

Single Country Exhibition MADE IN PAKISTAN

May 11-14, 1998, Sonargaon Hotel, Dhaka



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Economic Revival

PAKISTAN with its new economic revival programme has set a target of doubling the total dollar value of exports in coming 3 years. Policy measures have been reorganized in order to mobilize all sorts of supports to boost and expand export oriented industries.

As soon as the government of Nawaz Sharif came to power, it initiated economic reforms in areas of taxes, tariffs and industrialisation necessary for export enhancement. This has become evident that the new government spends much vigor in revitalising the industrial sector aiming at expanding export earning at a considerable rate. The global market have become more competitive with the practice of free market economy during the last decade. There are conspicuous indications that the international competition in the coming decade would be intensified and Pakistan seems to be determined to participate in the global trade competition as a strong competitor.

The government policy measures indicate that it has preferably decided to inject all round efficiency in the industrial sector that are engaged in production of exportable goods. In modern competitive markets successful export explorations largely depend on reduction of cost of production. Factors that contribute to the process of reduction of cost of production have been detected and measures have been initiated to remove the constraints in the way of cost reduction. The government has rightly responded to the fact that tariff structure play important role in export earnings. Export oriented industrial sector needs machineries and raw materials. Cost of machineries and primary raw material directly influence cost

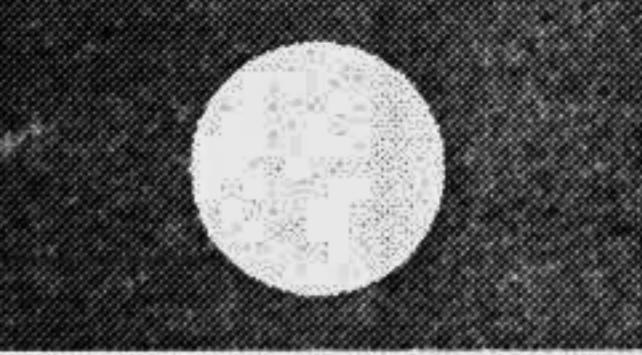
of production. Tariff structure barriers always contribute to the process of enhancement of cost of machinery, spare parts and raw materials. Keeping this in view, the new government has taken steps to reform tariff structure and simplify the collection measures. Tariff rates have been reduced to minimum levels. In addition, imported



Inside Ravi Rayon Ltd at Kalashah Kaku near Lahore

As the Pakistan government's policy outlines become available, there are clear indications that both production and marketing get priority in support and regulatory service to achieve the targets of exports expansion. Reform programmes are directed to serve the real needs of people engaged in industrial and export sectors.

Legends are born when Impossible happens



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IN

GARMENTS EXPORT BUSINESS
TO VISIT OUR STALL

IN

THE "MADE IN PAKISTAN" SINGLE COUNTRY EXHIBITION
ON 11TH OF MAY, 1998, HOTEL SONARGAON, DHAKA

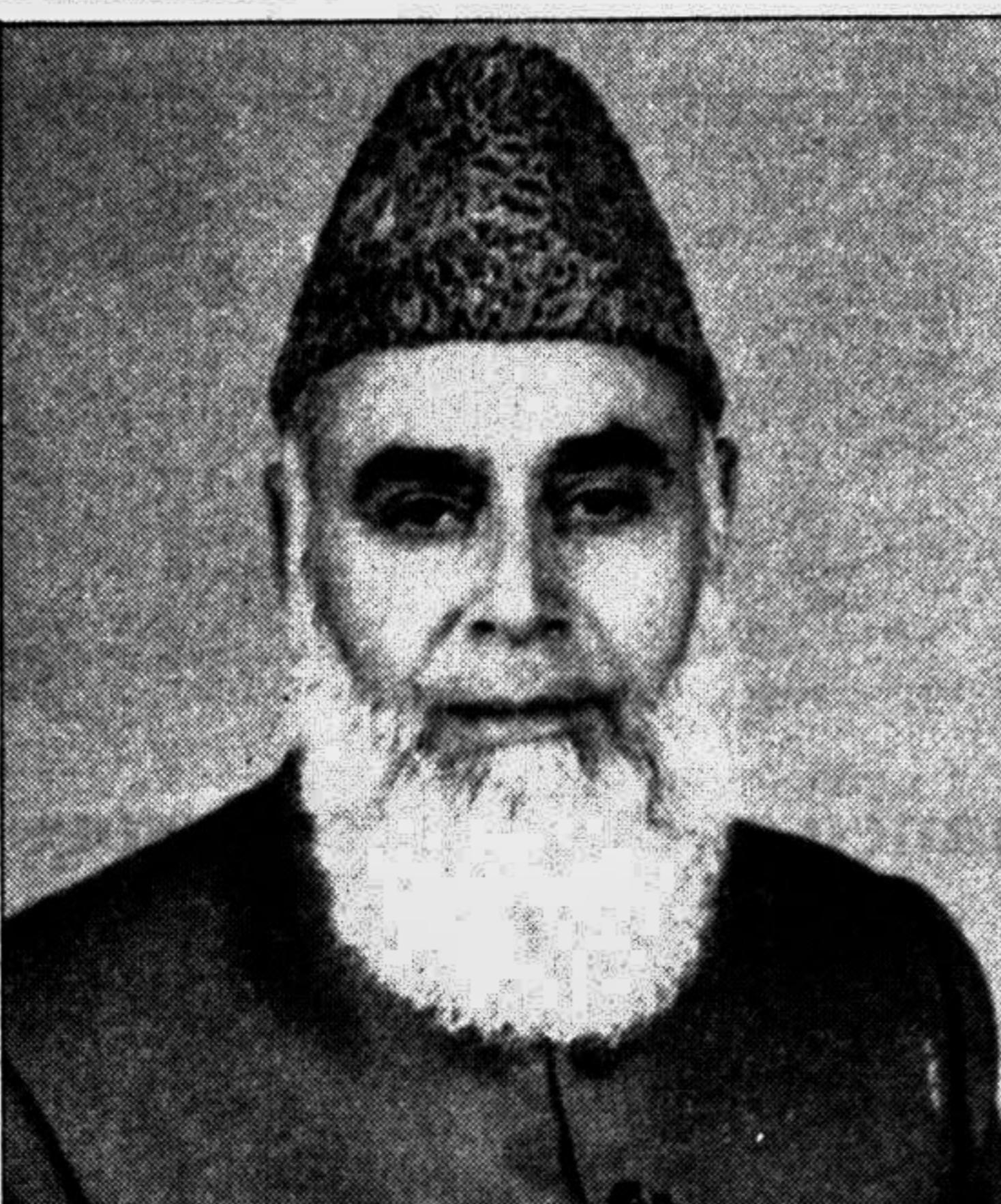
Regional Representative
Salahuddin Leghari

We'd Recommend it over its Competitors

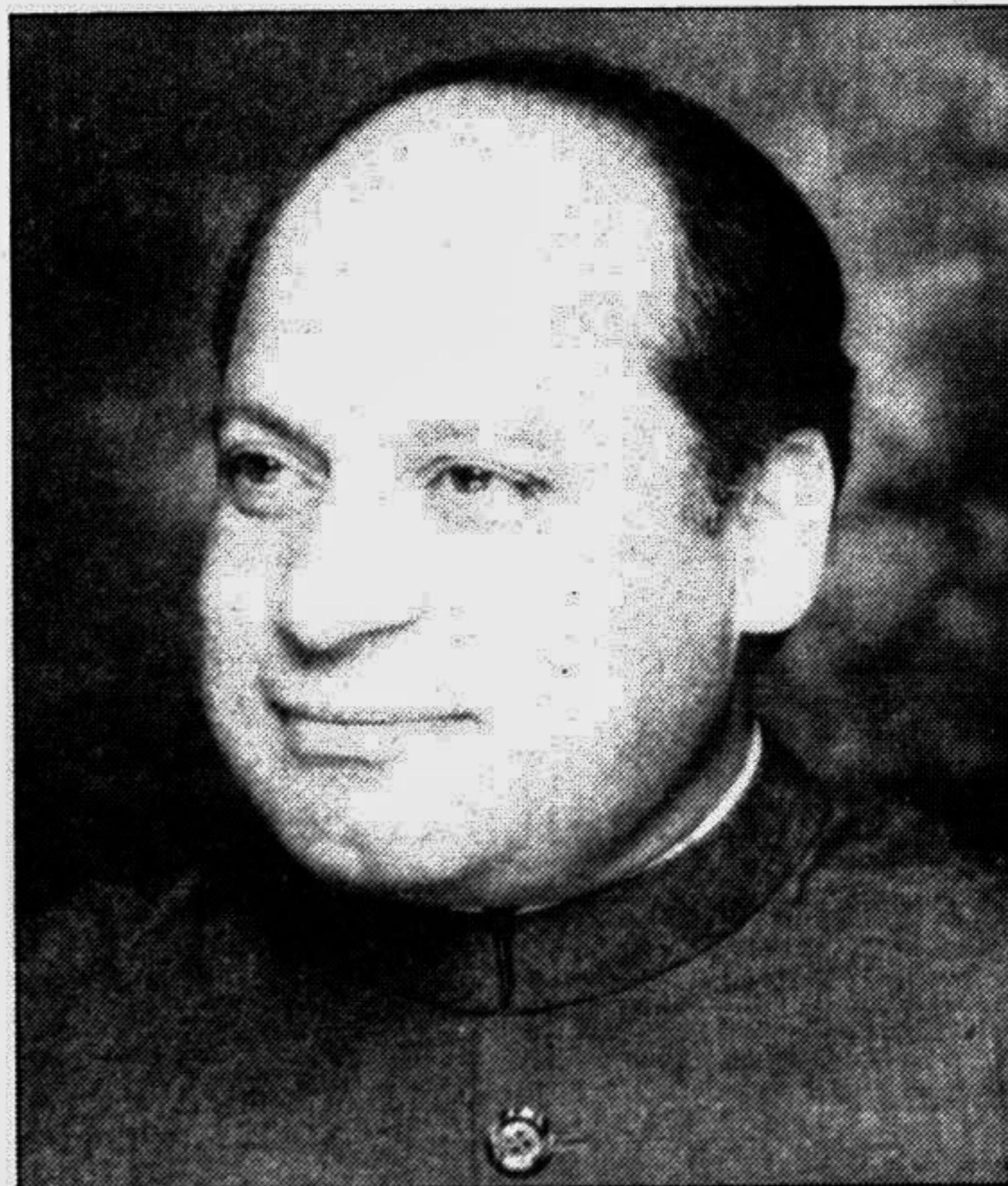
Pakistan Trade & Display Centre

39, Kemal Ataturk Avenue, Banani, Dhaka

Tel : 9881117, Fax : 9885624, E.mail : leghari@bangla.net



Muhammad Rafiq Tarar
President of Pakistan



Mohammad Nawaz Sharif
Prime Minister of Pakistan

List of Selected Participants

Name of Participants	Product Range
Engineering products	
Heavy Mechanical Complex	Sugar/Cement Plant
Pakistan Engineering Company Limited	Blow-ups
Universal Appliances	Voltage Stabilizers DC/AC
Raja Group of Industries (Pvt) Ltd	Inverters
Mallik Auto & Agricultural Industries (Pvt) Ltd	Vespa products
Unis Industries (Pvt) Ltd	Guard Auto filters & Brake
Maisur Spring Works	Lining
Ibrahim Electronics Corporation	Electric Fans
Magna Tech. (Pvt) Ltd	Coil Springs, & Automotive Parts
Jawed Engineering Co (Pvt) Ltd	Audio & Video Cassettes
CC Factories (Pvt) Ltd	Assorted Sizes of Textile
FD&C Equipment (Pvt) Ltd	Rotary Screens
Siemens Pakistan Engineering Co Ltd	Centrifugal Pumps
System (Pvt) Ltd	Pressure Cookers, Cookware Sets
Repro KRC (Pvt) Ltd	Liquid, Filling Line
Al-Wahid Electronics	Engineering Equipments
Ijaz Parvez & Company	EPABX (Telephone Exchanges & Intercoms), UPS (Uninterruptible Power Supply).
Breeze Marketing	Medical X-Ray Films
Precision Rubber Product (Pvt) Ltd	Graphic Art Films
Associated Business Corporation	Cooking Range, Deep Freezer, Air-Conditioner
Pakistan Cycle Industrial Cooperative Society Limited	Thermostat, Electric/Gas Geyser
Agriauto Industries Ltd	Electronic Equipments
Fateh Motors Ltd	Cooling & Heating Foils
Super Asia	Rubber Product
Saigol's Qingqi Surgical Instruments	Autoparts
Unique International Cosmetics	Cycle & Motorcycle
Shanns Cosmetics & Chemicals	Auto Parts
	Motorcycle
	Washing Machines, Room Air-Cooler
	Motorcycles
	Surgical Equipments
	Cosmetics for Skin Care & Babies

International Trade

PAKISTAN figures in international trading with a total value of its trade at US\$ 20 billion a year. This gives the country a modest place in the hugely growing global trade. But enjoying a distinctive position in several respects, Pakistan hopes to increase the volume of its total trade, especially exports.

Over a long period, Pakistan has supplied raw cotton in sizeable quantities to a number of textile manufacturing countries. More recently, it has emerged as a major exporter of cotton-based producers, ranging from yarn to made-up items; also of the aromatic fine quality of basmati rice, fish and seafood, leather goods and footwear, vegetables and fruits, carpets and sports goods, to mention some of the main items.

Pakistan is seeking to further enhance its exports and for this a number of measures have been introduced.

At the same time, for the liberalization of import, a number of regulatory controls have been done away with. The negative list of imports is restricted to a few items, the tariff rates have been slashed and monetary ceilings for the import of machinery for a number of industries have been raised.

The major items of export are : Textiles (yarn, fabrics, made-ups, apparel/clothing, etc), rice, raw cotton, leather products, footwear, fish (fresh and frozen), carpets, surgical and scientific instruments, vegetables and fruits; and petroleum products.

The major items of import are : machinery and equipment (electrical, mechanical, power generation, transport, vehicles), petroleum and petroleum products, vegetable oil and fat, chemicals, iron and steel, fertilizers, medicinal products, wheat and tea.

Business-friendly Investment Policy

THE Investment Policy '97 launched by the popularly elected government of Prime Minister Nawaz Sharif on November 21 will open up several new sectors for foreign investment and offered a package of attractive incentives to the foreign investors.

Under the new investment policy announced by Mr Nawaz Sharif at the Businessmen's Convention in Islamabad, sectors like infrastructure, housing, real estate, agriculture, health and education have been opened to foreign investment. In the words of the Commerce Minister of Pakistan Mohammad Ishaq Dar the government had taken very bold initiatives and aggressive economic measures to facilitate the investment and expand trade. He said the no-duty-no draw-back scheme, with the approval of the Prime Minister, had already been announced.

The new investment policy envisages a new set of policies, incentives and facilitation measures and thus the new strategy seeks to promote investment in value-added export.

(Abridged)

Sanitary ware	Sanitary ware	Home Furnishing
Karam Ceramics Limited	Cotton/PC Yarn	Mehmat Corporation
Textile & Textile Products	Cotton Canvas etc.	Furniture
NP Spinning Mills Ltd	Bed Linen, Fabrics	Wood Packer
Dyer Textile & Printing Mills (Pvt) Ltd	Fabrics	Handicrafts
Al-Karam Textile Mills (Pvt) Ltd	Poly/Cotton Fabrics	Naseem Marble Works
Younus Brothers Garments	Sample Books, Length of	Al-Hamra Handicrafts
Aruj Garment Accessories Ltd	Fusible Interlining	Carpets
Urooj Enterprises	Ladies Garments	Jahangiri International
Irfan Textile (Pvt) Ltd	Knitted Garments	Mehrani Carpet Corporation
U & Garments (Pvt) Ltd	Ready-made Fashion Garments	Sports Goods
Saba Enterprises	Garments	Remington Sports (Pvt) Ltd.
Rung-Rus	Ladies dresses	Tasla International
Zarak Textile Mills Limited	Textile Garments	Eurasia Corporation
Denim Fabrics	Denim Fabrics	Confectionery
Siddiqsons Group	Denim Fabrics & Garments	Montgomery Flour & General Mills Ltd
Pak Denim Limited		Spices
		National Foods Limited
		Banarsi Sarees
		Nasim & Sons
		(Incomplete)
		Spices
		Ornament & Bridal Clothes, Banarsi Sarees, Banarsi Fabrics

Welcome
to
Single Country Exhibition
"Made in Pakistan"

May 11-14, 1998
Sonar Gaon Hotel

GOOD OPPORTUNITY FOR
DIRECT CONTACT WITH
PAKISTANI MANUFACTURERS
AND ENTREPRENEURS

Products on Display

- Textile Machinery
- Motor Cycle/Cycle
- Telephone Set
- Auto Rikshaw/Scooter
- Voltage Stabilizer/ D.C A.C Invertor
- Cooking Range, Electric/Gas Geyser
- Air Conditioner, Deep Freezer
- Centrifugal Pumps
- Guard Auto Filter & Brake
- Cooling & Heating Foil
- Home Appliances
- Electric Fan
- Sanitary Wares
- Foot Mounted Motors
- Hand Made Carpet
- Poly & Cotton Fabrics
- Curtain Clothes
- Denim
- Bridal Clothes
- Fabrics
- Fashion Garments
- Candies & Biscuits
- Glassware



Export Promotion Bureau, Pakistan

For further information, please contact Pakistan High Commission, Dhaka. (Tel: 871900, 885388-9)