

TEXTILE AND CLOTHING SECTOR IN DENMARK: BOOSTING PAKISTANI EXPORTS



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EMBASSY OF PAKISTAN IN DENMARK**

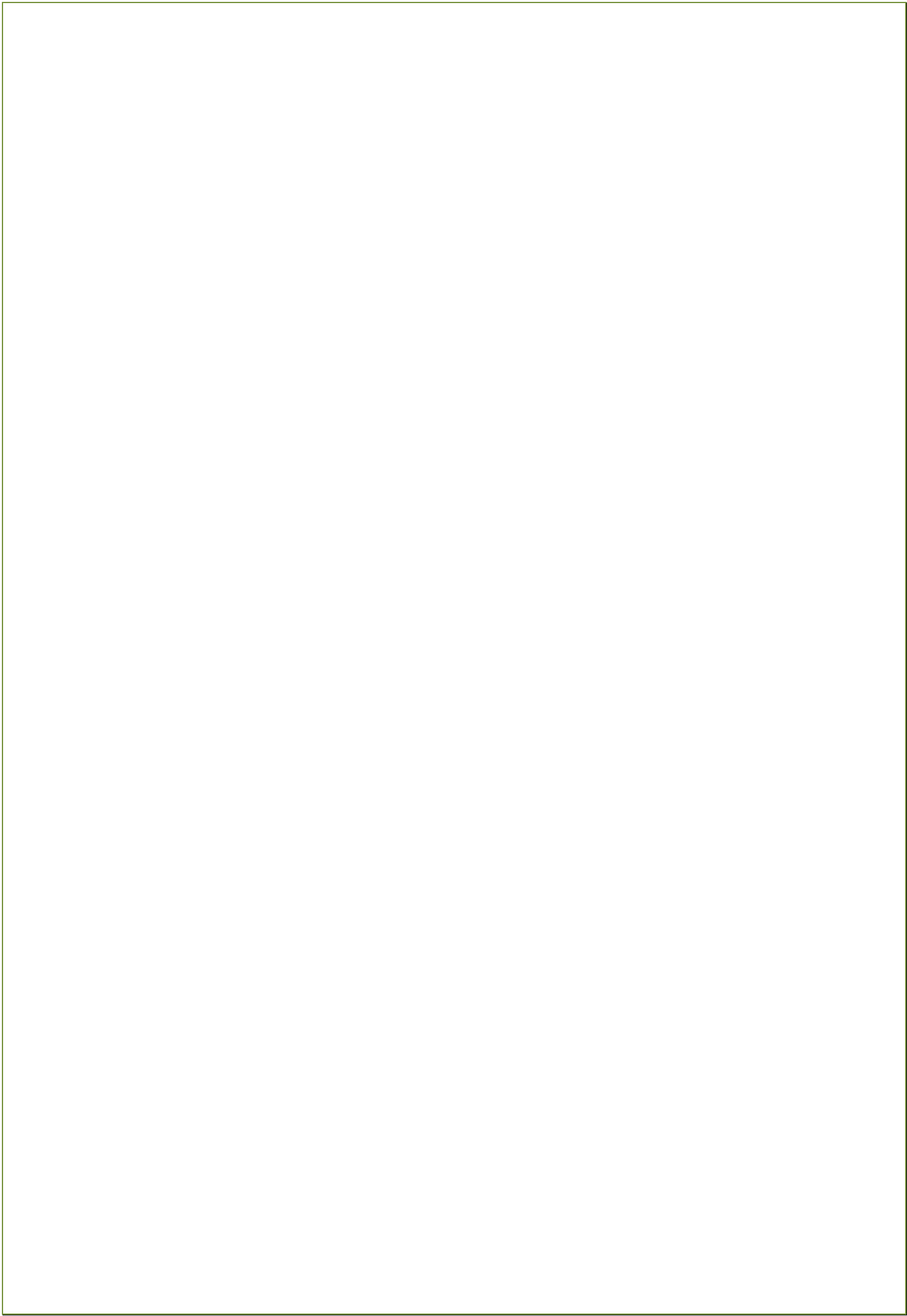


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FOREWORD

Diplomatic relations between Denmark and Pakistan were established in 1949 and completed 70 years in 2019. Bilateral relations between the two countries have been very cordial. Over the years trade and economic relations between the two countries have also grown. However, the existing volume of trade and investment does not represent its potential.



Ever since arriving in Denmark at the end of April 2020, it has been my endeavour to find opportunities for increasing linkages between the two countries in the fields of trade, investment, transfer of technology and education. Denmark is an important European country, being a world leader in a number of technologies, especially renewable energy and is an entry point to the markets of the Scandinavian region.

Our main exports to this region are textile and clothing products. The granting of the GSP+ status by the European Union has helped in enhancing the exports of textile and clothing to the entire EU and Denmark. Over the last three years the textile exports to Denmark have registered a consistent growth of around 13 to 15 per cent annually. However, when compared with the exports of our main competitors China, India and Bangladesh, Pakistan is lagging behind.

The clothing and textile exports constitute almost 80 to 85 percent of our total exports to Denmark and has the greatest potential for increase. Therefore, this sector has been the key focus of my work in the initial phase. However, the role of the Embassy is mainly a bridge builder and facilitator for the private sector through establishment of contacts with their counterparts and provision of market insights that would help Pakistani exporters to increase their business in this country.

It is with this objective that the Embassy has prepared this sectoral report on the Textile and Clothing sector of Denmark. The main aim of the report is to provide key insights and recommendations to business community as well as the policy makers on how to better access and benefit from the Danish market. The Embassy is also making a strong effort for changing perceptions about Pakistan, especially about the security situation in the country.

Learning is always a two-way process and the Embassy would also like to benefit from the advice and guidance of Pakistani stakeholders on improving this work as we go forward.

I would like to thank my team that has put in a lot of effort in compiling the information for this report and especially the field survey and outreach to Danish textile and fashion companies.

I hope that this small effort would contribute to the overall objective of advancing Pakistan's economic interests and help in development, job creation and poverty alleviation.

Ahmad Farooq
Ambassador of Pakistan

EXECUTIVE SUMMARY

The Textile and Clothing sector is the largest sector for Pakistani exports globally and the EU. In Denmark too, textile and clothing constitute the major share of Pakistani exports to the country. Over the years the volume of textile and clothing-based exports to Denmark has been consistently increasing. However, given the overall size of the Danish market there is room for significant improvement.

It is expected that Pakistan will continue to rely mainly on the exports of textiles and clothing products for the foreseeable future. It is for this reason that the Embassy of Pakistan decided to do a detailed sectoral report on this sector with the objective of providing guidance to Pakistani authorities, business and trade associations and exporters. The overall objective of this report is to help Pakistani exporters of textiles and clothing better understand the drivers of fashion consumption and identify market opportunities for enhancing exports to Denmark.

The report begins with an overview of Denmark's key economic indicators, its consumers spending behaviour and external trade. It then provides an analysis of the Pakistan's bilateral trade with Denmark. The next section covers the Danish textiles market and the current consumer and market trends. The following section then analyzes Pakistan's textile and clothing exports to Denmark in detail and provides a its comparison with the main competitor countries. The report concludes with a survey of the local market and recommendations for the Pakistani stakeholders.

The Danish market is mid-sized yet lucrative given its crucial location as a focal point for trade in Northern Europe. The largest Danish companies not only cater for the Danish market, but also have presence in other European countries and therefore, a large percentage of what is imported in Denmark is re-exported to other European destinations.

Over the years the Danish market has evolved from design and production to design in Denmark and outsourcing from developing countries. However, the key advantage for Denmark is its strong reputation in designing which is world renowned.

The Danish market is dominated by large textile groups such as Bestsellers A/S, H&M, JYSK and DK Company etc. as well as by Hypermarkets such as Salling Group and Coop. Together they control over 2/3rd of the Danish market. The bulk of the Pakistani textile and clothing exports are being purchased by these companies and it is this segment that the Pakistani exporters need to focus on.

The retailers such as Kaufman, Drommeland, Bahne etc. are the third segment of the Danish textiles and clothing sector. These companies represent the high-end of the market, are much smaller in terms of the share of the market and import mainly from nearshore countries such as Ukraine, Poland and Morocco.

The Danish consumers are concerned with social responsibility and are environmentally conscious. They are fashionable and purchase new clothes often. Children's fashion and women's wear are the growing segments of the market and organic cotton products are increasing in demand especially in children's wear. The largest textiles group in the country, Bestseller A/S is maintaining a lead in all the key segments of the market, while Salling Group is the lead in hosiery related items.

Overall Pakistan is ranked 5th or 6th in terms of the total exports of textiles and fashion products to Denmark. The Pakistani exports are focused on three segments (HS Codes 61, 62, and 63). Within these, 6203 (Men's or boy's suits, ensembles etc.), 6302 (Bedlinen, table linen, toilet linen etc.) constitute almost 2/3rd of our exports. Pakistan is lagging behind its Asian competitors (China, India, Bangladesh etc.) especially in knitted textiles (HS-Code 61) and has a very small share of the women's wear segment. In made-up textiles (HS-Code 63) Pakistan is doing quite well.

The customer opinion survey and the store check of local brands has revealed interesting information about the experience of Danish companies in doing business with Pakistan. Most of the respondents, including the largest ones have highlighted some known issues such as quality, timely delivery, sustainability and CSR requirements.

An important issue which has been mentioned is the need for Pakistani exporters to focus more on the more complex products range that require greater skills and technology, which is being done by our main competitors.

Another important insight is that Danish importers value in their suppliers the flexibility to supply both small and large orders with shorter lead times to deal with the quickly changing fashion requirements. This is something which is currently lacking in Pakistan and there is a need for promoting this aspect within our existing large exporters.

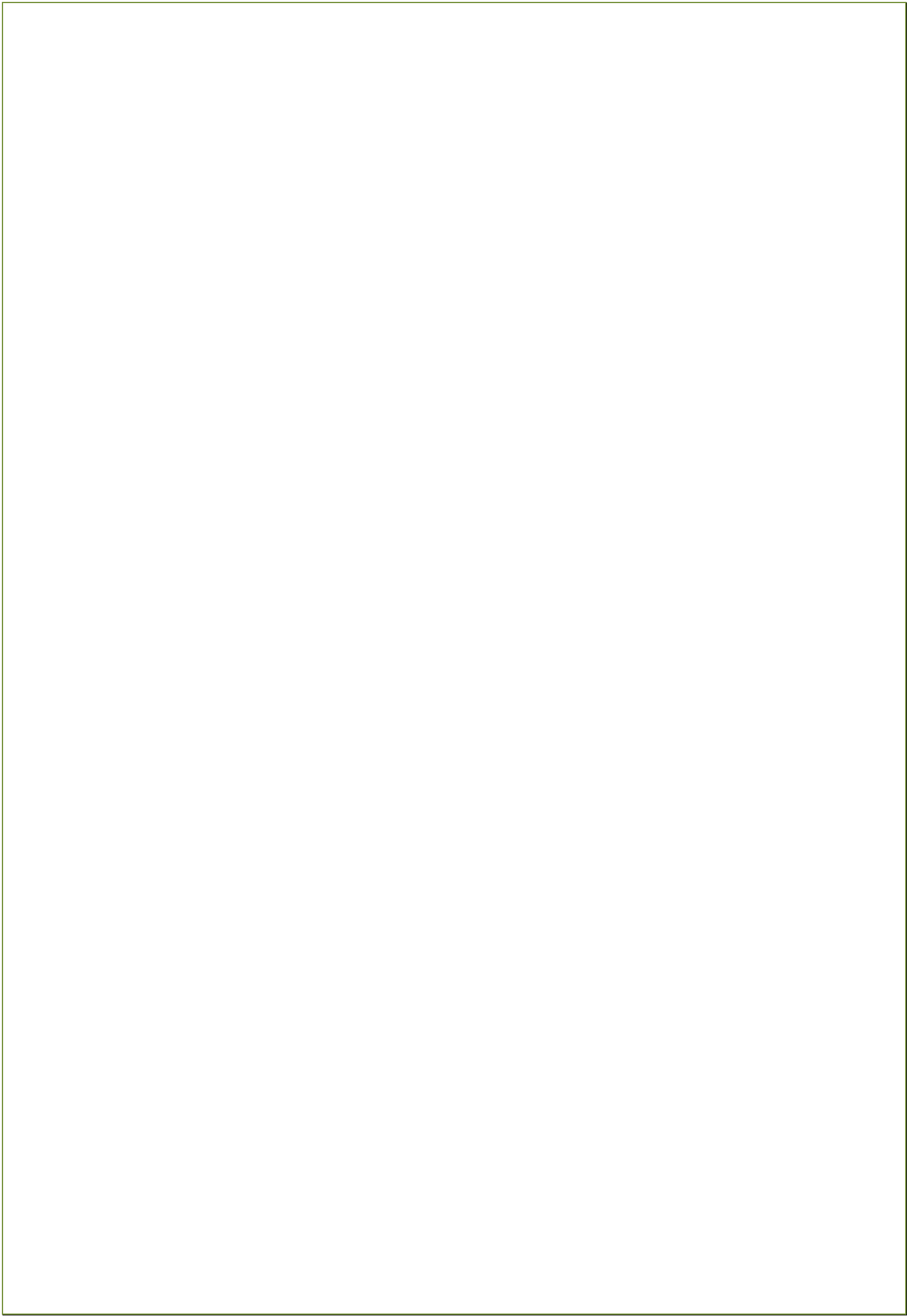
An issue which can have a major impact on imports from Pakistan is the perception about the security situation of the country due to which it is difficult for representatives of companies to travel to Pakistan. Visit by company executives is essential for taking procurement decisions. The companies rely on travel advisories of their governments as well as get information from international security consultant companies.

The list of recommendations at the end are aimed at policy measures as well as on the actions which the exporters can individually take for enhancing their exports to Denmark.

The report is a combination of desk research and field research, through interviews and meetings carried out with Danish associations as well as with Pakistani entrepreneurs so as to understand and learn the demands of the Danish

market and recommend a strategic approach to Pakistani exporters and Pakistan's export trade agencies.

Although care has been taken to ensure accuracy, completeness and reliability of the information provided, the Embassy of Pakistan in Denmark assumes no legal liability for information and recommendations provided by the local entrepreneurs and/or stakeholders.



I. KINGDOM OF DENMARK: AN OVERVIEW



Denmark is member of the European Union but is not in the eurozone meaning that it has retained its own currency the Danish Kroner (DKK). The current exchange rate is 1 USD = 6.25 DKK (approx.).

Denmark has a population of 5,806,081 inhabitants (source: StatBank Denmark; 5,869,410 est. in July 2020), a total area of 42,938 sq. km and a coastline of 8,750 km.

Denmark ranks 4th in the Ease of Doing Business Rank, which means that the regulatory environment is more conducive to the starting and operation of a local firm. It is 1st in the ranking of economies on the Ease of Trading across Borders.

This thoroughly modern market economy features advanced industry with world-leading firms in pharmaceuticals, maritime shipping, renewable energy and a high-tech agricultural sector.

Danes enjoy a high standard of living, and the Danish economy is characterized by extensive government welfare measures and an equitable distribution of income. In Denmark, the average household net-adjusted disposable income per capita is USD 29,606 a year, lower than the OECD average of USD 33,604 a year.

GDP increased 1.2% in 2018 when adjusted for the price development. This is the lowest growth rate since 2013. The increase in GDP was especially driven by increasing household consumption and increasing investments (Table-1). The Danish economy like economies of other countries has been affected negatively by the Covid-19 Pandemic and the Danish GDP is estimated to decline by 7.4 percent in the second quarter of 2020.

II. EXTERNAL TRADE OF DENMARK

Denmark's small open economy is highly dependent on foreign trade, and the government strongly supports trade liberalization. Denmark is a net exporter of food, oil, and gas and enjoys a comfortable balance of payments surplus but depends on imports of raw materials for the manufacturing sector.

In the period after 2008, the development in imports and exports of goods and services has resulted in large surpluses. In 2018, it resulted in a surplus of DKK 119 billion on external trade.

Pharmaceuticals, windmill parts, oil, mink fur and food are among the largest trade groups with regard to the export of goods; and pharmaceuticals, oil, cars and electronics with regard to imports. Trade in services has been increasing in recent decades. In 1990, exports of services amounted to 28 per cent of total exports of goods and services, while this share rose to 36% in 2018. See table-1:

Table-1

<i>All stats in DKK million</i>	2017	2018	2019
Gross domestic product	2193	2253.6	2335
Imports of goods and services	1050.5	1136.1	1190.2
Import of goods	650.8	692.7	701.2
Import of services	399.7	443.4	489
Exports of goods and services	1207.8	1268.6	1361.8
Export of goods	733.4	754	804.7
Export of services	474.5	514.7	557.1

Source: Statistics Denmark, Denmark in figures 2019

Denmark's international trade is attributed to many different countries inside as well as outside the EU and comprises trade in goods as well as trade in services. The most important trading partners for Denmark are Germany, Sweden and Great Britain. Trade with countries outside the EU, like USA and China, also play a significant role.

MAIN EXPORT COMMODITIES

Wind turbines, pharmaceuticals, machinery and instruments, meat and meat products, dairy products, fish, furniture and design

MAIN IMPORT COMMODITIES

Machinery and equipment, raw materials and semi-manufactures for industry, chemicals, grain and foodstuffs, consumer goods

The table-2 below shows the main export and import trading partners of Denmark in 2018.

Table-2

The five most important trading partners. 2018					
Exports of goods and services			Imports of goods and services		
	DKK billion	percentage		DKK billion	percentage
Germany	154.1	12.7	Germany	192.5	17.6
USA	136.4	11.2	Sweden	107.6	9.8
Sweden	123.8	10.2	UK	77.9	7.1
UK	86.3	7.1	USA	66.9	6.1
Norway	73.3	6.0	Netherlands	66.3	6.1
www.statbank.dk/bb2					

Source: Statistics Denmark, Denmark in figures 2019

III. BILATERAL TRADE BETWEEN DENMARK AND PAKISTAN

This part of the report provides an overview of the bilateral trade between Denmark and Pakistan and focuses on the main commodities' group and the respective trends in a given timeframe

EU is Pakistan's largest export market representing over 30% of its total exports. In the financial year 2019 Pakistan's total exports to the world exceeded US\$ 24 billion (source: State Bank of Pakistan) and exports to Denmark amounted to US\$187 million. Denmark accounts for approximately 2.5% of total EU imports from Pakistan and 0.8% share of the total Pakistan's exports to the world.

Importantly, in the northern Europe region, Denmark represents the main destination market for Pakistan. Pakistan's total exports to Denmark in the financial years 2018, 2019 and 2020 (provisional data of State Bank of Pakistan) increased in a steady way as shown in the table-3 below, reaching in 2020 a value of US\$ 196 million. It can be observed that Pakistani exports to Denmark registered a +26% increase between 2017 and 2019 with a total value in 2020 of over US\$ 195 million (provisional data).

Table-3
Export Receipts by Selected Countries/Regions

(Thousand US Dollar)

TERRITORY/ COUNTRY	July-June		
	FY18	FY19	FY20 (P)
Northern Europe			
Denmark	178.225	187.291	196.492
Finland	28.995	24.315	28.247
Norway	48.751	58.993	54.981
Sweden	159.937	147.375	128.578

Source: S.B.P., Statistics and Data Warehouse Department

Pakistan's imports from Denmark have steadily declined over the past three years, from US\$ 213 million to approximately US\$ 81 million. This may be linked to the increase of tariff by Pakistan on a number of products that Denmark was traditionally exporting to Pakistan. As shown in the table-4 below, Sweden is Pakistan's main importing partner in the region, although the quantum of imports has also reduced with that country.

Table-4

<u>Import Payments by Selected Countries/Regions</u>			
(Thousand US Dollar)			
Territory/Country	July-June		
	FY18	FY19	FY20 (P)
Northern Europe			
Denmark	213.211	80.428	80.890
Finland	102.413	56.506	59.414
Norway	48.520	22.799	16.567
Sweden	398.458	322.103	242.015

Source: S.B.P., Statistics and Data Warehouse Department

IV. OVERVIEW OF DENMARK'S TEXTILE AND CLOTHING SECTOR

The textile and clothing industry of Denmark consists broadly of textile suppliers, clothing production companies, clothing wholesalers and retailers. Denmark is both an importer and exporter of textile products. Textiles and clothing industry is the fourth largest export business of Denmark. The industry is dominated by a few major companies having several brands that both import and export textile products. This is explained below.

Over the years the Danish fashion and textiles industry has evolved from manufacturing to mainly designing in Denmark with production outsourced to developing countries. 99 percent of the production is outsourced. Small niche production is moving back to countries near or in Europe such as Poland, Ukraine and Morocco.

Danish Textile trade:

The Danish trade statistics for the main categories of textiles and apparel HS Codes relevant for Pakistan for the year 2019 are shown in table-5:

Table-5

HS Code	Product	Imports (USD 1000 million)	Exports (USD 1000 million)
61	Articles of apparel and clothing accessories, knitted or crocheted	2,232,146	1,967,005
62	Articles of apparel and clothing accessories, not knitted or crocheted	2,647,515	2,527,242
63	Other made-up textile articles; sets; worn clothing and worn textile articles; rags	517,288	379,551
Total		5,396,949	4,873,798

Source: Trade Map (www.trademap.org)

From the above it can be observed that Denmark is exporting close to 90 percent of what it is importing. The main export destinations include Germany, Sweden, Netherlands, Norway, Great Britain, France, Finland, Italy, Spain and Belgium.

The main sourcing countries include China, Bangladesh, Turkey, India, Cambodia, Pakistan, Romania, Poland and Portugal.

Danish Companies/Brands:

The largest importers of textile and clothing products in Denmark include the hypermarkets (Salling Group and Coop), multi-brand wholesalers (Bestsellers, Jysk, BTX Group, DK Company etc.) and chain stores retailers (Dress Partner, Eksperto, Kaufman, Drommeland etc.). The hypermarkets own a number of super market stores such as Salling Group owns Fotex and Bilka while Coop owns Irma, Coop, Super Brugsen etc. (Table-6)

Table-6

Whole sellers	Chain Store Retailers	Others
Bestseller	Drommeland	DP Stores
JYSK	Bahne	
BTX Group	Deres	Webshops
IC Group	Kaufman	
DK Company	Dressman	Hypermarkets
Ege	Samsoe & Samsoe	
Mascot	Tojeksperten	Manufacturers
Kwintet Kansas	Wagner	
Kvadrat	Noa Noa	Agents/Distributors
Gabriel	Day Birger Mikkelsen	

Source: Danish Fashion and Textile

It is difficult to find the statistics about the business of individual companies and the statistics from different sources vary. The turnover of the major Danish fashion and textile for the period January to July 2020 is given below (Table-7).

It can be observed, the major companies such as Bestseller A/S, DK Company A/S, IC Group, and H&M represent 2/3rd of the entire business. The biggest companies are price driven. Their success is due to good quality, low price and excellent logistics. The design driven companies represent approximately 5 percent of the market but they attract much attention. Their success is due to outstanding Danish design and the ability to spot trends and capitalize on them.

Table-7

Company	Revenue (in million USD) Jan to July 2020
Bestseller A/S	2,252,222
DK Company	537,777
H&M A/S	456,349
IC Group A/S	173,968
Vila A/S	160,158
DK Company Vejle A/S	148,730
Mascot International A/S	134,444
PWT Group A/S	131,428
Hummel A/S	118,253

Source: www.statista.com

Current consumer trends in Danish textile and clothing:

The key attributes of the Danish textiles sector are as follows:

- i. Danish consumers are concerned with social responsibility and exhibit apprehension for where and how goods are produced, including both raw materials and labour conditions. They are particularly aware of their environmental footprints, while at the same time demanding easy access to global shopping opportunities, facilitated by technology. Accordingly, the Danish importers and retailers have adopted codes of conduct for their suppliers to make sustainability desirable which become a selection requirement for doing business in Denmark and needs to be studied.
- ii. The disposable income of Danish citizens has increased in recent years, making consumers more likely to spend a greater proportion of their income on designer clothing, brand-name fashion, and lower priced fashion items. A greater availability of low-cost clothing and the higher disposable income has shifted Danish consumers from repairing older clothing items to purchasing more new items.
- iii. Denmark has a leading market position within children's fashion and has a number of children's clothing designers. Scandinavian children's wear tends to be more trendy or innovative than in other European countries. The success of the Danish

children's wear market reflects the amount of money spent on children's clothing by families, who are spending an increasing amount of disposable income on children.

- iv. According to Denmark Statistics, a household of two adults without children spends approximately USD2,400 on clothing, while a household with at least one child spends approximately USD 4,200 per year.
- v. Following the greater trend for men's cosmetics and fashion, men are also spending a greater proportion of their income on clothing.
- vi. A new trend which is becoming popular in the country is the demand for organic clothing, which is in high demand for women's and men's wear but most of all for children's fashion.
- vii. Danes are known for being quite fashionable and purchase new clothes frequently. For everyday wear, Danes are casually dressed, but they dress up for special occasions and for going out to restaurants and bars. Danish consumers are less likely to purchase clothing from catalogues or online (although the use of e-commerce has recently increased in the country). They prefer to see and try the clothing first.
- viii. Denmark enjoys a strong design reputation. However, Danish designers do not occupy the highest rungs of the fashion industry (like Italy or France) and do not compete with well-known international luxury brands. The Danish clothing industry excels at retailing and creating mid-priced clothing.
- ix. Denmark applies the 'sourcing from own design (SOD) model' where design and branding are from Denmark, but procurement, cutting, sewing, trimming, logistics are outsourced. Danish wholesalers import ready-made garments and clothing manufactured according to given design specifications. These will typically have international brands as well as their own branded clothing.
- x. Being part of the EU, Danish textile importers, which import from Pakistan can benefit from the GSP+, so zero duty is applied on those imported items and in Denmark. The value-added tax (VAT) in Denmark is fixed for all clothing and textile products at 25%.
- xi. It is essential to consider that in Denmark there are several legislations regarding clothing, like¹:
 - The amount of nickel in buttons, zippers etc. is regulated.
 - Chemicals that are dangerous to health are not allowed in the manufacture of garments.
 - The materials/fibres used for the product must be declared on the garment in Danish.

¹ For further details about the Danish laws please see: <https://danishbusinessauthority.dk/general-rules>

Market Trends:

The Euromonitor International, an independent provider of strategic market research, in its 2020 report on Denmark has highlighted the following important trends in Denmark's clothing and textile sector:

- Moderate positive value growth is seen across all apparel categories in Denmark in 2019, with womenswear clearly the largest category in value terms, and sportswear showing the strongest value growth.
- Overall growth is supported by a strong economy and population growth, and main themes revolve around health and fitness trends, fierce competition from fast fashion and online players, and a growing interest in sustainable, ethical and organic apparel.
- **Sustainability** is becoming an increasingly important factor in fashion in Denmark. In general, Danish consumers are cited as one of the world's most prolific organic consumer groups.
- **CSR:** Ethical apparel production is becoming of increasing importance. There have been protests against the new Uniqlo store due to human rights concerns.
- Bestseller A/S leads most categories in company terms, including womenswear, menswear, childrenswear, jeans, and apparel accessories. Bestseller has many logistical advantages in Denmark, from its strong and trusted brand recognition, large and varied brand portfolio, and extensive distribution network.
- **Internet retailing** is a fast-growing channel in apparel and footwear in Denmark. In particular, the success of internet retailing is posing a threat to smaller players who are unable to compete by building up their own online presence.
- Value growth and sales trends seen are expected to continue in the same manner over the forecast period. Particular emphasis is expected to be seen in the ongoing growth of internet retailing, with more players making online offerings. Favourable tax rates for foreign online retailers poses a real threat to domestic manufacturers.
- In **Womenswear**, Bestseller A/S is the leading company, thanks to its popular and varied brand portfolio
- In **Menswear**, there has been a strong economy and fashion trends support growth. Internet retailers are attracting more male consumers with a wide range of apparel offerings. Local players are being forced to charge for shipping and thus face further threat from tax advantaged foreign online stores.
- Bestseller A/S maintains top place, but second leading H&M Hennes & Mauritz A/S may be threatened by arrival of Uniqlo.
- In **Childrenswear** eco-friendly Danes are obsessed with organic childrenswear. Baby and toddler wear is expected to see strongest growth in line with burgeoning population of under-three year olds.

- Top players continue to lead, but the category is fragmented due to private label's success and specialist stores. Private labels see better success in childrenswear, thanks to affordable apparel only needing to last one season
- In **Sportswear**, success of performance wear reveals stronger uptake in physical activity over sports-inspired fashions. Sports-inspired fashions still have scope for growth, thanks to trends for comfortable apparel. Demand for performance footwear may inspire in-store players to expand their service offerings.
- Global giants Adidas and Nike maintained joint top place, but domestic Hummel sees success as a relatively close contender. Sport 24 continued to expand its chain store venues, in addition to its online presence. Number of sportswear retailers declined due to intensified competition from online shopping channels
- In **Denim**, Economy jeans continued to see strongest growth, but this segment is set for saturation. Increasing polarization was seen between economy and premium segments. The perfect fit remained number one reason for consumers to purchase jeans.
- Bestseller A/S maintains top company place due to logistical advantages but loses to H&M and Levi's in brand terms. Levi's remains the most popular premium brand for providing the perfect fit jeans.
- In **Hosiery**, population growth, comfort and a touch of flair in socks all helped keep growth steady. Sustainability trends inspired organic cotton products for eco-aware consumers. Trends for performance apparel also supported functional hosiery sales.
- Salling Group A/S continued to lead in company terms thanks to private label benefits, after knocking Bestseller A/S off the top spot in 2018. Bestseller A/S and H&M Hennes & Mauritz A/S continued to enjoy strong brand sales due to low price points. Internet retailing provided convenience for repeat purchases of hosiery.

V. ANALYSIS OF PAKISTAN'S TEXTILES EXPORTS TO DENMARK

Analysis of Pakistani exports:

The table-8 below gives breakdown of the export of the top 10 Pakistan products to Denmark in 2019 as per the database maintained by Trade Map. It would be observed that the top 3 items constitute 82.6 percent of Pakistani exports to Denmark.

Table-8

S No.	Product	Value (\$Million)	%Share
1	Apparels	84.9	40.7
2	Textile Made Ups	58.8	28.2
3	Textile Knitted	28.6	13.7
4	Leather Products	10.0	4.8
5	Sports Goods	9.4	4.5
6	Cereals	4.4	2.1
7	Surgical Goods	1.5	0.7
8	Guar Gum	1.3	0.6
9	Carpets	1.2	0.6
10	Fruits, nuts, Vegetables	1.0	0.5

The top three products constitute 82.6 % of our total exports to Denmark in 2019

Table: XX Source Trade Map (www.trademap.org)

The table-9 below indicates the breakdown of the top 15 Pakistani exported goods to Denmark (HS 4 digit) in the years 2017-2019 (January-December).

Table-9

(Thousand US Dollar)

HS Code	Product label	Pakistan's exports to Denmark		
		Value in 2017	Value in 2018	Value in 2019
TOTAL	All products	154,370	174,150	195,527
'6203	Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches ...	38,451	53,209	79,395
'6302	Bedlinen, table linen, toilet linen and kitchen linen of all types of textile materials (excluding ...	46,564	45,824	48,405
'9506	Articles and equipment for general physical exercise, gymnastics, athletics, other sports, ...	10,139	10,661	8,602
'4203	Articles of apparel and clothing accessories, of leather or composition leather (excluding ...	9,063	10,235	8,492
'6103	Men's or boys' suits, ensembles, jackets, blazers, trousers, bib and brace overalls, breeches ...	5,160	6,345	6,013
'6105	Men's or boys' shirts, knitted or crocheted (excluding nightshirts, T-shirts, singlets and ...	3,068	4,419	5,675
'1006	Rice	2,958	3,704	4,266
'6116	Gloves, mittens and mitts, knitted or crocheted (excluding for babies)	4,330	3,064	3,914
'6204	Women's or girls' suits, ensembles, jackets, blazers, dresses, skirts, divided skirts, trousers, ...	9,684	8,482	3,574
'6307	Made-up articles of textile materials, incl. dress patterns, n.e.s.	2,492	3,524	3,047
'6109	T-shirts, singlets and other vests, knitted or crocheted	2,136	2,189	2,739
'6110	Jerseys, pullovers, cardigans, waistcoats and similar articles, knitted or crocheted (excluding ...	3,980	2,929	2,586
'9018	Instruments and appliances used in medical, surgical, dental or veterinary sciences, incl. ...	2,338	2,665	2,396

'6115	Pantyhose, tights, stockings, socks and other hosiery, incl. graduated compression hosiery ...	1,080	1,346	1,716
'6211	Tracksuits, ski suits, swimwear and other garments, n.e.s. (excluding knitted or crocheted)	309	504	1,345

Source: www.trademap.org

**Rows in red indicate those products where exports have declined over the period under consideration*

From the table above, the following can be observed:

- i. The main traded items (in terms of value) are textile goods and apparel.
- ii. In particular, the HS codes illustrate the prevalence of men's wear compared to other items (i.e. HS 6203, 6103, 6105).
- iii. The HS code 6203 is on top of exported goods from Pakistan to the Danish market; From 2017 (US\$ 38million) to 2019 (US\$ 79 million), the exports in this category have registered a +106% increase.
- iv. Although belonging to the same HS group code 62, 6204 women's wear (suits, jackets, dresses...) reveal a decrease in export during the same period, decreasing from approximately US\$ 9.7 million to approximately US\$ 3.5million, i.e. - 63%.
- v. Quite encouraging is the HS 6211, technical sports' wear (tracksuits, swimwear and other garments) whose export volume in the years 2017-19 has increased by +335%, passing from US\$309,000 in 2017 to over US\$1.3 million in 2019.
- vi. Articles like t-shirts, singlets and other vest (upper part – HS 6109) also registered an increase of imports from Pakistan by 28% between the years 2017/2019.
- vii. Besides clothing, another group of traded items between Pakistan and Denmark is the home wear textile. As matter of fact, bedlinen, kitchen and table linen and other articles of the HS 6302 represent an important share of the total Pakistan's exports to Denmark.

Competitors' Analysis:

As explained above, the export of textile and clothing products from Pakistan to Denmark are increasing.

The table-10 below includes data extracted from the World Bank online statistics and shows the total import of Denmark for textile and clothing in the period 2016/2018 (latest available figure) from the world and from Pakistan's competitors in Asia (we are not considering countries like Turkey or Poland, other strategic partners in textile and apparel sector for Denmark).

Table-10

Denmark's Textiles and Clothing Import Value by Country			
(US\$ Thousands)			
Partner Name	2016	2017	2018
World	5,522,557.90	5,831,035.81	6,374,426.98
China	1,418,567.53	1,417,967.49	1,489,281.00
Bangladesh	645,717.29	679,958.17	715,485.60
India	282,821.74	295,065.18	305,640.69
Cambodia	96,417.77	136,585.22	158,853.24
Pakistan	113,539.16	132,825.54	147,742.27
Vietnam	90,808.72	91,175.40	103,204.71

Source: WB - <https://wits.worldbank.org/>

The total imports from Denmark in the analysed sector has increased and all Pakistan's competitors gained over the year a considerable market share in such segment. China is on top of the rank with a clear advantage compared to all other countries. Bangladesh represents the second Danish partner in Asia for textiles and clothing. Like Pakistan, Bangladesh enjoys custom duty benefits that make their products more attractive to Danish buyers from a cost perspective.

India comes third but the value of Danish imports from this country is almost +43% lower compared to the imports from Bangladesh in 2018. Again there is a clear separation between the second and the third trading partner. Although India has no duty or quota measures, it has built a self-reliant industry with a complete value chain from the procurement of all kind of raw material to the production of finished goods.

Next is Cambodia whose exported values to Denmark have seen a +65% increase between 2016 and 2018.

Pakistan is the second last in the rank before Vietnam and the jump between the value imported by Denmark in 2016 (over US\$ 113 million) and the one in 2018 (approximately US\$ 148 million) is US\$ 34 million which seems to be quite low if compared to Cambodia that precedes Pakistan (increase in value of over US\$ 62 million).

Finally, there is Vietnam, a country that has been experiencing a fast and sustainable growth of this sector. This is the second most important in country's total export revenue and is contributing significantly to Vietnam's social-economic development. In addition, the government of Vietnam has undertaken several measures to support the growth of the industry and greater product differentiation and specialization to boost margins (for example in functional work-wear, home furnishings and other niche markets). The recent EU-Vietnam FTA will play a pivotal role in bringing new orders to this country

Vietnam and Cambodia are also adapting the fashion industry to new changes and needs in order to increase their exports in this sector towards EU and thus Denmark. The specific

actions being taken by these countries for promoting their textiles exports can be seen at Annex-1

Knitted Textiles:

The Table-11 below shows the status of countries that supply knitted textiles to Denmark. As can be observed that, Pakistan does not figure in the top 10 exporters to Denmark and is in fact at number 16. Pakistan's total exports during 2019 was US\$ 28.6 million. Bangladesh exported US\$ 481 million which is almost three times the total Pakistani textiles exports to Denmark. However, what is positive is that Pakistan's exports in the period 2015-2019 have grown by 15 percent and between 2018-2019 have also increased by 15 percent. It would be important to continue maintaining this positive trajectory.

Table-11
Product: 61 Articles of apparel and clothing accessories, knitted or crocheted

Sr. No.	Countries	Value imported in 2019 (USD thousand)	Share in Denmark's imports (%)	Growth in imported value between 2015-2019 (%, p.a.)	Growth in imported value between 2018-2019 (%, p.a.)
1.	China	506,631	22.7	0	-9
2.	Bangladesh	480,786	21.5	5	1
3.	Germany	216,696	9.7	7	-21
4.	Turkey	166,648	7.5	-7	-6
5.	Sweden	145,701	6.5	5	15
6.	Netherlands	79,364	3.6	22	-35
7.	Italy	72,996	3.3	4	3
8.	Poland	72,254	3.2	35	135
9.	India	60,326	2.7	0	-9
10.	Cambodia	59,986	2.7	21	8
16.	Pakistan	28,572	1.3	15	15

Sources: ITC calculations based on [UN COMTRADE](#) statistics.

Apparels:

In the category of apparel and clothing accessories (not knitted or crocheted) shown in Table 12 below, Pakistan is at number 10. There has been a growth of 38 percent in Pakistan's exports to Denmark during the period 2015 to 2019 and 27 percent during the period 2018-2019. This is indeed a positive performance by our exporters which needs to be sustained.

Table-12**Product: 62 Articles of apparel and clothing accessories, not knitted or crocheted**

Sr. No.	Countries	Value imported in 2019 (USD thousand)	Share in Denmark's imports (%)	Growth in imported value between 2015-2019 (% , p.a.)	Growth in imported value between 2018-2019 (% , p.a.)
1.	China	712,041	26.9	-5	-8
2.	Turkey	254,781	9.6	6	1
3.	Bangladesh	241,048	9.1	5	5
4.	Germany	207,527	7.8	11	-21
5.	India	173,415	6.6	0	11
6.	Sweden	148,827	5.6	5	30
7.	Myanmar	122,444	4.6	187	4
8.	Netherlands	88,611	3.3	19	-25
9.	Poland	87,137	3.3	33	152
10.	Pakistan	84,925	3.2	38	27

Sources: ITC calculations based on [UN COMTRADE](#) statistics.

Made-up Textiles:

The made-up textiles category, shown in Table 13 below, is the top performer for Pakistan. There has been a growth of 8 percent during the period 2015-2019 and a growth of 11 percent during the period 2018-2019.

Table-13

Product: 63 Other made-up textile articles; sets; worn clothing and worn textile articles; rags

Sr. No.	Countries	Value imported in 2019 (USD thousand)	Share in Denmark's imports (%)	Growth in imported value between 2015-2019 (% , p.a.)	Growth in imported value between 2018-2019 (% , p.a.)
1.	China	94,270	18.2	2	4
2.	Germany	66,096	12.8	6	-9
3.	Pakistan	58,690	11.3	8	11
4.	India	51,789	10	8	3
5.	Sweden	39,610	7.7	1	-7
6.	Poland	38,553	7.5	1	20
7.	Netherlands	21,930	4.2	1	0
8.	Ukraine	20,193	3.9	18	5
9.	Turkey	18,700	3.6	13	-2
10.	Czech Republic	12,772	2.5	9	-8

Sources: ITC calculations based on [UN COMTRADE](#) statistics.

The statistics for the three major categories of textile and clothing indicate that the performance of Pakistani exporters in Denmark is progressively improving. Knitted textiles is the category where the scope for growth is the largest and further efforts are required.

VI. MARKET ASSESSMENT

Comments collected from Danish entrepreneurs importing from Pakistan:

The Mission also conducted an opinion survey of the major players in the Danish textiles market to gauge their experience of doing business with Pakistan and provide further insights to our exporters. The companies surveyed include big groups like Bestseller (which has 27 brands) Blend and BTX group. The compilation of comments from all the companies is at Annex-2. However, the responses to the following questions give important insights about the challenges we are facing and the measures that need to be taken to address them:

Q5. Talking about other sourcing countries, what is (are) the main reason(s) for the competitiveness of such companies in different markets?

- Speed, reliability on quality and on time performance.
- Easy access to sites without major security set up.
- Investments in sustainable production and transparency.
- Price
- Quality/enhanced added value products
- R&D capabilities
- Quality level of domestic raw-materials such as fabrics
- Long lead times – long and insufficient efficiency
- Strong network of companies/individuals in the country

Q7. According to your experience, what do you recommend to Pakistani exporting companies? What efforts the Pakistani companies should undertake to strengthen their business cooperation with your company?

- Ensure proper investments in technology and sustainable solutions.
- Ensure customer focus with reliable deliveries at the right time and in the right quality at the right price.
- Focus on observing CSR (Sustainability, human rights, chemical restrictions etc.), competitive terms of payments/credit lines, efficiency/shorter lead-times,
- Sustainable fabrics is a must in the future and actually already from now
- Flexibility in order quantity, not many companies can send orders of 1000 pieces per collection
- It needs to be safe to travel to Pakistan, especially when inspection of factories.

In addition, the Embassy also reached out to experts involved in the textiles business to glean more insights into the Danish textiles market. Following are the important points mentioned:

- Fashion trends are changing very quickly, and fast fashion is becoming an important category in the clothing business. This requires brands to come up with new collections at relatively short notices and for the suppliers to supply those orders. Very often, these designs are meant to last for only a single season and therefore, the size of the orders is not large. Therefore, this requires flexibility on part of the suppliers to meet large as well as smaller orders.
- Danish textiles importers, whether large or medium and small, value flexibility in their supply chain in terms of the size of their orders, meaning that they would like their suppliers to be as forthcoming for meeting smaller orders as they would be for larger orders. Sometimes they would be willing to pay slightly higher rates for smaller orders.
- The major Pakistani exporters to Denmark have large vertical set ups and are reluctant to go for smaller orders. Bangladesh used to have the same problems until about a decade back but they have found effective solutions for this and it is one of the reasons why Bangladeshi exports have risen.
- North European textile business does not have enough knowledge of Pakistan and its textile manufacturing capabilities which needs to be improved.
- A textiles importing agent who imports on behalf of the Bestsellers Group, noted that Bangladesh is ahead of Pakistan in terms of the understanding of manufacturing complex garments, while Pakistan was mainly involved in manufacturing of basic simple garments.
- The perceptions of the security situation in Pakistan are still negative. This prevents the companies from sending its representatives to visit Pakistan to identify suppliers and inspect their facilities. On the contrary the situation in Bangladesh is much better and a number of Danish importers such as Bestsellers and DK Company etc. have local offices in the country that also cover the South Asian region including Pakistan.

Market survey:

The Mission also carried out a store check with regards to the products being sourced from Pakistan and its competitors. The details of this field inspection can be seen at Annex-3.

Inputs from Bestseller A/S

- Bestseller is procuring from Pakistan through its office based in Dhaka. During the financial year 2019-2020, Bestseller increased its imports from Pakistan by 140 percent to euros 80 million. It is targeting to increase the imports to euros 100 million during the current financial year. Bestseller is therefore, importing close to half of Pakistan's exports to Denmark and is the most important company for Pakistan.
- The major issue which is hampering the increase of imports from Pakistan is the perception about the security situation of the country due to which there is a travel ban for representatives of the company to travel to Pakistan. Visit by company executives is essential for taking procurement decisions. The company gets information and risk assessment about Pakistan from an international consultant company International SOS, which also has offices in the UK (<https://www.internationalsos.com/>).
- Bestseller is mainly sourcing denim from Pakistan and has recently also started importing shoes. It would also like to move to fleece products since Pakistan has a good capacity for fleece.
- Knits are being mainly imported from China, Bangladesh and Turkey. Bangladesh had a price advantage in the low weight knits while Turkey was supplying the high value knits and also had the advantage in relation to delivery time being close to mainland Europe. Bangladesh had developed a good vertical capacity for knits and was able to supply orders with shorter lead times. In Pakistan, the general preference of the large vertical setups was to focus on denim which was a higher value product (one pair of jeans was equal to 2-3 T shirts).
- Pakistan was lagging behind in producing smaller quantities of orders with shorter lead periods as demand is changing rapidly. Bangladesh was doing better than Pakistan but that the real advantage in this field was lying with Turkey which was taking more than 60% orders from Europe in this sector. Both Bangladesh and Pakistan could do better by being more flexible, respond quickly and be open to producing smaller orders at higher quality. The Covid-19 pandemic had also brought about a shift to such orders.
- Pakistan was doing very well in the denim sector and the large vertical setups were producing high quality products. However, Pakistan could take steps to even grow further and do better than Turkey. Bestseller office would like to import more denim from Pakistan.
- The decline in the cotton crop in Pakistan could become a serious issue for the country if the export industry is forced to import cotton. This would affect the competitiveness of Pakistan's textile industry as a whole. In addition, there was a growing demand for organic cotton products and Pakistan was importing most of its organic cotton. There was a need to address the cotton production in Pakistan.

VII. CONCLUSION AND RECOMMENDATIONS:

Pakistan is well-known as one of the biggest cotton producers and manufacturers of cotton made-up and apparel articles. Pakistan has the supply base for almost all man-made and natural yarns and fabrics, including cotton, rayon and others. This abundance of raw material is a big advantage for the country due to its beneficial impact on cost and operational lead time. However, this is not sufficient to ensure further developments of the entire industry and become a powerful fashion hub in Asia for local or international brands.

Pakistan's textile sector has a great potential for future developments and different ways of cooperation could be explored in order to boost exports towards Denmark. As we have seen above, although the market is not so big, the demand of textile and clothing is there and most importantly, it is growing. Importantly, Pakistan's current share of the market does not represent its true potential. However, Denmark is a demanding market in terms of quality standards and institutions and business operators do pay high attention to environmental issues. In addition, the market is competitive with competitors like China, Bangladesh, Cambodia, India widely exporting in Denmark and the growing presence of Vietnam represents an additional threat.

It is accordingly essential to undertake some initiatives and adopt some measures to improve the industry and its value chain in Pakistan for increasing its share of the global and Danish markets. The following is recommended:

Promotional activities

- It is important for creating more awareness about Pakistan's textile industry. This could be done through participation in textiles related trade fairs in Denmark.
- The main textiles and apparel fairs in Denmark are organized around the Copenhagen Fashion Week which is Scandinavia's largest fashion week taking place biannually in January/February and August which includes two trade shows CIFF and Revolver. Further details about these events can be found from the following link: <https://copenhagenfashionweek.com/brand/copenhagen-fashion-week>
- Given that the difficulties in international travel due the Covid-19 Pandemic are likely to persist for the foreseeable months, the possibility of having a display center for Pakistani textile products set up either at the Embassy or in cooperation with a local partner could be considered.
- In addition, some promotional videos can be prepared that demonstrate the potential of our textiles manufacturing and exports sector.
- While the bigger Pakistani exports groups are already represented in the Danish market, an effort should be made to also introduce medium sized firms that produce high value exports products. This would be particularly important for reaching out to medium and small Danish companies that are not particularly attractive for our larger exporters.

Flexibility in the supply chain

- As highlighted in the previous section, the Danish importers value in their suppliers the flexibility to supply both small and large orders with shorter lead times to deal with the fast fashion requirements. There is a need for promoting this aspect within our existing large exporters.
- It would also be important to study how such changes are being accommodated in other countries especially Bangladesh. This would provide us with insights for introducing required changes in Pakistan.

Sustainable and Environmentally friendly production

- The compliance by textile manufacturers with environment and sustainability concerns will be a major challenge for Pakistani textile exporters in the future. Reportedly, the EU is close to finalizing a Green Deal that may impose significant environmental conditionalities for manufacturers. The Pakistani textile exporters to EU and Denmark will need to consider fast-changing demands for sustainable production methods, while competing on price.

Exploring new segments in fashion/textiles

- There is a need for looking into the decline in the exports of women's wear. It seems that there is a lack of expertise of Pakistani manufacturers in women's wear. The volume of export for women's wear to Denmark is moderate compared to men's clothing and most probably women's fashion requirements could be more demanding in such market. There may be a requirement for high skill set for the designing and stitching of women's wear that also needs to be looked into.
- Given the increasing demand for organic cotton, particularly for children's clothing, it is essential to improve such production lines in Pakistan so as to catch new market share in Denmark and other Scandinavian countries.
- It is important to diversify our production from cotton to other manmade fibers. As highlighted by the export figures towards Denmark, Pakistan continues to be perceived as an important trading partner for cotton goods but not for other fibers. Pakistan's textile sector needs to penetrate aggressively in the global synthetic products market which has long surpassed that of cotton (synthetic fibres like acrylic, viscose and nylon are in high demand). Apparel made from man-made fibres are popular in the EU due to their low cost and wrinkle-resistance.

Improving the capacity of our textiles export sector:

- There is a need for our textile industry to invest more in R&D by following the Danish expertise and know-how for innovations in materials, chemical products and machineries.
- In order to develop the skills of the human resources involved in this sector, it is essential to organize trainings, seminars and workshops in different parts of Pakistan

to inform and train exporters particularly with branding and advanced marketing techniques (including business etiquette).

- Our exporters also need to increase their design capabilities and by doing so they can also offer their designs to Danish brands and get a bigger share of the business. Therefore, it would be important to increase the focus on training and education, to develop strong skills by studying other trends and develop new expertise to add value to basic production.
- ICT infrastructure needs to be enhanced to support e-commerce and better communication.
- Given the current Covid-19 crisis the world over, the likelihood of resumption of travel in the near future is low. Therefore, networking and B2B activities have to be done through video conferencing platforms. Therefore, it would be important to train our entrepreneurs on effectively utilizing these online platforms for trade activities.
- The development of digital capabilities i.e. B2B market place could also be explored.

Perceptions about security situation in Pakistan:

- The key source from which companies assess the security situation of countries around the world is the travel advisories issued by the Danish Ministry of Foreign Affairs. The current travel advisory for Pakistan is quite restrictive and does not take into account the improvement of the security situation in the country.
- This issue was discussed during the recent 2nd round of the Denmark-Pakistan Bilateral Political Consultations held on 25 November 2020. The Embassy is in consultations with the Danish Ministry of Foreign Affairs to revise the travel advisory for Pakistan, in line with those of several European countries such as Norway and the U.K. etc. that have in recent years revised their travel advisories.
- Since the companies are also using private security consultant firms for seeking the security information and risk assessment of Pakistan, it would also be important to identify such companies and engage with them to improve their risk assessments of Pakistan.

Cotton production/policy:

- Being a cotton producing country gives Pakistan a key comparative advantage in the textiles sector at the global level. However, the decline in the production of the cotton crop will take away this key advantage. It is therefore important for the government to come out with a cotton policy that promotes cotton production in the country including organic cotton.

ANNEX-1: MEASURES BEING TAKEN BY CAMBODIA AND VIETNAM FOR DEVELOPING CAPACITY OF THEIR TEXTILES EXPORTS INDUSTRIES

Both countries are making efforts to move from basic garments production to niche markets that implies specializing in terms of market, product or customers, and serving smaller segments of the market. In this way these countries are able to compete on quality, design and lead times, rather than on cost.

As matter of fact, as recently stated by the Cambodian Ministry of Economic and Finance (MEF), the Kingdom of Cambodia is preparing a five-year (2020-2025) development strategy for the garment, footwear and bag sectors to promote their competitiveness. This strategy will set out a vision to transform Cambodia's garment, footwear and bag industry into a high-value, supportive, diversified and more competitive industry. The government will continue to strengthen human resources (minimum wages and welfare of workers operating in such industry have been raised), increase productivity (working conditions improved) and create business lines for workers, as well as promote direct domestic and international investments in value-added products, attract investment in industries that support the sector and promote export market diversification.

In Vietnam, the Ministry of Planning and Investment and other competent authorities/trade bodies are orienting product development to strengthen export garment industry to take full advantage of global market opportunities. In particular, as mentioned in the Garment and Textile Industry Development Plan of Vietnam (2020 and vision to 2030), the industry should: (First) diversify and enhance rank of garments products, developing high added value products; enhance capacity of enterprises in moving business production methods: from outsourcing forms of cutting, making, trimming (CMT) to other forms such as part outsourcing (OEM), purchase of raw materials - production – sale of finished products (FOB) or design - manufacture – related products and services supply (ODM), looking toward to manufacture products with own brand (OBM); improve labor productivity, increase capacity in business management, design, quality management, trade promotion; - move garment production from major cities to localities having human resources and favorable transport.

(Second): -build program of fabric production for export, development of technical textile products, textile products for healthcare; -develop knitted items, woven products, having capacity of combining fiber and garment production in order to promote advantages of free trade agreements like TPP, FTA, etc.; develop technical textile products, textile products for healthcare; focus on essential points in order to increase product quality and trust of customer, including weaving, dyeing, which are the most important; - projects of investing in yarn, weaving, dyeing factories must be selected appropriate technology towards improving product quality and cause less environmental pollution; -

plan textile, finished factories to several certain locations to facilitate water supply and wastewater treatment; invest in synchronous and modern garment and textile industry cluster under value chain: production of raw materials, raw materials and sewing products under models of FOB, ODM.

(Third), development of cotton fiber materials, fiber crops, artificial fibers and materials: - implement development program of cotton tree. Out of which, to focus on building irrigated cotton tree growing areas to increase productivity and quality of domestic fiber cotton and supply for textile industry; - select, invest additionally man-made fiber factories, step by step to meet actively demand of textile industry on variety, quality, quantity, in order to raise localization rate.

In addition to these, the government is focusing on specific areas where establish designing centers and training schools to boost HR competencies.

**ANNEX-2:
DENMARK**

RESULTS OF THE QUESTIONNAIRE SENT TO MAJOR TEXTILES AND APPAREL COMPANIES IN

COMPILED REPLIES ON QUESTIONNAIRE ABOUT IMPORT

QUESTIONS	QUESTIONS						
	Q1. What is the % of your imports from PK (out of your total imports)?	Q2. Which items do you import/source from PK?	Q3. Besides PK, which are your sourcing countries?	Q4. According to your experience with PK, which issues/business problems have you faced?	Q5. Talking about other sourcing countries, what is (are) the main reason(s) for the competitiveness of such companies in different markets?	Q6. Denmark is a quality conscious country and it is sensitive to topics like corporate social responsibility (CSR) due to the growing awareness of environmental problems, product and service safety as well as employment issues. It can happen that the selection of sourcing partners is also based on such criteria	Q7. According to your experience, what do you recommend to Pakistani exporting companies? Which could be the efforts the Pakistani companies should undertake to strengthen the business cooperation with your company?
BESTSELLER A/S Fredskovvej 7330 Brande Tel.: + 45 99 42 32 00 Fax: + 45 99 42 34 99 E: contact(@)bestseller.com	-1% to less than 10%	6110309100, 6203423500, 6203423100, 4203100000 – Textile and apparels	Bangladesh China Myanmar Cambodia Turkey India EU Morocco Sri Lanka Mauritius	On time deliveries, Quality issues, lack of local capabilities in certain components. (paper, and man-made fibres that are sustainable) Security to ensure external control of products.	-Speed, reliability on quality and on time performance. -Easy access to sites without major security set up. -Investments in sustainable production and transparency.	-Engagement in local (or wider area) environmental issues. -Strict observance of local laws and regulations, and respect for international standards such as ISO. -Ensuring product and service safety as well as (or) offering new products and services -Endeavours to improve the working environment	+Ensure proper investments in technology and sustainable solutions. -Ensure customer focus with reliable deliveries at the right time and in the right quality at the right price.

Thornico A/S Havnegade 36 5000 Odense Tel.: 6548 0200 E: info@thornico.com	10% to less than 20%	Ready made textiles and balls (finished sporting goods)	Bangladesh China Turkey	-Difficulty in quality control -Unstable or insecure political or social conditions -Unstable quality, delivery times & trust in suppliers -Bank/financing/ credit/terms of payment issues compared to other sourcing countries	-Price -Quality/enhanced added value products -R&D capabilities Quality level of domestic raw-materials such as fabrics -Long leadtimes – long and insufficient efficiency	-Endeavors to improve the working environment -Human resources training, technology transfer, or increase of the local procurement ratio -Engagement in local (or wider area) poverty and education issues -Engagement in local (or wider area) environmental issues -Support for charitable activities, the arts, and cultural activities -Our worry is to secure observation of “UN human rights”/UN global compact – Code of conducts etc.	Focusing to secure and observing CSR (Sustainability, human rights, chemical restrictions etc.), Credit lines/competitive terms of payments/credit lines, efficiency/shorter lead-times,
Minimum A/S Balticagade 16, Hall 3&4 8000 Aarhus Tel.: 7025 0531 E: contact@minimum.dk	1% to less than 10% Minimum A/S is have a small business in PK and have had it for more	Leather items Finish goods	China Indonesia Bangladesh Turkey	-Electrical Power shortage -Too high order requests in production line -Limited in flexibility on woolen items	-Quality/enhanced added value products -Strong network of companies/individuals in the country	-	- Sustainable fabrics is a must in the future and actually already from now -Flexibility in order quantity, not many company can send orders of 1000 pieces per collection -It needs to be safe to travel to Pakistan,

	than 10 years.						especially when inspection of factories.
United Textile Group A/S Neptunvej 6 7430 Ikast Tel.: +45 96 60 69 00 UTG@UTG.DK	No import from Pakistan	Ukraine DBID: 11617 A score Turkey DBID: 14962 B score Bangladesh DBID: 335793 B score Bangladesh DBID: 350267 B score	At present, UTG A/S does not intend to expand its activities to include production in Pakistan.				
Wauw Capow Vesterfælledvej 61 1750 Copenhagen V Tel.: 4292 5972 E: wholesale@wauwcapow.com	No sales or import from Pakistan.	Serbia	Produce in Europe, near marked, fast delivery, CO2 friendly delivery				
CLAIRE Woman Marsvej 6 7430 Ikast Tel.: +45 97 15 31 22 E: support@claire.dk	No import from Pakistan Due to the logistics and the requirement for our own quality control at the factories, we have had to decide which production countries we should cooperate with and here Pakistan has not been chosen.						
Mascot International A/S Silkeborgvej 14	No import from Pakistan						

7442 Engesvang Tel: +45 87 24 47 00 E: reception@mascot.dk E: hst@mascot.dk	
BTX Group Nordlundvej 1 7330 Brande E: info@btx.dk Tel: +45 96 42 42 42	No import from Pakistan
Urbanbrands Aps Fat Moose A.P.Møllers allé 9C 2791 Dragør Tel.: 3124 4503	No production in Pakistan
Ganni Frederiksholms Kanal 4B 1220 Copenhagen Tel.: 3332 4457 E: customerservice@ganni .com	No import from Pakistan
CHOPAR SPORT ApS Østergade 54 4300 Ikast Tel.: +45 97 14 18 88 E: info@chopar.dk	No import from Pakistan Production within Europe due to small order sizes and many different models. Crucial to have close and frequent contact with sewing rooms.
Bitte Kai Rand & Co. A/S Skudehavnsvej 34 2150 Nordhavn Tel.: +45 3929 8844	No import from Pakistan We have no opening in our supplier network at this time, but thank you for your interest

E: INFO@BITTEKAIRAND.DK	
The New Løversysselvej 3C 7100 Vejle Tel.: 6128 3023 E: hello@thenew.dk	No import from Pakistan
Marmar Copenhagen Aps Tirbækvej 5 2720 Vanløse Tel.: 2680 3535 E: marmar@marmar.dk	No import from Pakistan Right now we are not interested in finding new suppliers

ANNEX-3: SURVEY OF RETAIL STORES OF DENMARK

Store Fotex

Sr #	Danish Company Name	Product	Import From
1	Okeo-tex	Towel	Pakistan
2	Caroline Flaming VRS	Full Length Ladies Socks & Socks	Italy
3	VRS	Jeans Product & Skirt	Bangladesh
4	VRS	Trouser	China
5	VRS	Vest	Bangladesh
6	VRS	Women Undergarment	Italy
7	Sology	Women Undergarment	Morocco
8	VRS	Leather Pants	Bangladesh
9	Marathon	Sportswear	Lithuania
10	Addidas	Mens Sport Trouser	Vietnam
11	Nike	Mens Sport Trouser	Sri Lanka
12	VRS	Men Shorts & T Shirts	Bangladesh
13	Hugo Boss	Men Undergarment	Thailand
14	Polo	Men Undergarment	Sri Lanka
15	VRS	Children Garment	India
16	Caroline Flaming VRS	Full Length Ladies Socks & Socks	China
17	Caroline Flaming VRS	Full Length Ladies Socks & Socks	Turkey
18	VRS	Children Sports Garment and Jeans	Bangladesh

Total Products: 18
 Bangladesh: 05
 China: 02
 Sri Lanka: 02
Pakistan: 01
 Italy: 01
 Morocco: 01
 Lithuania: 01
 Vietnam: 01
 Thailand: 01
 India: 01
 Turkey: 01
 Morocco: 01

Fakta

Sr #	Danish Company Name	Product	Import From
1	Okeo-tex	Towel	Pakistan
2	Coop	Jersy Matras Cover	Pakistan
3	Coop	Bed Sheet Set	China
4	Coop	Socks	Turkey
5	Everlast	Undergarment Men	China
6	Coop	Cushion	China

Total Products: 06

China: 03

Pakistan: 02

Turkey: 01

Min Kobmand

Sr #	Danish Company Name	Product	Import From
1	Symfoni	Women undergarments	Denmark

Total Products: 01

Denmark: 01

Netto

Sr #	Danish Company Name	Product	Import From
1	Contrast	Socks	Pakistan
2	Okeo-tex	Towels	Pakistan
3	Okeo-tex	Table Cover	Pakistan
4	Okeo-tex	Bedsheet Set	Pakistan
5	Comfort Base	Kids garments	Bangladesh
6	Vinson Polo club	Uper & Tshirts	Bangladesh

Total Products: 06

Pakistan: 04

Bangladesh: 02

Store Kwicky

Sr #	Danish Company Name	Product	Import From
1	Friends	Kids Jeans Kids Shorts Kids shirt	Pakistan
2	Friends	Men Jeans	Pakistan
3	Coop	Socks	Portugal
4	Coop	Socks	Turkey
5	Coop	Sweeter	Bangladesh
6	Coop	Sweeter	China
7	Coop	Raincoat	China
8	Coop	Skirts	Bangladesh
9	Coop	Skirts	Ukraine
10	Coop	Men Shirts	Bangladesh
11	Coop	Men Shirts	India
12	Jackpot	Jeans	Turkey
13	Jackpot	Jeans	Bangladesh
14	Coop	Women Shorts	Bangladesh
15	Coop	Women Undergarments	China
16	Everlast	Men Undergarments	China
17	Friends	Kids Shirts	China
18	Friends	Kids Shirts	India

Total Products: 18

Bangladesh: 05

China: 05

Pakistan: 02

Turkey: 02

India: 02

Ukraine: 02

Spar

Sr #	Danish Company Name	Product	Import From
1	Symfoni	Women undergarments	Denmark
2	Symfoni	Socks	Denmark

Total Products: 02

Denmark: 02

Meny

Sr #	Danish Company Name	Product	Import From
1	Symfoni	Ladies T Shirt	Bangladesh
2	Symfoni	Kids Undergarment	Bangladesh
3	Marathon Women	Women undergarment	China
4	Olympia	Men Undergarment	Lithuania
5	CR7	Men Undergarment	China
6	Symfoni	Men and Women Trouser	Bangladesh
7	Symfoni	Men Shorts	Bangladesh
8	Symfoni	Women Uper	China

Total Products: 08

Bangladesh Products: 04

China Products: 03

Lithuania Products: 01

Super Brugsen

Sr #	Danish Company Name	Product	Import From
1	Coop	Women Legging	Italy
2	Coop	Socks	Turkey

Total Products: 02

Turkey: 01

Italy: 01

Irma

Sr #	Danish Company Name	Product	Import From
1	Irma	Socks	Italy
2	Friends	Socks	Italy
3	Irma	Legging	Italy

Total Products: 03

Italy: 03

Bilka

Sr #	Company	Product	Import From
1	BJorna	Bed sheet	Pakistan
2	VRS	T Shirt	India
3	VRS	Women Shorts	Bangladesh
4	VRS	Women Vest	India
5	VRS	Short Women Jeans	Bangladesh
6	VRS	Women Sweeter	Bangladesh
7	VRS	Women Trouser	China
8	Frija VRS	Jeans	Bangladesh
9	Marathon	Women Undergarment	Lithuania
9	Marathon	Women Undergarment	Indonesia
10	VRS	Kids Jacket	India
11	VRS	Kids Bodysuit	Bangladesh
12	VRS	Boys Uper	India
13	D555	Men T shirt	Bangladesh
14	VRS	Men Jeans	Bangladesh
15	VRS	Men Socks	Portugal
16	Olympia	Men Undergarment	China
17	VRS	Dress Shirt	Bangladesh
18	Polo	Men Undergarment	Sri Lanka
19	Polo Ralph Lauren	Men Undergarment	Sri Lanka
20	Hummel	Towel	Portugal
21	Nike	T shirt	Cambodia
22	Addidas	T shirt	Indonesia

Total Products:	22
Bangladesh:	08
India:	04
Sri Lanka:	02
China:	02
Indonesia:	02
Lithuania:	01
Portugal:	01
Cambodia:	01
Pakistan:	01

STORE MAGASIN

Sr #	Danish Company Name	Product	Import From
1	Levis	Men Jeans	Pakistan
2	Magasin du nord	Women Dress Kajol	China
3	Mads Norgaard	Dress Pants	China
4	NN07	Sweeter	China
5	NN07	Hood	China
6	Magasin	Men undergarment	China
7	Soacked	Trench Coat	China
8	Rosemund	Ladies Undergarment	China
9	Tiger of Sweden	Trench Coat	China
10	Selected	Ladies Socks	China
11	Nyhid	Ladies Sweeter	China
12	Femilet	Ladies Undergarment	China
13	Bella	Scarf	China
14	Juna	Quilted Set	China
15	Magasin	Women Shirt	China
16	Magasin du nord	Women Upper	Turkey
17	Mads Norgaard	T shirt	Turkey
18	Mads Norgaard	Upper	Turkey
19	Magasin du nord	Socks	Turkey
20	Polo Ralph	Men Undergarment	Turkey
21	NN07	Jeans	Turkey
22	Just Junkies	Jeans	Turkey
23	Tommy Hilfiger	Jeans	Turkey
24	Levis	Men Jeans	Turkey
25	Tommy Hilfiger	Two Piece Suit	Turkey
26	Soacked	Ladies Jeans	Turkey
27	Magasin du nord	Ladies Jeans	Turkey
28	Lexington	Towel	Portugal
29	Egyptisk	Towel	Portugal

30	Mads Norgaard	T shirt	Portugal
31	NN07	Jersy	Portugal
32	NN07	Socks	Portugal
33	Magasin	Towel	Portugal
34	Mads Norgaard	Sweeter	Denmark
35	Egtved	Socks	Denmark
36	Topeco	Socks	Denmark
37	Magasin du nord	Women Shirt	Denmark
38	Magasin	Ladies Undergarment	Denmark
39	Mette Ditmar	Bed Sheet set	Denmark
40	Gerig Jensen	Table Cloth	Denmark
41	Selected Homme	Pants	Bangladesh
42	Magasin	Men Undergarment	Bangladesh
43	CK	Men Undergarment	Bangladesh
44	Lee	Men Jeans	Bangladesh
45	Saint	Ladies Jeans	Bangladesh
46	Saint	Sweeter	Bangladesh
47	Tommy Hilfiger	Upper	Bangladesh
48	Tommy Perotti	Leather Office Bag	Italy
49	Saddler	Leather Belt	Italy
50	Mjm	Scarf	Italy
51	Tommy Jeans	Men Jeans	Tunisia
52	Diesel	Men Jeans	Tunisia
53	Beck Sondergard	Scarf	India
54	Magasin	Women Shirt	India
55	Juna	Bed Sheet Set	India
56	Leonhard Heyden	Leather Office Bag	Germany
57	Hugo Boss	Vest	Germany
58	Mads Norgaard	T shirt	Poland
59	Levis	Men Jeans	Poland
60	Magasin	Shirt	Egypt
61	Magasin du nord	Socks	Lithuania
62	Saddler	Leather Office Bag	Sweden
63	Polo	Men Shorts	Combodia

64	Brax	Ladies Jeans	Morocco
65	Triumph	Ladies Undergarment	Vietnam

Note: There were many products without tags.

Total Products: 65

China:	14
India:	03
Denmark:	07
Portugal:	06
Turkey:	12
Bangladesh:	07
Italy:	03
Tunisia:	02
Germany:	02
Poland:	02
Egypt:	01
Lithuania:	01
Sweden:	01
Cambodia:	01
Morocco:	01
Vietnam:	01
Pakistan:	01

IKEA

Sr #	Danish Company Name	Product	Import From
1	Angsilija	Quilt Cover Set	Pakistan
2	Gurli	Pillow Cover	Pakistan
3	Stenmatare	Pillow Cover	Pakistan
4	Blavinda	Quilt Cover Set	Pakistan
5	Angssalvia	Quilt Cover Set	Pakistan
6	Bergpalm	Quilt Cover Set	Pakistan
7	Divala	Pillow Case Set	Pakistan
8	Jattelik	Curtain	Pakistan
9	Upptag	Quilt Cover Set	Pakistan
10	Lattjo	Quilt Cover Set	Pakistan
11	Ulvide	Mattress Cover	Pakistan
12	Annalouisa	Curtain	Pakistan

13	Ordensfly	Curtain	Pakistan
14	Vigdis	Pillow Cover	China
15	Sogsstar	Quilt Cover Set	China
16	Vargagen	Kitchen Apron	China
17	Rutig	Table Cloth	China
18	Bergpalm	Quilt Cover Set	China
19	Stavanger	Top Mattress	China
20	Stublan	Quilt Filling	China
21	Urskog	Comforter	China
22	Rodhake	Baby Romper	China
23	Lenast	Baby Cod Set	China
24	Kladdig	Baby Napkin	China
25	Borsted	Kitchen Towel	China
26	Sanela	Floor Cushion	China
27	Marjun	Curtain	China
28	Almtjarn	Bathroom Matt	China
29	Fjallarnika	Quilt Filling	China
30	Melholt	Rug	China
31	Hellested	Rug	China
32	Toftbo	Bathroom Matt	China
33	Ingabritta	Comforter	China
34	Hilja	Curtain	China
35	Kapphast	Comforter	India
36	Matvea	Baby Napkin	India
37	Vakrag	Comforter	India
38	Hillared	Chair Cushion	India
39	Gulklocka	Pillow Cover	India
40	Lenda	Curtain	India
41	Emten	Bathroom Matt	India
42	Skibet	Outdoor Floor Matt	India
43	Bronshoj	Outdoor Floor Matt	India
44	Vagsjon	Towel	India
45	Glumso	Rug	India
46	Nodebo	Rug	India
47	Indira	Comforter	India
48	Evalouise	Pillow Cover	India

49	Kopparranka	Quilt Cover Set	Bangladesh
50	Spikvallmo	Quilt Cover Set	Bangladesh
51	Djungelskog	Quilt Cover Set	Bangladesh
52	Krama	Hand Towel	Bangladesh
53	Elly	Kitchen Towel	Bangladesh
54	Klejs	Outdoor Floor Matt	Bangladesh
55	Dvala	Quilt Cover Set	Bangladesh
56	Len	Bed Linen	Turkey
57	Hannalill	Curtain	Turkey
58	Gunrid	Curtain	Turkey
59	Sanila	Curtain	Turkey
60	Fjallmatare	Curtain	Turkey
61	Himlean	Towel	Turkey
62	Flodalen	Towel	Turkey
63	Stoense	Rug	Turkey
64	Ofelia Vass	Quilt Filling	Turkey
65	Justina	Chair Cushion	Poland
66	Malfors	Top Mattress	Poland
67	Tustna	Top Mattress	Poland
68	Malvik	Top Mattress	Poland
69	Viooart	Chair Cushion	Poland
70	Mjolkklocka	Pillow	Estonia
71	Skogsfraken	Pillow	Estonia
72	Rodtoppa	Quilt Filling	Estonia
73	Mjolkklocka	Cushion	Estonia
74	Stuk	Storage Box	Vietnam
75	Djungelskog	Cushion	Vietnam
76	Skubb	Storage Show Box	Vietnam
77	Antilop	Baby Seat Cushion	Vietnam
78	Angskorn	Mattress Sheet	Lithuania
79	Sommerraster	Pillow Filling	Lithuania
80	Malinda	Chair Cushion	Lithuania
81	Ullkaktus	Cushion Filling	Lithuania
82	Dytag	Curtain	Russia
83	Vardagen	Kitchen Cloth	Russia

84	Grong	Mattress Cover	Italy
85	Harout	Pillow Filling	Ukrain
86	Evalinn	Chair Matt	Argentina
87	Stovedal	Quilt Filling	Germnay
88	Vedbak	Rug	Egypt

Total Products: 88

India: 14
Pakistan: 13
Turkey: 09
Bangladesh: 07
Poland: 05
Estonia: 04
Vietnam: 04
Lithuania: 04
Russia: 02
Italy: 01
Ukraine: 01
Germany: 01
Argentina: 01
Egypt: 01

JYSK

Sr #	Danish Company Name	Product	Import From
1	Eva	Quilt Set	Pakistan
2	Nova	Quilt Set	Pakistan
3	Basic	Quilt Set	Pakistan
4	Freydia	Quilt Set	Pakistan
5	Kronborg Laura	Quilt Set	Pakistan
6	Kronborg Sally	Quilt Set	Pakistan
7	Trolls	Bed Linen	Pakistan
8	Kronborg	Pillow Case	Pakistan

9	Scotti	Pillow Case	Pakistan
10	Kronborg Denmark	Mattress Cover	Pakistan
11	Kronborg Frottelingen	Mattress Cover	Pakistan
12	Fortnite	Bed Linen	Pakistan
13	Lego	Bed Linen	Pakistan
14	Scotti	Bed Linen	Pakistan
15	Uppsala	Towel	Pakistan
16	Kronborg Stidsvig	Towel	Pakistan
17	OSP Dug	Table Cloth Cover	Pakistan
18	Fyr	Table Cloth Cover	Pakistan
19	Vena	Hand Towel	Pakistan
20	Torsby	Towel	Pakistan
21	Brunia	Back Chair Cushion	China
22	Daglilje	Back Chair Cushion	China
23	Kattefort	Back Chair Cushion	China
24	Kejserlind	Chair Cushion	China
25	Taks	Chair Cushion	China
26	Maigull	Quilt	China
27	Ballis	Quilt	China
28	Kupen	Quilt Set	China
29	Galdeberget	Quilt Set	China
30	Vallmo	Table Matt	China

31	Fagersta	Bathroom Mat	China
32	Kattefot	Cushion Cover	China
33	Himmeltinden	Pillow Filling	China
34	Falktind	Pillow Filling	China
35	Alta	Pillow Filling	China
36	Wellpur	Seat Back Cushion	China
37	Basic	Quilt Set	China
38	Duehode	Cushion Cover	China
39	Kronberg	Pillow Case	China
40	Staffan	Socks	China
41	Jette	Quilt Set	India
42	Kronborg	Quilt Set	India
43	Hengeving	Table Cloth Cover	India
44	Vang Havehynde	Chair Cushion	India
45	Hallstavik	Bathroom Mat	India
46	Kronborg	Bathroom Mat	India
47	Kronborg Karlstad	Bathroom Mat	India
48	Backe	Bathroom Mat	India
49	Kronborg	Towel	India
50	Skoby	Towel	India
51	Kronborg Norje	Towel	India
52	Flora Danica	Quilt Set	Denmark

53	Kronborg	Quilt Set	Denmark
54	Kontinentalseng	Mattress	Denmark
55	Villeple	Rug	Belgium
56	Sveltstarr	Rug	Belgium
57	Hoje Agentha	Quilt Set	Bangladesh
58	Gulmaure	Rug	Egypt
59	Dreamzone	Mattress	Sweden
60	Bertal	Socks	Portugal
61	Harsyra	Table Cloth Cover	Russia
62	Kronborg Jerseylagen	Mattress Cover	Turkey

Total Products:	62
Pakistan:	20
China:	20
India:	11
Denmark:	03
Belgium:	02
Portugal:	01
Sweden:	01
Russia:	01
Turkey:	01
Egypt:	01
Bangladesh:	01

ILUM

Sr #	Danish Company Name	Product	Import From
1.	Kappa	T shirt	Pakistan
2.	Tiger of Sweden	Blazer	China
3.	Tiger of Sweden	Shirt	China
4.	Hugo Boss	T Shirt	China
5.	Tommy Hilfiger	Sweeter	China
6.	Samsoe	Sweeter	China
7.	Diesel	Trouser	China
8.	Diesel	Shirt	China
9.	Norse Project	Sweeter	China
10.	Gani	Ladies Sweeter	China
11.	Polo Ralph Lauren	Ladies Sweeter	China
12.	Polo Ralph Lauren	Sweeter	China
13.	Mar Mar Copenhagen	Sweeter	China
14.	Mar Mar Copenhagen	Suit	China
15.	Reima	Kids Rain Suit	China
16.	Nike	Kids T Shirt	China
17.	Mar Mar Copenhagen	Child Sweeter	China

18.	Nike	Ladies Vest	China
19.	Adidas	Ladies Sportswear	China
20.	P. E Nation	Upper	China
21.	P. E Nation	Men Rain Jacket	China
22.	Nike	Kids Upper	China
23.	Nike	Ladies Rain Jacket	China
24.	Hummel	Rain Jacket	China
25.	Hummel	Ladies Jacket	China
26.	Lindeburg	Jacket	China
27.	Kappa	T shirt	China
28.	UPWW	Sports Wear	China
29.	Daily Paper	T Shirt	Portugal
30.	Daily Paper	Upper	Portugal
31.	Daily Paper	Trouser	Portugal
32.	Sand	Shirt	Portugal
33.	Sand	Shirt	Portugal
34.	Sand	T Shirt	Portugal
35.	Samsoe	Uper	Portugal
36.	Soulland	Swimming Suit	Portugal
37.	Norse Project	T shirt	Portugal
38.	Blensg Isko	Ladies Shirt	Portugal

39.	Mar Mar Copenhagen	Kids Shirt	Portugal
40.	North face	T shirt	Portugal
41.	North face	Upper	Portugal
42.	North face	Men Trouser	Portugal
43.	BLS	Jeans Jacket	Portugal
44.	Alis	T shirt	Portugal
45.	Lindeburg	T shirt	Portugal
46.	Tiger of Sweden	Shirt	Romania
47.	Tiger of Sweden	Suit	Romania
48.	Tiger of Sweden	Dress Pant	Romania
49.	Norse Project	Shirt	Romania
50.	MM	Sweeter	Romania
51.	Sunflower	Shirt	Romania
52.	Sand	Suit	Italy
53.	Hugo Boss	Jeans	Italy
54.	Samsoe	Jeans	Italy
55.	Sand	Scarf	Italy
56.	Tommy Hilfiger	Jeans	Italy
57.	Armani Emporio	Sweeter	Italy

58.	Sportmax	Ladies Sweeter	Italy
59.	APC	Sweeter	Italy
60.	Acne	Jeans	Italy
61.	Acne	Sweeter	Italy
62.	Acne	Long Sweeter	Italy
63.	Barena	Tshirt	Italy
64.	Sun Flower	Jeans	Italy
65.	Gani	Sweeter	Italy
66.	Tommy Hilfiger	Shirt	Turkey
67.	Samsoe	Jeans	Turkey
68.	Samsoe	Tshirt	Turkey
69.	Samsoe	Pant	Turkey
70.	Gani	Ladies Suit	Turkey
71.	Mar Mar Copenhagen	Kids Trouser	Turkey
72.	Gani	Trench Court	Turkey
73.	Gani	Ladies Jeans	Turkey
74.	Mar Mar Copenhagen	Vest	Turkey
75.	Lindeburg	Dress Pant	Turkey
76.	North face	Upper	Turkey

77.	Mar Mar Copenhagen	Kurta	India
78.	Polo Ralph Lauren	Skirt	India
79.	Gani	Ladies Shirt	India
80.	Mar Mar Copenhagen	Suit	India
81.	Gani	Trench Court	India
82.	Nike	Ladies T shirt	Cambodia
83.	Nike	Sportswear	Cambodia
84.	Adidas	Ladies T Shirt	Cambodia
85.	Nike	Ladies Sportswear	Vietnam
86.	Champion	T shirt and Upper	Vietnam
87.	Polo Ralph Lauren	Ladies Shirt	Vietnam
88.	APC	Ladies Jeans	Vietnam
89.	Norse Project	Pant	Denmark
90.	P. E Nation	T Shirt	Denmark
91.	Brune & Stengage	Shirt	Denmark
92.	Diesel	Jeans	Tunisia
93.	Armani Emporio	Jeans	Tunasia
94.	Lindeburg	Sweeter	Tunisia
95.	Tommy Hilfiger	Trouser	Tunisia
96.	Falke	Socks	Germany
97.	Hugo Boss	T shirt	Germany

98.	H2ofagerholt	Ladies Shirt	Europe
100	Lindeburg	Two Piece Suit	Europe
101	Sand	Jeans	Europe
102	Armor Lux	T shirt	France
103	Armor Lux	Upper	France
104	Nike	Kids Upper	Malaysia
105	North face	Jacket	Bangladesh
106	Samsoe	Shirt	Bangladesh
107	Armani Emporio	T Shirt	Bulgaria
108	North face	T Shirt	Bulgaria
109	North face	Upper	Macedonia
110	Hugo Boss	Jeans	Egypt
111	Rue de Tokyo	Shirt	Tokoyo
112	Armani Emporio	T shirt	Peru
113	Burlington	Socks	Manchester
114	Armani Emporio	Shirt	Albania
115	Acne	Ladies Shirt	Morocco
116	Levis	Jeans	USA
117	North face	Men Sportswear	Jordan





118	Cassal	Ladies Undergarment	Bosnia
119	Cassal	Ladis Vest	Lithuania
120	Canada Gose	Jacket	Canada





Total Products: 120





China:	28
Portugal:	17
Italy:	14
Turkey:	11
Romania:	06
India:	05
Vietnam:	04
Cambodia:	03
Tunisia:	04
Denmark:	03
Europe:	03
Germany:	02
France:	02
Bangladesh:	02
Bulgaria:	02
France:	02
Malaysia:	01
Pakistan:	01
Macedonia:	01
Egypt:	01
Tokyo:	01
Peru:	01
Manchester:	01
Albania:	01
Morocco:	01
USA:	01
Jordan:	01
Bosnia:	01
Lithuania:	01
Canada:	01



JACK & JONES

Sr #	Danish Company Name	Product	Import From	Price	Picture
1.	Jack & Jones	Jeans	Pakistan	300DKK	
2.	Jack & Jones	T shirt	Bangladesh	100DKK	

3.	Jack & Jones	Vest	Bangladesh	315DKK	
4.	Jack & Jones	Sweeter	Bangladesh	300DKK	
5.	Jack & Jones	T Shirt	Bangladesh	150DKK	
6.	Jack & Jones	Hud	Bangladesh	300DKK	

7.	Jack & Jones	Muffler	Bangladesh	200DKK	
8.	Jack & Jones	Jeans	Turkey	800DKK	
9.	Jack & Jones	Two piece Suit	Turkey	1750DKK	
10.	Jack & Jones	Jeans Jacket	Turkey	420DKK	

11.	Jack & Jones	Socks	China	200DKK	
12.	Jack & Jones	Dress Shirt	China	300DKK	
13.	Jack & Jones	Jacket	Burma	420DKK	
14.	Jack & Jones	Upper	Burma	250DKK	

15.	Jack & Jones	Rain Jacket	Burma	420DKK	
16.	Jack & Jones	Men Shirt	India	200DKK	
17.	Jack & Jones	Men Long Coat	Cambodia	700DKK	

Total Products: 17

Bangladesh: 06

Turkey: 03

Burma: 03

China: 02


India: 01

Pakistan: 01




Cambodia: 01

ONLY

Sr #	Danish Company Name	Product	Import From	Price	Pictures
1	Paola	Jeans	Pakistan	DKK380	
2	Only	Jeans	Pakistan	300DKK	
3	Only	Sweeter	Bangladesh	180DKK	

4	Pigalle	Flees Jacket	Bangladesh	300DKK	
5	Jdy Denim	Jeans	Bangladesh	300DKK	
6	Jacqueline	Trouser	Bangladesh	300DKK	




7	Jacqueline	Frok	Bangladesh	210DKK	
8	Only	Jeans	Bangladesh	300DKK	
9	JDY	Jeans	Bangladesh	300DKK	
10	Pigalle	Ladies shirt	Bangladesh	260DKK	




11	Jacquiline do Young	Sweeter	Bangladesh	200DKK	
12	Only	Dress Shirt	Bangladesh	200DKK	
13	Only	Rain Coat	Burma	350DKK	


14	Only	Ladies Coat	Burma	660DKK	
15	Only	Trench Coat	Burma	850DKK	
16	Only	Leather Jacket	Burma	DKK380	

17	Only	Ladies Jacket	Burma	DKK450	
18	Only	Jeans	Turkey	300DKK	
19	Only	Sweater	Turkey	230DKK	

20	Pigalle	Vest	Turkey	230DKK	
21	Only	Ladies Legging	Turkey	300DKK	
22	Pigalle	Jeans	Turkey	200DKK	

23	Only	Ladies T Shirt	Turkey	130DKK	
24	Only	Jeans Shirt	China	200DKK	
25	Only	Velvet Jacket	China	300DKK	

26	Only	Ladies Dress Pant	China	165DKK	
27	Emily straight	Leather Pant	China	380DKK	
28	Only	Rain Coat	China	530DKK	

29	Only	Frok	China	380DKK	
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Total Products: 29

Bangladesh: 10


Turkey: 06

China: 06

Burma: 05







Pakistan: 02


STORE VERO MODA


Sr #	Danish Company Name	Product	Import From	Price	Pictures
1.	Pieces	Ladies Woolen Coat	China	600 DKK	

2.	Vero Moda	Sweeter	China	380DKK	
3.	Vero Moda	Rain Coat	China		
4.	Pieces	Ladies Frok	China	280DKK	
5.	Vero Moda	Dress Pant	China	250DKK	
6.	Vero Moda	Cardigan	China	180DKK	
7.	Pieces	Leather Bag	China	200DK	
8.	Vero Moda	Cardigan	Cambodia	350DKK	

9.	Pieces	Ladies Coat	Cambodia	500DKK	
10.	Vero Moda	Sweater	Cambodia	200DKK	
11.	Pieces	Legging	Turkey	300DKK	
12.	Pieces	Vest	Turkey	300DKK	
13.	Vero Moda	Jeans	Turkey	200DKK	
14.	Vero Moda	Vest	Turkey		
15.	Pieces	Socks	Turkey	130DKK	
16.	Vero Moda	Jeans	Turkey	200DKK	

17.	Vero Moda	T shirt	Turkey	130DKK	
18.	Vero Moda	Jacket	Burma	400DKK	
19.	Vero Moda	Jeans Jacket	Burma	800DKK	
20.	Vero Moda	Long Coat	Burma	600DKK	
21.	Vero Moda	Skirt	India	300DKK	
22.	Pieces	Ladies Dress	India	350DKK	


23.	Vero Moda	Women Shirt	India	300DKK	
24.	Pieces	Trench Coat	Bangladesh	380DKK	
25.	Pieces	Jeans	Bangladesh	400DKK	
26.	Aware	Ladies Shirt	Bangladesh	260DKK	
27.	Denim	Jeans	Bangladesh	300DKK	

28.	Vero Moda	Jacket	Vietnam	450DKK	
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Total Products: 28




China: 07
Turkey: 07
Cambodia: 03
Bangladesh: 04
Burma: 03
India: 02
Vietnam: 01

CREAM FRAICH

Sr #	Danish Company Name	Product	Import From	Price	Pictures
1	Passion Lyly	Sports Hood	France	Price 330DKK Sale 220DKK	

2	Cream Fraich	Tunic Shirt	France	180DKK	
3	Cream Fraich	Ladies Coat	France	DKK250	
4	Cream Fraich	Jumpsuit	France	DKK270	
5	Cream Fraich	Kajol	France	DKK300	

6	Cream Fraich	Trench Coat	France	DKK350	
7	Cream Fraich	Puncho	France	280DKK	
8	Cream Fraich	T shirt	Italy	230DKK	
9	Cream Fraich	Undergarment	Italy	170DKK	
10	Cream Fraich	Cycle Short	Italy	DKK120	

11	Cream Fraich	Women Shirt	Italy	Price 300DKK Sale 100DKK	
12	Cream Fraich	Kajol	Italy	DKK250	
13	Cream Fraich	Jeans Denim	China	270DKK	
14	In Vogue	Sweater	China	300DKK	

15	Cream Fraich	Trouser	China	170DKK	
16	Shiny Design	Jeans	China	270DKK	
17	Cream Fraich	Leather Pant	China	270DKK	

Total Products: 17

France: 07

Italy: 05

China: 05

Store	Jack & Jones	Vero Mod a	Crea m Fraich	Only	Fotex	Fakta	Kwickl y	Spar	Meny	Bilka	Irma	Super Burgsen	Netto	Ikea	Ilum	JYSK
China	02	07	05	06	02	03	05		03	02				21	28	20
Turkey	03	07		06		01	02					01		09	11	01
Bangladesh	06	04		10	05		05		04	08			02	07		01
Burma	03	03		05												
India	01	02					02			04				14	05	11
Vietnam		01			01									04	04	
France			07												02	
Pakistan	01			02	01	02	02			01			04	13	01	20
Italy			05		01						03	01		01	14	
Morocco					01										01	
Cambodia	01	03								01					03	
Sri Lanka					02					02						
Lithuania					01				01	01					01	
Thailand					01									04		
Ukraine							02							01		

Denmark								02							03	03
Indonesia										02						
Portugal										01					17	01
Poland														05		
Estonia														04		
Russia														02		01
Germany														01	02	
Argentina														01		
Egypt														01	01	01
Romania															06	
Tunisia															04	
Bulgaria															02	
Malaysia															01	
Macedonia															01	
Tokyo															01	
Peru															01	
UK															01	

Albania															01	
USA															01	
Jordan															01	
Bosnia															01	
Canada															01	
Belgium																02
Sweden																01
Total Products	17	27	17	29	15	06	18	02	08	22	03	02	06	88	115	63