Rise in surgical exports

KARACHI, Pakistan: Exports of surgical and dental instruments from Pakistan have almost quadrupled in the last three years. Latest figures released by the Karachi Chamber of Commerce and Industry indicate that manufacturers sold US$867.6 million worth of instruments worldwide in 2012–2013, a significant increase compared with the US$250 million generated in 2008–2009, a representative of the Surgical Instruments Manufacturers Association of Pakistan (SIMAP) recently told Dental Tribune Pakistan.

He said that numbers would be even higher if certain restrictions in the banking sector did not hinder the anticipated rate of export growth. Another member of SIMAP told the newspaper that the devaluation of the rupee has negatively affected the profitability of the industry, with the cost of goods sold (COGS) at an all-time high. He said that his organisation has made continued efforts to lower the prices of its products so that the increase in COGS is not transferred to consumers.

SIMAP has also requested of the government to ease taxes for the industry.

Despite these problems, the organisation expects growth in the export of surgical goods to accelerate further in 2014–2015 with key markets located in the Middle East, the US and Europe. Numerous incentives have been provided to traders of surgical instruments and products, including marketing study missions organised by SIMAP in co-operation with the Japan International Co-operation Agency and the Trade Development Authority of Pakistan (TDAP).

In order to boost future exports from Pakistan in the Asia Pacific region, the TDAP also sponsored the participation of a trade delegation of surgical manufacturers in the recent International Healthcare Conference and Exhibition in Malaysia.

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