

e-Newsletter from  
Port Link international Services -  
A Marine Group Company



# PORT LINK NEWSLETTER

Q2 2022  
APRIL - JUNE'22



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# INDUSTRY NEWS

## Logistics & Trade News

### “Pakistan becomes third largest seller on Amazon with \$28b exports “

June, 2022:

After the United States and China, Pakistan is now the third largest popular new seller on Amazon Marketplace with over 1.2m registered vendors.

Pakistan was allowed to enter Amazon in May 2021, a year after the talks began in 2020, following the implementation of Pakistan's first e-commerce policy, Marketplace Pulse research reported.

Pakistani vendors count more than the rest of the countries in the world and there are more sellers in Pakistan as compared to India, Vietnam, UK, and Canada. The country which has just registered itself with the market is home to the world's three largest Amazon seller groups: "eCommerce by Enablers" with over 1.2m members, "Extreme Commerce by Sunny Ali" has 1.1m members, and "Ecommerce Success Pakistan" has nearly 200,000. These groups started long ago before Pakistani sellers were officially allowed to sell on Amazon, according to Market Plus.

These vendors are expected to contribute to Pakistan's over \$28b exports.

Young entrepreneurs and small and medium-sized enterprises across the country will be able to avail the benefits offered by the platform which will widen and diversify Pakistan's export basket. This will not only enhance their revenues but also help the government in improving the macroeconomic outlook of the country, it added.



# Our Logistics Partner

**A TOKEN OF APPRECIATION FOR  
OUR VALUABLE LOGISTICS  
PARTNER**

Dear Valuable Logistics Partner,

We believe that the right business  
affiliation can create wonders!

This strategic business partnership  
with you is greatly valued and we  
look forward to many more years of  
mutually beneficial association.



# Pakistan's Export Market

WHAT'S NEW?



14 June, 2022:

Italy is among the countries where Pakistan's exports have been rising phenomenally despite the tough market conditions caused by the pandemic, as per a statement issued today by the Pakistan Embassy in Rome.

Italy has become a 'billion dollars' export market for Pakistan for the first time. In 11 months of this year, Pakistan's exports to Italy increased by **46 percent**, which is the highest growth rate among all of Pakistan's export destinations in Europe. Its trade surplus with Italy increased by 84 percent during this period.

Increasingly diversified exports, including baskets, home textiles, leather, rice, plastic products, surgical instruments, general fitness equipment, and auto parts, have been the top-performing product lines.

Health consciousness during the pandemic facilitated Pakistan's exports of articles of general fitness to increase by over 100 percent, while the export of plastic products has increased by 356 percent to make Italy Pakistan's fourth-largest export destination for plastic products. Pakistan also improved its position as the market leader in the rice sector with a 31 percent growth in exports.



# What's New At Port Link?



## PORT LINK & HASHMOVE TO DIGITALIZE RAIL FREIGHT FOR DOMESTIC AND INTERNATIONAL TRAINS

We are proud to announce that Port Link, a Marine Group Company and HashMove, a leading global logistics platform have partnered to launch a **digital supply chain platform** with an end-to-end logistics ecosystem.

This is indeed a **stepping stone** to redefine the logistics industry. The HashMove Team visited MICT (Marine International Container Terminal) on 17th May, 2022 and an agreement signing ceremony took place between both parties.

Mr. Sarfaraz Alam, CEO HashMove & Mr. Nasir Pasha, COO & Country Head Port Link signed the agreement on behalf of both companies. We believe this collaboration to digitize rail freight & MICT Dry Dock will not only be mutually beneficial to both parties but will contribute positively to Pakistan's logistics marketplace and Pakistan's economy.

### AGREEMENT SIGNING CEREMONY



## Best Performance Award



Port Link initiatives and performance this year was recognized by HashMove during 2022 HashMove Partner Conference.

Port Link received the **best performance award** by HashMove.

In picture: Mr. Sarfaraz Alam, CEO HashMove presenting award to Mr. Hassan Moosa, Product Development Manager, PortLink

# Port Link,

A Marine Group Company



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