

# PAKISTAN ELECTRIC FAN MANUFACTURING SECTOR



**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.





## INTRODUCTION

Fan manufacturing in the various regions of Pakistan dates back to pre-independence years. Initially, the manufacturing originated from the fan industry that existed on a small-scale level in Gujrat before the partition. However, in the post-independence years, the fan industry experienced growth. Since Gujranwala was already famous for the production of various metal products, the electric fan manufacturing became a major business in the regions of Gujranwala and Gujrat.

The fan industry in Pakistan is mainly clustered in four major cities; Gujrat, Gujranwala, Lahore and Karachi. However, almost 98% of the production of the country is centered at the two cities: Gujrat and Gujranwala. Gujrat is known for its electric consumer fan industry. The city remains the largest hub of fan manufacturing in the country despite the expansion of production to the adjoining Gujranwala as well as to Lahore and Karachi over the past few decades. It is estimated that more than three quarters of the country's total fan production is still based in Gujrat.

The fan industry feeds on a number of supporting industries such as plastic, aluminum, steel etc., with hundreds of vendors in Gujrat alone supplying these items to the small-scale and large-scale fan manufacturers. The fan industry of Pakistan has a worthy reputation of its products around the globe. Its international sales network is spread not only in Asia but also in Africa and Europe.

## HS CODE

Code	Product label
841451	Table, floor, wall, window, ceiling or roof fans, with a self-contained electric motor of an output $\leq$ 125



## PRODUCTION AREAS WITH MAP

THE ELECTRIC FAN MANUFACTURING INDUSTRY CLUSTER IS LOCATED IN GUJRANWALA AND GUJRAT.





## TOP IMPORTING COUNTRIES FOR ELECTRIC FAN

Importers	Imported value in 2019
World	5,132,389
United States of America	1,746,120
Japan	300,575
Republic of Korea	206,720
Germany	167,085
China	154,064
France	130,464
Canada	129,892
United Kingdom	127,378
Australia	122,081
Mexico	117,682
India	114,190
Spain	89,229

Source: ITC Trade Map

UNIT VALUE: US\$ THOUSAND



## LIST OF IMPORTING MARKETS FOR ELECTRICAL FANS EXPORTED BY PAKISTAN

Product	Value in 2015	Value in 2016	Value in 2017	Value in 2018	Value in 2019
World	28,175	25,909	28,260	26,713	28,791
Bangladesh	1,626	4,412	6,234	7,898	8,330
Iraq	6,281	3,070	5,180	3,937	4,050
Oman	247	284	1,130	3,449	3,978
United Arab Emirates	5,114	3,919	4,101	2,709	3,975
Yemen	4,080	3,031	3,010	2,659	2,977
Saudi Arabia	1,073	3,267	2,379	1,181	1,905
Afghanistan	3,036	2,257	2,219	1,900	1,555
Sudan	1132	0	0	360	630
Djibouti	360	452	570	620	288
South Africa	39	125	206	116	285

Source: ITC Trade Map

UNIT VALUE: US\$ THOUSAND



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