

**Government of Pakistan  
Trade Promotion Organization**

# VISION AND MISSION



## **TDAP (VISION AND MISSION)**

The Trade Development Authority of Pakistan (TDAP) will develop and promote export holistically, through focus, synergy, and with collective wisdom and counsel of its stakeholders. In addition to aggressive, innovative, and proactive marketing and promotional efforts, it will achieve the objective of rapid export growth through interaction and coordination with respective public and private-sector stakeholders, and enhancing value of products and services by broadening the export base of our products; enhancing capability and capacity of the supply base of goods and services; by fostering supportive export culture and facilitation; and by encouraging export oriented foreign investment and joint ventures. TDAP will also help improve market access through advising the Government on matters of trade diplomacy and promoting the "business" image of Pakistan in the key export markets for Pakistani products and services, the world over.

TDAP's mission is to achieve a quantum-leap in Pak export. To fulfill such a mission, TDAP shall employ the right skills and competencies, professional management techniques, advanced international marketing strategy backed by competent market research and trade analysis, supported by use of latest technology.

TDAP will engender a high level of motivation amongst its staff as they see themselves embark on upwardly mobile career paths within a TPO environment. It will persuade them to significantly enhance their capabilities and skills, and thus assure their personal growth along well-defined career paths. TDAP would thus strive to achieve a role model status for a TPO in the Developing Countries.

# FRUITS AND VEGETABLES



## FRUITS

Of the many fruits produced in Pakistan, oranges and mangoes are rated highly in terms of export demand. There are several kinds of oranges produced in large quantities every year, such as Kinno, Mosambi and Malta. Fresh orange juices are a favourite summer drink in the country. Citrus fruits like oranges also provides the basis for flourishing preserves and processing industry, which produces jams, marmalades, squashes and juices 2014-15 Export value of Citrus fruits from Pakistan, was US\$ 172 million to more than 40 countries all over the world.

Mangoes are another favorite in the fruits markets of the world its Export value in 2014-15 was 46 million Mangoes are unique as their by-products includes jams, juices and squashes and pickles.

In addition to oranges and mangoes, there are several other fruits which are exported in large quantities every year. These include apples, guavas, papayas, pears, peaches, plums apricots, berries, grapes, figs, melons, pomegranates and cherries. Some of these such as apples, have widespread demand in the fruit markets of the world, whereas others cater to specialized demand total export of value of these fruits in 2014-15 was over US\$ 160 million.

## VEGETABLES

Pakistan covers a wide canvas of varieties like leguminous, alliaceous, fibrous, roots and tubers which are grown in the country, catering to the demands of food cultures all over the world and also in Pakistan.

The vegetables grown in Pakistan, which are most frequently used in kitchens across the world include; potatoes, tomatoes, onions, peas, beans, cauliflower, cabbage gourd, pumpkin, turnip brinjal (also known as eggplant), spinach, okra (also known as lady fingers) and mushrooms. In addition to these varieties, some are used in cooking, mainly as seasoning, which include: lemon, green chillies, ginger and garlic vegetables exports grew by 11% and reach to US \$ 232 million 14% of this export was of Potato.

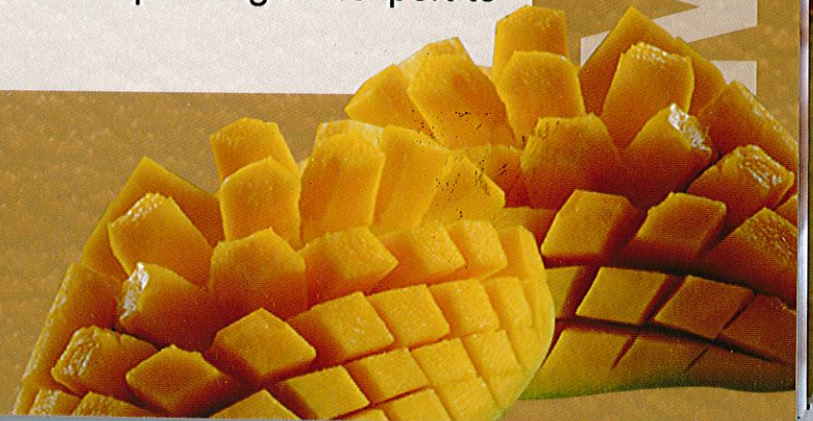
# MANGO



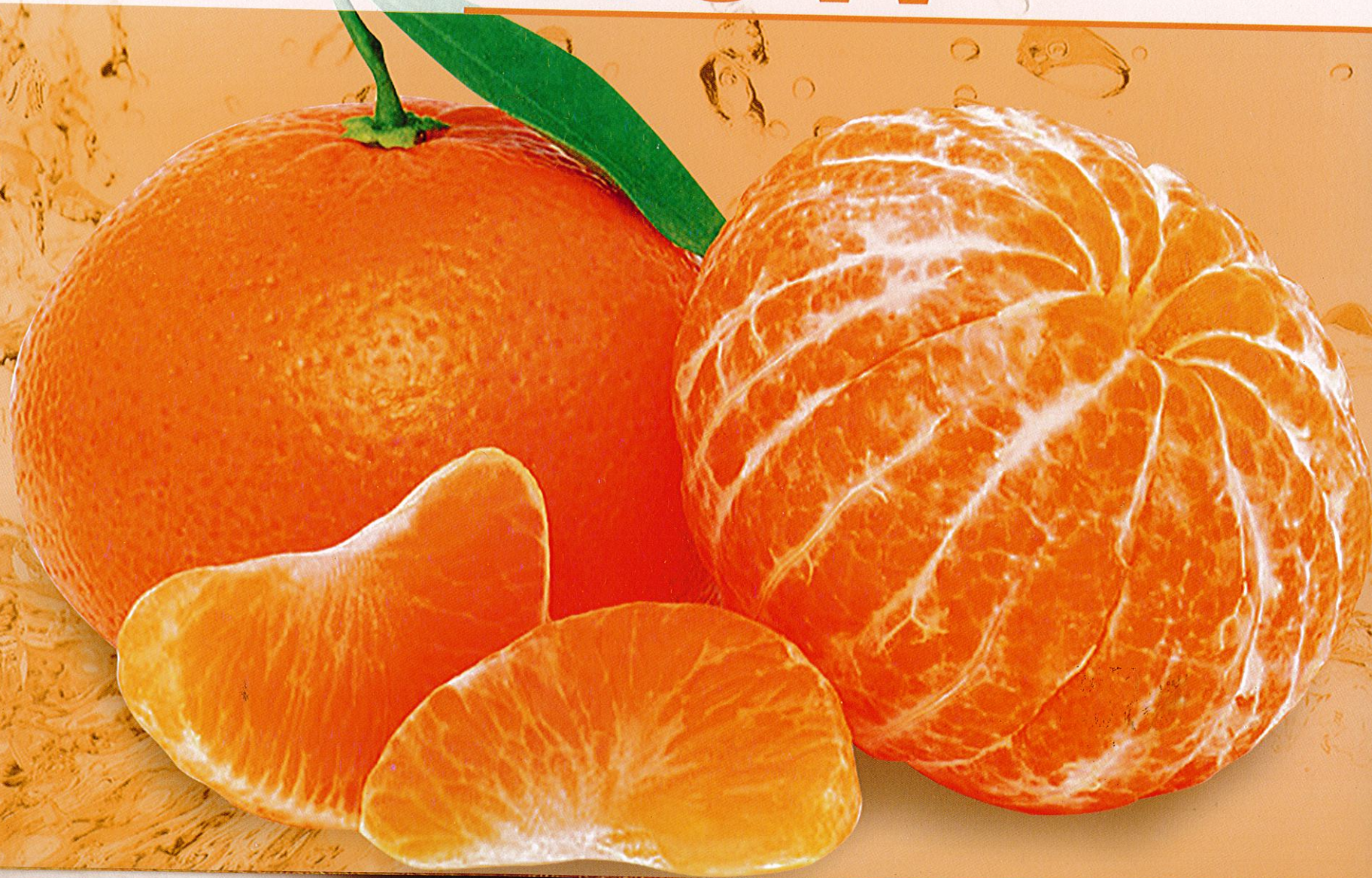
## MANGO

Pakistan is an agricultural country and production of fruit is an important part of this sector. Mango is the king of fruits and one of the most important fruit crop in the world as well as in Pakistan. The mango is the national fruit of Pakistan, India and Philippines. Among 1595 varieties of mangoes, only few (25 to 30) are being grown on commercial scale in Pakistan. Pakistani mango is clean, free of blemishes and uniform in size. They are 2 to 10 inches long and kidney shape, ovate or rarely round. The range in size from 8 ounces to around 24 ounces. More than half of the mango area (104.9 thousand hectares) lies in Punjab (Province) followed by Sindh (Province) (50.0 thousand hectares) with minor acreage in Baluchistan (1.4 thousand hectares) and KPK (0.3 thousand hectares). The average production of mangoes in Pakistan is 1.6-1.8 million tons. From the total production, the total export is around 100,000 to 120,000 tons per year. Mango export has also found its way to the UK and other European markets. It is believed that the demand would rise to as high as 50 percent given the right impetus and expanding the export to Germany, Japan, China and Hong Kong.

MANGO



# KINNOW





## **KINNOW**

Kinnow, the result of a long period of cross-fertilization and hybridization is a cross between an Orange and a Mandarin. The growing process is completely natural which enhances the fruit's original flavour.

The fruit itself is rich in taste and value - it is estimated that one kinnow carries enough Vitamin C to fulfill an individual's daily intake demand. It is also a convenient fruit to eat, anytime and anywhere. A kinnow peels off easily and consists of 9 or 10 easy to separate segments inside. Its flavour is rich in high sugar, moderate to low acid and a unique and pleasant aroma. The peel, full of aromatic oil glands, can be used to make essences, and elements extracted from this peel are used to make cosmetics. The pulp is ideal for jams, sauces and a variety of desserts. In addition to this, kinnow's long shelf life makes it the perfect winter fruit.

# KINNOW

# RICE



## RICE

Pakistan is the 4th largest producer of rice in the world following China, India, and Indonesia. Rice is one of the major export product of Pakistan in agriculture sector. Pakistani Super basmati Rice is non-sticky and its slender, beautiful grain almost triples in size after cooking, while each grain remains separate from the other. The best basmati is produced in the fertile alluvial plains of the Punjab (Province). The most pleasing features of the Pakistani basmati are its inviting fragrance, its exquisite flavor, elegant form and tasteful softness.

Rice export earns about 13% of the country's foreign exchange making it the second most important source of foreign exchange following fabrics, total share of Pakistan in world's trade of rice is up to 10% while 25% in world's trade of basmati rice. Basmati rice covers 52% of the total cultivated area of rice in Pakistan. Rice is cultivated over 10% of total cropped area of Islamic republic of Pakistan. It is contributing approximately 6.7% in value addition of agriculture and the contribution of rice in GDP is about 1.3 - 1.6%. There are many varieties which are being cultivated in Pakistan like super kernel basmati, super basmati, irri-6, irri-9, pk-385 basmati rice, pk-198 basmati rice etc.

Pakistan exported 3.7 Million tons of rice of worth US\$ 2 billion in 2014-2015 to the Middle East, European Union and Asian Countries.

RICE

# DATES



The background of the page is a close-up photograph of several dates, showing their characteristic wrinkled, brownish-orange skin. A large, white, semi-transparent text box is positioned on the right side of the page, containing the word "DATES" in a large, bold, white, sans-serif font. Another white rectangular box is located at the top left of the page, above the main text area.

## FRUITS

Pakistan is one of the leading date producing and exporting countries in the world. India, USA and many European countries are our main exporting destination. Over 300 varieties of dates are grown in Pakistan.

Pakistan produces around 0.535 million tons of dates annually. The country exported over earning an export income to a tune of \$ 82.2 million in 2014-15. While the majority of the fruit is utilized in desserts, for date syrup manufacturing, as well as for paste, block and bar manufacturing; it can also be used to manufacture value added products such as de-natured Ethanol. From about 2.7kg of dates, 1kg Ethanol can be produced, Pakistani dates are also successfully used to produce non alcoholic sparkling drinks.

With the high-tech processes for selection, grading and packing of dates, Pakistan has been quick to identify and implement measures to compete in the international market, which presents a growing demand for high quality growth. Pakistan's success is evident not only in numbers, but also in its ranking as the fifth largest date exporter in the world, and the ranking of first choice in the American market.

# SPORTS GOODS





## SPORTS GOODS

Pakistan's sport goods industry contribution to the International sport goods has been remarkable. Pakistan is producing Ball, Footballs / soccer Balls / inflatable balls, Balls for Cricket, Tennis, Leather Balls for Cricket, Hand Balls, Volley Balls, Basket Balls, Other balls (Hockey, Squash, Table Tennis, Polo, Rugby, Golf etc); sticks Hockey, Ice Hockey, Bats, Cricket (Hard, Tape Ball & Soft Ball), Fishing Hooks and accessories, Sports Gloves, Gymnastic / athletic items, Protective Wears equipments and accessories for different games (Wickets, nets, shuttle cocks etc).

Pakistan exports sport goods to Germany, USA, Belgium, UK & Brazil. Pakistan ranks 17th in export of sport goods to world with 1% share. American, Asian and European regions are all the major destination of made in Pakistan sports goods. Pakistan has world class manufacturing facilities and state of the art in infrastructures for producing world class sports goods.

SPORTS GOODS

# CARPETS AND RUGS

## CARPETS & RUGS

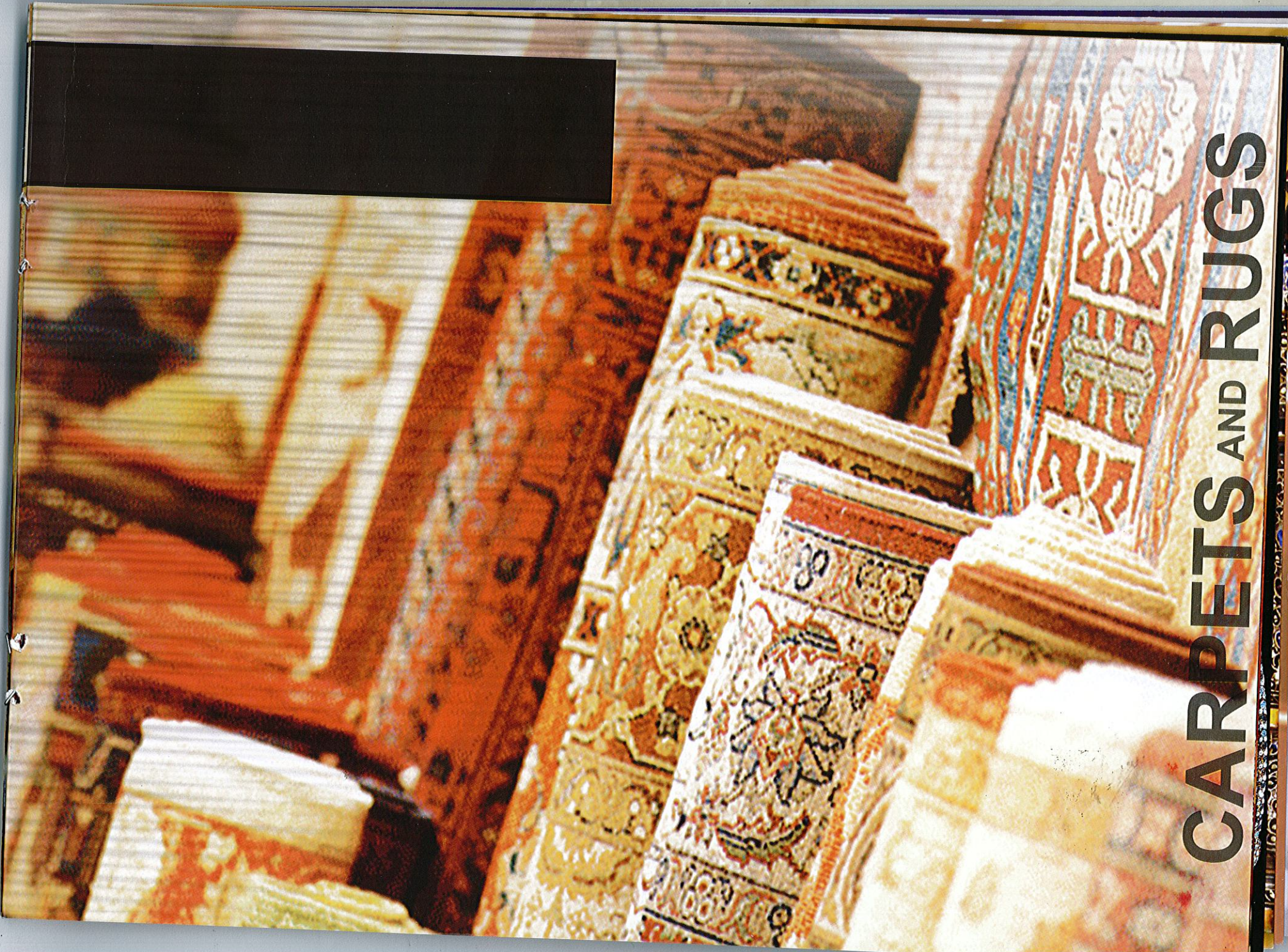
Pakistan has fully mature and functional carpet industry. Major concentration of factories is in cities like Lahore, Karachi and Rawalpindi. But as a cottage industry, small and medium sized units could be found in nearly all parts of Pakistan – rural and urban alike! Pakistani craftsmen have the capacity to produce any type of carpet using all the popular motifs of gulls, medallions, paisleys, tracteries, and geometric designs in various combinations.

In Pakistan, carpets are manufactured with Australian wool yarn which is further treated to luster so the ultimate product is very much similar to silk carpets. Skilled hands produce carpets with a high knot density that provides strength and durability. Low labour cost keeps Pakistani carpets and rugs at a much lower price than their Persian parallels.

Pakistan excels in producing Mori as well as Persian carpets. Ninety percent of the Mori carpets have a Bokhara like pattern and other Turkmenistan patterns. Ziegler carpets that are manufactured in Pakistan have traditional patterns copied from the designs prevalent in the Arak district of Iran. Some of the carpets gathers inspiration from Caucasian traditions and are sold as "Kazak – Five". Pakistan's carpets are sold under different names such as Bahawalpur, Hyderabad, Karachi, Multan, Peshawar and Quetta just to mention a few.

Some of the famous collections of carpets exported to North America, Europe and Middle East are: Baluchi, Bokhara, Chinese Silk, Chobi, Ferehan, Gabbeh, Jaldar, Kazak, Khal Mohammadi, Kalim, Mashwani, Pak – Persian, Silk touch, Super Kazak, Suzani, Taimani and Tribal collections.





# CARPETS AND RUGS

# TEXTILE

## TEXTILE & CLOTHING

Textile has been one of the most important industrial sectors in Pakistan in terms of economic output, investment and employment. Pakistan is the fourth biggest grower of cotton in the world. It is the most organized industry. Manufacturing sector contributes 18% to the GDP of which 46% is textile and apparel. It has 65% share in export and employs 38% of the labor force.

Readymade garments industry of Pakistan is adequately equipped to produce latest designs to suit tastes and needs in any part of the world. The products also include utility items such as overalls, shirts, Trousers, sports shirts, jeans and night suit etc. USA, Germany, UK, Spain, Italy, and France are main buyers.



Knitted garment and hosiery is playing a pivotal role in value addition in the clothing sectors where the products are wide in range and include T-Shirts, Jogging Suits, Jerseys, Pajamas, Sport, Shirts, Gloves, Night Gowns, Track Suits, Sweaters, Socks, Frocks for girls etc.

Pakistani towels are produced in a rich assortment of patterns with eye-catching colors, USA is the biggest buyers of Pakistani towels. Other major buyers are U.K Germany, UEA, Spain, and Canada.

Bedwear and other textile made ups are produced in a wide variety of styles, size and colors are products and exported to many parts of the world, like U.S.A, U.K, Germany, Italy Netherlands and Spain. The industry shows a remarkable degree of adaptability of international standard and skills on manufacturing of entire textiles and clothing industry.



# LEATHER

## LEATHER & LEATHER PRODUCTS

Pakistan is considered to be the hub of producing high quality Leather and Leather products, and there are about 800 Tanneries in the country actively engaged in producing best quality finished leather of Cow, Buffalo, Sheep and Goat Skins. Pakistan is rich in agricultural products and has a large livestock population which plays an important role in the economy of Pakistan. Leather manufacturers & Exporters are determined to increase export of quality finished leather and leather products.



Leather industry is the second largest export earning sector after textiles. The leather industry occupies a prominent place in the Pakistan economy in view of its substantial export earnings, employment potential and growth. The Pakistan leather industry, one of the most vibrant sector of the country's economy, is well-structured and spans various segments, leather goods, including saddles and harness. Well recognized in the international market, the Pakistan leather goods constitute about 5.5% percent of Pakistan's exports earnings sports goods is important sector which consume sufficient leather, such as footballs & other inflated balls, sports gloves. Export of these items in 2014-15 approximately was US\$ 1.5 billion.



# GEMS AND JEWELLERY



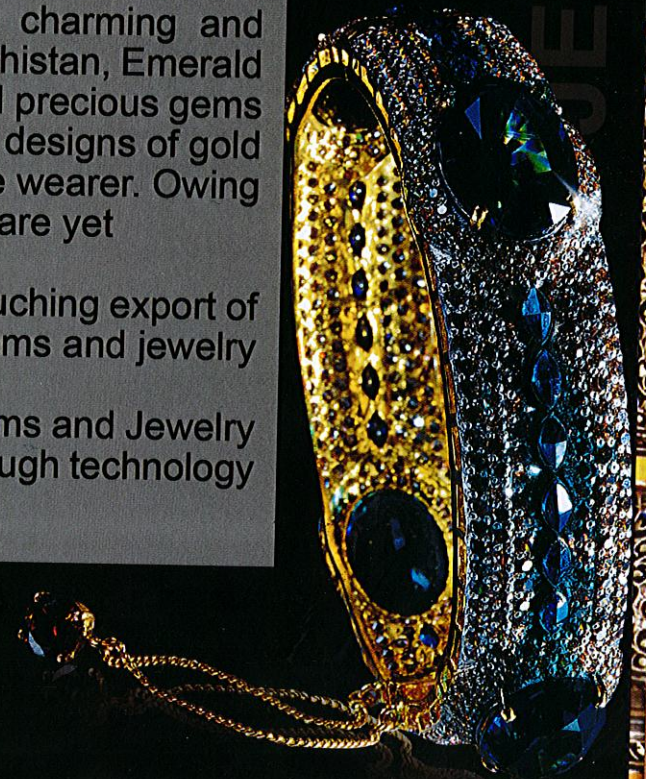
## GEMS AND JEWELLERY

When sophisticated delicacy is alloyed with exquisite craftsmanship and endowment of ever lasting beauty of nature, it produces lustrous shades which mesmerize every eye. This is only eminent in none but Pakistani Gems and Jewelry.

Nature has endowed the Northern areas of Pakistan with huge deposits of natural stones, which after carving, engraving and finishing exude into charming and fascinating gems. Rubies in Azad Kashmir and Hunza, Peridots in Kohistan, Emerald in Swat and Pink Topaz in Mardan, are the world's most beautiful and precious gems found in Pakistan. These gems, when fitted in intricate symmetrical designs of gold and silver jewelry, give an adorable rather enticing appearance to the wearer. Owing to elegant and meticulous, craftsmanship, Pakistani jewelry designs are yet unparalleled in entire world.

Jewelry export reached to US\$ 1.7 billion in 2013 while gems now touching export of US\$ 8 million which shows Pakistan's great potential of supplying gems and jewelry to the world market.

Realizing its significance, the TDAP is fully committed to facilitate Gems and Jewelry sector of Pakistan; which can be great source of export earnings, through technology up-gradation, skill development and marketing/branding.



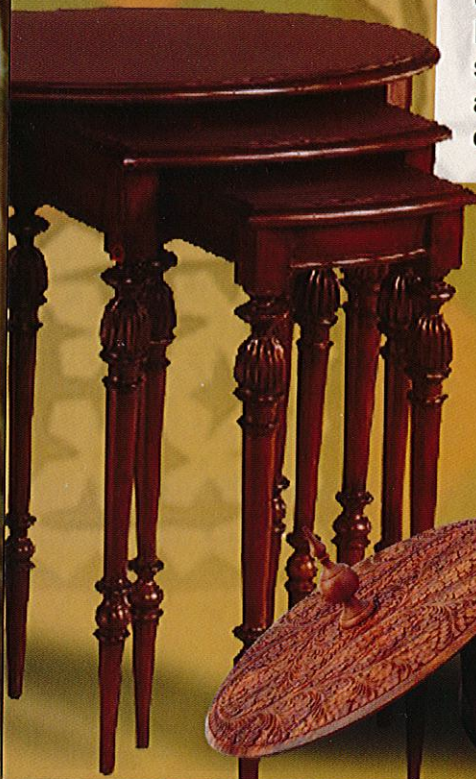
JEWELLERY

# HANDICRAFT

## HANDICRAFT

The diverse culture of Pakistan is reflected from its handicrafts. Pakistani handicrafts are known all over the world for their exquisiteness. Pakistani shawls, dresses, caps, decoration pieces, baskets, cooking utensils, hand bags, jewelry and mats etc are very popular all over the world.

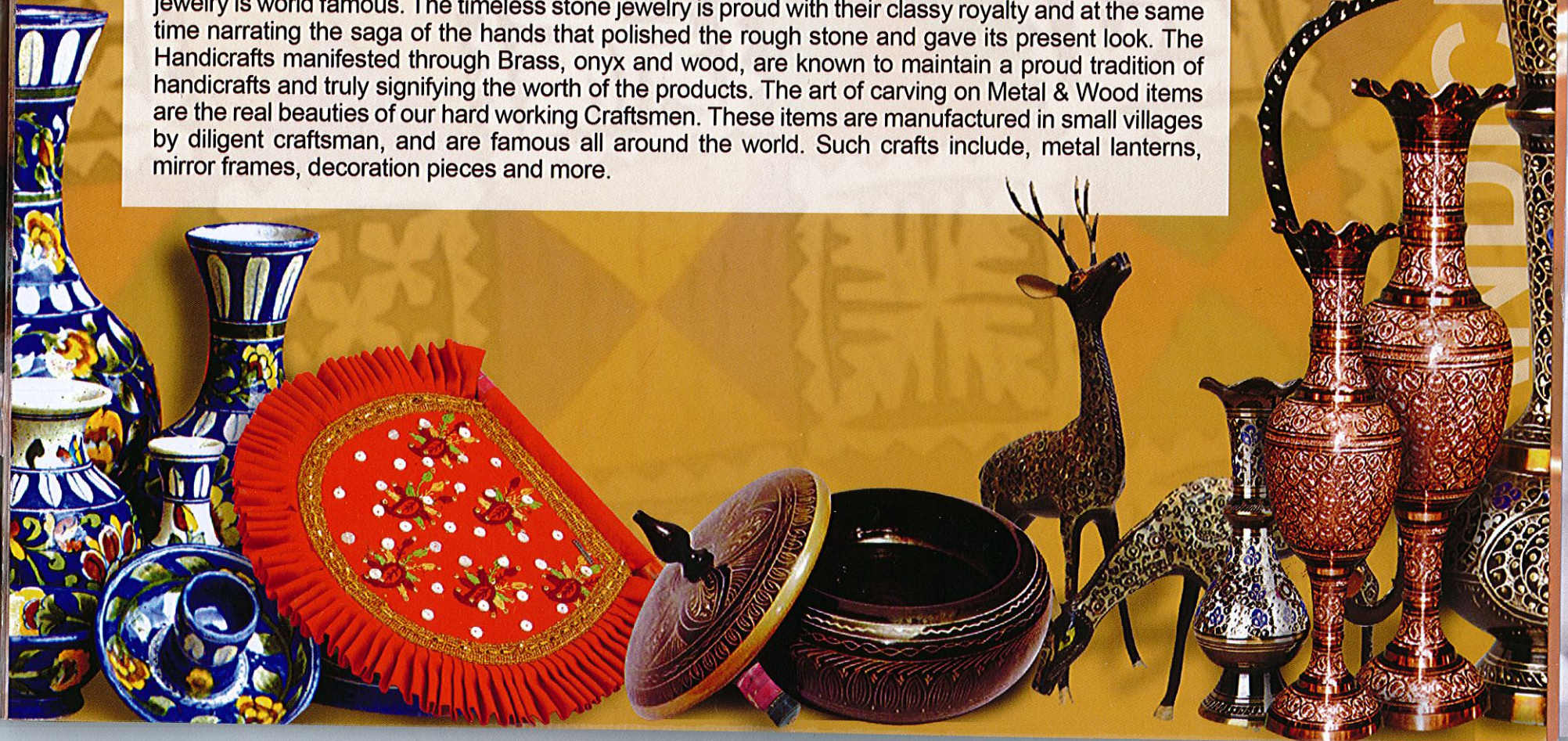
The handicrafts of each region of Pakistan are different reflecting its tradition and timeless beauty. Handicrafts reflect the culture, tradition and aesthetics of the artisans who create them. It draws a line between a thing that is skillfully hand made to what is mass produced, and therefore grabs the attention to the skill and endeavors of the craftsmanship. The actual beauty of a piece of handicrafts certainly depends on the transparency of material, the glimpses of a culture and touch of art. Pakistan has a rich history of handicrafts. The entire wealth of timeless Pakistani handicrafts has survived through ages. The legacy of Pakistani culture promises everything - beauty, dignity, form and style. These handicrafts radiate an aura of glory, exhibit hereditary skills and show painstaking craftsmanship.





## BRASS & COPPER HANDICRAFT

The metal crafts of Pakistan are the reflection of fine craftsmanship and fine arts in shaping gold, silver, brass, copper into exquisite and intricately designed images, idols, jewelry and utility items leaving a unique appeal in everyone's mind. Pakistan's fame in precious and semi-precious stone jewelry is world famous. The timeless stone jewelry is proud with their classy royalty and at the same time narrating the saga of the hands that polished the rough stone and gave its present look. The Handicrafts manifested through Brass, onyx and wood, are known to maintain a proud tradition of handicrafts and truly signifying the worth of the products. The art of carving on Metal & Wood items are the real beauties of our hard working Craftsmen. These items are manufactured in small villages by diligent craftsman, and are famous all around the world. Such crafts include, metal lanterns, mirror frames, decoration pieces and more.



# AUTO PARTS



## **AUTO PARTS**

The automobile component industry in Pakistan is in the process of meeting the challenges of the emerging competition in the local and international auto industry. The auto parts vending industry comprises of some 750 various sized industries; large, medium and small. It provides jobs to half a million people.

An improvement in market access for automotive parts manufactured in Pakistan has taken place in the industrial countries markets – not only as replacement parts but also as original components in many of the vehicles produced. This has happened as a result of WTO agreements bringing down tariffs worldwide.

Pakistan has also opened its market, among others, in respect of auto parts since 1998, the import regime of Pakistan has been significantly liberalized through reduction in tariffs, rationalization and removal of import quotas, import surcharges and regulatory duties.

Pakistan has enough potential to export auto parts. At the moment export is around US\$ 31 million mainly to Afghanistan, Middle East, Bangladesh, Sri Lanka and African Region.

AUTO PARTS

# PHARMACEUTICALS



## PHARMACEUTICALS

Pharmaceuticals while the inroads into the pharmaceutical industry in Pakistan came from herbal medicine, the industry has developed continuously over the years. In allopathic medicines, Pakistan's presence and acceptance in global markets is encouraging. A sizeable part of the local industry is already engaged in export activity. Pakistan's pharmaceuticals are being exported to more than 30 countries, including Sri Lanka, Singapore, UAE, Bangladesh, Thailand, Sudan, the CIS nations, etc.

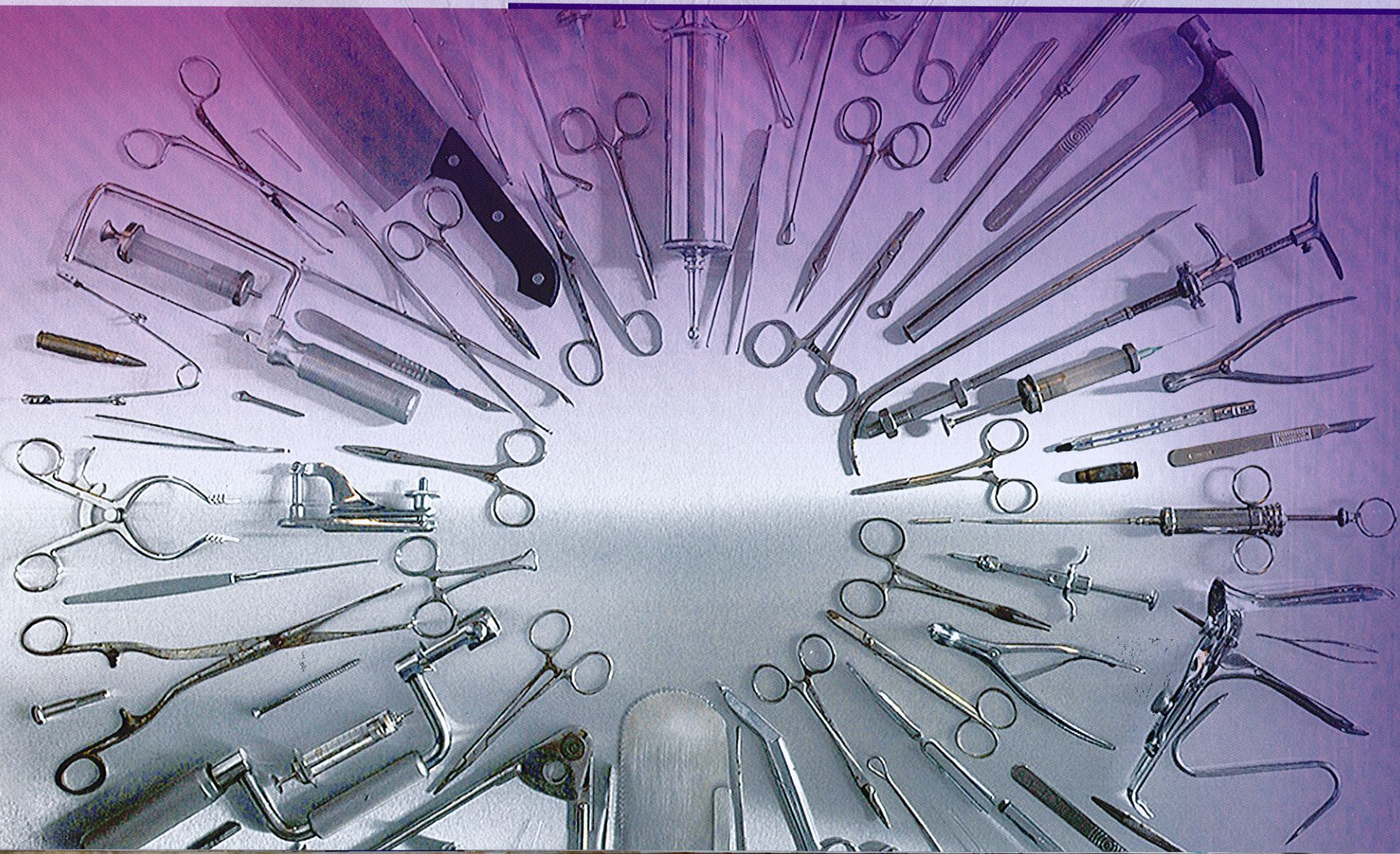
In line with the expected standards of quality, the medicines produced are in accordance with WHO standards as well good manufacturing practices. The exports have been rising steadily over the years.

There are about 25 multi-national companies and over 500 local manufacturers. Almost all of these manufacturers are producing drugs in dosage form.

Globally the pharma industry is growing rapidly at the rate of more than 4% to 7% annually and producing indigenous products varying from common cold pills to high potency sophisticated products. Pakistan has very good potential of exporting pharmaceutical products. Our export is continuously growing and reached to US\$ 212 million showing 215 growth in 2014-15.

PHARMACEUTICALS

# SURGICAL



## **SURGICAL**

Pakistan has a history spanning over a century of skilled craftsmanship in manufacturing surgical instruments. This industry growth has over the last few decades combined with modern equipment and manufacturing technology to produce surgical instruments of the highest quality which are exported to over 140 countries around the world. Over 1,000 manufacturing units in the country possess the capability to produce up to 10,000 different types / categories of instruments, with annual production capacity of 160 million pieces.

Pakistan produces a wide range of medical, surgical, veterinary and hospital instruments and equipment's in cottage industries as well as in modern factories. Products can be made in accordance with British, German, American or any international standard / specifications, as the industry has the experience and capacity to produce instruments of varied specifications, according to buyer's needs. The advanced countries of Europe and America are the leading buyers of Pakistan's surgical instruments.

Surgical instruments manufacturers have been following strict international manufacturing standards conforming to WHO standards. Over 300 companies have ISO-9002 certification and about 250 have certification of Good Manufacturing Practices.

Export of surgical instruments is persistently growing and reached to over US\$ 341 million in 2014-15.

**SURGICAL**

# SEA FOOD





## SEA FOOD

Seafood is now in great demand nationally and internationally. Fishery is playing an important role in the national economy. The fish production which was estimated to about 32,000 metric tons in 1947 increased to a level of about 765,000 metric tons in 2014-2015. It is providing employed in ancillary fishermen directly about 400,000 and 500,000 people employed in ancillary industries. Fishery is also a major source of export earnings. In 2014-15 fish and fishery products valued at US\$349.23 million were exported from Pakistan.

Government is responsible for management for fishery and territorial and Exclusive Economic Zone of Pakistan in addition, it is also responsible for making policies. Interactional co-ordination, planning, research, quality control, training, exploratory fishing, stock assessment, fleet improvement, data collection and export etc.



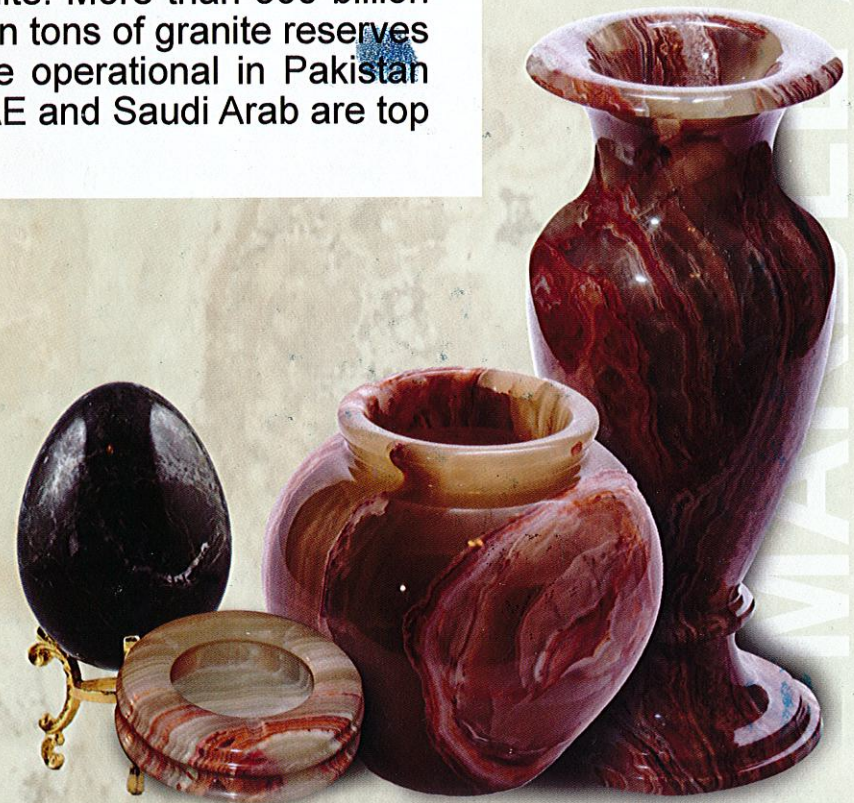
SEA FOOD

# MARBLE / ONYX

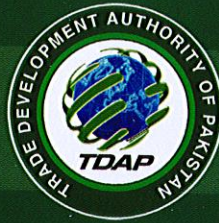


## MARBLE / ONYX

Marble, Onyx and Granite belong to the category of building stones widely known as Dimension Stone. Pakistan has enormous wealth of marble, re-crystallized lime stone, fossil-ferrous limestone, dolomite and granite. More than 300 billion tons of marble and onyx reserves as well as 1000 billion tons of granite reserves are estimated in Pakistan. More than 1225 Mines are operational in Pakistan along with 2000 Processing Factories. China, USA, UAE and Saudi Arab are top importers of Pakistani marble and granite.



MARBLE / ONYX



# Government of Pakistan Trade Promotion Organization

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### MIRPUR (AZAD KASHMIR)

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### SWAT

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Email: swt.helpdesk@tdap.gov.pk

### SUKKUR

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## KARACHI HEAD OFFICE

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