



January 2025

PLGMEA

**PAKISTAN
LEATHER GARMENTS
MANUFACTURERS & EXPORTERS
ASSOCIATION**

**TO GETHER
FOR
LEATHER**



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EDITOR'S NOTE

It gives me a great pleasure to present to you the PLGMEA NewsLetter; the initiative of Pakistan Leather Garments Manufacturers & Exporters Association in continuance of the legacy and traditions of adding innovative value-added services for its members.

At Pakistan Leather Garments Manufacturers & Exporters Association, we are committed to provide you with updated information, to help you manage your businesses at par and also provide you with sufficient tools so that you can truly optimize yourself with the globalized world as an entrepreneur. PLGMEA NewsLetter is the result of same commitment and dedication towards you as our primary focus and our number one priority.



Sheikh Zohaib Sethi

Convener: PLGMEA Magazine &
R & D Committee

I am delighted to share with you this NewsLetter. It has been an over whelming experience for us to provide you the latest information through this NewsLetter which is now being continued again. We are striving to keep up with our reader's expectations.

Therefore, in this 'Edition' we have some interesting things coming to you including informative articles, Reports, Tips for Improvement and other productive information/data for our business community. We firmly believe that this publication would become an essential tool for anyone related to the Industry.

We assure you that Pakistan Leather Garments Manufacturers & Exporters Association would keep on taking similar initiatives for the betterment of the Industry and we would be honored to get your support in making this venture better in future through your valuable feedback and inputs

Profound Regards,
Sheikh Zohaib Sethi

CHAIRMAN MESSAGE

I, on behalf of the Pakistan Leather Garments Manufacturers & Exporters Association (PLGMEA), present best compliments to the Business Community of Sialkot. This esteemed Association is always devoted to serving the Sialkot Industry as an Apex Body and is always striving to grow this Industry with all possible efforts & treasures.

As per the legacy of this prestigious organization, I am delighted to announce the publishing of PLGMEA E-Magazine, "PLGMEA NEWSLETTER" for the Business Community of Sialkot. With the utmost pleasure, I would like to share with all of you that the E-Magazine will definitely prove as a hallmark of quality reading material on the business and industry related knowledge.

This initiative is a tradition that should be continued with the aim to spread new & innovative ideas, information, and exposure to the reader/our business community.



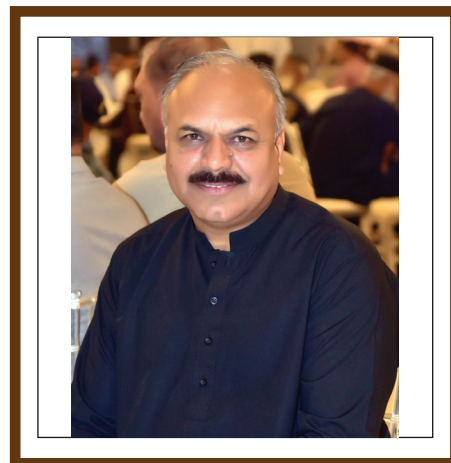
Mr. Syed Ahtesham Mazhar
Chairman (Central)

it has been an exciting experience to provide information on different international markets, potential trade destinations, innovative ideas, skills & system development, business improvements & enhancement, etc. through this E-Magazine. I believe that the step towards knowledge sharing through this medium will become the source of information & inspiration for all our readers/members. Pakistan Leather Garments Manufacturers & Exporters Association (PLGMEA) assures that we would keep on doing such efforts for the growth of our Industry by nourishing this plant with the water of knowledge. And we are always looking forward to the support & valuable feedback of our readers/members to make sure this treasure as a success.

Profound Regards,
SYED AHTESHAM MAZHAR
CHAIRMAN



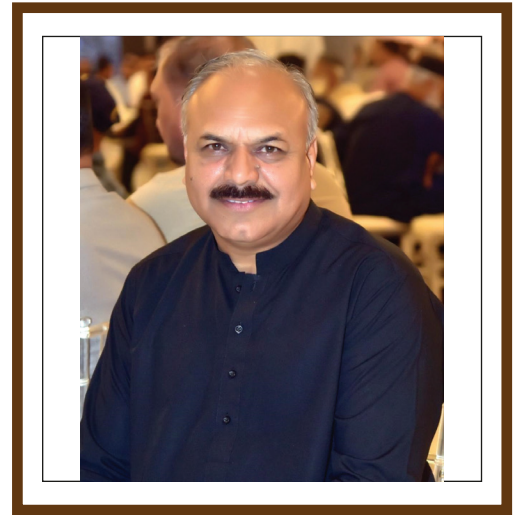
Mr. Abrar Hussain
Chairman (Northern Zone)



Mr. Farooq Ahmed
Chairman (Southern Zone)

"THE LEATHER INDUSTRY: A BEACON OF HOPE FOR PAKISTAN'S EXPORT-LED GROWTH"

As the Chairman Pakistan Leather Garments Manufacturers & Exporters Association (PLG-MEA) Southern Zone, I am proud to represent the leather garments and goods industry in Pakistan. With a rich history of producing high-quality leather goods, our industry has long been a significant contributor to the country's economy. In this article, we will delve into the world of leather garments and goods, exploring the current state of the industry, its export potential, and future expectations.



Mr. Farooq Ahmed
Chairman (Southern Zone)

CURRENT STATE OF THE INDUSTRY


Pakistan's leather industry is primarily concentrated in the cities of Karachi, Lahore, and Sialkot. As PLGMEA, we have been working tirelessly to promote the interests of our member manufacturers and exporters. The country has over 800 tanneries, producing around 150 million square feet of leather annually.

The leather garments sector is a significant segment of the industry, with many local manufacturers producing high-quality leather jackets, coats, and other apparel items. The leather goods sector is also thriving, with a wide range of products being exported, including handbags, wallets, belts, and shoes.

EXPORT POTENTIAL

As PLGMEA, we are committed to promoting the export of leather garments and goods from Pakistan. The country's leather industry has tremendous export potential, with the country's leather goods being in high demand globally.

According to the Pakistan Bureau of Statistics (PBS), the country's leather exports have been steadily increasing over the years. In the fiscal year 2020-21, Pakistan's leather exports stood at around \$441 million, with a growth rate of 12.6% compared to the previous year.



In the fiscal year 2022-23, Pakistan's leather exports surged to \$543 million, with a growth rate of 23% compared to the previous year. The export of leather garments alone stood at \$213 million, while the export of leather goods stood at \$330 million. In the fiscal year 2023-24, Pakistan's leather exports continued to grow, reaching \$623 million, with a growth rate of 15% compared to the previous year. The export of leather garments alone stood at \$251 million, while the export of leather goods stood at \$372 million. The main destinations for Pakistan's leather exports are the United States, Germany, Italy, and the United Kingdom

FUTURE EXPECTATIONS

As PLGMEA, we are optimistic about the future of Pakistan's leather industry. The government's efforts to promote the industry, including the establishment of leather industrial zones and the provision of training and technical assistance to manufacturers, are expected to pay dividends in the coming years. Additionally, the increasing demand for eco-friendly and sustainable products globally is expected to benefit Pakistan's leather industry, as many local manufacturers are already producing high-quality, eco-friendly leather goods.

CHALLENGES AND OPPORTUNITIES

Despite the many opportunities for growth, Pakistan's leather industry faces several challenges, including a lack of modern technology, inadequate infrastructure, and a shortage of skilled labor. However, these challenges also present opportunities for investment and innovation, particularly in the areas of technology upgradation and skills development. As PLGMEA, we are committed to addressing these challenges and promoting the growth and development of the leather industry in Pakistan.

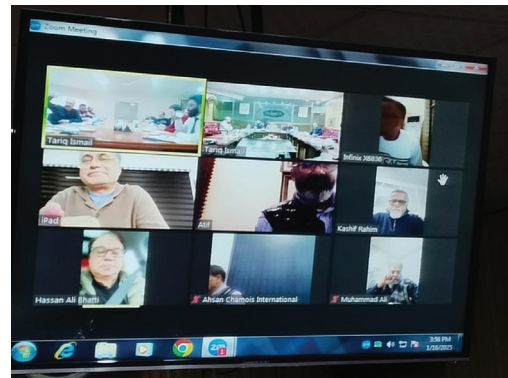
CONCLUSION

In conclusion, Pakistan's leather industry is a significant contributor to the country's economy, with a rich history of producing high-quality leather goods. As PLGMEA, we are proud to represent the industry and promote its interests. With its tremendous export potential, the industry is expected to play a major role in the country's export-led growth strategy. We look forward to working with the government, manufacturers, and exporters to promote the growth and development of the leather industry in Pakistan.

**The State Bank of Pakistan Sialkot with the collaboration of HBL,
Regional Office Organised a Session related to Islamic Banking
and Sharia Compliance, held on January 01, 2025 at PLGMEA (NZ) Meeting Hall, Sialkot.**



The 3rd meeting of 22rd Central Executive Committe of Pakistan Leather Garments Manufacturers & Exporters Association (PLGMEA) Held on January 16, 2025 at PLGMEA Central Office, Karachi and PLGMEA Northern Zone Office Meeting Hall, Sialkot through Zome.



The 3rd meeting of 22rd Executive Board of PLGMEA (Northern Zone) Held on January 24, 2024 at PLGMEA Northern Zone Office Meeting Hall, Sialkot.



On January 29, 2025, The Convener (PLGMEA Magazine & R&D Committee), Sheikh Zohaib Rafique Sethi M/s Gold Panel International Invited as Guest Speaker on “ Impact Of Institutional Factors on Firms & Economic Growth” in UMT university



A meeting with Mr. Javed Alam Odho Addittional IG Karachi, Mr. Farooq Ahmed Chairman (S.Z) along with Chairman PTA Mr. Danish Aman to discuss the issues faced by Leather Industry



Dr. Nabeel Amin, Head of Compliance at the Ministry of Commerce, visited the Pakistan Leather Garments Manufacturers & Exporters Association (PLGMEA) office in Karachi on January 29, 2025. Upon arrival, he was warmly welcomed by Mr. Muhammad Nasim, Acting Chairman Central, and Mr. Farooq Ahmed, Chairman Southern Zone.

During the meeting, Dr. Amin briefed the attendees on forthcoming compliance requirements applicable to exporters, highlighting key aspects such as:

Regulatory Updates:

Recent changes in regulations and their impact on export operations

Procedural Changes:

Amendments to existing procedures and documentation requirements

Documentation Requirements:

Necessary documents and records required for compliance

Potential Impact on Export Operations:

The effects of new compliance standards on export businesses
Both parties stressed the importance of proactive adaptation to regulatory changes, ensuring a seamless transition for exporters. They agreed to facilitate further dialogue to support businesses in meeting the new compliance standards.

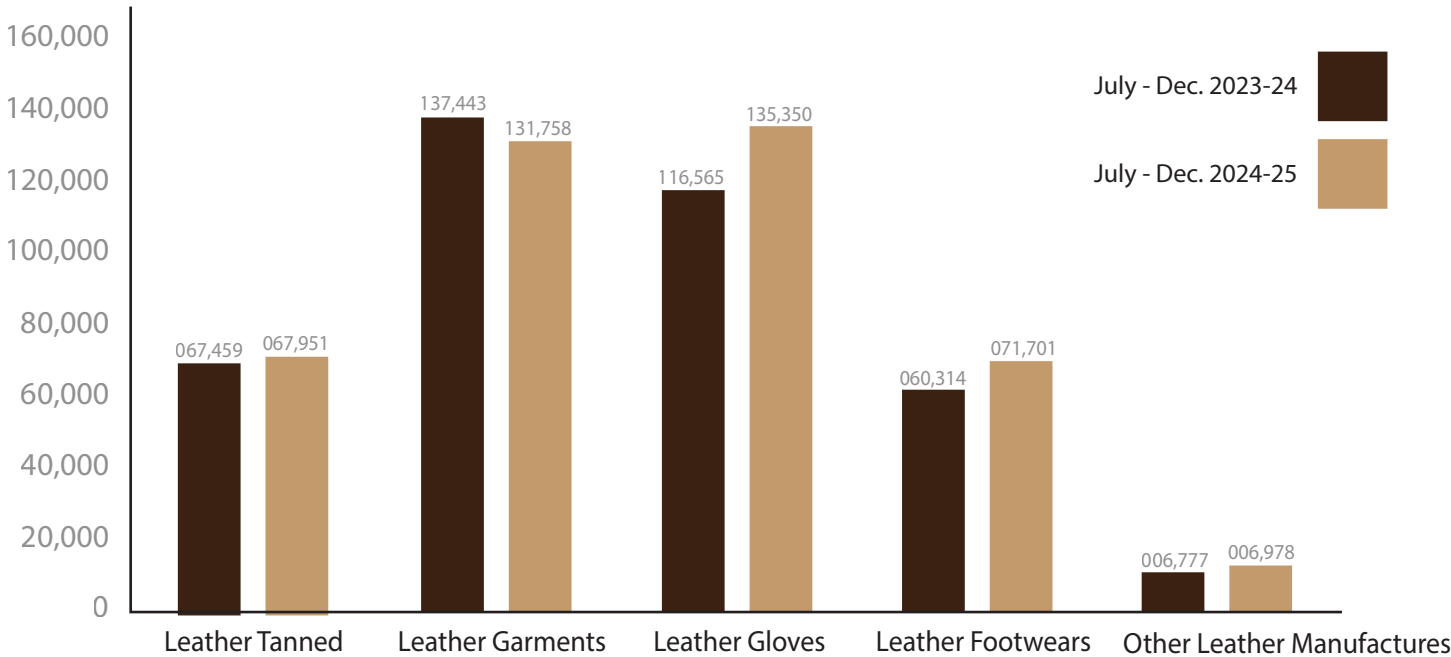


Leather Sector Exports

During July - Dec. 2023-24 & July - Dec. 2024-25

Value = (Rupees in Million)
(US Dollars in Thousands)

	July - Dec. 2023-24	July - Dec. 2024-25	% Change
Leather Tanned	067,459	067,951	00.73 %
Leather Garments	137,443	131,758	- 04.14 %
Leather Gloves	116,565	135,350	16.12 %
Leather Footwear	060,314	071,701	18.88 %
Leather Manufactures	006,777	006,978	02.97 %
Total Leather Products	321,099	077,268	07.69 %

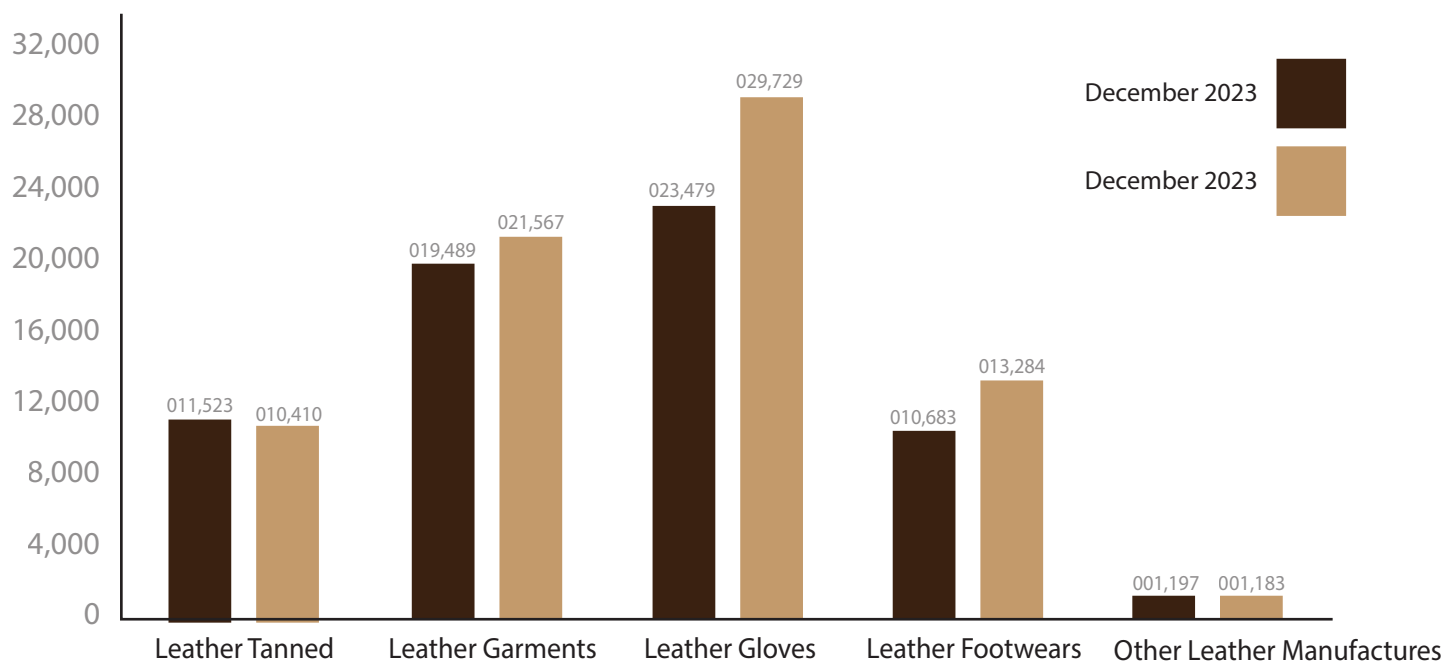


Leather Sector Exports

During the Month of Dec. 2023 & Dec. 2024

Value = (Rupees in Million)
(US Dollars in Thousands)

	Dec. 2023	Dec. 2024	% Change
Leather Tanned	011,523	010,410	- 09.66 %
Leather Garments	019,489	021,567	10.66 %
Leather Gloves	023,479	029,729	26.62 %
Leather Footwear	010,683	013,284	24.35 %
Leather Manufactures	001,197	001,183	- 01.17 %
Total Leather Products	054,848	065,763	19.90 %



Pakistan Export Strategy Leather and Leather Goods 2025-2027:

Leather and leather products have been designated as a priority focus export industry for growth in Pakistan's National Priority Sectors Export Strategy (NPSES). and growth during the following five years. After textiles, leather is the second-largest industry, providing around 5.4% to export profits. Leather is a very dynamic value-added sector that is job-oriented, as it directly employs over 500,000 people. The leather industry is going through a significant shift to prove its value in the new global sustainability paradigm. Our members in Pakistan have already started putting a plan in place to take advantage of a sustainable leather value chain. But this also calls for coordinated efforts in policymaking between the public and private sectors. Pakistan Leather and Leather Goods Export Strategy have been created as a result to address all sector-related challenges, including performance-affecting competitive limitations.

This strategy is the result of the stakeholders' collaborative effort and reflects public-private cooperation. It was finished after several months of stakeholder consultation meetings and workshops. Its implementation is equally dependent on each of our efforts to help Pakistan find a niche in the global economy and a place for its leather. We anticipate that by putting the NPSES's recommendations into practice, we will be able to compete more successfully in the worldwide market for leather and leather items, expand into new emerging areas, and solidify our position in those where we now export. Our sector must prioritize adhering to sustainable norms, increasing certification requirements, enhancing labor skills, and fostering innovation, as this strategy has correctly highlighted. In the meanwhile, we stress the importance of a steady and predictable policy and regulatory system. Public and commercial sector players worked together to develop the NPSES guidelines in order to maximize assets and get around limitations.

The PTA and PLGMEA think that

implementing the right plan will aid in the industry's transformation. self. However, we stress how crucial it is for the government to remain committed to creating the infrastructure, framework, and laws needed for the industry to advance. The private sector, which is the main beneficiary of this strategy's implementation and was directly involved in its design process, has made a commitment to help with its implementation in order to help this industry realize its enormous potential and grow to new heights. Finally, we would like to express our gratitude to all parties who, in one way or another, contributed to the development of this approach.

DO YOU HAVE SOMETHING TO SHARE ?

All members are cordially invited to share their personal experiences tips, useful websites, articles or anything beneficial to our members.

Any such information should be sent to PLGMEA NZ office which shall be scrutinized and the published in the next bulletin.

TARIQ ISMAIL

Secretary PLGMEA (NZ)

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PAKISTAN MEGA LEATHER SHOW

LEATHER-FOOTWEAR-GARMENTS-GLOVES-CHEMICAL-MACHINERY

We are delighted to share the outcome of the 10th Pakistan Mega Leather Show in consecutive which was held in Lahore International Expo Centre, Lahore (Pakistan) from 26-28TH January'2025 jointly organized by PTA & PFMA representing as Finished Leather (Pakistan Tanners Association - PTA), Leather Footwear (Pakistan Footwear Manufacturers Association – PFMA) alongwith all other stakeholders of Leather Sector of Pakistan such as Leather Garments (Pakistan Leather Garments Manufacturers & Exporters Association – PLGMEA) and Leather Gloves (Pakistan Leather Gloves Manufacturers & Exporters Association – PGMEA) for the exposition of finest quality of Finished Leather of all sorts i.e. Goat/Sheep Skins, Cow/Buff Hides, Leather Footwear, Leather Garments, Leather Gloves and other Leather Products/made-ups with allied Industries of Tanning Chemicals, Tanning & Footwear machineries under one roof.

The leather industry of Pakistan is the second biggest export-oriented industry in the manufacturing sector and is third in its contribution towards the overall exports of Pakistan.

The leather industry's core products in Pakistan are Tanned leather, leather garments, Leather gloves and footwear. Four influential Associations covering leather tanneries, footwear, goods, gloves and leather garments, have joined their efforts to form an umbrella mega event entitled "The Pakistan Mega Leather Show". The Pakistan Mega Leather Show promises to be the biggest exhibition of leather

based products to date Given the sheer scale of this one of a kind show, and its potential implication upon businesses and upon the industry, there will also be maximum participation from the Government sector and from those responsible for policy making. Government bodies such as the Trade Development Authority of Pakistan (TDAP), the Ministry of Finance, the Ministry of Industries, and the Lahore International Expo Centre are providing unprecedented support for this fair, that will undoubtedly depict the Pakistani leather market and footwear to international arenas.





WHY YOU SHOULD EXHIBIT?

With a complete representation of all Leather Sector and Footwear gathered under one roof, the Pakistan Mega Leather Show will provide leather and footwear professionals with the ideal platform to present their products to the public, enhance their presence in the fast-expanding foreign markets, and explore new roads for dealerships and partnerships:-

- Meet potential buyers
- Find new markets
- Discuss business needs of customers in a neutral environment
- Opportunity to build prospect databases
- Build relationships with existing customers / to consolidate market position
- Chance to educate the market with your product knowledge and expertise
- Generate new sales leads
- Demonstrate your products and services, answer questions and overcome objectives
- Generate media exposure for your company
- Build brand awareness
- Right platform to launch new products
- Chance to position your company as a market leader
- Bring the most active prospects to your stand
- Components and accessories supplies.



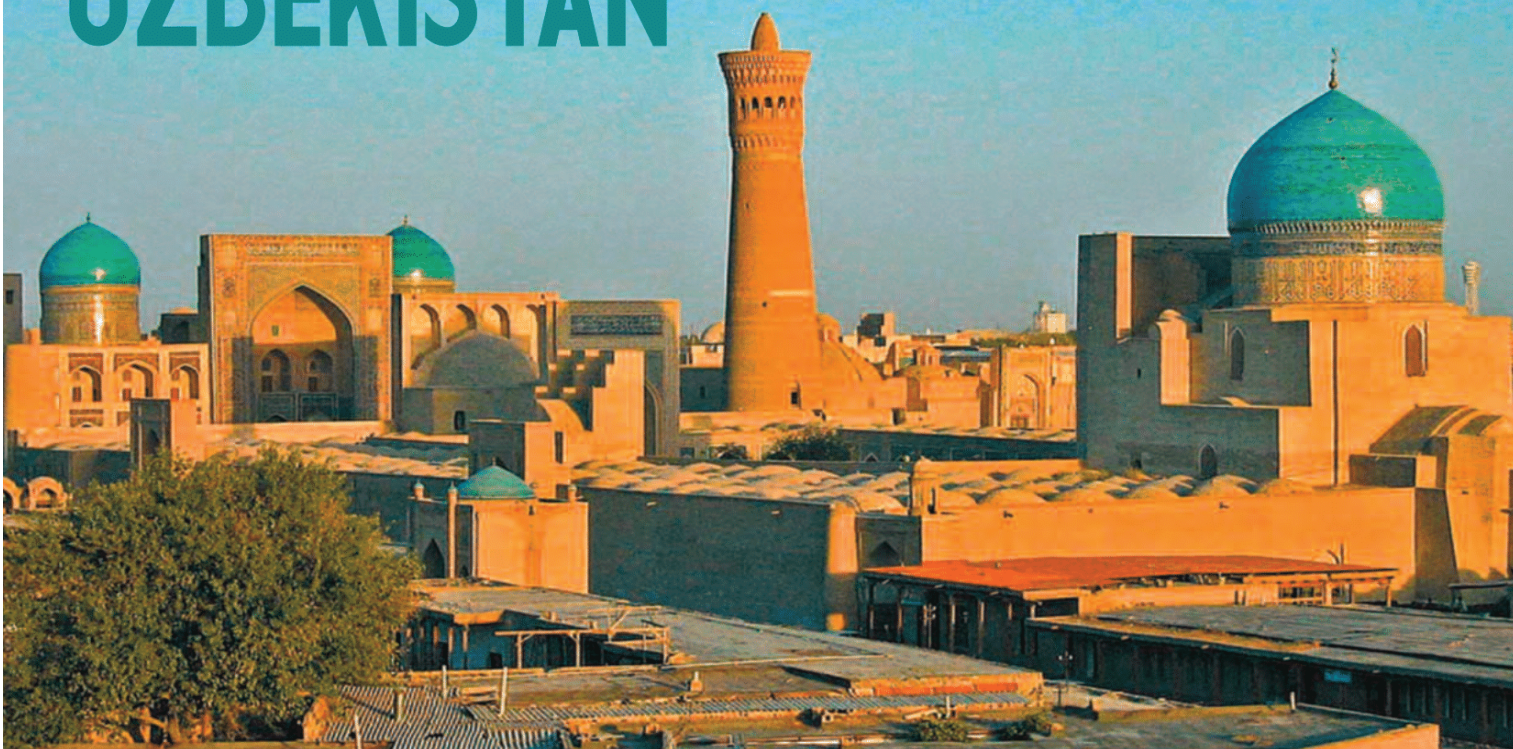
PLGMEA has participated in Pakistan Mega Leather Show (PMLS) held on 26 to 28 January 2025. Our Executive Committee Member & Ex-Chairman Mr. Nadeem Abbas M/s Hint Fashion Represented PLGMEA and secured 1st position.



PLGMEA has participated in Pakistan Mega Leather Show (PMLS) held on 26 to 28 January 2025. Our Member Mr. Hunain Khan M/s Nexus Premier Leathers Represented PLGMEA and Secured 2nd position.



UZBEKISTAN



“Country in Focus”

UZBEKISTAN - INTRODUCTION

Uzbekistan, officially the Republic of Uzbekistan, is one of the six independent Turkic states. It is a dry, landlocked country; 11% of the land is intensely cultivated, in irrigated river valleys. More than 60% of the population lives in densely populated rural areas. It is a doubly-landlocked country in Central Asia, formerly part of the Soviet Union. It shares borders with Kazakhstan to the west and to the north, Kyrgyzstan and Tajikistan to the east, and Afghanistan and Turkmenistan to the south. Most of Uzbekistan's population today belongs to the Uzbek ethnic group who speak the Uzbek language, one of the families of the Turkic languages. Uzbekistan is a member of the CIS, OSCE, UN, and the SCO. While officially a democratic republic, non-governmental human rights organizations define Uzbekistan as "an authoritarian state with limited civil rights"

ECONOMY OF UZBEKISTAN

Uzbekistan's economy relies mainly on commodity production, including cotton, gold, uranium, and natural gas. Despite the declared objective of transition to a market economy, its government continues to maintain economic controls which imports in favor of domestic "import substitution". Uzbekistan is the tourism hub of Central Asia, and Uzbekistan's economy relies also on commodity production, including cotton, gold, uranium, potassium, and natural gas.

Export of hydrocarbons, primarily natural gas, provided hefty amount of foreign exchange earnings in last many years. Other major export earners include gold and cotton. Despite ongoing efforts to diversify crops, Uzbekistani agriculture remains largely centered on cotton production. Uzbekistan is now the world's fifth largest cotton exporter and sixth largest producer.

Minerals and mining also are important to Uzbekistan's economy. Gold, alongside cotton, is a major foreign exchange earner. Uzbekistan is the world's seventh-largest gold producer, mining about 80 tons per year, and holds the fourth-largest reserves in the world. Uzbekistan has an abundance of natural gas, used both for domestic

consumption and export; oil used for domestic consumption; and significant reserves of copper, lead, zinc, tungsten, and uranium.

Uzbekistan's GDP growth slowed down marginally in 2016. The impact of lower commodity prices and the weak economic performance of the country's largest trading partners were offset by the Government's countercyclical fiscal and monetary policies. Uzbekistan needs to foster a business climate conducive to private investment that will support SMEs, as well as large companies, in order to create high-quality jobs and increase exports, while ensuring environmental sustainability and inclusive growth.



ECONOMIC RELATIONS BETWEEN PAKISTAN AND UZBEKISTAN

Since its inception, the Republic of Uzbekistan considers Pakistan an important country of South East Asia and connecting bridge between Central Asia and the rest of the world. It is an emerging economy/market which is keen to promote bilateral trade with Uzbekistan because the two countries have huge potential to improve trade and economic relations. Both countries are enjoying cordial and friendly political understanding over regional issues.



It includes Agreement between Pakistan & Uzbekistan on Cooperation in Transport and Transit of Goods and many other in last decades. In business field and trade cooperation, quite recently KASB group and Uzbek Export Corporation signed agreement to establish Pak-Uzbek Trade House which is meant to introduce the new technologies in the field of agriculture in Pakistan.

MAJOR TRADING COMMODITIES AND PARTNERS OF UZBEKISTAN

The major commodities imported by Uzbekistan include machinery and equipment, foodstuffs, chemicals, ferrous and nonferrous metals. These commodities have been imported by Russia 21.4%, South Korea 19.1%, China 15.1%, Germany 7.4%, Kazakhstan 5.6%. The important items of export for Uzbekistan are energy products, cotton, gold, mineral fertilizers, ferrous and nonferrous metals, textiles, food products, machinery, automobiles. The major export partners of Uzbekistan are Russia 20.9%, Turkey 17.1%, China 14.7%, Kazakhstan 10.3%, Bangladesh 8.7%

Uzbekistan exports raw cotton, non-ferrous metals, leather, medical and pharmaceutical products, chemical products and natural honey to Pakistan. On part of Pakistan, it exports medical & pharmaceutical products, edible products, medical & surgical instruments, chemical materials, clothing and sports fabrics and goods, tobacco/tobacco manufacture, Leather & Leather manufacture to Uzbekistan.

POTENTIALS FOR INCREASING BILATERAL RELATIONS

With Pakistan is in the hunt for alternative export markets, Uzbekistan, the largest and richest country in Central Asia with more than 300 million people and vast natural resources, provides for a potential trade destination. Pakistan should focus on the following;

- There is an urgent need to widen the scope of Business-to-Business cooperation between the private companies of both the countries for the fostering the pace of greater economic integration in the days to come. Direct dialogue between the private sectors of both countries is the way forward to promote bilateral trade and exports up to real potential. Uzbekistan Chamber of Commerce & Industry and Pakistan's Chamber of Commerce should have frequent interactions to explore new avenues of mutual cooperation between the two countries.
- Till now, Uzbekistan has more than 60 joint ventures with Pakistan and wants to develop more joint ventures with Pakistani businessmen in potential areas of interest for the mutual benefits of both the countries. Pakistan Business community should focus on such business ties in order to develop and grow.



- For the potential foreign investors Uzbekistan offers different forms of ventures, setting up joint-ventures, enterprises with 100 percent foreign capital, acquisition of part or entire issues of shares of privatized companies and etc. as well as groups of projects in different spheres of economy. Pakistani businessmen and investors must avail this opportunity to expand their commercial ties and investments in Uzbekistan.

UZBEKISTAN CAN HELP PAKISTAN IN ENERGY SECTOR ESPECIALLY IN SUPPLY AND GENERATION OF ELECTRICITY AND RENEWABLE (SOLAR). THEREFORE, THE GOVERNMENT OF PAKISTAN SHOULD EXPLORE UZBEK MARKET FOR THE EASY, CHEAP AND SMOOTH SUPPLY OF ENERGY DURING TO CATER THE DEMAND IN COMING YEARS.



- Uzbekistan is willing to improve Pakistan's Railways system, as it has the best expertise and system in the CIS. Both countries can develop railway communication to strengthen the trade links through Afghanistan. Moreover, recent increasing bilateral relations between Pakistan and Russia could be made more meaningful and attractive with the help of Uzbekistan which provide easiest access to Russian market.

- Uzbekistan and Pakistan have good expertise in cotton which needs to be explored more and more through different joint ventures and exchange of experts in this field. Pakistan is the sixth largest producer and third largest exporter of cotton in the world.

- Agreements on establishing banking channels and liberal visa regimes are essential to improve/enhance bilateral trade and investment and to increase business-to-business contact through the Joint Business Council.

- Uzbekistan's tourism industry has a big potential where both the countries could jointly work to take benefit of this potential and earn foreign exchange.

- Uzbekistan is also a huge market for pharmaceuticals (medical, surgical and beauty products) for Pakistan which must be explored. Pakistani Pharmaceutical industry is known for its quality compared to many other countries. We should focus on the demand to cater and create a big market for the said product.

- Uzbekistan geographically positions in the heart of Central Asia and at a major intersection of the Silk Road. The potential markets of Central Asia (60 million people) and the Silk Road region (142 million people) lie unexploited. There is great opportunity for Pakistani businessmen and investors to



get connected through Pak-Economic Corridor to Silk Road. PAK CASPIAN TRADE LINKS Company has also opened up a corridor for transit cargo to Kazakhstan and Kyrgyzstan through Uzbekistan and Afghanistan. It would be instrumental to increase trade between the CIS and Pakistan in the days to come.

What Is The Future Of The Leather Industry?



A growing demand for eco-friendly options likely shapes the industry's future. Consumers want the look and feel of leather but also want a product they can feel good about buying. Additionally, advancements in AR and VR could further enhance the customer retail experience in the future. Imagine virtually trying on leather clothing or personalizing a leather bag in real time using AR technology. VR experiences could offer immersive tours of sustainable leather farms or manufacturing facilities, fostering transparency and brand trust.

That's why the leather industry is booming, expected to reach \$700 billion by 2030. Both genuine and new synthetic alternatives fuel this growth.

Plant-based options made from mushroom or apple skin offer a cruelty-free solution for those concerned about animal welfare. However, these vegan alternatives aren't perfect. Many are mixed with petroleum-based chemicals, which can harm the environment during extraction and refinement.

Below are two of the leading plant-based options in the market today.

Mylo™ (by Stella McCartney): Mylo™ is a pioneering material crafted from mycelium, the root structure of fungi.

Appleskin™: Apple Skin™ is a leather alternative derived from apple waste, offering an environmentally friendly and cruelty-free option.

Redefining Synthetic Leather With Plant-Based Alternatives

Traditional synthetic leather options, often made with polyurethane (PU) and polyvinyl chloride (PVC), can have drawbacks such as lower breathability and environmental concerns. As the synthetic leather industry undergoes a significant transformation with advanced expectations of quality, the definition of synthetic leather is expanding beyond these traditional materials. The surge in popularity of plant-based artificial alternatives composing mushrooms, apples, and cacti exemplifies the industry's commitment to innovation and sustainability.

These alternatives, derived from organic materials, offer an “eco-friendly” option and showcase the industry's willingness to diversify the synthetic leather supply chain.

However, it's important to be aware of greenwashing within plant-based materials. Some companies might emphasize using natural materials without disclosing the presence of petroleum-based binders or resins that can hinder the overall eco-friendliness of the product.

As the industry continues developing synthetics, plant-based alternatives hold potential for the future, embracing a broader definition of synthetics encompassing renewable, natural materials.





Photo-catalytic self-cleaning

Advanced orientation processes that are combination of powerful oxidizing agents with UV or near UV light have been used to remove organic pollutants from textiles. TiO_2 has been proved to be an excellent catalyst in photo degradation of colorants and other organic compounds. Nano sized TiO_2 particles show high photo catalytic activities because they have a large surface area per unit mass and volume as well.

Anti-pollen finish

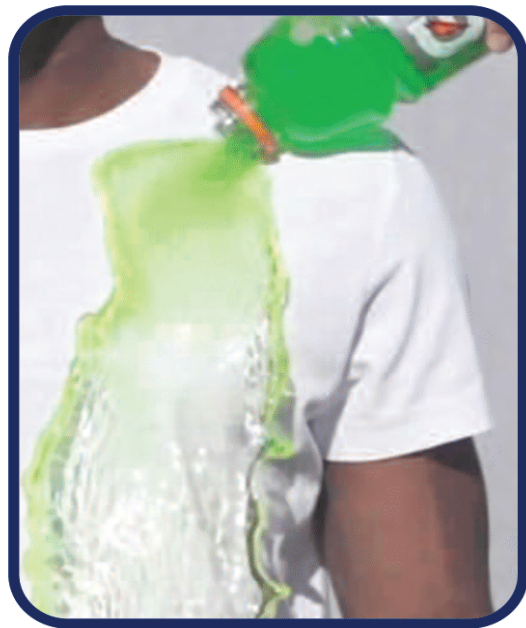
Miyuki Keori Co of Japan is marketing anti pollen garments or fabrics. The smoothness of the finish on the surface and the anti-static effect does not let pollen or dust come close. This is achieved by using the polymer which has anti-static or electro conductive composition.

Flame Retardant finish

Nyacoll nano technologies. Inc has been the world's largest supplier of colloidal antimony peroxide which is used for flame retardant finish in textiles. Nano antimony pentoxide is used with halogenated flame-retardants for a flame retardant finish.

Odor repellent finish

A Taiwanese nanotech firm Greensheild has created underwear that fights odor which is achieved through nanotechnology. Negative ions create a magnetic field that inhibits the reproduction of odor causing bacteria.



UV protection

Nano clay particles of montmorillonite is one of the most commonly used UV blocker. It also increases 40% tensile strength and 60% flexural strength. A thin layer of titanium dioxide is formed on the surface of the treated cotton fabric which provides excellent UV-protection; the effect can be maintained after 50 home launderings.

Nano particles has thus emerged as the key technology which has revitalized the material science and thus has immense potential for development and evolution of a new range of improved materials including polymers and textiles. To conclude, Nanotechnology definitely has the potential to being a revolution in the field of technical textiles.

Note: Material of this article has been extracted from third party sources, believed to be reliable and authentic.

RECENT INNOVATIONS IN Nano-Finishing in Textiles

Introduction:

With the advent of nano science and technology, a new area has developed in the area of textile finishing called “Nanofinishing”. The term nano comes from the Greek word “Nanos” which means dwarf or abnormally small. If the criterion is to produce very minute particle size fibers and materials, nano technology is the only way to achieve the same. Nanotechnology can also be known as the technology that works at the molecular level, atom by atom to create large structures with improved molecular organization. Nanotech research efforts in textiles have mainly focused in two areas:

- Upgrading existing functions and performances of textile materials.
- Developing intelligent textiles with completely new characteristics and functions.

Nanotechnology has opened immense possibilities in textile finishing area resulting in to innovative new finishes as well as new application techniques. Particular emphasis is on making chemical finishing more controllable, durable and significantly enhance the functionality by incorporating various nanoparticles or creating nanostructured surface. Nano finishes are generally applied in non-emulsion form which enables a more thorough, even and precise application on textile surface. They are generally emulsified into either nano micelles, made into nano sols or wrapped in nano capsules that can adhere to textile substrates easily and more uniformly. Since nano particles have a large surface area to volume ratio and high surface energy, they have better affinity for fabrics. Therefore these finishes are more durable, effective and do not adversely affect the original handle or breathability of the fabric.



The different types of finishes in Nano finishing technology include the following:

Hydrophobic Nano finish:

Fluorocarbon finish is one of the most important nano finishes applied to textiles. Fluorocarbons are a class of organic chemicals that contain perfluoroalkyl residue in which all the hydrogen atoms have been replaced by Fluorine. These chemicals have very high thermal stability and low reactivity which reduce the surface tension therefore making the fabric hydrophobic in nature. The attached multifunctional molecule can impart wrinkle resistance by cross linking cellulose chains and also impart water-repellency, crease resistance, soil resistance, detergent free washing, increased speed of drying, etc. The durability of this finish is much better than the conventional fluorocarbon acrylate polymer based finish.

Anti-microbial Finish

Silver ions have broad spectrum of antimicrobial activities. The method of producing durable silver containing anti-microbial finish is to encapsulate a silver compound or nano particle with a fiber reactive polymer.

Join the PLGMEA That Supports Your Growth

Are you a leather garment or allied apparel manufacturer looking to grow your business, access exclusive resources, and connect with industry leaders? Become a member of (PLGMEA) and unlock benefits that will help you succeed in a competitive market!

Why Join PLGMEA?

- Exclusive Industry Insights & Market Data.
- Networking Opportunities.
- Business Growth Support.
- Advocacy & Industry Representation.
- Training & Skill Development.
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Export Marketing - Guidelines

No one can deny the importance of exports in the development of any country. As much as any country exports its products services, it takes fast steps to development. In current era, we can see the progress of China, as Chinese Government not only facilitates to exporters but also makes it policies favoring exports.



To do export business, exporters must be fully skilled in all departments i.e. Sales and Marketing, Production, Procurement, Quality Control, Domestic Export Laws and Importer's country imports laws. An exporter, not only well aware about the policies of his country but also must be updated with the export policies of its competitors countries, he should have enough knowledge about import duties tariff of buyer's country.

An exporter must stay in touch with their regular buyers, but he should search new markets for sale of their products/ services by using internet tools and travelling abroad to meet new buyers. Also keep in touch with the Chamber of Commerce and Trade Authorities to attend the domestic and International Trade relate Exhibitions, meetings with foreign trade delegations, which provide

opportunities to promote exports.

Furthermore, as per WTO different countries are arranging FTA (Free Trade Agreements) with each other. We should avail the opportunities of export business with the countries which have FTA with our country. As in export business, we have our competitors in International market, therefore, we should maintain/ monitor our quality as per International standards. Also we cannot ignore the presentation of the products, so packing of the products must be attractive/ solid and we should not compromise on both quality and packing of the products. Finally, "Honesty is the only policy" to do business, always honor your commitments, by supplying agreed quality/ packing of the products and in-time shipments.



b) Export through E-Marketing

You have to introduce your product/ services to buyers through e-marketing to get export orders from international market. Below are some tips to promote your export business. You can do it easily through following e-marketing tools:

i. Company's Introduction through E-Mail

a) Prepare Your Company's Website

So first of all you must arrange a website for your company's products/services, as it is your product/services show room for buyers of your products. Consult with I.T. professionals to get prepare your website, it must be attractive and contain handsome information about your product/ services. Keep below points in view, while getting prepared your company's website:

- Your web address must be short/simple and not so long, preferably your company name is good for web address, and try to get domain name with .com or .net, as it puts good impression to buyers.
- Also your website should be light weighted, which can easily open even with low internet speed, Avoid heavy website, which require high speed internet.
- Your website must show, what you and your team has done in past what you are currently doing and what are your plans for future.
- Write about your products/ services in detail so that buyer can get every information about your products/ services from your website. Also mention product price with FOB in US\$, your production/ supply capacity per month and estimated shipment time after order/ LC/ Payment.
- If you have certificates like, Government Company Registration, Chamber Membership, any other concern industry association membership certificate, any International quality certification like ISO-3001:2008 Quality Systems etc., must be attached in your website.
- If you have installed any machinery at your factory, also paste its pictures on webpage.
- Contact Details, write correctly, your address, landline phone, fax, mobile, e-mail skype, facebook, twitter and web address.

- Prepare your company's introduction letter which should be precise, to the point and clearly show the product/ services which you are going to sell.
- The subject of your message must be attractive, as if reader has any interest in your subject then he will read rest of the message.

• You must mention that your products/ services qualities are of high quality or International standard

• Also write about your experience of the relevant field and expertise of your Team.

• Avoid to write "I" and always mention "We" which shows you believe in team work and always a Team performs the best.

- **Avoid comparison with others as genuine buyers know about the other suppliers, your qualities will speak for you. (It is just to save buyers time).**

- **Clearly mention your contact details i.e., address, landline phone, fax, mobile, e-mail skype, facebook, twitter and web address at the end of the message.**

- **Float above message to targeted buyers of your products by searching on internet through any search engine like www.google.com, www.yahoo.com, etc.**



- Initially, send introductory letter to buyers and letter on send your quotations showing your products with FOB price (as C&F or CIF price can be quoted later on as per buyer's desire), delivery time and LC/ payment terms.

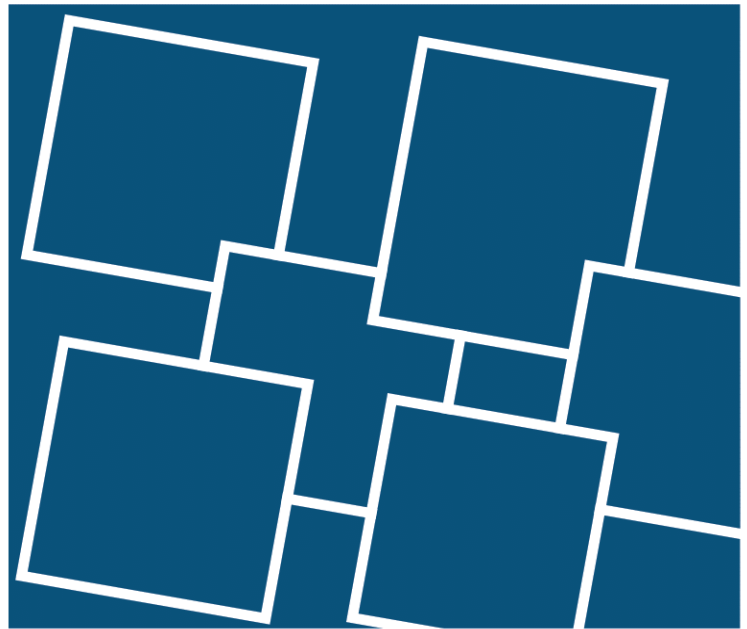
- When you receive any inquiry, immediately revert to buyer and quote prices keeping in view buyers required terms. Do business on LC (Sight or 30-120 days) or Advance Payment terms and avoid DA (Documents Against Acceptance) basis with new customers.

ii. Registration in Different Web portal/ Search Engine

- Register your company in relevant web portals /search engines/ B2B websites like, www.alibaba.com, <http://b2bpakistan.com>, <http://exportbureau.com>, etc.

- Also get registered your company on website of your concerned Chamber of Commerce and other government trade development websites of your country as well as of buyer's country.

- One more thing: search your buyer through www.google.com and also register your company



on the business websites, where your buyers are registered to get maximum hits to your website.

c) Participation in a Trade Exhibition/ Show

- Do participate in and exhibition or a trade fair for companies in a specific industry or in general product categories to demonstrate your existing and new products.

- Normally, trade shows are not open to the public and can be attended by company representatives and the media.
- Exhibiting at a trade show is an excellent way to find customers.
- According to a study conducted by the Center for Exhibition Industry Research (CEIR), more than eighty percent of trade show attendees were the decision-makers or influential personalities for buying decisions, yet more than eight percent had not been called on by sales people before the trade show.
- To find out when the next trade show will occur in your area, please contact your local convention facility or local Chamber of Commerce. Web search may also help out in this section.
- Space reservation in advance is a must for effective and efficient planning.
- Obtain a map of the exposition floor and make notes of the booths you want to visit. It is very important at any trade show that who are the exhibitors and the attendees.
 1. Of both mentioned above, the more important are the exhibitors. You should pick a trade show that has lots of exhibitors to draw attendees.
 2. Also important, you want them to be the right kind of exhibitors.



Export Marketing

- Decide on your objectives for the trade show.
 1. You may be attending to generate sales leads or introducing new product/ services.
 2. You may be conducting demonstrations, identifying new applications, obtaining customer feedback.
 3. You may be studying the competition
 4. You may be looking the opportunity to recruit new employees, distributors or dealers for your product/ services.
- Make sure you know who you want to talk to, whether it is a potential customer, supplier, dealer or any other contact and also make sure to spend as much time as interacting with the target people.
- Generally, the exhibitors encourage attendees to drop off their cards by leaving a box or bowl out for cards, and many even hold drawings, offering prizes etc.
- This is not the end but the beginning of interaction with the customers. Absolutely the effective follow-up decides how much you are successful?



a) The information which you must know on daily basis

If you want to do export business, then must keep update yourself with following information.

1. Exchange Rate of your/ your competing country's currency v/s US \$ (or your buyer's currency), so that you can evaluate the export price of your products.

2. Watch International/ Domestic current market prices of raw material of your products.

3. Also keep in view expected International/ Domestic production of raw mater of you products.

4. You must know your buyer's country import policy i.e. FTA, or any import duty relief to your country or to your competitor's country.

5. You must be aware of about the arrival of any trade delegation in your country and must attend the B2B meetings/ Exhibitions.

6. Also keep in touch with the Trade Development Authority of Pakistan (TDAP), concerned Chamber of Commerce, trade association and Trade development authorities for updated news, policies and incentives etc.

Upcoming Trade Shows related to Leather & Textile

Texworld New York, USA

Date: 12-14 March, 2025
Country: New York, USA
Sector: Apparel, Fabric, Denim

Intertext, Portugal

Date: 20-22 May, 2025
Country: Santa Maria da Feira, Portugal
Sector: Apparel, Denim, Fabrics, Yarn, Accessories

APLF Fashion Access, Hong Kong

Date: 12-14 March, 2025
Country: Hong Kong
Sector: Leather Products

Expo Riva Schuh Garda, Italy

Date: 15-18 June, 2025
Country: Schuh, Italy
Sector: Footwear

APLF MMT, HONGKONG

Date: 12-14 March, 2025
Country: Hong Kong
Sector: Leather Products

Out Door Retailers, Utah, USA

Date: 16-18 June, 2025
Country: Utah, USA
Sector: Sportswear



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