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Pakistan's textile vision takes centre stage in Canada

Country's apparel makers draw buyers' attention at ATS 2025

[Our Correspondent](#) | October 09, 2025 | 4 min read

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Members of the Pakistan delegation at the Apparel Textile Sourcing Show 2025 in Canada. Photo: EXPRESS

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ISLAMABAD: Pakistani textile and apparel manufacturers made a striking impression at the Apparel Textile Sourcing (ATS) Show 2025 in Mississauga, Canada, one of the North American country's premier platforms for the global apparel and textile industry.

Held from September 29 to October 1, the annual trade exhibition drew participants from across North America, Asia, and beyond, said a press release issued here on Wednesday.

This year's edition featured over 200 international exhibitors from countries including Bangladesh, China, India, Turkiye, Vietnam, the US, and Pakistan, offering a snapshot of global sourcing at its most competitive.

Pakistan's participation stood out for its focus on innovation, sustainability, and quality. The country's exhibitors presented a diverse range of high-value products – from technical textiles and activewear to leather goods and protective apparel — highlighting Pakistan's growing expertise in value-added and performance-based fabrics.

Companies such as 4B Athletics, Admire Industries, Bodero Gloves Manufacturing, Crosswear, Fida Hussain Industries, Shajapak Industries, and Vivo International showcased an impressive selection of sportswear, uniforms, leather apparel, and knitwear, underlining the depth of the country's manufacturing capacity.

Participants reported an encouraging response from international buyers and industry stakeholders, with engagement levels exceeding previous years. Many noted that the fair provided not only business opportunities but also valuable insights into North American market trends.

The rising demand for ethically sourced and sustainably produced textiles was a recurring theme across the event, and Pakistani companies appeared well-prepared to meet these expectations.

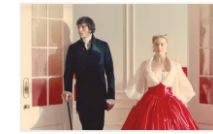
Their emphasis on environmentally responsible production and advanced materials resonated with buyers seeking reliable partners amid shifting global supply chains, according to the organisers.

The 2025 edition of ATS Canada, marking its 10th anniversary, carried heightened significance for the industry. The event took place in two major Canadian cities — Montreal and Toronto — with the Montreal showcase coinciding with Montreal Fashion Week.

The Mississauga leg — the second-most populous municipality in the Greater Toronto Area (GTA) — served as the main trade and sourcing hub, bringing together manufacturers, buyers, and policymakers.

ATS curates top apparel and textile producers from around the world, offering a convenient space for networking, collaboration, and sourcing. The show's scope spans "apparel from fashion to function" and "textiles from trendy to timeless," making it a comprehensive meeting ground for both creative and commercial players in the industry.

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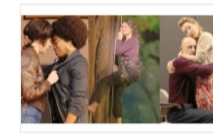
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Beyond product displays, ATS Canada 2025 delved into critical conversations shaping global trade. The event featured panel discussions and keynotes addressing tariffs, free-trade agreements, and shifting trade policies in North America.

Canadian Apparel Federation executive director Bob Kirke, who led the "State of the Industry" keynote, described ATSC as "the only credible venue in Canada for brands and retailers to meet directly with foreign vendors."

He noted that the event has become increasingly vital "in an era of confusing trade dynamics and numerous business challenges," providing a space where business partners can establish meaningful relationships.

Julie Hughes, president of the US Fashion Industry Association, echoed the sentiment, stressing that in unpredictable times it was "more important than ever" for US and Canadian brands to meet key global suppliers.

Her association participated in discussions on how trade policy developments in the United States could impact sourcing decisions across North America, underscoring the interdependence of regional markets.

The programmes also included daily sessions led by trend forecasting agency Peclers Paris, which made its debut at the Canadian show. The agency offered insights into colour forecasting, brand strategy, and the evolving aesthetics of global fashion.

Jennifer Karulewa, Peclers Paris North America's managing director, said the company viewed the current flux in the fashion and textile industries not as a disruption but as "a time for opportunity."

Meanwhile, ATS's collaboration with mmode — the driving force behind Montreal Fashion Week — brought additional momentum to the event. Mathieu St-Arnaud Lavoie, executive manager of mmode, described the partnership as a "dynamic and valuable dimension" to Montreal's fashion ecosystem.

He pointed out that, as brands rethink supply chains in light of geopolitical and economic uncertainty, Montreal is increasingly recognised as a strategic hub in North America for apparel and textile trade.

For Pakistan, the spotlight at ATS Canada 2025 comes at a crucial moment. The country's textile industry — long the backbone of its exports — has been striving to diversify beyond bulk manufacturing into high-margin, design-led and sustainable

segments.

Events such as ATS provide not just exposure but access to markets where transparency, traceability, and quality assurance are now key differentiators.

By demonstrating its capacity to deliver premium, responsibly made textiles, Pakistan positioned itself as a serious contender in the evolving landscape of global apparel sourcing.

As the show concluded, it was clear that while many nations brought impressive offerings to the Canadian stage, Pakistan's display of craftsmanship, adaptability, and ambition earned it more than passing attention — it earned genuine respect.

(WITH INPUTS FROM NEWS DESK)



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