

# Product Report Format

(for Expo Pakistan 2017)

**Product:** Construction Services

**HS Code:** 25,73,39,40,69,73

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i. Industry Economic Scenario

a. Housing & Construction Sector is among the identified sectors by the Government of Pakistan as the driver of economic growth. A spurt in activity in this sector unleashes a chain reaction in other allied industries. It is also said that no less than 60 industries are linked to construction & housing sector. There is an annual shortfall of 270,000 housing units at present while the backlog of around 7.0 million units is in addition. The Prime Minister has issued a number of policy guidelines under "HOUSING FOR ALL" program for launching housing schemes for Government employees & provision of infrastructure to the housing development schemes. The Government has identified housing and construction as one of the major drivers of growth and has undertaken a number of measures to give impetus to this Sector.

b. *Product description, Construction*

Cement, Construction Material, Pipes, Tiles, etc.

c. *HS Codes* 25, 73, 39, 40,69,73

d. *Quality of Pakistani products*

Pakistan is producing top quality cement, marble, tubes, etc.

*Existence of international brands.*

Lucky Cement, DG Cements, International Industries Ltd, Master Tiles are big brands

e. *Compatibility to international quality standards/certifications*

All exporting companies are meeting mandatory and voluntary standards like OHSE, ISO Standardization, CE Mark, etc.

f. *Value Chain*

Most of the manufacturers are procuring locally.

g. *Acceptance of Pakistani products in global markets.*

*Accepted*

ii. **Global trade in this specific product**

a. *Top 05 exporting destinations*

Pakistan top five (05) export destinations and export figures are as under

*Source: ITC*

*Value: US Dollar Thousand*

Importers	Exported value in 2014	Exported value in 2015	Exported value in 2016
World	658900	444517	381199
Afghanistan	304660	180022	148017
India	51288	51238	90920
Sri Lanka	42572	30575	34913
China	44003	39320	27821
Madagascar	25226	14486	17160

b. *Top 05 Competitors (Exporters)*

Top 05 exporters in the world

Exporters	Exported value in 2014	Exported value in 2015	Exported value in 2016
World	173187160	150461977	141193981
China	29815932	28787042	25528690
Germany	19077668	15749454	15401819
United States of America	10147046	8782408	7670857
Italy	7869090	6206011	6060800
Korea, Republic of	5354937	5682643	5887986

iii. Exports from Pakistan & Pakistan's ranking : 3 years figure

<u>2014</u>	<u>2015</u>	<u>2016</u>
US\$ 658900 Thousand	US\$ 444517 Thousand	US\$ 381199 Thousand
<b>Pakistan stood at 48<sup>th</sup> position in the year 2016</b>		

iv. List of top ten (10) manufacturing companies/ exporters of Pakistan with contact details(try to obtain from associations or website)

**TOP TEN CONSTRUCTION MATERIAL LIST.**

Sr.No	Company Name	Address	Province
1	DG Cement Company Limited	Nishat House 53-A Lawrence Road,LHR	Punjab
2	Thatta Cement Company Limited	23-Arif Habib Center M.T Khan Road,KHI	Sindh
3	Pioneer Cement LTD,Lahore	First Floor Alfalah Building Shahr-e.Azam,LHR	Punjab
4	Maple leaf Cement Factory LTD	42-Lawrance Road LHR.54000	Punjab
5	Lafarge pakistan Cement LTD	Head Office B-Kaghan Road F-8 Markaz,Islamabad	Federal Area
6	Fecto Cement LTD	2nd Floor Majeed Plaza Bank Road,Saddar Rawalpindi	Rawalpindi

7	Fauji Cement Company LTD	60-Adamjee Road, Saddar,Rawalpindi	Rawalpindi
8	Al Abbas Cement Industries,PVT	Arif Habib Centre 23,MT Road Khab,KHI	Sindh
9	Lucky Cement LTD	6-A M.Ali Housing Society A Aziz Hashim Tabba,Street,KHI	Sindh
10	Bestway Cement LTD	Bestway Building 19-A College Road,F-7 Mrkaz Islamabad 44000	Islamabad
11	Dewan Cement LTD	Block-A 2nd Floor Finance & Trade Centre Shere-e-Faisal,KHI	Sindh
12	Askari Cement LTD	9th Floor AWT Plaza the Mall,Rawalpindi	Rawalpindi

Sr.No	Company Name	Address	Province
1	M/s.Beeta Pipes	37-P Model Town,Lahore	Punjab
2	M/s.Pipe Plus	Suit No 83-C Main Khayaban-e-Jami,Karachi.	Sindh
3	M/s.Adamjee Pipes	Nawaz Khan Market,Jinnah Road,Raiwalpindi.	Federal Area
4	M/s.Dadex Pipes	34-AY 01,Block G-P.ECHS,shahrah-e-Faisal,Karachi.	Sindh
5	M/s.Pak Turk Pipes	Ferozpur Road,Lahore	Punjab
6	M/s.IIL Pipes	H.O,Karachi	Sindh

v. **TDAP participation in international exhibitions in the subject product / Sector***(please use Exhibition Calendar of 2017-2018)*

- i- **Xiamen Stone Fair China**
- ii- **Saudi Build/ Saudi Stone Riyadh**
- iii- **Project Qatar/ Doha Qatar**