

Post Webinar Press Release

“Opportunities for Pakistani Textile Exports with “Yandex E Market Place”

Trade Development Authority of Pakistan (TDAP) in collaboration with Trade Wing, Embassy of Pakistan, Moscow has organized a Webinar titled “Opportunities for Pakistani Textile Exports with “Yandex E Market Place” on 06th April, 2022 @ 2.00PM (PST).

The following were the main speakers at the Webinar:-

- Mr. Nasir Hamid, Minister (Trade), Embassy of Pakistan, Moscow-Russia.
- Ms. Svetlana Yagodintseva, Director of M/s. Yandex .
- Mr. Basit Rauf, Director General, TDAP.

The Webinar was well attended by leading Textile manufacturers/ Exporters from across the country, about 36 participants. During the opening remarks Minister (Trade) briefed the participants about the purpose and objective of this webinar and introduce the Yandex E Market Place to the participants. The participants were apprised about the basic difference of working of Yandex & other market places of Russia.

Ms. Svetlana, Director of M/s. Yandex has given a comprehensive presentation on working of Yandex, as how they have evolved themselves from a search engine to an advertising platform and now one of the biggest E market place of Russia catering the needs 146m population of the Russia. It offers services to their customers in the areas of transport, food, shopping, productivity, business, education, entertainment lifestyle etc. It has also informed that Yandex is currently present in almost 18 countries. They directly import products from the producers and supply to their customers through their delivery system being the distinguishing feature of Yandex.

The complete process of selling of products through this platform (registration, listing of products, marketing, logistics etc. was explained to the participants. It was informed to the participants that it would take about three months for a company to get register and start their first batch of shipment through this platform. Being the largest digital marketing platform they promote their products in a number of ways on digital mediums.

During the question & answer session participants raised queries regarding, language, payment terms, transportation, L/C, schedule of delivery of goods, warehousing facility, packing, portal service charges etc. all were well responded by Ms. Svetlana Yagodintseva.

The Director General, TDAP Mr. Basit Rauf while giving note of thanks suggest Pak- Trade Wing and Russian team to start pilot project on immediate basis with a limited number of participants, to find the effectiveness of Yandex platform.

