



# Pakistan presence at Heimtextil

**Pakistan's dominant presence at Heimtextil 2019 proved to be a monumental step towards tapping global textile markets and influencing international buyers with products that adhere to the finest quality standards.**

About 222 Pakistani companies were present during the fair and the Trade Development Authority of Pakistan has also set up a pavilion at the fair to showcase Pakistan's products. More than 800 traders and visitors from Pakistan were present at the exhibition as well as students from Pakistani arts and textile institutes.

Pakistan is the fourth largest participating country in the event. The exhibitors were hopeful that 2019 would

be a positive year for the country's exports and the national economy, especially the textile industry, following the announcement of concessions and supportive policies by the government. Owing to the European Union's GSP Plus facility for Pakistan, the importance of this exhibition has increased further.

According to Gul Ahmed Textile Mills Chairman, Bashir Ali Muhammad, a very positive response was received right from the very start of the exhibition as a large number of international buyers expressed interest in Pakistani products.

Nadeem Kiyani, JK Group Marketing Director said, "We are very enthusiastic about the buyers heading to the exhibition."

Ahmad Kamal, Kamal Textiles said, "Pakistani textile products are being demanded all over the world as evident from a large number of buyers visiting Pakistani stalls at the exhibition. In order to be more competitive, we need to reduce our production cost for which the new government must take immediate steps."

Sohail Khamisa, Mustaqim Dyeing and Printing Manager Business Development said, "The business is growing and companies in Pakistan need to focus more on creativity and innovation."

Muhammad Naqi Bari, Bari Textile Mills said, "With the wide range of home textile products and designs, Heimtextil is one of the best platforms to showcase our products. However, the cost of doing business is increasing everyday and we hope that government will take measures to mitigate these problems."

Abid Hussain, CEO, Hussain Home said, "It's a good start of the year, we are hoping to grow our business more with new contacts." ♦



Iqbal Ebrahim, CEO, Orient Textile Mills.



Tabish Bari and Naqi Bari, Bari Textile Mills.