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Kayani-APTMA officials meeting

Measures to promote Pakistani textile brands discussed

BUSINESS RECORDER

Challenges facing textile exporters, including working capital constraints, long-term investment financing and export competitiveness, came under discussion at a meeting as the government considered measures to address key industry bottlenecks and promote Pakistani textile brands in international markets.

Minister of State for Finance Bilal Azhar Kayani met a delegation of the newly elected office bearers of the All Pakistan Textile Mills Association (Aptma), led by its Chairman, Asad Shafi, at the Ministry of Finance. The delegation called on the Minister to discuss key issues facing the textile and apparel industry, share feedback on the business environment and exchanged views on measures to strengthen the sector's competitiveness and export performance.

The Aptma delegation appreciated the Government's efforts to improve the ease of doing business and acknowledged recent measures announced in the last federal budget, including the reduction in taxes on exports and the elimination of super tax for SMEs and mid-sized corporates. The participants discussed key industry concerns affecting textile production, investment and exports, along with opportunities to further improve the operating environment for the industry.

The discussions also covered the Federal Board of Revenue's (FBR) efforts regarding the Production Monitoring System (PMS), as well as the availability and utilisation of financing facilities for exporters. Particular attention was given to the terms and scope of the Export Finance Scheme (EFS) and the Long-Term Export Growth Financing Facility (LTEGFF).

The Aptma shared suggestions on making these facilities more accessible and responsive to the financing needs of textile exporters, supporting both working capital requirements and long-term investment.

The participants also exchanged views on promoting Pakistani textile brands in international markets and enabling local manufacturers to move further up the value chain through brand development and direct engagement with overseas consumers. The Minister acknowledged the importance of these initiatives in enhancing value addition and strengthening Pakistan's position in global textile and apparel markets.

The Minister of State appreciated Aptma's constructive engagement and recognised the textile sector's significant contribution to the country's exports and economic activity. He emphasised the importance of building on the sector's performance by strengthening competitiveness, encouraging investment and expanding export markets.

Both sides reaffirmed their commitment to continued coordination between the Government and the private sector and agreed to maintain close and regular engagement on matters concerning the textile industry, with a shared focus on strengthening the sector and promoting sustained export-led growth.

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