

## **REPORT ON VISIT OF THE RUSSIAN DELEGATE TO LAHORE**

A Russian delegate, Ms Katrina Tissen, Head of Business Development of Ms Sima Land, Russia visited Pakistan for almost three weeks (11<sup>th</sup> September 2020 to 3<sup>rd</sup> October 2020). Trade Mission Moscow had requested for scheduling B2B meetings and provision of transportation for the visit of Ms..Katrina Tissen. In pursuance to the request TDAP HQ's instructions were received in this office for the arrangement of B2B meetings for M/s Sima Land. She intended to meet with reputable manufacturers/exporters of various sectors including Home Textile, Stainless Steel, Leather Accessories and Handicrafts. Accordingly, stakeholders from Sialkot, Faisalabad and Lahore were contacted to have meetings and factories visit. She arrived at Lahore Airport on 11<sup>th</sup> September, 2020, was picked up by her private client who accompanied her to Sialkot. She stayed in Sialkot till 19<sup>th</sup> September, 2020 and left for Lahore on the evening of 19<sup>th</sup> September.

The protocol officer of TDAP Lahore received the delegate at the ParkLane Hotel at 06:05pm on 19<sup>th</sup> September 2020. TDAP Lahore had arranged foolproof police security for her visit. The undersigned was appointed as the focal person for her stay in Lahore and meetings with business persons.

During her 3 days stay in Lahore, 16 meetings were conducted with manufacturers/exporters of carpets, home textile, (bed linen and towels), handicrafts, jeans and cosmetics.

### **Meetings held on Sunday 20-09-2020**

In the morning of Sunday, 20<sup>th</sup> September 2020, Mr Aslam Tahir, Chairman Pakistan Carpet Manufacturers Association met with Katrina and apprised her of the carpet sector in Pakistan.

#### **1. M/s Shama Carpets :**

Ms Katrina, the undersigned, along with Protocol Officer and police squad, left her hotel at 10:00 am, for Shama Carpets, 16 km off Ferozepur Road (Kamaha), Lahore. Mr Mudassir, GM Shama carpets, welcomed the delegate at his factory. He told that his family is in carpets business since long and they are participating in Domotex since 2000s. They are currently exporting to America and Europe. 3 years ago, they participated in Dovlet House Carpet Show in Moscow as well. They showed their stock as well as the whole process of dyeing the wool, knitting, weaving, and cutting, washing, stretching and packing the carpets. They told that their carpets are made of 100 % wool and are hand knotted, and vegetable dyed.

Ms Katrina admired the quality of production and products. She asked about the Minimum order Quantity (MOQ) and Freight on Board (FOB) Karachi price of per unit small size carpets and rugs. She told that she is getting carpets from India on much lower rates, to which the manager replied that using vegetable dyes and more cost of production in Pakistan makes the price higher than India. As, in India, labor is cheap, that's why she is able to get lower prices. She told them that after discussing with her analytical team, she will contact them, if they find the prices reasonable.



## **2. M/s Sheikh Carpet Industries**

After Shama Carpets, Sheikh Carpets were visited, who had their showroom on Sundar Das road, Lahore. Sheikh Amir Khalid , Owner Sheikh Carpets , received the delegate. He showed his stock and his washing and cutting facility. Ms Katrina asked him to quote the prices FOB Karachi and MOQ. He told that he will share via email. Meeting ended with a note of thanks.



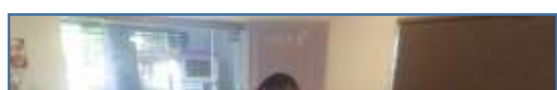
## **3. M/s Miaco International**

Third meeting on day 1 was scheduled with MIACO international. Major Nazir Cooki , Owner of MIACO International welcomed the delegate in his showroom in Galleria Mall, Lahore. He told that they have 4 types of carpets, from high end to quite reasonable ones. They are already trading with Russia but there is transportation issue so the freight goes via Germany. He showed his unique production, a carpet that is made of 100% wool and is embroidered with bamboo silk. He told that they regularly participate in Domotex and Lahore Carper Show and have remained runner ups 4 times in Domotex. Once they participated in Domotex Moscow as well. Ms Katrina showed great interest in their products and asked them to share their E-Catalogue and per unit FOB Karachi prices and MOQ. They told her that the same will be shared via email. They hosted lunch in honor of the delegate as well.



## **4. S.S Cosmetics**

Last visit of the day was to a cosmetics company, S S Cosmetics. Mian M Shafeeq, CEO S S Cosmetics received the delegate. Firstly, both sides introduced their companies. Mian Shafeeq displayed an introductory presentation of his company. They are manufacturing makeup products (bleach creams, scrubs, lotions, waxes, rose water, soaps etc) since 1994, in the brand name BLESSO and they are distributors of KEUNE in Pakistan. They use halal ingredients for their products and are already supplying to Italy, Bangladesh, Thailand, Kazakhstan and Tajikistan. Miss Katrina told that she is buying skin care products from India and China currently and she wants to buy from Pakistan as well, if she thinks that prices are competitive. She asked their MOQ and FOB Karachi, to which he was told that it will be communicated later. Meeting ended with a note of Thanks.



## **Meetings held on Monday 21-09-2020**

On 21.09.2020 the Delegate Visited M/s Sapphire Mills Limited located at Feroze Wattowan, Sheikhupura Road, Lahore from 09:30 AM to 12:30 PM and visited M/s Nishat Mills located at 5 km off, 22 KM Ferozepur Road, Lahore from 02:0 PM to 05:30 PM. On the same day, visited Denim Plus from 06:00 to 7:15 pm.

### **1. M/s Sapphire Textile Mills**

The First meeting was held at M/s Sapphire Finishing Mills Limited. Following attended the meeting: -

01. Russian delegate
02. Ms Muneeba Nawaz (Assistant Director TDAP)
03. Mr. Arman Azam, Protocol Officer
04. Mr Bilal. General Manger Marketing, Sapphire Textile Mills

During first phase of the meeting, introduction of the participants were made. Ms Katrina gave a brief introduction of her company. After that, Mr. Muhammad Bilal, General Manager Marketing M/s Sapphire Mills Ltd. made a presentation about his company. Ms Katrina checked various fabrics being prepared by the company and focused on the quality of the fabric and its comparison with the fabric she brought along. In 2<sup>nd</sup> phase, the delegate was taken on the factory round where she was briefed about the processes of dyeing, warping, weaving, and cutting. Stretching, printing, stitching, packaging and quality control tests etc. She asked the company to share their quotations via email. The visit concluded with a note of thanks from both sides.



### **2. M/s Nishat Mills Ltd**

The second meeting was held at M/s Nishat Limited. Following were the participants of the meeting: -

01. Russian delegate
02. Ms Muneeba Nawaz (Assistant Director TDAP)
03. Mr. Arman Azam, Protocol Officer

#### 04. Mr Mukhtar Ahmed, Deputy General Manger Marketing, Nishat Mills

Here again, during first phase of the meeting, introduction was made. M/s Nishat displayed a video containing profile of the company while Ms Katrina gave a brief introduction of her company. She told that she is currently importing bed linen and kitchen textile from India and China mainly. Mr Mukhtar took the delegate to their display center for home textiles. Ms Katrina liked the bed linen, curtains, kitchen textiles and asked the company to share their quotations via email. In 2<sup>nd</sup> phase, the company representatives took the delegate on factory round where she observed to whole process of making bed sheets, from warping and weaving to packing. The company served the delegate with scrumptious lunch and the visit ended with a note of thanks from both sides.



### 3. Denim Plus, Lahore

The third visit of the day was Denim Plus, where Mr Adeeb Iqbal Sheikh (Director Marketing) welcomed the delegate. He introduced his company as they are in business since last 10 years and have 20 stitching machines, producing jeans. He told that they have 5-6 sizes in jeans and Minimum order quantity is 1000 pieces per style or 4000 meter fabric. He told that they are exporting as well but don't have any clients in Russia. Ms Katrina asked them to share their FOB Karachi, that he told that he would share after calculating the price.

Meeting ended with a note of thanks from both sides.





## **Meetings held on Tuesday 22-09-2020**

On 22.09.2020, one female entrepreneur Ms Saima of Diamond Apparel, dealing in Jeans manufacturing and export, met with Ms Katrina in her hotel lobby at 07:45 am. She brought her samples and video clips of her production facility with her. Katrina told the stuff is of her choice and the vendor showed willingness to negotiate the rates later, as Ms Katrina wanted kids jeans starting from 3\$ per piece and adult jeans starting from 5\$ per piece.



### **1. M/s Latif Enterprises & Royal Leather Industries**

First visit of day 3 was Latif Carpet enterprises and Royal Leather industries. Firstly, introductions were made by both parties. Mr Abdul Latif Malik (Chief executive) told that he is in carpets business since 1997 and he is currently exporting carpets to US, Europe, Turkey and Brazil. He participates regularly in Domotex and Lahore Carpet show. They have carpets made of 100% wool and also made of wool and viscose and wool and silk. He also had kilims and rugs. He quoted his prices, to which Ms Katrina was of the view that she is already getting cheaper prices.

Mr Latif also showed his leather products (jackets, gloves, hand bags, wallets, belts, seat/sofa covers) , produced under the name of Royal Leather Industries. He told that he sells these products to IKEA and H&M under their own labels. He told that per item FOB Karachi will be calculated and communicated later.



### **2. I & K Enterprises**

Second meeting of the day was arranged with I&K Enterprises. Mr. Rashad Shafiq Sr. Manager Export & Corporate Marketing told that this company was established in 1999, and it deals in personal care products like baby care, men care, moisturizing creams and lotions since 2007. Their factory is located in Sheikhpura, having a production area of 15000 sq.ft. They have brands such as Nexton, Biosekret, Acura, UNEEK and Lush and they also deal as third party manufacturers in the name of I&K IMPEX.

Ms Katrina introduced her company and told that she is dealing in skin care products and buying from India and China. She liked the products and asked him to share the FOB price and MOQ. The meeting ended with a note of thanks.



### **3. Handicrafts:**

After visiting I&K cosmetics, the delegate was taken to Anarkali bazar, where she had meetings scheduled with various handicraftsmen. All of them had small shops, and we visited 5 shops there, including M/S Bilal Handicrafts, M/S Subhani Handicrafts, M/S Super Handicrafts, M/S Arif Handicrafts and M/S Rashid Handicrafts. Katrina showed interest in wooden jewelry boxes, wooden animals, trucks and marble vases etc. Arif Handicrafts told her that these items are in great demand in China, and he, in collaboration with other handicraftsmen, is currently exporting to China. Ms Katrina took measurements of few items and asked the shopkeepers to email her their FOB Karachi price of those items. Around 12'o clock, the visit to handicrafts shops ended.



### **4. Courtesy call with DG TDAP Punjab**

Ms Katrina had a courtesy call with director General TDAP Punjab, Ms Nudrat Hussain Khan, in TDAP office Lahore. The meeting occurred in a very pleasant environment, over a cup of tea. DG TDAP Punjab welcomed her to Pakistan and inquired about the facilitation provided to her. Ms Katrina told that she was being taken care of very well. She told that she couldn't get FOB Karachi prices from exporters and almost all of them have told that they will email her, after calculations. She also said that since she is dealing with India, Turkey, Thailand, Indonesia, Malaysia and Pakistan, therefore she wants competitive prices. She told that prices of sports goods in Pakistan are market competitive while handicrafts industry in India is more organized and developed.

DG told her that she should visit northern areas of Pakistan and Multan, where handicrafts are indigenous, and cheaper.

Ms Katrina thanked her for the hospitality and arranging all the meetings with local manufacturers/exporters. Meeting ended with a note of thanks.



### 5. M/s Aura

M/s Aura is a skin care company (100 % natural) , that started in 2010 as a home based company, got registered in 2012 and started selling online (via facebook). Ms Katrina met with Ms Fatima Khan (Managing Director) and Mr. Mahasin Kazi (General Manager). Firstly, both parties introduced their companies. It was a small set up, with production facility in the same building. They are producing organic soaps, essential oils, scrubs, moisturizers etc. Ms Katrina visited the whole production process that was total hand made. She admired the precautions being taken while preparation of these organic products. Regarding minimum order quantity, Ms Katrina was told that MOQ includes 500 units of each product and minimum 5-6 products per order. Regarding FOB Karachi. She was told that it will be emailed to her later. The company also served lunch and meeting ended with a note of thanks.



### 6. Indus Home

Last visit of the day was that of Indus Home, 2.5 Km Off Manga Raiwind Road, Manga Mandi | Lahore. Mr Mohsin Ali Chema , Key Account Manager, welcomed the delegate there. Firstly, introductions were made. Mr. Mohsin told Ms Katrina that his company, Indus Home is largest towel manufacturing and exporting company in Pakistan that is currently exporting 50 Million USD of towel annually to Europe and America. . They have product mix of bath towels, printed towels, beach towels, terry towels etc. they have production capacity of 20k beach towels per day. They have total 132 looms, out of which 12 looms are for jacquard and 120 looms are for dobby. They have the whole production facility within the same building that Ms Katrina visited later. They have 10 colors adding technology and have loop dryers that add bulkiness to the towel upon finishing. Ms Katrina told that she is already buying terry towels from Uzbekistan, Tajikistan, India, China and Thailand. She told that she was also interested in standard size kitchen towels. Mr Mohsin took the delegate to the factory visit where she observed the whole manufacturing, cutting, packing and loading process on containers. She sked Mr Mohsin to provide him MOQ and FOB Karachi via email. Meeting ended with a note of thanks from both sides.





### **Meetings held on Wednesday 23-09-2020**

Ms. Katrina Tissen visited Faisalabad on 23.09.2020 to meet the manufacturers/exporters of Home Textiles. In this connection, TDAP Faisalabad arranged security and visits to the renowned companies of the region. On the basis of the interest/scope of the visit of M.s Katrina, four (04) textile units were selected to make the visit fruitful and productive.

After receiving the delegate from Sahianwala Interchange (M3), Faisalabad, she was taken to M/s Gohar Textile Mills Ltd, where Mr. Altaf Gohar, CEO of the firm received Ms. Katrina and briefed her about the size, quality and products of the company. She was also toured weaving, spinning, and processing, dyeing and stitching sections of the unit. She appreciated the innovation and advancement carried out by M/s Gohar Textile Mills in line with the international standards. She took keen interest in the products and collected samples and relative rates of the products for future reference.

After visiting M/s Gohar Textile Mills, TDAP Team took the delegate to M/s Hilton Enterprises which are the manufacturers of low-cost products, specialized in Bed Sheets, Towels and Gloves. Ms. Katrina also visited the manufacturing section. She also compared the prices with the Chinese companies.

After visiting M/s Hilton Enterprises, Ms. Katrina was taken to M/s Nimra Textiles. She appreciated the high quality fiber and 4-D technology used by the company in their products. She also took keen interest in the Display Centre of the Company. Here at M/s Nimra Textile, she collected samples and noted down unit price of each product and requested the authorities to send soft copy of their company profile through email.

As the last of her meeting, Ms. Katrina visited M/s K. B. Enterprises. It may be noted that she chose this company at her own. She also toured their Display Center and manufacturing unit. As said earlier, she already had the profile of this company, therefore spent little time there.

She acknowledged the efforts of TDAP Team in arranging such fruitful meetings.

### **Visit to Karachi and Return to Lahore (24-09-2020 to 01-10-2020)**

Ms. Katerina Tissen, left for Karachi on 24<sup>th</sup> September and concluded her business tour to Karachi and reached back Lahore on October 01, 2020 night through PK 306 at 20:45 hours.



The delegate had her room reserved at the Pearl Continental Hotel, Lahore. The Protocol Officer TDAP received the delegate at the Allama Iqbal International Airport and helped in smooth hotel check in. TDAP DGP Lahore arranged fool proof security through Police Security Wing of Lahore Police from airport reception till departure. Following was the schedule of meetings / activities during her stopover at Lahore: -

### **1. M/s Mangol Leathers**

On October 2, 2020, 1<sup>st</sup> meeting was made with **M/s Mangol Leathers** at 09:00 AM. Mr. Aurang Zeb Mirza, CEO, M/s Mangol Leathers gave presentation about his company, export destinations, participation in international exhibitions and also shared his experience with the Russian Market during former foreign trade shows. He added that his company provides services as Material Sourcing, Customer Agent, and 3rd Party Inspectors. He apprised that his company provide trade / supply services on behalf of small and medium sized manufacturers. His major sources for leather are famous tanneries of Pakistan. His company ranges leather made ups like garments, shoes, bags, belts, saddles, sports and travel goods. He brought along various samples of leather made ups which include Crust Leather, Anilines, Burnish able leather, Napa, Nubuck leather, Pull ups, Crazy horse, PDM, NDM, Suede, Exotics Prints, Box Leather Brush off leather, Heat Transfer Foil leather, PU laminated leather, sole leather, belting leather, saddle leather, lace up leather, garment leather, upholstery leather, and bag leather.

After a detailed presentation, Ms. Katrina Tissen shared details of her company and the targeted area of Pakistani products which included Leather made ups. Mr. Aurang Zeb displayed various products. She showed her interest in leather belts including PU laminated, Sole leather, belting leather, leather bags and clutches. Both the parties negotiated the rates on various product ranges. She requested the CEO M/s Mangol Leathers to send through email the quotations of the selected leather made up articles. The meeting concluded with a vote of thanks and commitment for sharing of selected items quotation with FOB Karachi.



### **2. M/s Multan Carpet Industries:**

On the same day, 2<sup>nd</sup> meeting was arranged with **M/s Multan Carpet Industries**. During her visit to Lahore from September 19-24, 2020, TDAP arranged meetings with manufacturers of hand knotted carpets but due to higher prices, the Russian buyer lost her interest. Keeping in view her interest in carpets, a visit of M/s Nayyer Carpets was arranged on a short notice where she liked the variety of carpets and rugs. During the discussions, she regretted for business in machine made carpets since she has already dealing with Chinese company on cheaper rates. Since the Russian Delegate was also looking for wool made rugs / carpets, hence this office arranged her meeting with Multan Carpet Industries who are pioneer in wool made carpets both hand knotted and Machine.

Mr. Salman Irshad CEO and Mr. Aleem Bhutta, Country Sales & Export Manager brought along wool carpets sample to display. They briefed the delegate that their company was established in 2006 to meet the ever increasing demand of organic carpets across the globe. They told that they are currently supplying wool carpets to all major hotels of Pakistan and targeting their exports to European countries and USA. Their company procures, scour, card and spin quality wool to produce their desired quality yarn. They have both stock and yarn dyeing systems. They weave their own yarn to produce a high quality luxurious carpet of fast colors and designs of choice. Their Carpets are made of wool yarn woven with back yarn of Cotton and Jute with backing of SB latex. Their woolen Carpets and rugs are available in traditional Wilton and Axminster weaves producing the most durable carpets and rugs with beautiful colors and contemporary designs. They also attracted attention of the delegate describing the organic advantages of the product that their woolen woven dyed collection, woolen woven dyed rugs and 100% woven undyed collection have long life, stain resistant, fire safety, resilience, environment friendly, help to maintain air purity and non-allergic.

Ms. Katrina Tissen liked the presentation and the woolen carpet features. She preferred her demand of carpets and rugs in wool with floral, geometrical, oriental and ethnic style. She restricted the company to her sizes which include 2.68x3.88m, 2.46x3.1m, 0.58x0.92m, and 9.84x1.24m. She collected quotations from the company representatives. The meeting concluded with a vote thanks.



### **3. Punjab Small Industries Corporation's handicraft show room**

On the same day 3<sup>rd</sup> meeting was arranged with Punjab Small Industries Corporation's handicraft show room located at Davis Road, Lahore. Mr. Munir Ahmad Malik, Deputy Director / Manager, Pakistan Handicrafts Shop greeted the delegate. In the first instance, Mr. Malik introduced about the PSIC and sources of the handicrafts. He added that the basic theme of their organization is to project the articles / items of the handicrafts made by the people from remote areas / villages with the aim to bring forward the art of Pakistan to the market for competition to uplift their lives. He further informed that PSIC intends to promote, sustained industrial development through provision of market driven credit, infrastructure and technological support contributing to employment generation, poverty alleviation and socio economic uplift of the province.

Ms. Katrina Tissen took a deep interest in various items. Her major focus was articles to be used as souvenirs and table use small items. She selected a number of handicrafts articles. She requested the Manager to share details of all selected articles with three dimension measurements, weight of each item, price FOB Karachi, MOQ, size of packing and master packing in centimeters. The meeting concluded with the commitment of Manager PCIS to share quotations on desired pattern within a week time.



#### 4. M/s Fabcot International:

On the same day **4<sup>th</sup> meeting** was arranged with **M/s Fabcot International** at Barkat Market Lahore. CEO Mr. Iftikhar Yasin received the delegate. Mr. Faizan Iftikhar, Director and Mr. Shahid Khurshid, Director Sales & Marketing gave a presentation about their company. They highlighted their services, export destinations and also about their Russian clientage. During her visit to Lahore, the delegate kept handy some samples of fabric related to

bed sheet, flees, jersey etc. It was surprising for her to find all ranges of desired fabrics with the company. During the meeting, she desired quotation by email in respect of the textile items in finished width 200cm and 220 cm in form of ROT grey, shite, pastel dyed, pigment print and reactive print in sheeting T-100, T-110, T-150, T 200, T -80 Percale, T-200 Percale, T-180 Sateen, T-200 Sateen, T-200 Stripe Sateen, T-300 Dobby 198x90 60x60, T-180 Dobby, T-2 Dobby, T-3 Jacquard cvc 55:45 190x45 100D/10, Waff;e 64x44 10x08, Seer Sucker 50:50 PC 75x56 30x30 Plain Dyed, Seer Sucker 60:40 CVC 75x56 30x30 plain dyed, in Jersey quality ROT 120 gsm & 150 gsm in white and solid colors while in tower qualities 350 gsm, 400 gsm, 450 gsm and 500 gsm, face towels 30x30, hand towerl 50x100, bath towel 70x140, bath sheet 90x160 and beach towel 90x180.



#### 5. M/s Marhaba Laboratories:

On the same day, **5<sup>th</sup> meeting** was arranged with **M/s Marhaba Laboratories**. Mr. Hakeem Usman gave a detailed presentation about his products which include herbal and organic medicine. He added that currently his company is exporting herbal products to 34 countries. He attracted the attention of the lady delegate by highlighting his exports to Azerbaijan, Tajikistan, Uzbekistan and Kazakhstan. He also shared samples of the packing being exported to Russian neighboring countries. Since the delegate was not clear on the standing policy of Russian Health Agency, she requested the CEO to display the non-medical category herbal items for oral use.

The Russian delegate admired the company profile, product range and the laboratory set up. She showed great interest in oil range, sprays, powder and salt processed by M/s Merhaba. She requested the CEO to share quotations including Packing Size, Units in Carton, Carton Price, and Carton Dimension in centimeters and carton CBM with FOB Karachi. Her quotation included Almond Oil, Castor Oil, Olive



Oil, Black Seed Oil, Pumpkin Oil, Flaxseed Oil, Apricot Oil, Mustard Oil, Sesame Oil, Coconut Oil, Inhaler, Rose Water Spray, Henna, Red Chilli Powder, Turmeric Powder, Vinegar, Iodized Salt and Himalayan Pink Salt.



#### **6. M/s Royal Leathers Industries :**

During the same day, her last 6<sup>th</sup> meeting was arranged with **M/s Royal Leathers Industries** again upon the request of Mr. Qamber G.M of the Company. He displayed leather made up items and quotation thereof as committed earlier during visit to his company on September 22, 2020.



#### **Departure for Istanbul:**

The delegate showed her comfort and contentment on visit to Lahore. She admired the beauty, greenery, cleanliness of the city. She also praised about the Lahore police security squads which served from her arrival till departure. The Protocol Officer TDAP facilitated the delegate during her departure from Lahore to Istanbul through Turkish Airline flight TK 715 at 05:20 AM on October 3, 2020.

