



PAKISTAN FURNITURE COUNCIL

COMPANY PROFILE:

A. Goal

Promoting Furniture Trade in Pakistan

B. Scope

Working for the interests of Designers, Manufacturers and Retailers of Furniture in Pakistan

C. Objectives

- Ensure Industry friendly Legislation
 - Tax Regime- Gain Favoured Industry Status
 - Prevent use of Shisham in low value added furniture
 - Ensure Sustainable Forestry
 - Dedicated Furniture Export Promotion Zones
- Improve Supply Chain
 - Attract Investors to Stock unavailable raw Materials
 - Encourage specialization upstream and downstream
 - Raw Material and Wood Banks
 - Forest Stewardship Council
- Local and International Marketing of Pakistani products
 - Multi-brand Stores- Nationally and Internationally
 - Resource Book
 - Country Market Survey Reports
 - Hiring of marketing Consultants internationally
 - Exhibitions Nationally and Internationally
- Create Skilled Human Resource at all levels
 - Liaise with existing training centers to generate Trade workforce
 - Short Courses for existing workforce
 - Job Branding to attract people
- Technology Up gradation within industry
 - Attract German and Italian manufacturers to setup presence in Pakistan (Marketing and after sales)
 - Benchmarking Visits
 - Joint Ventures through trade commissions for providing Machines on lease
- Bring Product Quality at par with highest International Standards Implement Sustainable Forestry
 - Attract Testing Centers
 - Setting and advertising Product Standards

AREA OF INTEREST:

FURNITURE

CONTACT DETAILS:

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