



GIA

Export Marketing Service (Pvt.) Ltd

COMPANY PROFILE

the thread that binds

GIA Export Marketing Service (Pvt.) Ltd.

B-30, Block B, K.D.A. Scheme 1, Karachi 75350, Pakistan

Tel: 0092 21-34540679, 34389317 / Fax: 0092 21-34549115, 34389166

E-mail: : thaver@gia.com.pk / Website: www.gia.com.pk



GIA Export Marketing Service (Pvt.) Ltd

Export promotion house
for Garments & Home Textile Products

Who is GIA Export Marketing Service (Pvt) Ltd.?

GIA, established in 1985, is a recognized, award winning Buying Agency helping its clients to import Garments and Bed Linen from Pakistan. Our office is conveniently located 12km from Karachi airport and 15 km from the nearest 5 star hotel Movenpick Karachi.

We provide all buying agency services ranging from:

- Offering new product options available in market
- Supplier Sourcing according to the client's needs
- Helping buyer in price negotiation
- Checking Samples
- Order Follow Up
- Quality Control



We believe that we must offer you some extra added value.

Why would you choose GIA as your partner in Pakistan ?

•**Deep insight into the European Market:** We have been exporting to Europe for 32 years.
•Our team visits our European clients twice a year, and Dubai six times a year to meet our customers for order placement and product marketing.

•**Supplier Loyalty:** we work with 23 factories of differing sizes, 19 of which have been with us for more than 12 years thus we achieve better prices and sampling.
•GIA handles more than 50% of business of 50% of our suppliers thus we achieve priority on the production lines and get on time deliveries.

All our factories are easily accessible located within 20 km of our office.

•**No Subcontracting :** 90% of our production is made in house thus we minimize quality problems and social compliance issues.

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In-House Laboratory: 100% of the fabrics used for productions will be tested in our in house laboratory: gsm, shrinkage, colour fastness after washing and rubbing.



Social Compliance: We are aware of Social Compliance norms: SA 8000, BSCI, ICS, etc., and follow up with our factories to ensure they meet customer compliance requirements.

Market Trends: We provide our customers a market report every six months containing information about Pakistan: Political, Economical and Social issues, prices of raw materials, wages, currency exchanges, new development of fabrics, etc. Thus your buyers will be prepared before every round of negotiation in order to achieve the best prices.

Update our Knowledge Base Regularly:

We regularly participate in quality and process control workshops including CBI workshops on Fashion Marketing and Retailing in EU and GSP matters. We conduct training of our quality controllers to stay abreast of customer quality requirements. Our supply chain process has been automated Monitoring through ERP (Enterprise Resource Planning) software for fast, clear and reliable communication between factories, our office and our customers.



GIA training session for GIA & Supplier Quality Controllers

Consecutively awarded Best Buying House exporting to France Trade Performance Award by Pakistan France Business Alliance from 2006 to 2017.



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Product Range :

Ladies, Men, Childrenswear
Denim, Trousers, Bermudas, Jackets, Parka
T-shirts, Sweat-shirts, Poloshirts, Hoodies
Nightwear
Sportswear
Leather
Home Textile



Polyester Padded Jacket



Garment dyed Tee with Silicone wash

We specialize in working with the following fabrics:

- **Denim/ Tencil**, all types, colours, washes printed and with embroidery, stretch, slub, etc.
- **Knitted fabrics:** jersey, fleece, interlock, rib, waffle, terry, piqué, slub effects, burn out, mercerized yarn and garment dyed, cotton or viscose, with Lycra, polyester, poly viscose etc.
- **Non Denim:** twill, slub twill, stretched twill, canvas, corduroy, microfiber, rib stop, satin, etc.
- **Specialized fabrics**, like “cool plus fibre R” – quick dry fabric, or ultra-violet resistant fabric and can offer eco wash facility.
- **Imported fabric:** polyester elasthane, linen, doobby and more.
- **Prints:** discharge, transfer, digital, sublimation and more.



Distress Skinny Jeans



Viscose Tunic



Single Jersey Chemise



Girls Cotton Parka



Jacquard Band Towel

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Quality Control:

Quality has always been our strength. Why ?

We do not only control the end of the process, we always try to anticipate and correct in advance.

1. Quality requirements carefully explained to all your suppliers

2. All Samples carefully checked by professional staff before being sent to customers: style, fitting, measurements.

3. All fabrics tested in our in-house laboratory and customer nominated outside laboratory

4. Pre-Production Samples checked for all your orders

5. On-Line garments production inspections for all orders

6. Final AQL garments inspection on all orders; our Quality Control Team comprises of 19 Q/Cs, 1 Internal Quality Coordinator and 1 External Quality Coordinator.

7. Packaging of garments checked: hangtags, accessories, hangers, cartons, etc.
All customer export documents checked before despatching



Quick Facts about GIA :

No. of Suppliers : 23

Initial Orders Average Delivery Time for :8 to 12 weeks

Repeat Orders Average Delivery Time :4 to 6 weeks

Minimum Quantities Per Order: 500 to 1000pcs. per design or colour

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MENSWEAR



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LADIESWEAR



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KIDSWEAR



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NIGHT WEAR



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SPORTSWEAR



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HOMETEXTILES



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