



May 5, 2026

Mr. Abbas Mehdi syed.abbas@edf.gov.pk
Executive Director
Export Development Fund
2nd Floor, FPCCI Capital House, Mauve Area, G-8/1
Islamabad, Pakistan

Dear Executive Director Mehdi:

The membership of the American Apparel & Footwear Association (AAFA) and the Fair Labor Association (FLA) represent hundreds of American, European, and Canadian buyers, many of whom source apparel, footwear, and other products from Pakistan. We would like to express strong support for the continued implementation and expansion of Better Work Pakistan. At a time of heightened uncertainty around tariffs, market access, and regulatory requirements, programmes such as Better Work help to reinforce confidence among international buyers. The program's ability to combine compliance, productivity, and social dialogue is particularly valuable in supporting long-term sourcing relationships.

We commend the Government of Pakistan and the Export Development Fund for their support to the pilot phase (2022–2025) of Better Work Pakistan, which has successfully established a credible and trusted model of engagement with industry. The October 2025 Better Work Pakistan Business Forum further demonstrated Pakistan's commitment to responsible sourcing and was well received by the international business community.

Since its launch in 2022, Better Work Pakistan has become an important platform for advancing responsible business practices in the textile and garment sector. The programme provides practical, factory-level support that helps suppliers strengthen compliance with labour standards while improving operational performance—an approach that aligns closely with the expectations of international buyers.

Sourcing decisions are increasingly shaped by reliability, transparency, and adherence to internationally recognized labour standards. In this regard, Better Work plays a critical role in helping Pakistani suppliers meet requirements, manage compliance risks, and remain competitive in a rapidly evolving global trade environment.

Looking ahead, continued financial support from the Export Development Fund for a second phase of Better Work Pakistan would send a strong and positive signal to global brands and retailers. It would underscore Pakistan's commitment to maintaining high standards, strengthening labour market governance, and positioning itself as a preferred sourcing destination.

Expanded support would also enable broader participation of suppliers—including small and medium-sized enterprises—thereby strengthening the overall resilience and competitiveness of Pakistan's export sector.

We value Pakistan as a sourcing partner and believe Better Work Pakistan plays an integral role in supporting a stable, transparent, and competitive supply chain ecosystem. We look forward to the next phase of the Better Work Pakistan program.

Sincerely,



Steve Lamar
President & CEO
American Apparel & Footwear Association



Jeff Vockrodt
President and CEO
Fair Labor Association