

Strategic Development and Market Potential Assessment: Boosting Export Growth of Pakistan's Textile Products in the Finnish Market

Muhammad Asghar Khan¹

asgharkhan@pzh.edu.cn

Guo Hong Fu²

guohongfu@pzh.edu.cn

^{*1,2}School of Economics and Management, Panzhuhua University, Panzhuhua 617000, Sichuan, China

Abstract

This study explores strategic development and promotional strategies aimed at enhancing the export growth of Pakistan's textile products, with a focused assessment of market potential in the Finnish market. Given the significance of the textile industry in Pakistan's economy, identifying and leveraging new international markets is crucial for sustainable growth. The research analyzes the current state of Pakistan's textile exports, investigates the competitive landscape in Finland, and evaluates consumer preferences and market demands. By integrating qualitative and quantitative data, the study proposes targeted strategies to enhance product competitiveness, optimize marketing efforts, and establish robust trade relationships. The findings aim to provide actionable insights for policymakers and industry stakeholders, facilitating informed decision-making to unlock new business opportunities and drive export growth in the Finnish market.

Keywords: Export Growth, Pakistan Textile Products, Finnish Market, Strategic Development, Market Potential Assessment

Introduction

The textile industry is a cornerstone of Pakistan's economy, contributing significantly to its GDP, employment, and export revenues. Despite its strong position, the industry faces challenges in expanding its reach and maximizing its export potential in competitive international markets. Among the promising avenues for growth is the Finnish market, which offers untapped opportunities for Pakistani textile products due to Finland's demand for high-quality textiles and sustainable fashion Arslan, M., & Zafar, N. (2015).

This study aims to explore strategic development and promotional strategies to enhance the export growth of Pakistan's textile products specifically targeting the Finnish market. By assessing the market potential in Finland, we seek to identify the key factors that can facilitate entry and expansion in this market. This includes understanding consumer preferences, market trends, and the competitive landscape in Finland. Additionally, the study will explore how Pakistan's textile industry can leverage its strengths in quality, craftsmanship, and sustainability to meet the expectations of Finnish consumers Ali, A., & Chaudhry, I. S. (2018) Awan, M. S., & Saeed, R. (2015).

The research will employ a comprehensive approach, combining quantitative market analysis with qualitative insights from industry experts. This will provide a holistic understanding of the market dynamics and the strategic interventions required to boost exports. By doing so, the study aims to contribute to the development of actionable strategies that can enhance the visibility and competitiveness of Pakistani textile products in Finland, ultimately leading to increased export revenues and economic growth for Pakistan Ahmed, V., & Ahsan, H. (2011) Bhutta, Z. M., & Malik, A. (2019).

Importance of the Textile Industry in Pakistan

Pakistan's textile sector accounts for a substantial share of the country's industrial output and exports. It is a key driver of economic growth, employing millions and playing a pivotal role in rural development and poverty alleviation. The industry encompasses a wide range of products, from raw cotton to high-value-added goods such as garments, bed linen, and towels. However, to maintain its competitive edge and ensure sustainable growth, Pakistan needs to diversify its export destinations and innovate its marketing and development strategies Akbar, M., & Ali, S. (2017) Ameen, M., & Khan, M. (2020).

The Finnish Market: A Promising Opportunity

1. Finland, with its advanced economy and high purchasing power, presents a significant opportunity for Pakistani textile exports. Finnish consumers are known for their preference for high-quality, sustainable, and ethically produced goods. Additionally, Finland's strategic location in Northern Europe offers access to other lucrative markets in the region. Despite these advantages, Pakistan's textile presence in Finland remains underdeveloped, indicating a gap that can be transformed into a competitive advantage through targeted strategies Alam, A., & Nawaz, M. (2020) Ali, S., & Hassan, S. (2019) Ghani, E., & Musleh, U. (2016).

Strategic Development and Market Potential Assessment

2. This research aims to formulate comprehensive development and promotion strategies to boost the export growth of Pakistani textile products specifically targeting the Finnish market. By assessing the market potential, identifying key trends, and understanding consumer preferences in Finland, this study will provide actionable insights and recommendations. These strategies will focus on enhancing product quality, aligning with sustainable practices, optimizing supply chains, and crafting effective marketing campaigns tailored to Finnish consumers Butt, A. R., & Qureshi, S. K. (2014), Dar, A. A., & Anwar, M. (2016), Farooq, M., & Hussain, S. (2018),

Objectives of the Study

1. Conduct a thorough analysis of the Finnish textile market to identify opportunities and challenges for Pakistani products.
2. Develop strategies to enhance the quality and appeal of Pakistani textiles to meet Finnish market standards and consumer preferences.
3. Formulate effective promotion and marketing tactics to increase the visibility and attractiveness of Pakistani textiles in Finland.
4. Align Pakistani textile production with sustainable practices to cater to the environmentally conscious Finnish market.

5. Identify and unlock new business opportunities, partnerships, and distribution channels in Finland.

Research questions

- What are the current trends and demands in the Finnish textile market?
- How do these trends align with Pakistan's textile production capabilities?
- What are the underlying causes of these challenges?
- What strategic solutions can be implemented to address these challenges and enhance the industry's export performance?

Literature

Pakistan's textile sector plays a crucial role in the country's economy by generating a substantial amount of jobs, exports, and GDP. Despite its significance, the industry confronts many obstacles that prevent it from expanding and becoming competitive in the global market. This review of the literature combines information from many published publications to give a thorough grasp of these difficulties and investigates possible solutions to encourage the expansion of Pakistani textile exports.

Global commerce

the numerous national economies around the world now are interconnected. These days, it is hard to find an example of a closed economy. Access to the global economy is increasing. The degree of openness differs, nevertheless, between nations Javed, A., & Shafiq, A. (2020) Haider, S., & Khan, M. (2017). No country in the modern world is completely self-sufficient as a result. A nation is said to be self-sufficient if a sizable percentage of its total output is generated inside its boundaries. However, the degree of self-sufficiency varies greatly throughout countries. Both regional and global specialization is significant. Because trade with other countries is so important to their economic development, developing countries worry about their position in the global economy Farooq, M., & Hussain, S. (2018), Ghani, E., & Musleh, U. (2016), Hussain, I., & Farooq, A. (2015),

The importance and necessity of global trade

there is always a large demand because different countries have distinct capacities and skills in manufacturing different items. In order to make up for the lack of output, they have to

commerce with foreign countries Mahboob, M., & Tariq, M. (2018). Therefore, commerce with other countries is vital to every country in the world. International business also addresses the distribution of economic resources across countries. This type of allocation occurs in global marketplaces where the best goods are created and sold in a competitive market and everyone gains from higher productivity, including cheaper prices and higher quality, according to the principle of free trade, Kamran, M., & Sial, M. H. (2016), Khan, R. E. A., & Malik, S. (2018),

Enhancing Product Quality

Implementing rigorous quality management systems is crucial to standardize quality control processes across all industry segments. Continuous training programs should be invested in to maintain high-quality standards and improve product quality. Encouraging large manufacturers to collaborate with SMEs can share best practices and resources, enhancing overall quality across the industry (Asian Development Bank, 2009; Naqvi et al., 2011).

Compliance with Technical Standards

Providing regular updates and training on international standards can help manufacturers stay compliant. Government grants can offer financial support for technological upgrades needed to meet compliance requirements, alleviating some of the financial burden on manufacturers. Developing industry-wide guidelines can ensure consistent compliance with international standards, making it easier for manufacturers to meet these requirements (Naqvi et al., 2011; Khan et al., 2019).

Modernizing Equipment

Government subsidies for modern machinery and technology investments can help manufacturers upgrade their equipment. Encouraging private sector investment in modernizing production facilities can enhance efficiency and product quality (Khan et al., 2019; Naqvi et al., 2011).

Developing Skilled Workforce

Vocational training programs developed in collaboration with educational institutions can address the shortage of skilled labor. Continuous professional development programs can keep the workforce updated with the latest industry practices and technologies (Shah et al., 2020; Lang, 2009).

Fostering Innovation

Increasing R&D spending can foster innovation in product development and manufacturing processes, ensuring the industry remains competitive. Fostering collaborations with technology

firms and research institutions can integrate advanced technologies and sustainable practices into the textile industry (Naqvi et al., 2011; Raza & Faiz, 2021).

Branding and Marketing Strategies

Developing cohesive branding strategies that highlight the unique qualities and strengths of Pakistani textile products is essential. Launching international branding campaigns can promote the quality and diversity of Pakistani textiles in key markets. Leveraging digital marketing platforms and traditional channels can reach a broader audience and enhance market presence. Conducting thorough market research can understand consumer preferences and tailor marketing strategies accordingly (Hussain & Asad, 2020; Naqvi et al., 2011; Khan et al., 2019).

Image Enhancement

Participating in international trade fairs and exhibitions can showcase the capabilities and quality of Pakistani textiles. Collaborating with global brands and retailers can improve market perception and build a strong international reputation. Strategic partnerships with well-known brands can enhance credibility and provide access to new markets (Alam & Khan, 2010; Raza & Faiz, 2021).

The development and promotion of Pakistani textile exports require a multifaceted approach that addresses quality and compliance issues, market access barriers, trade protectionism, equipment modernization, workforce development, and innovation challenges. By implementing these strategic recommendations, the Pakistani textile industry can enhance its competitiveness and achieve sustainable export growth in the global market Khalid, A., & Qureshi, M. A. (2019).

Methodology

The study will employ a mixed-method approach, including quantitative market analysis, qualitative consumer surveys, and case studies of successful market entries. Data will be gathered from various sources such as industry reports, trade statistics, and expert interviews. The findings will be synthesized to develop a strategic framework for enhancing the export growth of Pakistani textiles in the Finnish market.

This study examines various topics to illustrate and evaluate the potential of Pakistani textile export enterprises. It also evaluates the present state of Pakistani textile export products, including those from the Masood, Ibrahim, and Saffair industries, among others, which may set them apart from those of other nations that must aim for the international market. Additionally, the research

will elucidate various analyses of the state of affairs, export performance, issues that impact exports, the root causes of those issues, and their solutions, thereby elucidating the various attributes, benefits, and drawbacks of Pakistani textile export products. The study will also examine several approaches to the problem that we have researched several prominent sectors in Pakistan that are now in operation, and we have focused our study on these particular use cases. The issues these industries faced and the solutions they adopted are what have contributed most to the country's export growth.

The present investigation employs a mixed-methods research approach to thoroughly examine the recognized obstacles present in Pakistan's textile sector. In order to offer a comprehensive picture of the problems and possible solutions, this methodology combines quantitative and qualitative techniques. Several of the

Result and dissection

The textile industry in Pakistan plays a crucial role in the country's economy. It is one of the largest contributors to Pakistan's export earnings, providing employment to millions of people. However, the industry has faced various challenges over the years, including fluctuating global demand, competitive pressures from other textile-producing countries, and internal issues such as energy shortages and outdated technology.

Variety of export product

Pakistan's textile industry boasts a diverse range of specific products, from raw materials to finished goods that cater to various segments of the global market. Among the raw materials, carded cotton yarn is primarily used in weaving coarse fabrics, while combed cotton yarn is favored for finer quality fabrics suitable for higher-end garments. Denim fabric from Pakistan is renowned globally for its high quality and is a staple in the production of jeans and other denim apparel. In processed textiles, printed cotton fabrics often feature both traditional and modern designs used in fashion and home décor, alongside dyed fabrics that include a range of colors and treatments for apparel and furnishings. Blended fabrics, such as polyester-cotton mixes, are versatile and used across various garment types.

Finished goods include a plethora of items such as T-shirts and polo shirts made from both cotton and synthetic materials, and high-quality cotton bed linens, including fitted sheets, pillowcases, and duvet covers.

Table 2-1 Key Segments and Market Share

Segment	Market Share (%)	Growth Rate (%)
Apparel	55	6
Home Textiles	25	4
Technical Textiles	10	9
Others	10	3

Source of Data: USDA official Report 2023

Towels from Pakistan, including bath, beach, and kitchen towels, are valued for their absorbency and softness. The industry also produces specialty and technical textiles like performance sportswear, which includes jerseys and leggings featuring moisture-wicking technology, protective clothing with fire-retardant and water-resistant properties, and medical textiles such as surgical gowns and masks, which have seen a surge in demand due to global health concerns. Each product segment showcases Pakistan's specific expertise and competitive advantage, playing a crucial role in the domestic economy and ensuring Pakistan's presence in global supply chains.

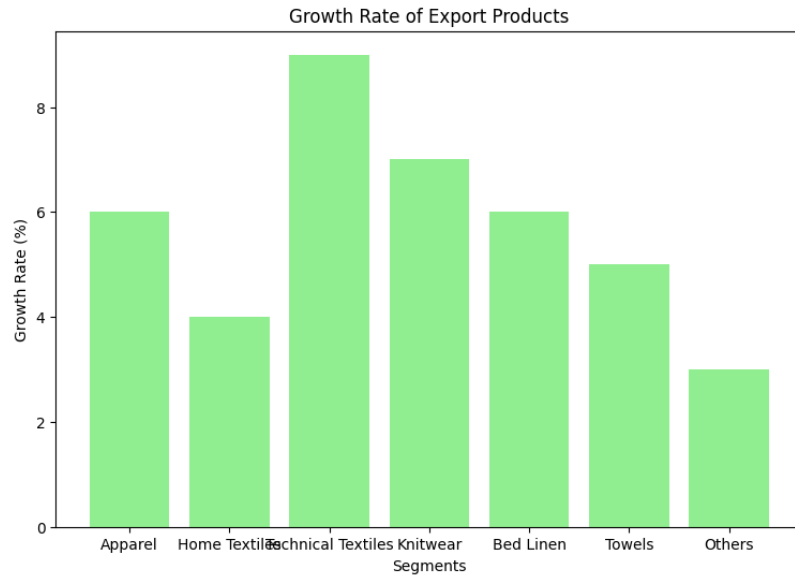


Figure 2-2 Growth Rate of Pakistan Export Textile Products

Source of data: USDA official Report 2023

Volume of export

However, Pakistan faces stiff competition from regional players like Bangladesh, where textile exports grossed \$32.7 billion compared to Pakistan's \$18.3 billion in the same period. To enhance competitiveness and meet the ambitious targets of the Textile Policy 2020-25, such as increasing exports to \$50 billion within five years, Pakistan will need to focus on modernizing its textile industry, diversifying its product range, and leveraging both home-grown and manmade fibers more effectively.

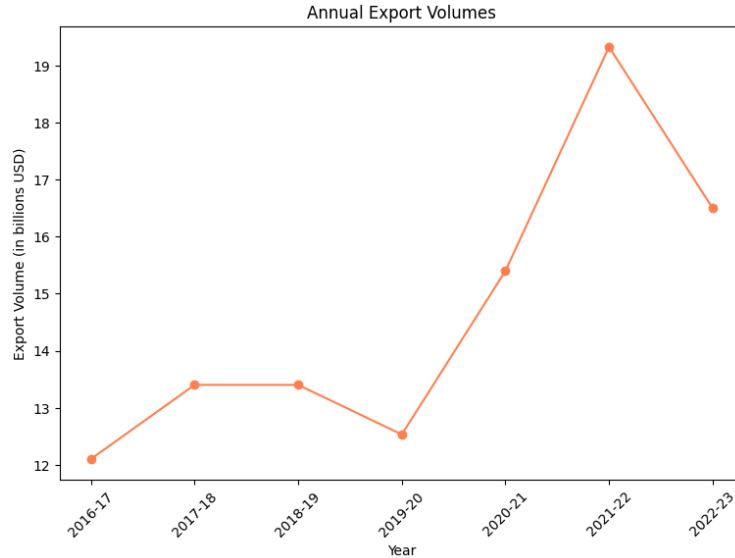


Figure 2-3 2016-2023 Pakistan Annual Export Volume
Source of data: USDA official Report

Market share of each market

As the diver’s trends in markets vary from country to country so an analytical analysis of these trends provides an insight into the exports of Pakistan and the significance of the international market.

Table 2-3 Share of Major Participants in Pakistan’s Exports

Country	2019 Export Volume (USD)	2021Export Volume (USD)	Growth
United States	\$4.5 billion	\$5.2 billion	15.56%
Germany	\$1.2 billion	\$1.5 billion	25%
United Kingdom	\$1.0 billion	\$1.3 billion	30%

Source of data: USDA official Report 2023

The United States, the European Union, and China are the primary markets for Pakistani textiles, accounting for a significant share of the total textile exports. Each market has its distinct preferences and regulatory environments, influencing the types of products exported from Pakistan.

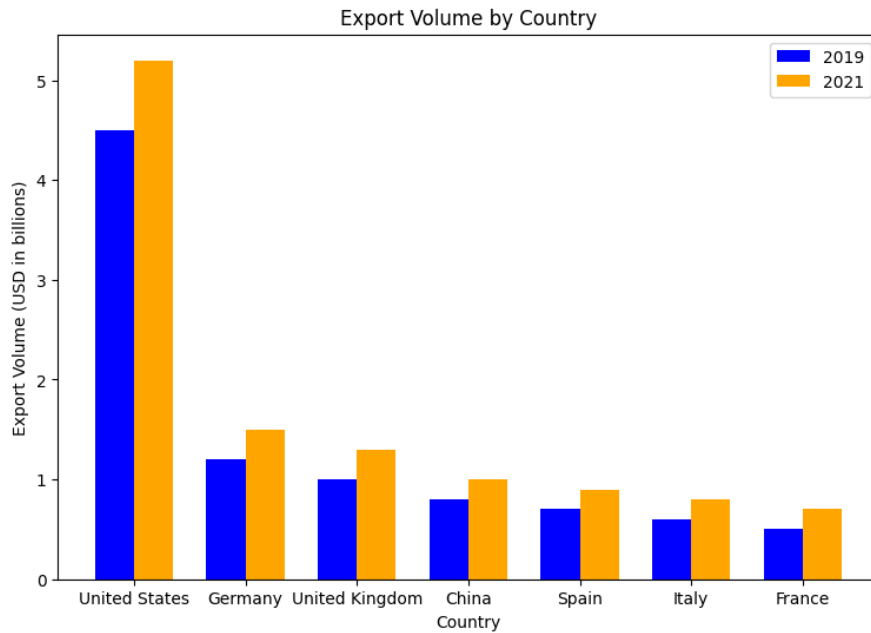


Figure 2-4 Export Volume by Country

Source of data: USDA official Report 2023

Main variety for each export market

United States: As the leading market for Pakistani textiles, the United States imported textiles worth approximately \$5.7 billion from Pakistan in the fiscal year 2022. This figure represents about 40% of Pakistan's total textile exports, making the U.S. a crucial market for Pakistan’s high value products such as sportswear, bed linen, and ready-made garments. The sustained demand in this market is partly due to the trade preferences that Pakistan enjoys under various bilateral trade agreements, which facilitate easier access and lower tariffs.

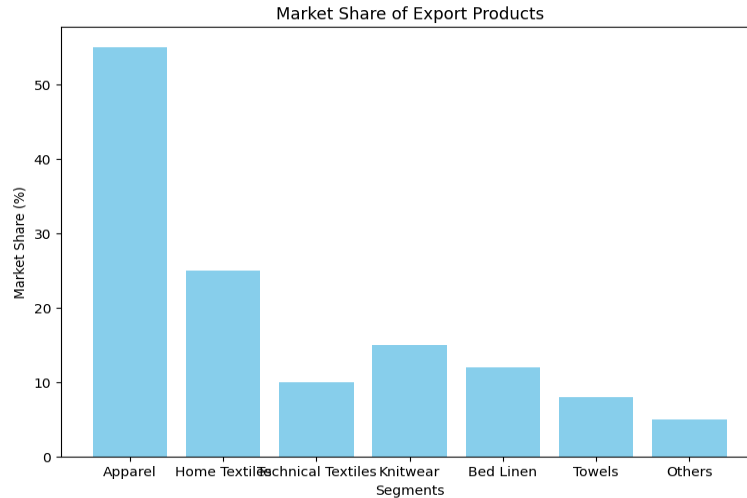


Figure 2-5 Export Share by Products

Source of data: USDA official Report 2023

European Union: The EU accounted for around \$4.8 billion of textile exports from Pakistan, which is approximately 35% of the total exports. The preferential access granted under the GSP+ scheme significantly boosts Pakistan’s textile exports to this region. The EU's stringent standards on sustainability also drive Pakistani manufacturers to adopt greener production methods, aligning with the EU market’s preference for environmentally friendly and ethically produced textiles.

Trade relations between Pakistan and Europe

The Cooperation Agreement of 2004 established the framework for bilateral business relations between Pakistan and the European Union, resulting in an increase in both investment and commerce. The EU is Pakistan's second-largest trading partner, making up 28% of total exports and 14.3% of total trade in 2020; Pakistan accounted for 0.3% of all EU commerce in 2020, ranking 42nd in terms of goods trading partners; over 78% of Pakistan's exports are able to reach the EU at competitive costs; textiles and garments were Pakistan's largest exports to the EU in 2020, accounting for 75.2% of total exports; roughly 80% of Pakistani textile and garment imports into the European Union are duty-free.

Chemicals accounted for 22.2% in 2020 and machinery and transport equipment amounted to 33.5% in 2020 dominating EU purchases made by Pakistan.

- EU-27 imports from Pakistan more than doubled, from €3,072 to €5,537 million, between 2010 As well as 2020. Since the GSP+ was granted, Pakistan's imports have increased dramatically, reaching €5,515 million in 2014. Commission European, 2023)



Figure 1: Trade in Goods between Europe and Pakistan

Trade Barriers and Protectionism

Trade barriers and protectionist measures are significant challenges that hinder the export potential of Pakistan’s textile industry. These measures, implemented by developed countries, are designed to protect their domestic industries but often have disproportionate impacts on developing countries like Pakistan. Understanding the nature and implications of these barriers is crucial for formulating strategies to mitigate their effects and enhance the competitiveness of Pakistani textiles

in the global market.

(1) Anti-Dumping Duties and Safeguard Tariffs

Anti-dumping duties and safeguard tariffs are tools used by developed countries to protect their domestic industries from perceived unfair competition. These measures counteract the negative effects of imports sold below fair value or causing serious injury to domestic industries.

Anti-dumping duties are imposed when an importing country believes that goods are being sold at below their normal value, often defined as the price in the exporter’s home market. The intent behind these duties is to level the playing field by raising the price of dumped goods to reflect their fair market value. For Pakistani textile exporters, this means that their products become more expensive in the importing country, reducing their competitiveness. The imposition of anti-dumping duties can result in significant financial burdens for Pakistani exporters, who must either absorb the additional costs or pass them on to consumers, thereby reducing demand.

Safeguard tariffs, on the other hand, are temporary measures imposed to protect a specific domestic industry from an unexpected surge in imports. These tariffs are intended to give the domestic industry time to adjust to increased competition. While safeguard tariffs are supposed to be temporary, they can have lasting impacts on exporters by reducing market access and creating uncertainty. For Pakistani textiles, these tariffs increase the cost of exporting to key markets, making it difficult to maintain price competitiveness.

(2) Legal and Administrative Burdens

Contesting anti-dumping duties and safeguard tariffs or complying with complex trade rules requires significant legal and administrative resources, which can be a substantial burden, particularly for smaller firms that may lack the necessary expertise and financial capacity.

Compliance with complex trade requirements involves intricate legal procedures and extensive documentation. Smaller firms often find it challenging to meet these requirements due to limited administrative capacity and legal expertise. The cost of hiring legal professionals and consultants to navigate these processes can be prohibitive, especially for small and medium-sized enterprises (SMEs).

Preparing to contest anti-dumping duties involves gathering extensive evidence, conducting market research, and presenting a compelling case to trade authorities. This process is time-consuming and resource-intensive, diverting attention and resources from other critical business operations. Smaller firms may struggle to dedicate the necessary resources, leading to a higher risk of unfavorable outcomes.

Legal and administrative processes can be slow and cumbersome, resulting in delays that can disrupt business operations. Exporters facing anti-dumping duties or safeguard tariffs may experience prolonged periods of uncertainty, affecting their ability to plan and execute business strategies effectively. These delays can lead to missed opportunities and financial losses.

(3) Impact on Competitiveness

Protectionist measures, including anti-dumping duties and safeguard tariffs, have a profound impact on the competitiveness of Pakistani textile exports. These measures increase the cost of exporting goods, making it difficult for Pakistani products to compete with domestic products in importing countries and with goods from countries that benefit from preferential trade agreements.

The imposition of anti-dumping duties and safeguard tariffs directly increases the cost of exporting Pakistani textiles. These additional costs can make Pakistani products less attractive to buyers in importing countries, who may turn to cheaper alternatives. The increased costs also reduce profit margins for exporters, making it difficult to invest in quality improvements, innovation, and marketing.

Protectionist measures can lead to reduced market access for Pakistani textiles. High tariffs and complex compliance requirements can deter exporters from entering certain markets, limiting their opportunities for growth and expansion. This reduced market access can have long-term implications for the industry's ability to diversify its export base and reduce dependency on a few key markets

Pakistani textiles face a competitive disadvantage compared to products from countries with preferential trade agreements. These agreements often provide reduced tariffs or tariff-free access to key markets, giving exporters from these countries a price advantage. Without similar agreements, Pakistani textiles must compete on an uneven playing field, making it difficult to gain market share and sustain growth.

Equipment and Technological Challenges

The Pakistani textile industry faces significant equipment and technological challenges that hinder its growth and competitiveness. These challenges stem from outdated machinery, high maintenance costs, and the slow adoption of new technologies. Addressing these issues is critical for improving productivity, reducing costs, and enhancing the overall quality of textile products.

(1) Outdated Machinery

The widespread use of outdated machinery poses a significant challenge for the Pakistani textile industry, impacting its competitiveness in various ways.

Inefficiencies in production are a major concern. Older machinery operates at slower speeds and with less precision compared to modern equipment. This results in slower production times, increased labor costs, and higher defect rates, all of which contribute to lower output and reduced competitiveness in international markets.

Then, outdated machinery limits the capabilities of manufacturers. Modern textile equipment offers advanced features such as automated quality control, digital printing, and energy-efficient operations. Without these capabilities, Pakistani manufacturers find it difficult to meet the evolving demands of global markets and produce textiles that adhere to international standards.

Energy consumption is a critical issue. Older machines consume more energy, leading to higher operational costs and a negative environmental impact. The textile industry in Pakistan could benefit significantly from the energy savings and sustainability improvements provided by modern machinery.

(2) High Maintenance Costs

The reliance on outdated equipment significantly undermines the competitiveness of the Pakistani textile industry due to frequent breakdowns and high maintenance expenses. This reliance incurs several financial burdens:

Frequent breakdowns are a major issue. Older machines are prone to malfunctions, leading to unplanned downtime and production delays. These disruptions in the production schedule result in missed deadlines and delayed shipments, which can damage relationships with international buyers and erode market trust.

The high repair costs are a significant concern. Maintaining and repairing outdated equipment is often more expensive than for modern machinery. Spare parts for older machines can be difficult to find and expensive to procure. Moreover, older machines may require specialized technicians for repairs, further driving up maintenance costs.

Upgrading machinery involves a significant financial investment, which many manufacturers find prohibitive. Access to affordable financing and government support for technological upgrades is crucial to alleviate this burden and enable the industry to modernize.

(3) Slow Adoption of New Technologies

The slow adoption of new technologies significantly hampers the Pakistani textile industry's ability to compete with more advanced textile-producing countries. Several factors contribute to this sluggish adoption:

There is a lack of investment in Research and Development (R&D). Innovation within the Pakistani textile industry is limited, primarily due to insufficient investment in R&D. Developing new technologies, improving production processes, and creating innovative textile products require substantial financial resources. However, many textile companies operate on thin profit margins, which limit their ability to allocate funds towards R&D activities. The high costs associated with R&D, such as hiring specialized personnel, acquiring advanced equipment, and conducting experiments, further deter companies from investing in innovation.

The skill gaps and training needs present a significant barrier. The existing skill gaps in the workforce make it challenging to implement new technologies and processes. Employees often lack the technical skills required to operate advanced machinery or utilize modern production techniques, leading to resistance from both management and staff. Without proper training, the adoption of new technologies can result in numerous challenges and inefficiencies.

Conclusion

The goal of this study was to give a thorough analysis of Pakistani potential products that are exported to various parts of the world. The study gives insights of Pakistani products that are exported to Europe and have potential to export to Finland. Further the goal was to determine the Finnish market potential for these products. For this purpose, a comprehensive analysis of Finnish market that includes market trends and market size of these products was done. Several country factors that could potentially effect on the market were studied using PESTLE analysis of Finland. Using SWOT analysis, opportunities and obstacles for Pakistani exporters were examined in each of the Finnish industries covered in this study. Determining if it was already or would be feasible to enter the markets and whether there were any prospects for further growth. Pakistan needs to gradually increase its exports in order to meet Finnish requirements because of the lack of variety in its products and markets. It is recommended that market testing be prioritized and that the best course of action be chosen after considering the risks involved. Pakistan's location and the EU GSP+ agreements, which allow for fewer restrictions on exporting goods, mean that the country still has a lot of commercial potential. It's crucial to research the cultural facets of Finland's marketplaces before stepping up operations.

Strengths and weaknesses ought to be found by performing a SWOT analysis. To get a competitive edge, a proper marketing plan that prioritizes solid customer relationships and product uniqueness should be created. The SWOT analysis showed that, in addition to certain vulnerabilities in the industries under study, Pakistan 47 should take into account the numerous new chances that Finland is offering to international firms. However, Pakistani exporters need to be aware that Finns do not prioritize affordability over product quality.

Additional recommendations to bolster the industry's growth include equipment upgrades. Government subsidies can support investments in modern machinery and technology, which are crucial for improving production efficiency and product quality. Encouraging private sector investment in modernizing production facilities can further enhance these efforts.

Addressing the shortage of skilled labor is critical for sustaining growth. This can be achieved by developing vocational training programs in collaboration with educational institutions. These programs should focus on equipping the workforce with the necessary skills to operate modern machinery and adhere to quality standards. Continuous professional development programs are

also important to ensure that the workforce remains updated with the latest industry practices and technologies.

Innovation is a key driver of growth and competitiveness. Increasing R&D spending can foster innovation in product development and manufacturing processes. Collaborations with technology firms and research institutions can integrate advanced technologies and sustainable practices into the textile industry. This can lead to the development of new products and more efficient manufacturing processes.

2 Policy Implications

Government support is essential for the advancement of Pakistan's textile industry. Implementing policies that provide subsidies and tax breaks for technological upgrades and sustainable practices can significantly incentivize modernization within the sector. These financial incentives would encourage manufacturers to invest in modern machinery and adopt sustainable practices, leading to enhanced production efficiency and product quality.

Simplifying customs procedures and providing export incentives are crucial steps to enhance global competitiveness. Streamlining customs processes can reduce the time and cost associated with exporting goods, making it easier for Pakistani textiles to reach international markets. Additionally, export incentives can provide financial benefits that make Pakistani products more attractive on the global stage, thereby boosting export performance.

Advocating for international trade policies that reduce barriers and promote fair trade practices is another critical area where government support can make a significant impact. Engaging in international negotiations and lobbying efforts can help reduce tariffs and other trade barriers that hinder the competitiveness of Pakistani textiles. Promoting fair trade practices ensures a level playing field, allowing the industry to compete more effectively on a global scale.

Fostering public-private partnerships is vital for developing industry standards and best practices. Collaborations between the government and private sector can lead to the creation of comprehensive industry guidelines that ensure quality and compliance across all segments of the industry. These partnerships can also facilitate the sharing of resources and knowledge, helping to uplift the entire sector.

Establishing research centers and innovation hubs focused on textile manufacturing and sustainability is another strategic recommendation. These hubs can serve as centers of excellence where new technologies and sustainable practices are developed and tested. By fostering innovation and research, these centers can drive the industry towards more efficient and sustainable production methods, ensuring long-term growth and competitiveness.

Future Research Directions

Consumer Behavior Analysis in Finland:

Conduct in-depth studies to understand the preferences, buying behaviors, and cultural influences of Finnish consumers regarding textile products.

Explore trends in sustainable and ethical consumption within the Finnish market and how Pakistani textile products can align with these trends.

Competitive Analysis:

Analyze the competitive landscape in the Finnish textile market, identifying key competitors, their strengths, weaknesses, and market strategies.

Evaluate the market positioning and branding strategies of successful textile exporters to Finland.

Product Adaptation and Innovation:

Research on the need for product adaptation to meet Finnish standards and preferences, including design, material quality, and functionality.

Explore opportunities for innovation in textile products, focusing on sustainable and eco-friendly materials and practices.

Trade Policies and Market Access:

Investigate the impact of Finnish and EU trade policies on the import of Pakistani textiles, identifying potential barriers and facilitators.

Study the effects of trade agreements between Pakistan and Finland/EU on the textile industry, exploring ways to leverage these agreements.

Supply Chain and Logistics Optimization:

Examine the current supply chain and logistics infrastructure for exporting textiles from Pakistan to Finland, identifying bottlenecks and inefficiencies.

Propose strategies for optimizing the supply chain to reduce costs and improve delivery times, ensuring competitiveness in the Finnish market.

Branding and Marketing Strategies:

Research effective branding and marketing strategies tailored to the Finnish market, focusing on digital marketing, e-commerce, and traditional retail channels.

Assess the role of country-of-origin branding and its impact on consumer perceptions and purchase intentions in Finland.

Sustainability and Ethical Production:

Explore the importance of sustainability and ethical production practices in the Finnish textile market, and how Pakistani exporters can align with these values.

Investigate certification and compliance requirements for sustainability standards in Finland and the broader EU market.

Economic Impact and Long-term Viability:

Study the potential economic impact of increased textile exports on Pakistan's economy, including job creation, GDP growth, and sectoral development.

Evaluate the long-term viability of the Finnish market for Pakistani textile products, considering economic trends, consumer preferences, and global trade dynamics.

Technological Integration and Innovation:

Investigate the role of technology in enhancing the production and export processes, including automation, digital platforms, and Industry 4.0 practices.

Explore the potential for adopting advanced manufacturing technologies and digital solutions to improve efficiency and competitiveness.

Partnership and Collaboration Opportunities:

Identify potential partnerships and collaborations between Pakistani and Finnish companies, universities, and research institutions.

Explore joint ventures, technology transfer, and capacity-building initiatives to enhance the capabilities of Pakistani textile exporters.

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