

Switzerland is the leading technology and solutions provider for Pakistan's textile industry

At the time of creation of Pakistan in 1947, there was practically no textile industry. In less than a decade European textile machinery manufacturers from Germany and Switzerland realizing the important and fast growing market of Pakistan started to provide much needed technological solutions for the nascent textile industry.

Companies such Saurer, Rieter, SSM, Uster Technologies, Amsler and Loeffle are world renowned companies providing spinning solutions. Jakob Muller is the global leader in the narrow fabric looms, whereas Santex and Benninger from finishing sector have been present in Pakistan for decades. Rieter and Saurer group have made their name and reputation for quality spinning machinery in Pakistan. Staubli is without any doubt the world leader in Jacquard weaving. In the world of textile chemicals, Archroma is another great example of the commitment of Swiss companies to Pakistan. Archroma's chemical manufacturing plant at Jamshoro, Sindh is the world's first zero discharge plant by a chemical company.

What differentiates Swiss companies from others is their tradition and passion for innovation, precision engineering as well as their focus on high productivity and respect for the environment.

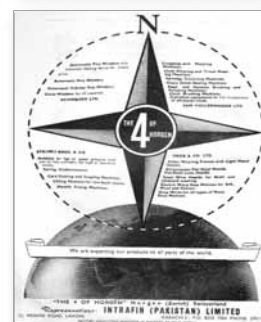
Our current issue of March 2017, as in the past is devoted to Switzerland and in this special edition, our readers will find reports and news about Swiss companies as well as a comprehensive analysis of Swiss Pakistan trade relations. Pakistan is the 9th most important market for Swiss textile machinery manufacturers.

The Swiss review starts with the comments of the honorable Consul General of Switzerland, Mr. Philippe Crevoisier about the deep trade relations between Switzerland and Pakistan. Also included in the Swiss Review is a message from Farhat Ali, President of Swiss Business Council, the trade body devotedly working for the promotion of trade between Switzerland and Pakistan. Ms. Cornelia Buchwalder, the Secretary General of Swissmem textile machinery association gives an overview of the status of Swiss textile machinery industry.

Some interesting advertisements of Swiss companies published in Pakistan Textile Journal during last sixty-five years are reproduced here for the interest of our readers in Pakistan. Over the years these Swiss companies among many others have been our partners in keeping our industry up to date with the state of the art technology. PTJ shares a long history with Switzerland and our shared past gives us the confidence to look into the future with great expectations. What is needed now in Pakistan is a forward-looking strategy with a clear focus on systematic technological upgrading. We are confident that the Swiss companies will do their utmost to anticipate their customers' needs and to provide them reliable, innovative and sustainable solutions in this ever changing global economic scenario. ♦



Circa 1992 advertisement shows USTER AFIS.



"The Four of Horgen" campaign published in the year 1957. Staubli, Sam Vollenweider (now Xetma Group), Grob (Now Groz-Beckert) and Schweizer Limited (now SSM Group) jointly promoted their products in Pakistan Textile Journal.



SSM AG 1960.



Loeffle 1993.



Rieter 1967.



Benninger 1957.