



# FURNITURE STUDY 2007

PERFORMANCE  
EXPORT POTENTIAL  
IMPLICATIONS OF WTO



## PAKISTAN - 5 SECTOR STUDIES (2007)

### Gross list of sectors proposed for the studies

- |                           |                    |
|---------------------------|--------------------|
| - Engineering sector      | - Safety matches   |
| - Marble and granite      | - Agriculture      |
| - Gems and Jewellery      | - <b>Furniture</b> |
| - Leather                 | - Fruits           |
| - <b>Sports goods</b>     | - Minerals         |
| - <b>Pharmaceuticals</b>  | - <b>Footwear</b>  |
| - <b>Automotive parts</b> | - Dairy products   |
| - Information technology  | - Toys             |





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Sector	Annual export US\$ mill. (magnitudes)	Percentage of national export	Key issues (non-WTO)
Automotive parts	35	0.2%	B-to-B (sub-suppliers) Complexity of the sector Mix of producers/materials Shortage of skilled labour
Footwear	150	1.0%	Impressive growth since 2000 Fashion needed Imported machinery and components too costly
Furniture	12	0.1%	Impressive growth since 2000 Quality matters Fashion adaptation Government subsidies
Pharmaceuticals	80	0.5%	Local market issues (price etc.) National image Quality matters
Sport goods	440	3.0%	Mix of products/markets New soccer ball standards Concentration and location (Sialkot)
<b>TOTAL Pakistan</b>	<b>15,000</b>	<b>100%</b>	

1 US\$ = ca. PKR 60



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### METHODOLOGY

- "WTO" ..... (WTO cell in Pakistan)
  - trade conditions
  - information flow - up/down
- "The weakest links" ..... (exporters)
  - including export services
- "The buyer is king" .....(importers)
  - needs - not demands
- "If we had a million" .....(all parties)
  - shopping list





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IF WE HAD A MILLION ?

1. A small seasoning plant (US\$10-20K)
2. A research and information cell in APFEA(25K)
3. De-bottlenecking of process flows(25-50K)
4. A CAD-programme for furniture design(40-80K)
5. A technical training centre(100K)
6. A furniture quality control and testing laboratory(250K)
7. Export / import warehouse facilities(500K)

