

Webinar Series on Market Opportunities for Handicraft Products in the Chinese Market
(Chengdu and Guangzhou)

Trade Development Authority of Pakistan in collaboration with Handicraft Association of Pakistan, Acting Consul General of Pakistan in Chengdu, and Trade and Investment Counsellor of Pakistan in Guangzhou organized a webinar on market opportunities for handicrafts products in the Chinese market. Acting Consul General Chengdu, Mr. Mahmood Akhtar told the participants that the area of China that comes under the Chengdu Consular districts is a USD 1.16 trillion economy that holds tremendous potential for Pakistani handicraft producers. He suggested to potential exporters that they should develop multiple tiers of products classified along the lines of price and quality and market each separately. He also requested participants to provide samples of handicraft products to the consulate so that they could be displayed there while giving a list of very cogent recommendations as to how the market can be effectively penetrated.

Trade and Investment Counsellor Guangzhou comprehensively laid down the trade scenario of Pakistani handicraft exports in the Guangzhou region and said that declining trade trend could be reversed through serious marketing efforts. He told the participants that the Canton Fair, Xiamen Handicraft Fair, and Guangzhou International Handicraft Expo are excellent opportunities for Pakistani handicraft producers to market their products. He encouraged suppliers of handicraft products to tap into the Chinese market as Pakistani products have an edge due to China Pakistan Free Trade Agreement and a VAT rate of 13 percent.

Director General TDAP Islamabad Mr. Shahzad Ahmed Khan told the participants that this series of webinars is starting to yield productive outcomes. He told the participants that this is the third webinar for tapping market opportunities in the handicraft sector. In the Chinese markets, TDAP has already held a webinar separately with Trade and Investment Counsellor Beijing and Consul General Shanghai. According to Director General TDAP Islamabad, the purpose of these webinars is to find potential exporters of handicrafts 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 importance of turning the handicraft sector into a formal handicraft industry. Mr. Fahad Barlas, former chairperson Handicraft Association of Pakistan talked about the importance of implementing Geographical Indications in the handicraft sector.

An 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 Chinese market.



The screenshot displays a Zoom meeting interface. At the top, there are five video thumbnails of participants. Below them is a toolbar with a 'Recording' indicator. The main content area shows a presentation slide with the following text:

Recommendations:

- Provide samples for display in Pakistan pavilions
- Establishment of display centers in major cities (CBDs) and tourist areas
- Regularly provide samples to Consulates for using as souvenirs and display in the Consulate premises.
- Provide materials in Chinese language.
- Develop a dedicated websites in Chinese dealing with handicrafts sectors.
- Special marketing and holistic approach to engage with buyers, associations, public sectors and exhibition companies in China.
- Develop multi tiers of products depending price and quality and purchasing power of the area within China.

On the right side, the 'Participants (24)' list includes: Ahmad Hassan... (Host, me), Changdu Cons... (Co-host), Abdullah Altridi, Akhtar Amin, Asim Rasul, and Dr A Waheed Meeqat Dates. Below the list is a 'Chat' window with the following message:

different products i.e. textile, jewelry, marble and handicrafts. We help you grow your business from Local to International Market.

for further details, contact us on 03339584033 or email us at pdh.wcci@gmail.com

At the bottom of the chat window, there is a 'To: @HassanJam...' field, a '(Privacy)' icon, a 'File' icon, and a 'Type message here...' input field.