

PRESS RELEASE

Webinar Series on Market Opportunities for Handicraft Products in the Japanese Market **(Tokyo)**

Trade Development Authority of Pakistan in collaboration with Trade and Investment Counsellor of Pakistan in Tokyo and Handicraft Association of Pakistan is holding a webinar on market opportunities for handicraft products in the Chinese market. In this webinar, Trade and Investment Counsellor of Pakistan in Tokyo, Mr. Tahir Habib Cheema will brief the participants about the handicraft products demanded in the region with particular emphasis on consumer tastes, preferences, cultural particularities that influence consumer preferences, market dynamics, existing market conditions (such as pricing of products in the market, identification of potential competition, identification of tariff lines of handicraft products that are in demand in the region), current state of market access, regulatory structure, and logistics.

This is the fourth webinar in a series of webinars with trade and investment officers abroad for tapping market opportunities in the handicraft sector. The first four countries identified for these webinars are China, Japan, Hong Kong, and South Korea. In the Chinese markets, TDAP has already held three webinars on the subject with Trade and Investment Counsellor of Pakistan in Beijing, Consul General Shanghai, and Trade and Investment Counsellor in Guangzhou and Acting Consul General Chengdu.

The purpose of this webinar is to find potential exporters of handicraft products suitable for that particular market. These exporters will then participate in a second round of webinar with the same trade and investment officer in which matchmaking exercise will be conducted with these sellers and buyers of handicraft products abroad who will be brought in by the trade and investment officer.