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GOVERNMENT OF PAKISTAN
TRADE DEVELOPMENT AUTHORITY OF
PAKISTAN
Textile & Clothing Division

Karachi, the 24th July, 2013

No. TDAP- T&C/Casablanca/2013

Subject: **PROPOSED VISIT OF MOROCCAN BUYERS TO PAKISTAN.**

Dear Sir,

Please find enclosed a self explanatory letter received from Mr. Mohammad Waheed ul Hasan, Ambassador, Rabat, Morocco. The letter refers to the visit of Moroccan buyers to Pakistan.

2. In this regard mission would like to receive samples of Ready Made Garments, Towels, Bed Wear and Denim for display at Embassy. You are therefore requested to kindly forward the samples directly to the Commercial Section, Rabat, Morocco or to TDAP, Head Office, Karachi.

3. The address of the Embassy of Pakistan at Rabat, Morocco is mentioned below:

Address:


37, Avenue, Ahmed Balafrej,
Souissi, Rabat, Morocco.

Ph No: (+212-0537) 631367, 631192

Fax: (+212-0537) 631243

Email: pareprabat@iam.net.ma

Regards,


Faisal Rasheed Awan

Mr. Jawed Bilwani
Central Chairman
**Pakistan Hosiery Manufacturers
& Exporters Association**
Karachi

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16/7/13

Most Immediate

Fax Message

From Parep Rabat ✓
To Foreign Islamabad
No. Pol-30/2013
Dated 02 July 2013

Foreign Secretary from Ambassador

Repeated to:

- 1. Secretary Commerce, Islamabad (Foreign Islamabad, please pass)
- 2. Additional Secretary (ME&A), Foreign Islamabad
- 3. Chief Executive Officer, TDAP, Karachi (Foreign, please pass)
- ✓ 4. Director General (Africa), TDAP, Karachi (Foreign, please pass)
- 5. President, FPCCI, Karachi (Foreign Islamabad, please pass)

Last week, I visited Casablanca to meet a number of prominent businessmen at a dinner arranged by Commercial Counsellor, Syed Zakria Ali Shah. Some of the guests have been engaged for several years in importation of textile products and auto spare parts from Pakistan while others are considering including Pakistan as their source destination in items like textiles, high-end home products, denim, sports and surgical goods etc. The businessmen already importing from Pakistan were deeply appreciative of the fact that despite ongoing energy crisis and various other problems, their suppliers in Pakistan had continued to deliver in time and as per the agreed specifications. This observation acted as great encouragement for those desirous of entering into Pakistani market but apprehensive due to less than flattering news of the power shortages and the security situation in the country.

2. I explained in detail the economic and business environment in the country, the quality of products available in Pakistan, incentives offered to exporters as well as investors and other related aspects of doing business in Pakistan. Some of the businessmen are running large establishments not only in Casablanca but throughout the country and are opening new outlets, part of which they plan to fill with products from Pakistan. Presently they are importing goods from France, Spain and other European countries. Interestingly, however, most of the merchandize received turns out to be 'Made in Pakistan'. They have realized that they were paying huge sums to the European suppliers for the goods acquired at far cheaper rates from Pakistan. It will make ample sense if they procure the same items directly from Pakistan provided supply schedule and specifications are strictly adhered to. We assured them of our best efforts in this connection.

We urged the businessmen to also visit Pakistan to see for themselves the quality and variety available, and meet the suppliers to ensure that they

choose most suitable contacts. Most of them agreed. The concerned departments such as the Ministry of Commerce, TDAP and FPCCI will be approached when the visit programme is finalized. In the meanwhile, the Mission would like to receive samples of textile and denim and any other products for display at Embassy in Rabat and Commercial Section at Casablanca.

4. The Ministry and the other concerned departments will be kept posted of developments in the matter.

Respectful regards.



(Mohammad Waheed-ul-Hasan)
Ambassador