

PRESS RELEASE

Subject: Webinar on Exploring Business opportunities for Textile & Leather Under Look Africa Policy

The Textile & Leather Division (TLD), Trade Development Authority of Pakistan (TDAP) Karachi organized a webinar on 15-10-2020 in collaboration with missions in Africa to explore business opportunities for enhancing exports of Textile & Leather sectors under look Africa policy initiative. Key note speakers of the webinar were Trad and Investment Counsellors of African region i-e Mr. Muhammad Qazafi (Algeria), Mr. Shoaib Anwar (Dakar), Junaid Ahmed (Casablanca), Mr. Ali Tamkin Butt (Lagos), Ms. Humaira Israr (Johannesburg). The webinar was attended by representatives of relevant associations and leading exporters of the textile and leather sector.

The main objective of the webinar was to aware exporters on the potential of the market, export procedures, requirements and barriers to trade in African market.

Trade and Investment Counsellors informed that the Africa is a non-traditional and untapped market for Pakistani products. It has a huge potential for export of textile and leather products. To capture market share, we have to ensure our presence in the market by sending delegations and participation in exhibitions held in the African countries. Also, there is opportunities for joint venture to increase export because of investment friendly policies of the countries. However, there are certain hurdles to export in African countries such as lack of Banking channels and issues in LC opening. To resolve this issue Trade and Investment Counsellors have

already asked Ministry of Commerce and State Bank of Pakistan (SBP) to open banking channels in African countries.