

# Pakistan's textile industry and German machinery manufacturers share a long and close partnership

This year on 14<sup>th</sup> August 2017 Pakistan shall celebrate its 70<sup>th</sup> year of independence. From a young nation lacking an industrial base in 1947, today Pakistan can boast a growing industrial economy with a tremendous scope of further growth and development. Being primarily an agricultural economy, cotton became the cash crop of Pakistan driving the fast acceleration of the industrial base of the country during the last 70 years.

In the early decades of the 1950s and 1960s German companies realizing the importance of the growing market of Pakistan established their strong presence in spinning, weaving and finishing sectors. Several German companies have contributed significantly towards the development of the new textile industry in Pakistan more than 60 years ago.

Today Germany has a thriving textile machinery industry with an impeccable reputation for quality and service. What makes Germany one of the world leaders is the constant innovation through research and development. There is a strong emphasis on adoption of new ideas and technologies in close liaison with the academic institutions. The industry-academia linkage strongly supported by the German government results in a secure environment conducive to the growth and sustainability of the engineering sector. Germany's workforce is constantly trained, enabling it to use the most radical innovations in diverse and creative ways to produce and improve products and services that represent the highest quality deserving of higher prices.

The perception of German machinery is extremely positive in Pakistan. Pakistani customers would pay a premium for higher quality that embodies German textile technology. The German textile machinery association VDMA accounts for 130 of the most important manufacturers of textile machinery and accessories from various sectors. The largest parts of the companies are medium-sized firms and stand for approximately 90 percent of the entire sector volume. The industry employs a staff of 15,300 and produced textile machinery and accessories worth Euros 4.1 billion in 2016.

Today German machinery manufacturers are focusing on the environment and ecology for the sustainable production textiles. Most of the leading machinery manufacturers from Germany are Blue Competence certified. Energy efficiency, automation and sustainability are the urgent requirements of Pakistan's textile industry that are amply addressed by the technology offered by their German counterparts.

This edition of Pakistan Textile Journal as per our past traditions is devoted to Germany and its technological developments in the field of textile machinery. A special report on Techtexsil, the exhibition for technical textiles is also included in this issue. This is an area which holds great potential for Pakistan's textile sector and here as in the past German technology is poised to assist Pakistan in exploring new avenues in the field of technical textiles and nonwovens. ◆

