



ANNUAL BUSINESS PLAN 2021-22

Directorate General Islamabad



TRADE DEVELOPMENT AUTHORITY OF PAKISTAN
Government of Pakistan

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Regional Office-wise Events and Activities

Islamabad / Rawalpindi

A. Local Events / Exhibitions

S No	Activity	Stakeholders	Place	Tentative Date	Objective to Achieve	Follow Up of Activity
1	Mango Show	TDAP, RYKCCI, HCCI, BCCI, Presidency, PFVA	Presidency	June/ July 2021	To promote high quality Pakistani mangoes	Stakeholders Meeting of Mango Growers of Country and development of Concept Paper for MoC/TDAP
2	Citrus Show	TDAP, Commerce Division, PFVA, Local Chambers of Citrus Growing Areas, Academia	Presidency, Serena or Pak China Friendship Centre	January 2022	To promote export of Pakistani citrus,	Stakeholders Consultation after approval of Activity
3	Mango Show	TDAP, Commerce Division, PFVA, Local Chambers of Mangoes Growing Areas, Academia, Research Institutes	Serena or Pak China Friendship Centre	June 2022	To promote export of Pakistani mangoes	Stakeholders consultation after approval of the event

B. Seminars / Workshops / Symposia

Sr No	Topic of Seminar / Workshop	Date	Stakeholders	Objectives / Expected outcomes
1	Seminar on Hand-Holding Scheme for Potential Women Entrepreneurs	An ongoing activity. Will start in Sept. 2021	TDAP, Women Chambers, PABA, SMEDA, KADO, other relevant stakeholders	The proposed activity shall be aimed at; Enabling women entrepreneurs from diverse regions and potential sectors to develop their businesses. To provide them a platform for capacity-building and

				trainings and to enable these businesses to add value to their products and eventually to exports internationally.
2	Seminar on “Export Potential of Taxila”	October 2021	TDAP, Punjab Small Industry Corporation (PSIC), Taxila Craftsmen Association, PTDC, Academia, Foreign Mission based in Islamabad	To showcase the centuries old traditional black stone products of Taxila, to create awareness among craftsmen regarding export potential of their products especially in Buddhist countries. To promote tourism.
3	1 st Seminar on” Impact of GSP+, FTAs on Export Promotion”	Nov 2021	TDAP, Commerce Division, ICCI, RCCI, WCCI, RWCCI, other product associations, academia	To explain to exporters how they could get benefits from GSP+ FTAs signed between Pakistan and other countries
4	Seminar for Women Entrepreneurs on Market Access	February 2022	TDAP, Local Women Chambers, Existing and Potential Women Entrepreneurs,	To create awareness, develop, promote and provide market access to Pakistani women entrepreneurs thus improving their contribution in exports and positive image building of Pakistan.
5	NETP Training Seminar Series	March 2022	TDAP, potential and existing exporters, trade bodies; chambers and associations, specialized professionals from private and public sector	NETP Series of Seminars for developing potential exporters and entrepreneurs of the region shall focus on SMEs and new exporters with a view to create a pool of exporters who have detailed knowledge of exporting.
6	2 nd Seminar on” Impact of GSP+, FTAs on Export Promotion”	April 2022	TDAP, Commerce Division, ICCI, RCCI, WCCI, RWCCI, other product associations, academia	To explain to exporters how they could get benefits from FTAs signed between Pakistan and other countries
7	Seminar on “Coordination between Govt., Industry and Academia for Export Development”	May 2022	TDAP, Commerce Division, Industry and Production, Provincial Industry Departments, QAU, NUST, SZBIST, PIDE, PILDAT, other research institutions/ academia	To liaise between the government, industry and academia for better productivity, product development, to adopt best production practices based on latest techniques and market demand

C. Special Events / Promotional Activities

S No	Activity	Stakeholders	Place	Tentative Date	Objectives to Achieve
1	Mango Diplomacy	TDAP, MoC, PHDEC, MoFA , Presidency	Presidency	July 2021	Country Image Building and Mango Promotion
2	Promotion of Gems Sector	TDAP, MoC, Pakistan Customs, CAA and Trade related to Gem Sector	Islamabad	On Going Activity to be initiated in May 2021	To enhance trade of this sector to approx. USD 2 billion
3	“Development Partners’ Conference for Trade Promotion”	TDAP, Commerce Division, Foreign Missions in Islamabad, International Donor Organizations (USAID, PREIA already been done). Meetings with DFID, GIZ, KFW, AUSAID etc.), Trade Bodies of the Region, Provincial Governments, Academia and Think-Tanks	Serena Hotel, Islamabad	February 2022	To synergize efforts of stakeholders and development partners and explore opportunities on the subject of trade and investment in goods and services.

Peshawar

A. Local Events / Exhibitions

S No	Activity	Stakeholders	Place	Tentative Date	Objective to Achieve	Follow Up of Activity
1	Pak-Afghan-CARs Trade Show, Peshawar	TDAP, Commerce Division, SCCI, KPK Government, Chambers of Afghanistan and CARs	PC Hotel Peshawar	March 2022	To increase Pakistani exports to Afghanistan and CARs. To encourage traders in all these countries to create more	Stakeholders consultation after approval of the activity

		FPCCI had also submitted proposal to EDF a proposal to do it with TDAP			and more trade linkages for trade promotion in the region, To highlight that Pakistan could be a gateway to Central Asia	
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B. Seminars / Workshops / Symposia

Sr No	Topic of Seminar / Workshop	Date	Stakeholders	Objectives / Expected outcomes
1	1 st Seminar on Pak-Afghan Trade (1 st Seminar of the series of 4)	July 2021	TDAP, Commerce Division, Trade Bodies, Academia	To explore potential products for exports to Afghanistan
2	2 nd Seminar on Pak-Afghan Trade (2 nd Seminar of the series of 4)	Nov 2021	TDAP, Commerce Division, Trade Bodies, Academia	To explore potential products for export to Afghanistan
3	Launch of Hand-Holding Scheme for Potential Women Entrepreneurs	An ongoing activity. Will start in November 2021	TDAP, Women Chambers, PABA, SMEDA, KADO, other relevant stakeholders	The proposed activity shall be aimed at; Enabling women entrepreneurs from diverse regions and potential sectors to develop their businesses. To provide them a platform for capacity-building and trainings and to enable these businesses to add value to their products and eventually to exports internationally.
4	1 st Seminar on Pak-CARs Trade (1 st in the series of 2)	Dec-21	TDAP, Commerce Division, Trade Bodies, Academia	To explore potential products for exports to CARs and divert Transit CARs trade to Pakistan
5	3 rd Seminar on Pak-Afghan Trade (3 rd Seminar of the series of 4)	4 th week of January 2022	TDAP, Commerce Division, Trade Bodies, Academia	To explore potential products for exports to Afghanistan
6	4 th Seminar on Pak-Afghan Trade (4 th Seminar of the series of 4)	4 th week of April 2022	TDAP, Commerce Division, Trade Bodies, Academia	To explore potential products for exports to Afghanistan
7	2 nd Seminar on Pak-CARs Trade (2 rd in the Series of 2)	3 rd week of May 2022	Sarhad Chamber of Commerce & Industry, Peshawar	To explore potential products for exports to CARs and divert CARs trade to Gwadar and Karachi.

A. Seminars / Workshops / Symposia

Sr No	Topic of Seminar / Workshop	Date	Stakeholders	Objectives / Expected outcomes
1	Capacity Building Training on International Marketing for Members of Swat Chamber	2 nd week of July 2021	TDAP, SCCI, Academia, Pak Missions abroad/ TIOs	To impart training regarding international marketing to the members of Swat Chamber
2	Awareness Seminar on CPFTA-II	4 th week of August 2021	TDAP, Commerce Division, Swat Chamber, Leading exporters, manufacturers, academia	To create awareness among the business community regarding benefits of the CPFTA
3	Launch of Hand-Holding Scheme for Potential Women Entrepreneurs	An ongoing activity. Will start in October 2021	TDAP, Women Chambers, PABA, SMEDA, KADO, SCCI, other relevant stakeholders	The proposed activity shall be aimed at; Enabling women entrepreneurs from diverse regions and potential sectors to develop their businesses. To provide them a platform for capacity-building and trainings and to enable these businesses to add value to their products and eventually to exports internationally.
4	Training for Women Entrepreneurs	February, 2022	TDAP, Local Women Chambers, Existing and Potential Women Entrepreneurs,	To create awareness, develop, promote and provide market access to Pakistani women entrepreneurs thus improving their contribution in exports and positive image building of Pakistan.
5	Seminar on Export Potential of Swat	April, 2022	TDAP, KP Government, SCCI, Academia	Giving awareness to the youth regarding entrepreneurship skills Giving detailed know-know about business potential in different sectors
6	Seminar on Trade through Tourism	End May, 2022	TDAP, PTDC, KP Govt., PATO, Local Chambers, Hotel Associations, Travel Agencies Association etc.	To promote handicrafts, gems jewelry, dry fruits export along with promotion of tourism

Abbottabad

A. Seminars / Workshops / Symposia

Sr No	Topic of Seminar / Workshop	Date	Stakeholders	Objectives / Expected outcomes
1	Session on product development-packaging	3 rd week July, 2021	Hattar Industrial Estate, Hattar	Follow up activity of session executed in March 2021 To help develop products as per international market
2	Session on Export procedures and documentation	3 rd week of August, 2021	TDAP, MCCI, Academia, Small Industries, Mansehra	To facilitate the potential exporters and guide them on procedures
3	Product development training Session for small industries Mansehra	3 rd week of December, 2021	TDAP, Small Industries Mansehra, Local Trade Bodies	To help develop product as per international market
4	Session on export procedures and documentation	Mid-January 2022	Abbottabad chamber of commerce and Industry	To facilitate the potential exporters and guide them on procedures
5	Launch of Hand-Holding Scheme for Potential Women Entrepreneurs	An ongoing activity. Will start in January 2022	TDAP, Women Chambers, PABA, SMEDA, KADO, other relevant stakeholders	The proposed activity shall be aimed at; Enabling women entrepreneurs from diverse regions and potential sectors to develop their businesses. To provide them a platform for capacity-building and trainings and to enable these businesses to add value to their products and eventually to exports internationally.
6	Seminar on Trade Linkages for Export Promotion	4 th week of February 2022	TDAP, Abbottabad chamber of commerce and Industry, TIOs, Academia	To facilitate the potential exporters and guide them on procedures
7	Seminar on Trade of Pakistan, Current situation, issues and way forward	March 2022	Business, Economics and Management students of COMSATS institute of science and technology	To work in close liaison with academia of the region

B. Webinars

S No	Topic of Webinar	Tentative Date	Stakeholders	Objectives to Achieve
1	Export procedure webinar for women entrepreneurs of Hazara Division	September, 2021	TDAP, Women Chamber of Commerce and Industry, Hazara Division, Academia	Receive many queries regularly related to export procedures, this webinar will resolve issues faced by women entrepreneurs

Gilgit

A. Local Events / Exhibitions

S No	Activity	Stakeholders	Place	Tentative Date	Objective to Achieve	Follow Up of Activity
1	Trade Through Tourism Exhibition in Gilgit	TDAP, GB government, PTDC, AKRSP/ KADO	Gilgit	Aug/Sep 21	To promote handicrafts, gems jewelry, dry fruits export along with promotion of tourism	Stakeholders consultation in process

B. Seminars / Workshops / Symposia

Sr No	Topic of Seminar / Workshop	Date	Stakeholders	Objectives / Expected outcomes
1	Training Session on "How to be an exporter"	Mid Sep 2021	TDAP, Dry and Fresh Fruit Companies, Department of Agriculture, GBCCI, AKRSP	To impart skill and knowledge to the potential exporters who can start export business
2	Seminar on Value Addition and Product Development	3 RD week of October 2021	TDAP, PGMA, HCCI, PGJC, AKRSP, SILSILA, Mineral and Industry Deptt. GB	Giving awareness about potential of gemstones and their value addition
3	Seminar on Trade Through Khunjerab Pass: Issues and Opportunities	20 th November 2021	TDAP, GB Govt., GBCCI, AKRSP, China Embassy	Giving awareness regarding market exploring and market penetration
4	Seminars on Export Procedures and	2 nd week of February 2022	GBCCI PGMA	1. Better understanding of Export Procedures, Policies, Book Keeping etc.

	Documentation		AKRSP Department of Commerce and minerals	2. The audience will understand different tools of marketing. 3. They will also know the potential markets of their products.
5	NETP Training Seminar	4 TH week of March 2022	GBCCI, KADO, AKRSP, PGMA, Department of Industries and Minerals	The Audience will get know-how regarding benefits of exports. Will know about different stages of export activities. Will be able to know different stakeholders in the export process. They will get solutions to different challenges faced while exporting.
6	Seminar on Export Potential of GB	Mid-April 2022	KADO, KIU, GBCCI, AKRSP, GB govt.,	Giving awareness to the youth regarding entrepreneurship skills Giving detailed know-know about business potential in different sectors

C. Special Events / Promotional Activities

S No	Activity	Stakeholders	Place	Tentative Date	Objectives to Achieve
1	Initial Consultation of TDAP team for Establishment of Dedicated Display Center at Gilgit	TDAP, Commerce Division, GB Government, Local Chambers, Trade Bodies	Gilgit	On Going Activity to be initiated in May 2021	To showcase the export oriented products of GB region

Mirpur

A. Seminars / Workshops / Symposia

Sr No	Topic of Seminar / Workshop	Date	Stakeholders	Objectives / Expected outcomes
1	Capacity Building Training on International Marketing for Members of Mirpur Chamber	3 rd or 4 th Week July, 2021	TDAP, Mirpur Chamber of Commerce & Industry	To impart training regarding international marketing to the members of Mirpur Chamber
2	Awareness Seminar on CPFTA-II	3rd week of August 2021	TDAP, Commerce Ministry, AJK Commerce Department, Mirpur Chamber, Leading exporters, manufacturers, academia	To create awareness among the traders' community regarding opportunities available to them in the shape of CPFTA
3	Launch of Hand-Holding Scheme for Potential Women Entrepreneurs	An ongoing activity. Will start in Sept. 2021	TDAP, Women Chambers, PABA, SMEDA, KADO other relevant stakeholders	The proposed activity shall be aimed at; Enabling women entrepreneurs from diverse regions and potential sectors to develop their businesses. To provide them a platform for capacity-building and trainings and to enable these businesses to add value to their products and eventually to exports internationally.
4	Seminar on Export Potential of AJK	October, 2021	TDAP, Mirpur Chamber of Commerce & Industry, AJK Industry Dept. Other trade bodies, academia	To know about the export potential of AJK so that strategies for marketing and export promotion may be designed accordingly
5	Seminars on Export Procedures and Documentations	2 nd week of January 2022	TDAP, Mirpur Chamber of Commerce & Industry	To impart skills and export related knowledge to the business community of AJK
6	Training for Women Entrepreneurs	February 2022	TDAP, Local Women Chambers, Existing and Potential Women Entrepreneurs,	To create awareness, develop, promote and provide market access to Pakistani women entrepreneurs thus improving their contribution in exports and positive image building of Pakistan.