

## **Matchmaking Webinar for Handicraft Products in the Chinese Market (Beijing)**

Trade Development Authority of Pakistan in collaboration with Trade and Investment Counsellor of Pakistan in Beijing and Handicraft Association of Pakistan organized a matchmaking webinar for handicraft products in the Chinese market. In this webinar, Trade and Investment Counsellor Beijing, Mr Badar u Zaman arranged around forty buyers as well as representatives of business community and trade bodies from China. From the supply side, around thirteen handicraft suppliers from Pakistan participated who pitched their products and showed their product catalogue to Chinese buyers.

The Chinese buyers showed immense interest in Pakistani handicraft products. These buyers identified handicraft sellers from Pakistan of interest present in the webinar and asked them to share their contact details for further business interaction. Chinese buyers also apprised participants of their particular demands, market preferences in China and their willingness to import handicraft products from Pakistan. TIC Beijing told the participants from Pakistan that there are permanent display centers in Shanghai National Pavilion, Chengdu National Pavilion, among others, where Pakistani handicraft suppliers can display their products rent-free and with no time limitation. In the end, a WeChat group was created by Trade and Investment Counsellor Beijing so that the sellers and buyers present in the webinar can interact with each other.

Director General TDAP Islamabad Mr. Shahzad Ahmed Khan told the participants that this is the first matchmaking webinar in a series of webinars with trade and investment officers abroad with the purpose of matching Pakistani suppliers with Chinese buyers. This webinar had been preceded by a market opportunities webinar for handicraft products with Trade and Investment Counsellor Beijing in which he gave participants an overview of the market opportunities in China. Following that, handicraft suppliers were shortlisted for this webinar whose products were suitable for the Chinese market.

Mr. Fahad Barlas, former chairman Handicraft Association of Pakistan gave an overview of the suppliers of handicraft products present in the webinar. He expressed hope that this matchmaking exercise would be beneficial and Pakistani handicraft suppliers would be able to effectively utilize this opportunity.

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