



TRADE DEVELOPMENT AUTHORITY OF PAKISTAN

NETP - Focus

NETP targets both existing and potential exporters.

Aim at strengthening and development of individual entrepreneurs and small and medium-sized companies.

Provide them a broad yet comprehensive knowledge and skills base necessary to export and work in a variety of industry sectors and functional areas of international trade.

NETP – Broad Structure

The training will comprise four distinct modules:

Module I:

Exporting Process & Practices

Module II:

Export Procedures & Documentation

Module III:

Export Financing, Payments Methods & Terms

Module IV:

Export Marketing & Product Promotion

Export Processes and Practices

LEVEL I



SLIDE NAVIGATOR



Exporter

Exporter and benefits of exporting?



Stages involved in exporting



Roles of banks in exporting?

Finding HS codes online?



Export Planning



Export Readiness Survey?





How is exporting beneficial to you?

Selling domestically provides access to local consumers only. The market size will be limited.

An exporter gains access to a larger market as the number of potential consumers increases.

It increases the scope of sales while generating greater revenue.





How does the country gain from its exporters?

An exporter earns important foreign exchange reserves for the country, which are crucial for economic stability.

Exporters earn foreign currencies, particularly dollars. This can be then converted into rupees and circulated within the economy.

The inflow of dollars allow consumers to import more as well as to pay off foreign debt.

In essence, the role of exporters is vital as it not only stabilizes the currency but also helps pay off foreign obligations.





Challenges faced by exporters

Finding it difficult to understand foreign languages and culture

Red tap and bureaucratic hassle involved in exporting

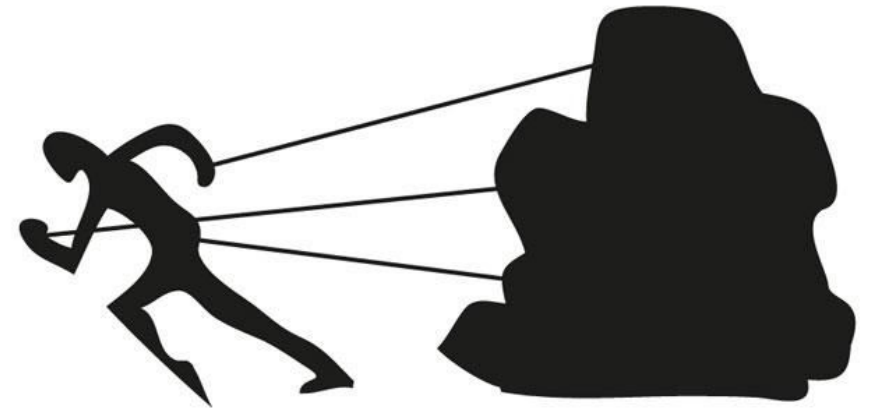
Credit risk involved when dealing with a foreign buyer

Exchange-rate risk.

Low cost competitiveness of Pakistani firms

Lack of knowledge on specific incentives provided by the government....

Poor knowledge on custom rules and regulations as well as malpractice.





Apprehensions of an exporter



Product failure

Lack of knowledge on product attributes. For example, non-Halal certified products in Muslim majority countries.



Poor marketing strategies

Advertising campaigns ignore sensitivities of the local population and fail to translate into the local culture



Poor product mix

For instance, bundling bedsheets with pillowcases.



Poor pricing strategies

Such as charging a price that is too low (poor quality, threat of antidumping duties).



Difficulty in Communication

Lack of understanding of payment methods, laws, and cultural norms



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Becoming an exporter

Make an export plan

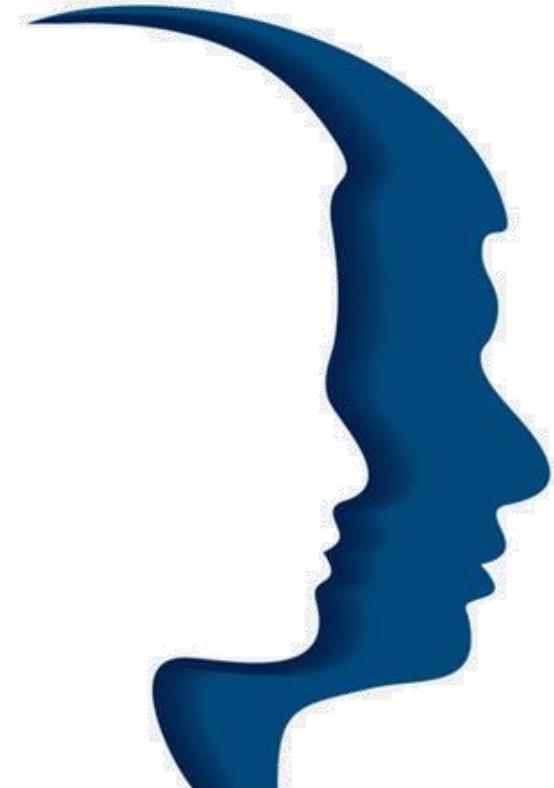
Research target markets:

Make the financial strategy

Decide upon the distribution approach of your products

Understand the mode and costs of transportation which can impact the competitiveness of your products

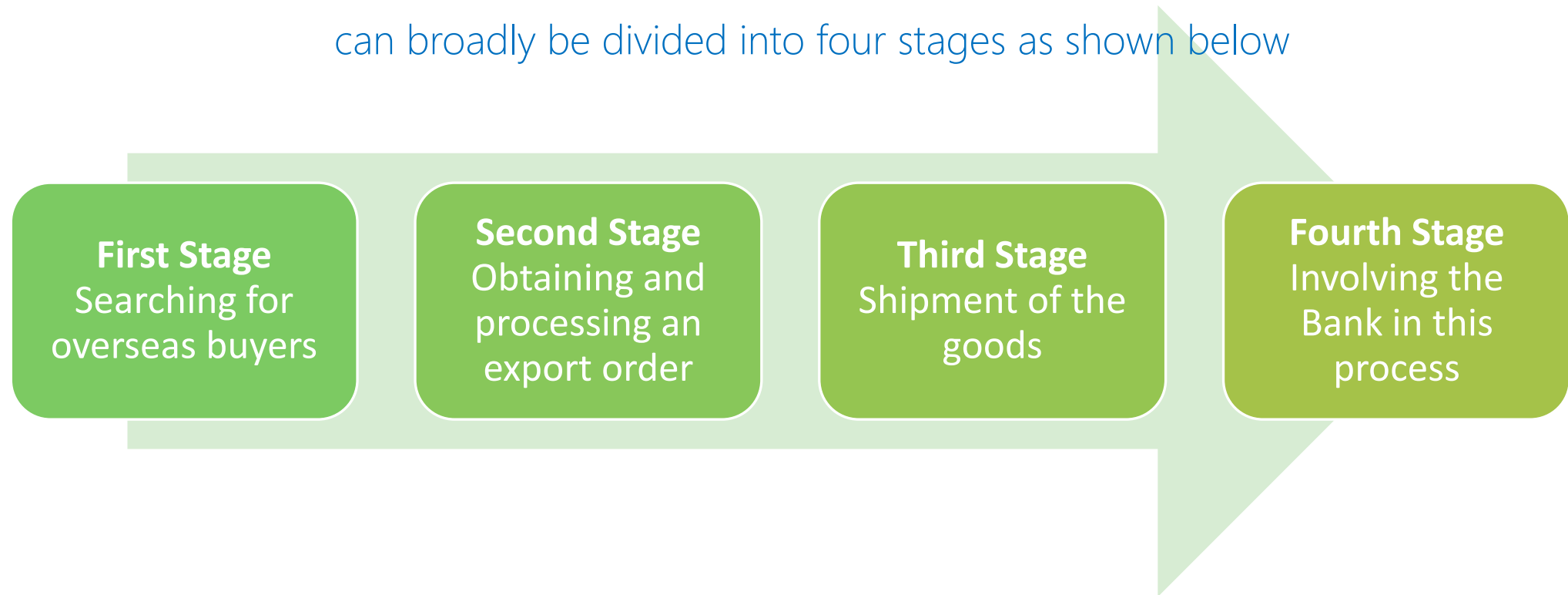
Understand your pricing strategies





Stages of Exporting

Process of exports involves numerous complications and several stages. However, the entire process can broadly be divided into four stages as shown below





First Stage: Searching for overseas buyers

- Find suitable buyers in foreign markets.
- Search for buyers using primary and secondary sources
- Primary sources include visiting foreign markets and meeting customers
- Secondary sources include trade directories, government agencies and trade missions.
- Prepare an introductory letter for your product





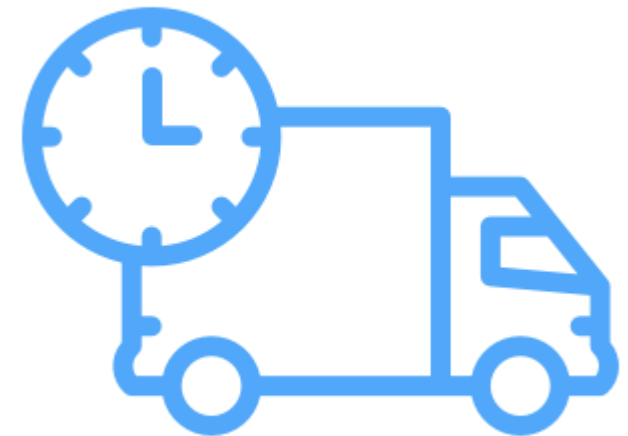
Second Stage: Obtaining and processing an export order

An exporter may receive a purchase inquiry from interested buyers

Purchase inquiry defines the responsibilities of the buyer and the seller as well as the terms and conditions.

A purchase order may be generated once the buyers and sellers agree to the terms and conditions.

Purchase order must comply with currency restrictions as trade in only certain currencies are allowed. Due diligence in order to ensure buyer and transaction is legitimate.





Third Stage: Shipment of goods

Once the goods are manufactured, the exporter will have to consider the method of shipment.

This will involve the nature of the good (bulky, perishable vs durable), duration of shipment, cost of shipment and whether the good is to be put in a container etc.

Exporters should also inquire about insurance policies as well as understand issues related to demurrage and default payments abroad.

Objective is to find the least cost method and prevent unnecessary cost burden due to damages.





Stage 4: Involving the bank

Exporter and importer may involve the bank in order to finance the transaction.

Exports often involve time lags and uncertainty in payments that can make the transaction very costly for the exporter

Banks can guarantee payments based on documents. The importer submits documents to a bank in their own country, which advises banks dealing with the exporter that they can pay the exporter.



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Role of Banks in Exports

Often suppliers can only generate revenue if they sell output. Some manufacturing processes can be time consuming.

Banks allow suppliers to make delayed payments, while making payments to the buyers as soon as the goods are shipped.

This allows both the buyer and the seller to maintain a healthy cash flow.

Bank guarantees may allow certain buyers in risky markets to obtain goods at a competitive rate that would otherwise not be possible.





What is a letter of credit or an LC?

A commercial letter of credit is a guarantee from the issuing bank that the amount stated in the letter will be paid when certain conditions are met.





Some terminologies involving a letter of credit



Letter of credit:

This acts as a form of guarantee to the that the buyer will receive his payment on time. It is widely used in international trading activities and the purpose is to mitigate risks involved in international trade.



Advising bank

The bank that informs the exporter that a letter of credit has been issued.



Issuing bank

The bank in the importer's country which issues the letter of credit.



Nominated bank

The bank which is authorized to make the payment to the exporter.

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Skill sets expected from an exporter





Approach for establishing an export program

Direct vs indirect export sales

Exporting directly:

- Direct export sales requires the exporter to establish contact with the buyers and assume all risks of exporting.

Indirect exporting

- Indirect sales often occur through intermediaries, which for some commission, sell your products. In this case, some of the risk is transferred to the intermediary, who also does the processing.



Finding exportable products and identifying potential markets to enter.

Trade data available online can be used to analyze trade patterns

HS codes can be used to determine bilateral trading patterns as well as analyze the level of world exports of each product.

By using trademap.org, one can analyze the trading patterns of Pakistan by determining the top products exported and the competing markets for each product.

Data is also available from local resources such as Pakistan Bureau of Statistics (PBS) will also be presented.





What are HS Codes?

The HS codes is an international nomenclature used to classify products traded by countries around the world.

Pakistani exporters assign a universal code to their products, which helps describe their products in the importing countries.

It facilitates customs to process the products according to a standard list of products.

Although other coding systems exist, in this seminar we will use HS codes to classify products and analyze data.

Data sources: www.asycuda.org to obtain product description for each code.





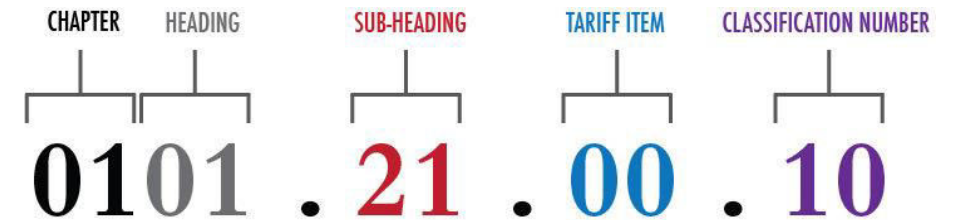
What are HS Codes? (contd)

HS codes comprise of 5300 products arranged in 99 chapters across 21 sections.

For instance, a six digit HS code assigned to a particular product can be arranged into one of 99 chapters and one of 21 sections.

The chapters are grouped into headings at four-digit level and subheadings at six-digit level.

Detail can be obtained from
<https://unstats.un.org/unsd/tradekb/Knowledgebase/50043/HS-2002-Classification-by-Section>





What are HS Codes? (contd)

Let us consider, **Edible fruit and nuts; peel of citrus fruit or melons HS 08.**

There are 21 sections. HS 08 belongs to Section II

First two digits (08) are HS chapters

Add third and fourth digit (08.04) to get HS headings

Dates, figs, pineapples, avocados, guavas, mangoes and mangosteens, fresh or dried

Add fifth and sixth digit to (0804.10) to get HS subheadings

080410 Fresh or dried dates

The subheadings are at the product-level and the most disaggregated universal representation of global trade.





What are HS Codes? (contd)

Although the most disaggregated universal representation of HS codes is at six-digit level, **national tariff lines** for countries do exist at eight, ten and twelve digit level.

[National tariff lines are more specific but unique to each country.](#)

For instance, HS 520100 (Cotton, neither carded nor combed) is the most disaggregated standardized description.

[Trademap.org does allow analyses at national tariff lines.](#)



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Export Plan

Ask the following as you develop an export plan

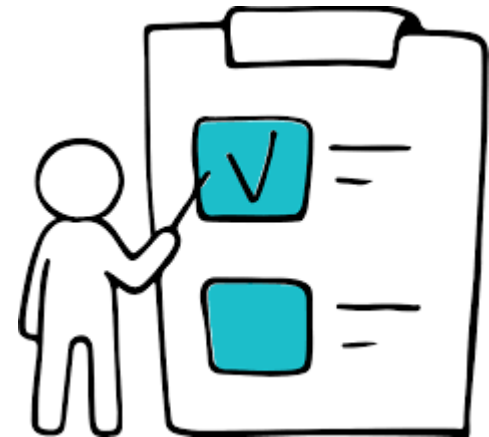
Which products and markets are to be targeted?

Are there any specific requirements such as standards and licenses required before setting out to export?

What are the biggest challenges you are likely to face when exporting?

Have you determined the export price of your product?

What will be the cost for exporting? How many personnel will be dedicated towards exporting activities? How do you motivate employees to export more?





Exploring secondary data

Euler Hermes Country Reports: <http://www.eulerhermes.com/economic-research/country-risks/Pages/country-reports-risk-map.aspx>

Economic Intelligence Units: <http://country.eiu.com/AllCountries.aspx>

Keep up-to-date on global market information: <https://www.bloomberg.com/markets>

Know your own industry trends by visiting websites of relevant trade offices

Global Trade Alerts <https://www.globaltradealert.org/>

Global trade data and analysis <https://www.tradeforesight.org/>



Exploring secondary data

Further exploration of data can also be done through World Development Indicators available at:

<http://databank.worldbank.org/data/reports.aspx?source=World-Development-Indicators>

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Avenues available for exporters' assistance

TDAP's website: Please visit: <https://tdap.gov.pk/>

[Add your contact to the Pakistan Exporters Directory.](#)

Learn about international and domestic trade exhibitions.

[The website also updates visitors on SROs.](#)

As an exporter to the EU, you must enroll yourself in the REX system for EU-GSP Plus





Avenues available for exporters' assistance

SMEDA's (Small and Medium Enterprise Development Authority) website: Please visit: <https://smeda.org/>

SMEDA has guidelines for SMEs on Compliance and ISO certifications. You may find this under 'Publications'.

SMEDA provides several resources useful to your business 'Under Facilitation for Doing Business'.

Under 'Projects' you may find relevant information on programs and schemes offered by the national and provincial governments.





Avenues available for exporters' assistance

SBP provides information on the day to day exchange rate valuations.

Please visit: www.sbp.org.pk

Under the 'Financial Markets' tab, you will find information on Foreign Exchange Market. You will consequently find information on daily exchange rate.

SBP has several incentive schemes such as Export Finance Scheme, Islamic Export Refinance Scheme, Long-Term Finance Schemes and Islamic Long-Term Finance Schemes. Please visit:

<http://www.sbp.org.pk/Incen/index.asp>





Avenues available for exporters' assistance

Pakistan Business Council advocates policies that promote business and corporate activities within Pakistan. It works with government agencies, ministries, regulators and other institutions in order to improve the business environment within Pakistan.



1. Visit <https://www.pbc.org.pk/>
2. Under 'Research & Initiatives', data and reports on FTAs as well as country profiles of major trading partners are available.
3. You may click on 'Trade Research' to learn more about the trade agreements and their effectiveness of Pakistani businesses.

Export Procedures and Documentation

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Importance of export
documentation



Stakeholders in the
process of exports



Exporting – a step by
step approach



Export documentation





Stakeholders involved in exporting goods from Pakistan



SECP

Chamber of Commerce

Trade Development Authority of Pakistan

Federal Board of Revenue

Banks

Pakistan Customs

Freight Forwarders

Anti-Narcotics Force

Shipping Lines



1. Chamber of Commerce



THE LAHORE CHAMBER
OF COMMERCE & INDUSTRY



Association of traders and business people

Aimed at facilitating business activities and representing the business community at different platforms

Different regions have different CCIs for example for Karachi its KCCI (kcci.com.pk) while for Sialkot its SCCI (scci.com.pk)

These CCIs are centrally represented by the Federal Chamber of Commerce and Industries (FPCCI)

CCI of a region may help in obtaining a non-preferential certificate of origin





2. Trade Development Authority of Pakistan

Federal government organization working under the ministry of commerce.

Responsible for global trade development of the country

Facilitates the government in devising a policy conducive to exports

Implements these policies by organizing trainings, local and international fairs and exhibitions and by subsidizing the participation of Pakistani exporters in these exhibitions.

Issues the REX (Registered EXporter) number

One of the efforts of TDAP in promoting exports is this training under the program of National Exporters Training Program (NETP).





3. Federal Board of Revenue (FBR)



FBR plays a role of monitoring the taxation affairs of an exporter.

Making it mandatory for an exporter to get registered with FBR through a National Tax Number (NTN) and a Sales Tax Registration Number (STRN).

Sales tax returns must be filed to FBR annually through its automated system called IRIS (iris.fbr.gov.pk).



4. Banks

Bank is the authority to approve or disapprove the E-form or Export From E (EFE).

Banks have the process of due diligence and Know Your Customer (KYC) through which they decide if the exporter who has applied for the EFE approval is safe to work with.

According to Foreign Exchange Regulation Act (FERA) of SBP, the foreign exchange, obtained through exports, must come back to Pakistan within 180 days of delivery of goods.

If this doesn't happen, the Bank and the Exporter are jointly held responsible and as a result the matter may even go to the Foreign Exchange Adjudication Court (FEAC)

FEAC may penalize the bank and the exporter to pay up to five times of the value of exported goods.

When the E-form is approved, the bank assists in issuance of a Letter of Credit (LC)

Even if the LC is not opened, the payment by the foreign buyer which could be advance or open term has to be made through the bank.



5. Pakistan Customs

Pakistan Customs must make sure that:

- firstly, no banned goods cross the boundaries of the country and,
- secondly, no money laundering takes place.

Pakistan customs in collaboration with Pakistan Revenue and Automation Limited (PRAL) has created an IT-based system called WeBOC

WeBOC helps an exporter in completing some customs related documentation online

A future project to create a National Single Window (NSW) is also underway which will further speed up custom and revenue declaration processes



6. Freight Forwarders and Custom Agents



These are private entities or group of people who have expertise in exporting and importing goods.

These people can greatly bring down the hassle of dealing with customs and shipping lines.

Exporters, however, must make sure that they only take the services of licensed custom agents and freight forwarders.

There have been incidents where exporters were cheated by freight forwarders resulting in penalties and even punishments.

The website of Pakistan International Freight Forwarders Association (PIFFA) can be accessed at www.piffapk.com for more information in this regard.



7. Anti Narcotics Force (ANF)



ANF makes sure that no banned drugs cross the boundaries of the country.

The exported goods are marked to them after custom clearance and the officials of ANF randomly check goods to see if they are compliant with the ANF guidelines.

Most of the incompliance is already checked by customs and ANF only provides an addition layer of security.

Exporters going through the red channel are more likely to be examined by ANF.

It is, therefore, recommended that packaging is done in a manner which can be redone in case ANF opens and examines the goods.

Once cleared from ANF, the goods proceed to the shipping vessel.

8. Air Cargo, Road Transport Services and Shipping Lines

Air transport usually costs a lot more than the other means but is a lot quicker and therefore should only be used for urgent deliveries or for the transportation of sensitive goods.

Normally, goods are transported by enclosing them in a container that can be obtained with the help of these transportation companies or in some cases by the freight forwarders.

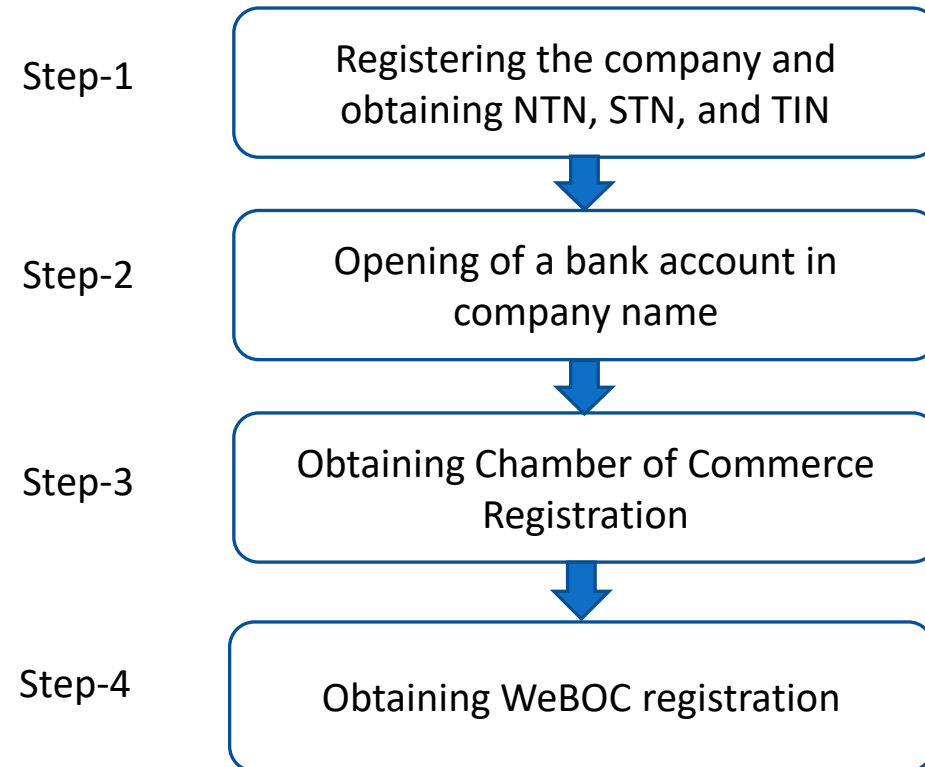
More than 90% of the international trading happens through sea and, therefore, most exporters will have to obtain an understanding of how shipping lines and sea ports operate.

Schedule of ships berthing and leaving the Karachi port can either be obtained from the Karachi Port Trust (KPT) website or from shipping news magazines such as Moorad Shipping News.

These news magazines are also a good source of getting contact information of shipping lines, freight forwarders, and custom agents.



Procedure of Registering as an Exporter



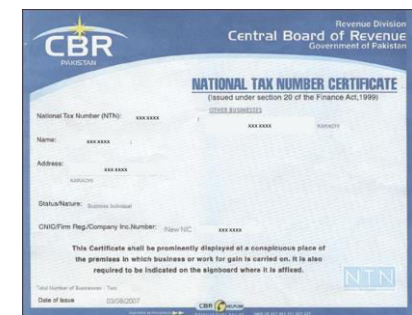
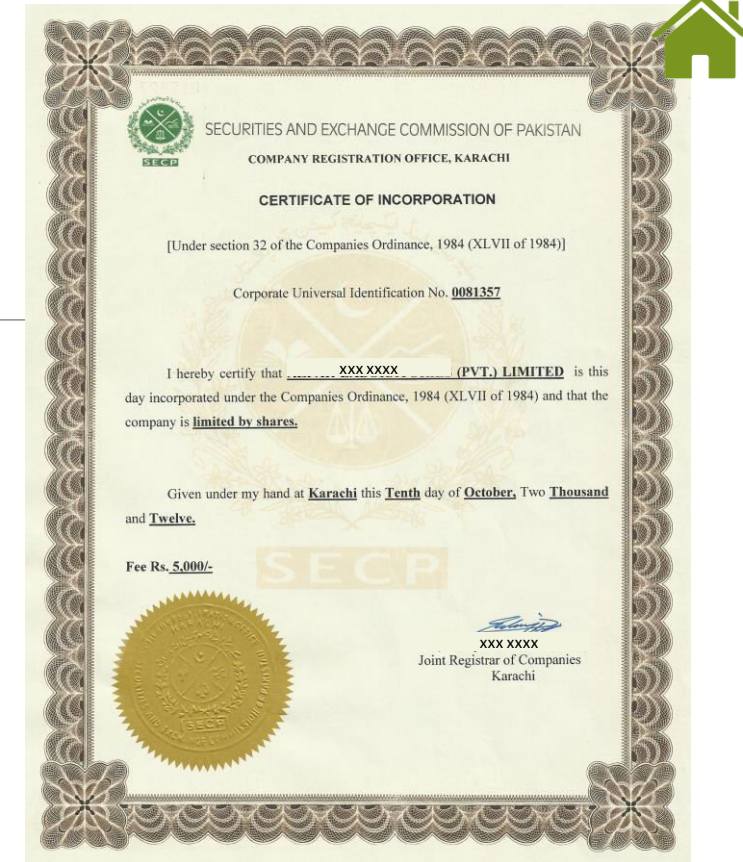
Step 1 – Company Registration

Register at Securities and Exchange Commission of Pakistan (SECP).

Using a lawyer for this purpose is recommended

For self registrations, SECP website can be visited at the following link: <https://eservices.secp.gov.pk/eServices/>.

Registration completes when one gets the National Tax Number (NTN), and Sales Tax Registration Number (STRN).





Step 2 – Bank Account Opening

A bank account is needed because the export related financial transactions legally require the involvement of a registered bank.

The pre-requisites of this step are the company registration documents and NTN number.

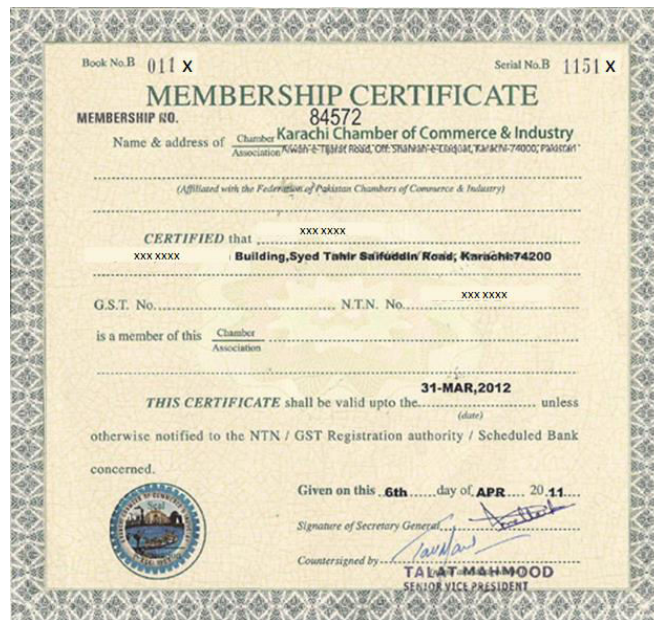
Bank account opening usually requires a request of bank account opening on the company letter head stating the business NTN number. Some bank specific requirements might also need to be met.

It is recommended that the account opening is consulted with a bank representative.





Obtaining Chamber of Commerce Registration



This registration can be done by contacting the local chamber of commerce.

For Karachi it's the Karachi Chamber of Commerce and Industries (KCCI).

Other big cities have similar chambers.

The jurisdiction of these chambers may vary depending upon the area that they represent.



Registering for PSW

PSW Web Based One Customs is an IT platform that connects most of the stakeholders of the exporting process in Pakistan.

Used mainly for generating an E-form and filing of Goods Declaration

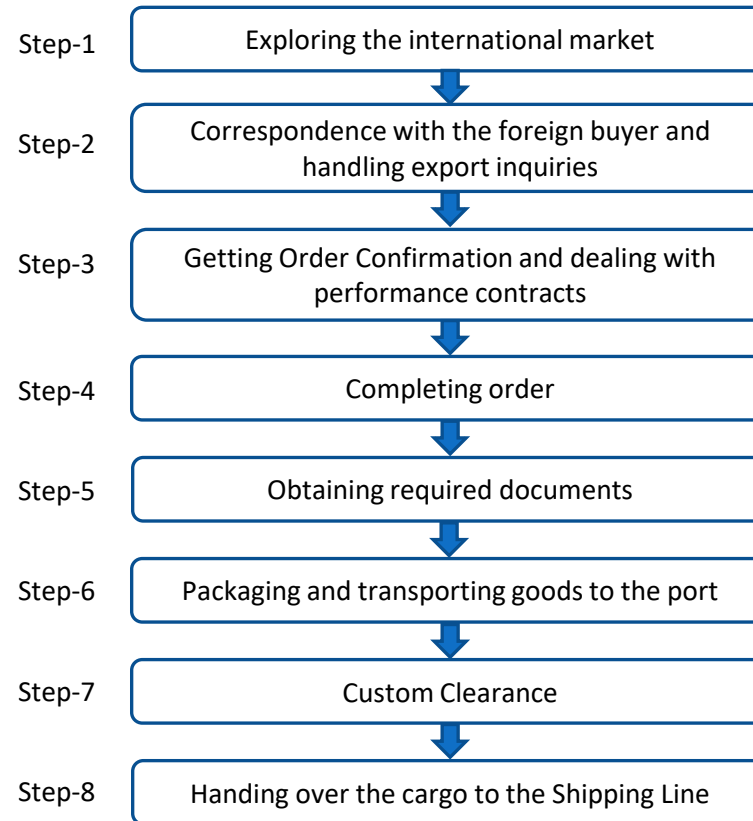
Registration is now essential and one of the main steps involved in getting registered as an exporter in Pakistan.

Registration can be done by filling a form available at www.PSW.GOV.PK

The pre-requisites of this form are NTN, STRN or STN, and Business bank account number.



Procedure of exporting from Pakistan





Step 1 – Exploring the international market

Required Documents: None by the Exporter

Doing desktop research

Understanding competition

Marketing

Attend exhibitions and conferences

Talking to existing exporters

Contacting buying houses / distributors





Step 2 – Correspondence with foreign buyer

Required Documents: Import license of buyer, Company reg docs, any other docs required for vendor registration and authentication. Proforma Invoice

The order must be fully understood in smallest possible details

Improve the English writing skills or appoint someone who has a good grip of English conversation.

Written replies / emails to foreign buyers must be professionally looking and should be written in simple English to help a non-native English speaker understand.

The company has to make sure that it is responsive enough to inquiries.

Asking for the WhatsApp number in reply to a query should be considered.

In case of no advance payment, make sure that you are dealing with a genuine buyer and that the payment is going to be received without hassle once the order is delivered.

Proforma Invoice

XXXXXXXXXXXXXXXXX **PRINTERS**
 XXXXXXXXXXXXXXXXXXXX:6,Street No.4, Haroonabad SITE, Karachi
PERFORMA INVOICE

Date: 23 June 2010

SELLER: XXX-d Printers
BUYER: Fatani Impex (Pvt) Ltd
SHIPMENT TERM: FOB
PAYMENT TERM: 60 Days From Acceptance Date
ITEM: Woven Label and Printed Label

S.No.	DESCRIPTION	QTY	RATE	VALUE
1	PRINTED SATIN CARE LABEL	10900	3.75	40,875.00
2	JOKER TAG	12221	2.00	24,442.00
3	VENDOR LABEL	131267	0.60	78,760.20
4	HANG TAG	3780	3.40	12,852.00
5	TRINGLE LABEL WOVEN	6865	5.15	35,354.75
6	BACK LABEL WOVEN	5104	0.80	4,083.20
7	WOVEN LABEL (OLD)	3811	1.00	3,811.00
8	PRINTED SATIN LABEL (OLD)	30000	1.50	45,000.00
				-

Delivery: 10th July 2010

VALUE EXCL. SALES TAX	245,178.20
SALES TAX 17%	6,339.98
VALUE INCL. SALES TAX	251,518.18

PAYMENTS: Confirmed irrevocable letter of credit in favour of **M/s United Printers**. Shed No.1,Plot D-266, Street No.4, Haroonabad SITE, Karachi.
BANK: NIB Bank Ltd, SITE Branch, Karachi
ACCOUNT NO. 0007-XXXXXXXXXXXXXX
PARTIAL SHIPMENT: Allowed
OTHER TERMS: LC should be freely negotiable with any Bank on presentation of documents.
 All Bank charges/Discrepancy Charges/Negotiating charges will be paid by opener.
 Documents at the counter of negotiation Bank no prior acceptance of opening Bank Required while Negotiation.
 Beneficiary's manually signed draft drawn on opener at 60days from letter of acceptance Date for full invoice value of shipment.

Thanking You



Step 3 – Getting Order Confirmation

Document Created: Written order confirmation or a contract

Once the complete understanding of the required order has been developed, a 'proforma invoice' is normally generated which lists down all the details of the order, the quoted price and the delivery terms.

A Proforma invoice or PFI can also be used to open LC.

At this stage the payment mode and terms must be decided.

The simplest way is the open-term payment

It is highly recommended that a significant percentage of advance payment is taken at this stage.

INCOTERMS: These terms decide upon the ownership of cost, risk, and responsibility of a certain stage in the entire exporting process. Delivery terms must be agreed at this stage

Performance Contracts: A performance contract is a written agreement that outlines the detailed features of the goods or services to be exported, the timeline associated to the delivery of these goods, and a penalty that must be paid by the exporter to the foreign buyer in case these features are not incorporated, or the time targets are not met.



Step 4 – Completing the Order

Documents Created : Quality Certificates

Normally an order is confirmed on some agreed features of the product.

This can be done by sending samples to the foreign buyer or getting detailed specifications from them.

In either case, the features agreed in the beginning have to be adhered to at any cost and in case this is impossible the foreign buyer should be taken into confidence.

Depending upon the customer demand, some certification or third-party inspections may also need to be done to make sure that the final product meets the specifications agreed upon in the beginning.

One aspect of these specifications is the packaging. This is especially important in case of edible goods.

A HORECA (HOTels, REstaurants, CAFés) packaging is normally used for food items while pharmaceutical products have their own requirements.

Quality Certificate

DEPARTMENT : Quality Control LOCATION: Chemical Section
CERTIFICATE OF ANALYSIS(Finished Product)

TITLE: ECCO-40mg (Esomeprazole Magnesium Trihydrate Enteric Coated Pellets eq. to Esomeprazole ...40mg)	DOCUMENT # QC/COA-C/007	REFERENCE USP
VERSION # Issue 00	EFFECTIVE DATE: 01-10-2018	NEXT REVISION DATE: 01-10-2021
		Page #: 1 of 1

Batch Size : 15,200 Packs	QC.NO (Finished) : FP160/18
Pack Size : 2 x 7's	Batch Number : ECC-003
Mfg.Date : 05-2018	Expiry Date : 05-2021
Tested on : 29-05-18	Release Date : 29-05-18

Sr.#	TESTS	SPECIFICATION	RESULTS
1.	DESCRIPTION	ECCO Capsules contain off-white spherical shaped enteric coated pellets filled in hard gelatin shell having purple color cap and off white color body without any overprinting, blistered in Alu-Alu, and 2 x 7's packed in standard unit carton with provided leaflet inside.	Complies
2.	IDENTIFICATION	Should be comply	Complies
3.	AVERAGE WEIGHT (mg) Filled weight per capsule Wt. of content per capsule	(274± 5%) mg (211± 5%) mg	275.8mg 212.9mg
4.	WEIGHT VARIATION	± 5% of average weight	Complies
5.	LOSS ON DRYING	NMT 5.0%	2.59%
6.	DISSOLUTION	IN ACIDIC MEDIUM NMT 10.0% of labeled amount of Esomeprazole should release in 0.1 N HCl in 2 hours.	3.74%
7.		IN PHOSPHATE BUFFER NLT 80.0% of labeled amount of Esomeprazole should release in phosphate buffer pH 6.8 in 45 minutes.	93.48%
8.	Assay: Each Capsule contains Esomeprazole magnesium trihydrate Eq. to Esomeprazole.....40 mg	40mg/capsule(36-44 mg/ capsule) 90 to 110% of the stated amount of Esomeprazole	41.10mg/capsule 102.75%

Remarks: The product complies with the specifications given in so it is released for Marketing

PREPARED BY: XXXXXXXXXXXX (QC Officer)	APPROVED BY: XXXXXXXXXXXX (QC Manager)	AUTHORIZED BY: XXXXXXXXXXXX (Q.A. Manager)
Date: 29-5-18	Date: 29/5/18	Date: 29/5/18





Step 5 – Obtaining Required Documents

Product related certificates

Certificate of Origin

- Preferential
- Non-preferential

E-form

Commercial Invoice

Packing List (PL)

Goods Declaration (GD)

Wednesday, August 7, 2018

WEBOC

Trader Messages
EIF Management
Notices
Securities Management
Goods Declaration
Order In Original List
Assessment/Audit
Show Cause Notice(s)
Examination Request Before Goods Declaration Under Section 79(1)(b)
Document(s) Requested
Hearings
Section - 79
Security
Carrier Declaration
User Support System

SRO Lookup
List of Rebate GDs
Refund Management
View PCT History
Rebate GD List for Acceptance
Quota Balance List
M.I.S
Amendment And Cancellation
Payment Management

User: M/S THE DESIGNER User Role: Trader Token Balance: 0 Settings Logout

Src - <-> Export Form-E Document

Print Close

Basic Information

Request No: [] Approval Status: Fully Realized
Request Date: 6/21/2018 11:21:59 AM Status Date: 7/31/2018 2:48:57 PM
Form-E No: HMB-20 Place of Issue: Karachi
NTN: 3035
Trader Name: []
Trader Address: F.B. AREA BLOCK 16 KARACHI

Form-E Document Request Information

Consignee Name: KREISSPARKASSE ESSLINGEN Consignee Address: WURTINGEN VOGELANGSTR 2-D-73728 ESSLINGEN GERMANY
Country: Germany
Port of Discharge: Stuttgart (STR)
Currency: United States-US \$ Total Value of Shipment: 4550.0000 US \$
Payment/Delivery Terms: CFR Terms of Sale: Documents against Payment (D/P) Value(%): 100.00% Days: []

Goods Description	Quantity	UOM	Invoice Value
LEATHER GARMENTS (4203.1010)	100.00	KG	4550.0000

Authorized FE Dealer(Bank): Habib Metropolitan Bank Ltd. City: Karachi
Branch: NORTH KARACHI IND AREA BRANCH

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100PCS JCC.pdf	NA	Trader	Delete	Invoice

Disclaimer




Declaration to be furnished by exporters pursuant to section 12(1) of the Foreign Exchange Regulation Act, 1947 read with government notifications No. 116-EC/S/48 and No. 117-EC/S/48 both dated the 1st July, 1948.

Documents covering the goods in the Form-E including full set of bills of lading, railway receipt and/or other documents of title to the goods must be passed through an Authorised Dealer in Foreign Exchange. In no case may they be dispatched direct without prior special/general authority in writing of the State Bank of Pakistan. An incorrect declaration on this form constitutes an offence under Foreign Exchange Regulation Act, 1947 (VII of 1947). I/We, hereby declare that I/We am/are the sellers/consignors of the goods described below in respect of which this declaration is made out and that the particulars given in the in the Form-E are true and that the invoice value declared in the Form-E in case of firm contracts is full value as contracted with the buyers/in case of consignment sale is a fair value of goods which are being shipped on consignment sale. I/We undertake that I/We shall deliver to the bank mentioned above the foreign exchange proceeds resulting from the export of these goods on the due date for payment or within six months from the date of shipment/dispatch whichever is earlier. In the event of consignment sale we undertake to furnish to the above bank a fully documented account sale certified by the consignees /Chamber of Commerce of the country of import or any other documents required by the State Bank of Pakistan. I/We declare that nothing material or relevant to the information given in this Form has been omitted or suppressed and whatever is stated herein is true to my/our knowledge and belief. I/We undertake to submit to the Authorised Dealer whose name appears in the Form-E within fourteen days of shipment the documents for negotiation/for sending on collection.

Save Submit Cancel

Certificate of Origin (Non-Preferential)

30375

Exporter (Name, address and country) XXXXXXXXXXXXXXXXXXXXXXXX LINK KATTAR BUND ROAD, THOKAR NIAZ BAIG, MULTAN ROAD, LAHORE, PAKISTAN.		Reference Number: <p style="text-align: center;">Certificate of Origin</p>  <p style="text-align: center;">The Lahore Chamber of Commerce & Industry</p> 11, Shara-e-Aliwan-a-Tiqrat, P.O. Box 807, Lahore, Pakistan (Designated as an issuing authority by the Govt. of Pakistan)		
Consignee/Importer (Name, address and country) M/S. DAILY LIFE SCIENCES CO, LTD NO. 8A, ST. 371, SANGKAT TEUKTHLA, KHAN SENSOK, PHNOM PENH, CAMBODIA Tel # +85512 735 537 Email: dailylifesciences@vahoo.com		Exporter's membership number: 31451-C Particulars of transport (as far as known) BY SEA KARACHI-PAKISTAN TO PHNOM PENH PORT, CAMBODIA		
VAT T. XXXXXXXXXXXXXXXX		Tel : 042-638538-00 : 042-6345737-41 Fax : 942-6348554 E-mail : president@lcci.org.pk : secret@lcci.org.pk web : http://www.lcci.org.pk		
Marks and numbers	Number and kind of packages	Description of goods	Gross Weight or other quantity	Value
"DAILY LIFE SCIENCES CO. LTD."	18,000 Commercial Packs Packed in 157 Cartons	1. 1-Dos 5mg Tablet (Amlodipine as Besylate 5mg) 2. Ecco 40mg Capsule (Esomeprazole Pellets 40mg)	382.00 KGS	US \$ 7,800.00
DETAIL AS PER INVOICE INVOICE NO. : XXXXXXXXXXXXXXXX				
Other information It is hereby declared that the above mentioned goods originate in: Exporter's signature: XXXXXXXXXXXXXXXX Name: CH XXXXXXXXXXXXXXXX AF Designation: MANAGING PARTNER Company: XXXXXXXXXXXXXXXX Place: LAHORE, PAKISTAN Date: 31-05-2018		It is hereby certified that to the best of my knowledge and according to the documents produced before me this declaration appears to be correct.  Authorized Signatory The Lahore Chamber of Commerce & Industry Authorized signatory Place and date of issue: 06 JUN 2018  The Lahore Chamber of Commerce & Industry Certifying body		
<small>DOC # GOVT 5485DF - 01 Rev. 4/01</small>				

GSP⁺ and REX system

GSP Plus status of Pakistan means that our exports to the European Union, Switzerland, and Norway are charged at reduced rates of tariff. This makes our products more competitive in these countries.

In this case an exporter is not required to obtain a certificate of origin from the chamber of commerce.

Instead, a statement on origin is to be included in any of the accompanied commercial export documents that contains the date of issue, description of the product, name and full address of the exporter, and name and full address of consignee.

Following is the statement that should be written to declare the origin:

*“The exporter ... [**Number of Registered Exporter**] of the products covered by this document declares that, except where otherwise clearly indicated, these products are of **Pakistan** preferential origin according to rules of origin of the Generalized System of Preferences of the European Union and that the origin criterion met is [**Letter designation of origin**]”.*

Letter designation of origin are the standard letters defined by the ‘Rex Guide’ developed by the European Commission. These designations are as follows:

- Use letter ‘P’ for products which are wholly obtained from Pakistan
- Use letter ‘W’ followed by a heading of the Harmonized System (for example ‘W’ 8612) for products sufficiently worked or processed in Pakistan

REX number is issued by TDAP in Pakistan

E-Form

Declaration to be furnished by exporters pursuant to section 12(I) of the Foreign Exchange Regulation Act, 1947 Read With government ... No.1 (6)-ECS/48 and No.1 (7)-ECS/48 both dated the 1st July, 1948

1- Form-E No Issuance & Date		MCB-2018-0000031190	06/06/2018
2- Trader's Details			
Trader Name	NTN	2019188	
M/s english pharmaceutical industries		3- Bank Details	Authorized Dealer(Bank) city Lahore
Address		Mcb bank limited	
Link katar bund road thokar niaz baig multan road		Branch Name	
		New garden town branch	
4- Consignee Details			
Consignee Name & Address			
Daily life sciences co., ltd Address: No. 8a, st. 371, sangkat teukthla, khan sensok, phnom penh, cambodia		Country	Port of discharge
		Cambodia/kampuchea democratic	Phnom penh
5-Total Invoice Value and Currency		6-Payment Terms	7-Delivery Terms (Inco-Terms)
7800.0000 US \$		Cost, insurance and freight (cif)	Advance payment 100.00%
8-Goods Description		9-Quantity & UOM	
I-den 5mg tablet & ecco 40mg capsule (medicine)		157.00	NO
10-Approving Authority Remarks			
Against adv pyt for usd 7800.00 will be reported in a2o2 for the m/o jun 2018			

Documents covering the goods in the Form-E including full set of bills of lading, railway receipt and/or other documents of title to the goods must be passed through an Authorized Dealer in Foreign Exchange. In no case may they be dispatched direct without prior special/general authority in writing of the State Bank of Pakistan.

UNDERTAKING/DECLARATION BY EXPORTER

An incorrect declaration on this form constitutes an offence under Foreign Exchange Regulation Act, 1947 (VII of 1947).

I/We, hereby declare that I/We am/are the sellers/consignors/exporters of the goods described herein in respect of which this declaration is made out and that the particulars given in this Form-E are true and that the invoice value declared in the Form-E in case of firm contracts is full value as contracted with the buyers/in case of consignment sale is a fair value of goods which are being shipped on consignment sale. I/We undertake that I/we shall deliver to the bank mentioned above the foreign exchange proceeds resulting from the export of these goods on the due date for payment or within six months from the date of shipment/dispatch whichever is earlier. In the event of consignment sale we undertake to furnish to the above bank a fully documented account sale certified by the consignees /Chamber of Commerce of the country of import or any other documents required by the State Bank of Pakistan. I/We declare that nothing material or relevant to the information given in this Form has been omitted or suppressed and whatever is stated herein is true to my/our knowledge and belief. I/We undertake to submit to the Authorized Dealer whose name appears in the Form-E within fourteen days of shipment the documents for negotiation/for sending on collection.

CERTIFICATE OF AUTHORISED DEALER

Certified that the above exporter(s) is/are known to us, that he/they is/are bonafide businessman/businessmen in Pakistan and that he/ they has/have made arrangements with us for the realization of the export proceeds, of the goods declared on this form, on the due date for payment or within six months from the date of shipment/posting, whichever is earlier, in accordance with the State Bank's Notification No. FE 3/2001SB dated the 28th September, 2001 and that we are satisfied with said arrangements. We have also satisfied ourselves about the bonafides of the importers/consignees abroad and their credentials etc.

Commercial Invoice

COMMERCIAL INVOICE.							
X		P E X (PVT) LTD.					
KORANGI INDUSTRIAL AREA, KARACHI, PAKISTAN PHONE NO. 021-51 21434							
COMMERCIAL INVOICE NO. 011/09-10		DATE: 21-Sep-09					
Shipped in good order and condition per EMIRATES AIRLINE							
HAWB NO: TSA/AIR-4737		DATE: 19-Sep-09		MAWB NO: 125-8001 7254			
From KARACHI to NEW YORK / U.S.A. for account and risk of							
Messrs GERTEX, INC 235 MAMARONECK AVE., STE. 205 WHITE PLAINS, NY 10605 (U. S. A.)							
Form "E" No. AHRB-00012		DATE: 18-Sep-09					
Packages	Quantity	Description of Goods &/or Services				U / Price	A M O U N T
CARTONS	UNITS					USD / PC FOB KARACHI	USD
		MENS DENIM COVERED BY PURCHASE ORDERS 16317 (MEN WOVEN DENIM JEANS)					
		STYLE	UNITS	IPO NO	PO'S		
248	4856	5034AH09	4856	189006	16317	\$6.00	\$29,136.00
248	4856						\$29,136.00
DEPARTMENT: 807							
MARKS AND NOS.							
FRONT MARKING:		FABRIC COMPOSITION:					
FROM: FATANI IMPEX (PVT) LTD. PLOT NO. H2/II, SECTOR 5, KORANGI INDUSTRIAL AREA, KARACHI, PAKISTAN SHIP TO: AEROPOSTALE INV. C/O AMERICAN DISTRIBUTION 2 BRICK PLANT ROAD, SOUTH RIVT NU 08882		100% COTTON COLOR: MED WASH TOTAL VOLUME: 15,868 CBM TOTAL GROSS WEIGHT: 3790.000 KGS. TOTAL NET WEIGHT: 3542.000 KGS.					
SIDE MARKING:		MANUFACTURED BY: FATANI IMPEX (PVT) LTD ADDRESS: PLOT NO. H2/II, SECTOR 5, KORANGI INDUSTRIAL AREA, KARACHI - PAKISTAN					
MADE IN PAKISTAN AEROPOSTALE PO# AEROPOSTALE STYLE#: 5034AH09 COLOR: SIZE RANGE: PIECES MEASUREMENT:							
NET WEIGHT: GROSS WEIGHT: CARTON # OF							
Amount Charable							
US DOLLAR TWENTY NINE THOUSAND ONE HUNDRED THIRTY SIX ONLY...							
Terms of payment : Documentry Credit No. N1008XXXXXX							
Buyer's bank		BANK LEJMI USA, 564 FIFTH AVENUE, NEW YORK, N.Y. 10036					
Bankers :		ARIF HABBIB BANK LIMITED, MAIN BRANCH, I. I. CHUNDRIGAR ROAD, KARACHI, PAKISTAN.					
we FATANI IMPEX (PVT) LTD. , Karachi hereby declare that the description stated in respect of the said goods are true and correct certified that the merchandise are of PAKISTAN ORIGIN.							
FOR FATANI IMPEX (PVT) LTD.							
DIRECTOR							

JXXX ENTERPRISES

Invoice #	GE/56xxxxxxxxxxx	PACKING LIST		Shipping Mark						
Dated	Feb/05/2014			Size / Weight / Qty						
BY AIR		Form"E" ABL # -----		Description						
N. Wt	1239 Kgs	Form"E" Dated : -----		Carton # 1 To 73						
G. Wt	1089 Kgs	NTN # -----								
Sr/No.s Of Ctn 1 To 73		Miss Ctn 0	Shipped Ctn 73	Shipped 5040 Pcs						
Payment Terms : Advance Payment Received										
By Air : Manchester UK Air Port Delivery Prepaid										
Through ; Allied Bank Limited Model Town, Lahore Pakistan										
Notify Party :xxxxxxxxxxxxtd , 54 Evesham Grove Ashton-Under-Lyne Lancashire (Code) U.K										
Consignee: Zain Fashion Ltd		Air Way Bill # PK		Flight #						
Sr. #	Nos Of Ctn	Pcs /Ctn	Total Pcs	Style #	Quality	Item	Colour	Size	Net Wt.	Gross Wt.
1-5	5	72	360	Floso	50/50 PC	Mens Thermal T/Shirt	Charcoal	2X-Large	84.400	94.400
6-7	2	72	144	Floso	50/50 PC	Mens Thermal T/Shirt	Denim	X-Large	32.780	36.780
8-12	5	72	360	Floso	50/50 PC	Mens Thermal L/Johns	Denim	Small	77.500	87.500
13-17	5	72	360	Floso	50/50 PC	Mens Thermal L/Johns	Denim	Medium	79.100	89.100
18-22	5	72	360	Floso	50/50 PC	Mens Thermal L/Johns	Denim	X-Large	82.900	92.900
23-27	5	72	360	Floso	50/50 PC	Mens Thermal L/Johns	Denim	2X-Large	88.600	98.600
28-31	4	72	288	Red	50/50 PC	Mens Thermal V T/Shirt	White	Medium	54.000	64.000
32-37	6	72	432	Red	50/50 PC	Mens Thermal V T/Shirt	White	Large	85.080	97.080
38-39	2	72	144	Red	50/50 PC	Mens Thermal V T/Shirt	Charcoal	X-Large	33.200	37.200
40-43	4	48	192	Red	50/50 PC	Mens Thermal V L/Sleeve	White	Large	57.440	55.440
44-48	5	48	240	Red	50/50 PC	Mens Thermal V L/Sleeve	Charcoal	Large	55.000	65.000
49-51	3	72	216	Red	50/50 PC	Mens Thermal L/Johns	Charcoal	Small	42.000	48.000

Packing List

Goods Declaration

GOODS DECLARATION, GD-1					Customs File No.				
[] BILL OF ENTRY		[] BILL OF EXPORT			[] BAGGAGE DECLARATION			[] TRANSHIPMENT PERMIT	
1. EXPORTER'S/CONSIGNOR'S NAME AND ADDRESS ONE DESKNER 85,1 2ND FLOOR F.B. AREA BLOCK 16 KARACHI					778		3. DECLARATION TYPE REGIME TYPE 1		4. PREVIOUS REF MCC EXPORT AFU - Export
16. IMPORTER'S/CONSIGNEE'S/PASSENGER NAME & ADDRESS EURO BANK ERGASAS SA TRADE FINANCE - BUILDING E INOISOGLU 9 + A1.PANAGIULI 14234 - 41 KONA ATHENS GREECE					10. BTR No / PASSPORT NO & DATE 175042030537		13. C.H.A.L. No 778		17. TRANSACTION TYPE False
18. DOCUMENTS ATTACHED <input type="checkbox"/> INV <input type="checkbox"/> INVOICE <input type="checkbox"/> CO <input type="checkbox"/> PL					E-Form No 166-2018-000004051		Date 07/03/2018		Value 14280.0000
22. VESSEL MODE OF					23. BLAWL, CON NO & DATE 157-3984-6129 7/23/2018 12:00:00 AM		24. EXCHANGE RATE 160.820000		25. PATMENT TERMS MCC EXPORT AFU - EXPORT
27. PORT OF DISCHARGE Athens					28. PLACE OF DELIVERY ATHINA - GREECE		29. DELIVERY TERMS CF		30. COUNTRY OF DESTINATION Greece
31. NUMBER OF PACKAGES 32.000					32. TYPE OF PACKAGE CARTONS		34. GROSS WT 328.00000 KG		34. Volume M3
35. GENERAL DESCRIPTION OF GOODS LEATHER JACKET (900790219/15-19)					36. NET WT 245.00000 KG		38. IN THE CASE OF HAZARDOUS GOODS, INDICATE HAZARD CLASSIFICATION		
37. ITEM NO 1					38. QUANTITY 38. QUANTITY KG	39. NO OF UNITS 245.0000	39. CO CODE Pakistan	40. SHD NO SHEEP LEATHER JACKET FOR LADIES CONSUM 28.32.32 (TL, 320 PCS) (PRIORITY SUBSIDY) SHEEP LEATHER JACKET FOR LADIES CONSUM 28.32.32 (TL, 320 PCS) (PRIORITY SUBSIDY) 900790219/15-19	41. HS Code 4203.1010
43. UNIT VALUE Declared Assessed					44. TOTAL VALUE Declared Assessed		45. CUSTOM VALUE (PKR) Declared Assessed		46. LEVY 47. RATE
56.2857					58.2857		14279.9955		14279.9955
37. ITEM NO 2					38. QUANTITY 38. QUANTITY KG	39. NO OF UNITS	39. CO CODE	40. SHD NO	41. HS Code
42. ITEM DESCRIPTION OF GOODS					44. TOTAL VALUE Declared Assessed		45. CUSTOM VALUE (PKR) Declared Assessed		46. LEVY 47. RATE
43. UNIT VALUE Declared Assessed					44. TOTAL VALUE Declared Assessed		45. CUSTOM VALUE (PKR) Declared Assessed		46. LEVY 47. RATE
40. EARLY Test Report No & Dt					50. FOB VALUE 14942.0000		54. LANDING CHARGES @ 1%		55. OTHER CHARGES
					51. FREIGHT 238.0000		58. ASSESSED VALUE PKR 2183708.0721		57. TOTAL REBATE CLAIM PROV. ASSMNT US \$1
					52. CFR VALUE 14280.0000		59. AMOUNT (PKR)		60. (He declares that the above particulars are true & correct.)
					53. INSURANCE 10.0000		61. A's name, sig & stamp		65. CFID NO & DATE
58. MACHINE NO & DATE RPAE-58-4408-24-07-2018 186.820000					59. AMOUNT (PKR)		62. P's name, sig & stamp		66. Bank Stamp
Total							63. Out of Charge Sig & Stamp		



Step 6 – Packaging and Transporting

Details of packaging should be decided in consultation with the foreign buyer

Exporter has to make sure that packaging layers of cargo are resilient enough to bear the kind of journey the cargo will be taking.

Containers can broadly be divided into:

- Standard,
- High Cube,
- Open Top,
- Flat Rack, and
- Special types.



Standard Container



Open Top Container



Flat Rack Container

Standard Containers come in two sizes of 40 ft and 20 ft length while their width and height are 8.6 ft respectively.



Step 6 – Packaging and Transporting

The load bearing capacity of a standard 20 ft container is around 22 Ton while that of a 40 ft container is around 27 Ton.

Taking help of a single freight forwarder for the entire consignment is highly recommended as it makes things less complicated.

The container has to be thoroughly inspected for damages before it is picked from the shipping line yard.

Sometimes, the foreign buyer requires the use of pallets while shifting the cargo inside the container. These requirements should be duly considered during this process.

	20' L x 8'6" H	40' L x 8'6" H	40' L x 9'6" H
Interior Width	7 feet and 8.6 inches	7 feet and 8.5 inches	7 feet and 8.6 inches
Interior Height	7 feet and 10.3 inches	7 feet and 10.2 inches	8 feet and 10.2 inches
Interior Length	19 feet and 4.2 inches	39 feet and 5.7 inches	39 feet and 5.3 inches
Cubic Volume	1,173 cubic feet	2,389 cubic feet	2,694 cubic feet
Door Width	92.1 inches	92.0 inches	92.1 inches
Door Height	89.7 inches	89.8 inches	101.7 inches
Empty Weight	2.3 Ton	3.7 Ton	3.9 Ton
Max allowable payload	22 Ton	27 Ton	27 Ton

Note: All containers are 8 feet wide



Step 6 – Packaging and Transporting

Required Documents: Packing List

Even if the transportation is being done through a freight forwarder, the Store-Latch-Count (SLC) is still the shippers i.e. exporters responsibility.

Another issue that may create problem by the shipping line during loading is misdeclaration of weight

Going beyond the container load capacity must be avoided to prevent accidents and damage to the cargo

Weight mentioned in the packing list and bill of lading must match with the actual weight.

The International Maritime Organization (IMO) through its convention of Safety Of Life At Sea (SOLAS) requires the shipper to declare the 'Verified Gross Mass' (VGM) in the shipping documents with full responsibility and accuracy.

In case the container is travelling to Iran and China, the container might have to be transshipped to another truck at the intermediate borders.

Once the cargo is packed in the container, the truck carries the cargo to the port for custom clearance and onward loading onto the transportation carrier.

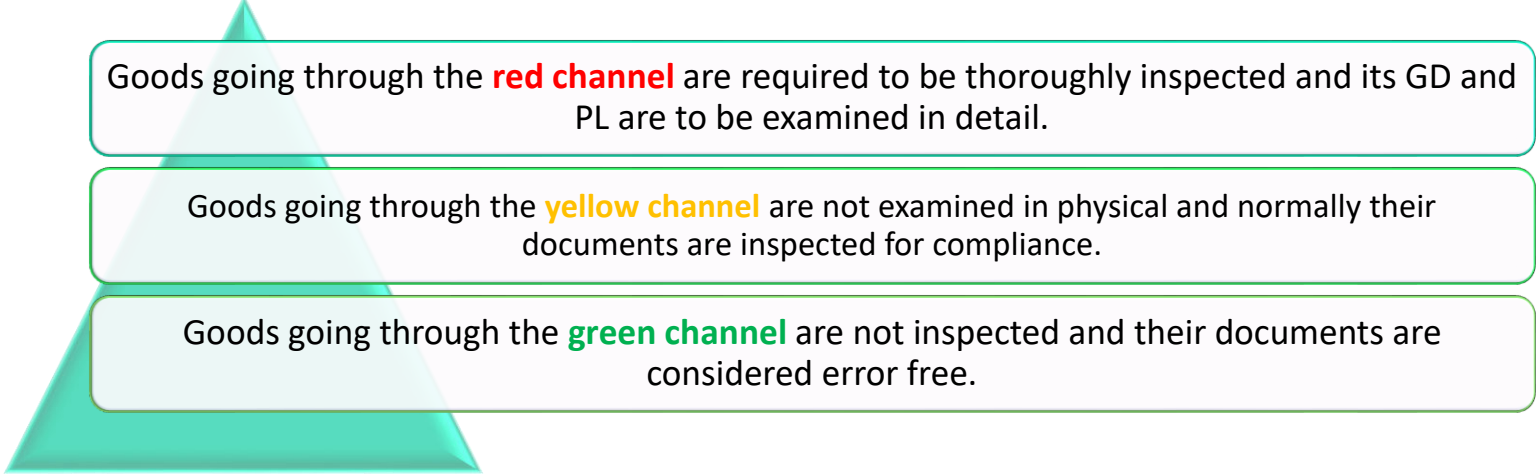


Step 7 - Custom Clearance

Pakistan Customs mainly examines 'Goods Declaration or (GD)' and 'Packing List (PL)' and then compares it with the physical goods packaged for export.

The objective of preventing money laundering is done by checking if the value of the goods to be exported is declared sensibly.

There are three types of Custom channels Red, Yellow, and Green.



Goods going through the **red channel** are required to be thoroughly inspected and its GD and PL are to be examined in detail.

Goods going through the **yellow channel** are not examined in physical and normally their documents are inspected for compliance.

Goods going through the **green channel** are not inspected and their documents are considered error free.



Custom Clearance (cont.)

Because of the automation of the current system through WeBOC, the decision of which channel to choose for a certain shipment is totally computer based and the system decides it by analyzing the history of the exporter.

This means the new exporter has a 100% chance of getting thoroughly inspected because they don't have any history.

When the new exporters successfully send shipments, which are found safe and compliant and their documentation error free then the system automatically upgrades the exporter to the yellow and gradually to the green channel.

WeBOC or Web Based One Customs now integrates most of the stakeholders involved in the process of exporting and had made processes quicker.





Step 8 – Passing the cargo to the shipping line

Once the goods are delivered to the shipping line a document called the Bill of Lading is generated.

This is the document issued by the shipping line and serves as the receipt of goods handed over to the shipping line.

In case the goods are sent through air transport, this document is called an Airway Bill (AWB).

A related document called BL instructions contains the handling instructions of the goods being exported and can be given to the shipping line at the time of handing over of goods for ensuring safe handling of the consignment.

Once the goods are loaded on the transport carrier and BL is issued, a set of documents, through the bank, is sent to the foreign buyer including the bill of lading.

This is a document that helps the foreign buyer to receive the imported goods from the shipping line.


After the goods are acquired by the foreign buyer, the payment must be received within 14 days of dispatching of goods.

Bill of Lading

BL has three main functions

- First it is a receipt of goods
- Secondly, it is a contract between the shipper and carrier detailing the types of good and where they must be delivered
- It is also a document of title i.e. it can be used for transfer of ownership or issuance of good to the person who holds the original BL

It contains the details of shipper and carrier, types, quantity, and destination of goods being carried

SHIPPER: XXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXX THOKAR NIAE BAIG MILTAN ROAD LAHORE PAKISTAN		 Int'l NVOC/ Freight Forwarder/Consolidator XXXXXXXXXXXXXXXXXXXXXXXX - Square (Ext.) Shahrah-e-Liaquat, New Chali, Karachi. Tel: 92-21 XXXXXXXXXXXXXXXXXXXXXXXX 64, E-mail: info@xxx.com Web: www.xxxxxxxx	
CONSIGNEE: M/S DAILY LIFE SCIENCES CO LTD NO. 8A .ST. 371, SANGKAT TEUKTHLA KHAN SENSOR, PHNOM PENH, CAMBODIA EMAIL: DAILYLIFESCIENCES@YAHOO.COM* FORM'S NO: MCB-XXXXXXXXXXXXXXXXXXXX 06/06/2018		BILL OF LADING DATE OF ISSUE: 16/06/2018 BL NUMBER: CFI XXXXXXXXXXXXXXXX	
NOTIFY PARTY: M/S DAILY LIFE SCIENCES CO LTD NO. 8A .ST. 371, SANGKAT TEUKTHLA KHAN SENSOR, PHNOM PENH, CAMBODIA EMAIL: DAILYLIFESCIENCES@YAHOO.COM VAT TIN: K009-103015175**		FOR DELIVERY OF GOODS PLEASE APPLY TO: PROTRANS LINE CO LTD NO 156A STREET 156 SANGKAT TERK LAORK LL KHAN TOL KORK PHNOM PENH. TEL 023 688 652	
PLACE OF RECEIPT: KARACHI - PAKISTAN	PORT OF LOADING: KARACHI - PAKISTAN		
OCEAN VESSEL: SAEVA	VOYAGE NO.: 1745W		
PORT OF DISCHARGE: SIHANOUK VILLE	FINAL DESTINATION: PHNOM PENH, COMBODIA	FREIGHT PAYABLE AT: KARACHI - PAKISTAN	NUMBER OF ORIGINAL B/L: 3/THREE
MARKS & NUMBERS CONTAINER & SEAL NUMBERS	NO. OF PACKAGES	DESCRIPTION OF PACKAGES AND GOODS PARTICULAR FURNISHED BY SHIPPER	GROSS WEIGHT KILOS
DAILY LIFE SCIENCES CO LTD	157 PKGS	SAID TO CONTAIN TOTAL: 157 CARTONS CONTAINING PHARMACEUTICAL GOODS INVOICE NO: EPI/EXP/005/2018 *TEL: +85512 735 603112 VAT TIN: K009-103015175** **TEL: +85512 735 603112	Gross Weight: 382.000 KGS Net Weight: 292.000 KGS
CONTAINER NO. SIZE ETU 061328 40HC	SEAL NO. TBA	FREIGHT PREPAID CFS/CFS LCL/LCL	
TOTAL		TEMPERATURE CONTROL INSTRUCTIONS: NON-NEGOTIABLE	
FREIGHT AND DISBURSEMENTS	RATE AT 1 CBM	PREPAID	COLLECT
RECEIVED BY THE Carrier the Goods as specified above in apparent good order and condition unless otherwise stated, to be transported to such place as agreed, authorized or permitted herein and subject to all the terms and conditions appearing on the front and reverse of this Bill of Lading to which the Merchant agrees by accepting this Bill of Lading, any local privileges and customs notwithstanding. The particulars given above as stated by the shipper and the weight, measure, quantity, condition, contents and value of the Goods are unknown to the Carrier. In WITNESS whereof one (1) original Bill of Lading has been signed of not otherwise stated above, the same being accomplished the other(s), if any to be void. If required by the Carrier one (1) original Bill of Lading must be surrendered duly endorsed in exchange for the Goods or delivery order.			
XXXXXXXXXXXX Freight International STAMP AND AUTHORIZED SIGNATURE AS AGENT			

SHIPPER:
XXXXXXXXXX PHARMACEUTICAL INDS
XXXXXXXXXXXXXXXXXXXXXXXXXXXX THORAR
NIAE BAIG MULTAN ROAD
LAHORE PAKISTAN



Int'l NVOCC/Freight Forwarder/Consolidator
XXXXXXXXXXXXXXXXXXXXXXXXXXXX Square (Ext.) Shahrah-e-Liaquat,
New Challi, Karachi. Tel: 92-21 XXXXXXXXXXXXXXXXXXXXXXXX 64,
E-mail: info@xxx.com Web: www.xxxxxxx.com

CONSIGNEE:
M/S DAILY LIFE SCIENCES CO LTD
NO. 8A .ST. 371, SANGKAT TEUKTHLA
KHAN SENSO, PHNOM PENH, CAMBODIA
EMAIL: DAILYLIFESCIENCES@YAHOO.COM*
FORM "E" NO: MCB-XXXXXXXXXXXXXXXXXXXX06/06/2018

BILL OF LADING

NOTIFY PARTY:
M/S DAILY LIFE SCIENCES CO LTD
NO. 8A .ST. 371, SANGKAT TEUKTHLA
KHAN SENSO, PHNOM PENH, CAMBODIA
EMAIL: DAILYLIFESCIENCES@YAHOO.COM
VAT TIN: K009-103015175**

DATE OF ISSUE: 16/06/2018
BL NUMBER: CFI XXXXXXXXXXXXXXX

FOR DELIVERY OF GOODS PLEASE APPLY TO:
PROTRANS LINE CO LTD
NO 156A STREET 166 SANGKAT TERK
LAOR K LL KHAN TOL KORK PHNOM
PENH. TEL 023 888 852

PLACE OF RECEIPT: KARACHI - PAKISTAN
PORT OF LOADING: KARACHI - PAKISTAN

OCEAN VESSEL: SASTA
VOYAGE NO: 1745W

PORT OF DISCHARGE: SIHANOUK VILLE
FINAL DESTINATION: PHNOM PENH, COMBODIA

FREIGHT PAYABLE AT: KARACHI - PAKISTAN
NUMBER OF ORIGINAL BSL: 3/TREEE

MARKS & NUMBERS CONTAINER & SEAL NUMBERS	NO. OF PACKAGES	DESCRIPTION OF PACKAGES AND GOODS PARTICULAR FURNISHED BY SHIPPER	GROSS WEIGHT KGS	MEASUREMENT CBM
DAILY LIFE SCIENCES CO LTD CONTAINER NO. SIZE SEAL NO. ETU0615238 A0HC TBA	157 PKGS	SAID TO CONTAIN TOTAL: 157 CARTONS CONTAINING ===== PHARMACEUTICAL GOODS ===== INVOICE NO: EPI/EXP/005/2018 *TEL: +85512 735 937 VAT TIN: K009-103015175** **TEL: +85512 735 937 "FREIGHT PREPAID" CFS/CFS LCL/LCL	Gross Weight: 382.000 KGS Net Weight: 292.000 KGS	CEM: 4.0000
TOTAL		TEMPERATURE CONTROL INSTRUCTIONS: NON-NEGOTIABLE	All Terminal Charges/ Demurrage Etc at the port of discharge Destination as per Line's Tariff & At the Account of Consignee.	

NON-NEGOTIABLE COPY

FREIGHT AND DISBURSEMENTS	RATE AT 1 CBM	PREPAID	COLLECT
TOTAL:			

EXCESS VALUE DECLARATION
REFER TO CLAUSE (A)(B) + (C) ON REVERSE SIDE

RECEIVED by the Carrier the Goods as specified above in apparent good order and condition unless otherwise stated, to be transported to such place as agreed, authorized or permitted herein and subject to all the terms and conditions appearing on the front and reverse of this Bill of Lading to which the Merchant agrees by accepting this Bill of Lading, any local privileges and customs notwithstanding.

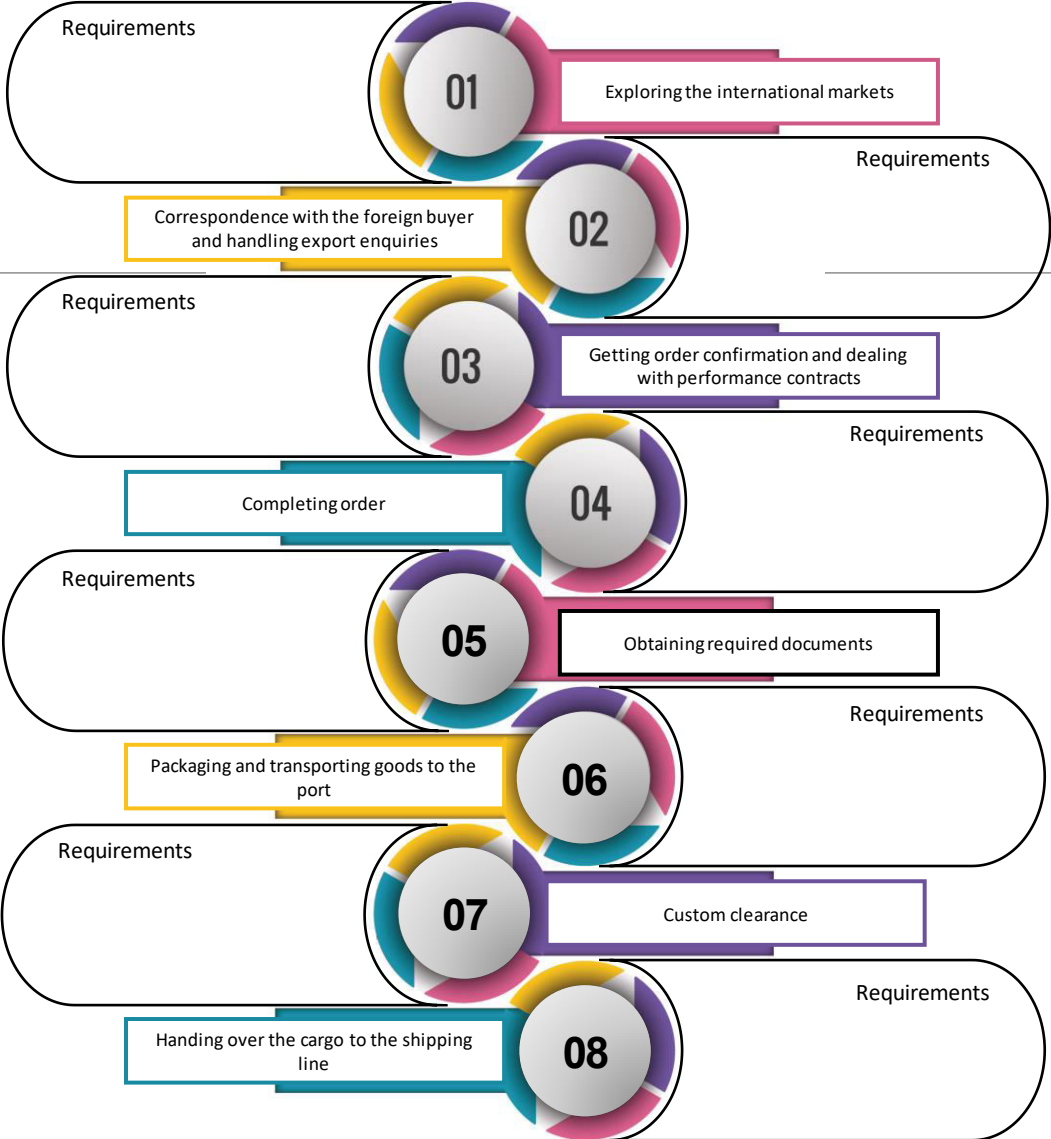
The particulars given above as stated by the shipper and the weight, measure, quantity, condition, contents and value of the Goods are unknown to the Carrier.

In WITNESS whereof one (1) original Bill of Lading has been signed of not otherwise stated above, the same being accomplished the others, if any to be void. If required by the Carrier one (1) original Bill of Lading must be surrendered duly endorsed in exchange for the Goods or delivery order.

XXXXXXXXXX Freight International
STAMP AND AUTHORISED SIGNATURE
AS AGENT

Bill of Lading

Exporter	Booking Number	Document No.		
Ultimate Consignee	Export References			
Notify Party	Forwarding Agent			
Pre-Carriage By	Place of Receipt	Domestic Routing		
Exporting Carrier	Port of Loading	Loading Pier / Terminal		
Port of Discharge	Place of Receipt on Carrier	Type of Move		
Marks and Numbers	No. of Package	Description	Weight (lb)	Measurements
Shipper / Exporter	Master (For Carrier)		Consignee	



Export Financing, Payment Methods, and Terms

LEVEL I

SLIDE NAVIGAT OR



Payment Methods



Risks and preferences
associated with payment
methods



Export financing
methods





Common Payment Methods

Consignment method

Open account method

Documentary collection methods

Long-term financing method

Letter of credit (LC) documentary credit method

Cash with order method

Cash on Delivery (COD) method

Long-term financing method





Contingency factors affecting choice of payment methods



Degree of control of the exporter:

Relationship between the parties. (i) Exporter's trust, (ii) the degree of penetration into the destination market and (iii) dependency of exporter on importer will shape the relationship.



Time limit for credit:

Importers may ask for time delays in payments to improve their cash flow. Exporters can use credit as a leverage to improve the competitiveness in the market. Parties may also involve financial institutions to cover the risks associated with offering credit.





Letter of Credit / Documentary Credit Method

It is the most common method adopted by SMEs all over the world.

It provides a guarantee to the exporter of the payment being made and allows the importer to make a payment at a later date.

L/Cs involve transactions between the exporter's bank and the importer's bank.

Once the sale contract between the exporter and the importer has been issued, the importer requests a L/C .

Once the shipment has been made and the importer has received the goods, payment is made to the exporter.





Important Terms related to L/C

Sales contract/commercial agreement: A legal binding document to describe the responsibilities of the buyers and the sellers.

Applicant (importer) and **beneficiary** (exporter)

Issuing bank: This is the bank that the importer requests to open a L/C, the importer's bank.

Advising bank: Its responsibility include the authentication of the L/C and transfer it to the beneficiary.

Confirming bank: A confirming bank can take over the responsibility of making payments instead of the issuing bank if the exporter is not satisfied with the risk associated with the issuing bank

Nominated bank: Bank chosen by the exporter to pay, exporter's bank.

Carrier: Contracted shipper, which will provide documents such as terms of carriage, receipt of goods. Bill of lading is a detailed list of ship's cargo, letting the bank know that goods have been received and is en-route to the importer.



Characteristics of the L/C method



L/C is the most secure and versatile method of payment available to finance international trading activities.



It is a commitment by the importer's bank that payment of goods received by the importer will be made to the exporter once the terms and conditions met.



The importers reputation with the importer's bank (issuing bank) is essential in obtaining an L/C





Characteristics of the L/C method (contd)



On the other hand, the importer is also protected as the documents submitted to the bank account for the condition in which the goods must be shipped.



Exporter presents the required documents for the shipment along with a draft (sight, time or date) to the bank to receive full payment

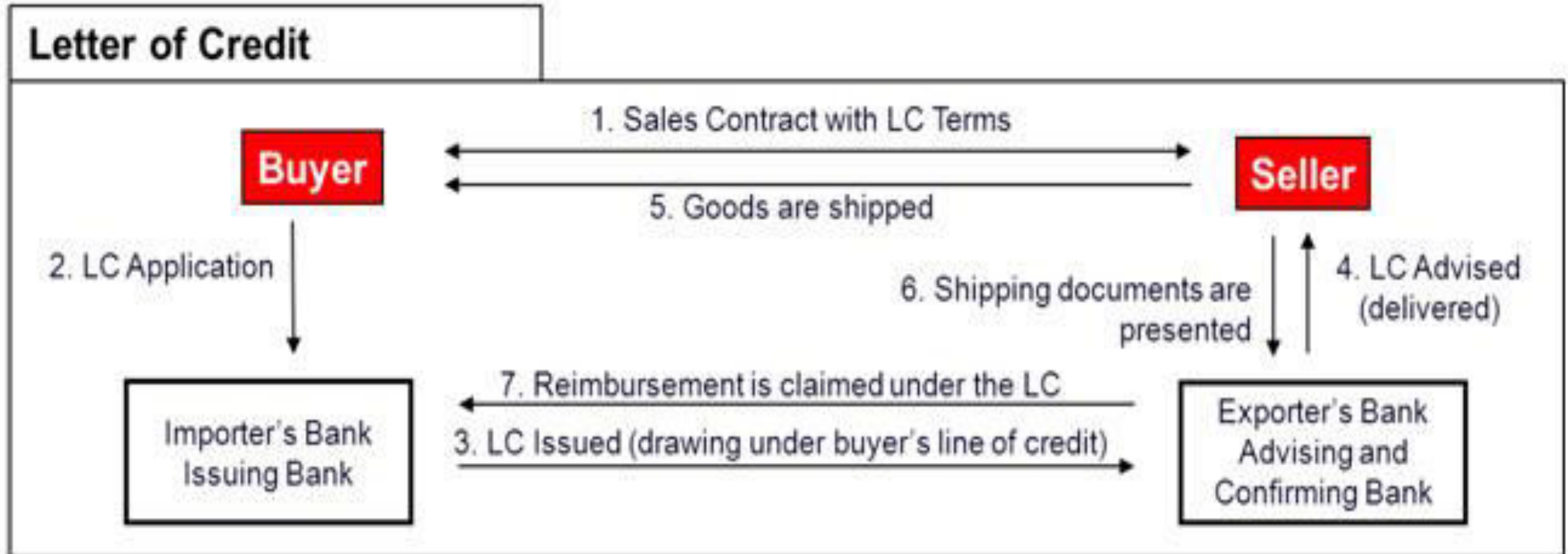


Advising bank notifies him of credit availability upon arrival of credit electronically from the issuing bank.



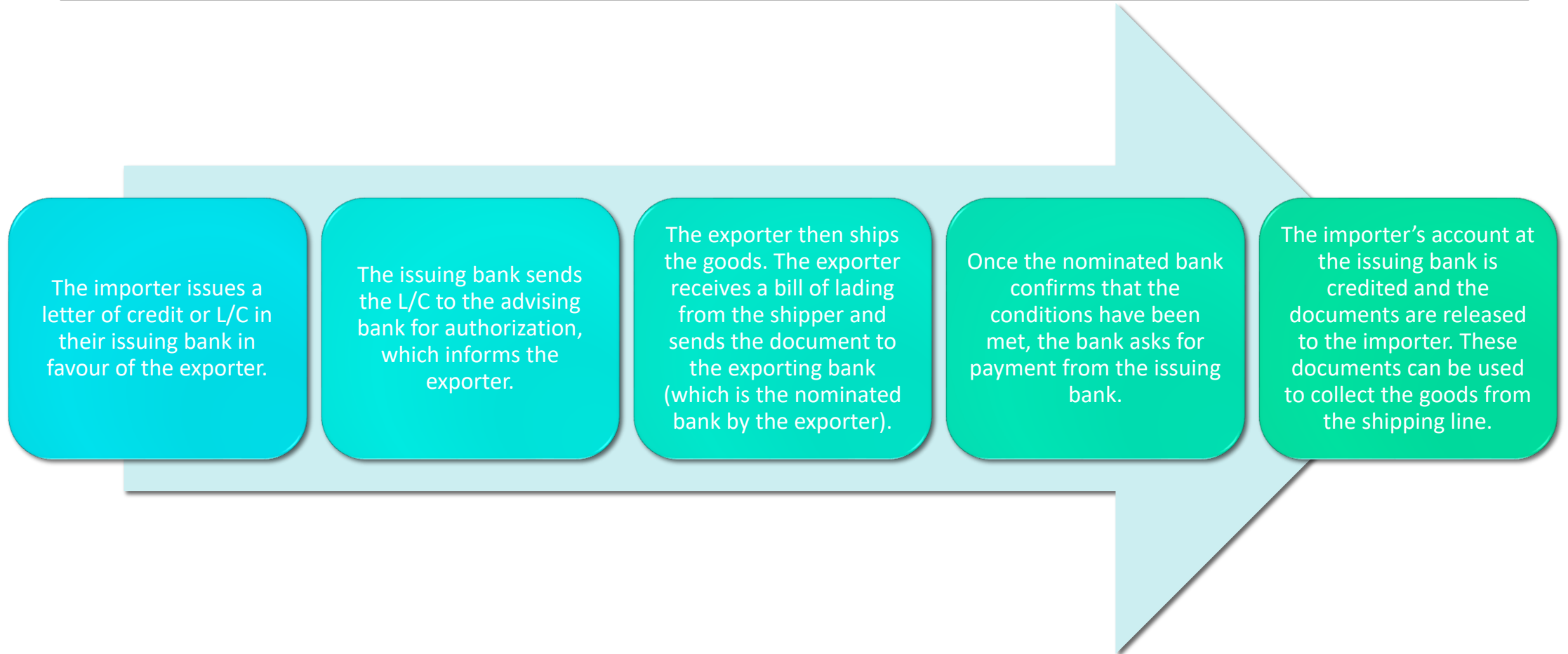


L/C – The Process



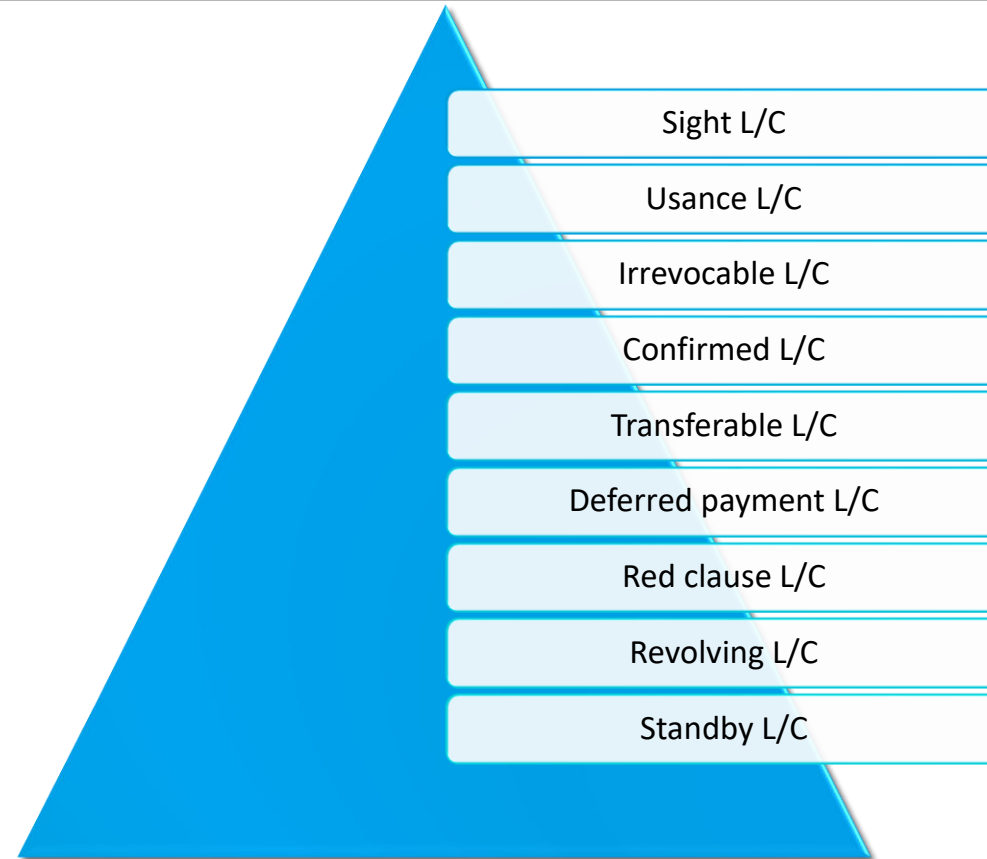


L/C – The Process (contd)





Types of L/C





Cash on Delivery (COD) method

A convenient method when:

Delivery of goods needs to be arranged to the buyer

Goods are not covered by a bill of lading or document conveying title

The carrier of goods receives payment from consignee/importer

The goods for which payments are not received are returned to the buyer.

Although, payment is made at time of delivery, it can still be costly if the importer refuses to accept the goods at delivery.





Cash with Order method

Cash or part cash is received by the seller with order receipt.

The buyer is extending credit to the seller.

This method is often used if input and transportation costs are high.

Wire transfers, cheque and credit cards are used for this method often.

Although, risk of default is eliminated, it can be an uncompetitive option for the seller as other options may be preferred by the buyer.





Long-term financing method

Exporters receive payment in the near future while importers pay in installments over several years.

This is usually used in large projects, in capital equipment sales, or when special exports needing long-term financing.

This is facilitated by governmental, banking and private organizations.

Also typically facilitated by export-import banks (direct loans), credit guarantee agencies and foreign credit insurance agencies (exporters' insurance protection against credit and political risks). However, Pakistan must develop such agencies.



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Payment Methods



Risks and preferences
associated with payment
methods



Export financing
methods





Preferences and risks associated with open account

insecure



Least secure method of payment for exporter

Exporter must have good cash flow in order to provide credit to the importer.

This is the most secure method for the importer as payment made after sales.

Banking credit lines are underutilized and it is the least costly option for the importer as they exporter assumes all the risks.



Risks associated with open accounts:



Buyer risk: All risks are on the exporter as exporter loses control.



Country risk: The importing country may impose exchange controls



Transit risk: Goods traded internationally are likely to spend a larger amount of time in transit.



Exchange risk: Countries may face uncertainties in the foreign exchange rate of the local currency in the importing country. Currency volatility has an adverse impact on export planning.



Approaches available to cover the risks in open account

Buyer's risk: Credit rating agencies provide confidential reports on buyers to parties. For instance <https://businesscredit.dnb.com> can be used to obtain information on potential buyers.

Transit risk: Transit risk is mitigated by insuring the cargo.

Payment procedures in Pakistan under open account:

- Production of following documents is required:
 - Goods Declaration form (GDD) which indicate that the goods have been cleared by customs
 - Certified invoices
 - Non-negotiable copies obtained from the shipper (Bill of Lading, Airway Bill etc)
 - 'I' form signed by the importer





Preferences and risks associated with documentary collection



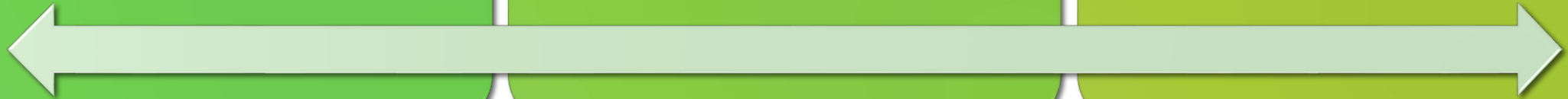
Benefits: Simplicity, convenience, security and guarantee of payment if banks are involved to provide surety.



Risks: Payment is not guaranteed if political risks exist. Importers can refuse the documents as well as the conditions of payment.



This is a preferred choice if open accounts are too risky while L/Cs are too costly for the importer.





Preferences and risks associated with documents against acceptance



Less secure form of trading compared to documents against payment as the seller is exposed to the risks involved with delayed payments by the buyer.



Cash flow for the exporter is likely to be negatively affected. If the importer defaults all the burden of the costs will fall on the exporter.



Importer has advantage as they can check the quality of the product before payment





Preferences and risks associated with documents against payment



It is relatively more secure for the seller but not for the buyer.



The buyer may not be able to check for the quality and quantity of the goods.



However, buyers may refuse to pay for the goods after it has arrived at the destination increasing cost burden on exporter.



The buyer's bank can guarantee the bill of exchange. A Guaranteed Bill of Exchange eliminates the risk of default. However, State Bank regulations do not allow such instruments in foreign currencies.





Activity

Handout # NETP-HO-M3L1-02

In your Activity Books take out
handout # NETP-HO-M3L1-02



Read the scenario given
in the handout and
answers the questions
that follow



Preferences and risks associated with letters of credit (L/C)



L/C is considered very secure for the exporter as the payment is guaranteed by the issuing bank.



The seller will be immediately credited the amount once the required documents have been submitted by the importer (evidence of shipment)



This method is cost effective for the seller as the buyer incurs the cost of opening an L/C.



There is country risk involved, which can be mitigated through a confirming bank in another country.





Preferences and risks associated with letters of credit (contd)



The buyer finds transactions through L/C secure as payments are made after evidence of shipment is presented by the exporter.



However, it can be administratively difficult, while an importer can face higher costs.



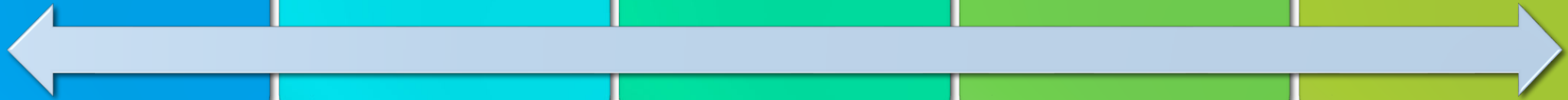
The issuing bank may require that the importer deposit cash margin to deter defaults.



The process can be time consuming for the importer.



There is no guarantee for the importer that the L/C will reduce the time delay in receiving the goods.





Advantages of L/C

Exporter is assured payment once the documents are honored.

Exporters can secure payments earlier in the form of a post shipment and pre shipment advances.

Credit facilities from the issuing bank are provided as they allow payments after a time lag once the products have been received.

The importer is also assured of good quality products since the exporter is bound to the terms and conditions.





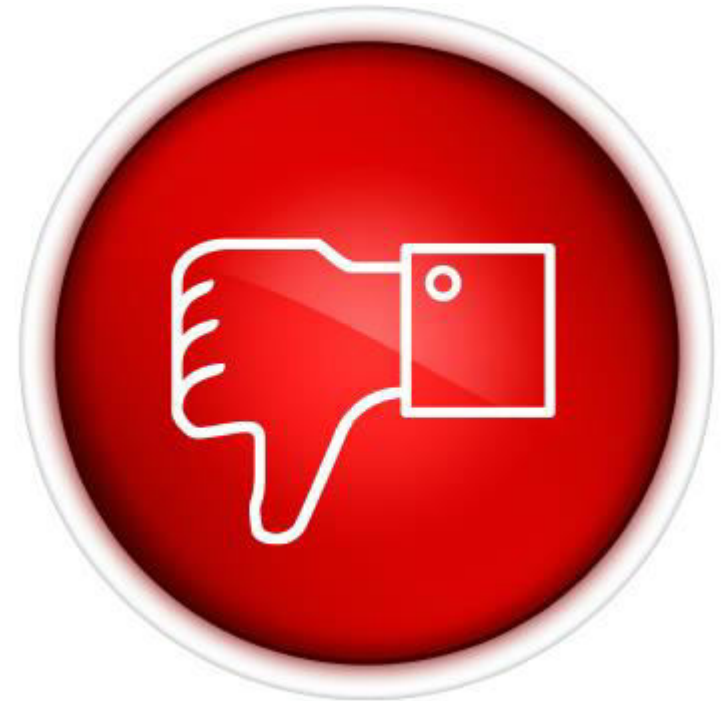
Disadvantages of L/C

Discrepancies in payments, vague terms and conditions of the L/C, delay in receiving documents and delay in transit.

Falsified documents can be submitted to the bank.

Process can be expensive due to bank fees, charges and commissions.

Some importers may face challenges due to the lack of a suitable credit line as well as bottlenecks in production.





Mitigation of risk

In order to avoid risks of default payments by the issuing bank, L/Cs can be covered through a confirming bank:

- They guarantee payment to the exporter in case the importer's bank defaults.
- They covers the risk associated with political instability in the importing country.

Typically, L/Cs are preferred forms of payment when the risks associated with the importer's country is low.





Activity

Handout # NETP-HO-M3L1-03

In your Activity Books take out
handout # NETP-HO-M3L1-03



Read the scenario given
in the handout and
answers the questions
that follow



Preferences and risks associated with advance payment



Usually preferred when the importer is not well-established.



The importer has a doubtful credit history and is likely to default on payments.



The goods produced by the exporter is in such high demand that they demand payment before shipment of the good.



The exporter is the only source of supply (monopoly) and the demand from the importer is high. E.g. mobile phones are often pre-booked in advance of their launch due to the excess demand.





Advance payment advantages to the exporter



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Payment Methods



Risks and preferences
associated with payment
methods



Export financing
methods





Activity

Handout # NETP-HO-M3L1-04

In your Activity Books take out
handout # NETP-HO-M3L1-04



Read the scenario given
in the handout and
answers the questions
that follow



Export Financing

An exporter requires finance not only to produce and ship the goods but also to purchase inputs, hire labour and invest in machinery and equipment.

Financial institutions provide facilities to exporter to fund their procurement of inputs for production and meet other criteria as set by the importers.

The State Bank of Pakistan (SBP) offers financing facilities to Pakistani businesses :

- Export Finance Scheme (EFS Part – I and Part-II) as well as Long-Term Financing Facility (LTFF)





Post-shipment Finance Options

Negotiation of documents under L/C: The banks can pay the exporter the amount negotiated in the documentary credits less bank charges and interest payments.

Purchase or discount of export bill: Where the L/C is not involved, banks may do so against D/A or D/P that have been drawn on the buyer.

Finance against foreign bills under collection basis: The exporter's bank may send the documents to the importer's bank and finance the exporter on the basis of the receivables from the importer.



Other methods of finance

Financing for when purchases are on consignment basis: Exporters are likely to be dependent upon banks to finance production in such cases as payment is available only when importer has sold the goods.

Financing against export incentives: Usually refunds to exporters on duties are given after exports are realized from the inputs. Finances required till payments received.

Financing against retention money: Importers may hold payments till exporters meet specific conditions, forcing exporters to seek finance from banks.



Export Financing Scheme – EFS

The State Bank of Pakistan through Commercial Banks launched the Export Finance Scheme (EFS) in 1973.

The objective of EFS is to provide Small Medium and Emerging exporters and large exporters additional financing options to increase their exports and generate much needed foreign reserves for Pakistan.

Exporter must keep in mind that not all goods can be financed by EFS.

- A negative list exists. Exporters should ensure that the product they are exporting do not fall under the category of prohibited goods.





Types of Credit Facilities in EFS

The credit facilities providing to exporters can be classified into following types:

a. Export Finance Scheme (EFS) Part-I & II

- i. Part-I comprises of Transaction-Based activities
- ii. Part-II comprises of Performance-Based activities

b. Islamic Export Refinance Scheme (IERS) and

c. Scheme for Long Term Financing for the Export Oriented Projects (LTF-EOP)



Facilitation Services for Indirect Exporter

Input suppliers/manufacturers (Indirect Exporters) of the Direct Exporters can also avail EFS Facility .

They can avail the facility via Standardized Purchase Infrastructure Housing & SME Finance Department State Bank of Pakistan (EFS).

The Inland Letter of Credit (ILC) or Standardized Purchase Order (SPO) can be established by the Direct Exporter against Letter of Credit/Contract/Export Order.

Finance from banks against ILC or SPO can be availed by the Indirect Exporters. The given period of export financing to an Indirect Exporter is determined on the basis of terms of relevant Order/ Letter of Credit.

The period of export financing is subject to a maximum of 120 days.





Credit Risk Associated with EFS

The credit risk is usually taken by the Banks under the scheme and SBP takes exposure on banks

The bank is entitled to charge normal rate of mark up on such overdue principal amounts if a borrower is unable to make repayment of the loan on the due date

Later the bank is entitled to take other required measures to recover the principal amount





Long-Term Financing Facility (LTFF)

For Imported and Locally Manufactured Plant and Machinery

Available to export oriented producers who export at least 50% of their total sales or their annual exports exceed more than US\$ 5 million.

Available at the C&F value for imports and ex-factory price for locally manufactured machinery.

The exporters can purchase their plant and machinery from commercial importers and authorized dealers. Ceiling imposed under the Prudential Rules for SME financing.

A single exporter cannot obtain more than Rs 1.5 billion in LTFF. Banks can provide additional financing from their own sources.

The list of eligible products and industries is on page 10 of the document, <http://www.sbp.org.pk/MFD/2018/Instructions-LTFF.pdf>





Period of LTFF and its repayment

The maximum number of years that an exporter can obtain LTFF is 10 years with 2 years as grace period.

If the financing is provided for up to 5 years, the grace period cannot exceed 1 year.

Repayments can be made in equal amounts in the form of half-yearly or quarterly disbursements.



Financing on the basis of Export Targets:

Exporters will be required to meet the following targets over the maximum period of 4 years:

Exports in First Two Years	Either US \$2 million or 20% of Total Sales (whichever is lower)
Exports in Third Year	Either US\$ 3 million or 30% of total sales, (whichever is lower)
Exports in Fourth Year	Either US\$ 5 million or 50% of total sales, (whichever is lower)



Fines imposed on exporter and bank due to lack of performance

Exports are 90% or more of the mandatory projected exports	No fine
Exports are less than 50% of the mandatory projected exports	Paisa 37 per day per Rs 1,000/- or part thereof, on adjusted value of outstanding refinance under LTFF
Exports are equal to or more than 50% of the mandatory projected exports	Paisa 28 per day per Rs 1000/- or part thereof, on adjusted value of outstanding refinance under LTFF.

Note: The value is determined by multiplying the percentage shortfall in export sales with the amount of refinance remaining under LTFF accrued on daily product basis during the applicable time period.

Export Marketing

What is the value proposition of this product?





Segmentation – Target Market - Positioning

Segmentation refers to the division of target market into distinct group of people

Group of consumers who could be the potential users of your product or service

Brand image that the marketing campaign builds in the minds of the consumer



Creating Brands

In simple words, 'brand is a promise'. A promise of always delivering the kind of quality which is expected from a certain brand.

Pakistani manufactures produce goods for international brands but are very weak in creating their own brands

It is, therefore, necessary that we produce our own brands of international standards

Brand image is built by fulfilling the promises on Quality

Pakistani exporters are not considered very quality conscious in the world

We must improve this image by creating good brands



Marketing Mix

4 Ps of Marketing

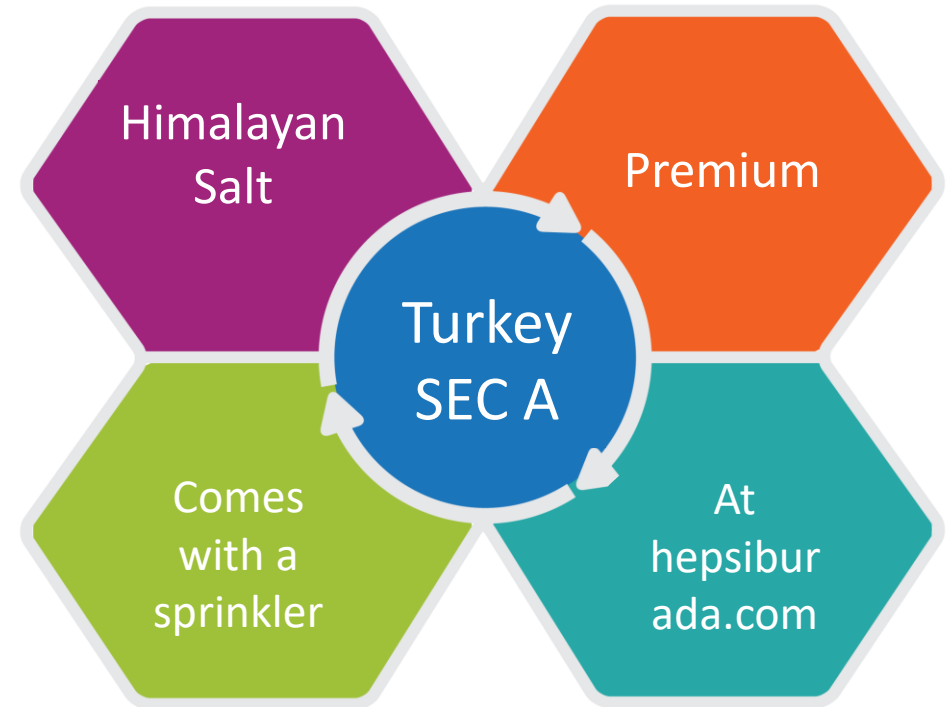




Marketing Mix

B2C

Selling high quality Himalayan salt to the rich population of Turkey





Activity

Handout # NETP-HO-M4L1-02

CLASSIC BURGER
SPECIAL BURGER+ 1 DRINK or COFFEE
\$10
JULY SAT 23
YourPub.com
HEALTHY GOURMET FOOD INNOVATION

Printed on 100% Recycled Paper with Soy Inks
© 2014 YourPub.com

This advertisement features a large, appetizing image of a classic burger with lettuce, tomato, and a beef patty. The text is bold and clear, highlighting the special offer and the date. The background is dark, making the burger and text stand out.

door delivery
7am - 12 pm

"The Taste" ...
@
ANANYA'S NEST
Saibaba Colony, Coimbatore.

- TANDOOR
- SOUTH INDIAN
- CHINESE
- NORTH INDIAN

Tasty PURE VEGETARIAN
food varieties

Ananya's Nest
BUSINESS CLASS RESIDENCE
Bharathi Park Road Cross III, Saibaba Colony, Coimbatore - 641 011.
Ph : 0422 2444040, 94861 36000, info@ananyasnest.com, www.ananyasnest.com

This advertisement is for a food delivery service. It features a hand holding a smartphone displaying the service's app. The background shows a kitchen setting with a clock. The text is clean and professional, emphasizing the quality of the food and the convenience of the service. A collage of various dishes is shown at the bottom.



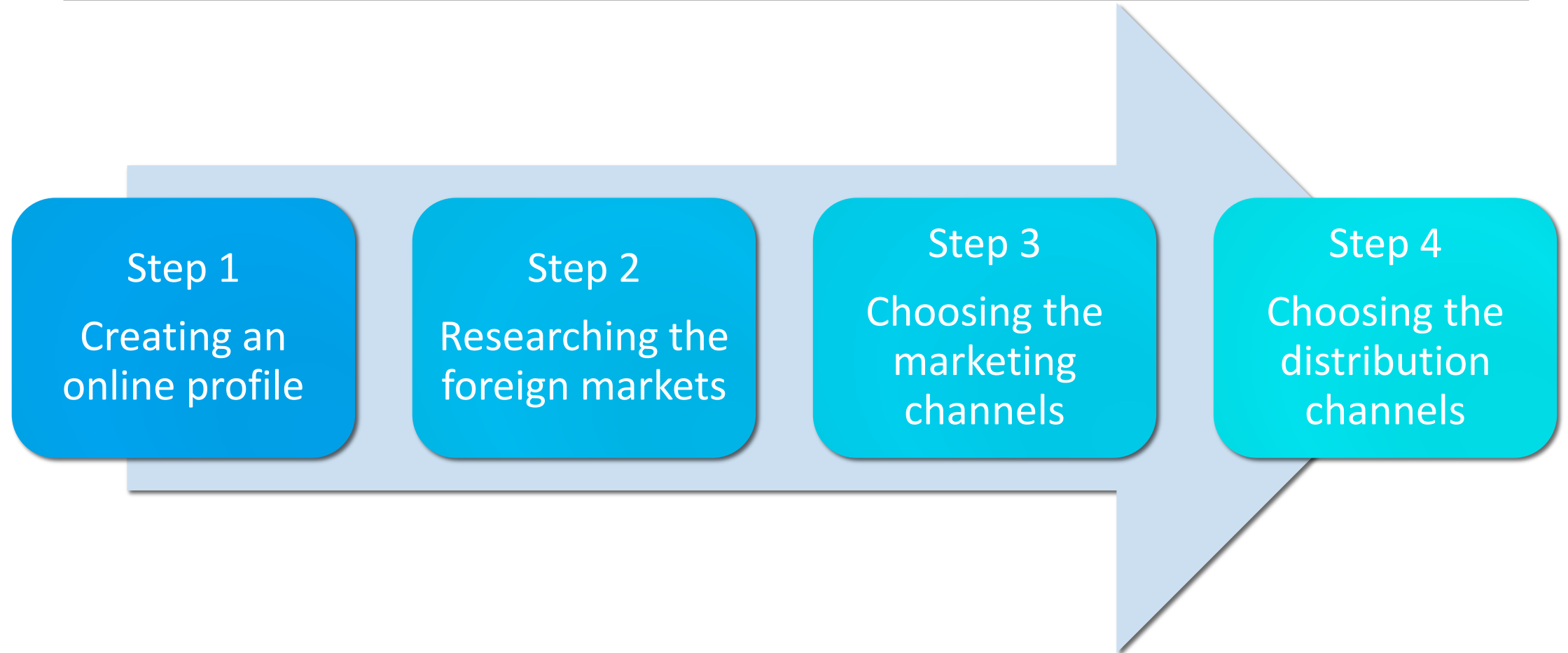
Marketing Mix

7 Ps of Marketing
(Normally associated with services)



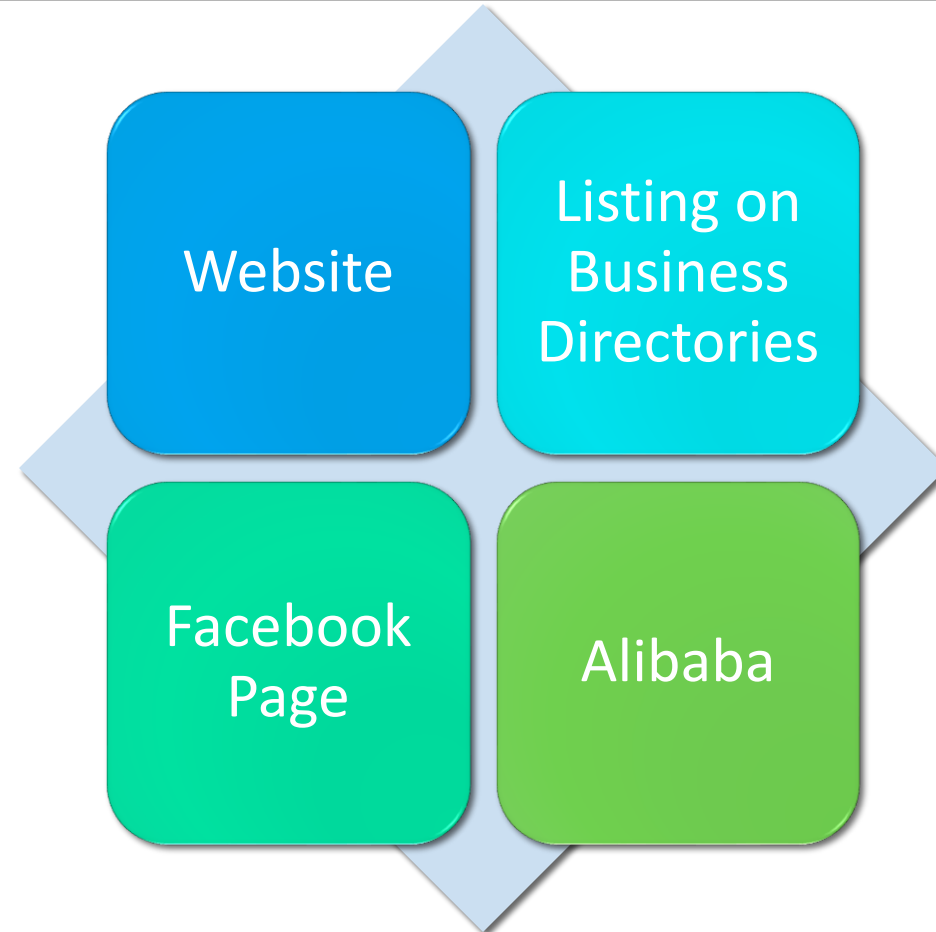


A step-wise approach towards export marketing





Step 1 – Creating an online profile





Step 1 – Creating an online profile

Role of Certifications in enhancing the company profile

International certifications and their mention in the online profile gives an assurance to the foreign buyers of the quality of product and service of an exporter.

Different buyers may have different certification requirements depending upon the type of product, but the most common and general certification is that of ISO 9001 which certifies the Quality Management System (QMS) of an organization.

ISO 14001 is another certification that ensure the Health, Safety and Environment (HSE) at work and is a part of the Environmental Management System (EMS) of ISO.

An HSE certification means that an exporter takes care of the safety of workplace and employees and thus reduces the risk of accidents and thus delays in production.





Step 2 - Researching the foreign markets

Web-based research

Screening potential markets using the available data

- [Trademap.org](https://www.trademapp.com/)

Assessing potential markets by studying country reports

- [Country reports by World Economic Forum \(WEF\)](#)
- [Trade profiles by World Trade Organization \(WTO\)](#)

Learning about quality assessment of the product

- [Pakistan Standards and Quality Control Authority \(PSQCA\)](#)





Step 2 - Researching the foreign markets

Understanding Pakistan's trade agreements with different countries

- South Asian Free Trade Agreement (SAFTA)
- Pak-Indonesia Preferential Trade Agreement
- Pakistan – Sri Lanka Free Trade Agreement
- Pakistan – Malaysia Free Trade Agreement
- Pakistan – China Free Trade Agreement
- Pakistan – Iran Preferential Trade Agreement
- Pakistan – Mauritius Preferential Trade Agreement
- Pak-Afghan Transit Trade Agreement
- Look Africa Plan 2017
- The Generalized Scheme of Preferences (GSP)
- Free trade zones





Step 2 - Researching the foreign markets

Taking help from Government Agencies



Researching the foreign markets



Finding a buyer online

Step 2 - Researching the foreign markets

Finding a buyer online

Alibaba

IndiaMart

eWorldTrade

Weiku.com

Linkedin

Facebook (PakistanStartups, Extreme Commerce)

Business Directories

Google Commands (importer(s)filetype:xls)

<https://ahrefs.com/blog/google-advanced-search-operators/>



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All India Enter product/service name Search

- Building & Construction Industrial Machinery Apparel & Garments Electronics & Electrical Industrial Supplies Furniture Supplies View All Categories

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TELL US WHAT YOU **NEED**

Requirements

Name Email

Company Phone Number

I am a

To achieve our mission we provide all the necessary functionalities to buyers and sellers that help them in developing the voice of their business and to expand worldwide.

Premium Services ★

Tell us what you need ?

TRADE WITH CONFIDENCE

VERIFIED BUYERS

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Get Work Done Faster On Fiverr, With Confidence

✔ Payment Protection, Guaranteed

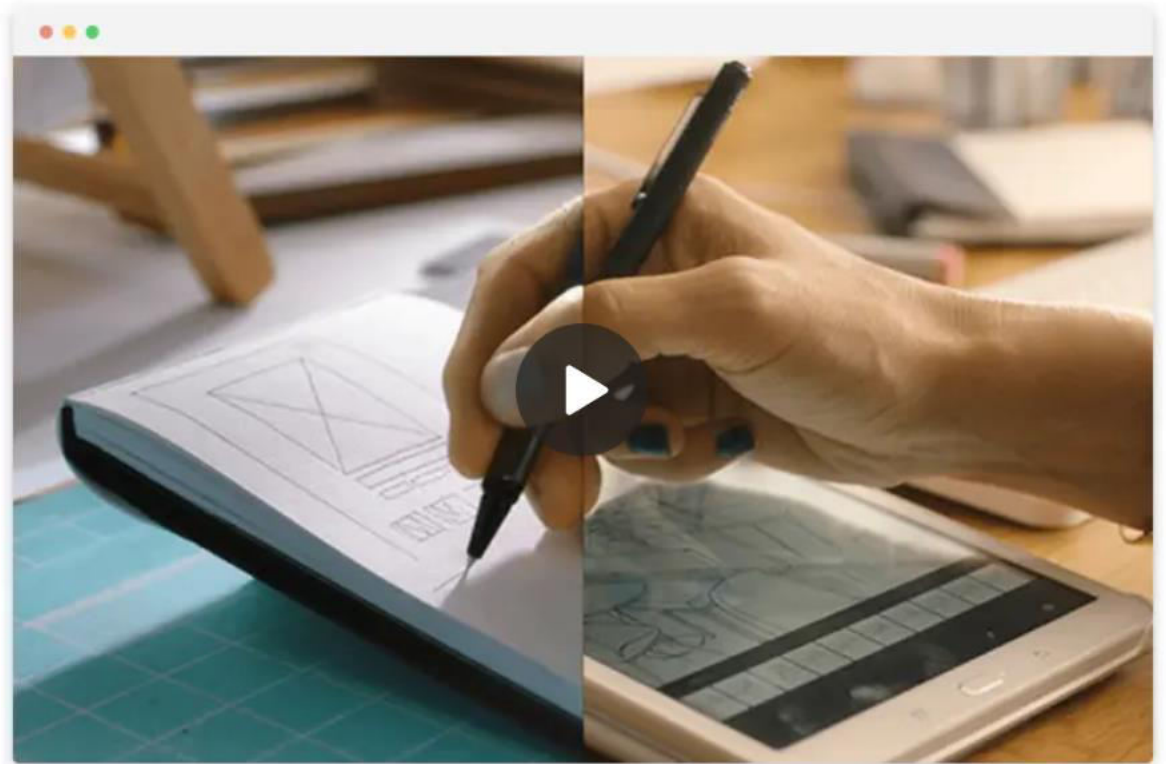
Payment is released to the freelancer once you're pleased and approve the work you get.

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Find any service within minutes and know exactly what you'll pay. No hourly rates, just a fixed price.

✔ We're Here For You 24/7

Fiverr is here for you, anything from answering any questions to resolving any issues, at any time.



A high-angle photograph of a business meeting around a light-colored wooden table. In the foreground, two men in suits are shaking hands. The man on the left is wearing a dark blue suit, and the man on the right is wearing a dark grey suit. On the table, there are several items: a blue clipboard with a document, a tablet computer, a white tablet, two grey coffee cups on saucers, a yellow pencil, and some papers. In the background, another person in a light blue shirt is gesturing with their hands. The overall scene suggests a successful business deal or agreement.


How to find a buyer offline?




Through Commercial Counselors and Exhibitions

<http://www.commerce.gov.pk/mission-abroad/pakistans-trade-missions-abroad/>



← → ↻ 🏠 Not secure | commerce.gov.pk/mission-abroad/pakistans-trade-missions-abroad/


GOVERNMENT OF PAKISTAN
MINISTRY OF COMMERCE

 ABOUT US
  PROJECTS
  MISSION ABROAD

Country / City	Name / Designation	Contact	Address
Afghanistan / Kabul	Dr. Muhammad Yousaf Khan / Minister (Trade)	Off: (0093-20)2202793, 2202773, Exch: (0093-20)2202745-6 Fax: (0093-20)2202871 Cell: (0093)783482624 Res:	Embassy of Pakistan, Commercial Section, Karte Parwan, Kabul. Email: commwing@pakembassykabul.com URL: www.pakembassykabul.com
Afghanistan / Kandahar	Mr. Asif Khan / Commercial Counsellor	Off: (0093-81)820066 Cell: (0093)787176277 Res: (0093)702622351	Consulate General of Pakistan, Commercial Section, Noroz Shah Burj, Ansari Mena, Kandahar. Email: asifkhan94@gmail.com URL: www.mofa.gov.pk/kandahar/
Argentina / Buenos Aires	Vacant / Commercial Counsellor	Off: (0054-11)47751294, (0054-11)47738081, Dir: (0054-11)51975888 Fax: (0054-11)47761186 Cell:	Commercial Section, Embassy of Pakistan, Olleros 2130 (1426), Ciudad Autonoma de Buenos Aires (Argentina). Email: pakcommar@gmail.com URL: www.mofa.gov.pk/argentina/





Step 3 – Choosing the Marketing Channels

Exhibitions and Trade Fairs

Exhibitions and trade fairs are the most effective means of acquiring buyers and marketing the products at an international level.

Effective participation in trade fairs requires a significant amount of time for detailed planning.

Exporters should clearly define their objectives for participation in these exhibitions.

It is recommended that the planning of participating in a fair should start eight to nine months in advance and before participating





Step 3 – Choosing the Marketing Channels

Exhibitions and Trade Fairs

Attending as a Participant

Exploring local and global markets

Assessing the overall competitiveness

Assessing the overall industry situation

Identifying successful business partnerships

Generating Export Orders

Taking part in professional side-events





Step 3 – Choosing the Marketing Channels

Exhibitions and Trade Fairs

Attending as a Visitor

Exploring new products and comparing prices of competing products

Obtaining ideas for company products from competition

Identify and meet potential business partners and distributors

Looking for certain new products availability

Intensify existing contacts by face-to-face meetings

Spotting market and product trends and developments in industry

Assessing the options for participating as an exhibitor next time





Step 3 – Choosing the Marketing Channels

Exhibitions and Trade Fairs

Selection and decision making criteria of Trade Fairs

A company needs to choose the type of trade fair on the basis of regions and potential visitors.

Only because your competitors will be attending or because your customers might want to see you at the fair are not the reasons strong enough to justify such a far-reaching commitment.

Having made a theoretical choice, an exporter should first attend the event as a visitor. This allows one to see first-hand how exhibitors and competitors are represented, how large the stands are, how much is spent on stand design, how products are presented, to observe visitor circulation and on what days there are more visitors, as well as how long they remain on the stands.

A company's products must be in line with the theme of the trade fair and should be listed in the organizer's list of suitable items for the exhibition.





Step 3 – Choosing the Marketing Channels

Other Ways

International marketing agencies

Online channels

- Facebook
- Google
 - Search Engine Optimization
- Email marketing



Search Engine Optimization (SEO)





Step 4 – Choosing the Distribution Channels

Hiring a marketing/distribution organization

Export commission house or export buying agents

Confirming house

Resident buyer

Broker

Export Management Company (EMC)

Manufacturer's Export Agent

Export desk jobber





Step 4 – Choosing the Distribution Channels

Working through an export department

This could be a division or department established by the manufacturer/exporter in home country to handle exports. Three variations of this approach could be:

- Built-in Export Department
- Separate Export Department
- Export Sales Subsidiary





Step 4 – Choosing the Distribution Channels

Foreign Sales Office

This branch handles all sale, distribution and promotion for a given market and allows closer supervision of distribution and sales activities. Following could be a few variation of this approach:

- Storage or Warehousing Facilities
- Foreign Sales Subsidiary
- Traveling Sales Person





Step 4 – Choosing the Distribution Channels

Using Ecommerce Channels

Etsy

amazon

SOUQ
.com

Alibaba.com™

ebay



Step 4 – Choosing the Distribution Channels



Amazon is the fastest growing online retailer in USA. The total online annual sales volume of USA is around \$520 billion, and Amazon handles almost 50% of it. Unfortunately, it is not active in Pakistan and, therefore, in case Pakistani exporters want to use amazon.com for retailing in those parts of the world where it is active, following steps will have to be taken:





Step 4 – Choosing the Distribution Channels

The logo for SOUQ.com, featuring the word "SOUQ" in a bold, white, sans-serif font above ".com" in a smaller, white, sans-serif font, all contained within a blue rectangular box.

SOUQ
.com

- Now an Amazon company, souk.com is mostly dominant in the Gulf region.
- The process of selling through Souk FBS is almost similar to Amazon FBA with the exception that an exporter will require to purchase a licence that currently costs around Dhs 15,000 (Please also check the current cost).
- This will have to be obtained by a local resident who can work as a partner with the exporter.



Step 4 – Choosing the Distribution Channels

Different online marketplaces are dominant in different parts of the world.

The Etsy logo, featuring the word "Etsy" in a stylized, orange, serif font.

Etsy.com is very popular in UK for selling handmade and art-n-craft items

The Alibaba.com logo, featuring an orange stylized "A" icon above the text "Alibaba.com" in a bold, orange, sans-serif font.

Alibaba may also be used for a wholesale or B2B deals. Its toned down version Ali Express, however, can be used for retailing goods, generally throughout the world but more specifically, to the Asian and Far East regions

The eBay logo, featuring the word "eBay" in a multi-colored, lowercase, sans-serif font.

In the current times this platform is normally being used for relatively cheaper items which could be bought either directly or through auction



Introduction to TDAP and its services for Exporters

TDAP has the vision of broadening the base of Pakistan's exports by upgrading export potential of products where Pakistan has competitive advantage & increasing their market share in traditional as well as new markets.

The main objectives of TDAP in this regard are:

- Enlarge export base by enlisting new exporters and creating new products.
- Improve competitiveness of Pakistani products in global markets.
- Enlarge market share by promotional activities in Traditional and Non-Traditional Markets
- Facilitate exporters, especially new exporters and SMEs

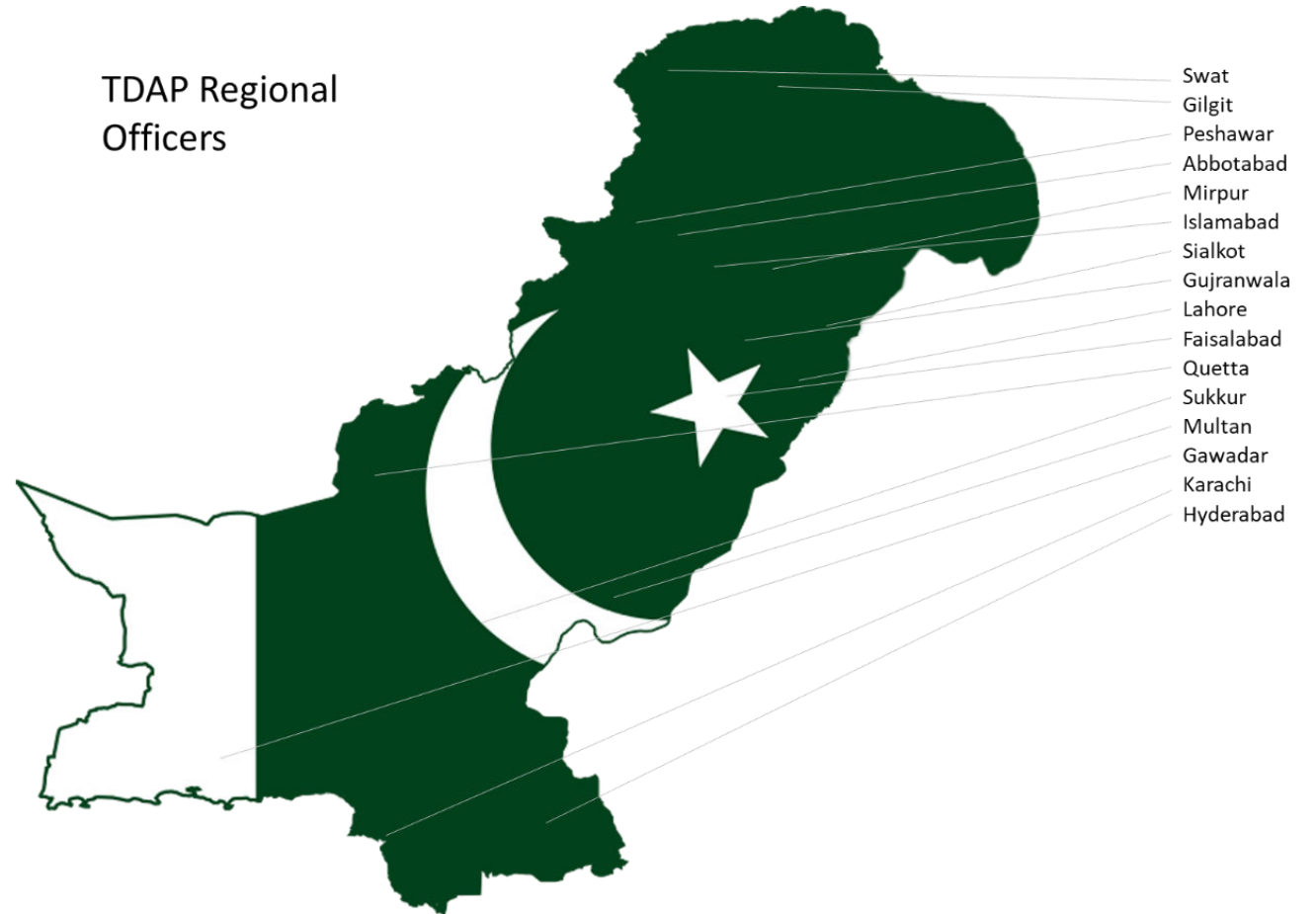




Introduction to TDAP and its services for Exporters

TDAP Regional Offices

TDAP Regional Officers





Support Services by TDAP

Every year TDAP participates in over 100 trade exhibitions. Subsidized stands/stalls are given to exporters. A complete list of annual calendars can be viewed in the pdf section of TDAP website (<http://tdap.gov.pk/pdf>)

Guidelines for participation in exhibitions can be downloaded from following link:

http://tdap.gov.pk/pdf/Guidelines_for_Exhibition.pdf

Freight Supports/Subsidies

Facilitation and concessions to exporters for acquiring international certification

Support and subsidies for international warehousing and showroom



Thank You