

CHAMBER'S COMMUNICATOR

MARCH 2026 | ISSUE NO 5



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

TABLE OF CONTENTS

President's Message	04
Pakistan USA Trade	05
Key Opportunities for Pakistani Exporters in USA	06
USA Economic/Geographic/Demographic Overview	07
Standardizations and Certifications in USA	08
USA Exhibitions And Fairs	09
Important Links For Information	10
Implementing Computer Vision Based Safety Protocols In Suspension Scaffolds Through Drones	11
A Window East: Why Sialkot Should Consider Barter with Russia	12
Backup & Disaster Recovery: A Survival Strategy for Export Businesses	13
Registered Exporter System (REX) Through PSW	14
EU MDR 2017/745 -Overview Medical Device Regulation (EU) 2017/745	15



**SEEKING HALAL EARNINGS IS AN
OBLIGATION UPON EVERY MUSLIM**

AL-MU'JAM AL-AWSAT (TABARANI), HADITH 8610

PRESIDENT'S MESSAGE

"Timely knowledge, resilience, and global outreach are essential to sustaining competitiveness in today's dynamic business environment."

Dear Members,

It is my pleasure to present the latest edition of SCCI's E-Magazine, "Chamber's Communicator." This edition highlights strategic themes that align with Sialkot's expanding global footprint and the evolving demands of international trade.

The highlights include a Country in Focus on the United States of America, exploring avenues to strengthen trade relations and expand export markets. We also examine alternative trade strategies in "A Window East: Why Sialkot Should Consider Barter with Russia," offering insights into new growth opportunities amid evolving global dynamics.

Key features include "Backup & Disaster Recovery: A Survival Strategy for Export Businesses," underscoring the importance of data protection, and an overview of EU MDR 2017/745, guiding exporters toward compliance with European standards. This edition also covers the Registered Exporter System (REX) through PSW to facilitate smoother trade processes, along with innovative safety solutions using computer vision and drone technology in industrial operations.

At SCCI, we remain committed to providing forward-looking knowledge and practical guidance to support sustainable growth and global competitiveness. I believe this edition will serve as a valuable resource for informed decision-making.



Syed Ahtesham Maghar
President

PAKISTAN

USA

TRADE

FINANCIAL YEAR (JUL-JUN 2025)

TOTAL TRADE

\$13.28

BILLION

Exports to USA: 9.215 USD (B)

Import from USA: 4.07 USD (B)

Source: State Bank of Pakistan

Description	Sialkot Exports to USA- 2024	USA's Imports from World-2024
Sports Wear	50.656	1655.872
Cutlery & Crockery	5.002	2244.017
Badges	3.778	153.003
Musical Instruments	0.49	653.901
Leather Products	45.18	8579.6
Sports Goods	35.814	2925.447
Gloves & Protective Equipment	103.137	1,691.85
Surgical Instruments	126.706	33.857
Shoes & Saddlery	8.73	24398.46
Total	379.493 M	43.33 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 the USA for the year 2024, amounting to US\$379.493 million, compared with the USA's total global imports of US\$ 43.33 billion, indicating considerable scope for enhancing bilateral trade in the above-mentioned sectors.

Unlocking the American Market: Key Opportunities for Pakistani Exporters in the World's Largest Economy

Capitalizing on U.S. Demand in Textiles, Kitchenware, Leather, and Specialized Goods



Apparel & Sportswear



The U.S. has a huge apparel market, including sports and athleisure wear. Pakistan is already a major textile/apparel exporter globally, but has only a small share of U.S. imports. Pakistani firms can target U.S. buyers by diversifying into high-demand sportswear and blended textiles, leveraging Pakistan's cost competitiveness.



Embroidery & Badges

Pakistani manufacturers of embroidered patches, badges, and embroidery supplies have strong potential in the U.S. market. Pakistani badge makers often small, high-quality embroidery firms can leverage online B2B platforms and trade shows to connect with U.S. uniform suppliers, scout organizations, and apparel brands that need custom patches, while ensuring certified materials, high quality, and timely delivery.



Embroidery & Badges

Sialkot, is renowned for high-quality sports equipment, including FIFA-certified soccer balls, cricket bats, and hockey gear. Pakistani exporters can target the U.S. market by highlighting quality, competitive pricing, ethical production (no child labor), and compliance with ASTM safety standards.



Kitchenware & Cutlery

The U.S. imports large volumes of kitchenware, and Pakistan has strengths in stainless steel cutlery and ceramic crockery. Although current exports are limited, Pakistani exporters can grow by focusing on niche, value-added products like decorative or artisanal kitchenware, while ensuring high quality and compliance with U.S. safety standards.



Leather Goods

Pakistan is a major global supplier of leather goods. Strong U.S. demand for leather shoes, bags, jackets, and belts creates opportunities for Pakistani exporters who emphasize quality craftsmanship and competitive pricing, while meeting U.S. import and labeling requirements, especially for mid-market brands.



Protective & Sports Gloves

The U.S. imports large quantities of gloves for healthcare, industrial, and consumer use. There is strong growth potential for Sialkot to supply protective gloves (such as work and winter gloves) as well as sports gloves to U.S. retailers, given the rising demand for safety gear.



Surgical Instruments

The U.S. is a major market for surgical instruments, but price competition and weak branding limit growth. Expanding into precision instruments, securing FDA and ISO certifications, improving quality, and strengthening brand identity can help capture more of the U.S. healthcare market.

USA: A DIGITAL & ECONOMIC POWERHOUSE

Geographic, Demographic, and E-Commerce Landscape

Geographic & Economic Overview

- Region: North America
- Population: 341 Million
- Language: English



E-Commerce Market

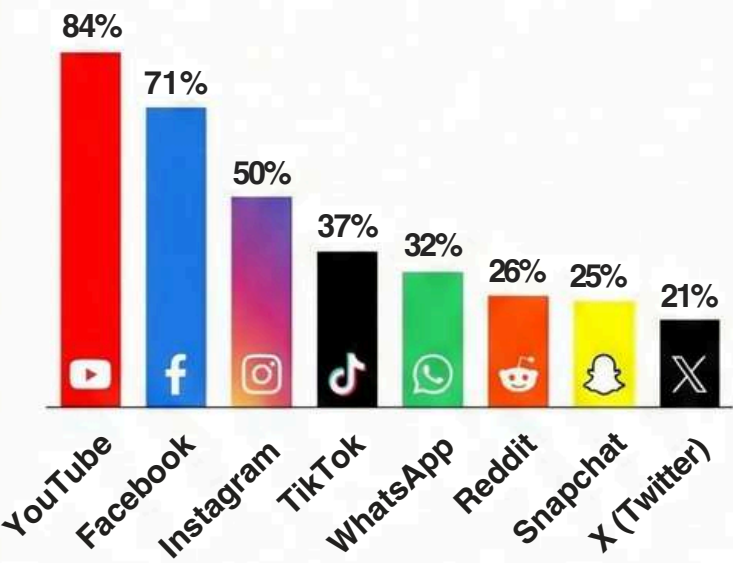


Total U.S. retail e-commerce sales (2024):
\$1,192.6 billion

About 96% of U.S. adults use the internet.



Social Media Landscape



Top E-Commerce Platforms



Popular Online Product Categories



STANDARDIZATIONS AND CERTIFICATIONS

A Guide for Exporters on Key US Regulating Agencies

Accessing the vast U.S. market requires strict adherence to federal regulations. Understanding which agency governs your product is the first step to compliance.

Product Category	Regulating Agency	Link
All Imported Goods (General Requirement)	U.S. Customs and Border Protection (CBP)	https://www.cbp.gov/trade/basic-import-export
Electronics & Wireless Devices	Federal Communications Commission (FCC)	https://www.fcc.gov/engineering-technology/laboratory-division/general/equipment-authorization
Food Products	U.S. Food and Drug Administration (FDA)	https://www.fda.gov/food/food-imports-exports/importing-food-products-united-states
General Consumer Products	CPSC	https://www.cpsc.gov/Business--Manufacturing/Testing-Certification/Lab-Accreditation/Rules-Requiring-a-General-Certificate-of-Conformity
Human Drugs	FDA	https://www.fda.gov/drugs/guidance-compliance-regulatory-information/human-drug-imports
Medical Devices	FDA	https://www.fda.gov/industry/importing-fda-regulated-products/importing-medical-devices
Chemicals / Chemical Mixtures	U.S. Environmental Protection Agency (EPA)	https://www.epa.gov/tsca-import-export-requirements
Children's Products (12 years & under)	U.S. Consumer Product Safety Commission (CPSC)	https://www.cpsc.gov/Regulations-Laws--Standards/Rulemaking/Final-and-Proposed-Rules/Certificates-of-Compliance

Compliance with these standards is mandatory. Failure to meet requirements can lead to delays, seizures, or market denial. **Exporters must stay informed about** specific agency guidelines.

USA 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 USA.

Sports Licensing and Tailgate Show – Covers sports merchandise, accessories, and licensing for sports teams
<https://sportstailgateshow.com>

Kenai Peninsula Sport, Rec & Trade Show – Outdoor Gear, Recreational Equipment, and Sporting Goods (Gloves, Knives & Equipment)
<https://www.kenaisportshow.com>

International Sportsmen's Expo (ISE), Sacramento – Outdoor Activities, Sporting Goods
<https://www.sportsexpos.com>

Pacific Northwest Sportsmen's Show (Portland Expo Center) – Outdoor Activities, Sports Equipment
<https://www.pnwsportsmensshow.com>

IHRSA Annual International Convention & Trade Show – Fitness and Health-related Products and Equipment
<https://hub.healthandfitness.org/hfa-show>

Functional Textiles Portland – Technical and Functional Textiles
<https://www.functionalfabricfair.com/portland/en-us.html>

SHOT Show – Police and Military Gear, Martial Arts Accessories, Tactical Equipment
<https://shotshow.org>

NAMM Show – Musical Instruments
<https://www.namm.org>

Blade Show West – Cutlery Industry
<https://bladeshowwest.com>

American International Motorcycle Expo (AIM) – Motorcycles, Riding Gear & Safety Equipment, Leather Jackets
<https://aimexpousa.com>

Magic Show (Las Vegas, New York, Nashville) – Apparels & Sportswear, Leather Products, Home Textiles, Footwear
<https://www.magicfashionevents.com/en/>

FIME Show USA – Surgical / Healthcare
<https://www.fimeshow.com/en/home/html>

NSC Safety Congress & Expo (Miami) – Safety Equipment / PPEs
<https://www.congress.nsc.org/NSC2026/Public/Enter.aspx>

Winter Fancy Faire – Food Products, Beverages
<https://www.specialtyfood.com/fancy-food-shows/winter-fancyfaire/>

Texworld New York – Home Textiles and Apparel
<https://texworld-usa.us.messefrankfurt.com/new-york/en.html>

Cosmoprof North America (Miami & Las Vegas) – Beauty & Personal Care
<https://cosmoprofnorthamerica.com>

Surf Expo – Sportswear, Outdoor Lifestyle Apparel, Footwear, Accessories, Watersports Gear
<https://surfexpo.com>

ASD Expo Las Vegas – Apparel, Fashion Accessories, Beauty & Personal Care, Home & Kitchenware, Cutlery & Crockery, Sporting Goods, Toys, Electronics, Jewelry, General Merchandise, Seasonal Products
<https://asdonline.com>





IMPORTANT LINKS FOR INFORMATION

Embassy of Pakistan, Washington DC

<https://embassyofpakistanusa.org>

Consulate General of Pakistan, Houston

<http://www.pakistanconsulatehouston.org>

Consulate General of Pakistan, Los Angeles

<https://pakconsulatela.org>

Consulate General of Pakistan, New York

<https://www.pakistanconsulateny.org>

Embassy of the United States, Islamabad

<https://pk.usembassy.gov>

U.S. Consulate in Karachi

<https://pk.usembassy.gov/karachi>

U.S. Consulate in Lahore

<https://pk.usembassy.gov/lahore>

U.S. Consulate in Peshawar

<https://pk.usembassy.gov/peshawar>

Office of the United States Trade Representative (USTR)

<https://ustr.gov>

For Business Visa/Application

<https://ceac.state.gov/genniv>

Appointment Portal

<https://www.ustraveldocs.com/pk/en/nonimmigrant-visa>

For Determination of Taxes/Duties/Tariffs

<https://hts.usitc.gov>



IMPLEMENTING COMPUTER VISION BASED SAFETY PROTOCOLS IN SUSPENSION SCAFFOLDS THROUGH DRONES

— Suspended scaffolds are one of the leading causes of fall related fatalities in the construction industry. This study leverages YOLO algorithms and advanced machine learning techniques for detecting safety elements. Combined with Jetson Nano development kit for onboard processing and Intel RealSense camera for depth sensing.

AUTHORS

Muhammad Ahmad | Khalid Saifullah | Saifulah Rasheed
Department of Civil Engineering

SUPERVISOR

Dr. Numan Khan
Ghulam Ishaq Khan Institute of Engineering Sciences and Technology

SAFE = 100%

Introduction

Falls from height stand as the foremost cause of occupational fatalities within the construction sector, comprising roughly one-third of all accidents on site.

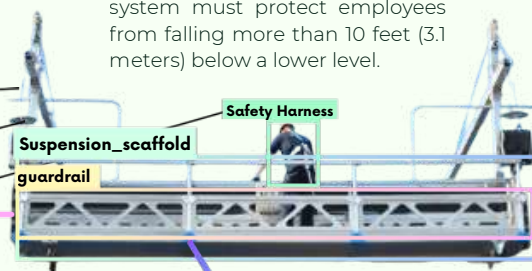
While there have been some research initiatives focused on the possible use of computer vision for construction safety inspections, its practical implementation has not yet fully developed.

Objectives

- Locating **Suspension scaffold** on Site
- Inspecting **Guardrails** on Suspension scaffold
- Is the worker wearing **Safety Harness**?

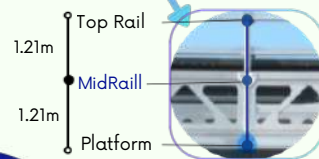
WHAT DOES OSHA SAY?

Guardrails or a personal fall arrest system must protect employees from falling more than 10 feet (3.1 meters) below a lower level.



IS THE MIDRAIL PRESENT?

According to OSHA, midrails should be installed halfway between the top rail and the platform surface



Methodology



AUTONOMOUS FLIGHT MISSION



WHY USE THE DEPTH CAMERA?

- Aligning the depth camera with RGB Camera
- Getting **depth** values for the Suspension Scaffold
- Redundant system for **Misclassification**
- Checking for **Midrail** in the Suspension scaffold

REDUNDANT SYSTEM

MISSCLASSIFICATION PREVENTION

The algorithm uses the YOLO v8 Boxes attribute to get the bounding coordinates in tensor format. Comparing the coordinates of the suspension scaffold bounding box with those of guardrail, the system determines if the guardrail detection is accurate or misclassified.

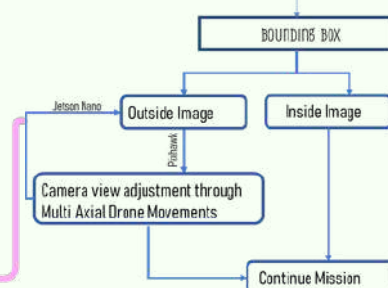
FPS: 13
YOLO V8
TENSOR RT

CONFIDENCE
OBJECT CLASS



JETSON NANO

BOUNDING BOX



A WINDOW EAST: WHY SIALKOT SHOULD CONSIDER BARTER WITH RUSSIA

Navigating Trade in a Challenging Global Economy.

Trade does not stop when pressure rises; it adjusts. When banking channels tighten and foreign exchange becomes scarce, businesses look for

practical alternatives. Pakistan's SRO 642(1)/2023, which allows regulated Business-to-Business barter trade with countries including Russia, is one such alternative.

For Sialkot, the issue is not whether barter sounds unusual. It is whether current conditions make it sensible.

Trade does not stop when pressure rises; it adjusts.

Since 2022, Western sanctions have made financial transactions with Russia more complicated. Payments that once moved smoothly through banks now face delays and restrictions. At the same time, Pakistan continues to face shortages of foreign exchange. This creates a dual challenge for Sialkot: the city exports high-value finished goods such as sports equipment, surgical instruments and leather garments, yet it depends heavily on imported raw materials like polymers, chemicals, dyes and steel to keep production running.

The barter mechanism connects these realities. Instead of relying on dollar payments through uncertain banking routes, companies exchange goods of equal value under government oversight. Transactions are processed through the Pakistan Single Window and must be settled within a fixed period. Finished goods go out; industrial inputs come in. While this does not remove all risk, it reduces dependence on scarce foreign currency and vulnerable payment systems.

Of course, the model will only work if managed carefully. Logistics are the first hurdle. There is currently no direct cargo link between Sialkot and Russia, so shipments must move through sea routes via Karachi or through developing regional corridors.



Bridging Markets: Sialkot's finished goods meet Russian industrial inputs.

Freight costs and delivery times will directly affect pricing decisions. In addition, commodity prices can fluctuate between contract signing and delivery, which means agreements must be structured with care.

Scale is another factor. Russian buyers often prefer large-volume transactions, while Sialkot's industry is built around specialised, medium-scale production. Cooperation among exporters — through consortia or sectoral coordination — may help bridge this gap and spread risk more evenly.

Despite these challenges, the broader case remains strong. Trade between Pakistan and Russia is still modest compared to its potential. Markets facing restrictions often reward reliable suppliers who are willing to engage early. The barter framework is not a shortcut; it is a regulated tool designed for a more fragmented global economy.

Barter will not replace traditional trade finance. But as a practical bridge, it offers Sialkot a measured way to secure inputs, conserve foreign exchange and cautiously expand into a promising eastern market.

Backup & Disaster Recovery: A Survival Strategy for Export Businesses

Ensuring Business Continuity in a Digital World

In export-oriented businesses, digital data is essential for daily operations. Records of orders, invoices, shipping documents, product designs, and client communication are stored electronically. Any loss of this data due to cyberattacks, technical failure, or physical damage can seriously disrupt business activities. This makes **Backup and Disaster Recovery (BDR)** a critical business requirement.

Backup means creating copies of important data and storing them in a secure location. **Disaster Recovery** refers to the planned process of restoring data and systems after a major incident such as ransomware, hardware failure, or natural disaster. Together, they ensure business continuity and reduce operational downtime.



Common Causes of Data Loss

-  Cyberattacks, including ransomware and hacking
-  Accidental deletion or human error
-  Hardware or server failure
-  Power outages and electrical damage
-  Fire, flood, or theft



Impact on Exporters of Sialkot

Sialkot's exporters depend heavily on digital systems for trade documentation and buyer communication. Data loss can result in:

- Loss of customer and shipment records
- Delays in production and dispatch
- Financial losses and missed delivery schedules
- Disputes with foreign buyers due to missing evidence
- Damage to business credibility and trust

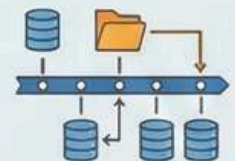


In international trade, where accuracy and timelines are critical, even short disruptions can have long-term consequences.

Key Backup & Disaster Recovery Practices

Export businesses should implement the following measures:

1. **Regular Backups:** Back up important data daily or weekly.
2. **Off-Site Storage:** Keep at least one backup copy outside the office or on secure cloud storage.
3. **Automated Systems:** Use automated backup tools to avoid manual errors.
4. **Recovery Planning:** Maintain a documented plan for restoring systems after failure.
5. **Testing Backups:** Periodically test backups to confirm data can be restored successfully.
6. **Staff Training:** Educate employees about backup procedures and incident reporting.



Surviving After Data Loss

A business with proper backup and disaster recovery can:

- Restore operations within hours instead of weeks
- Continue communication with buyers without interruption
- Avoid paying ransom in case of cyberattacks
- Maintain business stability during crises



This ability to recover quickly protects both revenue and reputation.

Conclusion

Backup and Disaster Recovery are not merely IT tools; they are essential business safeguards. For export businesses in Sialkot, protecting digital records is as important as protecting physical goods. A strong backup and disaster recovery strategy ensures operational continuity, secures client trust, and supports long-term success in global markets.

REGISTERED EXPORTER SYSTEM (REX) THROUGH PSW

A Simplified Digital Pathway for EU Market Access

A Simplified Digital Pathway for EU Market Access

Access to the European Union market under preferential trade arrangements requires compliance with the Registered Exporter System (REX). For Pakistani exporters, this process has now been fully digitized through the Pakistan Single Window (PSW) in collaboration with the Trade Development Authority of Pakistan (TDAP). This transformation marks a significant step forward in trade facilitation, transparency, and efficiency for exporters across Pakistan—particularly for export-oriented cities like Sialkot.

What is REX and Why Does it Matter?

The REX System enables exporters to self-certify the origin of their goods when exporting to the EU under preferential schemes. Upon registration, the exporter receives a unique REX Number, which allows issuance of origin declarations directly on commercial invoices—eliminating the need for manual certificates in eligible cases.

For exporters dealing in surgical instruments, sports goods, leather products, textiles, and other EU-bound consignments, REX registration is not merely procedural—it is strategically essential.

Digital Registration through PSW

With the integration of REX into the PSW platform:

- Applications are submitted online
- Physical visits to TDAP offices are no longer required
- Communication takes place via the PSW Inbox
- Certificates are issued electronically with QR codes
- Application status can be tracked in real time

The system ensures transparency, traceability, and reduced processing time.

How the Process Works – At a Glance

With the integration of REX into the PSW platform:

- Applications are submitted online
- Physical visits to TDAP offices are no longer required
- Communication takes place via the PSW Inbox
- Certificates are issued electronically with QR codes
- Application status can be tracked in real time

The system ensures transparency, traceability, and reduced processing time.



Why This Matters for Exporters

The digital REX module through PSW offers:

- **Faster processing**
- **Reduced administrative burden**
- **Greater regulatory compliance**
- **Enhanced credibility with EU buyers**
- **Uninterrupted access to preferential tariffs**

For exporters aiming to remain competitive in international markets, timely REX registration and data compliance are critical.

Ending

The integration of REX registration into the Pakistan Single Window platform, implemented with the support of the Trade Development Authority of Pakistan, reflects Pakistan's commitment to modernizing trade procedures and aligning with global best practices.

Members exporting to the European Union are strongly encouraged to ensure their REX registration is completed and up to date to fully benefit from EU preferential trade arrangements.



Pakistan Single Window (PSW)



Trade Development Authority of Pakistan (TDAP)

EU MDR 2017/745 -OVERVIEW

Medical Device Regulation (EU) 2017/745

What is EU MDR 2017/745?

The Medical Device Regulation (EU) 2017/745 (MDR) is the European Union's legal framework governing the design, manufacture, CE marking, and market placement of medical devices in the EU. It replaced the former Medical Device Directive (93/42/EEC) and applies to all medical devices, including reusable surgical and dental instruments.

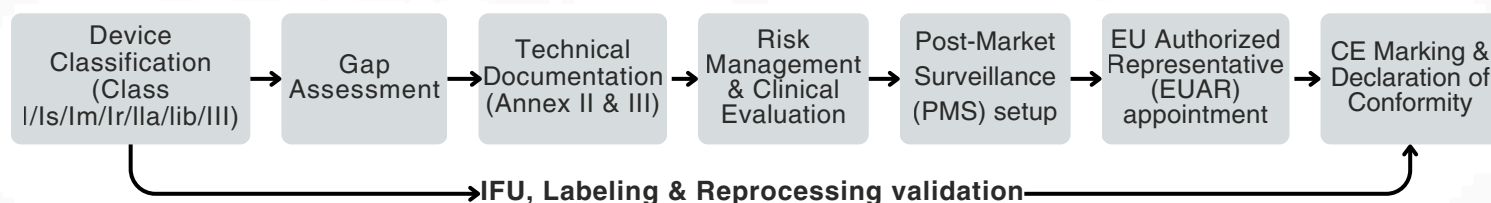
Purpose:

- 👉 Improve patient safety
- 📋 Strengthen clinical evidence & traceability
- 👉 Increase transparency and post-market control



How Can MDR Compliance Be Achieved?

MDR compliance is achieved through a structured, risk-based regulatory process, aligned with device class and intended use.



Key MDR Documents Required

The key documents include:

- EU Declaration of Conformity (EUDOC)
- Technical Documentation (Annex II)
- PMS Documentation (Annex III)
- GSPR Checklist (Annex I compliance matrix)
- Risk Management File (ISO 14971)
- Clinical Evaluation (Class I justification)
- Instructions for Use (IFU) (ISO 17664-1, ISO 20417)
- Labeling & Packaging Information
- PRRC appointment (Person Responsible for Regulatory Compliance)

Key Benefits of MDR Compliance

- Legal access to the EU market
- Acceptance by EU importers
- Improved product safety and quality
- Reduced regulatory and recall risk
- Stronger global credibility
- Long-term business sustainability

Testing & Validation Requirements

Testing depends on materials, design, and reusability:

- Reprocessing Validation (ISO 17664-1)
- Cleaning / Disinfection / Sterilization validation (ISO 17665 / ISO 15883)
- Material compliance (e.g. EN ISO 7153-1, ASTM F899)
- Biocompatibility (if applicable)
- Mechanical / functional testing (as required)

In Summary

EU MDR 2017/745 is not just a CE-marking requirement, it is a complete lifecycle compliance system ensuring safe, traceable, and high-quality medical devices in the European market.

THE SIALKOT CHAMBER OF COMMERCE & INDUSTRY

Chamber's Communicator

scci.com.pk

