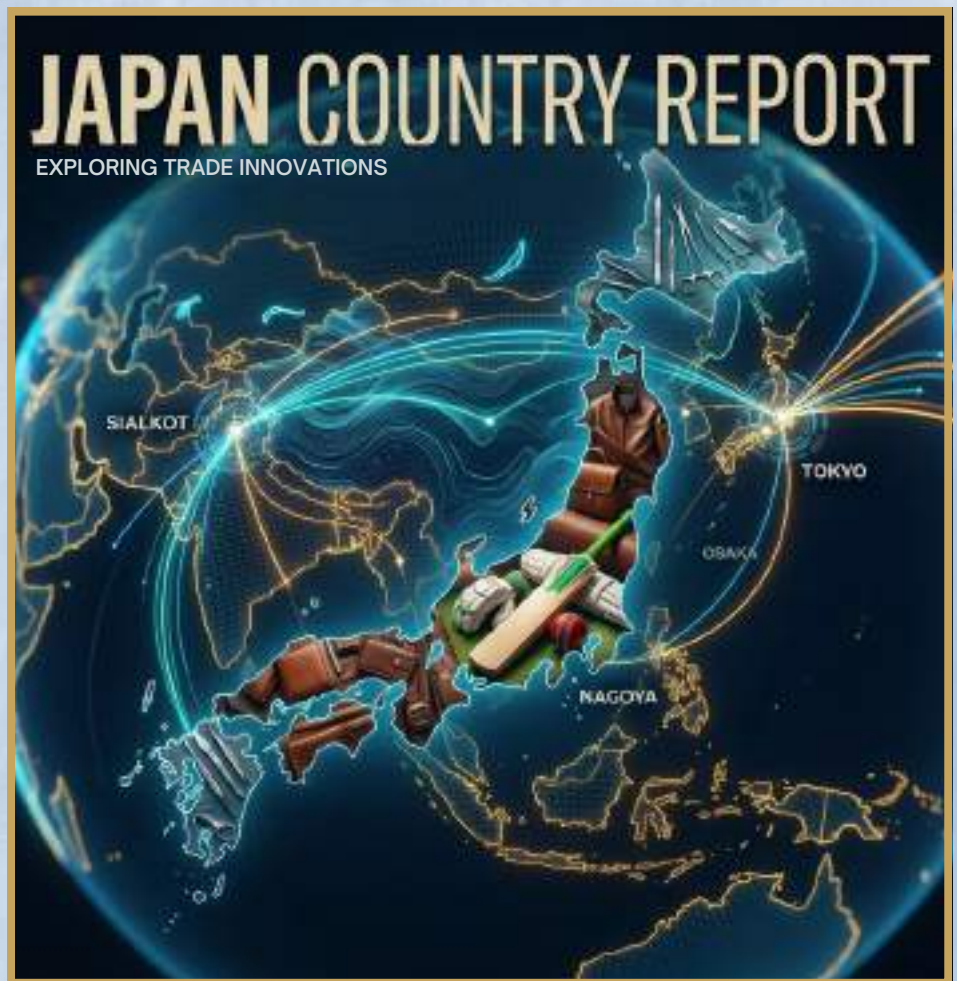


CHAMBER'S COMMUNICATOR

APRIL 2026 | ISSUE NO 6



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

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**"MAY ALLAH'S MERCY BE ON HIM WHO IS
LENIENT IN HIS BUYING, SELLING, AND IN
DEMANDING BACK HIS MONEY."**

SAHIH AL-BUKHARI 2076 BOOK 34, HADITH 29

PRESIDENT'S MESSAGE

“Continuous learning, innovation, and strategic awareness are the pillars that enable businesses to remain competitive in an ever-changing global economy”.

Dear Members,

It is my pleasure to present the 6th edition of SCCI's E-Magazine, “Chamber's Communicator.” This edition brings together a range of insightful topics reflecting emerging global trends, technological advancements, and the evolving challenges faced by Sialkot's export industry.

The highlights include a Country in Focus on Japan, exploring opportunities to strengthen trade relations and diversify export markets with one of the world's leading economies. The edition also examines the implications of the US–Iran conflict in “Risks, Resilience and New Opportunities for Sialkot's Export Industry,” providing perspectives on how regional developments may influence trade dynamics and how our exporters can respond strategically.

Among the key features is “Intelligent Bridge Health Monitoring,” which presents an innovative integration of Artificial Intelligence and Finite Element Modeling for efficient damage detection in infrastructure systems. In the digital security domain, the article “WhatsApp Hacking: Risks and Precautionary Measures for Export Businesses” highlights growing cybersecurity threats and offers practical guidance to safeguard business communications. This edition covers the transformation of the Certificate of Origin (COO) into an Electronic Certificate of Origin (ECO) for non-preferential trade.

At SCCI, we remain committed to equipping our members with forward-looking knowledge and practical insights to support sustainable growth and international expansion. I hope this edition proves to be an informative and valuable resource for our business community.



Syed Ahtesham Maghar
President

PAKISTAN

JAPAN

TRADE

FINANCIAL YEAR (JUL-JUN 2025)

TOTAL TRADE

\$1.57

BILLION

Exports to Japan: 237.66 USD (M)

Import from Japan: 1.33 USD (B)

Source: State Bank of Pakistan

Description	Pak Exports to Japan- 2025	Japan's Imports from World-2025
Sports Wear	0.56	201.615
Cutlery & Crockery	0.941	405.21
Badges	0.195	31.788
Musical Instruments	0.1	177.241
Leather Products	4.954	2383.393
Sports Goods	6.732	330.482
Gloves & Protective Equipment	2.399	466.213
Surgical Instruments	11.105	5976.867
Shoes & Saddlery	0.381	5157.359
Total	27.367 M	15.13 B

(SOURCE: TRADEMAP/WORLD BANK)
(ITC calculations based on Japanese Ministry of Finance statistics)
All values in US\$ Million for the Year 2025

The table presents Sialkot's export performance to the Japan for the year 2025, amounting to US\$27.367 million, compared with the Japan's total global imports of US\$ 15.13 billion, indicating considerable scope for enhancing bilateral trade in the above-mentioned sectors.

UNLOCKING NEW FRONTIERS: PAKISTAN'S EXPORT OPPORTUNITIES IN JAPAN



Preferential Market Access

Pakistan benefits from Japan's GSP (Generalized System of Preferences), which grants minimum to zero tariffs on most of the product lines of Pakistan including Sialkot export sectors, especially textiles, leather, and agricultural products etc.

Textiles & Apparel

Pakistan's key export sector has strong potential in Japan's large apparel market but remains under-represented. By using GSP benefits and focusing on niches like denim and home textiles, where Pakistan has strong cotton quality, exporters can expand their market share with Japanese retailers seeking high-quality products.

Surgical Instruments

Sialkot cluster supplies majority of the world's surgical instruments. Japan is a major importer of medical tools. However, Japan's imports from Pakistan are currently minimal. Upgrading to precision products and meeting Japanese quality standards could tap a large market.

Leather Goods & Footwear

Pakistan is a major shoe and leather-goods manufacturer. Japan imports high-end leather products and shoes, often from Europe and Asia. Pakistani exporters of finished leather goods (handbags, wallets, footwear) could gain traction, especially by emphasizing quality and eco-friendly certifications. Pakistan offers competitive prices that can appeal to Japanese buyers seeking value.

Sports Gear

Sialkot produces world-renowned sports gear (e.g. hand-stitched footballs, cricket gear, sports gloves). With sports (soccer, baseball) popular in Japan, there is demand for quality sporting goods. Japanese buyers at trade fairs could source footballs and gloves from Pakistan, as the country has a reputation for durability.

Agricultural & Seafood Products

Pakistani mango (Sindhri) has been approved for export to Japan, and Pakistani shrimp/fish products are underutilized. With its GSP advantage, Pakistan can target niche segments (e.g. traditional foods & meats) and high-end fruits/seafood in Japan. Food safety and packaging standards must be met, but interest is growing in diverse Asian foods.

Information Technology

Pakistan's IT and software services sector is rapidly growing. Japan's economy is seeking digital solutions and IT talent. Pakistan can offer cost-competitive software development, BPO and IT staffing to Japanese firms.

Other

Niche exports like carpets, gemstones, and cosmetics also have potential in Japan's luxury and specialty markets.

Japan's aging population, low birth rate, and high life expectancy (84.2 years) are increasing demand for elderly-focused products, especially healthy foods rich in natural antioxidants like omega-3.

Other imports of Japan includes energy resources, machinery, electronics, raw materials, and pharmaceuticals, Articles of jewellery.

JAPAN: A DIGITAL & E-COMMERCE POWERHOUSE

MARKET OVERVIEW | GEOGRAPHICS & DEMOGRAPHICS



Region: East Asia

Language: Japanese (Official)

Population: 122.95 million (Estimated Population in 2026)



KEY E-COMMERCE METRICS

(2024 Data)

B2C E-commerce Market Size:

¥26.1 trillion

Growth Rate:



5.1% increase from previous Year

E-commerce Share of Retail:

9.8%



Internet Usage:
~85-87% of population

Source: Ministry of Economy, Trade and Industry (METI) Government ICT statistics

MAJOR SOCIAL MEDIA PLATFORMS IN JAPAN



LINE



YouTube



X (Twitter)



Instagram



TikTok



Facebook

MAJOR E-COMMERCE PLATFORMS IN JAPAN

amazon
Japan

Rakuten
ICHIBA

YAHOO!
Shopping

mercari

mercari

ZOZOTOWN

POPULAR ONLINE PRODUCT CATEGORIES



Fashion & Apparel
(clothing, shoes, accessories)



Consumer Electronics
(Home appliances, gadgets, PCs)



Food & Beverages
(groceries, specialty foods, beverages)



Furniture & Home Goods



Health & Beauty
(cosmetics, personal care, supplements)



Books & Media Electronics



Household
Other popular categories include hobby items, stationery, and pet supplies



STANDARDIZATIONS AND CERTIFICATIONS

Product Category	Regulating Agency	Official Source / Link
All Imported Goods (General Requirements)	Japan Customs – Customs and Tariff Bureau, Ministry of Finance (MOF)	https://www.customs.go.jp
Food Products, Food Additives, Food Packaging	Ministry of Health, Labour and Welfare (MHLW) – regulated under the Food Sanitation Act. Importers must submit a Notification Form for Importation of Foods to quarantine stations before customs clearance.	https://www.mhlw.go.jp/english/topics/importedfoods/1.html
Agricultural Products, Plants & Animals	Ministry of Agriculture, Forestry and Fisheries (MAFF) – Plant Protection Station & Animal Quarantine Service conduct phytosanitary and animal health inspections.	https://www.maff.go.jp
Pharmaceuticals, Medical Devices & Cosmetics	MHLW / Pharmaceuticals and Medical Devices Agency (PMDA) – approval and compliance required under the Pharmaceutical and Medical Device Act.	https://www.pmda.go.jp
Electronics & Wireless Devices	Ministry of Internal Affairs and Communications (MIC) – Radio Act technical conformity certification (Giteki mark).	https://www.tele.soumu.go.jp
Electrical Appliances & Consumer Electronics	Ministry of Economy, Trade and Industry (METI) – Electrical Appliance and Material Safety Law requiring PSE certification mark.	https://www.meti.go.jp
General Consumer Products / Toys	Consumer Affairs Agency (CAA) – product safety regulations and labeling standards including toy safety requirements.	https://www.caa.go.jp
Chemicals / Hazardous Substances	METI under the Chemical Substances Control Law (CSCL) for chemical import regulation.	https://www.meti.go.jp/
Automotive & Machinery	Ministry of Land, Infrastructure, Transport and Tourism (MLIT) – vehicle safety and technical standards for imported vehicles and equipment.	https://www.mlit.go.jp/
Textiles & Apparel	Consumer Affairs Agency (CAA) – labeling requirements under the Household Goods Quality Labeling Act (fiber composition, care instructions, etc.).	https://www.caa.go.jp/

JAPAN 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 Japan.

World Health Expo, WHX Osaka – Healthcare
<https://www.worldhealthexpo.com/events/healthcare/japan/en/home.html>

SPORTEC – Sports & Fitness
<https://sports-st.com/en/>

Tokyo Medical – Japan – Medical & Healthcare
<https://www.medical-jpn.jp/tokyo/en-gb.html>

Japan IT Week – Information Technology
<https://www.japan-it.jp/spring/en-gb.html>

Fashion World Tokyo – Fashion & Apparel
<https://www.fashion-tokyo.jp/hub/en-gb.html>

FOODEX Japan – Food & Beverages
<https://foodex.jma.or.jp/en/>

Tokyo Gift & Lifestyle Shows – Gifts & Lifestyle Products
<https://www.giftshow.co.jp/>

Tokyo Leather Fair – Leather Products
<https://tlf.jp/english/>

Manufacturing World Tokyo 2026 – Industrial Manufacturing
<https://www.manufacturing-world.jp/tokyo/en-gb.html>

13th Health & Beauty Goods Expo Summer – Health & Beauty Products
<https://www.lifestyle-expo.jp/hub/en-gb/shows/health-beauty-goods-expo.html>

17th Table & Kitchenware Expo Summer – Tableware & Kitchenware
<https://www.lifestyle-expo.jp/hub/en-gb/shows/table-kitchenware-expo.html>

17th Fashion Goods & Accessories Expo – Fashion Accessories
<https://www.lifestyle-expo.jp/hub/en-gb/about/fa.html>

18th Baby & Kids Expo Tokyo Summer – Baby & Kids Products
<https://www.lifestyle-expo.jp/hub/en-gb/about/bk.html>

21st GIFTEX TOKYO SUMMER – Gifts & Lifestyle
<https://www.lifestyle-expo.jp/hub/en-gb/about/giftex.html>

21st Lifestyle Week Tokyo Summer – Lifestyle Products
<https://www.lifestyle-expo.jp/summer/en-gb.html>

Interior Lifestyle Tokyo – Interior Design & Home Décor
<https://interiorlifestyle-tokyo.jp.messefrankfurt.com/tokyo/en.html>

Beautyworld Japan Tokyo – Beauty & Cosmetics
<https://thermotec.jp.messefrankfurt.com/tokyo/en.html>

22nd Fashion Sourcing Expo – Textile & Apparel Sourcing
<https://www.fashion-tokyo.jp/hub/en-gb/about/oem.html>

Japan IT Week Spring 2026 – Information Technology
<https://www.japan-it.jp/spring/en-gb.html>

2nd E-commerce UI/UX Expo Spring – E-commerce & UI/UX
<https://www.japan-it.jp/spring/en-gb.html>

FaW Tokyo Fashion World – Fashion Industry
<https://www.fashion-tokyo.jp/en-gb.html>

29th Brands & Designers Expo – Fashion Brands & Designers
<https://www.fashion-tokyo.jp/hub/en-gb/about/ifa.html>

Beautyworld Japan Tokyo – Beauty & Cosmetics
<https://thermotec.jp.messefrankfurt.com/tokyo/en.html>

Japan Sports Week – Sports Industry
<https://www.sportsexpo.jp/en-gb.html>





IMPORTANT LINKS FOR INFORMATION

Embassy of Japan, Islamabad

<https://www.pk.emb-japan.go.jp/>

Honorary Consul General of Japan in Lahore and Peshawar

https://www.pk.emb-japan.go.jp/itpr_en/EmbassyInfo.html

Honorary Consul General of Japan and President Pakistan-Japan Friendship Association in Quetta

https://www.pk.emb-japan.go.jp/itpr_en/EmbassyInfo.html

Embassy of Pakistan, Tokyo

<https://mofa.gov.pk/tokyo-team>

Japan External Trade Organization (JETRO)

<https://www.jetro.go.jp>

Ministry of Economy, Trade and Industry (METI)

<https://www.meti.go.jp/english/>

Business Visa Application (Japan)

<https://www.pk.emb-japan.go.jp/files/100476446.pdf>

Business Visa Requirements (Japan)

<https://www.pk.emb-japan.go.jp/files/000437417.pdf>

Appointment Portal

<https://visa.vfsglobal.com/pak/en/jpn/>

Japan Customs Tariff (2026)

https://www.customs.go.jp/english/tariff/2026_01/01/index.htm

Japan International Cooperation Agency (JICA)

<https://www.jica.go.jp/english/about/>

WHATSAPP HACKING: RISKS AND PRECAUTIONARY MEASURES FOR EXPORT BUSINESSES

A CRITICAL GUIDE FOR INTERNATIONAL TRADE PROFESSIONALS

With the growing use of digital communication, applications like WhatsApp have become essential tools for business communication. Exporters frequently use WhatsApp to coordinate with international buyers, suppliers, freight forwarders, and employees. However, this convenience has also made WhatsApp a target for cybercriminals who attempt to gain unauthorized access to accounts and misuse them for fraud.



IMPACT ON EXPORT BUSINESSES

For exporters, a hacked WhatsApp account can create serious problems. Attackers may impersonate the business owner or staff and send fraudulent payment instructions to clients. They may also obtain confidential information such as pricing details, shipment schedules, and customer contacts. This can lead to financial losses, business disputes, and damage to trust with international buyers. In industries like those in Sialkot where exporters regularly communicate with overseas partners such incidents can disrupt business operations and harm long term relationships.



Exporters used in Sialkot



**FINANCIAL
LOSSES**
**DAMAGED
TRUST**

HOW WHATSAPP ACCOUNTS GET HACKED



Sending a fake message requesting a verification code. If shared, attackers immediately access the account.



Sending malicious links, fake job offers, or business inquiries that trick users into revealing information.



Misusing WhatsApp Web login feature by convincing users to scan a **fraudulent QR code**.

PRECAUTIONARY MEASURES



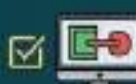
Enable Two-Step Verification: Activate WhatsApp's two-step verification feature to add an extra layer of security.



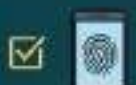
Never Share Verification Codes: Do not share WhatsApp login or verification codes with anyone.



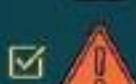
Avoid Suspicious Links: Do not click unknown or suspicious links received via messages.



Monitor WhatsApp Web Sessions: Regularly check active sessions and log out from devices you do not recognize.



Secure Your Phone: Use a strong phone lock (PIN, fingerprint, or face recognition).



Stay Alert to Unusual Activity: If contacts receive strange messages from your account, immediately review security settings and inform them.



Educate Staff: Train employees who handle business communication to recognize common hacking attempts.

CONCLUSION

WhatsApp is a valuable communication tool for exporters, but it must be used responsibly and securely. By adopting basic cybersecurity practices and remaining vigilant, businesses can protect their accounts, safeguard client communication, and maintain the trust that is essential for successful international trade.

TRANSFORMATION OF THE CERTIFICATE OF ORIGIN (COO) INTO AN ELECTRONIC CERTIFICATE OF ORIGIN (ECO) FOR NON-PREFERENTIAL TRADE

In today's rapidly evolving global trade environment, digitalization has become an essential tool for improving efficiency, transparency, and ease of doing business. One such important development for exporters is the introduction of the Electronic Certificate of Origin (ECO) for Non-Preferential Trade through the Pakistan Single Window (PSW) system. This initiative represents a major step towards modernizing trade documentation and facilitating exporters across Pakistan.



Introduction to Pakistan Single Window (PSW)

Pakistan Single Window (PSW) is a digital platform that allows all stakeholders involved in cross-border trade such as exporters, importers, customs agents, and regulatory authorities to submit standardized information and documents through a single online portal. This system eliminates the need to submit the same data to multiple agencies and simplifies trade-related procedures.

Through PSW, traders can complete various import, export, and transit-related regulatory requirements electronically. The platform also allows online payment of taxes and regulatory fees, thereby making the entire process more efficient and transparent.

What is the Electronic Certificate of Origin (ECO)?

The Electronic Certificate of Origin for Non-Preferential Trade is a digital version of the traditional Certificate of Origin issued by Chambers of Commerce and Trade Associations. This certificate confirms the country of origin of exported goods when no preferential trade agreement is involved.

Under the PSW system, exporters can apply for and receive the ECO online without physically visiting the Chamber of Commerce. The entire process—from application submission to approval and issuance—is conducted digitally through the PSW portal.



Key Features of the ECO System

The introduction of the ECO module offers several advantages to exporters and trade bodies:

- **Complete Digital Processing:** Applications for Certificates of Origin can be submitted, processed, and issued entirely online.
- **No Physical Visits Required:** Exporters no longer need to visit the Chamber offices for submission or follow-up.
- **Digital Verification:** Traditional stamps and wet signatures have been replaced with digital signatures and QR codes, ensuring authenticity and easy verification.
- **Multiple Declarations Support:** Exporters can apply for a Certificate of Origin against multiple Goods Declarations (GD/SD) through a single request.
- **Improved Communication:** All communication between exporters and chamber officers takes place through the PSW portal, ensuring transparency and proper record keeping.
- **Time and Cost Efficiency:** Electronic processing reduces paperwork, minimizes delays, and lowers operational costs.

Key Features of the ECO System

The process of obtaining an Electronic Certificate of Origin through PSW is straightforward:

1. **Login to the PSW Portal:** Exporters or their authorized agents log into the PSW system using registered credentials.
2. **Select ECO for Non-Preferential Trade:** From the dashboard, the user selects the option to apply for an Electronic Certificate of Origin.
3. **Create a New Request:** The exporter fills out the required information, including Goods Declaration details, transport information, and commodity details.
4. **Select the Relevant Chamber:** The applicant chooses the Chamber of Commerce or Trade Association from which the certificate is required.
5. **Upload Documents:** Supporting documents are attached to the application.
6. **Submit and Pay Fees:** After submission, the applicant completes the required online payment.
7. **Approval and Download:** Once the chamber officer approves the request, the ECO can be downloaded in PDF format directly from the portal.



Benefits for Exporters and Trade Bodies

The ECO system through PSW significantly improves the trade documentation process. Exporters benefit from faster processing, reduced paperwork, and greater transparency. At the same time, Chambers of Commerce can manage applications more efficiently through a centralized digital system.

Furthermore, the introduction of PSW aligns Pakistan with international best practices in trade facilitation and supports the country's commitments under the global trade facilitation framework.



Conclusion

The implementation of the Electronic Certificate of Origin for Non-Preferential Trade through Pakistan Single Window is an important milestone in Pakistan's journey towards digital trade facilitation. By simplifying procedures, reducing manual intervention, and enhancing transparency, the system is expected to greatly benefit exporters and strengthen the country's export ecosystem.

Exporters and members of the business community are encouraged to familiarize themselves with the PSW platform and take full advantage of this modern digital facility for obtaining Certificates of Origin.

Intelligent Bridge Health Monitoring: A Fusion of Artificial Intelligence and Finite Element Modeling for Damage Detection

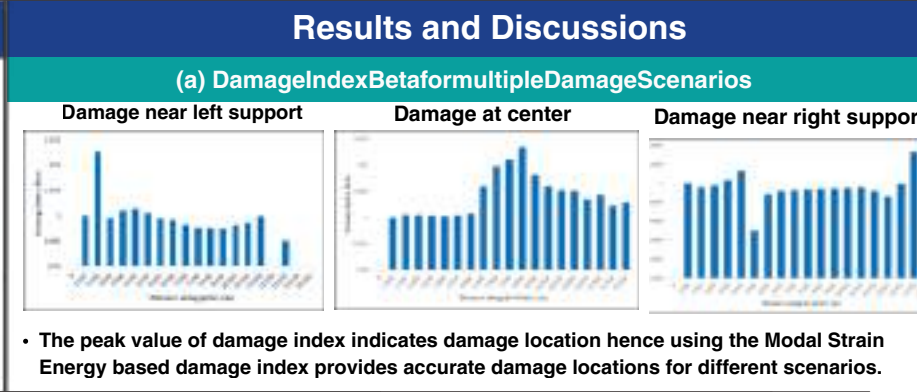
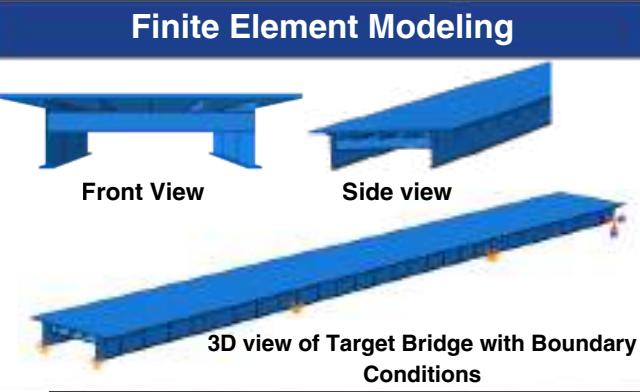
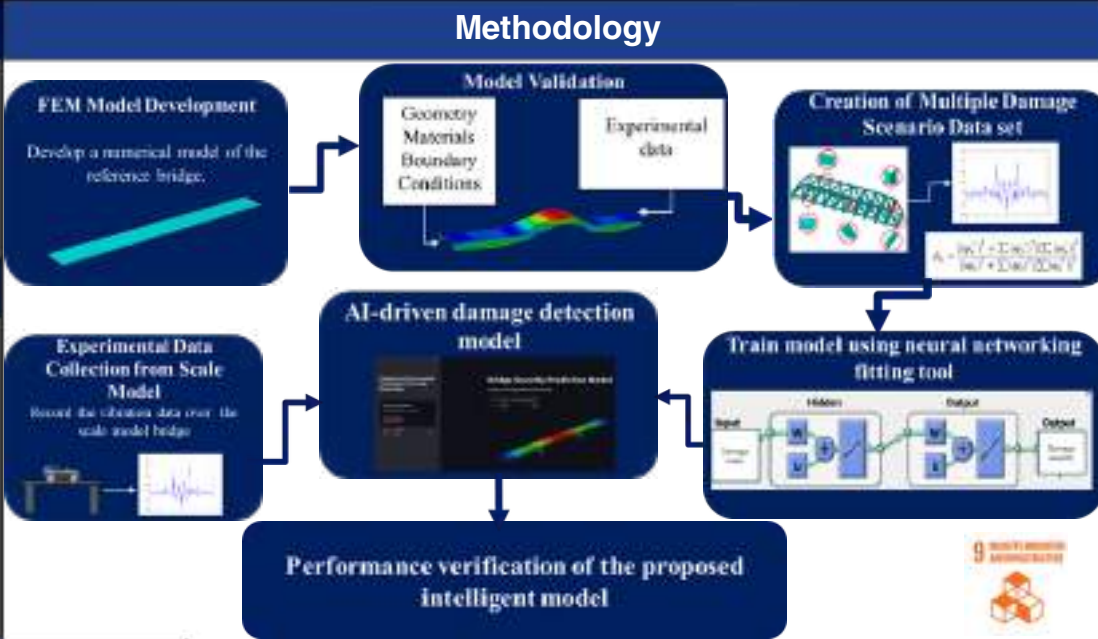
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Introduction

Bridges require vigilant monitoring due to aging, shifting loads, and environmental factors. Early damage detection is vital to prevent failures, leading to a shift from visual inspections to smart monitoring

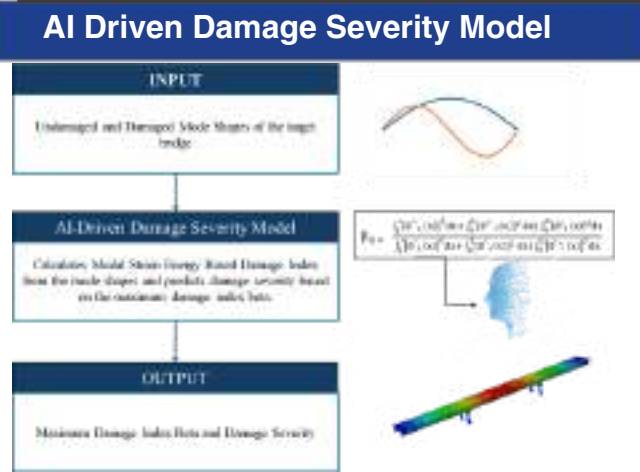
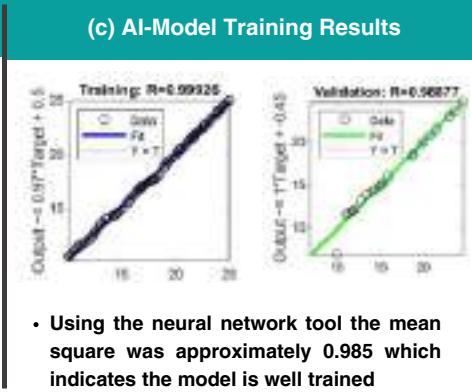
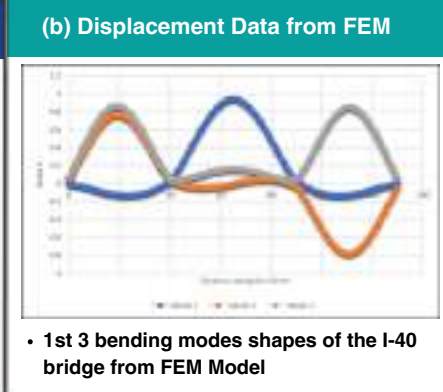
- Apply bridge damage assessment techniques on the validated FEM model of the bridge.
- Create multiple damage scenario datasets for extensive training of AI algorithm.
- Verify the performance of the proposed AI algorithm to identify the bridge damage.



Modal Validation

Experiment (Force and freq)		FEM		Difference (%)
Mode shapes	Natural Frequency (Hz)	Mode Shapes	Natural Frequency (Hz)	
	1.48		1.50	0.0
	3.57		3.58	0.0
	4.08		4.09	0.0

- A validated model is prepared with an average difference between results of experimental and FE model analysis of 6.9%.



Conclusion and Recommendation

- Implemented an intelligent bridge health monitoring system using a fusion of Artificial Intelligence (AI) and Finite Element Method (FEM).
- Developed a severity-based model that predicts the severity of damage based on the damage index beta, providing a valuable tool for assessing bridge health.
- Further research could explore the integration of real-time sensor data to enhance the accuracy and timeliness of damage detection.
- Collaboration with bridge maintenance authorities could facilitate the implementation of the system in real-world scenarios, contributing to proactive bridge maintenance strategies.

Research Significance

- An early detection of structural damage, including cracks and deformations
- Timely alerts and notifications to bridge authorities and engineers.
- Reduction in maintenance costs through targeted repairs, enhancing safety for bridge users.

References

- H. Nick, A. Aziminejad, M. Hamid Hosseini, and K. Laknejadi, "Damage identification in steel girder bridges using modal strain energy-based damage index method and artificial neural network,"
- N.; T. Jayasundara David; Chan Tommy H.T.; Nguyen Andy, "Damage detection and quantification in deck type arch bridges using vibration based methods and artificial neural networks," Eng Fail Anal, vol. 109, no. NA, pp. 104265-NA, 2020, doi: 10.1016/j.engfailanal.2019.104265.

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US-IRAN CONFLICT: RISKS, RESILIENCE AND NEW OPPORTUNITIES FOR SIALKOT'S EXPORT INDUSTRY

Rising tensions between the United States and Iran have escalated into active confrontation, placing global trade under renewed uncertainty. The Middle East remains the lifeline of the world's energy supply and maritime shipping routes. Any prolonged instability in the region immediately affects oil prices, freight costs, aviation corridors and international supply chains.

For Sialkot, Pakistan's premier export manufacturing hub for surgical instruments, sports goods, leather products and protective gloves, the evolving situation presents both risks and strategic openings.

Among the immediate challenges are surging war-risk insurance premiums, rerouted shipping routes and rising fuel costs. These factors are already pushing freight rates upward and delaying consignments moving through regional ports toward Europe and North America.

Higher oil prices also widen Pakistan's import bill, place pressure on the rupee and increase production costs for manufacturers who rely on imported inputs such as stainless steel, chemicals and packaging materials.

Yet Sialkot's industrial ecosystem has demonstrated remarkable resilience in times of global disruption. During the COVID-19 pandemic when global supply chains collapsed manufacturers rapidly pivoted toward personal protective equipment (PPE), producing gloves, protective gowns and face shields to meet urgent international demand. That ability to adapt provides a valuable roadmap for the current moment.

If the US-Iran conflict persists, demand for emergency healthcare equipment and protective gear is expected to increase across military, humanitarian and disaster-response sectors. Sialkot's manufacturers already produce millions of surgical instruments annually and are well positioned to supply trauma surgical kits, emergency instruments such as forceps and needle holders, portable field-hospital sets and protective gloves used by combat medics and first responders.



“**Higher oil prices also widen import bill and production costs for manufacturers who rely on imported materials.**”

The key opportunity lies not only in production but in accessing procurement channels. In the United States, most defence and emergency medical procurement is issued through federal tender systems where registered suppliers can participate in contracts for field hospitals, humanitarian relief equipment and emergency medical supplies. Similarly, European public procurement platforms frequently publish tenders for medical instruments and hospital equipment during crisis situations.

At the same time, the Gulf Cooperation Council (GCC) region—including the United Arab Emirates, Saudi Arabia and Qatar—is strengthening healthcare preparedness and emergency logistics. Many government hospitals, defence logistics departments and humanitarian agencies in these countries procure equipment through local distributors and registered import agents, offering another pathway for Sialkot exporters to enter these supply chains.



Major international trade fairs in healthcare and medical technology also remain critical platforms where procurement agencies and global distributors identify reliable suppliers. Strategic participation—either physically or through regional partners—can therefore play an important role in securing contracts.

Sialkot's export community has repeatedly turned global adversity into opportunity. By combining production agility with smarter access to international procurement channels, the city's manufacturers can not only safeguard existing exports but also capture high-value emergency supply orders emerging from shifting global dynamics.

THE SIALKOT CHAMBER OF COMMERCE & INDUSTRY

Chamber's Communicator

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