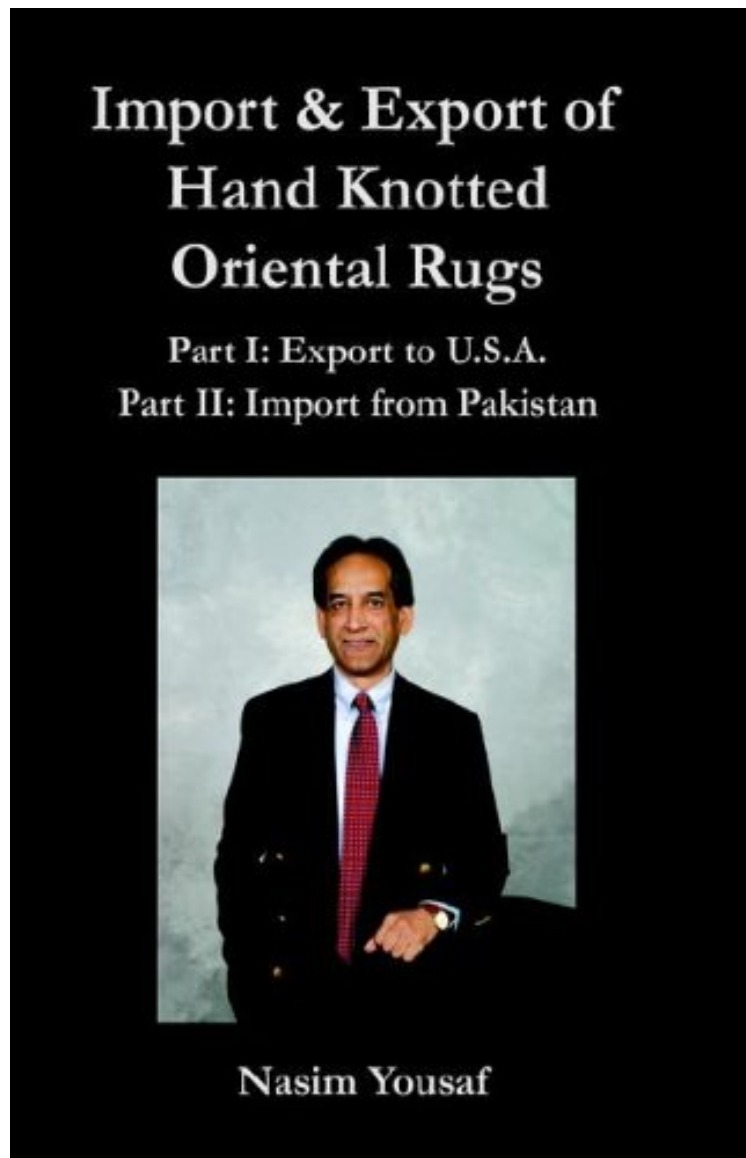


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Nasim Yousaf

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Export of Hand Knotted Oriental Rugs Part I: Export to U.S.A. Part II: Import from Pakistan:

In writing this book, the author has used over two and a half decades of his knowledge and experience in international trade. This is an extremely practical trade resource for new entrepreneurs, importers, exporters, business executives, students, and others. This publication guides entrepreneurs on how to import and export hand knotted oriental rugs. It also benefits affluent end-consumers as well as furniture and home furnishing retailers, who wish to avoid middlemen and purchase rugs directly from the source. "Import Export of Hand Knotted Oriental Rugs" targets a worldwide audience. It is a must for anyone seeking knowledge in the business of rugs. This publication is divided into two parts. Part I: Export to U.S.A. Part I explains how to set up an import and export business and provides information on the rug market in the United States of America. It discusses import and export procedures, feasibility studies, business planning, marketing, types of companies, financing, finding US importers, trade shows and potential sources of selling in the USA, business travel, working with customers, international modes of payment (such as letters of credit), patents, production, shipping, and more. It provides information on hand knotted oriental rugs, the American area rug market, and trade statistics. Part II: Import from Pakistan Part II provides an introduction to Pakistan and takes you to the cities of Pakistan where rugs are manufactured by hardworking artisans and then exported to world markets. It covers topics such as culture, traveling to Pakistan, finding Pakistani exporters, and more. Entrepreneurs, including individuals, who are interested in importing from Pakistan and have little or no knowledge of the country, can certainly benefit from this part of the book. This book also provides useful web sites and other contact information in USA and Pakistan. The author's other published works include: . "Import Export of Apparel Textiles Part I: Export to USA Part II: Import from Pakistan" . "Allama Mashriqi Dr. Akhtar Hameed Khan: Two Legends of Pakistan" . "Pakistan's Freedom and Allama Mashriqi: Statements, Letters, Chronology of Khaksar Tehrik (Movement), Period: Mashriqi's Birth to 1947" . Various articles on Allama Mashriqi and the Khaksar Tehrik, which have been published in Pakistani newspapers and are available on the author's web site .The author is currently working on additional books on international trade

About the Author Mr. Nasim Yousaf began his career as a Pilot Officer in the Pakistan Air Force. He left the cherished profession and became an exporter and a leader in the business community in Pakistan. The author is a founding member of the Board of Directors that established The Pakistan Commercial Exporters of Towels Association (PCETA), one of the largest trade associations in Pakistan. He also held other important positions in the PCETA, including Vice Chairman (North Zone), Member of the Central Executive Committee, and Member of the Textile Quota Committee (TQC) of the PCETA. As part of the TQC, he and other members disbursed quota to exporters of PCETA. Mr. Yousaf also represented the business community in front of various levels of the Government of Pakistan, including the ministerial level, to discuss and resolve trade issues. The author has traveled extensively around the world, which according to him, has been a great source of learning and has broadened his vision on global issues. Since his move to the USA, he has continued to be involved in international trade. Apart from this, Mr. Yousaf spends a considerable amount of time on research and writing books. In addition to his books on the subject of import and export, he has also written a biography on two very important personalities of Pakistan, Allama Mashriqi and Dr. Akhtar Hameed Khan, whose lives are inspirations for him. Presently, Mr. Yousaf is working on additional books on trade as well as on Allama Mashriqi's role in the independence of the Indian subcontinent. The author's other published works include: 1) "Import Export of Apparel Textiles Part I: Export to USA, Part II: Import from Pakistan" 2) "Allama Mashriqi Dr. Akhtar Hameed Khan Two Legends of Pakistan" 3) "Pakistan's Freedom and Allama Mashriqi Statements, Letters, Chronology of Khaksar Tehrik (Movement) Period: Mashriqi's Birth to 1947" 4) Various articles on Allama Mashriqi and the Khaksar Tehreek (Khaksar Movement), which have been published in Pakistani newspapers The author is currently working on additional books on international trade. For updates on the author's books, visit his web sites.