



**TRADE DEVELOPMENT AUTHORITY
OF PAKISTAN**

PAKISTAN FURNITURE



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

Sargodha Cluster: Famous for Lacquer Art "Sllanwali". Around 207 units exist.

Rawalpindi Cluster Around 2000 units exist in the city.

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

Clusters in 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, V im board etc). Lasani gives fine and even surface for finishing and paint Smooth surface gives eye-catching effect.





Trade Statistics

Top 10 Exporting Countries

Exporters	Exported value in 2018	Exported value in 2019	Exported value in 2020	Exported value in 2021	Exported value in 2022
World	89,473,369	90,267,167	93,537,577	114,533,656	115,956,407
China	28,090,223	27,725,338	30,759,899	38,292,531	37,143,848
Viet Nam	4,606,903	5,516,587	6,947,431	7,593,622	12,347,279
Germany	8,011,243	7,951,498	7,774,990	9,349,458	8,980,051
Italy	7,891,732	7,533,394	6,855,526	8,402,997	8,475,001
Poland	5,311,464	5,476,256	5,644,338	6,817,663	5,842,530
Canada	2,787,372	2,899,339	2,403,409	2,719,544	3,251,453
United States of America	3,008,134	2,863,916	2,447,726	2,799,521	3,001,215
Malaysia	1,925,093	2,135,265	2,501,908	2,539,749	2,622,875
Türkiye	1,488,049	1,762,848	1,751,199	2,210,538	2,472,474
Mexico	1,260,368	1,411,331	1,411,018	1,955,180	2,362,335

Unit : US Dollar thousand

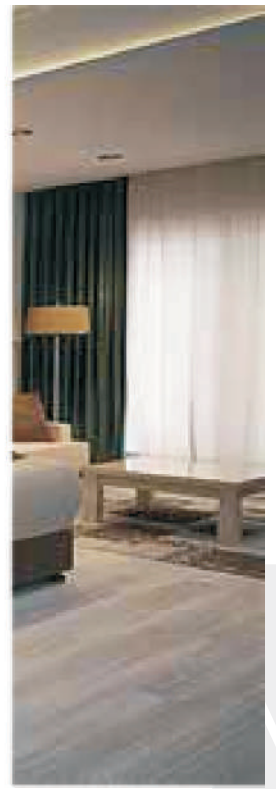
Sources: ITC calculations based on UN COMTRADE and ITC statistics

World Top Importers

Importers	Imported value in 2018	Imported value in 2019	Imported value in 2020	Imported value in 2021	Imported value in 2022
World	86,794,445	85,701,400	84,179,734	104,806,449	109,219,512
United States of America	27,477,854	25,441,093	25,814,418	31,961,324	36,139,352
Germany	6,194,429	6,362,397	6,779,166	8,172,097	7,817,142
United Kingdom	4,985,936	4,995,663	4,427,221	5,755,749	6,327,536
France	4,668,484	4,710,871	4,467,167	5,919,635	5,697,183
Netherlands	2,787,340	2,898,674	3,244,519	4,098,116	3,913,573
Canada	2,940,826	2,970,518	2,805,083	3,482,051	3,761,489
Japan	2,666,451	2,764,917	2,833,617	3,165,716	3,117,441
Switzerland	2,156,870	2,058,335	2,083,998	2,397,879	2,355,133
Australia	1,813,870	1,736,677	1,729,087	2,070,073	2,153,448
Belgium	1,447,666	1,455,569	1,496,264	1,978,802	1,843,260

Unit : US Dollar thousand

Sources: ITC calculations based on UN COMTRADE and ITC statistics



PAKISTAN EXPORTS

HS Code	Exported value in 2020-21	Exported value in 2021-22	Exported value in 2022-23
Total	5.193	9.51	12.596
94031000 Metal Furniture used in office	0.078	0.06	0.0726
94032000 Other Metal furniture	0.242	0.29	1.004
94033000 Wooden Furniture-Office Use	0.674	0.69	0.534
94034000 Wooden Furniture-Kitchen Ues	0.220	0.05	0.101
94035010 Wooden Cabinets	0.031		
94035020 Wooden Beds	0.016	0.07	0.155
94035030 Oth Furniture & Parts	0.224	0.46	1.610
94036000 Other Wooden Furniture	2.107	2.25	1.977
94037000 Furniture Of Plastics	0.259	0.31	1.022
94038200 Furniture Of Bamboo			0.0407
94038300 Furniture Of Rattan			
94038900 Other Furniture Of Cane	0.402	2.30	3.024
94039000 Parts Furniture	0.941	3.02	3.039

Unit : US\$ Million
Sources: PRAL

PAKISTAN IMPORTS

HS Code	Imported value in July- 2022-May-23
Total	6.408
94031000 Metal Furniture used in office	0.436
94032000 Other Metal furniture	1.351
94033000 Wooden Furniture-Office Use	0.252
94034000 Wooden Furniture-Kitchen Ues	0.442
94035010 Wooden Cabinets	0.021
94035020 Wooden Beds	0.161
94035030 Oth Furniture & Parts	0.431
94036000 Other Wooden Furniture	0.522
94037000 Furniture Of Plastics	0.288
94038200 Furniture Of Bamboo	0.002
94038300 Furniture Of Rattan	
94038900 Other Furniture Of Cane,	0.422
94039000 Parts Furniture	0.208

Unit : US \$ Million
Sources: PRAL

HS-Code-Furniture

(Metal, Wooden, Plastic and Other material)

HS Code	Product Label	
9403	9403 - Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary furniture)	
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)
	940391	Parts of furniture, of wood, n.e.s. (excl. of seats or medical, surgical, dental or veterinary . . .
940399	Parts of furniture, not of wood, n.e.s. (excl. of seats or medical, surgical, dental or veterinary . . .	

TOP EXPORTERS

SN	Company Name	NTN No	Name of Company Representative & Designation	Mobile	Office Telephone	Email ID	Office Address
1.	Trafin (Pvt) Ltd	0676370	Mr. Muhammad Faheem, CEO Mr. Naveed, Advisor	001(281)816-6835 0344-2140971	021 350530107, 800	naveedarifca@yahoo.com, mail@faheems.com	ST-2-A, Sector 23, Korangi Industrial Area, Karachi.
2.	Pakson International Plastic Industries pvt Ltd Brand name Boss Plastic	3098604	Mr. Sheryar Export Manger Mr. Azam Mughal (Owner)	0324 9202127	055 3842891-7	info@bossplas.com export@bossplas.com	49-A, SIE No1, Gujranwala
3.	Wings chair Pakistan (private) Limited	1640123	Mr. Dawar Rasheed, CEO Mr. Adil Alam Director	0321 8436814 0321 7777974	0321 7777974	dawar@wingchair.com.pk	218-FF, Commercial Area, DHA Phase 4 Lahore
4.	NM furnishers	1757134	Mr. Amir Latif, G.M.	0303 9562022	0303 9562022, 053-111-111-162	info@nmfurnishers.com	G.T Road Gujrat
5.	Kalamkaar	0157383	Mr. Qais Rehman (Owner) Faiz ul Qadir (focal person)	0300 8433833 0321 8453611	042 35457303, 0300 8433833, 0321 8453611	info@kalamkaar.com, kalamkaar@kalamkaar.com	Flagship Showroom 19 Km Ferozepur Road , Behind Glaxo Factory Lahore
6.	Channa Enterprises	0818278	Mr. Ghulam Khaider Channa	0331 2033453	0331 2033453	channa.haider789@gmail.com	B-111, Blcok-II, Gulistan-e-Johar, Karachi
7.	Tak Import Export	2131280	Mr. Zargham Khan (Proprietor)	0321 4614953	042 35186232		382-Nasheman-E-Iqbal Coop[erative Housing, Thokar Niaz Baig, Lahore
8.	Fairmount Industries Pvt Ltd	0800829	Mr. Umer Director	0332 8828282	0332 8828282 0524 263582	info@fair-mount.com	Nizam Street, Kotli Behram, Sialkot



TOP EXPORTERS

9.	Utopia Industries (Private) Limited	7995393	Mr. Adnan Niaz	0316 2881309	03162881309	adnan@utopiadeals.com	Plot No C 16, Phase 1, Super Highway SITE, North Karachi Town
10.	Global Connections	3213710	Mr. Rehan Sheikh	0336 2254498	0336 2254498	qac10@hotmail.com	Flat#301 3rd Floor Plot#12-C Ittehad Lane #4 Phase VI DHA Defence Housing Authority Karachi
11.	First Choice Handicraft	4393112	Mr. Farhan	0300 2135547	0300 2135547	info@fchshop.com	Gulzar-e-Hijri White House Gulzar E Hijri Scheme 33, Karachi
12.	Gaba Carpets	4216956	Mr. Sheryar	0309 3474066	0309 3474066	gabapkonline@gmail.com	H.No E-157/C4, St# 10 Iqbal Park, Opposite Adil Hospital, Defence Road Lahore Cant
13.	Shah Enterprises	3669682	Mr. Rehman Safi	0315 9861331	091 2561888	tanveer67_pk@hotmail.com	D-52, Sadat Carpet Market, Suikarano Square, Peshawar
14.	Polygon Exports	2212342	Mr. Usama Nawaz	0323 7767760	0323 7767760	usama.nawaz@polygonexports.net	213-Eden Valley Canal Road Faisalabad
15.	Chadyala Art	2606927	Mr. Shahzad Raza,	0333 3158488	0333 3158488	chadyala@gmail.com	C-288, Sector 35-A, Zaman Town, Korangi Industrial Area, Karachi
16.	Masood Furnishers	2446667	Mr. Masood Afzal	0300 8541897	0300 8541897	masoodfurnishers@hotmail.com	Opposite Clef Hospital, Jalani, G. T. Road, Gujrat



TOP EXPORTERS

17.	Raza International	3792545	Mr. Iqbal	0346 7008252	061 4552066	kanwartaanveer@yahoo.com	Kachi Abadi Basti Shaheen Abad
18.	Yaqoob Ahmad		Mr. Yaqoob Ahmad	0300 2035493	0300 2035493	paktrade_linkers@hotmail.com	House No. 2, Street No. 36 Canal Park, Gulberg II, Lahore.
19.	Mujeeb Enterprises	4120683	Mr. Mujeeb	0300 5875965	03005875965	rafiqkhan470@yahoo.com	Flate no. 45-b, 3rd floor, royal Plaza Karkhano Market, Peshawar
20.	GM Furnitures	7191133	Mr. Mudassir	0300 7711266	047 6333266	mudassar6@gmail.com	Basement Fun Para Plaza Shahrah-e-Quaid- e-Azam, Chiniot
21.	Ajwa Interior	4104573	Mr. Aziz ur Rehman	0321 7702804	0321 7702804	ajwainterior@gmail.com	Mohallah Rehmanabad, Near Fatima Chowk, Jhumra Raod, Chiniot
22.	M/s. Sidco International Trading	7248329	Mr. Imran	0301 4552224	042 37184255	jasiddiqi@hotmail.com	Office 77-A, Green City, Barki Road, Lahore
23.	Trendline Furnishers	0402260	Mr. Ali Ansar Ghuman	0301 8617193	053 3706167	info@trendline.com.pk trendlinefurnishers@gmail.com	G.T. Road, Gujrat



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