

Trade Development Authority of Pakistan (TDAP)

Pakistan – Australia Bilateral Trade Analyses

Country Report

Ahsan Nawaz
Research Associate
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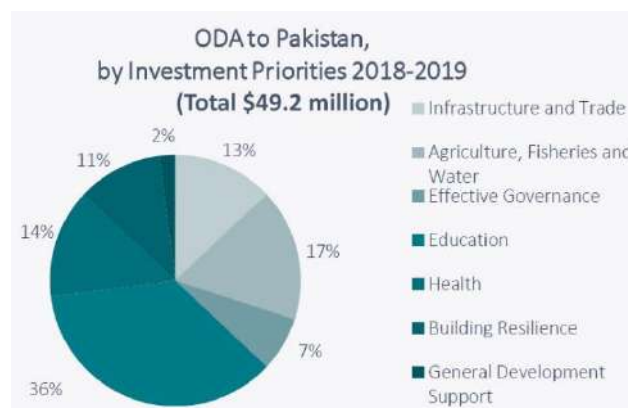
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1. Introduction

Bilateral relations between Pakistan and Australia date back to the separation of Pakistan from India in 1947. Australia established its resident mission in Pakistan in 1948 and since then the relations have been growing stronger through people to people links, collaboration in infrastructure development, Official Development Assistance (ODA) and through joint exercises in countering terrorism. Australia is the 6th biggest donor in the world working under the aegis of “Australian Aid”¹ which is engaging people from both public and private sectors. Australian aid has also facilitated Pakistan’s Ministry of Commerce in strengthening its institutions, trade policies and regulations.

In the year 2017, bilateral trade between Pakistan and Australia stood at USD 870 million whereas the balance remained heavily tilted in favor of Australia as Pakistan imported worth USD 633 million of goods from Australia. On the contrary, Pakistan exported just USD 237 million worth of goods to Australia registering trade deficit of around USD 397 million. Major exports of Pakistan to Australia are textiles (knitwears, bedwears, towels, articles of silk tex. & readymade garments), paper & paper board, basmati rice, leather footwear, sports, medical and surgical goods.

The purpose of this report is to explore the trade potential of Pakistani products in Australian market. In this regard, economic and trade overview is done to evaluate the market standing and trade patterns of Australia. Chapter 2 provides analyses of Pakistan – Australia bilateral trade, Pakistan’s export to Australia and Pakistan’s imports from Australia. In chapter 3, potential products have been indicated that are exported by Pakistan and have a demand in Australia too. In the next chapter, value chain analyses of top potential products are done based on numerous analytical tools with in-depth focus on supply and demand spectrum, non-tariff barriers and on competitors’ strategy for the selected product. Chapter 5 details market initiatives taken by TDAP followed by compilation of input from trade mission in Australia in chapter 6. SWOT analysis have been tabulated in chapter 7 and finally conclusion along with some recommendations are drafted in chapter 8.



¹ Statistics reported by Australian Trade & Investment Commission (AUSTRADE)

1.1. Economic Overview – Australia

Australia is a country and a continent in the Oceania encircled by Indian and Pacific oceans. The country hosts 24.9 million residents with annual growth rate of 1.6%.



Figure 1: Australian Economy Snapshot (Reserve Bank of Australia), 2018

Australia is a wealthy country with its 17th highest GDP per capita of USD 52,190 in the world. Australia has maintained its positive economic outlook for the last 28 consecutive years² and is the only country that has been unaffected by the world economic crises both in 2008 and in 2014. In the year 2018, it has continued its economic growth at the rate of 2.8% and has registered the nominal GDP of USD 1.323 trillion. This impressive growth has been supported by the output shared by five major key industries; health & education (13%), finance (10%), mining (9%), construction (8%), and manufacturing (6%).

Furthermore, Australia also enjoys a balanced trade profile with its current account surplus (USD 8 billion in 2017) that has led Australia to maintain the net foreign currency assets of USD 35.7 billion in 2018. Australia is a highly developed country and the 13th largest economy having imports of USD 221 billion in 2017. The country presents greater opportunities and a potential market for Pakistani exports.

² International Monetary Fund's (IMF) World Economic Outlook Report, April 2018.

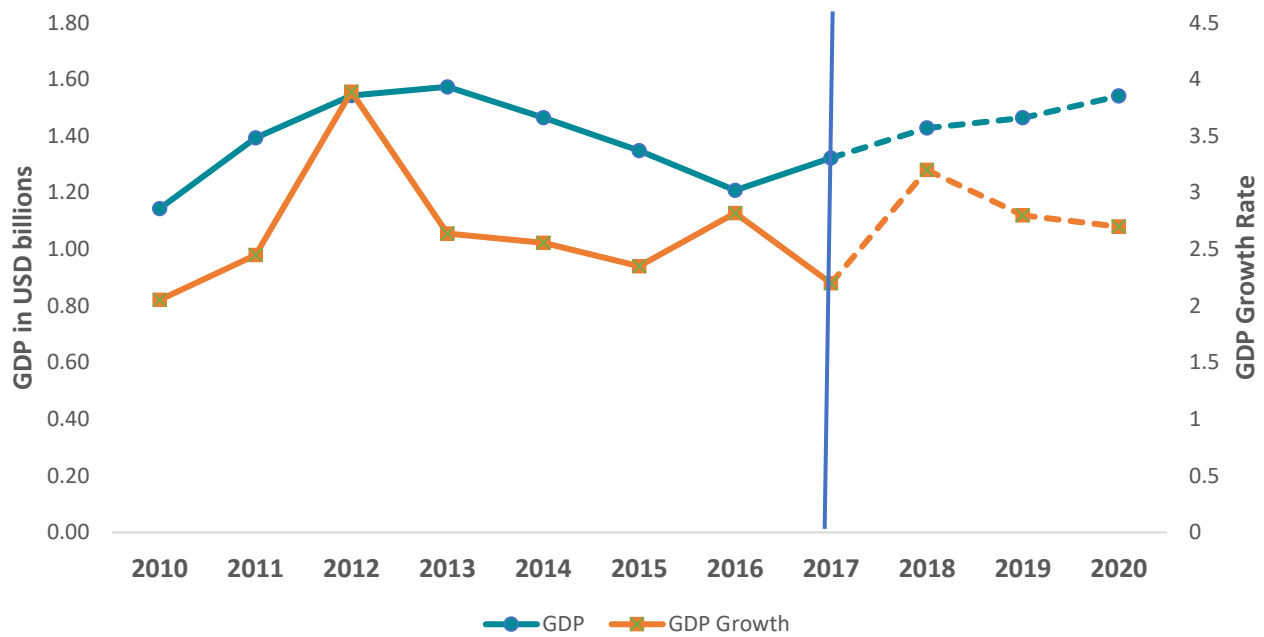


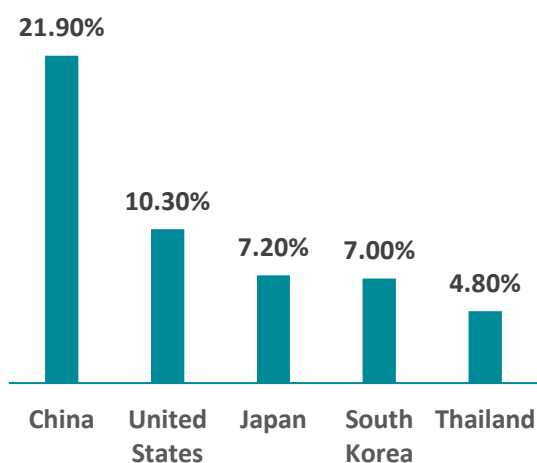
Figure 2: Nominal GDP & GDP Growth rate projections of Australian Economy (World Trade)

1.2. Trade Overview – Australia

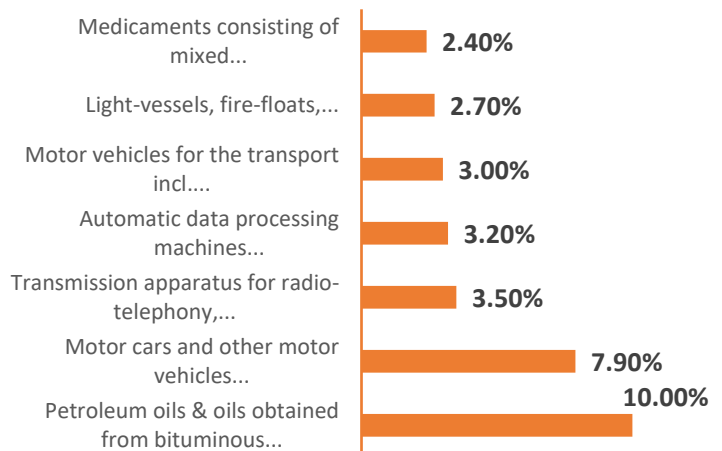
• Major Imports of Australia

In the year 2017, Australia imported USD 221 billion worth of goods that constitute the products from minerals fuels, motor cars & vehicles, transmission apparatus, automatic data processing machines and medicaments. Around 22% (USD 48 billion) goods of the total imports were from China – the biggest supplier in 2017. United States of America supplied around USD 23 billion worth of goods followed by 7.20, 7%, and 4.80% of total imports coming from Japan, South Korea and Thailand respectively.

Main suppliers 2017



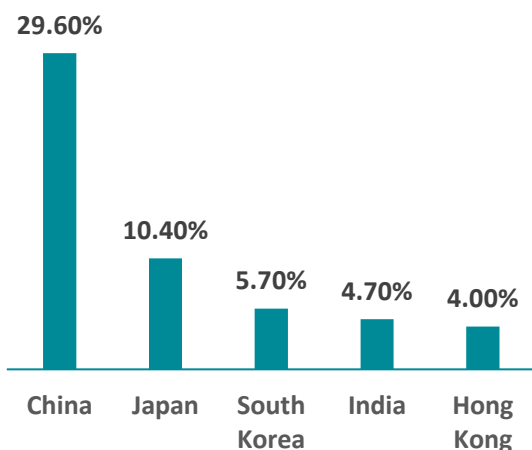
Main products imported 2017



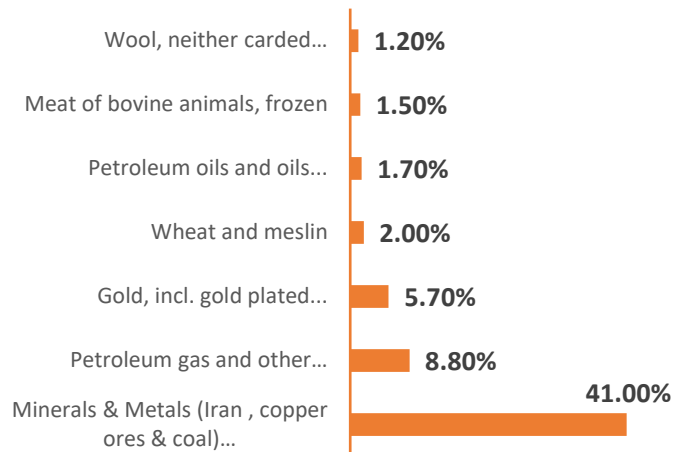
- **Major Exports of Australia**

In 2017, Australia exported USD 230 billion worth of goods that accounted for 18.7% of the total GDP of Australia. Main products exported by Australia were metals and minerals (iron ores, copper ores and coal - 41%) followed by petroleum gas (9.50%), gold (5.70%), wheat and meslin (2%), frozen meat of bovine animals (1.50%) and wool. Top customers of Australia's exported products were China, Japan, South Korea, India and Hong Kong.

Main customers 2017



Main products exported 2017



Having exported goods worth USD 230 billion and imports at USD 221 billion, Australia has registered an overall surplus of USD 8.5 billion in 2017. Key factors supporting Australia's trade surplus are its favorable trade with China (net surplus of USD 20 billion in 2017) and its enormous scale of trade within the regional proximity.

Trade Balance

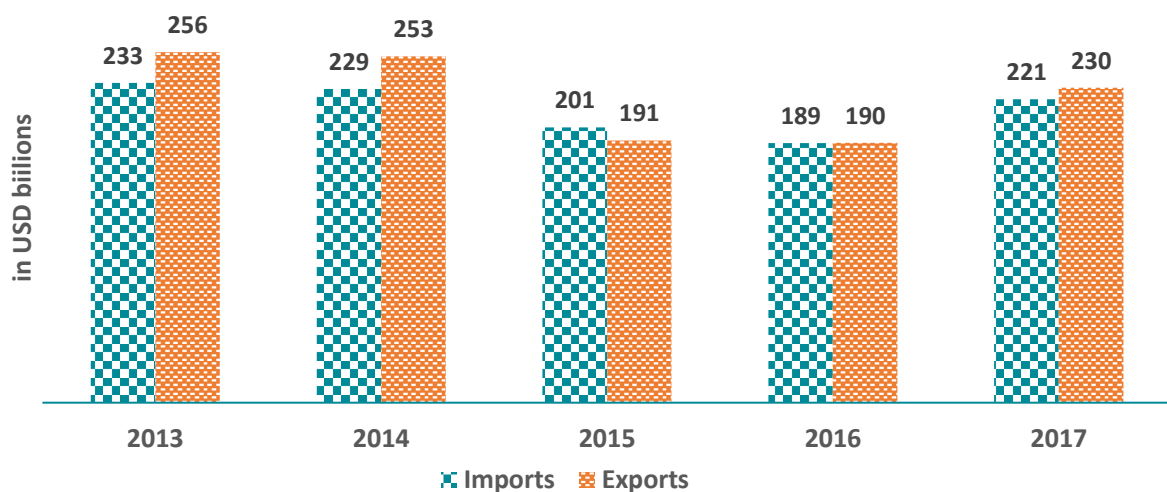


Figure 3: Trade Balance of Australia (Trade Map)

2. Bilateral Trade Analysis

Pakistan and Australia have working bilateral trade relations enshrined in an agreement enforced on 12th July, 1990 which conforms both countries to “strengthen, facilitate and diversify” bilateral trade. Under the aegis of this trade agreement; a forum for bilateral trade promotion as “Pakistan – Australia Joint Trade Committee (JTC) is working to strengthen economic cooperation and bilateral trade. Recently, the 7th session of Pakistan – Australia Joint Trade Committee (JTC) was held at Canberra, in Australia in December, 2017. Both countries stressed upon the need to wrinkle out tariff duties and the difficulties in acquiring business visas.

Pak-Australia JTC for enhancing bilateral trade

.... With regard to bilateral trade between Australia and Pakistan, the Secretary Commerce ‘Younis Dhaga’ said that Pakistan exports to Australia have not achieved the potential due to tariff differential faced by Pakistani exporters.

He argued that products originating from Bangladesh are subject to zero duty because of it being a Least Developing Country and at the same time China enjoys zero duty because of a Free Trade Agreement with Australia.

He underscored the need for a level playing for Pakistani products in Australian market and suggested that Pakistan should either be accorded Developing Country Status with zero tariffs on its items of prime export interest or both sides should strive for a Free Trade Agreement.

As an interim measure he suggested that an Early Harvest Program may be negotiated between the two sides and exchange concessions on priority items.

The Australian side acknowledged that Pakistani goods are facing higher tariffs but explained that they were in the process of phasing out their MFN tariffs, however they agreed to consider Pakistan’s proposal of creating a level playing field either through a formal arrangement or may be through change of category in the Developing Country tariffs of the Australian System of Tariff Preferences. (Daily Times - DECEMBER 11, 2017)

Bilateral Trade	2013	2014	2015	2016	2017
Pak Exports to Australia	262	167	176	247	237
% of total exports to world	1.04%	0.68%	0.80%	1.20%	1.08%
Pak Imports from Australia	457	337	538	419	633
% of total imports from world	1.04%	0.71%	1.22%	0.89%	1.10%
Trade Balance	-195	-170	-362	-172	-396

Figure 4: Bilateral Trade between Pak – Australia in USD millions (Trade Map)

Pakistan’s exports to Australia have shown a decrease of around USD 10 million in 2017. They have fallen from USD 247 million in 2016 to USD 237 million in 2017 making about 1.08% of Pakistan’s total world exports going to Australia in 2017. Pakistan’s imports from Australia have also witnessed a surge from USD 419 million in 2016 to USD 633 million in 2017 – 51% growth in imports from Australia has caused Pakistan’s trade deficit to soar to the highest ever at USD 396 million.

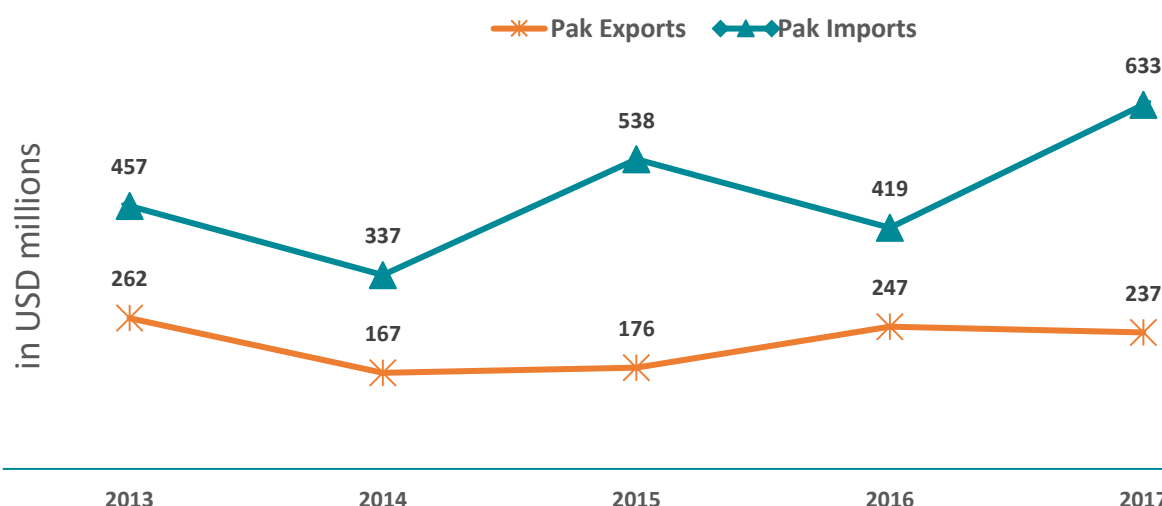


Figure 5: Bilateral Trade between Pak & Australia

2.1. Pakistan's top 15 exports to Australia

Pakistan's exports to Australia have decreased by 4% in the year 2017. The export values have fallen from USD 247 million in 2016 to USD 237 million in 2017. The export basket of Pakistani products to Australia has presented a relatively unchanged pattern with Petroleum oils, bedlinen of textile materials, semi-milled or wholly milled rice, tubes, pipes and hollow profiles, toilet linen, men's or boys' trousers, gloves, and instrument & appliances used in medical sciences being amongst the top 15 exports commodities to Australia.

In the year 2017, Pakistan's top 15 exports to Australia posted a negative change of 4% in total. These top 15 exports contributed to 70% of the Pakistan's total exports to Australia.

HS code	Product label	2015	2016	2017	% Change	% Share	Tariff
'TOTAL	All products	176	247	237	-4%		
'270900	Petroleum oils and oils obtained from bituminous minerals, crude	13	66	50	-24%	21%	0
'630239	Bedlinen of textile materials (excluding of cotton and man-made fibres, printed, knitted or ...	22	29	22	-22%	9%	5
'100630	Semi-milled or wholly milled rice, whether or not polished or glazed	17	15	13	-9%	6%	0
'630231	Bedlinen of cotton (excluding printed, knitted or crocheted)	15	17	13	-22%	6%	5
'730690	Tubes, pipes and hollow profiles "e.g., open seam, riveted or similarly closed", of iron or ...	2	7	10	50%	4%	4
'630260	Toilet linen and kitchen linen, of terry towelling or similar terry fabrics of cotton (excluding ...	13	10	8	-18%	4%	5
'901890	Instruments and appliances used in medical, surgical or veterinary sciences, n.e.s.	7	7	8	4%	3%	0
'630210	Bedlinen, knitted or crocheted	7	5	7	59%	3%	5
'620322	Men's or boys' ensembles of cotton (excluding knitted or crocheted, ski ensembles and swimwear)	1	2	7	330%	3%	5
'940490	Articles of bedding and similar furnishing, fitted with springs or stuffed or internally filled ...	3	5	5	12%	2%	5
'420329	Gloves, mittens and mitts, of leather or composition leather (excluding special sports gloves)	3	3	4	36%	2%	3
'420310	Articles of apparel, of leather or composition leather (excluding clothing accessories, footwear ...	4	3	4	13%	2%	5

'620349	Men's or boys' trousers, bib and brace overalls, breeches and shorts of textile materials (excluding ...	1	2	4	88%	2%	5
'620342	Men's or boys' trousers, bib and brace overalls, breeches and shorts, of cotton (excluding ...	4	3	3	13%	1%	5
'610910	T-shirts, singlets and other vests of cotton, knitted or crocheted	1	2	3	62%	1%	5
'611610	Gloves, mittens and mitts, impregnated, coated or covered with plastics or rubber, knitted ...	2	2	3	51%	1%	0

Figure 6: Top 15 Exports of Pak to Australia in USD millions (Trade Map)

2.2. Pakistan's top 15 imports from Australia

Pakistan's imports from Australia have witnessed a surge of about 51% in the year 2017 from the imported value of USD 419 million in 2016. In the year 2017, late rainfall in Pakistan had badly affected the production of dried, shelled chickpeas and lentils. According to the statistics reported by Ministry of Food Security to Federal Committee on Agriculture (FCA), the annual demand of chickpeas in Pakistan in 2016 was 0.6 million tons whereas Pakistan's total harvest stood at 0.23 million tons – short of more than 60% of the local demand. As a result, the fluctuations in import of chickpeas (from USD 30 million in 2016 to USD 280 million in 2017) and lentils (from USD 7 million in 2016 to USD 29 million in 2017) were experienced at-large.

HS code	Product label	2015	2016	2017	% Change	% Share	Tariff
'TOTAL	All products	538	419	633	51%		
'071320	Dried, shelled chickpeas "garbanzos", whether or not skinned or split	7	30	280	823%	44.21%	3
'310530	Diammonium hydrogen orthophosphate "diammonium phosphate" (excluding that in tablets or similar ...	94	135	92	-32%	14.45%	3
'071310	Dried, shelled peas "Pisum sativum", whether or not skinned or split	71	96	51	-47%	8.13%	3
'071340	Dried, shelled lentils, whether or not skinned or split	15	7	29	345%	4.65%	3
'720441	Turnings, shavings, chips, milling waste, sawdust, filings, trimmings and stampings of iron ...	46	28	24	-13%	3.76%	3
'120510	Low erucic acid rape or colza seeds "yielding a fixed oil which has an erucic acid content ...	67	-	22		3.46%	3
'720449	Waste and scrap of iron or steel (excluding slag, scale and other waste of the production of ...	12	14	13	-11%	2.02%	9
'010221	Pure-bred cattle for breeding	6	5	9	98%	1.49%	3
'780110	Unwrought lead, refined	11	14	9	-33%	1.45%	3
'480421	Unbleached sack kraft paper, uncoated, in rolls of a width > 36 cm (excluding goods of heading ...	7	9	9	0%	1.43%	16
'721049	Flat-rolled products of iron or non-alloy steel, of a width of >= 600 mm, hot-rolled or cold-rolled ...	7	2	6	199%	0.97%	16
'320611	Pigments and preparations based on titanium dioxide of a kind used for colouring any material ...	5	7	6	-11%	0.95%	3
'100490	Oats (excluding seed for sowing)	-	-	6		0.90%	3
'150210	Tallow of bovine animals, sheep or goats (excluding oil and oleostearin)	12	5	5	9%	0.83%	11
'270112	Bituminous coal, whether or not pulverised, non-agglomerated	-	-	5		0.72%	3

Figure 7: Top 15 Imports of Pak from Australia in USD millions (Trade Map)

3. Potential Export Items

Given below is an analysis of export commodities for which Pakistan can potentially increase its exports to Australia. Alternatively, Pakistan can also divert its resources to Australia if the competitive advantage is expected at current rate of production.

In order to enhance our export base; a number of filters have been employed to identify potential exports of Pakistan to Australia at HS – 6-digit level. In this regard; a three-tier methodology is used.

- At first tier, top exports of Pakistan to Australia are selected which are in high demand in Australian market and import value of Australia for the same is greater than \$50 million.
- At second tier, top exports of Pakistan to Australia are selected for which Pakistan's world export is greater than \$30 million.
- At third tier, after filtering products through first two tiers, top exports of Pakistan to Australia which have successfully captured 10% market share in Australian market were excluded from potential list.

Some of potential products identified for export promotion are detailed as under:

HS Code	Products	Pakistan exports to Australia 2017	Australia World Imports 2017	Pakistan World Exports 2017	Tariff
'630231	Bedlinen of cotton (excluding printed, knitted or crocheted)	13	164	811	5%
'100630	Semi-milled or wholly milled rice, whether or not polished or glazed	13	136	1,513	0%
'630260	Toilet linen and kitchen linen, of terry towelling or similar terry fabrics of cotton (excluding ...	8	131	805	5%
'901890	Instruments and appliances used in medical, surgical or veterinary sciences, n.e.s.	8	1,290	361	0%
'940490	Articles of bedding and similar furnishing, fitted with springs or stuffed or internally filled ...	5	238	80	5%
'620342	Men's or boys' trousers, bib and brace overalls, breeches and shorts, of cotton (excluding ...	3	339	410	5%
'610910	T-shirts, singlets and other vests of cotton, knitted or crocheted	3	466	198	5%
'630710	Floorcloths, dishcloths, dusters and similar cleaning cloths, of all types of textile materials	2	58	407	5%
'481159	Paper and paperboard, surface-coloured, surface-decorated or printed, coated, impregnated or ...	2	81	81	5%
'640399	Footwear with outer soles of rubber, plastics or composition leather, with uppers of leather ...	2	435	69	5%

Figure 8: List of Indicative Potential exports to Australia in USD millions



4. Value Chain Mapping

In order to gain a better perspective on the potential export products, value chain mapping is utilized in full spectrum coupled with numerous analytical tools. These analyses are inferred upon:

- Import value of Australia from different competitors,
- Market share of competitors,
- Average unit price of the potential product,
- Tariff and non-tariff barriers faced by the said product,
- Pakistan's top export destinations for the product,
- World ranking and world export share of the potential product,
- Top 10 exporters of the same product,
- Top 10 importers of the same product,
- Demand & Supply side situations
- Competitors' strategy.

HS Code	Products	Pakistan exports to Australia 2017	Australia World Imports 2017	Pakistan World Exports 2017	Tariff
'630231	Bedlinen of cotton (excluding printed, knitted or crocheted)	13	164	811	5%
'620342	Men's or boys' trousers, bib and brace overalls, breeches and shorts, of cotton (excluding ...	3	339	410	5%
'901890	Instruments and appliances used in medical, surgical or veterinary sciences, n.e.s.	8	1,290	361	0%

Figure 9: Potential Products selected for Value Chain Mapping- Values in USD millions

4.1. Bedlinen of cotton (excluding printed, knitted or crocheted - 630231)

Bedlinen of cotton (excluding printed, knitted or crocheted at HS-6 digit 630231 is selected that fulfills the criteria for value chain analyses and indicates potential of around \$90 million in Australian market.

The import value of Australia for this product in 2017 was \$164 million. China secured the majority share of 70% as \$115 million worth of exports from China landed in Australia.

India, Pakistan, Bangladesh and Portugal captured market share of 12%, 7.3%, 6.4% and 1.2% respectively. Despite its higher average unit value, China stands to be the biggest supplier in this market. Pakistan offers the lowest unit value of just 5.4 USD/unit against the world average price of 8.4 USD/unit. Pakistan has the lowest unit price and is the world's second biggest exporter of bedlinen of cotton. Pakistan needs to negotiate tariff rates in Australian market in order to capitalize upon the market demand and to expand its untapped potential.



Exporters	Australia Import 2017	% Share	Unit value (USD/unit)	World Export Ranking	World Export Share	Tariff	Non-Tariff
World	164	100	8.41		100		4
China	115	70.2	7.97	1	33.3	0	4
India	19	11.9	15	3	8.9	5	4
Pakistan	12	7.3	5.4	2	22.7	5	4
Bangladesh	11	6.4	11	6	3.2	0	4
Portugal	2	1.2	25	5	4.5	5	4

Figure 10: Trade Indicators (630231)

Pakistan's world export of Bedlinen of cotton (excluding printed, knitted or crocheted at HS-6 digit 630231 for the year 2017 stood at USD 811 million. Top export destinations for this product are United States of America (\$122 million), Germany (\$122 million), United Kingdom (\$97 million), Belgium (\$87 million) and Netherlands (\$75 million).



Figure 11: Export Destinations for Pakistan - 630231

Top 10 exporters of Pakistan & importers of Australia for Bedlinen of cotton (excluding printed, knitted or crocheted at HS 6-digit 630231 are:

Pakistani Exporters	Australian Importers
GUL AHMED TEXTILE MILLS LIMITED	TREASURE COMPANY LIMITED
AL-KARAM TEXTILE MILLS (PRIVATE) LIMITED	JTC IMPORT EXPORT
NISHAT (CHUNIAN) LTD	CHIMPRO
NISHAT MILLS LIMITED	ENERGETIC APPAREL
M.K. SONS (PVT) LIMITED.	LIL FRASER COLLECTION
AL-KARAM TEXTILE MILLS (PRIVATE) LIMITED	THE SMITH FAMILY CLOTHING EXPORTS
SADAQAT LIMITED	RWW GROUP
MUSTAQIM DYEING PRINTING INDUSTRIES PVT LTD	FABRICSPUS.COM.AU
AS'HABI & HAYS TEXTILES	VICKY MAR FASHIONS SYDNEY AUSTRALIA
ORIENT TEXTILE MILLS LTD	KEEDO KIDS KEEDO KIDS

Figure 12: Importers & Exporters (630231)

4.2. Men's or boys' trousers, bib and brace overalls, breeches and shorts, of cotton (620342)

The second potential product identified for Australian market is “Men's or boys' trousers, bib and brace overalls, breeches and shorts, of cotton (620342)”. World import of Australia for the product in 2017 was recorded at USD 339 million. The leading competitors of Pakistan are China with 55% market share, Bangladesh with 26% market share, and Vietnam with 2.8% market share.

Exporters	Australia Imports 2017	% Share	Unit value (USD/unit)	World Export Ranking	World Export Share	Tariff	Non-Tariff
World	339	100	8.08		100		4
China	187	55.1	8.61	2	20.7	4	4
Bangladesh	88	25.9	5.67	1	20.9	0	4
Viet Nam	9	2.8	12	8	2.6	5	4
Pakistan	9	2.6	12	15	1.6	5	4
Indonesia	5	1.6	14	21	1.1	5	4

Figure 13: Trade Map (620342)

Pakistan is the fourth biggest supplier of men's or boys' trousers to Australia with export value of just USD 9 million. In the last couple of years, Pakistan has captured market for this product in Australia as exports have surged from USD 5.5 million in 2014 to USD 9 million in 2017. Pakistan can capture market share of worth USD 20 million if she improves its price competitiveness through reducing cost of productions and through negotiating 5% tariff duty enforced by Australia.

In 2017, Pakistan's world export of this product stood at USD 410 million. Out of the total exports, \$73 million worth of goods were imported by United States of America followed by Spain (\$58 million), United Kingdom (\$41 million), Italy (\$37 million) and Germany (\$35 million).

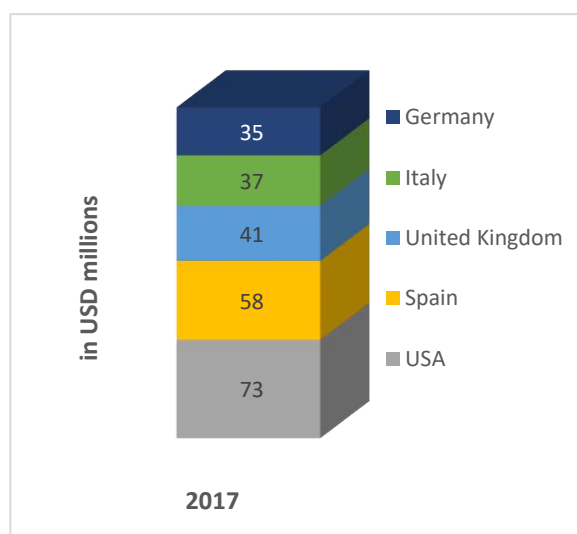


Figure 14: Top 5 Export Destinations for Pakistan (620342)

4.2.1. Market opportunities (Bedlinen of cotton & Garments)

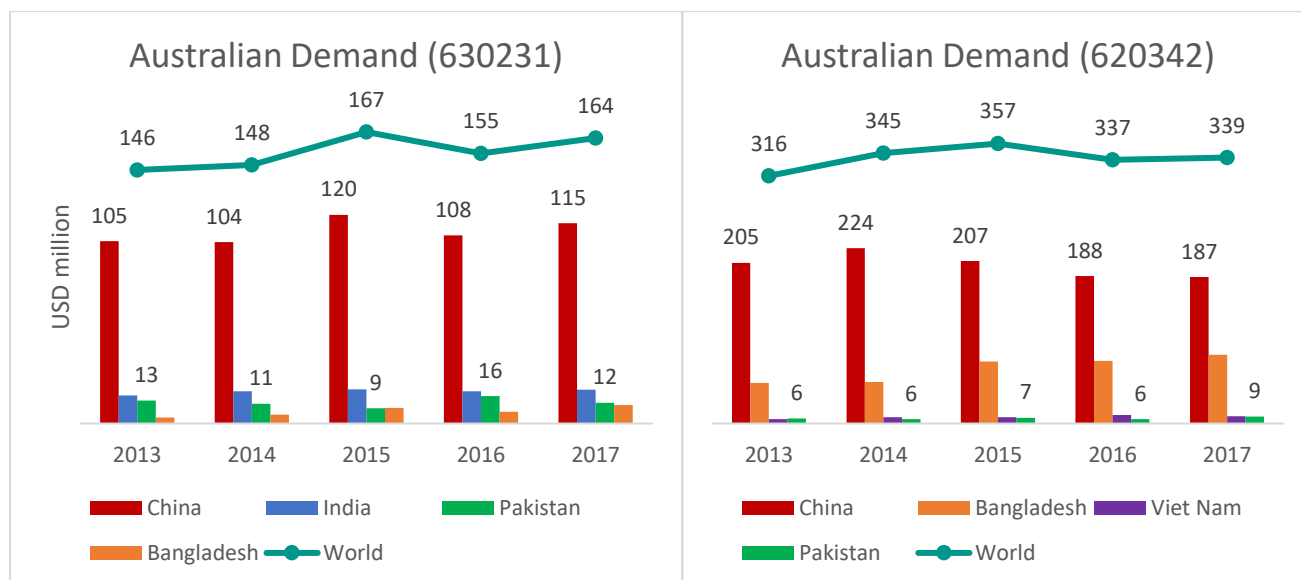
Australia is the world's 5th biggest importer of this product as Australia's import value constitute 4% of the world imports³. In the past few years, many of the Textile and Apparel (T&A) suppliers & manufacturers in Australia have either transformed their operations or have stopped manufacturing altogether⁴. This has badly affected the supply chain of Textile & Apparel (T&A) in Australia – creating

³ COMTRADE Country Import Ranking, 2017

⁴ Australian Bureau of Statistics report on Textile & Apparel Industry in Australia, 2017

direct demand for imports. Therefore, the rise of textile imports is expected to increase by 4.9% in 2018”.

Moreover, increasing importance for home décor in international market, frequently changing patterns, textures & themes, and the booming hotel industry in Australia amid declining domestic production further adds to the up-swinging demand for home textile.



Top 10 exporters of Pakistan and importers of Australia for Men's or boys' trousers, bib and brace overalls, breeches and shorts, of cotton (620342) are:

Pakistani Exporters	Australian Importers
CRESCENT BAHUMAN LIMITED	Yakka Pty. Limited - Yakka
ALI MURTAZA ASSOCIATES (PRIVATE) LIMITED	PEPKOR DIRECT PTY LIMITED
MASTER TEXTILE MILLS LIMITED	Gsm (Operations) Pty Ltd - Billabong
GUL AHMED TEXTILE MILLS LIMITED	THE HOPKINS GROUP AUST PTY LIMITED
U.S APPAREL TEXTILE PVT LTD	Fusion Retail Brands Pty Ltd - Williams Outlet
SAPPHIRE FINISHING MILLS LTD.	TRUE ALLIANCE BRANDS PTY LIMITED
APEX GARMENTS	BUSBRAND PTY LIMITED
J.M.S TRADING CO	GAZAL CORPORATION LIMITED
SEL IMPEX INTERNATIONAL	INDUSTRIE CLOTHING PTY LIMITED
ZAHRA IND PVT LTD	Adidas Australia Pty Limited - Adidas

Figure 15: Top Exporters & Importers (620342)

4.2.2. Competitor's export promotion strategy – Textile

China is the world's largest producer of textile products which account for more than half of the world's total production whereas China's exports exceed one third of the world's total textile exports. In 2017, China exported \$254 billion worth of textiles; of the total \$2.2 trillion exports to the world. Key advantages to Chinese industry are its easy access to raw material (local production of cotton yarn), Special Economic Zones (SEZs), high end value addition, web-based business processing (e-commerce models e.g. Alibaba & AliExpress etc.), technologically advanced production process and most

importantly cheap skilled labour which is also educated (average 10 years of education). In turn, these factors add to the highly competitive, low priced textile products by China in international market.

Furthermore, China offers a diversified product range in seven sub-industries of textile industry:

- Cotton,
- Wool textile and dyeing finishing industry,
- Chemical fiber textile and printing & dyeing finishing industry,
- Silk textile and finishing industry,
- Linen textile,
- Knitted and woven product industry
- Finished textile product manufacturing

China and Australia also have a free trade agreement enforced since 20th December, 2015 which allows Chinese textile goods a duty-free access providing her competitive edge over Pakistan as Pakistani products of bed linen and men's or boys' trousers face the tariff of 5% in Australia.

Bangladesh, another major competitor of Pakistani products receives duty and quota free access to Australian market since 2003 due to its Least Developed Country status under the Generalized System of Preferences – Australia.

4.2.3. Supply Side Issues – Textile Sector

- Higher energy prices
- Gas shortages and costlier RLNG
- Rupee depreciation (45% import input)
- Delayed sales tax rebate
- Import duty of 5% on cotton
- Tight monetary policy (interest rate at 10%)
- Sector's inability to upgrade technology
- Low prices of cotton in Int'l market
- Inefficiency to value add (zero pc duty on import of blended yarn or fabric yet apparel exports are discouraging)
- Incapacity of SMEs to bear the burden of paperwork for exports

4.3. Instruments and appliances used in medical, surgical or veterinary sciences... (901890)

The third potential product identified for Australian market is Instruments and appliances used in medical, surgical or veterinary sciences at HS code 6-digit 901890. The import value of Australia in 2017 was USD 1,290 million. Majority share is captured by United States of America at 45% with USD 577 million worth of surgical instruments making their way to Australia. USA is also ranked 1st in world export for the said product capturing 24.7% of the total world export. Pakistan's export share only makes 0.40% of the Australian import value. Pakistani instruments face no tariff restrictions but the exports of the said product remained low due to limited value addition and low-tech instruments supplied. United States of America and Germany are the biggest importer of Pakistan's instruments and appliances used in medical and surgical sciences which they re-exports to the world after value addition.

Exporters	Australia Import 2017	% Share	Unit value (USD/unit)	World Export Ranking	World Export Share	Tariff	Non-Tariff
World	1,290	100			100		N/A
USA	577	44.7	N/A	1	24.7	0	N/A
Mexico	128	9.9	N/A	4	6.7	0	N/A
Germany	84	6.6	N/A	2	12.3	0	N/A
Japan	57	4.4	N/A	11	2.3	0	N/A
China	53	4.1	N/A	8	3.3	0	N/A
Malaysia	39	3	N/A	18	1.1	0	N/A
Pakistan	6	0.4	N/A	24	0.7	0	N/A

Figure 16: Trade Indicators (901890)

Pakistan's top 5 export destinations for Instruments and appliances used in medical, surgical or veterinary sciences at HS code 6-digit 901890 are United States of America, Germany, United Kingdom, China and France. Pakistan exported USD 360 million worth of medical & surgical instruments to the world.

4.3.1 Market Opportunities

In the last decade, medical industry in Australia has developed at a rapid pace and has registered strong growth with numerous innovations in digital health

technologies (imaging, robotics, 3D medical printing, and Nano-patch etc.). Australia's medical industry is made up of small clusters and is largely managed by global corporations. Approximately 80% of the medical and surgical appliances used in Australia are imported indicating high demand for the product.

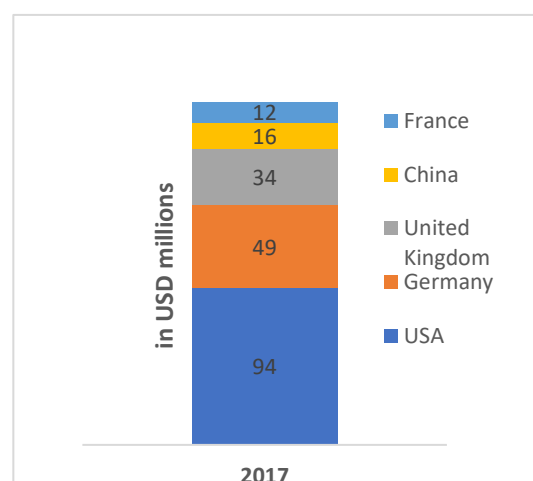
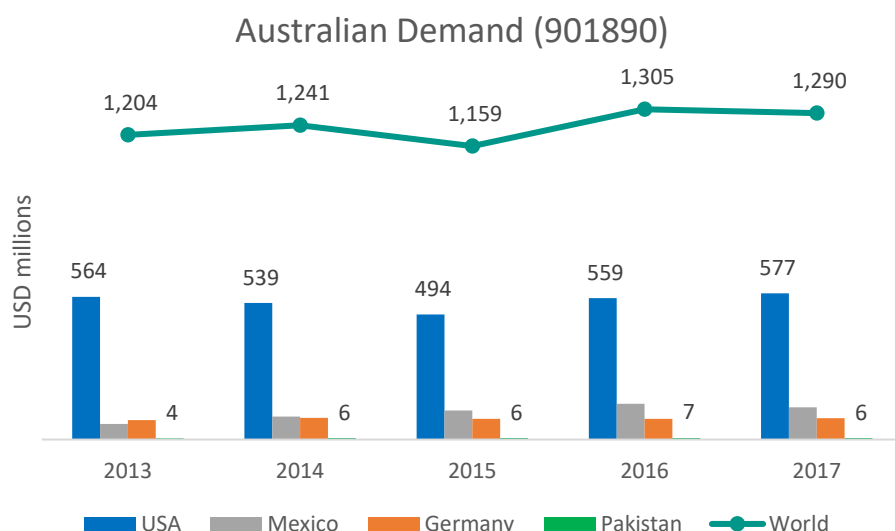


Figure 17: Top 5 Export Destinations for Pakistan (901890)

Importers in Australia prefer high quality goods and seek to source innovative and cost-effective products that improve patient's outcome.



Top 10 exporters of Pakistan and importers of Australia for Instruments and appliances used in medical, surgical or veterinary sciences at HS code 6-digit 901890 are:

Pakistani Exporters	Australian Importers
ELMED INSTRUMENTS PVT. LIMITED	RESMED LIMITED
MIAN SHAHID CORPORATION	COCHLEAR LIMITED
ULTRA SURGICAL (PVT.) LIMITED	IVOCLAR VIVADENT PTY. LTD.
MEDICAL DEVICES PVT LTD	SYNTHES AUSTRALIA PTY LTD
DILIGENT MEDICAL SERVICES	JOHNSON & JOHNSON MEDICAL PTY LTD - ORTHO CLINICAL DIAGNOSTICS
M. A. ARIAN & BROTHERS (PVT) LTD	ATLAS HEALTH CARE PTY LTD - ATLAS MCNEIL HEALTHCARE
SURGIKARE.	BAXTER HEALTHCARE PTY LTD - VALUELINK
Q.S.A. SURGICAL PVT LTD	RADIOMETER PACIFIC PTY LIMITED
BURAQ SURGICAL CORPORATION	THERMO FISHER SCIENTIFIC AUSTRALIA PTY LTD - THERMO FISHER SCIENTIFIC
DR. FRIGZ INTERNATIONAL PVT LTD	DENTAURUM AUSTRALIA PTY. LIMITED

Figure 18: Top Exporters & Importers (901890)

4.3.2. Competitor's export promotion strategy – Medical & Surgical Instruments

United States of America is the largest market of instruments and appliances used in medical and surgical sciences with its total import value of USD 10.27 billion in 2017 and is also the biggest exporter of the same with its USD 12.36 billion worth of exports for the same product and period. U.S. industry of medical and surgical appliances is world renowned for its high-technology products and for its highly-regarded innovations.

U.S. surgical and medical industry produces wide range of products i.e. orthopedic instruments, blood transfusion devices, optical diagnostic apparatus, anesthesia apparatus, catheters, hypodermic needles,

artificial joints and limbs, syringes, stents, surgical dressings, disposable surgical drapes, orthopedic appliances, surgical kits, hydrotherapy appliances, wheelchairs, dental hand instruments, rubber medical and surgical gloves, plaster, amalgams, drills, cements, dental chairs and sterilizers – making it the highly competitive and research oriented industry.

According to the reports of U.S. Medtech Industry, research & development spending of medical device companies in 2017 stood at USD 15.9 billion with an annual growth perspective of 3% till 2020. In United States of America, there are more than 6,000 establishments, of which most of them are small and medium sized enterprises (SMEs). In such a highly saturated and competitive market of medical device companies; innovative start-ups, high-end value addition, economies of scale through partnerships, mergers & acquisitions, precision through automation and artificial intelligence, and an on-going quest for competitive edge technology have maintained dominance of American medical & surgical appliances in the world.

United States of America enjoys competitive advantage as it hosts the largest skilled labour force having very high productivity through their exuberant innovations. Moreover, ‘Made in America Movement’ initiated in 2015 and the top ranking of USA in FDI confidence index, 2018 make her the most attractive destination for business investment in medical & surgical devices.

If we look at the top export destinations of Pakistan for Instruments and appliances used in medical, surgical or veterinary sciences at HS code 6-digit 901890; United States of America is the largest buyer of Pakistani appliances. The reason being that Pakistan’s medical and surgical products lack diversification, innovation, value addition, marketing and branding whereas USA, Germany, United Kingdom and China import these goods from Pakistan and export either directly to other countries under their registered brand or after some value addition.



4.3.3. Marketing Events

Proposed marketing events for participation to promote exports are detailed as under:

Location	Title	Dates	Description
Sydney	ADX20	May-20	Largest dental exhibition showcases the latest innovative products from Australia and overseas. Attracting some 8,000 stakeholders from the dental community it is supported by a quality continuing professional program that allows dentists to see more, buy more, and learn more.
Sydney	Cosmetic Surgery and Medical Expo	Apr-19	The conference covers areas like general surgeons, cosmetic surgeons, plastic surgeons, maxillofacial surgeons, dermatologists, ear, nose and throat surgeons and many more.
Melbourne	AUSMEDTECH	May-19	Australia's Medical Technology National Conference
Melbourne	O-MEGA	Jul-19	O=MEGA brings together the international and Australia-Pacific optical industry, including optometrists, optical dispensers, ophthalmologists, orthoptists, ophthalmic nurses, practice staff, other retailers (sunglasses), mechanics, technicians...

4.3.4. Supply Side Issues – Medical & Surgical appliances

- Absence of regulatory framework
- Negative global perception
- Focus on low-tech, low quality, low value products
- Inconsistent product quality
- Lack of contact with end user (export through middleman)
- Absence of work force for emerging technologies (labor intensive)
- Absence of R&D
- Unavailability of quality raw materials
- Lack of distribution network
- Lack of linkages with academia
- Lack of Brands
- Insufficient Quality Control (ISO and CGMPs)

4.4. Non-tariff Barriers

In Australian market, Pakistani exporters face non-tariff barriers of two types (general and specific). General restrictions apply on all imported goods that must be fulfilled by the exporter (Annex – I). Specific restrictions vary from product to product.

4.4.1. Textile Goods

The potential products at HS 6-digit code 630231 (bedlinen of cotton) and 620342 (men's & boys' trousers & bibs), identified for value chain mapping require standardization of 4 Technical Barriers to Trade (TBT) i.e. labelling requirement for consumer product information and care labelling of clothing & textile products, and inspection requirement to ensure that goods exported are in accordance with the labelled information. Moreover, textile products also need to ensure quality control accreditations as care labelling i.e. OEKO-TEX, and ISO/TC 38 etc.



Figure 19: Int'l Quality control Standards - Textile

4.4.2. Medical & Surgical appliances



Non-tariff requirements for instruments and appliances used in medical, surgical and veterinary sciences at HS 6-digit code 901890 vary greatly due to the diversified nature products under this category. In Australia, The Therapeutic Goods Administration (TGA) regulates the imports and exports of all medical devices subject to the regulations under Australian Therapeutic Goods Act, 1989. Each shipment of surgical & medical appliances requires the regulatory approval/ entry of the specific goods in Australian Register of Therapeutic Goods (ARTG) through a local sponsor (Health professional/ importer). The Therapeutic Goods Administration (TGA) functions in line with the framework developed by the International Medical Device Regulators Forum (IMDRF) previously known as the Global Harmonization Task Force (GHTF).

5. Market Initiatives by TDAP (Australia)

Trade Development Authority of Pakistan undertakes many initiatives to promote exports. In this regard, TDAP will participate in following four exhibition taking place in Australia in 2019.

Asia (Australia)			
S.no	Event	Year	Product
1	Safety First Expo, Melbourne	May, 2019	Safety goods
2	Beauty Expo	Aug, 2019	Beauty items
3	Fine Food, Australia	Sep, 2019	Food Items
4	International Sourcing Expo	Nov, 2019	Textile and Products

6. Compilation of input from Trade Mission - Australia

Trade missions undertake numerous initiatives (include but not limited to trade promotion activities, investment promotion activities, trade diplomacy, business networking, and market information & intelligence sharing etc.) in foreign countries to facilitate Australian importers/ wholesalers/ distributors and Pakistani manufacturers/ exporters Pakistani businessmen/ exporters. The sole purpose is to remove bottlenecks in the target country and capitalize on the potential to increase exports.

In the first two quarters of FY2018 – 19; trade mission has coordinated with the managements of Safety-First Expo (to be held from 9 – 11 May, 2019) and International Sourcing Expo Australia (ISEA) to ensure participation of Pakistani exporters' in the event. During the same period, trade mission in Australia received and responded to nearly more than 100 trade inquiries from the Australian importers/ wholesalers/ distributors and Pakistani manufacturers/ exporters. The mission also held numerous meetings and participated in events in lieu of its trade diplomacy and business networking initiatives (Annex – II).

7. SWOT Analysis

7.1. Strengths

In Pak – Australia bilateral trade, Pakistani products enjoy certain benefits while exporting to Australia if compared against exports to the world. That are:

Friendly outlook of bilateral Relations	Australia and Pakistan share a common heritage and have a long-standing friendly relation since 1947. People to people interaction (educational scholarships, active Pakistani community, cultural activities and passion for sports), security cooperation, growing two-way trade, and development cooperation & assistance through FDI are key strengths to tap into bilateral trade.
Textile: the corner stone of Pakistani exports	The textile industry is the main sector of Pakistan's economy which contributed around 8.5% to the GDP of Pakistan in 2017-18. Pakistan is the 10 th biggest producer of textile in the world. Interestingly, textile related products remained to be the major exports of Pakistan to Australia with around 40% share in total exports.
Accessibility of Raw material and cheap labour (Textile & Surgical goods)	<p>Pakistan's textile industry has sustained its dominance through thick & thin as it caters around 9% of the global textile needs. Similarly, surgical sector of Pakistan against all odds; still caters to the one-fifth of the global demand.</p> <p>The key strength for Pakistan is easy access to raw material and cheap labor in domestic market.</p>
Export oriented strategy	The incumbent government is firmly committed to reduce cost of doing business and improve ease of doing business ranking. Govt. has announced regional competitive energy tariffs at US cents 7.5/kWh for electricity and USD 6.5mmbtu for gas for the current year. Furthermore, 5 key export industries <i>i.e. textile including jute, leather, carpets, sports and surgical goods</i> have also been declared zero rated sectors with promise of uninterrupted energy supply.

7.2. Weaknesses

Low level of value addition, innovation, and technological in-advancements	Australia is a very sophisticated and developed market where China and America are already supplying value-added high-quality products. Pakistan lags in innovation, research, training and technological advancement. i.e. Blended textile, Computer Aided Designs (CAD), E-commerce & after sale services, Medical Invasive Technologies (MIS) and Automated machines (AI) etc.
Pak rupee wobbles affecting import of technology & raw material	Pakistan imports around 45% of its industrial raw material and the recent adjustments of Pak rupee to de-facto devaluation have badly affected the import of raw material and export credit guarantees of businessmen.
SMEs growth ignored	Both United States of America and China have established SME clusters under the subsidiary of multinational companies to achieve economies of scale. Pakistan lacks efforts in this arena
Liquidity Crunch	Delay in sales tax refunds, duty drawbacks, and tax rebates have caused a serious liquidity crunch for industrialists and exporters. As of December - 2018, textile industry alone had Rs.100 billion outstanding sales tax refunds which have not been cleared since the incumbent government came to power.
Minimal Branding, Marketing & Distribution	Lack of contact with end user is a major weakness in Pakistan's distribution and marketing network. As a result, exports are done through international distributors/ exporter/ middlemen. Brand involvement is also very low that makes Pakistani exporters a whole seller causing a toll on access to developed markets. It also hinders technology upgradation, skill development, quality management and investment on R&D.
Free Trade Agreement	Pakistan's major competitors in Australian market are China, Bangladesh & ASEAN countries but Pakistan has no such arrangement in bilateral trade with Australia.

7.3. Opportunities

Tourism & Hoteling industry in Australia	Tourism in Australia is one of the top 5 super growing industries. Australia hosted around 9.1 million tourists in the 2017-18 with its hotel room capacity of 281,798. Hoteling and tourism have direct relation to demand of home textiles. Positive outlook of hoteling industry for the 3 rd consecutive year in Australia is a great opportunity for Pakistan to expand its market share on the demand.
Australia – Pakistan Free Trade Agreement	Bilateral trade between Pakistan and Australia stood around \$900 million in 2017. Signing a free trade agreement will grant tariff relaxations to Pakistani products and will provide an opportunity to export competitive goods to Australian market.
Import oriented Surgical Industry – Australia	Medical device industry of Australia is made up of clustered SMEs working under the subsidiary of multinational corporations that import 80% of their medical & surgical appliances. Pakistan can tap into this USD 1.29 billion market with its cost-effective and innovative medical & surgical equipment that fulfill TGA regulatory compliance.
Standard & Certification compliance	Pakistan's home textiles fulfill the certifications & care labelling requirements of Europe and in turn accommodate around 25% of the total European import for the same. It implies that Pakistani home textile can also be marketed to the Australian market as the products are already meeting the standards and requirement of developed markets like EU, US etc.

7.4. Threats

Shipping cost	Port to port distance between Pakistan & Australia is 7619 nautical miles that takes around 30 days by ship and a 10 hours direct flight by air. Such long distance incurs additional cost leaving exporters at the mercy of freight costs and volatility at sea.
Emerging global competitors	Australian medical device market is highly saturated with companies from both developed and developing countries who are emerging as strong competitors (such as India Malaysia, Hungary, Poland, China) with their cutting-edge low-cost innovative products.
Free Trade Agreements – Australia	Australia has free trade agreements with 11 countries including USA, China, Singapore, Thailand, Malaysia, Japan, ASEAN countries etc. All these countries enjoy favorable market conditions as compared to Pakistan.
Indian FTA Negotiations	Australia and India launched Comprehensive Economic Cooperation Agreement in May 2011 and are negotiating free trade agreement. India is the second largest supplier of bedlinen in Australian market whereas signing of any FTA will adversely affect Pakistan's exports to Australia.

8. Conclusion and Recommendations

The bilateral trade between Pakistan and Australia witnessed the growth of around 31% with trade surplus in favour of Australia. Pakistan's imports from Australia constitute mainly of edible vegetables, fertilizers, iron and steel, oil seeds and oleaginous fruits, and live animals. On the contrary, Pakistan exported textiles (knitwears, bedwears, towels, articles of silk tex. & readymade garments), paper & paper board, basmati rice, leather footwear, sports, medical and surgical goods. In Australian market, Pakistan has definitive potential of doubling its exports specially in textile related products (knitwears, bedwears, towels, articles of silk tex. & readymade garments), and in medical & surgical appliances.

Australia is a developed country and presents a positive economic outlook as she has maintained her positive growth for the last 23 consecutive years. Australia being a sophisticated market is highly saturated with suppliers from United States of America, China, Bangladesh, India and ASEAN countries.

The real challenge for Pakistan in Australia is to deliver up to the desired level of quality products with consistent innovation while maintaining leverage on prices over its competitors. Pakistan has got all the resources and skillset to enhance its bilateral trade with Australia but to reach there; we need to ***overlook our supply side issues, incorporate the culture of research and innovation, indulge more into e-commerce, information technology & communication, facilitate & encourage exports through SME-cluster approach, encourage sale through brands, revamp our marketing and distribution channels, and fine-tune our governmental policies*** in the best interest of export promotion. In this regard, some of the recommendations/ suggestions put forth by concerned trade associations, manufacturers and exporters have been compiled:

- **Free trade agreement with Australia** would result in major gains for Pakistan as Pakistani exporters face differential tariffs. Pakistan should lobby for zero rated tariffs or at the most concessionary tariffs for her top and potential exports to Australia. This will make Pakistani products more competitive in Australian market against zero rated goods of China, Bangladesh and ASEAN countries.
- **Cost of doing business:** Pakistan is the fourth largest producer of cotton with easy availability of indigenous raw materials offering diverse range of home textile and garment products. Despite having the capacity, capability; Pakistan could only capture 7% market share for bedlinen and just 2.3% for men's and boys' trousers. Trade associations have bewailed over **higher per unit cost of energy** (Rs.12 against the regional average of 8 rupees), **costlier gas & RLNG** – its shortages, **rupee depreciation** (as value addition is largely dependent on imported inputs) and

sales tax rebates. It is recommended that the perennial concerns of industry need to be addressed.

- PTEA has requested government to offer zero rate on export value chain (i.e. no tax – no refund) and guarantee energy supply to textile sector.
 - APTMA has demanded removal of import duty on cotton imports and a rebate of 5% on textile sector exports.
- **Export-oriented SEZs/ EPZs:** China and Bangladesh are the biggest competitor of Pakistan both in Ready-Made Garments (RMG) and home textiles. Both countries have expanded their exports through export-oriented industrialization. China has established industrial clusters, special economic zones and garments industrial innovation parks. Bangladesh has 37 government run Special Economic Zones (SEZ) and 8 private export processing zones (EPZ). Pakistan must establish SEZs and EPZs to attract greenfield investment for value added export-oriented production.
- **Ease of doing business** is another concern that fends off investment which can be improved through improvements in company registration process, greater use of information technology (i.e. e-commerce, e-payments, warehouse automation, cloud computing, logistics automation, & e-services etc.), improvements in logistics infrastructure, through establishing special courts for commercial contracts enforcement, and through establishing trade information & facilitation centers.
- **Internet of things (E-commerce B2B/ B2C):** According to Nielsen Digital Ratings for April 2018, an adult Australian spends an average of 98 hours online whereas Convent – Australia on “The State of Australian E-commerce, 2018” reported that retail e-commerce sale in Australia crossed AUD 11billion in 2018 and is expected to cross AUD 22 billion by 2022. Chinese e-commerce giants (Alibaba, JD.com, Pinduoduo, Suning, VIP shop, Tencent) have already penetrated into Australian and New Zealand market. Australia is living and breathing through industrial revolution 4.0; Pakistan must capitalize on such humongous demand and target customers and businesses directly through e-commerce platforms.
- **Know thy consumer:** Australia is among the world’s wealthiest countries having consumption patterns defined by the high wages and low unemployment. It is pertinent to export high quality goods specially textiles that add up to the tastes and preferences of the Australian consumers. Furthermore, new & innovative products in every season (i.e. new blended fabric, new patterns,

new colors, new printing, new technology etc.) are the key to gain customer loyalties in Australian market.

- **Branding – key to upgradation:** Surgical industry in Pakistan is one of the primary export-oriented sectors provided zero rated status but the industry has no brand names and trades through middlemen which hinders technology upgradation, skill development, quality management and investment on R&D. It is suggested that government should facilitate branding cost through subsidies. Furthermore, trade mission in Australia should seek connections with international medical device corporations for medical & surgical industry to become part of value chain.
- **Marketing to win the customer confidence:** Pakistani products are capable of fulfilling all the standards and are sourcing to the brands of developed countries but the customer perception towards Pakistani products is disappointing. In this regard, as suggested by trade mission in Australia; aggressive marketing and the development of marketing material of each Pakistani exportable product (i.e. booklets, brochures and documentaries videos etc.) prior to each exhibition will bear fruitful results during exhibitions. Additionally, TDAP should also increase its presence in medical & surgical sector exhibitions (detailed under heading 4.3.3 in value chain mapping).
- **Product diversification:** The export profile of Pakistan to Australia has remained unchanged for the last 5 years. It is suggested new avenues for product diversification need to be explored in areas such as paper & paper board, footwear, handicrafts, salt, spices, dry fruits, and juices etc. The same suggestion was also recorded by the trade mission in Australia.
- **Small and Medium Enterprises (SMEs)** in Pakistan consist of around 3 million business enterprises and contribute to over 30% to the GDP. SMEs provide the highest value addition in manufacturing but their share in export is neutralized due to lack of opportunities and incapacity to deliver. It is recommended that SMEs should actively be utilize in export promotion through formation of “SME Consortiums” with product focus and market focus strategy.

Annex -I (Non-Tariff Barriers applied to all exports to Australia)

S. No.			
1	Quarantine Service Fees Determination 2005	Additional charges not elsewhere specified. - (F)	6 Fees payable for services (1) For section 86E of the Act, the fee payable for a service mentioned in column 2 of an item in Schedule 1 is: (a) the amount set out in, or worked out in accordance with, column 3 of the item for the service; and (b) any add
2	Customs (Prohibited Imports) Regulations 1956	Authorization requirement for TBT reasons - (TBT)	4V Importation of Anzac goods (1) In this regulation: authorised officer means an officer of the Department administered by the Minister authorised in writing by the Minister for the purposes of this regulation. Minister means the Minister administering t
3	Import Processing Charges Act 2001	Custom inspection, processing and servicing fees - (F)	Clauase 4, 5: 4 Imposition of import processing charges (3) Import declaration processing charge payable as set out in section 71B of the Customs Act is imposed. (6) Warehouse declaration processing charge payable as set out in section 71DI of the Customs
4	Quarantine Charges (Collection) Regulation 2014	Custom inspection, processing and servicing fees - (F)	Clause 6, 7: 6 Agent's liability to pay quarantine charge (1) For paragraph 10(b) of the Act, an agent of a person liable to pay a customs quarantine charge is jointly and severally liable with that person to pay the customs quarantine charge. (2) If: (a)
5	Quarantine Act 1908	Quarantine requirement - (SPS)	16AC Notice of proposed importation of goods (1) If a person proposes to import goods into Australia, the Cocos Islands or Christmas Island, the person, or an agent of the person, may give notice of the proposed importation in accordance with this section
6		TBT Measures not elsewhere specified. - (TBT)	
7	Quarantine Proclamation 1998	Special Authorization requirement for SPS reasons - (SPS) Requirement to pass through specified port of customs - (C)	10 Ports where imported animals generally may be landed (Quarantine Act, s 13(1)(b)) Each port mentioned in table 3 is a port where imported animals may be landed. Table 3 Ports where imported animals generally may be landed New South Wales: Kingsford Smi
8	Quarantine (Christmas Island) Proclamation 2004	Special Authorization requirement for SPS reasons - (SPS) Requirement to pass through specified port of customs - (C)	10 Ports where imported animals, plants or other goods may be landed (Quarantine Act s 13(1)(b)) Each of the following is a port where imported animals, plants or other goods may be landed: (a) Christmas Island; (b) Christmas Island International Airport.

Annex – II (Compilation of input from trade mission)

1. Trade promotion activities

ACTIVITY	DATE	REMARKS
This Mission is corresponding with the Management of the Safety-First Expo which is due to take place in Melbourne from 9-11 May, 2019.	Oct 2018	A contract has just been sent to the mission by the organizers for approval.
<p>The Mission is currently coordinating with the management of International Sourcing Expo Australia (ISEA), Sydney (20-22 November 2019), which is included in TDAP calendar of International Expos for participation of Pakistani exporters. This show displays Textiles, Handicrafts, Leather goods, Footwear, Garments and etc.</p> <p>TDAP has confirmed participation with 21 Pakistani companies in ISEA out of which 14 companies will be displaying Textile products and the remaining 7 will showcase their Leather & Footwear products.</p>	Oct 2018	Mission signed the contract for the space of 22 booths and details of the exhibitors have been sent to the Management.
The Mission had been coordinating with TDAP for a Delegation that was due to visit from the Federation of Pakistan Chambers of Commerce & Industry in the month of September but it was later postponed.	Oct 2018	<p>FPCCI Delegation was aligned with ISEA and they were due to visit Australia at the same time so that they could visit the show to have a fair idea of the fairs in Australia.</p> <p>The meetings of the Delegation were planned in Sydney, Melbourne and Brisbane but they had to be called off because the FPCCI Delegation got cancelled.</p> <p>It is therefore suggested that dates of the Delegations may be finalized after visas of the Delegates have been acquired.</p>

2. Trade Inquiries & Response

November, 2018	Received and responded to twenty-five (25) trade enquiries from Pakistani exporters.
October, 2018	Received and responded to sixteen (16) trade enquiries from Pakistani exporters. Generally, on request of the exporters details of Australian Importers were provided.
July – September, 2018	43 trade inquiries were received and responded by the Mission to facilitate the Australian importers / wholesalers / distributors and Pakistani manufacturers / exporters.

3. Business Networking

S. NO.	MEETING & DATE	CATEGORY	OBJECTIVE & OUTCOME
1.	Mr. Andrea Francolini	Photographer	We met Andrea to organize a photo exhibition in our office in March 2019. There is plenty of potential in the tourism area and since the media does not follow Pakistan, we need people like him.
2.	Mr. Craig Cowdrey, Managing Director at Sonder Australia	Insurance	Met Craig to discuss ways as to Pakistani students can be facilitated with respect to insurance and their matters. We also informed him of our trade activities that are taking place in Australia.
3.	George Azoury, MD at RQ Solutions	Medical Devices & Compliance	RQ Solution has a 35-year experience in Medical Device Product Registrations, Quality management and Process development in the Health Industry. We invited him to visit Pakistan during Expo Pakistan 2019 so that he can source medical instruments from Pakistan.
4.	Rashid Anis, General Manager at Menras	Events & Exhibition	Met Rashid to discuss about the Trade fairs Pakistan is currently participating in Australia. Menras is working globally but is a Dubai based company that employs graduates of Indus Valley Arts School in Karachi. They proposed different themes of the Pakistan Pavilion for a better outlook of the booths.

5.	Aparna Vats, Deputy Chairman at Cumberland Community Radio Inc.	Radion Channel	Met Aparna to discuss about the services rendered by the Consulate General to the community. We also informed them that we facilitate Australian Importers and Exporters with an objective to promote the bilateral trade relations between the two countries.
6.	Gerard McEvilly from Horticulture Supply Chain Services	Horticulture Services	We met with Gerard McEvilly to discuss ways to work with him to promote trade and better services. He informed us of the support that is being offered by the Australian Government to small farmers in Pakistan to improve the productivity of the animals. We are planning on organising an investment seminar in which Australian Pakistanis can also learn from the facilities Australia is providing to Pakistan and other nations.
7.	Mr. Wajahat Rana, Director at Qartaba Homes http://qartabahomes.com.au/	Housing & Construction	We met Mr. Rana and discussed the following: 1. Promotion of Pakistani businesses in Australia. 2. Cultural promotion of Pakistan and possibility of naming the roads against Pakistani cities and leaders in the areas developed by their company. 3. Participation in Expo Pakistan 2018. 4. Connecting with the trade delegations visiting from Pakistan. 5. Sourcing construction products and materials from Pakistan
8.	Mr. Shafaat Khan Managing Director Marks and Trends Ltd.	Entertainment & Interactive channels	Met Shafaat to discuss about the services rendered by the Consulate General to the community. We also informed them that we facilitate Australian Importers and Exporters with an objective to promote bilateral trade relations between the two countries. We also requested him to help promote the trade activity that is taking place in Australia.

9.	Mr. Kamran Syed, Director, Northern Instrument and Calibration Services (NICS)	Calibration & Repair	NCS specialises in calibration, repair and sales of testing and measuring instruments for a wide range of industries including mining, manufacturing, health services and defence. We met with Mr. Syed to discuss ways to work with him to promote Pakistans exports to Australia.
10.	Ian Mathews, Sales and Marketing Director at Gasco VIC	Oil & Gas	Met Mr. Mathews in the Consulate General of Pakistan Melbourne during our visit to Fine Food Expo Australia. Gasco provides services in the oil and gas sector in Pakistan and we met to network with him and get his feedback.
11.	Mr. Mohsin Brohi, Group Supply Chain Manager at Bakers Delight Australia	Bakers	Met Mohsin to discuss ways as to how Pakistani companies can import their products to the Australian company.
12.	Shazad Inayat, Shariz Solutions Private Limited Pakistan	Solutions Provider	Mr. Shazad has an Information Technology solution providing company in Australia. He has established an IT / software solutions development company in Islamabad. He is in the niche market of providing software services for design of low-cost structures for warehousing, offices and homes.