

GDP (US\$)
118.27 billion (2017)*
World ranking: 59/191



GDP Per Capita (US\$)
27,237 (2017)*
World ranking: 33/190



Economic Structure
(In terms of GDP composition, 2016)
Agriculture (0.53%)
Industry (48.40%)
Services (51.07%)



External Trade
(% of GDP)
94.7% (2016)



Currency
(Period Average)
Kuwaiti Dinar
0.30 per US\$ (2017)



Political System
Constitutional
monarchy



Religion
Muslims (74.1%)
Catholics (8.5%)
Hindus (8.5%)



Population
4.34 million (2017)*
World ranking: 122/191



Median Age
33.4 (2015)
World ranking: 71/201



Language*
Arabic (Official)
English



Land Area
17,820 sq km

Pakistan – Kuwait Bilateral Trade Analysis

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Executive Summary

Kuwait is an oil-rich country and surrounded with powerful neighbours Saudi Arabia, Iraq and Iran. Kuwait's rich oil reserves and strategic location make it one of the world's richest country in terms of per capita. The country's population is around 4.34 million with major language Arabic. In 1961, Kuwait has got independence from Britain. The country has witnessed external intervention till 1991. But the major political reform took place in 2003 when Emir issued a decree of separating the post of Prime Minister from the crown prince. In 2005, Kuwaiti women won their right to vote and became part of parliament.

Kuwait's economic growth in the region made it one of the attractive market for foreign investors. Kuwait has primarily three sectors like any other country. In terms of GDP composition, the agriculture sector has 0.53% contribution, Industry has 48.40% contribution and services have 51.07% contribution. This indicates that industry including oil sector is the major performer of Kuwait's economy. Apart from this, the services sector is one of the major recipients of foreign direct investment. The developed countries including the USA, Germany and China have major investments and projects in Kuwait. Currently, Kuwait has launched "Vision 2035" and the initial spending of Kuwait under this vision \$60bn and \$100bn to be invested more. This envisages construction of a largest port, new terminal at Kuwait International port, petrochemical complex, oil refineries and renewable energy complexes.

Kuwait is a member of Multinational Trade Agreements include the Greater Arab Free Trade Area (GAFTA). There are 17 members of GAFTA from the Arab world. Kuwait is also a member of the Gulf Cooperation Council (GCC) and the members include Kuwait, Bahrain, Qatar, Saudi Arabia, Oman and UAE. The GCC forum allows free trade among the member countries due to geographic proximity. GCC and the European Free Trade Agreement (EFTA) has also an active status. One more trade agreement is Singapore (Via GCC) FTA is also signed and in effect.

Pakistan and Kuwait have brotherly relations and share the common Islamic values. Both countries have supported each other on various grounds and continue supporting each other. Historically, Pakistan's human capital employed in Kuwait in great numbers. However, the trade volume between both countries remained volatile due to certain trade barriers. During the last couple of years, the trade balance for Pakistan with Kuwait remained negative and kept soaring year by year. Pakistan's exports have suffered due to lack of competitiveness and trade barriers. Whereas the imports of Pakistan from Kuwait have swelled manifolds. The Trade balance is positively tilted towards Kuwait and the trade balance has kept widening with the passage of time.

The report comprises of Pakistan's bilateral trade relations, market overview, complete analysis of Pakistan's potential sector along with competitor analysis and the last section pertains to the recommendation according to the potential sectors. The eminent section of this report is the identification of potential sectors of Pakistan. Include "Wholly or Semi-Milled Rice", Frozen Shrimps and Prawns", Articles of Bedding", Fresh or Chilled Potato" and Surgical Instruments". The report is featured with complete competitor analysis along with strategies according to the aforementioned potential items.

By keeping in view, the potential sectors of Pakistan, it is assessed that the demand in Kuwait for food items particularly the potential items and the surgical instruments is high. Therefore, the immense potential for the said items exist. In addition to this, the proposed recommendations are the key imperatives in order to become more competitive in Kuwait's market. Furthermore, Kuwait's Government intervention in the local market is high. Therefore, Pakistan needs to develop G2G coordination and cooperation strongly. Apart from this, Pakistan needs

to resolve the matter of visa sanctions imposed by Kuwait. This will help in increasing people to people connection and encourage the export community to enhance their business operations in Kuwait.

Geographic Overview of Kuwait:

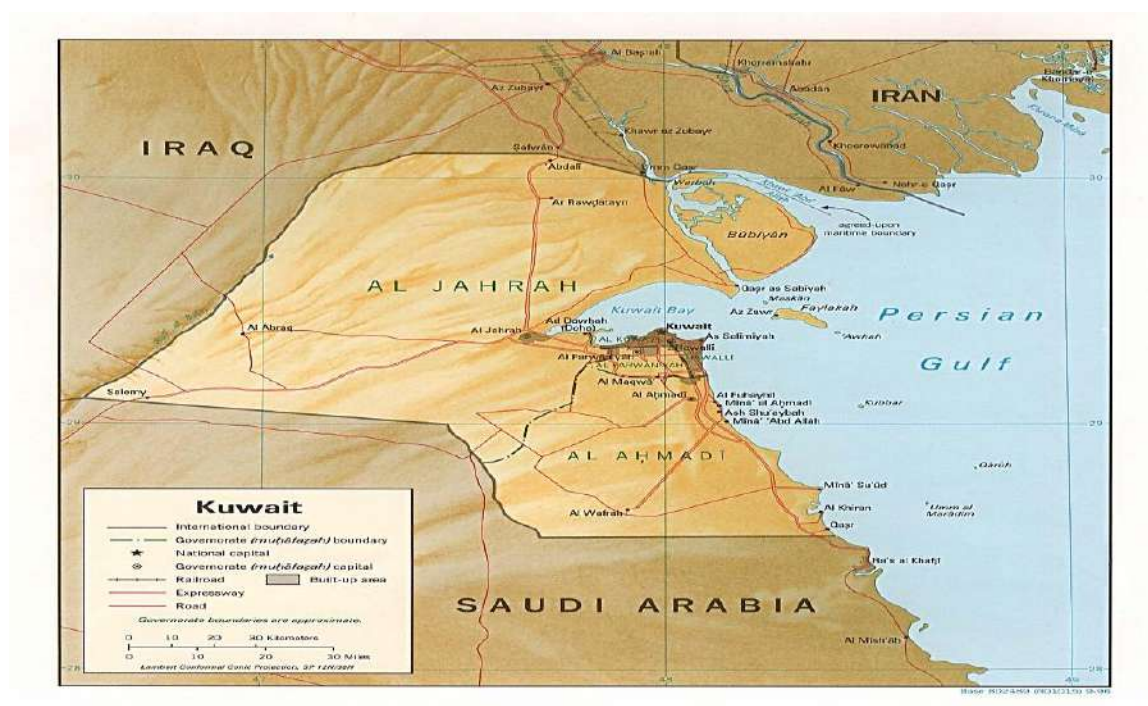
Kuwait is the smallest country in the Middle East region yet it is broadly discussed and has importance in the region. Kuwait has the 222-kilometer border with Saudi Arabia. The country has an area of 17,818 km². Before partition in 1966, it was a neutral zone established under the treaty of Uqair. The country has 240-Kilometer-long border with Iraq. In past, Kuwait remained under high pressure due to continuous interventions from Iraq. In addition to this, Iraq invaded Kuwait in 1990.¹

A small emirate nestled between Iraq and Saudi Arabia. On the Persian Gulf, Kuwait Bay is the only shore. Kuwait is slightly larger than the US State of Hawaii. Kuwait has nine offshores and Bubiyan and Al-Warbah are the largest bay among all.

Kuwait has an island Babayan which is situated in the north near the border with Iraq. This island is larger than Bahrain Archipelago. As Kuwait is located in the middle east region, the country has a same desert climate like other countries. The maximum temperature reaches up to 50 °C from May to September and it decreases in winter from 20 to 30 °C.

In 1950, Kuwait has witnessed intensive urbanization due to oil exploration. The influx of workforce recorded high which has contributed to intensive urbanization. The British firm has designed the modern Kuwait City. As a result, today's Kuwait City looks like modern European cities. The Kuwait City is divided into three parts include industrial, public and commercial zones. The largest suburban district is Qalib Al-Shuyukh.

Figure 1: Map of Kuwait



¹ <https://fanack.com/kuwait/geography/>

Economic Overview of Kuwait:

Kuwait has been developed as a welfare state and a rich country supported by oil revenues. The per capita income is high which indicates the high purchasing power. There is a monarchy and royal family is ruling since long. However, in 2013, the parliament was elected and lately, opposition vows a strong parliamentary system. In 2017, There was negative growth rate at -2.1% which shows a significant drop from 2016's 2.5%. The OPEC related oil cut has affected the growth and exports. In addition to this, the oil sector is the backbone of Kuwaiti economy.

Apart from the oil sector, the Government initiatives remained supported by the implementation of the five-year development plan (2015-2020). The five-year plan is based on infrastructure, transport and refinery projects. Kuwait is deemed to position itself as a gateway for investment. The country's prosperity and progress are heavily dependent on oil sector's growth. The Government earns 90% of the revenues from the oil sector which indicates the dependency level and therefore the Government is slow towards the diverse economy. Fall in the oil prices in 2014 has limited the revenues of Kuwaiti Government. In 2017, due to rising energy and food prices despite low oil prices, inflation decreased to 2.5% as compared to 3.5% in 2016.

Currently, the Government has devised the plan to boost oil production in the next five years by investing US\$115 billion. It is expected that the growth will fall to 3.7% in 2019 due to OPEC related production cuts. In order to seek economic growth, Kuwait is trying to move from rent economy to a more diverse one. In order to job creation and investment, the Government has shown serious concerns in terms of increasing public revenues.

In order to understand the sectoral contribution in the economy, there are three major sectors include agriculture, oil sector and the non-oil sector. There are very limited opportunities in the agriculture sector due to arid land and lack of water shortage. Only fishing has a precise contribution in the economy which is limited to only 0.5% of the GDP.

Kuwait has rich oil reserves which represent 9% of the total world reserves and has the capacity of 100 years production. The sector is dominated by 48% of the GDP and 90% of the total exports of the country. In order to increase oil production and exports, Kuwait has planned to invest US\$87 billion by the end of 2030.

The third sector is the non-oil sector which mostly comprises of services include financial services and the real estate. The sector has a significant contribution in the GDP and also provides 70% of the employment opportunities to diaspora and the Kuwaiti citizens.

Table 1: Kuwait's Economic Indicators

Main Indicators	2014	2015	2016	2017	2018 (e)
GDP (billions USD)	162.7	114.61	110.87	120.68	144.52
GDP per Capita, Current prices (USD)	40689	27885	26245	27237	28199
Inflation Rate – Average consumer prices (%)	3.1	3.7	3.5	2.5	2.7
Unemployment Rate (% of the Labor Force)	2.9	2.2	2.1	2.1	1.1
Population (Million)	3.7	3.9	4.0	4.1	4.4
Currency Exchange Rate (1Kwd=USD)	3.51	3.32	3.30	3.29	-

Source: IMF – World Economic Outlook Database, 2016

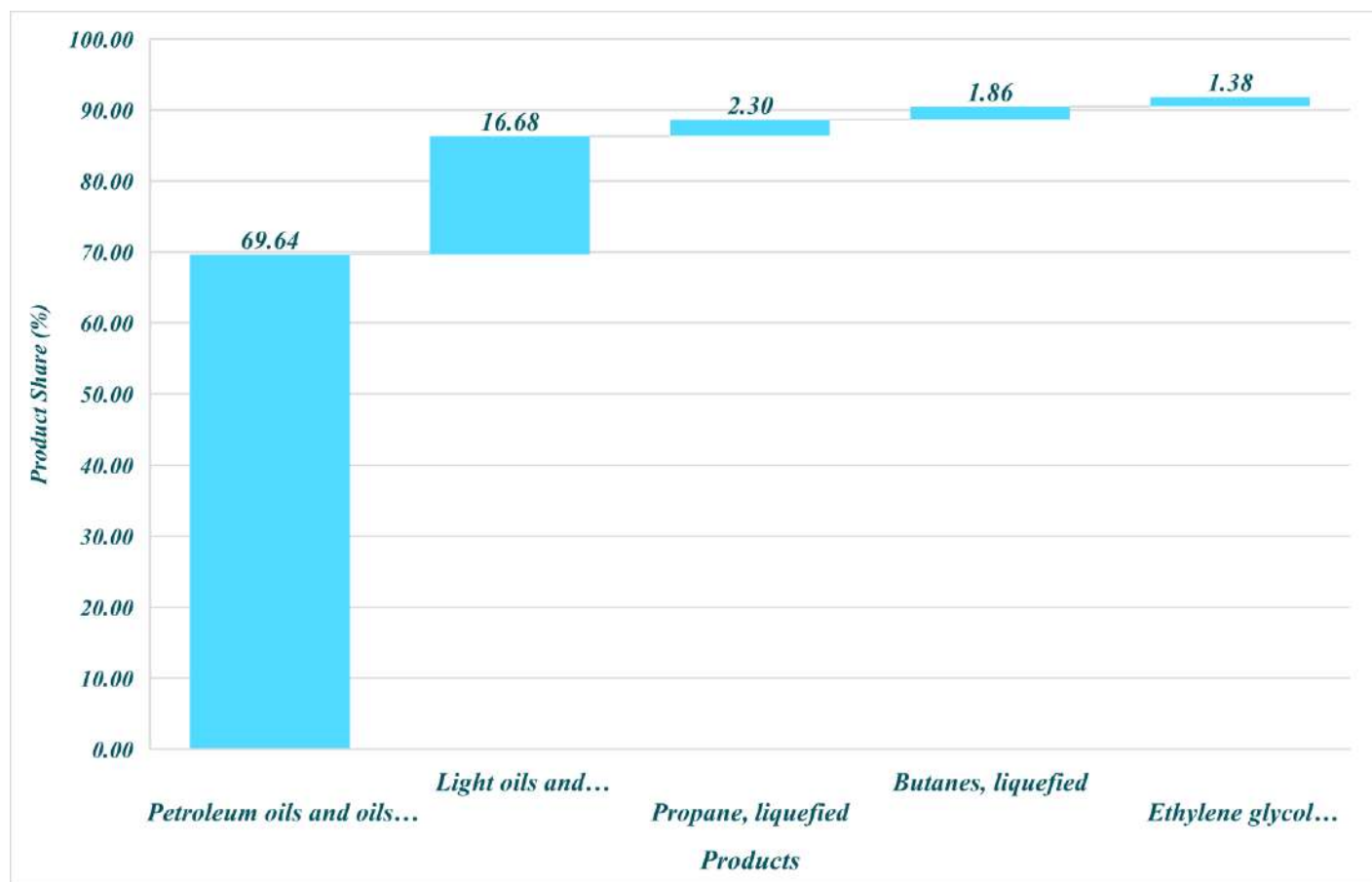
Note: (e) Estimated Data

The above table constitutes the economic indicators which showcase the economic situation of Kuwait. Though Kuwait is a rich country as depicts through GDP per Capita. Once GDP was higher in 2014 but due to OPEC oil production cut and low international prices of oil in the past few years has affected the economy. Since 2017, Kuwait has witnessed growth in GDP because of rising international oil prices. Whereas the inflation rate has also declined and the same occurred with the unemployment rate. The Population growth rate is marginal and the currency exchange rate is also adequate.

Major Exports of Kuwait to World:

As discussed earlier, Kuwait heavily depends on oil production and exports. According to the World Trade Organization, Oil sector contributes 90% of the GDP. In addition to this, the Kuwait Government has devised a five-year plan to strengthen this sector and reforms to diversify the economy in order to mitigate the external risks.

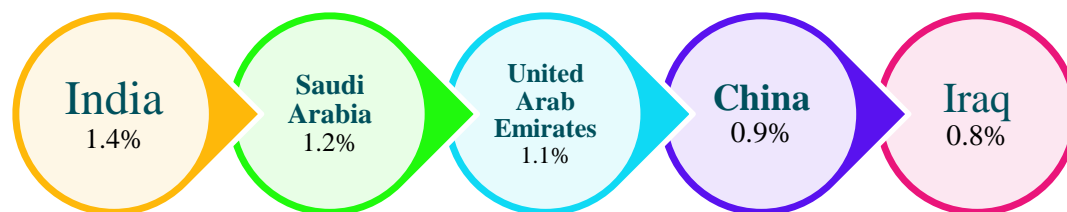
Figure 2: Kuwait's Major Exports to World



The above-pasted figure narrates that oil is the major export of Kuwait to the world. At HS digit-6, first four exports belong to chapter 27 and contribute almost 90% of the total exports. In 2017, oil exports continued their decline.

Major Exports Destinations:

Kuwait's exports quadrupled since 2002. Exports of crude oil and mining products accounted for the quasi-totality of the exports; the remaining amount consisted of re-exports, mainly of machinery and transportation equipment. Kuwait's main clients are the Asian countries, especially South Korea, India, Japan, China, as well as the United States.

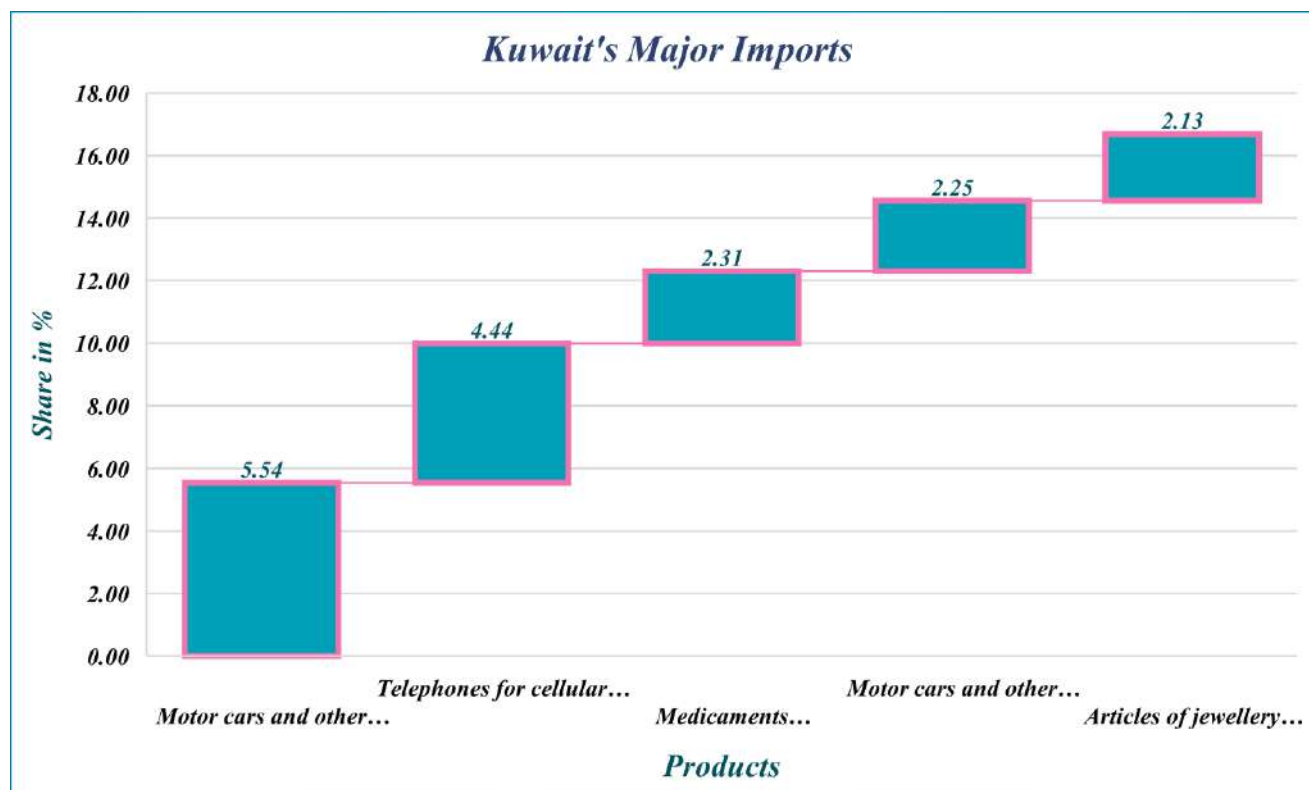


Source: Comtrade

Major Imports of Kuwait From World:

Kuwait has total \$33 billion imports in the year of 2017. In 2017, Kuwait's imports increased by 10% as compared to the corresponding year. Mobile or cellular phones and Medicaments increased manifolds.

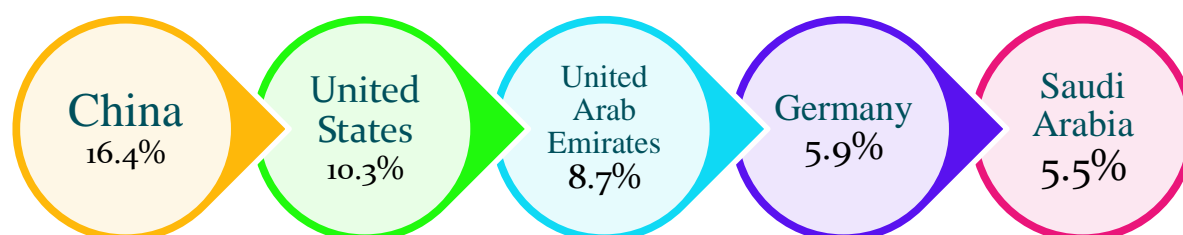
Figure 3: Kuwait's Major Imports



The above figure portrays the product wise imports share. The historical import trend reflects minor volatility in the imports of Kuwait because of international oil prices. In 2017, the major imports were Motorcars, Telephones for cellular networks, Medicaments, Motor Cars and Articles of Jewelry. In 2017, imports improved after some weakness in 2016, thanks to solid capital goods imports data and some recovery in consumer goods. As a result, trade surplus narrowed slightly in 2017, as softer oil prices led oil exports lower.

Major Supplying Markets to Kuwait:

Kuwait's largest suppliers are the United States, China, Saudi Arabia and Japan. Imports from other Gulf countries have increased since joining the GCC (Gulf Cooperation Council). The main products imported are vehicles and parts, agricultural and food products, as well as mechanical industrial products, electric and electronic products.



Source: Comtrade

Bilateral Trade Overview:

Pakistan and Kuwait enjoy cordial relations since long. On many occasions, both countries have supported each other. Both countries have brotherly relations and share common Islamic values. In the past few years, Pakistan trade has suffered and same happened in the case of Kuwait too. From the last couple of years, Pakistan's trade gap is widening due to increasing imports and the squeezing exports of Pakistan.

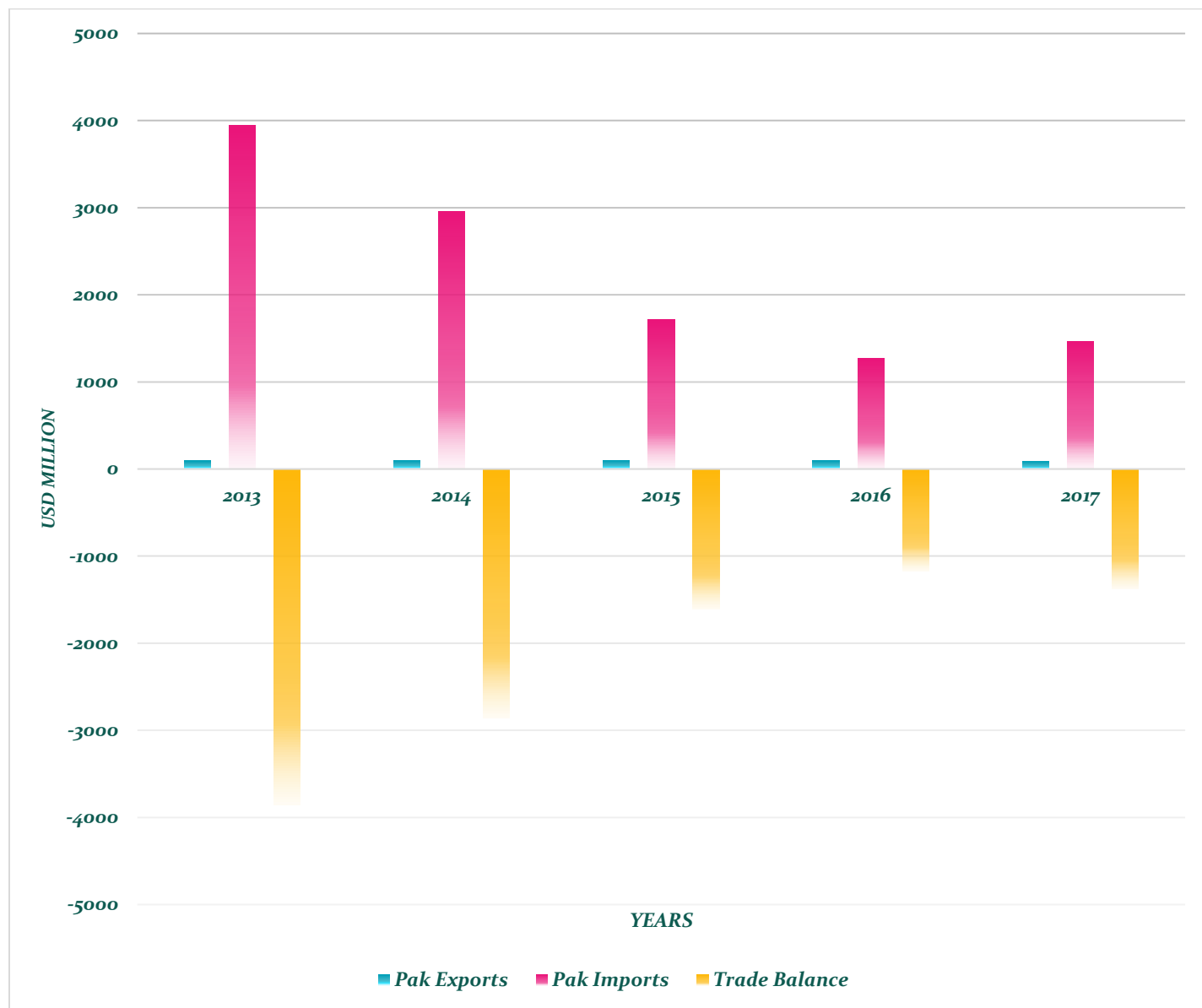
Table 2: Pakistan-Kuwait Bilateral Trade

Pak-Kuwait						
Bilateral Trade						USD Million
Trade Indicator	2013	2014	2015	2016	2017	%Change
Pak Exports	96.202	97.987	100.42	99.017	88.993	(10.12)
Pak Imports	3948.722	2954.979	1712.743	1271.958	1468.125	15.42
Trade Volume	4044.924	3052.966	1813.163	1370.975	1557.118	13.58
Trade Balance	(3852.52)	(2856.99)	(1612.32)	(1172.94)	(1379.13)	
Kuwait Imports from World	29298.9	31488.82	31909.23	30826.34	33589.65	8.96
Pak Share in Kuwait's Imports	0.33	0.31	0.31	0.32	0.26	(17.52)
Source: Trade map						

Since Pakistan has close ties with Kuwait and share Islamic values. Despite the fact, Pakistan trade has suffered with Kuwait due to multiple reasons like trade facilitation to the business community and business environment for the investors on both sides. During 2013-14, the trade gap for Pakistan was mammoth. However, the trade gap narrowed in the years of 2015 & 2016. In 2017, the trade gap has again swelled. In the past couple of years, Pakistan's imports from Kuwait swelled manifolds and exports oppositely squeezed. In a long run, Pakistan has an immense potential to not only enhance its exports but also provide skilled labour to Kuwait.

In 2017, Pakistan exports declined by 10% as compared to the corresponding year and the same trend exist in past years as well. Whereas the imports are continuously on the rising path. With the passage of time, trade volume has grown and the trade balance tilted positively towards Kuwait. However, Pakistan has a tiny share in the imports of Kuwait.

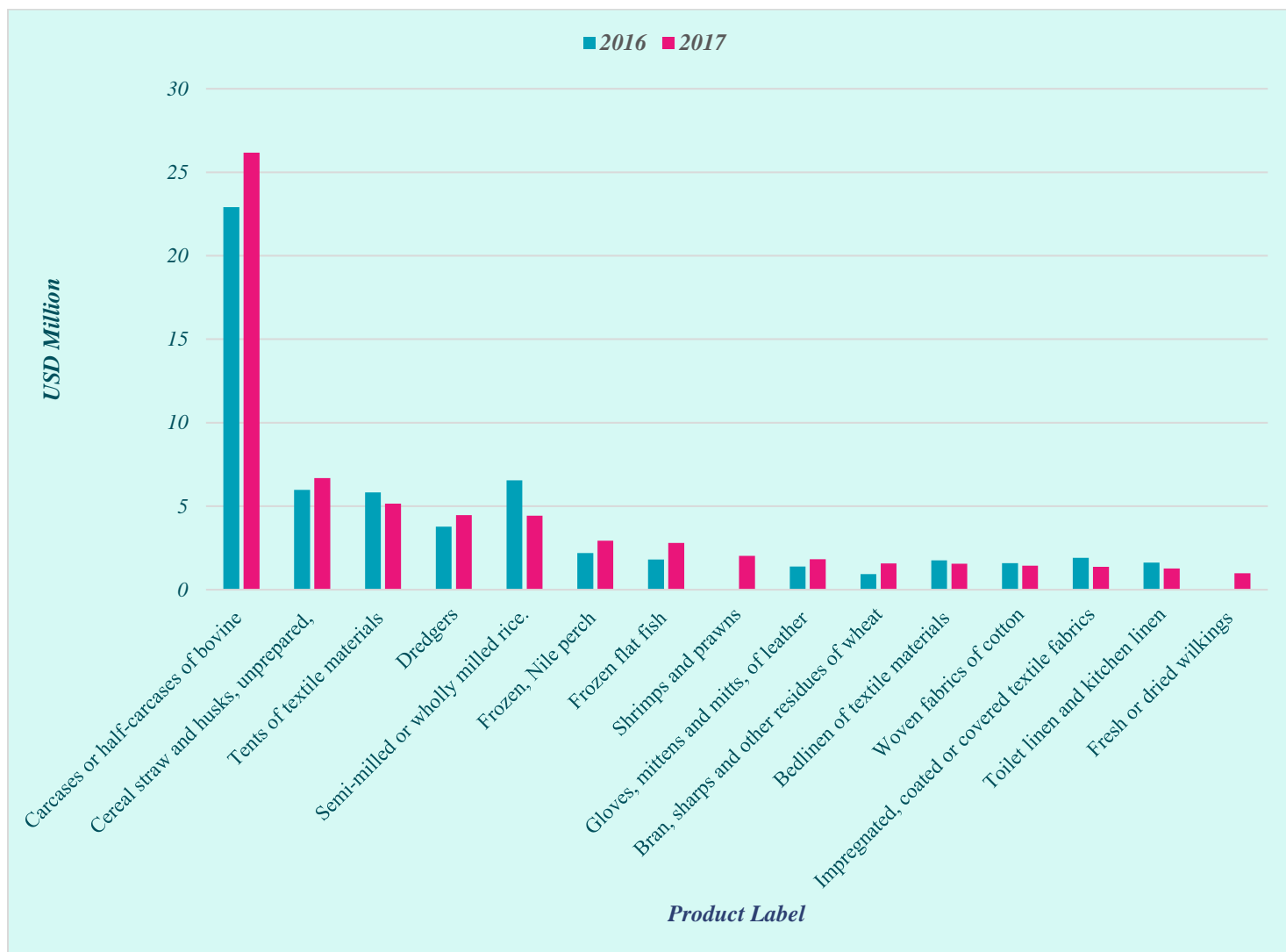
Figure 4: Pak-Kuwait Bilateral Trade



Pakistan's Major Exports to Kuwait:

Pakistan has diversified major exports to Kuwait. In 2017, the leading export of Pakistan to Kuwait was carcasses and followed by the cereal and other food items. The mixed export trend indicates that demand for various items exists in Kuwait's market. However, food items have an immense potential in the Kuwaiti market.

Figure 5: Pakistan's Major Exports to Kuwait

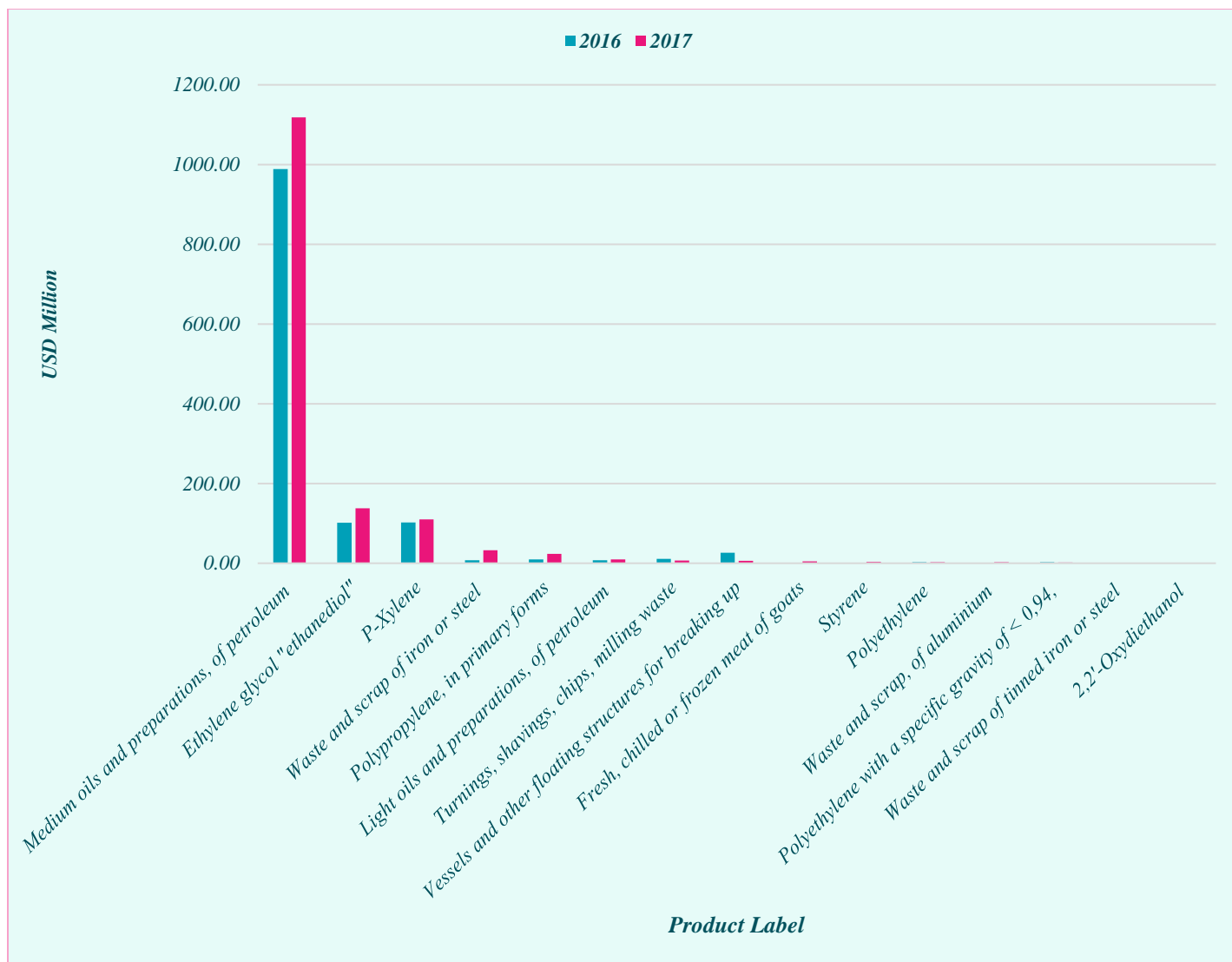


The above figures comprise of fifteen major exports of Pakistan to Kuwait. This chart gave a comparative analysis of Pakistan's major exports to Kuwait in the last 2 years. Some of the products have shown an increasing trend in the years 2017 as compared to the corresponding years. The value of carcasses has increased 14% in the year of 2017 and also has handsome market share. Secondly, cereal straw has shown a significant performance as compare to previous year. Rest, all graphed products have a mix trend of increasing and decreasing.

Pakistan's Major Imports from Kuwait:

Historically, Pakistan has remained a major client of Kuwait in terms of purchasing petroleum and oil products. Same is reflected in total imports of Pakistan from the world as well. Only oil purchasing cost covers 80% of the total imports of Pakistan from Kuwait. This trend has remained constant in previous years as well. Apart from this, Kuwait is the major producer of oil in OPEC countries. Whereas Pakistan's total imports are on the rising path continuously and the main contributor to widening the trade gap of Pakistan with Kuwait is the petroleum and oil products.

Figure 6: Pakistan's Major Imports from Kuwait



The above table provides a comparative analysis of Pakistan's imports from Kuwait in the last 2 years. In addition to this, the graph constitutes the major imports of Pakistan. The bar chart reflects the trend of increasing and decreasing import items in the last 2 years. Primarily, petroleum and oil products have shown an increasing trend and the import value is almost \$ 1.1 billion which indicates the rising demand for petroleum and oil products in Pakistan. Apart from this, ethylene glycol and P-xylene are the secondary contributors with increasing trends. However, petroleum and oil products cover almost 80% of the imports of Pakistan from Kuwait.

Potential Products:

Despite lowering exports of Pakistan to Kuwait, there is immense potential and few sectors of Pakistan can perform better in order to earn the export value and dismantle the trade deficit. Few products are identified by applying the demand and supply factors. In order to earn the handsome export value, below-tabled products are identified as per the existing and rising demand for these products.

The demand for the listed products has grown manifolds during last 5 years in Kuwait. On the other side, Pakistan's supply of these products has remained adequate. The methodology which is followed to identify these products is:

Kuwait's imports from world > \$45 million

Pakistan's exports to world > \$50 million.

The Share of the product < 10%

Table 3: Potential Products

Existing and Potential Trade Between Pakistan & Kuwait											
Product code	Product label	USD Million									
		Pak Exports to Kuwait		Kuwait Imports from World		Pak Exports to World		Potential		Share	
		2013	2017	2013	2017	2013	2017	2013	2017	2013	2017
'TOTAL	All products	96.20	88.99	29298.90	33589.65	25120.88	21877.79				
'100630	Semi-milled or wholly milled rice	10.22	4.43	219.62	250.40	1790.21	1512.69	Potential	Potential	4.65	1.77
'030617	Frozen shrimps and prawns	0.41	0.57	26.70	43.92	76.12	54.69	None	Potential	1.55	1.29
'070190	Fresh or chilled potatoes	0.53	0.34	32.57	38.29	130.26	80.84	None	Potential	1.61	0.89
'940490	Articles of bedding and similar furnishing	0.15	0.27	37.78	36.04	90.80	79.55	Potential	Potential	0.40	0.74
'901890	Instruments and appliances	0.10	0.07	99.97	136.83	296.81	360.58	Potential	Potential	0.10	0.05
Source: Trade map											

The above table is comprising of potential products. Firstly, Semi or wholly milled rice is identified as a potential product. Over the years. Pakistan's share has declined. In addition to this, Pakistan's rice exports to the world have witnessed a healthy increase in 2017 as compared to the corresponding year. In a contrast, Kuwait's imports increased from \$219 million to \$250 million in 2017. Secondly, frozen shrimps and prawns have also witnessed an increase in the imports of Kuwait. In 2017, comparatively, Pakistan's exports to the world for the same commodity has decreased as compared to 2013. Thirdly, fresh chilled or potatoes, articles of bedding and similar furnishing and instrument and appliances have shown the same trend.

However, Pakistan's total exports to the world have been increased in 2017 as compared to the corresponding year. But still, there is a gap in 2013 & 2017 export figures of Pakistan. Apart from this, the rising demand in these sectors provides a gap for Pakistan to fill. In addition to this, all identified sectors have strong domestic bases.

Rice:



Five products are identified as potential products. However, this section discusses the export competitiveness ranking for every potential product and the competitor strategies.

Competitor Analysis – Semi Milled or Wholly Milled Rice (100630):

Over the years, Kuwait's import of rice has increased manifold. The increasing trend indicates that there is an adequate demand exist in this market. In addition to this, the major supplying markets are the Asian Countries. Rice related buying behaviours and patterns are found moderate in Kuwait. However. The popular food items among Kuwaitis are also changing and the western sort of taste and food is getting a place in the Kuwaiti market.

Table 4: Competitor Analysis of Semi or Wholly Milled Rice

List of Supplying Markets for a Product Imported by Kuwait							USD Million	
Product: 100630 Semi-milled or wholly milled Rice			Share		Tariff Barriers	Non-Tariff Barriers	Ranking	
Exporters	Imported value in 2013	Imported value in 2017	2013	2017	2017	2017	2013	2017
World	219.623	250.399						
India	195.174	227.881	88.87	91.01	0	27	1	1
Thailand	6.78	6.293	3.09	2.51	0	27	3	3
Pakistan	10.263	4.909	4.67	1.96	0	27	2	2
Source: Trade map								

Pakistan Industry – Overview:

Pakistan has abundant natural resources of agriculture products include rice. Rice is the 3rd largest crop in Pakistan after wheat and cotton. The covered land area for its cultivation is 10% of the total land. Rice is the major export item along with high-value addition. It is a cash crop which has rising demand in the domestic market and in the international market. Rice contributes 1.6% in the GDP of Pakistan. Rice is widely consumed as a staple food item. Rice has many by-products and value addition.

Different varieties of rice are tested and sowed in Pakistan but the main two varieties of rice include basmati and Iri. Basmati is widely cultivated in Punjab while iri is grown in Punjab and Sindh. The exports of Basmati accounts for 2% of total exports. In Pakistan, Rice Exporters Association of Pakistan is working to look after the exporters' concerns and promote the exports of rice with the help of Government authorities.



Primary Characteristics:

- Pakistan is amongst the top 15 producers of rice in the world and it is major export following textile and other food items.
- Country's foreign exchange around 13% earns through the exports of rice every year.
- The cultivation of rice is around 10% of the cropped area of Pakistan.
- Pakistan is responsible for supplying 30% of the paddy rice.
- Currently, hybrid seeds are sown around 1.5 million acres in Sindh and the yield is expected to be 100 munds per acre in the result of sowing hybrid seed. This will help to increase the production of rice and Pakistan is expected to witness the revolution in the production of paddy rice.²

Varieties Produced in Pakistan:

Super Kernel Basmati 1, Super Kernel Parboiled2, 1121 BASMATI RICE, 1121 Par Boiled (Sella), IRRI-9 White Long Grain, IRRI -9ParBoiled (Sella), IRRI – 6 Long Grain White, IRRI – 6 Parboiled (Sella).

Competitor Strategy – India:

In India, rice almost occupies one-fourth of the crop area. It is also one of the important cereal in India. This crop needs hot and humid climate for cultivation. The season of the crop is Kharif in India and the source of irrigation is rainfall and canals.

² <https://nation.com.pk/13-Oct-2017/pakistan-all-set-to-become-major-rice-producer>

India, the 2nd largest producer of rice after China with a share of 21% in global production. India's productivity is higher than in Thailand and Pakistan. The major areas for the rice cultivation in India include Andhra Pradesh, Uttar Pradesh, West Bengal, Punjab and Tamil Nadu. India has catered the Middle East, EU and US markets.³

India and Kuwait enjoy bilateral relations. In the last 10 years, India's exports increased at a handsome pace to Kuwait. For strengthening bilateral trade relations, both countries have signed agreements in various fields. The latest agreement was signed to avoid double taxation and prevention of the fiscal evasion. In order to enhance its presence, India has made investments in the finance and insurance sectors in Kuwait. Indian finance and insurance companies include LIC Housing Finance, New India Assurance and Orient Insurance are present in Kuwait for many years. Apart from this, the commercial & corporate sector of India also present in Kuwait. Indian corporate giants include Easer Projects, Simplex Project, TATA Consultancy Services, Bridge & Roof and other Indian Banks also present there to facilitate the diaspora of India and the exporter community. Many Indian brands also exist in Kuwait.⁴

Exhibitions Organized by India in Kuwait:

Made in India Exhibition [February, 2017]

This Exhibition covers variety of products include Tyres, Motor Bikes, Batteries, Air Compressors, Fan, Televisions & Refrigerators.

Indian Handicrafts and Handloom Exhibition [October, 2016]

Carpets, Marble Pieces, Handome Sarhees, Kurtas, Hand Bags, Antique Pieces, Hand made Furnitures, Table Covers, Cushion Stools, Cushion Covers and Framed Paintings.

Indian Food, Herbal and Handicrafts Exhibition [March, 2015]

Ready-to-Eat food, Indian snacks, spices, Indian tea, as well as Herbal products and Handicrafts were displayed at the exhibition

Primary Characteristics:

- The future rice strategy of India embodied with achieving sustainable development of rice sector. The Government of India has formulated economic policy to promote environment-friendly rice production process.
- In India, the rice millers have introduced an incentives schemes for the growers to avoid using pesticides. In order to motivate the growers, millers have announced Rs. 500 more per quintal of paddy for not using pesticides.
- Recently, the Government of India has taken initiative with the assistance of exporters and agriculture ministry to hire the agencies to train farmers and develop supportive infrastructure to avoid pesticides and scientific practices to deal with toxic chemicals. This campaign will ultimately benefit India in growing organic crops especially rice.

³ <https://www.mordorintelligence.com/industry-reports/india-rice-market>

⁴ <http://www.indembkwt.org/Pages/IndoKuwaitEconomic.aspx>

- In Kharif, about 15 workshops are organized each year for farmers awareness and capacity building with the collaboration of the Department of Agriculture and State Agriculture University under an umbrella of Basmati Export Development Foundation.
- Agriculture & Processed Food Products Export Development Authority (APEDA)
- Basmati is a premium product for India and Pakistan as well. India has established a specialized entity “Basmati Export Development Foundation” for product promotion and specialization. On the other hand, Pakistan has no such institute to develop and promote rice.
- India has established the center for DNA fingerprinting and Diagnostics (CDFD) Hyderabad under the Biotechnology department for the testing protocol for inclusion of new varieties.⁵
- In order to promote organic products, India has launched the National Program for Organic Products (NPOP).

Competitor Strategy – Thailand:

Thailand is the second largest exporter of rice to Kuwait in recent years. In 2017, Thailand’s exports of rice remained \$ 6.2 million to Kuwait. The historical export trend of Thailand to Kuwait reflects that Thailand is maintaining a certain amount of market share in Kuwait’s imports. Thailand is considered among the major exporter of rice to Kuwait and world as well.

The Thai economy is dependent on export in which export growth has vital importance and rice is account for half of the GDP of Thailand. Thailand has four production and harvest seasons across the country for rice. Whereas Pakistan and India have two production and harvest seasons for rice. In Thailand, below provided table narrates the seasons for production and harvesting.⁶

Area	Planting	Harvesting
North and Central, Major	May-Jul	Nov-Dec
North and Central, Minor	Dec-Jan	May-Jun
South, Major	Sep-Nov	Mar-May
South, Minor	Apr-May	Aug-Sep

Despite, the arable land decline in Thailand but still the land for cultivation increased. In Thailand, the preference is given to high-quality rice with low yield for cultivation. The classification of rice production can be divided into four ecosystems the upland, Deepwater, rainfed lowland and irrigated land.

Primary Characteristics:

- In order to enhance the rice production, the Thai Government has introduced and implemented a rice price guarantee policy to facilitate farmers that functions as a mortgage program. In addition to this farmer can attain loans at low-interest rate. This policy help farmers to sell their paddy to Government authorized agencies and also buy back at the lowest rate of 3% within in 90 days.
- Support prices for rice have helped the farmers and also benefit the millers as well.
- Thai Government also supports its farmers in rice production through the crop insurance program. The aim of this program is to provide the subsidy to the farmers on fertilizers. In order to get the benefit,

⁵ http://apeda.gov.in/apedawebsite/about_apeda/bas_ex_dev_found.htm

⁶ <http://ricepedia.org/thailand>

farmers need to register with the Bank of Agriculture and Agriculture Cooperatives (BAAC). In an extension to this, farmers can buy fertilizers on cash or borrow from BAAC at the lowest interest rate of 7% per annum.

- Various training programs for farmers, millers and other stakeholders.
- Currently, Thailand has engaged in G2G deals with China and Philippine to achieve the exports target of rice. The successful deal has resulted in high prices of rice which benefitted the farmers. Apart from this, the exports are also beneficiaries of these deals.
- The Ministry of Commerce has provided harvesting machines to farmers on lowest rates in November 2018. This has helped to gather the crop well in time.⁷
- Strong branding and marketing of hom mali fragrant rice.

Rice Production Process:

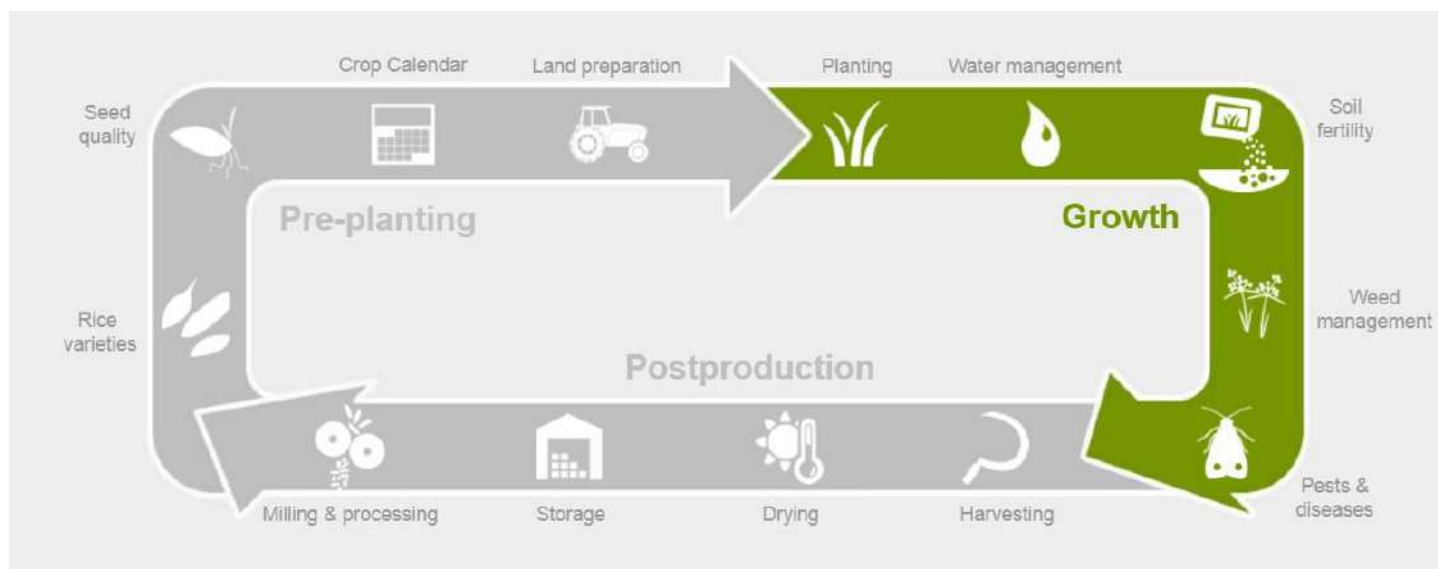
Rice production process is divided into three categories. Pre-Planting, Growth, Post Production.

Pre-Planting:

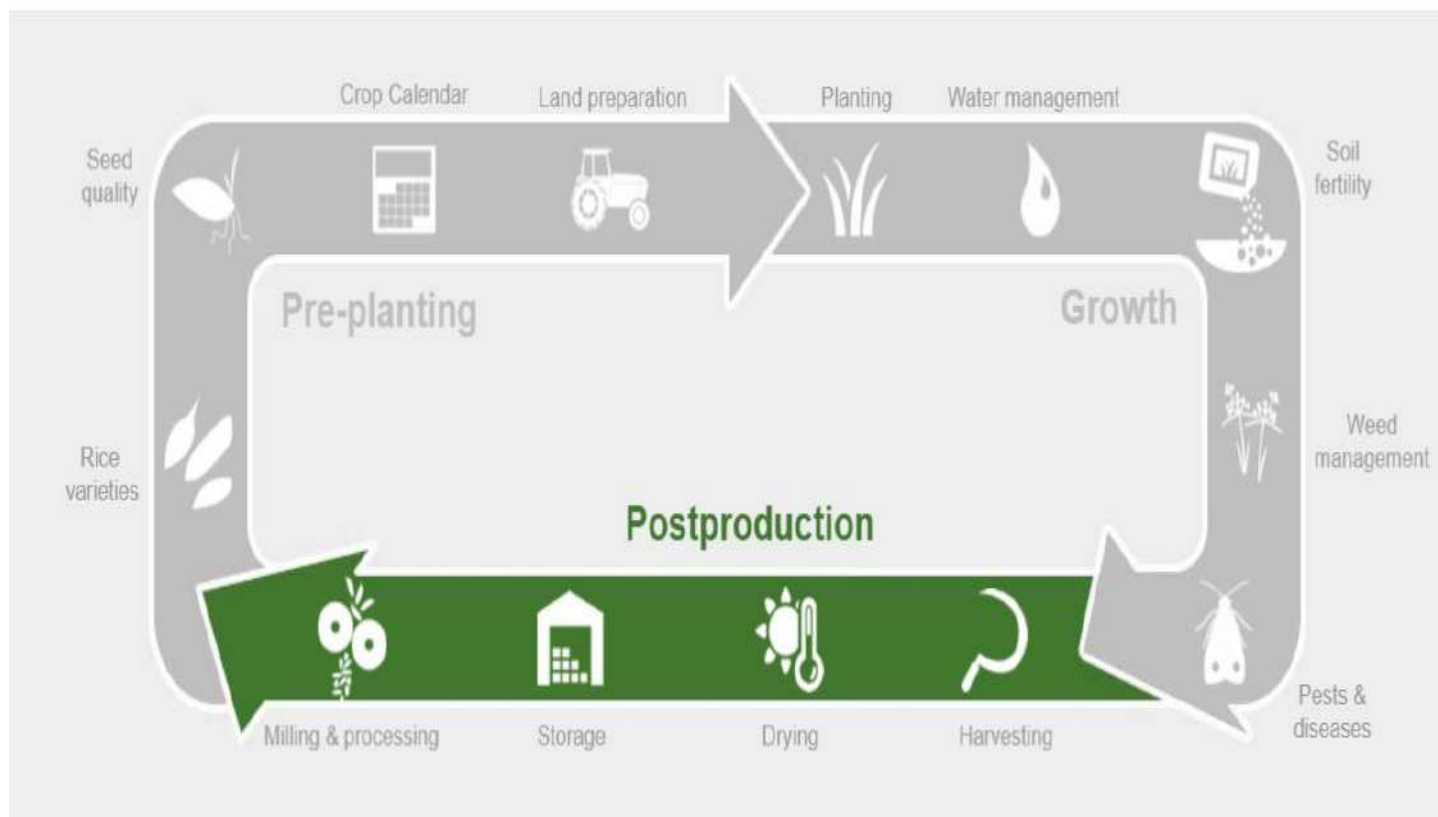


Growth:

⁷ http://www.thairiceexporters.or.th/Rice_news_eng.htm



Post Production:



Shrimps and Prawns:



Competitor Analysis – Frozen Shrimps and Prawns (030617):

The total imports of frozen shrimps and prawns have stood \$43.92 million in 2017. Whereas the import value for the same item was \$26.7 million in 2013. This comparison indicates that the demand for frozen shrimps and prawns is rising in Kuwait. The major supplying markets to Kuwait are the Asian markets.

Table 5: Competitor Analysis of Frozen Shrimps and Prawns (030617)

List of Supplying Markets for a Product Imported by Kuwait							USD Million	
Product: 030617 Frozen shrimps and prawns, even smoked, whether in shell or not, incl. shrimps and prawns in ...			Share		Tariff Barriers	Non-Tariff Barriers	Ranking	
Exporters	Imported value in 2013	Imported value in 2017	2013	2017	2017	2017	2013	2017
World	26.7	43.922						
United Arab Emirates	2.463	14.605	9.22	33.25	NA	26	3	3
Pakistan	1.414	12.187	5.30	27.75	NA	17	5	5
India	16.307	4.726	61.07	10.76	NA	17	1	1
Viet Nam	1.659	2.452	6.21	5.58	NA	17	4	4
Source: Trade map								

In terms of export value and market share, the United Arab Emirates is topping this table. But in export competitiveness index, UAE stands third. Whereas Pakistan and India have also an adequate market share and export value against the existing demand. On the other hand, export competitiveness Index favours India as compare to other supplying markets. On the other hand, frozen shrimps and prawns have robust demand in international markets. UAE itself is the major importer of frozen shrimps and prawns. Apart from this, UAE usually took as the centre to trade with other countries. So, UAE is not considered as the competitor.

Fishing is an ancient and honorable business in middle east and especially in UAE. The projected growth rate of frozen seafood is 9.3% from the period of 2018-2023. The growth of the sector is expected to owe the growing income and preferred food item. UAE is a centre of well-developed Urban points and the centre for young expats. Apart from this, UAE is considered as hub for different businesses and investments as well. Top producer Al-Jaraf. The only shrimp farm also belongs to this group. In UAE, Small hatcheries are used for shrimps' production. Bal Rumaid Island is a centre for seafood production.

Pak – Industry Overview:

The coastal line of Pakistan is about 814 kilometres. The cumulative area constitutes 8 million hectares for fisheries. Fisheries have a significant role in the national economy and it is one of the potential sectors. In Pakistan, there are 15 species of shrimps and prawns. In addition to this, 12 are cephalopods and 5 are lobster. There are two seasons for catching shrimps in Pakistan. The first season starts in August and lasts till November and the second season starts from in October and lasts till June. Shrimps account for 15% in total production of fisheries. But shrimps and prawns have high value due to demand in international markets and comparatively high prices than other species.

Pakistani fish and fish products are exported to more than 50 countries including Asian, South East Asian and the Middle East. Pakistani shrimps include oyster, lobster and crab have GCC six countries as the second major export destination.⁸

Primary Characteristics:

- Currently, fisheries Contribution to the GDP is only 0.4%.
- According to the economic survey of Pakistan, production of fisheries in the fiscal year 2017-18 was estimated 482,000 metric tons, out of which 80% was from marine waters and rest from inland water sources. It is slightly higher than the corresponding year.
- Pakistan has more than 29,000 fishing vessels.

India – Competitor Strategy:

India has long and diverse coastal line spread out with the Arabian Sea, Indian Ocean and Bay of Bengal. Indian seafood sector has a significant role in national development, employment and food production. India is ranked third in terms of aquaculture after China and Indonesia (FAO, 2017). India has more than 75 export destinations across the globe. India has six major fishing harbours, 62 minor fishing harbours, 240 thousand fishing crafts operating in the coastal lines and 1,511 landing centres.

India's exports of shrimps and prawns have suffered in the last 2 years due to the ban imposed by Kuwait and Thailand. The major export destinations for India are mostly the South East Asian countries. Frozen shrimps account for 70% of the total seafood exports. Recently, India has become the largest exporter of shrimps and prawns. During last year, shrimps' exports increased by 30%.⁹ In India, Goa, Karnataka, Maharashtra & Kerala are the centre for the production of seafood.

⁸ <https://businessmirror.com.ph/pakistans-seafood-industry/>

⁹ <https://seafood-tip.com/sourcing-intelligence/countries/india/shrimp/>

Primary Characteristics:

- Rupee depreciation in India has benefited the exporters of seafoods and its products.
- Indian shrimps' industry has regulated by Coastal Aquaculture Authority (CAA).
- Indian white shrimp is more competitive in the global market.
- Recently, the Marine Product Export Development Authority of India has opened a multi-species aquaculture complex in Kochi. This will help in growing black tiger shrimps seed. In addition to this, Indian seafood will become independent in terms of producing shrimp seeds.
- To attract international buyers, from the last couple of years India is organizing "India International Seafood Shows where all species of seafood are exhibited."¹⁰
- India has signed FTA with the Gulf Cooperation Council (GCC). In future, it will boost the exports of India to GCC member countries including Kuwait.

Vietnam – Competitor Strategy:

Vietnam is amongst the world's largest producer of shrimps and prawns. In 2017, its production of shrimps and prawns account for 683,000 tons. In Vietnam, the shrimps sector is very diverse. There is a range of shrimps include mangrove *Penaeus monodon* (black tiger shrimp) and *Litopenaeus vannamei* (white leg shrimps). Vietnam has intensive farming. In Vietnam, Mekong is one of the important Delta for shrimp farming and it contributes 80% of the total production of shrimps. The coastal line of Vietnam is 3,200 kilometres.

Vietnam and Kuwait have over 42 years of diplomatic relations. Vietnam has opened its embassy in 2003 in Kuwait City. In due course, both countries have signed the number of MOUs to strengthen the economic relations.

Primary Characteristics:

- Vietnam is a hub for processing and value addition of shrimps. In addition to this, Vietnam imports shrimp from Ecuador, India, Pakistan and other countries for further value addition and re-export to different destinations.
- Vietnam has years of experience and sound infrastructure for production, processing and value addition of shrimps. It has a tremendous infrastructure of hatcheries, farms and factories.
- Vietnam has developed a farm which meets the Office International des Epizooties (OIE) standards of World Organization for animal health.¹¹
- Vietnam has got certification from various international bodies/associations which include Certification from Aquaculture Stewardship Council (ASC). Under this, 85 farms are certified and 117 are under assessment. Secondly, 65 farms are certified from Best Aquaculture Practices (BAP) and 19 farms have got certification from Global G.A.P. These certifications make Vietnam indifferent among the producers and exporters of shrimps.
- There are three major species in Vietnam include cultured shrimp, *Pangasius*, *Tilapia*.
- The first ever shrimp-specialized exhibition held in Vietnam to attract domestic and foreign buyers.¹²

¹⁰ <https://seafood-tip.com/sourcing-intelligence/countries/vietnam/shrimp/>

¹² <http://vietshrimp.net/>

Supply Chain of Shrimps and Prawns:



Fresh or Chilled Potatoes:



Competitor Analysis – Fresh or Chilled Potato (070190):

The demand for fresh or chilled potatoes has remained almost the same in the last 5 years in Kuwait. Though the import figures suggest that the demand for fresh or chilled potatoes has not witnessed a significant growth but the use of its value-added and bi-products has been increasing in Kuwait. In Kuwait, the trend for takeaways food products like French Fries of potatoes has increased in recent times. In addition to this, there are 4 renowned food items include French fries, shawarma, fatayer and kebabs are also takeaways which are widely used in Kuwait. Therefore, the use of Potatoes' value-added products is rising in Kuwait. Apart from this, the food items include conventional and fast food items has great demand in Kuwait.

Table 6: Competitor Analysis of Fresh or Chilled Potato (070190)

List of Supplying Markets for a Product Imported by Kuwait							USD Million	
Product: 070190 Fresh or chilled potatoes (excluding seed)			Share		Tariff Barriers	Non-Tariff Barriers	Ranking	
Exporters	Imported value in 2013	Imported value in 2017	2013	2017	2017	2017	2013	2017
World	32.568	38.288						
Egypt	9.141	16.543	28.07	43.21	NA	27	2	2
India	1.846	2.831	5.67	7.39	NA	27	5	5
Pakistan	1.929	1.539	5.92	4.02	NA	27	4	4
Source: Trade map								

The major supplying markets are from Asia including India and Pakistan. Whereas, Egypt is the leading exporter of fresh or chilled potatoes to Kuwait. In the past 5 years, Egypt market share has almost doubled. However, India's market share and export value of fresh or chilled potatoes have been slightly increased in the last 5 years. Pakistan has not maintained its market share which is declined from 5.9% to 4.02%. Whereas, these markets have maintained their competitiveness ranking.

Egypt – Competitor strategy:

In Egypt, the history of potatoes starts back in 1800. Firstly, the cultivation began during the world war. The officials of the British colonial system have encouraged the cultivation of potatoes because it was a primary source of feed for British officials. Once, the production of potatoes hampered by the poor quality of seed. Later on, in 1961 the production of potatoes centred in the North side of the Nile river because of access to water for its cultivation. From 1990 to 2007, the production of potatoes rose from 1.6 million tons to 2.6 million tons and this has made Egypt as the largest producer of Potatoes in Africa.

Egypt also considered among the largest producers of Potatoes in the world. Potato is amongst the major crop of Egypt.

Primary Characteristics:

- The cultivated area for potato crop in Egypt is around 212,000 acres with 2.2 million tons production.
- Egypt has achieved success in producing quality seed of potatoes through the implementation of rules and regulations of CASC (Centre Administration for Seeds Testing and certification).
- In Egypt, the model cultivated farms are certified as pest-free areas from not the brown disease of potato.
- In Egypt, the distance between varieties of seeds and production of seeds has to maintain strictly in order to cure the production and minimize the hazard of pests to crop. The average distance between varieties and production of seeds are as follows.
 - 1000 meters from north and west.
 - 500 meters from south and east.
- During the crop growth period, supervisors of CASC remain in the field to ensure the crop is cultivated according to the seed conditions. The CASC inspectors visit field thrice during the whole season of the potato crop. This ensures the quality of production.


















- In Egypt, the Agro-Food department has strong coordination with NGOs in order to register the farms for organic standards production to comply with the international requirements and process and export accordingly.
- The Egyptian farmers registered with Agro Food earns 25%-30% higher than the market prices. This encourages the farmers to get register with Agro Food department in order to increase the productivity and high returns.
- Under Agro Food program, the ideal farmer is the one who has not less than 5 acres of land for potato crop. This has positive impact on social and economic development of small farmer in egypt.

Pakistan Industry – Overview:

Potato is one of the major crops in Pakistan. In Pakistan, there are three seasons for the cultivation of potatoes. According to the Pakistan Agriculture Research Council (PARC), the total land area for the cultivation of potatoes crop is about 0.34 million acres. It is a profitable crop and has a short cycle of production and yield.

In Pakistan, Central Punjab, North Punjab and some parts of KPK are the main centres of Potato production. Due to the fertility of the land and being at the bank of the river these areas are viable for the potato production. Naturally, the lands of these areas are fertile and suitable for potato crop. Globally and in Pakistan, the demand of potato has shifted from fresh to chilled potatoes.

Varieties of Potatoes in Pakistan:

White Potatoes	Red Potatoes
	
 VIVI	 Kuroda
 Sante	 Asterix
 Diamant	 Simply Red
 Santana	 Bartina
 Sageeta	 Barna
	 Desiree
	 Rodeo
	 Raja
	 Murato
	 SarpoMira

Varieties for Industry in Pakistan:



Lady Rosetta



Hermes

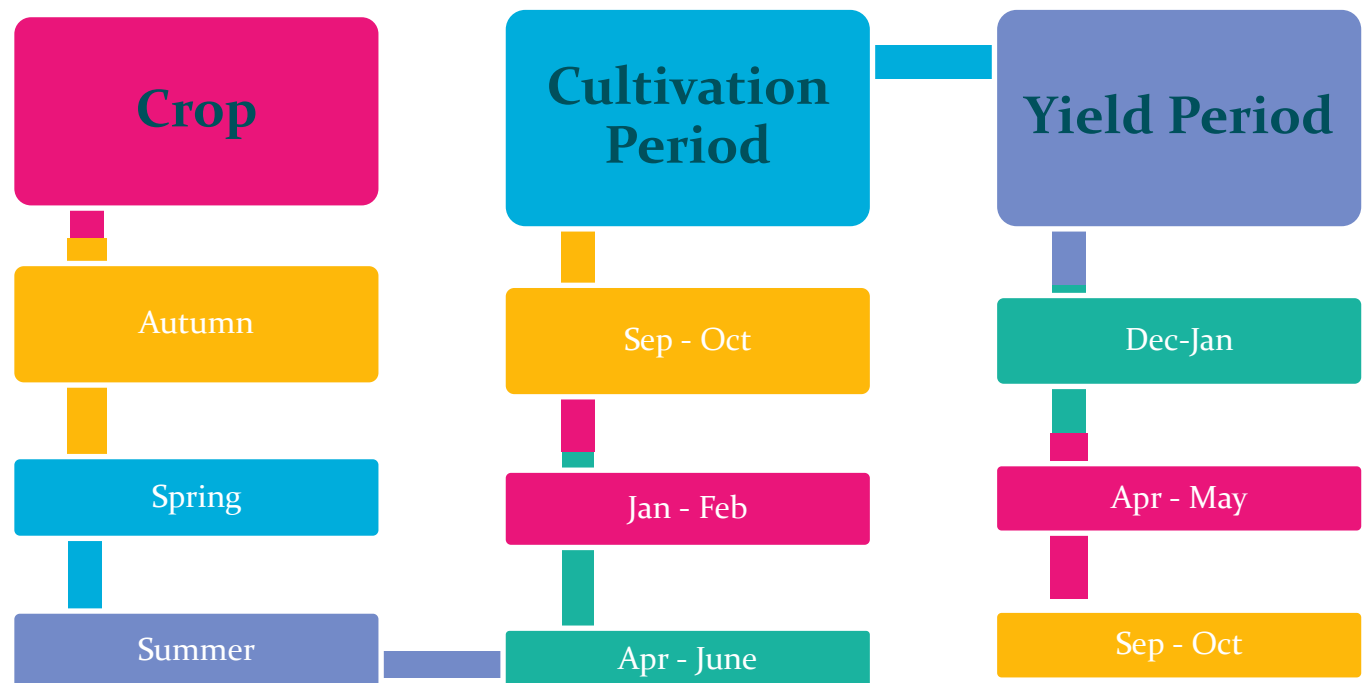


Courage

The latter is widely cultivated in Pakistan for exports to world.

Cultivation Seasons in Pakistan:

There are three major seasons for the cultivation of potatoes crop in Pakistan.



Primary Characteristics:

- Potato is a very popular crop in Pakistan due to nutritive value, easy cultivation and easy handling with less cost of production as compared to other crops.
- Averagely, Pakistan produces 4-million-ton potato every year in major growing areas.
- Domestically, there are 4 leading companies Including Pepsi CO. (Frito-Lay's), United Snacks (Kashmir Banaspati), Kurleez and Candyland processed 2 lac tons potatoes in last year. Apart from this, Multinational companies include McDonald, KFC and other vendor companies are also the major buyers of Pakistani potatoes.¹³
- Pepsi has established a processing unit at Multan for ease of access. This has helped the farming community to adopt the new cropping system. The other similar sort of plants is located in Jhelum, Gilgit and Gojra.
- Due to the presence of Multinationals, farmers are getting better prices as compare to market.
- In Punjab, the production area increases by 5% to 421,000 acres this year. This gain is the result of better rates for farmers in last year.
- During the last fiscal year, prices and yield of potato have witnessed a significant increase. The rate of 100kg bag remained around 1200 to 1500 which is comparatively double to the previous year. This has encouraged the farmers and few exporters of Kinow with knowledge of potato supply chain has also established their processing centres in Okara as well.

India – Competitor Strategy:

The history of the potato crop in India has traced back to the end of 16th century and the beginning of the 17th century. Today, India is ranked as the third largest producer of potato in the world. Potato is grown almost across the country. However, the major states for growing potatoes include Punjab, Madhya Pradesh, Himachel Pradesh, Uttar Pradesh, Gujrat, Mahrashtra, Karnataka, West Bengal Bihar and Asam.

Recently, the major varieties of potatoes sown in India include Kufri Jyoti, Kufri Megha, Kufri Chandramukhi, Kufri Sutlej, Kufri Bahar, Kufri Anad and Kufri Ashoka¹⁴. India is the second largest producer of Potatoes after China with more than 5 crore tons in last year.

Primary Characteristics:

- Indian Government has arranged the International Exhibition of Potato in 2017, “5th India International Potato Expo2017”. In this expo, India has invited foreign delegates and buyers to seek their interest and also conducted a series of discussion on the supply chain and production of Indian potato.¹⁵
- India has established the Central Potato Research Institute (CPRI) in order to produce high yield seed of potato and quality production.
- The Government of India has provided the cold storage facility to farmers and middleman in order to preserve their potato stock in cold store for free of cost. It does not only help to maintain the retail prices of potato in the domestic market but the availability of stock to export in other countries as well.
- The Budget of 500 crores has been approved by the Government of India to start “**Operation Greens**” program to boost production and processing of tomato, onion and potato (TOP). The features of this

¹³ <https://agrihunt.com/articles/seed-industry/vegetable-seed-industry-scenario-in-pakistan/>

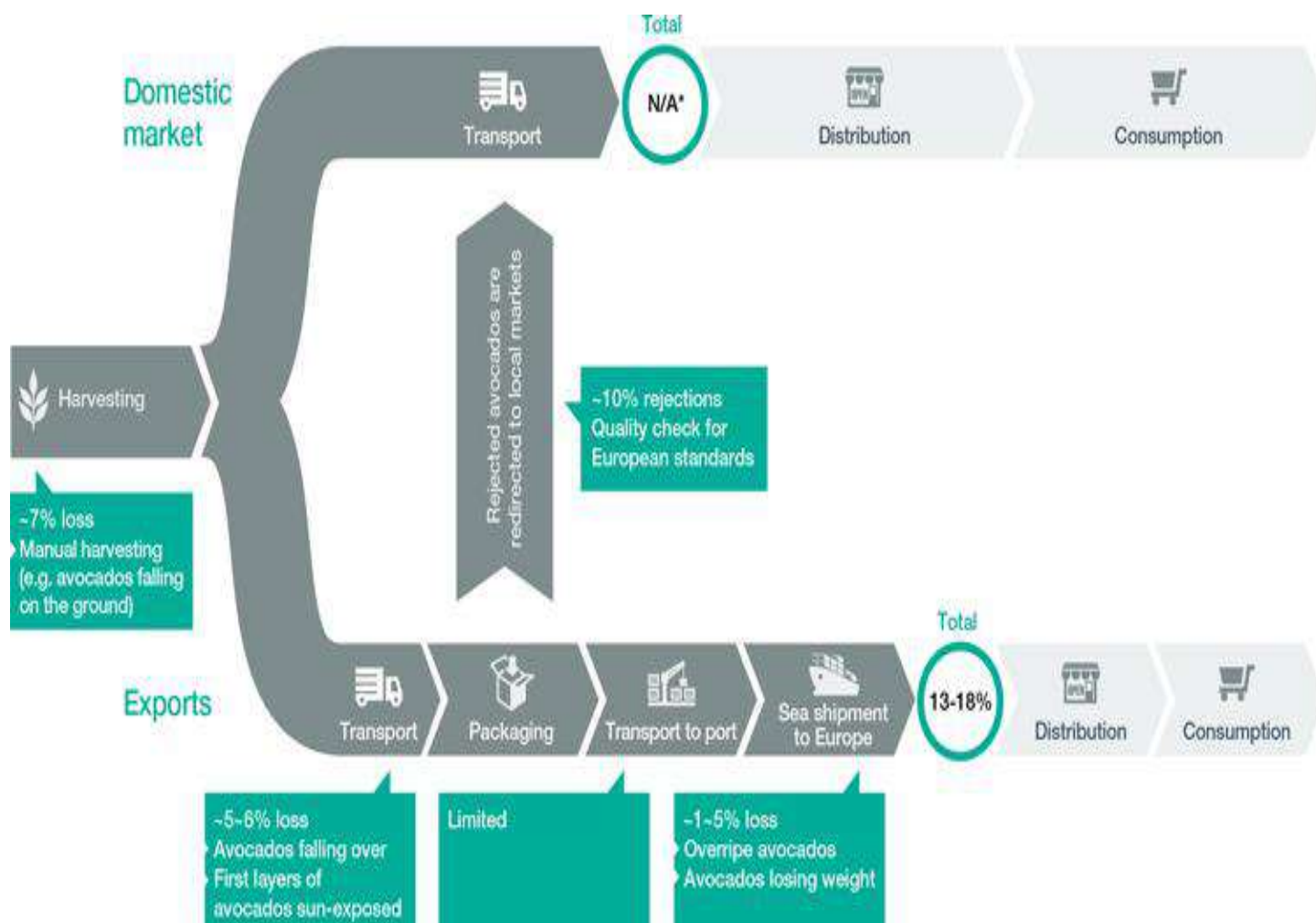
¹⁴ <http://vikaspedia.in/agriculture/crop-production/package-of-practices/vegetables-1/potato>

¹⁵ <https://www.indianchamber.org/wp-content/uploads/2016/12/POTATO.pdf>

program include reduction of post-harvest loss, farmers producers organizations, processing facilities, Agri logistics and professional management. It will also help in creating farmgate infrastructure and price stabilization.

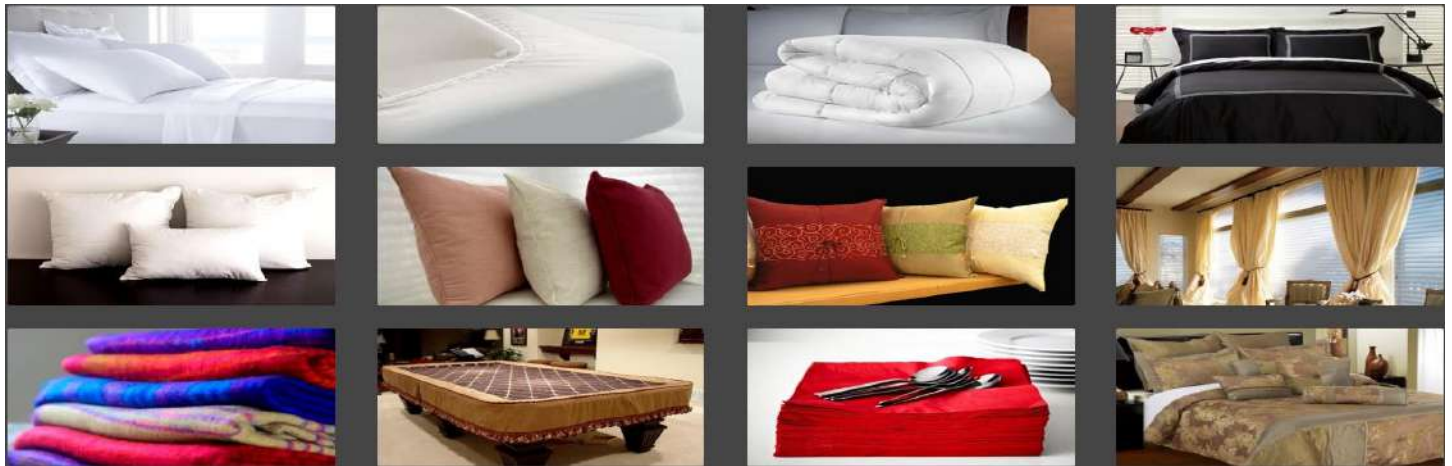
- “Vishesh Krishi Upaj Yojna Scheme (VKUY) is an Indian scheme for the exporters of vegetables, fruits and flowers and their value-added products for duty credit script equivalent to 5% of the freight on board (FOB) value. In simple terms, the scheme sanctions the import of inputs or goods against the export of some horticultural products for increasing the exports of such products”.¹⁶
- “**Credit Facilities to Agro-Exports:** Institutional agencies, commodity boards, export promotion organizations as well as the commercial banks have been playing an important role in extending credit and other support facilities to facilitate Agro-exports. Commercial banks provide credit support by way of pre-shipment and post-shipment. Other support facilities include that of in foreign exchange transactions; forward cover; provision of cross-currency options and market intelligence”.
- **Agriculture and processed food exports development authority (APEDA)** is the specialized Indian authority to promote the Agri-food products in India and across the globe as well.

Modern Supply Chain of Potato for Domestic and International Markets:



¹⁶ https://www.researchgate.net/publication/307013042_Export_Promotion_Strategies_for_Accelerating_Growth_in_Indian_Agriculture

Articles of Bedding:



Competitor Analysis – Articles of Bedding (940490):

Articles of bedding mean the material filled or internally stuffed items include mattress, quilts, eiderdowns, cushions, pouffes and pillows. Kuwait's imports of "Articles of bedding: remained volatile in the last 5 years. During the last 5 years, Kuwait's imports for this product remained higher in 2014. Since then, there is volatility but now again the imports of this product from the world is on the rising path. These articles of bedding have demand in home and office furniture. Apart from this, the weather almost remains the same for the whole year. So, some of the articles like quilt have not an attractive demand in Kuwait.

Table 7: Competitor Analysis of Articles of Bedding (940490)

List of Supplying Markets for a Product Imported by Kuwait							USD Million	
Product: 940490 Articles of bedding and similar furnishing, fitted with springs or stuffed or internally filled ...			Share		Tariff Barriers	Non-Tariff Barriers	Ranking	
Exporters	Imported value in 2013	Imported value in 2017	2013	2017	2017	2017	2013	2017
World	37.777	36.037						
China	21.989	18.349	58.21	50.92	5	3	1	1
India	13.61	1.902	36.03	5.28	5	3	4	4
Pakistan	1.48	0.917	3.92	2.54	5	3	3	3
Source: Trade map								

The above table indicates three major supplying markets from the same region include China, India and Pakistan. China and India's exports to Kuwait have drastically declined in the last 5 years. Whereas, Pakistan's exports have also slightly shrunk. Somehow, all three have maintained their market share and export competency in the market. Apart from this, the tariff and non-tariff barriers remained the same for these supplying markets.

Pakistan – Industry Overview:

Articles of bedding are purely made up of cotton, polyester and foam. Pakistani products are renowned due to quality printing. Apart from this, there is the range of household products made up of cotton, polyester and foam.

Recently, Pakistan foam has introduced the range of products including quilts, mattress, cushion and pillow. All products are made up of foam which is easy to carry and possess high quality. The main raw material required for quilt, pillow and cushion is cotton and Pakistan has a standing position in growing quality cotton across the globe. Due to ample availability of cotton, the finished articles of bedding are available at cheaper cost in local markets. In addition to this, Pakistani producers use fibreglass wool (Rs. 200/kg) and polyester fibre (Rs. 125/kg) as well. But cotton is widely used for stuffing the quilts, cushions and pillows. Broadly, this category lies under the textile group.

Though, articles of bedding have significant demand in the domestic market as well. But still, Pakistan is exporting these products. Except for quilts which have been replaced by blankets which are easier to wash, dry and carry. So, people prefer to buy blanket rather quilt. Apart from this, the other products include a cushion, pillows have demand in international markets specifically hoteling industry is the largest buyer of these products.

Primary Characteristics:

- The history of these products is as long as the cotton sector in Pakistan.
- Low cost and easily accessible raw material for the production of Articles of Bedding.
- This lies under the textile sector of Pakistan and the textile is one of the established and specialized sectors of Pakistan.
- The time and cost are an edge for Pakistan to produce low-cost product within a short time.
- Apart from cotton, Pakistan is producing articles of bedding from polyester and foam as well.

India – Competitor Strategy:

India is amongst the largest producer of cotton and exporter of cotton made or other textile products to the world. India's total exports to Kuwait have witnessed a handsome increase as compare to Pakistan. Indian services and construction sector is already contributing to Indian's economy. This has not only to foster the trade relations but an increase in trade volume as well.

India has the largest chain of articles of bedding manufacturers. This attributes India has the largest capacity of articles of bedding production. In India, there is a large number of exporters of quilt, blankets, pillows and other articles of bedding.

Primary Characteristics:

- India supersedes its competitors in handicrafts and designs of articles of bedding either handmade or technology conducive.
- India has a long history of producing quality and customer-oriented articles of bedding.
- In 2006, India has signed Free Trade Agreement with Gulf Cooperation Council (GCC) but not yet notified to World Trade Organization (WTO).

India has introduced two schemes for merchandise exporters.

- Indian Government facilitates its exporters under Merchandise “Exports from India Scheme (MEISI)” in order to promote exports of textile and its related items. This scheme helps to remove infrastructural inefficiencies. The MEISI entitlement allows 2%, 3%, 5% and 7% of FOB for the notified sectors.

- Under Duty Credit Script, “basic Customs duty paid in cash or through debit under Duty Credit script shall be adjusted for Duty Drawback benefits”.¹⁷

China-Competitor Strategy:

China has a history of 47 years long diplomatic ties with Kuwait. During the last negotiation session, Kuwait has expressed its interest to be a part of Belt and Road with China. Because this route will give access to Central Asia, South Asia and the Middle East for both countries. It will also synergize the Belt and Road Initiative with Kuwait Vision 2035.

The exports of China have increased in recent times and economic growth and expansion allowed China to Invest in Kuwait. This has fostered the bilateral relations and China has invested in various sectors of Kuwait. Apart from this, E-commerce and technology development has paved the path for China to access international markets. Bed textiles include cushions and pillows has witnessed tremendous growth in recent times in China.

Primary Characteristics:

- China has opted an E-commerce strategy to exhibit and sell its articles of bedding across the globe in potential markets. This makes the delivery of products more effective and strengthens the B2C linkage.
- China has taken an edge in producing inflatable articles of bedding include pillow and cushions for home, office and hotel industry. These products are easy to carry and cheaper as well.
- Negotiation for a free trade agreement between China and the Gulf Cooperation Council (GCC) was launched in 2005 and it is not yet notified to World Trade Organization (WTO).
- China has also cut down the cost of production by shifting to manufacturing houses other markets like Vietnam because of low labour cost and availability of labour.
- China has also extensive branding and marketing strategy to capture the market share.
- Competitive branding allows domestic industry to improve the technology and processes in order to be more competitive in the international market.

Surgical Instrument and Appliances:



¹⁷ https://www.fieo.org/view_section.php?lang=o&id=o,30,1700

Competitor Analysis – Instrument and Appliances (901890):

During last five years, the demand for the surgical instrument and appliances has increased manifold in Kuwait. In 2013, the demand for surgical instrument was below than \$100 million. But in 2017, it has raised to \$136.828 million which indicates the rising demand for the medical devices in Kuwait. In Kuwait, the medical market is totally import driven and dominated by international brands. On the other hand, technological advancement and infrastructure development in Kuwait has contributed to rising demand for Surgical and instrument appliances. The end users in Kuwait for surgical and instrument appliances include Government, the private sector, health care hospitals and clinics. Orthopaedic and Auxiliary devices have dominated the Kuwaiti market. Diagnostic imaging and disposable products have also significant market share in the Kuwait. Kottmann, GMBH, MOPEC and Aquaria are the major players in Kuwaiti market for Auxiliary devices. The recent demand trend indicates that hair aids, radiotherapy equipment, operating tables and furniture equipment. International manufacturers and exporters supply the surgical instrument and appliances through local and international distribution networks in Kuwait. The major local distributors include Al Esar Groups, Advance Technology Company and Tareq Company. Among all local distributors, Advance Technology Company has a major market share in Kuwait.¹⁸

Table 8: Competitor Analysis of Instrument and Appliances (901890)

List of Supplying Markets for a Product Imported by Kuwait							USD Million	
Product: 901890 Instruments and appliances used in medical, surgical or veterinary sciences,			Share		Tariff Barriers	Non-Tariff Barriers	Ranking	
Exporters	Imported value in 2013	Imported value in 2017	2013	2017	2017	2017	2013	2017
World	99.966	136.828						
United States of America	25.269	37.981	25.28	27.76	5	3	1	1
Germany	15.37	23.611	15.38	17.26	5	3	3	3
Pakistan	0.012	0.178	0.01	0.13	5	3	47	47
Source: Trade map								

Pak Industry – Overview:

The surgical industry was originated in early 1940 in Sialkot. The sector is manufacturing a wide range of veterinary instruments. Initially, the manufacturing involved forging of metals particularly for knives and swords. The industry production can be widely classified into two categories: disposable instruments (bandages, surgical gloves, plastic syringes, and first-aid kits) and the reusable instruments (forceps, scissors, and dental drills.). In addition to this, medical devices are classified into three categories.

- 1- Devices with lowest health risk to patients and minimum approval barriers.
- 2- Devices with a slightly greater risk to human health.
- 3- Devices subject to regulatory procedures such as clinical trial.

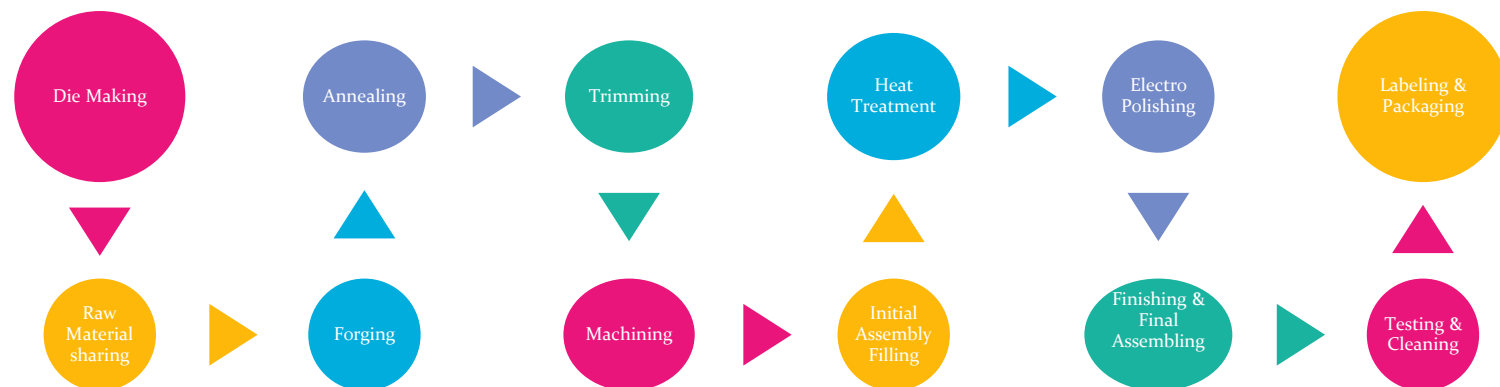
¹⁸ <https://english.sakshi.com/corporate/2018/12/26/kuwait-medical-device-market-outlook-to-2022-ken-research>

In addition to this, there are three classes of surgical devices. Class 1 includes lowest tech products such as bandages and rubber gloves. In class 2, the implantable devices such as cardiac pacemakers and orthopaedic implants. Class 3 surgical devices a bit complex and technologically sophisticated include computed thermography and imaging devices.

Pakistan is manufacturing class 1 and to some extent, class 2 medical devices include general instruments, forceps, scissors, needles and syringes.

Pakistan's exports have witnessed a slim increase in 2017 as compared to 2013. Though Pakistan has maintained its market share but in terms of export competitiveness index, Pakistan is almost on the bottom line.

Manufacturing Process of Surgical Instrument in Pakistan:



Primary Characteristics:

- According to Surgical instrument and Manufacturing Association of Pakistan (SIMAP), currently 3600 manufacturing firms are registered with a workforce more than 150,000.
- Pakistan is manufacturing and exporting Electro Medical Instruments, Body External Fixation Systems and Implants, Micro Surgery Instruments, Cardiovascular Instruments, Endoscopic and Gynecological Instruments, ENT Instruments, Respiratory Aid Instruments, Orthopedic Instruments, Hollowware, Anesthesia Products, Hospital Furniture, Dental Instruments, Veterinary Instruments, Personal Beauty care Items and Beauty Saloon instruments.
- Instrument and appliances of Pakistan are the most economical and coupled with quality products.
- Only Sialkot is covering almost 10,000 medical instruments.
- Pakistan has witnessed and export growth of instrument and appliances in the last couple of year in Vietnam.

Competitor Strategy – USA:

The diplomatic relations between the United States of America and Kuwait established in 1961. Both countries share long-term friendly and cooperative relations. The United States of America is the largest supplier of goods and services to Kuwait. The US firms have a competitive position in Kuwait due to technology advancement, oil field equipment, electric power generation, consumer goods and telecommunication devices.

The United States of America is the leading exporter of the surgical instrument in Kuwait. The exports of USA have witnessed a significant increase in 2017 as compared to 2013. This shows the industry worth and the level of bilateral relations between Kuwait and USA. The market share of USA and export competitiveness ranking is also high among the supplying markets.

US-based medical devices companies are well recognized across the globe because of innovations and high-technology products. During the last decade, unprecedented advancement and technology development has played a vital role in order to become the leading manufacturer and exporter of medical devices.

The US medical devices companies include Baxter, Beckman Coulter, Boston Scientific, GE Health care technologies and Johnson & Johnson. From the aforementioned companies, GE Health Care and Johnson and Johnson are present in Kuwait.

Primary Characteristics:

- There are more than 6,500 medical devices manufacturing companies in the United States.
- Mostly, there are small and medium-sized enterprises (SMEs) medical device companies and 80% of the companies have fewer than 50 employees.
- California, Florida and New York are the major centres for medical devices companies.
- “The Production process is mechanized being handled by machines entirely. Even though the products go through a similar process chain. The major difference lies in the manufacturing technique which ensures the superiority of instrument manufactured by the USA”.
- “Advance in metal-related technologies, guaranteeing uninterpreted availability of raw materials”.
- In places like the USA, most of the designing is done with CAD (Computer Aided Design) techniques. These drawings are then fed to the Computer Numerical Control which automates the entire manufacturing process. CNC machines are equipped with a number of tools for manufacturing highly sophisticated instruments.
- The CNC (Computer Numerical Control) machines are integrated with fully automated tools that cleanse and polish the manufactured products. These tools clear manufacturing residues using customized brushes, polish metal surfaces using polishing pastes and sterilize instruments by using radiations.
- United States has its own Food and Drug Administration (FDA) worldwide recognized authority for regulation and testing of foods and drugs. This is an extra advantage for the USA to be more competitive in international markets.
- US-based Prix Galien holds awards event every year for the most innovative medical devices. This happens every year in order to promote the culture of innovation in medical devices and encourage the manufacturers of medical devices. In 2017, There were 11 nominations from the medical devices sector for awards.
- In 2004, the United States of America has signed a Trade and Investment Framework Agreement (TIFA). It was the first initiative for trade liberalization between USA and Kuwait.

Competitor Strategy – Germany:

The diplomatic relations between Germany and Kuwait established in 1964. Germany is highly considered the major political and economic force in Europe and maintained friendly relations with the Arab world. In 2017, the German exports to Kuwait were around \$1.5 billion and continuously on the increasing path. Kuwait is the fourth major market among GCC countries for German goods and services.

A series of a joint commission for trade and technical cooperation held in the last couple of year. Recently, the fifth joint commission held in 2017 in Berlin to strengthen the close trade ties and promote trade facilitation at both sides. The major exports of Germany to Kuwait include machinery for industrial facilities, power stations, medical technology and devices, iron goods and high-end vehicles.

In Europe, German medical market is the largest market and third largest in the world. Some of the world - renowned medical devices manufacturing organization have a German origin. Internationally, “Made in Germany” sealed medical devices are considered as the signature of quality.

Primary Characteristics:

- In 2016, medical technology products manufactured in Germany do not only meet up the national demand but 70% of the technology products are exported to the international markets.
- In Germany, there are 1200 medical devices manufacturers with more than 20 employees each.
- The cluster network of hospitals, universities and research institutes in Germany has established in order to produce viable results of R&D and its implementation. In addition to this, there are more than 30 specialized cluster networks focusing on medical technology.¹⁹
- The German based “CE Marking” is an example of the advancement in the medical technology and services sector which do not only benefit the medical devices sector of Germany but facilitate the foreign manufacturers and the suppliers in order to attain the medical conformity certification of the health and safety regulations set by the Europe and Germany.
- The expansion of 3D technologies, planning and designing, Artificial Intelligence has made the medical devices sector of Germany more competitive and bring it to the new heights.

Supply Side Issues:

Rice:

- Water stress is an emerging issue for not only rice but the whole agriculture sector. Rice production heavily depends on availability of water. In the case of water shortage, rice production is suffering and the per acre average yield is also affected.
- In absence of Government support/subsidy, rice farmers are suffering to manage the cost of production and earn an adequate profit.
- The obsolete irrigation system has increased the wastage of water and along with this the outdated methods of sowing is also hampering the yield of rice.
- Pakistan has not yet a registered brand in the international market. Whereas the non-tariff requirements on food items in Kuwait are high as compare to other Asian markets.

Frozen Shrimps and Prawns:

- Depleting fish harbour and auction hall environment has affected the production and processing of fisheries. It has contributed to non-compliance of international requirements.
- Juvenile fish catching in restricted areas has affected the population different fish species. Apart from this overfishing has also hampered the growth of new fishes and shrimps.

¹⁹ https://www.gtai.de/GTAI/Content/EN/Invest/_SharedDocs/Downloads/GTAI/Industry-overviews/industry-overview-medical-technology-en.pdf?v=5

- Karachi fish harbour is severely affected by polluted water. Fisheries and other aqua life are facing severe danger due to this polluted and chemically affected water.

Fresh or Chilled Potato:

- Lack of cold store and facilitation increase the waste.
- Domestic grower suffers due to low pricing. In absence of support price lower the profit for growers.
- The absence of Cluster networks like National Agriculture Research Council (NARC), Agriculture Department and the export community is a bottleneck in increasing the productivity and quality.

Articles of Bedding:

- The conventional process of making articles of bedding and availability of raw material is a major bottleneck.
- The processes and lack of technology is a bar in creating value-added products.

Surgical Instrument and Appliances:

- Reliance on imported raw material has incurred the cost of production.
- Skilled labour, processes efficiency.
- Lack of aftersales services.
- Pakistan has not recognized any laboratory or institute for testing the medical devices. Therefore, Pakistani exporters seek UAE based laboratory services for the test of medical devices. This does not only incur the cost of production but the time bar for product delivery also increase.

Demand Side Issues:

Rice:

- Demand behaviour and patterns are changing in Kuwait. With regards to consumption, western food items include bread, pasta and potatoes are replacing rice in Kuwait.
- Due to the lack of branding of rice, Kuwait relies more on India. As the exports figures suggest that India is leading the export table.

Frozen Shrimps and Prawns:

- Kuwait has imposed strict requirements on seafood as compare to other import items. In order to increase the exports of shrimps and other seafood items, Pakistan has to face strict requirements and comply with all these requirements.
- Kuwait is considered as one of the richest country and high per capita income. This commonly foster Kuwaitis to prefer brands and spend on high value-added products. In this regard, lack of brand and positioning may cause a problem for Pakistani seafood in this market.
- The Government directly intervene at the retail level. Such as United Fisheries of Kuwait is a Government entity and control the market operations. Therefore, the demand factor is dependent to Government policies.

Fresh or Chilled Potato:

- Bi-products and value addition of potato is widely increased in the Middle East and Kuwait. So, the demand for value-added products of potato has increased and widened the gap for Pakistan.
- Import requirements and restrictions have incurred the problems for the exporters.
- Lack of distribution network in Kuwait for Pakistani products.

Articles of Bedding:

- The demand for inflatable cushions, pillow is widely used and the demand for these items is increasing. Therefore, the gap between changing demand patterns and current production patterns are widened.
- The environmental factor in Kuwait and climate change has also hampered the demand for quilts and blankets in Kuwait.

Surgical Instrument and Appliances:

- Government spending in the health care sector has raised and Kuwait has allowed the private sector to invest in Kuwait's medical devices sector. So, the import substitute has raised competitive environment.
- Per capita income in Kuwait is high which increase the level of affordability in the indigenous population. So, the affordability and acceptability of brands in Kuwait are high which poorly affect the non-branded products.
- The extensive branding allows giants like Germany and USA to be more attractive for local distribution networks. Lack of distribution network for Pakistan in Kuwait is one of demand-side issue.

SWOT Analysis:

Strengths:

- Strong Irrigation network, soil endowment and supportive climate for rice production. In addition to this, Pakistan is endowed with natural resources.
- Pakistan has a strong labour force for the production and processing of rice.
- Pakistan has established logistics network across the globe to supply the rice. Therefore, an increase in production is an imperative of export enhancement.
- Low per capita consumption of fisheries and shrimps at home provides an ample space to export fisheries to foreign markets with improved supply chain and environmental conditions.
- The largest coastal line has an added advantage for Pakistan to develop modern practices for marine production. So, the natural resources have provided an extra advantage for Pakistan.
- Pakistan Agriculture Research Council (PARC) has established a cell on a research of potato seeds with high yield. In this regard, few varieties of potato seeds are already in the market for sale.
- Pakistan has Agri based economy. Potato is one of the major crops of Pakistan with high yield. Therefore, Potato can yield better results for Pakistan's economy.
- Pakistan and Kuwait have brotherly ties due to shared Islamic values. Therefore, the concept of Halal foods exists on both sides. In addition to this, Pakistan strictly comply with the conditions for Halal foods.

Weakness:

- The average yield of per acre decline due to the post-harvest losses. While taking crop out from the land by using the conventional method of processing, the average loss hovers around 30%.
- Visa sanctions on Pakistan by Kuwait has affected the export potential of Pakistan in recent years. This has proved as an impediment in promoting trade activities and people to people connection.
- Lack of branding has also contributed in weakening the presence of Pakistani products especially rice and other food items in Kuwait and other international markets.
- Food items required high compliance and non-tariff barriers in Kuwait. In addition to this, Kuwait has imposed high requirements for food supplies. Pakistan has faced issues in complying these requirements.
- Poor infrastructure for marine production and aquaculture is an impediment in increasing the production and processing of seafood.
- Poor seed quality and duplication of potato seeds in Pakistan usually hamper the crop and poor market monitoring of seeds quality and supply also affect the crop production of potato.
- Conventional practices of Potato sowing and production has weakened the yield of potato in Pakistan. Apart from this, the process time and cost has also increased as compared to the developed practices of other exporting countries.
- Due to the absence of organic matter, Soil is being degraded day by day. In addition to this, farmers do not leave land for even two months. Therefore, the continuous cultivation of crops has degraded the fertility of the land.
- Articles of bedding have still conventional methods of processing and raw material for the items produced does not meet the international customize demand. Like, Pakistan's industry is not producing inflatable pillows, cushions and other items medically fit for usage.
- For the conventional production of articles of bedding, Pakistan has the dearth of cotton and according to the recent statistics of Pakistan Bureau of Statistics (PBS), Pakistan is a net importer of cotton. So, this is a worrying factor for the producers and it has already increased the cost of production.
- The absence of international surgical brands of Pakistan has created a vacuum for the competitors. Apart from this, lack of robotic devices and Artificial intelligence is also a weakness of our surgical sector.

Opportunities:

- Recently, the collaboration between Chinese leading company and the GUARD Agriculture about introducing a hybrid variety of rice will provide an opportunity for Pakistan to increase the per acre yield of rice up to 100 munds. In addition to this, the production of rice will increase and the ultimate result will be increasing exports of rice.
- In 2017, Kuwait has imposed a ban on Indian fresh, chilled and frozen shrimps because of suspected disease white spot (*Ichthyophthirius multifiliis*). The impact of this ban is also visible in form of declining exports of seafood by India to Kuwait. Therefore, it is a window of opportunity for Pakistan to fill the gap aggressively by complying all requirements.
- The rising shrimp prices in the global market is an opportunity cash out by enhancing the production capacity.
- Recently, Egypt has faced a severe shortage of potatoes crop. Whereas, till 2017 the largest exporter of potatoes to Kuwait is Egypt. it can be viewed as a potential market for Pakistani potatoes and it is a high time to increase the supply of potatoes to Kuwait in order to capture the market.

- Potatoes bi-product and value addition in different countries including Kuwait has taken place. In this regard, the demand for value added product in Kuwait have opened a new window of opportunity for Pakistan to stress on the value-addition of potatoes in future.
- Presence of KFC, McDonald and other Multinational companies are expanding their businesses in Pakistan and have an integral role in the value chain of potatoes and sustainable production.
- Pakistan has already a sound processing system of producing articles of bedding. By applying the new method and demand patterns, Pakistan can be specialized in producing inflatable articles of bedding. On the other hand, the hospitality and tourism industry of Kuwait is expanding. So, the expected demand for articles of bedding compliment by the expansion of the hospitality and tourism industry. This can open new avenues for Pakistani products. So, it is a high time to cope with new challenges and position the products of Pakistan.
- It is expected that the demand for medical devices in Kuwait will grow at double-digit in the future. The major contributors in increasing demand for medical devices are chronic diseases and healthcare infrastructure.
- One of the major factor contributing in rising demand is the growing obesity in Kuwait. In this regard, the demand for diabetic test devices will increase. So, there is a window of opportunity by focusing on horizontal integration or development of medical devices industry in Pakistan to the new level in order to capture an adequate market share.

Threats:

- Water scarcity in Pakistan can affect the crop production and pamper the food insecurity as well.
- A more key external risk includes spillovers from geopolitical tensions and conflict. A strong resurgence of US hydrocarbon output could weigh on global oil prices, particularly if the US sustains its emergence as a major energy exporter.
- Longer-term challenges relate to oil dependence. The public sector is one of the largest in the world, with spending to GDP ratio of 53 per cent. Oil rents are distributed through subsidies, transfers and public employment, with 80 per cent of employed Kuwaiti nationals working in the public sector. A poor business environment and onerous regulations – Kuwait is ranked 96th out of 190 countries in the Doing Business rankings – have hampered the development of the private nonoil sector.
- The demand patterns and behaviours are changing in Kuwait. Western food items include bread and pasta replacing rice. Therefore, in future, the demand for rice may decline. In order to cope up with this situation, the suppliers of rice need to have value addition of rice.
- Increased cyclone, rising temperature of a surface has threatened the mangrove areas which can affect shrimp and other aqua life.
- Water shortage for arable land in Pakistan is a rising issue in future. Therefore, the potato crop may affect the scarcity of water.
- Pakistan has a lack of competency in producing the value-added products of potatoes. Therefore, in the presence of India and Egypt in the Kuwaiti market can affect the position of Pakistan.
- Kuwait is a small country with a small population. Articles of bedding is an elastic good and the demand for the same item remain limited. There is no frequent buying pattern for this item.
- Due to wide use of an inflatable and specialized cushions and pillows in articles of bedding, the demand for the pillows and cushions originally made up of cotton and polyester are declining which is a serious threat for Pakistan and other producing countries.

- In Surgical devices and other potential sectors, the offline sales channel will continue to dominate for a certain period of time. But since the online sales channels have emerged and revolutionized the sales operations will replace offline sales channel.

Conclusion and Recommendations:

Pakistan has to negotiate with Kuwait Government and establish G2G connections rather B2B. Because Government interventions affect the local markets and demand patterns as well. There is much role of G2G connections rather traditional B2B or B2C.

There is immense potential in food and other potential sectors for Pakistan. It is a high time to resolve the strategic issues like Visa sanctions and flight operations in order to strengthen the bilateral trade relations and increase the export volume of Pakistan. In the light of proposed potential sectors, the penned down recommendations are the major imperatives in order to soar the exports of Pakistan.

- The government must announce a matching grant to shelve Pakistani product at the international store chains.
- Pakistan's brand can get space by replacing Indian basmati rice in European countries' renowned mega stores with the financial support of the government.
- Pakistan can seek double advantage by growing organic rice. Instead of applying chemicals to control insecticides, ducks are the convenient method to control insecticides by leaving them in the rice paddy. This will help to grow an organic crop and minimize the cost of production. In addition to this, it will be an additional source of income from ducks and their eggs for the farming community.
- Modern inland fishing methods and incentives for fish farming can boost the production of shrimps and prawns.
- Effective implementation of a complete ban on catching juvenile fish in designated areas.
- Fisheries sector should be regularized and financed through recognized banks for increasing production and improving the aquaculture. In this regard, the Fisheries Development Board (FDB) should play its role effectively.
- Pakistan needs to develop new fish harbours in Gwadar and other parts of the Baluchistan with the assistance and help of China under CPEC. It will help to establish a new infrastructure for the fisheries sector as major sources for fisheries production exist in Baluchistan. It will not only save processing time but will help in utilizing the existing resources effectively.
- It is need of the time to implement "Blue Revolution" in order to use natural resources for sustainable development.
- Pakistan Agriculture Research Council (PARC) is an eminent research institute for Agri crops. Therefore, the role of producing crops with less consumption of water should be introduced and modern practices of potato production should be integrated with the process of production.
- The Government agencies need to intervene in order to improve the fertility of the land by adopting the awareness campaign for the farmers and organic material injection to land.
- Price management of potatoes in the local market should be adequate. As it has remained a serious concern of the farmers that whenever the prices of potato rise in the local market, Government start importing duty-free potato from neighbouring countries or take measures through district administration in keeping the rates down. In this regard, the price mechanism for potato should be adjusted so that the farmers do not feel any discouragement in order to decrease the production or avoid the cultivation of the potato.

- Potato has remained part and parcel of focus products in STPF 2015-2018. In new STPF, the same should be considered by attaining the inputs from Pakistan Agriculture Research Council (PARC) and all stakeholders as well.
- The world demand for sweet potato has witnessed significant growth in recent times. In addition to this, the LSUAg centre has introduced a sweet potato variety “Beauregard” which is widely popular in the world. In this regard, Pakistan has to foster the production of this variety as this has a low-cost production variety.²⁰
- Recently, Kuwait has shown serious concern on diversifying its economy from oil to other sectors specifically services sector and tourism and hospitality. Therefore, Pakistan needs to be proactive in order to strengthen the potential sectors and Government of Pakistan (GOP) should engage with Kuwait for the ease of trade between both countries.
- The world has converted to MIS (Medical Invasive Surgery). Germany, China and USA are the leading players in this technology. Therefore, it is a high time to invest in technology development in order to remain competitive in the market.
- The need is to establish “Common Facility Center” in Sialkot to facilitate the export of surgical items. Govt. should realize this need and start a project of “Common Facility Center” with the help of businessmen. It will reduce the cost of production, enhance profit margins and prove fruitful for boosting export.
- ISO & CGMP Conformity. (Methods, facilities and controls used in manufacturing, processing and packaging of a product) in Surgical sector.
- In Surgical sector, Internal manufacturing processes should be rationalized by implementing “Lean manufacturing technique”.

²⁰ <https://www.lsuagcenter.com/portals/communications/publications/agmag/archive/2012/fall/demand-for-sweet-potato-varieties-grows-worldwide>

Appendix

Kuwait's Major Exports to World:

Kuwait's Major Exports to World						
Product: TOTAL All products					USD Million	
Product code	Product label	Kuwait Exports to World			Product Share (2017)	% Change 2016-17
		2015	2016	2017		
'TOTAL	All products	55161.62	46242.45	54806.85		18.52
'270900	Petroleum oils and oils obtained from bituminous	34142.68	30694.75	38169.39	69.64	24.35
'271012	Light oils and preparations, of petroleum	12979.73	9173.37	9141.38	16.68	-0.35
'271112	Propane, liquefied	1015.79	849.61	1260.50	2.30	48.36
'271113	Butanes, liquefied	840.71	725.50	1017.31	1.86	40.22
'290531	Ethylene glycol "ethynediol"	649.33	342.58	754.50	1.38	120.24
Source: Trade map						

Kuwait's Major Imports from World:

Kuwait's Major Imports from World						
Product: TOTAL All products					USD Million	
Product code	Product label	Kuwait's Imports from World			Share 2017	% Change 2016-17
		2015	2016	2017		
'TOTAL	All products	31909.23	30826.34	33589.65		8.96
'870324	Motor cars and other motor vehicles	2029.79	2003.70	1862.15	5.54	(7.06)
'851712	Telephones for cellular networks "mobile telephones"	1208.28	994.11	1492.81	4.44	50.17
'300490	Medicaments consisting of mixed or unmixed products	620.81	440.54	776.12	2.31	76.18
'870323	Motor cars and other motor vehicles	1095.59	764.73	756.25	2.25	(1.11)
'711319	Articles of jewelry and parts	670.83	697.51	716.48	2.13	2.72
Source: Trade map						

Pakistan's Major Exports to World:

Existing and Potential Trade Between Pakistan and Kuwait						
Product: TOTAL All products					USD Million	
Product code	Product label	Pakistan's Exports to Kuwait			Share 2017	% Change 2016-17
		2015	2016	2017		
'TOTAL	All products	100.42	99.017	88.993		
'020110	Carcases or half-carcases of bovine	22.659	22.904	26.169	29.41	14.26
'121300	Cereal straw and husks, unprepared,	5.091	5.973	6.69	7.52	12.00
'630629	Tents of textile materials	5.017	5.826	5.147	5.78	(11.65)
'890510	Dredgers	0	3.779	4.456	5.01	17.91
'100630	Semi-milled or wholly milled rice.	6.427	6.55	4.434	4.98	(32.31)
'030329	Frozen, Nile perch	3.95	2.186	2.926	3.29	33.85
'030339	Frozen flat fish	2.081	1.815	2.802	3.15	54.38
'030636	Shrimps and prawns	0	0	2.024	2.27	-
'420329	Gloves, mittens and mitts, of leather	1.212	1.392	1.821	2.05	30.82
'230230	Bran, sharps and other residues of wheat	2.682	0.934	1.566	1.76	67.67
'630239	Bedlinen of textile materials	1.601	1.751	1.549	1.74	(11.54)
'520939	Woven fabrics of cotton	1.896	1.581	1.439	1.62	(8.98)
'590700	Impregnated, coated or covered textile fabrics	1.584	1.91	1.368	1.54	(28.38)
'630260	Toilet linen and kitchen linen	1.533	1.622	1.269	1.43	(21.76)
'080529	Fresh or dried Wilkins	0	0	0.978	1.10	-
Source: Trade map						

Pakistan's Major Imports from World:

Pak Major Imports from Kuwait						
					USD Million	
Product code	Product label	Pakistan's Imports from Kuwait			Share 2017	% Change 2016-17
		2015	2016	2017		
'TOTAL	All products	1712.74	1271.96	1468.13		15.42
'271019	Medium oils and preparations, of petroleum	1441.45	988.77	1118.11	76.16	13.08
'290531	Ethylene glycol "ethanediol"	110.11	101.25	137.98	9.40	36.28
'290243	P-Xylene	122.69	102.51	109.91	7.49	7.22
'720449	Waste and scrap of iron or steel	7.35	7.57	32.46	2.21	329.08
'390210	Polypropylene, in primary forms	7.28	9.85	23.53	1.60	138.96
'271012	Light oils and preparations, of petroleum	0.07	7.35	9.57	0.65	30.12
'720441	Turnings, shavings, chips, milling waste	9.67	10.93	6.68	0.45	(38.89)
'890800	Vessels and other floating structures for breaking up	3.29	26.40	6.18	0.42	(76.59)
'020450	Fresh, chilled or frozen meat of goats	0.00	0.00	4.85	0.33	-
'290250	Styrene	0.00	0.67	3.44	0.23	413.43
'390120	Polyethylene	1.06	2.68	2.91	0.20	8.39
'760200	Waste and scrap, of aluminium	1.05	1.44	2.37	0.16	64.77
'390110	Polyethylene with a specific gravity of < 0.94	0.16	2.45	1.81	0.12	(26.41)
'720430	Waste and scrap of tinned iron or steel	0.08	0.38	1.34	0.09	253.44
'290941	2,2'-Oxydiethanol	0.23	0.91	1.17	0.08	29.25
Source: Trade map						

Non-Tariff Barriers:

Product Wise Non-Tariff Barriers			
Product Label	Product Code	No. of Non Tariff Barriers	Description
Semi or wholly milled Rice	100630	27	(1) Special Authorization requirement for SPS reasons - (SPS) (2) Restricted use of certain substances in foods and feeds and their contact materials - (SPS) (3) Labelling requirements - (SPS) (4) Marking requirements - (SPS) (5) Packaging requirements - (SPS) (6) Cold/heat treatment - (SPS) (7) Product registration requirement - (SPS) (8) Testing requirement - (SPS) (9) Certification requirement - (SPS) (10) Inspection requirement - (SPS) (11) Distribution and location of products after delivery - (SPS) (12) Product quality or performance requirement - (TBT) (13) Prohibition for religious, moral or cultural reasons - (E) Legislative: (1) Special Authorization requirement for SPS reasons - (SPS) (2) Testing requirement - (SPS) (3) Certification requirement - (SPS) (4) Inspection requirement - (SPS) Other Legislative: (1) Special Authorization requirement for SPS reasons - (SPS) (2) Testing requirement - (SPS) (3) Certification requirement - (SPS) (4) Inspection requirement - (SPS) (5) Custom inspection, processing and servicing fees - (F) (6) Import licence fee - (F) Others: Authorization requirement for TBT reasons - (TBT) Prohibition for religious, moral or cultural reasons - (E) (1) Prohibition for religious, moral or cultural reasons - (E) (2) Prohibition for political reasons (embargo) - (E)
Frozen Shrimps and Prawns	30617	17	(1) Special Authorization requirement for SPS reasons - (SPS) (2) Restricted use of certain substances in foods and feeds and their contact materials - (SPS) (3) Labelling requirements - (SPS) (4) Marking requirements - (SPS) (5) Packaging requirements - (SPS) (6) Cold/heat treatment - (SPS) (7) Product registration requirement - (SPS) (8) Testing requirement - (SPS) (9) Certification requirement - (SPS) (10) Inspection requirement - (SPS) (11) Distribution and location of products after delivery - (SPS) (12) Product quality or performance requirement - (TBT) (13) Prohibition for religious, moral or cultural reasons - (E) (14) Authorization requirement for TBT reasons - (TBT) (15) Prohibition for religious, moral or cultural reasons - (E) (16) Prohibition for religious, moral or cultural reasons - (E) (17) Prohibition for political reasons (embargo) - (E)
Fresh or Chilled Potato	70190	27	(1) Special Authorization requirement for SPS reasons - (SPS) (2) Restricted use of certain substances in foods and feeds and their contact materials - (SPS) (3) Labelling requirements - (SPS) (4) Marking requirements - (SPS) (5) Packaging requirements - (SPS) (6) Cold/heat treatment - (SPS) (7) Product registration requirement - (SPS) (8) Testing requirement - (SPS) (9) Certification requirement - (SPS) (10) Inspection requirement - (SPS) (11) Distribution and location of products after delivery - (SPS) (12) Product quality or performance requirement - (TBT) (13) Prohibition for religious, moral or cultural reasons - (E) (1) Special Authorization requirement for SPS reasons - (SPS) (2) Testing requirement - (SPS) (3) Certification requirement - (SPS) (4) Inspection requirement - (SPS) (1) Special Authorization requirement for SPS reasons - (SPS) (2) Testing requirement - (SPS) (3) Certification requirement - (SPS) (4) Inspection requirement - (SPS) (5) Custom inspection, processing and servicing fees - (F) (6) Import licence fee - (F) Authorization requirement for TBT reasons - (TBT) Prohibition for religious, moral or cultural reasons - (E) (1) Prohibition for religious, moral or cultural reasons - (E) (2) Prohibition for political reasons (embargo) - (E)
Articles of Bedding and Similar Furnishing	940490	3	(1) Authorization requirement for TBT reasons - (TBT) (2) Prohibition for religious, moral or cultural reasons - E (3) Prohibition for political reasons (embargo) - (E)
Instruments and Appliances	901890	3	(1) Authorization requirement for TBT reasons - (TBT) (2) Prohibition for religious, moral or cultural reasons - E (3) Prohibition for political reasons (embargo) - (E)
Source: Trade map			

Trade Exhibitions in Kuwait

Sector Wise Exhibition's in Kuwait

Rank	Event	Latest Date	Country	Category	Rating
1	Gulf Expo-Kuwait City	28 - 28 Feb 2019	Kuwait	Education & Training	5
2	Kuwait Medical Tourism Conference and Exhibition	17 - 19 Feb 2019	Kuwait	Medical & Pharma	4.3
3	Kuwait Oil and Gas Summit & Exhibition	20 - 23 Oct 2019	Kuwait	Power & Energy	4
4	Kuwait International Agro Food Expo	10 - 11 Apr 2019	Kuwait	Agriculture & Forestry	4.3
5	Gifts Exhibition	22 - 31 Mar 2018	Kuwait	Arts & Crafts	3
6	Horeca Kuwait	14 - 16 Jan 2019	Kuwait	Food & Beverages	4.5
7	IFN Kuwait Forum	05 - 05 Dec 2018	Kuwait	Business Services	4.5
8	Kuwait Oil & Gas Show	20 - 23 Oct 2019	Kuwait	Business Services	4
9	Kuwait Construction Week	05 - 09 Mar 2019	Kuwait	Building & Construction	4
10	Linden Educational Services Fair Kuwait	27 - 27 Jan 2019	Kuwait	Education & Training	4.5
11	Kuwait Medica Conference & Exhibition	01 - 03 Apr 2018	Kuwait	Medical & Pharma	3.6
12	Innovative Cities Summit - Kuwait	10 - 11 Mar 2019	Kuwait	Building & Construction	3.3
13	Middle East Tour Kuwait City	27 - 27 Jan 2019	Kuwait	Business Services	4.3
14	Food Exhibition	10 - 11 Apr 2019	Kuwait	Food & Beverages	3
15	Women Empowerment & Leadership Summit	04 - 05 Jul 2018	Kuwait	Education & Training	3
16	SPE Heavy Oil Conference and Exhibition	10 - 12 Dec 2018	Kuwait	Renewable Energy	4
17	Kuwait HVAC&R Conference and Exhibition	28 - 28 Nov 2018	Kuwait	Business Services	5
18	Arabic Books Exhibition	14 - 24 Nov 2018	Kuwait	Education & Training	4.2
19	Maintenance Kuwait Summit	18 - 21 Mar 2019	Kuwait	Business Services	3
20	Crisis and Risk Management Summit	18 - 21 Feb 2019	Kuwait	Industrial Products	5
21	IT Security Roadshow	18 - 18 Mar 2019	Kuwait	Security & Defense	4
22	Gulf Conference For Human Resources Development	03 - 04 Oct 2018	Kuwait	Business Services	4.8
23	Gulf Health	02 - 04 Apr 2019	Kuwait	Medical & Pharma	3.2
24	International Kuwait Trading Fair	06 - 10 Feb 2018	Kuwait	Apparel & Clothing	4.8
25	Kuwait ENT Conference	23 - 25 Nov 2018	Kuwait	Medical & Pharma	
26	Arab International Aluminium Conference	11 - 13 Nov 2018	Kuwait	Industrial Engineering	4
27	Kuwait Info Security Conference & Exhibition	09 - 10 Apr 2019	Kuwait	Security & Defense	5
28	Kuwait Green Building Conference and Exhibition	04 - 05 Apr 2018	Kuwait	Building & Construction	4
29	Spe Kuwait Oil & Gas Show And Conference	10 - 12 Dec 2018	Kuwait	Scientific Instruments	5
30	Heavy Oil Conference & Exhibition	10 - 12 Dec 2018	Kuwait	Power & Energy	
31	Kuwait CSR Conference	21 - 22 Feb 2018	Kuwait	Environment & Waste	3.9

32	<u>Kuwait Dental Administration Conference & Exhibition</u>	31 Jan - 02 Feb 2019	Kuwait	<u>Medical & Pharma</u>	3.7
33	<u>Kuwait Project Management Conference</u>	06 - 07 Mar 2019	Kuwait	<u>Education & Training</u>	3
34	<u>Water Kuwait</u>	15 - 19 Jan 2019	Kuwait	<u>Building & Construction</u>	5
35	<u>Gulf Defense & Aerospace - Kuwait</u>	10 - 12 Dec 2019	Kuwait	<u>Security & Defense</u>	3
36	<u>KOGS Kuwait Oil And Gas Conference</u>	20 - 23 Oct 2019	Kuwait	<u>Industrial Engineering</u>	
37	<u>Interior Design Show</u>	15 - 19 Jan 2019	Kuwait	<u>Building & Construction</u>	
38	<u>GCC POWER</u>	11 - 13 Nov 2018	Kuwait	<u>Electric & Electronics</u>	3
39	<u>Kuwait North American Neurology Conference</u>	07 - 09 Dec 2018	Kuwait	<u>Medical & Pharma</u>	4
40	<u>Digestive Endoscopy Symposium</u>	05 - 06 Oct 2019	Kuwait	<u>Medical & Pharma</u>	5
41	<u>Arabian Social Media Conference & Exhibition</u>	09 - 10 May 2018	Kuwait	<u>Advertising</u>	5
42	<u>Kuwait Yacht Show</u>	26 - 30 Mar 2019	Kuwait	<u>Travel & Tourism</u>	5
43	<u>Trans Middle East</u>	30 - 31 Jan 2019	Kuwait	<u>Logistics & Transportation</u>	
44	<u>Kuwait International HSE Conference & Exhibition</u>	15 - 20 Feb 2019	Kuwait	<u>Wellness, Health & Fitness</u>	
45	<u>DrillTech Middle East</u>	25 - 26 Jun 2018	Kuwait	<u>Industrial Engineering</u>	
46	<u>Zak World of Facades Middle East</u>	30 - 30 Oct 2018	Kuwait	<u>Building & Construction</u>	
47	<u>Fire Safety Forum Kuwait</u>	30 - 30 Sep 2018	Kuwait	<u>Business Services</u>	3
48	<u>C4ISR Summit</u>	24 - 25 Sep 2018	Kuwait	<u>Telecommunication</u>	
49	<u>EMEX Kuwait</u>	15 - 19 Jan 2019	Kuwait	<u>Electric & Electronics</u>	5
50	<u>Customer Engagement Technology Conference</u>	19 - 19 Sep 2018	Kuwait	<u>Education & Training</u>	3.8
51	<u>Knowledge Transfer Across Smes Expo</u>	06 - 08 Feb 2018	Kuwait	<u>Industrial Products</u>	
52	<u>72 Hour Expo</u>	22 - 24 Mar 2018	Kuwait	<u>Arts & Crafts</u>	
53	<u>International Sports & Fitness Exhibition (ISF) Kuwait</u>	02 - 04 Apr 2019	Kuwait	<u>Medical & Pharma</u>	
54	<u>Comic Con Kuwait</u>	22 - 24 Feb 2018	Kuwait	<u>Entertainment & Media</u>	
55	<u>GGSD: Diabetes & Beyond</u>	29 - 31 Mar 2018	Kuwait	<u>Medical & Pharma</u>	
56	<u>International Conference on Energy Research and Development</u>	19 - 21 Nov 2019	Kuwait	<u>Science & Research</u>	
57	<u>Kitchen & Bath Show</u>	15 - 19 Jan 2019	Kuwait	<u>Home & Office</u>	
58	<u>Kuwait Vape Expo</u>	06 - 08 Dec 2018	Kuwait	<u>Business Services</u>	
59	<u>Q8 EduEx</u>	16 - 17 Oct 2018	Kuwait	<u>Education & Training</u>	4
60	<u>Middle East Psychological Association Conference And Expo</u>	14 - 16 Mar 2019	Kuwait	<u>Medical & Pharma</u>	
61	<u>Power Kuwait</u>	15 - 19 Jan 2019	Kuwait	<u>Power & Energy</u>	4
62	<u>Fire Safety Security Occupational Health Expo</u>	18 - 19 Mar 2018	Kuwait	<u>Wellness, Health & Fitness</u>	
63	<u>UK Boarding School Exhibition Kuwait</u>	17 - 17 Jan 2019	Kuwait	<u>Education & Training</u>	3
64	<u>Global HSE : State of Kuwait</u>	12 - 14 Feb 2018	Kuwait	<u>Business Services</u>	
65	<u>Kuwait Fire & Safety Summit</u>	05 - 06 Dec 2018	Kuwait	<u>Education & Training</u>	4

66	<u>International Travel Roadshow Edition 7 (Middle East)</u>	10 - 10 Apr 2018	Kuwait	<u>Travel & Tourism</u>	
67	<u>Kuwait Construction Week</u>	17 - 20 Jan 2019	Kuwait	<u>Building & Construction</u>	
68	<u>Kuwait Health, Safety & Security Forum</u>	24 - 25 Sep 2018	Kuwait	<u>Building & Construction</u>	4
69	<u>Kuwait EPC Conference</u>	11 - 14 Feb 2018	Kuwait	<u>Power & Energy</u>	
70	<u>Wonca Family Medicine Conference</u>	01 - 03 Mar 2018	Kuwait	<u>Medical & Pharma</u>	3
71	<u>Digital Cities Kuwait Forum</u>	20 - 20 Feb 2018	Kuwait	<u>IT & Technology</u>	5
72	<u>Kuwait Aviation Show</u>	17 - 20 Jan 2018	Kuwait	<u>Miscellaneous</u>	
73	<u>New Kuwait Summit</u>	09 - 10 Apr 2019	Kuwait	<u>Education & Training</u>	
74	<u>Blockchain, Bitcoin, Cryptocurrencies Investment</u>	25 - 25 Oct 2018	Kuwait	<u>Banking & Finance</u>	
75	<u>Electronic Village (Evillage) Event</u>	15 - 16 Feb 2019	Kuwait	<u>Education & Training</u>	
76	<u>Awakening Inner Power and Potential International Self-Development Conference</u>	03 - 04 Feb 2018	Kuwait	<u>Education & Training</u>	
77	<u>HSC Poster Conference</u>	12 - 14 Mar 2019	Kuwait	<u>Medical & Pharma</u>	
78	<u>Technical Conference GPA GCC Chapter</u>	12 - 14 Mar 2019	Kuwait	<u>Education & Training</u>	
79	<u>WSTA Gulf Water Conference</u>	12 - 14 Mar 2019	Kuwait	<u>Environment & Waste</u>	
80	<u>IDC Security Roadshow</u>	18 - 18 Mar 2019	Kuwait	<u>IT & Technology</u>	
81	<u>Kuwait Military Communications and Information Systems Conference & Exhibition</u>	29 - 30 Jan 2019	Kuwait	<u>Security & Defense</u>	
82	<u>The Gulf Middle Eastern International Plastic Surgery & Aesthetic Medicine Congress</u>	21 - 22 Feb 2019	Kuwait	<u>Medical & Pharma</u>	
83	<u>International Conference on Medical & Health Science</u>	28 - 29 Jun 2019	Kuwait	<u>Medical & Pharma</u>	
84	<u>International Conference on Management, Economics & Social Science</u>	28 - 29 Jun 2019	Kuwait	<u>Science & Research</u>	
85	<u>International Conference on Science, Engineering & Technology</u>	28 - 29 Jun 2019	Kuwait	<u>Science & Research</u>	
86	<u>Gulf Conference on Sustainable Built Environment</u>	10 - 13 Mar 2019	Kuwait	<u>Building & Construction</u>	
Source: https://10times.com/top100/kuwait					