

2018

## Trade Analysis Series

### Pakistan Electric Fan Sector



***Turn Potential into Profit!***



Small and Medium Enterprises Development Authority (SMEDA)  
Ministry of Industries and Production  
Government of Pakistan

[www.smeda.org.pk](http://www.smeda.org.pk)

UAN: 111 111 456

## 1. Product Description

Electric Fans are broadly categorized as general purpose fans that are meant to provide human comfort for people and industrial fans which are used in factories for driving out hot or polluted air for controlling the environment. General purpose fans mainly include broad range of Ceiling Fans, Table Fans, Bracket & Circo Fans, Exhaust Fans and Pedestal Fans. Ceiling Fans are produced more than 60% out of total fans production. In ceiling fan, various sizes manufactured are 48” and 56”. Most of the production requirement is 56” ceiling fan. Whereas in pedestal fan, sizes manufactured are 22”, 24”, 26”, but the highest production and demand of size is 24” followed by 22” and 26”.

The local fan industry produces a variety of fans which include, Ceiling Fan, Bracket Fan, Exhaust Fan, Pedestal Fan, Tilting Box Louvre Fan, Circomatic Fan, Louvre Pedestal / Table Fan, Louvre Bracket Fan and Ventilation Fan.

### *Fans Classified as per Energy Consumption*

The fans that consume less than 125 watts of energy are generally referred to as consumer fans (SITC 74341; HS 8414.51). The fans which consume energy over 125 watts are classified as industrial fans. (SITC 74343; HS 8414.59). Pakistan’s fan industry mainly deals in consumer fans<sup>1</sup>.

### *HS Code for Classification of Fans*

International Harmonized Customs Chapter 84 deals with electric fan trade. Pakistan mainly exports consumer fans which fall under HS Code 8414.59: The export of industrial fan is negligible. The description of the common products of fans is as follows:

**Table 1: Electric Fans Product Details**

HS Code	Description of Fans
841451	Consumer Fans (up to 125W)
841459	Industrial Fans (over 125W)

## 2. Global Trade of Electric Fans

During the year 2017, the international trade value of electric fans (Consumer & Industrial) was US \$ 14.636 Billion. The last five years’ global exports of fans in global trade are as follows:

**Table 2: Global Export of Electric Fans (Consumer & Industrial) - Last 5 Years**

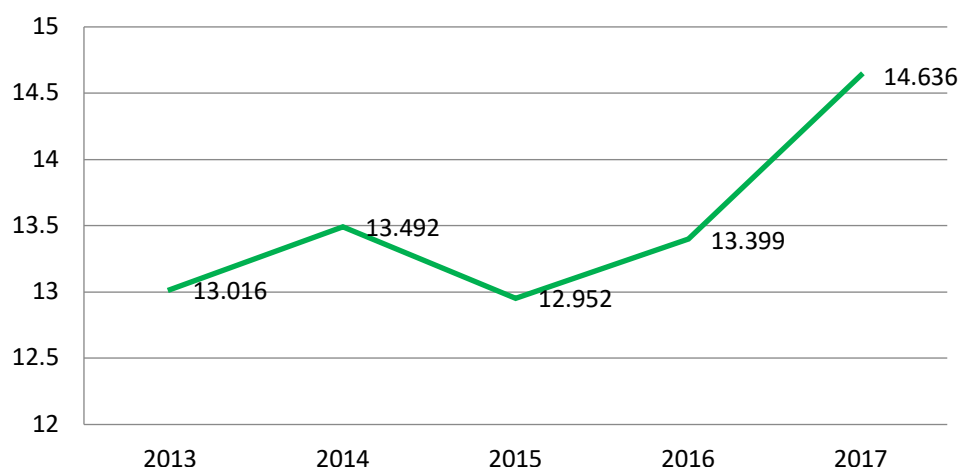
Description	2013	2014	2015	2016	2017
Exports (Value in US \$ Billions)	13.016	13.492	12.952	13.399	14.636

Source: Trade Map

<sup>1</sup> Trade Development Authority of Pakistan (TDAP) Report on Fan Industry of Pakistan,

Annual growth in value between 2013-17 for consumer fans is 4% and the annual growth in value between 2013-17 for industrial fans is 2%.

**Figure 1: Growth Trend of Fans Export (Value US \$ Billion)**



### Major Exporters

During the last 5 years, the exports of Consumer Fans have been dominated by China followed by Malaysia and Germany. The export market share of the five largest exporting countries is given in the following table:

**Table 3: Major Exporters of Consumer Fan (HS Code: 841451)**

Sr. No.	Exporters	Exported Value in 2017 (US \$ 000)	% Share in Exports in World	Avg. % Growth in Last 5 Years
1.	China	3,164,678	72.7	5
2.	Malaysia	130,010	3	14
3.	Germany	105,218	2.4	5
4.	Taipei, Chinese	101,837	2.3	11
5.	United States of America	86,032	2	0

Source: Trade Map

## 3. Pakistan's Exports

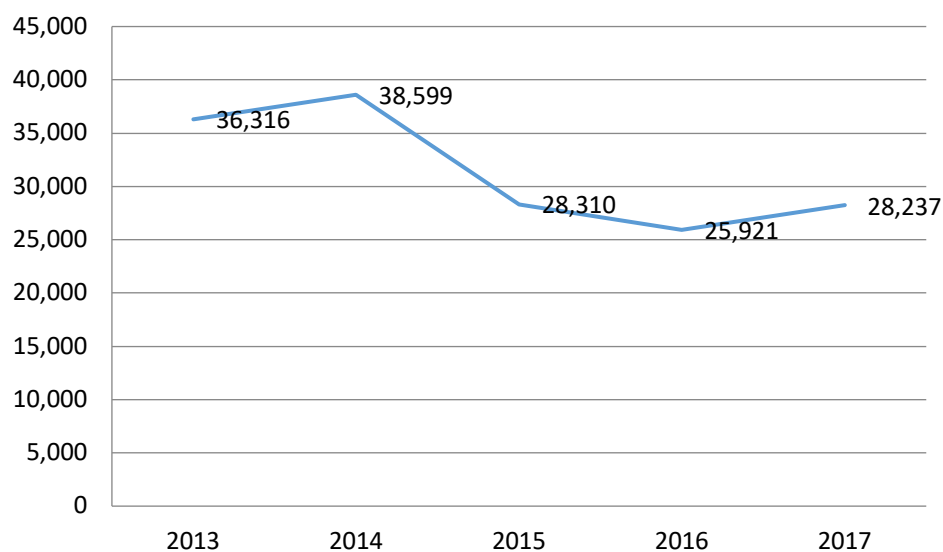
Pakistan is among the exporting countries of Fan, especially in the product category (HS Code: 841451) of Consumer Fan up to 125 w. However, export from Pakistan is mainly confined to only Asian and African developing countries. Over the years, export figures have shown mixed growth trend. During the year 2017, the export value of Consumer Fans was US \$ 28.24 Million. Pakistan's last five years' export figures are as follows:



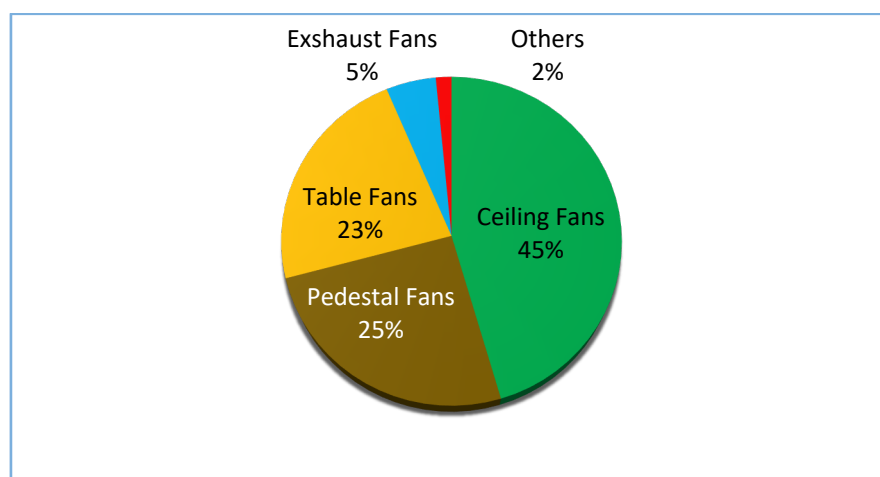
**Table 4: Pakistan Exports of Electric Fans (Consumer) - Last 5 Years**

Description	2013	2014	2015	2016	2017
Pakistan Exports (Value in US \$ 000)	36,316	38,599	28,310	25,921	28,237

Source: Trade Map

**Figure 2: Trend of Pakistan's Exports of Consumer Fans (Value in US \$ 000)****Pakistan's Major Product Mix**

Pakistan's exports of electric fans are mainly concentrated in consumer fans, within that category the major product mix is exhibited below:

**Figure 3: Pakistan's Product Mix – Electric Fans**

Source: Trade Map

### ***Pakistan's Electric Fan Export Destinations***

In last five years, Pakistan's major export partner for fans was Bangladesh followed by Iraq. The exported value to top five importing countries of this commodity from Pakistan is given in the following table:

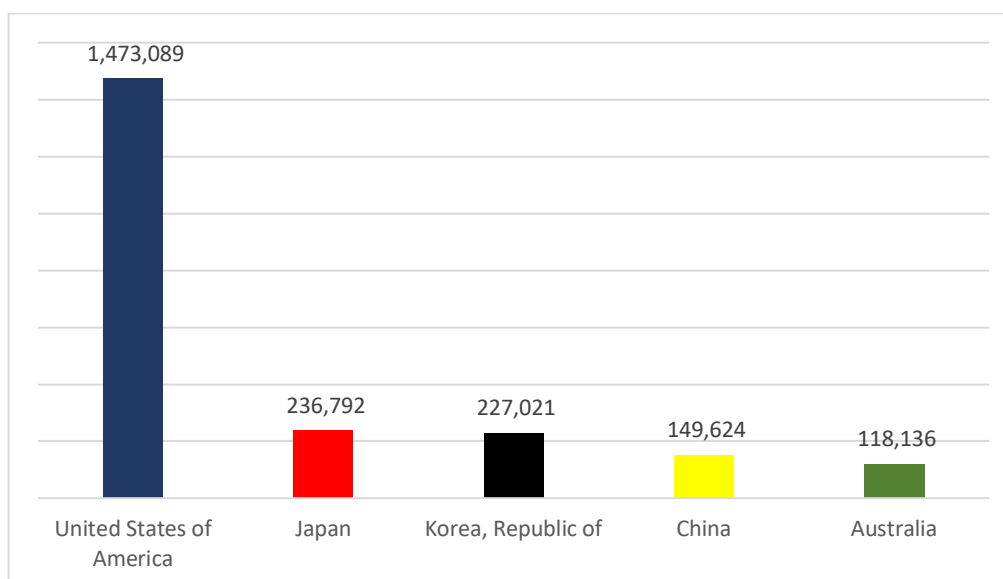
**Table 5: Pakistan's Top Five Export Partners for Electric Fans – Last 5 Years (Value in US \$ Thousands)**

Importers	2013	2014	2015	2016	2017
Bangladesh	1,961	5,591	1,626	4,412	6,224
Iraq	1,868	4,894	6,281	3,070	5,172
United Arab Emirates	5,406	5,629	5,114	3,919	4,095
Yemen	7,420	7,636	4,080	3,031	3,005
Saudi Arabia	3,157	1,710	1,073	3,267	2,376

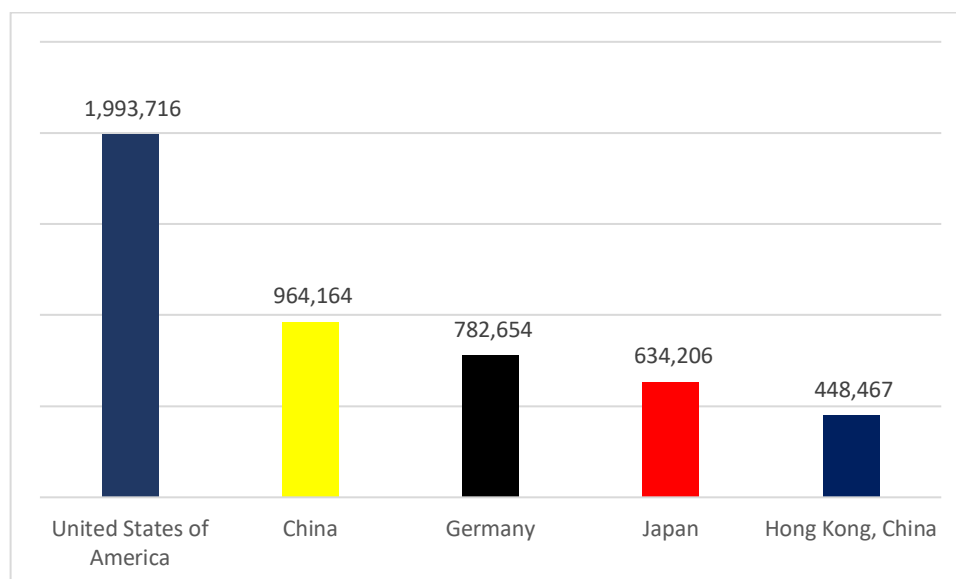
## **4. Import Destinations of Electric Fans**

The top importing countries of Consumer and Industrial Fans during the year 2017 are provided below:

**Figure 4: Top 5 Importers of Consumer Fans (HS Code: 841451) in 2017 (Amount in USD 000)**



Source: Trade Map

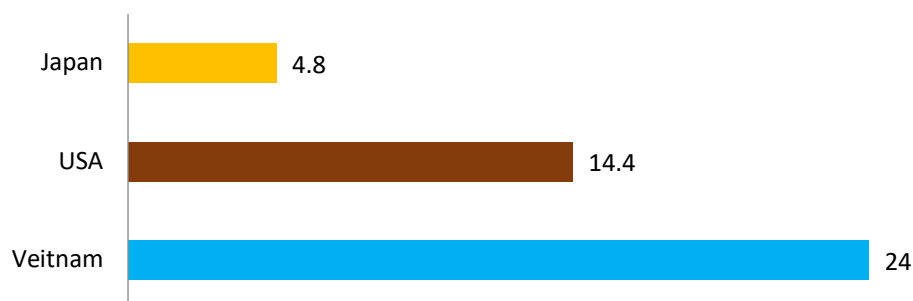
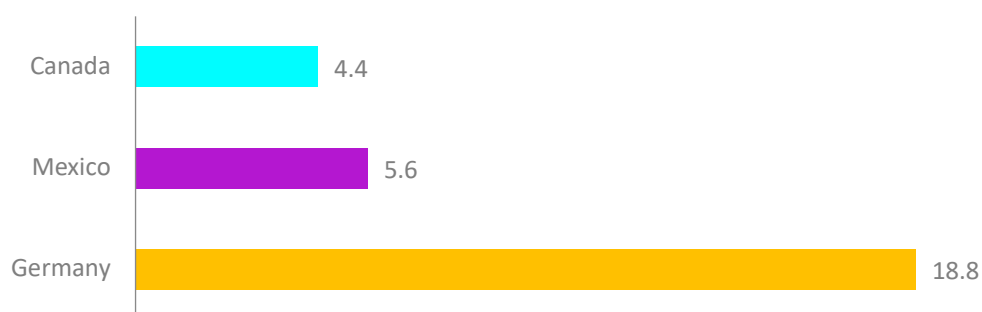
**Figure 5: Top 5 Importers of Industrial Fans in 2017 (Amount in USD 000)**

Source: Trade Map

### **Partner Countries of Top 3 Importers – Industrial Fans**

The trade partners of the world's top 3 importing countries of Industrial Fans are given in the following section. The average percentage share of exported value of Industrial Fans to top 3 importing countries is evaluated and presented in the following graphs:

**Figure 6: Trade Partners of Germany (Ave. % Share in Export Value – Last 5 Years)**

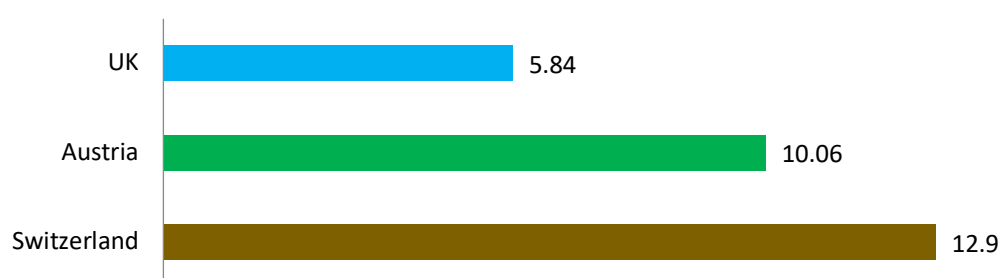
**Figure 7: Trade Partners of China (Ave. % Share in Export Value – Last 5 Years)****Figure 8: Trade Partners of USA (Avg. % Share in Export Value – Last 5 Years)**

Source: Trade Map

### ***Partner Countries of Top 3 Importers – Consumer Fans***

The trade partners of the world's top 3 importing countries of Consumer Fans are discussed in the following section. The average percentage share of exported value of Consumer Fans to top 3 importing countries is evaluated and presented in the following graphs:

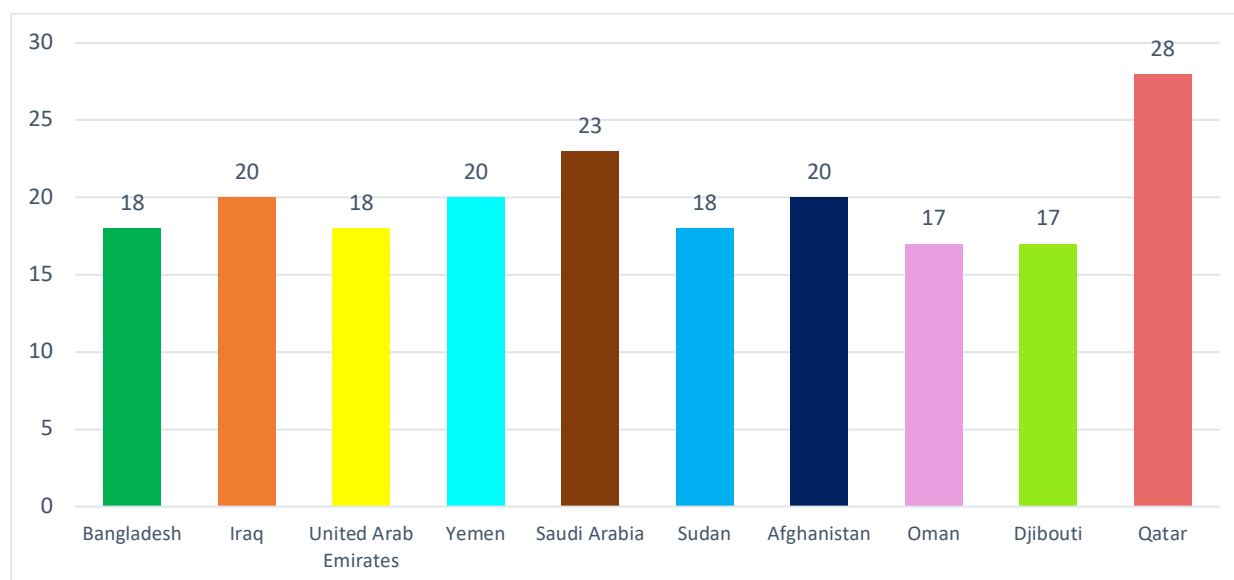
**Figure 9: Trade Partners of China (Avg. % Share in Export Value – Last 5 Years)**

**Figure 10: Trade Partners of Malaysia (Avg. % Share in Export Value – Last 5 Years)****Figure 11: Trade Partners of Germany (Avg. % Share in Export Value – Last 5 Years)**

Source: Trade Map

### Price Comparisons

The price comparison of different type of electric fans in major import destinations are as follows:

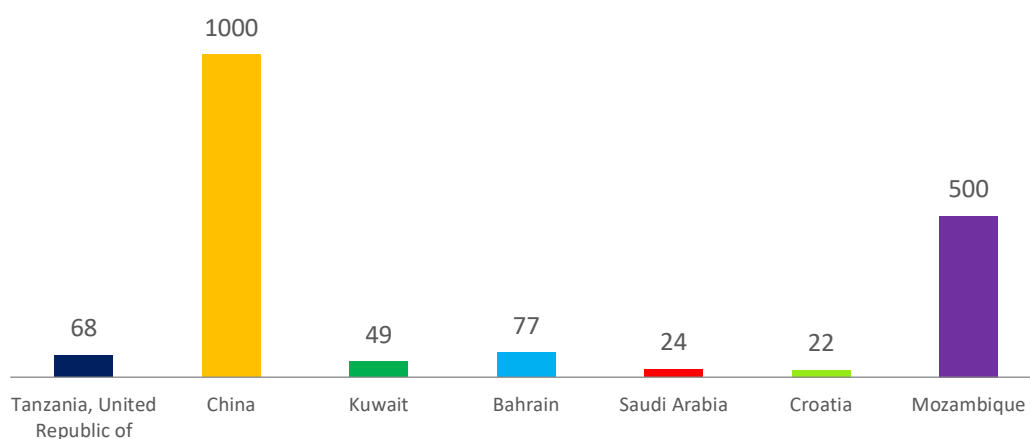
**Figure 12: Price Comparison for Consumer Fans (HS 841451, US \$ / Ton)**

Source: Trade Map



Pakistan's exports represent 0.6% of world exports for this product; its ranking in world exports is 17.

**Figure 13: Price Comparison for Industrial Fans (HS 841459, US \$ / Ton)**



Source: Trade Map

Pakistan's export is very minimal for industrial fans. The exports of Electric Fans from Pakistan have to face a custom duty ranging from 7.5 – 10%.

## 5. Prominent International Trade Fairs

Name of Trade Shows	Location	Frequency	Web Links
Appliance & Electronics World Expo	China	Annual	<a href="http://en.awe.com.cn/">http://en.awe.com.cn/</a>
Global Sources Consumer Electronics Show	Hong Kong	Annual	<a href="http://www.globalsources.com">www.globalsources.com</a>
China Export & Import Fair	China	Multiple Sessions	<a href="http://www.cantonfair.net">www.cantonfair.net</a>
China Yiwu International Commodities Fair	China	Annual	<a href="http://en.yiwufair.com/">http://en.yiwufair.com/</a>