



Towel Manufacturers' Association of Pakistan

TMA HOUSE

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Invitation to Participate in the Green Pakistan Project

Dear **TMA Members**,

We are excited to invite your company to participate in the Green Pakistan Project, a strategic initiative aimed at strengthening sustainability practices in Pakistan's industry. This project, supported by Sequa GmbH (Germany), implemented by VFI – German Importers Association in partnership with Fruit of Sustainability (FOS) as local partner, is designed to help factories align with global sustainability requirements, particularly the EU Green Deal, EUCSDDD and the German Due Diligence Act (LkSG).

The Green Pakistan Project aims to:

- Empower Industry associations to implement responsible corporate governance and sustainability practices among member companies.
- Support member companies in preparing and publishing sustainability reports to improve transparency and market competitiveness.
- Enhance compliance with international sustainability standards among member companies, with respect to EUCSDDD, LKSG and EU Green Deal.
- Improve working conditions, particularly for female employees, through targeted measures.
- Strengthen the advisory capacity of associations to guide their members in achieving these goals.

Project Partners

This project is a joint effort between:

- Verband der Fertigwarenimporteure e.V. (VFI – German Importers Association): Representing 300+ German Brands and Importers committed to sustainable supply chains.
- Fruit of Sustainability (SMC-Private) Limited: A leading Pakistani organization dedicated to promoting sustainability across industries.
- Sequa gGmbH: The implementation partner funded by the German Federal Ministry for Economic Cooperation and Development (BMZ).

By joining the Green Pakistan Project, your organization will:

- Gain expert guidance on implementing sustainability practices and preparing sustainability reports.
- Network with German importers and other stakeholders to explore new business opportunities.
- Access training and coaching for your team on LKSG and EU Green Deal compliance.
- Improve market competitiveness by meeting international buyer requirements.
- Enhance transparency and credibility through sustainability reporting.
- Contribute to better working conditions and gender-sensitive measures in your operations.

We invite you to participate in this transformative project. To apply, please complete the Application Form available at the following link:

https://docs.google.com/forms/d/e/1FAIpQLSdaCzJHLOquGJWimyWd7ljIw_gk4yR-XWcPzl_8wRzItxARKO/viewform?usp=header

The deadline for submission is 25th March, 2025.

Warm Regards,
M.Muzzammil Husain



Affiliated with the Federation of Pakistan Chamber of Commerce and Industry

