



# PAKISTAN SPORTS GOODS



**TRADE DEVELOPMENT AUTHORITY OF PAKISTAN**



# TDAP INTRODUCTION

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

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

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

To achieve its objectives, TDAP organizes as well as participates in local & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platforms.

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

### SECTOR PROFILE

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

Today the presence of internationally recognized skilled labor, quality manufacturing, continuous R&D for designs and innovations, focus on new technologies, capacity building, world class state-of-the-art infrastructures, compliance of quality standards, corporate social responsibility, environmental standards, workplace safety, ethical business practices and visionary entrepreneurship have contributed to the evolution of our Sports Goods industry.

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

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

### MADE IN PAKISTAN

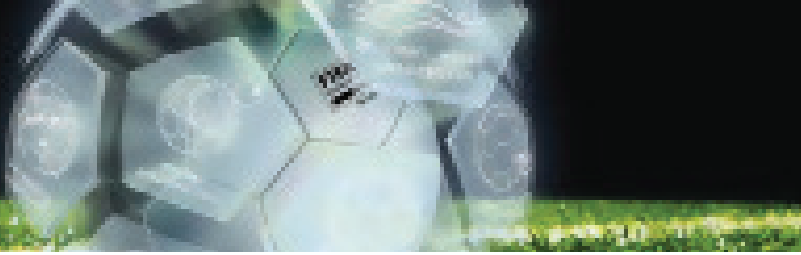
"Brazuca" and "Telstar 18" Soccer balls used in FIFA World Cup, "Rio de Janeiro, Brazil 2014" and "Moscow, Russia 2018" establish quality milestones.





# FIFA APPROVED

FIFA Inspected and International Match  
Standard Certifications



## TESTING / CERTIFICATIONS

### ISO 9000

International standards on quality management and quality assurance

### SA 8000

Social Accountability

### ISO 14001

Environmental Management

### OHSAS 18001

The Occupational Health and Safety

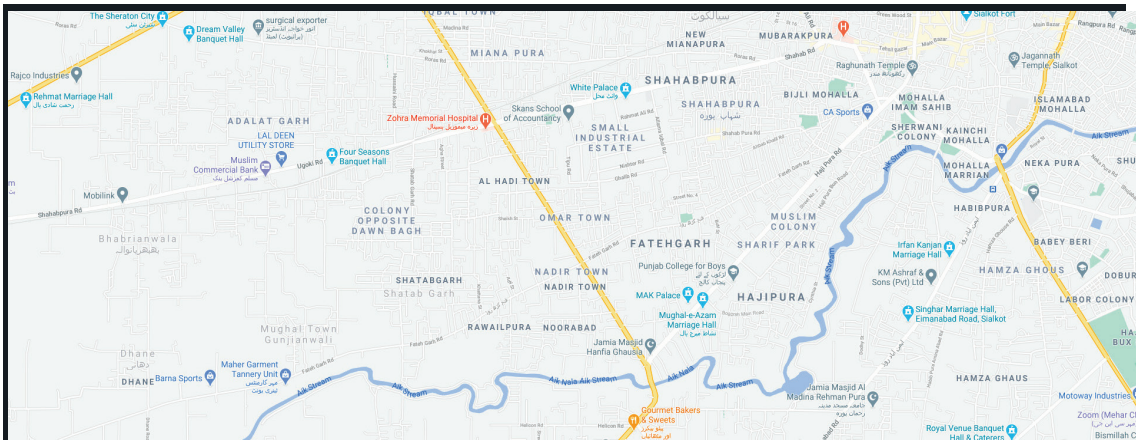
### FLO

Fair-Trade Labeling

### IMAC CERTIFICATE

Independent Monitoring Association for Child

## PRODUCTION AREAS



Importing Country	Imported value in 2020 (Billion US\$)	Imported value in 2021 (Billion US\$)	Imported value in 2022 (Billion US\$)
World	30	44	39
United States of America	8.7	13.1	10.6
Germany	1.8	2.7	2.3
Japan	1.5	1.7	1.8
Canada	1.3	2.0	1.8
France	1.3	1.9	1.7

Source: ITC Calculations based on COMTRADE

<b>Export Destinations of Pakistan's Sports Goods</b>	Exported value in FY 2020-21 (Million US\$)	Exported value in FY 2021-22 (Million US\$)	Exported value in FY 2022-23 (Million US\$)
World	201.19	289.69	340.19
United States of America	32.45	42.78	43.16
Germany	20.58	32.84	39.30
Netherlands	19.72	26.01	34.30
Spain	13.50	25.76	32.14
United Kingdom	20.27	26.74	30.00

Source: PRAL





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

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



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