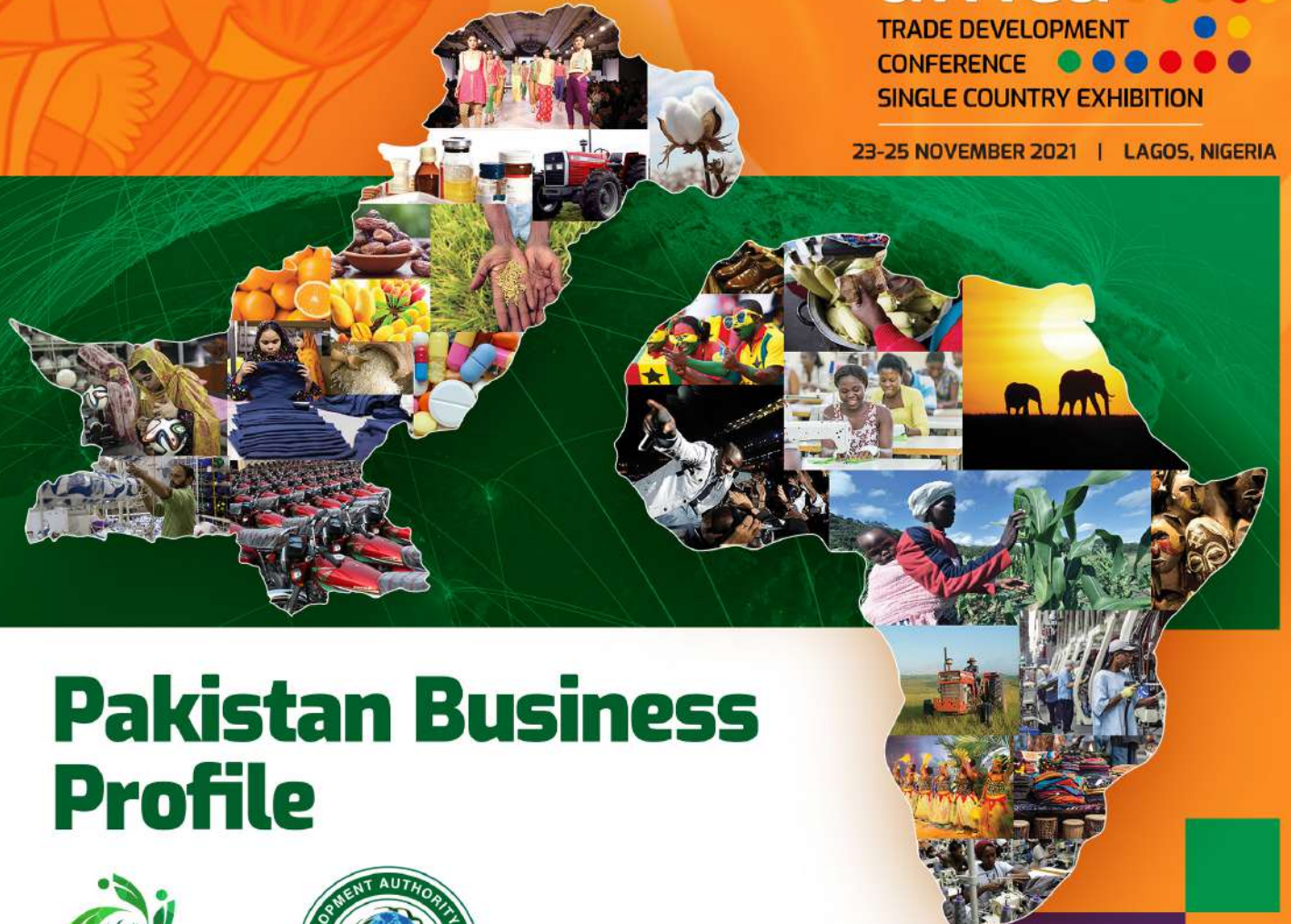




2nd pak africa

TRADE DEVELOPMENT
CONFERENCE
SINGLE COUNTRY EXHIBITION

23-25 NOVEMBER 2021 | LAGOS, NIGERIA



Pakistan Business Profile



Pakistan at a Glance

215.25M



POPULATION

US\$ 299 B



GROSS DOMESTIC
PRODUCT (GDP)



SEAMLESS
TRANSPORTATION
OF GOODS

GSP+



PREFERENTIAL ACCESS TO EU

140+



QUALITY EXPORTS TO MORE
THAN 140 DESTINATIONS



FAVORABLE
EXCHANGE
RATE

CHINA PAKISTAN FTA-II

PREFERENTIAL MARKET ACCESS TO
1.4 BILLION PEOPLE

ROBUST, STABLE
AND DIVERSIFIED
ECONOMY

19.2%

AGRICULTURE

19.1%

INDUSTRY

61.7%

SERVICES



ACCESS TO
LAND
LOCKED
STATES

* Source: Economic Survey of Pakistan 2020 - 21

Trade Profile



EXPORTS
US\$ 25.3 billion*



IMPORTS
US\$ 56.4 billion

MAJOR EXPORT PARTNERS



United States
US\$ 5,030 M



UK
US\$ 2,047 M



China
US\$ 2,044 M



Germany
US\$ 1,511 M



Netherlands
US\$ 1,118 M

MAJOR IMPORT PARTNERS



China
US\$ 13,306 M



UAE
US\$ 5,308 M



Singapore
US\$ 3,116 M



USA
US\$ 2,446 M



Saudi Arabia
US\$ 2,390 M

* Source: Pakistan Bureau of Statistics, 2020 - 21

SHARE IN PAKISTAN EXPORTS (%)

Trade Figures FY 2020- 21

Source: PBS and Trade Map



Asia
37%



Europe
36%



America
20%



Africa
6%



Oceania
1%





GROWTH
RATE

3.4%*



COLLECTIVE GDP

US\$ 2.33 TRILLION*

AFRICA

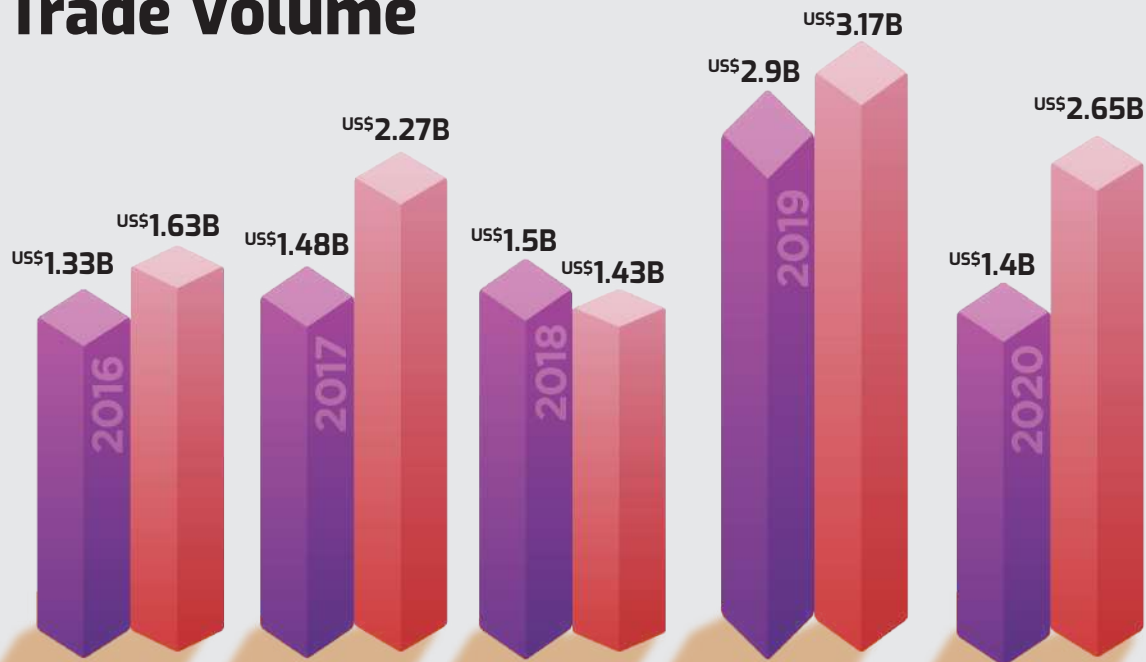
Source: IMP Database

Total Trade of the African Region

US\$ 1 TRILLION

PAKISTAN - X

Pakistan Africa Bilateral Trade Volume



Trade Figures FY 2020-21
Source: Trade Map

Participating Countries



Pakistan



ECOWAS



Benin



Burkina Faso



Cabo Verde



Cote d'Ivoire



Gambia



Ghana



Guinea



Guinea-Bissau



Liberia



Mali



Niger



Nigeria



Senegal



Sierra Leone



Togo

Sectors in Focus



01.
Textile & Apparel
Industry



02.
Rice



03.
Tractors & Agriculture
Machinery



04.
Surgical, Medical
Instruments



05.
Pharmaceutical



06.
Cement



07.
Cutlery & Kitchenware



08.
Automobile & Spare
Part



09.
Electrical & Metallic
Appliances



10.
Processed Food



11.
Cosmetics & Beauty
Products



12.
Leather Products



13.
Paint & Chemicals



14.
Information
Technology



15.
Travel & Tourism



16.
Financial Services



17.
Transport & Logistics
Services

Textile and Apparel Industry

Textile is one of the most important industrial sectors in Pakistan in terms of economic output and employment for the year 2020-21.



Industry Overview

PAKISTAN WORLD EXPORTS

15.4 Billion US\$

Source: FBR/PRAL

AFRICA WORLD IMPORTS

16 Billion US\$

Source: Trade Map



1/4th

Industrial Value-addition



517

Production Factories



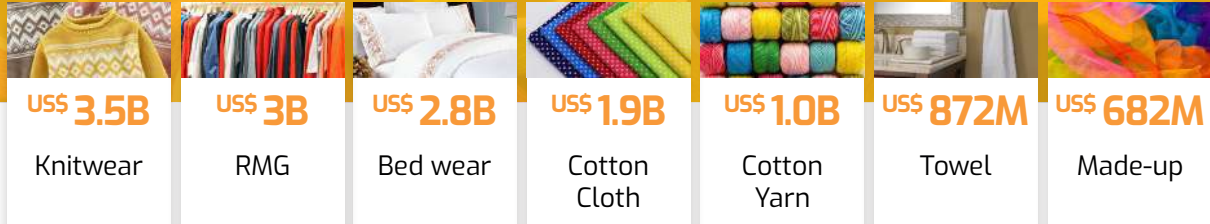
Longest Production

Value chain



TEXTILE

Exports Outlook



Source: FBR/PRAL

Top Export Destinations



United States



Germany



UK



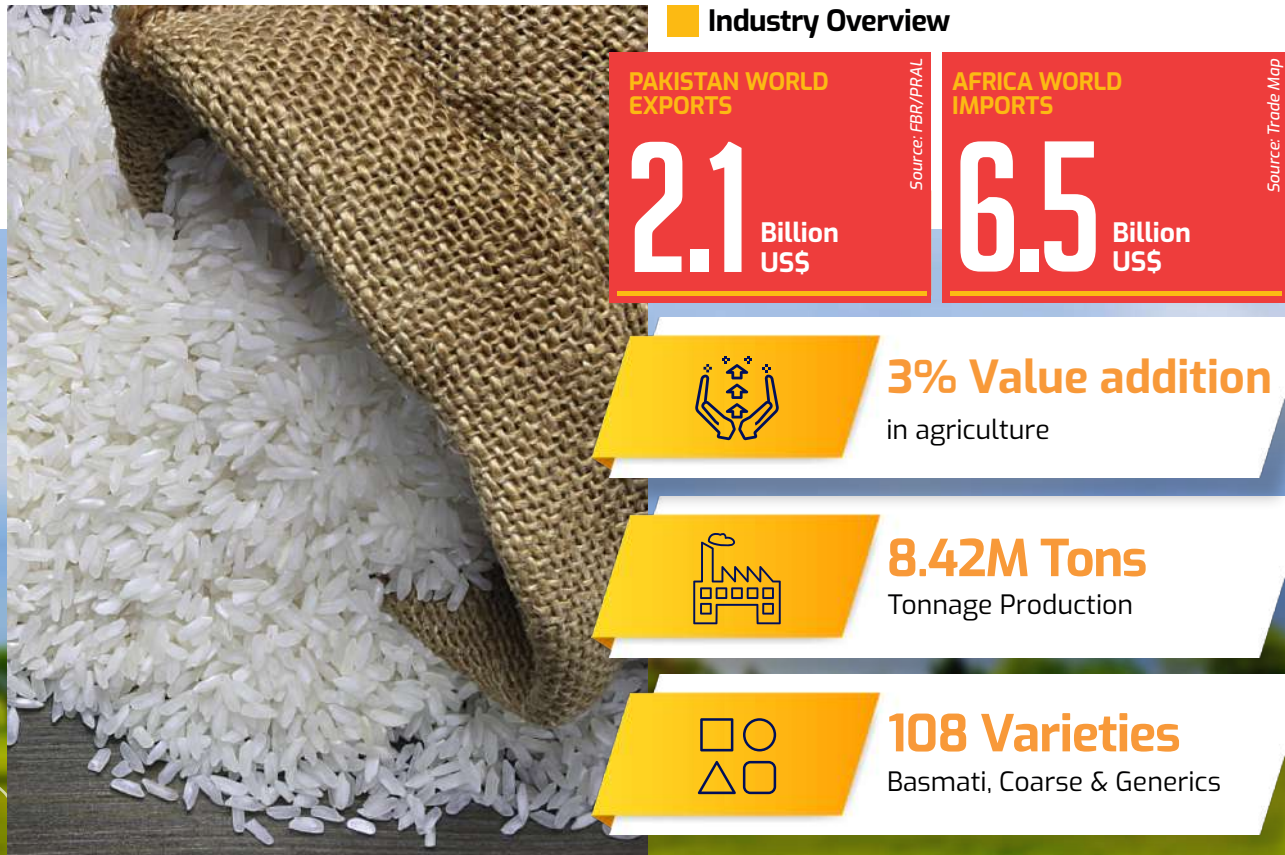
Netherlands



Belgium

Rice

- ▶ Rice is one of the major export products of Pakistan, making it the **4th largest producer of rice in the world**. It accounts for 3.0% value added in agriculture and **contributes to 0.6% of GDP**
- ▶ 108 Varieties cultivated in Pakistan including Super Kernel Basmati, Super Basmati, IRRI-6, irri-9, Pk-385 Basmati rice, Pk-198 Basmati rice etc



Exports Outlook



Source: FBR/PRAL

Top Export Destinations



China



Kenya



Afghanistan



UAE



UK

Tractors & Agriculture Implements

Pakistan's agriculture sector is the mainstay of the economy and a primary source of livelihood.



Industry Overview

PAKISTAN WORLD EXPORTS

51.95 Million US\$

Source: FBR/PRAL

AFRICA WORLD IMPORTS

2.2 Billion US\$

Source: Trade Map



21st Biggest
World Supplier



500 Companies
Producing Agro machines



72 Companies
Manufacturing Tractors

TRACTOR & A

Exports Outlook

Existing product basket are Agriculture Machinery, Agricultural, horticultural or forestry machinery for soil preparation or cultivation, Harvesting or threshing machinery, Machines for cleaning, sorting or grading seed, grain or dried leguminous vegetables, Agricultural, horticultural, forestry, poultry-keeping or bee-keeping machinery, Presses, crushers and similar machinery used in the manufacture of wine, cider, fruit juices or similar beverages.

Top Export Destinations



Afghanistan



Angola



Botswana



Kenya



South Africa

Surgical Instruments Industry

Pakistan has a history spanning over a century of skilled craftsmanship in manufacturing surgical instruments.



Industry Overview

PAKISTAN WORLD EXPORTS

426 Million US\$

Source: FBR/PRAL

AFRICA WORLD IMPORTS

8.92 Billion US\$

Source: Trade Map



10,000+

Customized Instruments



1000+

Manufacturing Units



Certified Quality

ISO 9002 & GMP

SURGICAL

Exports Outlook



US\$ **362M**

Medical
Instruments



US\$ **0.5M**

Dental
Instruments



US\$ **0.2M**

Electro-diagnostic
apparatus



US\$ **53000**

Ophthalmic
instruments

Source: FBR/PRAL

Top Export Destinations



United States



China



United Kingdom



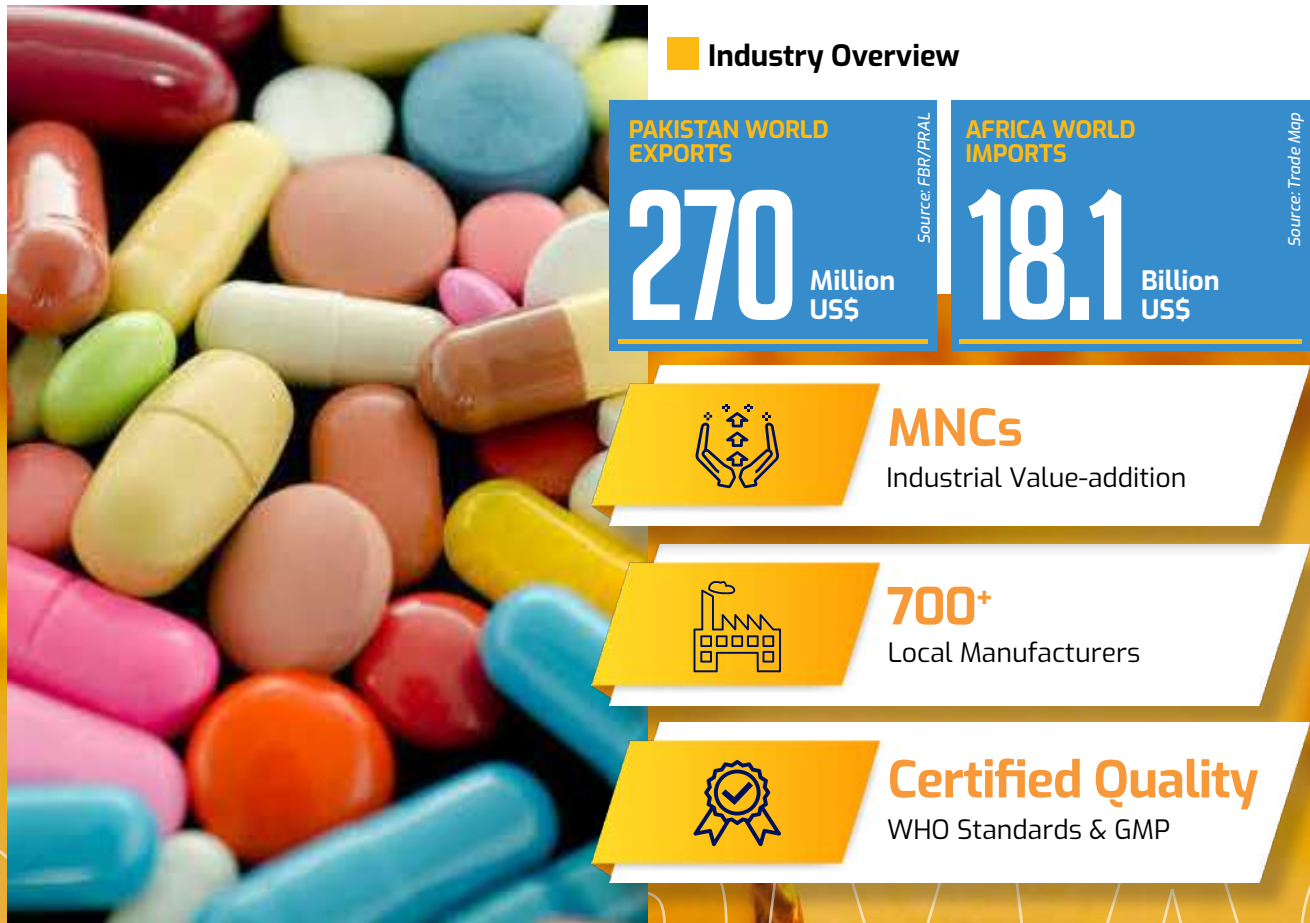
Germany



UAE

Pharmaceuticals Industry

The Pharmaceutical industry of Pakistan consists of state-of-the-art manufacturing facilities producing top-quality medicines, for human and veterinary use.



Exports Outlook



US\$ 124M

Medicaments



US\$ 98M

Hormones



US\$ 17M

Antibiotics



US\$ 30M

Others

Source: FBR/PRAL

Top Export Destinations



Afghanistan



Philippines



Sri Lanka



Myanmar



Combodia

Cement Industry

The Cement industry is the bedrock of the development of Pakistan and produces export-quality cement that is exported to several countries.

Industry Overview

PAKISTAN WORLD EXPORTS

267 Million US\$

Source: FBR/PRAL

AFRICA WORLD IMPORTS

1.85 Billion US\$

Source: Trade Map



24 Units

Manufacturing Units



70.8 Tons

Operational Capacity



Certified Quality

ISO 9002 & GMP



Exports Outlook



US\$ **166M**

Portland
Cement



US\$ **99M**

Cement
Clinkers

Source: FBR/PRAL

Leading Market Players



Attock Cement
Pakistan Limited



Top Export Destinations



Afghanistan



Bangladesh



Sri Lanka



Madagascar



India



South Africa

Cutlery, Kitchenware & Cookware

Cutlery and Kitchenware Products are emerging Export Sectors and have seen increasing demand from international clients.

Industry Overview

PAKISTAN WORLD EXPORTS

120 Million US\$

Source: FBR/PRAL

AFRICA WORLD IMPORTS

2.74 Billion US\$

Source: Trade Map



1200 Firms

Local Manufacturers



Certified Quality

International Standard





Top Export Destinations



United States



Germany



UK



China



Saudi Arabia



Automobile, Spare Parts & Other Light Engineering Products

The liberalized auto-sector of Pakistan has attracted huge investments in recent years and is growing at a rapid pace.

Industry Overview

PAKISTAN WORLD EXPORTS

240 Million US\$

Source: FBR/PRAL

AFRICA WORLD IMPORTS

105 Billion US\$

Source: Trade Map



1000 Firms

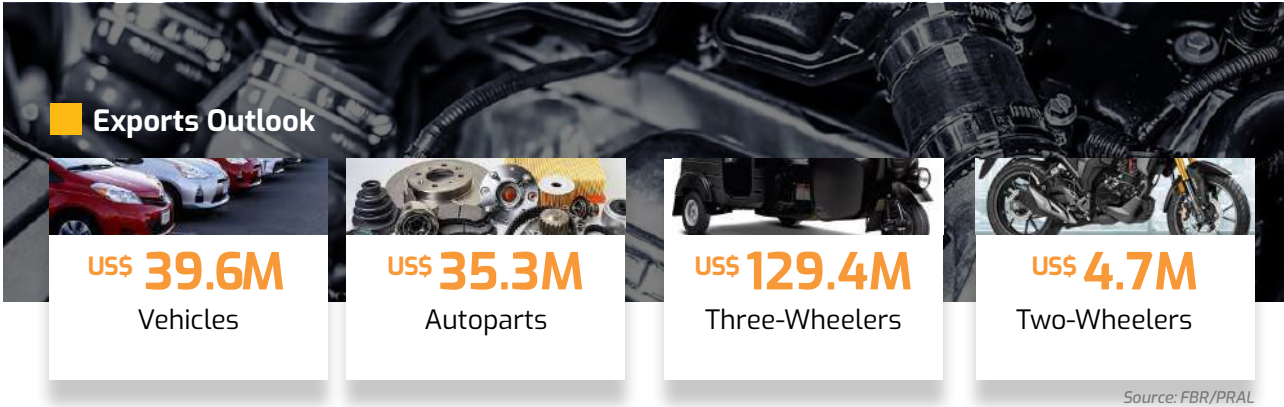
Local Manufacturers



Certified Quality

International Standard

AFRICA



Top Export Destinations



UAE



United States



Kenya



Bangladesh



UK

BULE SPAI

Electrical & Metallic Appliances

Pakistan produces high quality and durable electrical appliances. The electrical cables sector is one of the most established industries, with over 60 years of experience.

Industry Overview

PAKISTAN WORLD EXPORTS

270 Million US\$

Source: FBR/PRAL

AFRICA WORLD IMPORTS

140 Billion US\$

Source: Trade Map



4500 Firms

Local Manufacturers



Certified Quality

International Standard



Top Export Destinations



Turkey



Afghanistan



Saudi Arabia



Oman



Nigeria

Processed Food

The Processed Food industry combines authentic south-Asian tastes with modern, innovative tastes, using state-of-the-art processing facilities.

Industry Overview

PAKISTAN WORLD EXPORTS

829 Million US\$

Source: FBR/PRAL

AFRICA WORLD IMPORTS

24 Billion US\$

Source: Trade Map



2200 Firms

Local Manufacturers



Certified Quality

International Standard



Leading Market Players



Top Export Destinations



Netherlands



Philippines



Italy



Spain



Cosmetics & Beauty Products

The Cosmetics and Beauty products sector of Pakistan, through its high-quality products, caters to millions of satisfied customers, both locally and internationally.

Industry Overview

PAKISTAN WORLD EXPORTS

42.5
Million
US\$

Source: FBR/PRAL

AFRICA WORLD IMPORTS

8.3
Billion
US\$

Source: Trade Map



2000 Firms

Local Manufacturers



Certified Quality

ISO Standard

Leading Market Players



Leather Products

The artisans of the Leather products sector of Pakistan are renowned the world-over for their craft and quality.

Industry Overview

PAKISTAN WORLD EXPORTS

816 Million US\$

Source: FBR/PRAL

AFRICA WORLD IMPORTS

7.1 Billion US\$

Source: Trade Map



3000 Firms

Local Manufacturers



Certified Quality

International Standard

LEATHER

Exports Outlook



US\$ 323M

Leather Gloves



US\$ 285M

Leather Garments



US\$ 161M

Leather Tanned



US\$ 44.7M

Other Leather Manufactures

Source: FBR/PRAL

International Clients



Paints & Chemicals

The Paints and chemicals industry in Pakistan is well-established, catering to satisfied domestic, commercial and industrial customers.

Industry Overview

PAKISTAN WORLD EXPORTS

194 Million US\$

Source: FBR/PRAL

AFRICA WORLD IMPORTS

27 Billion US\$

Source: Trade Map



1500 Firms

Local Manufacturers



Certified Quality

International Standard



Exports Outlook



US\$ **57.2M**

Chemicals



US\$ **41.8M**

Paint

Source: FBR/PRAL

International Clients



Information Technology

The IT industry of Pakistan has flourished tremendously in the past decade and has become an integral tool for growth and development.

Industry Overview



PAKISTAN WORLD EXPORTS

2.1 Billion US\$

Source: SBP



\$7 Billion

Size of IT industry



4th Fastest

Growing Freelance Market



42% Export Growth

Highest in Asia in 5 years

TRANSFORM

Exports Outlook



US\$ **499M**

Telecommunication
Services



US\$ **1.3M**

Computer
Services



US\$ **3.9M**

Information
Services

Source: FBR/PRAL

Top Export Destinations



United States



United Kingdom



UAE



Norway



Singapore



Travel and Tourism

Pakistan is a country blessed with topography, four weathers, picturesque northern areas, deserts, coastal line and religious (buddhist and sikh/hindu) and historical sites.



Exports Outlook



US\$ 16.7B

Business Travel



US\$ 419M

Personal Travel

Source: SBP 2018-19

Leading Travel and Tour Agencies

- Hotels
- Tour Operators
- Travel agents

International Recognitions

Condé Nast
Traveler

**“Pakistan as their number
One travel destination for
2020”**



**BRITISH BACKPACKER
SOCIETY**

**The British Backpackers Society
proclaimed the country to be
the world’s 3rd highest potential
adventure destination**



Financial Services

The financial sector in Pakistan is going through a major technological transition period. New financial groups are emerging with innovative solutions.

Industry Overview

PAKISTAN WORLD EXPORTS

101 Million US\$

Source: SBP



0.30%

Growth Rate in 10 years



110

Financial Institutions



58M

Wallet Accounts

■ Sector Outlook

Fintech Industry in Pakistan is making leaps and is maturing quickly. It has the potential to leapfrog traditional financial sector through payment services providers, merchant agregators, digital credit / savings, wallet services, insur techs and identity services.

■ Leading Financial Institutions



■ Top Export Destinations



United States



China



UAE



Germany



UK

USER SERVICE

Transport & Logistics Services

Pakistan's transport & logistics services are the backbone of its overall domestic and international trade.

Industry Overview

PAKISTAN WORLD EXPORTS

Source: SPP

605 Million US\$

AFRICA WORLD IMPORTS

Source: Trade Map

37 Billion US\$



10% Share

Services sector GDP



Regional Hub

Trade & Transit Routes



Major Seaports

Karachi, Bin Qasim & Gwadar

TRANSPO

Exports Outlook



US\$ **79M**
Sea Transport



US\$ **489M**
Air transport

Source: SBP

Top Export Destinations



United States



Singapore



United Kingdom



Malaysia



China





VISA Facilitation

- ▶ Business Visa List (BVL) of 96 countries (including 24 African countries)
- ▶ 5 years multiple entry visa within 24 hours to BVL countries.
- ▶ Visa-On-Arrival for 30 days validity to BVL countries.

Eligible African countries in BVL are:

Algeria
Angola
Comoros
Cote De Ivoire
Djibouti
Egypt
Gambia
Ghana

Guinea
Guinea-Bissau
Kenya
Madagascar
Mauritius
Montenegro
Morocco
Mozambique

Nigeria
Senegal
Sierra Leone
South Africa
South Sudan
Tanzania
Togo
Tunisia



Diplomatic & Trade Missions of Pakistan



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Your First Contact For Trade

Trade Development Authority of Pakistan

A dedicated, effective and empowered organization for development and promotion of exports

TDAP - MANDATE

- ▶ Policy & Planning
- ▶ Market Development & Diversification
- ▶ Product Development & Diversification
- ▶ Trade Facilitation
- ▶ Research & Development
- ▶ Awareness & Capacity Building of exporters
- ▶ Reward & Recognition of Exports
- ▶ Stakeholder consultation and coordination
- ▶ Coordination with Trade Missions



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