



Sustainable Pakistan to showcase at Heimtextil 2020

Sustainable Pakistan is an initiative that aims to reshape global perceptions of Pakistan's manufacturers and highlight innovations. So far, twenty producers have been carefully chosen to be presented on this global platform and will help rebrand Pakistan's textile industry at the Heimtextil exhibition. As a featured exhibition, Sustainable Pakistan will locate its stand at a prominent position that the visitor cannot miss.

Sustainable Pakistan is a project with financial support from GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) and based on results of their many years of successful work to improve labour standards in Pakistan (particularly Punjab province). CSI (Consulting Service International Ltd) have been contracted for the implementation of the project in selected factories in Lahore, Faisalabad and Sialkot.

In brief the overall project objectives are to:

1. Enhance Pakistan's reputation and promote the country as a market of choice for the sourcing of sustainably manufactured, high quality goods.
2. Develop capacities of factories regarding social and labour standards, environmental protection and chemical management for compliance with challenging international requirements and regulations.
3. Improve the ability of factories to communicate with international buyers, brands and retailers to market their products and successfully enter new business fields internationally.

Heimtextil is the biggest international trade fair for home and contract textiles held annually at Messe Frankfurt. Heimtextil 2020 (7-10 January) will be a special edition with its 50th anniversary; CSI has joined hands with the fair organisers to present Sustainable Pakistan as a featured exhibitor to promote innovative producers from Pakistan on a global stage.

On the final day of the fair, there will be a panel discussion about "Sustainable Pakistan - innovative solutions for the home textile industry" (11.00 am – 12.00 pm, Hall 11 Level 0, FOY01), where the exhibitors will introduce new products from Pakistan's future-oriented sustainable textile manufacturers. ♦

