

EXPORTMORE TECHNOLOGIES



■ ABOUT COMPANY



Incorporated by the Securities & Exchange Commission of Pakistan under the Companies Act 2017 on 29th November 2023, Export More Technologies is a 'start-up' established to facilitate and promote exports from Pakistan to other countries and vice versa.

Its founder and Chief Executive having worked at the highest echelons of Pakistan's diplomatic service had acquired a great deal of expertise in economic diplomacy; particularly during his stints as ambassador to Germany and Italy which constitute some of the largest export markets of Pakistan. He was consistently able to help achieve double-digit annual growth in the Pakistani exports to this market.

■ OUR MISSION

Our mission is to promote a seamless flow of information and communication between exporters in Pakistan and their potential trade partners abroad and vice versa, provide easily accessible consultancy and advice to exporters on market access, quality assurance, and compliance issues as well as matchmake well-suited businesses and facilitate building of mutually beneficial linkages.

■ OUR VISSION

Our long-term vision is to contribute towards making Pakistan's export sector more efficient, dynamic, and growth-oriented by removing gaps in information flow and knowhow, addressing inefficiencies due to size and lack of resources of exporting entities, acting as an intermediary as a buying house to ensure quality,



compliance and contract abidance at both ends and help export brands and 'Brand Pakistan' to grow.

■ FOUNDER'S MESSAGE

Having worked at the highest echelons of Pakistan's diplomacy with a particular focus on economic and soft diplomacy, I have developed a keen understanding of the issues faced by Pakistan's export sector which have resulted in its lagging behind the world, even regional competitors such as India and Bangladesh.

Pakistan's export sector is marked by multiple inefficiencies. At the root of most of these is the small size and lack of knowledge and expertise of the vast majority of our export entities. Even the biggest exporters of Pakistan play with relatively small volumes by global standards – the highest being half a billion US\$ per annum. There are a handful of others with volumes in hundreds of millions of dollars while the rest are all medium and small-sized by national standards and small and micro by world standards. They do not have the wherewithal to find suitable partners abroad, ensure quality and timely production, ensure compliance with internationally accepted standards which are increasingly important for exporting to the developed world (where most of our exports are sent), stay abreast with developing technologies, ensure contract enforcement on the other end and develop market networks abroad.

While the government has set up agencies to promote exports, they are under resourced, bureaucratic, and not easily accessible or user-friendly in approach.

There is thus a great need for a private sector facilitator who could fill in the existing gaps by helping small and medium-sized exporters access reliable foreign buyers, ensure quality and compliance, and be certain of getting paid as per contract by the buyer. It is also important that this facilitator is easily accessible, inexpensive, and effective.



'ExportMore Technologies' has been set up to meet this very demand and will leverage all modern tools of technology available to provide these services most efficiently and economically. With the ultimate objective of acting as a buying house as well, the company will also invest in promoting 'Brand Pakistan' since in the current era of brand dominance a country cannot enhance its exports in a worthwhile manner unless the endeavor is supported by a suitable national brand and development of business brands.

In my previous capacity as Pakistan's ambassador to some of the largest economies in the world, I was able to significantly contribute to the growth of our exports, as well as to improving the country's soft image by building and leveraging networks, out-of-the-box thinking, efficient use of available social media technologies and helping build relationships. Having contributed to that domain in the public sector in a worthwhile manner, I now wish to replicate that effort in the realm of the private sector where I believe the scope for meaningful contribution is much greater with the right partners.

At a time when the country's economy needs to reinvigorate its export sector more than anything else, we believe the endeavor will be duly supported by the public sector and relevant financial institutions. But the most important partners will be the exporting SME and the growth of our endeavor will be accomplished through generating resources through creating synergies.

We very much look forward to working with our potential partners to create mutually beneficial linkages that will also contribute to the national economy and brand building at a critical time.

**"Empower Your
Global ambition
with ExportMore."**



■ WHAT WE DO?

The services offered by Exportmore Technologies would include but are not limited to providing accurate and actionable information to the Pakistani exporters - particularly small and medium enterprises - in terms of export opportunities available in foreign markets.

Overview of the services provided is detailed below:



■ OUR SERVICES

01

Providing accurate and actionable information to Pakistani exporters, especially small and medium enterprises, regarding export opportunities in foreign markets, enabling them to make informed decisions and expand their reach globally.

02

Connecting exporters with suitable importers through effective matchmaking services, facilitating mutually beneficial trade partnerships and enhancing market access for Pakistani products and services.

03

Promoting quality assurance and compliance standards to address concerns of foreign companies interested in doing business with Pakistan, fostering trust and reliability in the export process and ensuring adherence to international regulations.

04

Offering consultancy services to exporters and importers, either free of cost or at a nominal fee, to provide guidance, support, and expertise in navigating the complexities of international trade, facilitating smoother transactions and maximizing export-import opportunities.

05

Establishing a directory of reputable Pakistani exporters, showcasing their expertise, products, and services to the global market, and enhancing visibility and credibility for Pakistani exporters seeking international partnerships and collaborations.

06

Acting as a buying house for exporters to promote their exports abroad and ensure quality and compliance on behalf of importers, facilitating seamless transactions and fostering confidence among international buyers in Pakistani products and services.

THANK YOU!

