


Govt urged to take steps for making textile industry competitive globally

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SIALKOT: Chief Coordinator Pakistan Readymade Garments Manufacturers and Exporters Association (PRGMEA), Ijaz A Khokhar on Friday urged the government to take effective steps for making the value-added textile industry competitive and vibrant in global market.

In an interview with Business Recorder, he underscored the need of exploring non-conventional international markets for bring big boost in export volume of the country. He said we understand that in the present circumstance there was a great need of launching aggressive marketing plan to boost exports of the country adding that currently our exports on down trend.

He said that exporter community will play its instrumental role in enhancing the export volume which the ultimate goal of the government.

He urged the government that textile sector should be split into three categories like raw material, home textile and apparel adding that textile sector is comprising on many sub sectors with different functions and activities are different of sub-sectors.

He disclosed that 2nd International Textile Exhibition in Pakistan (TEXPO) will be held in April at EXPO Centre Lahore. A large number of delegations from abroad will attend the exhibition, he said. The product like art silk and synthetic textile, garment, fashion, leather readymade accessories, knitwear and hosiery, home textile, bed wear, liners, tents canvas, textile machinery and carpets etc will be showcased in the exhibition.

Ijaz said that the exhibition will provide an opportunity to domestic businessmen to develop B2B links with their foreign counterparts.

The B2B links will enable the domestic and international businessmen to develop direct links as well as provide an opportunity to understand each other's business viewpoints, he added.

Ijaz said that we want to increase exports of value added garment sector but we need a level playing field as per our regional competitors adding that we will be able to compete in international market and garment export could fetch US six billion dollars in one year and 20 percent more in financial year.