

PRE EVENT PRESS RELEASE

Subject: Awareness Webinar for SMEs in Collaboration with SMEDA & SBP.

Trade Development Authority of Pakistan is organizing a Webinar for awareness of SMEs in collaboration with SMEDA and SBP on October 23, 2020 in TDAP office, Lahore.

2. Leading Associations of different sectors like textile, footwear, carpets, surgical instruments, All Pakistan Textile Manufacturers Association Pakistan Hosiery Manufacturers Association, Pakistan Carpet Manufacturers and Exporters Association, Surgical Instruments Manufacturers and Exporters Association & Chambers of Commerce and Industry across Pakistan, have been invited to participate in this Webinar. In this connection, representatives of Associations and Chambers have ensured their participation and also shared nominations of their representatives based in Lahore, Multan, Faisalabad, Gujranwala, Sialkot, Wazirabad and Gujrat for attending the webinar. The session shall be virtually joined by representatives of Karachi based industries as well.

3. The purpose of this webinar is to discuss the potential of SME sector, their issues and problems and role of SMEDA & SBP in addressing their issues related to finance, development, alternative resources etc. in order to proceed further in coping with the challenging times ahead. SMEDA & SBP shall give a detailed briefing to the participants on the matter.

4. Interested participants can contact TDAP for joining the webinar.