

Market Analysis Report Regarding Malaysia

LIVESTOCK & POULTRY EXPORT GUIDE

U V A S
BUSINESS SCHOOL

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DISCLAIMER

This report is produced to create awareness and spread information among all stakeholders including exporters of livestock of Pakistan and importers of Malaysia. The content of this report includes data collected from various authentic sources mentioned appropriately in this report. Thus, no legal binding lies on the part of editorial team.

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Executive Summary

The purpose of this report is to create awareness and provide information regarding the market of livestock animals and related products in Malaysia and export potential of Pakistani producers. This report will serve as a ground for the Pakistani exporters to understand the potential, preferences and trends of livestock product market of Malaysia on one side and will educate the Malaysian importers to know the actual potential in Pakistani livestock industry and prevailing opportunities on the other side.

Based on unique geographical location, Pakistan's potential of livestock businesses is enormous and offers a friendly business environment too. All these are the encouraging factors that favor the country to serve as an economic gate way for China, Russia, Post-soviet states, South Asia and East Asia especially after the CPEC (China Pakistan Economic Corridor). The nature has abundantly gifted the Pakistan with variety of livestock resources. Our livestock and poultry industry is progressing gradually and playing a key contribution towards economic growth. In 2017-18 the share of livestock in GDP is 11.11% and its growth rate was 3.76%. Beside all the positive growth indicators contribution of livestock sector towards export is not so encouraging. Thus, Pakistan need to revisit its production strategy /capacity and export policies to significantly increase share of its export from Livestock and related industries.

Malaysia, with population of 32.4 million, is one of the most developed and stable state both politically and economically

in Southeast Asia. More than half of the population (i.e. 61%) belongs to middle or upper income group of consumers with \$9,500 per capita income in 2018. Malaysia is not only a most important and progressive Muslim majority country but it is also well recognized trade nation especially in the field of Halal food production and trade. Malaysian Halal products have ever increasing demand around the world. But due to inadequate livestock resources, Malaysian livestock markets largely depend upon import of livestock animals and products to fulfil this gap. There exists very deep religious, cultural and trade relationship between Pakistan and Malaysia. So, various initiatives have been taken through mutual understanding between two brotherly countries. In order to deepen the trade and economic relationship, they have signed an Early Harvest Program (EHP), which was signed on 1st October, 2005 and was operational from 1st January, 2006. Soon after the conclusion of the Pak-Malaysia EHP, the first Comprehensive Free Trade Agreement (FTA) for Closer Economic Partnership was approved by the Cabinet on 6th November, 2007. Furthermore, Pakistani Livestock industry has also achieved the legal requirements that are necessary to enter Malaysian market.

Pakistan has great potential of export of Livestock products and Malaysia can be the one of the profitable market for Pakistani exports. However, no real database is available to guide relevant stakeholders to tap the available export potential. This market analysis report gives the details of ongoing market trends of Malaysian market, the supply demand gap and required strategies to successfully enter this market.

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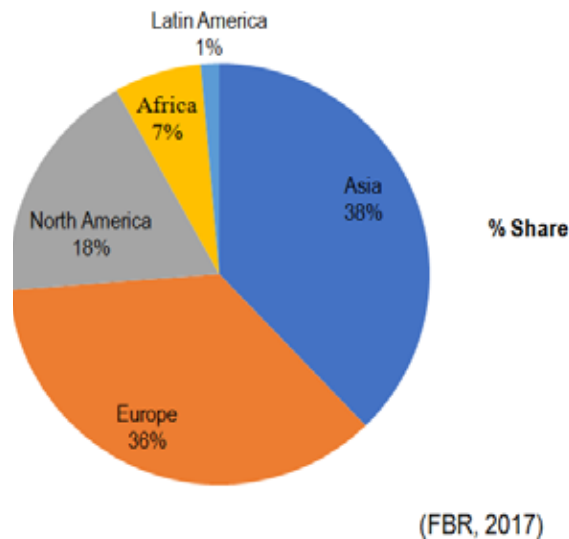
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1 OVERVIEW OF ECONOMY OF PAKISTAN:

Pakistan is a developing country and is one of the “Next Eleven”, countries that have a potential to be among the world’s large economies in the 21st century. Pakistan is 66th largest export economy in the world. In 2017, Pakistan shipped US\$21.9 billion worth of goods around the globe which shows a 6.5% growth as compared to 2016. 37.2% of Pakistan’s exports were delivered to Asian countries while 35.5% to Europe. A Small percentage was sent to North America i.e. 17.8%, Africa i.e. 6.6% and 1.4%, to Latin America excluding Mexico but including the Caribbean(FBR, 2017).

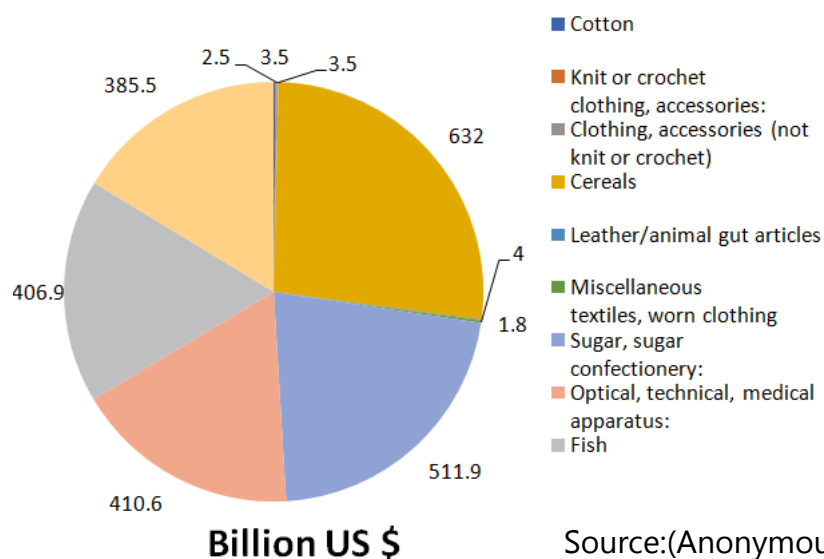
Figure 1: Export from Pakistan to Different Regions



Top Exports by Pakistan:

Pakistan, based on its geological position and climatic situations is enriched with enormous natural resources but it has been able to export only a couple of products to a limited number of markets. Below table shows the top ten main exported items for the year 2017 along with its amount in billion dollars.

Figure 2: Top Exports by Pakistan



Source:(Anonymous, 2017-18b)

The share of top ten exported item is about 75.6 in overall export value from Pakistan. In exported items fastest growth was shown by sugar and sugar confectionery i.e. 104.1%, fishery i.e. 21% and Optical, technical and medical apparatus i.e. 12.7% in year 2017. Export of salt, sulphur, stone and cement (down -14%) and leather or animal gut articles shows decreasing trend i.e. -14% and -2% respectively.

In Pakistan imports were still very high i.e. US\$ 48.6 billion, resulting in a negative trade balance of \$26.7 billion for 2017. In 2017 the GDP of Pakistan was \$303.99 B and GDP per capita was \$1470 which is expected \$1,641 in 2018. Pakistan ranked at 147th in world in 2016 on basis of per capita GDP. By population number i.e. over 207 million; Pakistan is 5th largest country in world (Anonymous, 2018b)

1.1 Potential of Pakistan in livestock production:

For Pakistan, agriculture sector is considered as a backbone of national economy. Livestock, with 58.6% share during 2017 in agriculture GDP, ranked as main subsector of agriculture. So, it not only ensures food security and increases in per capita income of poor farmers but also fueling country's GDP. Pakistan has 4th largest animal herd in the world (180 million heads) which is growing at the rate of 4.2 percent per annum (Anonymous, 2015-16).

Table 1: Estimated Livestock and Poultry Population

Years	Species (Million Heads)									
	Cattle	Buffalo	Sheep	Goat	Camel s	Horses	Asse s	Mules	Day Old Chicks	Poultry Birds
2014-15	41.2	35.6	29.4	68.4	1	0.4	5	0.2	862	932
2015-16	42.8	36.6	29.8	70.3	1	0.4	5.1	0.2	945	1,016
2016-17	44.4	37.7	30.1	72.2	1.1	0.4	5.2	0.2	1,037	1,108
2017-18	46.1	38.8	30.5	74.1	1.1	0.4	5.3	0.2	1,138	1,210

Source: (Anonymous, 2017-18a)

This data shows that Pakistan is enriched with a huge potential in livestock and poultry production. This livestock sub sector comprises of various industries like dairy, meat, leather and poultry. The annual production of major livestock and poultry products is given in following table.

Table 2: Estimated Production of Milk, Meat and Eggs

Years	Milk (000Tonnes)	Meat (000 Tonnes)				Eggs (Million No.)
		Beef	Mutton	Poultry	Total	
2014-15	52,632	1,951	671	1,074	3,696	15,346
2015-16	54,328	2,017	686	1,170	3,873	16,188
2016-17	56,080	2,085	701	1,276	4,061	17,083
2017-18	57,890	2,155	717	1,391	4,262	18,037

Source: (Anonymous, 2017-18a)

The table below shows the production of the byproducts form livestock & poultry industry of Pakistan during last 3 years.

Table 3: Estimated Production of Hide and Skin

Years	Hide (Million No.)				Skin (Million No.)					
	Cattle	Buffalo	Camels	Total	Sheep	Goat	Fancy	Lamb	Kid	Total
2014-15	7,816	7,447	105	15,368	11,132	26,359	15,569	3,306	12,263	53,060
2015-16	8,111	7,669	106	15,886	11,264	27,073	15,941	3,345	12,595	54,278
2016-17	8,416	7,897	108	16,421	11,397	27,807	16,322	3,385	12,937	55,526
2017-18	8,734	8,131	109	16,974	11,532	28,560	16,718	3,425	13,287	56,805

Source: (Anonymous, 2017-18a)

Above statistics shows a continuously growing trend in the production of livestock and poultry products. Currently Pakistan is ranked number four in worldwide milk production. The strategic location of the country and potential of livestock sector creates a good export avenue for Pakistani livestock and poultry products. The major exports include animal casings, bone and its products, animal wastes, live animals, meat, dry milk, wool, hair, feeding stuff for animals and poultry.

Table 4: Recent Overall Livestock Products Export

Commodity	Export Value (Million Rs.)
Live Animals	840
Meat and Edible Offal	23,753
Fish and Crustaceans	40,256
Dairy, Eggs, Honey and Edible Products	7,250
Other Animal Products NES	2,366
Raw Hide, Skin and Leather	39,885
Articles of Leather	65,138
Furskin and Artificial Fur	14

Source: (Anonymous, 2017)

The dairy, meat and poultry businesses are considered major economic activities in livestock sub-sector of Pakistan. The demand for meat has drastically increased during last decade due to rapid urbanization, economic growth, industrialization, changing lifestyle and knowledge about balanced diet, which is likely to continue in upcoming years (OECD/FAO, 2017) Pakistani meat has unique taste due to its organic nature and has been exported mainly to gulf markets in large quantity. Country is also generating revenue through the exports of live animals. The export of live animals and other livestock products earned a value of US\$ 303.468 million during 2015-16. Additionally, according to some reports about 7.8 million animals valuing Rs. 200 billion were traded on Eid-ul-Azha within a small time span of just two weeks. Similarly, total meat (beef, mutton and poultry) production has increased from 3,873 to 4,061 million tons during 2015-16 to 2016-17 (Anonymous, 2017).

Whereas, poultry sector alone contributes 31 % in total meat production as well as about 40 % of total domestic meat consumption. Moreover, Pakistan has ranked the 11th leading poultry producer in the world with the production of 1.02 billion broilers during 2015-16 (Anonymous, 2016)

Despite having large livestock population, the meat industry of Pakistan is unable to make its mark in global Halal meat market. In Pakistan, it is a well-established fact that the traditional meat production systems are insufficient. The meat production is primarily perceived as by-product of dairy industry. In addition, the demand supply gap for mutton is increasing due to low productivity per animal. Early age slaughtering of productive animals like young female sheep/goat has been done to fulfil the ever increasing global meat demand. Further, the growing meat export has also reduced its availability for domestic consumers, this situation has directed to meat price increase during last decade and this inclination is constantly in progress (Ayyub, Bilal, & Ahmed, 2011)

Indeed Halal meat should be an important industry in country. However, Pakistan's share in global meat trade is negligible i.e 2.9% despite having huge prospects for export of Halal meat products. According to Halal Research Council (HRC) country only exports 3 % of its total meat production. However, Pakistan Halal authority (PHA) has been recently established with the aim of development of export based meat industry in country. On the other hand, the global Halal food trade is approximately reached to \$3 trillion, with the meat segment having a share of \$600 billion. According to Food and Agriculture Organization (FAO), the international Livestock Industry is projected to grow up at least 85 % by the year 2030. Similarly, the poultry meat demand is expected to increase by 750 % in the South Asia primarily driven by the growth in urban areas. From 2001 to 2009, the global beef meat trade increased with an average rate of 10.4 %, and the demand for Halal beef imports in the Middle East and Southeast Asia single-handedly expanded by over 18.2 %, and reached just under \$1.5 billion in a year (FAO, 2016). Moreover, the current growth rate of global meat market is 2.5 %, mainly due to continuous increase in demand from China with the additional consumption of (29%), which is being captured mainly by the United States (USA) and Brazil. Additionally, the projections regarding global meat production were estimated having 13% growth in 2026 based on (2014-16) showing an upturn of about 20% against the last decade. On the other hand, the share of developing countries in global meat market is also estimated to be higher due to better use of related resources and value added production.

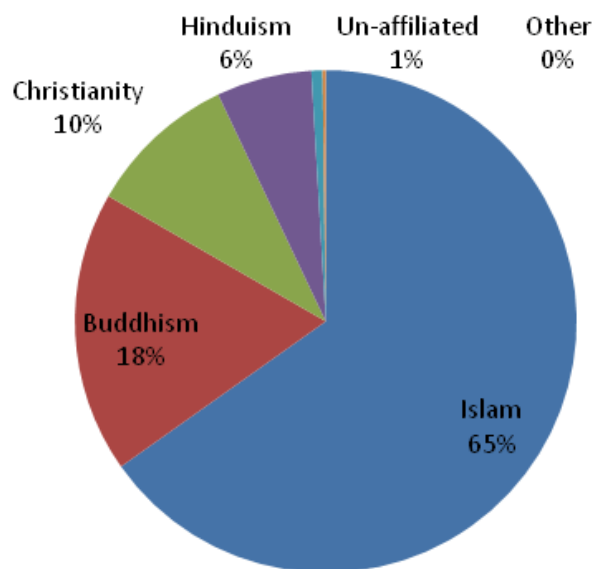
Whilst Poultry meat is the basic engine for total meat production because of its economic prospects like low cost of production and high profitability as compared to other meat types. Furthermore, poultry meat consumption is also predicted to reach at 18 Mt in the upcoming decade i.e. 2026 due to the fact that it has become the meat of choice for both producer and consumer in developing countries (OECD/FAO, 2017).

On the basis of above circumstances, it is well established fact that, Pakistan can be a key player in global Halal meat market with the relevant huge animal population by developing basic infrastructure and maintaining related quality standards. Previous available literature has mostly focused on assessment of livestock sub-sector as a whole (Rehman, Jingdong, Chandio, & Hussain, 2017). Similarly, there is little literature available on meat industry potential and trade prospectus of Pakistan (Sohaib & Jamil, 2017). However, these studies ignored the in-depth assessment of trends and growth in meat production and export of the Pakistan.

2 MALAYSIAN MARKET OVERVIEW:

Malaysia, with population of 32.4 million is one of the most developed and stable state both politically and economically in Southeast Asia. Malaysian population can be divided into three major groups i.e. Malays (50%), Chinese (22.6%) and Indians (7%). Muslims account for 66% of total Malaysian population.

Figure 3: Followers of Different Religion in Malaysia



(Anonymous, 2018a)

More than half of the population (i.e. 61%) belongs to middle or upper income group of consumers with \$9,500 per capita income in 2018. Manufacturing, service and agriculture sectors are the main foundation of Malaysians economy. In 2017, the GDP growth rate was observed 5.8% which has been the utmost since 2014 and for 2018 it is projected to remain at 5.2% (Department of Statistics Malaysia, 2018).

Inflation Rate in Malaysia is expected to be 1.90 percent by the end of 2018, which is significantly low from the average of 3.8 percent last year. According to “Trading Economics global macro models and analysts” the inflation rate is projected to remain around 3.10 for 2020 (“Malaysia Exporter Guide 2017,”).

Both imported and local products are supplied to Malaysian food and beverage markets which are highly developed and modern. Since large chunks of the population are urban consumers, they prefer branded products thus 45 to 60 % of these shoppers use modern markets for packed foodstuffs and traditional markets are functioning as the main suppliers for fresh fruits and vegetables (“Malaysia Exporter Guide 2017,”).

Table 5: Advantages and Challenges for Pakistani Suppliers

S/N	Advantages	Challenges
1	Malaysia’s solid economic prospects and growing consumer purchasing power.	Consumers are generally price sensitive, but also seek new products.
2	Supermarkets and hypermarkets are popular, with new being opened regularly, and are providing greater access for imported foods.	Neighboring competing suppliers have a freight advantage.
3	Muslims comprise 60 percent of the population, so the foods must be certified <i>Halal</i> (beef, lamb, poultry and dairy products).	Importers and distributors purchase at the lowest price from any exporter or country.
4	Local food manufacturers seek to expand exports, using imports as raw materials.	Pakistani exporters face competition from locally produced raw food materials (e.g. poultry, and palm oil).
5	Malaysia imports about 70 percent of its food stuffs, including beef, lamb, dairy products, baking ingredients, pasta, and temperate fruits and vegetables.	High competition with India; exports frozen, finely cut meat which is in a higher demand in Malaysia. Whereas Pakistan can export mainly chilled carcasses.

Source: adapted from gain.fas.usda.gov, calwinexport.com

Market trends:

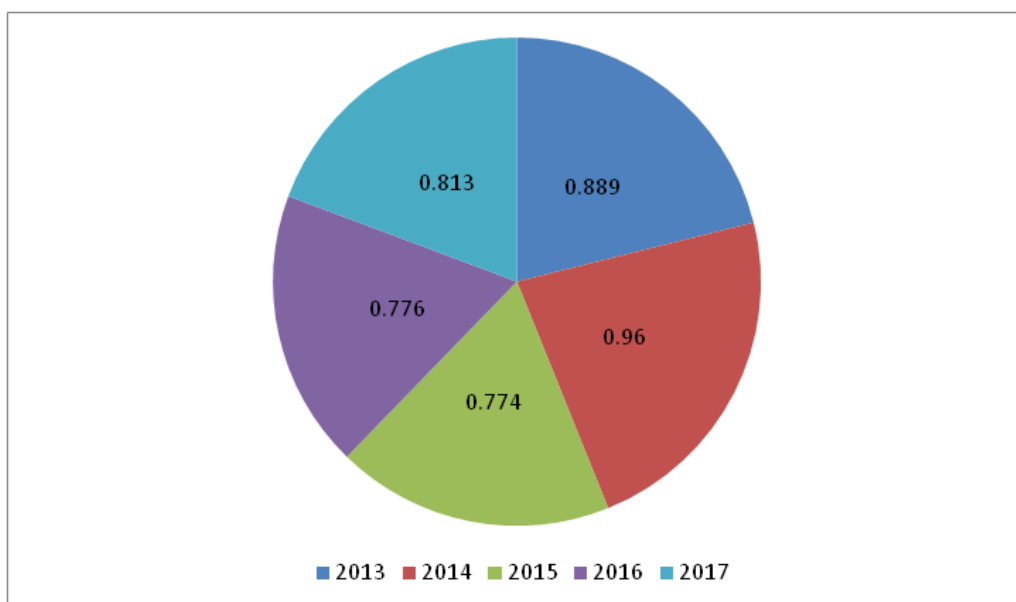
The rapid and exponential economic growth of Malaysian economy has influenced the demand of food commodities. Although Malaysia is leading exporter in the Halal food sector around the world but to full fill the need of industry and consumers a big amount of unprocessed and processed food is imported from other countries. Being importer of worth \$9.3 billion of food and beverage products in 2016, Malaysia is consistently among the big importer of food products. There has been observed 1 % increase in

import value in last year and this increasing trend may continue for the next two years ("Malaysia Exporter Guide 2017,"). Malaysia is importing a number of food products to fulfill its domestic needs.

Consumption of more meat and meat products is the change that has been observed in Malaysians' food consumption preferences during last few years. Economists thought that increased per capita income (i.e. \$9,500) is the major factor that makes meat more affordable.

Among the imports of food products Malaysia spent \$8.77 billion on consumer-oriented and edible fishery products in 2017. With export of \$1.7 billion and 19 % market share, China is the major supplier of fishery products to Malaysia (Ngumbang, 2018). Although Pakistan is also exporting fishery products to Malaysia, but the market share of Pakistan is very minimal i.e. \$11.6 million (Anonymous, 2017-18b).

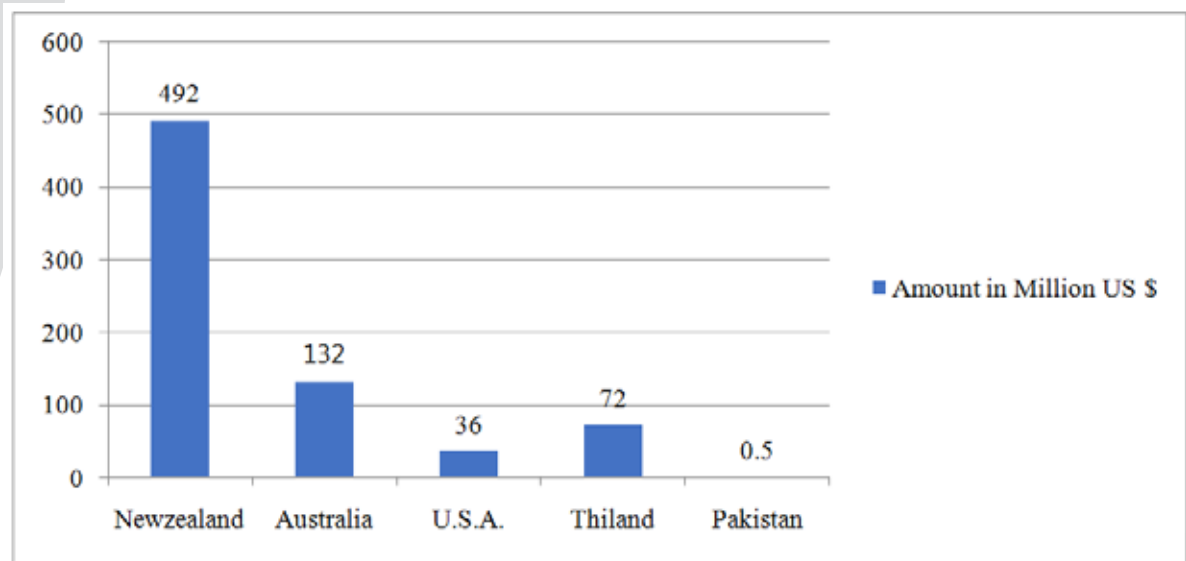
Figure 4: Fish and Fishery Products Import by Malaysia in US Billion \$



(Ngumbang, 2018)

For the import of dairy products, Malaysia considered the New Zealand as a most favorite country. In 2017, Malaysia has spent amount \$1.2 billion on the import of dairy products and New Zealand was the leading exporter with 41% market share (Ngumbang, 2018). From Pakistan, the import of dairy products was \$0.55 million in 2017 as compared to \$0.015 million in 2016 (Anonymous, 2017-18b).

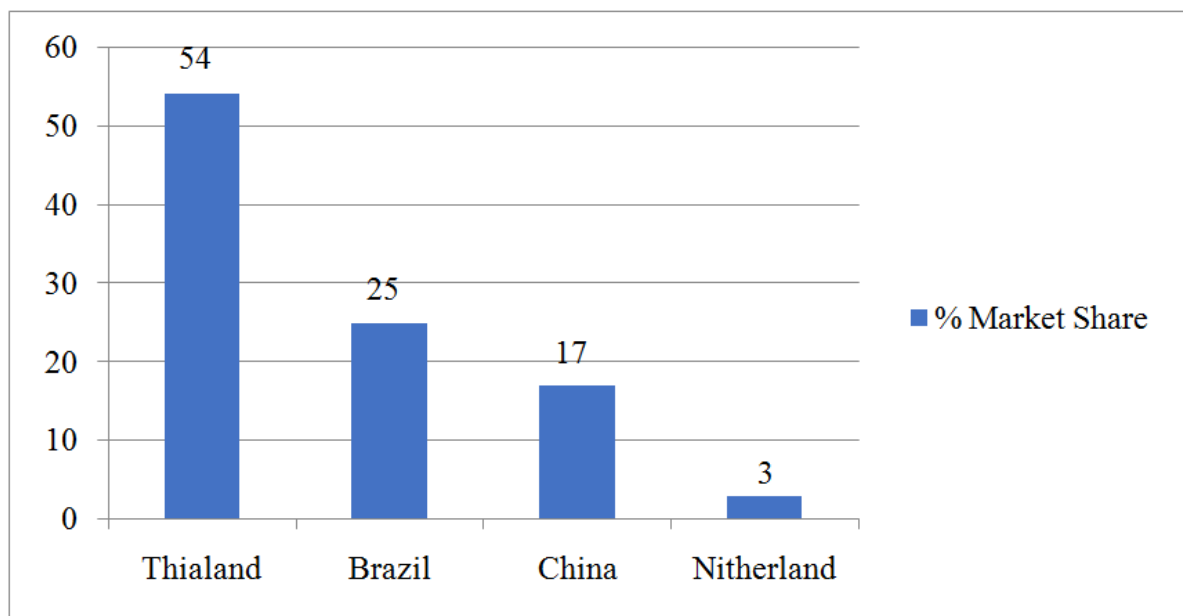
Figure 5: Dairy Import of Malaysia in 2017-US Million \$



(Ngumbang, 2018)

In poultry (broiler/eggs) production, Malaysia has gained self-sufficiency but wings and some other parts of chicken need to be imported from other countries to encounter processing industry's requirement. In this regard, Malaysia has spent \$129 million during 2017 to import chicken parts and chicken wings. Thailand was the leading exporter with 54% market share in 2017 (Ngumbang, 2018).

Figure 6: Import of Chicken Parts by Malaysia in 2017



(Ngumbang, 2018)

However, the scenario for beef and mutton is different from poultry. More than 70% of total beef and 10% of total mutton consumed in Malaysia during 2007 was imported from outside. In red meat category, Malaysia has spent \$381 million on the import of red meat from India. India is leading red meat supplier to Malaysia with total exports of 219,008 metric tons beef in 2016. The import of bovine meat from Pakistan was \$1.55 million in 2017 while it was almost nil in 2016. Pakistan's export of mutton increased greatly. In 2017, \$0.2 million worth of mutton was supplied to Malaysia as compared to only \$0.091 million 2016 (Anonymous, 2017-18b).

MARKET STRUCTURE AND FRAMEWORK:

2.1 Food Retail Sector:

The largest and quickly growing (@ 7% from last five years) market sector in Malaysia is food retail (i.e. \$ 16 billion). Food retail sector showed some decline in 2016 and 2017 due to 6% tax introduction in April 2015. But later on Malaysian Government removed the tax and again it is expected to show more growth in future.

Malaysian families spend 24 % of their income, on an average on retail food purchases. Different channels of retail food sales are being used in Malaysia, including traditional shops (e.g. grocery stores), supermarkets and specialty food outlets. 56 % of food is being sold through traditional retailers and 43% by modern stores, while the share of small shops is only about 1 % in retail food sale sector.

Canned goods, dry foods, snacks, ice cream and soft drinks are mostly sold by small grocery stores and wet markets that are located in residential areas of urban and rural cities of Malaysia. Frozen or chilled foods are sold by larger and more modern grocery stores. However, they are less common than traditional grocery stores. Fresh fruit, vegetables, meat and fish are sold through wet markets that are organized on daily basis at a permanent place or on weekly basis at a non-permanent location.

Modern Shops and supermarkets are continuously growing in number as demand for luxury food is growing in the Klang Valley and in some other modern and tourist areas. A number of foreign-owned and locally operated chains are operating there such as Tesco, international dairy farms (Giant's owner, Cold Storage, Jason, Mercato) and Aeon. The chain stores, based in the UAE, named Lulu Group are planning to open 10 halal supermarkets throughout Malaysia, investing \$ 200 million for the first five supermarkets to start operation in 2016. Demand for consumer goods and limited application of goods and services (GST) has relaxed Lulu Group's expansion plans. So far, the group has only one hypermarket in the city center. These retail stores offer good locations for imported products and access to high-end, high-income consumers (Source: ("Malaysia Exporter Guide 2017,").

Pakistani Exporters should focus on the following facts to get Malaysian retail stores to buy their products:

- Knowing stores/distributors well enough in Malaysian market. Pakistani exporters should learn about the store's buying cycles, seasonal purchasing patterns, and customer preferences.
- Making their product's pitch in person. Meet the business owners in person and present samples of food products they might be interested in.
- Design brochure or Sell Sheet that contains product's explanation, characters, pricing

website, contact information, specific certifications, customer testimonials and ordering information.

- Packaging storage and shipping of products need to be improved to get more shelf life of meat products i.e. beef and lamb.
- White label products are preferred by the retailers because it may result in enhancement of their own brand range. Although delivering white label products squeezed the shipper profit margin, it can boost sale volume.

Large and renowned international retail companies such as Tesco, Giant and Aeon Big compete with one another fiercely; the intensity of which is reflected in the price wars that they engage in to strengthen their position and presence in the market. Giant, Jaya Grocer, Village Grocer, Ampang Grocers, Sam's Groceria and BIG (Bens Independent Grocer) happen to be just a few Malaysian premium supermarkets. These companies are popular and have made a name for themselves due to the wide variety of imported food products that they have available in their stores. Their primary target is the middle and upper middle class, people who can afford to purchase imported food products on a regular basis.

Entry Tactics for Pakistani Exporters:

Based on above facts and figures, Pakistani exporters should adopt following strategies:

1. Market, distribute, and promote through the supermarkets and hypermarkets.
2. Promote food products to create consumer awareness and loyalty.
3. Appoint importers or agents that best meet the needs of the exporter.
4. Ensure that processed foods are acceptable to local taste and have appropriate packaging.
5. Halal certification must be obtained from the known Pakistani Islamic institutions which are acceptable for Malaysian authorities.

2.2 Food Processing Sector:

The processing industry in Malaysia has a profound effect on success of industrial development as it accounts for nearly 12% of the country's total manufacturing output, a substantial proportion of which is exported. Research shows that more than 200 countries rely on Malaysian food products. The Malaysian food processing industry makes a significant contribution of around RM 20 billion to the country's GDP. The industry is primarily involved in the manufacture of beverages (both alcoholic and non-alcoholic), cooking oil, dairy products, coffee, tea, spices, sauces, snacks, and processed fish and meat. The food manufacturers currently operating in Malaysia are quite diverse, ranging from local companies to multinational ones such as Nestle, Unilever and Campbell Soup. Premium Fantastic Taste- PFT Food Industries is one of Malaysia's popular meat processing com-

pany's which is engaged in the production and marketing of frozen meat processing food products. Singapore, Indonesia, U.S., Thailand and China were major exporting countries.

Entry Tactics for Pakistani Exporters:

1. Halal certification must be obtained from the known Pakistani Islamic institutions.
2. Emphasize the competitive advantage of the exporter's products to the food manufacturers.
3. Promote and market to increase awareness among food manufacturers.
4. Guarantee the quality of raw food items to develop the manufacturer's confidence.
5. In order to expand market penetration an effective distribution network must be built.

2.3 Food Service Sector:

Malaysia's fairly large foodservice market is flourishing due to its significance in the country. Different food service providers, such as those serving airline foods, caterers, bakers and restaurants, are the primary final consumers within the foodservice market, and only a few importers focus on giving foods and raw materials to these consumers. It is imperative for intending exporters to focus on these few importers who supply food, raw material and supplies to the end-users within the HRI market. Simultaneously, these exporters also need to make sure that the products they export are certified halal. The certification is necessary because the locations where their products are going to be exported need halal certifications, hence the end users' will only accept with those products that are halal.

Another factor, that has contributed towards the expansion of the food service industry in Malaysia, is the influx of tourists. Currently, the country earns its second highest foreign exchange through the tourism industry, with the first being the manufacturing sector. Last year, the country welcomed nearly 26 million tourists. In order to maintain and further expand the tourism industry, Malaysian authorities such as the Malaysia Tourism Transformation Plan has decided to envision the development of more tourism projects, hotels and infrastructure. A further increase in the influx of 36 million tourists to the country is expected, thereby allowing the country to earn \$42 billion in the next two years. Not only will the tourism industry boom, but the country can act as a hub of business and trade with the neighboring countries. For instance, restaurants offering customers food from all over the globe are expected to mushroom in order to cater to the tourists, especially the influx of Latin American and Middle Eastern tourists.

The number of tourists expected in the coming years is going to rise as the present authorities in Malaysia aim to expand medical tourism within the country. However, wine is not consumed widely in the country due to high excise taxes, exorbitant markup by food service providers and tariffs levied by the government. This results in the prices of wine being extremely high, thereby deterring its consumption in the country.

Entry Tactics for Pakistani Exporters:

1. Halal certification must be obtained from the known Pakistani Islamic institutions which are acceptable by the Malaysian authorities.
2. Awareness must be raised between the food service organizations and importers by conduction of numerous promotional activities.
3. Aim for the mid or high-end food service organizations
4. Market, exporter's food items to the food service organizations at the same time as assigning local importers who are skilled in the food service industry to import.

2.4 Food Products Distribution System:

Private firms serve as the major channels for food dissemination. Food and food product importers are commissioned to generate orders from foreign suppliers and at receiving consignments they dispense receiving to supermarkets / grocery stores and hotels in cities and countryside areas. Many of the largest chains of supermarkets and hypermarkets are importing directly from abroad.

Shipping of food products through Singapore has declined with improved shipping facilities provided by major ports in Malaysia. Westport, located in the port of Klang and Tanjung Belipas (in Johor), has strengthened Malaysia as a shipping hub.

Seven modern international airports and up-to date road network is the backbone of the Malaysian's transportation system. Roads connect almost all cities in Malaysia and 90 per cent of passenger and goods transportation is through roads ("Malaysia Exporter Guide 2017,").

2.5 BUSINESS TIPS:**Business Customs:**

There is a big scope for every foreigner business men to work with Malaysians. Because Malaysians are open and business friendly nation. They also have the capacity to absorb the business manners of other nations and they are very much familiar to use modern ways of communication. But regular visits by the exporters for market survey, local distribution channel and sale agent/importer are most important factors to be successful in Malaysian market.

Consumer Tastes and Preferences:

Malaysia is a multiracial society. Malaysian population can be divided into three major groups i.e. Malays (50%), Chinese (22.6%) and Indians (7%). Muslims account for 66% of total Malaysian population. Every community has its own preferences towards food selection. Malaysia has one of the world's highest per capita meat consumption rates i.e. 41.3 kg. Generally they use rice with two or three meat or fish and vegetable dishes in lunch and dinner meals. Muslims use only Halal certified meat and non- meat food products. Muslim doesn't eat pork while many Buddhists and Hindus don't eat beef. But Halal chicken meat is popular among all consumers ("Malaysia Exporter Guide 2017,").

As discussed earlier that majority of Malaysian population is Muslim (i.e. 66%) so, there observed an increasing trend in demand for Halal food products. The demand of Halal certified is not only limited to meat products but now it is extended to snacks, confectionery, dairy, bakery, etc. and it becomes a new benchmark for quality, hygiene and safety. Hence, most retailers, food service operators and food manufacturers are tending to ask for halal certificates for non-meat based food products and elements.

Food Standards and Regulations:

Malaysian health and food labeling requirements are fairly liberal. The labeling requirements specify that imported and domestically produced processed food items must be labeled. Labels must be written in English or Bahasa Malaysia and should contain the following information:

- a) Product description.
- b) List of ingredients in descending order of proportion byweight.
 - a. Mention the presence of animal products (beef, pork, lard, gelatins, etc.).
- c) If the item contains any alcohol, a statement as to the presence of alcohol.
- d) Minimum net weight or volume of the product must be mentioned.
- e) Manufacturer's name and address
- f) Importer's name and address (this can be affixed at the time of import)
- g) Shelf life or expiry dates of particular product
- h) Nutritional labeling is compulsory for canned meat

For Certain food additives, preservatives, and artificial colorings Malaysian Food Regulation demonstrates concerns otherwise Codex approved items are generally allowed. Products with labels that include slogans such as "Contains No Palm Oil" or "Contains No Tropical Oils" will not be allowed for import.

Genetically Modified Food Labeling:

According to the Ministry of Health Malaysia, food and food ingredients obtained through modern biotechnology must be labelled as follows:

- a) "Genetically modified (name of the ingredient)" if food and food ingredients are composed of or contains genetically modified organisms
- b) "Produced from genetically modified (name of the ingredient)" if food and food ingredients are produced from, but does not contain genetically modified organisms

Import and Inspection Measures:

All meat and poultry product shipments must be accompanied by appropriate Quarantine documentation. Documentation checking & verification and other procedures are carried out at entry points usually by international freight forwarders. Problems and delays are less likely to occur given that all documentation is properly provided.

3 PAKISTAN AND MALAYSIA BUSINESS SCOPE:

3.1 Free Trade Agreements (Pakistan & Malaysia Trade Relationships):

Majority of Malaysian population consists of Muslims. So, Pakistan and Malaysia have been in deep religious relationship as both are Muslim countries. There also prevails very strong business relationship between both countries that has been very much helpful for the busi-

ness community since decades. So, various initiatives have been taken through mutual understanding. In order to deepen the trade and economic relationship between the two countries they have signed an Early Harvest Program (EHP), which was signed on 1st October, 2005 and was operational from 1st January, 2006. Soon after the conclusion of the Pak-Malaysia EHP, the first Comprehensive Free Trade Agreement (FTA) for Closer Economic Partnership between two Muslim countries (and members of OIC) Pakistan and Malaysia was approved by the Cabinet on 6th November, 2007 (Embassies, 2018). This was signed keeping in view the economic integration and domestic viability of both countries providing variety of absolute and comparative advantage in goods and services. This has helped both the countries in long run and has accelerated economic development of the countries. In 2014, Pakistan's exports to Malaysia were worth \$234 million, which fell to \$186 million and \$152 million in 2015 and 2016 respectively. In contrast, Pakistan's imports from Malaysia increased from \$911 million to \$945 million in 2016 (Anonymous, 2017-18b). There is a big scope for Pakistani livestock product exporters to get maximum share from Malaysian market. Currently Pakistan is exporting following livestock products to Malaysia since 2005.

3.2 MAJOR EXPORTS FROM PAKISTAN TO MALAYSIA:

The below table shows the status of export of various livestock and related products over a period i.e. 2005-2017.

Table 6: Exports of Pakistan to Malaysia

Commodity	In 000 US\$												
	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Live Animals NES	6	0	0	0	1	11	9	57	20	0	0	10	52
Live Horses, Muleas, Asses and Hinnies	25	0	0	22	79	78	108	132	366	8	0	0	0
Meat of Bovine Animals, fresh	0	0	0	0	11	14	0	0	30	256	0	0	779
Meat of Bovine Animals, Frozen	0	0	0	0	0	0	0	0	0	0	104	0	771
Meat of Sheep or Goats, Fresh, Chilled or Frozen	0	0	188	0	0	3	630	65	89	0	1697	95	191
Meat and Edible Offal of Poultry, Fresh, Chilled	0	0	0	0	0	0	0	40	46	29	101	0	47

Milk and Cream, Concentrated or Sweetened	0	0	0	0	6	0	0	7	0	0	12	15	544
Gelatin and Derivatives	814	943	0	0	1517	1832	1939	2080	2001	3015	1734	2719	3089
Raw Hides and Skins of Bovine or Equine	20	52	122	24	15	192	37	0	0	0	0	0	0
Raw Skin Sheep & Goat	0	0	0	0	21	0	0	0	0	14	0	0	0
Bovine or Equine Leather	33	8	12	0	0	0	0	6	0	19	0	11	6
Sheep and Lamb Skin Leather, No Wool, NES	0	0	0	0	0	17	0	0	3	0	0	0	0
Goat or Kid Skin Leather, No hair, NES	0	0	0	0	0	22	80	0	0	0	0	0	0
Leather of Animals NES, No Hair NES	230	66	71	262	69	209	167	111	148	351	46	131	909
Leather further prepared after tanning (sheep, lamb)	5	17	27	37	42	78	86	87	27	23	21	35	25
Leather further prepared after tanning (other animal)	1138	959	1029	1524	775	396	702	263	579	1715	930	885	887

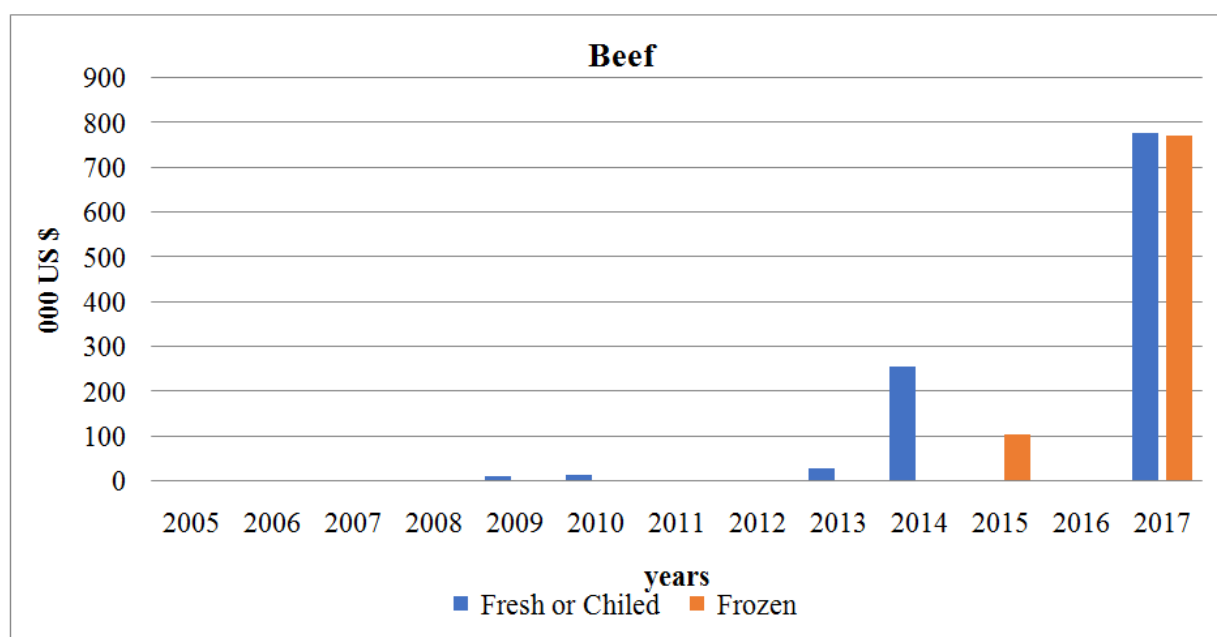
Articles of Apparel and Accessories of Leather	232	231	362	455	844	650	628	1003	1016	855	484	514	706
Yarn of Carded Wool not for Retail Sale	176	924	29	62	35	45	38	0	0	0	0	0	0

(Source: SBP, 2017)

Above statistics are about the export of livestock and poultry products which show that there is a favorable environment for the livestock products of Pakistan in Malaysian market. Therefore, it is expected that the exporters should explore the opportunities in Malaysian market and harvest maximum share.

3.3 Graphical Presentation of Export Trends about various Livestock Animals & products to Malaysia (2005-2017)

The below graphs depict the export trend of a particular livestock product or category in a graphical form along with its interpretation.



(Source: SBP, 2017)

Figure 7: Beef Export from Pakistan to Malaysia

Interpretation: Above graph is about the export of chilled and frozen beef from Pakistan to Malaysia. On y-axis there is the value of exported meat in thousands US \$ in different years (on x-axis) from 2005-2017. This graph shows an increasing trend in export of both commodities since 2013.

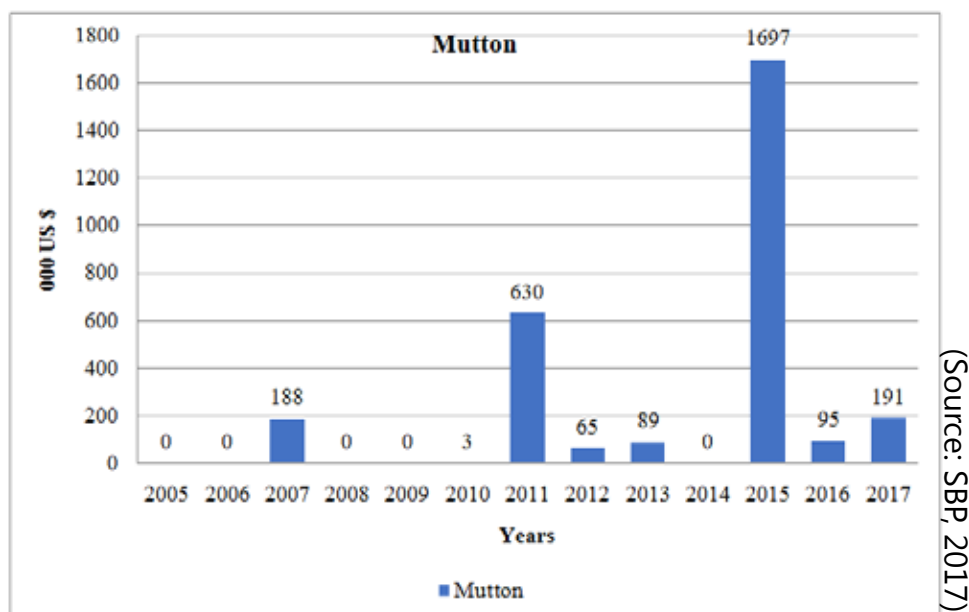


Figure 8: Mutton Export from Pakistan to Malaysia

Interpretation: Above graph is about the export of mutton from Pakistan to Malaysia. On y-axis there is the value of exported meat in thousands US \$ in different years (on x-axis) from 2005-2017. This graph shows maximum mutton was exported in 2015(i.e. 1,697,000 U.S \$) and there after a sharp decline was observed while in 2017 a slight increase was recorded.

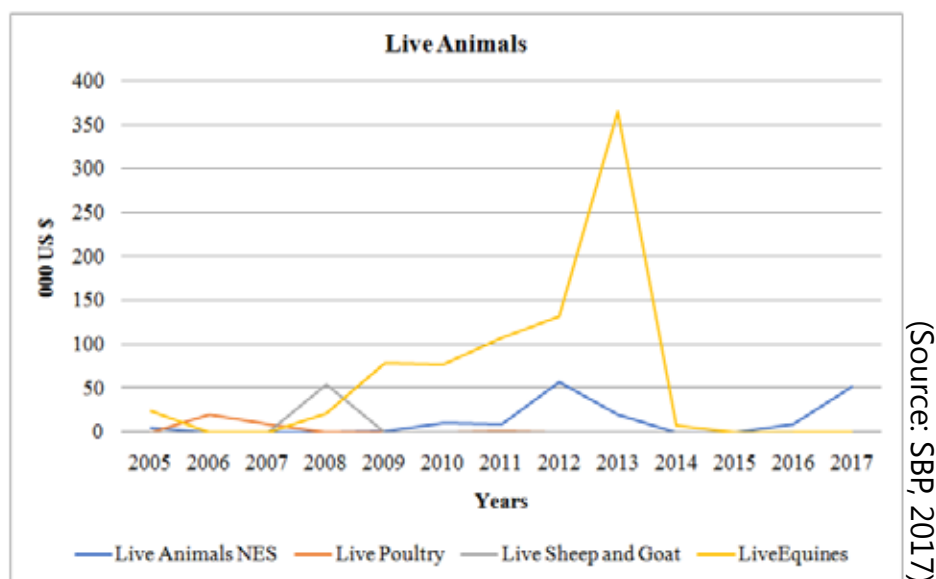


Figure 9: Export of Live animal from Pakistan to Malaysia

Interpretation: Above graph is about the export of live animals from Pakistan to Malaysia. On y-axis there is the value of exported live animals in thousands US \$ in different years (on x-axis) i.e. from 2005-2017. This graph shows that there is no export of small ruminants (sheep & goat) and poultry to Malaysia since from 2009 and 2012 respectively. While the export of equines shows a gradual increase from 2005 (i.e. 25,000 U.S \$) to 2013 (i.e. 360,000 U.S \$) but soon after that in 2014 it drops to only 8,000 U.S \$ and there after no export of live equines. The Export of live animals "Not Elsewhere Specified" remains vibrant from 2005 to 2017.

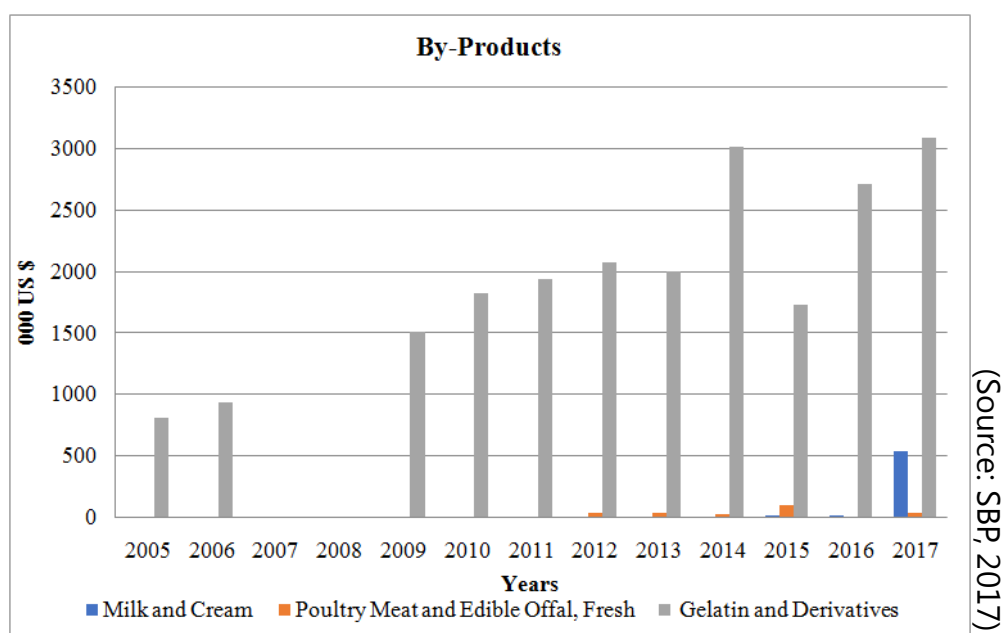


Figure 10: Dairy and Poultry Products Export Comparison from Pakistan to Malaysia

Interpretation: Above graph is about the export of livestock products from Pakistan to Malaysia. On y-axis there is the value of exported livestock products in thousands US \$ in different years (on x-axis) from 2005-2017. This graph shows that export of gelatin and its derivatives are consistently increasing while the exports of milk and poultry products remain at margin.

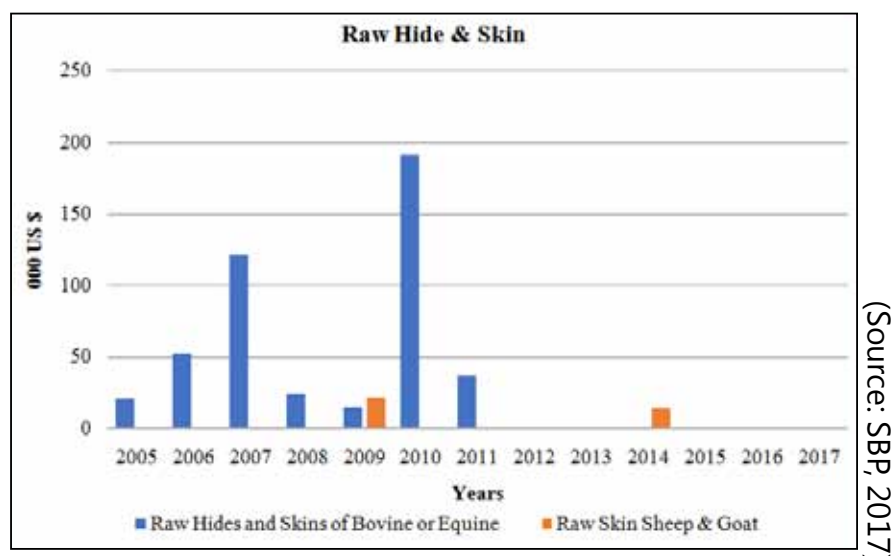
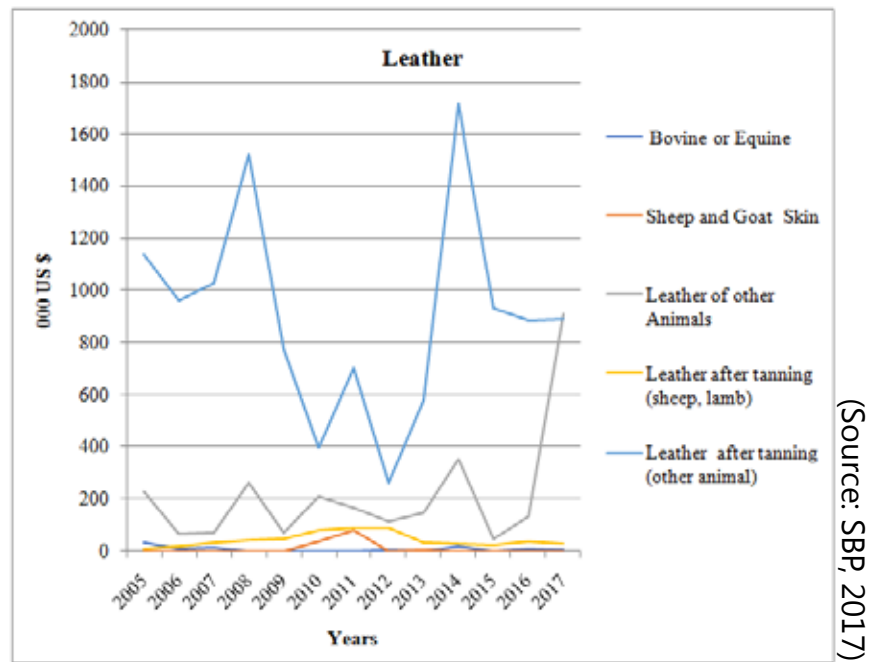


Figure 11: Raw Hide and Skin Export Comparison from Pakistan to Malaysia

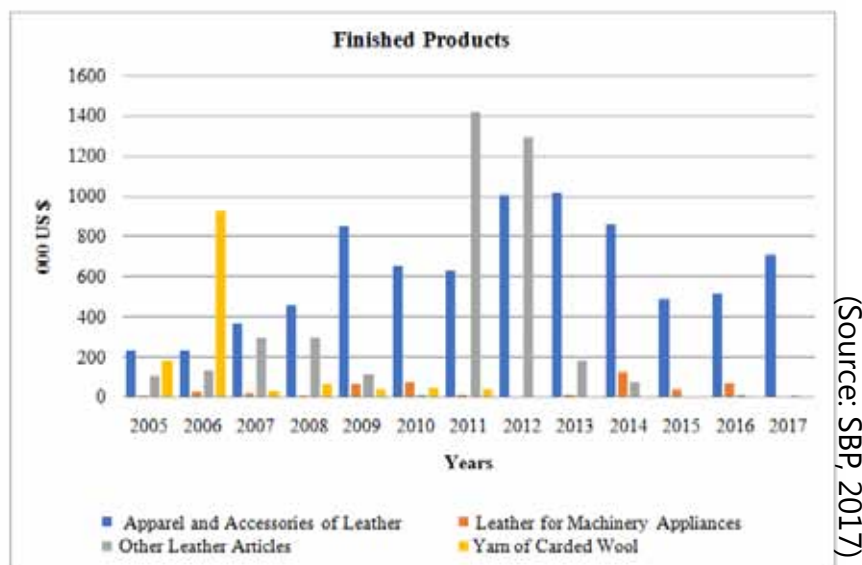
Interpretation: Above graph is about the export of raw hide and skin from Pakistan to Malaysia. On y-axis there is the value of exported raw hides and skin in thousands US \$ in different years (on x-axis) from 2005-2017. This graph shows that the export of raw hide and skin of buffalo/ equine was more consistent and higher than raw skin of sheep and goat. During 2007 and 2010 the highest amount of raw hide and skin of buffalo/ equine was exported and after decline in 2011 no further export of this category was observed.



(Source: SBP, 2017)

Figure 12: Comparison of Different Type of Leather Exported from Pakistan to Malaysia

Interpretation: This graph is about the export of tanned or untanned leather of different categories to Malaysia. This shows that export of tanned or untanned leather of other animals was highest in 2014 and 2017 respectively and both remain always on higher side in leather export. While the export of tanned or untanned leather from bovine, equine and small ruminants remain consistently at lower level.



(Source: SBP, 2017)

Figure 13: Finished Products Export Comparison from Pakistan to Malaysia

Interpretation: Above graph is about the export of finished products of livestock from Pakistan to Malaysia. On y-axis there is the value of finished products in thousands US \$ in different years (on x-axis) from 2005-2017. This graph shows that the

export of all leather articles was remain consistent from 2005-2017. Export of leather apparel/ accessories and other leather articles were at high level during 2011 and 2012, while the export of leather used in machinery appliance remain always at low level. Export of yarn of carded wool was highest during 2006 there after it shows decline and after 2011 no export was observed.

3.4 Halal Certification: Facilities & Authorizations in Pakistan:

Halal Certification is compulsory for the export of food products to Malaysia. There are various local bodies that have been authorized by the Department of Islamic Development Malaysia around the world for issuing the halal certificate. From Pakistan there include Punjab Halal Development Authority (PHDA) and Jamea Markaz Uloom Islamia Mansoura (JMIUM) are internationally known and recognized in Malaysia thus all food items must be approved by one of these to be officially certified as halal. Halal certification is an easy go for Pakistani exports since almost all food products produced in Pakistan are Halal.

**Table 7: Malaysian Approved
Halal Islamic Institutions in the Pakistan**

Organization & Address	Contact	Logo
Jamea Markaz Uloom Islamia Mansoorah (JMIUM) 517, Multan Rd, Abbas Block, Mansura, Lahore, Punjab	Mr. Moulana Abdul Malik Tel: +924235419520 Fax: +924235431938 Email: jmuimp@gmail.com	
Punjab Halal Development Agency (PHDA) 4/6 Shaheen Complex Egerton Road Lahore, Pakistan	Mr. Justice Khalil-Ur-Rehman Khan (Chairman) Tel: +92 42 99205439-40 Fax: +92-42-36370665 E-mail: kashif@phda.com.pk / info@phda.com.pk	

Source: Data collected from <http://www.halal.gov.my>

4 KEY CONTACTS:

Table 8: Pakistani High Commission in Kuala Lumpur, Malaysia

Regulatory Agency	Contact Person	Address	Contact Number	Email
Counsellor	Mr. Muhammad Afzal Tahir	Pakistani High Commission in Kuala Lumpur, Malaysia 132 Jalan Ampang, 50450 Kuala Lumpur Malaysia	Tel. Phone: (+60-3) 21648158, (+60-3) 21648158, (+60) 3 2161 8877- 80 FAX: (+60) 3 2164 5958	Email: pahickl@gmail.com pahickkualalumpur@mofa.gov.pk WEBSITE: www.mofa.gov.pk/malaysia/
commercial Counsellor	Mr. Riaz Ahmed Sheikh			

Source: Data collected from <http://pakistanhckl.com>

Table 9: Malaysian Regulatory Agencies

Regulatory Agency	Contact Person	Address	Contact Number	Email
Food Safety and Quality Division, Ministry of Health Malaysia	Director	Menara Prisma No. 26, Jalan Persiaran Perdana, Presint 3 Federal Government Administration Center, Putrajaya 62675, Malaysia	Tel: +6-03-8885 -0797 Fax: +6-03-8885-0797	http://fsq.moh.gov.my/fsq/ms/
Royal Customs and Excise Headquarters Malaysia, Ministry of Finance	Director General of Customs	PERSIARAN PERDANA Precinct 2, Federal Government Administration Center 62596 Putrajaya, Malaysia	Tel: +(6-03) 8882 2100 Fax: +(6-03) 8889 5899	http://www.customs.gov.my
Veterinary Public Health, Department of Veterinary Services	Director	Wisma Tani, Podium Block, Lot 4G1, Prescinct 4, Putrajaya.	Tel: +60-3 8870 2000 Fax: +60-3 8888 6051	http://www.dvs.gov.my

Source: Data collected from http://www.hdcglobal.com/publisher/gwm_pol_and_reg

Table 10: Contact Detail of Freight Forwarder from Pakistan

Freight Forwarder	Contact Person	Office Address	Contact Number	Email
PCA Cargo Pvt. Ltd	Mr. Hafiz Abdul Basit	Zarar Shaheed road near ranger headquarter, Lahore	0341-4180812,14,16	pcalhr@yahoo.com
Opensky cargo	Mr. Waqrqa ali shah	Zarar Shaheed road near ranger headquarter, Lahore	0321-4180820	opensky@gmail.com
Raaziq international	Mr. Abdul Pouf and Mr. Muhammad Khalil	New garden town 34-A, Lahore	0334-4234212, 0334-4234262	info@raaziqgroup.com
Universal cargo	Mr. Nasrullah Mr. Malik Mushtaq	Hussain Chowk, Gulberg-III. Lahore	042-35850057, 042-35864791-94	info#universalfreightsystem.com
UPS Cargo	Mr. Muhammad Nawaz Mr. Ali Raza		0300-8420065, 0345-8432219	ups@gmial.com
DHL Cargo	Mr. Muhammad Slahu-deen	Industrial Estate, Kot-Lakhpaut, Lahore	0332-8449589	-----

4.1 DETAIL OF TANNERIES ASSOCIATION MEMBERS & TRADERS

Table 11: Pakistan Tanneries Association (Southern Zone) Corporate Class Members 2017-2018

S/ N	Company Name	Business Address	Tel. No.	Fax No.	Email Address	Name of Authorized Representative
1	Al-Firoz Enterprises	Plot No.123, Sector 7-A, KIA, Karachi – 74900.	35054788 , 35065475 , 35054635 , 35054767	35060623	alfiroz enterprises@ gmail.com	Mr. Khurshid Firoz
2	Bombal Leathers,	Plot # 42, Sector 7-A, KIA, Karachi	35054657 , 35067712 , 35067715	35067718	bombal leathers@yahoo.com, bombalpak@gmail.com	Mr. Ejaz Ahmed Shaikh

3	BASF Chemical & Polymers Pakistan (Pvt) Ltd.	House # 46-A, Block-6, PECHS, Shahrah-e- Faisal, Karachi.	11550550 , Mob: 0300 2529322	34547815 , 34546311	nasir. khan@ basf. com	Mr. Ghazi-ur-Rehman
4	Din Leather (Pvt) Limited,	Din House, 35-A/1, Lalazar Area, Opp. Beach Luxury Hotel, P.O. Box 4696, Karachi - 74000	35610001 , 35610001 , 35610001 , 32578036	35610009 , 35610455 , 32563703 , 35064444	dingroup @ dingroup. com	Mr. S.M. Naseer
5	Fakharia Tannery,	Plot # 287, Sector 7-A, KIA, Karachi - 74900.	35066167 , 35054630	35062392	sales@ fakhria tanneries. com inbox@ fakhria tanneries @gmail. c om	Mr. Irshad Ahmed
6	Friend Traders,	Plot No. 86, Sector 7-A, KIA, Karachi - 74900	35065037 , 35065038 , 35065039 , 35065040 , 35054803	35065041	fttr@cyber. net. pk, fttr@friendtraders. c om	Mr. Zulfiqar Ahmed
7	G.M. Leather Industries,	Plot No.49/2, Sector 7-A, KIA, Karachi - 74900.	35068188 , 35054127	92-21- 35057256	gmleather@ cyber. net. pk	Mr. Masood Ahmed
8	Gulf Leather Works (P) Ltd	Plot # 80, Sector 7-A, KIA, Karachi - 74900.	35115881 , 35115882 , 35115883 , 35115884 , 35115885	35067193	gulf@gulf pakistan. com shehzad@g ulfpakistan. Com	Mr. Shehzad Riaz
9	Hafiz Tannery,	Plot No.01 to 5 Sector 7-A, KIA, Karachi -74900	35061761 , 35061762 , 35061763	35060129	hafiz@ hafiztannery. Com, aman@hafiztanner y. com	Mr. Amanullah Aftab
10	Highway's Creation (P) Ltd.	Plot # 325, Sector 7-A, KIA, Karachi - 74900	35054502 , 35052054 , 35066183 , 35054563	35054501	hchiway91@ gmail. com danish1611@gmai l. com	Mr. Mohammad Danish Khan

7	G.M. Leather Industries,	Plot No.49/2, Sector 7-A, KIA, Karachi - 74900.	35068188 , 35054127	92-21-35057256	gmleather@cyber.net. pk	Mr. Masood Ahmed
8	Gulf Leather Works (P) Ltd	Plot # 80, Sector 7-A, KIA, Karachi - 74900.	35115881 , 35115882 , 35115883 , 35115884 , 35115885	35067193	gulf@gulfpakistan. com shehzad@gulfpakistan. Com	Mr. Shehzad Riaz
9	Hafiz Tannery,	Plot No.01 to 5 Sector 7-A, KIA, Karachi -74900	35061761 , 35061762 , 35061763	35060129	hafiz@hafiztannery. Com, aman@hafiztannery.com	Mr. Amanullah Aftab
10	Highway's Creation (P) Ltd.	Plot # 325, Sector 7-A, KIA, Karachi - 74900	35054502 , 35052054 , 35066183 , 35054563	35054501	hchiway91@gmail.com danish1611@gmail.com	Mr. Mohammad Danish Khan
11	Hub Leather (Pvt) Ltd,	Plot # 74, Sector 7-A, KIA, Karachi.	35121578-81, Mob#:03 018255548	35121583	email@hubleather.com www.hubleather.com	Mr. Cavish Farrukh
12	Hussain Leather Craft,	Plot # 21, Sector 7/A, KIA Karachi-74900.	35077714 , 35077715-16, 35066396 , 35061638	35077717	hlc@cyber.net.pk info@holc.com.pk	Shaikh M. Afzal Hussain
13	Ihsan Industries (Pvt) Ltd., C/o.S. Fazalilahi & Sons (Pvt) Ltd.	F-154, Central Avenue, S.I.T.E. Karachi -75700	32564516 , 32564521 , 32563533-34	32564448 , 32562188	ihshan@sfs. com.pk	Mr. Ikram Ilahi
14	Jeaman Leather & Leather Clothing,	21/1, 23 rd . Street, Phase Off. Khayaban-e-Tanzeem, Phase V, DHA., Karachi - 74000	35860120 , 35832583	35865126	<u>jeamanleather@cyber.net.pk</u>	Mr. Abdul Salam
15	Jawad Corporation,	1/4, 1st Floor, Arkay Square Extn., Shahrah-e-Liaquat, Karachi -74000	35062941	32428771	office@jawadcorporation.com office@jawad@corp.com	Mr. Gohar Rashid

16	Khas (Pvt) Ltd.,	Plot # 80/1, Sector 7-A, KIA, Karachi	35054411-13, 35054730-32	35056558 / 35056559	Khas@khas.com.pk rehanhannan@gmail.com www.khas.com.pk	Mr. Rehan Hannan
17	Khas Industries (Pvt) Ltd.,	Plot No. 326, Sector 7-A, KIA, Karachi - 74900.	35069971-74, 35050741-42	35069973	saqib@khasindustries.com.pk info@khasgloves.com.pk	Mr. Sh. Saqib Saeed Masood
18	King Leather	Plot # 19, Sector 7-A, KIA, Karachi - 74900	35121587, 0321-2203747	38155927	kingleather@cyber.net.pk	Mr. Sh. Muhammad Imran
19	Khaskins (Pvt)	Plot # 179, Sector 7-A, KIA, Karachi - 74900	35070641-42	35070644	info@kaskins.net rehanhannan@gmail.com	Mr. Rehan Hannan
20	Leather Link	Plot # 18, Sector 7-A, KIA, Karachi - 74900	35064100	35064102	info@leatherlink.com.pk	Mr. Hassan Ahmed
21	Mahmood Brothers,	Plot No.59, Sector 7-A, KIA, Karachi - 74900	35062833-35, 35062393 / 35054759 / 35060240-41	35060472 / 35062232 / 34940902 / 33505456 / 35054567	abrar@mb.com.pk info@mb.com.pk	Mr. Abrar Ahmed
22	Mehran Tanneries,	Plot # 78, Sector 7-A, KIA, Karachi	35066932 / 35066437	37228735-36	mehrantannery@yahoo.com	Mr. M. Saleem Nazar Ali
23	M/s. Muhammad Ashraf (Pvt) Ltd.	Plot # 75, Sector 7-A, Korangi Industrial Area, Karachi	0300-2018140	35060816	danish@afleather.com	Mr. Masoodul Hassan
24	Mohamed Ashraf & Sons,	Plot No. 54, Sector 7-A, KIA, Karachi - 74900	35062488-90	35060459 / 35060816	tannery@afleather.com info@ashrafleather.com	Mr. Faraz Ashraf
25	MIMA Leather (Pvt) Ltd.	Cavish Court,-35, Block 7 & 8, CHSU,Sharea Faisal,O. Box 5218, Karachi -5350 Plot#4,5&6/17 KIA.	35060771-75, 34531525-32	92-21-	mima@mimagroup.com naseem@mimagroup.com	Mr. Danish Naseem
26	Muhammad Shafi Tanneries (Pvt) Ltd.	Shafi House, 35-A/3, Opp. Beach Luxury Hotel, M.T. Khan Road, Karachi	32579041-44, 35061152-53, 35610697-98	35610701 / 32564391	headoffice@shaficom mst@khi.wol.net.pk m.zubair.ho@shafi.com	Mr. Faraz Haleem

27	Manawar Industries	Plot # 40, Sector 7-A, Korangi Industrial Area, Karachi - 74900.	35116277 , 0300-8617175		tasawar@manawarind.Com	Mr. Tasawar Hussain
28	Noor Leather Garments (Pvt) Ltd.,	Plot No.118- 119, Sector 7- A, KIA, Karachi - 74900.	35054677 -8, 35121611 -2, 36105145	35060693	info@noorleather.com	Mr. Hamid Arshad Zahur
29	Nova Leathers (Pvt) Ltd.,	Plot No. 30, Sector 15, KIA, Karachi - 74900	35061706 , 35061347 , 35061708 -11	35060848 , 32419593	sales@novaleathers.com www.novaleathers.com	Mr. S. Irfan Iqbal
30	New Karachi Tanneries Industries (Pvt) Ltd.,	Plot # 9/A, Sector 7-A,KIA, Karachi – 74900	35121571 -73	35116605	info@karachitanneries.com amirmajeed@karachitanneries.com	Mr. Amir Majeed
31	Pasha Leather	Plot # 401, Sector 7-A, KIA, Karachi - 74900.	35115967 -68	35062492	pashaleather@yahoo..com	Mr. Javaid Tariq Shaikh
32	Prime Tanners (Pvt) Ltd.	Plot # 365/1, Sector 7-A, KIA, KIA, Karachi	35054396 , 35116786 -87, 35409297	35054395	primetanners@cyber.net.Pk , pelleclassic@cyber.net.pk	Mr. Hasnat Munir
33	M/s. Pelle Classics,	Plot # 321, Sector 7-A, KIA, Karachi.	35054463 , 35065862 , 35121599	35051687	www.pelle.com.pk	Mr. Kamran Habib
34	M/s. Pak Leather Crafts Limited.	Plot # 18, Sector 7-A, Korangi Industrial Area, Karachi	0321-3975069	35064100	umer@pakleather.com	Mr. M. Saleem Ahmed
35	M/s. Prodigy Industries	13, Shaheen View, 18-A, PECHS, BLOCK-6, Karachi.	03332-3677150, 0312-2261993	34535458	prodigyind@hotmail.com	Mr. Muhammad Talha Perach
36	S. Muhammad Saeed Goreja & Company,	Plot No. 57, Sector 7-A, KIA, Karachi - 74900	H.Office 35115177 -80, Tannery 35063301 -3	H.Office 35115190 -91	usmanumer786@gmail.com	Mr.Usman Umer

37	Shaikh Brothers,	Plot No. 53, Sector 7-A, KIA, Karachi - 74900	35064393 , 35064456	35064390	info@shaikhbrothers.com anis@shaikhbrothers.com mustafa@shaikhbrothers.com www.shaikhbrothers.com	Mr. Saad Anis
38	Tauheed International (Pvt) Ltd.,	Plot # 220, Central Avenue, Sector 7-A, KIA, Karachi - 74900.	35069073	35061176	sales@tauheedinternational.com	Mr. M. Tahir Mushtaq
39	Universal Leather (Pvt) Ltd.,	16/15, KIA Cavish Court, A-35, Block 7 & 8, KCHSU, Sharea Faisal, P.O.Box5218, Karachi -75350	35062711 ,12,16	35121234 -5	info@universal-leather.com www.universalleather.com	Mr. Shakil Ahmed
40	VIP Wears (Pvt) Ltd.	Plot No.363, Sector 7A, KIA, Karachi - 74900	021-3512246-7, 38070877 , 35060068	021-3512248, 35887037	vip@vipwears.com	Muhammad Usman Dar
41	Y.S.A.Trading	Plot No.43, Lane – 26, Off: Khayabane-Jami,Jami Commercial Area,Phase VII, DHA, Karachi - 74900 53/7A,KIA.	38070877 , 35887037	Mob: 0333-3131271	ysatrading@gmail. Com yousuf@shaikhbrothers.c om	Yousuf Shafiq
42	Zahur Sancho (Pvt) Ltd.,	Plot No. 46, Sector 7-A, Korangi Industrial Area, Karachi - 74900.	35061786 -90	35060343 , 35060693	zsl@cyber. net.pk garment@ cyber.net. pk rauf@zahur sancho.com sales@zahu r sancho.com garment@ cyber.net.p k www.zahur sancho.Com	Mr. Abdul Rauf
43	Z. S. International Exports	Plot No. 38/1, &38/2, Sector 7-A, Korangi Industrial Area, Karachi - 74900.	35121602 , 0303-2957710	-----	zeeshan-sheikh@hotmail.com zeeshaikh. shaikh@gmail.com	Mr. Zeeshan Sheikh

Source: Data collected from <http://www.pakistantanners.org>

Table 12: Pakistan Tanneries Association (Southern Zone) Associate Class Members 2017-2018

S/ N	Company Name	Business Address	Tel. No.	Fax No.	Email Address	Name of Authorized Rept.
1	A.M.A.Leather Industry,	190,Bahadurabad Street # 11 Karachi. (Plot # 331,Sector 7-A, KIA)	35054834 , 35116301	35054834, 34936855, 32624311	doctor tannery@gmail. com yumadt@gmail. Com	Mr. Aziz Ahmed
2	A.S Leather	Plot No. 214-215, Sector 7-A, Korangi Industrial Area, Karachi	35110004	0300-9288856, 0321-2443146	-----	Mr. Shaikh azhar Saeed
3	Aslam Commission House,	Plot # 72, Sector 7-A, KIA, KARACHI – 74900.	35060631	-----	danish@mimagrp.co m	Mr. Danish Naseem
4	Al-Amin Gro	Plot No.370, Se KIA, Karachi -74	35121575	35122440	alamin@alamingroup e.com	Shahzad Shaikh
5	Abdul Latif	21/1, 23rd. Str Phase V, Off. Khayaban-DHA, Karachi.	35865126 , 0321-2424560	35860120	-----	Mr. Abdul Salam.
6	M/s. Abu Hurara Tannery	Plot # 372, Sector 7/A, KIA, Karachi	0300-8262106	3516818	sharukh.a dil@abuhurara.com.pk	Amjad Hussain
7	Amanat Trading Company	G-58/2, Block 2 Commercial Area, PECHS Karachi. 550/551, 7-A,KIA,	34552608 , 34553430 , 34555872	34555387	amanat_t_@hotmail. Com 71.kamran@gmail. l.com	Mr. Kamran Ghoori
8	Abu Obeda & Company	PlotNo.D-390, Sector 7A, KIA, Karachi - 74900.	35122465 , 35121594 , 0300-8252345	Cell # 0300-8252345	aoc@ cyber.net. pk	Abu Zar
9	Arshad Brothers,	Plot No.533, 534, ST-6, Sector 7-A, KIA, Karachi - 74900.	35063437 , 35056042	35068999	arshadbro @ cyber.net.p k	Mr. Arshad Shafique
10	Aura International	Plot No. 421, Sector 7-A, Korangi Industrial Area Karachi - 74900	35055229 , 0321-2416116	37766786	naseer@ aura.com. pk	Mr. Naseer Uddin
11	Aziz Leather Enterprises	Plot No. 403, Sector 7-A, Korangi Industrial Area Karachi -	35057631	35066385	saeed_azeem2021 @outlook. com	Syed Habibulla h

12	Adeel Leather	Plot No.49/1, Sector 7A, KIA, Karachi - 74900.	35068736-37, 37759454	35054402	afzalint@cyber.net.pk	Mohammad Ashfaq Peracha
13	Afzal International	Plot No.49/1, Sector 7A, KIA, Karachi - 74900.	35068736-37, 37759454	35054402	afzalint@cyber.net.pk	Mohammad Ashfaq Peracha
14	Bombal Traders	MR- 6/13, Virjee Street, Jodia bazaar, Karachi -	35067712-3	0300-8227422	bombalpak@gmail.com	Mr. Ejaz Ahmed Shaikh
15	Chemcentre International	Plot No.537, Sector 7-A, KIA, Karachi -74900	35054785, 35054790, 32426511, 32437305	32410239	chemcentre@hotmail.com mail@chemcentre.com	Mr. Asdaq-e Sultan
16	Dawood Manufex & Co	Plot No.382, Sector 7-A, KIA, Karachi - 74900.	35435937	0345-2183604, 0321-2268315	ptfour@yahoo.com	Muhammad Asghar
17	Dr. Eberle Pakistan (Pvt) Ltd.	Plot No.529, Sector 7-A, KIA, Karachi -74900	35116114, 34228318		zaheer_co@hotmail.com	Ghulam Sadiq
18	Elegant Leather International	Plot No.80, Sector 7-A, KIA, Karachi - 74900.	37629790	0300-32134314	elegantleatherint@gmail.com md@elegantleatherint.com	Mr. Muhammad Shakeel
19	Firoz International	Plot # .ST 4/2, Sector 23, 2nd Floor, Aiwan-e-Sanat, KIA, Karachi.	35062200, 35062202	35062203	firozintl@cyber.net.pk	Mr. Gulzar Firoz
20	Hamid Leather (Pvt) Ltd.,	Plot No.32, Sector 7-A, KIA, Karachi - 74900.	35054719, 35054720	35054443	hamid96@super.net.pk	Haji Abdul Hamid
21	Harmain International	Plot # 49/2-A, Sector 7-A, KIA, Karachi -74900	35068189	35116660	hrman@cyber.net.pk harmain.khi@gmail.com	Mr. S. Tahir Iqbal
23	Hafiz Enterprises	Plot # 5, Sector 7-A, KIA, Karachi	35062075, 35060463	35066440	hafiz@hafiztannery.com	Mr. Danish Aman
24	Haji Jan Muhammad Tannery	Plot # 330, Sector 7-A, KIA, Karachi - 74900	35054724, 35053804, 0345-3525632	2555209		Mr. Haji Jan Mohammad

25	Hafiz Leather	Plot # 5, Sector 7-A, Korangi Industrial Area, Karachi -74900	35062075		hafiz@hafizleather.com danishaman@hotmail.com	Mr. Danish Aman
26	Imran Traders,	Plot # 87/90, Sector 7-A, KIA, Karachi -74900	35066093 , 35055018	35066093	itraders@cubexs.net.pk, info@imrantaders.com	Mr. Imran Rauf
27	Insaf Leather	Plot # 29, Sector 7-A, KIA, Karachi	35054616 , 35054617 , 35054628	35055091, 35054616	insafleather@msn.com,	Mr. Taj Mohammad
28	Impo Expo Internationa	Plot # 227, Sector 7-A, KIA, Karachi – 74900	0321-2698481, 0300-8200297	-----	Shahid-m@hotmail.com impoexpo@super.net.pk	Mr. Shahid Malik
29	Irfan Associates & Leather Works (Pvt) Ltd.,	Plot # 40, Sector 7-A, KIA, Karachi – 74900.	35054780-82, 35054784	35063565, 32410865	office@irfanassociates.com	Mr. Mohammad Irfan
30	Jafri Enterprises,	Office # 42, Gray Sky Lane, Fl. - 9, Block – 13, Gulistan-e-Jouhar, Karachi-74900.	8389885, 4622023 Mob: 0333-2130848, 0302-8261411	35054422	jlg@cyber.net.pk	Mr. Syed. Al-Husain Jafri
31	Kamran Agencies	Plot # 177-178, Sector 7-A, KIA, Karachi – 74900.	35060753 , 35065209	35065171	k.a@cyber.net.pk	Mr. Zarar Aslam
32	Khawaja Liaquat Mahmood Tannery,	Plot #423,424, Sector 7A, KIA, Karachi - 74900.	35067074			Khawaja Liaquat Mahmood
33	M/s. Kaysons International (Pvt) Ltd.	Aamir Trade Centre, Suite - 405, 233/1-A, Block-2, PECHS, Karachi.	0322-2280021	34555222	kaysons.leather@gmail.com	Mr. Mustafa Piracha
34	Khaksar International	L-35, Block – 22, F.B. Industrial Area, Karachi	36829795 , 0321-8292230	36834669	khaksarint@live.com	Mr. Muhammad Shahid
35	Khalid Enterprises	Plot # ST-17 Sector 7-A, KIA, Karachi	35066961 , 35066798	35052052, 35052831	khalident@cyber.net.pk khalident2001@cyber.net.pk	Mr. Muhammad Khalid
36	Leather Zone	1st Floor, Plot # 442, Sector 7-A, KIA, Karachi –	35116499	35116296	leather.zone11@gmail.com	Mr. Jafar Ali Sheikh

37	M/s. Leather N Tex,	Plot # M- 110/2, Khayaban-e-Ittehad, Phase VII, DHA, (Plot # 535/7A, KIA) Karachi -	35157043	0300-8222521	zaheer@ leather ntex.com	Zaheer-ul-Hassan Ansari
38	Mahmood Enterprises	Plot # 357/2 Sector 7-A, KIA, Karachi -74900	35054774 , 35054458 , 35055815	32627923	mehmood arshad57@ yahoo.com	Mr. Shaukat Mahmood
39	Mansab Ali & Co.,	Plot # 93-B, Sector 7-A, KIA, Karachi -74900	35065644	35067186	tahirmansb @yahoo.com	Mr. Mansab Ali
40	M/s. Misasco International (Pvt) Ltd.	402, Pearl Height-1, Lane 8, Bukhari Commercial, Khayaban-e-Ittehad, HA, Phase VI,Karachi	0300-2208559	-----	sales@misas co.com	Muhamma d Ajaz Ali
41	Mansha Tannery,	Plot No.345, Sector 7-A, KIA, Karachi - 74900.	35053812 , 35053813	35052110	mansha tannery@ yahoo.com	Mr. Mohammad Mansha
42	Mateen Brothers,	Plot No. 552, Sector 7-A, KIA, Karachi -74900	35054620	35054702	shereen1@ cyber.net.pk	Mr. Mohammad Shafi
43	Muneer Tannery	Plot No. 223, Sector 7-A, KIA, Karachi - 74900.	35065764 , 35050797	35065764	muneer tannery@ gmail. com	Mr. Muneer Ahmad
44	Madina Oasis	Plot No. 421, Sector 7-A, Korangi Industrial Area Karachi - 74900	35055009 , 0321-8286100	-----	nfleather@ hotmail.com madinaoasis @gmail. com	Mr. Farooq Ahmed
45	M/s. Omar Leather (Pvt) Ltd.	Omar House, 139/4, Bihar Colony, (17/7A, KIA) Karachi	32523623	35075287	accounts@ omar leather.com	Muhammad Nasir Sadiq
46	Pioneer International	Plot # 29, Ground floor, Business plaza, Momtaz Hasan Road, Karachi	36206246 , 38221378	35116292, 35054539, 35060623	naveedahmed @workmail. com navedahmed 69@hotmail. com	Mr. Naveed Ahmed
47	Perfect Quality Leather,	Plot # 329, Sector 7-A, Korangi Industrial Area, Karachi -	0333-2654001	-----	perfect quality leather@ gmail. com	Mr. Tanveer Ahmed
48	Richa Leathers,	Plot # 31, Sector 12-B, North Karachi, Karachi.	36902899 , 36930084	36902099	richa@cyber. net.pk	Sheikh Rehan Habib

49	M/s. Rashid Ahmed & Sons	Plot # 433, Sector 7/A, KIA, KARACHI.	0333-2300653	-----	ra- sons@hotmail.com	Mr. Shaukat Ali
50	M/s. Royal Trend	Plot # C-153, Sector 6-F, Mehran Town KIA, Karachi	0333-3367632, 320-0225204	-----	daniyal@royal-trend.com tariq@royal-trend.com	Mr. Daniyal Tariq
51	STA Leather Products,	R-820, Block-17, Incholi Society, F.B. Area, Karachi.	36805631 , 36804877 , 36984449 , 0300-8240070	36804825	Stap@cyber.net.pk	Mr. Tanzim A. Kazmi
52	Sadaqat Leather,	Plot # 394, Sector 7-A, KIA, Karachi - 74900	35054993 , 35716366	35054993		Syed Kamaluddin
53	Shafique Leather Enterprises	Plot # 49/1 Sector 7/A, KIA, Karachi.	35070514 , 0333-2654001, 0333-2454831	35054402	Shfique leather@hotmail.com leather@cyber.net.pk	Mr. Shafique Ahmed
54	M/s. Shaukat International	Plot # 85, Sector 7/A, KIA, Karachi.	0321-8284222	35060535	prodigyind@hotmail.com	Mr. Ashfaq Ahmed
55	M/s. Sincere International	Plot # ` 221, Sector 7/A, KIA, Karachi.	0300-3582920, 0321-2308758	35116425	naeem@sincereinternational.com ayubsincerinternational.com	Rana Muhammad Ayub
56	M/s. Skin Export Corporation	Plot # 458-459, Sector 7/A, KIA, Karachi	0322-2269400	35116600	amins701@gmail.com	Shaikh Sarfraz Amin
57	M/s. Saleem Leatherz & Co.	Plot # A/6, KDA Scheme-24, Block-7, Gulshan-e- Iqbal Karachi. (387/1, - 7A)	0345-8944055	35116425	m.waseem41@hotmail.com	Mr. Muhammad Waseem
58	M/s. Shaikh Abdul Rahman & Sons	B-1/1 Block -B Burma Shell Society, North Nazimabad , Karachi	0333-2239300	021-36629900	sarsyousuf@gmail.com	Muhammad Yousuf
59	Shah Din Tanneries,	Plot # 419, Sector 7-A, KIA, Karachi - 74900.	35054694 , 35058189 , 35054706 , 0333-2148050	32628279	info@shahdintanneries.com siraj21@cyber.net.pk	Mr. Mohammad Idrees

60	Shahbaz Brothers Tanneries	Plot # 198, Sector 7-A, KIA, Karachi - 74900.	35054380 , 35061798	35054381	798@cyber.net.pk freessa2003@yahoo.com	Mr. Riaz Ahmed
61	Star Leather Industries (Pvt) Ltd.	Room # 07, 1st Floor, Arkay Square, Shahrah-e-Liaquat, Karachi. (395/7-A)	32428605 , 32425506 , 35054796 , 35054359	32419597, 35054795	starkh@ptcl.net starleather@live.com	Mr. Muhammad Shahid
62	Saeed International	Plot # 451, Room # 20 Sector 7/A, KIA, Karachi - 74900.	35066227	32531609, 35115981	sales@saeedint.Com / asf-ty@cyber.net.pk www.saeedint.com	Mr. Shahid Saeed
63	Sohail International Trading Co.	Plot # CA-6, Sector 8/E, KIA, Karachi - 74900.	35066839 , 35054960	-----	tanning64@gmail.com	Mr. Muhammad Sohail
64	The Leather Company	Plot # 94, Sector 7/A, KIA, Karachi - 74900.	35112911	0300-8225667	sales@aztanery.com	Mr. Shahid Mahmood
65	Tanseer Brothers	Plot # 557, Sector 7/A, KIA, Karachi.	0213-5116851		tanseerbrothers@hotmail.com	Mr. M. Ashraf
66	Talha Enterprises	Plot # 23, Street - 14 Sector 6/F, Mehran Town Korangi, Karachi	35061791	30560693	talhaenterprises84@gmail.com	Mr. Talha Arshad Zahur
67	Unique Enterprises (Pvt) Ltd,	Shaheen View, Suit # 13, 18-A, Block-6, PECHS., Sharea Faisal, Karachi.	34535456 , 35067794 , 35777945	34539095, 35067795	uniq@cyber.net.pk	Mr. Tayyab Paracha
68	Waniya Import & Export Co.	Plot # 1039, Mustafa Manzil, Ist. Floor, Street # 20, Flat # 101/106, F-Masjid Road, Bihar Colony, Karachi - 74900. Plot#387/1/7A,	021-35116808	35116810	waniya@cyber.net.pk	Mr. Rashid Taj
69	Yakoob and Sons,	Plot # 211, Sector 7-A, KIA, Karachi - 74900.	5115676-77	5078513	yakoobsons@cyber.net.pk	Mr. Suleman Yakoob
70	Yama Leather,	Plot # 524/17, Sector 7-A, KIA, Karachi - 74900.	5054332, 5057314		yamaleather@hotmail.com	Mr. Haji Muhammad Yousuf
71	Y & Sons International	Plot # 559, Sector 7-A, KIA, Karachi-74900.	35121567 , 35122454	35124479	info.ynsons@gmail.com	Abid Qureshi

Source: Data collected from <http://www.pakistantanners.org>

Table 13: Pakistan Tanneries Association (Northern Zone) Corporate Class Members 2017-2018

S/ N #	Company Name	Business Address	Tel: No	Fax No.	Email Address	Name of Authorized Representative
1	M/s A.T.S. Synthetic (Pvt.) Ltd	3 rd Floor, A.T.S. Heights, 7-Durand Road, Lahore	042-33735890-5, 37657477	042-37243144 , Factory: 5271439	atsint@brain.net.pk	Mr.Tariq Nisar
2	M/s Al-Asad Leather	Niaz Nagar, Kasur.	0492-764570	0492 -763752	alasadleather@hotmail.com; info@alasadleather.com	Mr. Asadullah
3	M/s Al-Karam Tanneries (Pvt.) Ltd.,	Al-Karam House, 18-Hide Market, Lahore-54900	042-36861006-07, 36275292	042-36277292	khalid@alkaram.lcci.org.pk sales.alkaram@gmail.com	Mr. Muhammad Khalid Sheikh
4	M/s Best Tanning Industry	Al-Badar Industrial Zone Phase-1, Mandialy Stop, 19-KM, Lahore Sheikhpura Road , Sheikhpura	0334-4226001	-	best.tanning@gmail.com	Mr. Muhammad Khalid
5	M/s Chawla Tanneries,	Din Garh, Kasur.	0492-762190-1, 716502-5	0492-762192, 716160	chawlatn@wol.net.pk	Mr. Tanveer Aslam Chawla
6	M/s Czar Leather,	Niaz Nagar, Kasur	0492-761090, 771919,	0492 -760424	info@leadertanneries.com or leaders@brain.net.pk	Ms. Amina Yaqoob
7	M/s Dada Enterprises (pvt.) Limited,	Dada House, Hide Market, G.T. Road Lahore-54900	042-36811229, 36815610, 36865278	042-36872006 , 36813059	dada@brain.net.pk	Mr. Mansoor Iqbal
8	M/s Eastern Leather Co. (Pvt.) Ltd.,	10-A, Block-L, Ferozpur Road, Gulberg-III, Lahore-54660	42-35881138/84, 35885171-72	042-35861346 , 35839572	eastern@brain.net.pk / eastren@eastrengroup-pk.com	Mr. S. Anjum Zafar

9	M/s Elegant (Pvt) LTd.,	7/8-A, Justice Sardar Iqbal Road, Gulberg-V Lahore.	042-35775611-4, 38461235	042-35775615 , Factory 37991401	Office.elegant@gmail.com elegant@quettagroup.com	Mr. Nasir Anwar
10	M/s EPCT Pvt. Ltd.	45/50 Industrial Area, Gulberg III, Lahore	042-35756181-3, 35756185, 35756190+92	042-35756194 , 35759466 , 0303-7351342	office@epct.com.pk	Mr. Shahid Usman
11	M/s Firhaj Footwear (Pvt.) Ltd.,	9 th Floor, City Tower 6-K, Main Bulevard Gulberg-II, Lahore	042-35770001,	042-35770015 , 35273384	firhaj@umergroup.com	Mian Bilal Sharif
12	M/s Glance Leather Industries,	Nadir Town, Fatehgarh Road, PO.Box #2515, Sialkot	052-3255987-88, 3559843	052-3554452	glance@skt.comsats.net.pk	Mr. Mohammad Afzal Malik
13	M/s H. Sadar Ali Akhtar Ali (Pvt.) Ltd.,	14G.T. Road, Hide Market, Lahore-54900.	042-336861755, 336822510, 336824862	042-36816350 Factory 0492-763978	hsali@brain.net.pk hsali@wol.net.pk	Mian Naeem Akhtar
14	M/s Hafeez Shafi Tanneries (Pvt) LTd	51-G.T. Road, Hide Market, Lahore-54900.	042-36821257	042-36816354 , 35271634	info@hafeezshafi.com	Mr. Jamal Nasir
15	M/s Hafiz Tannery	42-km Ferozpur Road, Mustafaabad , Kasur	021-5061761-3	0492-716175, 021-5060129	hafiz@hafiztannery.com	Mr. Muhammad Arif
16	M/s HMB Tanneries (Pvt.) Ltd.,	99-Allama Iqbal Road, Lahore.	042-36370038, 36369610, 36306636	042-36370037 , Factory. 042-37980296	hmb@brain.net.pk hmb@wol.net.pk	Mr. Muhammad Naim Sheikh
17	M/s Jaffson Enterprises (Pvt) Ltd.,	P.O. Box#553, Saleem Town, Pasrur Road, Sialkot	052-3542901-2	052-3542903	info@jaffson.com	Mr. Muhammad Saleem

18	M/s JMS Tradewell International (Pvt) Ltd	13-Km, Wazirabad Road, Sahowala, Sialkot	052-3511537, 3571663, 3512576	052-3512570, 3511391	twi@skt.comsats.net.pk	Mr. Javed Mehmood Sethi
19	M/s Kampala Industries (pvt.) Ltd.	Saidpur Road, Rahimpur Khitchian Sialkot	052-4266210, 4269967, 4268010, 4266406-7	052-4266371, 4269420	kampala@brain.net.pk	Mr. Asif Munir Malik
20	M/s Kasur Tanneries (Pvt) LTd	Inside Din Garh, Kasur.	049-2764844, 2763434	-	ata@kasurtanneries.com info@kasurtanneries.com	Mr. Muhammad Aslam
21	M/s Khawaja Tanneries (Pvt.) Ltd.,	Mehr Manzil, Lohari Gate, PO.Box 28, Multan.	061-4511158-9, 4511159, 4511260	061-4511262, Factory: 061-6223125	ktm@mehrgroup.com mehrali@mehmoodgroup.com	Khawaja Muhammad Ilyas
22	M/s Leader Tanneries	M/s. Leader Tanneries, Abdul Rasheed Gardens, Near District Hospital Chowk, Kasur	0492-761090, 771919, 720908	0492-760424	amir@leadertanneries.com	Mr. Muhammad Yaqoob
23	M/s Leather Coordinators	Tufail Shaheed Road, Sahiwal	040-4220292-94	040-4461263	impexp@leathercoordinator.com tannery@leathercoordinator.com	Mr. Azmat Saleem Sheikh
24	M/s Leather Field (Pvt.) Ltd.,	Capital Road, Cheema Square, Sialkot	052-3571901-8	052-3560638, 3553564, 3551942	info@leatherfield.com	Ch. Ahmed Zulfiqar Hayat
25	M/s Leather Tech,	28-Sultan Pura Road, Lahore.	042-36883636, 36851195-96	042-36851197	info@leathertechpk.com	Mr. Nauman Rafique
26	M/s Leather Village	Head Marala Road. Malkay Kalan Sialkot	052-3253716-17	052-3562973	info@leathervillage.biz	Mr. Farid Ahmed
27	M/s Leathertex Gloving (Pvt.) Ltd.,	42-Aurangzeb Block, New Garden Town, Lahore	042-335833306, 35837056,	042-35833307, Factory: 5273114	info@leathertex.com.pk	Mr. Azam Malik

28	M/s Leathertex Tanneries (pvt.) Ltd.	42- Aurengzeb Block, New Garden Town Lahore	042- 3111556666 , 042- 335833306	042- 35833307 , 0303- 7556768, Factory: 0492- 716403	info@leathertex.com.pk	Mr. Imran Mahmud
29	M/s M. H. Tanneries	E-79, DHA Lahore Cantt.	042- 37602210	04 2- 37289283	Amirbro2004@hotmail.com Mhtanneries5@gmail.com	Mr. Ashfaq Ahmad
30	M/s MIMA Apparel	Plot#03, Fiazi Street, 21-KM Ferozepur Road, Lahore	042- 35270241	042- 35270243	mcmlhr@mimagrp.com	Mr. Ahsan Mahmood
31	M/s Muhammad Ltif & Brothers	Niaz Nagar, Kasur	0492- 765283	0492- 765284	Muhammad.latif.bro@hotmail.com	Haji Rasheed
32	M/s Multan Hide Co. (Pvt.) Ltd.,	2192- Humayun Road, Multan.	061- 4510361, 4583191	061- 6537957	mulhide@hotmail.com info@multanhidegroup.com	Mr. Muhammad Usman
33	M/s Noor Brothers Tanneries	Niaz Nagar, Kasur	0492-	0492- 770343	info@nbtanneries.com	Mr. Noor Ahmad
34	M/s Pak Tech Leather	Sui Gas Road, Doburjee Malian, Sialkot	052- 3250963	052- 3252978	:info@paktechleathers.com sales@paktechleather.com	Mr. Muhammad Azam
35	M/s Permair Leather Pakistan (Pvt.) Ltd.,	22-K.M. Off: Ferozepur Road, Rohi Nala, Lahore.	042- 35271851-6	042- 35271857	permair@lhr.comsats.net.pk permair1@lhr.comsats.net.pk	Mr. Khurshid Alam
36	M/s Permair Leather Pakistan (Pvt.) Ltd.,	Premium city, Tayyaba Industrial Estate, 18km shekhupura Road Dist. Sheikhupura	042- 38359201, 38368508	04 2- 37970941 , Factory: 042- 37929635	info@premiumleathers.pk/ premiumleathers.pk@gmail.com	Sh. Muhammad Shafique
37	M/s Prime Tanning Industries (Pvt.) Ltd.,	25-km G.T. Road, Muridke. (Sheikhupura)	042- 37980360, 37980606, 37981680-1	042- 37981714 , 37982713 , 0303- 7562553	prime@prime.com.pk	Sheikh Saeed Ahmed

38	M/s Protech Leather Apparel	Mohala Bohri Wala, Neka Pura, Sialkot	052-3540477	052-3542656	protech@protech.com.pk	Mr. Khuram Arif Karim
39	M/s Protech Manufacturing (Pvt) Ltd.,	Mohala Bohri Wala, Neka Pura, Sialkot	052-3540477	052-3542656	protech@protech.com.pk	Mr. Khuram Arif Karim
40	M/s Rehman Brothers & Company,	Jamia Masjid Street, Dingarh Kasur.	0492-760966, 761037	0492-6366810, 764454, 764236	rbc@rb0cpk.com <u>passari@brain.net.pk</u>	Mr. Fazal-ur-Rehman Sheikh
41	M/s Riaz Tanneries	11- K.M Feroze Pur Road, Near Wadana Stop, Kasur	0492-716145, 716155	0492-716031	rtk@brain.net.pk	Mr. Muhammad Tayyab
42	M/s Royal Leather Industries Ltd.,	26-B, Sundar Das Road, Zaman Park, Lahore.	042-336363140-3, 36360109	042-36303140	info@royal.net.pk	Mr. Agha Saiddain
43	M/s Shafi (Pvt.) Ltd.,	51-G.T. Road, Hide Market, Lahore-54900.	042-36821257	042-37913136, 36816354	shafipvt@brain.net.pk lsales@shafushies.com	Sheikh Muhammad Naeem
44	M/s Shafi Lifestyle (Pvt) Ltd	51-G.T. Road, Hide Market, Lahore.	042-36821257	042-36816354	sales@aishasons.com	Mr. Fawwad Shafi
45	M/s SRC (Private) Limited	22-K.M, Ferozpur Road, Lahore	042-35260401-4, 35272031-33,	042-335260416	lahore@src.com.pk media@src.com.pk	Mr. Muhammad Faheem
46	M/s Sheikh of Sialkot (Pvt.) Ltd.,	P.O. Box No. 1586, Sialkot.	052-6527545, 6527546, 3540950	052-6526242, 3540950	imjaz@sheikhofsialkot.com	Mr. Imjaz Latif
47	M/s Siddiq Leather Works (Pvt.) Ltd.,	51-G.T. Road, Hide Market, Lahore	042-36883600-3	042-36883604, 37164477	sales@siddiqleather.com	Sheikh Muhammad Musaddiq
48	M/s Swisspro Manufacturing Co.	Swisspo Road, Christian Town, Sialkot-	052-4265402-3, 4260156	052-4266265	al-jabbar@swisspo.com wear@swisspro.com.pk tannery@swisspro.com.pk	Mr. Abdul Jabbar Choudhary
49	M/s Tough Riders Leather Garments(Pvt) Ltd.	Head Marala Road, Malkay Kalan, Sialkot .	052-4580346	052-4580348	toughriders@cyber.net.pk	Mr. Mohsin Basharat

50	M/s Unique Tanning Industries (Pvt.) Ltd.,	Tayaba Industrial Zone, Mandialy Stop, 19-km, Sheikhpura Road, Lahore.	042-37168736-9, 37970750-3	042-37970754, 37168740-1	util@lhr.com sats.net.pk	Mr. Muhammad Zahir Sheikh
51	M/s Yousaf Tanneries,	Niaz Nagar, Kasur	0492-762071, 771371	0492-	ytk@mail.co m aliyusuf81@hotmail.com	Mr. Muhammad Yousaf
52	M/s Zulfikar Brothers,	4-Norgate Street, Cantt. Road, Sialkot Cantt.	052-4592163, 4592138, 4590097	052-4588911, 4594083	info@hassanz b.com import@hassanzb.com	Mr. Hassan Ali Bhatti

Source: Data collected from <http://www.pakistantanners.org>

Table 14: Pakistan Tanneries Association (Northern Zone) Associate Class Members 2017-2018

S/ N #	Company Name	Business Address	Tel: office	Fax no.	Email Address	Name of Authorized Representative
1	M/s A R Yousaf	Niaz Nagar, KASUR	0492-762071-3, 770247-8	0492-763629	aliyusuf81@hotmail.com	Mr. Ali Yousaf
2	M/s Ansa Leathers	14-G.T. Road, Hide Market, Lahore	042-36815043	042-36816350	ansaleathers@gmail.com	Mr. Zarar Amin Agha
3	M/s Badre Alam Traders	House # 206- XX, Street # 5, Phase III, DHA Lahore	042-36113845, 0306-4010000, 03008449676	042-35272133	info@badrealam.com	Mr. Badre Alam
4	M/s Color Line	375-A Block D- 3 Wapda Town, Lahore	042-35171572	042-35181572	klickgroup@hotmail.com	Mr. M. Nadeem Ch
5	M/s Dynamic Links Corporation	68/1, Street No.02, Sector V, Phase 02, D.H.A., Lahore	0300-8231420	042-35272133	operationsdlc@yahoo.com dynamiclinks corp@gmail.c om shaikhdynamic@yahoo.com	Mr. Sheikh Khurram Aftab

6	M/s Leather Apparel Products,	Kot Molvi Abdul Qadir, Dingarh, Kasur-55050	0492-774109		waseemlap786@yahoo.co m	Mr. Sh Waseem Iqbal
7	M/s Leather Town	Cheema Square, Capital Road, Sialkot	052-3556272-8	052-3562973, Factory: 052-3551942	info@leathertown.com import@leathertown.com	Mr. Ch. Ahmed Zulfiqar Hiyyat
8	M/s Malik Brothers Tannery	01-S-, 27, Chowk Pak Nagar, Ehsan Road, Hide Market, Lahore	042-37609648	-		Mr. Muhammad Waseem
9	M/s Mongol Leather Associates	Suit#21, 3 rd Floor, Al-Hafeez Tower, M.M Alam Road, Gulberg, Lahore	042-35785508	042-35785434	aurangzeb@mongolleather.com info@mongol leather.pk	Mr. Aurang Zab Mirza
10	M/s Mansoor Tannery	Niaz Nagar, Kasur	0492-771405	-	mansoortannery@gmail.com	Mr. Mansoor Aslam
11	M/s Mehmood International	37, G.T Road, Lahore	042-36819928	042-36819545	mkt70@hotmail.com	Mr. Nadeem Mahmood
12	M/s Mian International	51-F, Phase-V, DHA, Lahore	042-35122002	042-3512718	kashif@mian group.com	Mr. Kashif Chaudhry
13	M/s Nabeel Sherjeel International	175-P, Sabsazar, Multan Road, Lahore	042-37498024	042-37466394	sherjel@brain.net.pk	Mr. Khalid Nasir
14	M/s National Environmental Consulting (pvt.) Ltd.	Plot # 16, Perfect Site, Near Masjid Ibraheem, 21-Km Ferozpur Road, Lahore	042-35273741-6, 35274527-30	042-35274526	necnorth@nec.com.pk	Mr. Azher Uddin Khan
15	M/s Pan Asia International	Suite # 15, Level 4, Sharif Complex Gulberg-II, Lahore	042-335871007	042-35787887	panasiaintl@gmail.com	Mr. Muhammad Imran Sheikh

16	M/s Pasari Org.,	21-A (East) L-Block, Gulberg III, Lahore	042-35850374, 35850378	042-35837534, 0492-763646	msp@pasarigrp.com	Mr. Muttaher Shafique Pasari
17	M/s Pioneer Enterprises	7, Al-Fazal Centre, Bansanwala Bazar, Chowk Shahalam, Lahore.	042-37661770, 35876696	042-35871508	pioneergrupp@gmail.com / pioneer@wol.net.pk	Sheikh Muhammad Aamir
18	M/s Ravi Agencies	51-G.T Road, Hide Market, Lahore	042-36821257	042-36816354	lahoreho@shafi.com	Mr. Fawwad Shafi
19	M/s S. M. Chemicals Pakistan	18-A, Survey Colony, Allama Iqbal Road Lahore	042-36671272, 36106381	042-36375757	salman@smchemicals.com	Mr. Salman Masood Awan
20	M/s SIS Leather Group,	Degree Girls College, Tariq Colony, Kasur	049-2771225	-	sisleathergroup@gmail.com	Mr. Muhammad Anas Irfan
21	M/s U. E. (Pvt.) Ltd.,	Tayaba Industrial Zone, Mandialy Stop, 19.K.M. Off Sheikhpura Road, Lahore.	042-37168736-39	042-37168740-41	uent@lhr.com msats.net.pk Website: www.uent.pk	Mr. Muhammad Ahmad Sheikh
22	M/s Vohra Asian Leather Crafts (Pvt.) Ltd.,	Plot No. 7, Atari Industrial Estate Opp: Dura Foam Factory, 18-K.M Ferozepur Road, Lahore	042-35402000, 35401838	042-3636721, 35824098	Vohra-asian@hotmail.com Enr.waqas@hotmail.com	Mr. S. Muhammad Naeem Vohra

Source: Data collected from <http://www.pakistantanners.org>

4.2 DETAIL OF PAKISTAN MEAT EXPORTERS & TRADERS

Table 15: Pakistan Meat Association

SL #	COMPANY NAME	BUSINESS ADDRESS	TEL: OFFICE	FAX NO.	EMAIL ADDRESS	NAME OF AUTHORIZED REPRESENTATIVE
1	PK Livestock	Musa Goth, Razaqabad, National Highway, Karachi	0300-8228852,	021-34100033	Pk_LSTOCK@cyber.net.pk	MR. TARIQ BUTT
2	Zenith Associates	3.5KM Manga Road Raiwind, Lahore	0300-8464607 042-35391725, 042-35391490	042-35391726	zenithasso@hotmail.com	MR. ARIF GHIA
3	Syed Traders	177-B, Johar Town, Lahore	042-35169450, 0300-8401680, 042-35169451	042-35169449	hasanst@hotmail.com, info@syedtraders.com www.syedtraders.com	MR. SYED HASAN RAZA
4	Abedin International	670 A-II, Sector 4, Township, Lahore	0333-4214108	042-35111575	Info@zain-abedin-intl.com www.zain-abedin-intl.com	MUHAMMAD NAWAZ
5	Tazij Meat & Foods	3.5 Km Raiwind Manga Road, Raiwind	0321-9545570 042-35393465, 042-35393467	042-35393468	a.hannan@tazijgroup.com , www.tazijgroup.com	MR. ABDUL HANNAN
6	Katco International	632-B, Satellite Town, Near Rana Iqbal Advocate, Gujranwala	0300 9642067	N/A	N/A	MR. MUHAMMAD KHALID
7	Al-Shaheer Corp.	SUITE G5/5, 3RD floor Mansoor Tower, H Block, Shahrah-E-Roomi, Clifton, Karachi	0321-8222696	021 35877017	kamrankhalili@alshaheer.net	MR. KAMRAN KHALILI

8	Akmal Traders	633-G, Gulshan-E-Ravi, Lahore	0300-9447051	042-37465741	akmaltraders@hotmail.com	MR. MUHAMMAD AKMAL
9	FOODEX	259-H, Block 6, P.E.C.H.S. Karachi	0300-8290088 021-34384779	021-34389170	asif@foodex.com.pk www.foodex.com.pk	MR. ASIF
10	Anees Associates Pvt. Ltd.	4 Km Raiwind Manga Road, Raiwind	0333-4379923	042-3539510	saifigroup@hotmail.com	NASIB AHMAD SAIFI
11	TATA Best Foods Limited	6thFloor, Textile Plaza, M. A. Jinnah Road, Karachi, Pakistan	+922132426761		bilal.tata@tatapakistan.comwww.tata-pakistan.com	Mr. Bilal Tata
12	Komal Foods	Room # 219, 5th floor Mega Tower Main Boulevard, Gulberg Lahore	0300-4743330 042-35777688-9	042-35777684	araf_mustafa@hotmail.com	Arif Mustafa
13	Asia live-stock and meat co.	61-A Block Johar Town Lahore	0301-4005003 042-35150725	N/A	livestock.meat@aliman.com.pk	Saith Mehmood

Source: (APMA, 2017)

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