



PMX

iRastgar

Globalising Your Market

Export Possibilities For Light Engineering & Vendor Industries


Imtiaz Rastgar

PAAPAM

Karachi

31st May, 2023

Welcome

- **Introduction of trainer**
 - **About PMX**
 - **Objectives and contents of the training**
 - **Introduction participants & your expectations**
 - **Introduction PMX: Organization and services**
- 
- The background features a large, light gray abstract shape on the right side. In the foreground, there are two crumpled paper balls, one white and one yellow, resting on a white surface. A blue wavy line is visible on the left side of the slide.

About




Objectives of This Training

- **Mind Opening For Global Reach**
- **Steps towards Recession Proofing Your Business**
- **Basic Market research techniques**
- **How BSOs can help**
- **Know what **PMX** can do for you**



At End Of
Training....

- You will have learnt how to go deeper into selecting a product which is suitable for your business to export globally.
 - You will receive a digital copy of this presentation
 - And a Training Certificate
- 
- A decorative yellow dashed line consisting of several short, curved segments, located in the bottom right corner of the slide.

PROGRAM

Part 1	03.10 - 0410 pm
Tea Break	0410 – 0425 pm
Part 2	0425 – 0545 pm
Q&A	0545 – 0600 pm
Certificate Distribution	
Group Photo	



Our Good Luck

- **Our vendor industry learnt to work for customers from the global elite.**
- **We learnt manufacturing standards, manufacturing techniques**
- **Punctuality in deliveries**
- **Organisation**
- **We Learnt Japanese Manufacturing Practises & Work Culture**

Our Bad Luck

- We got addicted to work for a handful of local customers
- We got addicted to protection regimes which favoured Japanese OEMs
- We pressured our government to give a cosy position to foreign OEMs, only to protect our own delivery schedules.
- We forgot that the World is much bigger than Pakistan
- We forgot that foreign OEMs are great exporters who find ways of making our country a loyal client.



Write down **Six Ideas** Which
Come To Your Mind On Seeing
This Glass

- Water glass
- ?
- ?
- ?
- ?
- ?

Adapt To Cultural Differences

Companies should be aware of cultural differences when developing products for global markets. They should adapt their products to meet the cultural needs and preferences of their target customers.



Offer Customization

Offering customization options can help companies create products that meet the specific needs of customers in different markets. This can help them differentiate themselves from competitors and increase their appeal to global customers.

A puzzle piece with the text "CLUSTER POWER" on a yellow background. The puzzle piece is light blue and has a shadow. The text is in red, bold, uppercase letters, slanted upwards from left to right. The background is a solid yellow color with other puzzle pieces visible in the background.

CLUSTER POWER

Develop Partnerships

Companies can explore partnerships with other businesses in different countries to expand their market reach. This can help them identify new opportunities and gain access to new markets.



Embrace New Technology

Advancements in technology are driving innovation in product design and manufacturing. Companies should embrace new technology and explore how they can incorporate it into their manufacturing processes to improve the quality and efficiency of their products.



iRastgar
Globalising Your Market

Consider sustainability:

Consumers are increasingly concerned about the environmental impact of the products they use. Companies should consider sustainability in their manufacturing processes and develop products that are eco-friendly.





Design for versatility:

Companies should design products that can be used in multiple applications or industries. This will increase the potential market for their products and ensure they have universal appeal.



Focus On Quality

In order to create products with universal global demand, companies need to focus on the quality of their products. They need to ensure that their products are reliable, durable, and meet international standards.



iRastgar
Globalising Your Market

Research global demand:

Companies need to conduct market research to identify the ***products that have universal global demand***. They can analyze market trends, customer needs, and preferences to identify the products that are most in demand.





Globally Saleable Product Based On:

- CURRENT PROCESSES IN YOUR COMPANY
- PROCESSES AVAILABLE IN YOUR TOWN
- PARTS & SUB ASSEMBLIES AVAILABLE ELSEWHERE

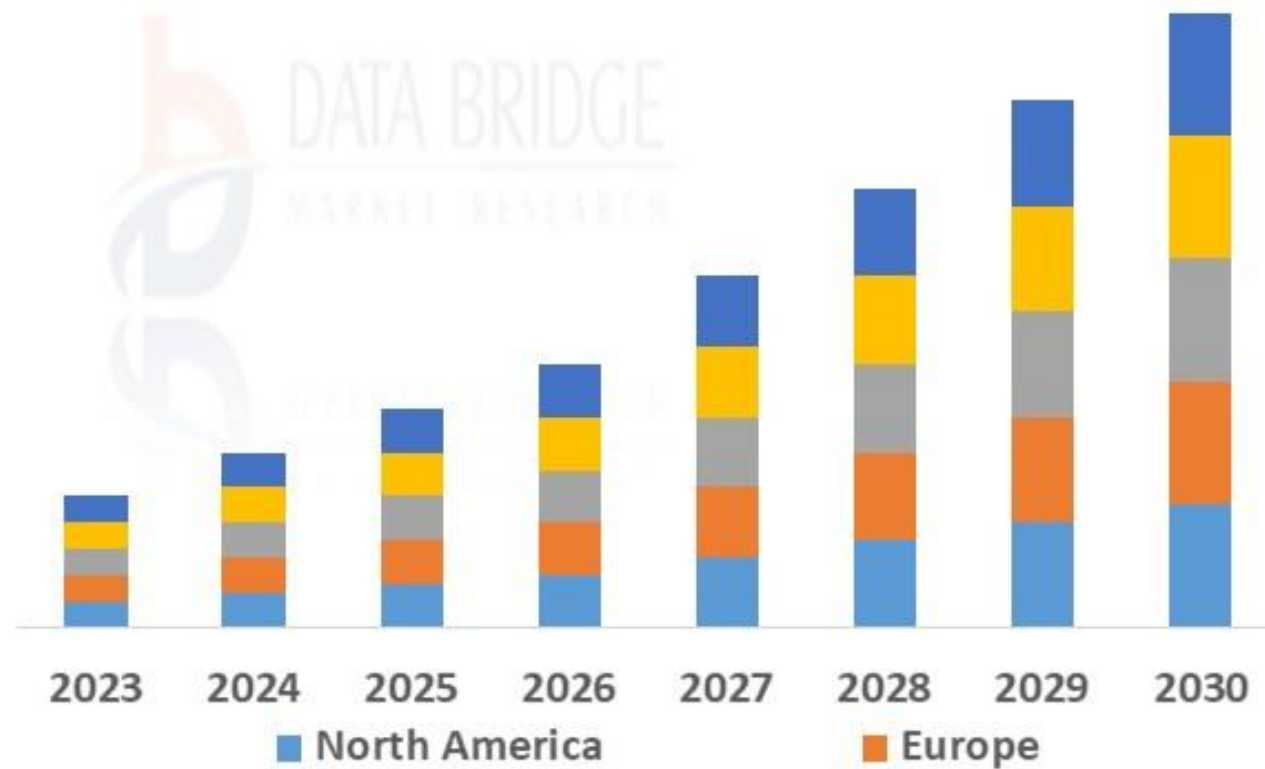
- Possible product groups that have universal global demand
- Automotive parts: Products such as engine components, transmission parts, braking systems, and suspension components are essential for the automotive industry worldwide.





Medical devices:
Surgical instruments,
implants,
diagnostic equipment,
and
medical consumables
Global Demand.

Global Orthopedic Implants Market is Expected to Account for USD 74,833.27 Million by 2030



Global Orthopedic Implants Market, By Regions, 2023 to 2030



DATA BRIDGE MARKET RESEARCH



- Construction Related Products
- Door Closer (Example)
- Revenue in the Hardware & Building Materials segment amounts to **US\$1.71tn in 2023.** The market is expected to grow annually by 2.36% (CAGR 2023-2028).

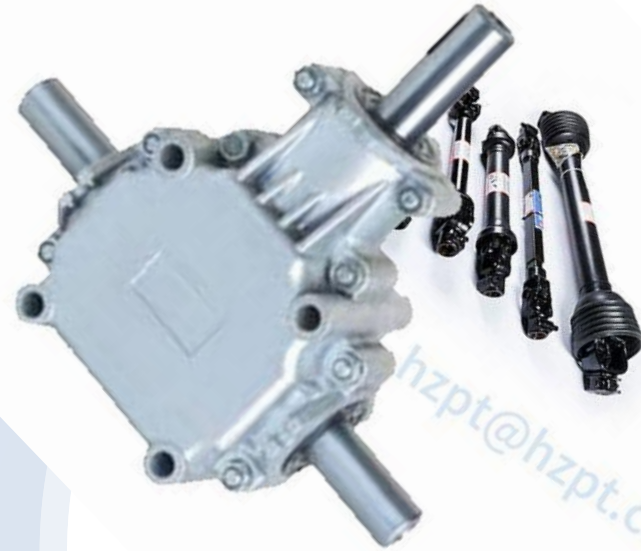
Ref:<https://www.statista.com/outlook/cmo/diy-hardware-store/hardware-building-materials/worldwide>

Agricultural Gear Box Market

**AGRI
TECHNICA[®]
ASIA**

22 – 24 May
2024
at
BITEC,
Bangkok,
Thailand

**Hannover
12 – 18 November 2023**



hzpt@hzpt.com





STEERING WHEEL FOR WORLD MARKET



<https://spelgroup.com/off-road-vehicle-parts/>



Motor Cycle Parts & Accessories For Global Market

iRastgar
Globalising Your Market

EICMA Moto 2023

[Automobile - Automotive Industry](#)
[Milan, Italy](#)

07-12 Nov 2023

Venue:


[FIERA MILANO RHO PERO](#)

Frequency: 1 year

Event website: [EICMA Moto](#)



- Environmental and water treatment products: Products such as water filtration systems, wastewater treatment equipment, air pollution control devices, and renewable energy solutions are in demand globally as environmental concerns become more prominent.



1. Food Production Machinery:
Products such as agricultural
machinery, Food machinery

2. fertilizers, crop protection
products, and processed food
products are essential for the
agriculture and food industries
worldwide to meet the growing
global food demand.

Where To Go For Trade Data

1. **Pakistan Customs**
2. **Trademap of ITC**
3. **EU Market: CBI Trade watch**
4. **Professional Associations**
5. **Trade Statistics of Pakistan**

Source of information: Market reports

Source of information: Market reports

- **Market Information of CBI**
- **OECD**
- **European Commission**
- **Wesgro**
- **U.S. Commercial Service**



TIME FOR TEA



THE WORLD IS MUCH LARGER THAN PAKISTAN



A WORLD OF OPPORTUNITIES



**Citroen Car Parts
Being
Exported From
Lahore
Since
30 Years**



SB Gears Lahore

https://www.sbgears.com/products.php?product_cat_id=2



SCON Valves

<https://www.sconvalve.com.pk/>



PMX

QADBROS-LAHORE

iRastgar
Globalising Your Market



منڈی

ہماری

دنیا





Mistequay International

<http://mistequayi.com/>

iRastgar
Globalising Your Market

From Sub Contract
Manufacturing to
Hydraulic Pump
Manufacturer



Vickers
EATON

- Packaging Machinery



Sigma

Engine Mounts

From Delhi to The World





From Suzuki Vendor to Global Exporter

iRastgar
Globalising Your Market

Cab-parts.com



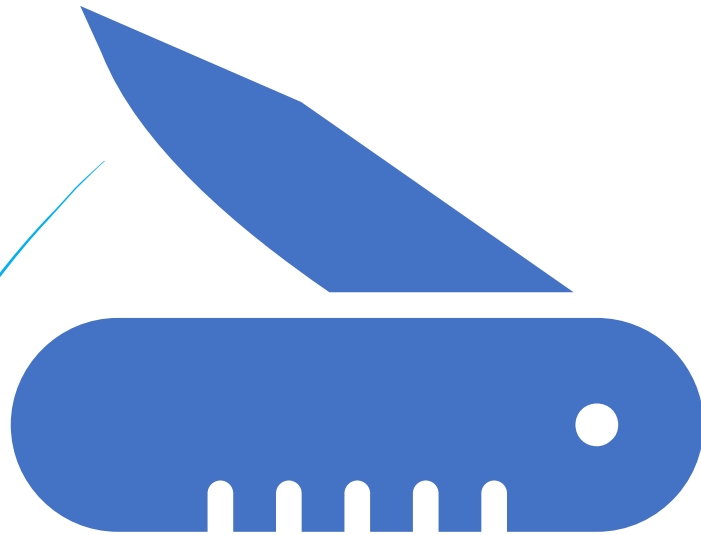
MEHRAN
COMMERCIAL ENTERPRISES

Multi-functional Camping Tools

Versatile and compact camping tools such as

- Swiss army knives,
- multi-tools, and
- camping axes

are practical and essential for various outdoor activities, making them popular among campers and adventurers globally.



PMIX

iRastgar
Globalising Your Market

**Product Ideas
From
The Camping And Outdoors Category
That
Could Have Universal Global Demand**





iRastgar

Globalising Your Market

Adventure And Sports Equipment

- **KAYAKS,**
- **PADDLEBOARDS,**
- **CLIMBING GEAR, AND**
- **FISHING EQUIPMENT**

Popular among outdoor enthusiasts who enjoy adventurous activities and water sports, making them in demand globally.

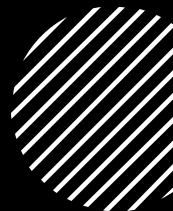


Boats





Champion Products Which Are Already Established in World Market



Parts of a machine with high world population



Hydraulic Pumps and their wearing parts



Circulation Pumps



Compressors



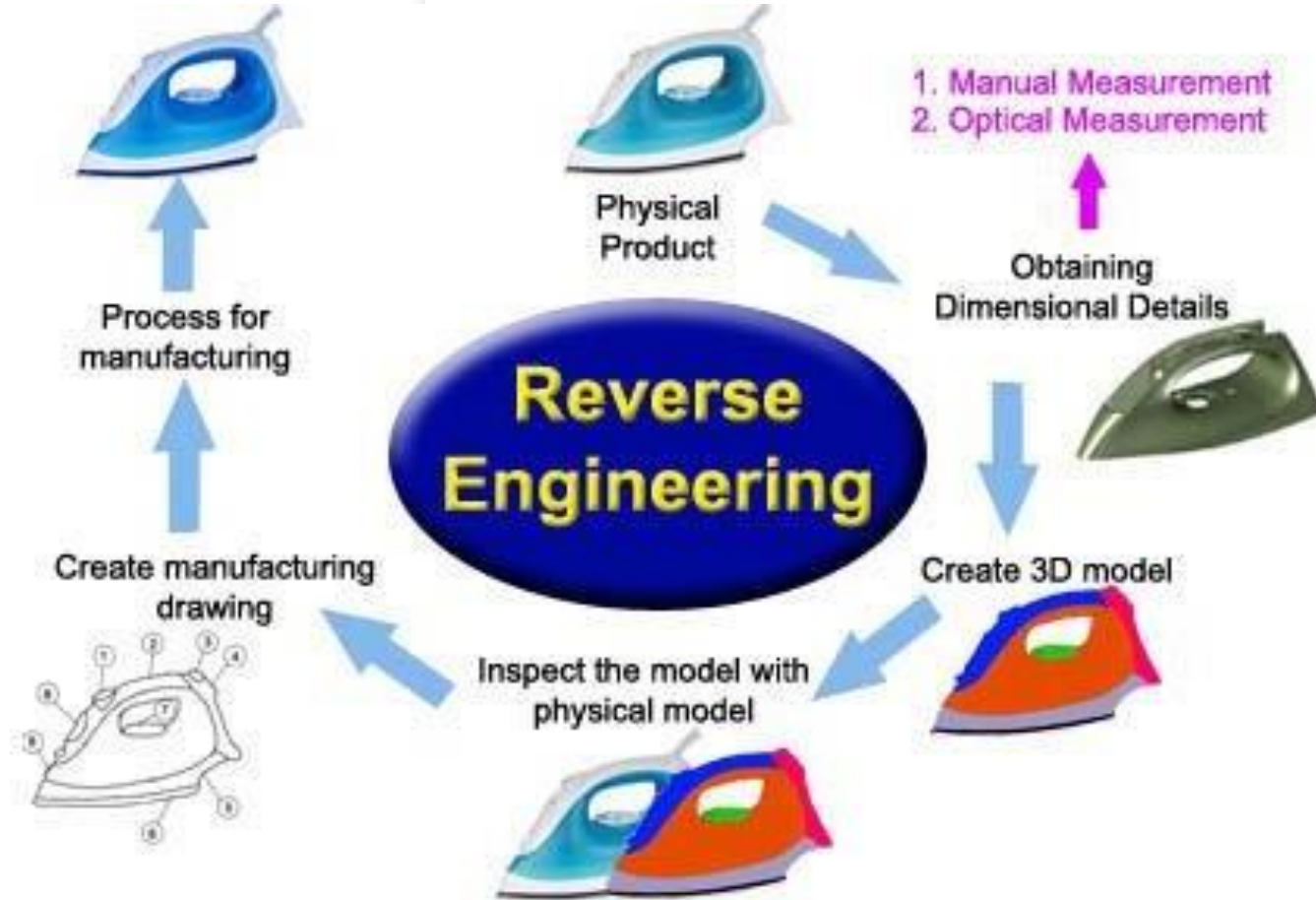
Pistons



Sleeves

Reverse It

Copy The Best
&
Improve Upon It





The Case of Esee Knife

<https://www.eseeknives.com/product-category/esee-knives-0>



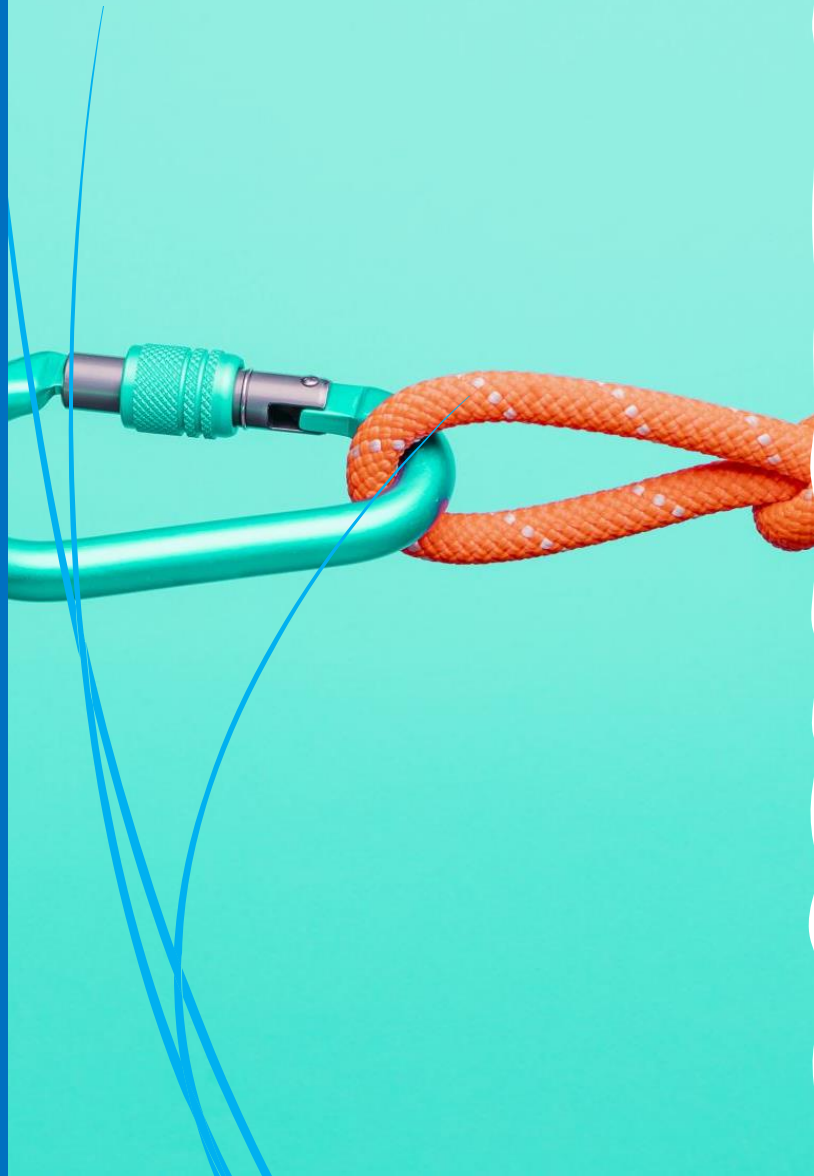
iRastgar
Globalising Your Market

Vehicle Accessories

- **Seat Belts**
- **Tow bars**
- **Tow Hooks**

Think !

DON'T DO THINGS
THAT DON'T SCALE



Power Of A Catalogue

[This Photo](#) by Unknown Author is licensed under [CC BY-SA-NC](#)





Brand Your Product

- A brand can be an incredibly powerful tool for any business or organization. It is not just a name, logo or slogan, but a combination of all the associations and perceptions that people have about a product, service, or company. The power of a brand lies in its ability to influence customer behavior and build loyalty. Here are some ways in which a strong brand can benefit a business:
 1. Differentiation: A strong brand helps a business stand out from the competition by creating a unique identity that is easily recognizable and memorable. This can be achieved through a distinctive logo, tagline, or brand messaging.
 2. Trust: A brand that is consistently delivering high-quality products or services builds trust with its customers. This trust can lead to customer loyalty, repeat business, and positive word-of-mouth referrals.



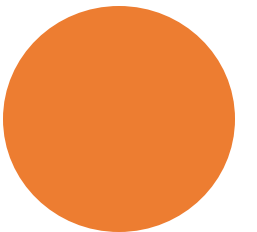
POWER OF A BRAND

1. Emotional connection: A brand can create an emotional connection with its customers through its brand story, values, and messaging. When a customer feels a connection with a brand, they are more likely to remain loyal and continue to choose that brand over competitors.
2. Pricing Power: A strong brand commands premium prices for its products or services. Customers are willing to pay more for a brand they trust and perceive as higher quality.
3. Expansion opportunities: A strong brand can help a business expand into new markets or product lines. When a brand is well-established

LOGO *Is Important*

A good logo should have the following qualities:

- 1. Simplicity:** A good logo should be simple and easily recognizable. It should be easily identifiable and memorable, and should not be overly complex or cluttered.
- 2. Memorable:** A good logo should be memorable and leave a lasting impression on the viewer. It should be unique and distinct, and should stand out from other logos in the same field.
- 3. Timeless:** A good logo should be timeless and not be overly influenced by current trends or fads. It should be able to withstand the test of time and remain relevant for years to come.



Logo

- 1. Versatile:** A good logo should be versatile and work well in a variety of different applications and mediums. It should be easily adaptable for use on websites, business cards, letterheads, and other marketing materials.
- 2. Relevant:** A good logo should be relevant to the business or organization it represents. It should reflect the company's values, mission, and brand identity, and should resonate with the target audience.
- 3. Scalable:** A good logo should be scalable and maintain its clarity and legibility when resized to different proportions. It should also be designed in vector format, which allows for easy scaling without losing quality.

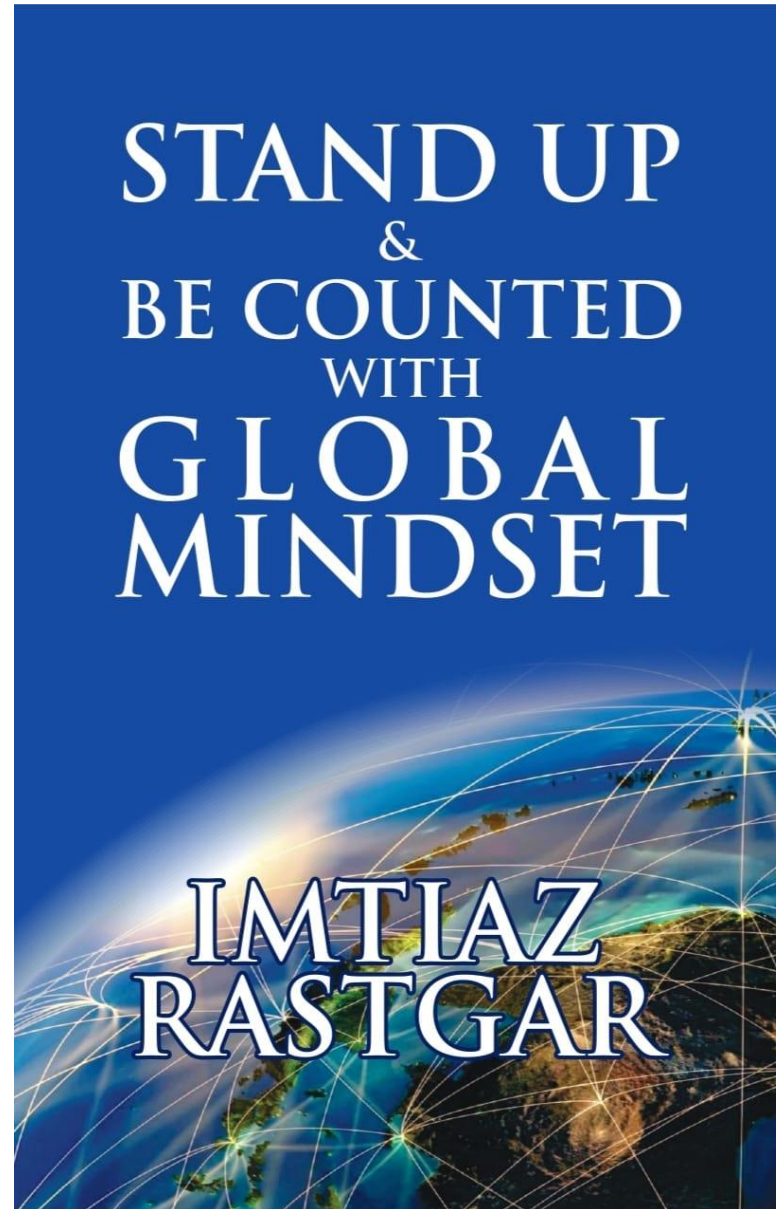




“THE INTERN”
([Robert De Niro](#))

Hire Consultant

THINK
CHANGE
ACT



Imagineering Instead Of Engineering





IF YOU WANT TO LEARN TO SWIM
JUMP INTO THE WATER.

ON DRYER LAND

NO FRAME OF MIND

EVER GOING TO HELP YOU



DOWNLOAD

This Presentation from
PMX Website – Training Tab

<https://pmx.com.pk/trainings/paapam-trainings/>

Follow Me on YouTube



[Imtiaz Rastgar - https://www.youtube.com/@iRastgar1](https://www.youtube.com/@iRastgar1)

For Consultation
Mr. Athar Aamir
Manager www.pmx.com.pk
+92 334 59 33391