

## PRESS RELEASE

### TOURISM WEBINAR: TDAP IS GOING ALL OUT TO PROMOTE PAKISTAN'S TOURISM INDUSTRY IN THE FOREIGN MARKETS

ISLAMABAD: In a bid to promote Pakistan's tourism potential globally, Trade Development Authority of Pakistan (TDAP) plans on holding an international virtual tourism exhibition early next year. As part of TDAP's initiative of conducting a series of webinars, first awareness webinar was conducted in collaboration with Pakistan's Trade Missions from China, Malaysia and Thailand, on "New Normal for the Tourism Sector of Pakistan: Exploring Tourist Markets with Missions abroad". Much hyped webinar was attended by more than 100 participants from both private as well as public sector organizations including Tourism Departments from federating units, Rawalpindi Chamber of Commerce & Industry (RCCI), Lahore Chamber of Commerce & Industry (LCCI), Pakistan Association of Tour Operators (PATO), Pakistan Hotels Association (PHA), and numerous travel and tour operating companies.

Furthermore, the esteemed speakers of the webinar included Mr. Muhammad Kamran, Mr. Ali Naqi Hamdani and Trade & Investment counselors from Bangkok, Kuala Lumpur and Guangzhou. The subject discussion enlighten the tourism sector stakeholders about tapping the potential of these tourist source markets of Far East and effective ways to establish linkages among local and foreign stakeholders.

Director General TDAP Mr. Shahzad Ahmed Khan reiterated that the efforts of TDAP for the tourism sector, including the proposed virtual exhibition, will lead to the signing of joint ventures and business deals among local and foreign stakeholders.

