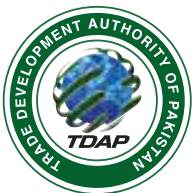


# PAKISTAN SPORTS GOODS



**TRADE DEVELOPMENT AUTHORITY  
OF PAKISTAN**





# THE 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.





## SECTOR PROFILE

Pakistan's Sports Goods sector being a prominent export sector has been a center of excellence for the production of high quality professional Sports Goods for more than 100 years positioned in the city of Sialkot acclaimed as a world famous hub of Sports Goods manufacturing.

Today the presence of internationally recognized skilled labor, quality manufacturing, continuous R&D for designs and innovations, focus on new technologies,

capacity building, world class state-of-the-art infrastructures, compliance of quality standards, corporate social responsibility, environmental standards, workplace safety, ethical business practices and visionary entrepreneurship have contributed to the evolution of our Sports Goods industry.

Presently Pakistan's Sports Goods are recognized as a hallmark of quality being sourced globally to many of the world's leading Sports Goods brands and also catering the

demands of geographically diversified international markets.

The project for elimination of child labor from the Soccer ball industry of Sialkot portrayed an exceptionally proactive, reliable and responsible image of Pakistan's Sports Goods sector worldwide and has been manifested internationally as an outstanding landmark in sustainable development and genuine business practices.

### MADE IN PAKISTAN

"Brazuca" and "Telstar 18" Soccer balls used in FIFA World Cup, "Rio de Janeiro, Brazil 2014" and "Moscow, Russia 2018" establish quality milestones.





International standard

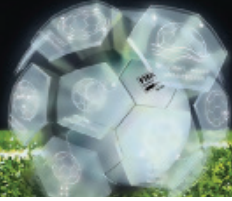
## PRODUCT PROFILE

HS CODE 9506

Under Pakistan Customs Nomenclature

- Footballs
- Soccer balls
- Volley balls
- Rugby balls
- Hand balls
- Beach balls
- Basketballs
- Baseball balls
- Cricket balls
- Hockey balls
- Tennis balls
- Exercise balls
- Shuttle cocks
- Nets
- Gloves
- Hockey sticks
- Cricket bats
- Baseball bats
- Protective guards
- Pads
- Sportswear
- Boxing equipment
- Boxing and martial art uniforms, belts and heavy bags.





FIFA Approved

FIFA Inspected and International Match Standard Certifications

## TESTING / CERTIFICATIONS

### ISO 9000

International standards on quality management and quality assurance

### SA 8000

Social Accountability Standards

### ISO 14001

Environmental Management System

### OHSAS 18001

The Occupational Health and Safety Assessment Series

### FLO

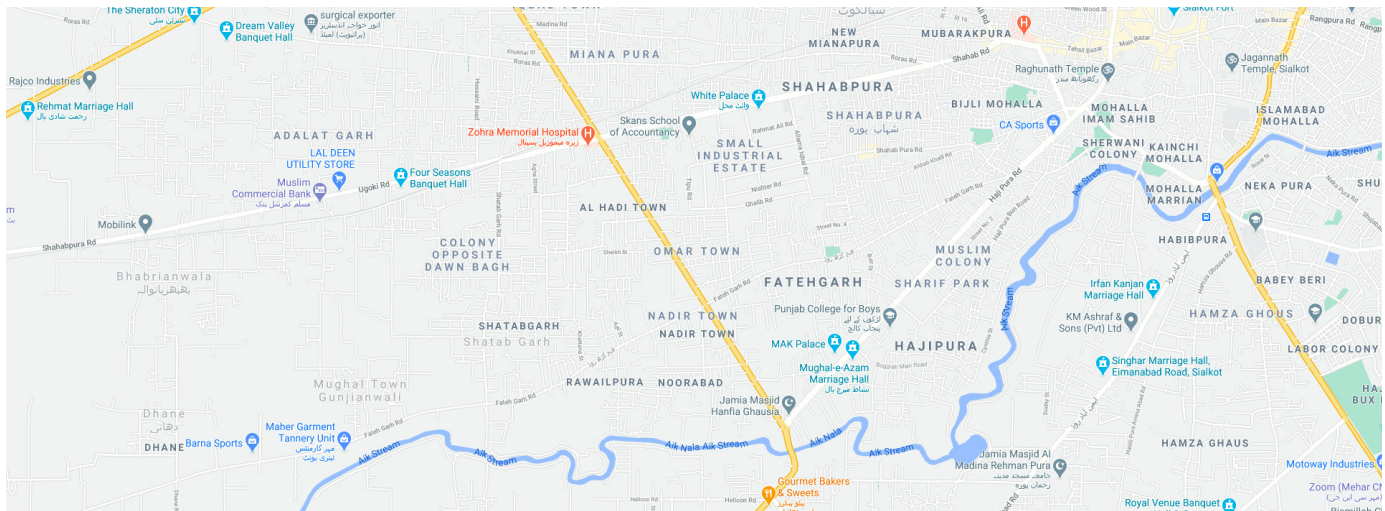
Fair-Trade Labeling Organization

### IMAC Certificate

Independent Monitoring Association for Child Labor Certificate: Child Labor Elimination Program in the Soccer ball Industry of Sialkot.

## PRODUCTION AREAS

The Sports Goods cluster is located in 20 Kilometer radius of Sialkot city and production units are mostly around Wazirabad Road, Daska Road, Marala Road, Pasrur Road and Small Industrial Estate, Sialkot.



## TOP IMPORTING COUNTRIES OF SPORTS GOODS (MAP/ GRAPHICS)

| Importing Country        | Imported value in 2017 (Billion US\$) | Imported value in 2018 (Billion US\$) | Imported value in 2019 (Billion US\$) | Imported value in 2020 (Billion US\$) | Imported value in 2021 (Billion US\$) |
|--------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| World                    | 26                                    | 28                                    | 29                                    | 30                                    | 44                                    |
| United States of America | 6.5                                   | 6.8                                   | 7.2                                   | 8.7                                   | 13.1                                  |
| Germany                  | 1.6                                   | 1.8                                   | 1.8                                   | 1.8                                   | 2.7                                   |
| Canada                   | 1.1                                   | 1.2                                   | 1.2                                   | 1.3                                   | 2.0                                   |
| United Kingdom           | 1.3                                   | 1.3                                   | 1.3                                   | 1.4                                   | 2.0                                   |
| France                   | 1.3                                   | 1.3                                   | 1.3                                   | 1.3                                   | 1.9                                   |

## LAST 5 YEARS EXPORT FIGURES AND TOP 5 EXPORT DESTINATIONS OF PAKISTAN'S SPORTS GOODS

| Export Destinations of Pakistan's Sports Goods | Exported value in 2017 (Million US\$) | Exported value in 2018 (Million US\$) | Exported value in 2019 (Million US\$) | Exported value in 2020 (Million US\$) | Exported value in 2021 (Million US\$) |
|--|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| World  | 205                                   | 218                                   | 224                                   | 178                                   | 236                                   |
| United States of America                       | 19.7                                  | 23.8                                  | 28.7                                  | 25.4                                  | 37.8                                  |
| United Kingdom                                 | 17.0                                  | 19.0                                  | 21.1                                  | 15.5                                  | 25.4                                  |
| Germany  | 30.7                                  | 33.9                                  | 31.5                                  | 20.2                                  | 22.4                                  |
| Netherlands                                    | 12.4                                  | 13.8                                  | 15.8                                  | 17.4                                  | 20.5                                  |
| Spain  | 8.3                                   | 9.7                                   | 11.8                                  | 9.8                                   | 19.5                                  |

## PAKISTAN'S TOP-10 EXPORTERS OF SPORTS GOODS

| Rank | Company  |
|------|--|
| 1    | M/S FORWARD SPORTS (PVT) LTD.<br>P.O. Box: 1704, Wazirabad Road, Near Adda Sahowala, Sialkot<br>Contact: +92-345-6680800   Email: hassan@forward.pk    |
| 2    | M/S AWAN SPORTS INDUSTRIES (PVT) LTD.<br>Shitab Garh, Sialkot   Contact: +92-321-6141881   Email: asil@awansports.com                                  |
| 3    | M/S ANWAR KHAWAJA INDUSTRIES (PVT) LTD.<br>P.O. Box: 10, S.I.E., Sialkot-4   Contact: +92-300-8610002   Email: aki@aki.com.pk                          |
| 4    | M/S VISION TECHNOLOGIES CORP (PVT) LTD.<br>Pasrur Road, Sialkot   Contact: +92-300-8612626   Email: ahsan@vision.com.pk                                |
| 5    | M/S LEATHERWARE (PVT) LTD.<br>19-Km Daska Road, Sialkot   Contact: +92-300-8619856   Email: main2@leatherware.com.pk                                   |
| 6    | M/S SILVER STAR ENTERPRISES (PVT) LTD.<br>19-Km Daska Road, Sialkot   Contact: +92-300-8612123   Email: jahangir@s-stargroup.com                       |
| 7    | M/S ALI TRADING CO (PVT) LTD.<br>6-Km Daska Road, Sialkot   Contact: +92-332-8611155   Email: alitrading14@gmail.com                                   |
| 8    | M/S CAPITAL SPORTS CORP (PVT) LTD.<br>P.O. Box: 393, Kashmir Road, Pacca Garah, Sialkot<br>Contact: +92-300-8616575   Email: export@capital-sports.net |
| 9    | M/S WEMBLEY SPORTS,<br>Dak Wala Stop Sadra Badra, Sialkot<br>Contact: +92-321-6140418   Email: wembleysports94@gmail.com                               |
| 10   | M/S MOLTEX SPORTING GOODS (PVT) LTD.<br>Kashmir Road, Sialkot   Contact: +92-300-8618888   Email: moltex@moltex.com                                    |



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