

SOUTH KOREA

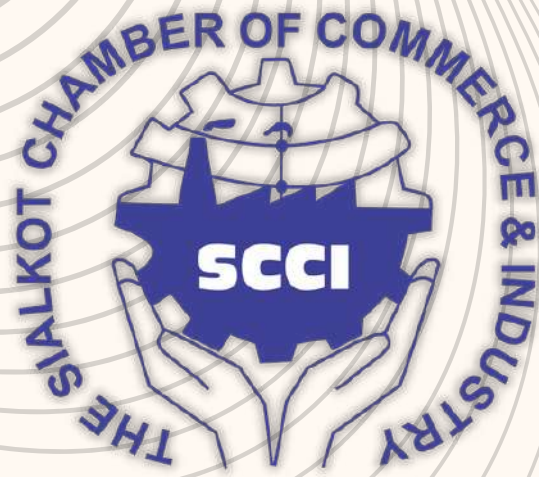
COUNTRY REPORT

CHAMBERS COMMUNICATOR

— SEPTEMBER 2026 - ISSUE 11

- PPWR : THE NEXT MAJOR COMPLIANCE CHALLENGE FOR MANUFACTURERS EXPORTING TO THE EUROPEAN UNION
- BUILDING A DIGITAL PRESENCE

PREPARED BY RESEARCH & DEVELOPMENT DEPARTMENT
UNDER THE SUPERVISION OF SECRETARY GENERAL



ایوان صنعت و تجارت سیالکوٹ

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PRESIDENT'S MESSAGE

WELCOME TO SIALKOT CHAMBER OF COMMERCE AND INDUSTRY

*This issue is packed with inspiring articles,
exclusive trade insights, and investment
opportunities in the city of Sialkot and beyond.*

“

*In a rapidly evolving global
marketplace, innovation, digital
transformation, and compliance are
key to unlocking new opportunities,
strengthening competitiveness,
and building a sustainable future
for businesses.*



Syed Ahtesham Mazhar
President

Dear Members,

It is my pleasure to present the **11th edition of SCCI's E-Magazine, "Chamber's Communicator."** This edition brings together valuable insights into emerging markets, evolving international regulations, technological advancements, and opportunities that are shaping the future of global trade.

A key highlight of this edition is the **Country Profile on South Korea**, providing an overview of the Korean market, its economic landscape, trade potential, and opportunities for strengthening commercial ties between Pakistan and Korea.

This edition also features **"PPWR: The Next Major Compliance Challenge for Manufacturers Exporting to the European Union,"** highlighting the evolving packaging and sustainability requirements that exporters must understand to maintain compliance and competitiveness in the European market.

Another important feature, **"Enable Assistive Technologies for Visually Impaired People,"** explores the role of technology in promoting accessibility, inclusion, and improved quality of life for visually impaired individuals.

In addition, **"Building a Digital Presence: A Guide to B2B E-Commerce Platforms for Sialkot's Exporters"** provides practical insights into establishing a strong digital presence and effectively utilizing B2B e-commerce platforms to connect with international buyers and expand export opportunities.

At SCCI, we remain committed to providing our members with relevant knowledge, market intelligence, and practical insights that enable them to adapt to global developments, embrace innovation, and enhance their competitiveness in international markets.

I hope this edition of **"Chamber's Communicator"** proves informative, insightful, and valuable for our business community.



COUNTRY REPORT

SOUTH KOREA

PAKISTAN-KOREA TRADE



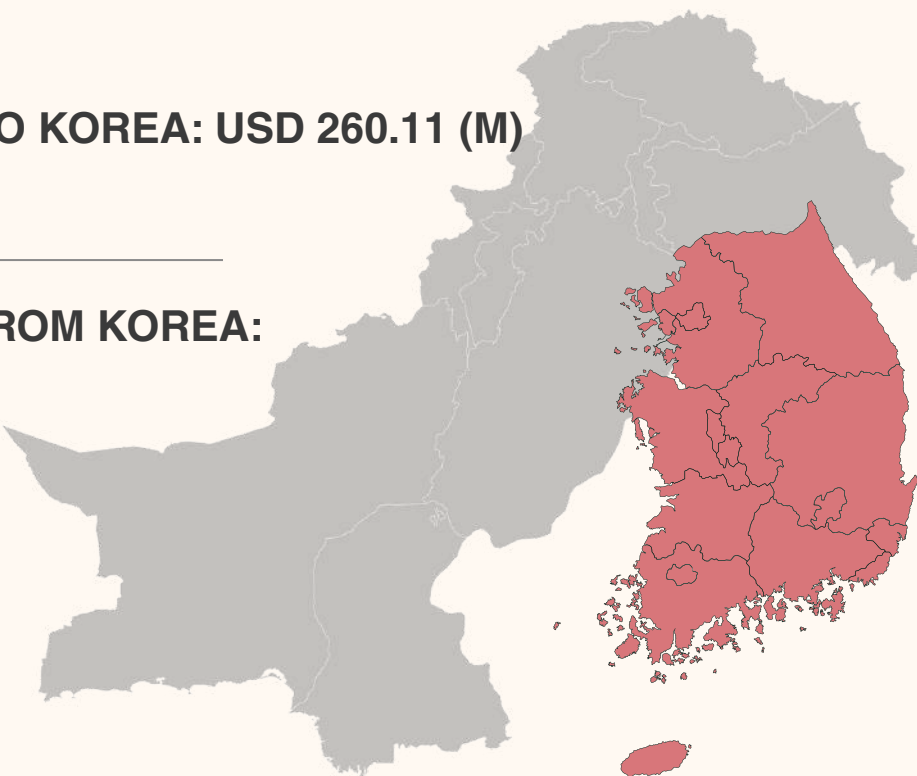


PAKISTAN-KOREA TRADING STATISTICS

FINANCIAL YEAR (JUL-JUN 2025-26)

PAKISTAN EXPORTS TO KOREA: USD 260.11 (M)
(GOODS & SERVICES)

PAKISTAN IMPORTS FROM KOREA:
USD 1.32 (B)
(GOODS & SERVICES)



SIALKOT LEVEL

(Source: Trademap/World Bank)

All values in US\$ Million

ITC CALCULATIONS BASED ON HM REVENUE & CUSTOMS (HMRC)

Description	Sialkot Exports to Korea- 2025	Korea's Imports from World-2025
Sports Wear	1.027	119.624
Cutlery & Crockery	0.026	191.891
Badges	0.005	12.645
Musical Instruments	0.009	70.926
Leather Products	0.821	1338.393
Sports Goods	4.64	177
Gloves & Protective Equipment	2	237
Surgical Instruments	7.142	2492.955
Shoes & Saddlery	0.373	4248.137
Total	16.043 (M)	8.88 (B)

The table presents Sialkot's export performance for the year 2025, amounting to US\$16.043 million, compared with Korea's total global imports of US\$ 8.88 billion, indicating considerable scope for enhancing bilateral trade in the above-mentioned sectors.

Geographic / Demographic / Economic Overview

GEOGRAPHIC & DEMOGRAPHIC

REGION East Asia

LANGUAGE Korean

POPULATION

51.68 M

2025 ESTIMATE

GDP

\$ 1.71 T

2024 ESTIMATE

MAJOR SOCIAL MEDIA PLATFORMS

KakaoTalk

Facebook

Instagram

YouTube

TikTok

Naver Band

MAJOR E-COMMERCE PLATFORMS IN UK:

International Platforms:

AliExpress - Amazon - Alibaba - eBay - Qoo10 - Temu

Local Platforms:

Coupang - Naver Shopping - Gmarket - 11Street (11st) - SSG.com
Kakao Style

POPULAR PRODUCT CATEGORIES THROUGH ONLINE PLATFORMS:

- Food & Beverages (Groceries)
- Food Delivery Services (Prepared Food & E-Coupons)
- Travel & Transportation Services
- Home Appliances, Electronics & Telecommunications
- Apparel, Fashion & Footwear
- Household Items & Home Living
- Cosmetics, Skincare & Personal Care
- Toys, Games & Baby Products
- Sports & Leisure Equipment
- Health Supplements & Care Products
- Books, Media & Digital Entertainment
- Pet Supplies



STANDARDIZATIONS AND CERTIFICATIONS

Certification / Regulation	Applicable Products	Mandatory / Voluntary	Official Source
Korean Product Safety Standards (KC System)	Regulated consumer products, including applicable textile and leather products	Mandatory where applicable	Korean Agency for Technology and Standards (KATS)
Medical Devices Act	Medical devices , including applicable surgical/medical instruments	Mandatory ; requirements vary by device classification	Ministry of Food and Drug Safety (MFDS)
K-REACH (Chemical Substances)	Products involving regulated chemical substances , where registration/reporting or restrictions apply	Mandatory where applicable	Ministry of Environment / Korean Government
Standards & Specifications for Utensils, Containers & Packages	Food-contact cutlery, crockery and kitchenware	Mandatory where applicable	Ministry of Food and Drug Safety (MFDS)
Safety Standards for Household Textile Products	Applicable textile/apparel products	Mandatory where applicable	Korean Agency for Technology and Standards (KATS)

Key Interesting Facts/Opportunities:

South Korea is a major economic powerhouse with a technologically advanced consumer base, offering significant opportunities for high-quality Pakistani exports.

Shoes & Saddlery: South Korea imported US\$ 4.24 billion in 2025, making it the most substantial opportunity among these sectors. There is heavy demand for quality leather footwear, hiking boots, and specialty saddlery.

Surgical Instruments: With global imports of US\$ 2.49 billion, South Korea is a critical and high-value market for medical devices. Pakistani manufacturers can expand their footprint by strictly complying with MFDS regulations and showcasing precision quality.

Leather Products: Imports reached US\$ 1.33 billion in 2025. Leather industry can target the premium fashion segment, including jackets, gloves, and accessories, which are highly popular among Korean consumers.

Sports Wear: South Korea imported US\$ 119.62 million in 2025. The booming popularity of fitness, golf, and outdoor leisure creates opportunities for Pakistani exporters to supply performance sportswear to Korean retail platforms.

Sports Goods: South Korea imported sports goods worth US\$177 million. The country's active young population creates steady demand for sports balls, gym equipment, and martial arts products.

Gloves & Protective Equipment: Imports of US\$ 237 million highlight opportunities in the industrial, healthcare, and active-sports sectors for high-quality gloves complying with KC standards.

Cutlery & Crockery: South Korea imported US\$ 191.89 million, providing targeted avenues for stainless-steel cutlery designed for the hospitality and domestic kitchenware sectors.

USEFUL LINKS

Embassy of Pakistan Seoul, South Korea

<https://mofa.gov.pk/seoul>

Embassy of Korea, Islamabad

<https://pk.mofa.go.kr>

Ministry of Trade, Industry and Resources

<https://english.motir.go.kr/>

Korea Customs Service

<https://unipass.customs.go.kr/>

Business e-Visa Information

<https://www.visa.go.kr/>



EXHIBITIONS/FAIRS:

Trade fairs and exhibitions are vital for business growth, as they enable market expansion, global networking, and the creation of new opportunities. Below is a list of key fairs and exhibitions in Korea.

Exhibition Name	Website
KIMES (Korea International Medical & Hospital Equipment Show)	https://kimes.kr/eng/
SPOEX (Seoul International Sports & Leisure Industry Show)	https://spoex.com/
Preview in Seoul (International Textile & Apparel Fair)	https://previewinseoul.com/
Busan International Shoe Show	https://pfb.micehub-gov.com/fairDash.do?hl=ENG
Mega Show (Consumer Goods & Kitchenware)	https://megashow.co.kr/
Korea Build (Architecture & Construction Equipment)	https://koreabuild.co.kr/
SPOEX (Seoul International Sports & Leisure Industry Show)	https://spoex.com/
SIPREMIUM (Seoul International Sourcing Fair - Consumer Goods, Gifts & Promotional Items)	https://sipremium.com/
KISS (Korea International Safety & Health Show - Occupational PPE)	https://www.kisshow.com/
KOBA (Korea International Broadcast, Audio & Lighting Equipment Show)	https://kobashow.com/
Fashion KODE (International Fashion & Leather Accessories Trade Show)	https://fashionkode.com/
CPHI Korea	https://www.cphi.com/korea/en/home.html
Korea Pharm & Bio	https://www.koreapharm.org/eng/
BIOPLUS-INTERPHEX Korea	https://www.bioplusinterphex.co.kr/
InterCHARM Korea	https://www.intercharmkorea.com/
in-cosmetics Korea	https://www.in-cosmetics.com/korea/en-gb.html
Seoul Food & Hotel	https://www.seoulfoodnhotel.com/
Seoul International Cafe Show	https://www.cafeshow.com/eng/
International Fire & Safety Expo Korea	https://www.fireexpo.co.kr/eng/
ANEX	https://www.anex2027.com/

GHULAM ISHAQ KHAN INSTITUTE OF ENGINEERING SCIENCES AND TECHNOLOGY (GIKI)



**Voice Enable Assistive
Technology for Visually
Imaired People**

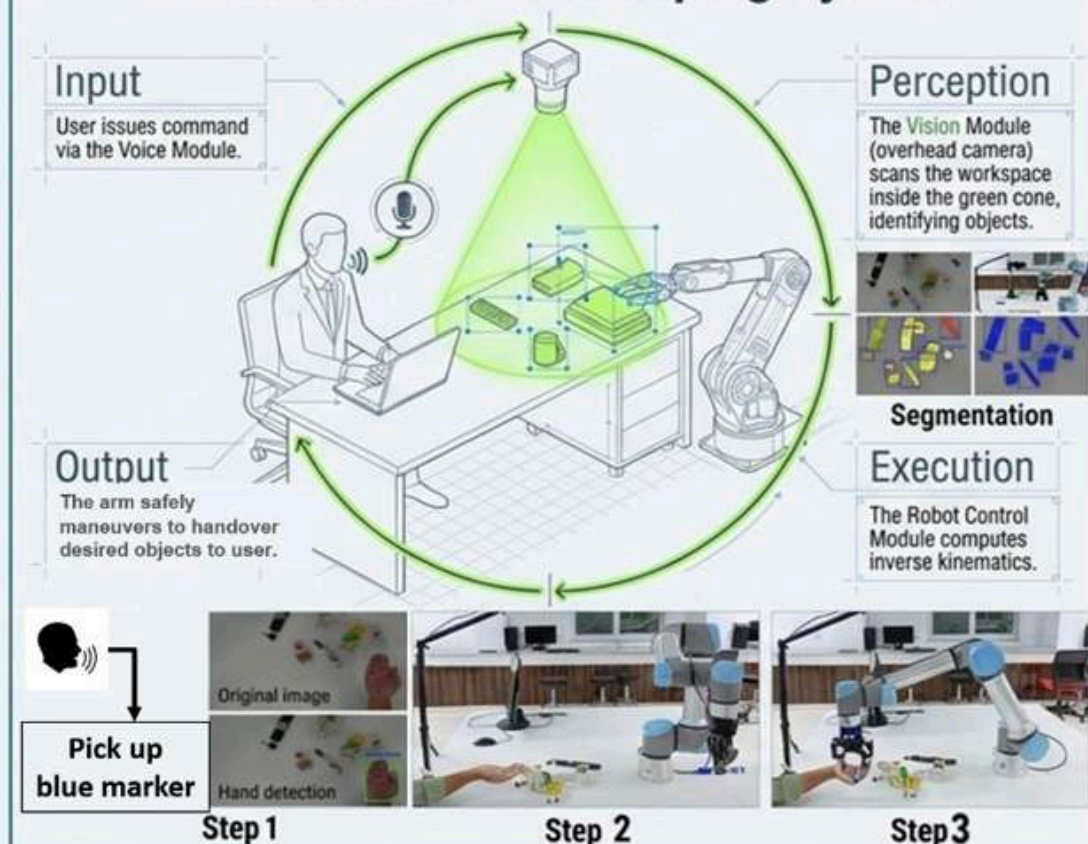


Voice-Enabled Assistive Navigation System

Next-generation spatial awareness and interactive scene understanding.



Robotic Assistive Grasping System





PPWR 

**THE NEXT MAJOR COMPLIANCE
CHALLENGE FOR MANUFACTURERS
EXPORTING TO THE EUROPEAN UNION**

The European Union continues to strengthen its sustainability agenda, and one of the most significant developments for manufacturers is the Packaging and Packaging Waste Regulation (PPWR) – Regulation (EU) 2025/40.

While many organizations are currently focused on initiatives such as ESG, CSRD, SBTi, CBAM, and the Digital Product Passport, PPWR deserves equal attention because it will fundamentally change how packaging is designed, manufactured, documented, and managed throughout its entire life cycle.

PPWR establishes harmonized requirements for all packaging placed on the EU market. Its primary objectives are to:

- Reduce packaging waste.
- Improve packaging recyclability.
- Increase the use of recycled materials.
- Encourage reusable packaging systems.
- Minimize hazardous substances within packaging.

In practice, customers are increasingly requesting information such as:

- Packaging material declarations
- Material composition
- Recycled content information
- Restricted substance declarations (including SVHCs and PFAS where applicable)
- Technical documentation
- Declaration of Conformity
- Supporting test reports where required

Ultimately, the Regulation supports the EU Circular Economy Action Plan and contributes to achieving climate neutrality by 2050.

One of the most common misconceptions is that suppliers must become "PPWR approved." The answer is No.

Instead, manufacturers, importers, and packaging suppliers must be able to demonstrate compliance through appropriate technical documentation and supporting evidence.

Organizations that prepare this information early will be better positioned to meet customer expectations as implementation progresses.

Why should manufacturers prepare now?

Although many of PPWR's obligations will be introduced in phases over the coming years, companies should begin preparing today by:

- Reviewing all packaging materials.
- Identifying primary, secondary, and tertiary packaging.
- Mapping packaging suppliers.
- Collecting technical documentation.
- Evaluating recyclability and recycled content.
- Establishing an internal PPWR packaging compliance process.

Waiting until customer requests become mandatory may result in unnecessary compliance challenges.

For manufacturers supplying European customers, packaging will increasingly become a compliance topic rather than simply a logistics consideration.

Customers are expected to request more detailed packaging information, technical documentation, and evidence supporting regulatory compliance as PPWR implementation advances.

Sustainability is no longer limited to the product itself and is now extending as a regulation for packaging as well.

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BUILDING A DIGITAL PRESENCE

A Guide to B2B E-Commerce Platforms
for Sialkot's Exporters

Building a Digital Presence:

In today's global trade environment, a strong digital presence is no longer optional for exporters — it is a competitive necessity. Platforms such as **Alibaba**, **Amazon Business**, and **TradeKey** have transformed how international buyers discover, evaluate, and engage with suppliers, offering direct access to a global buyer base without the cost and delay of traditional trade fairs.

Why B2B Platforms Matter

For Sialkot's exporters of sports goods, surgical instruments, leather products, and gloves, these platforms serve as a 24/7 digital storefront. Buyers worldwide increasingly begin their sourcing process online, comparing suppliers, certifications, and product ranges before ever placing an inquiry. A well-managed profile ensures Sialkot's manufacturers remain visible in this competitive search process.

Why B2B Platforms Matter

To gain buyer trust, exporters should focus on:

- **Verified Credentials:** Complete business registration, certifications, and factory audit reports to earn "Verified Supplier" or "Gold Member" status.
- **High-Quality Visuals:** Professional product photography and, where possible, short factory or production videos.
- **Detailed Listings:** Keyword-optimized titles, accurate specifications, MOQs, and clear pricing tiers.
- **Multiple Product Categories:** Listing full product ranges rather than a limited catalog to capture wider buyer searches.





Getting Started

Exporters new to online B2B trade should begin with one platform — TradeKey is a practical starting point given its strong presence in South Asian and Middle Eastern trade — before expanding to Alibaba or Amazon Business as capacity and confidence grow.

Engaging with Buyers

Responsiveness is critical. Buyers often send inquiries to several suppliers simultaneously, and delayed replies frequently cost orders.

Businesses should:

1. Respond to inquiries within 24 hours.
2. Maintain updated pricing, lead times, and stock availability.
3. Use platform messaging and video-call tools to build buyer confidence.
4. Request and display buyer reviews and repeat-order history.

Conclusion

A well-maintained presence on B2B e-commerce platforms allows Sialkot's exporters to reach international buyers directly, reduce dependence on intermediaries, and build long-term trading relationships. As global sourcing continues shifting online, investing time and resources into these platforms is no longer optional — it is essential for sustained export growth.



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