

Pottery of Pakistan



**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.



Pottery Introduction

Product Profile

Pottery products have a rich and a diverse history in Pakistan. They are tied to specific regions of production, with each region incorporating its unique aesthetic and cultural peculiarity to their form. In a way, these pottery products therefore express the cultural identities of their particular regions, while also being a part and parcel of their underlying socioeconomic dimension. This traditionally low-capital sector, with cottage industry being the predominant mode, has great potential for export provided suitable international marketing, which would also play a major poverty alleviation role by helping artisans get more value for their product.

Major Areas of Production

The major pottery clusters are located in Gujrat, Multan, Shahdara, Taxila, Hala, and Nasarpur. Each of these regions have their own specialty products. For example, Multani blue pottery is famous world over while Sindhi Hala designs have acquired a fashion currency of their own. Similarly, Taxila is famous for its clay pottery while the Shahdara cluster is a microcosm of different pottery clusters. This makes for an overall rich pottery landscape in Pakistan, in which design is tied with heritage and civilizational significance.



HS Codes for Pottery Products

Four Digit	Six Digit	Eight Digit	Description
6911	-	-	Tableware, kitchenware, other household articles and toiler articles, of porcelain or china.
	691110	69111010	--- Dinner sets
	691110	69111020	--- Dishes
	691110	69111030	--- Plates
	691110	69111040	--- Tea cups and saucers
	691110	69111090	--- Other
	691190	69119000	- Other
6912			Ceramic tableware, kitchen-ware, other household articles and toiler articles, other than of porcelain or china.
	691200	69120010	--- Tableware and kitchenware
	691200	69120090	--- Other

Multani Pottery Products



Hala Pottery Products



Trade Overview of Pottery Products

Total world market of pottery products: USD 7.6 billion
Pakistan's total exports: USD 1.8 million

Pakistan's Top Export Markets

Sr.No.	Country	Value (USD)
1.	Saudi Arabia	717,000
2.	Singapore	69,000
3.	United Kingdom	59,000
4.	Canada	45,000
5.	Kuwait	40,000

Hs: 6911

Sr.No.	Country	Value (USD)
1.	United Kingdom	554,000
2.	United Arab Emirates	81,000
3.	Saudi Arabia	51,000
4.	United States of America	44,000
5.	Afghanistan	19,000

Hs: 6912

World's Top Export Markets

Sr.No.	Country	Value (USD)
1.	United States of America	400,719,000
2.	Germany	248,002,000
3.	Italy	205,617,000
4.	United Kingdom	173,857,000
5.	Iraq	142,857,000

Hs: 6911

Sr.No.	Country	Value (USD)
1.	United States of America	1,136,479,000
2.	Germany	213,201,000
3.	United Kingdom	188,981,000
4.	France	152,511,000
5.	Canada	136,720,000

Hs: 6912

All figures provided are of the year 2019

Pottery Development Institutes

These pottery development institutes run by TEVTA Punjab work for the development of pottery sector as well as supply high quality finished pottery products.

Institute of Ceramics

Small Industries State, GT Road, Gujrat

Phone: 0092-053-3520883

Email: ic.grt@tevta.gop.pk

Institute of Blue Pottery Development (IBPD)

Haider Pura Near Railway Crossing, Mumtazabad Over Head Bridge, Multan

Phone: 0092-061-4421100

Email: ibpd.mtn@tevta.gop.pk

Govt. College of Technology for Glass, Ceramics, & Pottery Development

GT Road, Shahdara, Lahore

Phone: 0092-042-37901665

Email: gpigcpd.lhr@tevta.gop.pk



Mr. Muhammad Ahmad Hassan
Assistant Director (Product Officer)
Contact: +92-323-5348128
Email: mahmad.hassan@tdap.gov.pk

Trade Development Authority of Pakistan, Ministry of Commerce
5th Floor FTC Building, Block-A, Shahrah-e-Faisal, Karachi - Pakistan
Tel: +92-21-99206487-90 FAX: +92-42-99206497
UAN: +92-111-444-111
URL: www.tdap.gov.pk