

No.2(1) TID/09-P-1
GOVERNMENT OF PAKISTAN
MINISTRY OF TEXTILE INDUSTRY
2nd Floor, FBC Building, G-5/2
Islamabad

Islamabad, the 5th October, 2009

From

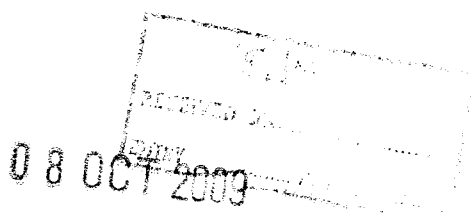
Dr. Amir Husain,
Section Officer (P-I),

To

1. Chairman,
All Pakistan Textile Mills Association
(APTMA), Karachi
2. Chairman,
Pakistan Readymade Garments Manufacturers &
Exporters Association, Karachi.
3. Chairman,
Pakistan Cotton Fashion Apparel
Manufacturers & Exporters association,
Karachi
4. Chairman,
All Pakistan Textile Processing Mills Association,
Faisalabad.
5. Chairman,
Pakistan Hosiery Manufacturers
Association, Karachi
6. The Chairman,
Towel Manufacturers Association of Pakistan,
Karachi.
7. Chairman,
All Pakistan Bedsheets & Upholstery
Manufacturers Association, Multan
8. Chairman,
Pakistan Commercial Exporters of Towels
Association, Karachi.
9. The Chairman,
Pakistan Knitwear & Sweaters
Exporters Association, Karachi.
10. Chairman,
Pakistan Denim Manufacturers Association, Karachi
11. Chairman,
Pakistan Textile Exporters Association,
Faisalabad.
12. Chairman,
Pakistan Silk & Rayon Mills Association, Karachi.
13. Chairman,
Pakistan Polypropylene Woven Sacks
Manufacturers' Association, Karachi.
14. Chairman,
All Pakistan Cotton Power Looms Association,
Faisalabad.
15. Chairman,
Pakistan Art Silk Fabrics & Garments
Exporters Association, Lahore.
16. Chairman,
Pakistan Woolen Mills Association, Lahore
17. Chairman,
Pakistan Bedwear Exporters
Association, Karachi.
18. Chairman,
Pakistan Cloth Merchants' Association, Karachi.
19. Chairman,
Karachi Cotton Association, Karachi
20. Chairman,
Export Processing Zone Authority,
Karachi.
21. Chairman,
Pakistan Yarn Merchant's Association,
Karachi.
22. Chairman,
Korangi Association of Trade & Industry, Karachi.

Please find enclosed herewith a self-explanatory letter No.11(1)/2009-CS dated 8th September received from Ambassador to Kuwait.

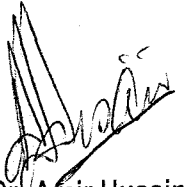
Amir Husain
E. Husain
et al



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2 The same is being forwarded for circulation among your members for information. Moreover, your comments regarding the views expressed by Mr. Mohammad Alwadhi, President Familycare Group in respect of Pakistani textile exports will be appreciated.

Encl: (As above).



(Dr. Amir Husain)
Section Officer (P-I)
Ph.051-9217248



Ambassador

السفير

No.11(1)/2009-CS

EMBASSY OF PAKISTAN
KUWAIT

الكويت

8th September 2008

may be needed for guidance a memo
15.9
17/9 80 P-II

My dear Secretary,

The Commercial Secretary held a meeting with Mr. Mohamad Alawadhi, President, Familycare Group, Kuwait which imports Textiles and Garments with its own distribution network and a chain of outlets all over Kuwait. The firm has been in business since independence of Kuwait.

2. During the meeting, Mr. Alawadhi revealed some important aspects of textile business in Kuwait with particular reference to Pakistan's textile exports to Kuwait. He informed that:

- i). Small quantities of low-quality textiles products are being imported from Pakistan by small indenters. These mainly include bed sheets, towels, grey fabric, printed fabric and cotton.
- ii). These low-quality imports are not helping Pakistan's business image as this has given rise to the general perception that products from Pakistan should be low priced regardless of quality.
- iii). This situation is further complicated by the fact that most Pakistani firms tamper with quality after the first two consignments.
- iv). In Kuwait, consumers' trend has also changed. People now prefer to buy readymade garments instead of tailored dresses.
- v). The fabric import has also been affected by changes in fashion. In past young people use to wear long dresses (young men) and maxis (women) which consumed a lot of fabric. This segment of consumers has gradually shifted to western clothes including jeans and skirts. These are imported readymade and this has contracted the fabric market.
- vi). For garments, the market is divided into the following segments.
 - a. **Upper Class:** For sellers, this is the most important segment. It is a highly westernized, brand-loyal segment with high purchasing power. This mostly comprises Kuwaitis.

PT disseminate to all Textile Associations.
17/9 80 P-II
03/11/09
Mr. Shahid

Office of the Secretary
Min. Textile Industry
Dy. No. 1542
Date 15.9.09

Deputy Secretary (Admin) Textile Industry
Dy. No. 886
Date 17-09-09

DG Office, R&D
Dy No. 995
Date 17-09-09

-: 2 :-

- b. **Lower Class:** This mostly comprises non-Kuwaitis with low purchasing power.
 - c. **Islamic:** This is a conservative segment with medium to low purchasing power.
 - d. **Non Islamic:** This is liberal segment with medium to low purchasing power.
 - e. **Arabs:** This is fairly sizable segment with medium to high purchasing power.
 - f. **Non-Arabs:** This comprises mostly expatriates from Pakistan, India, Bangladesh, Sri Lanka, Iran, and Philipines.
- vii). Kuwait is a retail market. Pakistani companies should concentrate on creating their own brands if they want to enter the Kuwaiti garment market.
- viii). If Pakistani companies want to enter the market without brands, then they must do so with superior quality and competitive price.
- ix). As far as the designer clothes are concerned, market for this in Kuwait is small but rewarding. Pakistani fashion designers who want to enter this market should do so only if they are strong in the domestic market (a standard practice all over the world).

3. It is requested that this information may be considered while formulating product and region specific policies and interventions. The same may also be disseminated amongst our textile and clothing exporters for their information.

with regards

Yours Sincerely,


(Iftekhar Aziz)
Ambassador

Mr. Zafar Mahmood,
Secretary,
Ministry of Textile Industry,
Islamabad.