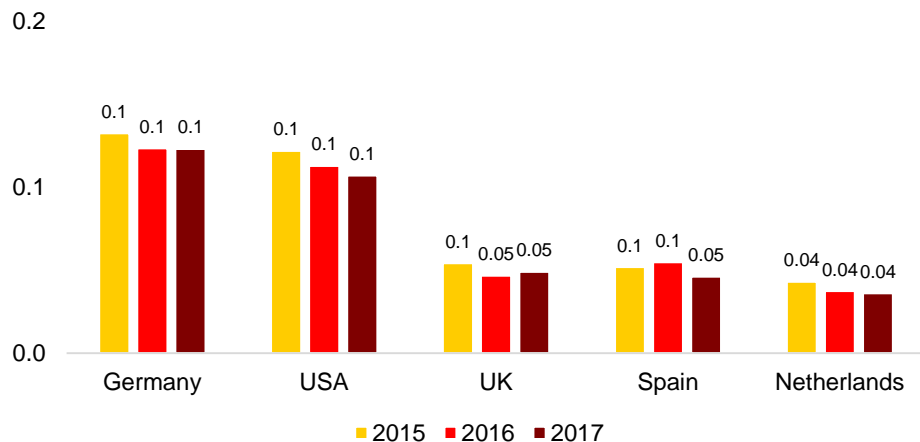
**World Export of HS 42 series (Leather Products)
in USD billion in 2017**



**Export of HS 42 series (Leather Products) from
Pakistan in USD billion**



**Top Importers of 42 series (Leather Products)
from Pakistan in USD billion**



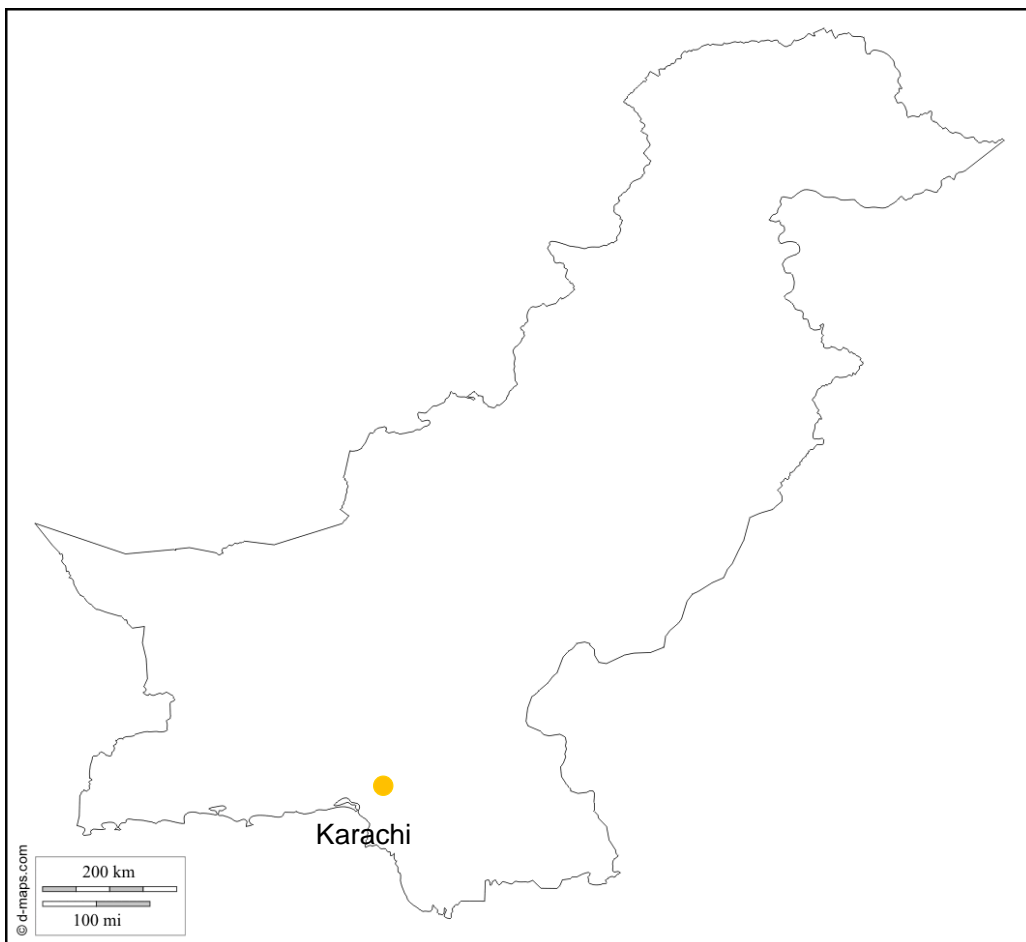
Top Exported Products in this Category

- Articles of apparel and clothing accessories, of leather or composition leather (excluding footwear and headgear and parts thereof, and goods of chapter 95, e.g. shin guards, fencing masks)
- Trunks, suitcases, vanity cases, executive-cases, briefcases, school satchels, spectacle cases, binocular cases, camera cases, musical instrument cases, gun cases, holsters and similar containers; travelling-bags, insulated food or beverage bags, toilet bags, rucksacks, handbags, shopping-bags, wallets, purses, map-cases, cigarette-cases, tobacco-pouches, tool bags, sports bags, bottle-cases, jewellery boxes, powder-boxes, cutlery cases and similar containers, of leather or of composition leather, of sheeting of plastics, of textile materials, of vulcanised fibre or of paperboard, or wholly or mainly covered with such materials or with paper

Source: International Trade Centre



Leather Products (2/2)



● Major Leather Footwear Production Zones in Pakistan

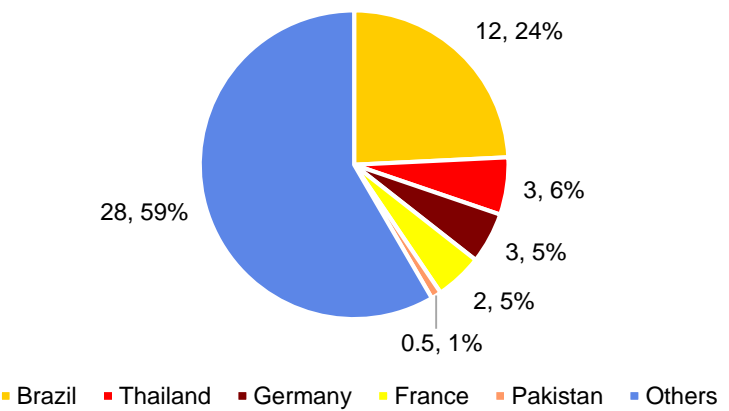
- Pakistan is one of the leading producers in the world of leather supply. The leather and leather made-ups industry plays a significant role in the economy of Pakistan and its share in GDP is 4%.
- Percentage share of leather & leather products in export performance (2016-2017)
 - Leather: 38%
 - Leather Garments: 32%
 - Leather Gloves: 20%
 - Leather Footwear: 9%
 - Other leather products: 1%
- The government removed various duties and taxes payable on the import of shoe manufacturing machines in 2018 and this is expected to increase investment in this sector
- The leather garments are manufactured on small or medium scales and all production is oriented for export which is mainly concentrated in Karachi. The industry is generally producing jackets and coats.

Source: indonesia-investments.com, businesswire.com

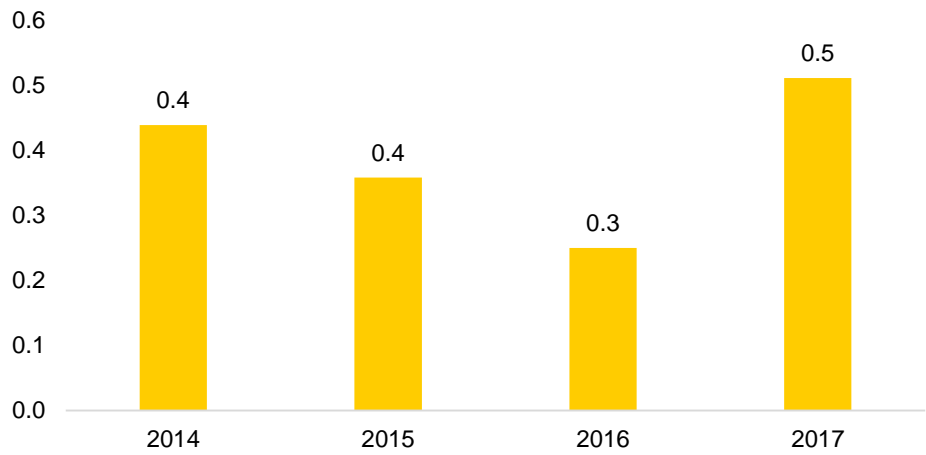


Sugars & Sugar Confectionary (1/2)

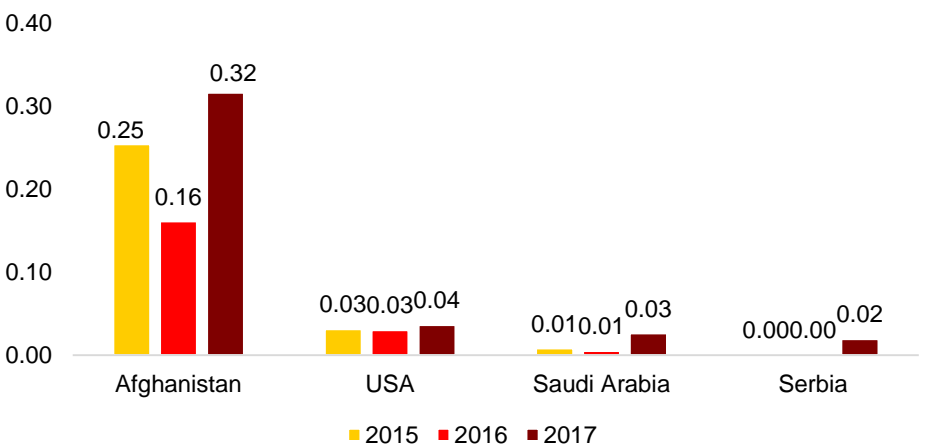
World Export of HS 17 series (Sugars & Sugar Confectionery) in USD billion in 2017



Export of HS 17 series (Sugars & Sugar Confectionery) from Pakistan in USD billion



Top Importers of HS 17 series (Sugars & Sugar Confectionery) from Pakistan in USD billion



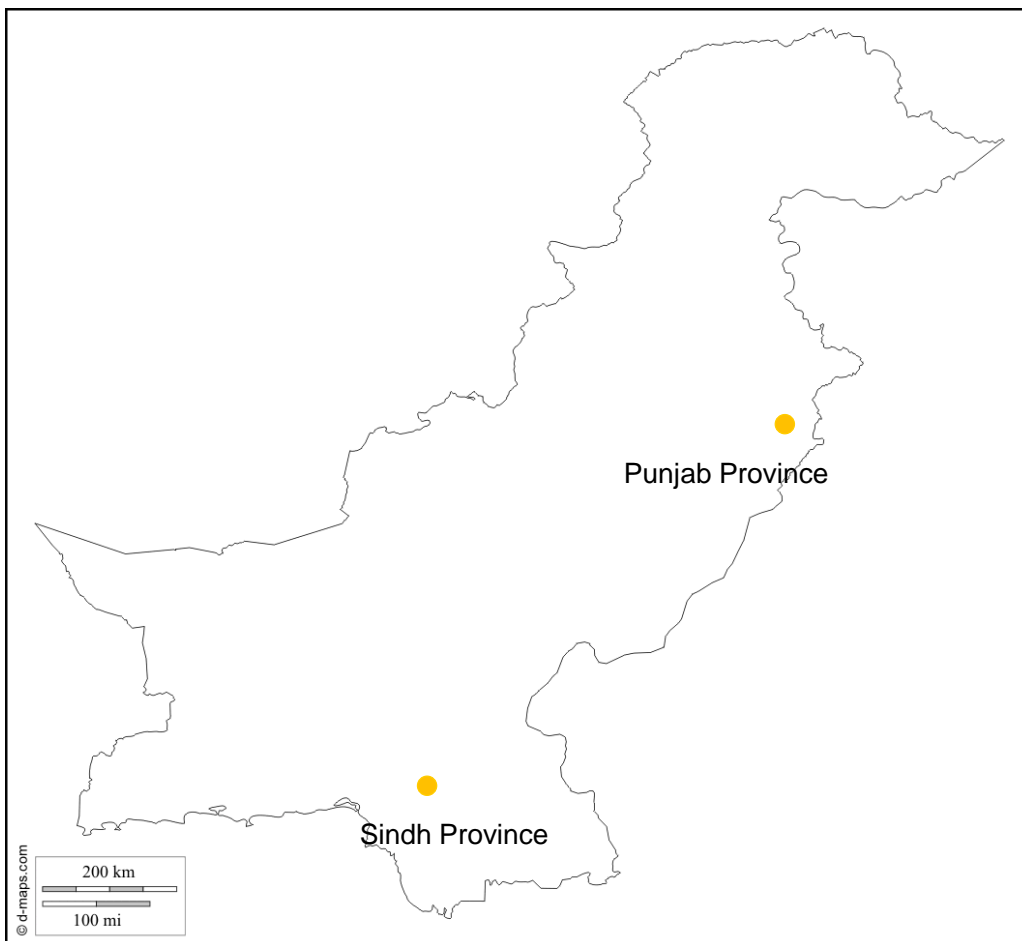
Top Exported Products in this Category

- Cane or beet sugar and chemically pure sucrose, in solid form
- Sugar confectionery not containing cocoa, incl. white chocolate
- Other sugars, incl. chemically pure lactose, maltose, glucose and fructose, in solid form; sugar syrups not containing added flavouring or colouring matter; artificial honey, whether or not mixed with natural honey; caramel

Source: International Trade Centre



Sugars & Sugar Confectionary (2/2)



● Major Sugarcane Production Zones in Pakistan

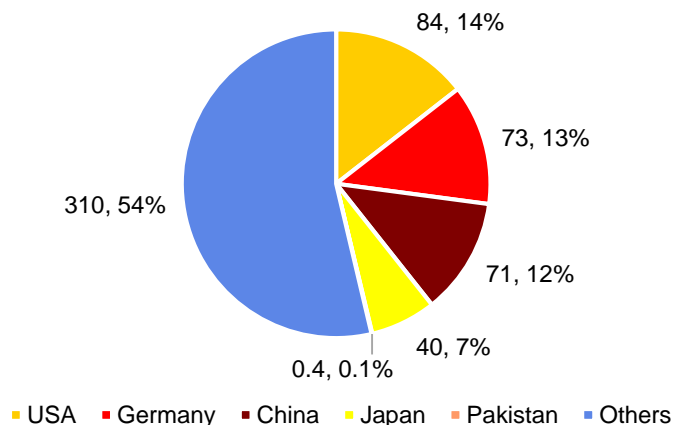
- Pakistan's sugarcane production is forecast at 72 million metric tons (MMT) in 2018-2019, which is 12% lesser from the previous 2017-2018 estimate
- Refined sugar production is forecast at 6.5 MMT in 2018-2019
- Apart from Punjab and Sindh provinces, where sugarcane is cultivated at a larger area, there is a small sugar beet industry in the higher elevations of Khyber Pakhtunkhwa
- The sugar market is insulated from imports by a tariff of 40%.

Source: Global Agricultural Information Network, nation.com.pk

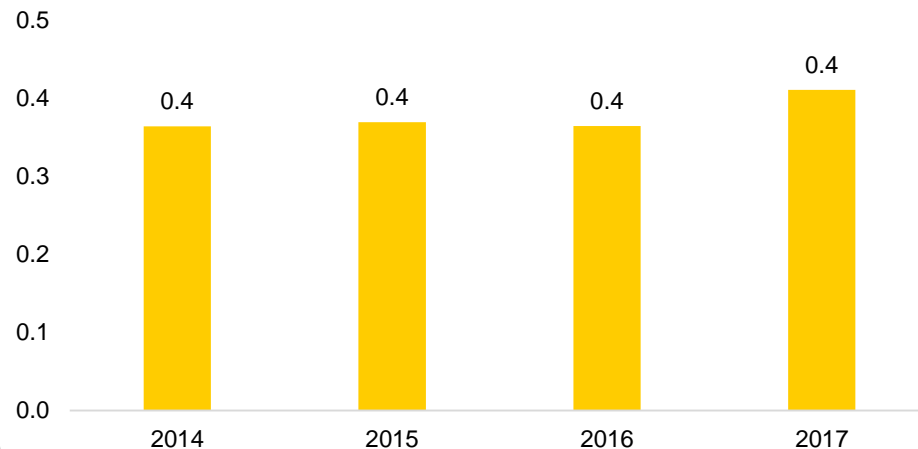


Optical Products & Accessories (1/2)

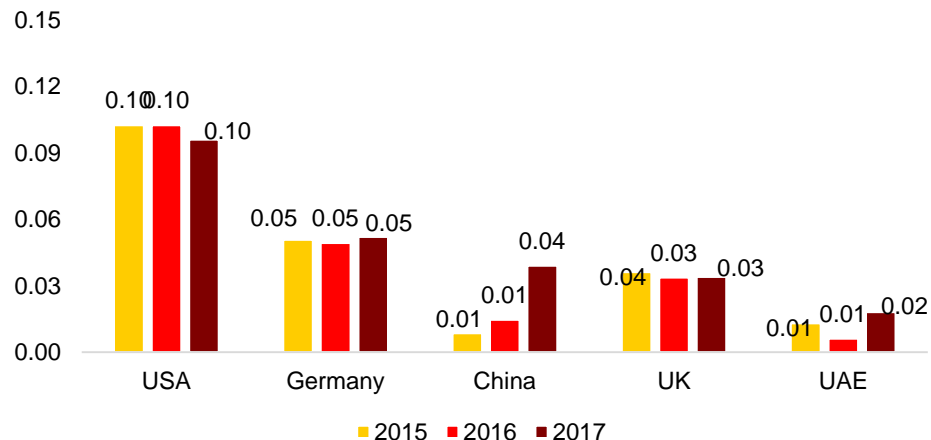
World Export of HS 90 series (Optical Products & Accessories) in USD billion in 2017



Export of HS 90 series (Optical Products & Accessories) from Pakistan in USD billion



Top Importers of HS 90 series (Optical Products & Accessories) from Pakistan in USD billion



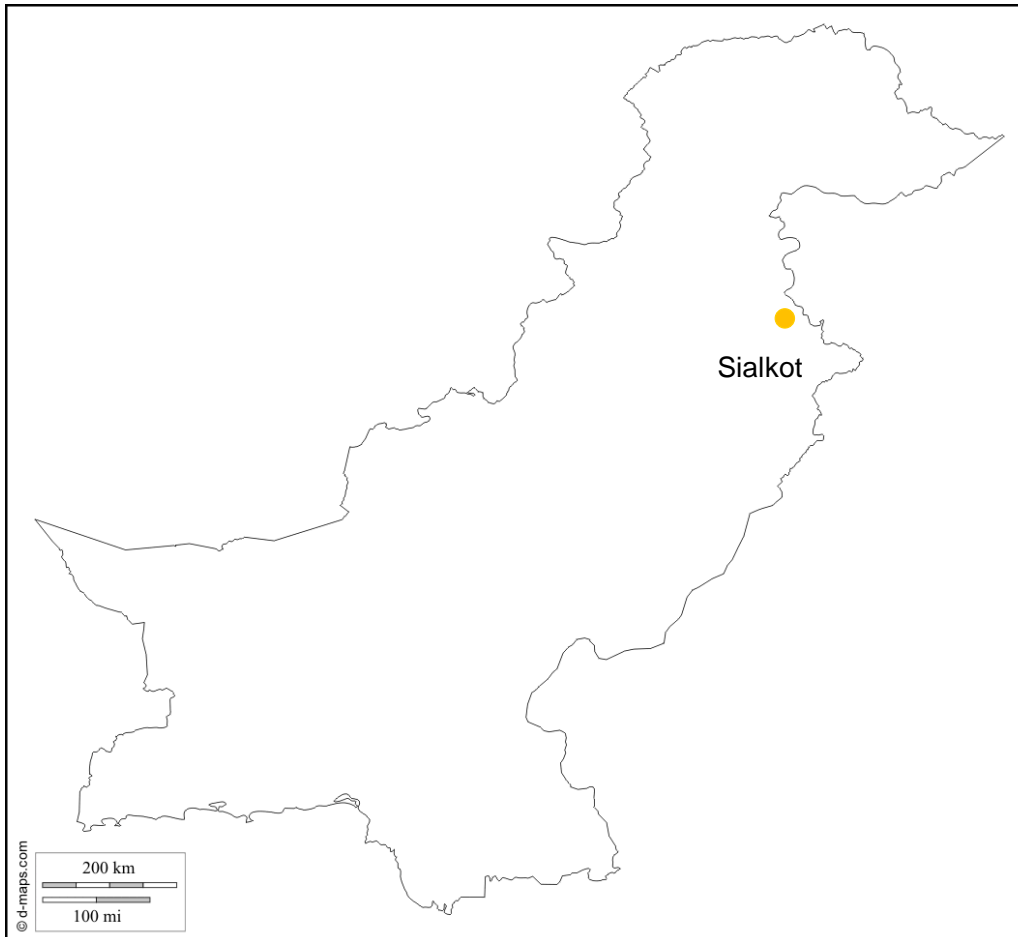
Top Exported Products in this Category

- Instruments and appliances used in medical, surgical, dental or veterinary sciences
- Surveying, incl. photogrammetrical surveying, hydrographic, oceanographic, hydrological, meteorological or geophysical instruments and appliances
- Oscilloscopes, spectrum analysers and other instruments and apparatus for measuring or checking electrical quantities

Source: International Trade Centre



Optical Products & Accessories (2/2)



● Major Medical Instrument Production Zone in Pakistan

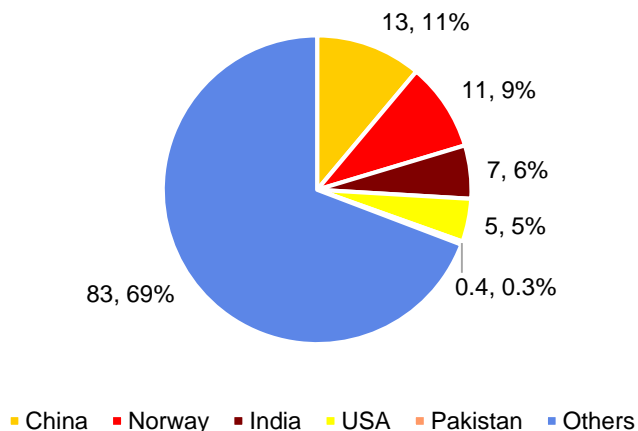
- Export of optical products & accessories contributed to about 2% of total exports from Pakistan
- Pakistan produces around 170 million pieces every year and over 95% (60% of disposable products & 40% of reusable surgical instruments) of the produced pieces are exported
- About 99% of the surgical instrument production in Pakistan is centered in Sialkot
- Child labor issues in the medical instrument industry is one of the major concerns amongst the importers of these products from Pakistan

Source: SIMAP (surgical instrument manufacturer association of Pakistan)

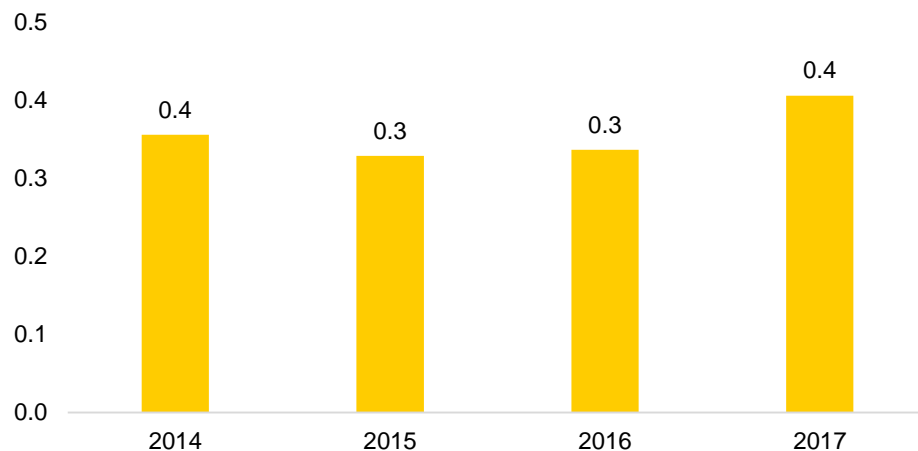


Fish (1/2)

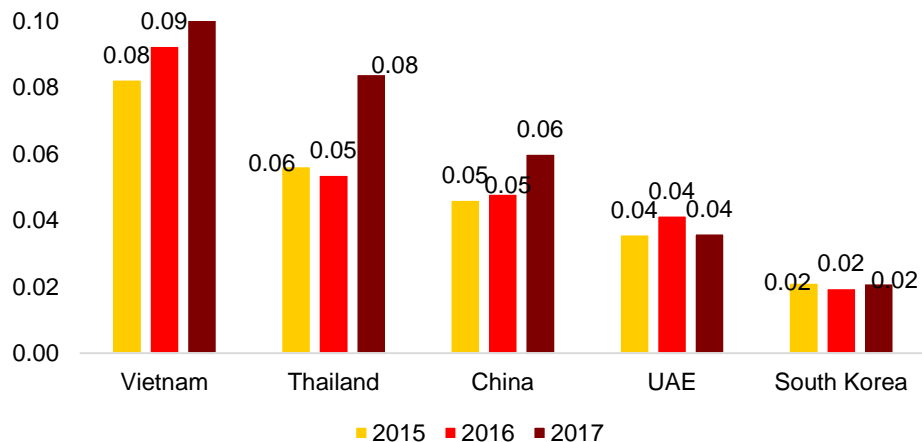
World Export of HS 03 series (Fish) in USD billion in 2017



Export of HS 03 series (Fish) from Pakistan in USD billion



Top Importers of HS 03 series (Fish) from Pakistan in USD billion



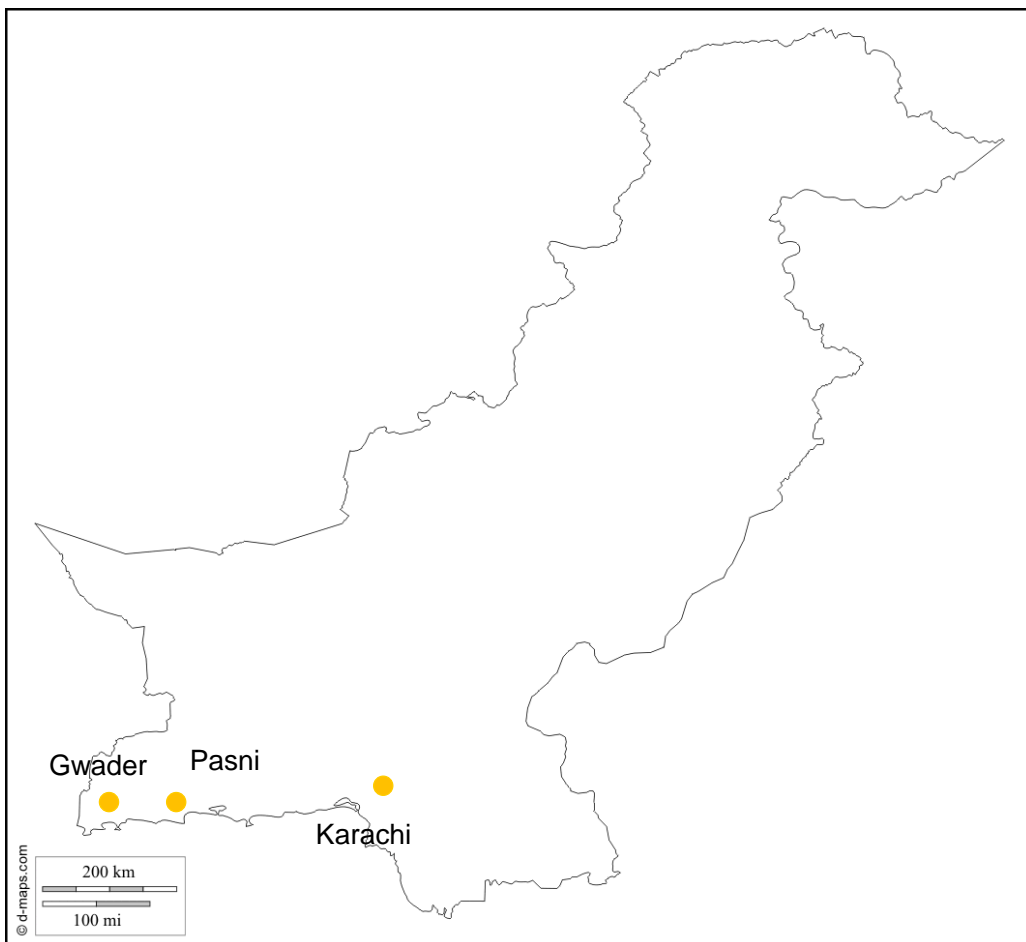
Top Exported Products in this Category

- Frozen fish (excluding fish fillets and other fish meat)
- Crustaceans, whether in shell or not, live, fresh, chilled, frozen, dried, salted or in brine, even smoked, incl. crustaceans in shell cooked by steaming or by boiling in water; flours, meals and pellets of crustaceans, fit for human consumption
- Fish fillets and other fish meat, whether or not minced, fresh, chilled or frozen

Source: International Trade Centre



Fish (2/2)



● Major Fish Production Zones in Pakistan

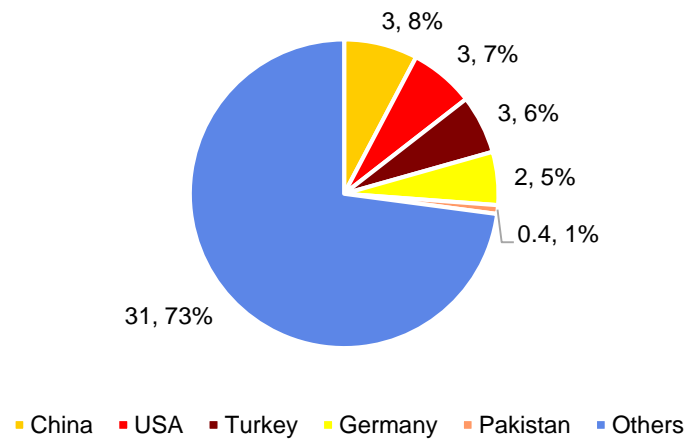
- Pakistan's coastal line can be divided into two portions, being Makran Coast and Sindh Cost
- Marine subsector alone is estimated at 1 million tones/year
- Commercially important resources include near 250 demersal fish species, 50 small pelagic fish species, 15 medium-sized pelagic species and 20 large pelagic fish species. In addition, there are also 15 commercial species of shrimp, 12 of cephalopods and 5 of lobster.

Source: karim-impex.com

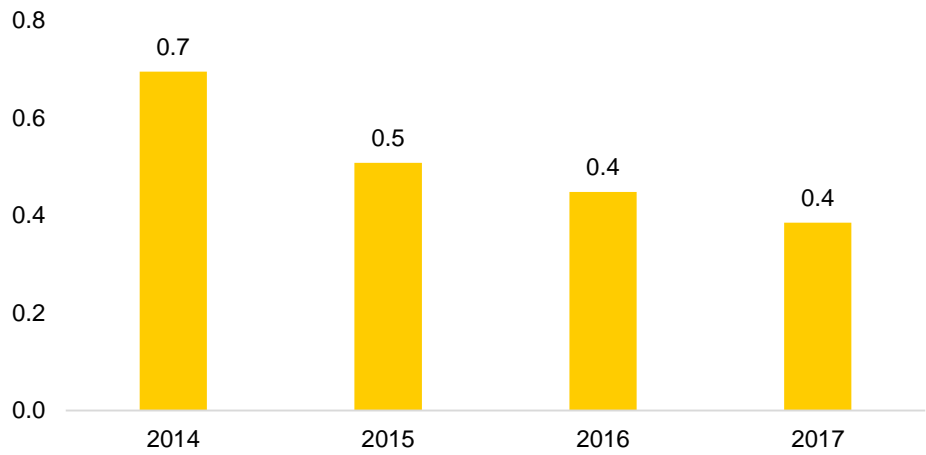


Salt, Lime & Cement (1/2)

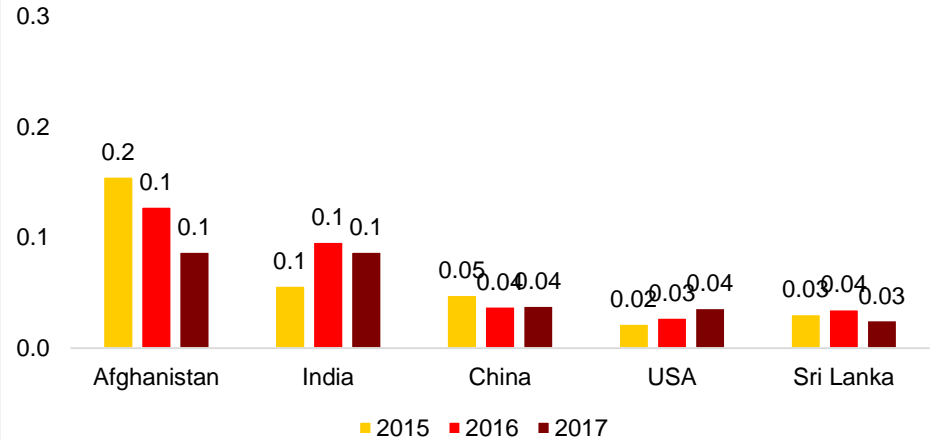
World Export of HS 25 series (Salt, Lime & Cement) in USD billion in 2017



Export of HS 25 series (Salt, Lime & Cement) from Pakistan in USD billion



Top Importers of HS 25 series (Salt, Lime & Cement) from Pakistan in USD billion



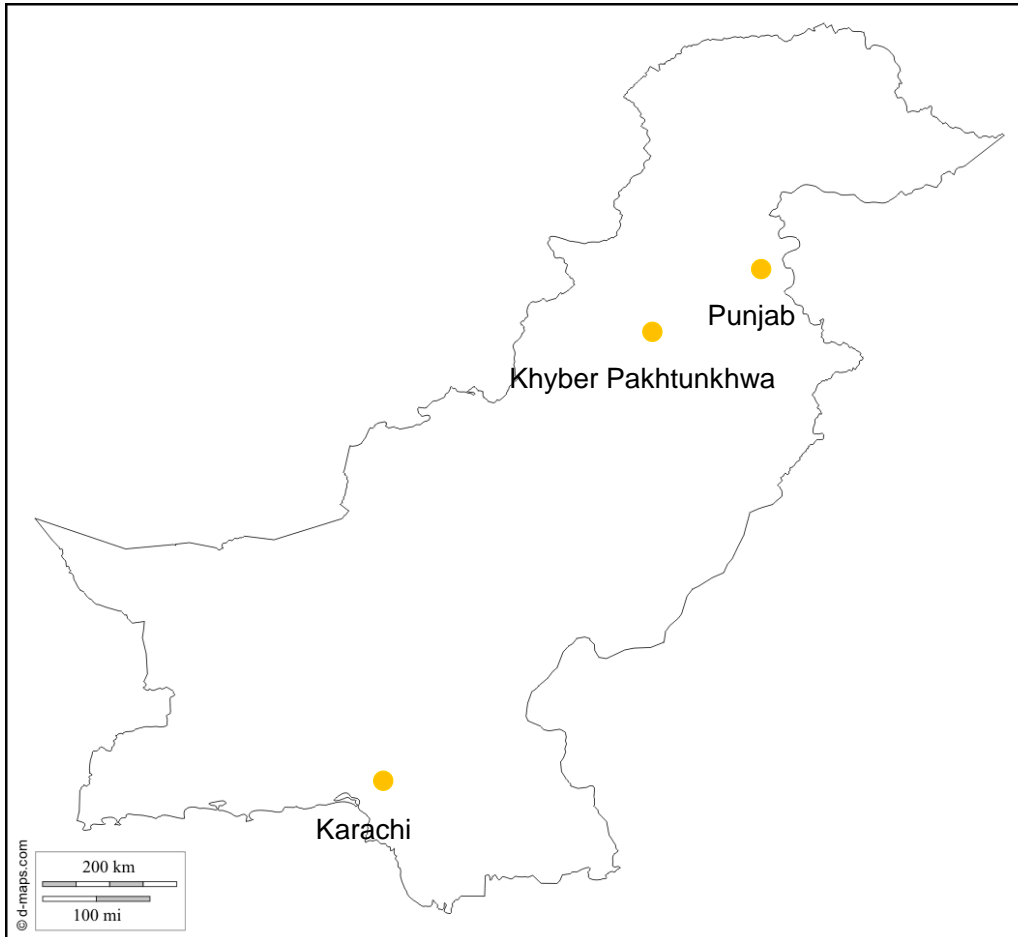
Top Exported Products in this Category

- Cement, incl. cement clinkers, whether or not coloured
- Natural steatite, whether or not roughly trimmed or merely cut, by sawing or otherwise, into blocks or slabs of a square or rectangular shape; talc
- Salts, incl. table salt and denatured salt, and pure sodium chloride, whether or not in aqueous solution or containing added anti-caking or free-flowing agents; sea water

Source: International Trade Centre



Salt, Lime & Cement (2/2)



● Major Cement Production Zones in Pakistan

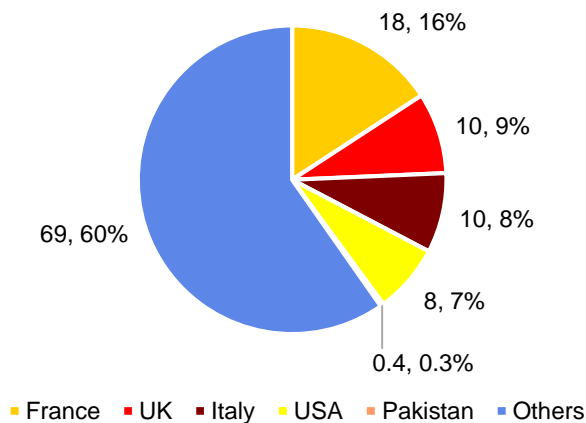
- Pakistan's cement industry is currently running at 95% capacity that has encouraged the domestic cement manufacturers to spend an estimated \$2.25 billion on new production capacity
- Pakistan's cement consumption grew 16.53% between July-August 2017.
- Domestic cement demand is expected to increase by 8-8.5% per annum mainly due to hydropower plants currently under construction or planned as part of the Public Sector Development Programme (PSDP) and China Pakistan Economic Corridor (CPEC) investments.

Source: cemnet.com, globalcement.com, profit.pakistantoday.com.pk, apcma.com

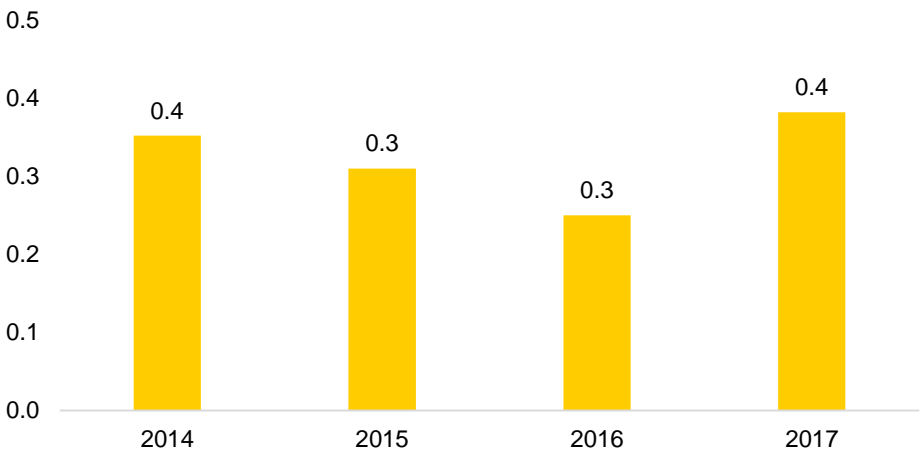


Beverages, Spirits & Vinegar (1/2)

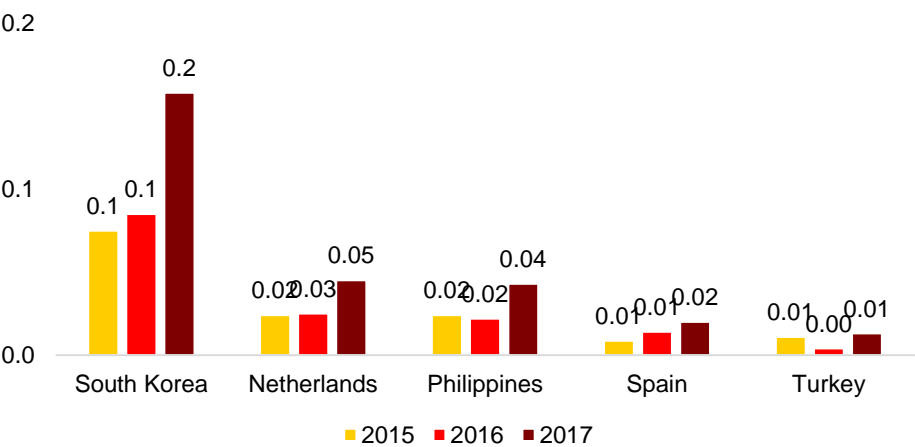
World Export of HS 22 series (Beverages, Spirits & Vinegar) in USD billion in 2017



Export of HS 22 series (Beverages, Spirits & Vinegar) from Pakistan in USD billion



Top Importers of HS 22 series (Beverages, Spirits & Vinegar) from Pakistan in USD billion

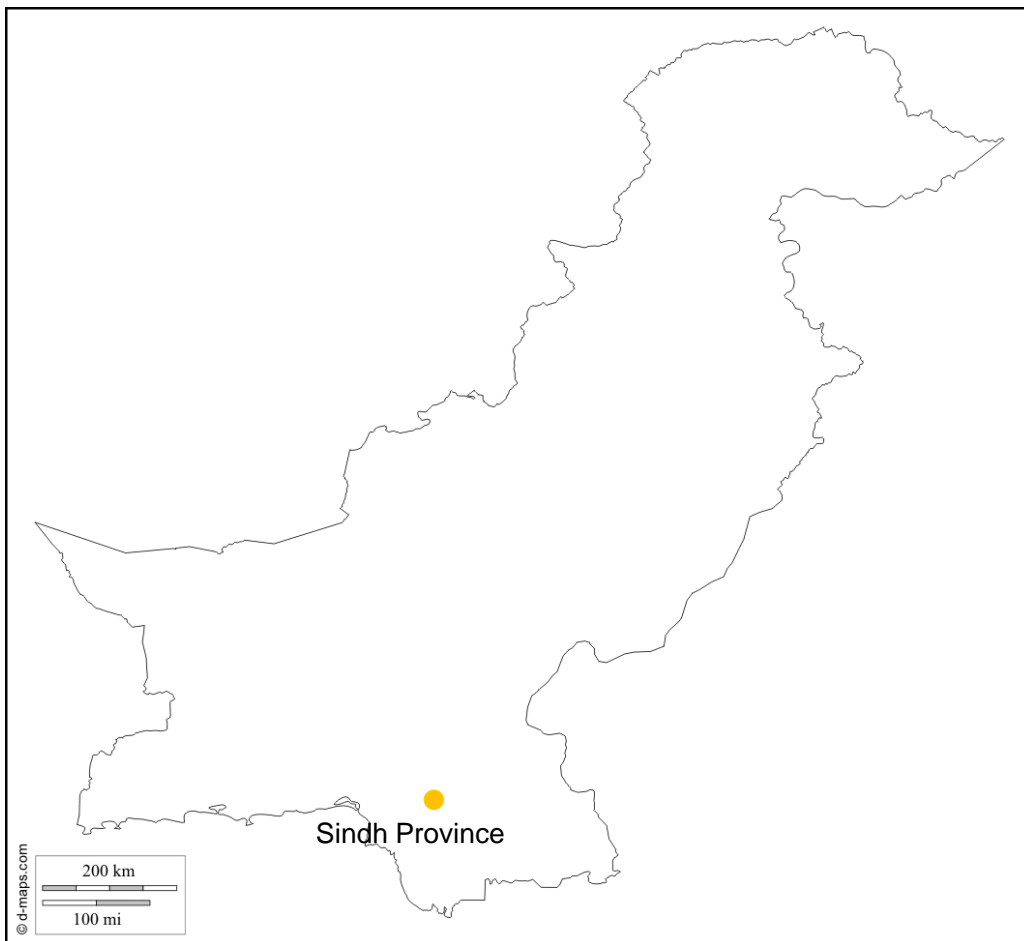


Top Exported Products in this Category

- Undenatured ethyl alcohol of an alcoholic strength of $\geq 80\%$
- Waters, incl. mineral waters and aerated waters, containing added sugar or other sweetening matter or flavoured, and other non-alcoholic beverages
- Waters, incl. natural or artificial mineral waters and aerated waters, not containing added sugar, other sweetening matter or flavoured; ice and snow

Source: International Trade Centre

Beverages, Spirits & Vinegar (2/2)



● Major Alcohol Consumption Zones in Pakistan

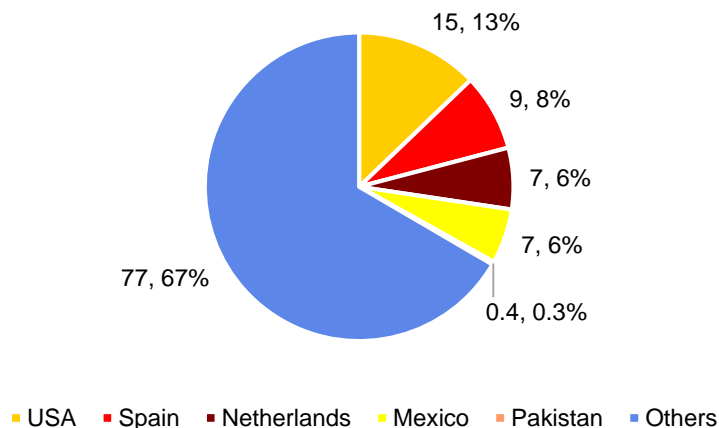
- Consumption of alcohol is forbidden to about 97% of the population in Pakistan per Islamic traditions. Only locally manufactured alcoholic drinks are permissible to consume for the others
- Murree Brewery Co Ltd is the market leader in Pakistan, producing about 10 million liters of beer each year. Annual growth rate of the company lies between 15 and 20%.
- The distribution of alcoholic drinks remains limited to food/drink/tobacco specialists and 5-star hotels in all provinces. In Sindh the distribution networks are significantly stronger due to the large number of wine shops.

Source: euromonitor.com, todayonline.com, trtapakistan.org

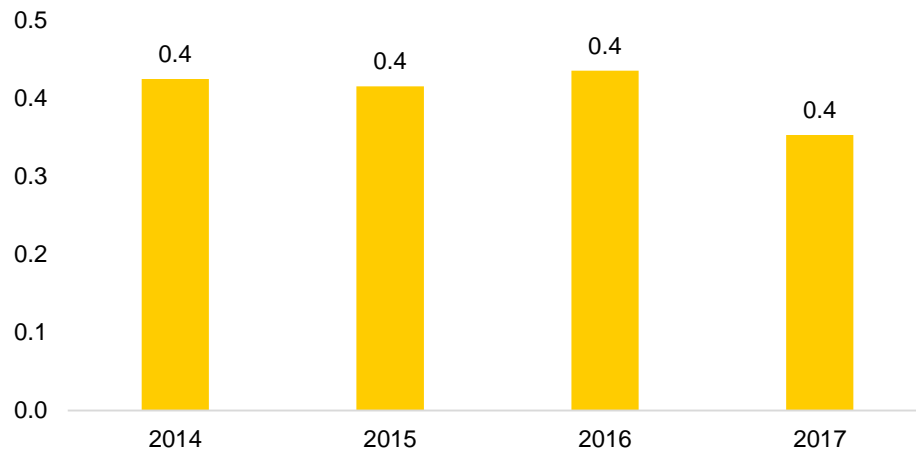


Fruits & Nuts (1/2)

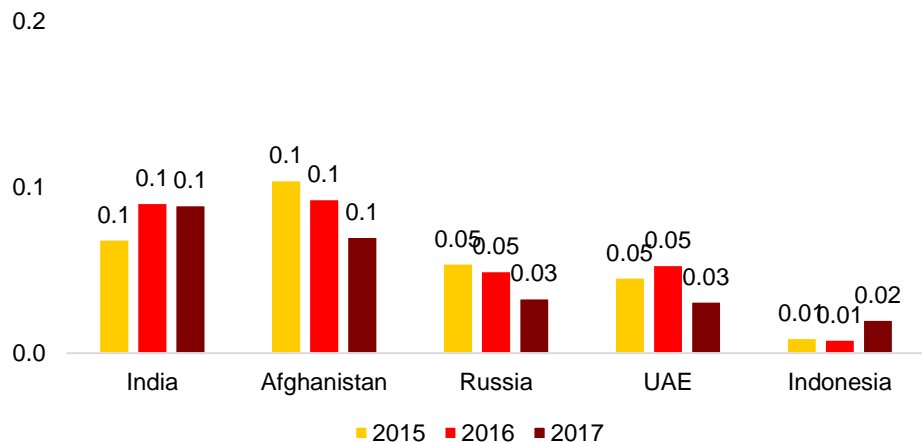
World Export of HS 08 series (Fruits & Nuts) in USD billion in 2017



Export of HS 08 series (Fruits & Nuts) from Pakistan in USD billion



Top Importers of HS 08 series (Fruits & Nuts) from Pakistan in USD billion



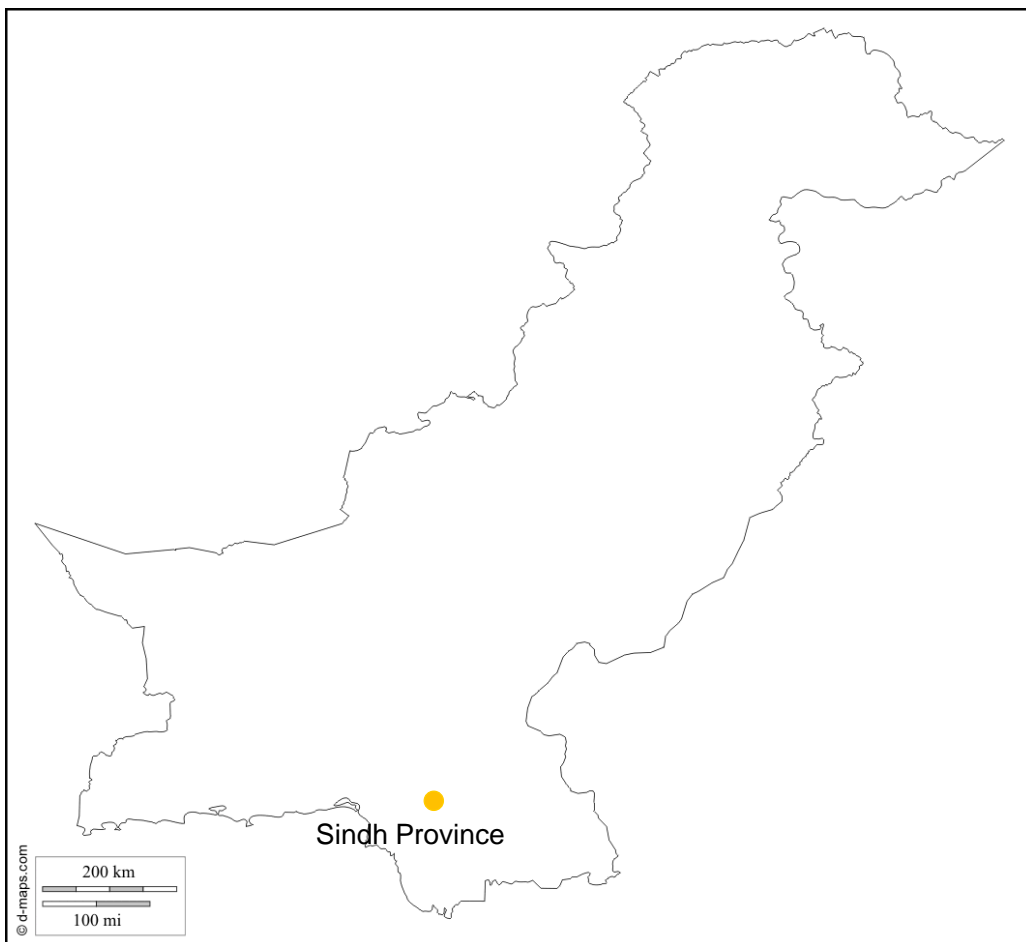
Top Exported Products in this Category

- Dates, figs, pineapples, avocados, guavas, mangoes and mangosteens, fresh or dried
- Citrus fruit, fresh or dried
- Dried apricots, prunes, apples, peaches, pears, papaws "papayas", tamarinds and other edible fruits, and mixtures of edible and dried fruits or of edible nuts

Source: International Trade Centre



Fruits & Nuts (2/2)



● Major Dates Production Zones in Pakistan

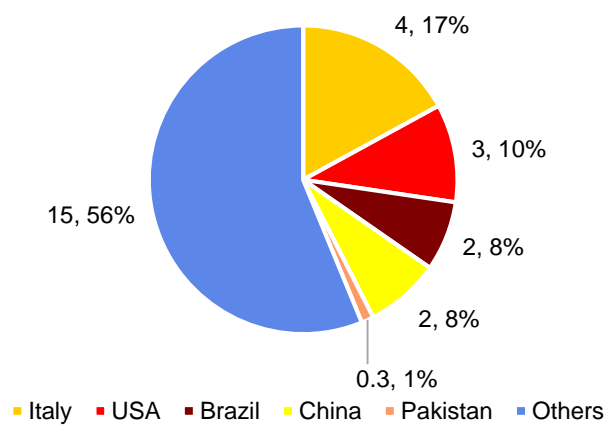
- Pakistan produces about 650,000 tons of dates per year.
- Fresh or dried dates is the top most exported product in this category. Pakistan's exports represent 7.7% of world exports for this product, its ranking in world exports is 5.
- Sindh province alone produces more than 50% of the total dates produced in Pakistan
- Pakistan imposed a ban on domestic consumption betel nuts in 2018 considering its harmful effects on the health of consumers

Source: salaamgateway.com, pakobserver.net

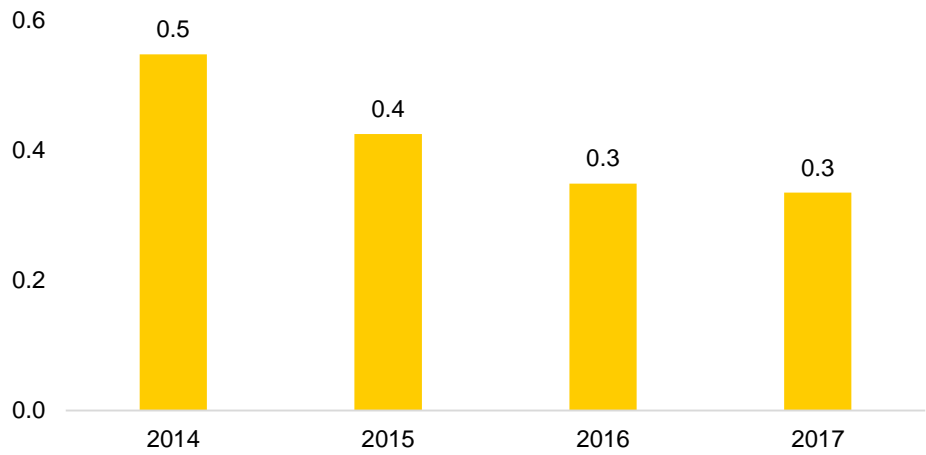


Raw hides, Skins & Leather (1/2)

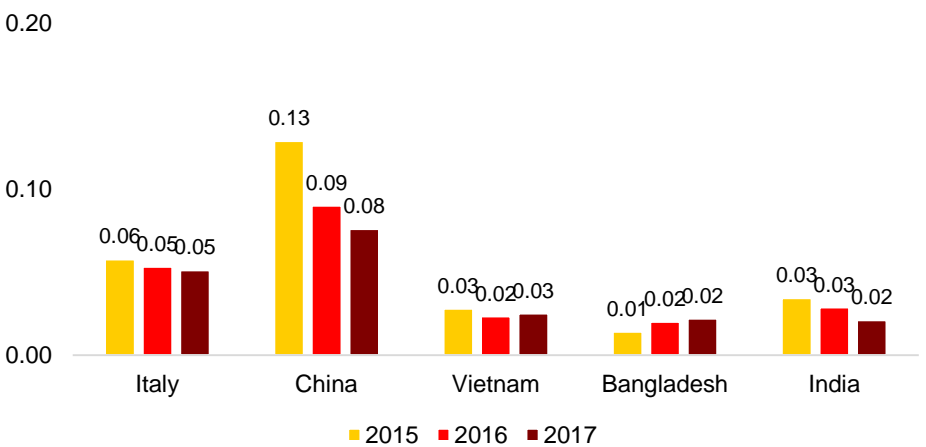
World Export of HS 41 series (Raw hides, Skins & Leather) in USD billion in 2017



Export of HS 41 series (Raw hides, Skins & Leather) from Pakistan in USD billion



Top Importers of HS 41 series (Raw hides, Skins & Leather) from Pakistan in USD billion

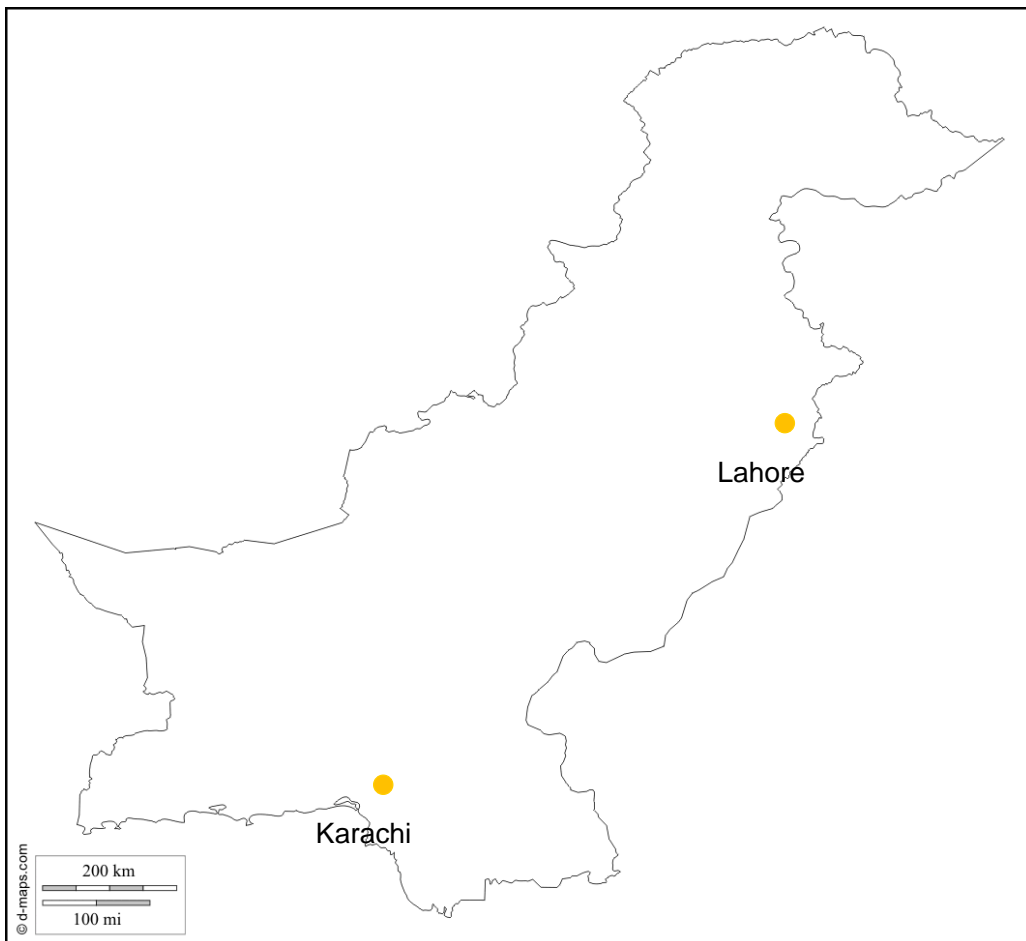


Top Exported Products in this Category

- Leather further prepared after tanning or crusting "incl. parchment-dressed leather", of bovine "incl. buffalo" or equine animals, without hair on, whether or not split
- Leather further prepared after tanning or crusting "incl. parchment-dressed leather", of goats, pigs, reptiles and other animals, without wool or hair on, and leather of hairless animals, whether or not split
- Leather further prepared after tanning or crusting "incl. parchment-dressed leather", of sheep or lambs, without wool on, whether or not split

Source: International Trade Centre

Raw hides, Skins & Leather (2/2)



● Major Leather Processing Zones in Pakistan

- Leather and Leather merchandises are the most significant and the 3rd most dynamic industrial sector in Pakistan
- Leather industry of Pakistan comprises about 800 small, medium, and large industrial units and tanneries
- According to Pakistan Tanners Association (PTA), leather industry contributes 2.6 percent to GDP, 5 percent to country's total exports
- Pakistan is drastically losing its exports share in the traditional leather markets mainly due to an increase in cost of production, failure of domestic industries to comply with environmental standards and a decline in supply of leather as a raw material
- It is imperative for Pakistan to resolve the growth constraints on the leather sector. Access to technology and sector specific equipment is important for the expansion of the leather sector. Moreover investment in manufacturing and value addition are required.

Source: pakobserver.net



TRADE AGREEMENTS



Pakistan – Trade Agreements

Pakistan has 10 Regional Trade Agreements in effect

Agreements	Free Trade Agreements
Asia	<ul style="list-style-type: none">▪ Pakistan – China▪ Pakistan – Malaysia▪ Pakistan - Sri Lanka▪ South Asian Free Trade Agreement (SAFTA)▪ South Asian Free Trade Agreement (SAFTA) - Accession of Afghanistan▪ South Asian Preferential Trade Arrangement (SAPTA)
Africa	<ul style="list-style-type: none">▪ Mauritius - Pakistan
Other Trade Agreements	
Other Agreements	<ul style="list-style-type: none">▪ Economic Cooperation Organization (ECO)▪ Protocol on Trade Negotiations (PTN)▪ Global System of Trade Preferences among Developing Countries (GSTP)

Source: World Trade Organization