

CHAMBER'S COMMUNICATOR

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ISSUE
08

PAK - TÜR
TOTAL TRADE
1.108 BILLION USD
2025

BEST PRACTICES
FOR SECURE
DIGITAL
PAYMENTS

WHERE OTHERS
SEE LIVESTOCK,
SIALKOT SEES
INDUSTRY

GIKI
Digital Microfluidics
Platform For Diagnostic
Applications

Country Report

Türkiye



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



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Future of livestock And Sialkot.



ایوان صنعت و تجارت سیالکوٹ

PRESIDENT'S MESSAGE



WELCOME TO SIALKOT CHAMBER OF COMMERCE AND INDUSTRY

This issue is packed with inspiring articles, exclusive trade insights, and investments opportunities in city of Sialkot

"Businesses that embrace change, encourage innovation, and invest in learning are the ones most likely to thrive in uncertain markets."



Syed Ahtesham Mazhar

PRESIDENT

Dear Members,

It is my pleasure to present the latest edition of SCCI's E-Magazine, "**Chamber's Communicator.**" This edition features a collection of insightful topics highlighting emerging international opportunities, industrial innovation, technological advancement, and evolving trends shaping the future of global trade and manufacturing.

The highlights include a **Country in Focus on Türkiye**, exploring opportunities to strengthen bilateral trade relations and expand export markets. The article highlights Türkiye's market potential and prospective sectors for Sialkot's exporters. Among the key features is "**Where Others See Livestock, Sialkot Sees Industry**," which highlights the potential of integrated dairy, meat, and leather processing in driving industrial growth, export diversification, and economic development.

This edition also presents "**Development of Portable and Cost-Effective Digital Microfluidics Platform for Diagnostic Applications**," highlighting advancements in healthcare technology and diagnostic innovation. The article reflects the growing importance of research-driven solutions and modern technologies that can improve accessibility, efficiency, and affordability in medical diagnostics and related industries.

Another important feature, "**Secure Digital Payments in International Trade**," highlights the importance of reliable digital payment systems, emerging financial technologies, and secure cross-border transactions in global trade.

At SCCI, we remain committed to equipping our members with valuable knowledge, technological awareness, and practical insights to support innovation, competitiveness, and sustainable growth in the international marketplace. I hope this edition proves to be an informative and beneficial resource for our **business community.**

Country Report

Türkiye

PAKISTAN- TÜRKİYE
TRADING STATISTICS





**TOTAL
TRADE
USD
1.108 (B)**

PAKISTAN- TÜRKİYE TRADING STATISTICS

FINANCIAL YEAR (JUL-JUN 2025)
SOURCE: STATE BANK OF PAKISTAN



PAKISTAN EXPORTS TO
TÜRKİYE: USD 322.946 (M)
(GOODS & SERVICES)

PAKISTAN IMPORTS FROM
TÜRKİYE: USD 785.891 (M)
(GOODS & SERVICES)

**TOTAL TRADE: (A + B) USD
1.108 (B)**

SIALKOT LEVEL

(SOURCE: TRADEMAP/WORLD BANK)

ITC CALCULATIONS BASED ON TURKISH
STATISTICAL INSTITUTE (TURKSTAT)
STATISTICS

All values in Million US\$
for the Year 2025

Description	Sialkot Exports to Türkiye- 2025	Türkiye's Imports from World-2025
Sports Wear	1.161	87.584
Cutlery & Crockery	0.006	96.448
Badges	0.015	62.581
Musical Instruments	0.003	19.181
Leather Products	0.834	651.868
Sports Goods	6.984	67.911
Gloves & Protective Equipment	5.248	53.37
Surgical Instruments	8.946	1156.273
Shoes & Saddlery	0.33	1973.334
Total	23.527 M	4.168 B

The table presents **Sialkot's export** performance for the year **2025**, amounting to **US\$23.527 million**, compared with Türkiye's total global imports of **US\$ 4.168 billion**, indicating considerable scope for enhancing **bilateral trade** in the above-mentioned sectors.

Geographic, Demographic, Economic Over View



Language: Turkish

Population: 86 Million *(World Bank, 2024)*

GDP: \$1.32 trillion *(World Bank, 2024)*

Turkey is positioned between Southeastern Europe and Western Asia, making it a bridge between continents.

**TWO CONTINENTS
ONE NATION**

TURKEY IS OFFICIALLY KNOWN AS THE REPUBLIC OF TÜRKİYE AND IS ONE OF THE MOST STRATEGICALLY LOCATED NATIONS IN THE WORLD.

Istanbul was the capital of three empires: Roman, Byzantine and Ottoman. Türkiye is the birthplace of many historical figures, including Rumi and Mount Ararat. The country is also famous for wonders such as the Hagia Sophia, Cappadocia and the hot springs of Hierapolis.

ISTANBUL

USEFUL WEBSITE LINKS



Useful Links:

Embassy of Pakistan Ankara - Türkiye

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

Honorary Consul General of Pakistan in Adana, Bursa, Izmir, Trabzon

- <https://mofa.gov.pk/ankara-honorary-consulates>

Turkish Embassy in Islamabad

- <https://islamabad-emb.mfa.gov.tr>

Turkish Consulate General in Karachi

- <https://karachi-cg.mfa.gov.tr/Mission>

Turkish consulate Lahore

- <https://lahor-bk.mfa.gov.tr>

Consulate General of Pakistan, Istanbul

- <https://www.pakconsulateist.com>

Embassy/Consulates requirements for Business Visa

- <https://www.anatoliatravelservices.com>

Visa Application Checklist

- <https://www.anatoliatravelservices.com/checklist>

Visa Application Fee Structure

- <https://www.anatoliatravelservices.com/turkiye-visa-fee-structure>

Centre for visa submission

- <https://www.konsolosluk.gov.tr/List>

Ministry of Trade in Türkiye

- <https://www.trade.gov.tr>

Standards, Certifications and Import Regulations:



Importers must comply with Turkish customs and standards laws. Customs Clearance: Standard docs (commercial invoice, bill of lading, packing list, certificate of origin) are required.

Importers need only a tax ID (no separate license) for most goods. Certain goods (arms, chemicals, pharmaceuticals, etc.) require special approvals.

CE Marking: Türkiye largely aligns with EU regulations. For many products (electronics, machinery, medical devices, toys, etc.), EU CE marking is required. A CE certificate or manufacturer's declaration of conformity (covering relevant EU directives) must accompany shipments. CE-marked products from the EU typically bypass re-testing; others may be held for inspection.

TSE (Turkish Standards Institute): TSE is the national body for standards. It can issue certificates of conformity. Turkish customs will inspect products (even CE-marked ones) and may require testing. Goods without CE from non-EU sources often face TSE checks. Exporters should ensure certificates from notified bodies (or TSE-approved labs) and keep technical files handy.

Safety/Technical Standards: Türkiye has adopted EU directives for most sectors. For example, medical devices and surgical instruments must meet Turkish Medical Device Law (aligned with EU MDR) and carry CE marking. Textiles and footwear must meet EU REACH and leather goods may need formaldehyde limits; clothing must have Turkish language labeling. Phytosanitary/Health: Foods, plants, animals need health/veterinary/phytosanitary certificates. Meat, dairy, live animals require health certificates; fruits and nuts need Phytocertificates.

Other Requirements: Some products require local registrations or approval (e.g. cosmetics, chemicals need Ministry of Health/Environment clearance). For toys and children's products, EU Toy Safety (EN71) standards apply. Overall, compliance with EU standards and having all documentation (CE/TSE, health certificates, free sale certificates, etc.) is crucial. Turkish authorities use an electronic surveillance system (TAREKS) to enforce standards.

Key Interesting Facts/Opportunities:

Türkiye is one of the largest emerging markets connecting Europe, the Middle East, North Africa and Central Asia. For Pakistani businessmen, Türkiye presents a gateway to European markets and offers joint venture opportunities in manufacturing and trade.

Key trends and forecasts influencing industries and economies



Textile Sector: Turkey is among the world's largest textile exporters, creating significant opportunities for Pakistan. Pakistani exporters can supply cotton yarn, grey fabric, denim, home textiles, and sportswear to Turkey.

Surgical Instruments: Sialkot supplies much of the world's surgical tools. Türkiye's healthcare sector is advanced but still imports surgical instruments, with total imports reaching US\$ 1.15 billion in 2025. This creates strong opportunities for Pakistani exporters to expand in the Turkish market by leveraging Sialkot's high-quality manufacturing, competitive pricing, skilled craftsmanship, and internationally recognized certifications

Key opportunity areas include:

- OEM manufacturing
- Partnerships with Turkish distributors
- Private label production
- Hospital and healthcare procurement supply

Gloves & Protective Gear: The COVID-19 era boosted PPE demand. Pakistan produces rubber/latex gloves and some protective gear. Pakistani suppliers can explore exporting medical or industrial gloves and safety wear to Turkish distributors. Again, compliance with Turkish/European safety standards is essential.

TÜRKİYE



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Leather Sector: Türkiye has a well-developed leather and footwear industry with strong international trade activity, creating valuable opportunities for Pakistan's leather sector. Pakistani businesses, particularly from Sialkot, can export leather garments, leather gloves, safety shoes, footwear components, and finished leather products to meet the demand of Turkey's manufacturing and export-oriented market. Opportunities also exist in OEM manufacturing and supply chain partnerships, especially for Pakistani exporters that meet international quality and product standards.

Shoes & Saddlery: Pakistan's exports to Türkiye remain minimal in 2025, while Türkiye imported US\$ 1.973 billion from the world. This gap presents a significant opportunity for Pakistan's shoe and saddlery sector to expand exports by leveraging competitive pricing, quality craftsmanship, and targeted market entry strategies.

Digital Trade & E-Commerce

Opportunities: Türkiye's strong internet penetration and active e-commerce market offer Pakistan valuable opportunities in digital trade. Pakistani businesses can expand through cross-border e-commerce, provide IT and software services, and form online retail partnerships with Turkish firms. To succeed, they must comply with Türkiye's product standards and consumer protection regulations while ensuring efficient payment and delivery systems.



CAAPPADOCIA

Musical Instruments: Türkiye has a strong traditional and Western music market, with imports of musical instruments, parts and accessories mainly from Asia. Pakistani exporters can target niche demand for traditional instruments such as tabla and sitar, as well as accessories like tuners and cables. Electronic instruments require CE/EMC compliance. Distribution channels include music stores in Istanbul, music schools, and platforms like Trendyol. Competitive pricing and craftsmanship can create opportunities with independent musicians and event organizers.

Food & Agriculture: Turkey imports basmati rice, mangoes, citrus fruits, spices, halal processed foods, and frozen foods, creating strong opportunities for Pakistan to expand exports. Pakistani exporters can benefit by supplying high-quality rice, fruits, spices, and halal food products to meet growing demand in Turkey's food and hospitality sectors.

Defense & Industrial Cooperation:

Pakistan and Türkiye have strong defense ties with growing cooperation in aerospace, drones, defense electronics, engineering components, and military textiles. This creates opportunities for Pakistan to expand through joint production, technology transfer, and collaboration in advanced defense systems.



E-Commerce Platforms

Popular Product Categories through online platforms:

Fashion (Clothing, Footwear, Accessories)
Air Transportation / Travel Services
Electronics & Technology Products
Groceries / Supermarket (FMCG)
Digital Services (tickets, bookings, etc.)

Major Social Media Platforms in Türkiye:

- Instagram
- YouTube
- TikTok
- Facebook
- X (Twitter)



Major E-Commerce Platforms in Türkiye:

Local Platforms:

Trendyol
Hepsiburada
Sahibinden.com
Çiçeksepeti
GittiGidiyor
Tecnosa



International Platforms:

Amazon.com.tr
eBay
AliExpress

Exhibitions/ Fairs:

TRADE FAIRS AND EXHIBITIONS ARE VITAL FOR BUSINESS GROWTH, AS THEY ENABLE MARKET EXPANSION, GLOBAL NETWORKING, AND THE CREATION OF NEW OPPORTUNITIES.

Key fairs and exhibitions in Türkiye on the next page.



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Exhibition Name	Website
IJS Istanbul Jewelry Show	istanbuljewelryshow.com
ISAF International	isaffuari.com/en/
Food-Tech Eurasia	packagingfair.com/en/eurasia-food-tech
Halal Expo	helalexpo.com.tr/en/home/
UNICERA İstanbul	en.unicera.com.tr/become-an-exhibitor/
Eurobike Istanbul	https://eurobike.istanbul.tr
Beauty Istanbul	https://beauty-istanbul.com
IDEX Istanbul	https://idex.org.tr
ExpoMed Turkey	https://expomedistanbul.com/en
Automechanika Türkiye	https://automechanika-istanbul.tr
Motobike	https://motobike-istanbul.tr.messefrankfurt.com
Carpet & Flooring Expo	https://www.icfexpo.com/en
AYSAP Expo	https://aysafexpo.com/en
HOMETEX	https://hometex.com.tr/en/
Istanbul Prohunt	https://istanbulprohunt.com/en/
ITM – International Textile Machinery Exhibition	https://www.itmexhibition.com/en/2026en/
DENIMINIST	https://www.deniminist.com





BEST PRACTICES FOR SECURE DIGITAL PAYMENTS

BEST PRACTICES FOR SECURE DIGITAL PAYMENTS

**FOR EXPORTERS IN SIALKOT,
WHERE INTERNATIONAL
TRANSACTIONS ARE A DAILY
BUSINESS ACTIVITY,
PROTECTING DIGITAL PAYMENT
PROCESSES IS CRITICAL FOR
FINANCIAL STABILITY AND
BUSINESS CONTINUITY.**

Digital payment systems have become an essential part of international trade. Export businesses regularly use online banking platforms, SWIFT transactions, and digital payment approvals to manage overseas payments and communicate with international buyers. While these systems provide speed and convenience, they also expose businesses to growing cybersecurity and financial fraud risks.

Common Risks in Digital Payments

Cyber criminals frequently target exporters through methods such as:

- Fake payment confirmation emails.
- Unauthorized access to online banking accounts.
- Manipulation of bank account details in invoices.
- Phishing attacks targeting finance departments.
- Fraudulent SWIFT transfer instructions.

In many cases, attackers impersonate buyers, suppliers, or company executives to trick employees into approving unauthorized transactions.

Impact on Export Businesses

A compromised payment system can result in:

- Direct financial losses through fraudulent transfers
- Delays in international shipments and order processing
- Disputes with overseas buyers and suppliers
- Leakage of sensitive financial information
- Damage to business credibility and trust.

Since international transactions often involve large amounts and strict timelines, even a single mistake can have serious consequences.

BEST MEASURES FOR SECURE DIGITAL PAYMENTS

**TO REDUCE RISKS AND
STRENGTHEN PAYMENT
SECURITY, EXPORT
BUSINESSES SHOULD
ADOPT THE FOLLOWING
MEASURES :**

IN ESSENCE

Secure digital payment practices are essential for modern export businesses. As international trade increasingly depends on online transactions, exporters must strengthen financial security measures to protect against cyber fraud and unauthorized access. For Sialkot's exporters, maintaining secure payment systems not only safeguards finances but also strengthens trust with global buyers and business partners.

Use Multi-Factor Authentication (MFA):

Secure banking and payment accounts with additional verification methods beyond passwords.

Verify Payment Instructions Independently:

Always confirm changes in bank account details or payment instructions through a direct phone call or official communication channel.

Limit Payment Authorization Access:

Only authorized personnel should have access to approve financial transactions.

Implement Dual Approval Systems:

Large or international payments should require approval from at least two responsible officials.

Protect Banking Credentials:

Never share banking passwords or login details through email or messaging applications.

Monitor Transactions Regularly:

Review account activity and payment records frequently to identify suspicious transactions early.

Train Employees on Fraud Awareness:

Finance and accounts staff should be trained to recognize phishing attempts and payment fraud techniques.



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

FACULTY OF MECHANICAL ENGINEERING



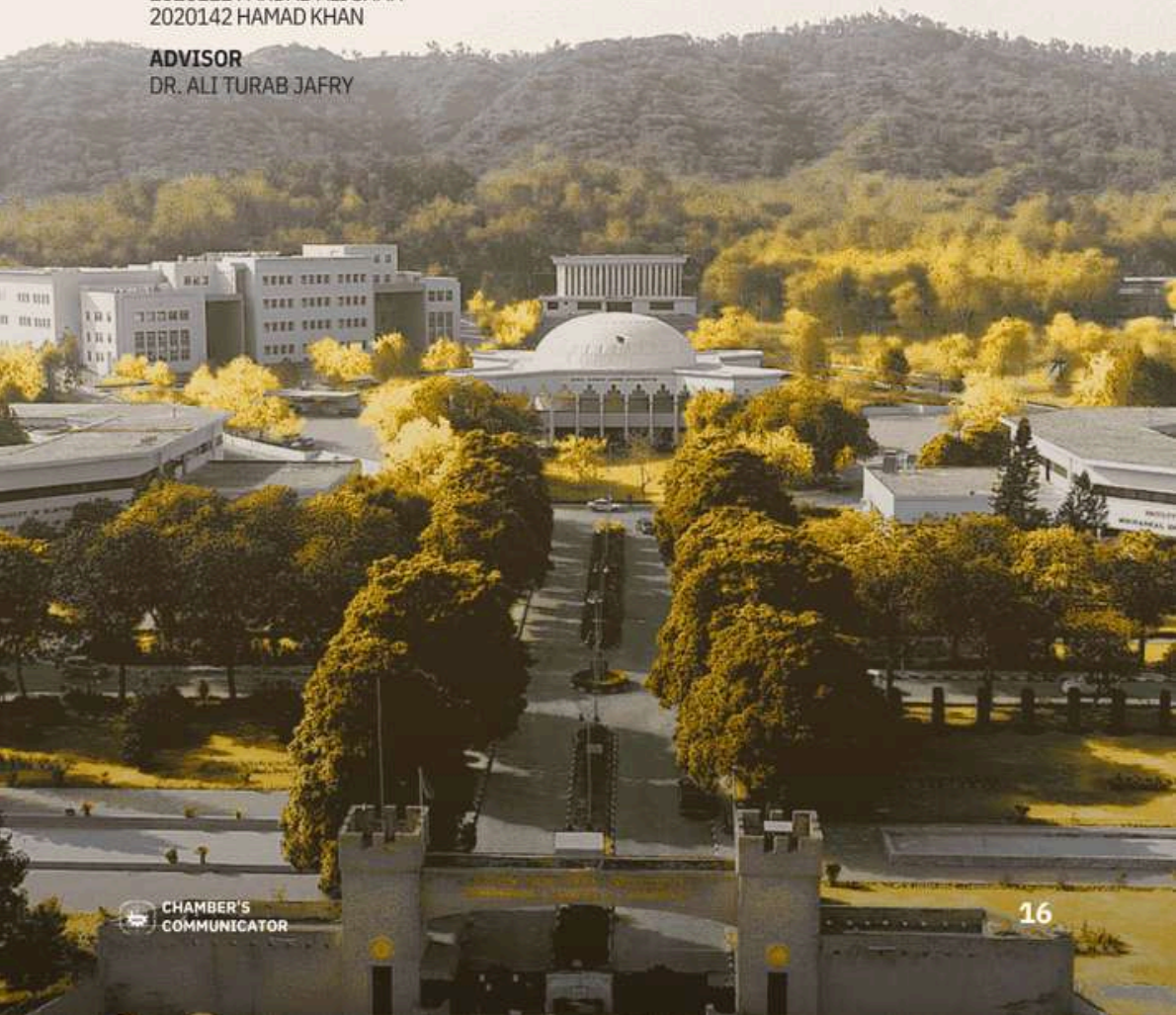
DEVELOPMENT OF PORTABLE AND COST-EFFECTIVE DIGITAL MICROFLUIDICS PLATFORM FOR DIAGNOSTIC APPLICATIONS

GROUP MEMBERS

2020122 FARDAD ALI SHAH
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ADVISOR

DR. ALI TURAB JAFRY



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DEVELOPMENT OF PORTABLE AND COST-EFFECTIVE DIGITAL MICROFLUIDICS PLATFORM FOR DIAGNOSTIC APPLICATIONS

ABSTRACT: Digital microfluidics (DMF) enables automation and miniaturization via electrowetting-on-dielectric. DMF controls droplets using electrodes and a hydrophobic layer, allowing precise control without complex networks. It offers advantages like portability, reduced sample consumption, and flexibility, making it applicable to various fields. This project aims to design and fabricate a DMF platform for advancing lab-on-a-chip biological analysis.

SCOPE: Digital microfluidics (DMF) empowers miniaturized and portable lab-on-a-chip (LOC) devices with precise liquid handling and adaptable functionalities. This paves the way for innovative applications in areas like automated assays, portable diagnostics, and environmental monitoring, making DMF a transformative technology across various fields.

PROCESS FLOW CHART



CIRCUIT DESIGN: The circuit design includes a microcontroller, MOSFETS, resistors and voltage DC supply. The microcontroller sends signals to MOSFETS which enables voltage switching to take place.

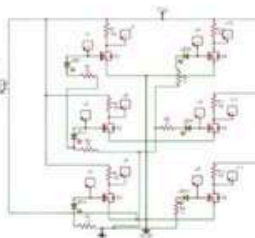


Figure 1: Circuit design and electrodes

GROUP MEMBERS

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EXPERIMENTAL SETUP

- Silicon Oil
- Cooking Oil
- DC Power Supply
- DMF Platform
- Grafting Tape
- Pipette



ANALYSIS AND RESULTS: The Figures below show droplet actuation and Merging for a specific time interval.

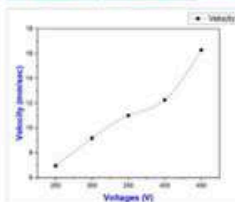
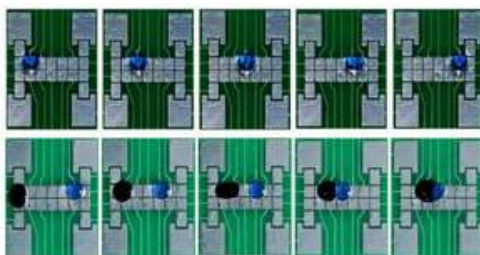


Figure 3: Positive correlation between Voltage and Velocity

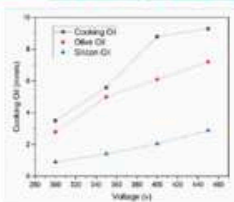


Figure 4: Results obtained using different oils at a hydrophobic layer

APPLICATIONS

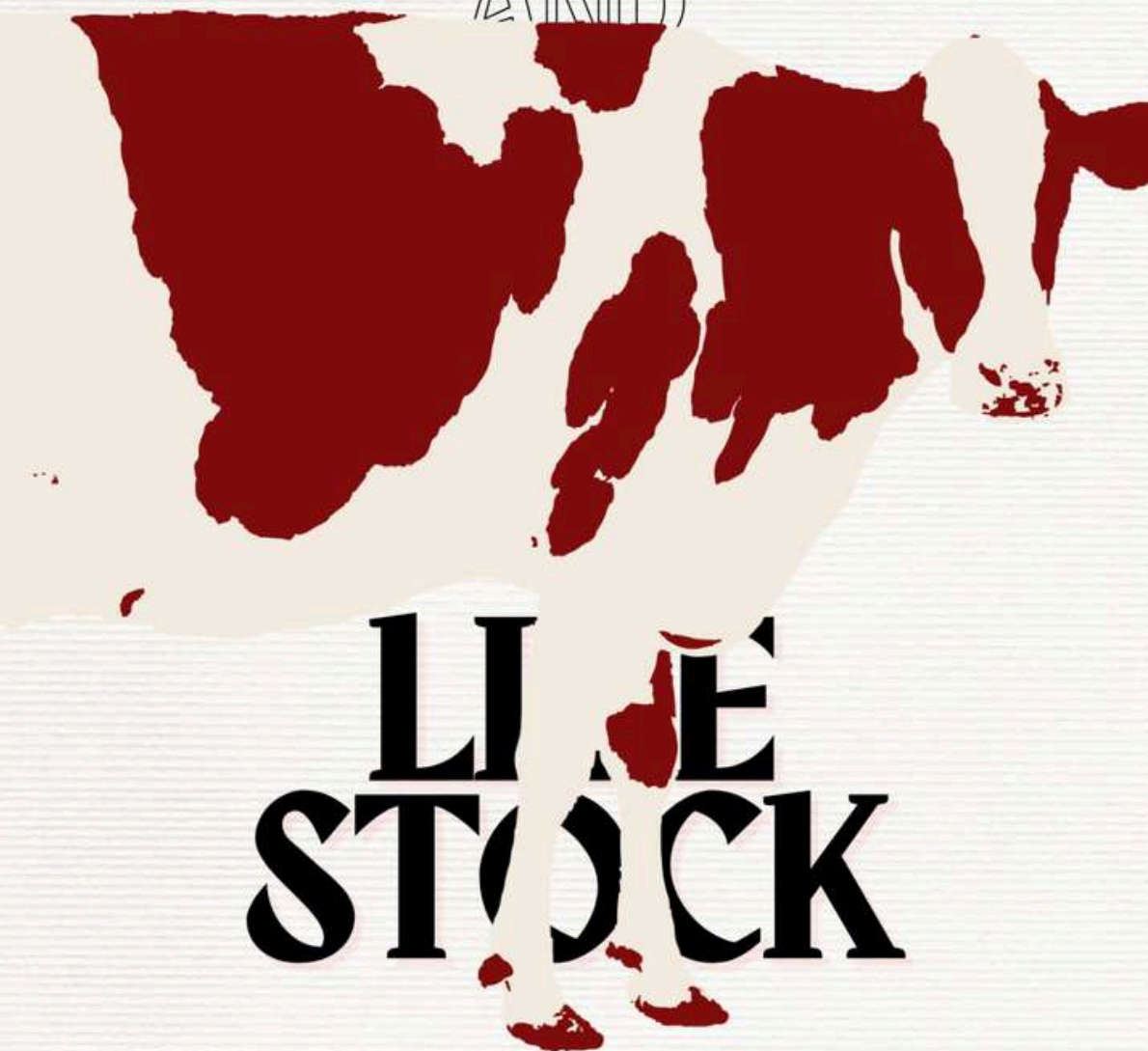
- Point of Care Testing.
- Biomedical Diagnostics.
- Drug Discovery.
- DNA Sequencing.
- Lab-on-a-Chip Devices.

Sustainable Development Goals SDGs



ACKNOWLEDGEMENT : This work was supported by the National Research Program for Universities, Higher Education Commission, Islamabad, Pakistan (HEC-NRPU-14816), and Pakistan Engineering Council (PEC), Pakistan under the PEC Annual Award for FYDP.

SIALKOT
AND





WHERE OTHERS SEE LIVESTOCK, SIALKOT SEES INDUSTRY.

Sialkot has never been a city that waits for opportunity—it **creates it**. When exporters faced logistical bottlenecks, the business community established the Sialkot Dry Port Trust. When distance from global markets became a constraint, it built the **Sialkot International Airport Limited**.

When connectivity demanded bold initiative, **Air Sial** emerged as a symbol of collective capability. The ongoing development of the Sialkot Tannery Zone further reinforces this pattern of strategic, forward-looking investment. Today, Sialkot stands before another such opportunity—one that is firmly grounded in its **own resource base**.

The case for an integrated **dairy, meat, and leather** processing cluster begins with a simple reality: Pakistan produces vast quantities of **milk and livestock**, yet captures only limited value from them. Much of the output is sold in raw or semi-processed form, leaving the higher margins to those who process, package, and market finished products. This gap between **production and value** realization represents a clear economic opportunity.

Processing transforms the economics of the entire chain. Milk converted into packaged dairy products commands significantly **higher returns**. Livestock processed into hygienic, halal-certified meat products gains access to premium international markets. Hides, once fully treated and finished, move into **high-value leather** goods rather than low-margin raw trade. The shift is not in production, but in how that production is handled after it leaves the farm.

An integrated cluster allows this value to be captured efficiently. Slaughtering, dairy processing, leather finishing, and cold-chain logistics operate within a coordinated system, **reducing waste and improving consistency**. Byproducts are also utilized, creating additional revenue streams rather than losses. The result is a structured value chain where each stage strengthens the next.

This approach is not theoretical. In Pakistan's dairy sector, brands such as **Olpers** and **PRIMA** have demonstrated how processing and branding can transform a basic commodity into a profitable business. Similarly, **Nestlé** has built a strong position by focusing on quality, **supply chain management**, and compliance with international standards. These examples reinforce a consistent principle: value lies in processing, not just production.

Sialkot offers several advantages that make such a project particularly viable. The presence of Sialkot International Airport Limited enables efficient export of perishable goods, while the **Sialkot Tannery Zone** provides a modern base for leather processing. Equally important is the city's export-oriented business culture, which is already familiar with international requirements and quality expectations.

The business model itself is **inherently diversified**. Revenue is generated from processed meat, dairy products, leather, and various byproducts, reducing reliance on a single market segment. This diversity enhances stability and improves long-term viability.

Global demand for halal-certified food products continues to grow, particularly in the Middle East and Asia.



Pakistan has a **natural advantage** in this segment, but limited processing capacity has constrained its ability to compete effectively. A modern, **integrated facility** would enable Sialkot to access these markets with higher-value products and stronger positioning.

Sialkot's past success offers a clear framework. Collective investment, professional management, and long-term planning have consistently delivered results, whether through the **Sialkot Dry Port Trust**, the Sialkot International Airport Limited, or Air Sial. The same principles apply here.

For this initiative to succeed, it must be managed with **discipline**, adhere strictly to **international standards**, and ensure true integration across the value chain. With these elements in place, the project offers not only strong financial potential but also wider economic benefits, including **employment generation, improved rural linkages, and increased export earnings**.

The **fundamentals** are already in place—abundant raw material, existing infrastructure, and proven market demand. The opportunity now lies in converting these advantages into a **structured, high-value industry**.



PRINCIPLE
DESIGN

BY

COMMON & CO
DESIGN STUDIO



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