

THE
SURGICAL INSTRUMENTS
MANUFACTURERS ASSOCIATION OF PAKISTAN
OLDEST ASSOCIATION OF PAKISTAN ESTABLISHED 1950



SURGICAL INDUSTRY
PRIDE OF PAKISTAN

We Serve Those
Who Serve Humanity



MONTHLY
BULLETIN
June-July-August
2024

Near Sublime Chowk, Marala Road, Sialkot Pakistan.
Phone: +92 52 3554890, 3563014 Fax: +92 52 3554217
Email: info@simap.org.pk Web: www.simap.org.pk

MATRIX

MATRIX LOGISTICS-PAKISTAN

International Freight Forwarder

"RIGHT SOLUTION TO YOUR WORLDWIDE FREIGHT NEEDS"



Introductions

Matrix logistics Pakistan was established in February 1999 is an international Freight Forwarding company specialized in a comprehensive range of supply chain management and Logistics solutions. These include Air Freight, Sea Freight, Road Transportation, Sea,air Movement, Warehousing, door to door delivery and project handling. We are part of a couple of exclusive freight networks which gives us representation in over 100 countries. Over clients can rest assured that their shipments are in good and safe hands.

Services

| Air Freight | Sea Freight | Customs Clearance | Warehousing & Distribution |
| Transportation | Project Handling | Charter Services |



Cargo Agent



ACNP



MATRIX LOGISTICS

Supply Chain Management

Pakistan

Addresses : (Head Office) Lahore: Suite# D-201 & 202, 2nd Floor, City Towers, Main Boulevard Gulberg, ii Lahore, Pakistan UAN No: +92 42 111 700 766

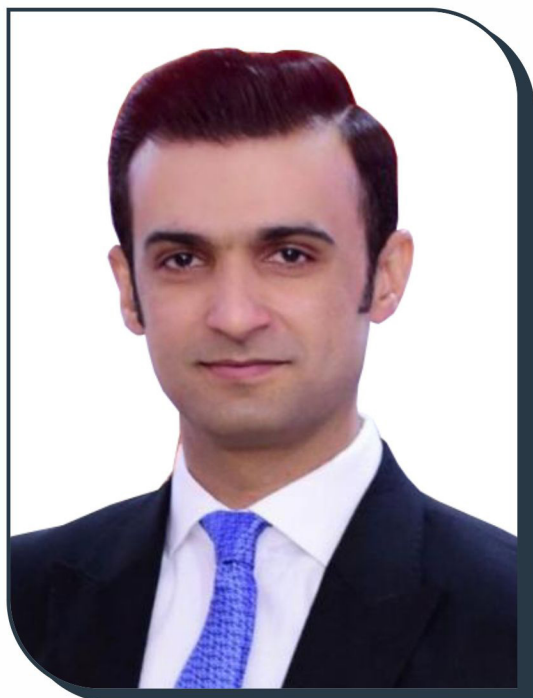
Sialkot Office: 203, 2nd Floor, Kareem Plaza, Defence Road Sialkot, Pakistan Tel: +92 52 3553870

Branches: Islamabad | Multan | Karachi | Dubai, UAE |

Email: sales@matrixlogistic.com Website: www.matrixlogistic.com

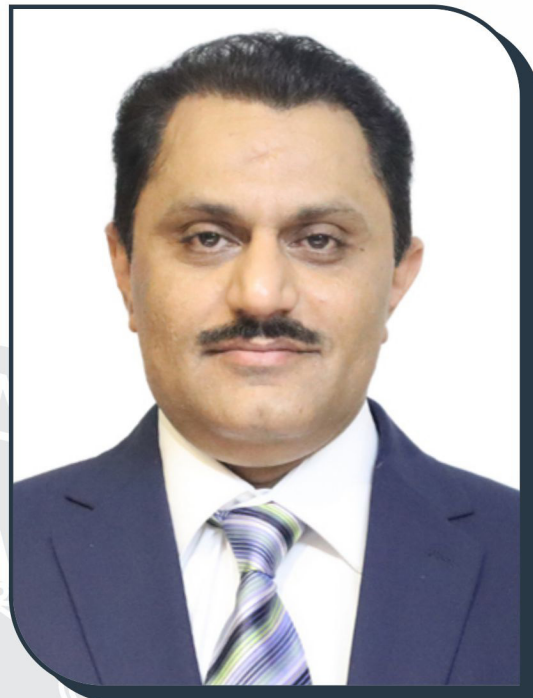
OFFICE BEARERS

Chairman



Mr. Yousaf Hassan Bajwa
(Ekal Surgical Works)

Vice Chairman



Mr. M. Jamil Khan
(B & H Surgical Instrument)

CONTANTS

Picture Gallery	04-07
Visit of FSP Officers	08-09
Awareness Seminar on Current Tax Affairs Changes in the Budget 2024-2025	10
The Impact of Online Selling on Export Growth and Industry Development	12

Picture Gallery



Awareness Seminar on Current Tax Affairs



Awareness Seminar on Current Tax Affairs



Awareness Seminar on Current Tax Affairs



Awareness Seminar on Current Tax Affairs



Meeting with ITC



Meeting with Semiotics Consultant

Picture Gallery



Visit of FSP Officers



Visit of FSP Officers



Visit of FSP Officers



Visit of FSP Officers



Visit of FSP Officers



Visit of FSP Officers

Picture Gallery



Flag Hoisting Ceremony on Independence Day



Flag Hoisting Ceremony on Independence Day



Flag Hoisting Ceremony on Independence Day



Flag Hoisting Ceremony on Independence Day



Flag Hoisting Ceremony on Independence Day



Flag Hoisting Ceremony on Independence Day

Picture Gallery



Meeting with Pakistan Livestyle Team



Meeting with DG TDAP



Meeting with DG TDAP



Meeting with Board of Investment



Meeting with Board of Investment



Meeting with Board of Investment

Visit of FSP Officers



A group of 14 officers of the Foreign Service of Pakistan (FSP) is undergoing training at the Foreign Service Academy Islamabad visited SIMAP on June 05th, 2024.

Honorable guests were welcomed by Chairman SIMAP Mr. Yousaf Hassan Bajwa, members of Executive Committee and Former Chairman SIMAP.

Meeting was started by recitation of verses of the Holy Quran by Qari Umer Nawaz. SIMAP documentary about surgical industry was played.

Chairman SIMAP Mr. Yousaf Hassan Bajwa welcomed FSP officer to SIMAP, One of the oldest Association and representative body of manufacturers of Surgical Instruments in Pakistan and SIMAP has more than 4700 members on its enrolment, more than 25000 models of medical devices are being manufactured in Pakistan. He further added that its honor for Pakistan and our industry that all major hospitals of the world are using our instruments.

Chairman SIMAP Mr. Yousaf Hassan Bajwa shared the history of the surgical industry, highlighting its impressive journey. In the early 19th century Pakistan started producing stainless steel surgical instruments, marking the beginning of a successful journey. Since then, the industry has manufactured over 25,000 different types of stainless steel surgical instruments, gaining a worldwide reputation for quality and excellence. Today, Pakistan is a leading producer of surgical instruments, renowned globally for their precision, quality, and reliability.

Chairman SIMAP Mr. Yousaf Hassan Bajwa discussed with FSP officers the need to enhance Pakistan's surgical sector exports which had a turnover of 492 million US dollars last year to 154 countries. The goal is to elevate it to a multibillion-dollar level given the export-oriented nature of the surgical industry.

FSP officers' assistance will be crucial once they complete their training and are stationed in designated regions overseas to provide approaches to the international market and information on accessing it to boost export volumes Sialkot Pakistan.

Despite this, Pakistan's turnover is significantly lower at 492 million US dollars compared to international trade data, which indicates a turnover of around 7 to 8 billion US dollars.

Chairman SIMAP highlighted the historical trend of Germany importing low-value instruments from Sialkot Pakistan and selling them globally at higher rates. He emphasized the need for Pakistan to transition to producing high-value instruments and directly exporting them to international markets to increase its share in the industry.

Chairman SIMAP Mr. Yousaf Hassan Bajwa, emphasized in discussions with FSP officers the importance of a strong liaison between Trade Officers and trade bodies, as well as assistance in monitoring international market trends and compliance requirements. Communicating the required information related to markets and compliance requirements to relevant trade associations and chambers would enable the evolution of the industry in alignment with new market dynamics, potentially leading to an increase in Pakistan's exports. This information can then be disseminated among members, assisting exporters in navigating compliance procedures for accessing international markets for their products.

During the meeting Chairman SIMAP emphasized to the FSP officers the importance of leveraging trade officer assistance in international markets to remove intermediary countries such as the USA, Germany, or France. By doing so, Pakistan's surgical instruments exports could increase significantly, establishing the country's brand in the international market. This approach would enable international customers to directly source surgical instruments from Pakistan, leading to a substantial growth in Pakistan's surgical turnover. Furthermore, this strategy aims to position Pakistan as an established manufacturing country, encouraging Pakistani manufacturers to invest their capital in high-tech technology for producing high-value surgical instruments. The goal is to enhance Pakistan's reputation in the global market and capture a larger share of the industry by fostering direct relationships with international customers.

Chairman SIMAP humbly requested the FSP officers to maintain close communication with relevant sector chambers and associations once they are stationed in overseas offices. The aim is to develop trust and confidence among local businessmen, emphasizing the importance of strengthening relationships with government officers to facilitate easy access to assistance for promoting their businesses in international markets. It is crucial to work together and establish strong relations between trade officers and specific sector-related trade bodies or chambers to ensure the dissemination of relevant information among exporters. This coordinated effort is expected to lead to an increase in exports across all sectors, positioning Pakistan as a prominent manufacturing hub.

Chairman SIMAP extended his best wishes and gratitude to the FSP officers for their upcoming endeavors. He expressed his heartfelt thanks for their presence at SIMAP and assured them of SIMAP's continuous availability to provide guidance and assistance whenever needed. Chairman SIMAP emphasized the importance of mutual support and collaboration, expressing hope that the FSP officers would assist in promoting Pakistani exporters in international markets.

Mr. Muhammad Arsalan Meer (Director Foreign Service Academy) appreciated the warm welcome received by the SMP. He said that the purpose of their visit to SIMAP was to explore the possibilities of providing assistance and familiarize themselves with the obstacles faced by the surgical industry. He acknowledged that the information provided by Chairman SIMAP was invaluable for the knowledge and training of the officers.

Mr. Arsalan Meer (Director Foreign Service Academy) mentioned the importance of the suggested points shared by Chairman SIMAP, emphasizing that the FSP officers would keep them in mind during their assignments. He stressed the significance of staying in touch with specific sector associations and chambers to provide assistance for the growth of Pakistan's exports.

House was opened for questions and answers.

During the meeting, questions were raised by FSP officers regarding the development of Surgical Instruments brands with engravings and incorporating a "Made in Pakistan" stamp on the instruments to showcase the country of origin. The discussion revolved around the hurdles faced in terms of compliance with Surgical Instruments regulations, the approach to markets in African countries and the surgical industry's shift towards automation, moving away from manual setups.

Chairman SIMAP responded that after the compliance of the EU Medical Device Regulation (MDR), manufacturers are required to declare their company brands on their products and each surgical instrument should carry its own company brand stamp for effective marketing.

He expressed concern that Small and Medium-sized Enterprises (SMEs) in the cottage-based surgical industry cannot afford the expense of MDR compliance for their instruments.

Currently, SGS is the only notifying body in Pakistan and its monopoly has resulted in high costs that local manufacturers cannot bear. Chairman SIMAP emphasized the need for a stationed trade officer to approach other notifying bodies and invite them to Pakistan. This would enable Pakistani surgical manufacturers to access affordable MDR testing services, breaking the monopoly of SGS and making it possible for SMEs to afford the cost of MDR testing.

Chairman SIMAP further responded that the surgical industry's shift towards automation moving away from manual setups necessitates close liaison between stationed Trade Officers and host country chambers and associations, including prominent surgical manufacturing companies in countries like Germany.

This collaboration is crucial for technology transfer, particularly in the production of high-value surgical instruments.

By fostering strong relationships Trade Officers can contribute to positioning Pakistan as a high-value producer in the surgical instruments sector with the potential to supply globally in the coming few years.

Mr. Zeshan Tariq responded and highlighting that compliance certificates in the African regions are not overly complicated. He emphasized that the African market presents a golden opportunity for the surgical sector.

Stationed Trade Officers can play a crucial role in facilitating B2B and B2C meetings, conducting exhibitions, and arranging more fairs for Pakistani Surgical Exporters. These events would showcase Pakistan's surgical instruments, creating identification and recognition through a display of Pakistan-made products

The FSP Officers acknowledged the surgical industry as a cottage industry and committed to taking a proactive role in addressing compliance issues when stationed in overseas offices.

They committed to developing a roadmap to facilitate compliance and actively engaging with notifying bodies for MDR, inviting them to Pakistan to support Surgical Small and Medium Enterprises (SMEs) in meeting compliance requirements. The ultimate goal is to transfer technology to Pakistan, enabling the surgical sector to export high-quality products worth multi-billion US dollars.

This will be achieved by leveraging the latest manufacturing technology, significantly enhancing the industry's export potential.

By fostering collaboration and knowledge sharing, Pakistan's surgical industry is poised for transformative growth and global competitiveness.

In his concluding remarks Chairman SIMAP Mr. Yousaf Hassan thanked the FSP Officers for visiting SIMAP and expressed his hope that the diligent efforts of the FSP officers, once stationed in the host country would lead to a significant increase in Pakistan's exports worldwide.

SIMAP shields were presented to Mr. Arsalan Meer (Director Foreign Service Academy).

Awareness Seminar on Current Tax Affairs Changes in the Budget 2024-2025.



Awareness seminar on Current Tax Affairs Changes in the Budget 2024-2025 organized by SIMAP in collaboration with Nasir & Company at Allama Iqbal Hall SIMAP on July 10th, 2024.

Chairman SIMAP Mr. Yousaf Hassan Bajwa and other worthy members of SIMAP warmly welcomed the team of Nasir & Company. He emphasized the importance of the seminar in light of the recent budget changes and their implications for exporters.

Mr. Yousaf Hassan Bajwa Chairman SIMAP expressed strong criticism regarding the current tax affairs changes proposed in the government's budget for 2024-2025. He highlighted the following key points:

- The new taxation measures targeting exporters require them to visit the FBR office to deduct taxes from their export profits. This process is seen as counterproductive, as it complicates operations and undermines the growth potential of exporters.

Exporters are willing to contribute to government taxes, recognizing that such contributions are crucial for the smooth functioning of the country. However, the current Budget proposals do not reflect the realities faced by the export community.

Mr. Yousaf Hassan Bajwa Chairman SIMAP informed that prior to the budget announcement, the government had sought suggestions from stakeholders (Chambers & Associations) between April and May 2024. SIMAP consulted with its Executive Committee members to compile and submit comprehensive tax recommendations to various government departments.

Chairman SIMAP further informed that SIMAP collaborated with the Sialkot Chamber of Commerce and

Industry (SCCI), and SCCI organized a delegation that met with the Prime Minister to present recommendations regarding the recent budget.

Unfortunately, this meeting did not yield any positive outcomes.

Additionally, Mr. Faisal Akram (MPA Sialkot) and a member of the Executive Committee has actively advocated for exporters' concerns within the Punjab Assembly.

However, these efforts have not yet produced fruitful results.

Mr. Yousaf Hassan Bajwa Chairman SIMAP emphasized that the primary purpose of organizing this seminar was to ensure that SIMAP members fully understand the budget recommendations and the potential impacts on their businesses.

It is crucial for exporters to be informed about these changes to navigate the challenges effectively.

Mr. Z.A. Nasir (Senior Tax Consultant) provided a brief overview of the budget and discussed a possible roadmap for moving forward.

House was opened for questions and answers.

Questions raised by members were comprehensively replied by Mr. Z.A Nasir (Senior Tax Consultant).

Mr. Yousaf Hassan Bajwa Chairman SIMAP thanked all participants for their participation and valuable insights.

He highlighted the importance of understanding the budget changes and their impact on exporters.

He encouraged members to remain engaged and advocate for their concerns with policymakers.

He emphasized the importance of collective efforts in driving positive change.

The Chairman cordially thanked Mr. Z.A. Nasir for his insightful presentation and guidance.

COCKTAIL



Electro Plating

- Nickel Plating
(Purity 99.99%)
- Gold Plating
(Purity 24 Karat)
- Silver Plating
(Purity 92.50%)

Sign of Perfection

Vibro Finish

- Deburring
- Grinding
- Keramo



Dar Electro Finish Center

Noorabad, Defence Road, Fateh Garh, Sialkot. Phone: (052)3241104, 3241105, 0301-8615936
defc@darelectro.com www.darelectro.com



COCKTAIL



Quality Tableware

COCKTAIL offers a splendid and affordable collection of Cutlery gift sets in a varied range of designs to appeal to all tastes. These gift sets are ideal to express gratitude on personal occasions like *wedding, housewarming, eid festival, birthday* and to *business delegations* as well. To add warmth, these sets may feature personalised messages either printed or inscribed inside the gift box.



Cutlery Set (6 Serving)



Cutlery Set (8 Serving)



Cutlery Set (12 Serving)



Pastry Set



Soup Set



Bar B.Q Set



Ice Cream Set



Baby Set

Display Sialkot

5 - Cantonment Plaza, Allama Iqbal Road, Cantt, Sialkot. Phone: 052-4598485, 0303-9312931
sialkot@cocktail.com.pk www.cocktail.com.pk

The Impact of Online Selling on Export Growth and Industry Development.

Introduction:

The world has witnessed a significant shift in the way businesses operate and consumer's shop, thanks to the advent of online selling. This trend has revolutionized the way industries approach sales, marketing, and customer engagement. In this article, we will delve into the concept of online selling, its advantages for industries, and its impact on export growth.

Understanding Online Selling:

Online selling, also known as e-commerce or digital commerce, refers to the buying and selling of goods and services over the internet. It has become an essential part of modern business strategies, enabling companies to:

1. Reach a global audience, transcending geographical boundaries
2. Increase sales and revenue through targeted marketing and promotions
3. Enhance customer experience through personalized interactions and convenient shopping
4. Access valuable customer data for informed business decisions

Advantages for Industries:

1) Increased Reach:

- Expand customer base globally, breaking geographical barriers
- Tap into new markets and demographics
- Increase brand visibility and recognition
- Reach customers 24/7, across different time zones

2) Cost-Effective:

- Reduced operational costs, such as rent and utilities
- Lower marketing expenses, through targeted online campaigns
- Minimized need for physical stores, reducing overhead costs
- Automation of processes, reducing labor costs

3) Enhanced Customer Experience:

- Personalized marketing, through data-driven insights
- Easy product comparisons, through online reviews and ratings
- Convenient shopping experiences, through mobile optimization
- Streamlined checkout processes, reducing cart

4) Data-Driven Insights:

- Access to valuable customer data, for informed business decisions
- Analysis of buying behavior, to optimize marketing strategies
- Identification of trends and preferences, to inform product development
- Measurement of ROI, to optimize marketing spend

Export Growth through Online Selling:

1) Increased Accessibility:

- Online platforms connect businesses with international customers
- Breaking down geographical barriers, to access new markets
- Increased visibility, through search engine optimization
- Simplified logistics, through online shipping and delivery

2) Reduced Trade Barriers:

- E-commerce simplifies international trade, minimizing logistical complexities
- Reduced regulatory hurdles, through automated compliance
- Increased transparency, through online documentation
- Faster payment processing, through digital transactions

3) Competitive Advantage:

- Industries can compete globally, leveraging online selling
- Increased exports and revenue, through targeted marketing
- Access to new markets and customers, through online platforms
- Enhanced brand reputation, through online reviews and ratings

Statistics:

- The year 2023 witnessed global retail e-commerce sales reaching an estimated 5.8 trillion U.S. dollars.
- Projections indicate a substantial 39 percent growth in this figure is expected in the upcoming years.
- There are high expectations that by 2027, the total sales from online retail will surpass the significant milestone of eight trillion dollars.
- This data highlights the ongoing and rapid expansion of the e-commerce sector, reflecting the increasing preference for online shopping globally.