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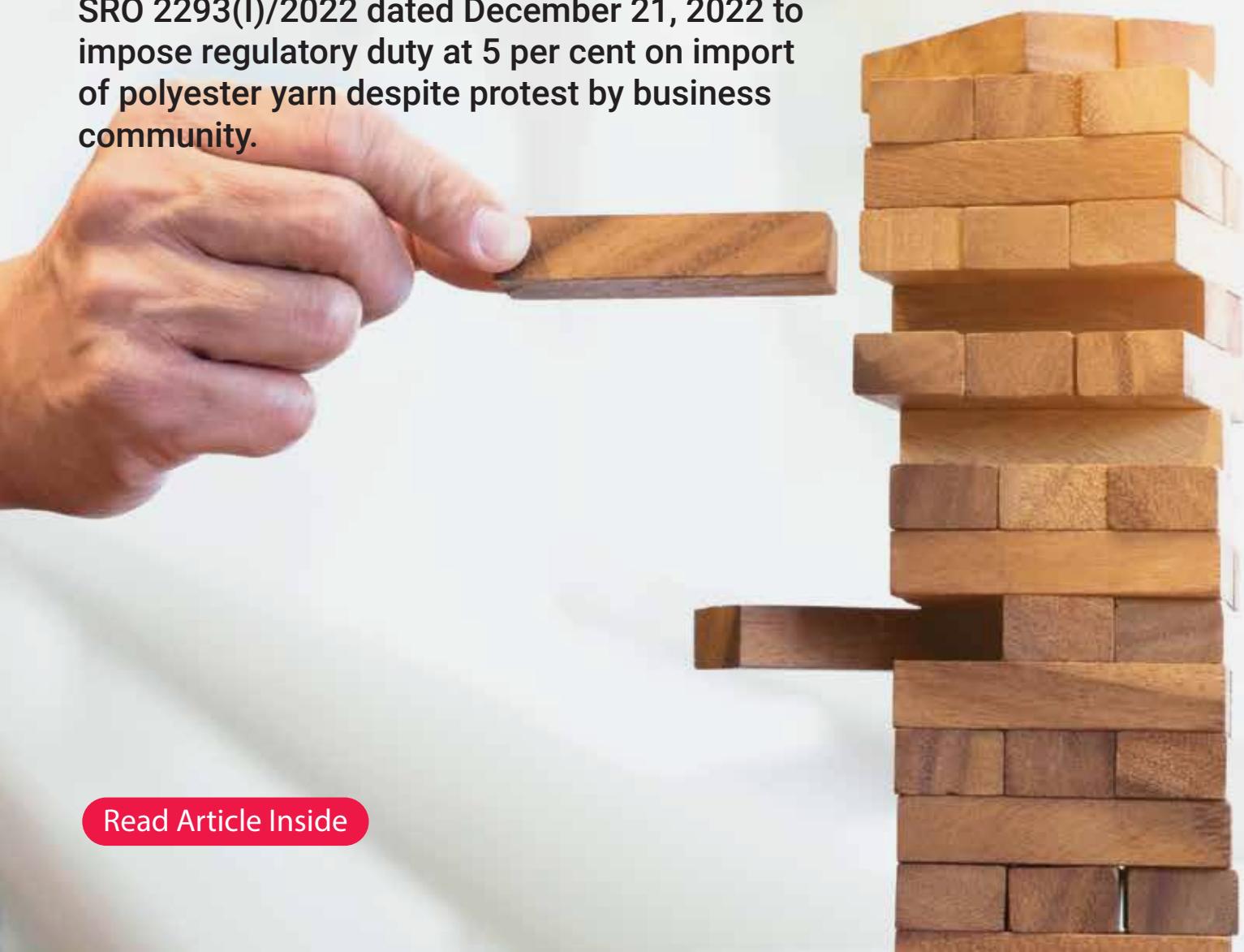
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## Imposition of **5%** regulatory duty on Filament Yarn

Federal Board of Revenue (FBR) has issued an SRO 2293(I)/2022 dated December 21, 2022 to impose regulatory duty at 5 per cent on import of polyester yarn despite protest by business community.



Read Article Inside

# CALENDAR OF EVENTS

## SOUTH ASIA'S LARGEST TEXTILE INDUSTRY TRADE FAIR



### Textile Asia 2023

Dates: March 10<sup>th</sup> to 12<sup>th</sup>, 2023.

Venue: Karachi Expo Centre, Karachi Pakistan.

[www.textileasia.com.pk](http://www.textileasia.com.pk)



## heimtextil

### heimtextil 2023

Dates: Jan 10<sup>th</sup> to 13<sup>th</sup>, 2023.

Venue: Frankfurt am Main.

[www.heimtextil.messefrankfurt.com](http://www.heimtextil.messefrankfurt.com)



### DOMOTEX Hannover 2023

Dates: Jan 12<sup>th</sup> to 15<sup>th</sup>, 2023.

Venue: Hannover, Germany.

[www.domotex.de](http://www.domotex.de)



### Fibers & Yarns 2023

Dates: Jan 19<sup>th</sup> to 21<sup>st</sup>, 2023.

Venue: Jio World Centre, Mumbai, India.

[www.fibersnyarns.com](http://www.fibersnyarns.com)



### FILO International Yarns Exhibition

Dates: Feb 22<sup>th</sup> to 23<sup>rd</sup>, 2023.

Venue: Milan, Italy.

[www.filoit.it](http://www.filoit.it)

## yarnexpo



### Yarn Expo Spring 2023

Dates: March 28<sup>th</sup> to 30<sup>th</sup>, 2023.

Venue: Shanghai - National Exhibition and Convention Center (NECC), China.

[www.yarn-expo-spring.hk.messefrankfurt.com](http://www.yarn-expo-spring.hk.messefrankfurt.com)



### Istanbul Yarn Fair

Dates: April 18<sup>th</sup> to 21<sup>st</sup>, 2023.

Venue: Istanbul, Turkey.

[www.iplikfuarı.com](http://www.iplikfuarı.com)

## index™

world's leading nonwovens exhibition

### Index 2023

Dates: April 18<sup>th</sup> to 21<sup>st</sup>, 2023.

Venue: Palexpo, Geneva, Switzerland.

[www.indexnonwovens.com](http://www.indexnonwovens.com)



### ITMA 2023

Dates: June 08<sup>th</sup> to 14<sup>th</sup>, 2023.

Venue: Milan, Italy.

[www.itma.com](http://www.itma.com)



## AUSTRALIA

**Australia has among the highest number of consumers of textiles per capita in the world**

Australians buy 14.8kg of clothing, or 56 new items, every year, a new report has found, making Australia one of the highest consumers of textiles per capita in the world. There are 1.42bn pieces of clothing – amounting to 373,000 tonnes of fabric – arriving in Australia each year, the report by the Australian Fashion Council (AFC) has revealed.

The report, funded by the Australian government, said the annual cost to consumers was \$9.2bn, meaning Australians were paying on average just \$6.50 for each item of clothing.

The AFC has used the findings to call for a levy on clothing imports to reduce textile waste, person, reaches landfill each year, the lead author of the report, Peter Allan, said. "And in addition, all that we export, which is around four kilos per person, eventually reaches the same end of life," he said.

The report was launched by the AFC at the second town hall for the National Clothing Product Stewardship Scheme – which is tasked with halving national textile waste by 2030. Speaking at the meeting, the AFC chief executive, Leila Naja Hibri, said the fashion industry added \$27b to the Australian economy each year and had a "deserved" reputation for its negative impact on the environment.

"There needs to be a change in the way we design, produce, use and dispose of products," she said. On top of the huge amount of landfill, the textile industry also relies heavily on fossil fuels and other chemicals.

Globally, 98m tonnes of non-renewable resources are used in the fashion industry, including oil to produce synthetic fibres, fertilisers to grow cotton, and chemicals to



produce dye. In Australia, two-thirds of clothing is made up of synthetic fibres, which are often derived from petroleum.



## BANGLADESH

**Bangladesh textile faces major challenges amid global recession**

Bangladesh's textile industry is currently facing major challenges due to the global recession and inflation as retailers in both European and US markets are either deferring the shipments of finished products or delaying orders due to soaring inflation.

The world's second-largest garment exporter after China is facing prolonged challenges including power shortage domestically affecting production on one hand while its major markets are postponing shipments due to surging inflation.

Plummy Fashion Ltd; a supplier of Phillips-Van Heusen Corporation, the parent company of fashion brand Tommy Hilfiger and Inditex SA's Zara observe a drop of 20 per cent in new orders in July from a year earlier.

Bangladesh's textile industry is facing unfavorable trade policies, internal security concerns, the higher cost of imported inputs apart from post-Covid-19 supply chain disrupt-

tions and a decline in global demand.

The energy crisis in Bangladesh has increased the cost of the business in the country.

One of the leading exporters that supply to Gap Inc. and H&M Hennes & Mauritz AB claims that it depends on generators for at least 3 hours a day to power its dyeing and washing units in the manufacturing hub of Gazipur on the outskirts of Dhaka, reported Bangladesh Live News.

The cost of electricity from generators is three times more than power from the regional grid.

At the onset of the Covid-19 outbreak, Bangladesh garment orders worth USD 2.87 billion were cancelled as of March 31, 2020, according to a Bangladesh Garment Manufacturers Association (BGMA) estimate.

This affected about 2.09 million workers and over 1,048 factories. In the first week of April 2020, RMG exports declined by almost 84 per cent. Since then the RMG exports could not pick up to the desired level of growth due to constricted demand and radical shifts in consumer tastes apart from Covid-19-related obstacles, according to Bangladesh Live News.

According to the Bangladesh (BBS) estimate, Bangladesh's growth, which had declined to 3.5 per cent in 2020 due to covid-19 led disruptions recovered to 6.9 per cent in 2021.



## CHINA

### China reports 6.9% YoY growth in textile exports in Jan-Oct 2022

China's exports of textile and apparel products registered a steady expansion in the first 10 months of this year, official data showed.

The country's textile exports stood at 125.7 billion U.S. dollars during the period, up 6.9 percent year on year, according to the Ministry of Industry and Information Technology.

China's exports of apparel and accessories rose 6.4 percent year on year to 147.6 billion dollars, within which apparel exports hit 130.4 billion dollars, up 10.3 percent year on year. China's major textile enterprises saw their combined operating revenue climb 1.6 percent year on year to top 4.28 trillion yuan (about 611.65 billion U.S. dollars) in the Jan.-Oct. period.

The data also showed that the country's online retail sales of garment products went up 5.3 percent in the same period over one year earlier.



## EGYPT

### Al-Sisi follows up on strategy to develop textile, ready-made clothing industry in Egypt

President Abdel Fattah Al-Sisi met with Prime Minister Mostafa Madbouly and Minister of Public Enterprise Hisham Tawfik to follow up on the state's strategy to develop the textile and ready-made clothing industry in Egypt, according to a statement by Presidential Spokesperson Bassam Rady.

In this context, Tawfik reviewed his ministry's efforts to establish the largest spinning factory in the world in the city of Mahalla.

He added that the factory will be inaugurated in 2023, will span an area of 62,000 sqm, and will include the latest equipment and machinery in the industry using the experience of major international companies.

Furthermore, the factory will deal with all types of cotton, which contributes to capitalising on Egypt's competitive advantage in cotton production worldwide in light of its quality and reputation in international markets.

Tawfik also presented his ministry's extensive efforts to develop the marketing of Egyptian products from the textile industry by establishing a company for marketing, sales, and supply chain management for these products.

Additionally, the president was presented with samples of the luxury cotton textiles that the company has been marketing.

Finally, the minister discussed the latest developments regarding an enabling system for the implementation of bids on Egyptian cotton that is being implemented in cooperation with the Egyptian Commodity Exchange to ensure adequate execution.

For his part, Al-Sisi directed the continuation of all efforts to promote the textile industry in order to restore Egyptian cotton to its former glory within the framework of the comprehensive development pursued by the state, which contributes to maximizing the use of Egyptian capabilities inherent in this framework, and thus supporting the national economy, especially that the textile industry is a labor-intensive industry.



## INDIA

### India needs more schemes to enhance production of textile raw material

India's struggle to win global textile market is dependent on imported raw materials like man-made fiber (MMF), extra-long staple (ELS) cotton and raw materials for technical textiles.

Government's initiative of Production-Linked Incentive (PLI) scheme can fill the gap for only technical textiles. Such schemes are the need of hour for Indian textile sector.

According to the market insight tool TexPro, India's imports of raw materials increased in previous years with the rise in exports. It means the country spent large amount of foreign currency on raw materials to sustain export growth.

Therefore, net export earnings reduced which could be avoided. India's textile & apparel imports reached \$8.1 billion in 2021 from \$5.5 billion of 2020. It is pertinent to mention that foreign trade was disrupted in 2020 due to COVID-19. The imports were \$8.3 billion in 2019, \$7.3 billion in 2018 and \$6.6 billion in 2017. The import was \$3 billion in January-April 2022.

India's exports performance was similar in the previous years. The exports of textile and apparel reached \$41.5 billion in 2021 from \$29.7 billion of 2020. The export was \$35.5 billion in 2019, \$37.2 billion in 2018 and \$37.4 billion in 2017.





## JAPAN

### Japan's clothing imports up 40.3% to \$387,585 mn yen in FY2022

The imports of clothing and accessories by Japan increased by 40.3 per cent year-on-year to \$387,585 million yen (\$2771.64 million) in FY 2022. They were 3.5 per cent of the total imports of 11,163,770 million yen during the period under review, according to the provisional trade statistics released by the Far Eastern country's ministry of finance.

The imports of textile yarn and fabrics were valued at 124,133 million yen in October 2022, which was 45.5 per cent higher than the same period of last year. Yarn and fabric imports were 1.1 per cent of the total imports by Japan, as per the latest data.

Japan's export of textile yarn and fabrics was worth 72,091 million yen during October 2022, an increase of 17.9 per cent year-on-year. The country's exports of textile machinery were valued at 28,794 million yen, which was 38.1 per cent higher than the exports in October 2021. It contributed 0.3 per cent to the total exports.



## TAJIKISTAN

### Tajikistan's cotton exports to Uzbekistan increase

Tajikistan's cotton exports to Uzbekistan vastly increased from January through June 2022, Trend reports with reference to the Customs Service of Tajikistan.

According to the agency, cotton exports from Tajikistan to Uzbekistan in the reporting period amounted to \$17.3 million, which is almost 3.3 times higher than in the same period of 2021 (\$5.3 million).

Tajik exports of cotton to Uzbekistan from January through June 2022

reached 6,607 tons, which is an increase of 23.4 percent compared to the corresponding period of last year (5,352 tons).

The main Tajikistan's export goods to Uzbekistan in the first half of 2022 were:

- Cotton (\$17.3 million)
- Cement (\$14.1 million)
- Electricity (\$12.2 million)
- Aluminum (\$10.6 million).

At the end of June, the Uzbek delegation of Uztekstilprom, as part of a working visit to Tajikistan, discussed with the heads of local authorities of Khatlon and Sughd regions the prospects for creating a joint venture for processing cotton.



## USA

### 66.2% of USA clothing import comes from top six countries (all Asian) in H1 '22

During the first half of 2022, the USA sourced garments worth US \$ 49.58 billion, noting 40.14 per cent yearly growth.

The demand for clothing in the country outpaced the growth attained in the same period of 2021 signaling the minimal impact of inflation on the consumers' spending on garment products.

Particularly in June '22, the imports valued US \$ 8.64 billion, up 40.30 per cent on Y-o-Y basis, while the growth noted on monthly basis over May '22 was 1.52 per cent.

As per OTEXA data, analysed by team Apparel Resources, top six Asian countries (China, Vietnam, Bangladesh, India, Indonesia and Cambodia) together supplied US \$ 32.82 billion worth of garments to USA in H1 '22, which is 66.20 per cent of total import values of the USA.

China remained the top shipper to the USA in the period with US \$ 10.25 billion worth of apparel exports, growing by 40.15 per cent

on yearly basis.

Vietnam shipped US \$ 9.19 billion worth of apparels to USA in H1 '22, noting 35 per cent yearly growth, while Bangladesh (US \$ 5.02 billion) and India (US \$ 3.20 billion) upped their shipment by 60.30 per cent and 57.27 per cent, respectively.

Indonesia stayed on fifth position and couldn't surpass India despite a flurry of orders the country has witnessed in 2022. The South-East Asian nation shipped US \$ 3 billion worth of garments to USA, noting 60.27 per cent yearly jump.



## VIETNAM

### Vietnam's textile-garment firms opt for green push to achieve targets

Vietnam's textile and garment industry is investing in sustainable and eco-friendly technologies to be on the same page as several global companies. This has become a necessity for suppliers as the European Union (EU), a big market for Vietnamese businesses in this sector, has proposed new environmental requirements for imported textiles till 2050.

Danish-owned Specter's new green apparel factory in the An Giang province started operation on September 30, specializing in outdoor sportswear for export and will be partly powered by renewable energy.

The facility, which has received a Gold LEED certificate, uses solar energy and contemporary architecture to cut its annual carbon dioxide emissions by around 1,600 tonnes. This is Specter's third facility in Vietnam.

"The signing of a strategic collaboration agreement between Hanosimex and Hansae will assist both parties in increasing the volume and percentage of knitted goods of recycled origin and eco-friendly fashion items," said Le Tien Truong, chairman at Vinatex, the parent business of Hanosimex.

In order to levy the regulatory duty on polyester yarn, the FBR amended SRO 966(I)/2022 dated June 30, 2022. The regulatory duty has been imposed on imports made under HS Codes included: 5402.3300, 5402.4600, 5402.4700, 5402.5200 and 5402.6200.

The Economic Coordination Committee of the Cabinet (ECC) in its meeting held November 29, 2022 decided to impose the regulatory duty. The decision was taken on the proposal of the ministry of commerce on Individual Tariff Rationalization from different sectors for review of Regulatory Duties (RDs).

## PAKISTAN FILAMENT YARN MANUFACTURERS ASSOCIATION (FYMA)

**What is Dumping?** Dumping is a situation of international price discrimination, where the price of a product when sold in the importing country is less than the price of that product in the market of the exporting country. This could be because countries unfairly subsidize products or companies have overproduced and are now selling the products at reduced prices in other markets.

Likewise antidumping duty is a customs duty levied on the importation of goods that are priced below the fair value of those goods in the domestic market. The duty is computed as a percentage of the lower of the trade value of the imported goods or the value of the goods in the domestic market.

Before 2005, the PAKISTAN'S homegrown PFY industry was creating more than 80% of the country's necessities of PFY. In 2005, the counter unloading obligations also known as anti-dumping duty was imposed for a considerable time period against foreign suppliers.

After the 2017, dumping investigations proceedings, anti-dumping duties ranging averaging 5% were notified in July 2017 on imports from Chinese and Malaysian producers. Expecting the shield of these anti-dumping duties, the domestic PFY industry launched capacity enhancement with investments of \$ 120 million (Rs 28 billion) made from 2019 up to date.

"This means that the domestic production capability of PFY from 70,000 tons/year in 2017 has expanded with current investments, to 165,000 tons per year in 2023,

saving around \$300 million per annum in the form of import substitution. Had the PFY market increased at a normal rate of 5% per year, this expansion would have meant that the domestic production would cater to 50% of total domestic demand.

However, the domestic demand increased by over 8% per year from 245,000 tons in 2017 to 386,000 tons in 2023. As a result the enhanced domestic production will be catering to 42% of domestic demand.

Unfortunately in these 5 years the anti-dumping duties were surpassed and sidestepped by the merchants despite this duty being imposed and notified by National Tariff Commission (NTC) after a detailed 12 month investigation, importers continued importing the product while evading the duty through approaching various courts and obtaining stay orders.

Through the documents shared with concerned ministries, the association claims that due to the evasion of the anti-dumping duties on imports of PFY imports of PFY which by now would have accumulated to the tune of around Rs.10 billion remain outstanding from 2017 to date, despite dismissal of the stay petitions and continuous effort by the NTC for these overdue duties. The importers/traders file a petition and get a stay from the High court bench of one city without any security which is dismissed in 5 or 6 months.

Subsequently numerous local PFY producers had to close down, and many were permanently shut down their operations. Out of 12 producers in 2005, just four stayed in activity by 2011, such that that by 2017 just

30% of PFY request was met by the local manufacturers.

So taking into consideration and to cover this the government decided to impose 5% regulatory duty on filament yarn. Other than Pakistan, Vietnam, Turkey, Mexico, USA have also levied anti-dumping duties against the Chinese PFY suppliers while 2 other countries including Bangladesh are protecting their local PFY industry by duties as high as 20% or through ban on imports by traders.

Filament Yarn Manufacturers Association (FYMA) claims will have no adverse impact on textile exports since raw materials for exports can be imported duty free including ADD/RD etc under DTRE and EOU schemes. Moreover, the RD will have a negligible impact on the cost structure of fabrics produced downstream.





**PYMA:** Senior Vice Chairman Sohail Nisar, Vice Chairman Javed Khanani, FPCCI Former President Nasir Hayat Magoon, Mohammad Usman, Saqib Goodluck, Khurshid Sheikh, Aslam Moten, Hanif Lakhany, Farhan Ashrafi, Danish Hanif, Saqib Naseem, Adnan Riaz, Khurram Bharara, Junaid Teli and other Managing Committee members strongly protested against the ECC decision to impose RD on yarn.



The darker side of this kind of Regulatory Duty (RD) is that it weakens the economy's competitiveness, potentially forcing consumers to settle for inferior items. This protection to local manufacturers' persistent inefficiency, raising the cost of goods, increased costs for businesses,

decreased efficiency and productivity.

In Pakistan, so many items, like DTY Dope Dyed Black yarn & Color yarn, FDY raw white yarn range, FDY Dope Dyed Black and Color yarn, CD yarn DTY & FDY, some specs of DTY RW are still not produced or their range is not efficient with a very little capacity.

Pakistan Yarn Merchants Association (PYMA) together with other local trade bodies and associations rejecting ECC decision to impose 5 per cent regulatory duty (RD) on polyester filament yarn, stated that it was primary raw material of textile industry.

The association also termed that move as the cause of destruction of 800,000 power looms which were the lifeline of textile industry.

They claimed that the local yarn manufacturers are not producing the required yarn and its total local capacity is estimated to be 40 percent only and still 60 percent goods are being imported. Due to the financial crisis, most of the textile mills have closed down and are on the verge of closing down.

PYMA leaders pointed out that there is already 11 percent customs duty on polyester filament yarn, and with 5% RD, the duty will be 16 percent while fabric is also subject to 16 percent duty.

So considering this fact the manufacturers were of the view that it is better to directly import finished fabric rather to import Yarn and pay the same amount of custom duty.

This will save time and money but at the same time it will have adverse effects on the domestic workforce & production and millions of workers will be unemployed, pushing around 2 million households into poverty.

The leaders warned that they will continue their protest against the ECC's RD levy on yarn until the decision is withdrawn. PYMA along with power-loom owners of Karachi, Hyderabad, Tando Adam, Lahore, Multan, Faisalabad and Pakistan Art Silk Factories of Gujranwala were also protesting.

They mentioned to media persons that if all taxes were combined, 50 to 55 percent taxes were paid at import stage of yarn, yet the imported raw material was cheaper than both local two producers' varieties.

The leaders pointed out, "Although local producers make only 25 percent of the total demand of polyester filament yarn, the textile industry has to depend on 75 percent of imported yarn. The government should focus on creating an environment conducive for business, instead of taking measures that destroy economic activities".





## **Talks with IMF on ninth review in 'advanced stage': Finance Division**

The Finance Division said that negotiations with the International Monetary Fund (IMF) on the ninth review of Pakistan's \$7bn Extended Fund Facility (EFF) were at the "advanced stage".

"With the efforts of the current government, the IMF programme has come back on track," it stated in a press release.

Pakistan entered a \$6bn IMF programme in 2019 and its ninth review is currently pending with remote talks being held between IMF officials and the government for the release of \$1.18bn. Pakistan and IMF had a round of engagement on November 18 but could not finalize a schedule for formal talks on the overdue ninth review.

The talks, originally due in the last week of October, were rescheduled to Nov 3 and then kept on facing delays following gaps in estimates by the two sides.

In a statement issued, the Finance Division said that the government remained committed to completing the IMF programme while meeting all external debt repayments on time.

### **'NO ECONOMIC EMERGENCY BEING IMPOSED IN PAKISTAN'**

The statement also categorically denied that an economic emergency was being imposed in the country.

"Finance Division not only strongly rebuts the assertions made in the said message but also categorically denies it and that there is no planning to

impose economic emergency.

"The message is unfortunately aimed at creating uncertainty about the economic situation in the country and can only be spread by those who do not want to see Pakistan prosper," it said.

Countering what it called "rumours", the Finance Division said that creating and spreading such false messages was against the national interest in the current times of economic hardship.



## Pakistan likely to get multibillion-dollar aid from Friendly Nations

Estimated \$4 billion package will go to the country's reserves while the rest will come in the form of oil and other commodities, as country struggles financially. Pakistan will likely secure a multibillion-dollar financial support package from long-time ally Saudi Arabia, China & Turkey very soon, two sources said, as the country's ninth review of a \$7 billion IMF bailout ran into snags.

The two finance ministry officials said that the Saudi package would include deposits boosting the country's foreign reserves and oil on deferred payments. Pakistan's Finance Minister Ishaq Dar said earlier he hoped talks with friendly nations would happen soon.

"We are expecting that we will, God willing, get financial support from Saudi Arabia, most likely this month," one of the senior officials said, adding it would be around a \$4 billion package. "Some of that package will go to our reserves and the rest is oil and some other commodities on deferred payments," he said.

Pakistan's economy is facing a balance of payment crisis. The central bank reserves have fallen to \$6.7 billion — barely enough for a month of imports. The fiscal deficit has already touched 1 percent of the GDP in first quarter of current financial year against 0.7 percent of the GDP agreed with the IMF.

With the IMF's ninth review pending since September, Pakistan has been scrambling to secure financing to meet external payment obligations for the current financial year. Ahead of the review, Pakistan has been trying to approach allies to seek financial support, and Dar had said that he would expect to get \$3 billion from a friendly country.

"The IMF has asked for more information to complete the ninth review," Dar added that it was "unusual" because Islamabad had met all the requirements already. He said the IMF wanted Pakistan to explain as to how the country will fund the cost for the reconstruction and rehabilitation of the devastating flood, which this summer was estimated to have insured over \$30 billion in losses.

It said that even a cursory reading of the nine points would show how "far-fetched those suggestions are", adding that it was "quite inappropriate" to equate Pakistan with Sri Lanka, given the "inherent strength and diversity" in the former's economy.

However, the government was able to move the country out of the crisis by using "good economic steps." Mr Dar, Finance Minister, called on the business community to allocate some time as they have a "big role to play" in boosting Pakistan's economy.

Furthermore, Dar stated that he is of the opinion that Pakistan has a beautiful future, however, the country was put in a situation that it doesn't deserve. He called on the people of Pakistan to work together.

Pakistan's Finance Minister said that he is not at fault as the country's reserves are not USD 24 billion as they used to be in 2016.

That is not my fault. The fault is in the system and we must ensure Pakistan goes forward," Dar said. Highlighting Pakistan's economic situation, Ishaq Dar said that the country's debt-to-GDP ratio was 62 per cent when he left the post of

Finance Minister in 2016. However, Pakistan's debt-to-GDP ratio has now reached 72 per cent. He said that after the COVID-19 pandemic, the debt-to-GDP ratio of the United States is 110 per cent. Furthermore, Ishaq Dar said that Japan's GDP is at 257 per cent and the United Kingdom's is at 101 per cent.

**The division said that the present difficult economic situation was largely due to the following factors:**

- Commodity super-cycle
- Russia-Ukraine war
- Global recession
- Trade headwinds
- US Federal Reserve's increase in policy rates
- Devastation wreaked by unprecedented floods

It added that the government was making "utmost efforts" to minimize the impact of such external factors, even when faced with the economic consequences of unprecedented floods and having to meet IMF conditionalities.

"In this challenging economic situation, the government has put in place a number of austerity measures

with the approval of the federal cabinet.

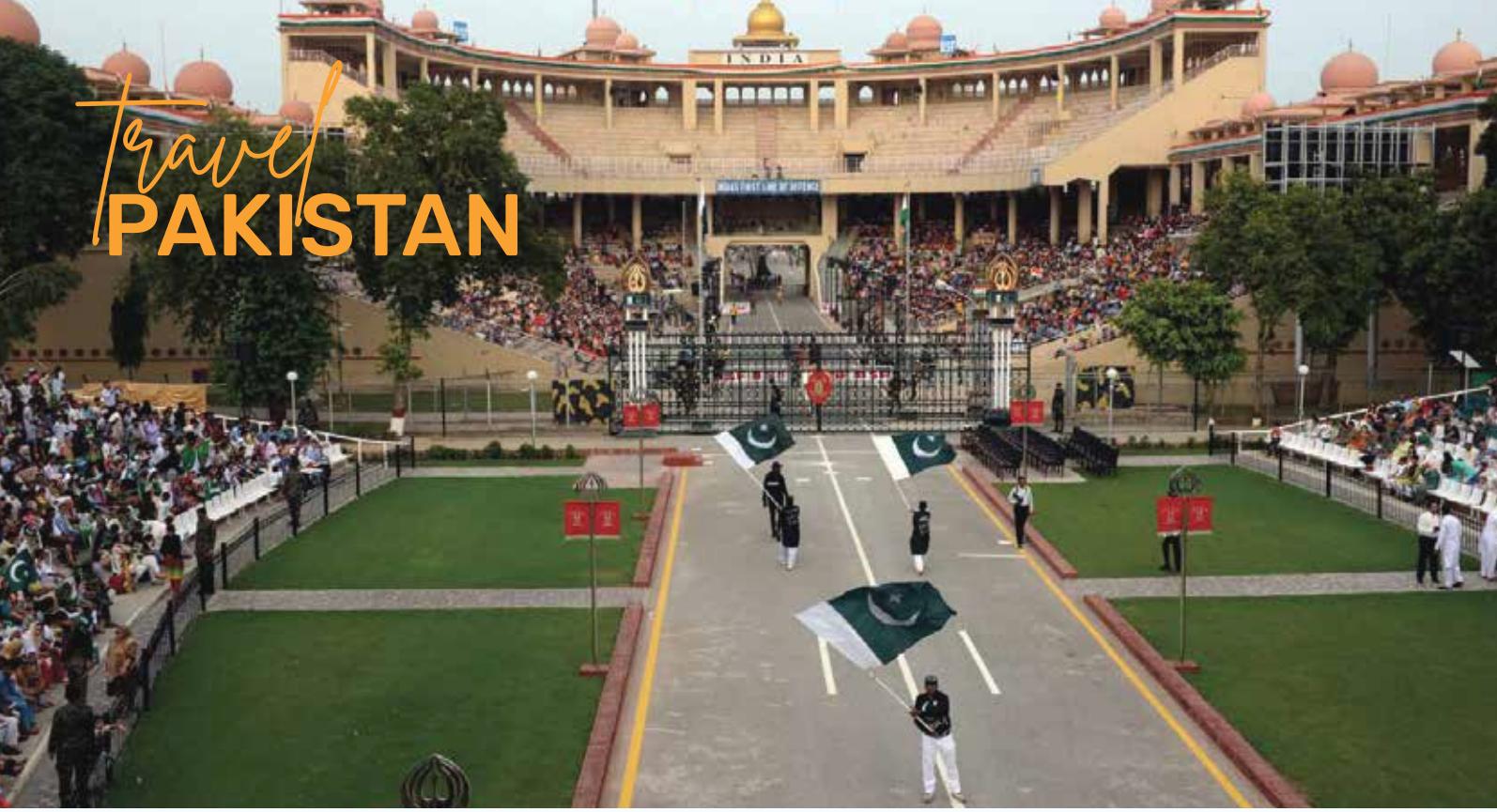
Such measures are in public knowledge and are aimed at eliminating non-essential expenditures.

"Similarly, the government has been deliberating energy conservation mainly aimed at reducing the import bill. Such deliberations will continue in the cabinet and all decisions will be taken in consultation with all stakeholders and in the best national interest," the Finance Division said.

Pointing to the government's efforts, it added that they had resulted in lower current account deficits in recent months and the achievement of the Federal Board of Revenue's revenue targets.

While there remains the need to make structural adjustments in the mid-term, the economic situation of the country is now moving towards stability.

"Finance Division urges the people of Pakistan to contribute towards economic betterment and stability and not to pay heed to malicious rumormongering which is against the national interest of Pakistan," the press release concluded.



## ALL YOU NEED TO KNOW ABOUT VISITING

### *Wagah Border, Lahore*

Between Amritsar, India and Lahore, Pakistan is the Wagah Land Border. It is a complicated border with an even more complicated history.

Although India and Pakistan are neighboring countries with a historic brotherhood among the people but not from govt's perspective due to the current political situation.

This in turn makes crossing the Wagah Border between India and Pakistan a unique point of entry. However due to limited information about who can actually cross the Wagah Border it does make even experienced travellers question the ease of how it will be on the day. Crossing the Wagah Border from Amritsar, India to Lahore, Pakistan.

Despite complicated tensions between India and Pakistan the Wagah Border is in fact quite a straightforward border crossing.

Many travelers cross the Wagah Border every year in both directions. As long as you are pre-prepared with a correct visa you are allowed to cross

the Wagah Border with a foreign passport. The Wagah Border is currently the only crossing-point open to foreigners to travel by land between India and Pakistan.

Although it is allowed to enter Pakistan with an e-visa/tourist visa at the Wagah Border it is not possible to enter India with the Wagah Border as your first port of entry.

(You must enter India by air at the moment with an e-visa). If you have a multiple entry visa for India that is a different story. But the Wagah Land Border is currently not allowed as a first port of entry with a tourist e-visa for India.

Dating back to 1959, the traditional flag-hoisting and lowering ceremonies take place every morning and evening at the Pakistan-India border, which is considered one of the most popular tourist attractions in Lahore. However, it's the Beating Retreat Drill held before the sunset that draws a large number of people every day.

Therefore, whether you are visiting this historical city for work or leisure, you should definitely take some time out to witness the famous military demonstration at the Wagah Border in Lahore.

As for the Wagah border ceremony, it is carried out by the officers of Pakistan Rangers who march in front of a large crowd with patriotic songs playing in the background. However, it is much more than a show of pomp and bravado.

While the parade is highly entertaining and invokes feelings of patriotism among those in attendance, the ceremony actually symbolizes both the rivalry and camaraderie between the two nations, as soldiers from both countries give each other a handshake before formally closing the border gate following the flag lowering ceremony.





### Crossing the Wagah Border

First things first you need to get yourself to the Wagah Border crossing point known as Attari on the Indian side.

### Getting to the Wagah Border (from Amritsar)

Although there are no direct flights between the two (in either direction), it takes about 40 minutes and is best done by taxi. (It is supposedly possible by bus but it is recommended forking out for a taxi for the most relaxing crossing prep). A taxi from Amritsar to the border costs around \$20.

### Driving distances to each border

- Amritsar to the Wagah Border: 32 km
- Lahore to the Wagah Border: 23km

### Where to stay on each side of the border

- Amritsar: Hotel Sapphire
- Lahore: Rose Palace Hotel

### Lahore-Wagah shuttle train

Just recently, Pakistan Railways revived the daily operations of Lahore-Wagah shuttle train after a long gap of 22 years.

The shuttle, named as Rail Car, offers hassle-free commute to tourists and visitors who intend to witness the patriotic ceremony at the Wagah Border.

The shuttle is scheduled to make three round trips to Wagah Border on a daily basis and make a stop at Jallo Park, Mogaipura and Harbanspura stations. Pakistan Railways have refurbished three passenger coaches for this purpose. In total, it can carry about 181 people at a time.

### About the border crossing (a step by step guide)

#### Entering the border area.

Your driver will park in a line of cars prior to entering the Indian passport control grounds. Your passport is checked here (you will need to get out of the taxi) and your driver's license checked. The driver can enter and will drop you outside the Indian passport control building.

#### Exit the Indian side.

The building is similar to a small airport terminal with immigration and customs checks before you are stamped out of India.

#### Bus to the border.

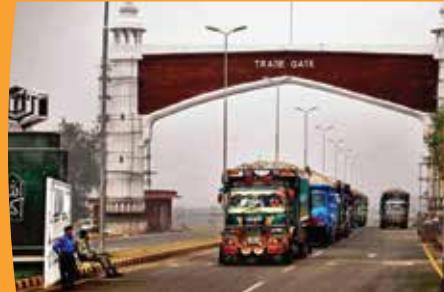
Depending on the amount of people crossing at the same time you might need to wait for a full bus load before it departs. The bus is only a 2-3 minute drive to the Wagah Border line.

#### Crossing the border.

This is the fun part! Grab your bag and walk across the border line between India and Pakistan. Your passport will be checked again here on each side. And it is possible to take a few minutes here and enjoy being right in the middle of two countries (this is literally the same road the Wagah Border parade marches up and down each evening).

#### Entering Pakistan.

The Pakistani passport control building is smaller and more laid back than the Indian side. You will process through more passport checks, immigration and customs and be warmly welcomed to Pakistan.



### Govt urged to open Wagah for trade

Businessmen in Pakistan, hit by the recent flash floods, have urged the government to open trade with India through the Wagah border. The corridor is one of the most efficient trade routes to help with mitigating food insecurity and the economic crisis currently developing.

Businessmen Group (BMG) Chairman, Zubair Motiwala and Karachi Chamber of Commerce and Industry (KCCI) President, Muhammad Idrees appealed to the government to "immediately allow the import of raw cotton and food items, including vegetables, fruits, grains and other essential products, from India through the Wagah border as Pakistan faces severe shortages caused by the devastating floods."

The BMG chairman pointed out that "in addition to the devastation caused and losses of up to billions of rupees, a food crisis has also been triggered as agricultural crops, land and livestock have been damaged and remain inundated."

If the government allows further imports, it will cool down our inflation outlook going forward. Moreover, Pakistan can import cotton from its neighbouring country as we are short on cotton, which is a basic raw material for the export-oriented textile industry. We have lost upto 45% of our cotton crop so we may need to import 6 million cotton bales.

Textile companies are under the pressure of order completion and we fear that our companies will lose some orders and that impact will be apparent in next quarter's results, The BMG chairman added.

## **WAGAH BORDER SEATING ARRANGEMENT**

The seating areas at Wagah Border are divided into the following categories:

- An enclosure for male visitors
- An enclosure for female visitors
- VIP enclosure (non-segregated)
- VVIP enclosure (non-segregated)
- Seating area for foreigners, delegates and government personnel

Since you can't reserve your seats in advance, you should ideally arrive at the location an hour before the parade is due to start. During the weekend, you should try and reach Wagah Border at least an hour and a half before the ceremony as it tends to get extremely crowded.

## **THE WAGAH BORDER FLAG-LOWERING CEREMONY**

The Wagah Border ceremony begins an hour before sunset with the border guards dressed in their black uniforms performing the drill in front of a roaring crowd, executing impressive high-kicks.

Then, the guards on each side of the border open the gate and the flags of the two countries are lowered and folded simultaneously. This is followed by a handshake between the soldiers and a beating retreat. The large iron gates are then closed, signifying the end of the ceremony.

The entire Wagah Border Gate Opening Ceremony lasts for about 45 minutes.

## **TOURIST ATTRACTIONS NEAR WAGAH BORDER**

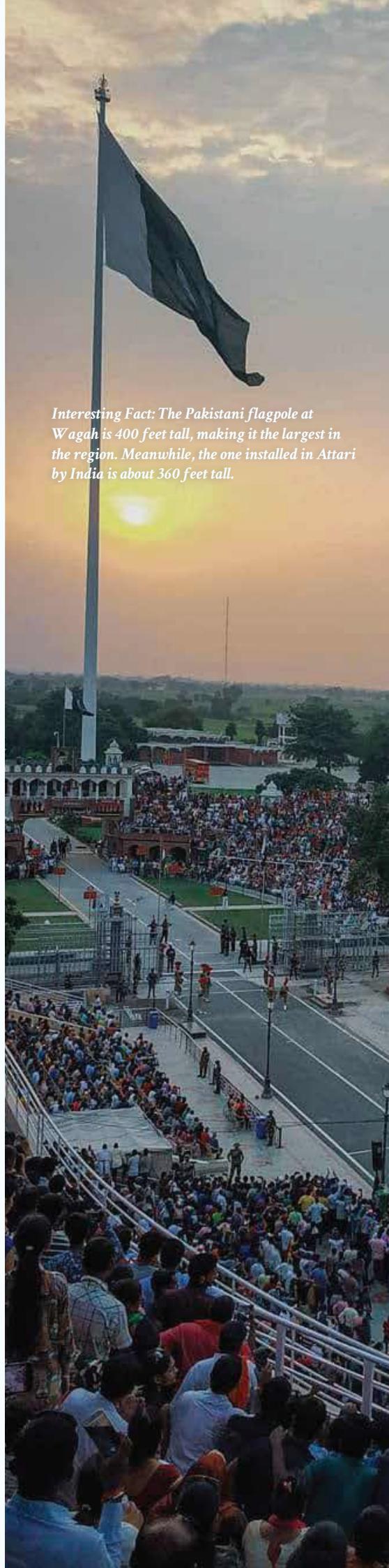
Apart from watching the famous parade by the Pakistan Rangers and taking pictures in front of the gate separating Pakistan from India, visitors can also take a short walk around the premises. Walking along the white ropes signifying the zero-line, you can see Indian citizens standing on their side of the border just a few steps away.

The beautiful, manicured garden beside the seating area, known as Quaid-e-Azam Park, also features a wall illustrating the names, pictures and accomplishment of all the martyrs who were awarded Nishan-e-Haider.

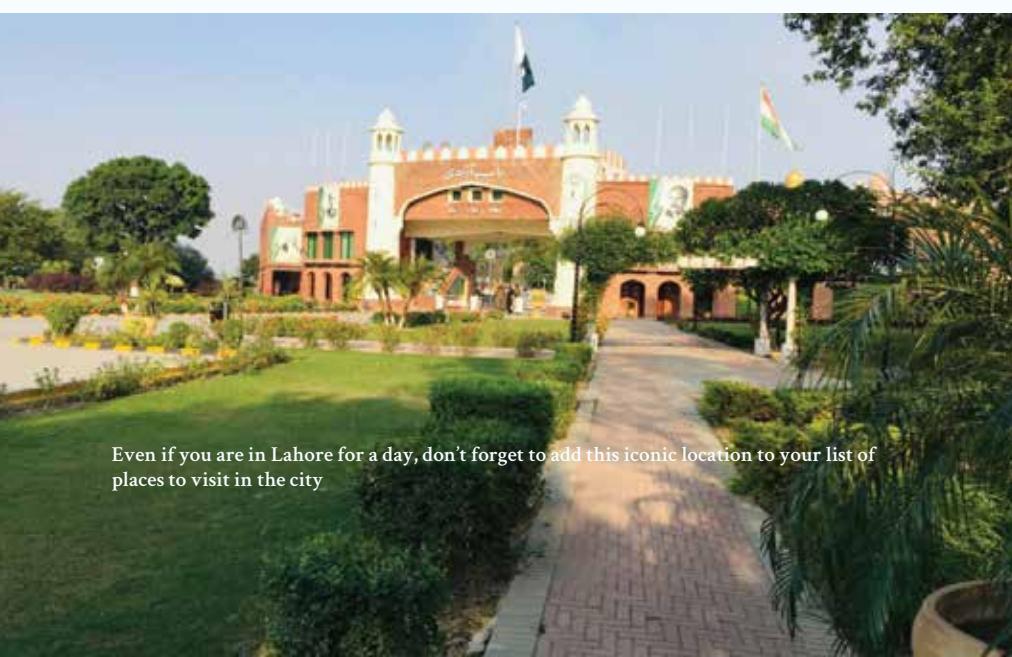
It is the highest military gallantry award in Pakistan that literally translates to 'Emblem of the Lion' in Urdu. So far, it has been awarded to 10 martyrs for showing extraordinary bravery and courage.

One of the biggest attractions at the Wagah Border, however, is the spectacular Azadi Museum opened by the Pakistan Rangers. The museum, which draws a large number of visitors before the parade every day, was inaugurated in 2017 by former Pakistan Rangers Punjab Director General Major General Umar Farooq Burki.

Located at a close distance from Bab-e-Azadi, the Azadi Museum not only features pictures depicting the history of Pakistan Rangers and the sacrifices made during the Pakistan Movement but also offers visitors to learn more about the history of our nation through its media library.

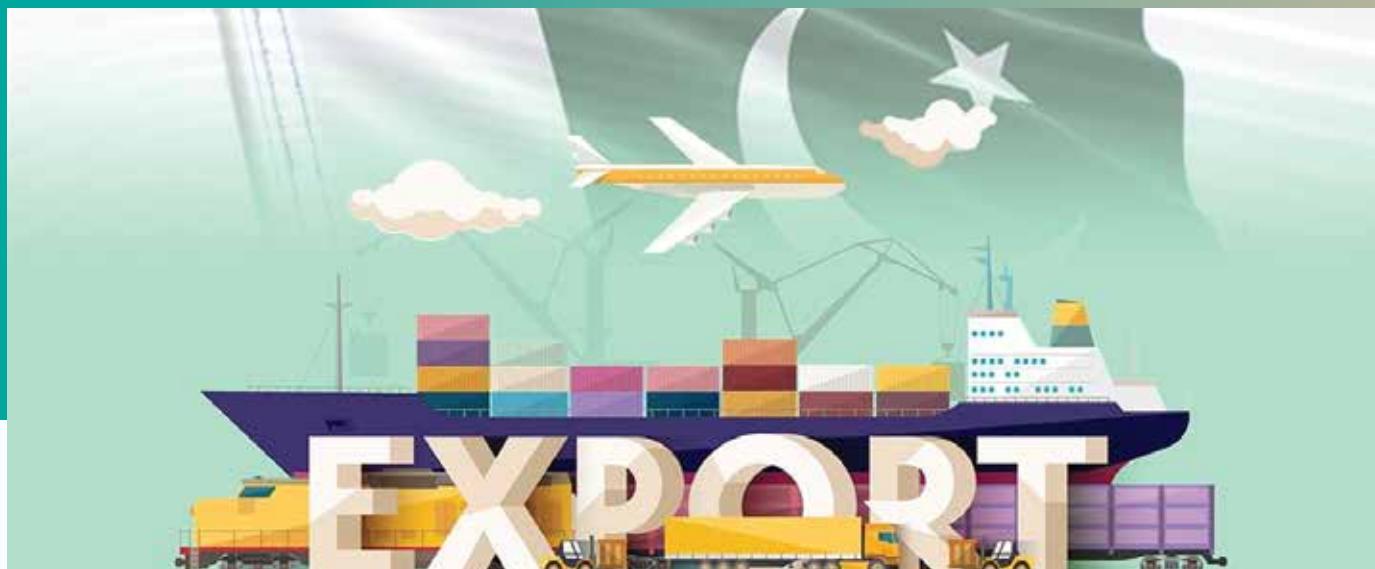


*Interesting Fact: The Pakistani flagpole at Wagah is 400 feet tall, making it the largest in the region. Meanwhile, the one installed in Attari by India is about 360 feet tall.*



Even if you are in Lahore for a day, don't forget to add this iconic location to your list of places to visit in the city

# FY21-22: Pakistan Textile Exports witness 25.53pc growth



The exports of textile commodities surged by 25.53pc during the fiscal year 2021-22 as compared to the corresponding period of last year. The textile exports were recorded at \$ 19,329.985m in July-June (2021-22) against the exports of \$15,399.083m July-June (2020-21), showing growth of 25.53pc, according to the latest data released by Pakistan Bureau of Statistics (PBS).

The textile commodities that contributed in trade growth included cotton cloth the exports of which increased by 26.91pc to \$2,437 875m during the FY2022 as compared to the exports of \$ 1,921m last year.

The other commodities that witnessed growth in trade included cotton yarn, the exports of which grew by 18.67pc, from \$1,016.970m to \$1,206.838m and raw cotton by 714.94pc from 0.807m to \$ 6.577m.

Exports of bed wear increased by 18.80pc, from \$ 2,771.786m to \$3,292.880m, towels by 18.54pc, from \$ 937.533m to \$1,111.334m, readymade garments by 28.75pc, from \$ 3,032.812m to \$ 3,904.658m, art, silk & synthetic textile by 24.20pc from \$ 370.417m to \$460.061m, made up articles (excluding towels and bed wear) by 12.25pc, from \$756.444m to \$849.120m whereas

the exports of all other export materials increased by 20.39pc, from \$ 632.492m to \$ 761.438m.

Despite this record breaking performance which has surpassed all expectations, the industry is facing challenges that are certain to hinder the growth and impact the future of the textile industry.

Unprecedented flooding since July has destroyed almost half of the cotton crop which will result in severe shortage of the raw material in the near future.

Pakistan is the 5th largest cotton producer in the world and the destruction of the cotton crop will definitely impact the global cotton prices as the demand will surge with the increasing shortage of cotton.

Dwindling foreign exchange reserves and severe restrictions on the opening of the letters of credit have impeded the imports of machinery and raw material needed to run the industry.

According to Mr. Asif Inam, Chairman All Pakistan Textile Mills Association South Zone, the textile sector is facing a severe liquidity crunch, as well as issues of the opening letters of credit, as banks are reluctant to issue the necessary

guarantee documents for the import of spare parts, machinery and raw materials. He pointed out that the issues were worse for the spinning sector, with units being closed down.

Increase in the energy cost and the gas crisis have contributed to almost unmanageable high cost of production.

When coupled with the shortage of the record breaking flooding, destruction of the cotton crop, depleting foreign exchange reserves, and the global slowdown, the situation looks bleak and needs political and economic stability and the will to address these daunting challenges.



Mr. Asif Inam, Chairman and Chief Executive of Diamond International Corporation Ltd has been elected as Chairman APTMA (All Pakistan Textile Mills Association) for 2022-23

# US Relations with Pakistan: The Need for a Strategic Shift

The Pakistan-U.S. relationship dates back to the birth of Pakistan. In the first high-level exchange between the two countries, President Harry Truman sent a congratulatory message to Quaid-e-Azam Mohammad Ali Jinnah on Pakistan's "emergence among the family of nations." Formal diplomatic relations were established on August 15, 1947.

In the 70 years since that historic day, Pakistan and the United States have built a multifaceted and broad-based relationship, driven by cooperation in areas ranging from education to energy and from defense to trade and investment. This cooperation is rooted in shared values and convergence of interest on regional and strategic issues.

The two countries were close strategic partners during the Cold War. As fellow members of organizations, like SEATO, Pakistan and the United States worked together to check communist expansionism in the region.

In 1971, Pakistan played a critical role in facilitating the China-U.S. rapprochement that fundamentally reconfigured the Cold War. Cooperation between Pakistan and the U.S. was also crucial to the eventual Soviet withdrawal from Afghanistan in 1989.

Following the terrible events of 9/11, Pakistan and United States again joined hands in the fight against terrorism. Together, the two countries decimated Al Qaeda's infrastructure and have significantly degraded the threat posed by other terrorist groups in the region. Today, Pakistan and the



United States are actively engaged in efforts to restore peace and are key partners in several multilateral initiatives aimed at that objective.

Robust economic and cultural cooperation complement the strategic and security underpinnings of the Pakistan-U.S. relationship. The U.S. has historically been one of Pakistan's most important development partners and remains a major source of foreign direct investment as well as one of Pakistan's biggest export markets.

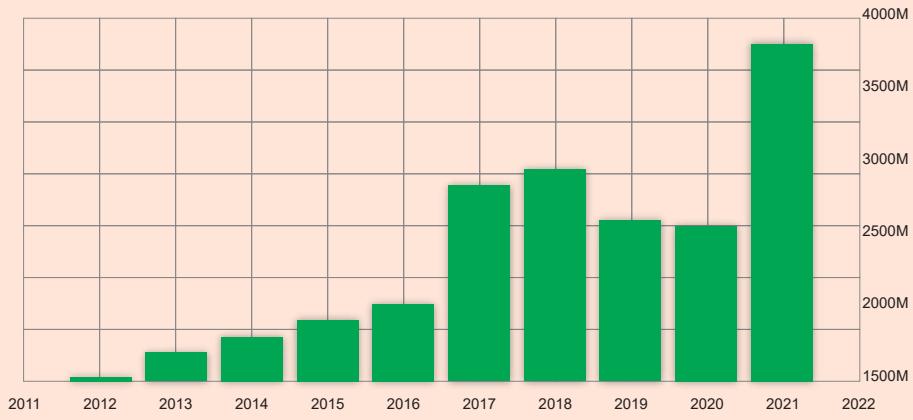
The United States has been a major investor in Pakistan's infrastructure, energy and education sectors – the last exemplified by the largest Fulbright Program run by the United States anywhere in the world. Meanwhile, common values bring the Pakistani and American people together. The common aspiration towards democracy, diversity and the

rule of law animates the societies of both countries. The 1 million-plus strong Pakistani-American community in the United States is not only a bridge between the two countries but comprises many outstanding entrepreneurs, doctors and academics who contribute to and enrich American society.

Located in one of the world's fastest-growing regions in the world, Pakistan is an emerging economy with rapidly developing industrial and connectivity infrastructure.

If the past 70 years have seen Pakistan and the United States work together in successfully dealing with some of the leading geopolitical challenges of our times, the 21st century offers tremendous potential for economic cooperation that would bring growth and jobs to both countries.

Pakistan Imports from United States



\*Pakistan Imports from United States was US\$3.83 Billion during 2021

The United States has been one of the largest sources of foreign direct investment in Pakistan and remains Pakistan's largest export market.

Trade and investment relations between the United States and Pakistan continue to grow, and the U.S. government supports this relationship by organizing business to business trade delegations, providing technical assistance, and promoting business opportunities for U.S. companies to develop U.S.-Pakistan commercial partnerships.

During the pandemic The United States dispatched more than 100 million COVID-19 vaccine doses to Pakistan, and partnered with Pakistani institutions to build detection and treatment capacities throughout the pandemic.

For more than 70 years, Pakistan has been an important partner in expanding educational opportunities through the largest Fulbright program in the world.

Fulbright is operated by the U.S. Educational Foundation in Pakistan, a binational commission with support from both the Pakistani and U.S. governments.

Including Fulbright, the U.S. government brings approximately 800 Pakistanis to the United States every year on a broad range of exchanges to develop and strengthen people-to-people ties.

On counterterrorism and internal security, Pakistan has taken some action against militant groups and



## Pakistan Exports to United States



\*Pakistan Exports to United States was US\$6.08 Billion during 2021

UN-designated terrorist organizations in accordance with its National Action Plan against terrorism.

However, the implementation of UN sanctions against these entities is uneven. The United States continues to urge Pakistan to take decisive action against these groups while seeking opportunities to work together with Pakistan in areas of mutual interest, such as counterterrorism and border security.

## Bilateral Economic Relations

Pakistan is the fifth largest country in the world by population and ranked as the 44th largest economy in 2022 according to IMF estimates.

The United States has long been Pakistan's largest export market – importing more than \$5 billion in Pakistani goods in 2021, far surpassing any other country. The United

States has also been a leading investor in Pakistan for the past 20 years. In the most recent fiscal year, U.S. direct investment in Pakistan increased by 50 percent – it is now the highest it has been in over a decade.

Major U.S. investments are concentrated in consumer goods, chemicals, energy, agriculture, business process out-sourcing, transportation, and communications.

The United States has sought to deepen commercial ties with Pakistan, including through engagement by senior officials from the U.S. Department of Commerce, Department of State, and the U.S. International Development Finance Corporation (DFC) with Pakistani leaders.

However, Pakistan's business climate has areas that need to be strengthened, including regulation, intellectual property protection, and taxation. The United States continues to work with Pakistan to achieve business climate enhancements.

The primary focus of the U.S. civilian assistance program is to partner with Pakistan in its development toward security, stability, and prosperity.

Working across the U.S. government, and in cooperation with Pakistan, international donors, and development partners, U.S. assistance has focused on projects supporting economic growth and bilateral trade, energy, governance and rule of law, refugees and refugee-hosting communities, law enforcement, civil society, people-to-people exchanges, and countering infectious diseases such as COVID-19.

# Agriculture

## The Main Pillar of Pakistan's Economy

Agriculture is considered the backbone of Pakistan's economy, which relies heavily on its major crops. Pakistan's principal natural resources are arable land and water.

Agriculture accounts for about 22.7% of Pakistan's GDP and employs about 37.4% of the labor force and is the largest source of foreign exchange earnings. The most agricultural province is Punjab where wheat & cotton are the most grown. Mango orchards are mostly found in Sindh and Punjab provinces, making it the world's fourth largest producer of mangoes.



\* Agriculture and land use in Pakistan. (Only major crops)

Realizing its importance, planners and policy makers are always keen to have reliable area and production statistics of agricultural crops well in time.

Policy makers primarily need accurate and timely statistics for the important crops such as wheat, cotton, rice, sugarcane, maize etc. However, in recent years, due to persistent hikes in the prices of essential commodities like pulses, onions, potatoes, chilies and tomatoes these crops have also gained in economic importance.

The improvement in agriculture production systems will increase farm income, reduce consumer prices and enhance diverse food supplies besides generating an exportable surplus. During the post COVID-19 period, the steep rise in the price of various commodities has further enhanced the importance of this sector, especially for the countries who are net importers of food items.

Realizing the importance of agriculture sector, the Government encourage financial inclusion activities in the agriculture sector to adopt new approaches in order to boost the productivity and exports, thus enhancing a rural development-driven economic growth.



## Agriculture Performance during 2021-22

During 2021-22, agriculture sector recorded a remarkable growth of 4.40 percent and surpassed the target of 3.5 percent and last year's growth of 3.48 percent. This growth is mainly driven by high yields, attractive output prices and supportive government policies, better availability of certified seeds, pesticides and agriculture credit. The crops sector outperformed and posted a growth of 6.58 percent during 2021-22 against 5.96 percent last year.

At sub sectors level, important crops, other crops and cotton ginning depicted a significant growth of 7.24 percent, 5.44 percent and 9.19 percent, respectively, against last year's growth of 5.83 percent, 8.27 percent and -13.08 percent.

The growth in production of important crops namely cotton, rice, sugarcane and maize are estimated at 17.9 percent, 10.7 percent, 9.4 percent and 19.0 percent respectively. The cotton crop increased from 7.1 million bales reported last year to 8.3 million bales during 2021-22; rice production increased

from 8.4 million tonnes to 9.3 million tonnes; sugarcane production increased from 81.0 million tonnes to 88.7 million tonnes; maize production increased from 8.9 million tonnes to 10.6 million tonnes respectively, while wheat production decreased from 27.5 million tonnes to 26.4 million tonnes. Other crops having share of 13.86 percent in agriculture value addition and 3.14 percent in GDP, grew by 5.44 percent on the back of increase in the production of pulses (29.82 percent), oilseeds (24.75 percent), vegetables (11.52 percent), fruits (1.53 percent) and fodders (0.36 percent).

## Livestock

According to the Economic Survey of Pakistan, the livestock sector contributes about half of the value added in the agriculture sector, amounting to nearly 11% of Pakistan's GDP, which is more than the crop sector.

A leading daily newspaper reported that the national herd consists of 24.2 million cattle, 26.3 million buffaloes, 24.9 million sheep, 56.7 million goats & 0.8 million camels.

Additionally, there is a vibrant poultry sector, with more than 530 million birds produced annually. These animals produce 29.472 million tons of milk (making Pakistan the 4th largest global producer of milk), 1.115 million tons of beef, 0.740 million tons of mutton, 0.416 million tons of poultry meat, 8.528 billion eggs, 40.2 thousand tons of wool, 21.5 thousand tons of hair & 51.2 million skins & hides.

The Food and Agriculture Organization reported that in Pakistan, government initiatives are being undertaken to modernize milk collection & to improve milk / milk product storage capacity.

Livestock having share of 61.89 percent in agriculture and 14.04 percent in GDP, recorded a growth of 3.26 percent in 2021-22 compared to 2.38 percent during same period last year. The fishing sector having share of 1.39 percent in agriculture value addition and 0.32 percent in GDP,

## Rankings

Pakistan is one of the world's largest producers and suppliers of food and crops (according to the various global sources).

- Chickpea (3rd)
- Apricot (6th)
- Cotton (5th)
- Milk (4th)
- Date Palm (5th)
- Sugarcane (5th)
- Onion (7th)
- Kinnow, mandarin oranges, clementine (6th)
- Mango (4th)
- Wheat (7th)
- Rice (11th)

Pakistan ranks 8th globally in farm output, according to the List of countries by GDP sector composition.

grew at 0.35 percent compared to growth of 0.73 percent in same period last year. Forestry sector having share of 2.14 percent in agriculture value addition and 0.49 percent in GDP posted a positive growth of 6.13 percent against the negative growth of 0.45 percent last year.

## Fishery

Fishery and fishing industry plays an important role in the national economy. With a coastline of about 1046km, Pakistan has enough fishery resources that remain to be fully developed.

It's also a major source of export earnings. Aquaculture is a rapidly developing industry. Punjab Province has demonstrated rapid growth in fish farming. GIFT Tilapia culture has been introduced recently in Pakistan (especially Punjab).

Fisheries sector reduces pressure on demand for mutton, beef, and poultry. It is also considered to be an important source of livelihood for the coastal inhabitants. Apart from marine fisheries, inland fisheries (based in rivers, lakes, dams, etc.) are also a very important activity throughout the country. Fisheries share in GDP although very little, but it adds substantially to the national income through export earnings.



## Forestry

About only 4% of land in Pakistan is covered with forest. The forests are a major source of food, lumber, paper, fuelwood, latex, medicine as well as utilized for purposes of wildlife conservation and ecotourism. According to the latest findings of National Forest Reference Emissions Level (FREL), the country is maintaining 4.786 million hectare (5.45 percent) area under forest cover.

Within the forest cover area, dry temperate forests hold the largest share (36 percent), followed by sub-tropical broadleaved shrub (19 percent), moist temperate (15 percent), Chir Pine (13 percent), Riverine (4 percent), irrigated plantation (4 percent), thorn (3 percent), mangrove (3 percent) and subalpine forests (2 percent).

The inadequate forest cover area due to growing population and dependence on the natural resources coupled with deforestation have rendered the country one of the most vulnerable to climate change effects.

As a result, natural resources are under tremendous pressure owing to change of land use and habitat destruction and consumption of fuel wood and timber extraction.

## Production

Pakistan production (FY 2021-22):

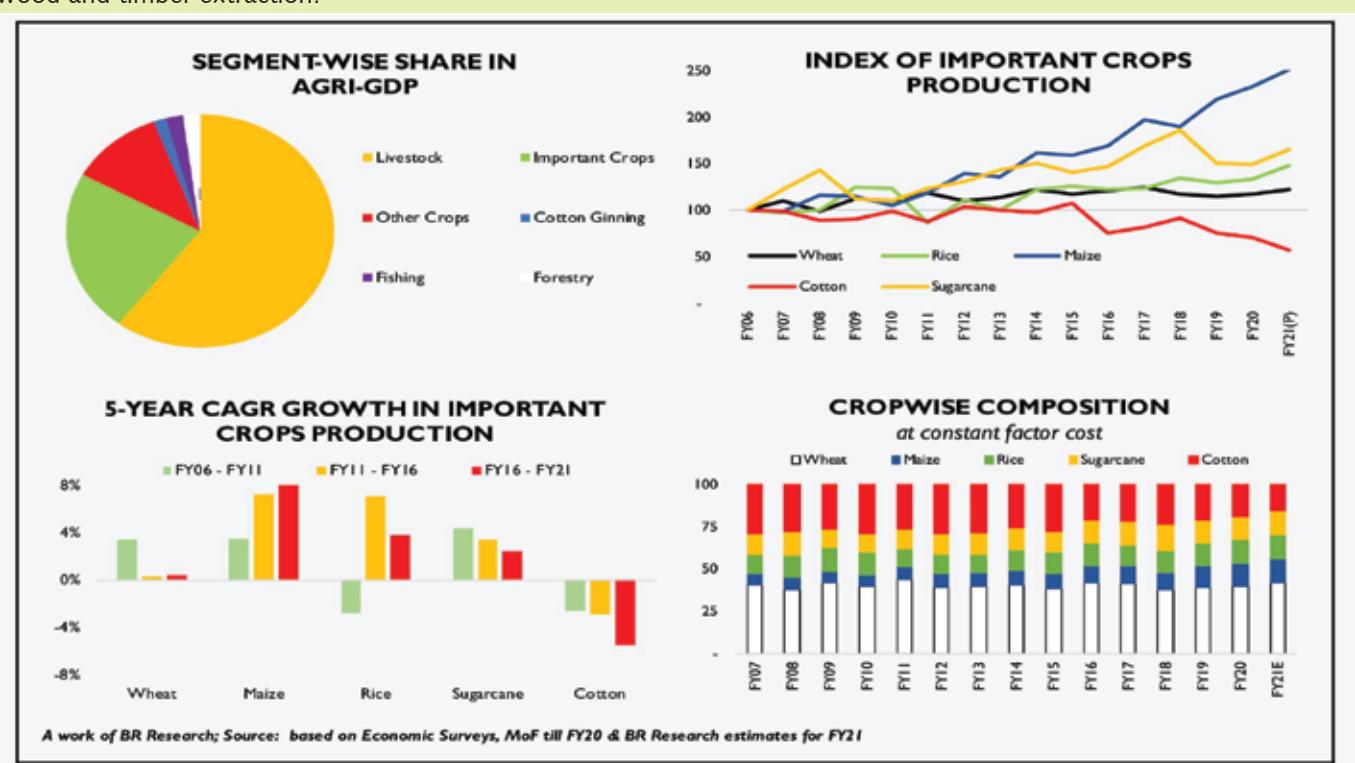
- 67.1 million tons of sugarcane (5th largest global producer, behind Brazil, India, China & Thailand);
- 25.0 million tons of wheat (7th largest producer);
- 10.8 million tons of rice (10th largest producer);
- 6.3 million tons of maize (20th largest producer);
- 4.8 million tons of cotton (5th largest producer);
- 4.6 million tonnes of potato (18th largest producer);
- 2.3 million tonnes of mango (including mangosteen & guava) (5th largest global producer, just behind India, China, Thailand & Indonesia);
- 2.1 million tons of onion (6th largest producer);
- 1.6 million tons of orange (12th largest producer);
- 593 thousand tons of tangerine;
- 1,601 thousand tons of tomatoes;
- 545 thousand tons of apple;
- 540 thousand tons of watermelon;
- 501 thousand tons of carrot;
- 471 thousand tons of date (6th largest global producer)

## Way Forward

The available potential in agriculture sector needs to be exploited to boost economic growth, job creation and encouraging country's exports. For this purpose synchronization of programmes, reforming of institutions and encouraging public-private

partnership, simplification of laws and investment reforms is the need of the hour.

As federal and provincial investment should be based on their mandate/role in agriculture sector and national issues could be co-financed. Effective mechanization stands vital to enhance productivity in this sector.





JS

# Nida Abaya Fabric

## JS INTERNATIONAL TRADE CO.,LIMITED

A Leading Fabric Manufacturer and Exporter from China. JS have been in the textile fabric field for more than 10 years & are devoting to create a brand paragon for textile industry since its establishment.



### Export Markets

- Pakistan
- Dubai
- Middle East
- Afghanistan
- Saudia Arabia
- Malaysia
- USA
- Indonesia
- Qatar

Nida Fabric  
F/B and P/D

Zoom Fabric  
F/B and P/D

Wool Peach Fabrics  
F/B and P/D

Chiffon Fabric  
F/B and P/D

Fursan Fabric  
F/B and P/D

# Innovation and Data Driving Sustainability in US Cotton Industry

As pressures mount to make fashion more sustainable, brands, retailers, policymakers and industry leaders are all seeking assistance and assurances that global supply chains are using verified data and technology to improve the industry's footprint.

Agriculture is often viewed as a trade based on intuition, with production knowledge passed down from one generation to another. While those traditions still exist, producers know that today's issues — such as a changing climate and limited natural resources — require more complex solutions, providing US commodity producers the opportunity to lead the way when it comes to technological innovation.

As pressures mount to make fashion more sustainable, brands and retailers — as well as policymakers and industry leaders — are seeking assistance and reassurances that global supply chains are using verified data and technology to improve environmental footprint.

US-grown cotton is one of the most technologically advanced industries in the world; and it has used the innovations at its disposal to become continuously more sustainable. For more than 35 years, US

cotton growers have made huge strides to progress the sustainability of their farms.

They have improved soil health, reducing loss and erosion by 37 percent per acre all while increasing soil carbon levels. Additionally, they have used 79 percent less water and 54 percent less energy, reduced greenhouse gas emissions by 40 percent and land use by 49 percent all while increasing yield by approximately 42 percent.

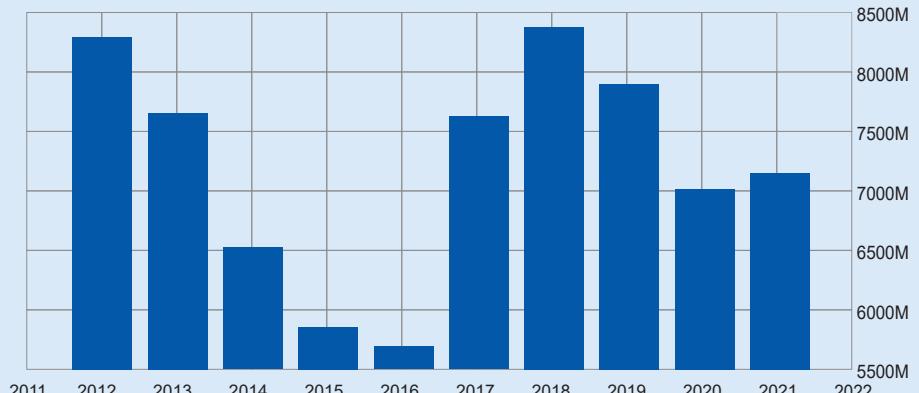
## A new generation of AG tech

As technology has improved, growers continue to utilize emerging innovations to grow cotton more efficiently.

According to a study from Duke University and Cotton Incorporated, 51 percent of US cotton growers use GPS-enabled swath control to ensure they are not overlapping practices such as planting, fertilizer applications and crop-protection applications.

Nearly 7 in 10 growers surveyed also use GPS auto-steering functions on their equipment, such as tractors and pickers.

Precision agriculture has a major role in this new era of innovation around farming and sustainable agriculture. These technologies gather farm-specific parameters including soil conditions, nutrients and water availability.



\*United States Exports of cotton was US\$7.16 Billion during FY2021-2022.

# 10-Year U.S. Cotton Sustainability Goals

Cotton agriculture around the world has evolved dramatically in recent years. In the U.S. in particular, the commitment to innovation and continuous improvement has led to significant reductions in the water, land and energy needed to produce cotton, and decreased soil loss and greenhouse gas emissions – all while increasing crop yields.

In line with the United Nations' Sustainable Development Goals, and grounded in science-based evaluation, the U.S. cotton industry has established a set of goals to achieve within the 10 years between 2015 and 2025, to further improve cotton sustainability and lead the world in responsible cotton production. These goals include:



**Increasing Soil Carbon by  
↑ 30%**

Increasing soil carbon, or increasing the amount of organic material in soil, is also a key element of improving soil health. More soil carbon means a healthier environment for crops to grow in, and can lead to increased crop yields and nutrient uptake, and reduced water use, fertilizer use, nutrient runoff and soil loss.

It also means that more carbon in the atmosphere is naturally sequestered in the soil by cotton plants, thereby reducing greenhouse gas emissions. There are multiple ways U.S. cotton growers increase soil carbon, including limiting or eliminating soil tillage, or planting winter cover crops. In fact, around half of U.S. cotton growers use winter cover crops, and between 2008 and 2015, no-till and strip-till farming increased by 9%.



**Decreasing Soil Loss per Acre by  
↓ 50%**

Soil conservation is a critical goal across the agriculture industry. Preserving soil means preserving agricultural productivity and improving the environment.

As our climate continues to change, water and wind erosion continue to threaten agricultural lands, and so do newer and more resistant weed species.



**Increasing Land Use Efficiency by  
↑ 13%**

As the population continues to grow and our need for food, shelter, and clothing increases, so does the need to use agricultural lands as efficiently as possible. Healthier soil can help increase crop yields, as can improved irrigation techniques.

The U.S. cotton industry has established the research and development of advanced technologies and science-based farming practices as key priorities for continually improving land use efficiency, while also increasing cotton yields – all in improved harmony with the environment.



**Decreasing Greenhouse Gas Emissions by  
↑ 39%**

Like other plants, cotton captures carbon dioxide from the atmosphere and uses it to grow. But, cotton also requires nutrients to grow, and the production and use of fertilizers like synthetic nitrogen releases greenhouse gases into the environment.

Cotton growers are working with researchers to decrease the amount of fertilizers needed to produce cotton, using technologies that identify the precise amount of nitrogen needed to optimize cotton growth.



**Decreasing Energy Use by  
↓ 15%**



**Decreasing Water Use by  
↓ 18%**

Although the majority of U.S. cotton gets its water from natural rainfall, cotton growers in some regions of the U.S. need to apply irrigation to their crops to supplement rainwater. These growers are seeking to increase the efficiency of irrigation, in order to produce greater amounts of cotton using less water.

Over the past 40 years, cotton growers have continuously improved cotton yields without increasing water use through the implementation more efficient and precise irrigation tools and methods, such as crop and soil sensors, drip irrigation, irrigation scheduling.

Energy use in the cotton industry is driven largely by the production and use of nitrogen-based fertilizers, tilling in cotton fields, harvesting cotton, and ginning.

Reduced tillage and precision applications of fertilizer have steadily reduced energy use per pound of cotton fiber since the 1980s.

New and emerging technologies, such as innovations in agricultural robotics, or genetic editing of cotton plants to reduce the amount of ginning needed to separate seeds from fibers, will continue to drive down the energy needs of the cotton industry over the next decade and beyond.



# Impact of Digital Marketing in Textile & Apparel Industry

## Role of Digital Marketing:

Digital marketing provides with the applicable tools to engage with followership, increase brand mindfulness and increase profit for a long-term.

Digital marketing can be defined as a form of direct marketing that connects the buyers with the merchandisers digitally through interactive technologies similar as, emails, websites, social networks, online forum as well as newsgroups, interactive TV, mobile Dispatches etc.

Digital marketing facilitates mode of communication to promote products and services in a timely, applicable, particular and cost-effective manner.

The world of fashion has surfaced due to the preface of Digital selling together with branding and further and further use of technology bedded with the most recent fashion trends.

It helps brand to understand where guests want to see their brand that's vacuity of brands on different digital platform. If client feels more connected with brand also they incontinently make decision to buy the product or services and these is possible due to digital marketing.

It's all about commerce erecting a particular touch and not just about deals.

## Impacts of Digital Marketing on Fashion Industry:

The fashion industry is witnessing numerous further changes as there's further and further technology is getting introduced and it has impact on consumer adaption.

Digital metamorphosis is the means by which the process of imprinting fashion products is made easy. The vacuity of big data and analytics can be used by fashion companies strategically to knitter consumer experience and allow the client to lead the way.

Currently everything is changing as there's a major change taken place when the traditional system of purchase is shifting to digital one. The fashion assiduity is also impacted by the preface of Digital Marketing because of the part of visual content and fast-changing methodologies that are impacting day by day.

Digital marketing is helping people to get acquainted with the rearmost trends fluently and keep eye on it. Moment, leading fashion business is inferring a lot of profit from digital marketing tools. So then are some digital marketing tactics being used in the fashion assiduity.

The lockdown has accelerated the relinquishment of online purchasing practices. According to the rearmost

check there are large numbers of people who are getting habitual of coping clothes, accessories through digital operations that are available on different platforms.

Until February 2020, 27 million Italians laboriously used e-commerce; moment there are 29 million. In 2019, from January to May, there were 700,000 new digital consumers in the first five months of 2020, this number nearly tripled.

Web commerce, again according to Netcom, will continue to grow in the coming months, establishing itself as an exceptional motorist in the environment of the world frugality, with an estimated increase of 55.

Allocating a more substantial part of the budget for the marketing of digital channels can be a winning tactics that would support associations in achieving a series of pretensions that they ask to including a completely multi-channel vision of e-commerce, further prompt and careful operation of client relations through social media.

In such a complex period like the bone we're presently passing, digital marketing offers a series of possibilities linked to tools, ways, and methodologies that companies can use to increase their reactivity, adaptability, and proactivity.

The digital marketing has changed the social trends, which directly relate with the consumer behavior. When it comes in the fashion assiduity, consumers are enjoying the digital mode since they're getting better experience. In current world, consumers are drinking new experience of products and services with good quality features. Fashion suckers had always conscious about fashion propaganda from once time.

The first fashion website vogue.com introduced in 1990. After that WGSN, Net-a-Porter, showstudio.com are came in digital fashion world. Moment we can find large number of tools to deal with. Developer, Retailers and Marketers are used numerous digital modes and channels for marketing purpose at public and global position.

India is a fast growing emerging Asian market. This shows that their increases the opportunity of projection for the e-commerce industry. Fashion industry broadly classified into four major sections – Apparel, Footwear, Cosmetics and Accessories – where apparel section always in highest demand. So, it is clearly showing that consumers first go online shopping for fashion products. Digital marketing easily finds out fashion lovers in all over world through advance technologies.

Because digital technology provides variety of media presentations such as text, voice, images, videos, graphs, display etc. which construct deep impression on the fashion consumers.

So, in present scenario, designer, fashion companies, retailer and marketers are adopting many digital channels for build-up long relationship with consumers.

The fast fashion leader Spanish company ZARA always worked on this approach "what they want and when they want" and according this they make marketing strategy. Flexible supply chain and technology-driven approach gives great business results. Fast fashion means fast fashion marketing and in this direction.

## Best Ways to Use Digital Marketing in Fashion Industry to Boost Sales:

### A. Retarget your Audience with Facebook Ads:

It means that people has watched the ads and thought of buying the product but they can't totally rely on adds or websites So retargeting users to so that they will buy the product and it can be done by creating Custom Audiences with Facebook and target Lookalike Audiences to increase the reach.

### B. Run Promotions during Holidays to Boost Sales:

In India people buy dresses accessories when there are special functions, festivals around. So it may be possible to gain large numbers of consumer by providing discounts on it using the digital mode. You need to provide value to your subscribers for them to share their email discounts with their circle.

### C. Style Guides to Help your Users:

People love doing experiments and if they are getting style guides then it become easy for them to understand how to wear clothes how to carry things how to improve their style knowledge and be with the trend followed in the market. Series of style guides can help customer to develop their interest.

### D. Giveaways on Instagram Increases Brand Awareness & Community:

If any bricks and mortar (physical stores) are having special product which has a demand then they can use Instagram to reach the customers can increase their followers can interact more with people and they can boost their sales through Instagram and can use special hashtag that define their product in more impressive manner.



Application that can be Fruitful for Digital Marketing in Fashion Industry:

#### Facebook

One can integrate it across other channels. Advertisement constantly and intriguing trivia are also a great way for engaging posts. Produce soliciting offers. It's necessary to concentrate on individual demographic interests to reach specific targets.

#### Pinterest

Highlight Fashion witnesses, give a leg converse, suppose seasonally, yes that's the different part of Pinterest. For illustration if there's Diwali jubilee also engaging some offers to guests.

#### Instagram

Engage suckers and target your followership. It's further of a visual medium where information is communicated through prints. Produce story, use hashtags while complying with the stylish Instagram practices.

#### YouTube

This is another visual medium but the focus is more on vids. It's a great way to push people towards your website. Making engaging vids is a task so as to gain further and more interested people to come around and doing your websites more important.

#### Twitter

Seeking feedback is fairly easier, you can host a twitter converse, you can hold a Q&A session, be clever about the timing of post. These can help to interact with people fluently and effectively.

## 13th IGATEX PAKISTAN Exhibition and Conference receives overwhelming response



**IGATEX PAKISTAN** is the largest and well established garment and textile machinery and accessories exhibition in South Asia, it is a professionally enriching experience for textile machinery manufacturers providing them an opportunity to directly make their equipment available to quality buyers and decision makers in an exceeding competitive global business environment.

The show will include standalone demonstrations of various cutting edge industry tools & technology.

The main goal of IGATEX PAKISTAN is to provide a platform to manufacturers and buyers to establish trade relations within Textile sector. Participation in the event gives a great opportunity to learn about latest trends and technologies used in textile industry.

IGATEX PAKISTAN always captures attention thanks to the record number of visitors every year.

Exhibitors lauded the efforts of the organizers FAKT Exhibitions (Pvt.) Ltd. as they were able to meet their targeted trade professionals, close deals, and generate excellent business at IGATEX PAKISTAN. The exhibition attracted key industry leaders, government officials, manufacturers, suppliers, traders, and distributors and had a footfall of more than 11,000 trade visitors.

### KEY EXHIBITORS/REPRESENTATIVES AT IGATEX PAKISTAN 2022



HELLO TEXTILE participated in IGATEX 2022 PAKISTAN. The main aim of attending this exhibition was to meet with International manufacturers and buyers and make them aware regarding the HELLO TEXTILE App and its advantages in the Textile sector.

HELLO TEXTILE team held some important meetings with top companies like:

- COTTON USA
- Marlateks (Turkey)
- Jiayi Fashions (China)
- Hangzhou Chongjie Textiles (China)
- Aleetex Machinery (China)
- OPT Cotton (Brazil)
- Simag Enterprises (Pakistan)
- IDEAL Group (Pakistan)
- Rotaseal Sealing Systems (Turkey)
- INX Digital (Czech Republic)
- Sanyou Machinery Tech (China & Pakistan)
- Demsan Textile Machinery (India & Turkey)
- iTextiles (Pakistan & Vietnam)
- & Many More

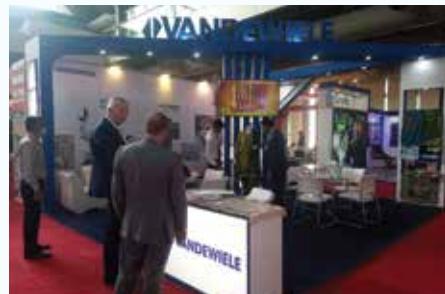
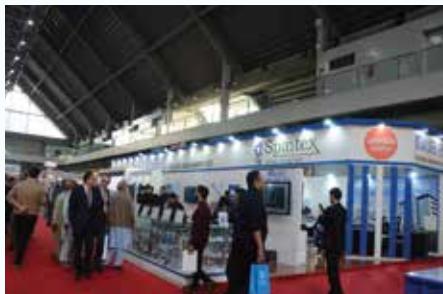


IGATEX PAKISTAN, Conference



Executive committee members of Pakistan Knitwear & Sweater Exporters Association







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