

Activity Report

Webinar Series on Market Opportunities for Handicraft Products in the Chinese Market (Beijing)

TDAP Islamabad conducted a webinar on “Market Opportunities for Handicraft Products in the Chinese Market – Beijing” in which around 100 participants from the handicrafts sectors including suppliers, women entrepreneurs, and major trade bodies participated. In the webinar, Trade and Investment Counsellor Beijing, Mr Badar u Zaman gave an overview of the market conditions for handicraft products in China and provided valuable insights as to how the market can be penetrated by Handicraft suppliers in Pakistan. Trade bodies and participants appreciated the effort and concept of such webinars and requested for more webinars on this sector which on a global level has the potential to reach around USD 985 billion in 2023. This webinar will be followed up by a matchmaking exercise in the second round of webinar in which Trade and Investment Counsellor Beijing will bring potential buyers from China for those sellers in Pakistan whose products are suitable for the Chinese market. This is part of a series of webinars with trade and investment officers abroad for tapping market opportunities in the handicrafts sector being organized by TDAP Islamabad. In the Chinese Market, webinars will also be held with Trade and Investment Officers in Shanghai and Chengdu while outside of China webinars are planned with TIOs Japan, Hong Kong, and South Korea.

