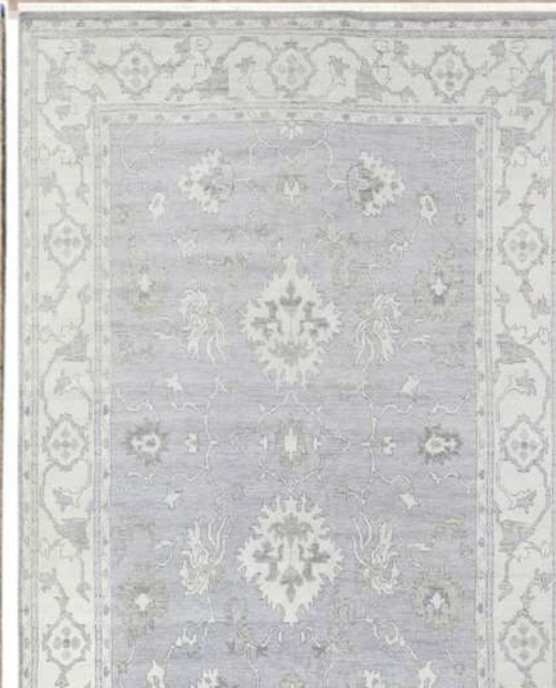




PAKISTAN CARPETS



**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 and international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platform.

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

PRODUCT PROFILE + HS CODE:

There are two types of carpet making i.e. machine made and handmade/hand-knotted. Unique designs, durability and natural materials make hand woven carpets superior in quality than machine made carpets. Pakistani hand-knotted carpets are known as one of the finest carpets in the world and due to their top notch quality, attention to details and strength, they are in large demand worldwide. Production of hand-knotted carpets is one of the largest cottage industries of Pakistan. Although mass-produced, these Pakistani hand knotted carpets are traditionally made by the hands of professional weavers who have thrived in this industry for generations.

HS CODE :57

Carpets and other textile floor coverings.

USES & BENEFITS:

Carpets are used for a variety of purposes, including insulating a person's feet from a cold tile or concrete floor, making a room more comfortable as a place to sit on the floor (e.g., when playing with children or as a prayer rug), reducing sound from walking (particularly in apartment buildings) and adding decoration or colour to a room.

Improves Indoor Air Quality

Provides Warmth and Comfort

Softens Slips and fall

Reduces Noise

PRODUCTION AREAS OF PAKISTAN:

The industry is primarily located in Kharan, Kalat, Muzaffarabad, Karachi, Mirpur Khas, Thatta, Tharparkar, Hyderabad, Karachi, Kasur, Sheikhupura, Multan, Laya, D.G. Khan, Shangla Hills, Gujranwala, Attock, Ahmed Pur East Bahawalpur, Zahir Peer, and surrounding areas of Quetta, Peshawar and Lahore where skilled workers are easily available.



LOCAL CONSUMPTION:

Pakistani carpets are in huge demand in the world due to their quality and beautiful designs. According to Pakistan Carpet manufacturers and exporters association, Local consumption of these carpets are very less and around 99% of the carpets made here are for export.

TYPES OF CARPETS EXPORTED BY PAKISTAN:

Three types of hand-knotted carpets are produced and/ or marketed by Pakistan –

1. Single knot (major qualities are Bokhara, Jaldar and Silk Touch)
2. Double knot (popularly known as Pak-Persion Carpets)
3. Turkish Knot made with hand spun vegetable dyes learned and indigenized from Afghan refugees settled in Pakistan (major qualities include Ziegler or Chobi, Kazak, Karghai, Khal Mohammadi, & Modern Gabbeh).

BOKHARA RUG



SALOR BOKHARA



YOMUD BOKHARA



**PERSIAN DESIGN
DOUBLE KNOT RUG**



KAZAK RUG



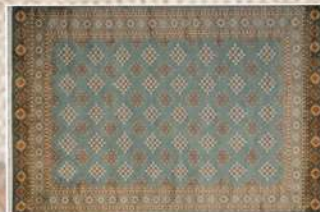
CHOBİ RUG



JALDAR RUG



GABEH RUG



PAKISTAN'S EXPORT OF CARPETS:

Top Destinations for Pakistani carpets are USA, Germany, UK, Italy, Japan, Australia, France, Canada, Turkey, Austria

Countrywise data of Pakistan's exports during last 5 years is given below.

Importers	Exported value in 2016	Exported value in 2017	Exported value in 2018	Exported value in 2019	Exported value in 2020
World	88773	75155	72040	67152	54485
United States of America	45891	37515	37732	33529	27739
Germany	7053	6275	6228	4925	5261
United Kingdom	3346	2990	2845	3183	2496
Italy	4185	3748	3997	4089	2380
Japan	2602	2247	1958	2082	1855

Source: Trade Map

PRODUCT MIX:

Code	Product label	value in 2016	value in 2017	value in 2018	value in 2019	value in 2020
'5701	Carpets and other textile floor coverings, of textile materials, knotted, whether or not made ...	83623	69697	66592	61950	50189
'5702	Carpets and other textile floor coverings, woven, not tufted or flopped, whether or not made ...	4480	4667	4978	4540	3680
'5703	Carpets and other textile floor coverings, tufted "needle punched", whether or not made up	520	614	394	626	612

Source: Trade Sift



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