

Monthly Report for Trade Officers

August 2018

1. Overview of Bilateral Trade including Imports and Exports and comparison with corresponding month of previous financial year

| Trade, thousand USD | June* 2017 | June* 2018 | % Change | July- June 2016-2017 | July- June 2017-2018 | % Change |
|-----------------------------|---------------|---------------|----------|----------------------------|----------------------------|----------|
| <i>Pakistan Exports</i> | 10,058 | 10,049 | 0.09% | 156 436 | 159,177 | 1.75% |
| <i>Pakistan Imports</i> | 32,040 | 13,858 | -56.75% | 266 783 | 237,163 | -11.1% |

*- the latest available data in Statistics Sweden is being used.

Overview of Sweden's global trade

| | January- December 2016 | January- December 2017 |
|---------------|---------------------------|---------------------------|
| Total exports | 139,450 | 153,102 |
| Total imports | 140,674 | 153,858 |
| Trade Balance | -1,224 | -756 |

2. Trade Promotion Activities

| Sr.no. | Activity | Date | Remarks | Follow up Action |
|--------|--|------------|---|---|
| 1. | Meeting with Romil Nirel, CEO, Himla home textile company. | 3-08-2018 | The company imports home décor textile and other products from various Asian countries. shared information with him about Pakistani Home Textile products and discussed the possibilities of importing from Pakistan. | Will be in contact. |
| 2. | Meeting with Mr. Fredrik Bratterud, Export Manager Fretex AB. | 06-08-2018 | Discussed their International logistics system. Lower rates of logistics for Pakistan were brought under consideration. | Will be in contact. |
| 3. | Meeting with Mr. Zahid Dar, Bombardier AB | 12-08-2018 | Follow up meeting, discussed opportunities in Sweden for Pakistani business. | In regular contact. |
| 4. | Meeting with Ms. Sigrid Wimmersted, member, advisory board Swedfund. | 18-08-2017 | Follow up meeting, discussed opportunities in Sweden for Pakistani business. | In regular contact. |
| 5. | Meeting with Mr. Viggo Zachrisson, Advisor at Zachrisson AB | 24-08-2018 | Viggo Zachrisson is an Automotive import company which does business with smaller companies worldwide. Discussed the export opportunities in the Automotive parts from Pakistan. | Will be in contact. |
| 6. | Meeting with Mr. Christel Gardtman, CEO Connections Direct AB. | 28-08-2018 | Connections Direct works with Multinational companies for smooth and faster delivery of their products and goods. | Will be in further contact for sharing information on business contacts. |
| 7. | Meeting with Mr. Christer Wallberg. CEO, Tacton System AB. | 30-08-2018 | Tacton System is a Plastic Manufacturing company which recycles waste plastic products. | Received a briefing on their waste recycling plant, Discussed whether the system is applicable in Pakistan. |

3. Investment Promotion Activities

| Activity | Date | Remarks | Follow up action |
|---|------------|---|---|
| Meeting with Mr. Rasmus Lindahl, Communication manager at Konjunktur Statistical Institute. | 15-08-2018 | Discussed the possibility to share information on various investment trends in the Swedish international trade scenario. He promised to share a write up for a collaboration between the Konjunktur Statistical Institute and the Commercial Wing, Embassy of Pakistan. | The collaboration can be useful in timely identification of investment opportunities in Sweden for Pakistani Businessmen. |

4. Trade Diplomacy

| Activity | Follow up Action |
|--|---|
| Meeting with Mr. Hans Tjerström, Coordinating chief at Swedish Trade Federation. | Various Laws regulating Trade unions and federations in Sweden were discussed. He promised to share a comparative study of Swedish and Pakistani trade regulatory bodies. |

5. Market information and intelligence

The details of market reports, lists of importers/buyers and trade enquiries conveyed to Pakistan during the period.

- **Monthly economic report for the month of November**
- **List of importers in Swedish sport sector conveyed to Pakistani home textile exporters**
- **List of importers in Swedish leather sector conveyed to Pakistani leather goods exporters**
- **List of importers in Swedish automotive parts sector conveyed to Pakistani gloves exporters**
- **List of importers in Swedish Denim and other readymade garments sector conveyed to Pakistani Denim and textile exporters**

6. Business networking

| Meeting | Category | Objective | Outcome | Follow up |
|---------|----------|-----------|---------|-----------|
|---------|----------|-----------|---------|-----------|

| | | | | |
|---|----------|--|--|--|
| Attended the Biotech Builders networking event. | Business | To interact with important companies with the biotechnology sector and to assess the possibilities of joint ventures with Pakistani Biotechnology research institutes. | Information obtained, networking with other participants. | Will be in contact. |
| Attended the Formex Exhibition at exhibition center Stockolm massan | Business | Formex is the largest Textile exhibition taking place in Stockholm on yearly basis. It provides a platform for the emerging and existing textile companies to showcase their products and create useful business contacts. | Networking, meet and greet sessions with the exhibitors from the textile sector. Introducing Pakistani Textile sector to them. | It is suggested for the Pakistani companies to visit the exhibition. |

7. Field Visits

| Visits | Date | Objectives | Follow up action |
|------------|------------------------|---|--|
| Stadium AB | 6 th August | Visited their storage facilities and factory store, Meeting with Mr. Göran Larsen, Director, Stadium (Sweden) AB. | Received information about Quality control at Stadium AB. Introduced Pakistan as an easy to access market for sports good and sports garments. |

8. Other Activities

- ✓ *Preparing and making arrangements for the Faisalabad Chamber of Commerce Delegation's Visit to Stockholm in September. In this regard the following Governmental and semi-Governmental organisations were contacted and meetings were fixed with them:*
1. *National Board of Trade*
 2. *SwedFund*
 3. *Invest Stockholm*
 4. *Textil Impörterna*
 5. *TEKO*

Approaching The Cutlery Association in Stockholm and other Stakeholders for assisting the Cutlery Delegation's Visit to Stockholm in September

Business leads

- ❖ Tender- sports goods and garments.
- ❖ Tender- Software package and informative services

Media Promotional activities

- ❖ Swedish news summary sent to Pakistan every week.
- ❖ Positive Pakistani Business news shared on Embassy's website, Facebook pages, LinkedIn, communication groups every day
- ❖ News shared with Swedish bloggers for their posts, articles and analysis.
- ❖ Tenders received from Pakistan shared on the Embassy's website, also with Pakistan Sweden Business Council, Finish Pakistan Business Council, Danish Pakistan Business Council.

Other:

- **16** visitors facilitated for issuance of **business visas in August 2018**.
- **3 inquiries from Swedish company** was obtained regarding the Pakistani manufactures, importers or trade exhibitions.
- **11 requests** from Pakistani companies were responded, lists of Swedish/Finnish importers were forwarded, market related information about Swedish and Nordic markets was forwarded as well.
- Formulating **brochures, leaflets, reports** about Pakistan- Sweden trade potential, investment opportunities.

9. Support requested from Pakistan

| Date | Action required | Organization | Deadline (if any) |
|-------------|--|---------------------|--------------------------|
| 2016.11.28 | Commercial section, Stockholm has no EMDF funds available under this head. | TDAP | - |
| 2016.12.11 | Accredited countries to the Commercial Wing, Stockholm. | MOC | - |

10. Pending trade and administrative issues related to support from Pakistan

| Reporting month | Action Required | Organization | Status |
|------------------------|--|---------------------------------|---|
| 2015.09.08 | Trade dispute between Swedish company G.I.L.L. Nordics and Pakistani company Durrani Associates. | TDRO Ministry of Commerce | Pending. TDRO is requested to take up the matter for solving of the dispute. Chambers are also requested to look into the disputes. Letter sent to company involved. PSBC is also requested to support us. They are also contacting parties involved. |
| 2016.04.01 | Trade Complaint - Stadium AB & Wenaas Nordic versus Tramondi Sports Pvt ltd, Sialkot. | TDRO Ministry of Commerce | Pending. TDRO is requested to take up the matter for solving of the dispute. Chambers are also requested to look into the disputes. Letter sent to company involved. PSBC is also requested to support us. They are also contacting parties involved. |
| 2017.03.13 | Trade Complaint – Salemarket Umeå versus Kamco International, Pakistan | TDRO Ministry of Commerce | Pending. TDRO is requested to take up the matter for solving of the dispute. Chambers are also requested to look into the disputes. Letter sent to company involved. PSBC is also requested to support us. They are also contacting parties involved. |
| 2018.02.22 | Trade Complaint MS/ Zeb Rice Private Limited versus Amanat Nawaz Rice AB, Sweden | Habib Metropolitan Bank Limited | Pending. Habib Metropolitan bank limited is handling the case. The commercial Section Stockholm is providing with assistance needed from time to time to contact with the concerned Firm. |