

Product Report Format

(for Expo Pakistan 2017)

Product **SPORTS GOODS**

HS Code **9506**

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Industry Economic Scenario

- a. *Product description,*
 - b. *HS Codes*
 - c. *Quality of Pakistani products*
 - d. *Existence of international brands.*
 - e. *Compatibility to international quality standards/certifications*
 - f. *Value Chain*
 - g. *Acceptance of Pakistani products in global markets.*
- ii. **Global trade in this specific product**
- a. *Top 05 exporting destinations*
 - b. *Top 05 Competitors (Importers)*
- iii. **Exports from Pakistan & Pakistan's ranking : 3 years figure**
- iv. **List of top ten (10) manufacturing companies/ exporters of Pakistan with contact details (try to obtain from associations or website)**
- v. **TDAP participation in international exhibitions in the subject product / Sector (please use Exhibition Calendar of 2017-2018)**

1-Industry Economic Scenario

PRODUCT DESCRIPTION

The Sports Goods Industry of Sialkot is one of the leading exporting sectors of Pakistan and numerous world renowned brands are sourcing a large portion of their supplies of sports goods from Sialkot portraying the credibility of the city as an internationally acknowledged quality manufacturing and exporting center. The products are mostly made for international markets and have received worldwide recognition because of the care that goes into the selection of raw materials, designs, manufacturing and shipping. This labor-intensive industry is providing direct and indirect job opportunities to the local craftsmen of Sialkot contributing substantially in the uplift of the standard of living of their families.

PRODUCT DEFINITION:

The articles used in physical training and sports, manufactured in conformity with standards approved by international or national (in the case of national sports) sports federations and registered with international or state organizations governing standards.

PRODUCT PROFILE:

The product range includes footballs, soccer balls, volley balls, rugby balls, hand balls, beach balls, exercise balls, cricket balls, hockey balls, baseball balls, tennis balls, shuttle cocks, nets, gloves, hockey sticks, cricket bats, baseball bats, protective guards, pads, sportswear, boxing equipment, boxing and martial art uniforms, belts and heavy bags.



Pictorial Representation

H.S CODES

Details of H.S. Code of Sports Products

S.NO.	Name of Product	H.S. Code
1	FOOTBALLS	95066210
2	OTHER SPORTS GOODS	95069990
3	CRICKET BALLS	95066910
4	CRICKET BATS	95069920
5	OTHER INFLATABLE BALLS	95066290
6	OTHER RACKETS	95065990
7	BADMINTON RACKETS	95065910
8	HOCKEY BALLS	95066920
9	CRICKET PADS	95069930
10	HOCKEY STICKS	95069940
11	PARTS AND ACCESSORIES FOR ICE SKATES AND ROLLER SKATES, N.E.S.	95067090
12	ICE SKATES, INCL, SKATING BOOTS WITH SKATES ATTACHED	95067010
13	ROLLER SKATES, INCL, SKATING BOOTS WITH ROLLERS ATTACHED	95067030

Quality of Pakistani Products

Pakistani products are showing great improvement in the manufacturing processes and material category. Soccer Balls are prepared by using three major process which are hand stitching, machine stitching and thermal bonding. Similarly, in the world all these three qualities are used in the soccer industry. Sialkot is catering the international soccer industry needs with its satisfaction and reliability. The export quality sports products of Sialkot are famous and accepted by all the international brands for their durability and quality.

Existence of International Brands and Compatibility to International Standards

All the international brands are doing business in the Sialkot ,Major renown brands are as below

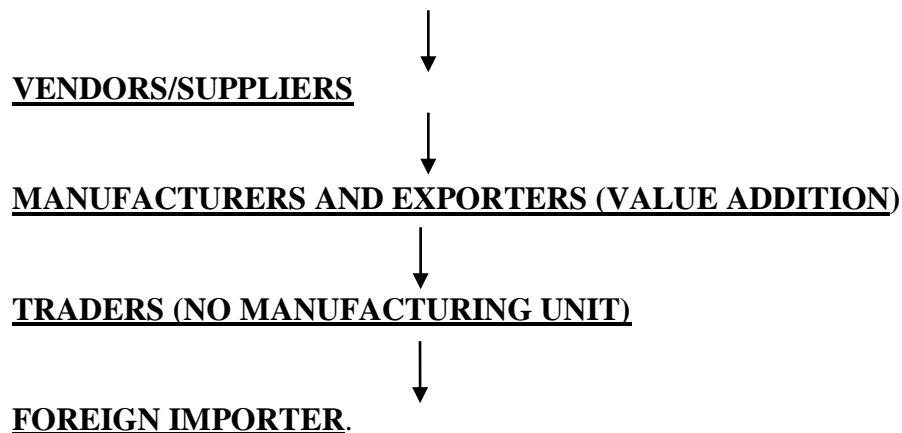
- 1- Adidas
- 2- Nike
- 3- PUMA
- 4- ZARA

Supply Chain And Value Analysis Of Soccer Ball

A brief analysis is given as below;

MATERIAL COMPOSITION (Machine Stitched/Hand Stitched)

- 1-POLY URETHANE SHEETS/THERMO PLASTIC POLYURETHANE SHEETS
- 2-LATEX (imported material from tropical countries)
- 3-FABRIC (Polyester –Cotton Mix locally available)
- 4- WAX (Local and Imported Material)
- 5- THREAD (Cotton/Nylon-Polyester locally available)



GLOBAL TRADE ANALYSIS OF SPORTS SECTOR/EXPORTS FROM PAKISTAN AND PAKISTAN RANKING

EXPORT PERFORMANCE OF SPORTS GOODS SECTOR OF PAKISTAN

Sector	Export value in 2012-13	Export value in 2013-14	Export value in 2014-15	Export value in 2015-16	Export value in 2016- 2017(March)
Sports Goods	218,945	221,104	338,400	322,421	212,231

Unit: US Dollar thousand

Sources: Pakistan Bureau of Statistics

TOP 10 EXPORTING COUNTRIES OF SPORTS GOODS AND PAKISTAN'S POSITION IN GLOBAL TRADE

Exporting Country	Ranking on the basis of 2015 Export	Exported value in 2014-15	Exported value in 2015-16
World		25,725,538	24,405,237
China	1 st	10,862,653	10,604,538
United States of America	2 nd	2,045,184	1,929,996
Taipei, Chinese	3 rd	1,575,230	1,528,445
Hong Kong, China	4 th	1,255,961	1,042,275

Germany	5 th	1,128,388	971,504
Italy	6 th	845,168	762,786
France	7 th	716,902	623,943
United Kingdom	8 th	595,826	592,768
Austria	9 th	683,571	573,599
Netherlands	10 th	595,476	495,416
Pakistan	19 th	338,400	322,421

Source: ITC Calculations based on COMTRADE
Ranking based on Exported value in 2015-16
Unit: US Dollar thousand

REGIONAL COMPETITORS OF PAKISTAN IN THE GLOBAL TRADE OF SPORTS GOODS

Exporting Country	Exported value in 2013-14	Exported value in 2014-15	Exported value in 2015-16
China	9,857,936	10,862,653	10,604,538
Taipei, Chinese	1,471,183	1,575,230	1,528,445
Hong Kong, China	1,375,235	1,255,961	1,042,275

Thailand	519,769	498,950	450,983
Japan	420,198	417,509	386,597
Viet Nam	169,321	210,710	371,582
Pakistan	364,250	338,400	322,421

Unit : US Dollar thousand

Source: ITC Calculations based on COMTRADE /Pakistan Bureau of Statistics

Ranking based on Exported value in 2015-16

TOP 03 IMPORTING COUNTRIES OF SPORTS GOODS FROM PAKISTAN

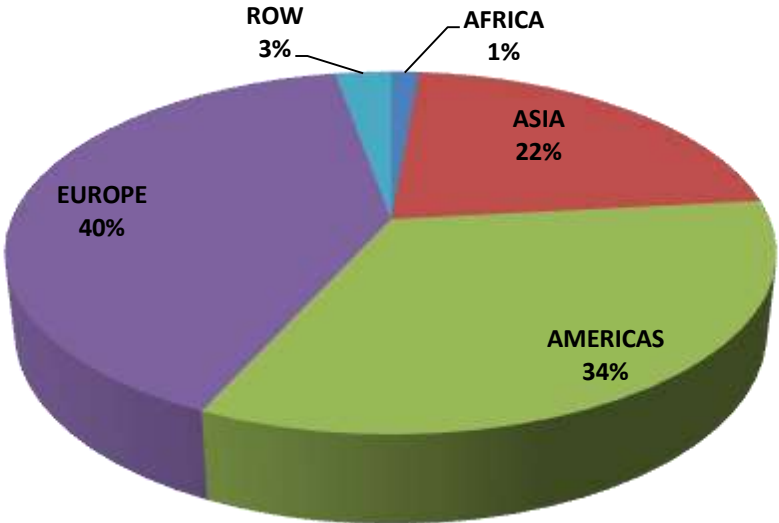
Importing Country	Imported value in 2013-14	Imported value in 2014-15	Imported value in 2015-16
Germany	50,237	47,160	50,197
United States of America	44,914	49,256	43,635
United Kingdom	31,271	33,700	34,185

Unit: US Dollar thousand

Source: Pakistan Bureau of Statistics.

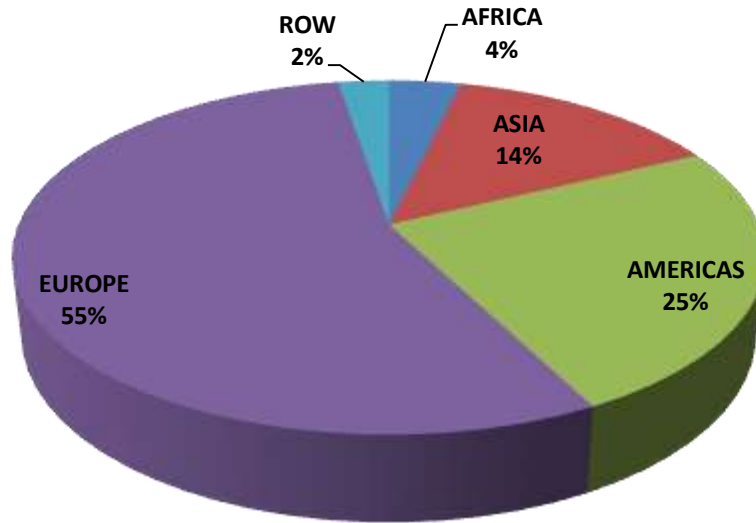
Ranking based on imported value in 2015-16

REGION-WISE MARKET SHARE OF WORLD'S IMPORTS OF SPORTS GOODS



Source: ITC Calculations based on COMTRADE

REGION-WISE MARKET SHARE OF WORLD'S IMPORTS OF SPORTS GOODS FROM PAKISTAN



Source: ITC Calculations based on

LEADING EXPORTERS And Manufacturers OF SPORTS GOODS

Sr	Company	Contact Person	Product	Ph #	Fax #	E-mail
1	Anwar Khawaja Ind S.I.E Sialkot	Mr. Khurram Anwar	Sportswear Football	052- 3551004	052- 3553609	aki@skt.pk.com.pk
2	Forward Sports (Pvt) Ltd Wazirabad Road Pakka Garah Sialkot	Kh. Masood Akhtar	Football Vollyball Rugby ball	052- 4260896-7	052- 4260511-12	masood@forward.com.pk
3	Ali Trading Co (Pvt) Ltd 6Km Daska Road Sialkot	Mr. Ghazanfar Ali Shabbir	Football Sportswear Hockey Sticks	052- 3251101-3	052- 3550414	alitra@alitrainsports.com
4	Tajmahal Sports Daska Road Sialkot	Mr. Khalid Mahmood	Sportswear Football	052- 3554933 3552023 3553933	052- 3554033	tajmahal@skt.comsats.net.pk
5	H. Wahid Sons Mfg. Corp. Lane 5 Unit 5,6,7 S.I.E Sialkot	Sh. Muhammad Mushtaq	Football Rugby ball Volleyball Baseball	052- 3555582	052- 3555581	mundo@sethi.com
6	Awan Sports Shitab Ghar Sialkot	Mr. Jahangir Awan	Football Rackets Basketball Hockey Sticks	052- 3551365-66 3561601-02	052- 3550789 3561603	asil@brain.net.pk info@awansports.com
7	Madrigal Sports (Pvt) Ltd Daska Road Sialkot	Syed Shahid Raza	Football Sportswear	052- 6527156-58	052- 6527154-55	exports@madrigalsports.com
8	Capital Sports Corp (Pvt) Ltd Kashmir Road Pakka Garah Sialkot	Khawaja Zakauddin	Football Rugby ball Handball	052- 4265831 4265833-34	052- 4265832 3553790	export@capital-sports.net info@capital-sports.net
9	M/s K.M. Ashraf & Sons (Pvt) Ltd Pul Aik Aminabad Road Sialkot	Kh. Musharaf Iqbal	Football, Sportswear	052- 3540645- 47	052- 35405143 3542585	export@kmashraf.com.pk production@kmashraf.com.pk
10	Swisspo Sports Mfg. (Pvt) Ltd Christian Town Sialkot	Mr. Abdul Jabbar	Sports Gloves Leather Fashion Garments	052- 4264920-21	052- 4264922	sportswar@swopoo.com
11	Reema Group of Companies 11/208 Neka Pura Sialkot	Mr. Abdus Salaam	Football Ruby ball Volleyball	052- 3541247 3541249	052- 4610140	reemasons@reemagroup.com
12	Talon Sports (Pvt) Ltd., Daska Road, Sialkot	Mr. Muhammad Saleem Baryar	Football, Sportswear, Shoes	052- 6526633 - 6526644	052- 6526833	info@talonsports.com

13	C.A. Sports (Pvt) Ltd Hajipura Daska Road Sialkot	Mr. Tariq Mahmood	Cricket Bats Sportswear	052- 3554222 38258056	052- 3553825 3560108	sales@ca-sport.com.pk
14	Malik Sports S.I.E Shahab Road Sialkot	Malik Sarfraz	Hockey Sticks Cricket Bats	052- 3255398	052- 3552602	malik@skt.comsats.net.pk
15	Zia Sports (Pvt) Ltd Kareem Pura Sialkot	Mr. Arif Mahmood Sh.	Football Sportswear	052- 4601700	052- 4688663	ziasport@gir.paknet.com.pk
16	Durus Industries, Daska Road, Sialkot	Mr. Muhammad Iqbal	Football	052- 6556321-26	052- 6556327	durus@durusind.com
17	Five B Sporting Goods Mfg. Co., Near Defence Road, Karmanabad, Sialkot	Mr. Nasir Saleem	M.M.A., Boxing equipment	052- 3550668	052- 3550406	fiveb@brain.net.pk
18	Reemaxe Industries (Pvt.) Ltd., Toorabad, Daska Road, Sialkot	Mr. Saeed-ur- Rehman	Football, Sportswear, Gloves	052- 3561922-4	052- 3560732	pak@reemaxe.com.pk
19	Chenab Sports (Pvt) Ltd Capital Road Sialkot	Mr. Shahid Pervez	Hockey Sticks Boxing Gloves Martial Arts	052- 3563336-38	052- 3553205	chenabsp@brain.net.pk
20	JSD Sports (Pvt) Ltd Mir St. Mir Muhammad Younis Road Sialkot	Mir Muhammad Dawood	Football Rugby ball Volleyball Baseball, Sportswear	052- 4603270-71	052- 4588528	jsdmir04@gjr.paknet.com.pk services@jsdsports.com
21	Vision Technologies Corporation (Pvt.) Ltd., 14-Km, Pusroor Road, Sialkot	Mr. Ahsan Naeem	Football	052- 3549393	052- 3549293	ahsan@vision.com.pk , vision@vision.com.pk
22	Modesty Sports(Pvt) Ltd Malkaykalan China Chowk Sialkot	Muhammad Boota	Sports Goods Sports Wears Textile Garments	052- 3550554	052- 3559604	modesty@modesty.com.pk export1@techland.com.pk
23	Silver Star Ent (Pvt) Ltd 19- Km Daska Road Sialkot	Sh. Jahanger Iqbal	Football Gloves Jackets	052- 6227811-14	052- 6227818-19	sstar@s-stargroup.com info@s-stargroup.com
24	Starla Group, Said Pur Road, Rahim Pur Khichian, Gujjar Town, Sialkot 51310	Mr. Muhammad Sarwar	Boxing Gloves & Accessories, Weight lifting Gloves, Belts and Heavy bags	052- 4271946	052- 4295446	sarwar@starlagroup.com
25	Yasir Industries, Saidpur/Gondal Road, Sialkot – 51310	Mr. Qaiser-u- Zaman Sarwar	Soccer balls and Sportswear	052- 4295997	052- 4295998	info@yasirindustries.com

26	Ballon De Sports, Nasir Road, Sialkot	Mr. Tahir Nadeem	Football, Martial Arts, Sportswear, Soccer Shoes	052-3552099-4583546	052-4588947-4583546	ballon@skt.comsats.net.pk
27	Cobija Industries, 1-Km Aminabad Road, Sialkot	Mr. Muhammad Asghar	Sports Shoes, Motorbike Racing Shoes, Motorbike Gloves	052-3614997	052-3614998	info@cobija.biz export@cobija.biz
28	Fircos Industries (Pvt.) Ltd., Daska Road, Sialkot	Mr. Majid Sohail Bhutta	Sports Shoes	052-3552771-5, 3553068	052-3550343-3552770	fircos@skt.comsats.net.pk
29	DK Industries (Pvt.) Ltd., 5-Km Saidpur/Gondal Road, Sialkot	Sh. Muhammad Zain Aziz Kapur	Sportswear	052-4294561-3	052-4294564-4261697	info@dkind.com.pk
30	Dita (Centre de Commerce), Khadim Ali Road, Sialkot	Mr. AJmal Iqbal	Hockey Sticks	052-3256690-92	052-3553792	dita@skt.comsats.net.pk
31	VIP Group, Saidpur Road, Sialkot	Mr. Aamir Dar	Sportswear	052-4260850-1	052-4262852	info@vipwears.com

TDAP EXHIBITION CALENDAR FOR SPORTS SECTOR

S.No.	Name of the Fair, Date , Place	Age of the Fair	Product to be Displayed	Size of the Market in terms of local production and import product wise	Competitors countries and their track record of Participation
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S.No.	Name of the Fair, Date , Place	Age of the Fair	Product to be Displayed	Size of the Market in terms of local production and import product wise	Competitors countries and their track record of Participation
1	ISPO, Munich Germany 28-31 January 2018	Since 1970	Sports Products	3-5 billion Dollars Apprx.	China, Vietnam, Bangladesh, India
2	FIBO Fitness & Health, Cologne Germany 12-15 April 2018	Since 1987	Fitness Products	3-5 billion Dollars Apprx.	China, Vietnam, Bangladesh, India
3	EICMA Milan Italy 2018 (official date is not announced)	Since 1942	Motor Bike Accessories	100-200 Million Dollars Apprx.	China, India , Germany
4	EURO BIKE, Friedrichshafen Germany 8-11 July 2018	Since 1991	Motor Bike Accessories	100-200 Million Dollars Apprx.	China, India
5	ISPO, Shanghai China 6-8 July 2017	Since 2007	Sports Products	2-3 billion Dollars Apprx.	China, Vietnam, Bangladesh, India
6	CANTON Fair Phase III China 1-5 May 2018	Since 1957	Textile and Medical Products	2-3 billion Dollars Apprx.	China, Vietnam, Bangladesh, India, Germany
7	INTERMOT, Cologne Germany 3-7 October 2018	Since 1998	Motor Bike Accessories	100-200 Million Dollars Apprx.	China, Vietnam, Bangladesh, India
8	TAISPO Taiwan March 2018 (official date is not announced)	Since 1973	Sports Products	10 to 50 Million Dollars Apprx.	China, Vietnam, Bangladesh, India
9	IHRSA USA 21-24 March 2018	Since 2000	Fitness Products	1-3 billion Dollars Apprx.	China, Vietnam, Bangladesh, India
10	Sportec, Tokyo Japan	Since 2005	Sports Products	20-30 Million Dollars Apprx.	China, Vietnam, Bangladesh, India

	25-27 July 2018				
11	Fitness & Health Expo Melbourne Australia 13-15 October 2017	Since 1995	Fitness Products	30 Million Dollars Apprx.	China, Vietnam, Bangladesh, India
12	Fitness & Health Expo Sydney Australia 28-30 April 2018	Since 1995	Fitness Products	30 Million Dollars Apprx.	China, Vietnam, Bangladesh, India