

**Trade Development Authority of Pakistan
Government of Pakistan**

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PRESS RELEASE

Trade Development Authority of Pakistan organized National Exporters Training Program (NETP) at Peshawar in collaboration with Sarhad Chamber of Commerce & Industry & IBA-Karachi on 8-Jan-2020. The objective of this program was to share the trade knowledge in terms of available resources, international trends, TDAP's facilitation initiatives for exporters, role and importance of export planning and execution, so as to equip our potential and new traders/manufacturers who are eager to export.

Shahid Hussain, Acting President, SCCI welcomed the participants, and thanked TDAP on arranging the program for sharing much needed knowledge and experience on Export Development. Mr. Shehzad Ahmad Khan, Director General TDAP briefed the audience about the National Exporters Training Program (NETP), an initiative taken by TDAP to facilitate exporters. NETP would be held in several cities/commercial centers of the country.

Dr. Adil Nakhuda and Dr. Najam Akbar, Assistant Professors from IBA-Karachi presented four distinct modules that would help prospective exporters in converting an export inquiry into actual exports. More than 90 manufacturers, traders, women entrepreneurs, new exporters and executive members of SCCI attended the session. Guest Speaker Mr. Suleman Jamil, Assistant Chief Manager of State Bank of Pakistan covered the module of Export Financing.

The program was concluded with the distribution of 'Certificates of participation' to all those who attended the program.