

PAKISTAN

WOODEN FURNITURE



**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.

PRODUCT PROFILE

Pakistan has a long tradition in producing traditional style wooden furniture and well known because of its artistic work. This sector is highly fragmented with 85-95% of the manufacturing units.

Gujrat and Chiniot are the larger furniture manufacturing (traditional style) cities, followed by Karachi, Lahore, Sargodha, Rawalpindi and Peshawar (Sargodha because of Lacquer art work SLLANWALI).

CLUSTERS

Chiniot

This cluster is well known for its master crafted furniture mainly carving. It's the main hub for producing wood carved furniture for Bedroom, Dining- room, Living-room, as well as Children and Kitchen. Over 3300 manufacturing units exist in this cluster.

Gujrat

Famous because of its solid wood furniture. Around 350 plus manufacturing units exist in the cluster.

Sargodha

Famous for Lacquer Art "Sllanwali" Around 207 units exist.

Rawalpindi

Around 2000 units exist in the city.

Peshawar

More than 350 units, situated in Industrial Estate Peshawar, University Road, Tehkal, Kohat Road.

Lahore

Fortress, Stadium, Gulberg, Allama Iqbal Town, Ferozepur Road and Multan Road. These clusters basically traders of wooden furniture. There are more than 1,500 retail shops engaged in trading office, bedroom, living room, dining room and kitchen furniture.

Karachi

More than 1500 units, situated in Manzoor Colony, Akhtar Colony, Patelpara, Liaqatabad, Ayshamanzil, Arambagh, Nursery, Liaquatabad and Manzoor Colony are some of the major furniture retail markets.



Types

- Household furniture for domestic and export markets,
- "Institutional" furniture segment for schools, hospitals and other public premises, and
- Private sector clients in shops, banks and hotels, etc.



Styles

- Antique,
- Mughal,
- Modern (Italian)
- Oriental



QUALITY

Superior Quality

Superior quality bed set, dining and office furniture sets are made of supreme quality pure wood furniture with elegant hand carved design. Superior quality has extra carving with complex and elegant design and extra fine polishing and finishing. While Superior quality sofa set is manufactured from best available upholstery material with elegant design & extra comfort.

Fine Quality

Fine quality bed set, dining set, misc. furniture set and office furniture are made of fine quality pure wood. Simple but appealing hand carving is done with fine quality polishing. While fine quality sofa set has a quality upholstery material & elegant design.

Normal Quality

Normal quality bed set, dining set and office furniture are made of a mixture of pure wood and substitute material (Lasani, Vim board etc). Lasani gives fine and even surface for finishing and paint Smooth surface gives eye-catching effect.

STANDARDS & CERTIFICATIONS

The objective of standardization is to ensure that all furniture available in the market is safe to use and of solid and strong construction. Therefore, standardization is helpful in facilitating market conformance, including from developing countries. However, there is also a risk that standards may become a constraint for market access or put small producers at a disadvantage when the requirements are particularly difficult to meet. Manufacturers normally use the standards voluntarily in their product development, process control and marketing. Having a common language on test methods, dimensions, safety, and strength characteristics is considered a major benefit.

There are over 140 furniture-related standards and labelling requirements in the United States and Canada alone. Most standards are voluntary but some are regulated by the state or federal laws.

The European Committee for Standardization (CEN) is responsible for the harmonization of standardization in the European Union. Their EN standards on furniture are not meant to serve for protectionist aims. On the contrary, they are proposed as a basis for wider international work on furniture standards under the ISO/TC 136 "Furniture" (International Organization for Standardization).

The national standards institutions in the developing countries are either ISO members, ISO correspondents or ISO subscribers. Their capabilities to implement ISO are often weak. Only few countries have certification bodies, which can issue certificates of compliance with ISO 7173 standards (chair standards for strength and durability), for example. The furniture industry itself should support efforts to establish adequate national standardization institutions and certification bodies.

The Pakistani industry indicated that only the holders of ISO 9001 standard are able to export furniture. ISO 9001 is a broad quality management standard, which is not product-specific. The SESSI Standard from France is said to be followed by some furniture manufacturers. SESSI is not issuing standards, so this is possibly a misinterpretation of the French buyers' specifications. French industries are quite strict in their requirements as far as standards are concerned. Moreover, they often require the respect of "French Standards" (NF Ameublement), although European standards (EN) at the moment have substituted almost all the national standards.

Many standards concern the safety of furniture and its raw materials (e.g. breaking level of pieces of wood: NF-EN 1727). These can apply to tabletops, doors and beds (including children beds). There are also quality standards, which establish performance criteria for the long-term use of furniture. In this case the standards are provided after testing based on long repeated cycles of use.

It is recommended that a potential new furniture exporter from a developing country should discuss with the potential buyers (wholesalers, importers, retailers, etc.) what their requirements are and deal with them. The more alert – or responsible – companies may be the ones to reap the greatest benefits of being "green", but that is not to say that the indifferent or just plain irresponsible ones will be forced out of business. They will simply seek less demanding buyers.

In EU a manufacturer or exporter can be held liable for compensation for damage caused by inappropriate furniture

PACKAGING & STORAGE

Unit : US Dollar thousand



Source: Jiangsu Minnuo Equipment Co. Ltd.

TOP 10 EXPORTING COUNTRIES

Unit : US Dollar thousand

Exporters	Exported value in 2016	Exported value in 2017	Exported value in 2018	Exported value in 2019	Exported value in 2020
World	45,538,531	46,705,661	49,255,368	47,696,937	48,529,547
China	13,857,564	13,746,169	13,511,264	11,632,244	11,829,201
Germany	4,303,909	4,349,521	4,636,464	4,527,283	4,498,791
Viet Nam	2,983,709	3,285,526	3,534,074	4,075,219	4,792,624
Poland	2,790,258	3,004,898	3,682,516	3,806,676	4,039,576
Italy	3,555,135	3,592,294	3,948,086	3,730,449	3,566,212
Malaysia	1,524,199	1,581,420	1,625,495	1,846,162	2,147,922
Canada	1,401,740	1,402,876	1,397,859	1,371,626	1,152,897
Turkey	905,706	904,239	1,033,513	1,212,204	1,184,701
Lithuania	749,625	824,982	929,223	984,422	1,026,074
Indonesia	972,757	999,457	995,870	1,007,327	1,122,967

Sources: ITC calculations based on UN COMTRADE and ITC statistics.

WORLD TOP IMPORTERS

Unit : US Dollar thousand

Importers	Imported value in 2018	Imported value in 2019	Imported value in 2020
World	46,499,407	45,889,364	44,823,407
United States of America	14,345,833	13,449,870	13,761,865
Germany	3,204,757	3,307,423	3,513,852
United Kingdom	2,852,953	2,904,832	2,595,443
France	2,523,603	2,612,275	2,522,674
Netherlands	1,699,873	1,748,193	1,913,061
Japan	1,522,738	1,568,124	1,553,362
Switzerland	1,438,042	1,339,992	1,366,421
Canada	1,292,896	1,285,933	1,242,707
Australia	908,458	884,363	937,919
Austria	937,926	922,553	932,520

Sources: ITC calculations based on UN COMTRADE and ITC statistics.

Pakistan Exports

Unit : US Dollar thousand

Importers	Exported value in 2016	Exported value in 2017	Exported value in 2018	Exported value in 2019	Exported value in 2020
World	4,740	3,614	3,580	3,136	2,441
United States of America	1,429	845	961	1,510	1,031
United Kingdom	330	256	408	268	315
United Arab Emirates	712	351	400	198	300
Qatar	50	47	39	55	91
Canada	84	268	220	180	83
Kenya	19	106	50	23	78
Saudi Arabia	156	96	51	73	55
Bahrain	54	47	19	6	49
Oman	233	161	176	123	47
Afghanistan	331	341	212	18	33

Sources: ITC calculations based on UN COMTRADE and ITC statistics.



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