



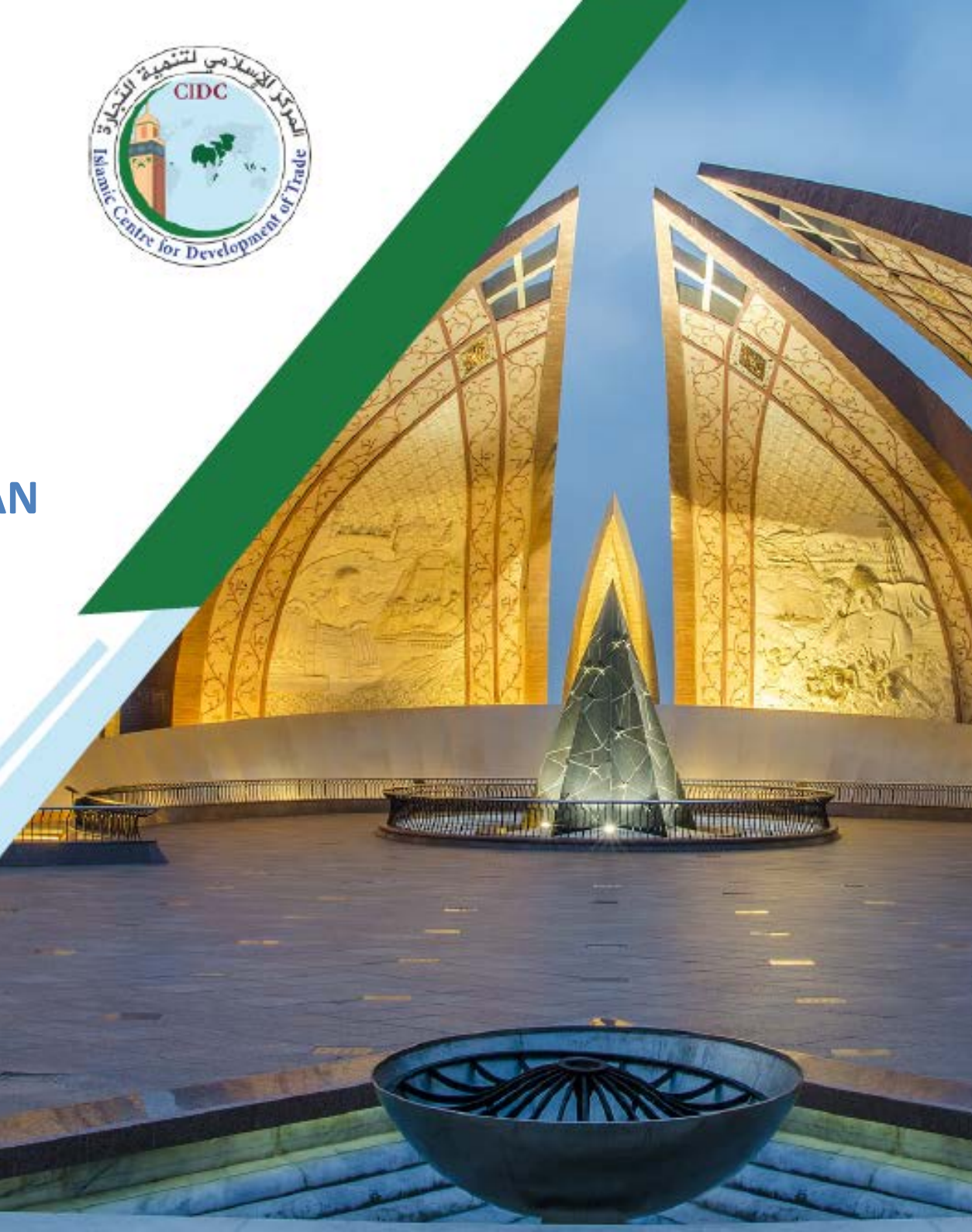
Country Profile

Islamic Republic of PAKISTAN

ICDT 2025

www.icdt-cidc.org

icdt@icdt-oic.org





General Data



General info

- Capital: Islamabad - Nature: Federal Republic
- Location: South Asia
- Area: 796,100 km²
- Time zone: GMT + 5

macro economy

- GDP: 373.08 MM USD - 2024
- GDP per capita: 1,581.2 USD - 2024
- Employment rate of people aged 15 and over: 49.9%

Demography

- Population: 251 269 160 – 2024
- Official language: Urdu, English
- Business language: English

International trade

- Imports: 56.52 MM USD - 2024
- Exports: 32.46 M M USD - 2024

Currency

- Pakistani Rupee (PKR)
- 1 USD = 286.46 PKR (July 2025)

FDI

- FDI stocks in 2023: USD 33.42 MM
- Inward FDI flows in 2024: USD 1.96 MM

Strong facts

Internal market supported by dynamic demographics and a competitive workforce

Development of economic corridors with China and Central Asia, covers the Indian Ocean

Important player in Islamic finance

Mineral Potential



GDP growth



Pakistan posted around 2.5 % GDP growth in fiscal year 2023/24, reflecting stabilization from a previous contraction . For the fiscal year 2024/25, the economy is expected to expand between 2.6 % and 2.7 %: the IMF forecasts 2.6 % growth , while the World Bank gives a slightly higher projection of 2.7 % .

Meanwhile, Pakistan's own economic survey anticipates 2.7 % growth .The outlook for fiscal 2025/26 is notably optimistic: the government's budget projects 4.2 % GDP growth, alongside the IMF foreseeing 3.6 % by FY 2026 . This optimism reflects heavy investment in infrastructure (such as CPEC), monetary easing, rising remittances, and fiscal consolidation.

Overall, Pakistan's growth projections—from 2.5 % currently to a targeted 4 %—indicate a gradually strengthening economic trajectory supported by reforms, improved macroeconomic management, and structural investments.



Doing Business in Pakistan



Doing business in Pakistan offers exciting opportunities across a dynamic and growing economy. With a population of over 240 million and a rapidly expanding middle class, the country presents a large and youthful consumer base ideal for market growth and innovation. Pakistan's strategic location connects South Asia, Central Asia, and the Middle East, positioning it as a regional trade and logistics hub.

The government is actively promoting investment through Special Economic Zones, tax incentives, and streamlined regulatory processes, especially under initiatives like the China-Pakistan Economic Corridor (CPEC). Key sectors such as textiles, agriculture, technology, renewable energy, and fintech are experiencing vibrant growth, attracting both local and international investors.

Pakistan's digital transformation is accelerating, with a booming startup scene, increasing internet penetration, and strong support for innovation and entrepreneurship. Combined with a skilled English-speaking workforce and supportive policy reforms, Pakistan is becoming an increasingly attractive destination for business and long-term investment.



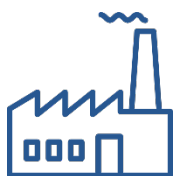


Main sectors of activity



35.9%

Share of agriculture in GDP
It employs 22% of the population



25.8%

Share of industry in GDP
It employs 18.3% of the population



33.3%

Share of services in GDP
They employ 33.3% of the population

Sector Strategies



Pakistan Vision 2025 is a multi-sectoral strategy adopted in 2014 with the aim of placing Pakistan among the top 10 global powers by 2047. It is based on seven pillars identified as the main drivers of growth:

- 1- Developing Human and Social Capital
- 2- Achieving sustainable and inclusive growth
- 3- Governance, institutional reform and modernization of the public sector
- 4- Energy, water and food security
- 5- Private sector & entrepreneurship led growth
- 6- Developing a competitive knowledge economy through value addition
- 7- Modernizing transportation infrastructure and greater regional connectivity



Infrastructure



Maritime

- Port of Karachi: 26 Mtons ; 33 Docks in the strait of urmuz – 2 container terminals
- Port Mohammed Bin Qassim
- Port of Gawdar



Road

The network of roads and highways covers a total length of over 260,000 km



Airport

Karachi International Airport: 11 M Pass – 50,000 Flights/year
Islamabad International Airport
Lahore International Airport



Railway

The Railway Network in Pakistan covers 7,791 km . Since 2016, it has attracted investments to connect Europe to China.



Energy & Telecom

Liberalized telecommunications sector
37.2% fossil fuels; 4% nuclear, 58.8% renewable energies



Promising Sectors



01

Agribusiness : 2nd largest industry with the 6th largest population in the world and a growing middle class. Key industry sectors: Olive oil extraction, Fruit, Dairy, Frozen products (fruit, vegetables and meat), Powder and potato flakes

02

Logistics : Pakistan's economy relies on these international connections, including a large Pakistani workforce in the Gulf states that travels back and forth. In addition, the country places a great emphasis on on increasing trade with the Central Asian region.

03

Textile: 8th largest exporter of textile products in Asia. It is the 4th producer and 3rd consumer of cotton. Pakistan has a supply base for almost all artificial and natural yarns and fabrics, including cotton, rayon and other fabrics.

04

Tourism: the sector provides a variety of choices for different types of tourists. The country embodies one of the world's oldest civilizations, landscapes, numerous religious and historical sites, unique arts and crafts and a rich culture and heritage. The tourism industry accounts for 5.9% of GDP, & 4000 jobs

05

Construction: growing demand for houses due to an annual population growth rate of around 2%. The China-Pakistan economic corridor has boosted the sector with an upsurge in infrastructure projects (highways, power plants and dams)

06

IT: +100% growth in value of IT sector to \$3.5 Billion- IT export record of \$1.06 billion. Pakistan has over 2000 IT companies and call centers - ICT industry size expected to reach USD 20 billion by 2025.

07

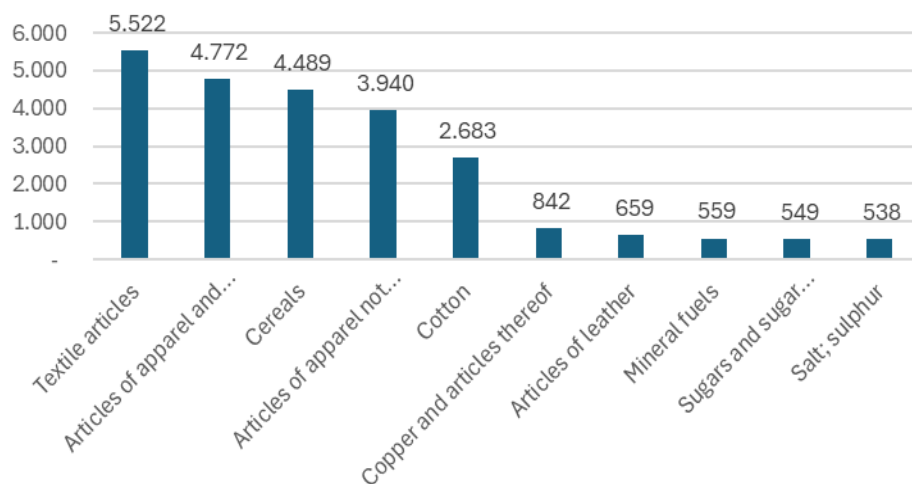
Automobile: Pakistan's automotive industry is experiencing the fastest growth in Asia. The country offers tax incentives to new car makers in order to establish manufacturing plants (Renault, Nissan, Kia, SsangYong, Volkswagen and Hyundai)



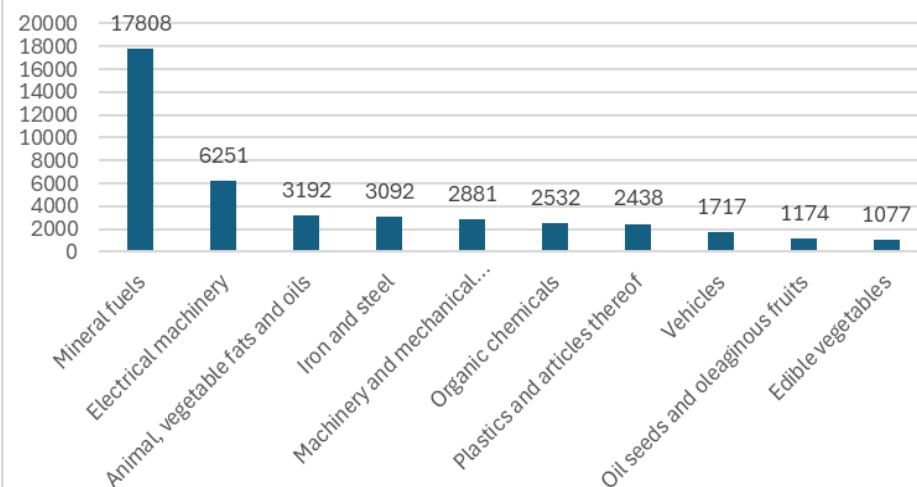
International trade



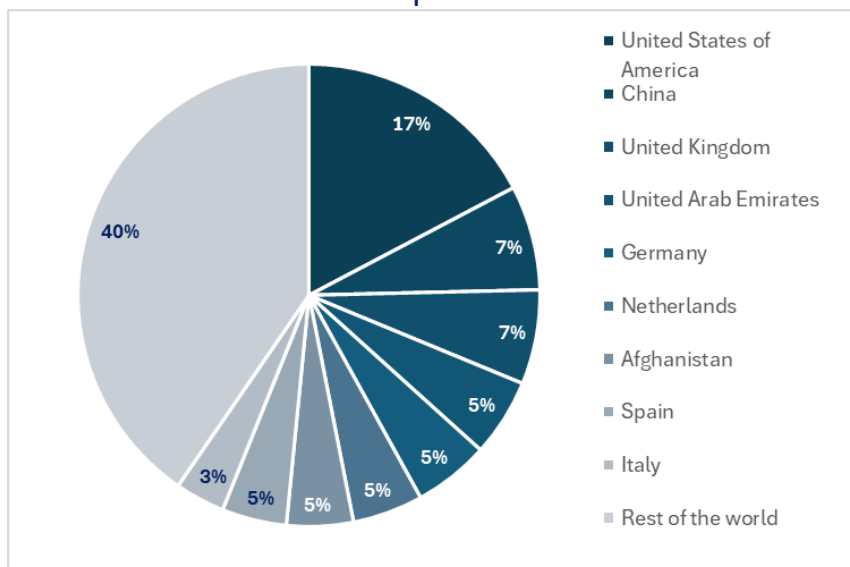
Main Products Exported by Pakistan in 2024 -MUSD



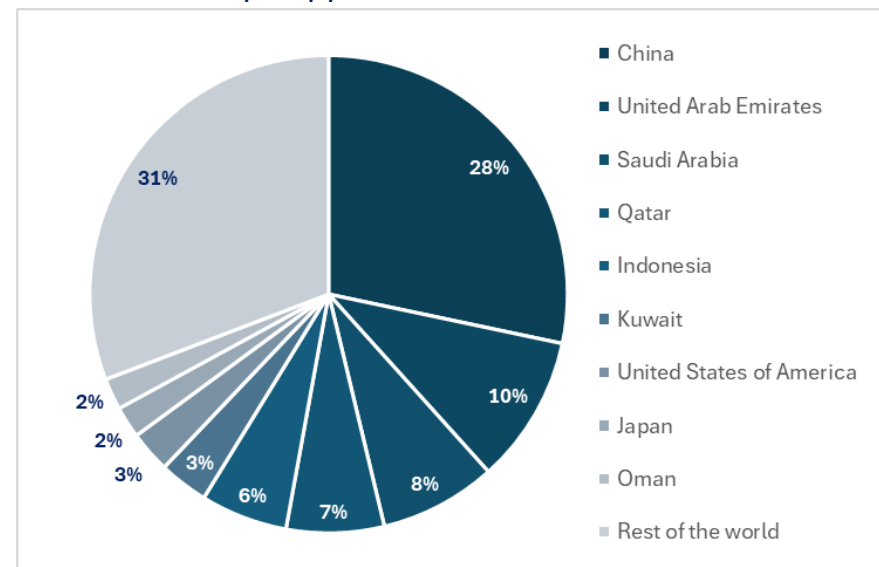
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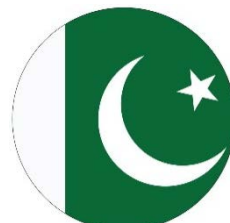


Pakistan's top customers in 2024



Top Suppliers to Pakistan in 2024

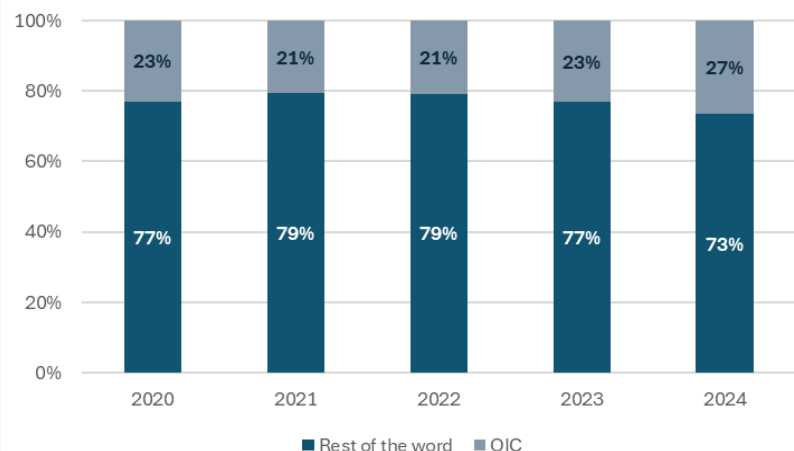




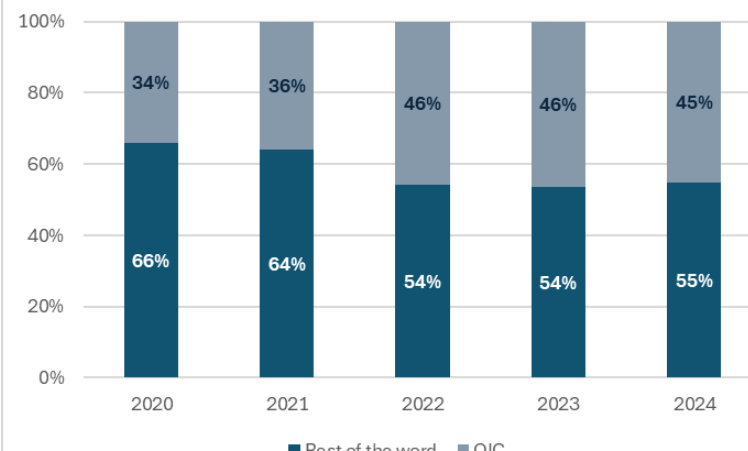
Intra-OIC Trade



Share of OIC in Pakistan Exports



Share of OIC in Pakistan Imports



Pakistan's Top 10 Customers, OIC Members in 2024

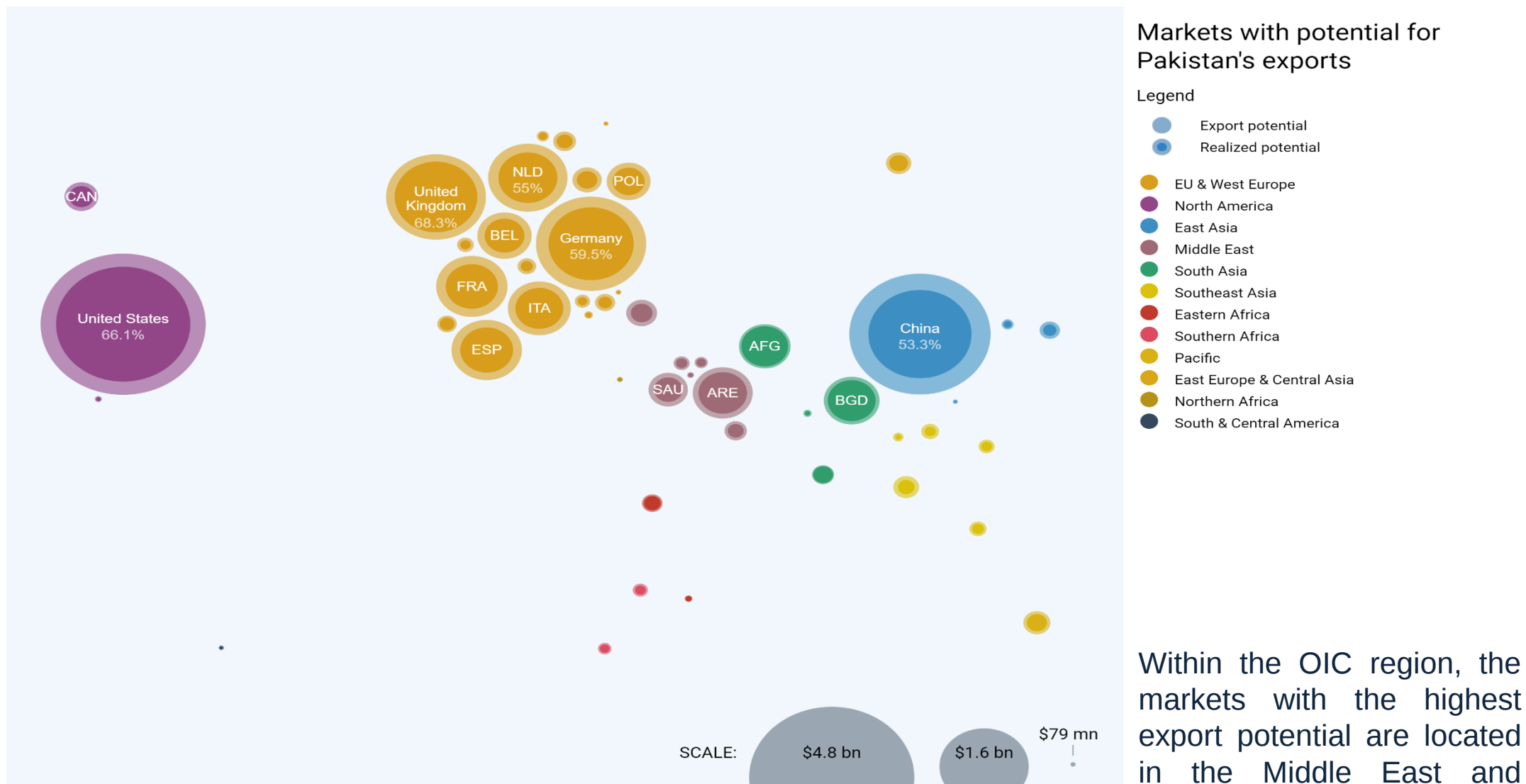
1	• United Arab Emirates	6	• Indonesia
2	• Afghanistan	7	• Kazakhstan
3	• Bangladesh	8	• Türkiye
4	• Saudi Arabia	9	• Oman
5	• Malaysia	10	• Senegal

Top 10 Suppliers to Pakistan, OIC Members in 2024

1	• United Arab Emirates	6	• Oman
2	• Saudi Arabia	7	• Iran, Islamic Republic of
3	• Qatar	8	• Malaysia
4	• Indonesia	9	• Afghanistan
5	• Kuwait	10	• Morocco

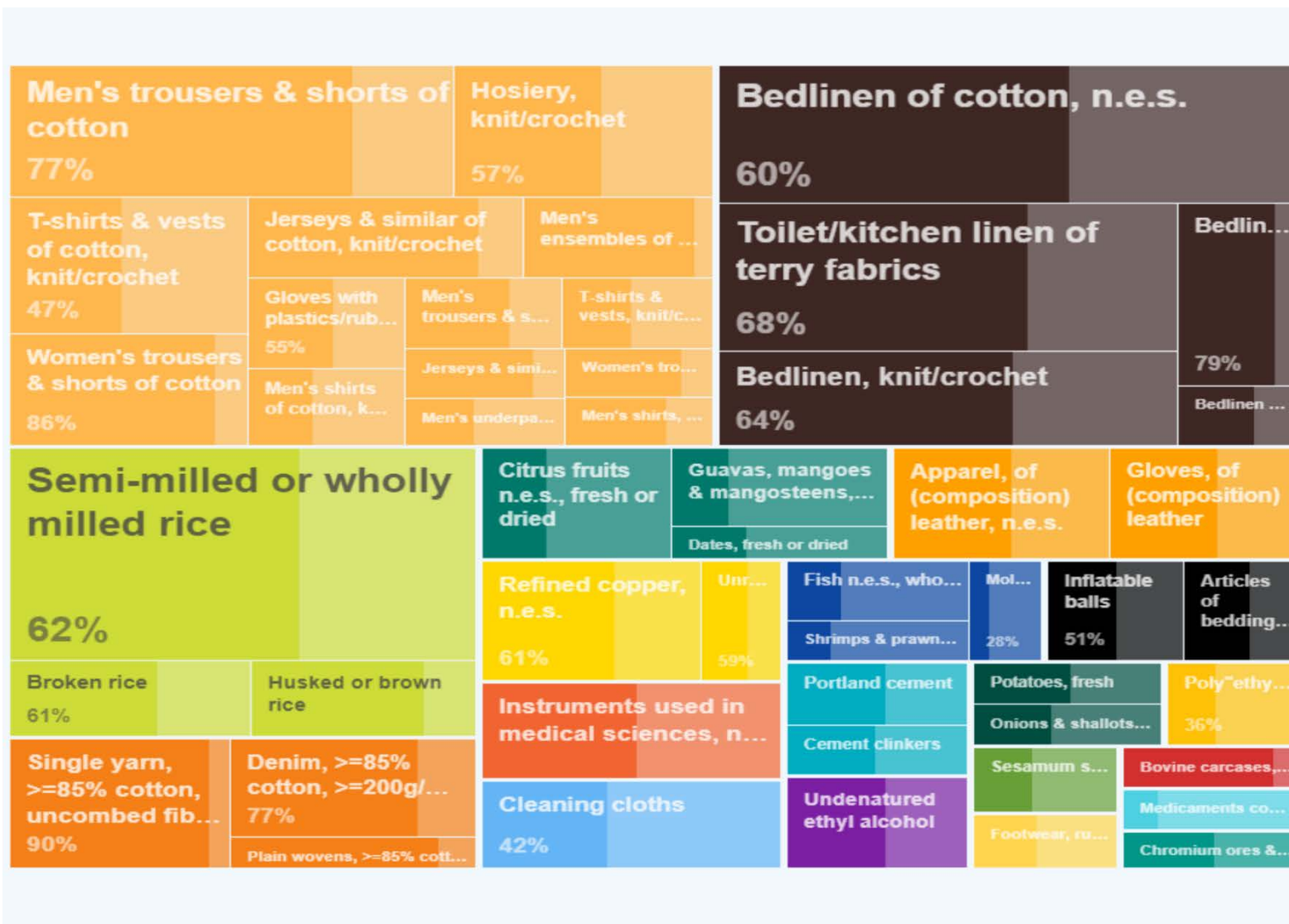


Export potential of Pakistan by country of destination





Pakistan Export Potential by Products



Pakistan's products with potential

Legend

- Export potential
- Realized potential
- Apparel
- Home textiles
- Rice
- Cotton (fabric)
- Fruits
- Skins, leather & products thereof
- Metals (except ferrous & precious)
- Optical products, watches & medical instruments
- Textile products n.e.s.
- Fish & shellfish
- Miscellaneous manufactured products
- Mineral products
- Beverages (alcoholic)
- Vegetables
- Plastics & rubber
- Oil seeds
- Footwear
- Meat (except poultry)
- Pharmaceutical components
- Mineral resources

The products with the greatest export potential are textiles, cereals in particular rice, fruits and various materials (copper, etc.)



Market Access



Investing in Pakistan



Customs Duties and Taxes

Average rate: 11.2
Average rate for agricultural products: 13.4
Average rate for non-agricultural products: 10.9

Non-Tariff Measures

Imports of around thirty goods are prohibited in the country. Website: <https://www.fbr.gov.pk>.
The Pakistan Standards and Quality Control Authority (PSQCA) provides a “one single window service” for standardization and conformity assessment.

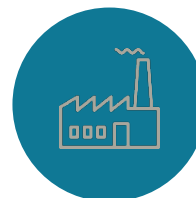
Trade agreements

Member of the World Trade Organization
Signatory of the South Asia Free Trade Agreement (SAFTA)
South Asian Preferential Trade Agreement (SAPTA)
Free Trade Agreement with Indonesia; Mauritius;
Economic Cooperation Organization (ECO); China;
Malaysia; Sri Lanka
Protocol on trade negotiations Global System of Trade Preferences among Developing Countries (GSTP).

Fairs and Exhibitions

18th OIC trade Fair in Lahore, Pakistan, 16-18 June 2023.

For more information on Pakistan fairs, please visit: eventseye



Why Pakistan

Long-term sustainable economic growth; strong middle class; Pakistan's economy is highly resilient to shocks; comprehensive framework for creating an attractive business environment; strategically located to become Asia's premier trade, energy, and transportation corridor (gateway to Central Asian states, Gulf states, and Far East tigers)

Special Economic Zones

Khairpur SEZ; Allma Iqbal Industrial City SEZ, Bostan SEZ Balochistan, Hub SEZ, Bin Qasim, Korangi Creek Industrial Park, Quaid e-Azam Apparel Park

Implemented Measures

- One-time exemption from customs duties on the import of capital goods
- Income tax exemption for 10 years from the date of signing the development agreement or starting commercial operation
- One-time exemption from customs duties on the import of capital goods.
- Bilateral investment treaties with nearly 40 countries & double taxation agreements with nearly 50 countries.

Public markets

The list of public procurement in Pakistan are published in the PPRA website: <https://www.ppra.org.pk/>



Ministry of Commerce Website:

<https://www.commerce.gov.pk>

Pakistan Investment Promotion Agency

des investissements du Pakistan



<https://invest.gov.pk/>

Federation of Pakistani Chambers of Commerce and Industry

et de l'industrie (FPCCI)



<http://www.pakchamber.com/>

Pakistan Customs



[https://www.fbr.gov.pk/?
aspxerrorpath=/OfficeHomePage.aspx](https://www.fbr.gov.pk/?aspxerrorpath=/OfficeHomePage.aspx)



Contacts



Small and Medium Enterprises Development Authority

des petites et moyennes entreprises



<https://smeda.org/>

Pakistan Consumers Association

des investissements du Pakistan



<http://www.cap.org.pk/>

Asia Trade Portal

Portail Commercial de l'Asie



<https://www.asiatradehub.com/>

