

# SPORTS GOODS SECTOR



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## **1. Disclaimer**

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## **2. Introduction to SMEDA**

Small and Medium Enterprises Development Authority (SMEDA) is an apex SME development agency working under the Ministry of Industries and Production (MoI&P), Government of Pakistan. In pursuit of its mission, SMEDA has adopted an integrated strategy that comprises SME sectors & clusters development, Business Development Services (BDS), and Policy advocacy to protect and promote SME interests.

SMEDA offers a broad spectrum of business development services to SMEs which include prefeasibility studies, identification of experts and consultants, delivery of need-based capacity building programs in addition to business guidance through help desk services.

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### 3. Introduction to Pakistan’s Sports Goods Sector

#### 3.1 Sector’s Overview

The sports goods sector is an important SME sector of Pakistan with significant linkages with other sectors of the economy. The sector is contributing towards the economy of Pakistan in multiple ways by providing employment opportunities, generating national income, increasing foreign exchange and contributing to national trade. The sports goods industry is mainly located in the industrial hub of Sialkot Punjab, where the major part of this industry is clustered and accounts for nearly 95 percent of the industry’s total production. The location of this cluster is largely a result of economies of scale with Sialkot being the centre of excellence for the production of sporting goods for more than 100-years.

The manufacturing of sports goods in Sialkot is traced back to 1883 when Sardar Bahadur Singh and Sardar Ganda Sigh Oberoi established a factory to fulfil the demands of British Army. The sports goods sector successfully passed through the transition period of independence in 1947 when most of the Hindu factory owners migrated to India. The craftsmen, who were mostly Muslims, took over and greatly expanded the businesses. Due to better quality, Pakistan’s sports goods gained foreign fame. Now Pakistan is exporting a large portion of its sports goods from Sialkot to international famous brands like Adidas, Nike, Puma, Lotto, Umbro, Mitre, Mikasa, Diadora, Wilson and Decathlon. This has been attributed to the availability of skilled labour force and entrepreneurs in the city, which also possesses favourable indicators in literacy, health, electricity and water facilities.

In addition to this, Sialkot also benefits from the availability of basic infrastructure for industry including a dry port and an international airport which serves as an export hub for manufactured goods.

#### 3.2 Contribution of Sports Goods Sector to the Economy of Pakistan

Some major indicators of sports goods sector in Pakistan’s Economy are summarized below:

Particulars	Indicators
Direct Employment Skilled	200,000 – 250,000
Employment Unskilled	100,000 – 150,000
Estimated Total Revenue	< USD 1 billion
Contribution to Export (2020)	0.8%
YoY Growth in Exports	-21%
Production Quantity Export (2019)	63.8 million pcs
Total Production Value Export (2020)	> USD 177.7 million
Estimated No. of SMEs	6,000 (approx.)
Capacity Utilization	85% to 90%

**Table 1:** Economic Indicators of Sports Goods Sector

*Source: SCCI and Trade Maps*

### 3.3 HS Codes Listing for Sports Goods Sector

The Harmonized System (HS) is an international nomenclature for the classification of products published by the World Customs Organization ([www.wcoomd.org](http://www.wcoomd.org)). It allows countries to classify traded goods on a common basis for customs purposes.

In general, sports goods are referred to items and equipment used in sports. These goods range from balls to nets, equipment and protective gears like helmets etc. The Harmonized Commodity Description and Coding System (HS Codes) designated for trade of Sports Goods is **HS 9506**. The brief description of sub-categories falling in this product category are described below in Table 2.

### 3.4 Products Description

Under the **HS Code 9506**, sports goods contain number of products; however, the flagship product of the cluster is hand stitched inflatable ball (mostly soccer ball). While, rest of the products made by the sector can be considered as off shoot of soccer ball product line. The major products manufactured in the sector with significant production quantities and having export potentials include the following:

Sr. No.	HS Codes	Product Description
1	950611	Winter Sports Equipment
2	950612	Ski Bindings
3	950621	Sail boards
4	950619	Ski equipment for winter sports
5	950629	Water-skis, Surfboards and Related Equipment
6	950631	Golf clubs complete
7	950632	Golf Balls
8	950639	Golf Equipment
9	950640	Table-Tennis Articles and Equipment
10	950651	Tennis Rackets
11	950659	Badminton Rackets
12	950661	Tennis balls (excluding table tennis balls)
13	950662	Inflatable Balls
14	950669	Other Balls
15	950670	Ice and Roller Skates
16	950691	Exercise, Gymnastics and Athletics Equipment
17	950699	Swimming and Paddling Pool Equipment

**Table 2:** List of Sports Goods HS Codes

### 3.5 Product Classifications

The main sports goods produced can be divided into five main categories that include articles and equipment for physical exercise/gymnastics/athletics, inflatable and other balls, protective gears, wooden and composite based articles and accessories also articles for funfair. Among these, articles for gymnastics/athletics and articles for funfair have been the key drivers of the sports sector's growth in global market.

Furthermore, Pakistan is considered a leading manufacturer of football, cricket balls, hockey sticks and cricket bats. Around the world these products enjoy market recognition.

Balls	Wooden Based	Sports Equipment	Protective Gears	Composite Based
Football	Wooden Cricket Bats	Exercise Equipment	Cricket Pads	Composite Material Hockey Sticks
Rugby Ball	Wooden Hockey Sticks	Gymnastic Equipment	Hockey Pad	Composite Material Cricket Bats
Volley Ball	Wooden Base Ball Bats	Body Shaping Equipment	Shin Guards	Composite Material Base Ball Bats
Beach Ball	All Ice & Roller Hockey Sticks	Horse riding Equipment	Thigh Guards	Polo Sticks
Exercise Ball	Cricket Wickets	Discs & Cons	Boxing Helmets	
Cricket Ball	Lawn Tennis Rackets	Cycling and biking equipment	Protective Jackets	
Solo Ball	Badminton rackets	Punching Bags	Elbow and knee pads	
Basket Ball	Squash Rackets	Sports Nets	Abdominal Guards	
Tether Ball	Carom Boards / Chess Boards		Chest Guards	
Hockey Ball	Billiard Sticks		Holsters Cut Resistant Vests	
Training Ball				
Tennis Ball				
Punching Ball				
Billiard Ball				

**Table 3:** Sports Goods Product Specification

## 4. Pakistan's Trade in Sports Goods Sector

Pakistan exports sports goods in all sub-categories of HS 9506. For the purpose of this document, analysis is based upon trade figures of the subject HS code, inclusive of all sub-categories as listed in the section below.

### 4.1 Pakistan's Exports

The total US dollar value of Pakistan's exports in the HS Code 9506 sports goods sector sub categories from 2016 to 2020 is shown in the table below:

Pakistan Exports in Sports Goods Sector HS - 9506					
HS - 9506 Sub - Category	Exported value in 2016	Exported value in 2017	Exported value in 2018	Exported value in 2019	Exported value in 2020
	Amount US \$ Thousands				
950611	4	12	2	3	64
950612	0	40	241	15	61
950619	43	128	61	120	308
950621	0	2	0	0	0
950629	4	18	13	10	27
950631	0	0	0	0	4
950632	83	83	122	108	177
950639	25	30	79	116	491
950640	141	339	138	0	10
950651	902	1342	1406	2866	2663
950659	1,164	1,532	2,578	2,716	5,447
950661	116	231	1,011	722	866
950662	163,574	157,653	164,375	170,881	124,726
9506 69	13,281	12,330	12,948	12,044	10,381
950670	0	3	1	95	604
950691	1,705	3,375	4,313	4,294	8,028
950699	38,992	27,595	30,513	30,321	23,804
<b>Total</b>	<b>220,034</b>	<b>204,713</b>	<b>217,801</b>	<b>224,311</b>	<b>177,661</b>
<b>% Growth</b>	<b>-5%</b>	<b>-7%</b>	<b>6%</b>	<b>3%</b>	<b>-21%</b>

**Table 4:** Pakistan Exports in Sports Goods Sector

*Source: Trade Map [www.trademap.org]*

Pakistan is one of the major exporting countries of Sports Goods especially in the category of Inflatable Balls. Over the years, export figures have shown mixed growth, with a slightly negative growth trend in last 5 years from 2016 – 2020. During the year 2020, the exports value of Sports Goods was USD 177 million out of which USD 125 million (approx.) was the

export of inflatable balls. The decline in sports goods sector during the second half of the FY 2020 was mainly due to the outbreak of the COVID-19 pandemic.

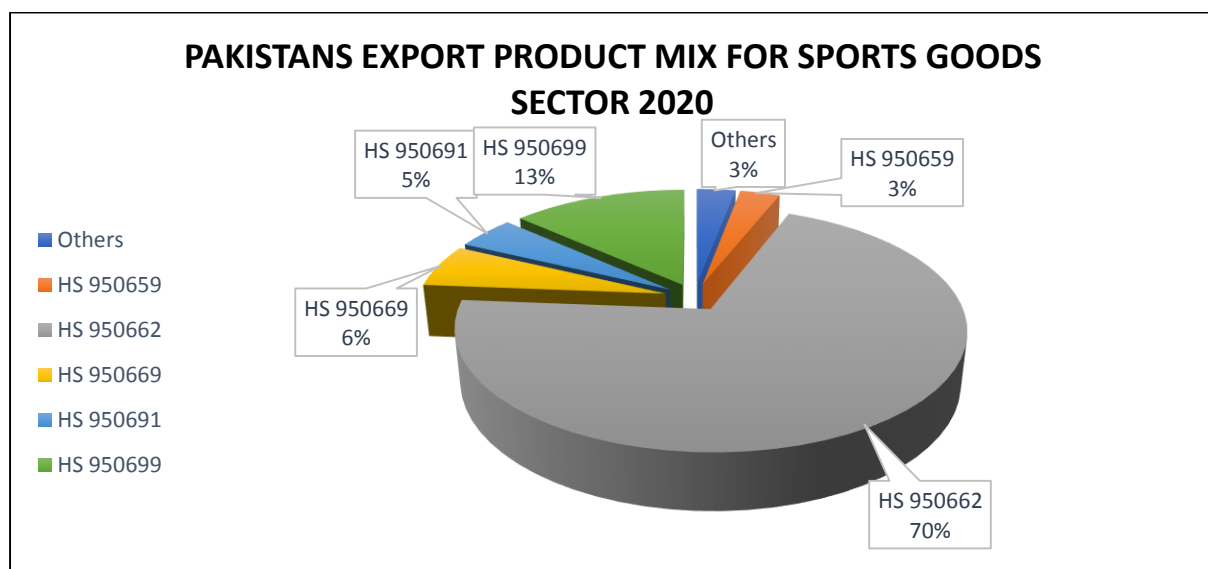
The following illustration shows total value of Pakistan’s sports goods sector exports (in US dollar thousand) as a five-year trend from 2016 to 2020. Over the said period of time the exports of sports goods increased after 2017 to 2019 but declined in 2020.



**Figure 1:** Pakistan Exports in Sports Goods Sector

#### 4.2 Pakistan’s Exports Product Mix for Sports Goods Sector

The following chart indicates Pakistan’s export product mix for sports goods sector, based on total value of products exported in the year 2020. It can be seen that the major value contributor in Pakistan’s sports goods sector exports is product category HS: 950662 which represents Inflatable Balls (e.g. football, soccer balls and other balls). For Others category in the following pie chart reflecting the HS codes that forms a negligible portion of the mix includes HS-950611, HS-950612, HS-950619, HS-950621, HS-950629, HS-950631, HS-950632, HS-950639, HS-950640, HS-950661 and HS-950670.



**Figure 2:** Pakistan Exports Product Mix



### 4.3 Pakistan's Imports

The total US dollar value of Pakistan's imports in the HS Code 9506 sports goods sector from 2016 to 2020 is shown in the table below:

Pakistan Imports in Sports Goods Sector HS - 9506					
HS - 9506 Sub - Category	Imported value in 2016	Imported value in 2017	Imported value in 2018	Imported value in 2019	Imported value in 2020
	Amount US \$ Thousands				
950611	5	0	0	1	0
950612	1	0	0	9	0
950619	33	30	51	4	20
950621	0	1	0	0	0
950629	303	274	200	38	39
950631	23	18	5	3	0
950632	78	99	85	33	28
950639	83	62	81	52	34
950640	135	125	115	51	58
950651	38	43	22	20	15
950659	1466	1275	973	844	411
950661	1,096	1,539	1,102	1,062	718
950662	273	562	1,021	942	1,165
9506 69	489	458	282	276	171
950670	135	90	100	128	92
950691	8,886	12,808	8,419	7,010	6,287
950699	1,662	3,072	2,039	1,404	836
<b>Total</b>	<b>14,706</b>	<b>20,456</b>	<b>14,495</b>	<b>11,877</b>	<b>9,874</b>

**Table 5:** Pakistan Imports in Sports Goods Sector

*Source: Trade Map [www.tradmap.org]*

## 5. Sports Goods Sector Global Perspective

In this section we will be looking at global trade of a Sports Goods sector, and Pakistan's share in it. The HS product category HS-9506 covers trade in "Articles and equipment for general physical exercise, gymnastics, athletics, other sports, including table-tennis, or outdoor games".

### 5.1 World Exports in Sports Goods Sector

The total world exports in Sports Good Sector stood at USD 32,003.9 million in the year 2020. There has been an upward trend in world exports from year 2016 to 2020 and can be seen in the table below:

World Exports in Sports Goods Sector					
HS Code # 9506	2016	2017	2018	2019	2020
	Amount US \$ Million				
<b>World Total</b>	23,425.4	24,945.1	26,739.1	27,716.2	32,003.9
<b>Growth %</b>	-3.6%	6.5%	7.2%	3.7%	15.5%

**Table 6:** World Exports in Sports Goods Sector

**Source:** Trade Map [[www.trademap.org](http://www.trademap.org)]

Based on the table above, the following illustration demonstrates the data on world exports:



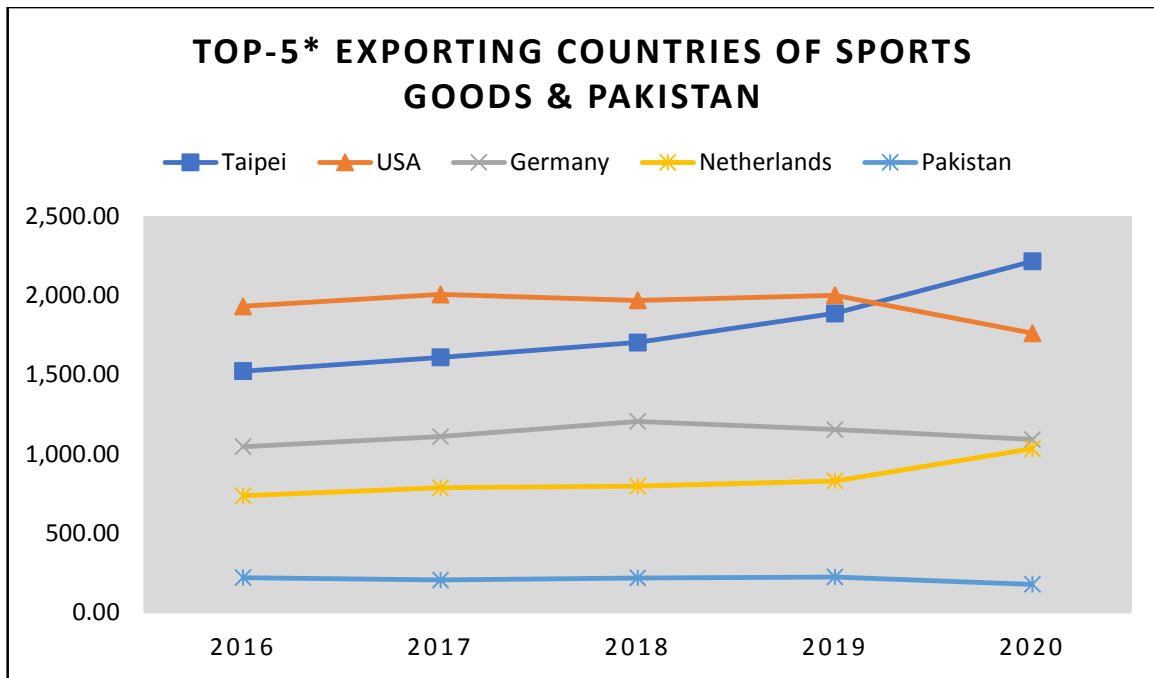
**Figure 3:** World Exports in Sports Goods Sector

## 5.2 Top 5 Exporting Countries and Pakistan in Sports Goods Sector

The data of world exports of sports goods sector under the HS Code 9506 is as follows:

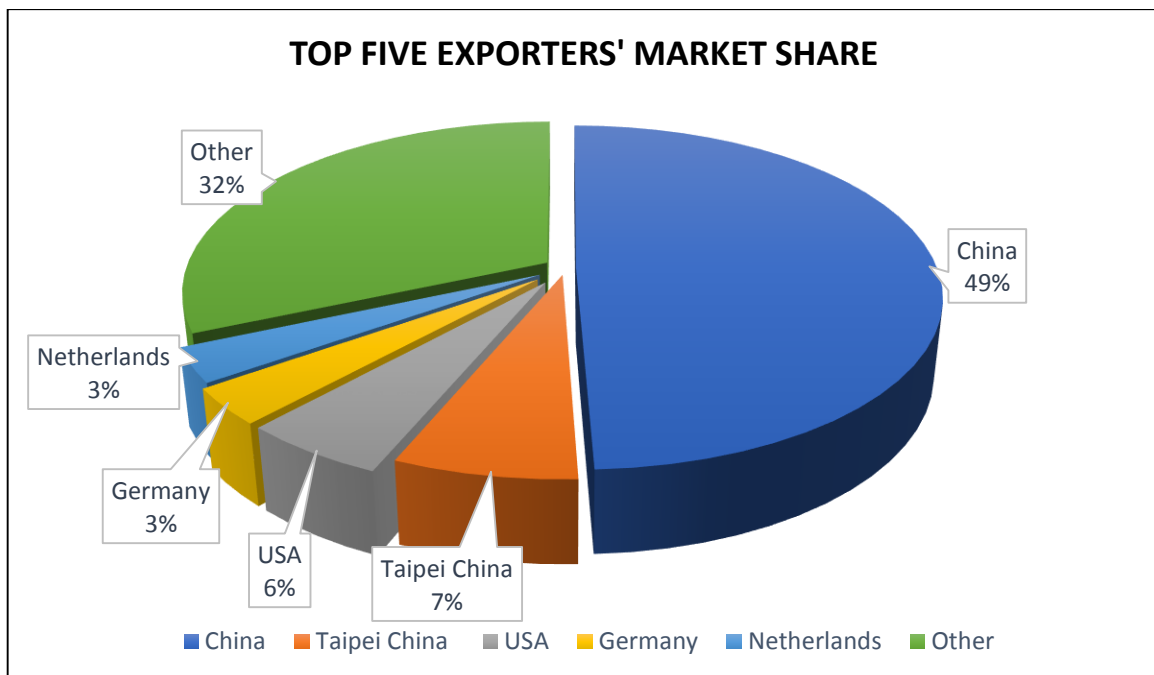
HS CODE # 9506: Articles and Equipment For General Physical Exercise, Gymnastics, Athletics, other Sports, Incl. Table-Tennis, or Outdoor Games					
Exporting Countries	2016	2017	2018	2019	2020
	Amounts US \$ Million				
<b>China</b>	9,412.7	9,733	10,361.4	11,238.8	15,811.5
<b>Taiwan</b>	1,522.5	1,609.2	1,703.3	1,886.9	2,214.9
<b>USA</b>	1,931.3	2,005.6	1,968.9	2,001.2	1,761.8
<b>Germany</b>	1,045.9	1,109.7	1,205.6	1,153.7	1,090.9
<b>Netherlands</b>	736.1	786.5	796.9	829.4	1,032.9
<b>Pakistan</b>	220	204.7	217.8	224.3	177.7
<b>World Total</b>	23,425.4	24,945.1	26,739.1	27,716.2	32,003.9
<b>Growth %</b>	-3.6%	6.5%	7.2%	3.7%	15.5%

**Table 7:** Top Five Exporting Countries and Pakistan



\*China is not included in the above chart to avoid chart distortion.

**Figure 4:** Top Five Exporting Countries



**Figure 5:** Top Five Exporter's Market Share

According to the above trade statistics of Sports Goods Sector, China is found to be the top exporter of sports goods in the world. China's exports for the year 2020 were USD 15811.5 million whereas Pakistan's exports for the same period were amount to only USD 117.7 million.

After the coronavirus brought a halt to economic activities across the globe, even though, China's export growth jumped to the highest in over two decades on during the year 2020.

China has 49% of the market share of Sports Goods in the world. It has been observed that China's export increased in 2020 while the other players in the market faced decline in their exports. It was largely due to the impact of COVID-19, as China recovered from the pandemic while other countries were still managing the extreme situation. Its resilience lies not only in the country's low-cost, skilled labour and efficient infrastructure but also in a state-controlled banking system that has been offering small and large businesses extra loans to cope with the pandemic.

### 5.3 World Imports in Sports Goods Sector

The total world imports in sports goods sector stood at USD 30,338.6 million in the year 2020. There has been upward trend in world value of imports from the year 2016 to 2020. The imports of sports goods increased during the period as shown in the table below:

World Imports in Sports Goods Sector					
HS Code # 9506	2016	2017	2018	2019	2020
	Amount US \$ Million				
<b>World Imports</b>	24,069.2	26,025.4	28,052.5	28,425.5	30,228.6
<b>Growth %</b>	-1.11%	8.13%	7.79%	1.33%	6.34%

**Table 8:** World Imports in Sports Goods Sector

**Source:** Trade Map [[www.trademap.org](http://www.trademap.org)]

### 5.4 Top 5 Importing Countries and Pakistan in Sports Goods Sector

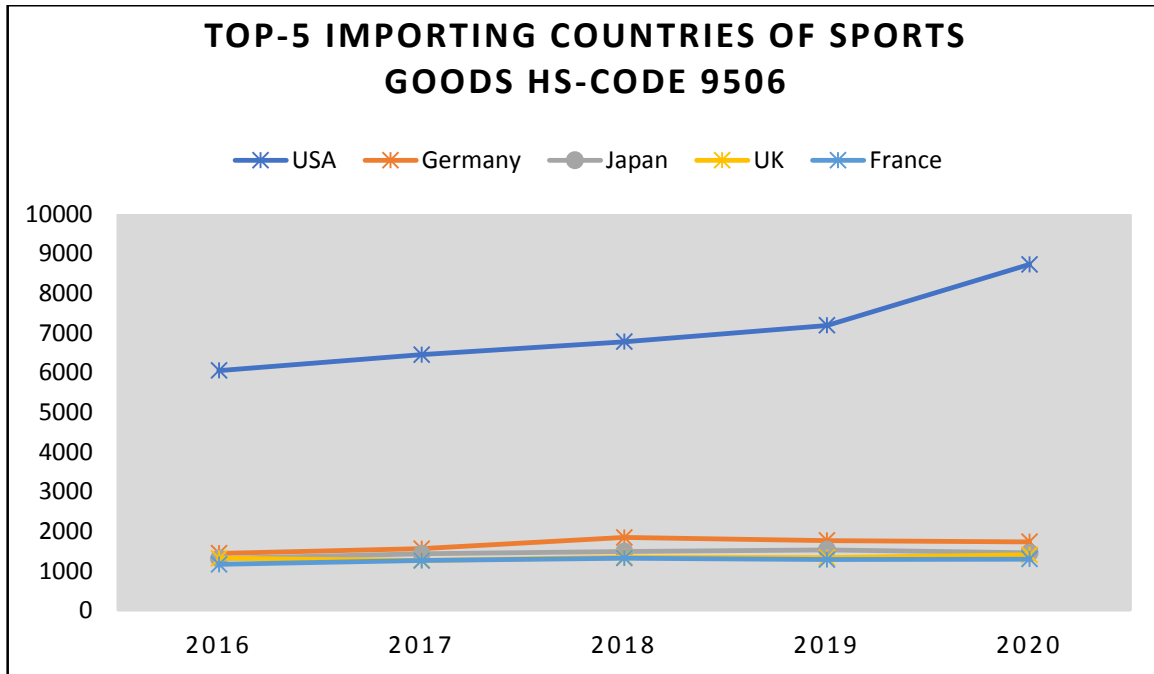
The data of world imports of sports goods under the HS Code 9506 is as follows:

HS CODE # 9506: Articles and Equipment For General Physical Exercise, Gymnastics, Athletics, other Sports, Incl. Table-Tennis, or Outdoor Games					
Importing Countries	2016	2017	2018	2019	2020
	Amounts US \$ Million				
<b>USA</b>	6054.0	6453.8	6782.5	7193.5	8731.2
<b>Germany</b>	1442.6	1559.8	1840.7	1763.7	1734.1
<b>Japan</b>	1307.7	1431.8	1487.3	1530.4	1454.0
<b>UK</b>	1317.8	1265.9	1341.2	1333.7	1404.9
<b>France</b>	1163.1	1261.0	1321.9	1286.4	1298.3
<b>Pakistan</b>	14.7	20.5	14.5	11.9	9.9
<b>World Total</b>	24,069.2	26,025.4	28,052.5	28,425.5	30,228.6
<b>Growth %</b>	-1.11%	8.13%	7.79%	1.33%	6.34%

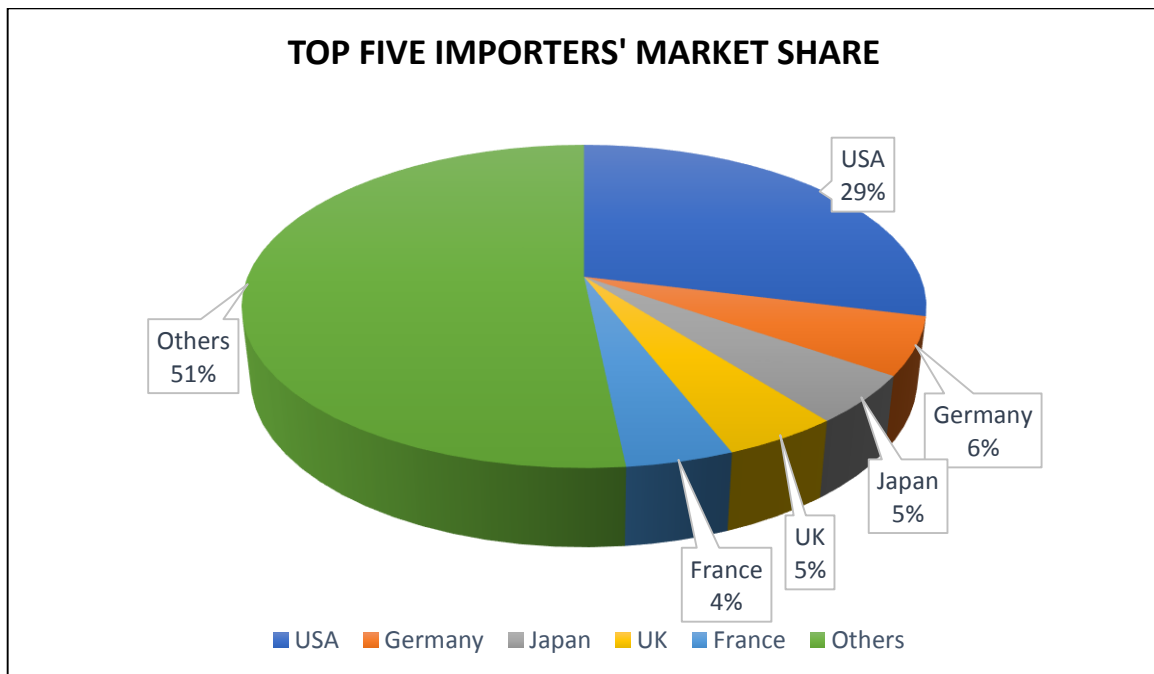
**Table 9:** Top Five Importing Countries and Pakistan

**Source:** Trade Map [[www.trademap.org](http://www.trademap.org)]

The above Table no. 9 shows data of world imports of Sports Goods Sector of last five years. It shows that USA is the top importer of Sports Goods and its imports for the year 2020 were amount to USD 8731.2 million. Pakistan's imports for the year 2020 were amount to USD 9.9 million.



**Figure 6: Top Five Importing Countries**



**Figure 7: Top Five Importer's Market Share**

## 5.5 Pakistan Share in World Exports

The Table no. 10 below is showing Pakistan's export data for the year 2020 and its share in world exports of sports goods sector.

HS Codes	Pakistan Exports 2020	World Exports 2020	Pakistan's Share in World Exports
	Amounts US \$ Million		%age
950611	0.064	802.8	0.01%
950612	0.061	385.8	0.02%
950619	0.308	370.8	0.08%
950621	0	82.5	0.00%
950629	0.027	1,736.3	0.00%
950631	0.004	1,553.4	0.00%
950632	0.177	543	0.03%
950639	0.491	1860.7	0.03%
950640	0.010	397.6	0.00%
950651	2.663	181.6	1.47%
950659	5.447	411.1	1.32%
950661	0.866	239.8	0.36%
950662	124.73	1,106.9	11.27%
950669	10.4	389.6	2.67%
950670	0.604	721.8	0.08%
950691	8.03	14,244.8	0.06%
950699	23.8	6,885.9	0.35%
<b>Total</b>	<b>177.7</b>	<b>32,003.9</b>	<b>0.56%</b>

**Table 10:** Pakistan's Share in World Exports of Sports Goods

**Source:** Trade Map [[www.trademap.org](http://www.trademap.org)]

The data shows, Pakistan's total export of sports goods in 2020 is USD 177.7 million. A majority of Pakistan's exports are concentrated in the HS 950662 whose exports were USD 124.73 million. However, exports under this category have shown a decrease since 2019 declining from USD 170.8 million to the current level of USD 124.73 million. The decline was the result of Pakistan's economic conditions mainly due to the effect of COVID-19.

Pakistan's major export partners in the category HS 950662 are Germany accounting for 13.3%, USA 10.8%, Netherlands 10.5%, UK 6.3% and Denmark 4.4%. The largest exporter of HS 950662 in the world is China with a 42.9% share of the world market and exports of USD 475.7 million. The second largest exporter is Vietnam with a share of 12.9% of the world market. Pakistan is the third largest exporter with a share of 11.3%.

The other main export product for Pakistan is HS 950699 with exports of USD 23.8 million. The world market for the sports goods mentioned in the Table No. 10 is USD 32 billion with the largest exporter being China with a share of 49.4% of the world exports and export value

of USD 15.8 billion, whereas, Pakistan has a share of only 0.56% of the world market and export value of USD 177.7 million.

## 6. Pakistan’s Untapped Export Potential for Sports Goods

HS Codes	World Exports 2020	Exports Potential 2020	Pakistan Exports 2020	Untapped Export Potential
	Amounts US \$ Million			
950619	370.8	0.34	0.027	0.313
950632	543	0.34	0.177	0.163
950661	239.8	1	0.866	0.134
950662	1,106.9	305.1	124.73	180.37
950669	389.6	19.6	10.4	9.2
950691	14,244.8	17.4	8.03	9.37
950699	6,885.9	87.9	23.8	64.1
<b>Total</b>	<b>23,780.8</b>	<b>431.68</b>	<b>168.03</b>	<b>263.65</b>

**Table 11:** Pakistan’s Untapped Export Potential in Sports Goods Sector

**Source:** *Export Potential Map* [[www.exportpotential.intracen.org](http://www.exportpotential.intracen.org)]

**NOTE:** Potential export value (in dollars) of a product supplied by a country to the world is calculated based on demand and supply, market access and bilateral ease of trade. The export potential value is a projected value depends on the characteristics of the exporter, target market, and the strength of the relationship between them. The estimated value serves as a benchmark for comparison with actual export performance to identify untapped potential of a particular sector.

Pakistan’s exports of sports goods HS Code: 950619, 950632, 950661, 950662, 950669, 950691, and 950699 amounts to over USD 168.03 million which makes up only a small fraction (0.7%) of world exports of over USD 23,780.8 USD. According to the estimate of “Export Potential Map” the export potential of the sports goods sector in the categories mentioned in the Table 11 above is around USD 431.68 million. So, there is a gap for Pakistan’s sports goods sector to further increase its exports. Pakistan needs to consider various factors in order to improve its exports and increase its share in world, moreover, to face the competition in the international markets especially from China.

## 7. Major Sports Goods Clusters in Pakistan

### 7.1 Back Ground and Geography of Cluster

Sports Goods are one of the most valuable and important commodities in international trade. In Pakistan the sports goods cluster is scattered around mainly Sialkot city, however main concentrations are on Daska Road, Defence Road, Marala Road, Small Industrial Estate,

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Shahabpura, Uggoki Road, Kashmir Road and Pasrur Road. Apart from these areas, numerous football-stitching centres are also established in the nearby villages by the factories.

Sialkot is known internationally as a producer of quality products in sports goods, surgical instruments, leather goods, sportswear and musical instruments. The local craftsmen produce immaculate products while export oriented entrepreneurs ensure that products reach international destinations. More than 200,000+ people are engaged directly or indirectly with export activities, while the export earnings of the city hover around USD 900 million. Presently, Sialkot caters to around 60% of total world demand of hand stitched inflatable balls, which translates into around (approx..) 39 million balls annually. Pakistan's exports represent 11.3% of world exports for this product.

## **7.2 Marketing and Sales**

The cluster enjoys an impeccable position in international market of sports goods. World famous brands like Addidas, Micassa, Puma, Mitre, Select, Umbro, Lotto, Diadora, Decathlon, Wilsons etc. source their products from Sialkot. The major markets are EU, North America and South America. Around 98% of the total sports goods produced in the cluster are sold internationally. Cluster has weak capabilities in developing its own brands internationally. However, there are a few examples of brands (mostly in domestic market) in cricket bats and hockey sticks, like CA, Ehsan, AS etc which are doing good job in this regard.

## **7.3 Financing**

To full fill working capital needs preference is given to State Bank of Pakistan (SBP) scheme of “Export Refinance Financing” based short-term loans, through commercial banks at very nominal rates. Almost all financial institutions have their branches in the cluster. Informal credit is also available in the form of credit on the purchase of raw materials or services by the suppliers.

## **7.4 Human Resource Management**

Most of the firms prefer labour who have received some sort of formal training. Currently training facilities are being offered by some of the Vocational Training Institutes (VTIs). However, a huge gap exists in provision of training on technologies used in manufacturing of composite based sports goods, specialized stitching machines, mechanized ball production, etc. SMEDA has executed a project Sports Industries Development Centre (SIDC) to provide training on mechanized ball manufacturing technology.

## **8. Way Forward**

Pakistan’s Sports Goods sector being a prominent export sector has been a centre of excellence for the production of high quality professional Sports Goods for more than 100 years positioned in the city of Sialkot acclaimed as a world-famous hub of Sports Goods manufacturing. However, there is no local brand of sports goods acclaimed internationally from Pakistan although major brands buy their products from Sialkot. There is severe need of specialized training on branding for local exporters.



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Overall, Sialkot has best infrastructure comparative to other sister cities with major exports. A state of the art sports goods testing and fabrication facility needs to be established in the city. Joint working groups are required to bring latest technologies into Pakistan. Government should recognize Composite based sports goods as special sector.

New and innovative sports equipment can be developed by introducing lightweight materials in modern day sports industry production lines. The properties of these new materials are expected to result in improved ergonomics, energy savings, increased flexibility and more robust equipment, which in the end will result in enhanced productivity. Although Sialkot is globally known as the producer of quality sports goods but the industry is passing through a deteriorating phase, as it fails to equip itself with the emerging demand of Composite Materials. Moreover, soft and long-term loans are required to build cost saving high-tech new manufacturing units for composite based material sports goods production.

Given the above-mentioned areas of improvement, Pakistan's Sports Goods sector remains a prominent export contributor. It is a centre of excellence for the production of high quality professional Sports Goods for more than 100 years located in the Sialkot and recognized as world-famous hub of Sports Goods manufacturing.

The growing market both at domestic and international levels offers many lucrative investment opportunities to the investors with good expected rate of returns such as Mechanized Ball, Basket Ball, Volley Ball and Beach Ball Manufacturing, Sports Socks Manufacturing, Composite Based Sports Goods (Snow Skis, Roller Skates, Water Skis etc.) and Retail Chain of Sports Goods in Pakistan.

Presently Pakistan's Sports Goods are recognized as a hallmark of quality being sourced globally to many of the world's leading Sports Goods brands and also catering the demands of geographically diversified international markets. The project for elimination of child labour from the Soccer ball industry of Sialkot portrayed an exceptionally proactive, reliable and responsible image of Pakistan's Sports Goods sector worldwide and has been manifested internationally as an outstanding landmark in sustainable development and genuine business practices.

## 9. Annexures

### 9.1 Annexure 1: Authorities, Trade Bodies and Associations

<p><b>Pakistan Sports Goods Manufactures &amp; Exporters Association (PSGMEA)</b></p> <p><b>Address:</b> 60/A Hali Road, Small Industrial Estate, Sialkot  <b>Tel:</b> (+92) 52 3256930, 45  <b>Email:</b> <a href="mailto:psgmea@psgmea.org.pk">psgmea@psgmea.org.pk</a></p>	<p><b>Pakistan Hosiery Manufacturers Association (North Zone)</b></p> <p><b>Address:</b> PHMA, 90-B, Small Industrial Estate, Sialkot.  <b>Tel:</b> (+92) 52 3563105, 6  <b>Web:</b> <a href="http://www.phmaonline.com">www.phmaonline.com</a>  <b>Email:</b> <a href="mailto:phmaskt@gmail.com">phmaskt@gmail.com</a></p>
<p><b>Pakistan Readymade Garments Manufacturers &amp; Exporters Association (PRGMEA)</b></p> <p><b>Address:</b> Uberoi building, Paris Road, Yadgar Chowk, Sialkot  <b>Tel:</b> (+92) 52 4597128  <b>Web:</b> <a href="http://www.prgmea.org">www.prgmea.org</a>  <b>Email:</b> <a href="mailto:info-skt@prgmea.pk">info-skt@prgmea.pk</a></p>	<p><b>Pakistan Gloves Manufacturers &amp; Exporters Association (PGMEA)</b></p> <p><b>Address:</b> PGMEA Building, Kashmir Road, 1330, Sialkot  <b>Tel:</b> (+92) 52 4272959, 4273870  <b>Web:</b> <a href="http://www.pgmea.org.pk">www.pgmea.org.pk</a>  <b>Email:</b> <a href="mailto:pgmea@pgmea.org.pk">pgmea@pgmea.org.pk</a></p>
<p><b>Sialkot Chamber of Commerce &amp; Industry (SCCI)</b></p> <p><b>Address:</b> SCCI Building, Paris Road, Sialkot  <b>Tel:</b> (+92) 52 4261 881-3  <b>Web:</b> <a href="http://www.scci.com.pk">www.scci.com.pk</a>  <b>Email:</b> <a href="mailto:sialkot@scci.com.pk">sialkot@scci.com.pk</a></p>	<p><b>Regional Business Center (RBC) – Small &amp; Medium Enterprises Development Authority (SMEDA)</b></p> <p><b>Address:</b> SBCC Building, Paris Road, Sialkot  <b>Tel:</b> (+92) 52 4261 881  <b>Web:</b> <a href="http://www.smeda.org.pk">www.smeda.org.pk</a>  <b>Email:</b> <a href="mailto:asim.malik@smeda.org.pk">asim.malik@smeda.org.pk</a></p>
<p><b>Metal Industries Development Centre (MIDC)</b></p> <p><b>Address:</b> Allama Iqbal Road, Sialkot Cantonment  <b>Tel:</b> (+92) 52 9250 288</p>	<p><b>Sports Industries Development Centre (SIDC)</b></p> <p><b>Address:</b> 14 KM Daska Road, Sialkot  <b>Tel:</b> (+92) 52 6227 310  <b>Web:</b> <a href="http://www.sidc.org.pk">www.sidc.org.pk</a>  <b>Email:</b> <a href="mailto:info@sidc.org.pk">info@sidc.org.pk</a></p>
<p><b>Trade Development Authority of Pakistan (TDAP)</b></p> <p><b>Address:</b> Paris Road, Sialkot  <b>Tel:</b> (+92) 52 9250 081  <b>Web:</b> <a href="http://www.tdap.org.pk">www.tdap.org.pk</a>  <b>Email:</b> <a href="mailto:tdap@tdap.gov.pk">tdap@tdap.gov.pk</a></p>	

## 9.2 Annexure 2: Pakistan's Top-10 Exporters of Sports Goods

Sr. #	Particulars
1	<b>M/S Forward Sports (Pvt) Ltd.</b> P.O. Box: 1704, Wazirabad Road, Near Adda Sahowala, Sialkot Contact: +92-345-6680800   Email: hassan@forward.pk
2	<b>M/S Awan Sports Industries (Pvt) Ltd.</b> Shitab Garh, Sialkot   Contact: +92-321-6141881   Email: asil@awansports.com
3	<b>M/S Anwar Khawaja Industries (Pvt) Ltd.</b> P.O. Box: 10, S.I.E., Sialkot-4   Contact: +92-300-8610002   Email: aki@aki.com.pk
4	<b>M/S Vision Technologies Corp (Pvt) Ltd.</b> Pasrur Road, Sialkot   Contact: +92-300-8612626   Email: ahsan@vision.com.pk
5	<b>M/S Leatherware (Pvt) Ltd.</b> 19-Km Daska Road, Sialkot   Contact: +92-300-8619856   Email: main2@leatherware.com.pk
6	<b>M/S Silver Star Enterprises (Pvt) Ltd.</b> 19-Km Daska Road, Sialkot   Contact: +92-300-8612123 Email: jahangir@s-stargroup.com
7	<b>M/S Ali Trading Co (Pvt) Ltd.</b> 6-Km Daska Road, Sialkot   Contact: +92-332-8611155 Email: alitrading14@gmail.com
8	<b>M/S Capital Sports Corp (Pvt) Ltd.</b> P.O. Box: 393, Kashmir Road, Pacca Garah, Sialkot Contact: +92-300-8616575   Email: export@capital-sports.net
9	<b>M/S Wembley Sports,</b> Dak Wala Stop Sadra Badra, Sialkot Contact: +92-321-6140418   Email: wembleysports94@gmail.com
10	<b>M/S Moltex Sporting Goods (Pvt) Ltd.</b> Kashmir Road, Sialkot   Contact: +92-300-8618888   Email: moltex@moltex.com

Source: Trade Development Authority of Pakistan (TDAP) [www.tdap.gov.pk]

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### 9.3 Annexure 3: Useful links

<b>Government of Pakistan</b>	<a href="http://www.pakistan.gov.pk/">http://www.pakistan.gov.pk/</a>
<b>Ministry of Industries and Production – MoIP</b>	<a href="http://www.moip.gov.pk">http://www.moip.gov.pk</a>
<b>Government of Punjab</b>	<a href="http://www.punjab.gov.pk">www.punjab.gov.pk</a>
<b>Government of Sindh</b>	<a href="http://www.sindh.gov.pk">www.sindh.gov.pk</a>
<b>Government of Khyber Pakhtunkhwa</b>	<a href="http://www.khyberpakhtunkhwa.gov.pk">www.khyberpakhtunkhwa.gov.pk</a>
<b>Government of Baluchistan</b>	<a href="http://www.balochistan.gov.pk">www.balochistan.gov.pk</a>
<b>Government of Azad Jammu Kashmir</b>	<a href="http://www.ajk.gov.pk">www.ajk.gov.pk</a>
<b>Trade Development Authority of Pakistan – TDAP</b>	<a href="http://www.tdap.gov.pk">www.tdap.gov.pk</a>
<b>Board of Investment – BOI</b>	<a href="https://invest.gov.pk/">https://invest.gov.pk/</a>
<b>Security &amp; Exchange Commission of Pakistan – SECP</b>	<a href="http://www.secp.gov.pk">www.secp.gov.pk</a>
<b>Small &amp; Medium Enterprises Development Authority (SMEDA)</b>	<a href="http://www.smeda.org.pk">www.smeda.org.pk</a>
<b>Sialkot Chamber of Commerce &amp; Industry (SCCI)</b>	<a href="http://www.scci.com.pk">www.scci.com.pk</a>
<b>Federation of Pakistan Chambers of Commerce &amp; Industry – FPCCI</b>	<a href="http://www.fpcci.com.pk">www.fpcci.com.pk</a>
<b>State Bank of Pakistan – SBP</b>	<a href="http://www.sbp.org.pk">www.sbp.org.pk</a>

## 10. References

1. Import/Export data retrieve form Trade Map [www.trademap.org]
2. Export potential data retrieve Export Potential Map [www.exportpotential.intracen.org]
3. Sports Goods Sector Studies by SMEDA
4. Sialkot Chamber of Commerce & Industry (SCCI)
5. Cluster Profile Sports Goods, Sialkot by SMEDA
6. Trade Analysis Series, Pakistan Sports Goods Sector by SMEDA
7. Diagnostic Study of Industrial and Handicrafts Clusters in Punjab by PSIC
8. Pakistan Sports Goods Strategy by J. E. Austin Associates Inc.
9. Sports Goods Manufacturing Sector Skills Study by PSDF
10. Pakistan Sports Goods Trade brief by TDAP