

AUSTRALIA

COUNTRY REPORT

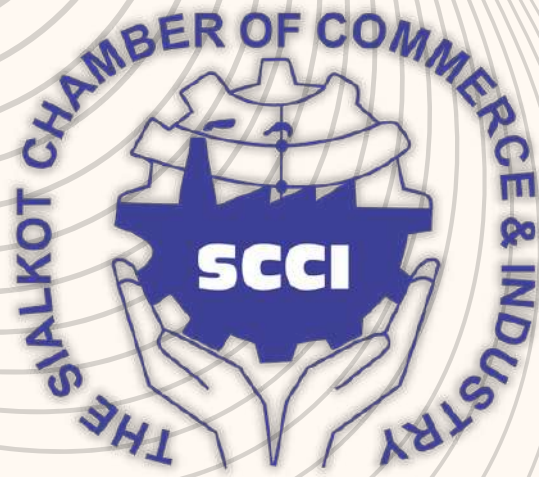


CHAMBER'S COMMUNICATOR

— OCTOBER 2026 - ISSUE 12

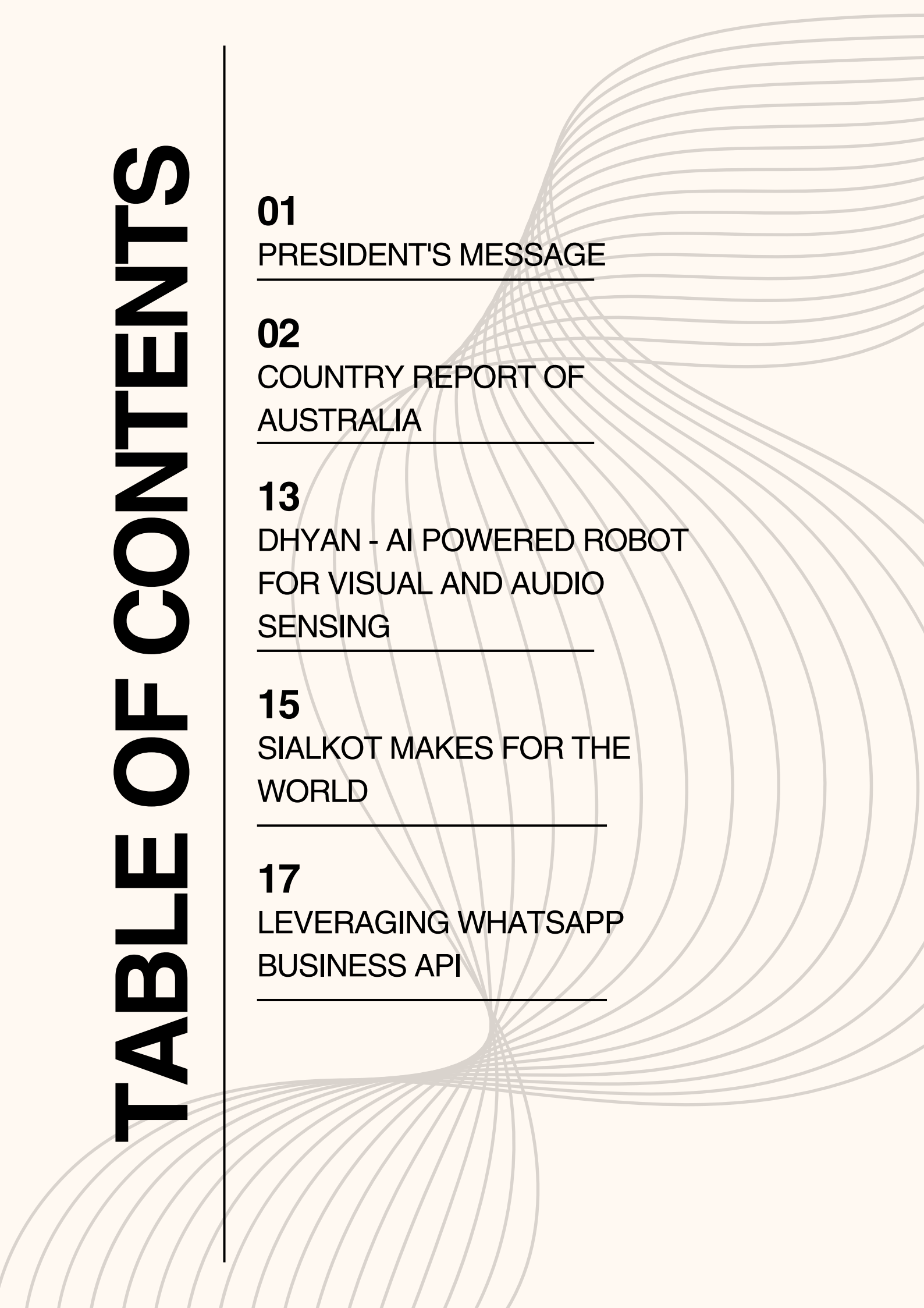
- DHYAN - AI POWERED ROBOT FOR VISUAL AND AUDIO SENSING
- LEVERAGING WHATSAPP BUSINESS API

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, quality
assurance, digital connectivity, and
access to new markets are key to
strengthening competitiveness,
creating opportunities, and building
a sustainable future for businesses.*



Khawar Hussain
President

Dear Members,

It is my pleasure to present the **12th edition of SCCI's E-Magazine, "Chamber's Communicator."** This edition brings together valuable insights into emerging markets, technological advancements, product testing and quality assurance, and digital tools that are shaping the future of global trade.

A key highlight of this edition is the **Country Profile on Australia**, providing an overview of the Australian market, its economic landscape, trade potential, and opportunities for strengthening commercial ties and expanding export opportunities for Pakistani businesses.

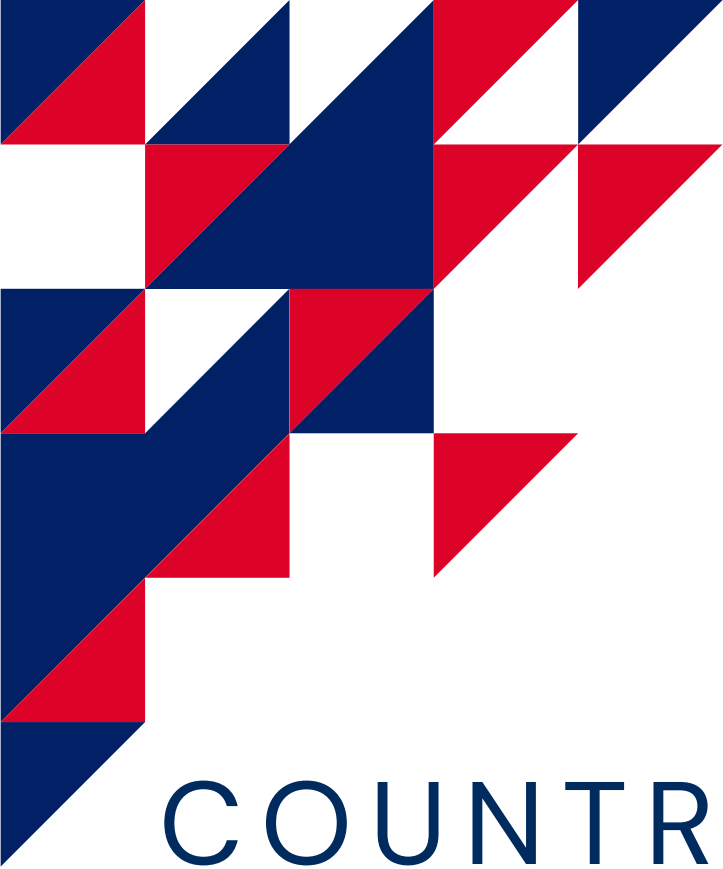
This edition also features **"DHYAN – AI Powered Robot for Visual and Audio Sensing,"** highlighting the role of artificial intelligence and innovative technology in supporting visually impaired individuals. The feature explores how emerging technologies can promote accessibility, independence, and inclusion by providing practical solutions to everyday challenges.

Another important feature, **"Sialkot Makes for the World — But Who Tests Its Products?"**, focuses on the importance of testing, certification, and quality assurance for Sialkot's export-oriented industries. As international markets continue to introduce evolving technical standards and compliance requirements, reliable testing facilities are essential for ensuring product quality, meeting buyer expectations, and strengthening the competitiveness of Sialkot's exporters.

In addition, **"Leveraging WhatsApp Business API: Streamlining Buyer Communication for Sialkot's Exporters"** provides practical insights into the use of digital communication tools to improve engagement with international buyers, manage business inquiries efficiently, and strengthen customer relationships in an increasingly connected global marketplace.

At SCCI, we remain committed to providing our members with relevant knowledge, market intelligence, and practical insights that enable them to understand global developments, embrace innovation, improve quality standards, 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
AUSTRALIA
PAKISTAN-AUSTRALIA TRADE





PAKISTAN-AUSTRALIA TRADING STATISTICS

FINANCIAL YEAR (JUL-JUN 2025)

PAKISTAN EXPORTS TO AUSTRALIA:
AUD 815.6 (M)
(GOODS & SERVICES)

PAKISTAN IMPORTS FROM AUSTRALIA:
AUD 2.61 (B)
(GOODS & SERVICES)



SIALKOT LEVEL

(Source: Trademap/World Bank)

All values in AUD Million

ITC CALCULATIONS BASED ON AUSTRALIA BUREAU OF STATISTICS

Description	Sialkot Exports to Australia- 2025	Australia's Imports from World-2025
Shoes & Saddlery	1.348	2167.617
Surgical Instruments	9.31	2478.218
Leather Products	2.462	730.578
Sports Wear	2.313	194.492
Sports Goods	6.164	258.287
Cutlery & Crockery	0.526	175.646
Gloves & Protective Equipment	5.532	115.45
Musical Instruments	0.034	64.049
Badges	0.003	4.072
Total	27.692 (M)	6.188 (B)

The table presents Sialkot's export performance for the year 2025, amounting to US\$27.692 million, compared with Australia's total global imports of US\$6.188 billion, indicating considerable scope for enhancing bilateral trade in the above-mentioned sectors.

Geographic / Demographic / Economic Overview

GEOGRAPHIC & DEMOGRAPHIC

REGION Oceania

LANGUAGE English

POPULATION

27.8 M

2025 ESTIMATE

GDP

\$ 1.797 T

2024 ESTIMATE

MAJOR SOCIAL MEDIA PLATFORMS

LinkedIn

Facebook

Instagram

YouTube

TikTok

MAJOR E-COMMERCE PLATFORMS IN UK:

International Platforms:

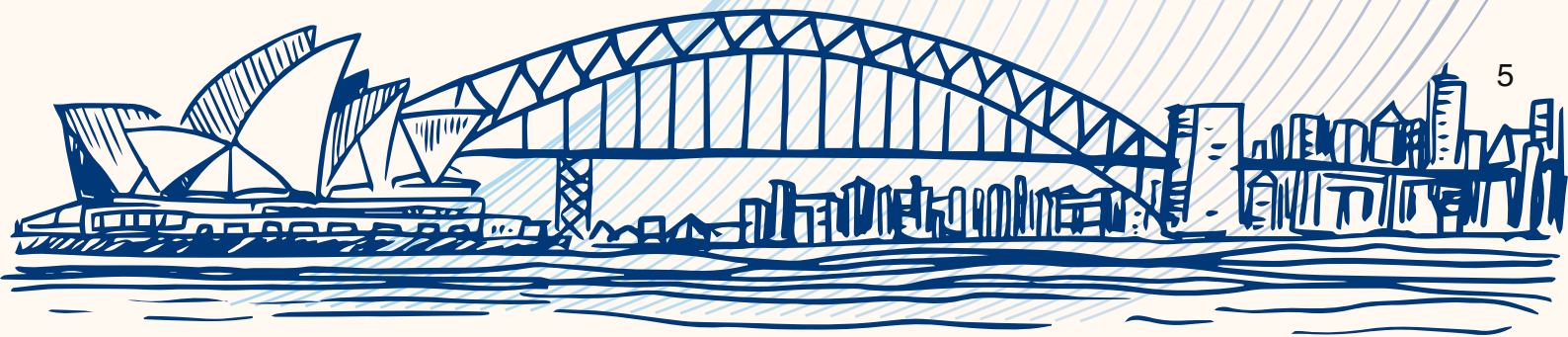
Amazon Australia - eBay - AliExpress - Temu - Shein - ASOS
PayPal - Afterpay

Local Platforms:

Kogan - Catch - MyDeal - Woolworths - Coles - Big W - The Iconic

POPULAR PRODUCT CATEGORIES THROUGH ONLINE PLATFORMS:

- Apparel & Fashion
- Electronics & Home Appliances
- Groceries
- Beauty & Personal Care
- Home & Garden
- Sports Equipment & Sportswear
- Health & Pharmaceuticals
- Toys & Baby Products
- Books, Media & Software
- Travel & Tourism Services
- Digital Subscriptions & Streaming



STANDARDIZATIONS AND CERTIFICATIONS

Certification / Regulation	Applicable Products	Mandatory / Voluntary	Official Source
Consumer Goods (Care Labelling) Information Standard 2023 (AS/NZS 1957 / ISO 3758)	Sportswear, Apparel, Leather Garments, Textile Items	Mandatory	Product Safety Australia – Care Labelling
Australian Consumer Law – General Product Safety	Nearly all consumer products	Mandatory	Product Safety Australia
Therapeutic Goods (Medical Devices) Regulations 2002	Surgical Instruments, Medical Gloves	Mandatory	TGA – Australian Register of Therapeutic Goods (ARTG)
Workplace PPE Safety Standards (AS/NZS)	Industrial Gloves, Protective Sports Equipment	Mandatory (where applicable)	Safe Work Australia
Food Standards Code (Food Contact Materials)	Kitchenware, Cutlery, Crockery	Mandatory	Food Standards Australia New Zealand (FSANZ)
Biosecurity Import Conditions (BICON)	Leather Products, Sports Goods, Musical Instruments (natural materials)	Mandatory (where applicable)	Dept. of Agriculture, Fisheries and Forestry – BICON
CITES / Wildlife Trade Regulations	Leather (Exotic Species), Musical Instruments (Protected Woods)	Mandatory (where applicable)	CITES Official Website
Trade Descriptions & Country of Origin Labelling	All imported goods	Mandatory	ACCC – Country of Origin Claims
Illegal Logging Prohibition Act 2012	Wooden Musical Instruments, Wood Accessories	Mandatory (due-diligence requirement)	Dept. of Agriculture, Fisheries and Forestry

Key Interesting Facts/Opportunities:

Pakistan's exports to Australia benefit from preferential tariff treatment under the Australian System of Tariff Preferences (ASTP), Australia's Generalized System of Preferences scheme, which offers reduced duty rates on many product lines. Continued engagement between the two countries on market access could help narrow the tariff differential Pakistani exporters currently face relative to Least Developed Country and Free Trade Agreement partners.

The presence of a fast-growing Pakistani diaspora of over 134,000 people, Australia's high per-capita e-commerce spending, and rising consumer interest in quality, ethically sourced products further support export opportunities for Pakistani businesses.

Shoes & Saddlery: Australia imported US\$2.168 billion worth of footwear and saddlery products in 2025, making it the largest opportunity among these sectors. Strong demand exists for leather footwear, safety and work boots, and equestrian products, reflecting Australia's sizeable equestrian and outdoor-lifestyle sectors.

Surgical Instruments: With imports of US\$2.478 billion, Australia is a substantial market for medical devices, underpinned by its Medicare-funded healthcare system and TGA-regulated market. Pakistani manufacturers, particularly from Sialkot, can capitalize on this demand by registering products on the Australian Register of Therapeutic Goods (ARTG) and complying with TGA quality standards.

Leather Products: Australia imported US\$730.58 million worth of leather products, creating opportunities for leather garments, bags, wallets, belts, gloves, and fashion accessories, particularly in premium and sustainably sourced segments.

Key Interesting Facts/Opportunities:

Sports Wear: Imports reached US\$194.49 million, reflecting steady demand for athletic apparel across Australia's cricket, AFL, rugby, and fitness-driven culture. Pakistani exporters can target sports retailers, clubs, and e-commerce platforms with customized, performance-oriented sportswear.

Sports Goods: Australia imported US\$258.29 million worth of sports goods in 2025, presenting strong export potential for Pakistan, particularly from Sialkot, long recognized as a global hub for football and sports-equipment manufacturing. Opportunities exist in cricket, football, and fitness equipment through quality compliance, branding, and partnerships with Australian sports retailers and distributors.

Cutlery & Crockery: Imports totaled US\$175.65 million, offering opportunities for stainless-steel cutlery, kitchenware, and tableware supplied to hospitality businesses, wholesalers, and retail chains across Australia's large café and restaurant sector.

Gloves & Protective Equipment: Australia imported US\$115.45 million worth of gloves and protective equipment. Demand from healthcare, construction, mining, and industrial safety sectors driven by Australia's strict workplace health and safety regulations presents promising prospects for Pakistani manufacturers meeting AS/NZS safety standards.

Musical Instruments: Imports of US\$64.05 million indicate a modest but steady market for Pakistani manufacturers of drums, guitars, violins, harmoniums, and other specialty instruments, particularly through music-education suppliers, retailers, and online platforms, given the absence of a dedicated trade-only musical-instruments exhibition in Australia.

Badges: Australia imported US\$4.07 million worth of badges and related products. Pakistani manufacturers can supply customized badges, medals, lapel pins, and promotional merchandise for Australia's large corporate, sporting, and school/community event sectors.

Strategies to Effectively Target the Australian Market

- **Tariff preferences:** Note that Australia's ASTP (its GSP scheme) is now largely restricted to UN-listed Least Developed Countries and Pacific Forum Island nations; Pakistan does not currently qualify for meaningful ASTP duty relief (unlike its GSP+ status with the EU) — Source: Australian Border Force
- **Government/trade body engagement:** Attend webinars and briefings by the Australian High Commission (Islamabad), Austrade, and TDAP to identify sourcing gaps and connect with buyers — Source: Australian High Commission Pakistan; TDAP
- **Regulatory compliance:** Meet Australian Consumer Law (ACL) requirements — importers can be legally treated as the "manufacturer" and held liable for product safety, labelling, and consumer guarantees — Source: ACCC / LegalVision
- **Health & medical products:** Register therapeutic goods (medicines, devices) on the ARTG and obtain TGA clearance/GMP certification before shipment — Source: TGA
- **Food, plant & biological goods:** Check BICON for biosecurity import permits and comply with Australian food safety standards before export — Source: Department of Agriculture, Fisheries and Forestry
- **Trade fairs & sourcing shows:** Exhibit at major Australian trade events to build direct buyer relationships (see earlier exhibition list)
- **Distribution partnerships:** Partner with Australian importers, distributors, and retail chains for faster market access and compliance support
- **E-commerce:** Leverage Amazon Australia and eBay Australia — note eBay remains the larger marketplace by traffic, though Amazon AU is growing fast; both accept international sellers — Source: Webretailer
- **Diaspora networks:** Tap into the Pakistani-Australian community (134,720 Pakistan-born residents as of June 2024, the 12th-largest migrant group in Australia) for business introductions and informal market entry — Source: Dept. of Home Affairs
- **Logistics:** Plan for longer freight lead times and higher costs due to distance; use consolidated (LCL/FCL) shipping and freight-forwarding partnerships to manage costs — Source: iContainers / industry logistics guidance
- **Product positioning:** Emphasize sustainability, ethical manufacturing, and OEM/private-label capability to match Australian retailer and consumer expectations
- **Digital marketing:** Invest in SEO, social media, and B2B marketplace visibility to generate inbound leads from Australian buyers.



USEFUL LINKS

Pakistan High Commission, Canberra, Australia

<http://www.pakistan.org.au>

High Commission of Australia, Islamabad

<https://pakistan.embassy.gov.au>

Australian Border Force (Customs)

<https://www.abf.gov.au>

Department of Foreign Affairs and Trade (DFAT), Australia

<https://www.dfat.gov.au>

Business Visa Information, Visa Appointments and Submission

<https://online.immi.gov.au/lusc/login>

https://pakistan.embassy.gov.au/islm/Visas_and_Migration.html



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 Australia.

Exhibition Name	Website
Footwear & Leather Show Australia (Australia's dedicated trade-only international sourcing show for footwear & leather-accessory products)	https://footwearaccessories.com.au/
Global Sourcing Expo Australia (International sourcing show for apparel, accessories, footwear, textiles and homeware products)	https://globalsourcingexpo.com.au
AusFitness Expo – Sydney (Premier trade show for the business of fitness, wellness and sporting goods)	https://ausfitnessexpo.com.au/sydney
AusFitness Expo – Melbourne	https://ausfitnessexpo.com.au/melbourne
Workplace Health & Safety Show – Sydney (Latest health and safety products, including PPE and protective gloves)	https://whsshow.com.au/sydney
Workplace Health & Safety Show – Melbourne	https://whsshow.com.au/melbourne
AusMedtech (Australia's Medical Technology National Conference, incl. surgical instruments)	https://ausmedtech.com.au
AGHA Gift Fairs – Sydney (Gift and Homewares Industry Trade Show, incl. cutlery, crockery and badges/promotional items)	https://agha.com.au/sydney-gift-fair
Life In Style – Sydney (Sourcing show for gift, home, fashion and accessory retailers)	https://www.lifeinstyle.com.au/
Gift & Lifestyle – Melbourne (Gift and home decor trade show)	https://agha.com.au/gifted-melbourne
Kitchen + Bath Show (Australia's design trade show for the kitchen, bathroom and laundry industry)	https://kitchenandbathshow.com.au/
Foodservice Australia (Food, beverage, catering and bakery equipment exhibition, incl. cutlery and crockery)	https://foodserviceaustralia.com.au
International Jewellery Fair	https://jewelleryfair.com.au/ijf

EXHIBITIONS/FAIRS:

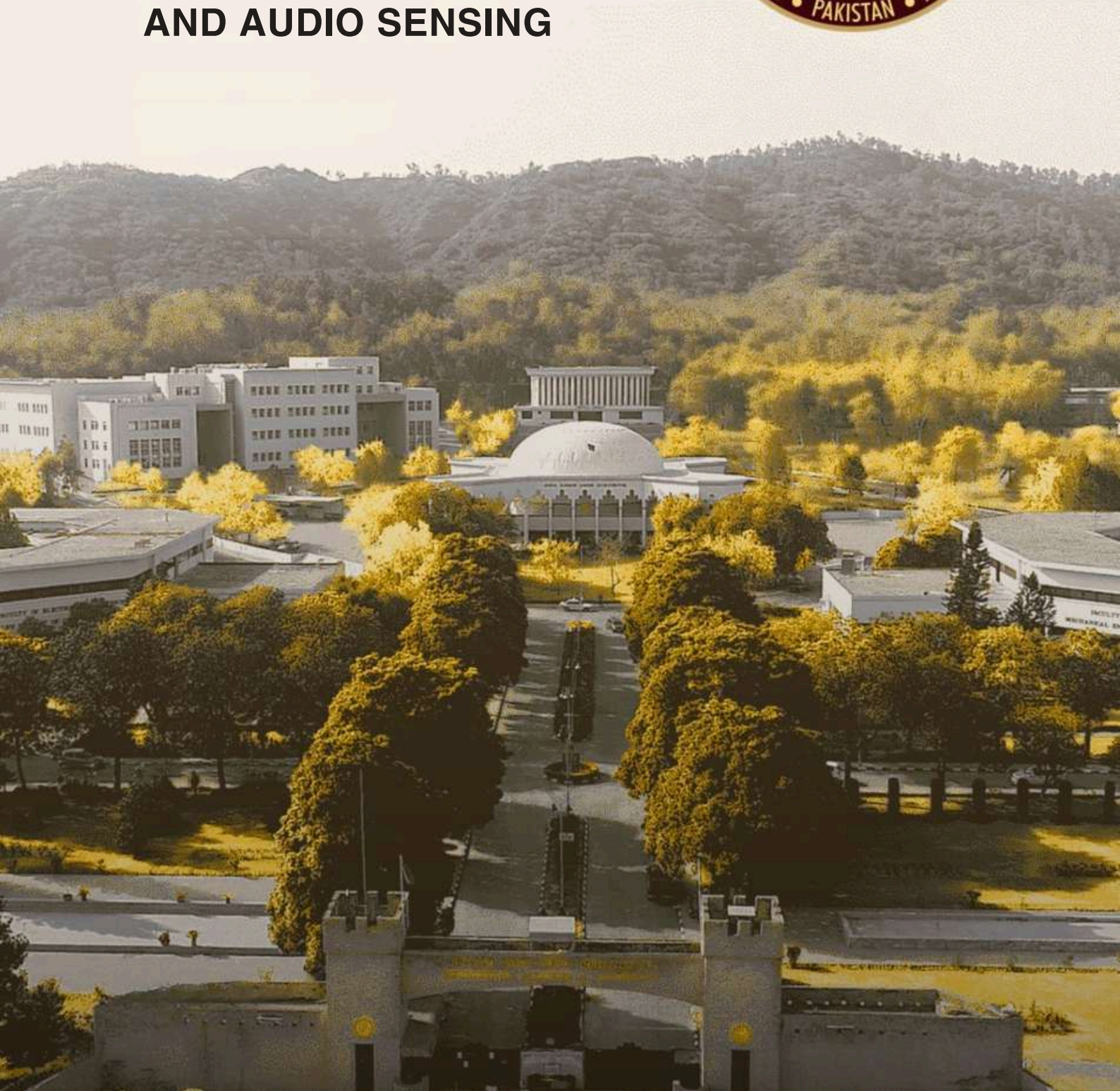
Trade fairs and exhibitions are vital for business growth, as they enable market expansion, global networking, and the creation of new opportunities. Below is a list of key fairs and exhibitions in Australia.

Exhibition Name	Website
Workplace Health & Safety Show NSW	https://whsshow.com.au
China Clothing Textiles & Accessories Expo Melbourne	https://www.chinatextiles.com.au
Global Sourcing Expo Melbourne	https://www.globalsourcingexpo.com.au
The VET Expo	www.terrapinn.com/exhibition/vet-expo
China Clothing Textiles & Accessories Expo Sydney	https://www.chinatextiles.com.au
Beauty Expo Australia	https://www.beautyexpoaustralia.com.au
Sydney Build Expo	https://www.sydneybuildexpo.com
Land Forces International Land Defence Exposition	https://landforces.com.au
Fine Food Australia	https://finefoodaustralia.com.au
Food & Hospitality Week	fhweek.com.au
Kitchen + Bath Show	https://kitchenandbathshow.com.au
Australian Healthcare Week	https://www.australianhealthcareweek.com
ADX Melbourne	https://www.adx.melbourne
GPCE Melbourne	https://www.gpce.com.au/melbourne/en-gb.html
GPCE Perth	https://www.gpce.com.au

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



DHYAN - AI POWERED ROBOT FOR VISUAL AND AUDIO SENSING



DHYAN – AI Powered Robot for Visual and Audio Sensing

Assistive Technology for Autism Therapy (ASD)

Muhammad Qasim Ali | Ali Raza | Malik Abdullah | Sara Bint Bilal
Faculty of Computer Science & Engineering, Ghulam Ishaq Khan Institute (GIKI)



Ghulam Ishaq Khan
Institute of Engineering
Sciences and Technology



Health Services
Academy



Ministry of Health
Services &
Coordination

1 EXECUTIVE SUMMARY

DHYAN is a hybrid assistive platform designed to support therapy for children with Autism Spectrum Disorder (ASD). The system integrates a web-based therapy platform with robotic interaction to deliver structured and engaging activities. It enables therapists to conduct sessions using interactive games and speech exercises while tracking performance through real-time analytics. The system is low-cost, scalable, and suitable for deployment in resource-constrained environments.

SDG ALIGNMENT



Ministry of Health Services
Regulations and Coordination

2 PROBLEM STATEMENT

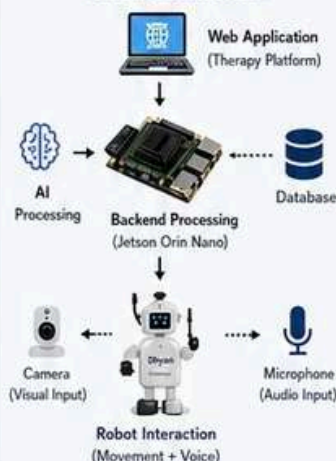
- Autism therapy is expensive and inaccessible in developing countries
- Shortage of trained therapists
- Lack of structured and engaging therapy tools
- Limited technological support in therapy systems



3 METHODOLOGY

- Therapist selects child and activity
- System initializes session
- Child interacts through games or speech modules
- Backend evaluates performance
- Feedback is provided
- Results are recorded and analyzed

SYSTEM ARCHITECTURE



4 SYSTEM DESIGN / IMPLEMENTATION



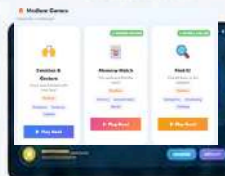
Web Application
Therapy games, dashboard, session control



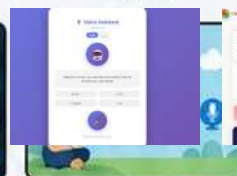
Backend System
Session management, APIs, data processing, analytics



Embedded System
Robot movement and voice interaction



Therapy Games



Speech Therapy



Dashboard

5 RESULTS / CONCLUSIONS

- 86+ Sessions Conducted
- 138+ Trials Recorded
- 67%–100% Accuracy Range
- Up to 94% Weekly Accuracy



6 KEY FEATURES



Therapy Games
Joint Attention, Memory, Problem Solving



Speech Therapy Module
Pronunciation, Repetition, Listening



Real-time Dashboards
Performance metrics, engagement insights



Therapist Console
Manage sessions, users, and activities



Data-driven Progress Tracking
Reports, trends, and recommendations



Voice Interaction & Robot Movement
Engaging and responsive

7 SOFTWARE & TOOLS



Web Frontend
React / Next.js



Backend
Python (APIs)



Backend Processing
Jetson Orin Nano



Robot Controller
Raspberry Pi



AI Components
Computer Vision
Audio Processing



Database
Session & Analytics
Storage



SUPERVISOR
Dr. Muhammad Hanif



CO-SUPERVISORS
Dr. Khurram Jadoon | Dr. Zaiwar Ali





SIALKOT MAKES FOR THE WORLD



Walk into a sports factory in Sialkot and the scene is familiar: workers cutting leather, stitching footballs, making cricket bats, producing surgical instruments and preparing goods for buyers around the world. But what happens after a product leaves the factory?

Before many products can reach international markets, **they must go through another important step** — testing and checking whether they meet the required standards.

This is where an interesting situation appears.

Sialkot produces goods for some of the **world's leading brands** and sports organisations, but much of the testing needed to prove product quality and safety is still carried out outside the city.

For exporters, testing has become an important part of international trade. **Leather products going to Europe** may need to meet rules on chemicals and restricted substances. Clothing supplied to international brands may need checks for chemical safety, colour quality, fabric performance and other requirements. **Medical and surgical products** have their own safety standards, while sports goods must meet the requirements of international sports bodies.

The testing itself is not the main problem. The distance is.

When the required facilities are not available in Sialkot, samples may have to be sent to laboratories in Lahore, Karachi or even other countries. This adds transport costs and waiting time. If a product does not pass a test, it may need changes and then another test. For large companies, this can be managed. For smaller exporters, however, the extra cost and delay can be difficult.

At the same time, **Sialkot has built its name through years of skill, hard work and experience.** Its industries are already connected to major international markets. What is still missing is a strong local testing system to support this manufacturing base.

An internationally approved testing facility in Sialkot could help fill this gap. Manufacturers could test their products closer to their factories, find problems earlier and avoid sending samples back and forth. Such a facility could also bring together industry, universities, researchers and testing organisations.

This would not replace international testing or certification. **Instead, it would make it easier for Sialkot's manufacturers to meet those international requirements.**

The idea of setting up **advanced testing facilities in Sialkot** has been discussed for many years. The need is clear: a city that makes products for the world also needs the ability to test and improve those products close to home.

Sialkot has already earned its place in global markets through what it makes.

The next step is to build the local facilities needed to test, improve and prove that quality.



LEVERAGING WHATSAPP BUSINESS API

Streamlining Buyer Communication for
Sialkot's Exporters

Leveraging WhatsApp Business API

WhatsApp has become one of the most widely used communication tools for international trade, with buyers across the Middle East, Europe, and beyond routinely reaching out to suppliers through it. For Sialkot's exporters, adopting the **WhatsApp Business API** offers a structured, professional way to manage buyer relationships at scale — far beyond what a personal WhatsApp number can support.

Why the Business API Matters

Unlike the standard WhatsApp Business App, the API is designed for companies handling higher volumes of buyer interaction. It allows multiple team members to access a single verified business number, integrates with CRM and order-management systems, and supports automated, rule-based responses — ensuring no inquiry goes unanswered, even outside office hours.

Key Applications for Exporters

- **Automated Inquiry Handling:** Instant acknowledgment messages and quick replies to frequently asked questions (pricing, MOQs, lead times) keep buyers engaged while the sales team follows up in detail.
- **Digital Catalog Sharing:** Product catalogs, price lists, and specification sheets can be shared instantly as organized, clickable catalogs rather than scattered PDF attachments.
- **Order Status Updates:** Automated notifications for production milestones, shipment dispatch, and delivery tracking build buyer confidence and reduce repetitive status-check queries.
- **Verified Business Profile:** A green checkmark and verified business name reassure international buyers they are dealing with a legitimate exporter, reducing fraud concerns on both sides.

Best Practices for Implementation

1. **Register Through a Verified Provider:** Use an authorized Business Solution Provider to set up the API in compliance with WhatsApp's commerce policies.
2. **Design Clear Automated Flows:** Set up greeting messages, FAQs, and away messages tailored to buyer time zones.
3. **Segment Buyer Communication:** Use labels and broadcast lists to separate new inquiries, active orders, and repeat clients.
4. **Maintain Human Oversight:** Automation should support, not replace, personal engagement for negotiations and relationship-building.
5. **Monitor Response Metrics:** Track response time and inquiry-to-order conversion to continuously refine communication.

Conclusion

For Sialkot's exporters, where buyer relationships often span multiple time zones and rely heavily on quick, trustworthy communication, the WhatsApp Business API offers a practical way to professionalize outreach. By automating routine interactions while preserving personal engagement where it matters most, exporters can respond faster, appear more credible, and ultimately convert more inquiries into confirmed orders.



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Property of Sialkot Chamber of Commerce & Industry

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