

**Government of Pakistan  
Trade Development Authority of Pakistan  
Peshawar**

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<b>Title</b>	Webinar – Prospects for Pakistan in the Furniture Market of Qatar
<b>Meeting Date:</b>	31-Oct-2022 – Monday
<b>Meeting Time:</b>	2:30 pm to 4:00 pm (PST)
<b>Meeting Location:</b>	Pakistan – Doha, Qatar
<b>Moderated by:</b>	Zahid Muhammad, Assistant Director, TDAP, Peshawar

**1. Objective(s) of the Meeting**

To inform Pakistan’s furniture exporters regarding Qatar’s import for furniture and identify opportunities to enhance Pakistan’s share to Qatari market.

**2. List of Participants:**

<b>Qatar</b>	<b>Pakistan</b>
Mr. Serein Asad, TIA, Pakistan Embassy, Doha, Qatar	1. Rana Waheed, Chairman, APFEA, Karachi
Mr. Yaya El Sayed – Senior Interior Architect, Blu Casa, Doha Qatar,	2. Mr. Ali Ansar Ghumman, Founder Chairman, APFMA, Gujrat
Ms. Cheneelyn Ilao – HR & Admin, Blu Casa, Doha Qatar	3. Mr. Zahid Hussain, Pakistan Furniture Association, Islamabad.
-	4. Mr. Danish Fakhri, President, Chiniot Chamber & Industry,
	5. Mr. Sufyan Haider, Secretary General, APFMA, Gujrat.
	6. Mr. Salman Humayun, Manager, M/s The Roshan Furniture, Karachi
	7. Mr. Usman Mehnti, M/s Lunar Furniture, Karachi.
	8. M/s Aziz-ur-Rehman, Ajwa, Chiniot
	9. Mr. Ulfat Rehman, M/s Rehman, Furniture, Peshawar
	10. Mr. Feroz Shah, M//s Diamond Furniture, Peshawar
	11. Mr. Umair Jamal , M/s Khyber Furniture, Peshawar
	12. Mr. Ali Khan
	13. Mr. Qasim Khattak,
	14. Ch. M. Zeeshan Sharif Gujrat, Karachi
	15. Syed Waqas, Galaxi Furniture
	16. Mr. Peter, M/s Sony Interior Karachi
	17. Mr. Anees Vora, Chiniot
	18. Mr. Hamad Aslam
	19. Mr. Babar Mehmood Siddiqui

### **3. Discussion**

Ms. Serein Asad, TIA in the Pakistan Embassy, Doha, Qatar, delivered a detailed presentation on the prospects of furniture exports to Qatar. During her presentation, she provided insights into the furniture imports of Qatar and shared data of major furniture exporting countries to Qatar along with details of items that are in high demand. Ms. Ilao and Mr. Sayed from Blu Casa also explained preferences of Qatari buyers for furniture products and provided insights into their procurement process for different projects.

During the webinar, it was highlighted that Pakistan produces high-quality traditional and modern furniture; however, its export to Qatar is negligible. Qatar is a diverse market that demands a wide range of furniture products. However, the challenge for Pakistani exporters is the competition from countries like China, Italy, and Turkey.

To explore opportunities in Qatar for furniture exports, it was suggested that Pakistani businesses may visit Qatar and develop their liaison with local interior decorating companies. Another way to approach this market is to set up a sister company in Qatar. This will also facilitate their participation in tenders for mega projects and government organizations

The participants from different furniture associations and local chambers highlighted that participation in international exhibitions abroad is a cumbersome job for furniture companies. A standard space for a stall is usually 9 or 12 sq meters, whereas the display for a furniture company would require at least 3 - 5 stalls. Furthermore, the shipment of furniture products is also a costly affair. The stakeholders demanded that TDAP has a policy of single-country exhibitions and may arrange in Qatar for the furniture sector of Pakistan.

In the end, Ms. Asad suggested that a virtual exhibition may be organized by trade associations and chambers to showcase Pakistan's furniture products to interested buyers. The TIA Section will facilitate its marketing and assist in developing B2B linkages.

### **4. Conclusion / Way Forward**

- The furniture sector stakeholders will visit at their own resources to the market (Qatar) and conduct surveys. The Pakistan Embassy will extend facilitation.

**Photos (if applicable)**



Ms. Serein Asad, TIA Embassy of Pakistan, Doha, Qatar



Ms. Cheneelyn Ilao – HR & Admin, Bluu Casa, Doha Qatar



Mr. Zahid Muhammad, Assistant Director, TDAP