



**TRADE DEVELOPMENT AUTHORITY  
OF PAKISTAN**

# PAKISTAN FURNITURE



## 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.



## PRODUCT PROFILE

Pakistan has a long tradition in producing traditional style wooden furniture and well known because of its artistic work. This sector is highly fragmented with 85 -95% of the manufacturing units.

Gujrat and Chiniot are the larger furniture manufacturing (traditional style) cities, followed by Karachi, Lahore, Sargodha, Rawalpindi and Peshawar (Sargodha because of Lacquer art work "SLLANWALI").

## CLUSTERS

**Chiniot Cluster** This cluster is well known for its master crafted furniture mainly carving. It's the main hub for producing wood carved furniture for Bedroom, Dining-room, Living -room, as well as Children and Kitchen. Over 3300 manufacturing units exist in this cluster.

**Gujrat Cluster:** Famous because of its solid wood furniture. Around 350 plus manufacturing units exist in the cluster.

**Sargodha Cluster:** Famous for Lacquer Art "Sllanwali". Around 207 units exist.

**Rawalpindi Cluster** Around 2000 units exist in the city.

**Peshawar Cluster** More than 350 units, situated in Industrial Estate Peshawar, University Road, Tehkal, Kohat Road.

**Clusters in Lahore** Fortress, Stadium, Gulberg, Allama Iqbal Town, Ferozepur Road and Multan Road. These clusters basically traders of wooden furniture. There are more than 1,500 retail shops engaged in trading office, bedroom, living room, dining room and kitchen furniture.

**Karachi:** More than 1500 units, situated in Manzoor Colony, Akhtar Colony, Patelpara, Liaqatabad, Ayshamanzil, Arambagh, Nursery, Liaquatabad and Manzoor Colony are some of the major furniture retail markets.

## Types

- Household furniture for domestic and export markets,
- "Institutional" furniture segment for schools, hospitals and other public premises, and
- Private sector clients in shops, banks and hotels, etc.

## Styles

- Antique,
- Mughal,
- Modern (Italian), &
- Oriental







# Quality

## Superior Quality

Superior quality bed set, dining and office furniture sets are made of supreme quality pure wood furniture with elegant hand carved design. Superior quality has extra carving with complex and elegant design and extra fine polishing and finishing. While Superior quality sofa set is manufactured from best available upholstery material with elegant design & extra comfort.

## Fine Quality

Fine quality bed set, dining set, misc. furniture set and office furniture are made of fine quality pure wood. Simple but appealing hand carving is done with fine quality polishing. While fine quality sofa set has a quality upholstery material & elegant design.

## Normal Quality

Normal quality bed set, dining set and office furniture are made of a mixture of pure wood and substitute material (Lasani, Veneer board etc). Lasani gives fine and even surface for finishing and paint. Smooth surface gives eye-catching effect.







# Trade Statistics

## Top 10 Exporting Countries

Exporters	Exported value in 2018	Exported value in 2019	Exported value in 2020	Exported value in 2021	Exported value in 2022
World	89,473,369	90,267,167	93,537,577	114,533,656	115,956,407
China	28,090,223	27,725,338	30,759,899	38,292,531	37,143,848
Viet Nam	4,606,903	5,516,587	6,947,431	7,593,622	12,347,279
Germany	8,011,243	7,951,498	7,774,990	9,349,458	8,980,051
Italy	7,891,732	7,533,394	6,855,526	8,402,997	8,475,001
Poland	5,311,464	5,476,256	5,644,338	6,817,663	5,842,530
Canada	2,787,372	2,899,339	2,403,409	2,719,544	3,251,453
United States of America	3,008,134	2,863,916	2,447,726	2,799,521	3,001,215
Malaysia	1,925,093	2,135,265	2,501,908	2,539,749	2,622,875
Türkiye	1,488,049	1,762,848	1,751,199	2,210,538	2,472,474
Mexico	1,260,368	1,411,331	1,411,018	1,955,180	2,362,335

Unit : US Dollar thousand

Sources: ITC calculations based on UN COMTRADE and ITC statistics

## World Top Importers

Importers	Imported value in 2018	Imported value in 2019	Imported value in 2020	Imported value in 2021	Imported value in 2022
World	86,794,445	85,701,400	84,179,734	104,806,449	109,219,512
United States of America	27,477,854	25,441,093	25,814,418	31,961,324	36,139,352
Germany	6,194,429	6,362,397	6,779,166	8,172,097	7,817,142
United Kingdom	4,985,936	4,995,663	4,427,221	5,755,749	6,327,536
France	4,668,484	4,710,871	4,467,167	5,919,635	5,697,183
Netherlands	2,787,340	2,898,674	3,244,519	4,098,116	3,913,573
Canada	2,940,826	2,970,518	2,805,083	3,482,051	3,761,489
Japan	2,666,451	2,764,917	2,833,617	3,165,716	3,117,441
Switzerland	2,156,870	2,058,335	2,083,998	2,397,879	2,355,133
Australia	1,813,870	1,736,677	1,729,087	2,070,073	2,153,448
Belgium	1,447,666	1,455,569	1,496,264	1,978,802	1,843,260

Unit : US Dollar thousand

Sources: ITC calculations based on UN COMTRADE and ITC statistics



## PAKISTAN EXPORTS

HS Code	Exported value in 2020-21	Exported value in 2021-22	Exported value in 2022-23
Total	5.193	9.51	12.596
94031000 Metal Furniture used in office	0.078	0.06	0.0726
94032000 Other Metal furniture	0.242	0.29	1.004
94033000 Wooden Furniture-Office Use	0.674	0.69	0.534
94034000 Wooden Furniture-Kitchen Ues	0.220	0.05	0.101
94035010 Wooden Cabinets	0.031		
94035020 Wooden Beds	0.016	0.07	0.155
94035030 Oth Furniture & Parts	0.224	0.46	1.610
94036000 Other Wooden Furniture	2.107	2.25	1.977
94037000 Furniture Of Plastics	0.259	0.31	1.022
94038200 Furniture Of Bamboo			0.0407
94038300 Furniture Of Rattan			
94038900 Other Furniture Of Cane	0.402	2.30	3.024
94039000 Parts Furniture	0.941	3.02	3.039

Unit : US\$ Million  
Sources: PRAL

## PAKISTAN IMPORTS

HS Code	Imported value in July- 2022-May-23
Total	6.408
94031000 Metal Furniture used in office	0.436
94032000 Other Metal furniture	1.351
94033000 Wooden Furniture-Office Use	0.252
94034000 Wooden Furniture-Kitchen Ues	0.442
94035010 Wooden Cabinets	0.021
94035020 Wooden Beds	0.161
94035030 Oth Furniture & Parts	0.431
94036000 Other Wooden Furniture	0.522
94037000 Furniture Of Plastics	0.288
94038200 Furniture Of Bamboo	0.002
94038300 Furniture Of Rattan	
94038900 Other Furniture Of Cane,	0.422
94039000 Parts Furniture	0.208

Unit : US \$ Million  
Sources: PRAL

# HS-Code-Furniture

(Metal, Wooden, Plastic and Other material)

HS Code	Product Label	
<b>9403</b>	9403 - Furniture and parts thereof, n.e.s. (excl. seats and medical, surgical, dental or veterinary furniture)	
<b>Metal Furniture</b>	940310	Metal furniture for offices (excl. seats)
	940320	Metal furniture (excl. for offices, seats and medical, surgical, dental or veterinary furniture)
<b>Wooden Furniture</b>	940330	Wooden furniture for offices (excl. seats)
	940340	Wooden furniture for kitchens (excl. seats)
	940350	Wooden furniture for bedrooms (excl. seats)
	940360	Wooden furniture (excl. for offices, kitchens and bedrooms, and seats)
<b>Plastic Furniture</b>	940370	Furniture of plastics (excl. medical, dental, surgical or veterinary, and seats)
<b>Furniture of Other Material and Parts</b>	940380	Furniture of cane, osier, bamboo or similar materials (excluding of metal, wood and plastics)
	940381	Furniture of bamboo or rattan (excluding seats and medical, surgical, dental or veterinary)
	940382	Furniture of bamboo (excl. seats and medical, surgical, dental or veterinary furniture)
	940383	Furniture of rattan (excl. seats and medical, surgical, dental or veterinary furniture)
	940389	Furniture of other materials, including cane, osier or similar materials (excl. of bamboo, rattan, metal, wood and plastics, and seats and medical, surgical, dental or veterinary furniture)
	940390	Parts of furniture, n.e.s. (excl. of seats and medical, surgical, dental or veterinary furniture)
	940391	Parts of furniture, of wood, n.e.s. (excl. of seats or medical, surgical, dental or veterinary . . .
	940399	Parts of furniture, not of wood, n.e.s. (excl. of seats or medical, surgical, dental or veterinary . . .



# EXPORTERS /MANUFACTURERS OF WOODEN FURNITURE

According to [www.pakistanexportersdirectory.gov.pk](http://www.pakistanexportersdirectory.gov.pk) the total numbers of wooden products/furniture exporters are more than 400.

SN	Company Name	Focal Person	Contact Detail
1.	Trafin (Pvt) Ltd	Mr. Muhammad Faheem, CEO Mr. Naveed, Advisor	ST-2-A, Sector 23, Korangi Industrial Area, Karachi. 021 350530107, 800, 001(281)816-6835 0344-2140971 naveedarifca@yahoo.com, mail@faheems.com
2.	Al-Razzaq Fibres (pvt) Limited	Mr. Mustafa Saya, CEO Mr. Muhammad Atif, Manager (Exports)	C-7, K.D.A. Scheme No. 1, Habib Ibrahim Rahimtoola Rd. Opp. P.N.S. Karsaz, Karachi 021 34545703-06, 0321 8286901, 0306-5796319 Office@alrazzaqfibres.com
3.	Pakson International Plastic Industries pvt Ltd Brand name Boss Plastic	Mr. Sheryar Export Manger Mr. Azam Mughal (Owner)	49-A, SIE No1, Gujranwala 055 3842891-7, 0324-9202127 info@bossplas.com, export@bossplas.com
4.	Wings chair Pakistan (private) Limited	Mr. Dawar Rasheed, CEO Mr. Adil Alam Director	218-FF, Commercial Area, DHA Phase 4 Lahore 0321 7777974, 0321 8436814 dawar@wingchair.com.pk
5.	NM furnishers	Mr. Amir Latif, G.M.	G.T Road Gujrat 0303 9562022, 053-111-111-162 tafheem.azmat@yahoo.com
6.	Kalamkaar	Mr. Qais Rehman (Owner) Faiz ul Qadir (focal person)	Flagship Showroom 19 Km Ferozepur Road , Behind Glaxo Factory Lahore 042 35457303, 0300 8433833, 0321 8453611 info@kalamkaar.com, kalamkaar@kalamkaar.com
7.	Channa Enterprises	Mr. Ghulam Khaider Channa	B-111, Blcok-II, Gulistan-e-Johar, Karachi 0331 2033453 channa.haider789@gmail.com
8.	Tak Import Export	Mr. Zargham Khan ( Proprietor)	382-Nasheman-E-Iqbal Coop[erative Housing, Thokar Niaz Baig, Lahore 042 35186232, 0321-4614953
9.	Fairmount Industries Pvt Ltd	Mr. Umer Director	Nizam Street, Kotli Behram, Sialkot 0332-8828282, 0524 263582 info@fair-mount.com
10.	Haji Mohammad Shafi and Sons Trading Corp		S-134 PHASE III LCCHS CANTT 042 35732067 fantacpak@hotmail.com
11.	Utopia Industries (Private) Limited	Adnan Niaz	Plot No C 16, Phase 1, Super Highway SITE, North Karachi Town 03162881309, 0097 52 9604599 adnan@utopiadeals.com
12.	Global Connections	Rehan Sheikh	Flat#301 3rd Floor Plot#12-C Ittehad Lane #4 Phase VI DHA Defence Housing Authority Karachi 0336 2254498, 0336-2254498 qac10@hotmail.com
13.	First Choice Handicraft	Mr. Farhan	Gulzar-e-Hijri White House Gulzar E Hijri Scheme 33, Karachi 0300 2135547 info@fchshop.com



14.	Gaba Carpets	Mr. Sheryar	H.No E-157/C4, St# 10 Iqbal Park, Opposite Adil Hospital, Defence Road Lahore Cant 0092 309 3474066 gabapkonline@gmail.com
15.	Shah Enterprises	Mr. Rehman Safi	D-52, Sadat Carpet Market, Suikarano Square, Peshawar 091 2561888, 0315-9861331 tanveer67_pk@hotmail.com
16.	Polygon Exports	Mr. Usama Nawaz	213-Eden Valley Canal Road Faisalabad 0323 7767760 usama.nawaz@polygonexports.net
17.	Chadyala Art	Mr. Shahzad Raza,	C-288, Sector 35-A, Zaman Town, Korangi Industrial Area, Karachi 0333 3158488 chadyala@gmail.com
18.	Masood Furnishers		Opposite Cleft Hospital, Jaliani, G. T. Road, Gujrat 0300 8541897 tafheem.azmat@yahoo.com
19.	Raza International	Mr. Iqbal	Kachi Abadi Basti Shaheen Abad 061 4552066 0346-7008252 kanwartanveer@yahoo.com
20.	Yaqoob Ahmad	Yaqoob Ahmad	House No. 2, Street No. 36 Canal Park, Gulberg II, Lahore. 0300 2035493 paktrade_linkers@hotmail.com
21.	Ross Woods Works		Street No.3, Mohallah New Platt Toba Road 046 3512158 rosswoods@safe-mail.net
22.	Mujeeb Enterprises	Mujeeb	Flat No. 45-B, 3rd Floor, Royal Plaza Karkhano Market, Peshawar 03005875965 rafiqkhan470@yahoo.com
23.	Chiniot Art Center		Shahrah-E-Quaid-e-Azam, Mohallah Garah, Chiniot, Chiniot Chiniot . 0476333020 farhankhalil2010@hotmail.com
24.	GM Furnitures	Mudassir	Basement Fun Para Plaza Shahrah-E-Quaid-E-Azam 0476333266 hussainlawcompany@yahoo.com
25.	Ajwa Interior	Aziz ur Rehman	Mohallah Rehmanabad, Near Fatima Chowk, Jhumra Raod, Chiniot Chiniot . 03217702804 ajwainterior@gmail.com
26.	M/s. Sidco International Trading	Imran	Office 77-A, Green City, Barki Road, Lahore Cantonment . 04237184255, 0301-4552224 jasiddiqi@hotmail.com
27.	Trendline Furnishers	Ali Ansar Ghuman	G.T. Road, Gujrat 0533706167, 0301-8617193 zafarassociatesgujrat@hotmail.com
28.	Interwood Mobel Pvt Ltd	Mr. Muhammad Saad	56 Sultan Mahmood Road Shalimar Town Baghbanpura Lahore 0333-8366572, 042-36549123



29.	ZUNN Furniture (Private) Limited	Mr. Kamran,	F-17, Block-5, Clifton, Karachi 021-35834030, 0334-2191555
30.	Vogue Furniture	Mr. Muhammad Rizwan, Manager	Ghazi Road Dereh Pindi Cantt, Lahore 042-37179456-58, 042-36662187, 0300-8453101,
31.	N M Furnishers	Mr. Amir Latif, G.M.	G.T Road Gujrat 0303-9562022, 053-111-111-162
32.	Khalid Enterprises	Mr. Zahid Saleem,	Plot No St-17, Sector 7-A, Korangi Industrial Area, Karachi 092-213-5066961, 0300-7072136
33.	The Roshaan's	Mr. Rana Waheed	209/B, Sector I, Mukhtar Road, Main Shaheed-e-Millat Expressway, Near Kashmir Plaza, Karachi 0321-2444624
34.	JF Homes, Karachi	Mr. Muhamamd Fawad Sheikh	47-C, 27 Commercial Street, Tauheed Commercial, DHA, Phase-5, Karachi 021-35169091, 0322-8243545
35.	Lunar Furniture, Karachi	Mr. M. Usman Mahenti	G-18/VI Chaudry Khaleeq-Uz-Zaman Road, Block 8 Clifton, Karachi 0321-8221566
36.	Wood Castle	Haji Allah Ditta	6-A-3, Main Mehmood Ali Kasuri Road, Block-A-III, Gulbarg – III, Lahore 042-35773154, 0300-2757393
37.	Rehman Furniture House	Mr. Ulfat Rehman	T-1247 City Circular Road, Near PSO Pump, Yakatoot, Peshawar 0304-5000058
38.	Noor Traditions		60-61 Glamou One Plaza, Mian Peco Road, Township, Lahore 042-35151263
39.	Tijarat Marketing Management	Col Arsalan,	52, 2nd Floor Waheed Trade Complex, LCCHS, Lahore 042-35184761, 0346-4002978
40.	Aristo The Creators	Mr. Kashif Zahir Chief Executive Officer,	Shop No.4, National Business Center Shamsabad, Murree Road, Rawalpindi Corporate Office: 135-Haji Road Street No.7, Westridge No.1, Rawalpindi Cantt: 0345-5102306, 03335168867
41.	Liaq Co. (Export)	Mr. Liaq Ahmed Mr. Naushad Hussain	A-52, Block 13A, Gulshan-e-Iqbal, PRECHS, Karachi 0315-8415145, 0300-8287007
42.	Exotic Wood,	Muhammad Arshad	Malik Khan Sher Furniture Market, University Road, Tehkal Bala Tambawan Stop Peshawar 0300-5948283, 0310-9698040
43.	Pak Khyber Traders, Peshawar	Mr. Umair Jamal	2nd floor, JS Bank Building Namak Mandi Chowk, Peshawar 0336-9576264
44.	Coliseum Associates	Mr. Nasir Khan	5, Park View Morgah, Rawalpindi (051) 548-7222, 548-7333, 0300-5230024
45.	Decent Furnishers, Gujrat	Mr. Mirza M Fiaz	G.T Road Opp Services Industries, Gujrat 053-3724599, 0345-6911071
46.	Habitt, Karachi	Mr. Ali Babar	Building Center, Tipu Sultan, Shahrah-e-Faisal, Karachi 0331-2887477
47.	Riaz Furniture	Mr. Ahsan Muhamamd	Tehkal Bala Road, Peshawar 0312-5885262
48.	Peshawar Rose Wood	Mr. Inayat Ullah	University Road, Tambawano Mor, Ameen Plaza, Peshawar 0315-9629207
49.	National Wood Furniture	Mr. Saleem Javed	Tehkal Bala Road Tambawano Stop, Peshawar 0317-9716588, 0302-9274368
50.	Wood Packer Art Furniture	Mr. Sheikh Anis Vora	Shahra-e-Quaid-e-Azam, Chiniot, Punjab 0300-7700489, 0312-7700489
51.	Al-Fakhri Furniture	Mr. Danish Naeem Fakhri	10-Fakhri Plaza Shahrah-e-Quaid-e-Azam, Chiniot, Punjab 0300-7700400
52.	Woodco Furniture	Mr. Farukh Saeed Ansari	Pindi Bye Pass Beside Board Of Education Gujranwala 0300-8640210





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