

# PAKISTAN

WOODEN FURNITURE



TRADE DEVELOPMENT AUTHORITY  
OF PAKISTAN





## TDAP INTRODUCTION

Trade Development Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets.

TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade.

TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade.

To achieve its objectives, TDAP organizes as well as participates in local & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platforms.

This publication is part of the efforts of TDAP to share details and showcase Pakistan's products and services in international markets.

## PRODUCT PROFILE

Pakistan has a long tradition in producing traditional style wooden furniture and well known because of its artistic work. This sector is highly fragmented with 85-95% of the manufacturing units.

Gujrat and Chiniot are the larger furniture manufacturing (traditional style) cities, followed by Karachi, Lahore, Sargodha, Rawalpindi and Peshawar (Sargodha because of Lacquer art work SLLANWALI).

## CLUSTERS

### Chiniot

This cluster is well known for its master crafted furniture mainly carving. It's the main hub for producing wood carved furniture for Bedroom, Dining- room, Living-room, as well as Children and Kitchen. Over 3300 manufacturing units exist in this cluster.

### Gujrat

Famous because of its solid wood furniture. Around 350 plus manufacturing units exist in the cluster.

### Sargodha

Famous for Lacquer Art "Sllanwali" Around 207 units exist.

### Rawalpindi

Around 2000 units exist in the city.

### Peshawar

More than 350 units, situated in Industrial Estate Peshawar, University Road, Tehkal, Kohat Road.

### Lahore

Fortress, Stadium, Gulberg, Allama Iqbal Town, Ferozepur Road and Multan Road. These clusters basically traders of wooden furniture. There are more than 1,500 retail shops engaged in trading office, bedroom, living room, dining room and kitchen furniture.

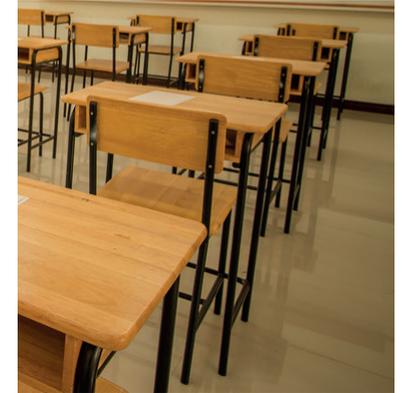
### Karachi

More than 1500 units, situated in Manzoor Colony, Akhtar Colony, Patelpara, Liaqatabad, Ayshamanzil, Arambagh, Nursery, Liaquatabad and Manzoor Colony are some of the major furniture retail markets.



## Types

- Household furniture for domestic and export markets,
- "Institutional" furniture segment for schools, hospitals and other public premises, and
- Private sector clients in shops, banks and hotels, etc.



## Styles

- Antique,
- Mughal,
- Modern (Italian)
- Oriental



## QUALITY

### Superior Quality

Superior quality bed set, dining and office furniture sets are made of supreme quality pure wood furniture with elegant hand carved design. Superior quality has extra carving with complex and elegant design and extra fine polishing and finishing. While Superior quality sofa set is manufactured from best available upholstery material with elegant design & extra comfort.

### Fine Quality

Fine quality bed set, dining set, misc. furniture set and office furniture are made of fine quality pure wood. Simple but appealing hand carving is done with fine quality polishing. While fine quality sofa set has a quality upholstery material & elegant design.

### Normal Quality

Normal quality bed set, dining set and office furniture are made of a mixture of pure wood and substitute material (Lasani, Vim board etc). Lasani gives fine and even surface for finishing and paint Smooth surface gives eye-catching effect.

## STANDARDS & CERTIFICATIONS

The objective of standardization is to ensure that all furniture available in the market is safe to use and of solid and strong construction. Therefore, standardization is helpful in facilitating market conformance, including from developing countries. However, there is also a risk that standards may become a constraint for market access or put small producers at a disadvantage when the requirements are particularly difficult to meet. Manufacturers normally use the standards voluntarily in their product development, process control and marketing. Having a common language on test methods, dimensions, safety, and strength characteristics is considered a major benefit.

There are over 140 furniture-related standards and labelling requirements in the United States and Canada alone. Most standards are voluntary but some are regulated by the state or federal laws.

The European Committee for Standardization (CEN) is responsible for the harmonization of standardization in the European Union. Their EN standards on furniture are not meant to serve for protectionist aims. On the contrary, they are proposed as a basis for wider international work on furniture standards under the ISO/TC 136 "Furniture" (International Organization for Standardization).

The national standards institutions in the developing countries are either ISO members, ISO correspondents or ISO subscribers. Their capabilities to implement ISO are often weak. Only few countries have certification bodies, which can issue certificates of compliance with ISO 7173 standards (chair standards for strength and durability), for example. The furniture industry itself should support efforts to establish adequate national standardization institutions and certification bodies.

The Pakistani industry indicated that only the holders of ISO 9001 standard are able to export furniture. ISO 9001 is a broad quality management standard, which is not product-specific. The SESSI Standard from France is said to be followed by some furniture manufacturers. SESSI is not issuing standards, so this is possibly a misinterpretation of the French buyers' specifications. French industries are quite strict in their requirements as far as standards are concerned. Moreover, they often require the respect of "French Standards" (NF Ameublement), although European standards (EN) at the moment have substituted almost all the national standards.

Many standards concern the safety of furniture and its raw materials (e.g. breaking level of pieces of wood: NF-EN 1727). These can apply to tabletops, doors and beds (including children beds). There are also quality standards, which establish performance criteria for the long-term use of furniture. In this case the standards are provided after testing based on long repeated cycles of use.

It is recommended that a potential new furniture exporter from a developing country should discuss with the potential buyers (wholesalers, importers, retailers, etc.) what their requirements are and deal with them. The more alert – or responsible – companies may be the ones to reap the greatest benefits of being "green", but that is not to say that the indifferent or just plain irresponsible ones will be forced out of business. They will simply seek less demanding buyers.

In EU a manufacturer or exporter can be held liable for compensation for damage caused by inappropriate furniture

## WORLD TOP IMPORTERS

Unit : US Dollar thousand

Importers	Imported value in 2019	Imported value in 2020	Imported value in 2021
World	85,727,654	84,393,815	105,684,128
United States of America	25,441,093	25,814,418	31,995,488
Germany	6,362,397	6,779,166	7,995,970
United Kingdom	4,995,663	4,494,838	6,078,244
France	4,710,871	4,467,167	5,835,144
Netherlands	2,898,674	3,244,519	4,106,257
Canada	2,970,518	2,805,083	3,487,028
Japan	2,764,917	2,833,617	3,165,714
Switzerland	2,058,335	2,083,998	2,401,913
Australia	1,736,677	1,729,087	2,070,073
Belgium	1,455,569	1,496,264	1,978,802

Unit : US Dollar thousand

Sources: ITC calculations based on UN COMTRADE and ITC statistics

## Pakistan Exports

HS Code	Exported value in 2018-19	Exported value in 2019-20	Exported value in 2020-21
<b>Total</b>	<b>503,213</b>	<b>554,881</b>	<b>824,346</b>
94031000 Metal Furniture used in office	642	9,885	12,064
94032000 Other Metal furniture	16,184	67,146	38,869
94033000 Wooden Furniture-Office Use	88,058	143,535	108,094
94034000 Wooden Furniture-Kitchen Ues	17,659	6,760	34,064
94035010 Wooden Cabinets	618	1,076	5,021
94035020 Wooden Beds	592	11,534	2,602
94035030 Oth Furniture & Parts	28,855	29,556	35,008
94036000 Other Wooden Furniture	293,457	259,898	337,111
94037000 Furniture Of Plastics	14,954	13,891	41,877
94038200 Furniture Of Bamboo	-	-	19
94038300 Furniture Of Rattan	587	97	7
94038900 Other Furniture Of Cane	12,654	2,207	62,483
94039000 Parts Furniture	28,953	9,296	147,127

Unit : Pak Rupees in Thousands

Sources: Pakistan Bureau of Statistics.

## Pakistan Imports

HS Code	Exported value in 2018-19	Exported value in 2019-20	Exported value in 2020-21
	2,178,199	1,153,925	1,233,769
94031000 Metal Furniture used in office	102,371	51,457	63,957
94032000 Other Metal furniture	317,283	22,1942	200,334
94033000 Wooden Furniture-Office Use	341,643	102,864	109,207
94034000 Wooden Furniture-Kitchen Ues	225,085	89,040	85,036
94035010 Wooden Cabinets	64,678	52,805	38,726
94035020 Wooden Beds	171,469	96,088	99,651
94035030 Oth Furniture & Parts	255,504	159,528	175,966
94036000 Other Wooden Furniture	398,474	169,275	218,095
94037000 Furniture Of Plastics	111,071	67,729	70,953
94038200 Furniture Of Bamboo	151	318	2
94038300 Furniture Of Rattan	2,003	332	22
94038900 Other Furniture Of Cane,	36,975	36,505	47,269
94039000 Parts Furniture	151,492	106,042	124,551

Unit : Pak Rupees in Thousands

Sources: Pakistan Bureau of Statistics.

## HS Code – Furniture

Product	HS Code	Product Label
Metal Furniture	940310	Metal furniture for offices (excl. seats)
	940320	Metal furniture (excl. for offices, seats and medical, surgical, dental or veterinary furniture)
Wooden Furniture	940330	Wooden furniture for offices (excl. seats)
	940340	Wooden furniture for kitchens (excl. seats)
	940350	Wooden furniture for bedrooms (excl. seats)
	940360	Wooden furniture (excl. for offices, kitchens and bedrooms, and seats)
Plastic Furniture	940370	Furniture of plastics (excl. medical, dental, surgical or veterinary, and seats)
Furniture of Other Material and Parts	940380	Furniture of cane, osier, bamboo or similar materials (excluding of metal, wood and plastics)
	940381	Furniture of bamboo or rattan (excluding seats and medical, surgical, dental or veterinary)
	940382	Furniture of bamboo (excl. seats and medical, surgical, dental or veterinary furniture)
	940383	Furniture of rattan (excl. seats and medical, surgical, dental or veterinary furniture)
	940389	Furniture of other materials, including cane, osier or similar materials (excl. of bamboo, rattan, metal, wood and plastics, and seats and medical, surgical, dental or veterinary furniture)
	940390	Parts of furniture, n.e.s. (excl. of seats and medical, surgical, dental or veterinary furniture)

## TOP EXPORTERS

S.N	Company Name	Focal Person	Address	Telephone Number
1.	Trafin (Pvt) Ltd	Mr. Naveed, Advisor	ST-2-A, Sector 23, Korangi Industrial Area, Karachi.	021-350530107, 350530800, 0344-2140971
2.	Kalamkaar	Mr. Qais Rehman (Owner) Faiz ul Qadir (focal person)	Flagship Showroom 19 Km Ferozepur Road , Behind Glaxo Factory Lahore	042 35457303, 0300 8433833, 0321 845 3611
3.	Interwood Mobel Pvt Ltd	Mr. Muhammad Saad	56 Sultan Mahmood Road Shalimar Town Baghbanpura Lahore	0333-8366572, 042-36549123
4.	ZUNN Furniture (Private) Limited	Mr. Kamran,	F-17, Block-5, Clifton, Karachi	021-35834030, 0334-2191555
5.	Vogue Furniture	Mr. Muhammad Rizwan	Shami Road Lahore Cantt. Ghazi Road Dereh Pindi Cantt, Lahore	042-37179456-58, 042-36662187, 0300-8453101,
6.	N M Furnishers	Mr. Amir Latif, G.M.	G.T Road Gujrat	0303-9562022, 053-111-111-162
7.	Zargham Khan	Mr. Zargham Khan	Tak Import Export 382- Nisheman Iqbal Cooperative Housing Society Lahore.	0321-4614953 0321-4614953
8.	Khalid Enterprises	Mr. Zahid Saleem,	Plot No St-17, Sector 7-A, Korangi Industrial Area, Karachi	092-213-5066961, 0300-7072136
9.	Chadyala Art	Mr. Shahzad Raza	C-288, Sector 35-A, Zaman Town, Korangi Industrial Area, Karachi	0333-3158488
10.	The Roshaan's	Mr. Rana Waheed	209/B, Sector I, MukhtarRoad,Near Kashmir Plaza, Karachit	0321-2444624



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