



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 reorganised 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.

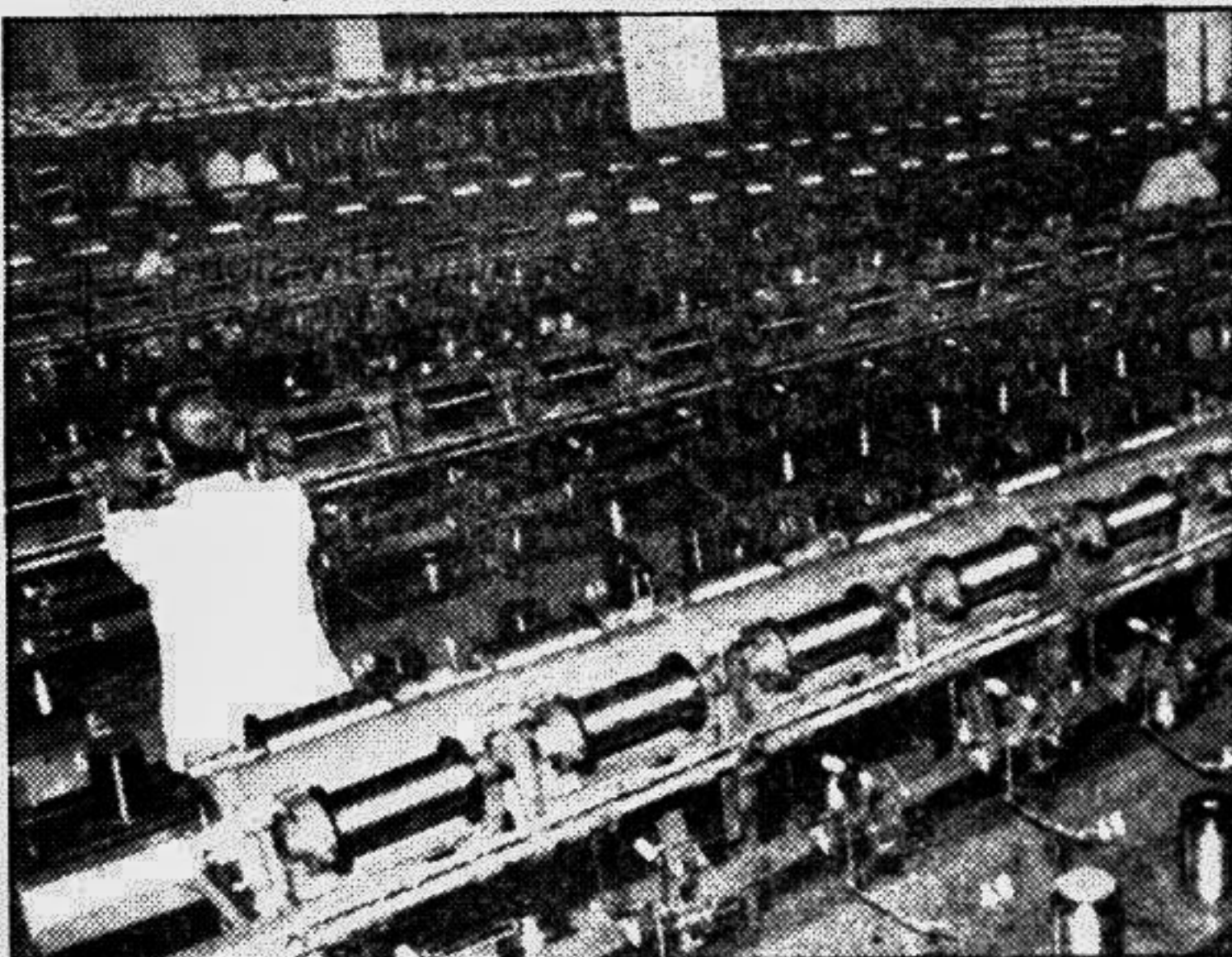
The government policy measures indicate that it has preferably decided to inject all round efficiency in the industrial sector that are engaged in production of exportable goods. In modern competitive markets successful export explorations largely depend on reduction of cost of production. Factors that 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

raw materials that are being used in production of exportable goods have been posed to special facility. Tariff on imported raw material used in production of exportable goods have been zero rated. Besides, regulatory duty on import of industrial machinery and raw materials has been abolished.

Machinery and raw materials are important components in running industrial units. The government has reduced tariff on imported machinery and raw materials and has imposed a standard tariff rate of only 10 per cent. The government seems to be highly confident of the efficacy of all these tariff reform measures. The success of tariff reform measures will be reflected in reduction of cost of production and it has been estimated that cost of production will drop by around 30 per cent making that industrial units more efficient, profitable, cost effective and competitive in the world market, officials hope.

Government also hopes that profit friendly atmosphere in the export oriented industrial sector will be more helpful to draw attention of investors paving the way of investment inflows. Low cost in production will remain an important factor in exploring export markets and a multiplier effect in export expansion is being expected.

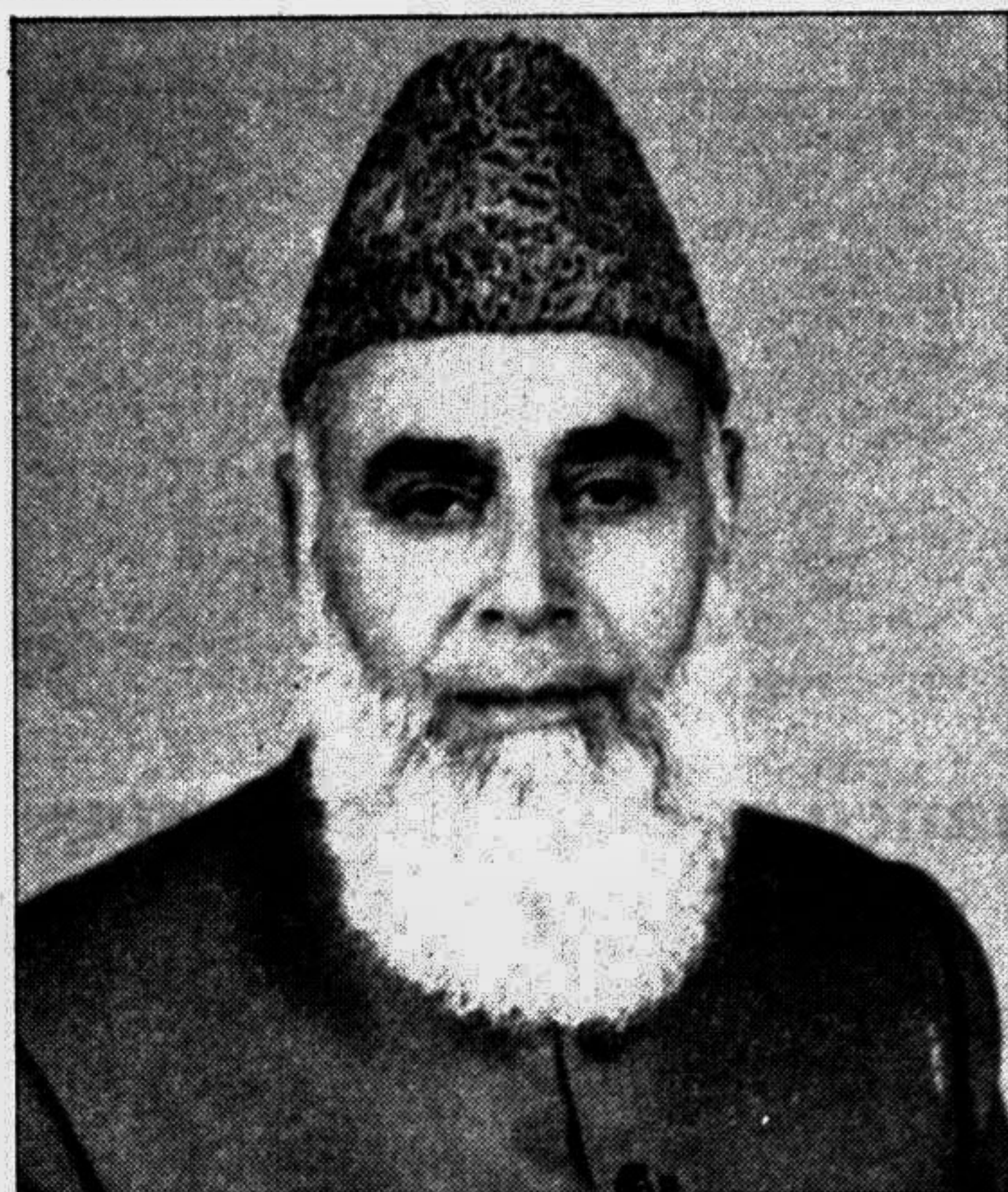
Facilities extended to industrial sector comprise of proper assessment oriented and are applied to bring solution to the real problems so that growth of exportable surpluses gets momentum. Export earnings will depend on exploration and expansion of export markets on the one hand and a comfortable increase in production of exportable surpluses the comply with the expending demands abroad.



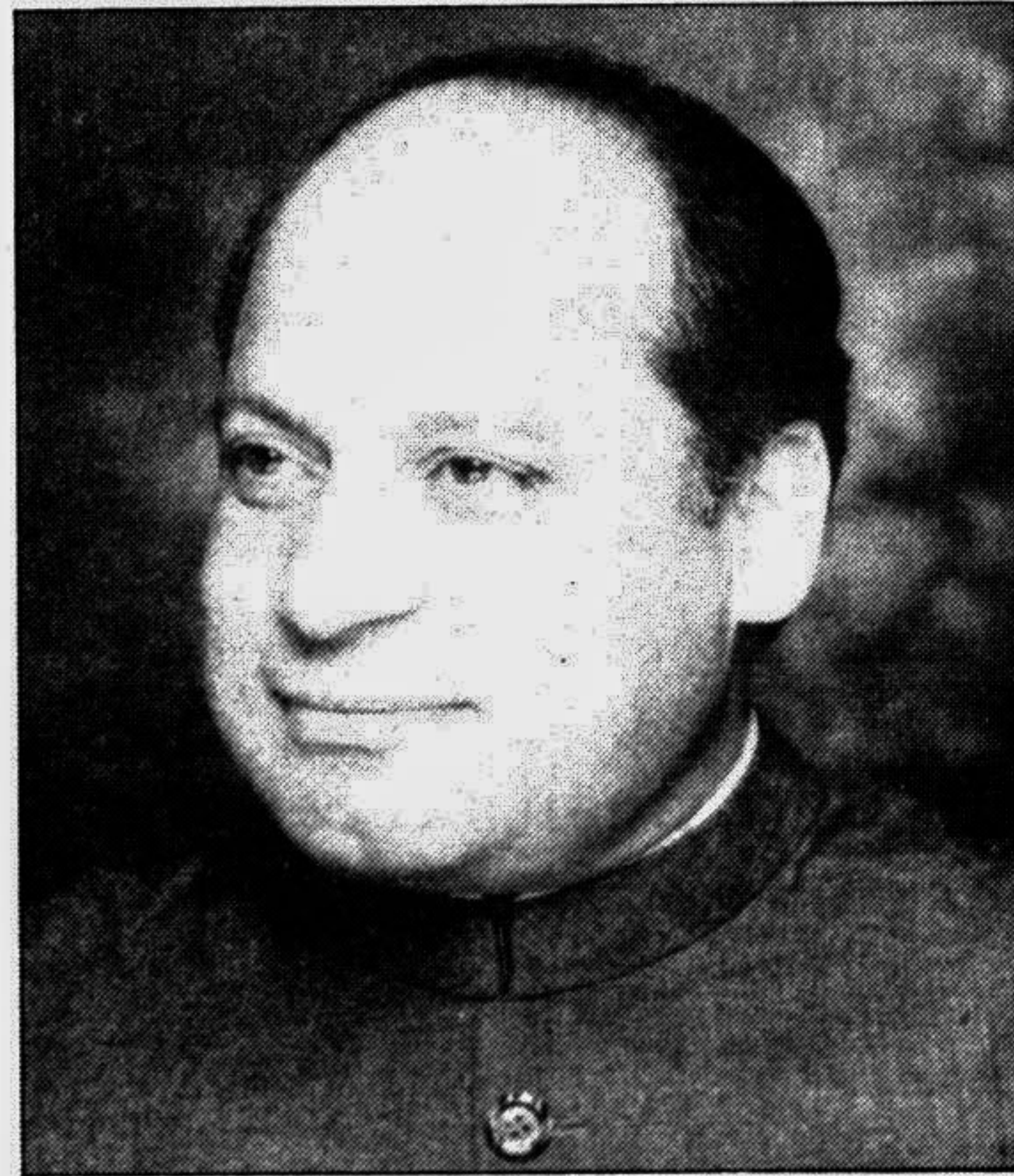
Inside Ravi Rayon Ltd at Kalashah Kaku near Lahore

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

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.



Muhammad Rafiq Tarar
President of Pakistan



Mohammad Nawaz Sharif
Prime Minister of Pakistan

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 ex-

ports, high tech priority and agro-based industries. These are in the shape of exempting profits from tax till expenditure has been recovered, appear quite lucrative and attractive. For others, concessions include first year allowance, reinvestment allowance and accelerated depreciation allowance capped duty free imports of machinery not locally manufactured, these incentives should enhance profitability in the industrial sector and returns on investment.

The new investment policy is really unprecedented as never before foreign investment was allowed in so many sectors, which were hitherto considered to be the exclusive domain of the public sector.

The proposal to make the Board of Investment autonomous will certainly free it from the bureaucratic wranglings, clutches and enable it to operate with greater confidence and powers. In consonance with the reactivation of the four provincial investment committees will also help accelerate the pace of target realisation.

(Abridged)

List of Selected Participants

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

Sanitary ware Karam Ceramics Limited Textile & Textile Products NP Spinning Mills Ltd	Sanitary ware Cotton/PC Yarn Cotton Canvas etc. Bed Linen, Fabrics
Dyer Textile & Printing Mills (Pvt) Ltd Al-Karam Textile Mills (Pvt) Ltd Younus Brothers Arjaj Garment Accessories Ltd	Fabrics Poly/Cotton Fabrics Sample Books, Length of Fushible Interlining Ladies Garments
Urooj Enterprises Irfan Textile (Pvt) Ltd U & I Garments (Pvt) Ltd	Knitted Garments Ready-made Fashion Garments Ladies dresses Textile Garments
Saba Enterprises Rung-Rus Zarak Textile Mills Limited Denim Fabrics Siddiqsons Group Pak Denim Limited	Denim Fabrics Denim Fabrics & Garments

Home Furnishing Mehmat Corporation Furniture Wood Packer Handicrafts Naseem Marble Works Al-Hamrah Handicrafts Carpets Jahangiri Export International Mehran Carpet Corporation. Sports Goods Remington Sports (Pvt) Ltd. Tasa International Eurasia Corporation Confectionery Montgomery Flour & General Mills Ltd Spices National Foods Limited Banarsi Sarees Nasim & Sons	Curtain Fabrics Art Furniture Marble & Onyx Handicrafts Marble & Onyx Handicrafts Carpets Carpets goods Sports goods Sports goods Candies & Biscuit workers Spices Ornament & Bridal Clothes, Banarsi Sarees, Banarsi Fabrics
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(Incomplete)

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

EPB

Export Promotion Bureau, Pakistan

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

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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 it's Competitors

Pakistan Trade & Display Centre

39, Kemal Ataturk Avenue, Banani, Dhaka

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

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 cottonbased products, 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 and pharmaceutical products, wheat and tea.