



# PAKISTAN SPORTS GOODS



**TRADE DEVELOPMENT AUTHORITY  
OF PAKISTAN**





# THE TRADE DEVELOPMENT AUTHORITY OF PAKISTAN (TDAP)

## INTRODUCTION

Trade Development Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets.

TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade.

TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade.

To achieve its objectives, TDAP organizes as well as participates in local & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes

contacts and information exchange events both physically as well on digital platforms.

This publication is part of the efforts of TDAP to share details and showcase Pakistan's products and services in international markets.





## SECTOR PROFILE

Pakistan's Sports Goods sector being a prominent export sector has been a center of excellence for the production of high quality professional Sports Goods for more than 100 years positioned in the city of Sialkot acclaimed as a world famous hub of Sports Goods manufacturing.

Today the presence of internationally recognized skilled labor, quality manufacturing, continuous R&D for designs and innovations, focus on new technologies,

capacity building, world class state-of-the-art infrastructures, compliance of quality standards, corporate social responsibility, environmental standards, workplace safety, ethical business practices and visionary entrepreneurship have contributed to the evolution of our Sports Goods industry.

Presently Pakistan's Sports Goods are recognized as a hallmark of quality being sourced globally to many of the world's leading Sports Goods brands and also catering the

demands of geographically diversified international markets.

The project for elimination of child labor from the Soccer ball industry of Sialkot portrayed an exceptionally proactive, reliable and responsible image of Pakistan's Sports Goods sector worldwide and has been manifested internationally as an outstanding landmark in sustainable development and genuine business practices.

### MADE IN PAKISTAN

"Brazuca" and "Telstar 18" Soccer balls used in FIFA World Cup, "Rio de Janeiro, Brazil 2014" and "Moscow, Russia 2018" establish quality milestones.







## FIFA Approved

FIFA Inspected and  
International Match Standard  
Certifications

## TESTING / CERTIFICATIONS

### ISO 9000

International standards on quality management and quality assurance

### SA 8000

Social Accountability Standards

### ISO 14001

Environmental Management System

### OHSAS 18001

The Occupational Health and Safety Assessment Series

### FLO

Fair-Trade Labeling Organization

### IMAC Certificate

Independent Monitoring Association for Child Labor Certificate: Child Labor Elimination Program in the Soccer ball Industry of Sialkot.

## PRODUCTION AREAS

The Sports Goods cluster is located in 20 Kilometer radius of Sialkot city and production units are mostly around Wazirabad Road, Daska Road, Marala Road, Pasrur Road and Small Industrial Estate, Sialkot.



## TOP IMPORTING COUNTRIES OF SPORTS GOODS (MAP/ GRAPHICS)

Importing Country	Imported value in 2016 (Billion US\$)	Imported value in 2017 (Billion US\$)	Imported value in 2018 (Billion US\$)	Imported value in 2019 (Billion US\$)	Imported value in 2020 (Billion US\$)
World	24	26	28	29	30
United States of America	6.1	6.5	6.8	7.2	8.7
Germany	1.4	1.6	1.8	1.7	1.7
Japan	1.3	1.4	1.5	1.5	1.5
United Kingdom	1.3	1.3	1.3	1.3	1.4
France	1.2	1.3	1.3	1.3	1.3

## LAST 5 YEARS EXPORT FIGURES AND TOP 5 EXPORT DESTINATIONS OF PAKISTAN'S SPORTS GOODS

Export Destinations of Pakistan's Sports Goods	Exported value in 2016 (Million US\$)	Exported value in 2017 (Million US\$)	Exported value in 2018 (Million US\$)	Exported value in 2019 (Million US\$)	Exported value in 2020 (Million US\$)
World	220	205	218	224	178
United States of America	19.1	19.7	23.8	28.7	25.4
Germany	36.3	30.7	33.9	31.5	20.2
Netherlands	11.7	12.4	13.8	15.8	17.4
United Kingdom	20.6	17.0	19.0	21.1	15.5
Spain	8.6	8.3	9.7	11.8	9.8

## PAKISTAN'S TOP-10 EXPORTERS OF SPORTS GOODS

Rank	Company
1	<b>M/S FORWARD SPORTS (PVT) LTD.</b> P.O. Box: 1704, Wazirabad Road, Near Adda Sahowala, Sialkot Contact: +92-345-6680800   Email: hassan@forward.pk
2	<b>M/S ANWAR KHAWAJA INDUSTRIES (PVT) LTD.</b> P.O. Box: 10, S.I.E., Sialkot-4   Contact: +92-300-8610002   Email: aki@aki.com.pk
3	<b>M/S AWAN SPORTS INDUSTRIES (PVT) LTD.</b> Shitab Garh, Sialkot   Contact: +92-321-6141881   Email: asil@awansports.com
4	<b>M/S VISION TECHNOLOGIES CORP (PVT) LTD.</b> Pasrur Road, Sialkot   Contact: +92-300-8612626   Email: ahsan@vision.com.pk
5	<b>M/S LEATHERWARE (PVT) LTD.</b> 19-Km Daska Road, Sialkot   Contact: +92-300-8619856   Email: main2@leatherware.com.pk
6	<b>M/S SILVER STAR ENTERPRISES (PVT) LTD.</b> 19-Km Daska Road, Sialkot   Contact: +92-300-8612123   Email: jahangir@s-stargroup.com
7	<b>M/S WEMBLEY SPORTS,</b> Dak Wala Stop Sadra Badra, Sialkot Contact: +92-321-6140418   Email: wembleysports94@gmail.com
8	<b>M/S ALI TRADING CO (PVT) LTD.</b> 6-Km Daska Road, Sialkot   Contact: +92-332-8611155   Email: alitrading14@gmail.com
9	<b>M/S MOLTEX SPORTING GOODS (PVT) LTD.</b> Kashmir Road, Sialkot   Contact: +92-300-8618888   Email: moltex@moltex.com
10	<b>M/S CAPITAL SPORTS CORP (PVT) LTD.</b> P.O. Box: 393, Kashmir Road, Pacca Garah, Sialkot Contact: +92-300-8616575   Email: export@capital-sports.net



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# PAKISTAN SPORTSWEAR INDUSTRY



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## INTRODUCTION

The history of sports goods manufacturing in Sialkot is more than 100 years old. Now, Pakistan is known as trusted supply market for world class products for brands like; Adidas, Nike, Mikasa, Puma, Reebok, Diadora, Baden and many more.

The industry has evolved itself ever since and has diversified itself into a wide range of product lines ranging from Sportswear, Sports Uniforms, Sports Safety/Protective Apparel & Gears, Soccer Balls, Cricket Bats & Balls, Fitness Goods and Apparel, Martial Arts, MMA Gear, Body Building Apparel and Gear, Fencing Equipment, Composite Based Hockey Sticks, Paddle Rackets, Motorbike Apparel & Shoes, Sports Bags, Cycling Suits, Hunting Knives, Fishing Instruments, Sports Gloves etc.

The Sportswear is emerging sector of the category, as per the nomenclature of product it categories in textile sector but its composition, manufacturing techniques, style, designs, utility make close proximity with sports goods sector.

The Sportswear industry is mostly based on polyester made garments but cotton base garments have a special place in the main products supplied to all over the world. Sportswear manufacturing industry is striving hard to recognizing itself as a hallmark of quality as has done for sports goods products. Being promising value-added sector, Athleisure manufacturers are utilizing their best marketing efforts to gain special place for in renowned sportswear stores around the world.

The strength of Pakistan's sportswear industry is in, presence of internationally recognized skilled labour, quality manufacturing, continuous R&D for style/design/ innovations, adaptation of latest technology, state of art infrastructure, compliance of quality standards, CSR, environmental standards, ethical business practices and visionary entrepreneurship have contributed to the evolution of Sportswear industry.

The sportswear manufacturers of Pakistan are competing with other countries in quality standard and price.



## PRODUCT PROFILE

“SPORTSWEAR OR ACTIVEWEAR IS CLOTHING, INCLUDING FOOTWEAR, WORN FOR SPORT OR PHYSICAL EXERCISE. SPORT-SPECIFIC CLOTHING IS WORN FOR MOST SPORTS AND PHYSICAL EXERCISE, FOR PRACTICAL, COMFORT OR SAFETY REASONS”.

### TOP SPORTSWEAR GOODS EXPORTED BY PAKISTAN

Product
Tracksuits,
Shorts
T-Shirts
Polo Shirts
Swimsuits
Wet Suits (For Diving Or Surfing),
Ski Suits (For Skiing)
Leotards (For Gymnastics).
Sports Bra.
Casual Fashion
Uniforms





## TOP EXPORTING COUNTRIES OF SPORTSWEAR:

Product	Exports in 2016	Exports in 2017	Exports in 2018	Exports in 2019
China	810220	695904	718288	835591
Pakistan	450720	529199	585360	611072
Cambodia	1458463	1358029	1264557	568872
Viet Nam	318097	259308	261941	288907
India	320275	305458	229204	267253
Italy	134650	163345	182522	211507
Bangladesh	131374	147031	170365	188398

## TOP EXPORT DESTINATION OF PAKISTAN:

Top 5 export destinations of "**Sportswear**" from Pakistan in 2019:

Product	Exports in 2015	Exports in 2016	Exports in 2017	Exports in 2018	Exports in 2019
United States of America	176798	158547	158547	158547	158547
United Kingdom	101185	99241	99241	99241	99241
Spain	27199	33876	33876	33876	33876
Netherlands	9731	8352	8352	8352	8352
Germany	18316	24717	24717	24717	24717
Belgium	31597	35884	35884	35884	35884
France	17089	23720	23720	23720	23720
Italy	11853	14700	14700	14700	14700
Canada	7596	8392	8392	8392	8392
United Arab Emirates	3060	3681	3681	3681	3681



## LIST OF PRODUCTS EXPORTED BY PAKISTAN:

(VALUE IN US\$000)

HS Code	Product Label	Exported value in 2015	Exported value in 2016	Exported value in 2017	Exported value in 2018	Exported value in 2019
	Sportswear					
'610590	Men's or boys' shirts of textile materials, knitted or crocheted (excluding of cotton or man-made)	262,020	252,519	311,184	333,706	328,572
'610339	Men's or boys' jackets and blazers of textile materials (excluding of wool, fine animal hair, ...)	112,442	127,901	146,752	179,684	172,355
'610469	Women's or girls' trousers, bib and brace overalls, breeches and shorts of textile materials, ...	41,406	52,368	59,103	62,032	77,136
'621132	Men's or boys' tracksuits and other garments, n.e.s. of cotton (excluding knitted or crocheted)	14,580	11,951	7,560	6,012	27,476
'611212	Track-suits of synthetic fibres, knitted or crocheted	6,446	5,981	4,600	3,926	5,533

## PAKISTAN'S TOP EXPORTERS OF SPORTSWEAR:

### K.M.ASHRAF & SONS(Pvt) Ltd

PULL AIK AMINABAD ROAD,  
SIALKOT

👤 KH.MUSHARAF IQBAL

☎ 0301-8610437

✉ musharaf@kmapppreal.com

### AQR TRADERS (REGD)

P.O. BOX, 2284, NASIR ROAD,  
SIALKOT

👤 MR.QAISER PERVAIZ

☎ 459365000

✉ info@aqrtrds.com

### ASHRAF INDUSTRIES (Pvt) Ltd

127-133 C.SMALL INDUSTRIES  
ESTATE, SIALKOT

👤 MR.SAJJAD AKHTAR KHOKHAR

☎ 0300-8617686

✉ ashraf@skt.comsats.net.pk

### TEMPO ENTERPRISES

PARIS ROAD, SIALKOT

👤 MAJOR(R) MANSOOR AHMED

☎ 0300-8619908

✉ info@temposports.com

### PENNA OVERSEAS CORP.

38-A, Main Gulberg Lahore

👤 MR.TAHIR SALEEM MIRZA

☎ 0300-8617725

✉ tahir@penna.com.pk

### CAPITAL SPORTS CORP.

P.O.BOX: 393, KASHMIR ROAD,  
PACCAGARHA, SIALKOT

👤 DR.NOUMAN IDRIS BUTT

☎ 0300-8616575

✉ capitalsport@gmail.com

### SWISSPO SPORTS(MFG)CO.

SWISSPO ROAD CHRISTIAN  
TOWN.P.OBOX # 1779 SIALKOT

👤 ABDUL SATTAR

☎ 4264920 / 42649210

### SPRY SPORTS CORP.

DASKA ROAD GHUINKEE,  
SIALKOT

👤 MR.NADEEM GHULAM

☎ 652719400

✉ sprypak@sprysports.net

### HELICON ENTERPRISES

PLOT #.5,GARDEN TOWN,DASKA  
ROAD,BUTTER, SIALKOT

👤 MR.UMER UZ ZAMAN

☎ 0300-8616744

### TALON SPORTS (PVT) LTD.

DASKA ROAD ADAH, P.O.BOX  
2664, SIALKOT

👤 QAISER IQBAL BARYAR

☎ 0300-8617785

✉ qiqbal@talonsports.com

### RAJCO INDUSTRIES

RAJCO BUILDING,NOUL,P.O.HARRAR,  
WAZIRABAD ROAD, SIALKOT

👤 MR.SHABAZ RAFIQUE

☎ 0322-7033656

✉ info@rajco.com.pk

### AWAN SPORTS INDUSTRIES(Pvt) Ltd

ADHA SOHOWALA WAZIRABAD  
ROAD, SIALKOT

👤 QASIM MASOOD KHAWAJA

☎ 0342-2888444

✉ qasim@fgear.pk

### ALI TRADING CO (PVT) LTD

P.O.BOX: 8, DAKWALA, DASKA  
ROAD,SIALKOT

👤 MR. ALI IMRAN SHABBIR

☎ 0333-8611155

✉ alitra@alitradingco.com

### NEW WAYS INDUSTRIES

P.O.BOX:1681, SHITABH GARA,NEAR  
AJMAL GARDEN, SIALKOT

👤 MR.AMJID AZIZ PUR

☎ 0301 8610920

✉ shabaz@newwas-ind.com

### COMET SPORTS (PVT) LTD

P.O.BOX:366, PLOT NO.57, 58 & 59S  
I.E., SIALKOT

👤 RIAZ UD DIN SHEIKH

☎ 3252001 / 3252002

✉ comet@skt.comsats.net.pk

### TRADERS DE PAK

1-KM DASKA ROAD, PAKKI  
KOTLI, 51310-SIALKOT

👤 MR. KHALID EJAZ SHAIKH

☎ 0300 6157885

✉ info@tradersdepak.com

### J.S.D.SPORTS PVT LTD

MIR STREET, MIR MOHAMMAD  
YOUNAS ROAD, SIALKOT

👤 MUHAMMAD UMER MIR

☎ 4603270 / 4603271

✉ jsdmir04@gjr.paknet.com.pk

### VITAL (PVT) LTD

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