

Trade Development Authority of Pakistan

AN OVERVIEW OF THE EXPORT LANDSCAPE OF KHYBER PAKHTUNKHWA, PAKISTAN

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EXECUTIVE SUMMARY

Khyber Pakhtunkhwa, with a population of 40.8 million and a literacy rate of 51%, is a vibrant province of Pakistan characterized by its diverse economy and strategic geographical position. Contributing 10% to Pakistan's GDP, its economy is transitioning from an agriculture-dominated economy to one incorporating services, manufacturing and resource extraction.

Khyber Pakhtunkhwa's export potential lies in its natural resources including gemstones, soap stone, chromite, marble and granite, and traditional handicrafts, tobacco, cement and high-quality honey. Its geographical location facilitates trade with Afghanistan and Central Asia, supported by agreements like Afghanistan-Pakistan Transit Trade Agreement and China Pakistan Economic Corridor. Export activities predominantly involve raw or semi-processed goods, limiting their profitability, while gaps in infrastructure, export market diversification, branding, marketing and Intellectual Property protection further constrain competitiveness.

The export potential of Khyber Pakhtunkhwa can be fully actualized by adopting a focused and sector-specific approach. Every sector, whether marble, carpets, honey or agriculture, has unique strengths, challenges and market demands. Addressing these specifics ensures targeted interventions that maximize productivity, enhance quality and meet global standards.

DEMOGRAPHIC PROFILE AND KEY FACTS

Khyber Pakhtunkhwa, with a population of 40.8 million, is the third most populous province of Pakistan¹. Having 18.6 million people between the ages 18-60 and a literacy rate of 51%, it is one of the most vibrant and resourceful provinces of Pakistan. The province spans over 101,741 square kilometers, bordered by Afghanistan to the west, Punjab to the south and Gilgit-Baltistan to the northeast. Accounting for 10% of Pakistan’s GDP and 20% mining output², its economy has been traditionally agrarian but is increasingly diversifying into services, manufacturing and resource extraction³. In the fiscal year 2023-24, the agriculture sector accounted for almost 30 per cent of the GDP of Khyber Pakhtunkhwa, industries sector 21 per cent and services sector 49 per cent⁴.

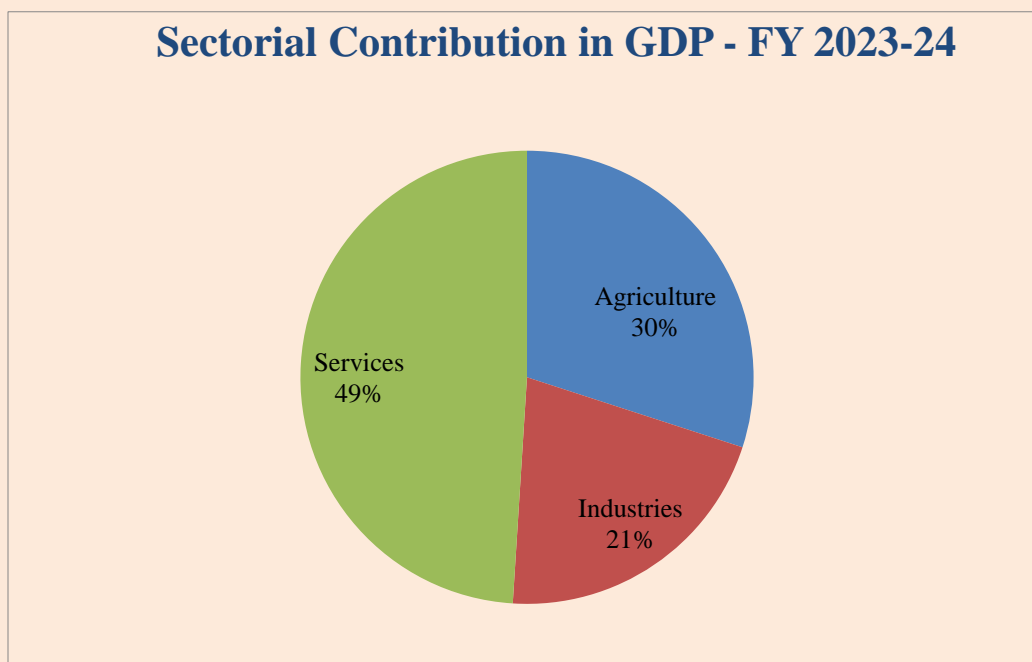


Figure 1: Sectorial Contribution in GDP – FY 2023-24

¹ 7th Population & Housing Census 2023

² <https://kp.gov.pk/>

³ PAFAID

⁴ Economic Review of Khyber Pakhtunkhwa 2023-24, Bureau of Statistics, Khyber Pakhtunkhwa

INDUSTRIAL PROFILE

The industrial sector of Khyber Pakhtunkhwa is characterized by a mix of small-scale manufacturing, large-scale manufacturing and mineral-based industries. The province has abundant workforce and raw materials and a strategic location that allows access to both domestic and international markets.

Small-scale manufacturing dominates the industrial landscape, particularly in sectors like handicrafts, woodworking and food processing, providing employment and supporting local economies. Large-scale manufacturing, though less developed compared to other provinces, is gaining traction with industries like cement, cigarettes, pharmaceuticals, textile and marble processing. Mineral-based industries and mineral resources (including marble, gemstones, soap stone, gypsum and chromite) form the backbone of the province's industrial potential, with opportunities for value addition through modern extraction and processing techniques.

Table 1 illustrates the significant contribution of Khyber Pakhtunkhwa in the national production of major manufactured and mineral products:

S.No.	Description	Unit	Pakistan	Khyber Pakhtunkhwa	% Share of Khyber Pakhtunkhwa
(A) Production of Manufacturing Items 2022-23					
1	Cement	000 Tonnes	30,502	16,211	53.1
2	Cigarettes	Million Nos	33,590	19,231	57.3
3	Cotton Yarn	000 Tonnes	1,219	46	3.8
4	Paper	-do-	322	7	2.2
5	Sugar	-do-	6,762	133	2.0
6	Veg: Ghee	-do-	1,123	202	18.0
(B) Mineral Production 2022-23					
1	Barytes	000 Tonnes	94	2	2.1
2	Chromite	-do-	155	46	29.7
3	Coal	-do-	15,069	810	5.4

4	Soap Stone	-do-	213	139	65.3
5	Fire Clay	-do-	112	12	10.7
6	Gypsum	-do-	2,095	806	38.5
7	Lime Stone	-do-	63,629	6,248	9.8
8	Magnesite	-do-	67	5	7.5
9	Marble	-do-	7,041	4,084	58.0
10	Rock Salt	-do-	3,242	133	4.1
11	Silica Sand	-do-	453	61	13.5

Table 1: Source: Development Statistics of Khyber Pakhtunkhwa 2024

Nevertheless, the industrial sector of Khyber Pakhtunkhwa predominantly focuses on exporting raw or semi-processed materials instead of high-value finished goods which fetch lower prices in international markets. Manufacturers often lack will and expertise in Intellectual Property protection, branding, marketing and packaging which hampers their ability to establish a presence in international markets and compete with global players. Moreover, the absence of effective trade facilitation measures such as access to export financing, international trade fairs/exhibitions and market intelligence restricts manufacturers from exploring and penetrating new markets effectively. Lastly, smuggling and preference for smuggled foreign goods serve as a disincentive for local industrialization and investment.

AGRICULTURAL PROFILE

The agriculture sector of Khyber Pakhtunkhwa plays an important role in the province's economy. It employs around 32% of its labour force and contributes significantly to food security and livelihoods. Despite its limited cultivable land of approximately 1.8 million hectares, the province produces key crops (like wheat, maize, sugarcane, jowar and tobacco) and fruit.

Among the famous agricultural and food products of Khyber Pakhtunkhwa are Dhakki Dates, Blood Red Oranges (malta), Kohat Amrood (guava), Masala Gurh (jaggery), Begami Rice, Swat Onion, Chitral Sufaid Anar (pomegranate), Bannu Kurkamaan (turmeric), Swat Akhroot, Malakand Amluk (persimmons), Pabi Pears, Swat Plum and Mansehra Tea.



Figure 2: Blood red oranges from Khyber Pakhtunkhwa

Table 2 illustrates the notable share of Khyber Pakhtunkhwa in the national production of major agricultural products:

S.No.	Items	Pakistan	Khyber Pakhtunkhwa	% Share of Khyber Pakhtunkhwa
PRODUCTION OF PRINCIPAL CROPS 2022-23 (000 Tonnes)				
1	Wheat	31,438	1,479	4.70
2	Rice	9,869	137	1.39
3	Jowar	39	4	10.72
4	Maize	9,847	924	9.38
5	Tobacco	152	89	58.40
6	Sugarcane	87,638	4,844	5.53
7	Gram	230	13	5.62

Table 2: Source: Development Statistics of Khyber Pakhtunkhwa 2024

However, Khyber Pakhtunkhwa's agriculture sector faces multiple challenges including fragmented landholdings, outdated farming practices, limited irrigation coverage, post-harvest losses due to inadequate storage and processing facilities, lack of meaningful Research and Development and vulnerability to climate change and natural disasters.

KHYBER PAKHTUNKHWA'S EXPORT EDGE

1. Strategically located as a gateway to Afghanistan and Central Asia, the province offers **natural trade routes** that facilitate international connectivity, making it a linchpin of international trade under agreements like the Pakistan-Afghanistan Transit Trade Agreement (APTTA). The province's integration into the China-Pakistan Economic Corridor (CPEC) has further strengthened its position in terms of international trade.
2. Khyber Pakhtunkhwa's **rich reserves of mineral resources** including marble, granite, limestone, soap stone, chromite, gypsum and gemstones have a good international demand. Marble and granite are extensively used in construction and interior design, both domestically and internationally. Limestone and gypsum are used in the cement and construction industries while soapstone is utilized in ceramics and cosmetics.
3. The establishment of a network of **Special Economic Zones (SEZs) and Export Processing Zones (EPZs)** provides the required infrastructure, tax incentives and regulatory support to attract both local and foreign investors to develop industries with strong export orientations.
4. Khyber Pakhtunkhwa's **agricultural diversity** supports agro-processing industries, enabling the export of high-value products like dried fruits, honey, organic goods and processed foods.
5. The province's **traditional expertise** in textiles, particularly hand-knotted carpets, wool products and other handicrafts has a good demand in international markets. The hand-knotted carpets, often crafted with intricate patterns and vibrant colors, are celebrated worldwide for their quality, durability and artistic appeal. These carpets are not just floor coverings but also embody the province's rich history and artistic traditions.
6. Khyber Pakhtunkhwa's **growing and youthful labour force**, with 18.6 million people in the working-age group, offers an abundant supply of affordable and increasingly skilled human capital. Labor-intensive industries such as textile manufacturing, handicrafts and agriculture rely heavily on this readily available workforce to produce export-quality goods. For instance, skilled artisans in Khyber Pakhtunkhwa create intricate carpets, woodwork and embroidery that have high export potential.

EXPORT PRODUCTS

1. Gemstones (Precious and semi-precious stones, HS Code: 7103)

The global gemstones market is a huge yet expanding market driven by increasing consumer demand, rising disposable incomes and the growing popularity of coloured gemstones in fashion and bridal jewelry. According to Cognitive Market Research, the global gemstones market was valued at \$ 33.2 billion in 2023 and is expected to grow at a compound annual growth rate of 6% from 2023 to 2030.

Pakistan is reported to possess the world's fifth-largest gemstone reserves. These reserves are largely found in Khyber Pakhtunkhwa, Gilgit Baltistan and the AJK region of Pakistan. Khyber Pakhtunkhwa is particularly renowned for its rich deposits of gemstones such as Swat's emerald, Mardan's topaz, Mohmand's nephrite and Kohistan's peridot. Notable reserves in Khyber Pakhtunkhwa include 70 million carats of emerald in Swat, 9 million carats of pink topaz in Mardan and 10 million carats of peridot in Kohistan⁵.



Figure 3: Emerald from Swat, Khyber Pakhtunkhwa



Figure 4: Pink Topaz from Mardan, Khyber Pakhtunkhwa

⁵ <https://pakinvestment.com.pk>

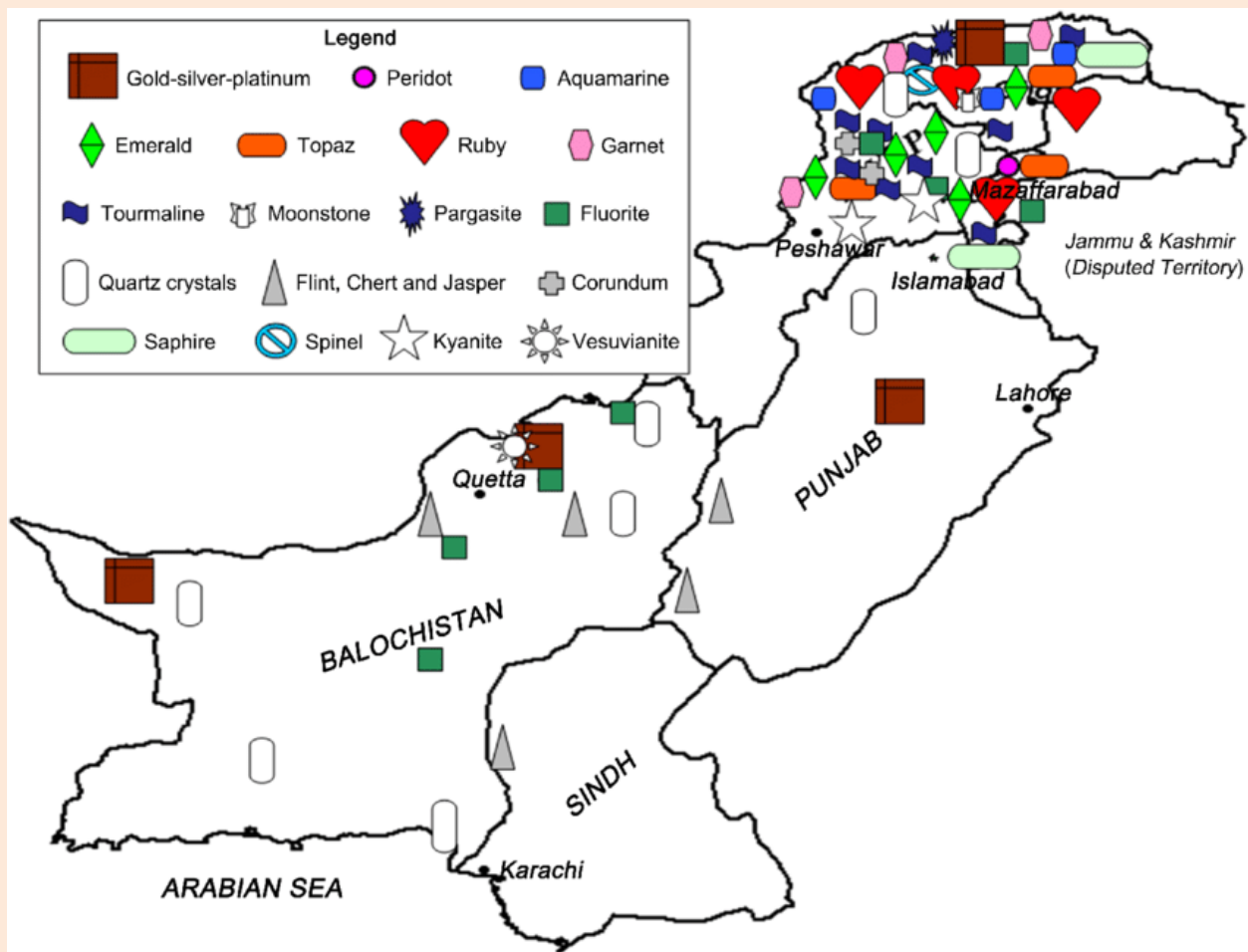


Figure 5: Mapping of gemstone resources of Pakistan

In 2023, Pakistan's exports of gemstones were recorded at \$ 5.3 million⁶. While there is no official data source that records Khyber Pakhtunkhwa's exact share in the \$ 5.3 million exports, it is widely understood that a significant portion of these exports originated from Khyber Pakhtunkhwa, more specifically from Namak Mandi (the Salt Market) in Peshawar. Namak Mandi in Peshawar is the country's most prominent hub for trading gemstones, serving as a vital link in the supply chain of gemstones and attracting both local and international buyers.

⁶ Source: Trade Map



Figure 6: A gemstones retail shop in Namak Mandi

There are 1500 gemstones processing units and 3000 gemstones traders in Peshawar alone⁷. Table 3 lists the top ten exporters of gemstones in Pakistan, all of whom are based in Namak Mandi or Khyber Bazaar in Peshawar:

S No.	Firm's Name	Address	Contact
1	Ishaq and Brother	Namak Mandi, Peshawar	03005961412
2	Ali Enterprises	-do-	03219001389
3	Siddiqui Gems Enterprises	-do-	03339123364
4	Gul akhtar & Co	-do-	03349494944
5	Rashid & Co	-do-	03078404064
6	Pak Gems & Minerals	-do-	03369189960
7	NIMI Pak International	Khyber Bazaar, Peshawar	03339136422
8	AARS International	-do-	03219001937
9	Time Enterprises	-do-	03009594656
10	Mamor & Company	Bajori Gate, Peshawar	03339591822

Table 3: Top ten gemstones exporters of Pakistan

⁷ Source: Ministry of Planning, Development and Reform

However, the gemstones sector of Khyber Pakhtunkhwa has not yet achieved its full potential. While the Ministry of Commerce has, through the Export Development Fund, established the Gems and Gemological Institute of Pakistan (GGIP) in Peshawar to support the gemstones sector of Khyber Pakhtunkhwa (by offering services such as training in gem identification, grading, cutting, polishing, carving and faceting), the gemstones sector remains largely dominated by the export of unprocessed gemstones which limits their value and global competitiveness. This is consequential, given that gemstones from Khyber Pakhtunkhwa are mostly exported to competitive economies such as U.S.A, China and the European Countries. Moreover, the gemstones sector of Khyber Pakhtunkhwa is yet to benefit from the international E-commerce platforms which are better suited for the export of gemstones as these platforms offer broader market access, streamlined logistics and enhanced visibility to global buyers.

2. Tobacco (Tobacco and manufactured tobacco substitutes, HS Codes: 2401, 2402 and 2403)

Tobacco farming is a major agricultural activity in Khyber Pakhtunkhwa with Swabi, Mardan, Nowshera, Buner and Charsadda as the largest tobacco-producing districts. The Pakistan Tobacco Board reports that Khyber Pakhtunkhwa, with an annual production of 89,000 tonnes, accounts for nearly 60% of the country's tobacco production. Around 75,000 individuals are engaged in tobacco cultivation across Pakistan. Over 45,000 of these growers are situated in Khyber Pakhtunkhwa producing 98% of Flue Cured Virginia (FCV) tobacco which serves as the primary component in cigarette production. Additionally, Khyber Pakhtunkhwa is home to 32 registered tobacco manufacturing units⁸.

The following five types of tobacco are grown in Khyber Pakhtunkhwa:

- Flue Cured Virginia (FCV)
- Dark Air Cured (DAC)
- Light Air Cured (LAC)
- Light Sun Cured tobacco (LSC)
- Semi-Oriental or White Patta (WP)

⁸ Source: Development Statistics of Khyber Pakhtunkhwa 2024



Figure 7: Exportable products of tobacco from Khyber Pakhtunkhwa

Pakistan is a net exporter of tobacco and manufactured tobacco substitutes with U.A.E, Indonesia, Sudan, Belgium, Greece and Saudi Arabia as the top export destinations. The total exports were recorded at \$ 91 million in 2023⁹. It is widely assumed that a significant portion of these exports originated from Khyber Pakhtunkhwa. The assumption is not unfounded in view of the fact that the province accounts for nearly 60% of the country’s tobacco production and that a vast majority of the tobacco manufacturers and exporters are situated there.

⁹ Source: Trade Map

Table 4 lists the tobacco exporters/companies based in Khyber Pakhtunkhwa:

S.NO.	COMPANY NAME	ADDRESS, PHONE/FAX/E-MAIL
1	Pakistan Tobacco Company Ltd.	Akora Khattak Factory, P.O Nowshera, District Nowshera. Contact 0923-561561 Fax 0923-561502 Email: azhar_mahmood@bat.com
2	Phillip Morris (Pakistan) Ltd. (PMI)	Railway Station Road, Jehangira, District & Tehsil Nowshera. Contact 0937-580787-51. Fax: 580744. Email: anjum.ibrahim@pmi.com
3	Khyber Tobacco Company Ltd.	P.O Box 12, Nowshera Road, Mardan. Contact 0937-843329,844639 Fax 0937-861882 Email: abdulrazaqkct@gmail.com.
4	Souvenir Tobacco Company Ltd.	Marium Garhi, Swabi Road, Mardan. Contact 0937-580243, 580174. Fax 0937-580175. Email: stcmardan@gmail.com
5	Pak Hills Threshing & Redrying (Pvt) Ltd.	Akbar Abad, P.O Nawan Killi District Swabi. Contact 0938-530320, 311853 Fax 0938-530148. pakhills@yahoo.com
6	Shams Enterprises, Importers & Exporters.	Room 20, 2 nd Floor, Khattak Medical Plaza, University Road, Peshawar. Contact 091-5704438, 0332-2277242. Fax.5700347. Email: shamsexporters82@yahoo.com
7	Sheraz Corporation	39-A, Taj Chamber, Dur-e-Kamel Road, Zaryab Colony, Peshawar. Contact 091-2210593 Fax.091-2211137. Email: sherazcorporation@gmail.com
8	International Cigarette Industries (Pvt) Ltd.	Shewa, District Swabi. Contact 0938-310074 Fax 0938-310374 Email: icipvt@gmail.com

9	Khan & Co	Hari Chand Road, Cochyan, Shergarh, Mardan. Contact 0300-5734277
10	Bacha Enterprises	Akbar Abad P.O- Nawan Killi, District Swabi. Contact 0938-530320, 310503 Fax 0938- 530148
11	Tobacconist Pakistan (Pvt) Ltd	Mansabdar, Swabi, C/o TCS Office, Mardan. Contact 0321-9335112-0938-311646 Email: tobacconist67@hotmail.com hmagim@hotmail.com
12	Sarhad Cigarette Industries (Pvt) Ltd.	Akbarabad, Nawan Killi, District Swabi. Contact 0938-311853, 311383,530320 Fax: 0938-530148 Email: sarhadcigarette@gmail.com
13	Frontier Leaf Tobacco	Adina Road, Yar Hussain, District Swabi Contact 0938-460219, 0345.9289030 Email: frontiertob@gmail.com
14	Swat Tobacco (SMC-Pvt) Ltd	Room # 01, Suit # 01, Zebunisa Plaza, Raja Market, Street No.49, Sector F- 11/3, Islamabad Contact: 051-2225216 Email: swattobacco@gmail.com
15	Pak World International Importer & Exporter	Room No.16, 2nd Floor, Khattak Medical Plaza, University Road, Peshawar. Contact: 091-5704438 0333-9124173 Email: pakworld_76@yahoo.com
16	Tabak Importer (SMC-Private) Ltd	House No.01, Street No.01, Sang-e- Marmer, Mardan. Contact: 0937-848538 Email: tabakimporter@gmail.com
17	IR Enterprises, Importer & Exporter	G1, Sardar Carpet Market, Shuba Chowk, Khyber Bazar, Peshawar.

		Contact: 091-2565146 0334-6384747 Email: israr_ir03@gamil.com
18	Q & Bro's Importers & Exporters	Office: FF-422, Deans Trade Centre, Peshawar. Contact: 0345-9100269 Email: qandbros@gmail.com
19	NMI Pak International Importers & Exporters	Room No.C-2, 1 st Floor P.M.C, Khyber Bazar, Peshawar. Contact: 091-2553584 Email: nmi786@yahoo.com
20	Trans World International	A-1, Sardar Carpet Centre, Shoba Chowk, Peshawar. Contact: 091-25581236 Email: twi786@gmail.com
21	Pakistan Tobacco Services Importer, Exporter & General Trader	Near Idrees Plaza, Village & Post Office Anbar, District Swabi. Email: paktobaccoservices@gmail.com
22	Al Saudia Enterprises Importer & Exporter	37-Khyber View Plaza, University Road, Peshawar. Contact: 091-5843077 0333-9125818 Email: saudiaentp@gmail.com
23	Nawaz Trading Company	Head Office: Flat#1, 2 nd Floor, Mehar (Jabin) Plaza Chowk, Khyber Bazar, Peshawar. Contact: 091-2210593 0315-9989133 Email: ntcltd@gmail.com
24	Continental Trading Corporation	Room#12, 2 nd Floor, Hussain Plaza, Khyber Bazar, Peshawar. Contact: 091-2563310 Email: affaf_khan@ymail.com
25	Rafay Enterprises Importer & Exporter	G-12, NWR Plaza, Khyber Super Market, Bara Road, Near Qayum Stadium, Peshawar Cantt. Contact: 091-5252253 0300-5934747 Email: shakeel.primecargo@gmail.com

26	Wardak Trading Company Exporter & Importer	Flat 16, 2 nd Floor, Ayub Building, Khyber Bazar, Shoba Chowk, Peshawar. Contact: 091-2214228 0333-9272916 Email: wardak_trading@yahoo.com
27	Falcon Tobacco Company (Pvt) Ltd	Office No.101 & 102, Ground Floor, Zakir Plaza, P.O Box Karnal Sher Killi, Tehsil Razar, District Swabi. Contact: 0313-9213014 Email: uzair6011@gmail.com

Table 4: List of tobacco exporters/companies of Khyber Pakhtunkhwa

However, the tobacco sector of Khyber Pakhtunkhwa grapples with a wide range of challenges. One of the key issues is tax evasion which occurs either through underreporting production volumes or entirely bypassing tax requirements altogether. This not only results in significant revenue losses for the government but also creates an uneven playing field for compliant manufacturers. Compounding this issue is the production of counterfeit cigarettes which are often manufactured in illegal, unregulated settings and sold at much lower prices than government-set minimum price. Smuggling and illegal trade of foreign branded cigarettes also undermine the legal tobacco sector. Weak enforcement of the Track and Trace System further exacerbates the situation, allowing illegal tobacco products to enter the market undetected. The cumulative effect of these challenges not only weakens regulatory control but also hampers the overall growth and sustainability of the legal tobacco sector.

3. Handicrafts

Handicrafts cover a wide range of product categories including textiles, pottery, jewelry, woodcraft and metalwork. The global market size of handicrafts was estimated at \$ 739 billion in 2024 and is projected to grow at a compound annual growth rate of 4.9% from 2025 to 2030¹⁰. This growth is driven by increasing demand for handmade products, sustainable items and the expansion of E-commerce platforms.

¹⁰ Source: Grand View Research

Handicrafts sector is a thriving sector of Khyber Pakhtunkhwa due to a combination of cultural heritage, skilled artisans and access to natural resources such as high-quality wood and wool. The sector is boosted by the influx of domestic and international tourists in Khyber Pakhtunkhwa who are often drawn to the region's traditional handicrafts. Handicrafts in Khyber Pakhtunkhwa encompass a diverse range of products, with different products incorporating a touch of traditional craftsmanship.

Notable handicrafts of Khyber Pakhtunkhwa include Peshawari chappals, Kilash dress, Sawati wood work, Jareed-Kaghan wooden handicraft, Islampur woolen shawls and Chitrali Patti (woolen fabric).



Figure 8: An image of traditional Kilashi dress from Chitral, Khyber Pakhtunkhwa

The Government of Pakistan has, under the Geographical Indications (Registration and Protection) Act 2020, recognized these products as Geographical Indication products of Khyber Pakhtunkhwa, indicating not only the unique identity of these crafts but also ensuring their authenticity in global markets. However, to avail the benefits associated with Geographical Indication protection (i.e. facilitating branding, positioning in international markets and boosting exports), these products ought to be registered with the Geographical Indications Registry by the registrants notified by the Government of Pakistan for the purpose.

Table 5 lists the recognized/notified Geographical Indication handicrafts of Khyber Pakhtunkhwa along with their registrants, all of which are till date **NOT** registered with the Geographical Indications Registry by the respective registrants:

S No.	Name of Geographical Indication Products (GI)	Registrants
1	Peshawari Chappal	Industries, Commerce and Technical Education Department, Khyber Pakhtunkhwa
2	Kilash Dress	-do-
3	Sawati Wood Work (Hand Carved Furniture)	-do-
4	Jareed-Kaghan Wooden Handicraft	-do-
5	Islampur Woolen Shawls	-do-
6	Chitrali Patti (Woolen Fabric)	-do-
7	Rabab	-do-
8	Sitar	-do-

Table 5: Notified Geographical Indication products of Khyber Pakhtunkhwa

4. Wooden Furniture (HS Codes: 940330, 940340, 940350 and 940360)

The global wooden furniture market has experienced consistent growth in recent years due to increasing urbanization and a shift toward aesthetically pleasing furniture. According to a report by the Business Research Company, the global wooden furniture market was valued at approximately \$ 104 billion in 2024 and is projected to reach \$ 139 billion in 2029. The United States, Germany, the United Kingdom, France and Netherlands are the top importers while China, Vietnam, Germany, Italy and Poland are the top exporters of wooden furniture.

Major companies operating in the global wooden furniture market include AVY Interior Pvt Ltd., Kingfisher plc., Masco Corporation, NITORI Co Ltd., Kohler Co, Ashley Home Stores Ltd., Steelcase Inc., Herman Miller Inc., Haworth Inc., HNI Corporation, Okamura Corporation, Dorel Industries Inc., Knoll Inc., Ethan Allen Global Inc., Kimball International Inc., Bassett Furniture Industries, Inter IKEA Systems B.V., Bush Furniture, Bernhardt Furniture Company,

Durham Furniture Inc., An Cuong Wood Working Materials, King Hickory Furniture Company, Good's Home Furnishings., Doimo Salotti, Stickley Furniture Inc., Great Veca Vn Co LTD., King Jade Industrial Co Ltd. and San Lim Furniture Co Ltd.

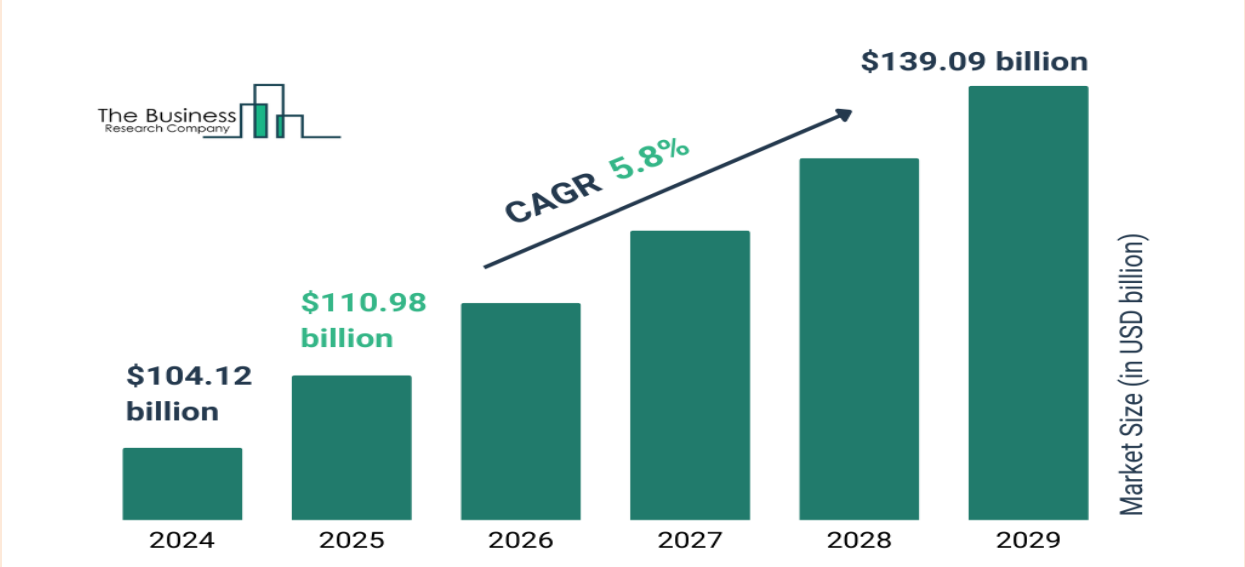


Figure 9: Wooden furniture global market size

The wooden furniture sector is a vibrant and promising sector in Pakistan as well, serving both local and international markets. It is renowned for its blend of traditional craftsmanship, cultural aesthetics and practical designs. Major production hubs include Chiniot, Gujrat, Lahore, Karachi, Rawalpindi and Sargodha. However, despite a great export potential, the export market of Pakistani wooden furniture remains largely untapped, with exports valued at only \$ 3.9 million in 2023¹¹.

In Khyber Pakhtunkhwa, Peshawar, Swat and Mardan are the main production hubs, producing high quality and intricately designed (mostly hand-carved) wooden furniture including carved beds, chairs, tables, cabinets and decorative items. Artisans in the province mostly employ traditional techniques that have passed down through generations. The traditional sector is supported by initiatives such the Pak-German Woodworking Centre in Peshawar. Established in 1970-71 through collaboration between Pakistan and Germany, the centre aims to empower local artisans and businesses by providing trainings and educational certificates in modern woodworking skills and technology.

¹¹ Source: Trade Map



Figure 10: An image of a carved luxury chair made in Khyber Pakhtunkhwa

As far as export markets are concerned, Khyber Pakhtunkhwa's wooden furniture is exported to U.S.A, UK, Italy and Gulf countries. Nonetheless, a great potential for expansion still exists in these markets. With effective branding and adherence to international quality standards, the province's wooden furniture sector could tap further into these lucrative markets and other European and Gulf markets as well.

Table 6 lists some of the leading wooden furniture exporters based in Khyber Pakhtunkhwa¹²:

S No.	Company Name	Contact Details
1	Shah Enterprises	D-52, Sadat Carpet Market, Suikarano Square, Peshawar
2	Mujeeb Enterprises	Royal Plaza, Karkhano Market, Peshawar
3	Rehman Furniture House	T-1247, City Circular Road, Yakatoot, Peshawar
4	Exotic Wood	Malik Khan Sher Furniture Market, University Road, Tehkal Bala, Peshawar
5	Pak Khyber Traders	2 nd Floor, JS Bank Building, Namak Mandi Chowk, Peshawar
6	Riaz Furniture	Tehkal Bala Road, Peshawar
7	Peshawar Rose Wood	Ameen Plaza, University Road, Tambwano mor, Peshawar
8	National Wood Furniture	Tehkal Bala Road, Tambwano Stop, Peshawar

Table 6: Leading wooden furniture exporters of Khyber Pakhtunkhwa

Despite its potential, the wooden furniture sector in Khyber Pakhtunkhwa is on the decline. It faces several challenges such as depletion of Sheesham wood (the primary raw material), shortage of skilled wood artisans as many have migrated abroad for better opportunities, excessive power outages and lack of modern machinery. According to the sector experts, in Peshawar alone, the number of the skilled artisans has reduced from 800 to just 300 during the past few years. On the other hand, efforts made by the Federal Government to modernize the sector by the establishment of the Common Facilitation, Manufacturing and Training Centre in Peshawar have been hampered by poor management, rendering the centre non-operational till now.

¹² Pakistanexportersdirectory.gov.pk

5. Pharmaceuticals Products (HS Codes: 3003 and 3004)

Pharmaceutical products are generally classified under following categories:

Tablets and Capsules
Syrups including suspensions
Injectables (Ampoules & vials)
Alternative Medicines
Unani Medicine
Homeopathic
Creams & Ointments
Medical Devices (excluding chapter 90 products)
Surgical items (excluding chapter 90 products)
Herbal products
Phyto products
Health products (Food Supplements, Nutritional and Diabetic foods)

Pakistan's pharmaceutical industry is an important component of the country's healthcare infrastructure and economy. As of 2023, the industry was valued at approximately PKR 748 billion (\$2.6 billion)¹³ and accounted for exports worth \$ 309 million¹⁴. The industry comprises of approximately 775 pharmaceutical manufacturing units including approximately 25 operated by multinational corporations.

Pakistan meets 80% of the demand from local production while 20% of medicines are imported. The industry is dominated by local / national companies which capture over 2/3rd of the market share while multinational corporations account for the remaining 1/3rd. Top 10 companies collectively represent approximately 48% of the market whereas top 50 constitute approximately 93% of the market¹⁵. Table 7 lists the top ten pharmaceutical companies (that include both national and multinational companies) in Pakistan:

¹³ Source: IQVIA

¹⁴ Source Trade Map

¹⁵ Source: ICAP

Rank	Name	Type
1	Getz Pharma (Private) Limited	National
2	GlaxoSmithKline Pakistan Limited	MNC
3	Sami Pharmaceuticals (Private) Limited	National
4	Abbott Laboratories (Pakistan) Limited	MNC
5	The Searle Company Limited	National
6	Martin Dow Pharmaceuticals (Pakistan) Limited	National
7	Hilton Pharma (Private) Limited	National
8	High – Q International	National
9	Haleon Pakistan Limited (GSK Consumer Healthcare Pakistan Ltd)	MNC
10	OBS Pakistan (Private) Limited	National

Table 7: Top ten pharmaceutical companies in Pakistan

The 775 pharmaceutical manufacturing units are spread across different provinces of Pakistan as represented in figure 11 below¹⁶:

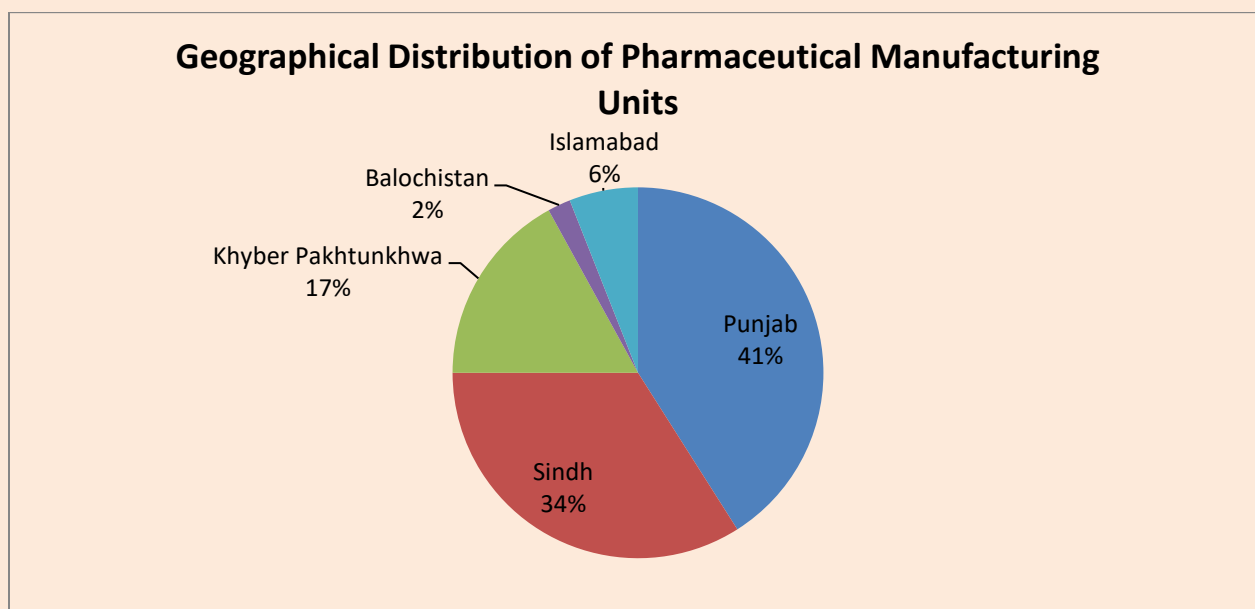


Figure 11: Geographical distribution of pharmaceutical manufacturing units

¹⁶ Pakistan Business Council

Khyber Pakhtunkhwa plays an important role in Pakistan's pharmaceutical industry by enabling exports to neighboring Afghanistan and also by making a significant contribution itself to the country's overall production and export of pharmaceutical products. In 2023, Pakistan's pharmaceutical exports to Afghanistan (mainly through Torkham Border Crossing) were valued at \$113 million¹⁷, accounting for over 30% of the country's total pharmaceutical export revenues. Moreover, as depicted by Figure 11 above, 17% of the total pharmaceutical manufacturing units (approximately 130) are based in Khyber Pakhtunkhwa, mostly in Peshawar, Haripur and Nowshera.

Leading pharmaceutical manufacturing companies in Khyber Pakhtunkhwa¹⁸ are listed in table 8. These companies produce a range of medications and contribute to both domestic healthcare and export markets. They have expanded their export reach to countries like Afghanistan, Uzbekistan, Myanmar, Sri Lanka and Vietnam. But Central Asian and East Asian markets are still largely untapped.

S No.	Name of Company/Firm	Location	Products
1	Stanley Pharmaceutical (Pvt) Ltd.	Peshawar	Syrups, suspensions, tablets, capsules and oral drops
2	Genome Pharmaceuticals Private Ltd.	Haripur	Injectable, sachets, dry suspension, tablets and capsules
3	Universal Pharmaceutical (Private) Limited	Peshawar	Syrups, suspensions, tablets, capsules and oral drops
4	Chemiworld Private Limited	Peshawar	Active Pharmaceutical Ingredients (API's) such as Iron sucrose, Iron Polysaccharide and Iron (iii) Hydroxy Polymaltose

¹⁷ Source: Trade Map

¹⁸ dun and bradstreet

5	JSK Medica Private Ltd	Risalpur	Tablets
6	Hicon Pharmaceuticals	Peshawar	Injectable, suspension, tablets and capsules
7	Trivista Pharmaceutical	Haripur	Tablets and capsules
8	Unisa Pharmaceutical Industries	Akora Khattak	IV infusions, blood transfusion set and syringes
9	Medicraft Pharmaceuticals (pvt) Ltd.	Peshawar	Injectable, suspension, tablets and capsules
10	Sayyed Pharmaceuticals Industries (pvt) Ltd	Haripur	Capsules, drops, dry injection cephalosporin, dry suspension, general sachet, syrups and tablets

Table 8: Leading pharmaceutical manufacturing companies in Khyber Pakhtunkhwa

6. Natural Honey (HS Code: 0409)

Honey production is an integral part of Khyber Pakhtunkhwa's agricultural economy. The province's favorable climate and rich biodiversity support beekeeping, allowing the production of high-quality honey and consumption both domestically and internationally.

The province is known for producing various varieties of honey, with Sidr honey and Acacia honey being the most prominent. Sidr honey, in particular, is renowned for its rich taste, therapeutic benefits and high market demand. Key honey-producing districts of Khyber Pakhtunkhwa are Swat, Karak, Kohat and Mansehra. The honey produced from these districts is traded at the Tarnab honey market (Peshawar) which is a central hub for honey traders in Khyber Pakhtunkhwa. Over time, Tarnab market has gained national reputation for its significant contribution to Pakistani honey exports.

Honey from Khyber Pakhtunkhwa is an important export commodity and contributes to national export revenues. In 2023, Pakistan's honey exports were recorded at \$ 7 million¹⁹ which were largely sourced from Khyber Pakhtunkhwa. Key export markets include Saudi Arabia, U.A.E, Kuwait, Oman and Qatar. Nevertheless, U.S.A, Japan and European markets still remain untapped.



Figure 12: A honey retail shop in Tarnab honey market (Peshawar)

Despite its potential, the honey beekeeping sector in Khyber Pakhtunkhwa faces several challenges such as:

- The lack of adequate internationally accredited quality certification labs and accessible honey processing facilities.
- Inadequate branding and marketing of honey.
- Stringent international quality standards and fluctuating market demands.
- The lack of modern beekeeping equipment and techniques which limits productivity.
- Climate change that has adversely impacted floral diversity, leading to reduced honey production.

¹⁹ Source: Trade Map

8. Marble (HS Codes: 25151100, 25151200, 68022100 and 68029100)

Marble is among the most valued materials in the construction and decorative industries worldwide. It is primarily used for flooring, wall cladding, monuments, sculptures, countertops and decorative purposes. Architects and artists use it to create statues, monuments and intricate designs while its powdered form finds application in industries such as paint, plastics and cosmetics. Additionally, it serves functional purposes like neutralizing acidic soils and acting as a filler material in various products.

Khyber Pakhtunkhwa is richly endowed with marble deposits. According to a 2006 report by the provincial Directorate General of Mines and Minerals, Khyber Pakhtunkhwa possesses an estimated 4 billion tonnes of marble reserves²⁰. In FY 2023-24, Khyber Pakhtunkhwa, home to more than 2000 marble mining and processing units, accounted for 4 million tonnes (approximately 58%) of the 7 million tonnes of national marble production²¹. Key districts with marble deposits include Buner, Nowshera, Swat, Shangla, Chitral, Charsadda, Malakand, Mansehra, Mardan and Mohmand.



Figure 13: An image of marble deposits in district Mohmand, Khyber Pakhtunkhwa

²⁰ Studies and Categorization of Marble and Dimension Stone Potential in NWFP, DGMM (2006)

²¹ Source: Development Statistics of Khyber Pakhtunkhwa 2024

Table 9 represents the provincial break-up of marble production in Pakistan²² between FY 2015-16 and 2019-20. It shows how Khyber Pakhtunkhwa has remained the top marble producer in Pakistan over the years.

Unit: Metric Tonnes

Year	Punjab	Sindh	Khyber Pakhtunkhwa	Balochistan	Ex-Fata
2015-16	0	3125	2473562	1442346	829682
2016-17	0	7505	2151106	1926921	820701
2017-18	0	3049	5386747	1882625	1540604
2018-19	0	18318	5471770	2246355	N/A
2019-20	0	12337	3824427	1960115	N/A

Table 9: Provincial break-up of marble production

Table 10 lists the types of marble found in Khyber Pakhtunkhwa based on their colour:

Types based on Colour	Occurrence (Districts)	Colour Description
White	Mohmand, Chitral, Buner, Swat, Parachinar, Swabi and Malakand	<ul style="list-style-type: none"> • White with pink, brown and green shades • White to grey with yellowish patches • White to light grey with yellowish brown patches • Creamy white
Black	Buner, Bajour and Mardan	<ul style="list-style-type: none"> • Deep black with patches of white • Black with white and golden streaks
Green	Swat, Swabi and Buner,	<ul style="list-style-type: none"> • Dark green • Green with streak & patches of white grey and black • Greenish white
Pink	Nowshera and	<ul style="list-style-type: none"> • Pink with streaks

²² Pakistan Statistical Year book 2020, Pakistan Bureau of Statistics

	Chitral	
Grey	Buner, Bajour, Mardan, Swat and Mohmand	<ul style="list-style-type: none"> • Grey with white bands • Grey with pink ,brown and green patches
Brown	Buner Swat, Kohat and Waziristan	<ul style="list-style-type: none"> • Dark brown with white lines • Brown with yellow patches • Light brown with fossils
Yellow	Buner Swat, Kohat and Waziristan	<ul style="list-style-type: none"> • Yellow with golden patches • Yellowish golden with fossils

Table 10: Types of marble in Khyber Pakhtunkhwa based on colour

Khyber Pakhtunkhwa also contributes significantly to the national exports of marble. In 2023, the Pakistan’s total marble exports were recorded at \$ 22 million. While there is no official data source that records the exact share of Khyber Pakhtunkhwa in these exports, it is widely understood that a sizeable portion of these exports originated from Khyber Pakhtunkhwa. Major export destinations included China, Italy, Turkey, U.A.E and Bangladesh.

Table 11 lists the top exporters of marble from Khyber Pakhtunkhwa:

S No.	Name of Company/Firm	Location	Contact Details
1	Lucky Dragon Stone (Private) Limited	University Road, Peshawar	goodearth_mining@yahoo.com 091-5702880
2	Shakeel Marble	Hayatabad, Peshawar	skmarble@brain.net.pk
3	Spin Zar Marble Industry	Hayatabad Peshawar.	+92-300-5978363
4	Marble City	Hayatabad, Peshawar	marblecity786@yahoo.com +92-333-9114674
5	Nawaz Trading Company	Flat No.1, 2nd Floor, Mehr Plaza, Showba Choke Khyber Bazar, Peshawar	091-2210593

6	Peshawar Impex	Taj Market 2nd Flr Qissa Khawani Bazar Jehangirpura Peshawar	asim_001@yahoo.com 0915525522
7	Haris Trading Company	47, Faiz Market, Chowk Yadgar Peshawar.	milyaass@gmail.com +92-321-5563622
8	Trichmir Marble	Hayatabad, Peshawar.	+92-300-5905832

Table 11: Top exporters of marble from Khyber Pakhtunkhwa

Nevertheless, despite its vast reserves, the marble sector in Khyber Pakhtunkhwa faces a multitude of challenges that hinder its potential growth and contribution to the economy. Traditional mining methods, which result in excessive wastage of 40-50% of the extracted material, remain a significant issue, compounded by the limited availability of modern processing facilities that restrict value addition and competitiveness in international markets. Inadequate infrastructure, particularly transportation and road networks, further hampers efficient access to mining sites and the smooth transport of materials. Adding to these challenges is also the lack of skilled labor which impacts both extraction and processing operations, collectively limiting the sector's potential to thrive.

9. Cement (HS Code: 2523)

Cement is an essential construction material with a wide range of uses. It is widely used as a binder in concrete, mortar and plaster for building structures such as houses, bridges and dams. It is essential in flooring, plastering and paving including roads and walkways and is crucial for marine and hydraulic structures due to its water-resistant properties. Cement is also used in precast products like tiles, pipes and beams as well as in soil stabilization and industrial applications.

Khyber Pakhtunkhwa is home to some of the leading cement manufacturers in Pakistan owing to the abundance of limestone, gypsum and other raw materials required for cement production. In FY 2023-24, Khyber Pakhtunkhwa accounted for 16.2 million tonnes (approximately 53%) of

the 30.5 million tonnes of national cement production²³. Notable cement manufacturers in the province include:

- Cherat Cement Company Limited (Nowshera)
- Dewan Hattar Cement Limited (Hattar, Haripur)
- Fauji Cement Limited (Nizampur, Nowshera)
- Kohat Cement Company Limited (Kohat)
- Lucky Cement Limited (Pezu, Lakki Marwat)
- Bestway Cement Limited (Units in Hattar and Farooqia, Haripur)

These manufacturers collectively contribute significantly to Khyber Pakhtunkhwa’s economy and the national cement industry. With a collective annual cement production capacity of 30.7 million tonnes, they account for approximately 37% of Pakistan’s total cement production capacity (i.e. 83 million tonnes). Table 12 represents the unit-wise production capacity of cement manufacturers located in different provinces of Pakistan²⁴:

Unit: Tonnes

Sr. No.	Name of Unit	Province	Annual
1	Attock Cement Pakistan Limited - Hub Chowki, Lasbela	Balochistan	3,027,150
2	Bestway Cement Limited - Hattar	KP	3,654,000
3	Bestway Cement Limited - Chakwal	Punjab	3,600,000
4	Bestway Cement Limited - Farooqia	KP	2,976,750
5	Bestway PakCem Limited - Kalar Kahar	Punjab	2,299,500
6	Bestway Cement Limited - Pai Khel	Punjab	2,268,000
7	Cherat Cement Company Limited-Nowshera	KP	4,536,000
8	Dandot Cement Limited - Jehlum	Punjab	504,000
9	Dewan Hattar Cement Limited - Hattar	KP	1,134,000
10	Dewan Cement Limited - Dhabeji	Sindh	1,953,000
11	D.G.Khan Cement Limited - D.G.Khan	Punjab	2,110,500

²³ Source: Development Statistics of Khyber Pakhtunkhwa 2024

²⁴ Source: All-Pakistan Cement Manufacturers Association

12	D.G.Khan Cement Limited - Chakwal	Punjab	2,110,500
13	D.G.Khan Cement Limited - Hub	Balochistan	2,835,000
14	Fauji Cement Limited - Wah	Punjab	1,102,500
15	Fauji Cement Limited - Nizampur	KP	3,748,500
16	Fauji Cement Company Limited - Fateh Jang	Punjab	3,503,640
17	Fecto Cement Limited - Sangjani	Punjab	945,000
18	Flying Cement Limited - Lilla	Punjab	1,197,000
19	GharibWal Cement Limited - Jehlum	Punjab	2,110,500
20	Kohat Cement Company Limited - Kohat	KP	5,017,500
21	Lucky Cement Limited - Pezu	KP	9,645,000
22	Lucky Cement Limited, - Indus Highway, Karachi	Sindh	5,309,625
23	Maple Leaf Cement Factory Limited - Daudkhel	Punjab	8,190,000
24	Pioneer Cement Limited - Khushab	Punjab	5,454,225
25	Power Cement Limited - Nooriabad, Dadu	Sindh	3,370,500
26	Thatta Cement Limited - Thatta	Sindh	577,080
Total			83,179,469

Table 12: Unit-wise production capacity of cement manufacturers

Pakistan is a notable exporter of cement. Pakistan's cement exports represent 1.7% of world cement exports and it is ranked 19 in world cement exports. In 2023, Pakistan exported cement worth \$ 243 million to countries such as Afghanistan, Bangladesh, Sri Lanka, Madagascar, Somalia, Tanzania, Ghana, U.S.A, Togo, Yemen, Sierra Leone and Cameroon²⁵. Khyber Pakhtunkhwa's cement manufacturers contributed significantly to these exports. It is estimated that Khyber Pakhtunkhwa accounted for approximately 25% of these exports.

10. Carpets (HS Codes: 5701, 5702, 5703, 5704 and 5705)

Carpet production can be categorized into two types: machine-made and handmade/hand-knotted. Handmade carpets, renowned for their unique designs, durability and use of natural materials, are considered superior in quality to their machine-made counterparts. Pakistani hand-

²⁵ Source: Trade Map

knotted carpets are recognized as some of the finest in the world, celebrated for their exceptional craftsmanship, meticulous attention to detail and durability. These qualities have earned them significant demand globally. According to Pakistan Carpet Manufacturers and Exporters Association, local consumption of these carpets is very less and around 99% of the carpets are for export.



Figure 14: An image of carpets of Pakistan

Three types of hand-made carpets are produced and marketed by Pakistan:

- Single knot (major qualities are Bokhara, Jaldar and Silk Touch)
- Double knot (popularly known as Pak-Persian Carpets)
- Turkish knot made with hand spun vegetable dyes learned and indigenized from Afghan refugees settled in Pakistan (major qualities include Ziegler or Chobi, Kazak, Karghai, Khal Muhammadi & Modern Gabbeh).

Khyber Pakhtunkhwa also has a strong carpet manufacturing base. The Peshawar cluster of carpet manufacturers is one of Pakistan's most prominent centres for hand-knotted carpet production. It represents a network of skilled artisans, workshops and exporters who collectively uphold the region's rich legacy of carpet weaving. Known for producing some of the finest carpets in the world, the Peshawar cluster specializes in traditional patterns such as Bokhara, Chobi and Persian designs which are highly sought after in global markets. According to the

exporters from the Peshawar cluster, in FY 2023-24, Khyber Pakhtunkhwa exported hand-made carpets worth \$ 1.5 million.

Table 13 lists the top carpet exporters from Khyber Pakhtunkhwa²⁶:

S No.	Firm/Company
1	Al Mumtaz International
2	Al Safa Karobar
3	Al Waqar International
4	Continental Enterprises
5	Continental Traders
6	ESS EFF International
7	Jawad Trading Company
8	Khushal & Company
9	Malik Hayat Enterprises
10	Taimoor Enterprises
11	Transworld International

Table 13: Leading exporters of carpets from Khyber Pakhtunkhwa

However, the carpet manufacturing sector of Khyber Pakhtunkhwa faces a number of challenges including, but not limited to, the expensive and somewhat limited availability of critical raw materials for pre-weaving and post-weaving processing, aversion to new carpet manufacturing techniques, weak quality control and monitoring, and inadequate marketing.

EXPORT OF SERVICES

Khyber Pakhtunkhwa is a leading source of overseas labour, particularly to the Gulf Cooperation Council (GCC) countries. These labour provide their skilled and unskilled services across a wide range of business domains, contributing to the *presence of natural persons* mode of trade in services and remittance inflows. Until April 2024, more than 13.5 million Pakistanis have gone

²⁶ Source: Sarhad Chamber of Commerce and Industry

abroad through official procedures to work in over 50 countries²⁷, with Khyber Pakhtunhwa having the second highest share (i.e. 3.4 million). Remittances from Khyber Pakhtunhwa migrants constitute a significant portion of Pakistan's total remittance inflows, driving household income and consumption in the province²⁸ and also contributing to the country's foreign exchange.

Khyber Pakhtunhwa has also experienced a significant surge in tourism recently, attracting both domestic and international visitors to its diverse landscapes and cultural heritage who make substantial spending in the local economy (i.e. *consumption abroad* mode of trade in services). In 2023, the province welcomed approximately 16.99 million tourists, with foreign visitors numbering 4,554²⁹.

CHALLENGES TO KHYBER PAKHTUNKHWA'S EXPORT SECTOR

There are certain cross-cutting challenges that hold valid for the export sector of Khyber Pakhtunhwa as a whole. Unless they are addressed, it would be difficult for the export sector of Khyber Pakhtunhwa to catch up with the global export sector that has become increasingly competitive over time. They are as follow:

1. Infrastructure Deficiencies

Poor road networks, insufficient logistics facilities, lack of modern storage and cold chain infrastructure and inefficient border-crossing points, especially with Afghanistan, create bottlenecks.

2. Limited Market Diversification

Khyber Pakhtunhwa's exports are concentrated on a few markets, primarily Afghanistan and parts of the Middle East, making it vulnerable to fluctuations in demand from these regions. Moreover, over-reliance on specific products such as gemstones, pharmaceuticals, tobacco and fruits limits the scope for broader export growth.

²⁷ Bureau of Emigration and Overseas Employment

²⁸ International Growth Centre

²⁹ Associated Press of Pakistan

3. Limited Value Addition

Khyber Pakhtunkhwa's export sector primarily involves the export of raw materials or semi-processed products rather than fully finished, value added goods. Raw or partially processed materials are generally sold at lower prices in international markets. On the other hand, finished goods—products that have undergone complete processing and are ready for use—command much higher prices due to the added value involved in their production. By prioritizing the export of unfinished goods, Khyber Pakhtunkhwa misses out on opportunities to maximize profits and establish a stronger presence in global markets.

4. Smuggling of Foreign Goods

Smuggling of foreign goods into Khyber Pakhtunkhwa acts as a major disincentive for industrialization and export growth by undermining local industries and creating unfair competition. Smuggled products, often cheaper due to tax evasion, flood the market and reduce demand for locally manufactured goods, making it difficult for local industries to sustain operations or grow. This discourages investment in new industrial ventures, stifles innovation, and limits the potential for quality improvements essential for export competitiveness.

5. Lack of Branding and Marketing

The lack of branding and marketing culture hampers the export growth of Khyber Pakhtunkhwa by limiting the global visibility and appeal of its products. Without effective branding, local products struggle to establish a unique identity in competitive international markets, making it difficult to attract buyers or command premium prices. Similarly, inadequate marketing efforts result in poor awareness of the quality, uniqueness and cultural value of Khyber Pakhtunkhwa's goods such as carpets, handicrafts and agricultural produce. This weakens their market presence, reduces demand and ultimately restricts the province's ability to diversify and expand its export base, leaving it reliant on low-value and unbranded exports.

RECOMMENDATIONS

1. It is recommended that the registration of Geographical Indication products of Khyber Pakhtunkhwa in the agriculture and handicrafts sectors be fast-tracked to reap the export enhancing benefits associated with Geographical Indication protection. Provincial Agriculture and Industries departments (i.e. the registrants of these products) need to be actively engaged, hand-held and facilitated for the purpose.
2. Regarding gemstones, it is recommended that the existing Gems and Gemological Institute of Pakistan in Peshawar be upgraded by establishing therein an international-standard gemstone testing lab and installing international-standard gemstone cutting, polishing and faceting machinery to ensure precision, quality and global acceptability and competitiveness.
3. It is also proposed to establish a Carpet Finishing Facility in Peshawar, functioning as a Common Facility Centre for carpet makers and exporters. This centre would offer services such as washing, trimming, quality inspection and packaging to transform semi-finished carpets into export-ready carpets. Funds for the establishment of the CFC can be solicited from Export Development Fund (Ministry of Commerce).
4. Regarding honey, it is essential to upgrade the existing quality testing labs to help exporters comply with international quality standards and provide internationally acceptable quality certifications. This step is very important for gaining access to the currently untapped international markets like E.U., U.S.A and Japan. In the same vein, it would be very useful to establish an export-oriented honey processing facility, ideally situated near Tarnab honey market and serving as a Common Facility Centre.
5. Regarding wooden furniture, it is imperative to operationalize the Common Facilitation, Manufacturing and Training Centre in Peshawar that is rendered dormant by poor management and lack of due focus over the years. All concerned stakeholders ought to be sensitized and encouraged to make the facility operational on war footing basis.
6. To unlock the export potential of Khyber Pakhtunkhwa's marble and granite sector, it is advisable to establish a specialized technical institute dedicated to training manpower in modern mining techniques, processing/finishing techniques and international quality standards. The current industry largely relies on outdated and inefficient methods, leading to wastage of resources, inconsistent product quality and limited competitiveness in

international markets. A technical institute would address these challenges by equipping workers with the skills needed to adopt advanced technologies and practices.

7. As far as the pharmaceutical sector is concerned, substantial export potential exists in a variety of product lines and several markets such as Africa, Russia, East and Central Asia. Therefore, it is advisable to conduct product and market studies focused on Africa, Central and East Asia. These studies should be conducted by the Trade Development Authority of Pakistan and shared with DRAP registered companies.
 8. Effective marketing campaigns and participation in international trade fairs can enhance Khyber Pakhtunkhwa's global visibility while exploiting digital platforms can help small and medium enterprises (SMEs) reach international buyers.
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