

**Government of Pakistan**  
**Trade Development Authority of Pakistan**  
**(Services Division)**  
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**PRESS RELEASE**

**(April 01, 2022)** Islamabad - Trade Development Authority of Pakistan (TDAP), a premier export promotion organization of Pakistan and an attached department of Ministry of Commerce, and Pakistan Tourism Development Corporation (PTDC), the country's premier organization mandated to develop and promote the tourism sector of Pakistan, have signed a Memorandum of Understanding (MoU) to put in collaborative efforts for the promotion and development of tourism sector of Pakistan.

The MoU was signed in Ministry of Commerce, Islamabad and witnessed by Muhammad Sualeh Ahmad Faruqui, Secretary Commerce, while Mr. Ahsan Ali Mangi, Secretary TDAP and Mr. Aftab-ur-Rehman Rana, Managing Director of PTDC signed it.

MoU mandates to have a joint Annual Business Plan or calendar of activities for every financial year to be devised in collaboration with relevant public and private stakeholders. The Plan to consist of international and local exhibitions, seminars, webinars and workshops besides outbound and inbound business delegations, etc.

This MoU shall also help establish a single front in agreed upon international exhibitions and promote coordination and collaboration between public sector organizations of the country working for common goals.

Services Division of TDAP has specialized sections for important exportable IT/ITeS, Tourism, Banking and Finance, Construction, Transport and Logistic Services. Tourism section of the Division has organized numerous B2B meetings, webinars, and tourism guide booklet along with mobile application for the promotion of tourism sector of Pakistan

While talking on the occasion, Secretary Commerce hoped that the MoU shall help devise a coherent and unified strategy for the promotion and development of the tourism sector of Pakistan both in domestic and international spheres.

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