

DG TDAP Islamabad Mr. Shehzad Ahmed Khan's Meeting with President Srgodha Chamber of Commerce & Industry Mr. Malik Asif on 10th December'2020

Background:

President SCCI requested TDAP to hold “Kinnow Show” at President House. In this regard, DG TDAP Isb. held virtual meeting with President SCCI to discuss concept and budgetary details of said event.

Discussion:

President SCCI shared, he is already in contact with focal person at President House; Mr. Faisal Azeem for requisite support. He shared Sargodha Chamber plans to hold “Made in Sargodha” Exhibition (displaying handicrafts, salt lamps etc.) on sidelines of the same 01 day event (starting from 10 am to 5 pm). Target audience are the dignitaries and missions based in Islamabad for national branding and projection of Pakistani Citrus. Also, he requested financial support from TDAP, on which DG TDAP told to share approximate budgetary requirements along with concept of exhibition.

DG TDAP Isb. proposed webinars with Pakistani missions in potential markets for Citrus, as to capitalize on the inauguration by Honorable President of Pakistan. Thus, missions may take buyers of citrus on board, thus maximizing impact of said activity on trade.

Way Forward:

President SCCI shall share concept paper and budgetary details on Monday i.e. 14th December'2021 with TDAP Directorate Islamabad to chalk out the way forward.

