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GOVERNMENT OF PAKISTAN
TRADE DEVELOPMENT AUTHORITY OF
PAKISTAN
Textile & Clothing Division

Karachi, the 8th April, 2013

No. AD/TCD/TDAP/2013

Subject: **PARTNERSHIP WITH CELIO, LEADING FRENCH CLOTHING RETAILER.**

Dear Sir,

Please find enclosed a self explanatory letter received from Commercial Section, Paris , France regarding the proposal of M/s. Celio, France to develop retail franchise partnership of Men`s Clothing in France.

You are requested to kindly forward the attached letter to interested exporters/members in Pakistan who have the requisite capacity to successfully develop the project of joint venture with French company.


Faisal Basheed Awan

Mr. Jawed Bilwani
Central Chairman
Pakistan Hosiery Manufacturers
& Exporters Association
Karachi.



Embassy of Pakistan
Commercial Section
Paris

C.No. Com 8 (I)/ 2007
Paris, January 29, 2012

Secretary
Trade Development Authority of Pakistan
Karachi.

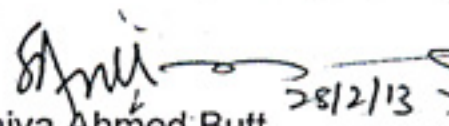
Subject: PARTNERSHIP WITH CELIO, LEADING FRENCH CLOTHING
RETAILER

Celio is a leading French brand in men's clothing, headquartered in Saint-Ouën, France. It caters primarily to the Continental European market, aiming to provide fashionable, affordable clothing. Most of Celio's stores are located in shopping centres, with a smaller percentage to be found in the shopping districts of cities and large suburbs. It has 1 000 shops in 60 countries, half of them in France. In 2012: Annual Turnover of Celio is 566 Million Euros

2. While exploring sourcing/ export opportunities for Pakistani producers/ suppliers of garments, the undersigned met Celio's Director, Mr. Laurent Pommier in Medef International, last week. Whereas we discussed promoting business links, he was on the look out to find business partner in the domain of retail franchise. In 2008 they have developed a joint venture with India for 107 shops and are interested to explore the potential in Pakistani market too.

3. Business is a two way linkage. Whereas Celio, France, envisage capitalizing on Pakistani consumer market's potential, our garment exporters are equally likely to benefit by way of supplying to them and eventually becoming their favoured sourcing destination.

It is requested that their proposal to develop retail franchise partnership in men's clothing line may be shared with the interested industry players in Pakistan who have the requisite capacity to successfully develop this project. Their names and coordinates may be communicated to Commercial Section so that we may respond early to Celio.


Suraiya Ahmed Butt
Commercial Counselor

Copy to: Syed Tariq Huda, Director General, Trade Development Authority of Pakistan, Karachi.

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Mr. SALEM

Office (Duty Off)