

Government of Pakistan
Trade Development Authority of Pakistan
(Management Services Division)
Establishment

TDAP-Estt/2020

Karachi, the April 28th, 2022

OFFICE ORDER

In continuation of office order of even number dated 31.01.2022, the Secretary TDAP has been pleased to allocate following revised products/assignments to the officers as per details given below till further orders:

A. PRODUCT DIVISIONS

I. AGRO FOOD DIVISION

S#	Name	Designation	Place of Posting	Assigned Products	Landline No.	Cell Number	Email Address
Mr. Abdul Karim Memon, Director General (Cell No. 0333-2522588- +92-21-99201529 Email: abdul.karim@tdap.gov.pk)							
Mr. Jamil Ahmed, Director (Cell # 0302-2463936/ Email: jamil.ahmed@tdap.gov.pk)							
01	Mr. Rashid Gilani	Asst. Manager	Multan	Mango and Citrus	+92-61-9330880	0335-9292011	rashid.gillani@tdap.gov.pk
02	Mr. Amir urRehman	Asst. Manager	Karachi	Rice	+92-21-99201518	0300-2230260	amir.rehman@tdap.gov.pk
03	Ms. Bukhtawer Akhtar	Asst. Director	Karachi	Fisheries		0334-3518498	bukhtawer.akhter@tdap.gov.pk
04	Mr. Aurangzeb	Asst. Manager	Karachi	Livestock, Meat & Dairy		0313-2744452	aurangzebjahangir@tdap.gov.pk
05	Ms. Matae Zehra	Asst. Director	Karachi	Processed Food		0331-4375919	mata-e-zehra@tdap.gov.pk
06	Ms. Maryam Mumtaz	Asst. Director	Islamabad	Vegetables & Dry Fruits	+92-51-9201736	0347-8611137	maryam.mumtaz@tdap.gov.pk
07	Mr. Mohsin Bullo	Asst. Manager	Sukkur	Dates and other fresh Fruits (excluding Citrus and Mangoes)	+92-71-5804515	0333-7217721	mir.mohsinbullo@tdap.gov.pk
08	Ms. Kinza Afsar	Asst. Director	Abbottabad	Sugar, Confectionery, Honey	+92-992-380203	0335-5858813	kinza.afsar@tdap.gov.pk
09	Mr. Nazir Ali	Asst. Director	Gilgit	Cherries, Plums & Apricots	+92-5811-920484	0343-1824476	nazir.ali@tdap.gov.pk
10	Ms. Ravia Khalid	Asst. Manager	Lahore	Poultry & Oil & Ghee	+92-42-99230640-49	0300-7511120	ravia.khalid@tdap.gov.pk
11	Ms. Rubina Siddique	Asst. Director	Lahore	Tobacco & Salt		0333-1427024	rubina.siddique@tdap.gov.pk



II. TEXTILE & LEATHER DIVISION

S#	Name	Designation	Place of Posting	Assigned Products		Cell Number	Email Address
Mr. BasitRauf, Director General (Cell # 0321- 9484555/ +92-21-99201505 Email: basit.rauf@tdap.gov.pk) Ms. Shaheen Syed, Director (Cell # 0300-2623403/ +92-21-99202183 Email: shaheen.syed@tdap.gov.pk)							
01	Ms. Bilquees Jamali	Deputy Director	Karachi	Coordination (Textile)	+92-21-99206809	0300-3880797	bilquees.jamali@tdap.gov.pk
02	Mr. Khurram Ikam	Deputy Director	Karachi	Coordination (Leather)	+92-21-99202186	03151124894 0345-2869474	khurram.ikram@tdap.gov.pk
03	Mr. Zameer Soomro	Asst. Manager	Karachi	Coordination	+92-21-99207212	0333-2231658	zameer.soomro@tdap.gov.pk
04	Mr. FazalRehmanRao	Dy. Director	Faisalabad	Cotton Yarn, Fabric	+92-41-9210241	0321-5063119	fazalur.rehmanrao@tdap.gov.pk
05	Ms. HinaTahir	Dy. Director	Multan	Home Textile,	+92-61-9210173	0333-4421852	hina.tahir@tdap.gov.pk
07	Ms. Muneeba Nawaz	Asst. Director	Karachi	Carpets, Wool	+92-21-99201513	0343-2790114	muneeba.nawaz@tdap.gov.pk
08	Mr. Saeed A. Tamimi	Asst. Manager	Karachi	High End Fashion Garments	+92-21-99207218	0300-9247514	saeed.tamimi@tdap.gov.pk
09	Dr. Zainul Abdin	Asst. Director	Sialkot	Sports Wear, PPE, Gloves		0334-8175581	dr.zain@tdap.gov.pk
10	Mr. Sheheryar Khan	Asst. Director	Lahore	Finished Leather, Articles of Leather		0321-7772741	sheheryar.khan@tdap.gov.pk
11	Ms. FaiqaZarnab	Asst. Director	Lahore	Footwear		0322-4311459	faiqa.zarnab@tdap.gov.pk
12	Mr. Muhammad Ahmed Khan	Asst. Director	Karachi	Towels		0316-4116428	ahmed.khan@tdap.gov.pk
13	Ms. Arfa Shahid	Asst. Director	Karachi	Knitwear , Hosiery & Readymade Garments		0334-5522949	arfa.shahid@tdap.gov.pk

III. ENGINEERING& MINERALS DIVISION

S#	Name	Designation	Place of Posting	Assigned Products		Cell Number	Email Address
Mr. Shafqatullah Siddiqui, Director General (Acting) (Cell # 0300-2514540/+92-2199206496 Email: shafqatullah.siddiqui@tdap.gov.pk) Ms. Benazir, Director (Cell # 0332-5155119 /+92-21-99207211- Email: benazeer@tdap.gov.pk)							
01	Ms. Shumaila Sikandar	Dy. Director	Karachi	Coordination	+92-21- 99201509	03219399106	shumaila.sikandar@tdap.gov.pk
02	Mr. AsifRaza Soomro	Dy Director	Karachi	Engineering & Minerals	+92-21- 99201525	0310-2671404	asif.raza@tdap.gov.pk
03	Ms. FakehaFaiz	Asst. Director	Peshawar	Marble	+92-91-9217536	0312-5366531	fakeha.faiz@tdap.gov.pk
04.	Mr. Naseer Ahmed	Asst. Manager	Karachi	Gems & Jewellery	+92-21- 99202185	0321-7220355	naseer.ahmed@tdap.gov.pk
05.	Ms. Sana Ali Khokhar	Asst. Manager	Karachi	Pharmaceuticals, Cosmetics	+92-21- 99202182	0331-3118579	sana.khokhar@tdap.gov.pk
06	Mr. Junaid Feroz	Asst. Manager	Karachi	Surgical Instruments	+92-21-99201501	0321-2344567	junaid.feroz@tdap.gov.pk
07	Mr. M. Ahmad Hassan	Asst. Director	Islamabad	Handicrafts, Pottery	+92-51-9202134	0323-5348128	mahmad.hassan@tdap.gov.pk
08	Mr. Ali UmerTipu	Asst. Director	Multan	Safety Equipment	+92-61-9330862	0312-6862386	ali.umartipu@tdap.gov.pk
09	Mr. Zainul Abdin	Asst. Manager	Karachi	Rubber and rubber	+92-21-99207200	0333-2581933	zainulabdin@tdap.gov.pk

				materials			
10	Mr. Ismail Haider	Asst. Manager	Multan	All electrical machinery including (motors, pumps, transformers, generators etc.)		0321-6308166 0302-7308548	ismail.haider@tdap.gov.pk
11	Mr. Jawad Ahsan Khawaja	Asst. Manager	Sialkot	Sports Goods & Musical instruments		0300-6229456 0332-8037966	jawad.ahsan@tdap.gov.pk
12	Mr. Faisal uz Zaman	Asst. Manager	Gujranwala	Cutlery & Cookware	+92-55-9200138	0333-4698268	faisal.zaman@tdap.gov.pk
13	Mr. Usman Elahi	Asst. Manager	Lahore	Autoparts	+92-51-99232384	0300-8122212	usman.elahi@tdap.gov.pk
14	Mr. Nazar Jan	Asst. Director	Peshawar	Minerals	+92-91-380203	0342-0203948	nazar.jan@tdap.gov.pk
15	Mr. Zahid Muhammad	Asst. Director	Peshawar	Furniture and Mattresses	+92-91-9217121	0308-5941470	zahid.muhammad@tdap.gov.pk
16	Mr. Omer Bajwa	Asst. Director	Karachi	Construction material	+92-21-99202701	0345-4658469	omer.bajwa@tdap.gov.pk
17	Ms. Shukaiba Ghafoor	Asst. Director	Lahore	Stationery, Packaging materials	+92-42-111-444-111	0303-4396014	shukaiba.ghafoor@tdap.gov.pk
18	Mr. Umar Riaz	Asst. Director	Gujranwala	Fans, Home Electrical Appliances, Cell phone	+92-559330558	0336-4747487	imumarriaz@tdap.gov.pk
19	Hafiz Kamran	Asst. Director	Faisalabad	Chemicals & Plastic and plastic implements	+92-41-9210270	0312-6626459 0306-5030751	hkamran.ahmed@tdap.gov.pk
20	Ms. Kashmala Javaid	Asst. Director	Faisalabad	Agricultural machinery & implements	+92-41-9210287	0333-9945773	kashmala.javaid@tdap.gov.pk
21	Mr. Qazi Sadiq Arsalan	Asst. Manager	Hyderabad	Sindh Handi Crafts	+92-22-9260175	0300-8376369	qazi.arsalan@tdap.gov.pk

IV. SERVICES DIVISION

S#	Name	Designation	Place of Posting	Assigned Products		Cell Number	Email Address
Mr. Riaz Ahmed Sheikh, Director General (Cell No. 0340-0779556/ Email riaz.shaikh@tdap.gov.pk) Mr. Asim Nawaz Tiwana, Director (Cell No: 0321-4234383/ E mail. aasim.tiwana@tdap.gov.pk)							
01	Ms. Saima Azhar	Deputy Director	Karachi	Coordination	+92-21-99202718	0300-0112272	saima.azhar@tdap.gov.pk
02	Hafiz Rohail Nazir	Asst. Director	Gujranwala	IT / ITES		0321-4448169	rohail.ploth@tdap.gov.pk
03	Ms. Bakhtawar Sario	Asst. Director	Karachi	Tourism (North & South)	+92-21-99201516	03363776526	Bakhtawar.sario@tdap.gov.pk
04	Mr. Adil Mukhtar	Asst. Director	Lahore	E-Commerce / E-Commerce Regulatory Frameworks		0347-7444323	adil.mukhtar@tdap.gov.pk
05	Mr. Amir Khan	Asst. Manager	Peshawar	Transport & Logistics	+92-91-9217537	0302-8878787	amir.khan@tdap.gov.pk
06	Ms. Urva Zuberi	Asst. Director	Lahore	Banking & Insurance Services		0333-4572860	urva.hassan@tdap.gov.pk
07	Mr. Waqar Rasool	Asst. Manager	Multan	Construction Services		0300-8639906	waqar.rasool@tdap.gov.pk
08	Mr. Jalal Khan	Asst. Director	Karachi	IT/ Coordination		03329859047	jalal.khan@tdap.gov.pk

Terms of Reference for the Product Officers (POs):

- i. Product officers are expected to have basic understanding of the product and associated sector.
- ii. Product officers would do basic research on particular product / sector and prepare a brief write up highlighting the sectoral features, geo mapping of manufacturing and processing, its stakeholders including manufacturers and exporters, regulatory environment and incentives associated with the sector.
- iii. POs are expected to have detailed understanding of the problems and issues of the sector.
- iv. POs are expected to have understanding of the regulatory environment linked with production, manufacturing, exporting and importing of the product.
- v. POs should have grip on Global market trend of the product and global trade dynamics with reference to the quality and conformity standards and technological developments in the sector.
- vi. POs are expected to engage in organizing at least one webinar every month on product and its related topics.
- vii. POs are required to develop proposals on policy as well as growth analysis of the sector emphasizing upon the enhancement of exports. To bring about policy proposals envisioning quality, competitiveness and exportability of the product.
- viii. POs are responsible for coordination with all federal, provincial and local governments and with all other government departments and private stakeholders linked with the product.
- ix. POs are responsible for arranging and facilitating national and international exhibitions and delegations pertaining to the product.
- x. POs will submit a Monthly Activity Report to their respective product DGs copied to the DG/ Head of the office and Secretary, TDAP.

Reporting arrangements for Product officers:

- Product Officers in Regional and Sub regional offices shall be reporting for their work to their respective DG Product Division and for general administrative purposes reporting to the respective Head of the office.
- Casual leave of upto two (02) days will be obtained from Head of the office with information to DG Product Division, and for leaves for more than 02 days, approval of both the Head of the office and DG Product division will be solicited.
- Personal Evaluation Report (PER) of the officer will be initiated by Deputy Director/ Director Product Division and countersigned by both DG Head of the office and DG Product Division.

B. INTERNATIONAL MARKETING DIVISIONS


S#	Name	Designation	Place of Posting	Assigned Region		Cell Number	Email Address
Mr. Athar Hussain Khokhar, Director General-IMD-I & II (Cell # 0303005541053/ +92-21-99206480 Email: athar.khokhar@tdap.gov.pk							
01	Mr. Sohaib Rasheed	Deputy Director	Karachi	Coordination IMD-I & IMD-II	+92-21-99201528	0345-3035363	sohaib.rasheed@tdap.gov.pk
02	Ms. Saba Shazadi	Asst. Director	Lahore	Africa (IMD-II)		0310-3454333	Saba.shahzadi@tdap.gov.pk

03	Mr. Faisal Awan	Asst. Manager	Karachi	China	+92-21-99206471	0321-2439819	faisal.awan@tdap.gov.pk
04	Mr. Ali Mardan	Asst. Director	Karachi	Europe & Americas	+92-21-99207219	03332474746	alimardan.baloch@tdap.gov.pk
05	Mr. Abdullah Ghauri	Asst. Director	Karachi	Coordination, Asia	+92-21-99206806	0312-2786155	abdullah.ghauri@tdap.gov.pk
06	Mr. ArbabMurad	Research Associate	Karachi	(Asia M.E, Africa & Oceania)	+92-21-99207217	0333-7561273	arbab.murad@tdap.gov.pk

Terms of Reference for ADs/AMs (IMD):

- i. Officers are expected to have basic understanding of the region and countries assigned.
 - ii. Officers are required to prepare a brief write up highlighting geo-economic features of the region and trade profile of the region with the world and with Pakistan.
 - iii. Officers are expected to have detailed understanding of trade related dynamics of the region, its tariff and non-tariff structure on different products.
 - iv. Officers are expected to have good knowledge of the products profile of the region, region's current traded products and potential products for Pakistan.
 - v. Officers are expected to have understanding of regional trade environment, participation in different trading blocs (if any), and regional and bilateral trade arrangements undertaken by the region.
 - vi. Officers are expected to engage in organizing atleast one webinar every month on the region and its related topics.
 - vii. Officers are required to develop proposals on policy as well as analysis of the region emphasizing upon the enhancement of exports to the particular market.
 - viii. Officers are responsible for coordination with all federal, provincial and local governments and with all other government departments in Pakistan and its counterparts in the region assigned.
 - ix. Officers are responsible for arranging and facilitating exhibitions and delegations pertaining to the region.
 - x. Officers will submit a Monthly Activity Report to DG IMD, copied to Secretary, TDAP.
2. This issues with the approval of Secretary TDAP.




(Kaleemullah Memon)
Deputy Director (Estt.)

Distribution:-

1. All Directors General, TDAP
2. All Officers In-charge Regional/ Sub-Regional Offices, TDAP
3. All Concerned Officers/Officials
4. SO to Chief Executive TDAP
5. SO to Secretary TDAP
6. IT Section for circulation among the officers
7. Master folder