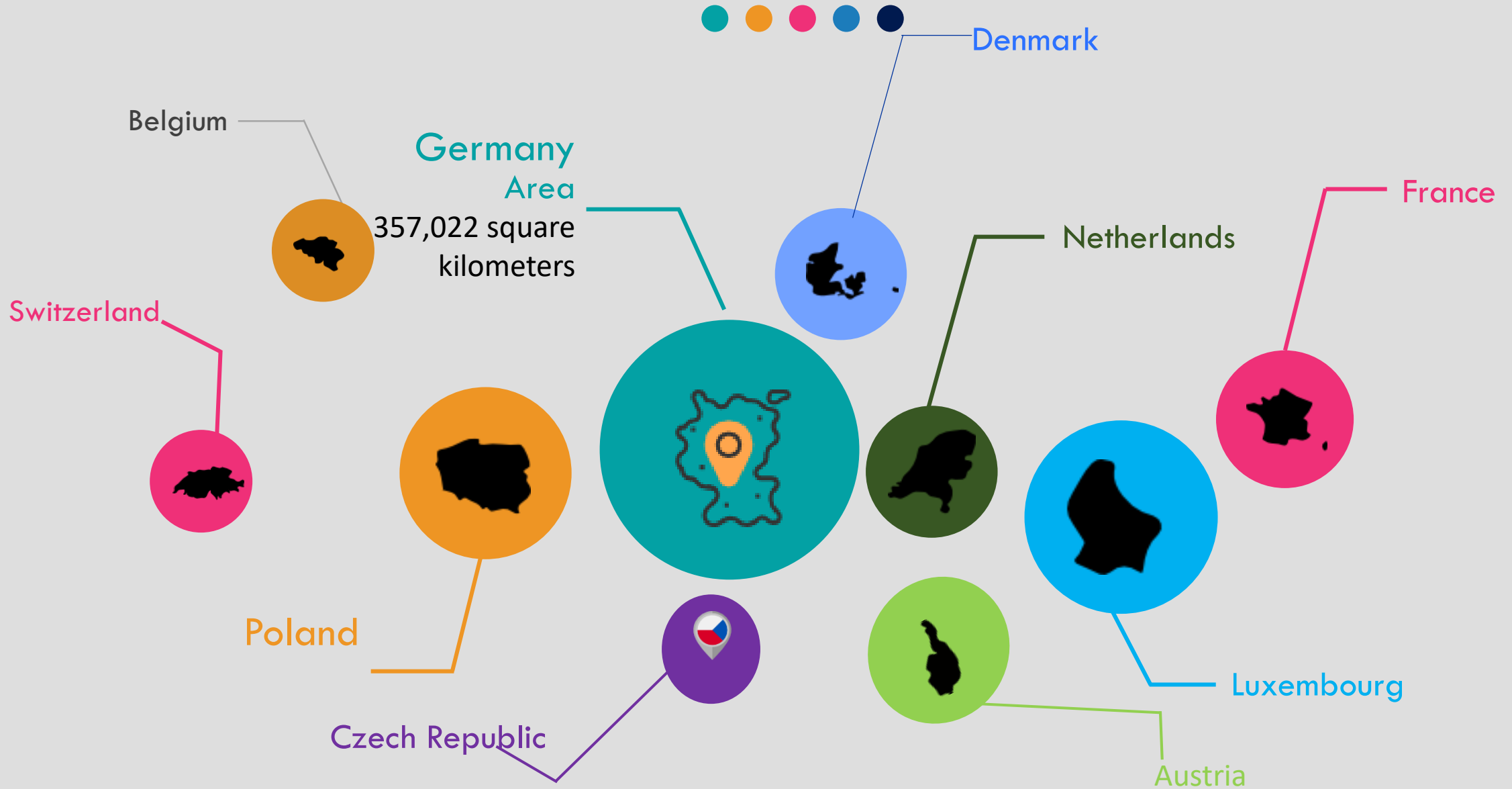


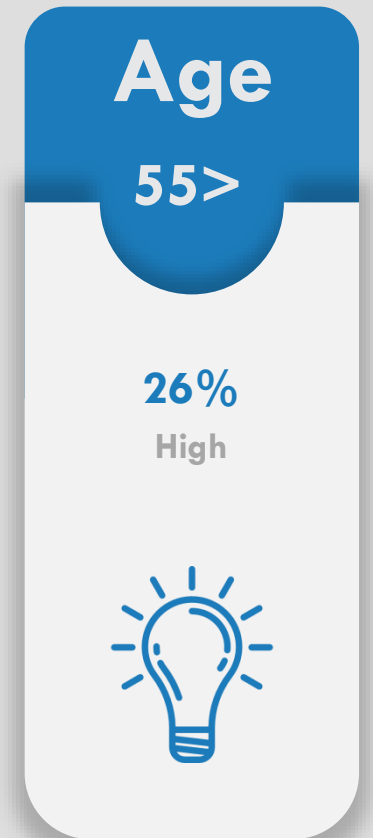
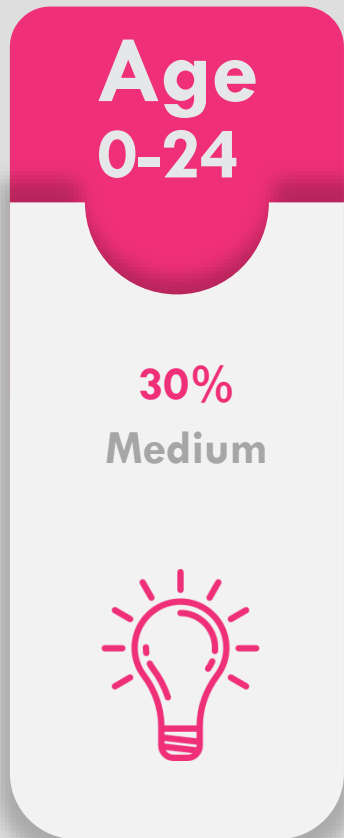
GERMANY



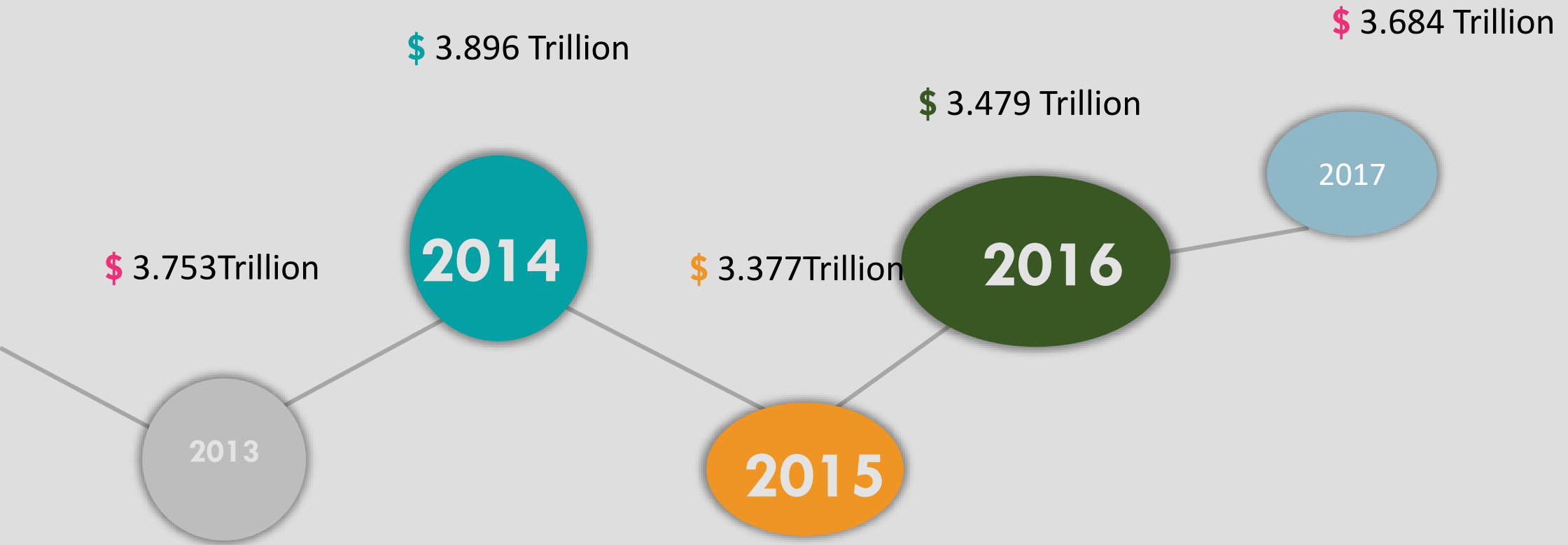
Geographic



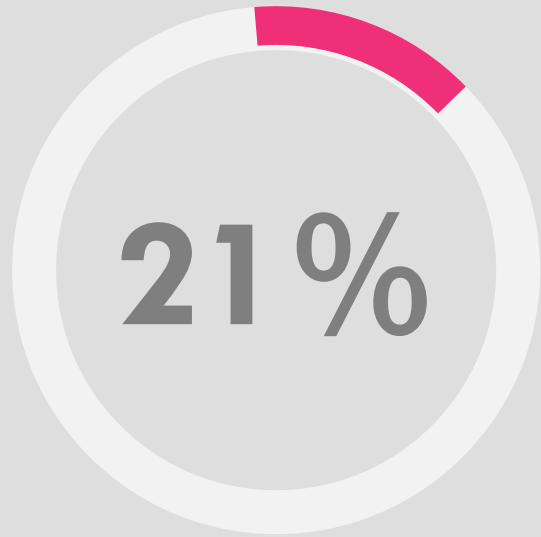
Demographics (82 M Total Population)



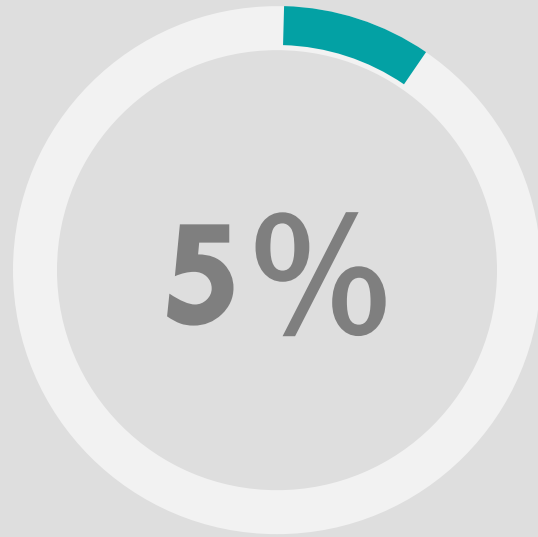
GDP OVER THE YEARS



SHARE OF GDP



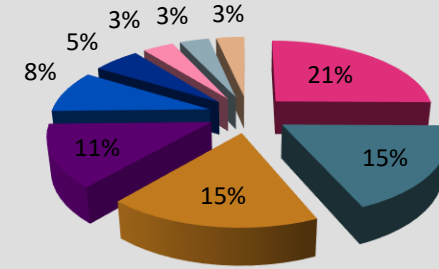
EU



WORLD

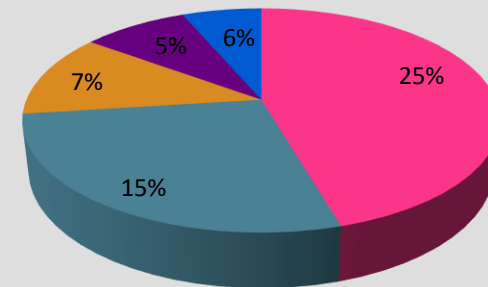
GDP SHARE IN EU

- 1 Germany
- 2 United Kingdom
- 3 France
- 4 Italy
- 5 Spain
- 6 Netherlands
- 7 Sweden
- 8 Poland
- 9 Belgium

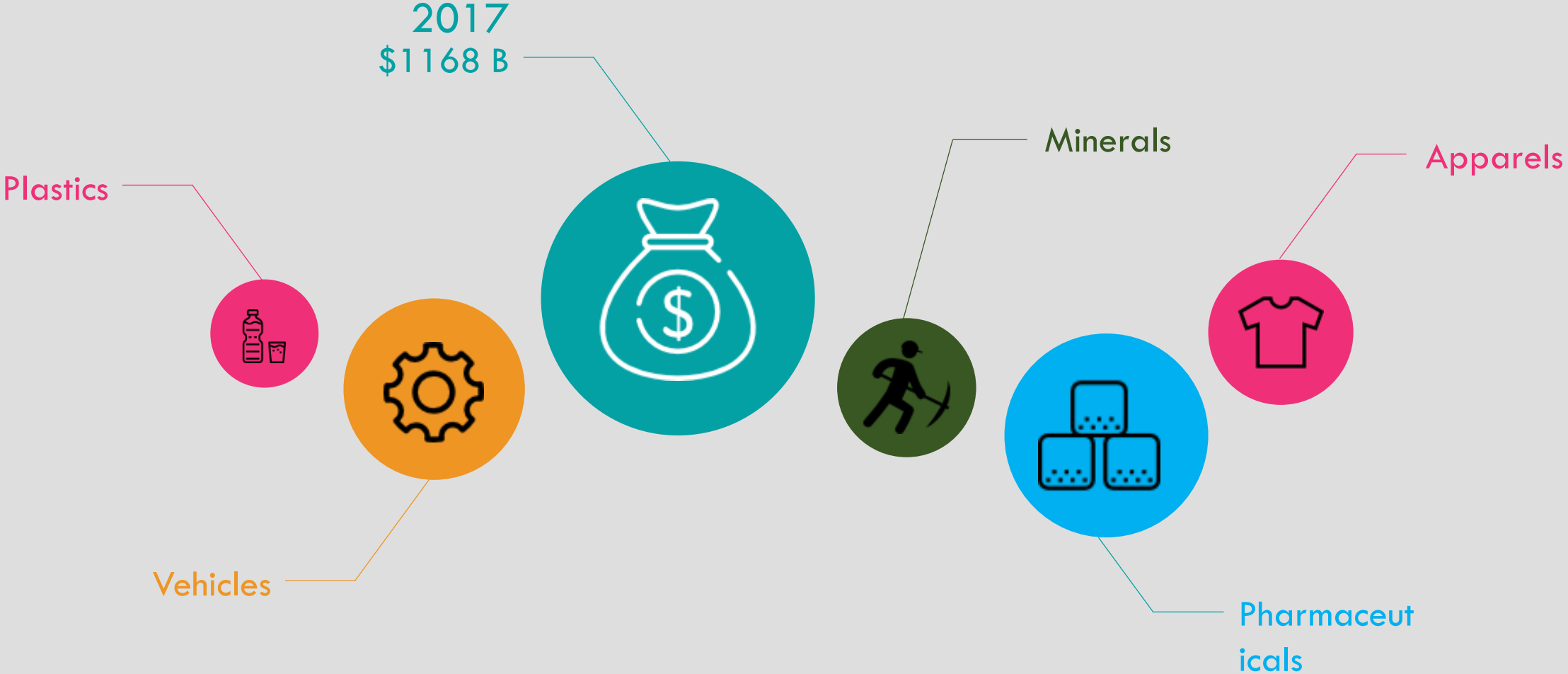


Share of GDP in World

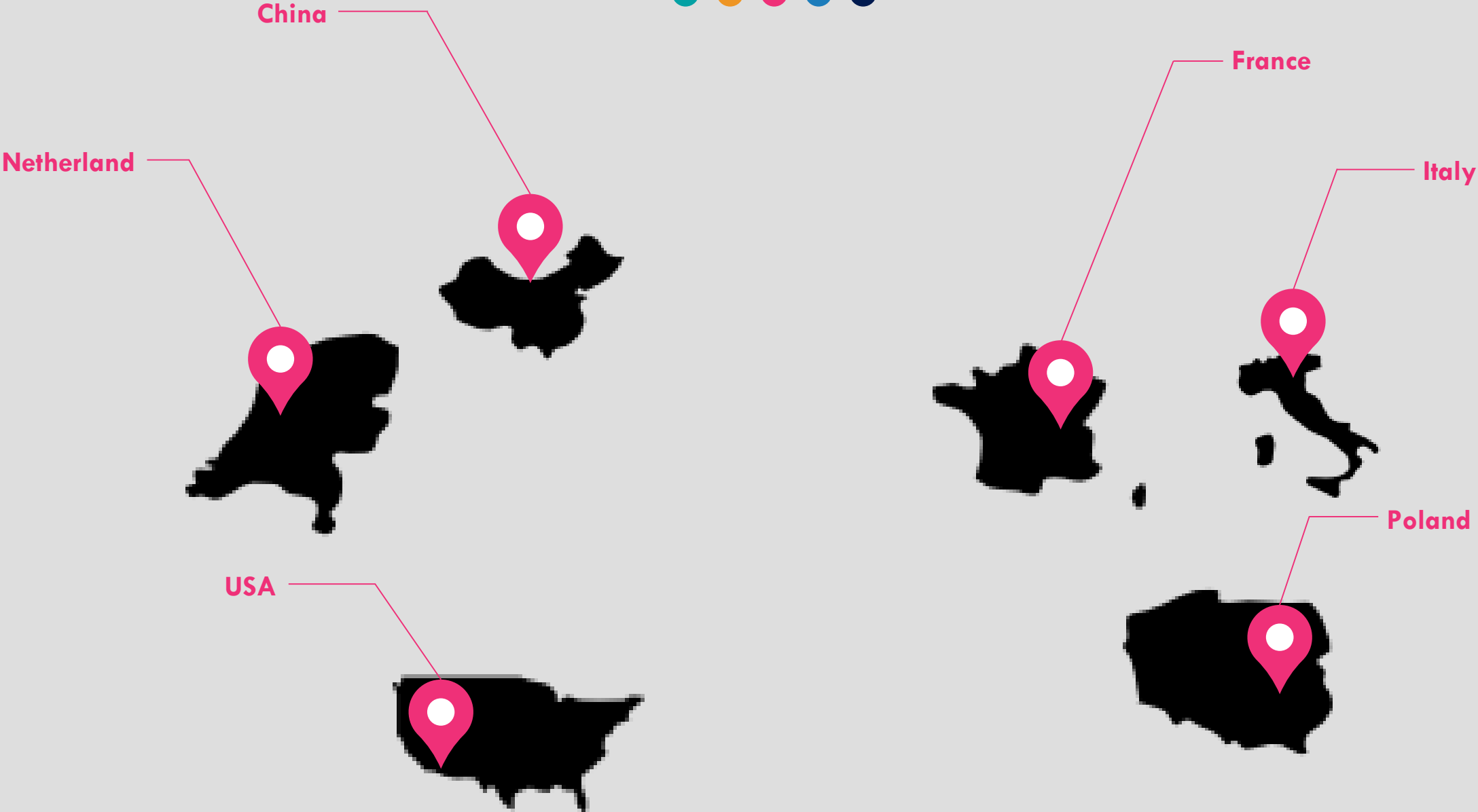
- 1 United States
- 2 China
- 3 Japan
- 4 Germany
- 5 United Kingdom



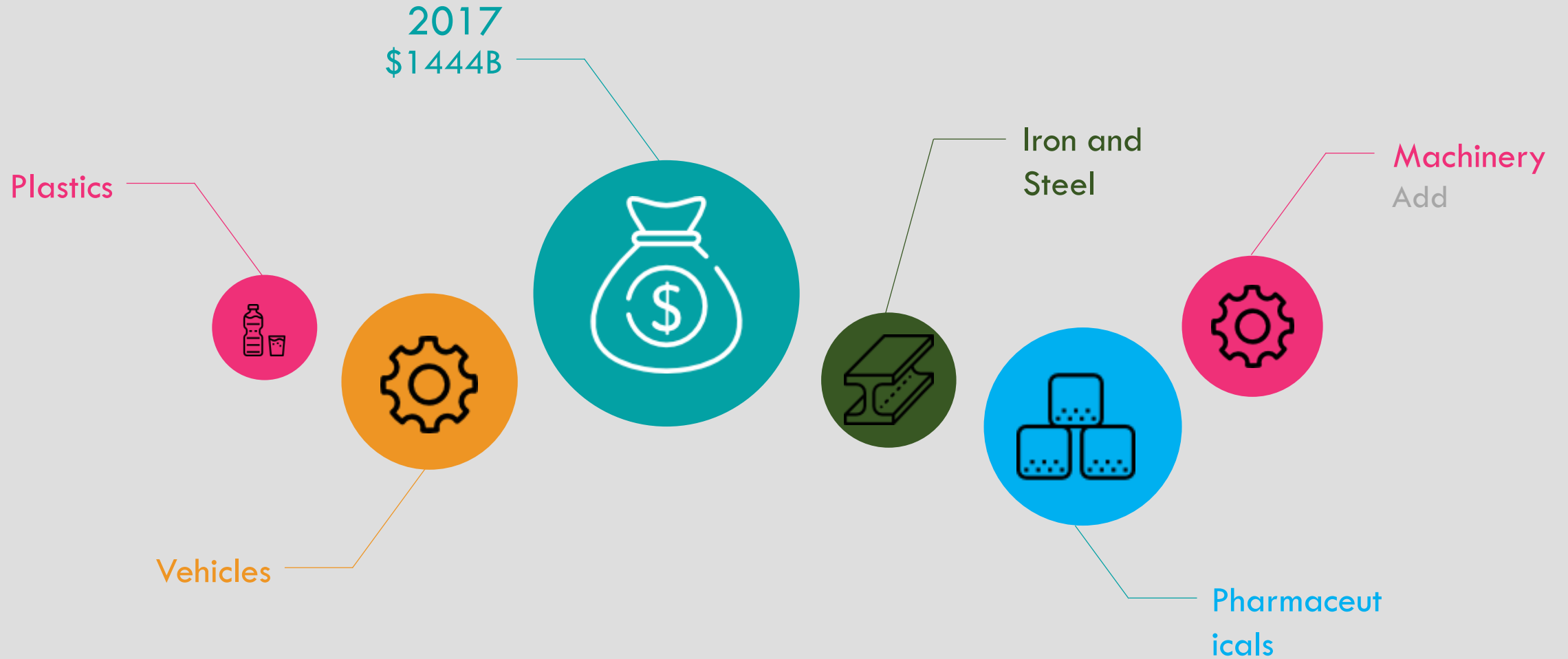
Import PROFILE



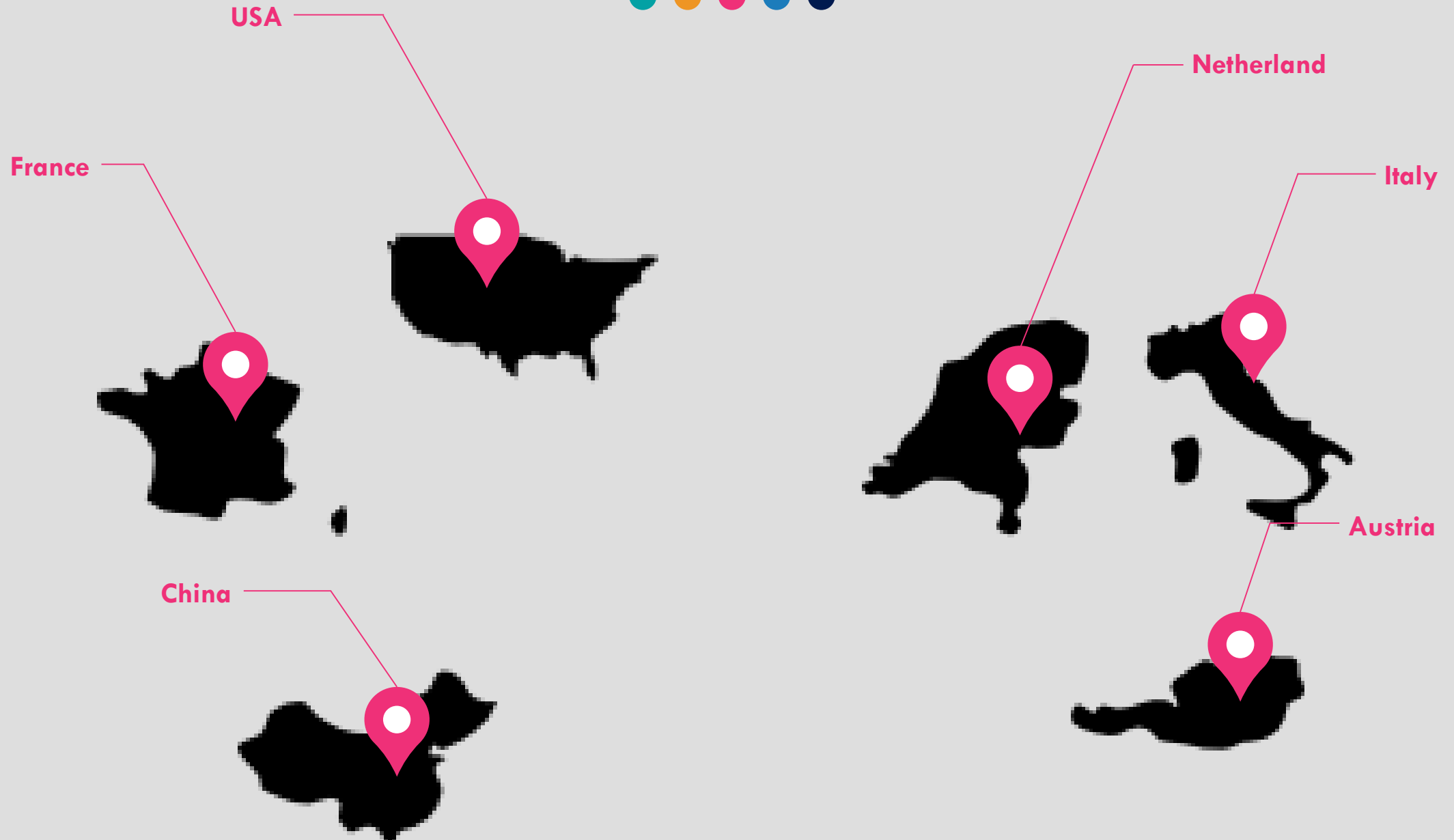
Import Partners



Export PROFILE



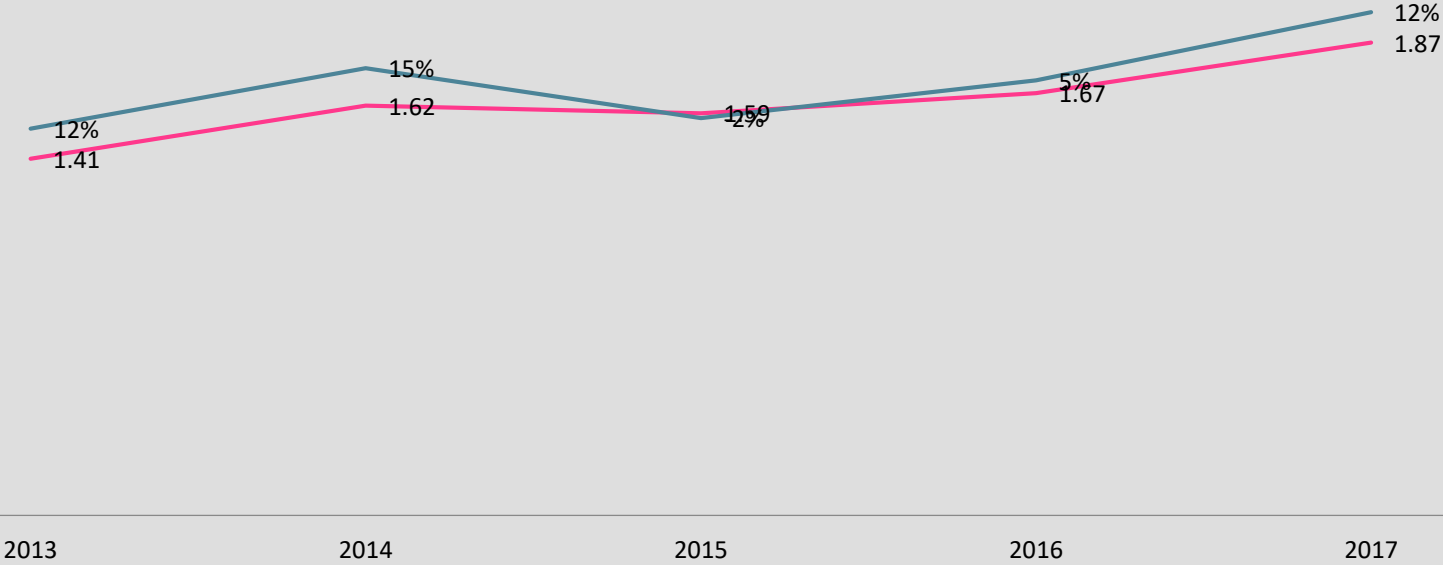
Major Export Partners



BILATERAL TRADE

Germany's Imports from Pakistan

Total Value growth rate



GERMANY IMPORTS FROM PAKISTAN



\$1.69B-20%

\$1.679B-5%

2013

2015

2017
(53rd)

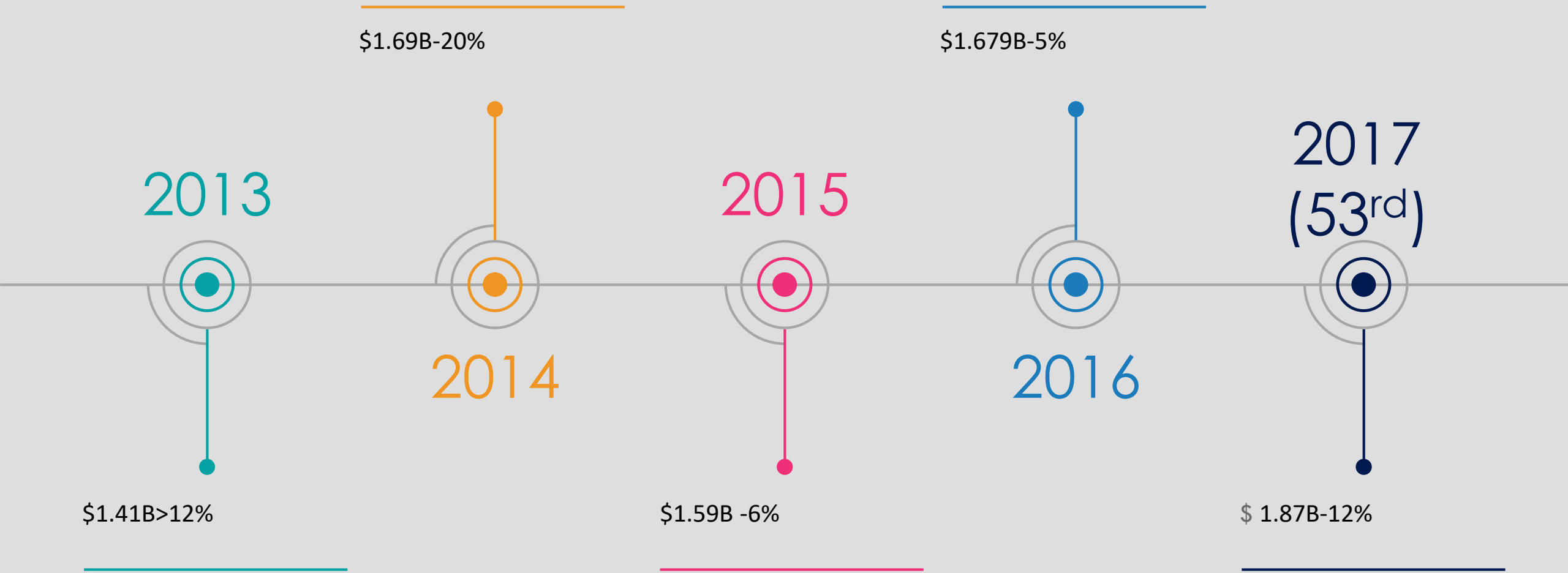
2014

2016

\$1.41B >12%

\$1.59B -6%

\$ 1.87B-12%



PAKISTAN EXPORT SECTORL EXPORTS



01 TEXTILE

05 CEREALS

09 METALS

02 TOYS

06 FRUITS AND
NUTS

10 SPICES

03 OPTICAL/SURGICAL

07 FURNITURE

04 FOOTWEAR

08 PLASTICS

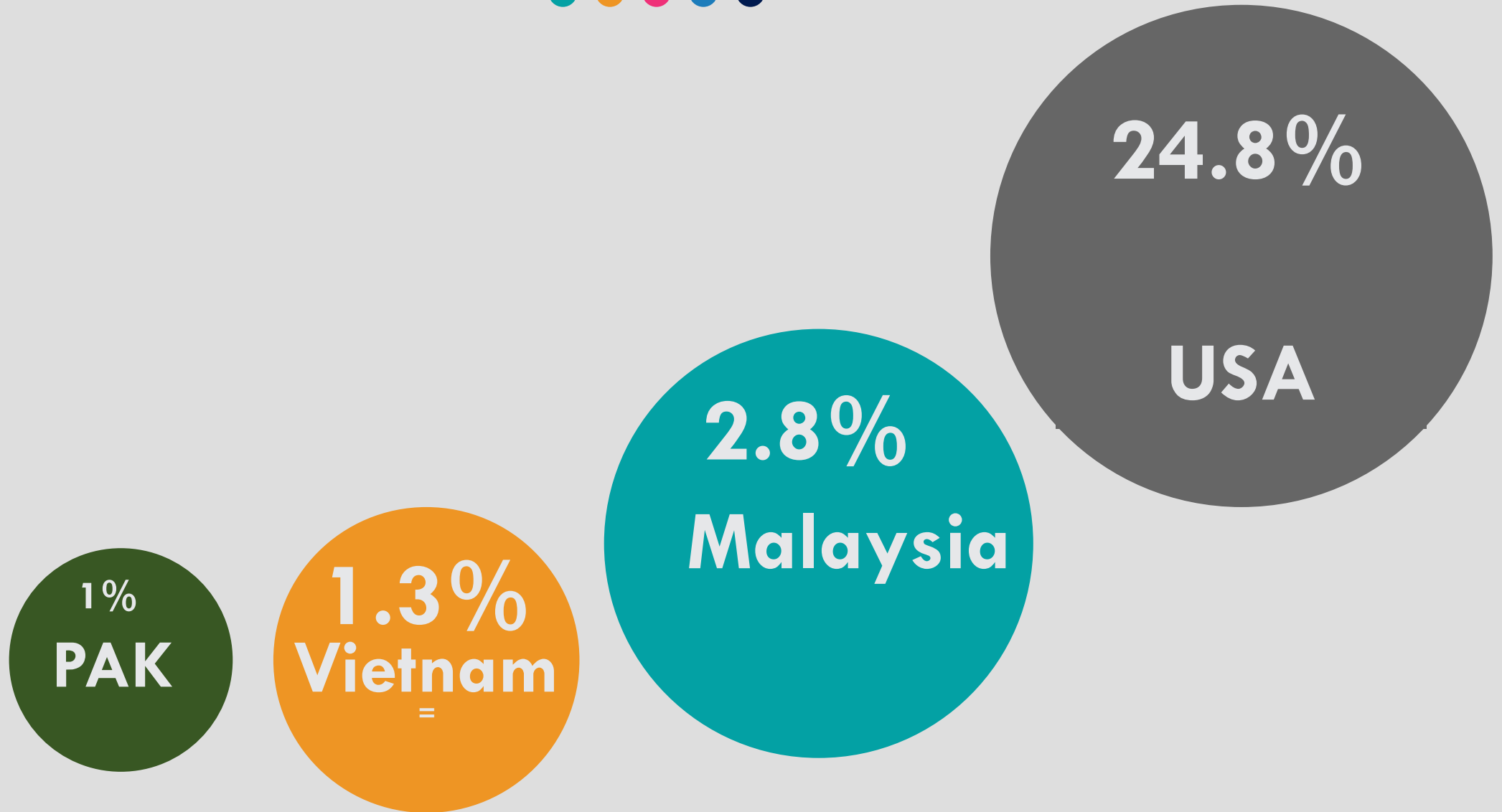
POTENTIAL PRODUCTS

Product Code 901890

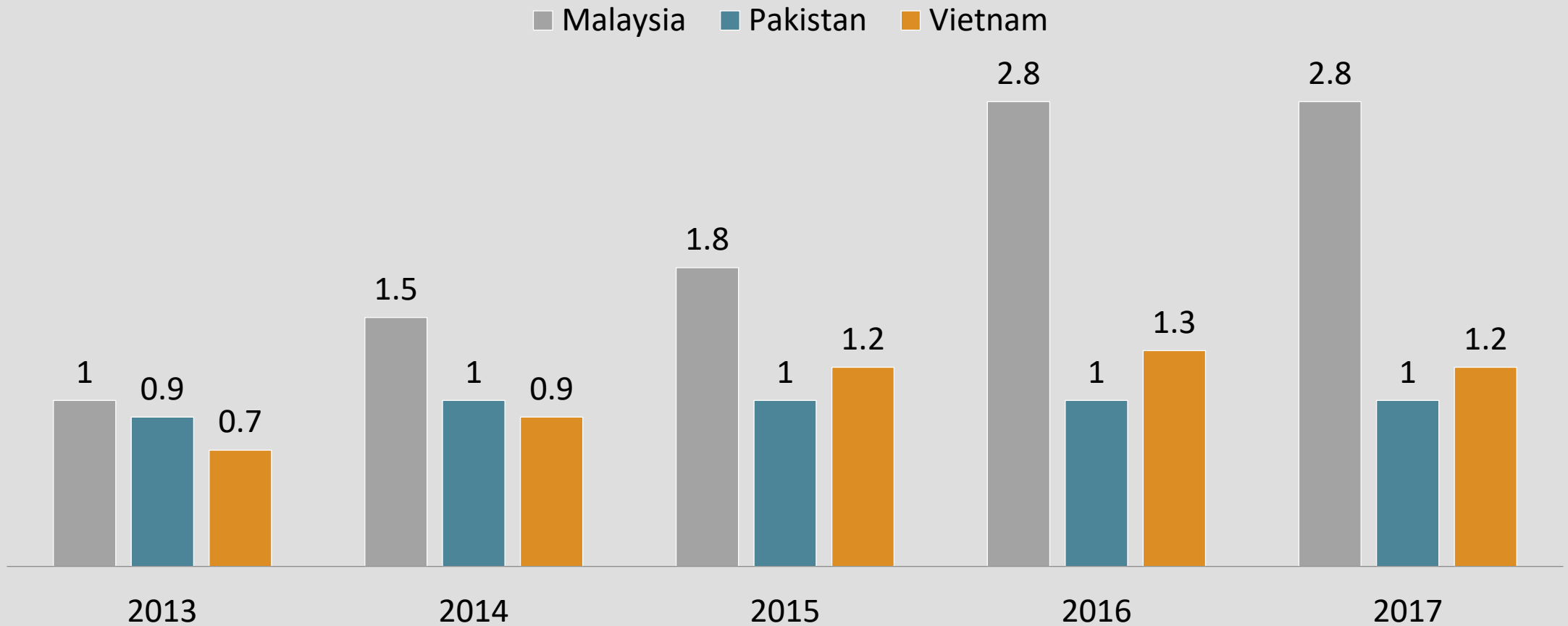


Instruments and appliances used in
medical, surgical or veterinary sciences,
n.e.s.

PRODUCT CODE 901890 (\$3.5 B)



Product Growth Over Past 5 Years



JUXTAPOSITION		
Pakistan	Malaysia	Vietnam
Unit Value USD/tonn		
53,639	51,008	30,930
Share of partner countries in world exports (%)		
0.7	1.4	0.8
Average distance between partner countries and all their importing markets (km)		
7,991	9,717	7,654
Average tariff (estimated) applied by Germany (%)		
0	0	0
Ease of doing business ranking		
144	23	82
Number of non-tariff requirements applied by Germany		
11	11	11

JUXTAPOSITION		
Pakistan	Malaysia	Vietnam
Ecommerce Setup (Business to Consumer)		
No	No	Yes
Government Initiatives/Investment		
5M in Strategic Policy	11 th Malaysian Plan	National Development Plan
Labour Costs		
Average	High	Low

What has worked for Vietnam



01 Business to Consumer
Alibaba.com

02 Low Labour Cost

03 Low Unit Price

04 Government
Support (NDP)

05 Rising Unrest
in China

06 Safety
Policies

What has worked for Malaysia



01 **Govt Initiatives**
11th Malaysian Plan

05 **Rising Unrest**
in China

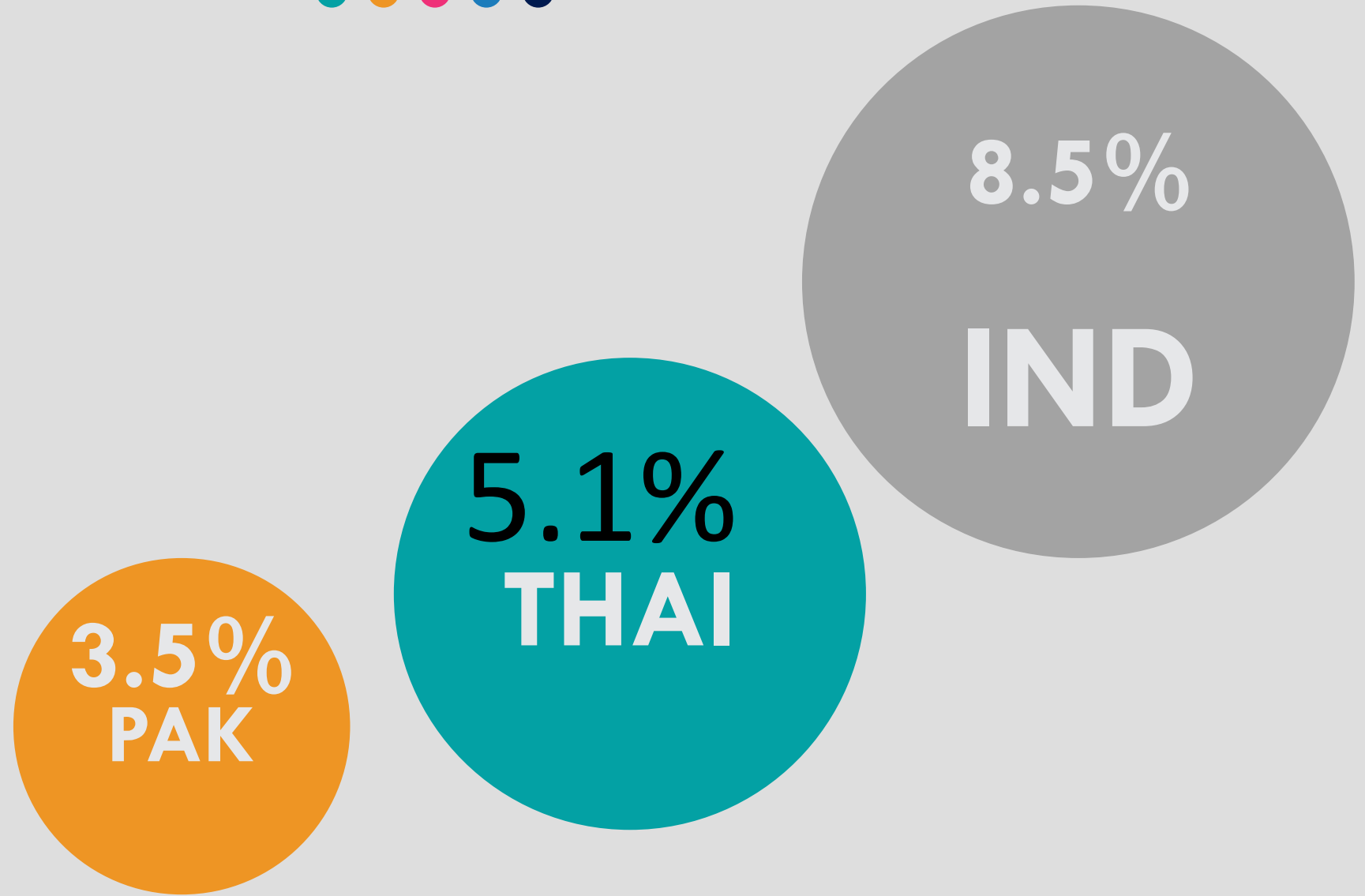
02 **Educated Labour**

Product Code 100630

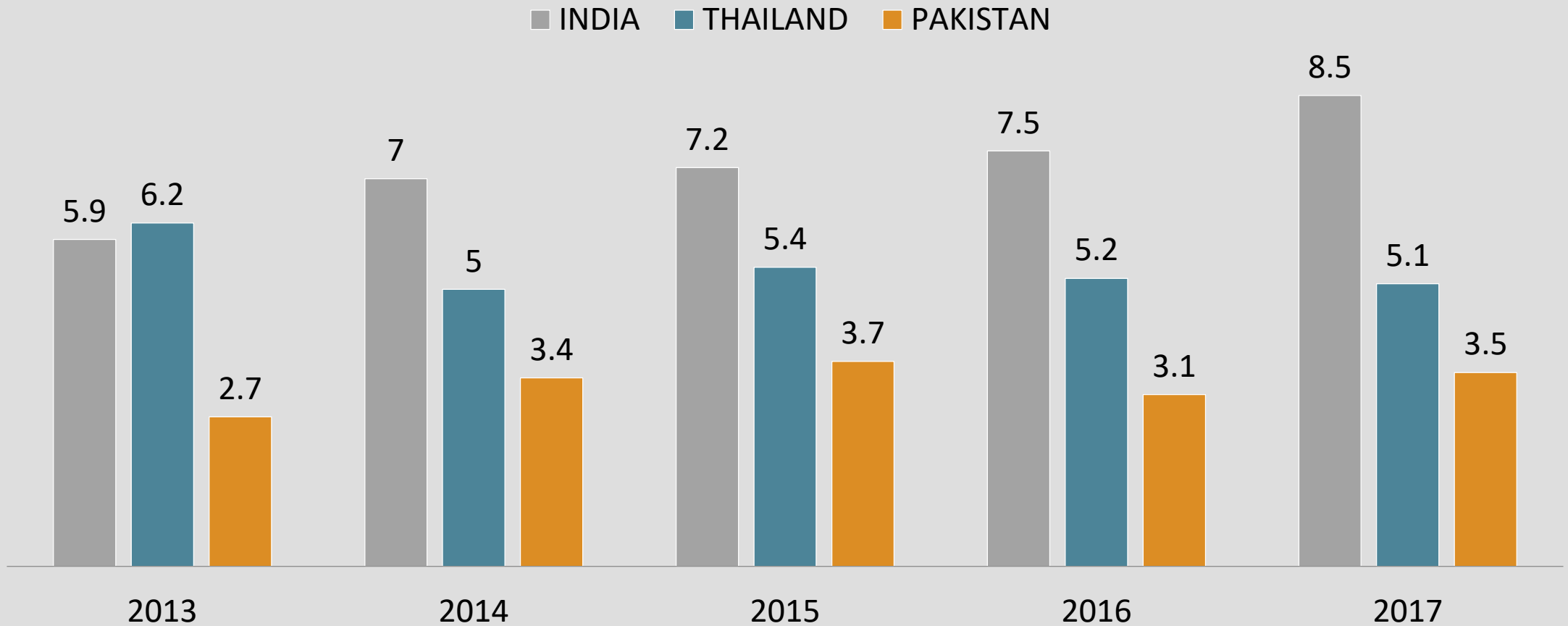


Semi-milled or wholly milled rice,
whether or not polished or glazed

PRODUCT CODE 100630



Product Growth Over Past 5 Years

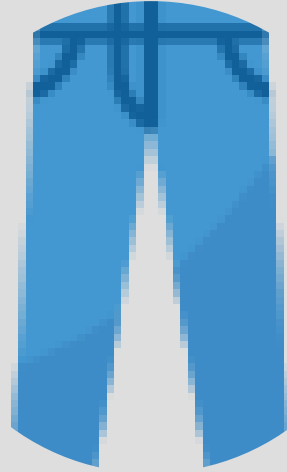


JUXTAPOSITION		
Pakistan	India	Thailand
Unit Value USD/tonn		
879	1,160	944
Share of partner countries in world exports (%)		
8.1	31	23.2
Average distance between partner countries and all their importing markets (km)		
4,550	4,694	7,643
Average tariff (estimated) applied by Germany (%)		
18.4	18.4	18.4
Ease of doing business ranking		
144	130	44
Number of non-tariff requirements applied by Germany		
17	17	17

JUXTAPOSITION

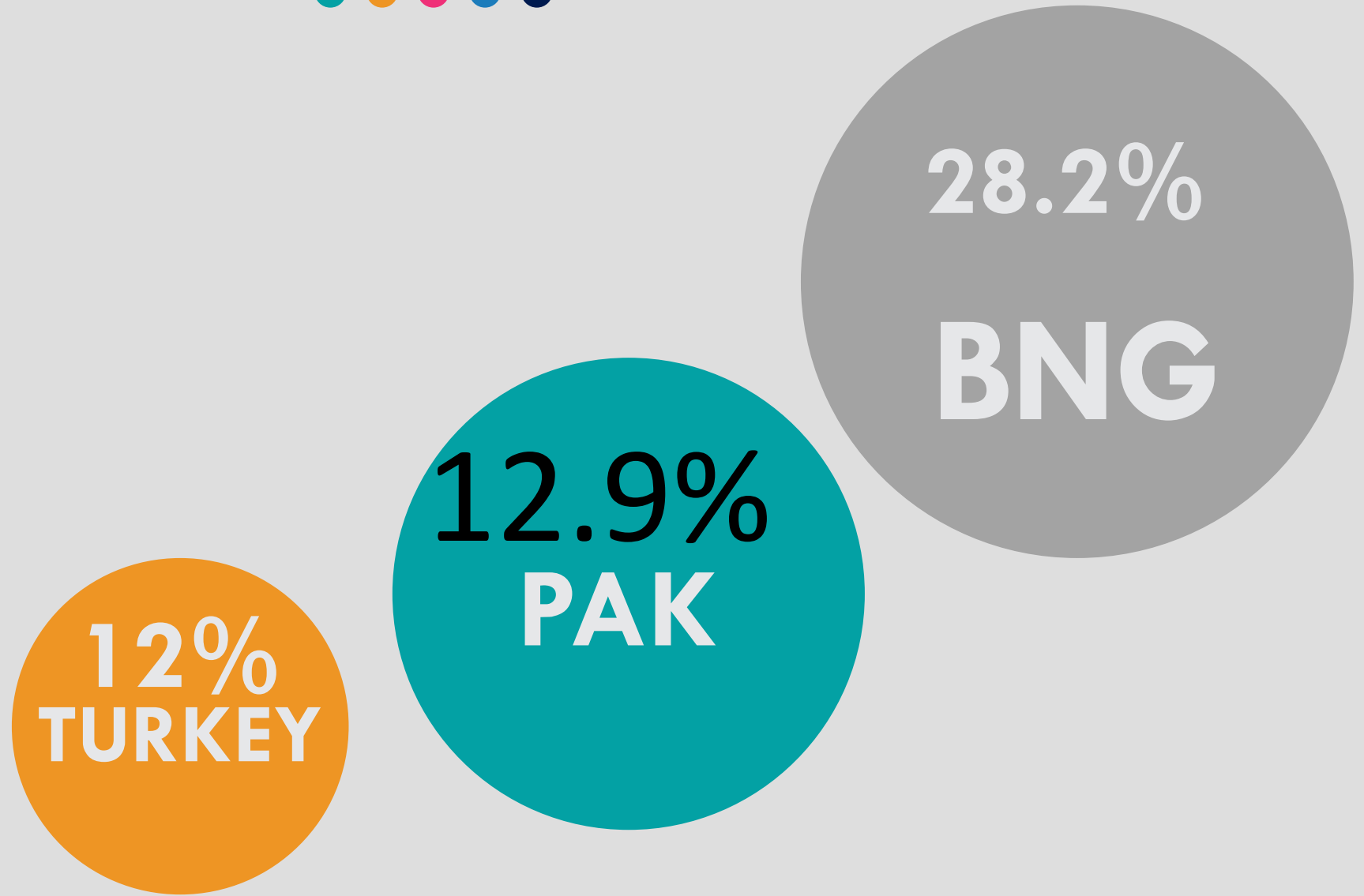
Pakistan	India	Thailand
Forms of Rice		
41	200+	10+
Branding		
No	Yes (Basmati)	Yes (Jasmine)

Product Code 620342

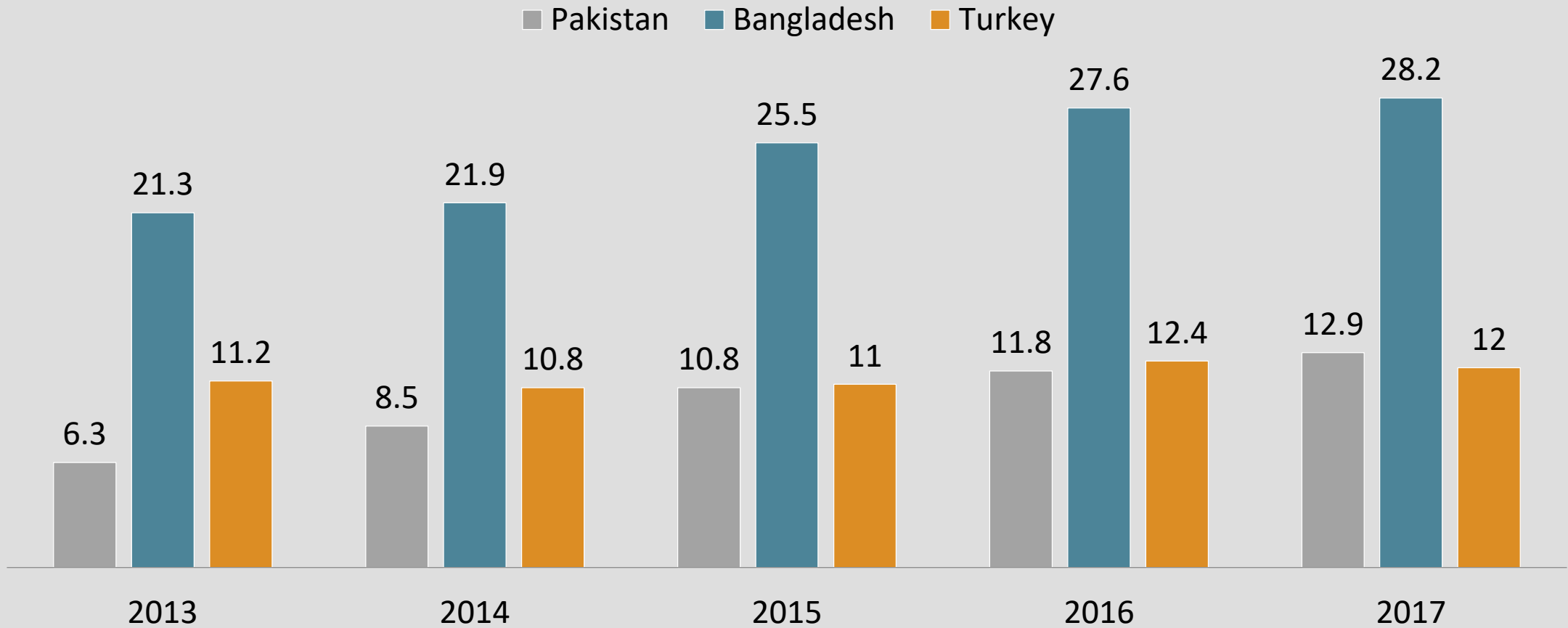


Men's or boys' trousers, bib and brace overalls, breeches and shorts, of cotton

PRODUCT CODE 620342



Product Growth Over Past 5 Years



JUXTAPOSITION		
Pakistan	Bangladesh	Turkey
Unit Value USD/tonn		
18277	17908	36083
Share of partner countries in world exports (%)		
2.1	20.5	4.3
Average distance between partner countries and all their importing markets (km)		
6973	8915	2583
Average tariff (estimated) applied by Germany (%)		
0	0	0
Ease of doing business ranking		
144	176	69
Number of non-tariff requirements applied by Germany		
7	7	7

What has worked for Bangladesh



01 Wage Cost
Lower Wage Cost as in
Pakistan

02 Power Cost
High Power Cost

03 Unskilled Pop

04 Government
Support

05 Increasing
Global
Demand

06 Safety
Policies

07 Rising Unrest
in China

09 Value
Addition

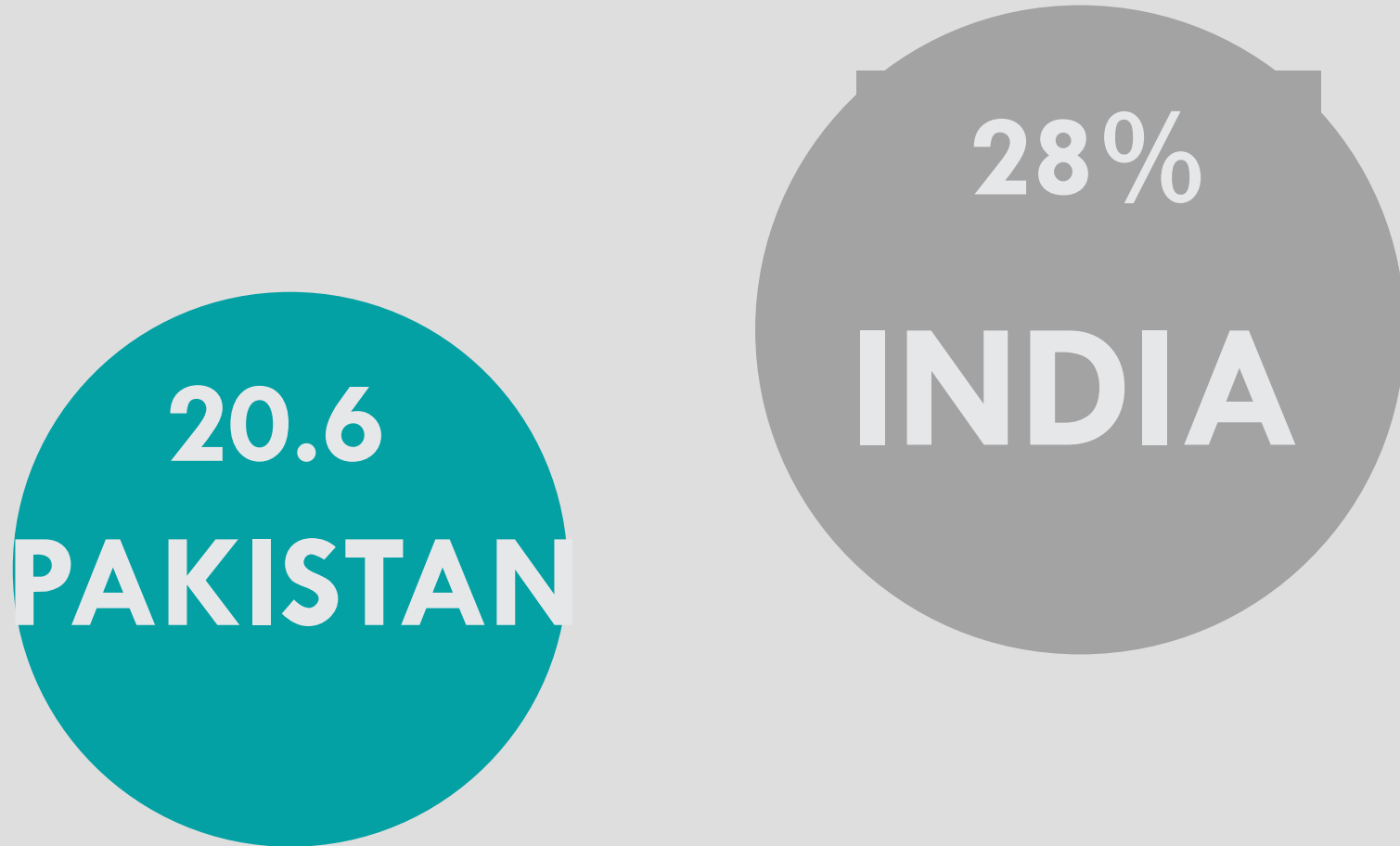
Product Code 420310

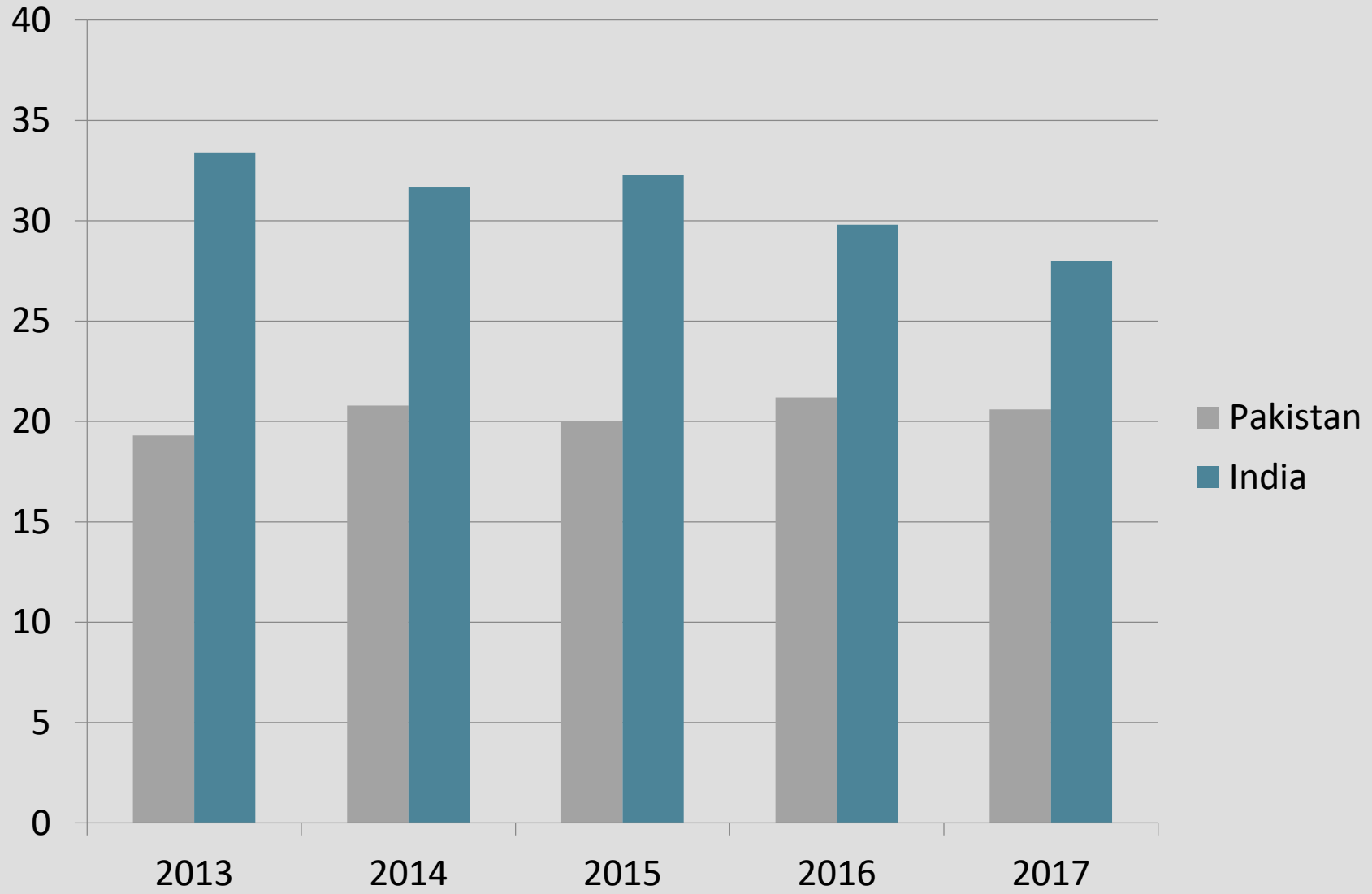


Articles of apparel, of leather or
composition leather

Total Value Imported: \$359,060

Product Code 420310





JUXTAPOSITION	
Pakistan	India
Unit Value USD/tonn	
38,389	66,753
Share of partner countries in world exports (%)	
9.7	17.4
Average distance between partner countries and all their importing markets (km)	
6,871	7,358
Average tariff (estimated) applied by Germany (%)	
0	0
Ease of doing business ranking	
144	130
Number of non-tariff requirements applied by Germany	
4	4

What has worked for India



01 Value Addition

02 Higher Production Rate

OPPORTUNITIES



300450-90,
30045010
VITAMINS

090710
CLOVE OIL

By 2050, around
30% of the
European
population is
estimated to be 65
and older



PHARMACEUTICALS



HOMEO MED



STEVIA
plantation

OPPORTUNITIES



BRANDING OF RICE

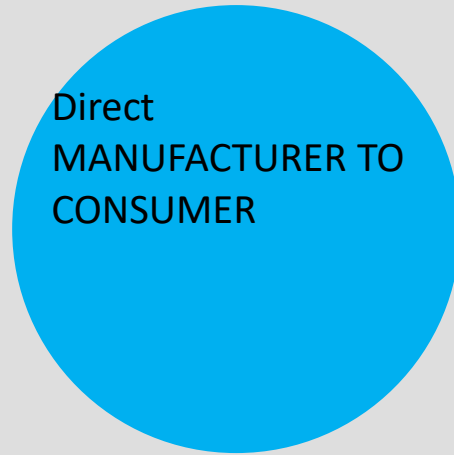


FORMS OF RICE



**RICE
QUOTA**

OPPORTUNITIES



**70% of Young
Population**



US Companies



**Stevia
Plantation**

Weakness



**ENERGY
SHORTFALL**



**POLITICAL
ENVIROMENT**



**LAW &
ORDER**



**SOCIAL
IMAGE**

Weakness



**LACK OF
KNOWLEDGE**



**REGULATORY
REQUIREMENTS**



**INADEQUATE
PRODUCTION**

THREATS



**VULNERALI
BITY
PRODUCTS**



BLACK LISTING



**REGIONAL
COMPETITION**

Recommendations



Research and Development

Diversification of Export Basket



Cost of Manufacturing



Demand Driven Products



B2B Business