



Towel Manufacturers' Association of Pakistan

TMA HOUSE

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Worthwhile Members of the Association

A WEBINAR ON EXPLORING PAKISTAN'S EXPORT POTENTIAL IN TOWELS TO JAPAN HELD ON 7TH SEPTEMBER 2022 AT 11AM PST

Dear Members,

With reference to the captioned subject wherein Mr. Tahir Cheema, Pakistan Commercial Trade Officer for Japan and Mst. Madiha Ali, Director Textile, TDAP actively participated in it.

Mr. Tahir Cheema highlighted that Japan is a very attractive market for the Pakistani exporters of Towel. The Japanese have a daily habit, first they take bath & then go to bed. In Japan, consumers are interested in buying Oshibori Towels, bath Towels, bath Mats & bathrobes of 100% cotton & microfiber.

The undersigned was given their input that Japan is importing Home Textile from mainly two countries like China and Vietnam. If we compare the duty structure on Pakistani products with these countries, it is a huge difference. The exporters of Pakistan are liable to pay 6% duty on their products at Japan while China & Vietnam are not paying any duty for their products. We should take up the matter & negotiate the same with the Japanese Government to resolve the Custom duty issue for enhancement of our export. However, our commercial section should work with Pakistani entrepreneurs for enhancement of Trade ties between the two countries. The undersigned also shared trade data with the participants of webinar which is as under:

TOILET LINEN AND KITCHEN LINEN OF ALL TYPES OF TEXTILE MATERIALS (EXCLUDING FLOOR CLOTHS, POLISHING CLOTHS, DISHCLOTHS AND DUSTERS)



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IMPORTER	JAPAN
PRODUCT: 630260	VALUE IN US\$ 2021 IN "000"

Exporters	500,722
China	279,423
Pakistan	1,969
India	8,694
Turkiya	519
Viet Nam	154,380
Portugal	1,359
Other Countries	54,378

Share of Exporting Countries	
Share of Import	7.89
China	11.38
Pakistan	0.19
India	0.86
Turkiya	0.08
Viet Nam	22.40
Portugal	0.55

During the captioned webinar, Mr. Tahir Cheema, Pakistan Commercial Trade Officer for Japan given productive advices for enhancement of trade between the two countries which are as under for your kind perusal:

ONLINE MEETING WITH JAPANESE BUYERS

Member's interested in developing business links with Japanese buyers, kindly send us your company catalogue + samples for forward the same to Japanese buyers. If members of this Association are interested in conducting productive meetings with the Japanese buyer, kindly share with us your company complete profile which will support us to organize fruitful online meetings.

JOINT VENTURE (JV)

The Japanese entrepreneurs are also interested in joint ventures (JV) for Oshibori Towels production & other Home Textiles.



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JAPANESE BUSINESS DELEGATION SHORTLY VISIT TO ISLAMABAD

The Japanese buyer's delegation will visit Islamabad in the next few days, if any member of this Association wants to hold a meeting with them, kindly send your names so we may be able to share the same with Mr. Tahir Cheema who is designated commercial Trade Officer in Japan to fix the meeting in advance.

JAPANESE TRADE DELEGATION PARTICIPATE IN TEXPO 2023

TEXPO Pakistan is scheduled to be held in May 2023 wherein the Japanese trade delegation intends to participate in the same & Japanese entrepreneurs are willing to enhance trade between the two countries for the betterment of the economy as well as improvement in the standard of living. This trade delegation also intends to visit the Towel / Home Textile Factories. If you are interested in a productive visit of this trade delegation to your factory, kindly let us know so we may arrange a fruitful visit of Japanese entrepreneurs at your factory to develop business relations.

TRADE DELEGATION FOR JAPAN

Mr. Tahir Cheema has also given an option to form a trade delegation of Towel Manufacturers for Japan wherein he will arrange B2B meetings with the Japanese entrepreneur. If 10 to 15 members of this Association are interested in visiting Japan, we can organize a trade delegation which will be totally on a self-finance basis.

At the end we request to all members of this Association please spare you time for this type of productive & informative webinar.

Thanks & Regards

M. Muzzammil Husain
Secretary General



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