

# CHAMBER'S COMMUNICATOR

DECEMBER 2025 | ISSUE NO 2

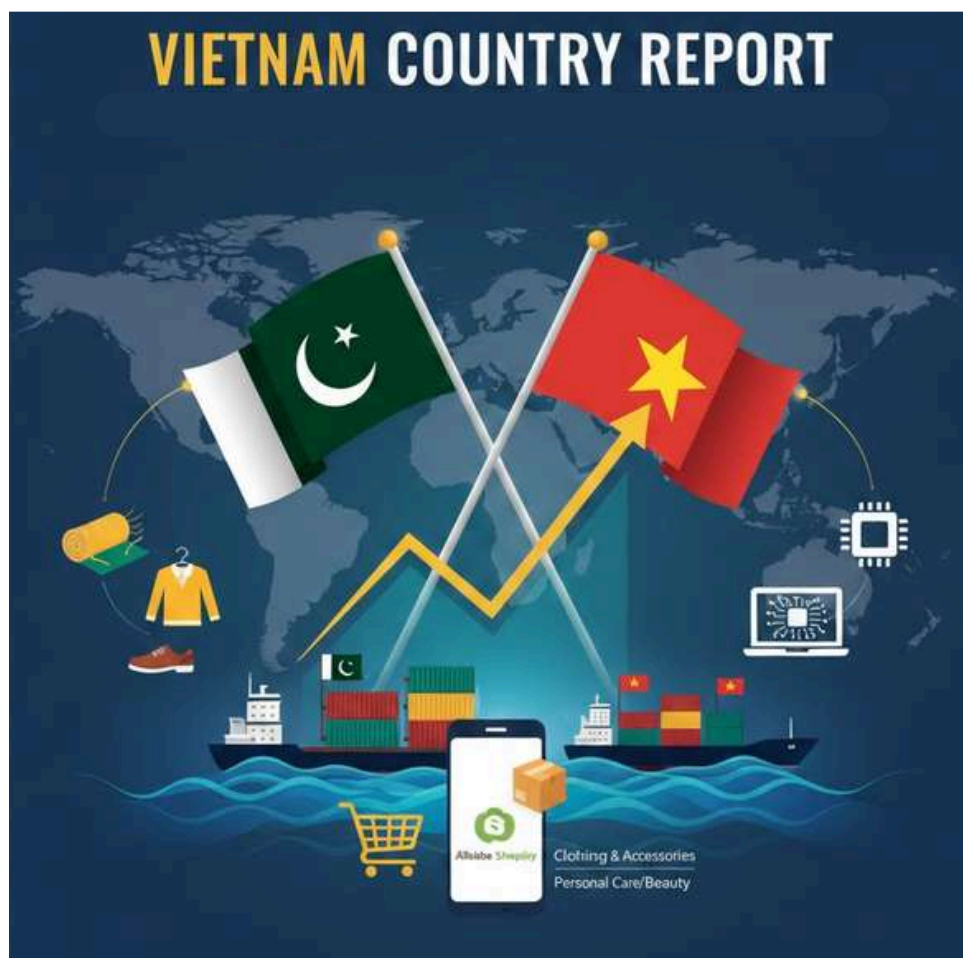


**CYBER SHIELD**  
EXPORTERS: GUARD YOUR DATA



Protect Your Global Business.

## VIETNAM COUNTRY REPORT



Shipping & Logistics  
Clothing & Accessories  
Personal Care/Beauty



**SUNWAI**

FAST. TRANSPARENT. ACCESSIBLE

**SUNWAI: STATE BANK'S EASY COMPLAINT SYSTEM**



**Microplastics**  
in industrial effluent  
1.7-140 Million  
particles/day

**Aquatic Plants**  
act as low-cost, low-maintenance  
bio-filters

**GREEN FILTER:**  
A Natural Solution to Microplastic Pollution

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

# TABLE OF CONTENTS

|                                                                       |    |
|-----------------------------------------------------------------------|----|
| President's Message                                                   | 04 |
| Vietnam Geographic/Demographic Overview                               | 05 |
| Pakistan Vietnam Trade                                                | 06 |
| Vietnam Exhibitions And Fairs                                         | 07 |
| Important Links For Information                                       | 08 |
| How to Start Exporting From Sialkot                                   | 09 |
| Bringing Raw Material Production Home                                 | 10 |
| Cybersecurity in 2025                                                 | 11 |
| Workplace Behaviors Tied to Incentives and Recognition                | 14 |
| State Bank's Easy Complaint System for Banking Customers              | 15 |
| A Natural Solution to Microplastic Pollution in Industrial Wastewater | 16 |
| Trade Wars: Tech Shifts, And Sialkot's Next Play                      | 18 |
| Ransomware: A Growing Threat to Sialkot's Export Industry             | 19 |

# الْبَيْعُ الْمُرْتَبِعُ

The buyer and the seller have the option (to cancel the transaction) as long as they have not separated. If they speak the truth and make everything clear, their transaction will be blessed, but if they conceal something and lie, the blessing of their transaction will be wiped out.

# PRESIDENT'S MESSAGE

*"Information is power and Chamber's Communicator ensures our members remain empowered through every edition."*

Dear Members,

With utmost pleasure, I present to you the 2<sup>nd</sup> edition of SCCI's Exclusive E-magazine "Chamber's Communicator". It is encouraging to see The Communicator continue to serve as a useful platform for sharing important insights with Sialkot's business community. Each edition is designed to provide members with practical information on trends, challenges, and opportunities to help them make informed decisions in today's fast changing trade environment.

This edition features a Country Report on Vietnam, insights on importance of developing local raw material sources, and the need for cybersecurity. It also includes a practical guide on starting exports from Sialkot, an important update on ransomware threats to our export industry, Plants: A Natural Solution to Microplastic Pollution in Industrial Wastewater and Workplace Behaviors Tied to Incentives and Recognition.

It also highlights Sunwai, the State Bank's easy complaint system for banking customers, and review global trends in Trade Wars, Tech Shifts, and Sialkot's Next Play, to help our members prepare for the future.

At the Sialkot Chamber, we remain committed to supporting our members with knowledge that encourages growth, efficiency, and compliance. I encourage all readers to stay connected with The Communicator as we continue to support awareness, preparedness, and progress across Sialkot's business landscape.

I am confident that this edition will serve as a valuable resource for our business community and support informed, strategic decision-making.



*Syed Ahtesham Maghar*  
**President**

# VIETNAM

## GEOGRAPHIC/DEMOGRAPHIC OVERVIEW

**Southeast  
Asia**  
REGION

**100  
MILLION**  
estimated, 2024  
POPULATION

**\$ 4,000**  
USD  
GDP PER CAPITA  
(PPP)

**Vietnamese**  
LANGUAGE  
**\$476 billion**  
GDP 2024

### KEY INTERESTING FACTS:

- Vietnam has achieved **remarkable socio-economic progress** over the past 30 years.
- It has been **one of the world's fastest-growing economies**, maintaining **5.3%–7.8% annual GDP growth**.
- Pakistan's strengths in **textiles and leather** match Vietnam's import demand, creating strong export potential.
- Vietnam is deeply integrated into **global supply chains**, especially in electronics, garments, and agriculture.
- Its rapidly expanding **IT sector** provides opportunities for Pakistani freelancers in software, design, and digital marketing.
- Vietnam imports large volumes of **leather and footwear materials**, opening doors for Pakistani exporters of components, finished products, and contract manufacturing.
- The fast-growing **e-commerce market** offers Pakistani SMEs opportunities to sell apparel, accessories, and home goods through local or cross-border platforms.
- A rising middle class has increased demand for **processed foods and spices**, creating opportunities for compliant Pakistani food exporters.

### PUPULAR E-COMMERCE PLATFORMS

|                                                                                                                  |                                                                                                         |
|------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| <br>High in business sourcing | <br>Moderate        |
| <br>Low-Moderate              | <br>not mass buyers |

### TOP Online Product Categories:

- Clothing & Accessories
- Personal Care
- Beauty products
- Footwear
- Household Goods.

# PAKISTAN

# VIETNAM

# TRADE

FINANCIAL YEAR (JUL-JUN 2025)

TOTAL TRADE  
**\$620.522**  
MILLION

Exports to Vietnam: 229.08 USD (M)

Import from Vietnam: 391.422 USD (M)

Source: State Bank of Pakistan

| Description                   | Pak Exports to Vietnam- 2024 | Vietnam's Imports from World -2024 |
|-------------------------------|------------------------------|------------------------------------|
| Sports Wears                  | 0.001                        | 6.674                              |
| Cutlery & Crockery            | 0                            | 25.265                             |
| Badges                        | 0.001                        | 113.034                            |
| Musical Instruments           | 0                            | 4.05                               |
| Leather Products              | 0.006                        | 90.899                             |
| Sports Goods                  | 0.266                        | 88.254                             |
| Gloves & Protective Equipment | 0.279                        | 26.549                             |
| Surgical Instruments          | 2.961                        | 557.21                             |
| Shoes & Saddlery              | 0                            | 3006.052                           |
| <b>Total</b>                  | <b>3.514</b>                 | <b>3917.987</b>                    |

(SOURCE: TRADEMAP/WORLD BANK)  
Sources: ITC calculations based on Pakistan Bureau Of Statistics  
All values in US\$ Million for the Year 2024

The table presents Sialkot's export performance to Vietnam for the year 2024, amounting to US\$ 3.514 million, compared with Vietnam's total global imports of US\$ 3.917 billion, depicting considerable scope for enhancing bilateral trade.

# VIETNAM EXHIBITIONS AND 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 Vietnam.

**Vietnam Sport Show** – Sportswear, Sports Goods, Protective Gear  
[sportshow.com.vn/en/](http://sportshow.com.vn/en/)

**Vietnam Medipharm Expo** – Surgical Instruments, Diagnostics Equipment, Medical Protective Equipment  
[medipharmexpo.com/en/](http://medipharmexpo.com/en/)

**Vietnam Expo in Hanoi** – Agricultural Products, Digital Technology & e-Commerce, Machinery & Supporting Industries Pavilion  
[vietnamexpo.com.vn/en/](http://vietnamexpo.com.vn/en/)

**Vietnam International Sourcing Expo** – Food & Beverages, Garments & Textiles, Shoes, Bags & Luggage, Sports & Outdoors, Household & Home Décor Supporting Industries  
[vietnamsourcingexpo.vn/en/](http://vietnamsourcingexpo.vn/en/)

**Shoes & Leather** – Vietnam – Leather Goods, Shoes, Components  
[toprepute.com.hk/shoes-and-leather-vietnam/](http://toprepute.com.hk/shoes-and-leather-vietnam/)

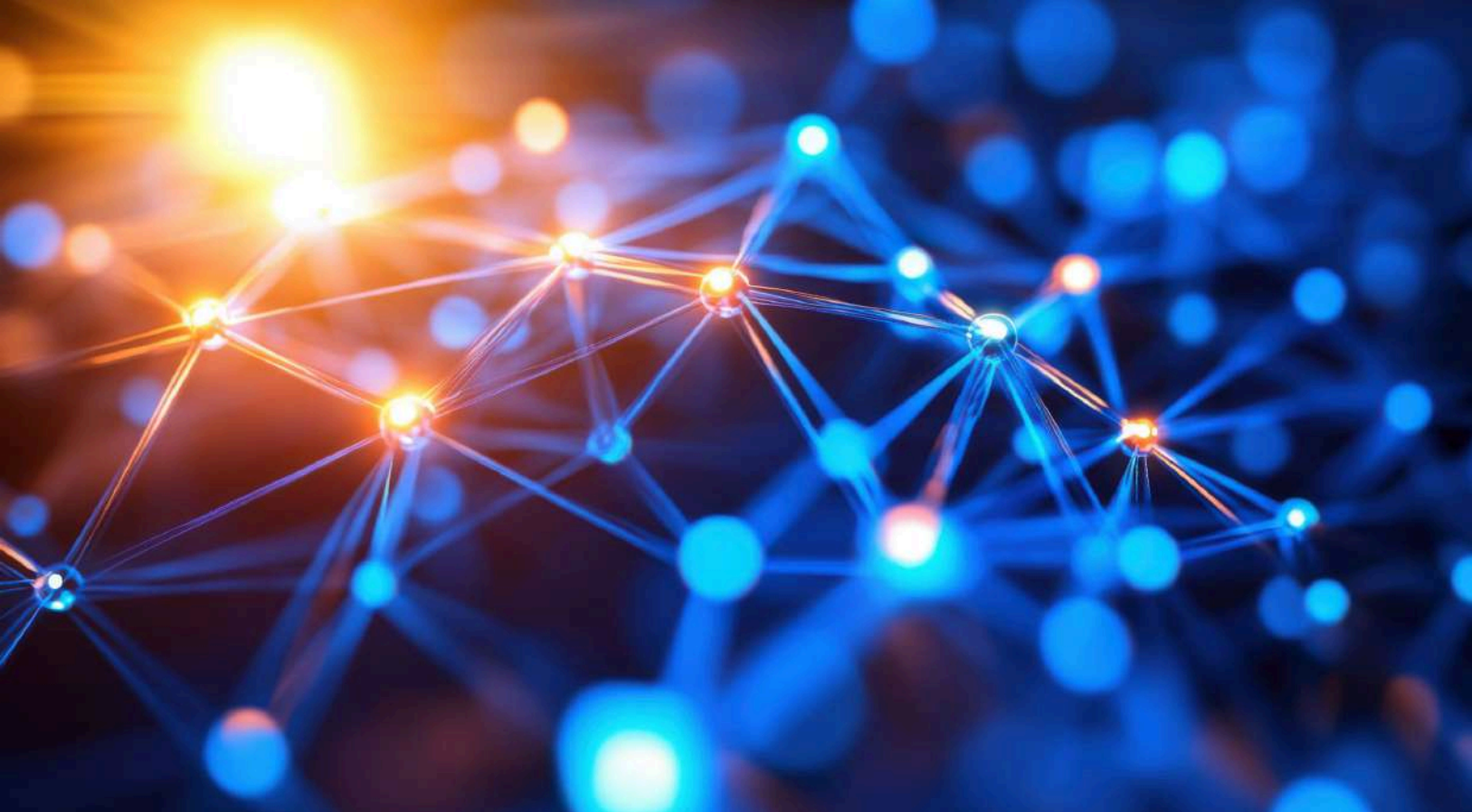
**Saigon Fabric 2025** – Textile  
[saigontex.com/en](http://saigontex.com/en)

**VTG** – Textile  
[vtg.chanchao.com.tw/en/VisitorInfo](http://vtg.chanchao.com.tw/en/VisitorInfo)

**Vietnam Sportswear Exhibition** – Sports Wear  
[sportshow.com.vn](http://sportshow.com.vn)

**INTEX International Textile Expo** – Textile  
[globaltextileexpo.com/en](http://globaltextileexpo.com/en)





# IMPORTANT LINKS FOR INFORMATION

## **Embassy of Pakistan Hanoi, Vietnam**

[mofa.gov.pk/hanoi-vietnam](http://mofa.gov.pk/hanoi-vietnam)

## **Vietnam Embassy Islamabad, Pakistan**

[vnembassy-islamabad.mofa.gov.vn](http://vnembassy-islamabad.mofa.gov.vn)

## **Vietnam Trade Information Portal**

[vietnamtradeportal.gov.vn](http://vietnamtradeportal.gov.vn)

## **For Business Visa**

[visa.mofa.gov.vn/\\_layouts/registration/  
ApplicationForm.aspx](http://visa.mofa.gov.vn/_layouts/registration/ApplicationForm.aspx)

## **For determination of Taxes, Fees, and Charges**

[https://www.customs.gov.vn/index.jsp?  
pagelid=2281&aid=206338&cid=4133](https://www.customs.gov.vn/index.jsp?pagelid=2281&aid=206338&cid=4133)



# HOW TO START EXPORTING FROM SIALKOT



Every big exporter started small with one idea, one buyer, and one chance. Today, it's easier than ever to take that first step. You don't need a big office or long list of contacts to reach global markets. All you need is a product, the right tools, and the willingness to learn.

The world of trade has gone digital. Buyers no longer wait for trade fairs; they search online. Platforms like **Alibaba.com**, **TradeWheel.com**, and **GlobalSources.com** now connect small businesses directly with serious international buyers. A verified profile, clear product photos, and fast replies can earn trust and help you secure your first order.

But visibility alone is not enough, you must be relevant. **Global buyers today pay more for eco-friendly, traceable, and high-quality products.** Demand is growing for items made from **recycled fabrics, biodegradable packaging, organic materials, stainless steel tools, handmade leather goods, and performance sportswear.** Buyers are willing to pay premium prices for responsibly made, modern products. Even small improvements, cleaner finishing, greener packaging, or energy efficient processes make a big difference.

Before you begin, learn the basics. Free resources at [SMEDA.org](http://SMEDA.org) and a book titled *Import Export Business Manual* by Ijaz Ahmed (available at the SCCI Library) can guide you on pricing, documentation, and complete export procedures. The more you understand your costs and compliance, the easier it becomes to close deals confidently. At Sialkot Chamber of Commerce and Industry, our SME Committee holds regular sessions to help young exporters understand the art of exporting and growing business as well.

Also, for new entrants they should explore new markets. Africa, Central Asia, and Eastern Europe are quietly increasing imports from Pakistan in smaller but consistent volumes. Tools like **Volza.com** and [ImportYeti.com](http://ImportYeti.com) help you identify buyers and their import patterns.

Sialkot's exporters have already proven it's possible, from producing the official FIFA World Cup footballs to surgical instruments trusted in Europe. The world is ready. If they can find you, trust you, and contact you, you're already halfway there. Sialkot has the skill; the demand is global. The next move is yours.

# THE NEXT BIG STEP

## BRINGING RAW MATERIAL PRODUCTION HOME

The world of manufacturing is changing fast. Global supply chains that once stretched across continents are now getting shorter. Big buyers don't just want low prices anymore they want **reliability, speed, and control**. This shift has opened a new door for Sialkot: to not only export finished goods but to **start making the raw materials** that power those exports.

Right now, many of the key materials used in Sialkot such as rubber, synthetic fabrics, plastics, steal, printing material, button zippers & accessories and tanning inputs, still come from abroad. Every shipment delay or price hike affects production at home. But this gap is also a golden opportunity.

Across Pakistan, the **International Finance Corporation (IFC)** and other investors are already funding projects that build local material capacity. In Sindh, IFC recently co-financed a **tyre manufacturing plant**, boosting the country's ability to make rubber compounds and industrial fabrics. In Punjab, another IFC-supported venture is **turning waste oils into sustainable aviation fuel**, which also produces green chemicals used in plastics and packaging. These projects show that global investors are ready to back **practical, scalable ventures** in Pakistan that combine innovation with export strength.

This is where Sialkot fits in. The city already has a proven export record, skilled workers, and strong global credibility. What's needed now is a **shift in mindset that is from assembling to originating**. Instead of waiting for imported materials, Sialkot's industries can lead in producing them.

There are already inspiring examples in Pakistan. **Interloop Ltd.** in Faisalabad is recycling textile waste into new yarns. **Datini Fibers** and **Circular Restitch** are turning leftover fabrics into recycled fibers. In packaging, **Unilever** and **Green Earth Recycling** are converting plastic waste into new products, while **EcoPak** and **TrashIt** are creating biodegradable alternatives. These efforts prove that sustainable production is not a dream, it's happening.

For Sialkot, similar partnerships can start small in **biodegradable synthetics, recycled packaging, or medical-grade materials**. Each local venture would reduce import dependence, create jobs, and strengthen the city's industrial base.



The next phase of Sialkot's growth isn't about producing more it's about producing smarter and earlier. By bringing material production home, Sialkot can gain faster delivery times, lower costs, and full control over quality.

In today's world, certainty is the new currency. And the city that controls its materials will control its future. For Sialkot, that future starts now.

# CYBERSECURITY IN 2025

## A CRITICAL PRIORITY FOR EXPORTERS AND SMES

INSIGHTS FROM THE 8<sup>TH</sup> INTERNATIONAL CYBER THREAT INTELLIGENCE (CTI) SUMMIT 2025



Cybersecurity has become one of the most important business concerns of the modern era—especially for exporters, manufacturers, and SMEs operating in globally connected markets like Sialkot. With increasing reliance on digital platforms, online payments, supply-chain software, and international communication channels, the risk of cyber-attacks has grown exponentially.

To understand these emerging threats and explore strategies for proactive defence, the Sialkot Chamber of Commerce & Industry participated in the **8<sup>th</sup> International Cyber Threat Intelligence (CTI) Summit 2025**, organized by Total Communications. The summit brought together leading global and local experts, cybersecurity organizations, and industry practitioners.

### WHY CYBERSECURITY MATTERS FOR SIALKOT EXPORTERS

With exporters increasingly using digital systems for communication with buyers, financial transactions, logistics, and data sharing, cyber risks can affect business continuity, customer trust, and international credibility.

Key global trends highlighted at the CTI Summit include:

- **AI-enabled cyber-attacks** that are faster, more sophisticated, and harder to detect.
- **Targeted attacks on SMEs**, which are now prime targets due to weaker cybersecurity defences.
- **Growing use of deepfakes and social engineering** to manipulate financial decisions.
- **Exploitation of supply-chain vulnerabilities**, particularly for export-oriented businesses.
- **Increasing dark web activity**, where stolen data, credentials, and company information are bought and sold.

For Sialkot's export-driven economy—sports goods, surgical instruments, leatherwear, gloves, and engineering products—ensuring cybersecurity is no longer optional; it is fundamental to sustaining international business relations.

### Key Takeaways from the CTI Summit 2025

Experts from leading global cybersecurity companies shared the following important insights:

#### AI Is Changing Cyber Threats

Attackers and defenders now both use AI. AI-powered malware, automated phishing, and predictive hacking mean companies must strengthen their cyber security.

#### Threat Intelligence Is Now Essential

Knowing who might target your business and how helps organizations stop attacks before they happen.

#### Dark Web Monitoring Matters

Hackers sell stolen company data, emails, and financial info on the dark web. Businesses—especially SMEs—need tools to track such activity.

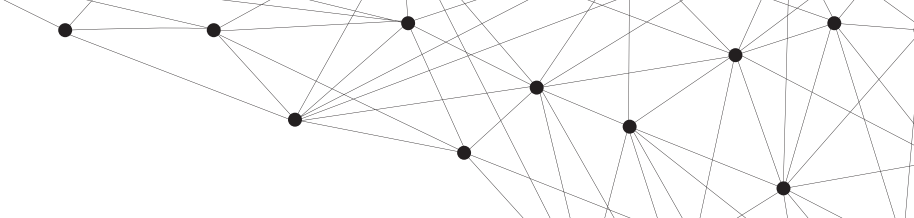
#### Identity Security & Data Protection Are Critical

Securing passwords, digital identities, and sensitive data is a core requirement for modern cyber defence.

#### Cashless Payment Fraud Is Increasing

With more exporters using online payment systems, AI-powered fraud is growing. Real-time fraud detection tools are necessary to avoid financial loss.





## Common Cyber-Attacks Suffered by SMEs

Most small and medium enterprises in Pakistan face similar kinds of cyber threats. Understanding these attack types helps in prevention:

### 1. Phishing & Spear Phishing

Fake emails pretending to be buyers, banks, or shipping agents ask users to click malicious links or share passwords.

### 2. Business Email Compromise (BEC)

Hackers impersonate exporters or foreign buyers by hijacking email accounts, leading to payment diversion scams.

### 3. Ransomware Attacks

Malware locks all company data and systems unless a ransom is paid. SMEs with weak backups are especially vulnerable.

### 4. Malware & Spyware Infections

Software installed through unsafe downloads or USB devices steals data or monitors keystrokes.



### 5. DDoS (Distributed Denial of Service) Attacks

Attackers flood a website or server with traffic, making business operations impossible.

### 6. Identity Theft & Account Takeovers

Cybercriminals use stolen passwords to access email accounts, online banking systems, or cloud platforms.

### 7. Supply Chain Attacks

When a trusted supplier or partner is hacked, the attacker gains indirect access to your systems.



## Precautionary Measures for Exporters & SME Owners

Exporters are advised to follow these key practices to improve cyber resilience:

- 1. Use Strong Passwords + 2FA:** Ensure every business account has a strong password and two-factor authentication.
- 2. Keep Systems Updated:** Turn on automatic updates to avoid attacks through outdated software.
- 3. Follow Safe Email Practices:** Avoid unknown links/attachments, verify bank detail changes with buyers, and use separate emails for finance.
- 4. Maintain Data Backups:** Keep both offline and cloud backups to recover from ransomware.
- 5. Train Employees:** Educate staff on phishing and social engineering risks.
- 6. Use Licensed Security Tools:** Install genuine antivirus and firewall solutions.
- 7. Secure Wi-Fi & Network:** Set strong Wi-Fi passwords and keep routers updated.
- 8. Control Access:** Give sensitive data access only to necessary staff.
- 9. Monitor Financial Activity:** Enable bank alerts and use secure devices for online transactions.
- 10. Consider Cyber Insurance:** High-risk exporters should explore cyber liability coverage.

# CYBERSECURITY

## AS A COMPETITIVE ADVANTAGE



A strong cybersecurity strategy not only prevents financial loss but also builds **trust with international buyers**, many of whom now require suppliers to meet minimum cyber standards.

At the CTI Summit, experts emphasized that **cybersecurity should be viewed as an investment in global competitiveness**, not just as a technical expense. Exporters with secure systems, reliable digital practices, and strong threat intelligence capabilities are better positioned to win and maintain international business.

## CONCLUSION

The CTI Summit 2025 highlighted that cybersecurity challenges will continue to grow as global trade becomes more digital. For exporters in Sialkot, adopting proactive cyber defence strategies is essential for safeguarding business operations, protecting sensitive data, and maintaining the trust of international customers.

The Sialkot Chamber encourages all members to stay informed, follow best practices, and strengthen their cybersecurity posture to protect their businesses from modern digital threats.



## Workplace Behaviors Tied to Incentives and Recognition

The article provides an insightful and timely exploration of how incentives and recognition shape workplace behaviors, particularly productivity, motivation, and organizational commitment. The review is highly relevant to the current research conducted with a sample of 500 working women, where findings similarly revealed that incentives and recognition play a significant role in enhancing employee performance and productivity. The article is grounded in strong theoretical foundations, drawing from Self-Determination Theory, Expectancy Theory, Reinforcement Theory, Goal-Setting Theory, Equity Theory, and the Job Characteristics Model. These frameworks collectively explain how both intrinsic and extrinsic rewards influence employees' behavioral outcomes. This theoretical integration aligns with the findings of the present study with 500 women, which demonstrated that acknowledgment,

Statistical analysis indicated consistent patterns across participants, showing that both financial and non-financial incentives significantly increased productivity, while lack of recognition often led to demotivation and reduced performance. The practical implications highlighted in the article align strongly with the outcomes of the study. Both sources emphasize the critical importance of structured reward systems, transparent recognition practices, and supportive management in fostering a positive and productive organizational environment. The findings from the 500-women sample further affirm that well-designed incentive programs are especially empowering for women, contributing to higher confidence, improved skill utilization, and long-term organizational loyalty. Overall, the article is a valuable contribution to organizational psychology.

timely rewards, appreciation, and opportunities for growth substantially increased motivation and job satisfaction. A major strength of the article is its comprehensive discussion of workplace behavior dimensions motivation, engagement, job satisfaction, organizational commitment, supervisor support, peer support, and work-life balance. These dimensions were similarly reflected in our study, where participants consistently reported that appreciation and rewards improved their engagement level and reduced work-related stress, ultimately boosting their overall productivity. The article also highlights international findings on how incentives impact knowledge-sharing behaviors, performance quality, and organizational culture. These observations parallel the outcomes of the research conducted with 500 women, where employees expressed that recognition programs made them feel valued, resulting in higher task completion rates, enhanced creativity, and better teamwork. From a methodological perspective, the article showcases rigorous procedures such as thematic analysis, Delphi expert review, and psychometric validation.

Its arguments are consistent with the empirical evidence obtained from the recent study with 500 women, reaffirming that incentives and recognition are powerful drivers of workplace productivity. Investing in these practices can significantly enhance employee well-being, performance, and organizational growth.



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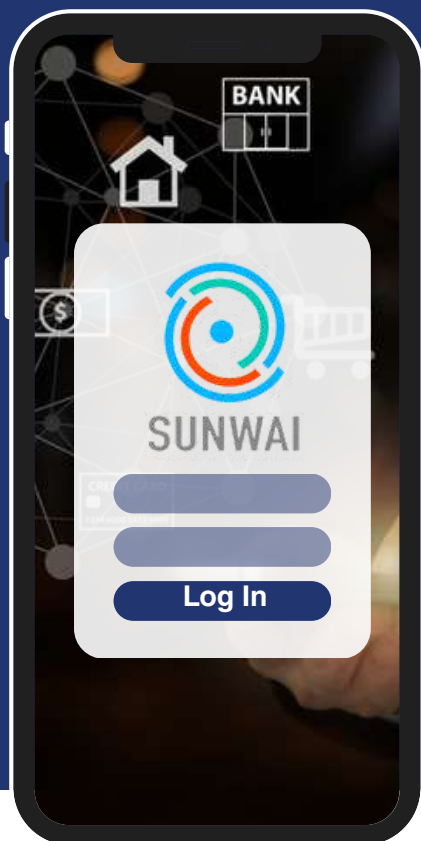
**Mam Salbia Abbas**  
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# SUNWAI

## STATE BANK'S EASY COMPLAINT SYSTEM FOR BANKING CUSTOMERS



The State Bank of Pakistan has introduced SUNWAI, a simple and user-friendly digital platform that allows customers to lodge and track complaints against any bank, microfinance bank, or development finance institution across the country. **Available on the web at [sunwai.sbp.org.pk](http://sunwai.sbp.org.pk) and as a mobile app on Android and iOS**, The portal is bilingual, available in both English and Urdu, making it easier for users from all backgrounds to access.



**SUNWAI** makes the process of resolving banking issues fast, transparent, and accessible to everyone from individual account holders to exporters and manufacturers.

For members of the Sialkot Chamber of Commerce and Industry (SCCI), this initiative offers a valuable solution to long-standing challenges such as

- EXPORT PAYMENT DELAYS
- TRADE FINANCE ISSUES
- LETTER OF CREDIT (LC) PROCESSING BOTTLENECKS
- INWARD OR OUTWARD REMITTANCE PROBLEMS
- ROSHAN DIGITAL ACCOUNT (RDA) QUERIES

Through SUNWAI, complaints can be filed online without the need to visit bank branches or write lengthy letters. Each complaint receives a unique tracking number, allowing users to monitor progress through SMS, email, or the web dashboard until the issue is resolved.

Before filing a complaint on SUNWAI, users are encouraged to first report the issue to their bank's own complaint cell. If the matter remains unresolved within the prescribed period, it can then be escalated to the State Bank of Pakistan or the Banking Mohtasib Pakistan through the SUNWAI system.

By launching this initiative, the State Bank has made grievance handling more transparent and responsive. For a business community like Sialkot's which depends heavily on smooth trade transactions and timely financial processing.



# A Natural Solution to Microplastic Pollution in Industrial Wastewater

Microplastics (extremely small plastic particles, less than 5mm in size) are now being detected in the wastewater released from various industries and tanneries. During manufacturing, washing, cutting, and chemical processing, countless microscopic plastic fragments and fibers are unintentionally generated. According to a recent report, the discharged effluent flow contains between 1.7 and 140 million microlitter particles in a course of one day, despite the treatment of wastewater. Because of their tiny size, these particles easily pass into wastewater streams and, without proper treatment, eventually find their way into rivers, canals, and surrounding agricultural areas. Once they enter the environment, they do not break down quickly. Instead, they persist for years, causing nuisance in waterways, reducing water quality, harming aquatic organisms, and potentially entering the food chain. In recent years, scientists have also discovered microplastics inside the human body—including in blood, urine, lungs, digestive system, and even the placenta. These findings suggest that microplastics are not only an environmental issue but may also pose emerging health concerns, as their long-term effects on human tissues are still unknown. This makes responsible wastewater management even more urgent and relevant. For a highly industrial and export-oriented city like Sialkot, this growing concern is particularly relevant.



As global markets increasingly value environmentally responsible production, effective wastewater treatment is becoming more than a regulatory requirement; it is becoming a business advantage. Traditional treatment systems, however, were not originally designed to remove microplastics, and even treated water may still contain significant numbers of plastic particles. Strengthening wastewater treatment before discharge is therefore essential not only to protect local ecosystems and public health but also to ensure that industries remain competitive and credible in international markets that now emphasize sustainability and cleaner supply chains.

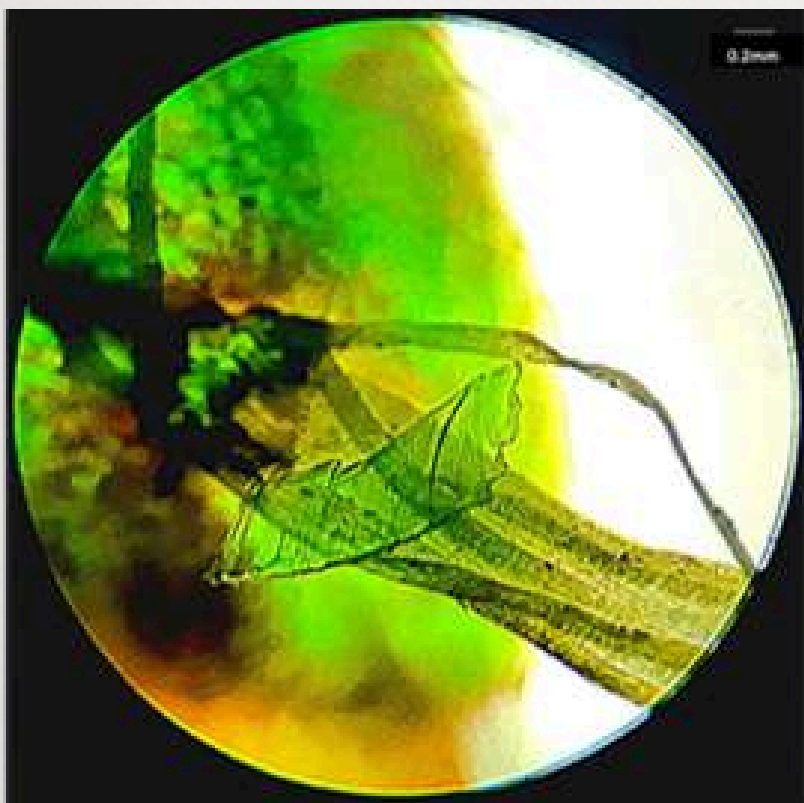
In recent years, an interesting and promising idea has emerged: the use of plants as an additional treatment step. Certain aquatic plants have natural surfaces that attract and adsorb microplastic particles suspended in water. When used in constructed wetlands or polishing ponds, these plants can act like natural filters, helping to trap and retain microplastics before the water flows out into the environment. This approach offers a low-cost, low-maintenance, and eco-friendly complement to existing treatment technologies.



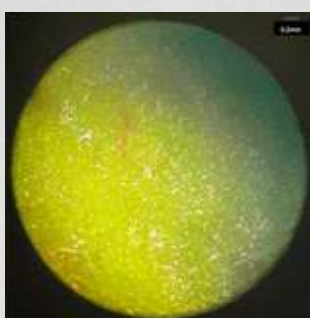
As botanist and a wetland scientist working on microplastics in the environment, my research group has been exploring this concept in detail. My MS students have recently found that aquatic plants show strong adsorption surfaces for microplastics in controlled and natural aquatic systems, and can potentially reduce plastic particles in wastewaters (Figure).

These findings suggest that plant-based treatment could become a practical and accessible solution, especially in regions like Pakistan where advanced filtration systems are expensive and difficult to implement.

For industries and tanneries in Sialkot, this represents an opportunity. By adopting innovative nature-based solutions, businesses can demonstrate environmental responsibility, meet emerging standards, and strengthen their reputation in global markets that increasingly expect cleaner production practices. Addressing microplastic pollution now can help safeguard local water resources, support healthier communities, and position Sialkot as a forward-thinking industrial hub committed to sustainable growth.



*Microscopic images of aquatic plant Duck weed with attached/adsorbed microplastics.*



In short, microplastic pollution in wastewater is a challenge, but it is also an opportunity to innovate. With collaboration between industry and research, Sialkot can take meaningful steps toward cleaner production and a more sustainable future.



**Dr. Noreen Khalid**

*Assistant Professor, Department of Botany,  
GC Women University Sialkot*

# TRADE WARS

## TECH SHIFTS, AND SIALKOT'S NEXT PLAY

Traditional global trade used to move in straight lines i.e., China made and America bought, and everyone else followed the rhythm. But not anymore. The China-US trade war has cracked that rhythm wide open, and every export city is being forced to find a new beat.

As Washington and Beijing wrestle over tariffs and rare minerals, America's Global Trade policy is shifting. After years of cozying up to India, the West is now quietly looking Pakistan's way, drawn by its rare mineral's reserves, strategic geography, and a surprising new interest in Bitcoin and digital innovation.



## THE SIALKOT ADVANTAGE: REDEFINING TRADE IN A NEW ERA

**It's a strange twist of fate: while the big powers spar, Pakistan suddenly matters again.** The world wants new supply chains, cleaner energy inputs, and lower-cost precision manufacturing. **Sialkot, with its unmatched skill in small-scale exports, sits right on that fault line, a city with the muscle and mindset to turn global chaos into local opportunity.**

**But here's the truth: yesterday's hustle won't win tomorrow's orders. Buyers want faster turnarounds, traceable production, and digital compliance. The next trade wave isn't about who works harder, it's about who thinks smarter.**

For Sialkot, this is a moment to think big. The city is already known worldwide for sports goods, surgical instruments, and leather exports industries that have built Pakistan's image for quality craftsmanship.

**This means Sialkot's industries must evolve.** Even small exporters can use AI tools to predict demand or blockchain to show where their materials come from. A verified digital presence and transparent production can win trust and higher-value orders.

In a world where trade is being rewritten, Sialkot stands at the edge of a new opportunity. The city has the skills and the drive, now it's time to connect them with technology and the future.

# Ransomware

## A GROWING THREAT TO SIALKOT'S EXPORT INDUSTRY



In today's digital world, businesses rely heavily on technology for communication, record-keeping, and international trade. However, with these advancements comes an increasing threat ransomware. **Ransomware** is a malicious software (malware) that blocks access to a computer system or encrypts files and demands payment (ransom) to restore access.

### How Ransomware Works

Once ransomware enters a computer often through a suspicious email, infected USB, or fake website it silently encrypts **"Encryption changes your information into a secret code, so only the right person can read it."** important files such as invoices, shipping documents, and customer data. After locking the system, it displays a message demanding payment, usually in cryptocurrency. Even if the ransom is paid, there is no guarantee that access will be restored, which makes this form of attack extremely dangerous.

### Causes of Ransomware Attacks

- Opening email attachments or links from unknown senders.
- Using weak, repeated, or shared passwords.
- Lack of updated antivirus or firewall protection.
- Outdated operating systems and unpatched software.
- Downloading unauthorized or pirated software.

### Impact on Sialkot's Exporters

Sialkot is internationally recognized for its exports. Exporters depend on digital systems for documentation, banking, and communication with international clients. A ransomware attack can have **serious consequences**, including:

- **Loss of critical business data** such as invoices, shipping details, and client information.
- **Interruption in production and dispatch schedules**, leading to shipment delays.
- **Financial losses** due to halted operations or ransom payments.
- **Reputation damage**, as foreign clients may lose confidence in the company's reliability.

Such disruptions can directly impact Sialkot's export performance and the city's overall image as a trusted industrial hub.

Ransomware is not just a technical issue it is a business threat that can halt operations, cause financial loss, and damage credibility in global markets. By adopting preventive cybersecurity practices, exporters in Sialkot can safeguard their data, ensure business continuity, and protect their long-standing reputation in international trade.

### How Ransomware Works



### Preventive Measures

To protect against ransomware, exporters and business owners should adopt the following preventive measures:

- **Regular Data Backups:** Maintain secure backups on external drives or cloud storage.
- **Email Vigilance:** Avoid opening attachments or clicking links from unknown sources.
- **Strong Passwords:** Use unique, complex passwords and enable multi-factor authentication.
- **System Updates:** Keep all operating systems and applications up to date.
- **Reliable Security Software:** Install trusted antivirus and firewall protection.
- **Staff Awareness:** Train employees to identify phishing attempts and suspicious activity.

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