

## **PRE-WEBINAR PRESS RELEASE**

**Subject: Webinar for creating awareness on “Exporting to Sri Lanka”**

Trade Development Authority of Pakistan, Lahore is organizing a Webinar for creating awareness on “Exporting to Sri Lanka” on Thursday, the 19<sup>th</sup> of November, 2020.

2. Consul General of the Democratic socialist Republic of Sri Lanka in Karachi, Mr. G. L. Gnanatheva will also grace the occasion as keynote speaker deliberating upon the import policy of Sri Lanka and the export potential of Pakistani products in Sri Lanka. The Trade and Investment Attache, High Commission of Pakistan in Colombo Ms. Asmma Kamal will discuss the bilateral trade with special focus on providing guidance to entrepreneurs interested in exporting to Sri Lanka. While, Deputy Secretary Ministry of Commerce, Mr. Fahad Raza will shed light on the opportunities available for the exporters under the Pakistan Sri Lanka Free Trade Agreement. The webinar is focusing all sectors having export potential for Sri Lanka e.g cement, textiles, rice, fruits and vegetables, pharma etc.
3. The purpose of this webinar is to discuss the potential for export of Pakistan’s products, enhancing the bilateral trade relations, renewing mutual cooperation between the two countries.
4. Interested participants can contact TDAP for joining the webinar.