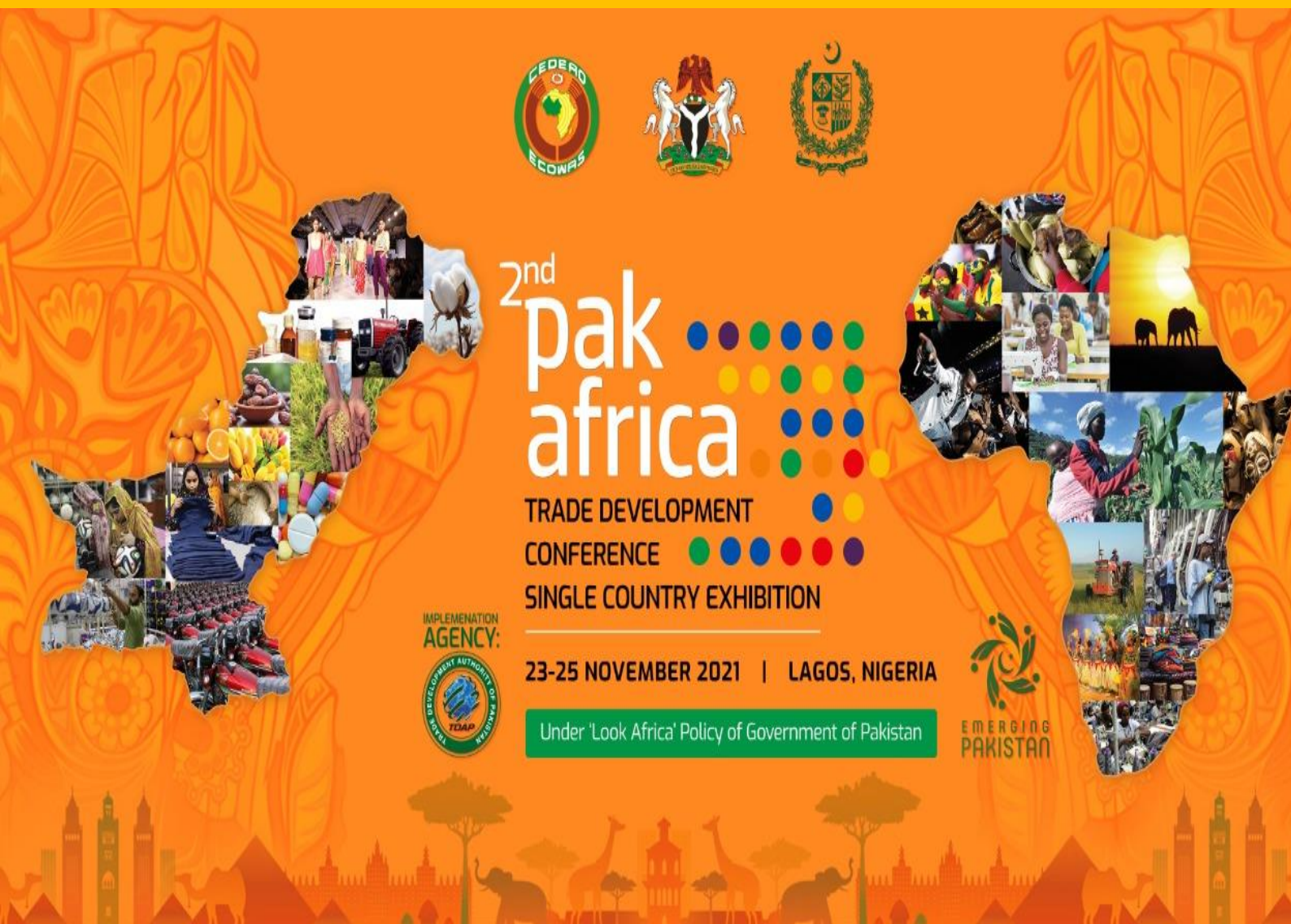




| TRADE DEVELOPMENT AUTHORITY OF PAKISTAN |  
| MINISTRY OF COMMERCE |



## POST EVENT REPORT 2ND PATDC & PSCE



**Lagos Nigeria 23-25 November 2021**

## DISCLAIMER

The analyses, interpretations, and conclusions expressed in this report do not necessarily reflect the view of the Board of Directors, Chief Executive, and Secretary of the Trade Development Authority of Pakistan.

Any conclusions, interpretations, and analyses of the 2<sup>nd</sup> Pakistan Africa Trade Development Conference (PATDC) & Pakistan Single Country Exhibition (PSCE Lagos) held from 23-25 November 2021 at Lagos Nigeria is the responsibility of the author and do not necessarily reflect the opinions of the Ministry of Commerce (MOC, High Commission of Pakistan in Nigeria and Trade Development Authority of Pakistan (TDAP). Although every effort has been made to report the fact and events.

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## **ACRYNOMS**

<b>PATDC:</b>	<b>PAKISTAN AFRICA TRADE DEVELOPMENT CONFERENCE</b>
<b>PSCE:</b>	<b>PAKISTAN SINGLE COUNTRY EXHIBITION</b>
<b>TIC:</b>	<b>TRADE AND INVESTMENT COUNSELOR</b>
<b>TIA:</b>	<b>TRADE AND INVESTMENT ATTACHÉ</b>
<b>TIO:</b>	<b>TRADE AND INVESTMENT OFFICER</b>
<b>MOC:</b>	<b>MINISTRY OF COMMERCE</b>
<b>TDAP:</b>	<b>TRADE DEVELOPMENT AUTHORITY OF PAKISTAN</b>
<b>JS:</b>	<b>JOINT SECRETARY</b>
<b>DG;</b>	<b>DIRECTOR GENERAL</b>
<b>EDF:</b>	<b>EXPORT DEVELOPMENT FUND</b>
<b>ECOWAS:</b>	<b>ECONOMIC COMMUNITY OF WEST AFRICAN STATES</b>
<b>EAC:</b>	<b>EAST AFRICAN COMMUNITY</b>
<b>SACU:</b>	<b>SOUTH AFRICAN CUSTOMS UNION</b>
<b>NAFDAC:</b>	<b>NATIONAL AGENCY FOR FOOD &amp; DRUG ADMINISTRATION &amp; CONTROL OF NIGERIA</b>
<b>G2G:</b>	<b>GOVERNMENT TO GOVERNMENT</b>
<b>B2B:</b>	<b>BUSINESS TO BUSINESS</b>
<b>PA:</b>	<b>PERSONAL ASSISTANT</b>
<b>VIP:</b>	<b>VERY IMPORTANT PERSON</b>
<b>SUV:</b>	<b>SPORTS UTILITY VEHICLE</b>

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## **1. PREAMBLE:**

In order to diversify products and markets, Ministry of Commerce launched Look Africa Policy in 2017. Under the policy, Ministry of Commerce opened commercial sections in top (10) economies and started engagements with various African countries on economic and trade cooperation to give boost to trade, especially exports. Trade Development Authority of Pakistan (TDAP) has established ‘Look Africa Policy Desk’ in TDAP, and an enhanced level of subsidy is being offered to exporters for participation in international exhibitions and delegations in the Africa region. Under the policy, Ministry of Commerce and TDAP organized Pakistan’s first ever ‘Pakistan Africa Trade Development Conference in Nairobi, Kenya, on 30-31 January 2020 which was attended by delegates from 26 African countries. Ministry of Commerce and TDAP are also encouraging incoming delegations from Africa. Under the policy, despite Covid situation and very short notice from Embassies /commercial sections, TDAP received trade delegations from Tanzania, Nigeria, Kenya, and Sudan in October-November 2020. TDAP has increased participation in international exhibitions and recently participated in International Fair of Khartoum Sudan with 17 companies from 21-28 January 2021. TDAP has also proposed various MOUs to counterpart organizations in Senegal, Sudan, Kenya, and other African countries. Ministry of Commerce is also actively pursuing Look Africa Policy and has tasked commercial sections in Africa to identify potential opportunities in the host countries. Under the Look Africa Policy, Ministry of Commerce and TDAP intend to tap into the potential of Africa and engage with various trade blocs such as EAC, SACU, ECOWAS, and other major trading blocs of Africa region. In addition, a series of webinars has been organized with various commercial sections of Pakistan in Africa region in which speakers/consultants were hired to sensitize and educate Pakistani exporters about potential of Africa and regulatory framework of the host countries.

On the pattern of the 1<sup>st</sup> PATDC, Ministry of Commerce and TDAP, in coordination with the Trade and Investment Wing of High Commission of Pakistan in Nigeria, held the 2nd Pakistan Africa Trade Development Conference and Single Country Exhibition in Lagos, Nigeria (23-25 November 2021) in which delegates from ECOWAS were invited. More than 100 Pakistani companies from various export sectors showcased their products in the 2-day Single Country Exhibition on the sidelines of the said conference. The 2nd PATDC Nigeria that aimed to explore the potential of the biggest market of Africa-Nigeria and engage other African countries, was visited by more than 7000 visitors and generated business worth US\$ 32 million. It also sensitized Pakistani exporters about the potential and regulatory framework of the Africa region. In addition, the visit further strengthened G2G relations between Pakistan, Nigeria and

ECOWAS countries. It is expected that exports to ECOWAS region would increase fivefold in the next 3-5 years.

## **2. COMPONENTS OF THE 2<sup>ND</sup> PATDC & PSCE LAGOS NIGERIA**

Unlike the 1<sup>st</sup> PATDC held in Kenya in January 2020, the 2<sup>nd</sup> PATDC had three major components as detailed below: The basic difference between the scope of activities of the 1<sup>st</sup> PATDC and the 2<sup>nd</sup> PATDC was the number of Pakistani businessmen and the Single Country Exhibition. The first PATDC had around 120 delegates from Pakistan and there was no exhibition. In the 2<sup>nd</sup> PATDC there were around 210 businessmen from Pakistan and more than 100 exhibitor companies. The focus of the 1<sup>st</sup> PATDC was EAC bloc while the delegates from 26 countries in Africa were invited. Focus of the 2<sup>nd</sup> PATDC was on ECOWAS and delegates from around 10 countries were invited to attend the event. Brief details of the components of the event are as under:

- i. Pakistan-Africa Trade Development Conference; 23rd November 2021
- ii. Cultural Activities and Gala Dinner; 23rd November 2021
- iii. Pakistan Single Country Exhibition; 24-25th November 2021

## **3. TRAVEL ITINERARY AND TRANSPORT ARRANGEMENTS:**

In order to ensure a smooth and hassle-free movement of organizers, exhibitors and delegates from the airport to the hotel and back, the following team of High Commission and Commercial Section staff was deputed at the airport:

- i. Mr. Muhammad Qazafi Rind; TIC Algeria
- ii. Mr. Sohaib Rasheed; Deputy Director TDAP
- iii. Mr. Abdullah Ghauri; Assistant Director TDAP
- iv. Mr. Sardar Fazal Raheem; Commercial Assistant, Commercial Section, Lagos
- v. Mr. Adnan Akbar; PA to Head of Chancery
- vi. Mr. Shabbir Ahmed; Driver, Commercial Section, Lagos

The event management company, M/s BtoB Events, also hired a logistics company which arranged 24-hour transport at the airport as well as the EKO Hotel, Fahrenheit Hotel and Bon Voyage Hotel. Owing to the traffic situation in Lagos which always remains congested and the distance between airport and the venue, the logistics company always had standby



coasters and vans at the airport. SUVs and Luxury sedans were also arranged for the Advisor to the PM on Commerce & Investment and senior officers of the Ministry of Commerce and TDAP. It was ensured that all the exhibitors landing at the Murtala Muhammad International Airport faced no difficulty in immigration, luggage collection and clearance. A dedicated help desk was also established at the airport to facilitate all the exhibitors and delegates.

#### a) Travel Itinerary of Pakistani Exhibitors

A Google Form was circulated amongst the selected exhibitors, collecting all the relevant information such as contact information, representatives' information, and especially, travel itinerary. This helped in keeping track of their arrival dates and time at, as well as departure from, Lagos. Few days prior to the event, it was informed by TIA Lagos that Emirates Airlines had suspended its operations to Lagos and resultantly, those exhibitors who had booked their flights via Emirates, were asked to rebook their flights with other airlines. The use of Google Forms made it easier to track changes in exhibitors' itinerary till the last moment and conveyed to the airport teams' exact number of exhibitors coming in each flight. Pakistani Exhibitors started arriving at Lagos from 18<sup>th</sup> November, however, airport facilitation was provided to only those exhibitors who arrived 20<sup>th</sup> November onwards. TIA Lagos, alternatively, further prepared travel itinerary through the event management company as well. He put things under complete order for smooth clearance of delegates and the exhibits.

#### b) Travel Itinerary of African Delegates

The airport facilitation of delegates being invited from ECOWAS countries was even more crucial since their comfort and level of hospitality had an invariable impact on their business interest in Pakistani companies. Therefore, in order to ensure accurate and up-to-date information regarding their arrival date and time, a Google Form sheet was also circulated amongst the approved delegates. TIA Dakar and TIA Lagos were focal persons for the delegates coming from their respective countries of accreditation. The data compiled through the Google Form, including flight numbers, arrival time and landing terminal was sent to the airport facilitation team through TIA Lagos in advance. Most of the delegates arrived on 22<sup>nd</sup> November in two flights – one arriving in the evening and one in the night. Some delegates from countries accredited to TIA Lagos arrived by road.

#### c) Travel Itinerary of Officials from Pakistan:

Ministry of Commerce had already directed TIA Senegal, TIC Kenya, TIC, Algeria, and TIA Sudan to proceed to Lagos for arrangements of the event because summary of officials from TDAP and Ministry of Commerce was curtailed to nine officers including Secretary TDAP, JS FT-II and DG TFD TDAP. The officials from the Ministry of Commerce and Trade Development Authority of Pakistan (TDAP) departed in the early morning of 21<sup>st</sup>

November and landed at Lagos in the afternoon. The Officers from Ministry of Commerce departed from Islamabad whereas the TDAP Team departed from Karachi. From Doha onwards, all officials were on the same flight. TIO Lagos was present at Murtala Muhammad Airport to welcome the senior officials of Ministry of Commerce and TDAP. The staff from High Commission and Commercial Section helped in facilitation at the immigration and luggage collection.

**d) Arrival Of Advisor to PM on Commerce**

Mr. Abdul Razak Dawood, Advisor to the PM on Commerce & Investment, arrived at Lagos on the 22<sup>nd</sup> of November. He was received by High Commissioner of Pakistan, Major General (Rtd) Muhammad Tayyab Azam at the Murtala Muhammad Airport. Special transport with security protocol was arranged for the Advisor to PM on Commerce & Investment. TIC Algeria was notified as conducting officer for the Advisor to PM during the event.

**4. PREPARATORY MEETINGS AND BRIEFINGS**

After arrival at the EKO Hotel and a brief break, a meeting was called by Secretary TDAP on the evening of 21<sup>st</sup> November 2021 to preview the preparations of the Conference and finalize the program of the Conference, the number of speakers, sequence of the presentations, the seating arrangements of the VIPs and other details. These preparatory meetings were held in the Amber conference room of the EKO Hotel. The High Commissioner of Pakistan to Nigeria, Joint Secretary FT-II Ministry of Commerce and the entire team of the event gave their detailed input.

**a) Briefing By TIA Lagos on Overall Arrangements:**

TIA Lagos briefed about the overall arrangements made for the Conference. A list of VIPs from Nigeria and other ECOWAS countries was shared, and their seating plan was finalized keeping in view the cultural norms/official protocols of Nigerian society. Further, TIA Lagos informed about the integral role the High Commissioner of Pakistan to Nigeria, Major General (Rtd) Muhammad Tayyab Azam, in ensuring the presence of the Governor of the state of Lagos as Chief Guest at the Conference. The on-ground information and insight provided by TIA Lagos was crucial in fine-tuning the program of the conference, as he emphasized on respecting the cultural and societal traditions of Nigeria and ensured maximum respect was accorded to the attending delegates and VIPs.

**b) Briefing By Event Manager:**

Next, the manager of the event management company, Mr. Jamie Hill, updated about the situation in the exhibition hall. He informed that the venue will be handed over to his company on the 22<sup>nd</sup> and he will install the stalls by evening of the same day. He was told to

ensure that the stalls are ready for exhibitors to move in and put up their displays so that the exhibition may be inaugurated on the 23<sup>rd</sup>, right after the Conference.

**c) Briefing By Transport and Hotel Teams:**

The airport facilitation and hotel teams briefed about their activities of past few days at the airport. Despite challenges at the airport vis-à-vis immigration and local agencies, the airport team had facilitated the exhibitors arriving at Murtala Muhammad Airport in a professional and courteous manner. Their efforts were appreciated by Secretary TDAP.

The teams were instructed to ensure timely check-in of all guests and to provide pick-and-drop service to them from different hotels.

It is pertinent to mention that while transport and hotels teams comprised of TICs (Algeria and Kenya) TDAP officers and High Commission protocol teams, the entire transport system was dependent on the event manager who was providing vehicles on need basis.

**d) Briefing by Hospitality Committee:**

Based on criteria developed for hospitality by the Committee constituted by Ministry of Commerce, a hospitality committee was notified to reimburse claims to the approved delegates from the ECOWAS region. In this connection, the Joint Secretary, Ministry of Commerce, assigned the task of hospitality to TIO Dakar and Assistant Director, TDAP. They were tasked with collecting the tickets, receipts, boarding passes and passport copies of delegates from ECOWAS who were invited by the Government of Pakistan.

**e) Visit Of Secretariat and Meeting Rooms:**

After the briefing session, the Secretariat was visited, which was set up in Lavender room and Lilac room near the Conference Hall. For the G2G meetings of Advisor to PM on Commerce, with African government agencies and chambers, the Executive Board Room was set up at first floor near the Conference Hall. During the visit, the event manager was directed to ensure necessary arrangements for the meetings including media coverage of meetings and photography.

**f) Visit Of Conference Room and Exhibition Hall:**

The Team then visited the Conference Hall and Exhibition Hall where the preparation was being done. The exhibition stalls were not ready and there was still a lot to be done at the Conference Hall. These observations were communicated to the event manager and was asked to expedite the setup of the stalls so that the exhibitors could put their displays before the inauguration of the Exhibition on the 23<sup>rd</sup> of November 2021. The event manager informed

that the hall would be handed over to him on 22<sup>nd</sup> of November 2021 (evening) and then he would start setting up the hall and complete it on the night of 22-23<sup>rd</sup> November 2021. Subsequently he started the set-up from the evening of 22<sup>nd</sup> November for Conference and Exhibition Hall.

**g) Review Of Overall Activities:**

On the 22<sup>nd</sup> November 2021, a meeting was convened at the Amber room to review the final preparations for the Conference and to review the overall activities planned. Advisor to PM on Commerce chaired the meeting. Secretary TDAP, High Commissioner of Pakistan to Nigeria, Joint Secretary (FT-II) Ministry of Commerce and all teams attended the meeting and briefed the Advisor on the overall program and activities. The list of VIPs, ECOWAS delegates and other prominent Nigerian persons was finalized, and the seating plan was made accordingly. It was ensured that seating arrangement would be enough for more than 350 persons, as more than 200 Pakistani exhibitors were also invited to attend the Conference.

The Exhibitor feedback form was also finalized and was amended to include questions which would give a snapshot of the number of B2Bs held during the exhibition, the number of orders booked, their approximate value and names of potential buyers. The feedback form also gave an opportunity to the exhibitors to provide their input about the event and its organization. It also asked for their input on the efficacy of the B2B Portal piloted at this event.

Similarly, the delegates' feedback form was also made to gauge their level of engagement with the Pakistani exhibitors, any orders placed and their approximate values. The feedback asked for their candid views on the quality of exhibitors and the level of hospitality afforded to them.

**h) Finalization Of Program:**

The program of the Conference was finalized on the night of 22<sup>nd</sup> November 2021. This included designation of Joint Secretary, Ministry of Commerce, as Master of Ceremony, and finalization of the list of speakers and the sequence of their addresses / presentations. Presentations to be delivered during the Conference were collected and handed over to the event manager. The seating plan was also finalized and name tags, to be pasted on seats reserved for VIPs / delegates, were printed. The event manager was instructed to ensure smooth execution of the planned activities, recording of the event, media coverage, photography and proper placement of each and everything discussed.

**i) Circulation Of Program:**

The finalized program was then circulated amongst the VIPs, delegates and exhibitors through email, sectoral whatsapp groups and main whatsapp group of Pakistani

Exhibitors. The TIA Lagos and TIA Dakar were also requested to share the program with the delegates from their accredited countries. The exhibitors had to setup their stalls prior to the inauguration and therefore, they were given ample time before the start of the Conference to do so. Majority of the stalls had been setup before the Conference started.

## **5. PAKISTAN-AFRICA TRADE DEVELOPMENT CONFERENCE 23 NOV 2021**

2<sup>nd</sup> Pakistan Africa Trade Development Conference Lagos Nigeria was scheduled to start from 10 am on 23<sup>rd</sup> November 2021. All transport and hotel teams were directed to ensure timely pick-up of all guests staying in other hotels. Promotional material and shields were shifted to the TDAP Secretariat. The conference started with the arrival of Chief Guest, the Governor of Lagos State. The details of Conference are as under:

### **a) Registration Of Participants:**

For the purpose of registering the incoming African guests a registration desk was setup outside the entrance to the hall. For the convenience of the incoming guests, adequate number of ushers and officers was deputed so that the esteemed guests did not have to wait long in the registration queue. Prior to this, registration link generated by TIA Lagos was shared with the Invitees as well as Pakistani Exhibitors. Approximately, 400 guests attended the Pakistan Africa Trade Development Conference.

### **b) Distribution Of Gifts/Delegates Bags:**

300 leather folders were prepared by TDAP as souvenirs for the esteemed delegates who attended the Pakistan-Africa Trade Development Conference. Each leather folder contained a Directory of exhibitors, Pakistan trade profile, a notebook, a ballpoint pen and a USB stick. All with embossment of 2<sup>nd</sup> PATD Lagos and the event logo. Apart from leather folders, ten large metal shields and 70 small shields with 2<sup>nd</sup> PATDC Logo and theme were also prepared to be distributed during the event. These shields and trophies were distributed to various delegates, exhibitors and organizers of the event.

### **c) Arrival Of Officials from Pakistan:**

The Advisor to PM on Commerce, Secretary TDAP, High Commissioner of Pakistani in Nigeria, Joint Secretary FT-II, Director General TDAP and other team members visited the conference venue and issued necessary instructions to the event Manger.

#### d) Visit Of Venue Set Up:

Venue management team under the supervision of Secretary TDAP and JS-FT-II had final visit of the venue. Meanwhile protocol team of the chief guest arrived. They suggested for putting four additional chairs for the aides of the Chief Guest behind his chair on the stage. Media teams and Nigerian guests started arriving. All guests were seated as per plan. Additional chairs were put in place for the additional guests.

#### e) Arrival Of Chief Guests and Dignitaries From Nigeria:

Babajide Sanwo-Olu, the Governor of State of Lagos, Nigeria, was the Chief Guest. As per Nigerian Protocol, State where any event is held or organized, Governor of that state must be invited as Chief Guest. And as per protocol, in terms of seniority by position, he speaks in the last. Other High official invitees from Nigeria were Minister for Industry, Trade and Investment Nigeria, Federal Minister of Information and Culture Nigeria, Minister of State for Health Nigeria, Permanent Representative of Nigeria for ECOWAS and Director General NAFDAC.

#### f) Formal Session, Speeches and Presentations:

The advisor to PM on Commerce, Secretary TDAP, High Commissioner of Pakistan to Nigeria, Joint Secretary FT-II Ministry of Commerce, Director General TDAP and other senior officers welcomed the honorable guests and accompanied them to the stage for start of formal session. National Anthems of Nigeria and Pakistan were played immediately after the arrival of the Chief Guest on the stage.

Ms. Maria Kazi, Joint Secretary FT-II Ministry of Commerce, in her remarks as Master of Ceremony, welcomed all distinguished guests on behalf of Government of Pakistan, and apprised them that Ministry of Commerce, Government of Pakistan is looking for long term trade partnership with countries of Africa region. In order to carry forward this relationship, Ministry of Commerce launched Look Africa Policy in 2017, with a view to build bilateral trade and economic relations with nations from Africa region. Pakistan organized the first Africa Trade Development Conference in Nairobi Kenya in January 2020, and the 2<sup>nd</sup> is being organized in Lagos, Nigeria because Nigeria is the biggest economy of Africa region and Pakistan, and Nigeria can reap benefits of bilateral trade. The Master of Ceremony then invited His Excellency the High Commissioner of Pakistan to Nigeria for welcome remarks.

Major General (Rtd) Muhammad Tayyab Azam, the High Commissioner of Pakistan, welcomed all distinguished guests, dignitaries and participants and thanked them for attending the PATDC. He apprised the participants that Pakistan has huge potential for bilateral trade with the African nations including Nigeria. Objective of organizing the event is to



showcase export potential of Pakistan to the Nigerian and ECOWAS business communities. Pakistan would similarly welcome African nations to hold similar kind of events in Pakistan. Trade is mutually beneficial for all nations.

Thereafter, Mr. Atif Aziz, Director General, Trade Development Authority of Pakistan, gave a brief presentation on Pakistan's trade and Investment potential, in which he highlighted potential export sectors and major markets. He also discussed potential areas of investment for mutual benefit. He apprised the participants that Pakistan has come with more than 100 companies from different export sectors for long term trade partnership with the Nigerian and ECOWAS business communities.

From Nigerian side, Nigerian Investment Promotion Agency gave a detailed presentation on potential investment areas and investment policies of Nigeria. It was apprised that Nigeria is rich in natural resources and would welcome investors from Pakistan interested in energy and other sectors for joint ventures

Pakistan Software Export Development Board also highlighted strength of IT sector of Pakistan. It was further highlighted that Pakistan's IT sector has grown over the years and has huge potential to cater to IT needs of the Nigerian clients.

Permanent Representatives of Nigeria for ECOWAS and Federal Minister for information and Culture, Nigeria also spoke on the occasion. They shared that Nigeria being the biggest economy and an important member of ECOWAS has huge role in economies of West Africa and can be utilized as launching pad to penetrate other West African markets. Trade partnership can be mutually beneficial for not only Nigeria and Pakistan but also for the rest of West African nations.

Mr. Abdul Razak Dawood, Advisor to PM on Commerce, expressed his gratitude to honorable guests and participants for attending the 2<sup>nd</sup> PATDC Lagos. He explained that Ministry of Commerce, Government of Pakistan, is looking for long term partnership with African countries in fields of trade and investment. Pakistan and Africa share similar colonial legacy and problems and the best path for development and face and solve the problems, is through exchange of goods and services. Pakistan has a wide basket of goods and services to offer to Africa and likewise, Africa has huge resources to trade with Pakistan. In order to enhance trade and partnership with African nations, under Look Africa Policy of Ministry of Commerce, Pakistan arranged the 1<sup>st</sup> Africa Trade Development Conference in Nairobi Kenya in January 2020 which was inaugurated by His Excellency the President of Kenya and attended by delegates from 26 African countries as well as 87 Pakistani companies from different export sectors. In continuation to policy of long-term trade relationship with the African countries, 2<sup>nd</sup>

Pakistan Africa Trade Development Conference and Pakistan Single Country Exhibition is being organized at Lagos from 23-25 November 2021. He informed the guests that more than 100 companies from different export sectors of Pakistan shall showcase their export products in Pakistani Single Country Exhibition from 24-25 November 2021 at EKO Hotel Lagos. He further apprised the participants that Pakistan has huge potential to cater to import needs of African nations, with quality products and services. He further shared with the audience that Pakistan is also participating in Expo 2020 Dubai and CNN and other global agencies have ranked Pakistan pavilion among the top five pavilions at the Dubai Expo 2020. If anybody happens to go to Dubai, he /she must visit Pakistan pavilion in Expo 2020 Dubai. He expressed his gratitude to the government of Nigeria, High Commission of Nigeria in Islamabad, and High Commission of Pakistan to Nigeria in Abuja for full facilitation of the event and Pakistani exhibitors.

Federal Minister for Industry, Trade and Investment Nigeria, Mr Otunba R.A Adebayo, in his speech, welcomed all distinguished guests from Pakistan and apprised that Pakistan is a great country, with huge potential for exports. Likewise, Nigeria has huge resources which can be exchanged between both nations for economic development and progress of both nations.

Chief Guest, Mr. Babajide Sanwo-Olu, the Governor of State of Lagos, in his speech, welcomed all participants and stated that Nigeria welcomes all exhibitors and Pakistani officials to the State of Lagos. Lagos is heart of Nigeria and rich in resources. Its economy and population are bigger than even many countries of Africa. He added that Covid pandemic has affected global travel, affected trade, tourism, supply chain; even the way people greet and communicate. So, a conference and an exhibition of this nature, taking place as the world slowly reopens, offers a unique opportunity for us to rethink the ways to bring about new ways and new paradigm shift. The governor called on the Pakistanis to explore the business opportunities inherent in the African countries, especially in the West African region, for economic growth. He further commended the "Look Africa" policy of the Pakistani government, which he said, recognized the immense opportunity of Africa as a home to the world's largest free trade area. He said that the Look African policy recognized Africa as the home to some of the fastest-growing economies in the world, and the pool of the world's largest population of young people. He then declared the Single Country open for 24-25 November 2021.

#### g) Distribution Of Shields/Mementos:

After the conclusion of the formal session, Advisor to PM on Commerce, Mr. Abdul Razak Dawood, presented souvenirs to the distinguished guests from Nigeria, ECOWAS and teams of the event.

#### h) Inauguration of The Pakistani Single Country Exhibition By Chief Guest:

Mr. Babajide Sanwo-Olu , the Governor of Lagos, Mr. Abdul Razak Dawood, Advisor to PM on Commerce, other Ministers from Nigeria, Mr. Ahsan Ali Mangi , Secretary Trade Development Authority of Pakistan , Major General (Rtd) Muhammad Tayyab , High Commissioner of Pakistan to Nigeria and other senior officials proceeded for ribbon cutting ceremony of Pakistan Single Country Exhibition Lagos Nigeria 24-25 November 2021. Honorable Chief Guest along with other dignitaries inaugurated the event and after formal photography session, he left because of other official engagements

#### j) Official Lunch to Pakistani and African Delegates:

Formal session was followed by the official lunch for the African delegates, Pakistani exhibitors, and distinguished guests from Nigeria. African delegates were invited in separate room reserved for them and the Pakistani exhibitors were served in the lobby of the conference hall. More than 400 guests were served lunch. Because of the G2G engagements of Advisor to PM on Commerce and set-up of event, the formal session of conference was called off and exhibitors were requested to prepare their stalls, as Advisor to PM on Commerce desired to visit the venue after the G2G session.

#### k) G2G Sessions:

The Advisor to the PM on Commerce and Investment had G2G sessions with the officials/Ministers from Nigeria and various leading chambers from Nigeria, Senegal, Benin, Togo, Kano, Cameroon, and other countries that lasted for more than two hours. During the session, Advisor to PM gave media briefing to the local and international media on the event and Pakistan's trade potential and Look Africa Policy. The details of leading chambers/officials of G2G are given below:

S No	Country	Delegate Name	Designation / Department / Association
1.	Nigeria	Mr Babajide Sanwo Olu	Governor State of Lagos Nigeria
2.	Nigeria	Mr Otunba R.A Adebayo	Minister for Commerce , Industry and Trade Nigeria

3.	Nigeria	Mr Musa Sani	Ambassador/ Permanent Representative of ECOWAS
4.	Nigeria	Mr Frouk Salim Mr Pedro	Representatives from Standard Organization of Nigeria (SON)
5.	Nigeria	Professor Adeyeye	Director General NAFDAC
6.	Nigeria	Mr Bashir MAI-Bornu	Chief Technologist to the Minister of IT Nigeria
7.	Nigeria	Mr Bashir Gidado	The Commissioner Commerce and Industry of State of Sokoto Nigeria
8.	Nigeria	Mr Garba Ibrahim Geza	The Commissioner for Trade and Industries KEBBI state of Nigeria
9.	Nigeria	Mr Emeka Ofor	Chief Executive Nigerian Investment Promotion Council
10.	Benin	KABASSI ADEOTI Saratou Consul Honorary	Honorary Consulate of Islamic Republic of Pakistan in Benin
11.	Benin	AKAKPO Amaul	President, Chamber of Commerce & Industry of Benin
12.	Cabo Verde	Ms. Helena Fortes	Executive member, Board of Directors, Cabo Verde Chamber of Commerce
13.	Gambia	Theresa Diarra	Manager Corporate Services, Gambian Chamber of Commerce, and Industry (GCCCI)
14.	Guinea Conakry	Mamadou BALDE	President of the Chamber of Commerce
15.	Senegal	Mr. Moctar Fall	Sr. Vice President, Dakar Chamber of Commerce, Industry & Agriculture and CEO of Walo Development

16.	Senegal	Prof. Yarim Mbagnick DIOP, Director, DPM	Department of Pharmacy & Medicines
17.	Senegal	Dr. Laity Gning	Chief of Purchase , National Pharmacy of Senegal
18.	Togo	M. Adjaho Koffi	Consulate General of Pakistan in Togo, 30114 Lome-Togo

*Table 1 List of Government Officials & Chamber Representatives from ECOWAS*

#### **l) Visit Of Pakistan Pavilion by The Advisor:**

Advisor to PM on Commerce visited set-up of Pakistani Single Country Exhibition that was scheduled to be held on 24-25 November 2021. He took keen interest in discussion with exhibitors and discussed in detail the importance of participation in the international events such as 2<sup>nd</sup> PATDC & PSCE. All exhibitors were busy with decoration of their stalls and very warmly welcomed Advisor to their stalls and briefed him about their product profiles. He completed visit of all stalls and wished all exhibitors luck for the event.

#### **m) Cultural Activities and Official Gala Dinner:**

On the evening of 23<sup>rd</sup> November 2021, all guests and exhibitors were invited for cultural activities and gala dinner. Among the distinguished guests were officials from Nigeria and Pakistan. Advisor to PM on Commerce, Secretary TDAP, High Commissioner of Pakistan Joint Secretary Ministry of Commerce and other teams welcomed all guests. Cultural performances were given by the Nigerian cultural group and Pakistani artists. Famous Pakistani cultural artists Mr. Akhtar Channal entertained guests with his performance. DG (NAFDAC) and other high officials also attended the event. DG (NAFDAC) also briefly spoke on role of NAFDAC. Adviser to PM on Commerce presented souvenirs to representatives of African chambers on the occasion. Cultural performances were followed by official dinner which was attended by around 450-500 guests.

## **6. PAKISTAN SINGLE COUNTRY EXHIBITION 24-25 NOVEMBER 2021**

Pakistan Single Country Exhibition started in the morning of 24<sup>th</sup> November 2021. TDAP had selected 103 companies for attending the event. Three stalls were allocated to Media partners from Nigeria. One stall was set-up for TDAP help desk. Around 60-70 delegates were invited from ECOWAS countries More than 11000 people registered from Nigeria for

attending the event. More than 210 Pakistanis from 101 companies arrived to attend the event. Three companies which were selected could not attend the event. Sectoral Break-up of Pakistan companies is given below: Details are at Annex-A

a) Details Of Pakistani Companies That Attended the Event:

S#	Products	No. of companies	No of Representatives
1	TEXTILE	8	210
2	COSMETICS	10	
3	LEATHER	03	
4	KITCHENWARE	06	
5	FOOD	10	
6	Pharmaceuticals	22	
7	Auto/tractors	09	
8	Electrical/fan/cable/ steel	15	
9	SURGICAL	02	
10	Paint /Chemical	07	
11	Services/IT	02	
12	Sports	01	
13	General/MISC	02	
14	CONFERENCE / <b>Delegates</b>	<b>03</b>	
	Total companies <b>101</b>		210
S #	Following three companies could not join event despite confirmation of participation and allocation of stalls /visas		
1	M/S Rajby Industries		Textiles (Exhibitor)
2	M/S Xeven Solution		IT (Exhibitor)
3	M/S Dreamland Handicrafts		Handicrafts Delegate

Table 2 Summary of Pakistani Exhibitors

It is also pertinent to mention that in addition to above companies, (41) companies had applied then withdrawn their participation due to personal reasons. Some of them withdrew at the eleventh hour. Details are at Annex-B



#### b) Details Of African Delegates from ECOWAS:

As the focus of 1<sup>st</sup> PATDC held in Nairobi Kenya in 2020 was East African Community (EAC), the focus of 2<sup>nd</sup> PATDC and Pakistan Single Country was Economic Community of West Africa (ECOWAS). In addition to Nigeria, delegates from the following member countries were invited to attend the event and were provided hospitality

S#	Name of Country	Number of Delegates	S#	Name of Country	Number of Delegates
1	Senegal	14	6	Cameroon	04
2	Cote D'Ivoire	07	7	Guinea-Conakry	04
3	Ghana	02	8	Sierra Loene	03
4	Gambia	05	9	Cabo Verde	02
5	Togo	04	10	Benin	08

Table 3 Summary of African Delegates

#### c) Details of Nigerian Buyers:

As already discussed, more than 11000 visitors registered from Nigeria for the event. In addition, the TIA Lagos shared list of more than 500 buyers which was shared with the Pakistani companies one month before the event through email and sectoral Whatsapp groups for advance contact.

#### d) B2B Session on The First Day:

Extensive B2B scheduling was done for appropriate match making and fruitful outcomes. Exporters and importers were connected through B2B portal well in advance. They could fix meeting any time from 6 AM to 11 PM and even before and after these allocated times. Approximately 5,000 meetings were fixed either on the request of exporters or importers. After the fixing of the meetings through B2B portal, exporters and importers could contact each other through Whatsapp or email or could meet on the specified place such as particular stall number of the company. All data including name, sector, product, email, WhatsApp, booth number and country of importers/ exporters were feed in the data system, and it was user friendly. Alternatively, TDAP B2B teams and help desk also facilitated the meetings on the spot as per fixtures prepared and shared with both sides. B2B teams ensured that maximum meetings are arranged for the exhibitors. Each company had sufficient number of visits by the buyers. On average, 25-30 visitors visited each stall on the first day. All teams including Advisor to PM, Secretary TDAP, High Commissioner of Pakistan to Nigeria, Joint

Secretary MOC, Director General TDAP, TIA Lagos, TIA Senegal and other TDAP team personally supervised B2B meetings, stalls and facilitated smooth execution of the B2B session.

**e) Footfall On the First Day:**

Although event started on 24<sup>th</sup> of November 2021, general public and visitors started visiting Pakistan pavilion from 23<sup>rd</sup> of November 2021(set up day). As the event started on 24<sup>th</sup> of November 2021, huge rush was observed. Approximately, 3500 visitors visited Pakistan pavilion on the first day and around 2000 B2B meetings were facilitated. Buyers took keen interests in Pakistani products. Pharma, agricultural machinery, food, textiles, and other fetched good orders and sealed MoUs on the very first day. Advisor to PM had to call-on meeting with the Governor Lagos. As he came back, he again visited stalls and interacted with Pakistani exhibitors and shared his experiences and also obtained their feedback. Overall, the first day event was a big success and outcome shall be discussed in section of the major highlights of the event.

**f) 2<sup>nd</sup> Day of The Event:**

2<sup>nd</sup> day of the event started with pick up of Pakistani exhibitors who were staying in other hotels, and everything was put in place for smooth start of the day. B2B teams were directed to guide the visitors to the relevant stalls and to ensure B2B meetings are conducted successfully as well as to provide translators, if need be. Ushers were placed on the main gate and near stalls for supporting the exhibitors. Textile, leather, agricultural machinery, cables, cosmetic, food and other sectors attracted huge number of visitors and buyers. Pharma, food, sports, leather, cable, cosmetics, and other sector finalized successful MoUs with buyers and distributors from the African side. The biggest deals were from food sector from which two companies finalized deals of worth US\$10 Million each. One Pharma company had a deal of US\$ 1 million. Further details shall be discussed in section of the major highlights of the event.

**g) Sectoral Meetings of Advisor To Commerce With Pakistani Exhibitors:**

As per directions received from Advisor to PM on Commerce, sectoral meetings of Pakistani Exhibitors were arranged with the Advisor to Commerce. All sectors attended the meeting as sectoral groups wherein Advisor to PM on Commerce heard them with patience and discussed trade promotion activity in Africa region and issues being faced by them to market their products in the region. Advisor to the PM witnessed various MoUs between Pakistani Exhibitors and African buyers. One Pharma company signed five MoUs. Advisor to the PM presented shields to the signatory companies of the MoUs. He then attended media persons and briefed them on the look Africa Policy and bilateral trade relations with Nigeria as well as objective of organizing the event at Lagos Nigeria.

#### h) B2B Sessions on the 2<sup>nd</sup> Day:

As per information provided by the exhibitors, around 2500 B2B meetings took place on the 2<sup>nd</sup> day of the event, some of which include follow up of the previous day meetings. Approximately, 4000 people visited the event on the 2<sup>nd</sup> day. Some visitors who had fixed meeting through B2B portal were connected to the relevant Pakistani companies by B2B teams stationed at the TDAP help desk. Fixtures were being shared through sectoral groups as well. By the end of the day, complete data was being collected through B2B team on TDAP's prescribed Performa for Feedback.

#### i) Visit Of Stalls by The Advisor to PM On Commerce:

Advisor to PM on Commerce visited the stalls on the 2<sup>nd</sup> day of event. He had detailed discussion with various companies on the format of next conference, outcome of event, quality of visiting companies and dynamics of the Nigerian market. Secretary TDAP, High Commissioner of Pakistan, Joint Secretary Ministry of Commerce and Director General TDAP, accompanied him, during the visit. During the visit, Advisor to the PM witnesses various MoUs as well. He specially appreciated women entrepreneurs/ representatives from Pakistan who attended the event in Lagos Nigeria.

#### j) Hospitality To the African Delegates:

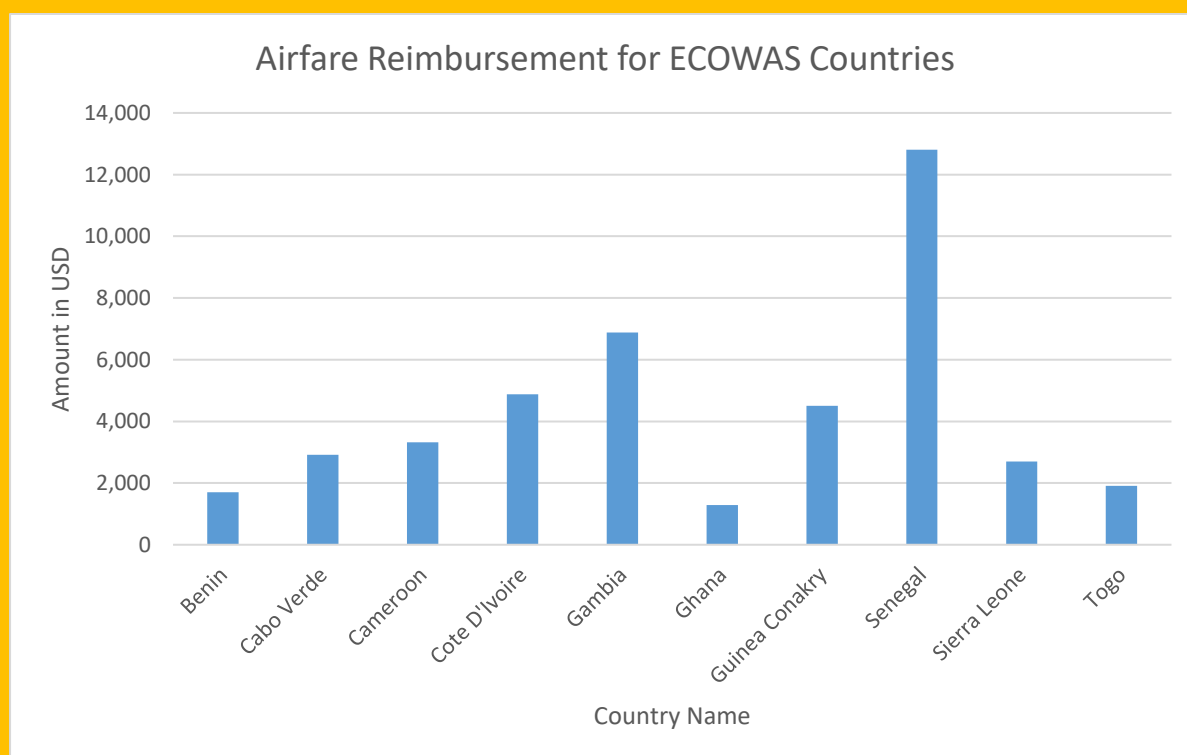
Hospitality Committee comprising TDAP, Ministry of Commerce and High Commission of Pakistan was constituted and notified to disburse hospitality to African delegates as per approved list and criteria. Details of Officers deputed for the task and African delegates are as under:

1. Mr. Shoaib Anwar; TIO Senegal – collection of boarding passes, receipts, passport copies from delegates
2. Mr. Muhammad Mudassir; SO-Africa Desk, MoC – calculation of Airfare and Amount in USD
3. Mr. Abdullah Ghauri; AD, TDAP – handing over of cash to delegates
4. Mr. Ghaffar; High Commission Accountant – handling of Cash
5. Mr. Sardar Fazal Raheem; Commercial Assistant – handling of Cash

Based on the collected documentation, the delegates were reimbursed for their return tickets on the 25<sup>th</sup> of November 2021. The details of delegates who were provided hospitality are given as under\_

S No	Country	Airfare Amount Reimbursed (USD)
1	Benin	1,700
2	Cabo Verde	2,918
3	Cameroon	3,325
4	Cote D'Ivoire	4,879
5	Gambia	6,885
6	Ghana	1,290
7	Guinea Conakry	4,504
8	Senegal	12,810
9	Sierra Leone	2,695
10	Togo	1,908

*Table 4 Country-wise Airfare Reimbursement*



*Figure 1 Airfare Reimbursement for ECOWAS Delegates*

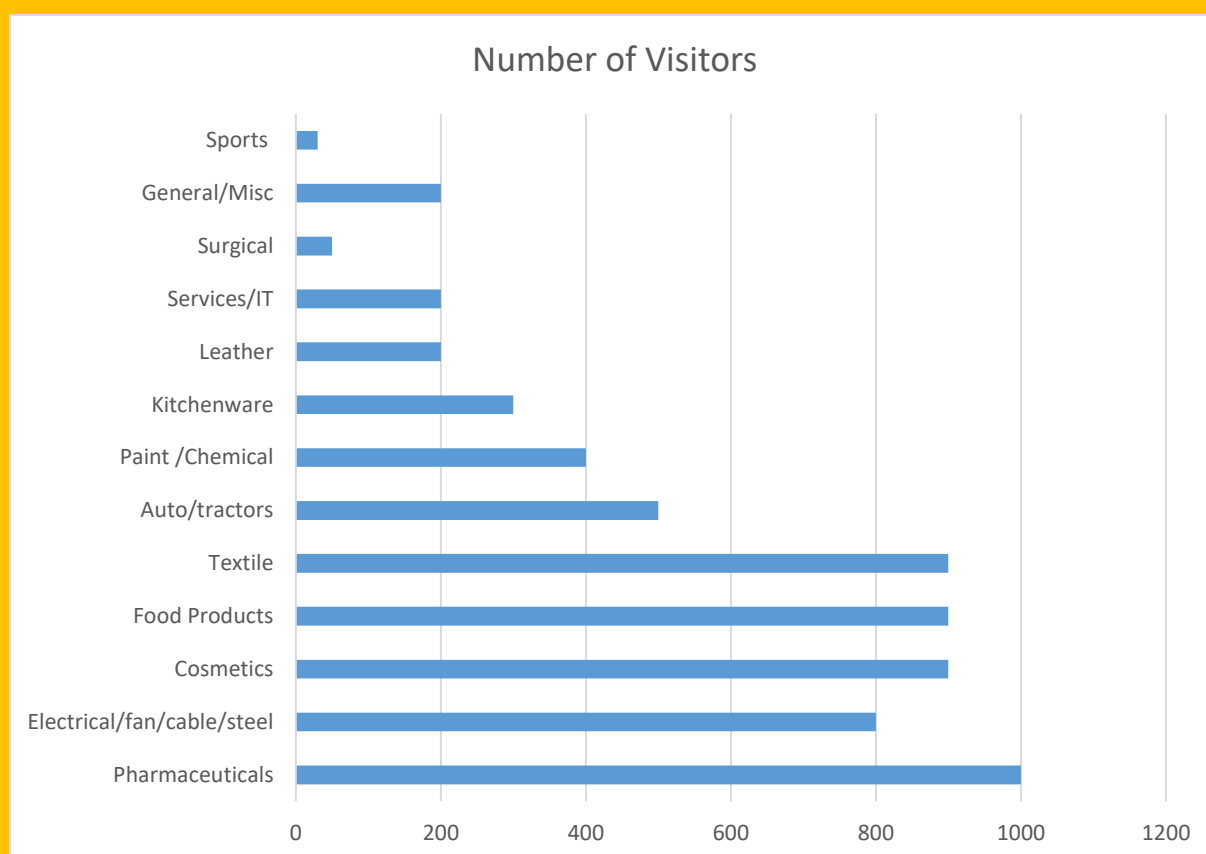
## 7. MAJOR HIGHLIGHTS OF THE EVENT:

The 2<sup>nd</sup> Pakistan Africa Trade Development Conference and Pakistan Single Country Exhibition was one of the major interventions in the Nigerian market by Pakistan under Look Africa Policy of Ministry of Commerce, Government of Pakistan. The event helped

generate business linkages, gave market information to Pakistani companies, generate huge business and further strengthen official relations between the Pakistan and Nigeria as well as ECOWAS countries. The major highlights of the event are as under:

**a) Number Of Visitors:**

The 2<sup>nd</sup> Pakistan Africa Trade Development Conference and Pakistan Single Country Exhibition attracted a huge number of visitors from various segments of Nigerian Society and ECOWAS countries. Leading chambers, wholesalers, retailers, general traders and buying houses visited the event and held extensive B2B meetings with the Pakistani Exhibitors. Approximately, 7000 visitors attended the event. The details of countries-wise visitors is given in the following graphs.



*Figure 2 Number of visitors Sector-wise*

**b) Number Of Meetings:**

As discussed in the preceding paras, more than 4500 B2B meeting were facilitated through B2B portal and physical fixtures, as well as on-site arrangement based on data provided by TIA Lagos and TIA Senegal. In terms of number of B2Bs, highest numbers of meeting took place between pharmaceutical companies, followed by food, textiles, agricultural machinery, electrical, engineering, and other sectors. Number and break up of sectoral B2B is given in the following graph:

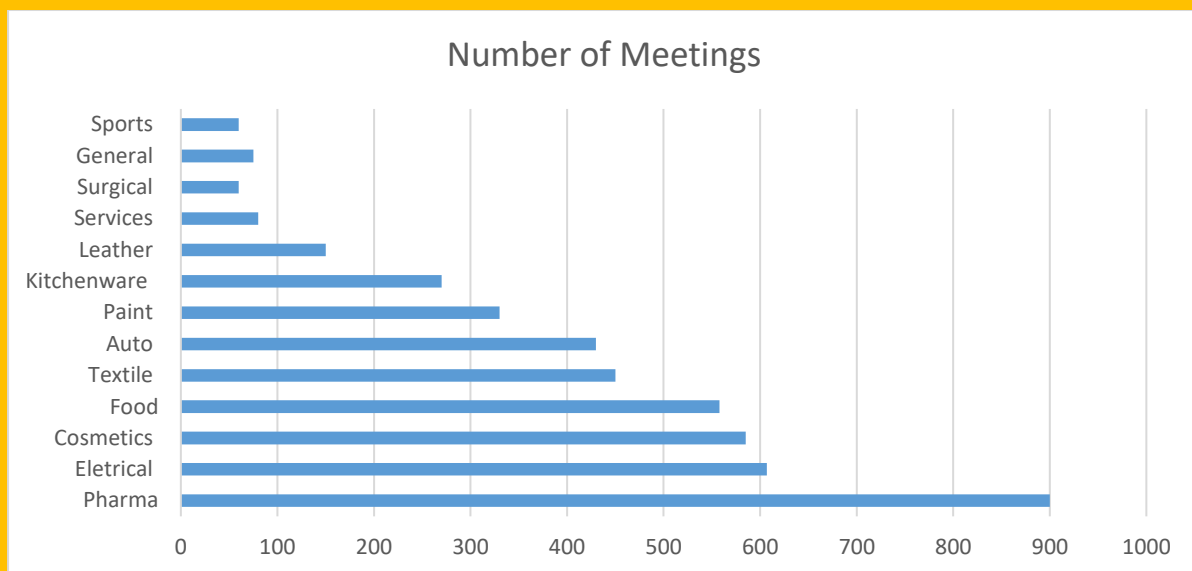


Figure 3 Sector-wise B2B Meetings

#### c) Number Of MOUs:

During the event, (33) MoUs were signed between Pakistani Exporters and African buyers. Maximum number of MoUs were signed from Pharmaceutical, followed by food, sports and other sectors. More than (60) MoUs are under process. MoUs so far concluded were on procurement and appointment of distributors/agents. Detail of breakup of MoUs signed is given in the following graph:

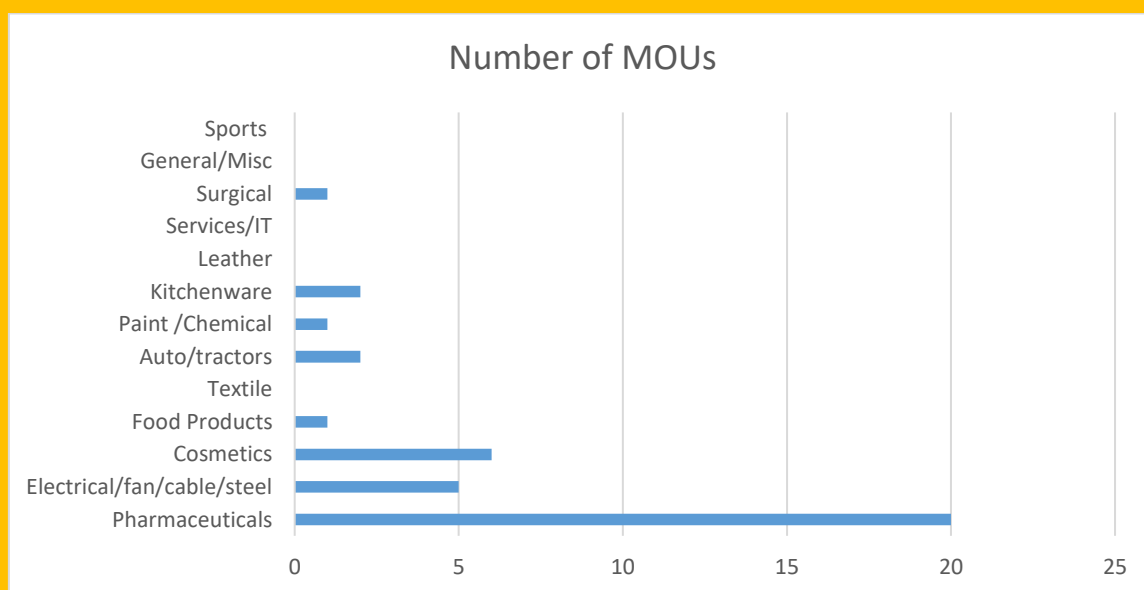


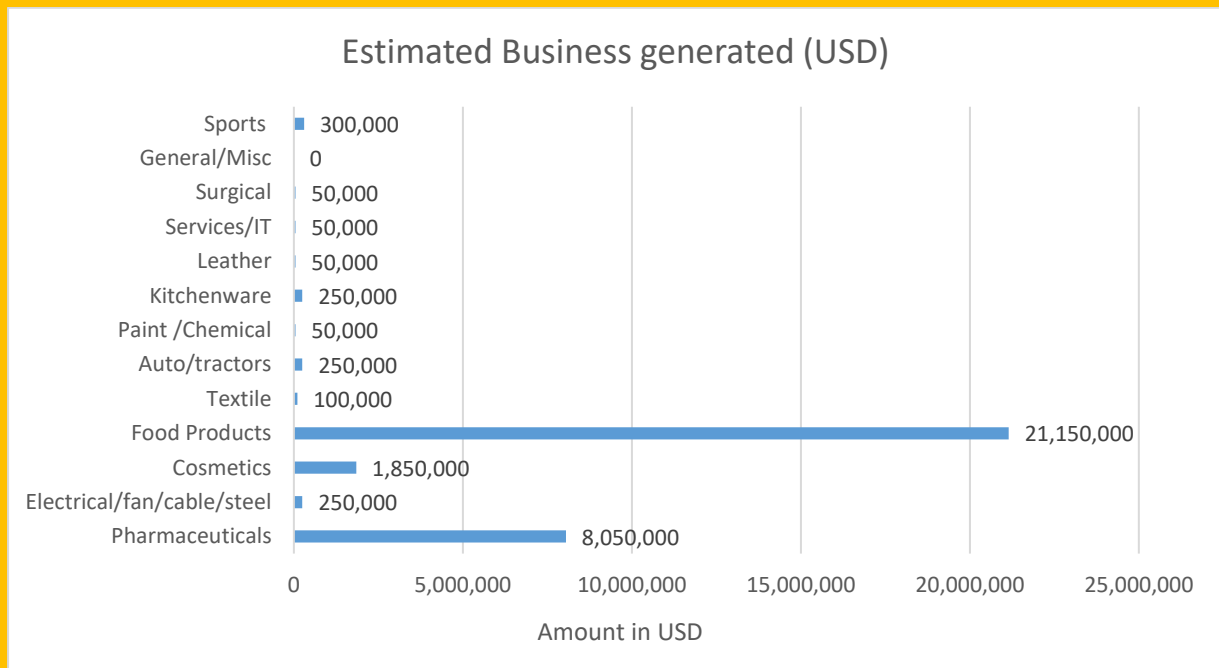
Figure 4 Sector-wise MOUs signed

#### d) Estimated Business Generated:

The event generated business worth USD 32 million. The biggest deals were fetched by the food sector, followed by pharma, agricultural machinery, and sports sectors. Some companies even preferred not to disclose the amounts. 7 companies have not yet provided feedback. For the sake of confidentiality, the names and details of companies shall be shared



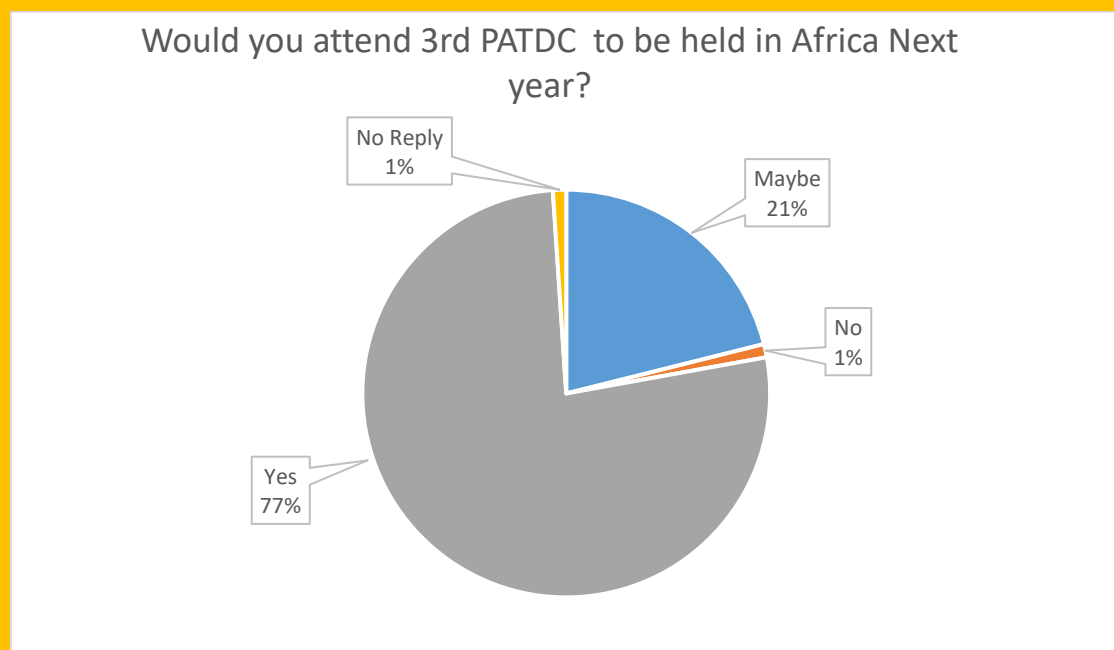
with Ministry of Commerce. However, Sector-wise break up of business generated is given in the following graph:



*Figure 5 Sector-wise Business Generated (USD)*

#### e) Feedback Of Pakistani Exhibitors:

Pakistani exhibitors shared their feedback and appreciated efforts of TDAP, TIA Lagos and Ministry of Commerce on overall arrangements and facilitation extended to them before, during and after the event. 77 % of exhibitors expressed their willingness to attend the 3<sup>rd</sup> PATDC. 21 % were unsure whether they would attend or not. 1% said no and 1% did not reply.



*Figure 6 Feedback of Exhibitors I*

How helpful did you find the B2B Portal in connecting you with potential customers?

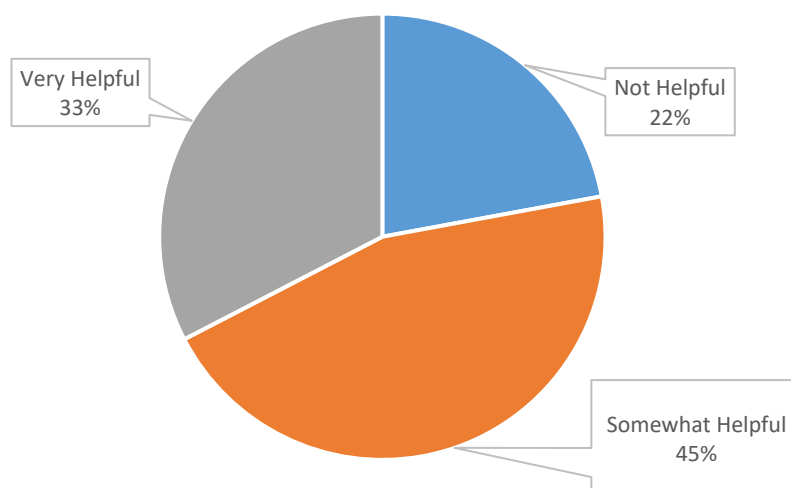


Figure 7 Feedback of Exhibitors 2

#### f) Feedback Of African Delegates

The Delegates from ECOWAS excluding Nigeria were handed out Feedback forms before airfare reimbursement was done. The summary of their feedback along with testimonials is as follows:

Average number of stalls visited by a delegate	17
Average number of business inquiries by a delegate	14
Average number of orders placed by a delegate	2.5
Average value of orders placed by a delegate	USD 100,000+
Approximate value of total orders booked by delegates	USD 780,000
Quality of Exhibitors as rated by Delegates	
Very Good	54.50%
Good	36.50%
Average	4.50%
No Response	4.50%
Overall hospitality as rated by Delegates	
Very Good	59.10%
Good	22.70%
Average	6.80%
Poor	2.30%
No Response	9.10%

Table 5 Feedback of African Delegates

## Testimonials by Delegates from ECOWAS:

- I. Bolou Yohou Guy-Pacome (DISPHARMA), Cote D' Ivoire:

*“Great opportunity to get to know Pakistani businesses and establish relationships”*

- II. Yao Koffi Judicael (Y Pharma), Cote D' Ivoire:

*“We as Y-Pharma have agreed with 03 companies from Pakistan to start business within a month (January 2022)”*

- III. Rashid Abraham Conteh (Razpec Holdings and Procurement), Sierra Leone:

*“Better late than never. A very good opportunity to develop good business relationship, strategic alliance and local manufacturing in Sierra Leone to gain entrance in the African Free Trade Area.”*

- IV. Dr. Tewette (Thialie Pharma), Senegal:

*“I appreciate much the official ceremonies and the quality of Pakistan society. The organization is good, the exhibition is well organized”*

- V. Prof. Yarim Mbagnick DIOP (Director, Department of Pharmacy & Medicines), Senegal:

*“I have a dream that one day Pakistan Pharmaceutical companies will be main technical and commercial partner in Senegal”*

## 8. MAJOR ISSUES:

Such Mega events like PATDC or Single Country Exhibitions are large scale events and multiple issues are likely to arise any time before, during or after the event. The objective behind discussing the issues is not personal criticism against any person or department but to highlight the issue so that in future, repetition of such issues is avoided. Obviously, the TIAs who arranged the event or those who attended the event would have observed some issues and would report in their briefs. The major issues faced are as under:

### a) Payment Related Issues:

Biggest and perhaps the most serious problem during the entire event was of payment for the project. EDF proposal form-I was prepared in consultation with TIA Lagos in April 2021 and was shared with EDF Secretariat in May-June 2021. TIA Lagos had to meet payment deadline from June 2021 onwards for holding venues and marketing of the event. TDAP remitted initial funds of US\$ 35000/- in June 2021 out of own EMDF saving for holding the

venue and subsequently, makeshift arrangement of funds of around US\$ 100,000/- was done through trade missions but these funds were not enough for entire budget of US\$ 620,000/-of the event. Executive Committee of EDF approved Rs.10 million at the end of October 2021 and Finance Committee approved remaining amount by the 2<sup>nd</sup> week of November 2021. By the time proposal was accorded approval by the EDF committees, all payment deadlines had passed, and work had to be done by the personal guarantee of High Commission of Pakistan at Lagos. It is pertinent to mention that it has now become customary for the State Bank of Pakistan to raise multiple queries for foreign remittance of the funds. In the past, funds were allowed to be remitted within (5) working days of submission of case with the State Bank of Pakistan. Despite approval of TDAP and submission of all required documents and responding to all queries, State Bank of Pakistan did not allow remittance of funds. Director General (TFD) personally spoke to State Bank Officials on the instruction of Secretary TDAP and ensured official guarantee through email that there is urgency of payment as the event is to be held within (5) days. It was after this intervention that the permission was granted. TDAP and Ministry of Commerce departed for Lagos on 21<sup>st</sup> of November 2021. Event started on 23<sup>rd</sup> of November 2021 but still funds did not reach the official bank account of the Trade Mission Lagos. Huge embarrassment was likely to be caused as the African delegates from ECOWAS region had to be given official and approved hospitality. Till 24<sup>th</sup> of November 2021 funds remained stuck with the corresponding bank in New York because of certain queries. Advisor to PM on Commerce personally intervened and spoke to Governor State Bank of Pakistan and president National Bank of Pakistan on the issues. Funds finally reached official bank account of the mission on the last day, 25<sup>th</sup> November 2021. This was the most serious issue. And created complete chaos.

#### b) Visa Related Issues:

Before the event, visa related issue created considerable delay in finalization of travel itinerary by the exhibitors. The High Commission of Nigeria in Islamabad exempted applicants from personal appearance. However, the visa fees had to be paid by applicants through their own visa/credit cards and there was no other way out for visa fee payment. Most of the times, application portal link was down. Visa requirements were very stringent. The visa officers kept changing their stances with respect to exemption of police verification report/ chamber recommendation letter. It must be mentioned here that some companies withdrew applications for attending the event out of frustration on nonpayment of visa fees and stringent requirements. Because of the delay in issuance of visa and technical glitches, Exhibitors had to book flights at higher rates.

### c) Casual Approach by Event Manager:

Event Manager was both cooperative and supportive, especially in terms of receipt of payments; his patience was exemplary. However, on some fronts, his approach was very much casual. He could not prepare conference Hall as per international norms. Conference Hall had only 2 screens on the back, speakers and guests had to look back for presentations. He should have installed 2 screens on the front of stage. Rostrum was dirty and dusty. Flags were not pressed. Stage table had no flowers. Chair covers were not washed. Name plates of guests were printed on just one side. He clearly expressed his inability for arranging front screens. Rest of things were arranged on the intervention of venue management committee.

On the exhibition side, there were even serious issues. He implemented wrong floor plan, allocating stalls to companies that had withdrawn. Quality and printing of fascia boards was of very poor and pathetic quality. He had got huge money from exhibitors for decoration of stalls but could not deliver to some of them. He did not put TDAP stall despite the fact that he was requested. He was approached for the same and he shifted the blame to the venue builder (Paul) who was from the EKO hotel. In most of the cases, there was no official photographer to cover visit or sectoral meetings of Advisor to PM.

This was not expected from the event management company like B2B events organizing events in West Africa. It shows their causal approach.

### d) Communication Related Issues:

Another serious issue faced and observed was unavailability of mobile SIMS. Event Manager did his best for Covid related facilitation and PCR tests. However, he could not provide mobile SIMs either to exhibitors or officials. Internet system was very slow and not available all the time. Unavailability of SIMs and internet disrupted communication to a great extent and teams had to look for each other physically. Even the exhibition Hall had no Wi-Fi until the event manager was informed about unavailability of Wi-Fi. Exhibitors very strongly protested against unviability of SIMS.

### e) Transport Related Issues:

Everything related to transport was very well managed. However, top official management from TDAP and Ministry of Commerce was not allocated vehicles and drivers with contact details. Sometimes, it took hours to arrange a vehicle for high officials and they had to be kept awaited in lobby of hotel. This caused a serious embarrassment couple of the times.

#### f) Disadvantages Of Not Sending TDAP Advance Teams:

Holding of any international event is a joint responsibility of TDAP, relevant Mission and Ministry of Commerce. It is therefore in fitness of the things that most appropriate, relevant and accessible officials may be deputed for supporting the trade mission that is hosting the event. TIAs reached on 18-11-2021 and TDAP and Ministry of Commerce teams reached on 21-11-2021 at Lagos. It is not out of the context to mention that the venue arrangements and program was finalized only after the arrival of TDAP and MoC teams. If things are to be done by the MoC and TDAP people, then utility of sending irrelevant officers may be reconsidered in future.

### 9. RECOMMENDATIONS:

In view of above, following set of recommendations is suggested for future events:

#### a) MOC, TDAP, EDF and TIA Related: Timely Approval of EDF Proposal for Any Project And Remittance Of Funds:

- Trade Mission may work out budget 5-6 months before the event
- TDAP may share final proposal on EDF Proposal Form-I, 4-5 months before the event
- Concerned FT wing of Ministry of Commerce may pursue with EDF for approval of the proposal.
- EDF may approve the project on the priority basis, 3-4 months before the event
- TDAP may remit entire foreign component of the budget 3 months before the event.
- MS Division TDAP may engage responsible liaison officer for State Bank of Pakistan for such cases.

#### b) TDAP Related: Advertisement of The Event, Selection, Visa Letters, Facilitation and Travel Itinerary :

- Event may be advertised 6-8 months in advance.
- Selection may be finalized 3-4 months in advance
- Visa process may be started 3 months before the event
- Printing /promotional material may be procured 2 months before the event



- Facilitation letters and travel itinerary may be shared 1 month before the event
- Core team/advance team may be sent at least 10 days prior to the event
- High-ups must arrive (3-5) days before the event.
- Use of B2B portal is highly recommended for future events of TDAP. However, it is not recommended for Africa. African is not yet ready for this. They prefer physical and face to face meetings.

c) TDAP /Mission Related: Transport, Logistic, Venue and Other Arrangements :

- Mission may provide list of buyers 3 months before the event as per TDAP requirements
- Mission may share regulatory and other laws/rules regarding import / registration of products in the host country 6 months before the event.
- Transport of all exhibitors/delegates may be done through respective hotel as per travel itinerary provided by TDAP/Missions. Airport teams of High Commission/Trade wing may facilitate customs /immigration clearance. Appropriate help desk may be established at relevant terminals.
- SIMs with appropriate mobile internet package and calling facility may be provided to the exhibitors/delegates /officials at the airport. Prior allocation of numbers may be done, and lists may be shared through emails and groups and copies of contact lists may be placed at all help desks for immediate contact with any company/delegate/official. (TDAP to charge SIM and package amount in participation fees and mission may include SIM's cost to EDF proposal for foreign delegates)
- All senior officers/high up may be allocated vehicles along with allocation of drivers, their cell and vehicle number. They may remain on standby till further orders from the relevant officer.

d) TDAP /Trade Mission /Event Manager:

- Event Manger must give proper presentation to the teams on ground every day for three days prior to the event.

- He must ensure handing over of the venue at least 12 hours before the event and the teams on ground must take him to visit the venue for checking arrangements.
- All Single Country Events to be organized in future should have a customized TDAP held desk of at least 12 SQM with provision of necessary facilities.
- All formal sessions/visits should have official cameramen.

## 10 PICTORIAL PART:

### a) Conference Pictures



Mr. Abdul Razak Dawood Welcoming Chief Guest Governor of State of Lagos Nigeria



National Anthem of Pakistan and Nigeria being played





National Anthem of Pakistan and Nigeria being played



Mr. Abdul Razak Dawood Advisor to PM on Commerce giving welcome speech on 2nd PATDC Lagos





Mr. Babajide Sanwo-Olu, the Governor of State of Lagos, Nigeria, speaking to the participants of 2nd PATDC



b) Cultural activities and Gala dinner picture:





Cultural Activities from the Nigerian Side



Cultural Activities from the Pakistani Side





Cultural Activities from the Pakistani Side



The Advisor to PM on Commerce and the Chief Guest along with dignitaries inaugurating the Pakistan Single Country Exhibition Lagos Nigeria 24-25 November 2021



### c) Exhibitions Pictures:



### Registration desk for Conference and Exhibition Hall



### Exhibition Hall





Exhibition Hall



Advisor to PM during visit of a stall





Exhibition Hall



Advisor to PM meeting Pakistani exhibitors





Advisor to PM meeting Pakistani exhibitors



Advisor to PM meeting Pakistani exhibitors



Advisor to PM Presenting souvenir to DG (NAFDAC)



Advisor to PM Presenting souvenir to a Pakistani Exhibitor





Advisor to PM Presenting souvenir to a Pakistani Exhibitor



TDAP officer and TIA Lagos receiving shields from Advisor to PM on the successful organization of the event

## 11. Annexures

### Annexure-A: List of Pakistani Exhibitors / Delegate Companies that attended the event

Pharmaceuticals (22)		Food Products (10)	
1	Maxitech pharma	1	Shahzad Enterprises & Tech (SE Group )
2	Almas Pharma Group	2	Niraav Foods Pakistan
3	Brookes Pharma	3	Samrah Enterprises
4	Hiranis Pharmaceuticals	4	Ambala Export Trading Company
5	A'raf (Pvt.) Ltd.	5	AM International
6	Bosch Pharmaceuticals (Pvt) Ltd	6	Iftekhar Ahmed & Co.
7	Eterna Pharma (Pvt.) Ltd.	7	Family food products Pakistan
8	Taqwa Pharmaceutical & Surgical	8	Marhaba Laboratories (Pvt.) Ltd.
9	PharmEvo Pvt. Ltd.	9	M. Amar Industries
10	Bio-Labs Pvt Ltd	10	Continental Sweets Bakers Nimco
11	Nicholas Pharmaceuticals	Textile (8)	
12	Winbrains Research Laboratories	1	Sparel International
13	Genix Pharma Pvt Ltd	2	Stuff International
14	Athix Pvt Ltd	3	Sapphire Finishing Mills
15	WNSFEILD PHARMACEUTICALS	4	Zeitgeist
16	NabiQasim	5	Kohinoor Mills Ltd
17	Winlet Pharmaceuticals Private Limited	6	Union Textile Industries
18	MKB Pharmaceuticals (Pvt) Ltd.	7	Uzma fabrics
19	Swiss Group of Companies	8	Aabroo Collections Official
20	Winsfield Pharmaceuticals	Auto / Agri machinery (9)	
21	Selmore Pharmaceuticals (Pvt) Ltd	1	Aeco Export company
22	Metro Pharmaceutical	2	Standard Engineering Works (pvt) LTD
Electrical /Fan /Cable/Steel (15)		3	Tecno Pack Industries Pvt. Ltd.
1	Pakistan Cables	4	Atlas Honda Ltd.
2	International Industries Limited	5	Thal Engineering
3	Paktherm pvt ltd	6	Razzaq Engineering works
4	Super Asia Muhammad Din Sons Ltd.	4	Ravi Autos Sundar (Pvt.) Ltd
5	Pak Elektron Limited	7	Tractor Provider

6	Rafiq Engineering Industries (pvt) ltd	8	Adyan Enterprises
7	Newage Cables.	9	Agrimont Industries
8	Fast Cable Limited	<b>Paints / Chemicals (7)</b>	
9	International Steels Limited	1	Binrsheed Colors & Chemicals Mfg Co
10	Asia Vinyl and rubber industries	2	Star Paints Industries PVT(Ltd.)
11	International Industries Ltd.	3	diamond paint industries pvt limited
12	Rameez Electric Industries	4	New Mubeen Paint Industries PVT LTD
13	General Fan Company Limited	5	Norson chemical Industries
14	Qadri Noori Enterprise	6	Sparco Enterprises
15	Ghousia Electric Industry	7	Jinshan Chemical Technology (Pvt.) Ltd.
<b>Cosmetics (10)</b>		<b>Kitchenware (6)</b>	
1	Afro-Pak Group	1	Riaz Metal International
2	Shanns Cosmetics and Chemicals	2	Saba Kitchen Ware
3	Stancos Pvt Ltd	3	C C Factories Pvt Ltd
4	Khyber Chemicals	4	Tariq Glass Industries Ltd.
5	SB Impex Pvt Ltd	5	Domestic Industries
6	Lowa International	6	Balochistan Glass Limited
7	Evan and Mayer International	<b>Leather (3)</b>	
8	Shaheen Cosmetics (pvt.) Ltd.	1	K&R Brothers Co
9	Biocos International (Pvt) Limited	2	Askari Shoes c/o AWT
10	Noor Gold Cosmetics	3	Samandra Shoe company
<b>Services/IT (2)</b>		<b>General / Misc (2)</b>	
1	Pakistan Software Export Board	1	Uniferoz (Pvt) Ltd.
2	Kualitatem	2	Shield Corporation Limited
<b>Surgical (2)</b>		<b>Delegates (3)</b>	
1	Aadab International	1	Nicholas Pharmaceuticals
2	UK-PAK Dental	2	Atlas Honda Limited
<b>Sports (1)</b>		3	Naeem Zafar Industries
1	Philco Baby cycle		

Annexure-A: List of Pakistani Exhibitors / Delegate that withdrew their applications

S#	Name of Companies	Products			
1.	M/s. Raiz & Sajjad Surgical (Pvt) Ltd,	Surgical Instruments	2.	M/s. Nimra Textile Pvt Ltd	Textiles
3.	M/s. Rex Inter-Continental Agencies,	Onyx/ Marble	4.	M/s. Gamalux Oleochemicals Limited,	Textiles
5.	M/s. Jawad Brothers	Textile	6.	M/s. Bare Epitome,	Cosmetics
7.	M/s. International Consumer Products (Private Limited),	Cosmetics	8.	M/s. Sarena Textile Industries Pvt Ltd,	Textiles
9.	M/s. The Masterpiece Shoe Company Pvt Ltd,	Shoes	10.	M/s. Forhan's (Private) Limited	Chemicals
11.	M/s. Allied Paint Industries Pvt Ltd.	Decorative & Industrial	12.	M/s. Ipram International,	Pharma
13.	M/s. EFF AM International ,	Scissors	14.	M/s. Muhammad Din Engineering Company,	Fans
15.	M/s. Global Dynamic	Gloves	16.	Syntchem Co Pvt Ltd	Chemicals
17.	M/s. Ophth Pharma	Pharma	18.	M/s. Focus & Rulz Pharmaceuticals (Pvt.) Ltd.	Surgical
19.	M/s. NADRA,	Services	20.	M/s. Agri Heads (Pvt) Ltd	Agri machinery
21.	M/s Yaqoob Sons	As exhibitors	22.	M/s. Prime Impex	Food
23.	M/s. White Gold France International,	Cosmetics	24.	M/s. Shalimar Grouos of	Delegate
25.	M/s. Pakistan Scissors Industries.	Surgical	26.	Sanate Private Limited	Pharma
27.	M/s. Latif International Pvt Ltd.	Textiles	28.	M/s. Traxpert Pvt Ltd	Textiles
29.	M/s. Casio Metal Industries.	Cutlery	30.	M/s. Nimra Textile Pvt Ltd,	Textiles
31.	M/s. US Apparel & Textile (Pvt) Ltd,	Textiles	32.	M/s. Winss Cosmetic,	Cosmetics
33.	M/s. Tauseef Enterprises PHMA (North Zone)	Textiles	34.	M/s. Royal Group,	Pharma



35.	M/s. Cosy International (Pvt) Ltd.	Textiles	36.	M/s. Sonex Alloy Costing Pvt Ltd.	Cutlery
37.	M/s. Lahore Fashions (Pvt) Ltd	Textiles	38.	M/s. Libra Pvt Ltd,	Pharma
39.	M/s. Infotech Pvt Ltd,	IT	40.	M/s. SAZGAR	Auto
41.	M/s. Shahid Engineering Works,	Auto sector			

#### Annexure-C List of Delegates from ECOWAS

Sr. No	Country	Name & Designation of Delegate	Company / Organization
1	Benin	KABASSI ADEOTI Saratou Consul Honorary	Honorary Consulate of Islamic Republic of Pakistan in Benin
2		AKAKPO Amaul	President, Chamber of Commerce & Industry of Benin
3		LOKONON Elvire	FEWU PRODUCTS SARL
4		AROUNA KAMILOU	ASK SA
5		CODJO EPSE TOSSOU CHRISTIANE GISELENE	GROUP ZION ET FILS
6		WOROU JOSIANE	ERYAM SERVICES ET FILS SARL
7		BOGNINO David	JESUTONOU Sarl
8		FAISAL ABDUL MUHAMMAD	PAKISTAN WEST AFRICA TRADE COMMISSION
9	Cabo Verde	Ms. Helena Fortes	Executive member, Board of Directors, Cabo Verde Chamber of Commerce
10		Ms. Edina Lopes	PHARMACY DIAS, Address: City of Sal Rei – Boa Vista Island / Cape Verde
11	Cameroon	Mouafo Thomas d'Aquin, General Manager	Oasis Motors
12		Nguefwou Jacqueline, General Manager	Afrik' olors
13		Menadiou Augustine Fany, Operation Manager	Groupe YVY
14		Malam Mahamadou	Syndustriam:industrial union of Cameroon .Akwa Area -Douala
15	Cote D' Ivoire	Bakayoko Mama	Pharmacie de Seguela
16		Mr. Bolou Yohou Guy-Pacome	DISPHARMA, Address: COTE D'IVOIRE-Agility Business Park-Autoroute du Nord Attinguié- 10 BP 1748 Abidjan 10
17		Yao Koffi Judicael	Y Pharma
18		Mr. Ore Franck Claver Bailly	AGENCE PHARMA EXPERTS .CI
19		Ouattara Lancina	Hotel Warf
20		Annick Oka	Sonam
21		KOFFI FRANCK AGODJOSSOU	ABEIL

22	Gambia	Theresa Diarra	Manager Corporate Services, Gambian Chamber of Commerce and Industry (GCCCI)
23		Mr Ebrima Jallow	EMJ Group
24		Musa Jawara	Musa Jawara c/o Asia Gambia Development
25		Mr. Alasan Ceesay	Rahma Gambia Limited
26		Yusupha Drammeh	Nebim Africa Ltd
27	Ghana	Alexander Bogney Bewong & Gella Group CEO	Gella Electrolux Services Limited, P. O. Box 427, TARKWA - GHANA
28		Mr. Kwadwo Boakye, Chief Executive Officer	Frankatson Ltd, P.O.Box KN 835, North Kaneshie - Accra
29	Guinea Conakry	Mamadou BALDE	CCIAG-Conakry
30		Abdoul Gadiri DIALLO	KABIRA ROYAL TRANSIT
31		Thierno Amadou DIALLO	TADCO INTERNATIONAL
32		Mamadou Lamarana LY	ROYAL UNIVERS
33	Senegal	Mr. Mactar Fall	Sr. Vice President, Dakar Chamber of Commerce, Industry & Agriculture and CEO of Walo Development
34		Prof. Yarim Mbagnick DIOP, Director, DPM	Department of Pharmacy & Medicines
35		Dr. Laity Gning	Chief of Purchase , National Pharmacy of Senegal
36		Dr. Syedo Niang	IMS Pharma, Dakar
37		Dr. Beye	Prodigen Pharma
38		Dr. Tewette	Thialie Pharma
39		Dr. Ndeye Coura DIOP	Purchase manager, Duopharm
40		Dr. Mohamdou Korka Dioune	Pharmacist , Sodipharm
41		Imran Hussain	NQ Pharma, Country manager Senegal & West Africa
42		Cheikha Mbaye Fadel	Centre D'Affaires Medicales Africa (CAMA)
43		Al hassan LY	Alassly auto Parts
44		Mane Tall	Etablissement Mane Tall
45		HAMADY DIALLO	SOMAPHY WEST AFRICA
46		Boucary SANE	Boucary SANE
47	Sierra Leone	Abdul Karim Sow	Sow Enterprise
48		Alhassan Jalloh	A Jay Business Enterprise( Beauty and Cosmetics)
49		Rashid Abraham Conteh	Razpec Holdings and Procurement (Tractors and Farm Machinery)
50	Togo	M. Adjaho Koffi	Consulate General of Pakistan in Togo, 30114 Lome-Togo
51		Dr. Adandogou Koffi Messan Alomefa	The Victorious Medical Centre
52		Houkpe Yaovi	Inetraship
53		Mme ADRI Kafui Fafa	ARIK



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