

PRESS RELEASE

Subject: **TDAP SPONSORED 8-MEMBER ELECTRIC FAN MANUFACTURERS' AND EXPORTERS' DELEGATION TO VISIT UAE FROM MARCH 26-28, 2018.**

A TDAP sponsored 8-member trade delegation of leading Electric fans manufacturing and exporting companies of Pakistan is scheduled to visit Dubai from 26-28 March 2018.

2. TDAP, under the directives of Ministry of Commerce and in consultation with Pakistan's Commercial Counselor in Dubai, UAE, has finalized this delegation for UAE which is a gateway to Middle East.

3. Pakistan's Commercial Section in Dubai has already finalized schedule of meetings of the delegation with the leading buying houses and chambers of commerce and Industries in UAE.

4. Pakistan's bilateral trade with UAE is around US \$ 7.00 billion, with exports of US \$ 800 million and imports of over US \$ 6.00 billion, which is largely in favor of the UAE.

5. The main purpose of sending the delegation is to enhance share of Pakistan's export products to UAE and making inroads to rest of the Middle East. Pakistan's export of Electric fans to UAE is US \$ 4.00 Million and the visit will help double up the export from the sector to UAE and the GCC countries.

6. Under market diversification Strategy, TDAP has been working on sending product specific trade delegations to Ghana, Nigeria and other African countries. TDAP is focusing on traditional markets like Germany and Netherland for non-traditional products so that export from Pakistan can be enhanced.