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CALENDAR OF EVENTS



Textile Asia Faisalabad 2022

Dates: Oct 29th to 31st, 2022.
Venue: Quilim marquee, Faisalabad, Pakistan.
www.textileasia.com.pk



ITMA ASIA + CITME 2022

Dates: Nov 20th to 24th, 2022.
Venue: NECC, Shanghai, China.
www.itmaasia.com



IGATEX Pakistan 2022, Lahore

Dates: Dec 1st to 4th, 2022.
Venue: Expo Centre, Lahore.
www.igatex.pk



ICADEX Pakistan 2022, Lahore

Dates: Dec 1st to 4th, 2022.
Venue: Expo Centre, Lahore.
www.icadexpakistan.com



INTEX SOUTH ASIA 2022

Dates: Dec 8th to 10th, 2022.
Venue: New Delhi, India.
www.intexsouthasia.com



DOMOTEX Hannover 2023

Dates: Jan 12th to 15th, 2023.
Venue: Hannover, Germany.
www.domotex.de



Index 2023

Dates: April 18th to 21st, 2023.
Venue: Palexpo, Geneva, Switzerland.
www.indexnonwovens.com



Istanbul Yarn Fair

Dates: April 18th to 21st, 2023.
Venue: Istanbul, Turkey.
www.iplikfuari.com



ITMA 2023

ITMA 2023

Dates: June 08th to 14th, 2023.
Venue: Milan, Italy.
www.itma.com

heimtextil

heimtextil 2023

Dates: June 10th to 13th, 2023.
Venue: Frankfurt am Main.
www.heimtextil.messefrankfurt.com



Textile Asia 2023

Dates: TBD
Venue: Karachi Expo Centre, Karachi Pakistan.
www.textileasia.com.pk



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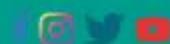
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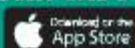


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AUSTRALIA

Australia wants to develop manufacturing hub in Bangladesh

Australia has expressed the interest to develop its manufacturing hub in Bangladesh to buy back the goods to be produced here or export to the European and other rich countries, according to officials.

To implement the plan, Australian trade officials stressed on organizing interactions between the traders and industrialists of the two countries.

Under the plan, Australian businesses will provide inputs like wool, cotton, timber, meat, hides and grains to Bangladeshi industrialists who will produce goods here and re-export to Australia or European countries.

These were discussed at the first joint working group meeting under the Trade and Investment Framework Arrangement (TIFA), held late last month, in Canberra.

The meeting decided that Australia and Bangladesh will facilitate industry connections between Australian exporters of agricultural raw materials and Bangladeshi importers and manufacturers.



BANGLADESH

Bangladesh apparel diplomacy gains momentum

Since the readymade garment sector of Bangladesh is a significant export-oriented industry, diplomacy has an important and direct bearing on the sector's sustenance and overall growth.

With competition growing worldwide, the role of a diplomatic service exclusively for the RMG industry has never been more urgent than it is today because of the imminent graduation of Bangladesh from the least-developed country (LDC) category to the grouping of the developing countries.

Ironically, the economic success of Bangladesh could become an enemy of sorts to itself because it will no longer be the underdog expecting or receiving special considerations.

The RMG industry, in particular, has grown to become a world leader and requires a fresh approach to building on the success achieved.

With this understanding and vision in mind, the present board of the Bangladesh Garment Manufacturers and Exporters Association (BGMEA) has launched its own brand of economic diplomacy entitled 'apparel

diplomacy' to meet the challenges ahead.

The aim of apparel diplomacy is to leverage the power of diplomacy for the betterment of the industry and benefit the millions of Bangladeshis employed in the sector.

As part of the apparel diplomacy, we are striving tirelessly with our own professional team as well as through our missions abroad. With the support of our government, the BGMEA is making concerted efforts so that the RMG sector can achieve greater success. This will increase the industry's profits handsomely and bring greater prosperity to the nation.



CHINA

Big blow to Chinese textile industry as both domestic and international demand weakens!

China's apparel and textile industry is in trouble as the country's domestic market is slumping, while exports are also declining.

The COVID-19 pandemic has proved to be the major reason for decline in demand, besides the increase in raw material prices. This is causing China lose its space in textile exports to other Asian countries like Vietnam and India.

According to Financial Post, things are going to get much worse as the UK and USA have banned cotton imports amidst allegations of forced labour in China's Xinjiang even as the European Union is mulling a similar move, the aftereffects of which can be seen on the Chinese textile industry.

In the US apparel market alone, China has lost over US \$ 8 billion market share till 2022 as compared to 2017! Even the demand in 2022 has lowered by 40 per cent from the last year, cited the report.

After the Uyghur Forced Labour Prevention Act (UFLPA) came into force, the US companies stopped buying cotton from China. As a result, 3 million tonnes of cotton have remained unsold in Xinjiang despite the new harvest season being a couple of weeks away.



VIETNAM

Vietnam's textile-garment exports expected to hit \$45.7 bn in 2022

Vietnamese garment-textile exporters expect to earn \$45.7 billion this year amid decent business since the year started and positive market developments. As of mid-July, garment-textile was among the four sectors posting high export revenues, with a record of \$20.4 billion--up by 19.7 per cent year on year (YoY), according to the general department of Vietnam customs.

Garment-textile was also among the six groups whose export value increased by over \$1 billion, the authority was quoted as saying by a news agency.

Some 14,000 businesses are operating in the sector, with a combined capital of more than \$46 billion. These employ nearly 200,000 laborers.

The Vietnam Textile and Apparel Association (VITAS) had earlier said textile-garment producers aim to earn up to \$21 billion from exports in the

second half this year, raising total shipments of the year to around \$42-43 billion.

The industry, which has gradually recovered this year, witnessed a trade surplus of \$8.86 billion in the first half of the year.



INDIA

Cotton price rally could lift Indian planting to record high

- Cotton prices more than double in a year to record high.
- Farmers seen expanding cotton area to all time high.
- Monsoon rainfall distribution will determine yields.
- Higher output, exports could dampen local, global prices.

Cotton planting in India, the world's biggest producer of the fibre, could jump as much as 15% in 2022 to an all-time high, as strong prices prompt farmers to switch away from other crops, an industry association said.

Higher output could help cool the rally in global and local cotton prices, which is hurting Asian apparel makers.

Area planted to cotton in India could rise as much as 15% from last year because the crop is providing far better returns than alternatives, said Atul Ganatra, president of the Cotton Association of India. Local prices have more than doubled over the past year, because heavy rainfall during harvesting slashed 2021's crop to the lowest in a decade.



GLOBAL TECHNICAL TEXTILES MARKET TO REACH \$208.5 BILLION BY 2024

The global market for Technical Textiles is projected to reach US\$208.5 Billion by 2024, registering a CAGR of 5% over the analysis period. Europe represents the largest regional market for Technical Textiles, accounting for an estimated 28.8% share of the global total. The market is projected to reach US\$58.5 Billion by the close of the analysis period. Asia-Pacific is forecast to emerge as the fastest growing regional market with a CAGR of 7.7% over the analysis period.

Global market for technical textiles is being propelled by expanding applications in a range of end-use sectors, steady pace of technology advancements, and a relatively stable economic environment. Rapid growth of automotive industry in emerging economies and the growing use of technical textiles in construction industry applications are expected to stimulate growth in the coming years.

Growth will also be driven by the sustained increase in healthcare spending across the world as well as the growing emphasis on sustainable manufacturing and environmental conservation.

Rising demand for building textiles, increasing demand for nonwoven technical textiles and the growing use of technical textiles in electronics industry also augur well for the market's growth. In the US, technical textiles have already established their use case in a multitude of applications including automotive, sporting goods and industrial components. China dominates growth in the Asia-Pacific region, owing to the sheer increase in production and consumption volumes of technical textiles.

GROWTH OF IT INDUSTRY IN PAKISTAN

THOUGH the IT sector in Pakistan has had a rough couple of years recently, the industry's overall growth in the past 10 to 15 years has been striking. In fact, despite the recent hiccups, there has been a robust growth of IT and IT-enabled (ITeS) remittances in the past five years. According to the Economic Survey of Pakistan (2020-2021), the compound annual growth rate for IT and related services reached 18.85 per cent, the highest growth rate of any industry in the region. In addition, micro enterprises, independent consultants and freelancers contributed around \$500 million to IT and ITeS exports while the annual domestic revenue exceeded \$1 billion. Pakistan's Information Technology (IT) sector is carving a differentiated position as the preferred source for software development.

Pakistan has always been an agrarian economy and with its abundance of natural resources, it has flourished with the passage of time. This pattern is still present, but Pakistan's rise as a modern nation can be attributed to the growth in the IT industry and services sector.

Nowadays, we see that majority of Pakistanis have started using computers and other devices which work on the internet because it has made their lives easy and they can do their work without any hassle and delay. This has led to a vast increase in the number of skilled workers, due to which the export of these services has also increased.

In recent years, the surge in IT industry has resulted in provision of high paying jobs for professionals by creating well-paid employment opportunities for them. It has also helped the government and private businesses to prosper.

The IT industry contributes around seven percent of Pakistan's GDP and employs hundreds of thousands of professionals who work in different areas such as banking, telecommunications, healthcare, education, etc.

According to the statistics published by the State Bank of Pakistan Pakistan's IT exports during fiscal year 2020/21 increased by 47.4 percent, and crossed \$2 billion milestone for the first time in the country's history; whereas, in fiscal year 2019/20, the exports were \$1.44 billion.



Pakistan's IT industry is growing at an exceptionally fast rate because of some key factors including competent youth coming up with innovative ideas. Outsourcing services is another reason because it increases revenue and employment chances.

NETSOL, a big IT firm, contributes to nearly a quarter of IT exports from Pakistan by providing innovative solutions that enable automobile, equipment, and big-ticket finance companies to run their retail and wholesale business operations efficiently.

Now, many factors create an environment of success for the industry, but there are two major factors that need to be highlighted here. One is a collaboration with foreign countries, and the second is coming up with Special Economic Zones (SEZs).

By collaborating with foreign countries, Pakistan's IT industry has imported knowledge, upgraded technology and enhanced its capability to produce merchandise that can be exported out of the country and at the same time, SEZs provide a

business environment where all taxes and duties are exempted on production units. This system has accelerated growth by attracting big companies dealing in information technologies.

Both these factors have changed the whole scenario because now it has become a level-playing field for local and foreign investors.

The IT companies in Pakistan provide employment to hundreds of professionals who work in different areas such as banking, telecommunications, healthcare, education, etc.

That's why during the last few

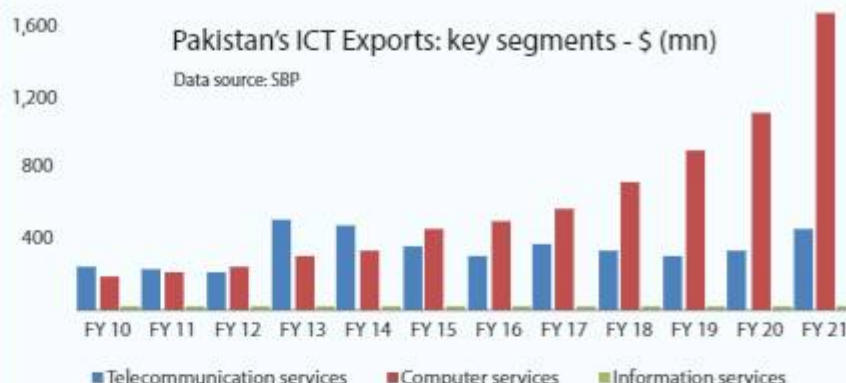


years, we have seen a sharp increase in the number of Pakistani students opting for the field of Information Technology.

Even universities are now making significant changes in their curriculum for degree programmes in computer science and IT, which provide a better understanding to all those interested.

Information technology has assumed a central enabling role in the emerging dynamics of a knowledge society and knowledge economy. It is a key lever of economic development.

PAKISTAN EARNS \$2,197MN FROM IT SERVICES' EXPORT IN 10 MONTHS (HIGHEST IN 10 YEARS)



Pakistan earned \$2,197.787 million by providing different Information Technology (IT) services in various countries during the ten months of fiscal year 2021-22.

This shows growth of 29.29 percent as compared to \$1,699.860 million earned through provision of services during the corresponding period of fiscal year 2020-21, Pakistan Bureau of Statistics (PBS) reported.

During July-April (2021-22), the export of computer services grew by 30.77 percent as it surged from \$1,343.550 million last fiscal year to \$1,756.957 million this year.

Among the computer services, the exports of software consultancy services witnessed an increase of 48.43 percent, from \$443.478 million to \$658.239 million while the exports of hardware consultancy services also rose by 337.72 percent from \$0.456 million to \$1.996 million.

The export and import of computer software related services also rose by 41.42 percent, from \$331.730 million to \$469.133 million whereas the exports of repair and maintenance services surge to \$1.249 million from \$0.464 million.

In addition, the exports of other computer services increased by 10.38 percent going up from \$567.422 million to \$626.340 million.

Meanwhile, the export of information technology services during the period under review increased by 39.51 percent by going up from \$3.240 million to \$4.520 million. Among the information services, the exports of news agency services increased by 68.56 percent, from \$1.765 million to \$2.975 million whereas the exports of other information services increased by 4.75 percent, from \$1.475 million to \$1.545 million.

The export of telecommunication services also witnessed an increase of 23.58 percent as these went up from \$353.070 million to \$436.310 million during the year under review, the data revealed.

Among the telecommunication services, the export of call centre services increased by 42.98 percent during the period as its exports increased from \$124.255 million to \$177.658 million whereas the export of other telecommunication services also increased by 13.04 percent, from \$228.815 million to \$258.652 million during the period under review, the PBS data revealed.

In light of these facts, it could be rightly asserted that a coordinated effort of both the government and the business community is required to uplift the economy and exports by using information technology, and the key is to educate and facilitate our youth in this area.



Italy - Pakistan Trade Relations

Italy is among the top trading partners of Pakistan and third largest in context of trade with European Union. Italy helped Pakistan acquire the EU Generalized Scheme of Preferences (GSP-Plus). Trade relations between Pakistan and Italy have been improving with the passage of time.

Economic, trade and cultural relations between Italy and Pakistan are at an all-time high. Currently, Italy is providing technical assistance in footwear, textiles, marble and agriculture through modern machinery and value addition also in agricultural sector including dairy and livestock, olives and olive products, plastics, processed food and the construction sector through transfer of technology.

During the Year 2021 the overall trade volume contracted due to COVID pandemic disruption and Italy imported goods of worth 902.88 US\$ million as against exports of 714.29 US\$ million in the same period last year recording an increase of 26.40 %.

In the Year 2021 Italy exported goods to Pakistan worth 845.71 million US\$ against 581.76 million US\$ in FY20 recording an upsurge of 45.36 %.

The worker remittances from Italy hit historic high of \$601 million in

FY21 and as a result, Italy emerged as the seventh largest global destination for workers remittances to Pakistan and ranked first among the countries in the EU.

The Country's trade deficit during July-June (2020-21) stood at \$31.076 billion against the deficit of \$23.159 billion during July-June (2019-20). During the fiscal year 2021 country's exports registered about \$25.304 billion whereas the imports \$56.380 billion.

Fiscal Year 2022 Pakistan's Exports

PAKISTAN's exports of goods and services to Italy witnessed an increase of 35.58% during the first three quarters of fiscal year (2021-22) as compared to the exports of corresponding period of last year.

The overall exports to ITALY were at \$758.795 million during July-March (2021-22) against exports of \$559.664 million during July-March (2020-21), showing growth of 35.58%, according to (Source: SBP).

The exports to ITALY also increased by 42.79% by going up from \$75.006 million during March 2021 against the exports of \$107.105 million in March 2022, the SBP data revealed. The export to ITALY also

witnessed surge of 30.89% in March 2022 as compared to the exports of \$81.826 million in February 2022 on month-on-month basis.

Pakistan's exports to other countries have an increase of 26.64% in nine months, from US \$18.713 billion to US \$ 23.699 billion.

During the first nine months of fiscal year 2021-22, the imports from Italy were observed at \$620.487 million against \$391.109 million last year, showing growth of 58.64%.

On year-on-year basis, the imports from Italy increased by 98.32%, by going up from \$43.320 million during March 2021 against the exports of \$85.916 million in March 2022. Meanwhile, on month-on-month basis the imports from Italy witnessed surge of 47.31% in March 2022 as compared to the exports of \$58.323 million in February 2022.

Fiscal Year 2021 Pakistan's Imports

During FY 2021, imports stood at US\$ 56.38 billion as compared to US\$ 44.55 billion during FY2020 showing an increase of 26.55%.

Non-energy imports remained the main contributor in raising the import bill. The surge in imports may be

attributed to the rising demand for intermediate goods due to the resumption of economic activities; supply shocks in agricultural products especially wheat, sugar and cotton; government's accommodative measures to underpin the production of industrial sector in the form of removal of customs duty on import of raw-materials; and concessionary loans.

During Jul-Jun, 2021 the share of Other Asia in total imports increased to 48.04% from 46.60% during the same period of last year. The share of Middle East decreased to 24.47% from 25.88% during the same period of last year. The share of European Union decreased to 9.32% from 10.40% during the same period of last year.



Export receipts and remittances from Italy crossed \$2 billion in the highest-ever annual growth in financial year 2021-22, revealed Pakistan's Ambassador to Italy Jauhar Saleem.

Talking to a news agency the ambassador said Italy "has become the seventh billion-dollar export market" for Pakistan with record high export volume of \$1.146 billion, while remittances from the European nation were also on their way towards a billion dollars with total inflows of \$857 million during FY22.

"Pakistan's earnings from Italy in the form of exports and remittances crossed \$2 billion in financial year 2021-22. Similarly, a substantial growth in FDI (foreign direct investment) from Italy was also witnessed during the year."

he said, June 2022 set a record in exports to Italy, which crossed \$144 million in a month. The growth in exports and remittances has come at a time when European economies in general and the Italian economy in particular are slowing down and facing multiple challenges due to the Russia-Ukraine war.

Exports to Italy were 46% higher in FY22 compared to the previous year while remittances rose 41%. The ambassador praised Pakistani export-

ers for their initiatives and hard work as well as Pakistani diaspora in Italy for standing by the country in the most challenging economic environment.

Pakistan posted a trade surplus of \$573 million during the financial year under review, which was up 91% than the previous year. According to the envoy, the value-added sectors were the main drivers of export growth with shipments of plastic products increasing 208%, sports goods 80%, leather goods 42%, home textile 36% and garments 35%.

As the pandemic hit the global footwear market leading to contraction in demand, Pakistan's exports of footwear to Italy rose 19% in FY22, he revealed.

"Italy became the third largest export destination for Pakistani footwear. It is also the fifth largest destination for Pakistani home textile and ranks sixth in garments export." Saleem pointed out that with the revival of market activities after the removal of pandemic-related restric-

tions in Italy, Pakistan's embassy was ramping up efforts to connect Pakistani businesses with Italian firms to sustain export and FDI growth.

During the just-concluded financial year in June 2022, Pakistan received Italian investment in sectors of food processing, chemicals, construction, leather, footwear, energy-related equipment and IT.

The envoy highlighted that some of the recent joint ventures between leading Pakistani and Italian footwear firms were resulting in transfer of technology and international marketing skills, and improving supply chain management. Moreover, Italy is providing technical support for the agriculture sector, especially for olive and olive products.

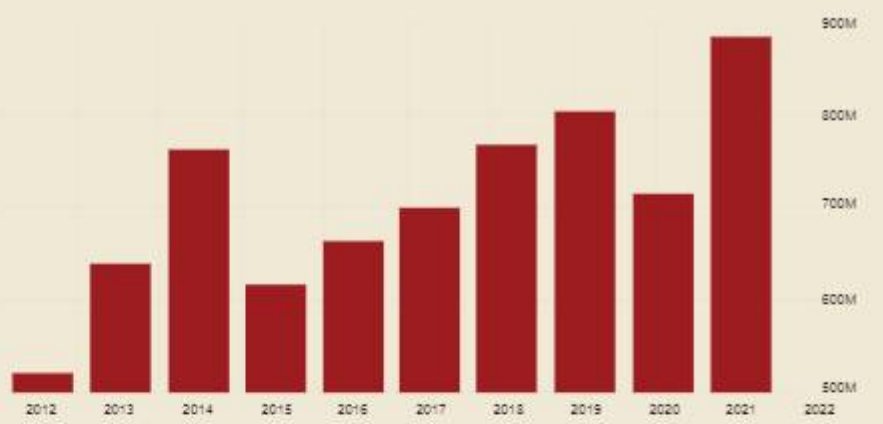
Similarly, Rome is supporting efforts being made for the reduction in risks from the Glacial Lake Outburst Floods and hydrogeological hazards in the mountainous areas by establishing an evidence-based assessment and monitoring system for the glaciers in Gilgit-Baltistan.

Italy has announced that it will open its doors to 69,700 seasonal workers from selected countries in 2022. "Pakistan has already been included in the Italian Seasonal Work Visa Programme for 2022, which will offer many opportunities to our workers in agriculture and services sectors," he said.

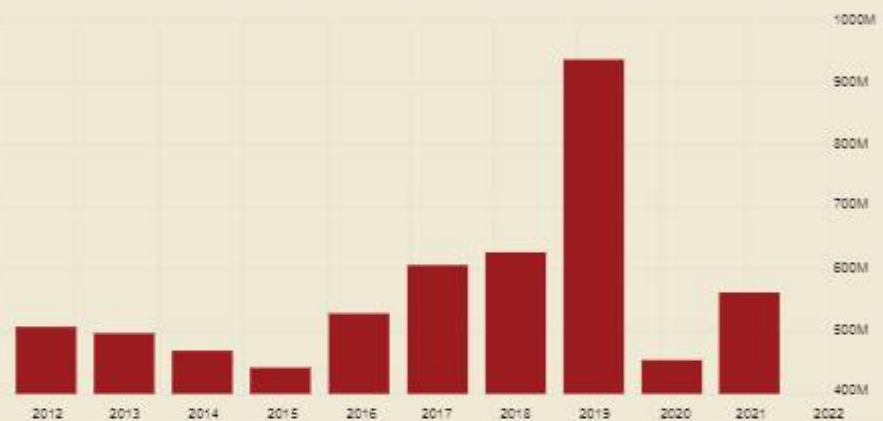
The Italian government has also recently reduced work visa processing time, which has been a longstanding demand of the Pakistani workers. With the record increase in remittances over the past three years, Italy has become the largest contributor to inflows into Pakistan from the European Union. In 2021-22, around 25% of Pakistani worker remittances from the EU came from Italy.

The envoy stated that the diaspora in Italy had helped post the highest growth in worker remittances among all destinations. Keeping in view the Italian labour market conditions and employment opportunities for Pakistani workers, the growth momentum would be maintained by connecting more Pakistani workers with the Italian job market, he emphasized.

Pakistan Exports to Italy was US\$891.17 Million during FY 2021-2022.



Pakistan Imports from Italy was US\$561.14 Million during 2021-2022.



Pakistan regards Italy as a good friend and reliable partner

Advisor to Prime Minister on Kashmir Affairs and Gilgit-Baltistan Qamar Zaman Kaira said that Pakistan profoundly values its relations with Italy bilaterally in the European Union (EU) and multilaterally in the international forum such as the United Nations.

Addressing a celebration ceremony of Italian National Day as a guest of honor, the advisor to the prime minister said that Pakistan regards Italy as a good friend and reliable partner. He said Pakistan and Italy have commonalities of views and the broad range of regional and international issues since both countries are keen to promote global peace and development.

He further stated that the trajectory of Pakistan and Italy ties is positive, and "we are determinant to strengthen it further. Our mutually beneficial cooperation is strengthened by a shared of diplomatic values, democratic values, commitments, continued engagement, and willingness to help each other". Pakistan looks forward to deepening its partnership with Italy to achieve its objective of peace, prosperity, and development.

Italy is one of the largest trading partners of Pakistan in the EU and among the top ten globally. Our bilateral trade during the fiscal year 2021 increased rapidly. There is still great potential to expand bilateral trade and investment. Pakistan is firmly committed to further developing and deepening our mutually beneficial relationship in the economic and commercial spheres. There are many Pakistanis living in Italy; they see it as a bridge between two friendly nations and positively contribute to the economic development of Italy.

Ambassador of Italy to Pakistan Andreas Ferrarese, addressing the audience, said that Italy and Pakistan have a long history of cordial relations and cooperation in political, economic, cultural, and social spheres. It is a matter of great satisfaction that the two nations have unanimity of views on several issues of global importance, and mutual cooperation in all the fields has been on the rise.



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TRIBE OF KALASH: *The Last Kafir*



Pakistan is a place that has mountains and sea, all four seasons, city and countryside, multiple cultures and traditions to offer. It was awarded the title of the best holiday destination by a US-based luxury travel magazine, Conde Nast Traveller after evaluating the country on a number of factors – including tourism policies, ease of travel, and what a country has to offer in terms of traditions and scenic beauty. Kalash Valley in Pakistan is one of those beautiful places that offer a mixture of beauty, culture and traditions, festivals and of course, the hospitality of locals.

Deep in the mountains along the Pakistan-Afghanistan border, the remote Kalash Valley (also sometimes called Kalasha Valley, which actually consists of three separate valleys) is

home to Kalasha people. Quite distinct from the rest of Pakistan's people, the Kalasha are said to be descendants of the armies of Alexander the Great.

Long cut off from other communities by their remote location, the Kalash Valleys are a cultural world apart from the predominantly Muslim population of Pakistan. The (literally) colorful Kalash practice a religion said to be closely tied to ancient Hinduism, meaning they have a plethora of unique traditions and festivals found nowhere else in Pakistan.

LOCATION OF KALASH VALLEY

Located among the majestic green mountains, Kalash Valley, also known as 'Kalasha Valley', resides in the Chitral district of Khyber Pakhtunkhwa. The residents of Kalash, known as Kalashi or Kalasha, are scattered in three different valleys namely Bumburet, Rumbur, and Birir, which are collectively known as Kalash Valley.

Enriched with culture and their

own traditional values, the total population of Kalash Valley is somewhere between 4000 and 5000.

Surrounded by the mighty Hindukush mountain range, Kalash valley is traditionally apart from the country's predominant religion Islam due to its remote location. Foreign as well as domestic tourists visit the scenic destination not just because of its vibrant culture but also because of the beautiful mountains that surround this place and the picturesque views one gets to see in the valley.



The three towns in the valley have their own attractions for the tourists.

BUMBURET

- Compared to the other two valleys, Bumburet is the biggest valley of Kalash. It is also considered the commercial hub of the area. There are several places to visit in this valley though the Kalashi culture and traditions are not as dominant. The population is a mixture of Muslims and Kalashas.

RUMBUR

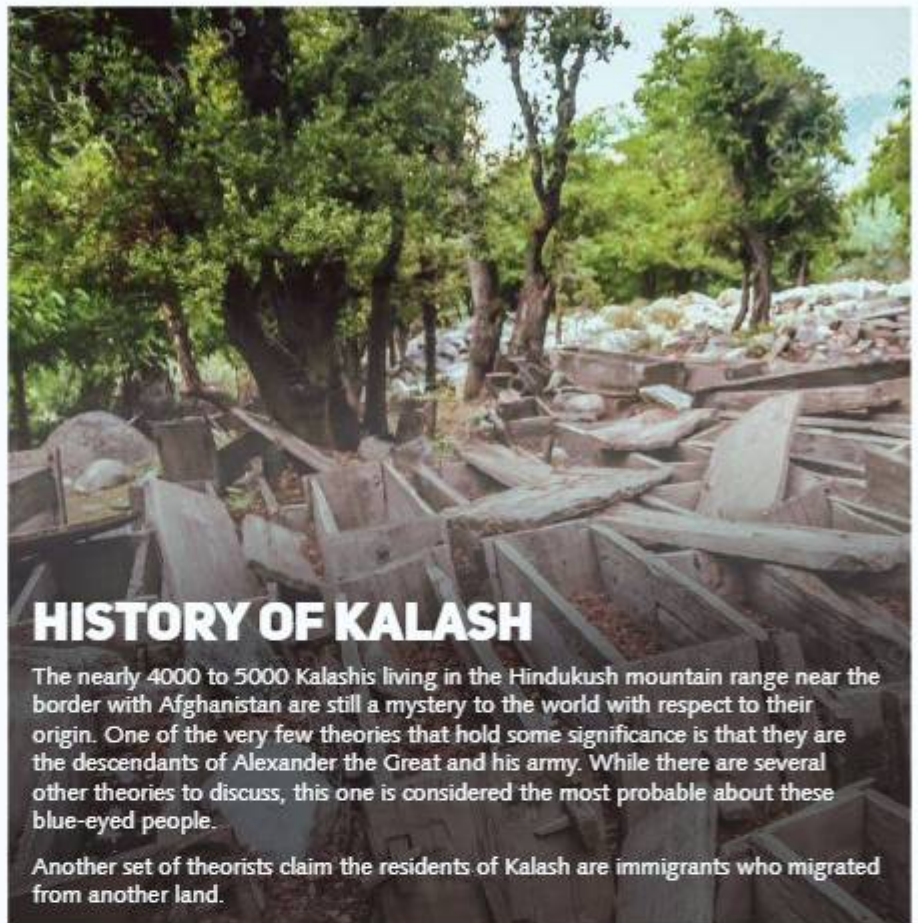
- It is the mid-level valley comprising small villages that are less developed as compared to Bumburet, though the population majority is Kalashas. The town is more famous with foreign tourists but lacks modern facilities.

BIRIR

- In Birir valley, a wide majority of the residents are purely Kalashas with the rituals and traditions closest to the original dwellers, unlike Bumburet. Since it is further away from the Ayun and Chitral, the facilities in the valley are very minimal. However, one can stay in the guest rooms made in the houses of residents.



Prince William and Kate Middleton in Kalash Valley Chitral



HISTORY OF KALASH

The nearly 4000 to 5000 Kalashis living in the Hindukush mountain range near the border with Afghanistan are still a mystery to the world with respect to their origin. One of the very few theories that hold some significance is that they are the descendants of Alexander the Great and his army. While there are several other theories to discuss, this one is considered the most probable about these blue-eyed people.

Another set of theorists claim the residents of Kalash are immigrants who migrated from another land.



KALASH CULTURE

As stated, the Kalash people are not Muslim. Their unique culture and traditions predate Islam by centuries. Some scholars believe Kalasha practices have links to ancient Hinduism.

Unfortunately, the unique culture is diminishing. Some non-Kalasha people have moved into the valleys. Roughly 50% of Kalash people have converted to Islam for a variety of reasons, usually related to financial struggles, marital obstacles, and societal pressures.

However, there's a simultaneous push to preserve and honor Kalasha culture in a variety of ways. Kalasha women still wear colorful traditional dresses and headpieces they embroider themselves. There are many Kalash festivals celebrating and showcasing Kalasha culture.

SEASONAL KALASH VALLEY FESTIVALS

As beautiful and colourful as Kalash is, one of the factors behind its tourist attraction is its festivals. While the festivals in Kalash Valley are celebrated throughout the year at different times, the most famous out of them are:

- Chilam Joshi
- Uchal
- Choimus



CHILAM JOSHI FESTIVAL

Chilam Joshi, which is widely known around the world, is celebrated in the month of May (13th-16th) to mark the arrival of spring. This is the busiest and most crowded time in the valley where there is hardly a spare room to be rented. Women of the Kalash valley dress up in their traditional black clothes, embroidered heavily with colourful threads and accessorize themselves.

UCHAL FESTIVAL

Uchal festival is held in August of every year, where cheese from the pastures is brought and celebrated.

CHOIMUS FESTIVAL

Choimus is celebrated in winter just two weeks before the winter solstice.

RESPONSIBLE TOURISM IN THE KALASH VALLEY

The Kalasha Valleys are naturally and culturally beautiful, but beauty can easily be eroded by the onset of mass tourism. To do your part to preserve the beauty of the area, and ensure your tourism has a positive effect, please keep the following things in mind:

- **Stay in a hotel/guesthouse/homestay run by a Kalasha person or family.** Little of the tourism money that flows to the valleys end up in Kalasha pockets, so this is how you can ensure it does!
- **Ask before taking photos.** There's no doubt that the Kalasha people, particularly the women, are stunning. However, many women are averse to being photographed (outside of festivals). I've also heard tensions are growing between the Kalash and outsiders, partially because of the way domestic tourists arrive and start snapping photos of women and children without asking or showing any kind of consideration. Instead of creeping on the women, befriend them, talk for a while, then ask for a photo.
- **Enjoy local products, not packaged snacks.** There are plenty of native fruits, vegetables, and nuts growing around the valleys. Snack on those, rather than contributing to the sorry state of plastic waste afflicting the valleys. And, of course, collect your trash, don't throw it on the ground.
- **Drink the local wine and tara responsibly.** It's poor form to show up as a guest in someone's area, then get utterly sh*t-faced, loud, and destructive on their alcohol. If you can't handle your drink, don't drink, or at the very least limit your consumption. It also means more for those of us who can control ourselves.

HOW TO REACH KALASH VALLEY?

The tourists usually visit Kalash Valley on their own conveyance by road. However, tourists coming from Islamabad to Kalash can also book a flight from the federal capital and reach Chitral from where they can rent a car or a jeep.

The flight from Islamabad to Chitral is weather dependent, so most of the foreign or local travelers prefer going by road.

If you don't have your conveyance, you can book a Daewoo that will drop you at Batkhela. From there, you can either book a car with an experienced driver or leave for Timargara where there is a bus stand and readily available private cars for rent.

Once you depart from Timargara, the journey full of views begins. Tourists cross the mountains using the Lowari Tunnel, which is about 8.5 kilometers long and connects Dir with Chitral.

APTMA expects over 20% growth in Pakistan's textile exports in FY23

Patron in Chief of the All Pakistan Textile Mills Association (APTMA) Dr Gohar Ejaz indicated that the textile industry is expecting over 20% growth in exports this fiscal year, cautiously adding that this is possible if the government continues with the policy of 'Regionally Competitive Energy Tariffs'.



APTMA, a trade organization representing the largest industrial sector of Pakistan, said that the textile industry posted record export growth in FY22 with its expansion and investment plans under the State Bank of Pakistan's (SBP) Long Term Financing Facility (LTFF) and Temporary Economic Refinance Facility (TERF).

"In addition, the country's textile industry plans to import 6 million bales of cotton this year from the US and Brazil," Gohar was quoted as saying in a statement.

The textile sector makes up a lion's share of Pakistani exports. In the first eleven months of FY22, the exports of textile commodities surged to \$17.62 billion against exports of \$13.74 billion in the same period of the previous year, according to latest data published by the Pakistan Bureau of Statistics (PBS) on Friday.

Earlier in the month of June, the textile industry sought the prime minister's help for the restoration of gas to the sector, stressing that a loss of almost \$1 billion in exports would take place due to energy suspension and long holidays.

In May 2022, year-on-year textile exports grew 56 percent to stand at \$1.64 billion as compared to \$1.05 billion in the same month a year ago, while month-on-month growth was

down 5.6 percent.

The exports of this group stood at \$1.73 billion in April 2022. In the textiles group, cotton yarn exports increased 24.2 percent during the period to \$1.11 billion compared to \$896 million in the same period last year, with May 2022 exports up 48 percent to \$106.57 million over the same month last year.

Cotton cloth exports increased 30.34 percent to \$2.24 billion, knitwear 36.4 percent to \$4.65 billion, bedwear 21.68 percent to \$3.0 billion, towels 21.66 percent to \$1.02 billion, and readymade garments exports grew 30.68 percent to \$3.54 billion in these eleven months. Raw cotton exports went up by 10 times to \$6.58 million.

Curtailing Pakistan's trade deficit was one of the biggest economic challenge in fiscal year 2022-23 for the government. In case the government was unable to curtail the trade deficit, the country might remain under constant threat of default with its foreign exchange reserves not building up to a secure level, as per businessmen and industrialists. The SBP's foreign exchange reserves dropped by \$99 million to \$9.718 billion during the week ended July 7 on external debt payments.

Mr Gohar, in a letter to Prime

Minister of Pakistan, stated then that the textile industry had achieved a new record in terms of exports, and the momentum could be lost due to energy-suspension.

"The fantastic growth was enabled by the implementation of RCET, investment of over \$5 billion in expansion and establishment of 100 new textile units resulting in enhanced export capacity of \$500 million per annum."

Back then, Gohar stated that textile exports were expected to increase to over \$25 billion in the coming fiscal year and if that momentum was lost due to energy supply and cost constraints, Pakistan would be forced to seek an additional \$6 billion in loans, which under the circumstances may not be possible.



Dr Gohar Ejaz (Patron-In-Chief, APTMA)



Pakistan floods could cost 45% of cotton crop

The devastating floods in Pakistan have severely damaged the country's cotton crop. Local reports indicate that around 40-45 per cent of the cotton crop is submerged in the major cotton production areas of Punjab, Sindh and Baluchistan. This could potentially lead to a sizeable reduction in cotton output, placing further supply pressures on the global market and raising prices.

Pakistan's cotton production has shrunk 19% to 2.19 million bales till September 15, 2022 in the current season mainly due to the devastation caused by heavy rainfall and flash floods nationwide. Sindh, the worst-hit province, has, however, managed to make notable supplies in the past 15 days, negating earlier reports of complete destruction to the cotton crop in the province.

Data breakdown suggests that Sindh produced a total of 274,215 bales in the past 15 days (Sept 1-15), taking the total to 1.10 million bales so far in the current season.

The production of 1.10 million bales, however, is 36% lower compared to 1.73 million bales produced in the same period last year, according to the Pakistan Cotton Ginners Association (PCGA).

Cotton production in Punjab increased 12% to 1.08 million bales in the current season compared to 0.96 million bales in the corresponding period of last year.

Usually, Punjab produces 70% of the total crop, while the remaining 30% is produced by Sindh. This year, however, the floods have impacted the harvest. As a result, Punjab is expected to produce around 3.5 million bales while Sindh's output may reach around 2 million bales, former PCGA chairman Dr Jassu Mal Leemani said while talking a News channel.

Before the floods, Punjab was expected to produce 5.5 million bales

and Sindh 3.5 million bales in the current season. However, now Pakistan will produce around 5.5 million bales. "The country is expected to import a similar quantity (5.5-6 million bales) to overcome the shortfall," former PCGA chairman said.

"Imports will not be very high compared to expectations (worth around \$4 billion) due to the likely fall in exports amid high inflation in major



A flooded & waterlogged cotton field due to excessive rains in Punjab, Sindh and Balochistan.

export destinations (the US and Europe) for our textile products," he said.

He dismissed the speculations that Sindh had completely lost the cotton crop due to the recent floods. "The province has lost on an average 50% of the crop," he said, adding that the receding floodwater had encouraged farmers to pick phutti (cotton flower) from the fields.

"This is evident from the fact that around 230 ginning factories are currently running in the province. Reports suggest that 217 factories were operating at this time last year."

He said the heavy rainfall and floods had also impacted the cotton output in Punjab. Its production may drop in the coming months.

The global cotton market is already facing restricted supply due to lower crops in the US, Brazil, China and other countries this year. Indeed, in the US, agricultural forecasters expect farmers to lose more than 40 per cent of the cotton crop.

According to the Wall Street Journal, "Southwestern cotton growers are abandoning millions of parched acres that they planted in spring, prompting forecasts for the weakest US harvest in more than a decade and sending prices sharply higher."

US agricultural forecasters expect drought-struck farmers to walk away from more than 40 per cent of the 12.5 million acres they sowed with cotton and harvest the smallest area since Reconstruction. Damage from Pakistan's deadly floods has now been put at more than US\$25bn, the country's climate change minister Mr Ahsan Iqbal said during a presser.

The climate change minister has called the situation a "climate-induced humanitarian disaster of epic proportions." Mr Iqbal said that 45% of cotton crops had been washed away with early wheat sowing in southern Pakistan also affected, as large swathes of land remained inundated with flood water, and severe damage to rice fields as well as vegetable and fruit crops.



Villager women empty their cotton-filled shawls on a pile after collecting it from cotton crops, which were damaged by floodwaters due to heavy monsoon rains, southern Sindh.

However on the other hand in India the area under cotton has increased to 128 lakh hectares against 120.55 in the previous year. As yields are also expected to increase due to excellent weather conditions, production of cotton is expected to increase to 360 lakh bales," said Arjun Dave, deputy general manager, CCI.

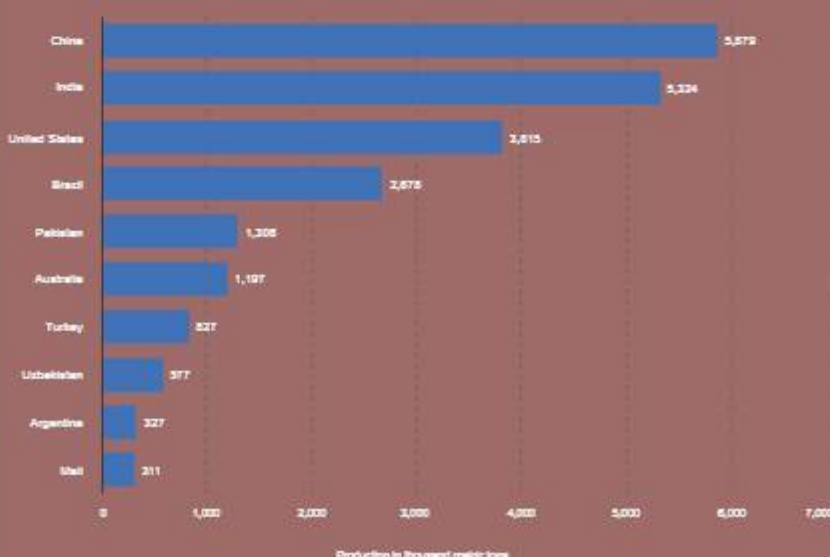
He was speaking at the All India Meet on Cotton Trade organised by the Khandesh Gin Press Association,

Jalgaon.

The Cotton Association of India (CAI), which is dominated by the traders, has pegged the production figure at 350 lakh bales. "If the weather remains conducive in the coming months, the production can increase to 370-375 lakh bales.

However, if not, then the production can fall to 325-330 lakh bales," said Atul Ganatra, president, CAI.

Leading cotton producing countries worldwide in 2021/2022 (in 1,000 metric tons)



FAST FASHION AND IT'S IMPACT ON CLIMATE CHANGE

Fast Fashion:

Fast fashion to define a largely profitable and exploitative business model that's grounded on copying and replicating high end fashion designs.

The clothes are mass-produced, with workers frequently working in inhuman conditions, and are purposefully designed to be frail with a limited lifetime as designs change snappily and are cheap to produce.

They're also consumed at an advanced rate and so the prospects for the clothes' lifetime drop, leading to multiple ethical and sustainable issues.

Fast fashion pollution creates not only long term and potentially unrecoverable environmental damage, but complicates the goods of climate change. Fast fashion is presto in further ways than one.

The rise of fast fashion is intertwined with the rise of social media and influencer culture. Consumer demand and tastes have come inextinguishable and ever-changing, leading to fast fashion companies rushing to reproduce particulars

whenever an influencer posts a print wearing a new outfit. Still, they aren't simply replying to consumer demand but are also creating it.

The clothes produced by these companies are purposefully not made to last; a strategy known as planned fustiness.

Due to fast changing trends, directors respond by manufacturing clothes more and more fleetly, which means that designs aren't well stress-tested and cheap synthetic fabrics are used to keep costs low. With its reliance on unsustainable plastic fabrics, the assiduity's enormous water operation, and the unethical treatment of its workers, the rise of fast fashion has had ruinous consequences on the world. Due to how affordable fast fashion apparel is and how snappily trends come and go, the substantial increase in apparel consumption has led to a substantial increase in cloth product.

Global per capita product of cloth increased from 5.9 kg per time to 13 kg per time from 1975 to 2018.

Global consumption of vesture has

risen to an approximate 62 million tonnes per time and is projected to further reach 102 million tonnes by the time 2030. As a result, fast fashion brands are producing twice the quantum of clothes moment than in the time 2000.

This dramatic increase in product has also caused an increase in both pre and post-production cloth waste. Due to the number of cut outs for the apparel, a large number of accoutrements get wasted as they cannot be used any further, with one study prognosticating that 15 of fabric used in garment manufacturing is wasted.

Post-production, 60 of roughly 150 million garments produced encyclopedically in 2012 were discarded just a many times after product. Despite similar high rates of cloth waste, cloth recycling remains too low, with 57 of all discarded apparel ending up in tips, which poses multiple public health and environmental troubles as poisonous substances including methane, a hothouse gas that's at least 28 times more potent than carbon dioxide, are released when tips are burned.



The fashion industry also uses large quantities of water; in fact, consuming one tenth of all the water used industrially to clean products and run factories, totalling 79 billion cubic metres in 2015.

Currently, 44 trillion litres of water is used annually for irrigation, 95% of which is used for cotton production. It was estimated that 20% of water loss suffered by the Aral Sea was caused due to cotton demand and consumption in the EU. Furthermore, the textiles and fashion industry has caused a 7% decrease in local groundwater and drinking water globally, and especially in water stressed manufacturing countries such as India and China.

Developing countries bear the burden of these environmental impacts from fast fashion pollution, while most of the consumption is done in the developed countries. Textile production occurs largely in developing countries due to cheap manufacturing and labour costs, and lax environmental regulations as compared to the developed countries. At the end of the cycle, the waste would be shipped back.

However, this practice has reduced due to many countries banning the import of waste, including textile waste.

Conclusion:

The fashion industry is currently responsible for more annual carbon emissions than all international flights and maritime shipping combined. If the industry maintains its course, an increase of 50% in greenhouse gas emissions is expected within a decade. By analyzing the root causes of the problem, the next steps are easier to understand as we can connect the dots and create solutions.

A few possible solutions were listed in the article, but some others include mindful purchasing of fast fashion brands and supporting reform.

If you are not entirely sure of which brands to support, you are not alone. Doing background research on

How we can reduce these and make a difference?

The best way to combat fashion-related waste and pollution is to change your buying habits. Then are six ways you can reduce the carbon footprint of your apparel

1. Don't be so quick to toss clothes out – if possible, mend or repair apparel rather of buying new.
2. To insure your apparel lasts longer, be sure to censor on lower temperatures and line dry when you can. However, elect garments that are well-made and avoid synthetic accoutrements like polyester, which releases nearly three times further carbon emigrations than cotton.
3. If you must buy new clothing.
4. Check out original providence, stretch, and consignment shops for new-to-you clothes.
5. Contribute, contribute, and contribute! There are a ton of places that accept gently used apparel. And if your clothes are beyond form, don't toss them out indeed stained or ripped garments can be reclaimed. Known as cloth recycling, these else unwearable apparel particulars are collected and made into other products. Locally, the University of Pittsburgh now has a number of locales to collect fabrics.



brands before purchasing clothes can help you become a more informed consumer and steer your purchases in a manner that aligns with your environmental values. The fashion industry has caused a substantial amount of damage to our environ-

ment. However, if we start to take proactive steps towards advocating for a green-friendly fashion industry and becoming an environmentally-conscious consumer, we can finally slow down climate change.



Pakistan's E-commerce Market Expected to Cross \$7 Billion in 2022

- The Pakistani e-commerce business is expected to surpass \$7 billion in 2022.
- It could reach about \$9 billion by 2025.
- The President of the ICCI stated that because of Amazon, both buyers and sellers now have access to a broader market.

According to Muhammad Shakeel Munir, President of the Islamabad Chamber of Commerce and Industry (ICCI), the Pakistani e-commerce business is expected to surpass \$7 billion in 2022 and reach about \$9 billion by 2025.

Munir stated that Pakistan is growing as a viable market for online commerce while speaking at a training session on e-business on the Amazon platform conducted by the ICCI and the Trade Development Authority of Pakistan (TDAP).

He claimed that the global e-commerce sector was anticipated to surpass \$5 trillion in 2022 and reach \$6 trillion in 2023. In order to increase trade and exports, the Pakistani business community must work to take a sizable portion of the growing market.

The president of the ICCI stated

that because of Amazon, both buyers and sellers now have access to a broader market and they should make the most of this chance to expand their businesses.

Additionally, the pandemic helped the e-commerce industry develop significantly while hurting offline enterprises. Munir emphasized that this finally opened up new possibilities



for the growth of e-commerce.

He emphasized that in order to win the trust of consumers, Pakistani businesses must not skimp on the quality of their goods.

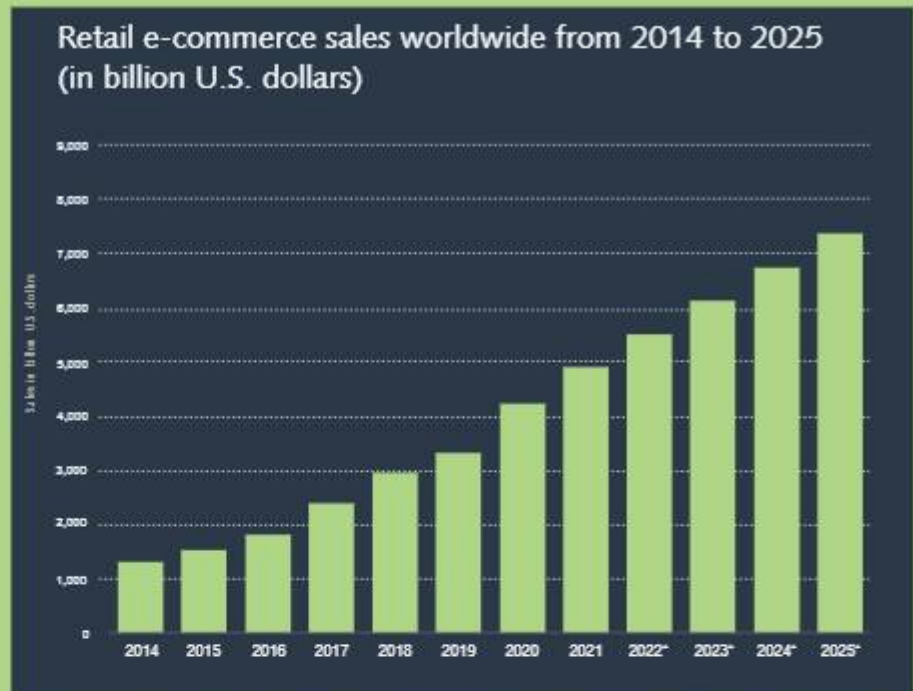
Munir also urged the government to guarantee an ongoing supply of electricity because frequent power outages are detrimental to the growth of internet commerce and other related industries.

Additionally, he recommended that the government broaden the nation's information and communication technology (ICT) infrastructure.

How big is the global ecommerce market?

The global ecommerce market is expected to total \$5.55 trillion in 2022. That figure is estimated to grow over the next few years, showing that borderless ecommerce is becoming a profitable option for online retailers.

Two years ago, only 17.8% of sales were made from online purchases. That number is expected to reach 21% in 2022, a 17.9% increase in



ecommerce market share over two years.

Growth is expected to continue, reaching 24.5% by 2025, which translates to an 6.7 percentage point increase in just five years.

The impact the COVID-19 pandemic made on supply chains was, according to Morris Cohen, Wharton

Professor of Operations, Information, and Decisions, "a major disruption, along the lines of having an earthquake or tsunami." For decades, the core features of supply chain management were:

- Globalization
- Low-cost supply
- Minimal inventory

Global ecommerce sales growth

Global retail sales growth will continue to rise and take up more retail market share. According to eMarketer, online retail sales will reach \$6.17 trillion by 2023, with ecommerce websites taking up 22.3% of total retail sales.

Although retail had a tough year in 2020, every national market covered by eMarketer saw double-digit ecommerce growth. The trend continues:

- Latin America saw \$85 billion in ecommerce sales in 2021, up 25% from \$68 billion in 2020.
- The Indian ecommerce market is expected to grow to \$111.4 billion by 2025, up from \$46.2 billion in 2020.
- Russia, the UK, and the Philippines saw more than 20% ecommerce sales growth in 2021.

China continues to lead the global ecommerce market, accounting for 52.1% of all retail ecommerce sales worldwide, with total online sales just over the \$2 trillion mark in 2021. It also has the world's most digital buyers, 824.5 million, representing 38.5% of the global total.

The US ecommerce market is forecasted to reach over \$875 billion in 2022, a little over a third of China's. After China and the US, the third-largest ecommerce market is the United Kingdom, taking up 4.8% of the retail ecommerce sales share. The UK is followed by Japan (3%) and South Korea (2.5%).

The top five ecommerce markets haven't changed since 2018. Trends from eMarketer suggest that these markets will stay in the top five until 2025.

Casey Armstrong, CMO at ecommerce fulfillment brand ShipBob, adds, "While a lot of focus in ecommerce centers around the United States and Canada, there is a lot to learn from other large international players who are seeing an even more accelerated growth rate in ecommerce."

He adds, "Merchants can shift where they sell based on this data and the demand on ecommerce from these countries. At ShipBob, it's why we have opened fulfillment centers in Canada and the UK and are about to open another in Australia."

The Best Global B2B e-commerce

Platform for Textile Industry in Pakistan.



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HELLO TEXTILE is the first digital B2B platform that was established in 2019 for the Textile industry in Pakistan which tends to offer business revolutions through its services.

The idea is simple, which is to connect thousands of buyers and sellers within Pakistan and across the textile world and bind them together based on trade values to create lasting and profitable relationships.

Digitization is changing the way businesses are connecting so HELLO TEXTILE was introduced as a technology-equipped platform that does this for the textile industry.

All the textile professionals around the globe, mill owners, weavers & knitters, importers & exporters, traders & agents, wholesalers & retailers, brand owners, freight forwarders & logistic partners, Job seekers & employers & many more

being connected among each other and vice versa.

Moreover the most important feature, the SEARCH option is available in the App where the user can find any textile related items, buyers & sellers from local and worldwide market by just using the Keyword field option. This App brings Textile market on fingertips where the users can sale & purchase all kinds of Textile materials from raw materials to

finished goods at the best price. It is useful for professionals who does Textile business or sell and buy Textile products like Fiber, Cotton, Yarn, Textile Machinery, Fabrics, Garments, Dyes, Chemicals and many other Textile related products.

HELLO TEXTILE is the fastest growing textile network in Pakistan, our quarterly published NEWSLETTER for the textile professional has all

information and updated facts regarding Pakistan's trade, economy, import & export and the Global textile market.

This is the only platform where the user will find only textile oriented inquiries. Over the years HELLO TEXTILE's growth in registered users surpassed by 150% and the daily sign ups increased by 80% since it started its operations in Pakistan.



"CEO's Message"

I feel great pleasure in recognizing that our remarkable success today has been possible due to committed and dedicated efforts of our team of professionals and our valued users. I look forward towards my business team to grow HELLO TEXTILE at an accelerated pace.

As we are in this era of Digitization and Globalization, We emphasize our customer's satisfaction through professional services by providing them a digital platform to find buyers and sellers, locally and globally.

Now i feel very privileged to announce that HELLO TEXTILE App has been completely revamped with a new design and interesting features due to the continuous demand of our valuable users. As we move forward into the future together, we are continually looking for new and creative ways to deliver on our promises — building on our foundation of trust with each interaction.

APP FEATURES

Direct Chat

Private chat with verified buyers and sellers 24/7. You can contact Mills, Importers, Exporters, Spinners, Weavers, Wholesalers, Retailers, Logistics partners and many others directly through phone numbers.

Advertisement

Users can promote their products and services by using the In-App advertising services. For details please send an email on contactus@hellotextile.com

Advance Search

Users can search for any items and company by using the Search option tool.

My Page

Users can create and publish their own webpage for free. By doing this you can display your company's overview and product list in front of thousands of verified users locally and worldwide.

Textile News

Stay informed with textile industry news and latest market trends in textile industry at textile news section on HELLO TEXTILE.

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