



# Pakistan





# CHERRYFIELDSESBY-GBO

- **Location: Lahore, Pakistan.**
- **Open since: Feb'2007**
- **Key Vendors: Combined Fabrics, Naveena Exports, Chenab Limited.**
- **Client Base: Presently Europe – Tom Tailor, BHS, Peacock, Kappa, Newlook, Burton etc.**
- **% of business shipping to the US: None to-date.**
- **Number of Staff: 13**

# CHERRYFIELDSESBY-GBO

## **CEO :**

**Waseem Malik**

- **Joined Target Corp. in 1996, as Office Director, Pakistan. Was promoted to the MD level in 2000 & in 2003, he was relocated to Dubai overseeing Dubai and Pakistan offices. After six months, was given Egypt and was promoted to the Regional Vice President position. Soon after the promotion, was given an additional responsibility for Africa and then finally got Turkey as well, thus doing over 350 million dollars of business overseeing 18 production countries and 9 offices.**
- **In Mid 2006, he Resigned from Target/AMC and then opened Cherry Field – GBO(FZC) as a joint venture with Cherryfield Sesby Ltd.**

# **MARKET STRENGTHS**

- **Agriculture based economy; abundant supply of good quality cotton.**
- **Large Spinning and Weaving capacities;**
- **Pakistan is one of the largest cotton yarn manufacturing and exporting countries.**
- **State of the art, vertically integrated mills, which offer shorter lead times and better quality.**
- **Solid, dyed, prints and Yarn Dyed specialization.**
- **Local spinning industry is offering new and innovative yarn all the time.**
- **Most of Pakistani manufacturers now have collaboration with US companies, providing trends, designs concept and complete market information to the buyers.**
- **Government import policy is manufacturing friendly.**

# TEXTILE ECONOMY

- Pakistan is considered one of few countries which can compete with Bangladesh & India on the whole garment and textile market.
- Textile sector has made considerable advances in production capacity and capability in the last five years.
- Over the last five years this sector has invested about \$ 6.0 billion in modernization and higher value addition.
- Import of textile printing and finishing machines increased from Rs1.51 billion in 2001-02 to Rs 5.58 billion in 2005-06, thus showing an average increase of 54% per annum.

# **EXPORT PERFORMANCE**

- In 2007 Pakistan achieved an export figure of US \$ 19.20 Billion \$ - increase of 14.22% over last year.

# **KEY FABRICS & YARN**

- Woven constructions – sateen, dobby, waffle, percale, poplin, jacquard, and canvas.
- Knit constructions – jersey, waffle, terry, ottoman.
- Piece dye, yarn dye and prints.
- Yarn sizes from 7/1 to 120/1.
- Thread counts as high as 1000TC.
- Cotton
- Cotton blends with polyester, viscose and modal.
- Synthetic fibers, Coolmax
- Milk fiber, Soya Fibers and Bamboo.
- Nanotex, Anti microbial, and Aromatic finishes are available

# KNITWEAR

- Knitted fabric both single and double knit, like jersey, pique, ribs, interlock, ottoman, mesh, twill, herringbone, crepe jersey etc.
- Capable to offer all kinds of washes & finishes.
- Equipped to offer embellishments.

# WOVEN

- **Weaving sector is one of the most important textile sub-sectors.**
- **Out of total world fabric trade of \$18 billion, Pakistan's share was about \$1.10 billion, which highlights the key position of Pakistan in the world textile trade.**
- **Other than direct fabric exports, Pakistan has also emerged as a leading exporter of woven made-ups with a value of more than \$950 million .**
- **In the woven category we can easily source denim, twills, stretched plain weaved, canvas, poplin, herringbone, ottoman, seer sucker, etc., both in 100% cotton and PC blended.**
- **Equipped to offer all kinds of Washes, Embellishments, embroideries, patch work, etc.**

# HOME FURNISHING

- **High thread counts up to 800TC – 1000TC are being produced.**
- **All kinds of fabrics can be easily sourced like Sateen, Dobby, Waffle, Percale, Jacquards, Poplin, Terry, Linen, Single Jersey, etc. both in 100% cotton and PC blended – dyed, printed & Yarn Dyed.**
- **Capable to produce almost all kinds of soft home products like Sheets, Comforters, Duvets, Quilts, Bed in a bags, pillows, curtains, etc.**



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## LAHORE

### ■ NO DUTY FREE ■

#### ■ OWN OFFICE

- Full service Office
- Teamleader
- Merchandisers
- QA and QC staff

#### ■ PRODUCT

- Jersey, piques, heavy embellishment
- Heavy fleece all treatment
- Woven bottoms (Denim & non-Denim)
- Cotton based product
- Home textile

- PRODUCTION LEADTIME
  - 8-10 Weeks

- SHIPPING LEADTIME
  - EU: 25 Days
  - USA: 30-35 Days (depends on port)

- ADVANTAGE
  - Price
  - Fashion treatment
  - Huge Denim library