

**TO BE PUBLISHED IN THE NEXT GAZETTE OF PAKISTAN**  
**GOVERNMENT OF PAKISTAN**  
**TRADE DEVELOPMENT AUTHORITY OF PAKISTAN**  
**(ESTABLISHMENT)**

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Karachi, the February 11<sup>th</sup>, 2016

**NOTIFICATION**

No.TDAP.Estt-1/Restructuring/2000: With the approval of the TDAP board and in exercise of power conferred upon the Authority (TDAP) under chapter-VI, Section 21 of TDAP Act 2013, it has been decided to re-organize the TDAP on the following lines to achieve its mandated goals and objectives envisaged in the Act and to ensure its smooth functioning by streamlining and strengthening its Regional Offices.

2. The TDAP will have following functionally organized Divisions, which will be located at its Headquarters at Karachi and regional offices at Islamabad, and Lahore

Sr. No.	Name of the Division	Location
1	International Marketing Division - I (IM-I)	Karachi
2	International Marketing Division- II (IM-II)	Karachi
3	International Marketing Division - III (IM-III)	Lahore
4	Product Development Division - I (PD-I)	Karachi
5	Product Development Division - II (PD-II)	Lahore
6	Product Development Division - III (PD-III)	Islamabad
7	Trade Facilitation & Coordination Division (TFC)	Karachi
8	Project Management & Expo Division (PME)	Karachi
9	Management Services Division (MS)	Karachi
10	Strategic Planning & Research Division (SPR)	Karachi

**THE FUNCTIONS OF THE DIVISION ARE AS FOLLOWS**

**i. International Marketing Division - I: (IM-I)**

The Division will plan, execute and coordinate promotional programs and projects to strengthen international marketing of products and services for Americas and Asia (excluding China, SAARC, and Oceania).

**ii. International Marketing Division - II (IM-II)**

The Division will plan, execute and coordinate promotional programs and projects to strengthen international marketing of products and services for Europe, Africa and Russia.

### **iii. International Marketing Division – III:**

Based in Lahore, the Division will plan, execute and coordinate promotional programs and projects to strengthen international marketing of products and services for SAARC and China. The Division will also handle WEXNET and any other local fairs of general nature to be held in the North Region. The Division will also handle Trade delegations pertinent to Lahore.

#### **Functional responsibilities for Marketing Divisions I, II, & III:**

Main functions to be handled by the three Marketing Divisions will be as follows:

- Arranging exporters' participation in International Trade Fairs
- Extending marketing support to exporters in collaboration with research, product, and facilitation divisions (market information, advisory, and training services)
- Exporters relationship management and holding of pre and post-event meetings
- Identification of international buyers, their conversion and relationship management with assistance from concerned trade offices
- Develop plans for promoting exports to assigned countries/ regions in coordination with Research and Product divisions and concerned trade offices
- Maintaining close coordination with Pakistan's Missions abroad for promotional & marketing support to exporters
- Country branding

### **iv. Product Development Division – I**

Based at Karachi, the Division would have sub-divisions to handle supply chain strengthening for Textile & Leather, Health & Environment, Jewellery and Services sectors.

### **v. Product Development Division – II**

Located at Lahore, the Division will also house the "Regional Office Punjab". It will have sub-divisions to handle supply chain strengthening for Agro Foods, Halal and Engineering Goods. Trade delegations pertinent to the products assigned to Punjab excluding Lahore.

### **vi. Product Development Division – III**

Product Development Division-III will be located at Islamabad and the division will also house the "Regional Office North". It will have sub-divisions to handle supply chain strengthening for Minerals & Metals, and Gemstones. It will also handle marketing functions for Central Asian Republics (CARs) and Afghanistan besides handling JMCs, JBCs, PTAs, FTA, and all relevant meetings in different Ministries at Islamabad.



### **Functional responsibilities for Product Development Divisions I,II & III:**

- Product papers
- Product branding
- Exporters' trade inquiries and advisory
- Trade matching activities (incoming delegations support, buyers' enquiries)
- New Exporters Identification and Development
- Women exporter development
- Foreign Trade Delegations (product-specific, or multi-product if needed)
- Product-specific local exhibitions and promotional events
- Existing Exporters Development/ Progression Program (focused attention on selected SMEs for a fixed period)
- Exporter's Skill Development & Training Programs (also involving EDF institutes)
- Export companies' voluntary registration with TDAP (updated profiles maintenance)
- Maintaining close coordination with Pakistan's Missions abroad for product related support to exporters
- Holding of Export Promotion Committee (EPC)/ Export Facilitation Committee (EFC) meetings in coordination with the Trade Facilitation Division
- Exporter and product information/ directories to be developed and sent to I&C for central database
- eTRADE Support Programs

### **vii. Trade Facilitation & Coordination Division (TFC)**

#### **Functional responsibilities for Trade Facilitation & Coordination Division:**

Besides housing Regional offices "South" Including Quetta, The TFC Division based at Karachi will handle the following activities:

- TDAP help desk - answering exporters' questions and provision of advisory services
- Trade procedures & documentation - information & support
- Trade financing support - information and advice on trade financing products, terms, risk coverage etc.
- Managing coordination, information sharing and exporter facilitation among TDAP Divisions through periodic meetings
- Participation and assistance in Export Promotion Committee (EPC)/ Export Facilitation Committee (EFC) meetings organized by the Product Development Divisions
- TDAP networking with outside agencies/ departments & TFOs for trade facilitation (EDB, SMEDA, PHDEC, PGJDC, PITAD, etc.)
- Exporters advocacy and issue resolution in relation to other govt. agencies and relevant departments
- Certificates of Origin
- Endorsements for visa and other government support schemes
- Exporter awards and incentive schemes management

### viii. Project Management/ Expo Division

#### Functional responsibilities for Project Management/ Expo Division:

- Holding of EXPO Pakistan, Textile and Engineering Expos
- Management of EDF Funds (disbursement, accounts, audits, reviews)
- Implementation & Monitoring of EDF Funded Projects, its audit & reviews
- Trade Policy related and other physical projects schemes of TDAP
- Women entrepreneurs and SMEs
- Managing physical infrastructure at the Expo Centers in the country
- Any other projects as may be assigned by Chief Executive/ Secretary TDAP
- VHT
- Dazzle Park

### ix. Management Services Division

#### Functional responsibilities for Management Services Division:

- Financial management
- Accounting
- TDAP assets and facilities management
- Procurements
- Legal and FIA related matters
- HR & Admin
- Performance Management.
- Career development and trainings
- Internal Audit function (directly attached to CE/Secretary offices to act as their extended arm. Execution of on going financial and process-related special audits

### x. Strategic Planning & Research Division (SPR)

#### Functional responsibilities for Strategic Planning & Research Division:

- Research, Policies, strategies and future planning. Corporate communications and coordination, ICT Systems
- KPI based regular monitoring and periodic evaluations
- Trade Policy: formulation, implementation mechanisms; monitoring & reviews
- WTO: Trade agreements and regulations, market access, compliances, reviews
- Maintenance and analysis of trade statistics, trend analysis, and projections
- Market intelligence/ market research, and product research in consultation with Int'l Mktg. and Product Divisions.
- Information on international tariffs, standards, compliances, and certifications



- Information & knowledge management, TDAP website, Business Information Center, information sharing & dissemination, advisory services
- Communications: Press releases & briefings, media coordination, advertisements & publicity, publications (newsletters, brochures, leaflets, etc.)
- TDAP and Country branding/ image management
- Coordination with Pakistan's Missions abroad for product and market information, research.
- Coordination with trade bodies & TPOs/ TFOs, research organizations, stakeholders

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