

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

Trade Development Authority of Pakistan in collaboration with Handicraft Association of Pakistan and Trade and Investment Counsellor of Pakistan in Tokyo organized a webinar on market opportunities for handicraft products in the Japanese market. Trade and Investment Counsellor, Mr. Tahir Habib Cheema stressed upon the need for standardization in the Japanese market and said that the Japanese are quality conscious consumers. He also told the participants that they would greatly benefit from the Japanese market since the Japanese are loyal customers and are likely to buy repeatedly from the same supplier. Trade and Investment Counsellor Tokyo also apprised the participants that while Japan is a high-end market, there are other segments for lower priced goods as well and handicraft suppliers should target all of these segments.

Trade and Investment Counsellor Tokyo gave an overview of the handicraft products and its sub-categories that are high in demand in Japan. He briefed about the potential handicraft products that Pakistan can export to Japan as well highlighted main competitors in the Japanese market. He asked the participants to actively engage with the trade mission in Tokyo and to share their product portfolios so that matchmaking exercise can be done.

Director General TDAP Islamabad Mr. Shahzad Ahmed Khan told the participants that this is the fourth webinar in a series of webinars with trade and investment officers abroad for tapping market opportunities in the handicrafts 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 separately with Trade and Investment Counsellor Beijing, Consul General Trade and Investment Shanghai, and Trade and Investment Counsellor Guangzhou. According to Director General TDAP Islamabad, the purpose of these webinars 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.

Ms. Haleema Usman, chairperson Handicraft Association of Pakistan highlighted the backdrop of the Covid-19 pandemic and the challenges that it had brought for world trade and appreciated the

role of TDAP for using it as an opportunity to hold informative webinars in the handicraft sector. Mr. Fahad Barlas, former chairperson Handicraft Association of Pakistan, oriented the participants about the Japanese market and stressed upon the high-end clientele that exists in Japan. Ms. Masooma Sibtain, Chairperson Committee on Women Economic Reforms said that synergized effort is required among government departments for effective capacity building in our handicraft sector.

A highly interactive session took place in the end in which suppliers of handicraft products in Pakistan directly engaged with the trade mission so that they can prepare themselves to effectively tap the Japanese market.

