



EUROPEAN COMMISSION

Directorate-General for Trade

Directorate F - Enforcement, Market Access, SMEs, Legal Affairs, Technology and Security
Single Entry Point for Enforcement, Market Access and SMEs

Market Access Advisory Committee

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BACKGROUND NOTE

MARKET ACCESS CASES

Pakistan: import ban on luxury and non-essential goods including cosmetics (requested by Italy)

The Federal Ministry of Commerce of Pakistan introduced a new regulation (Order S.R.O. 598(I)/2022) which prohibits the import of non-essential and luxury goods, including cosmetics. The Regulation entered into force on May 19, 2022. See document attached.

EU is the second most important trading partner of Pakistan. Imports of cosmetics in Pakistan represented 211 million US\$ in 2017 (double digit growth since 2009), and 177 million US\$ in 2020. In 2020, the EU represented roughly 20% of cosmetic imports in Pakistan.

The Commission will report on the latest developments on this issue.