





# TRADE DEVELOPMENT AUTHORITY OF PAKISTAN

(17<sup>th</sup> June, 20201)



# Scheme of Presentation



1. Establishment of TDAP
2. Mandate
3. Structure of TDAP
4. Functions of TDAP
5. Finances & Human Resource
6. Activities of TDAP (2019-20)
7. Special Initiatives
8. Future Plans
9. Challenges & Way forward
10. Trade Statistics



# Powers & Functions of TDAP Board

# Establishment of TDAP

The Export Promotion Bureau was established in 1963 through Charter with 20 functions as an attached department of Ministry of Commerce

The Bureau was replaced by TDAP as an Authority in 2006 with 48 functions

Broad policy objectives behind establishment of the Authority were:

- to create a dedicated, effective and empowered organization for development and promotion of exports;
- to establish greater clarity of institutional arrangements for purposes of policy formulation relating to trade; and
- development of trade initiatives and implementation thereof amongst the Ministry of Commerce, trade development organizations; and the private sector





**The general direction and administration of the Authority and its affairs vest in the Board; The Board appointed by the Federal Government, comprises of the following 16 members, :**

Federal Minister of Commerce	Chairman
Chief Executive of the Authority	Vice Chairman
Secretary, Ministry of Commerce	Member
Secretary, Ministry of Finance	Member
Secretary, Ministry of Industries	Member
Secretary, Ministry of Production***	Member
Secretary, Ministry of Textile Industry***	Member
Secretary, Board of Investment	Member
President, FPCCI	Member

Member of the Standing Committees of the National Assembly (Muhammad Yaqoob Sheikh)

Member of the Standing Committee of the Senate on Commerce (Senator Dilawar Khan)

Leather & Leather Garments (Mr. Gulzar Firoz)	Member
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Textile (Mr. Tariq Rafi)	Member
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Value added Textiles (Mr. Muhammad Umar Virk)	Member
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Rice (Mr. Shahzad Ali Malik)	Member
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Agriculture (Mr. Mahmood Nawaz Shah)	Member
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# Powers & Functions of the Board

Section 20, TDAP Act 2013: Main Powers and the functions of the Board:

Supreme decision making body of the Authority - Power to supervise, control, direct and regulate affairs of the Authority and shall have following Functions:

- (a) Establish critical success factors and KPIs for the Authority
- (b) Annual Performance Review
- (c) Policy advise to the Federal Government
- (d) Approval of Rules and Regulations proposed by the Authority
- (e) Approval of the annual budget and expenditure
- (f) Give opinion on any policy matter referred to it by the Federal Government
- (g) Exercise all powers and perform functions assigned under the Act



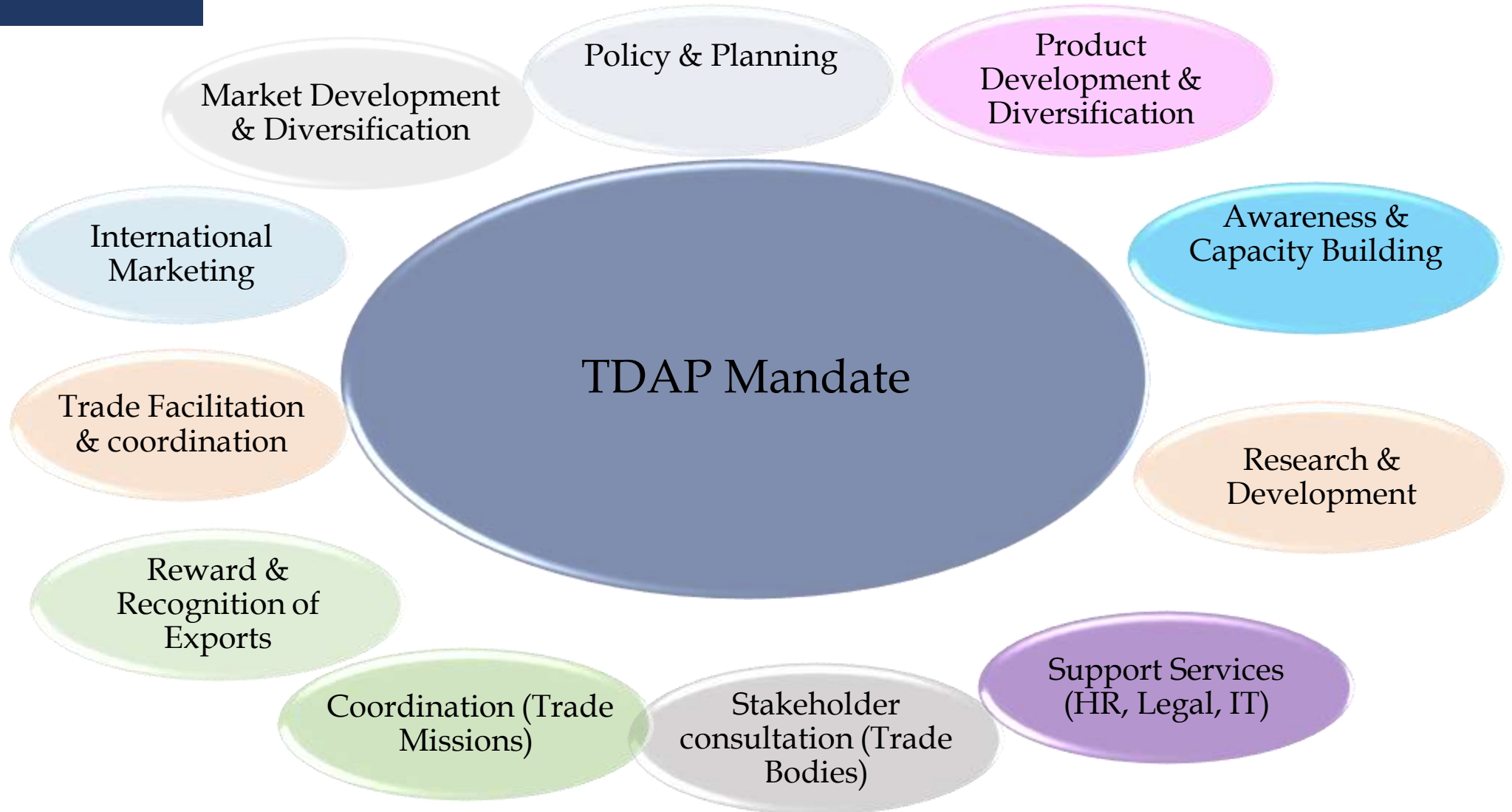




# Mandate & Structure of TDAP



# Mandate





# **PREVIOUS TDAP STRUCTURE**

TDAP DIVISIONS	
1	International Marketing Division - (Asia and Oceania)
2	International Marketing Division - (CARs, Middle East & Africa)
3	International Marketing Division - (Europe and Americas)
4	Regional Division - (South)
5	Regional Division - (Central)
6	Regional Division - (North)
7	Trade Facilitation & Coordination Division
8	Project Management & Expo Division
9	Management Services Division
10	Strategic Planning & Research Division

## Reorganization of TDAP

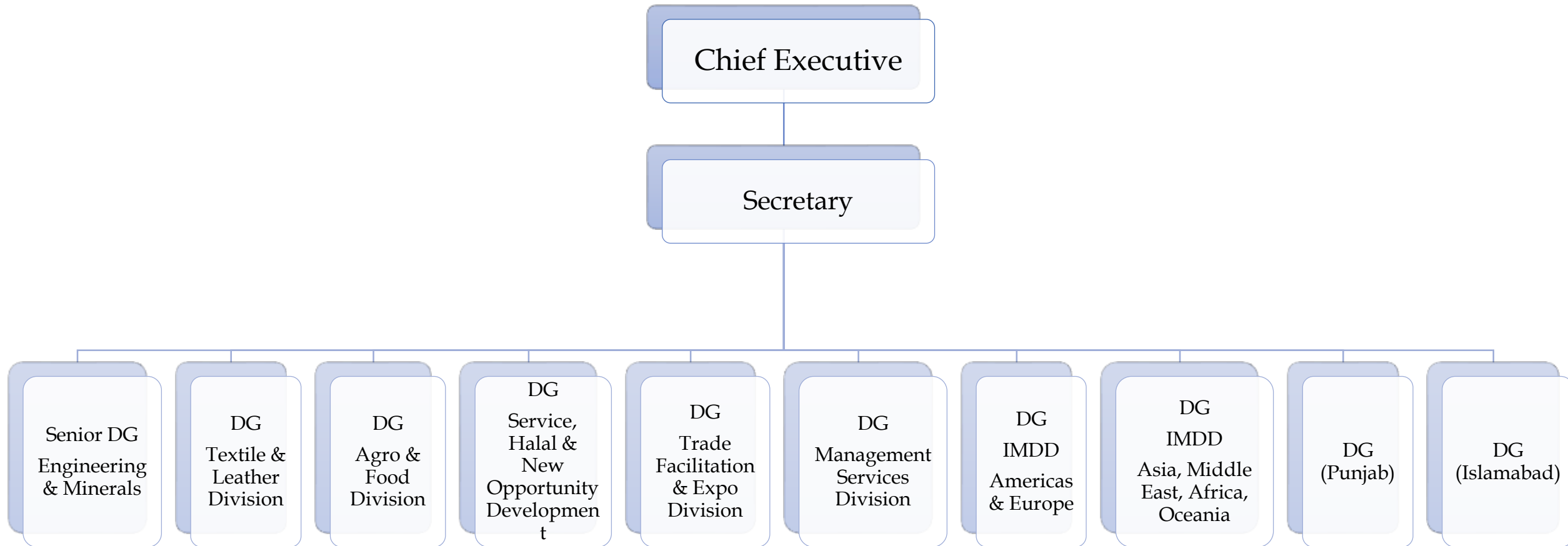


- TDAP reorganized its functioning on sectoral lines to provide specialized facilitation to all stakeholders.
- Accordingly, the resource allocation has been rationalized.

## CURRENT STRUCTURE OF TDAP

S. No	Divisions	Location
1	Textiles & Leather Division	Head Office
2	Agro & Food Division	Head Office
3	Engineering & Minerals Division	Head Office
4	Services, Halal & New Opportunity Development Division	Head Office
5	International Markets Development Division (Americas & Europe)	Head Office
6	International Markets Development Division (Asia, Middle East, Africa, Oceania)	Head Office
7	Trade Facilitation & Expo Centre Division	Head Office
8	Management Services Division	Head Office
9	Directorate General Punjab – Lahore, Sialkot, Gujranwala, Multan, Faisalabad	Lahore
10	Directorate General Islamabad – Islamabad, Peshawar, Abbottabad, Swat, Gilgit, Mirpur-AJK	Islamabad

# TDAP- Organogram



# TDAP Offices in Pakistan

## Punjab

Lahore

Sialkot

Gujranwala

Faisalabad

Multan

## Khyber Pakhtunkhwa

Peshawar

Swat

Abbottabad

## Sindh

Karachi (HQs)

Hyderabad

Sukkur

## Balochistan

Quetta

Gawadar

## Other offices

Islamabad

Gilgit

Mirpur



# Functions of TDAP



# Marketing



International Exhibitions



Trade Conferences & Delegations



Single Country Exhibitions



Exhibitions Local; EXPO Pakistan, Texpo, WEXNET

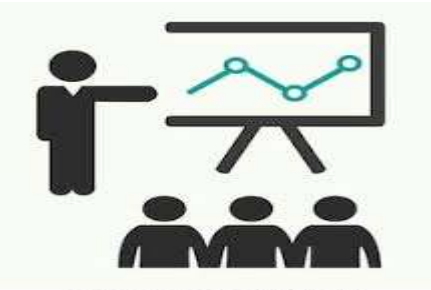


Promotional material, Books, brochure, quarterly newsletter



Promotional events in Missions - Mango & Kinnow  
Diplomacy etc

# Trade Facilitation



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- Seminars
  - CPFTA (pre and post agreement)
  - Post Brexit
- Certificates of Origin and GSP matters/ REX System
- Expo Centre
- Visa Facilitations
- Exporters Training
- Pakistan's Online Exporters Directory
- Trade Policy advice on general matters and implementation
- EDF Management
- Trade dispute
- Trade Facilitation Centre
- Media Management including web portal
- Central Data Repository
- Help Desk
- Women Entrepreneurs

# Sector/Product Development



- Product/supply chain development & product diversification
- Market Development & diversification (Specific to their products)
- Product Promotional shows
- Seminars & Workshops
- Technical Assistance
- Awareness & capacity building

# Sector/Product Development



- Stakeholder consultation - Export Promotion Committees(EPCs)
- Coordination (Trade Missions specific to their products)
- Research & Development (Related to their sector)
- Policy & Planning (Related to their sector)
- Product/Sectoral Studies/reports

# Market Diversification – Policy Initiatives

- TDAP provides 60% subsidy to Developmental Products, 50 % subsidy to Other Core products and 40% subsidy on Core products.
- In order to penetrate in the non-traditional markets, TDAP has revised its subsidy policy in Africa, Latin America and Eastern Europe.
- TDAP increased its subsidy to 80% for exhibitors in these regions.
- TDAP is focusing on **Look Africa Plan** of the Government of Pakistan to capture African Region.

# Special Initiatives

- International Collaborations
- National Exporters Training Program
- Initiatives under Look Africa Policy
- China Focus activities
- Expo 2020
- Expo Centre Remodeling
- Amazon
- Ali Baba



# Special Initiatives

- WEBINAR of SMEs with Google
- Export Orders verifications
- Virtual Exhibitions
- E-Commerce Platform/E-Market Place
- E learning program of Trade sift & GTAP



# Human Resource & Finances of TDAP

# Human Resource of TDAP



- Total 772 employees against sanctioned strength of 924 employees
- 434 civil servants and 338 TPS
- 02 Consultants, 01 Project Manager, 01 Project Co-ordinator, 04 Research Associates, 04 GSP Officers



# Officers Strength

Station	BS-21		BS-20		BS-19		BS-18		BS-17		Total		
	S.S.	W.P.	S.S.	W.P.	S.S.	W.P.	S.S.	W.P.	S.S.	W.P.	S.S.	W.P.	Vac.
Head Office (Karachi)	2	1	7	6	11	7	33	20	46	33	99	69	29
Regional Offices	0	0	2	1	12	10	18	22	39	13	71	47	24
Total	2	1	9	7	23	17	51	42	85	46	170	115	55

## OUTGOING TRADE DELEGATIONS (2019-2020)

S.#	REGIONS	OUTGOING TRADE DELEGATION
1	Asia	<u>1</u>
2	Middle East	-
3	China	-
4	CARs	-
5	Africa	<u>1</u>
6	Americas	-
7	Europe	-
	<b>Total</b>	<b>2</b>

# INCOMING TRADE DELEGATIONS (2019-2020)

S.#	REGION	INCOMING TRADE DELEGATIONS
1	Asia	<a href="#"><u>08</u></a>
2	Middle East	-
3	China	-
4	CARs	-
5	Africa	<a href="#"><u>03</u></a>
6	Americas	-
7	Europe	<a href="#"><u>04</u></a>
<b>Total</b>		<b>15</b>



**pak  
africa**  
Trade Development  
Conference 2020  
To engage & look at Africa  
30-31 JANUARY 2020 | NAIROBI, KEN



**TRADE & INVESTMENT  
OPPORTUNITIES  
IN PAKISTAN**

## **Pakistan Africa Trade Development Conference-PATDC (30-31, January 2020)**

- Under the “Look Africa Policy initiative”, MOC in collaboration with TDAP organized the PATDC in Nairobi, Kenya, from 30-31 January 2020, which is first of its kind
- The objective of this initiative was to bring the businessmen from Africa & Pakistan under one roof to explore ways to enhance trade and remove trade barriers.
- 85 companies participated in the event from Pakistan
- Around 246 delegates were registered from 26 African countries
- 10% increase in exports were registered during July-April 2020

## Pakistan Turkey Business Forum (13, February 2020)

- TDAP organized Pak-Turk business to business networking at Islamabad amid Turkish President Recep Tayyip Erdogan visit to Pakistan
- The objective of this initiative was to provide a opportunity to the businessmen of both the countries to explore ways to enhance trade and remove trade barriers.
- B2B matchmaking was organized between 58 Turkish companies and approximately 200 Pakistani counterparts including representatives of FPCCI by TDAP



Advisor to PM **Abdul Razak Dawood** discussing **business opportunities** between Pakistan and Turkey with the Turkish Delegation during B2B networking session in Islamabad.



# TRADE PROMOTION



## a. China Focus:

**China International Import Expo, Shanghai (5-10, November 2018)**

- On the sideline Trade & Investment Conference, Shanghai was held on (5<sup>th</sup> November, 2018)

**Delegation of 51 companies participated  
Pak China Trade Forum on the sideline of Belt & Road Forum (27-28 April 2018)**

- 85 companies participated from Pakistan
- 16 MOUs were signed
- 350 Chinese companies attended the plenary session

**Li & Fung Pakistan China Suppliers Conference at Shanghai, China (17-18 June, 2019)**

- Delegation comprising 26 companies participated from Pakistan
- **Trade Promotion- 16 Trade Fairs**
- **Trade Promotion- 04 Delegations**
- **(03 outgoing, 01 incoming)**



# Trade Facilitation

# Seminar: China Pakistan Free Trade Agreement Phase II

S#	Name of the City	Date	Targeted Chamber/ Associations
1	Karachi	10 Jan. 2020 (Fri)	FPCCI, KCCI, WCCI, APTMA, KCA, TMA, PLGMEA, PRGMEA, PTA, REAP, APFVEMA, PAKFEA, APGJMEA, APMEPA, PAAPAM, PAMA, PEMA, PPMA, PCMA, PC&DMA, PFMA, PYMA, PCMEA, HP&SAP, APCA, APCMA, , APBUMA, PKSEA, PHMA and others
2	Islamabad	15 Jan. 2020 (Wed.)	FPCCI, ICCI, RCCI, WCCI, & Trade associations based at Islamabad and Rawalpindi
3	Lahore	21 Jan. 2020 (Tue)	LCCI, WCCI, APTMA, KCA, TMA, PLGMEA, PRGMEA, PTA, REAP, APFVEMA, APGJMEA, APMEPA, PAAPAM, PAMA, PEMA, PPMA, PCMA, PC&DMA, PFMA, PYMA, PCMEA, HP&SAP, APCA, APCMA, APBUMA, PKSEA, PHMA and others
4	Peshawar	17 Feb. 2020 (Thur.)	Sarhad Chamber of Commerce & Industry Women Chamber APCEA and other Trade associations
5	Faisalabad	25 Feb. 2020 (Wed)	FCCEI, APTMA, TMA, PLGMEA, PRGMEA, PGMEA,
6	Quetta	02 March 2020	QCCI, QSCCI, PFVA and other Trade associations

## *REX SYSTEM*

- 7500+ Exporters registered to EU database
- Arranged seminars in major exporting cities for Exporters' orientation on EU Rules of Origin & Support Documentation; EDE (electronic data Exchange)

## *Post BREXIT Seminar*

- 04 seminars were organized by TDAP in Karachi, Lahore, Sialkot and Faisalabad



# Issuance Of GSP Certification April 2020

<u>S. NO.</u>	<u>NAME OF COO</u>	<u>NO. OF COO ISSUED</u>	<u>COUNTRY</u>	<u>PRODUCTS</u>
01	CPFTA	934	China	Guar Gum, Cotton Yarn, Live Crabs, Fish Meal, Fish Products, Garments.
02	GATT	07	Brazil, Chile South Africa	Textile
03	GSTP	03	Thailand Cambodia	Rice, Cotton Fabric Cotton Fabric
04	IPPTA	23	Indonesia	Dates, Kinnow, Crab Meat,Guar Meal, Basil Seeds, Cotton Yarn, Textile.
05	MPCEPA	05	Malaysia	Spices, Textile
06	PMPTA	02	MAURITIUS	Textile
07	PSFTA	24	Sri Lanka	Cement, GI Pipes, Dates, Fish Meal, Kinnow, Pet Resin, Guar Gum, Cotton Fabric

# Issuance Of GSP Certification April 2020

<u>S. NO.</u>	<u>NAME OF COO</u>	<u>NO. OF COO ISSUED</u>	<u>COUNTRY</u>	<u>PRODUCTS</u>
08	SAFTA (SAARC)	40	Nepal, Bangladesh Maldives, Sri Lanka	Miswak, Pet Resin Dates, Fish Meal, Spices, Garments, Marble, Miswak. Cotton Fabric, Ajwain, Bottle Chips, Dry Fish, Herbs, Marble, Pet Resin.
09	GSP	495	Belarus Russia, Canada USA, Japan, Newzealand Australia Ukraine	Food Stuff, Textile, Cotton Yarn, Leather Garments, Work Gloves, Marble Goods,
	<b><u>G.TOTAL</u></b>	<b><u>1533</u></b>	(23% less than 2019)	

## *TECHNICAL ASSISTANCE INITIATIVES*

- Chinese Quarantine Delegation visited Cherries orchards of Gilgit
- Meat Inspectors from Malaysia visited Karachi & Lahore
- Iranian Inspectors visited Karachi Lahore, Multan and Quetta for Mango & Agro products

## *FACILITATION*

- Kinnow DLTl subsidy
- Reimbursement of Lab Testing charges for Leather sector
- Remodeling and expansion of Karachi Expo Centre

## *CHINA SPECIFIC ENGAGEMENTS*

- Pak China Trade Forum on the sideline of Belt & Road Forum (27-28 April 2019)
- Li & Fung Pakistan China Suppliers Conference at Shanghai, China (17-18 June, 2019)

## **WOMEN ENTREPRENEURS**

- Women Conference organized by WCCI-PD in Peshawar on 15 March, 2019
- WEXNET for women Entrepreneurs (02 successful editions at Lahore)
- The Blue Fair –Multan (26-28 April, 2019)

# Role of TDAP in Export Development Fund

- TDAP is responsible under the EDF Financial Rules-2006 for disbursement and monitoring of the expenditure incurred from the Funds approved by the EDF Board for the beneficiaries.
- Under MoC Office Memorandum dated 22<sup>nd</sup> July, 2011, TDAP is responsible for monitoring of the EDF Funded Projects under Committees as following:
  - ☐ Director General TDAP Regional Office (Head of the Committee)
  - ☐ Any Officer of TDAP nominated by D.G. TDAP/Head of the Committee (Member)
  - ☐ Nominee of the Beneficiary (Member)

# Monitoring Mechanism for the Projects under TDAP

- **A. Project Implementation Committee:**

- Concerned Director General as Chairman
- Representative (s) of the relevant Association as member (s)
- Director / Deputy Director TDAP as member

- **B. Tender Committee:**

- Chairman / Representative of the relevant Association as Chairman
- Representative (s) of the relevant Association as member (s)
- Director / Deputy Director TDAP as member

# Summary of Existing EDF Funded Projects

Region	No. of Projects
TDAP Karachi Office	14
TDAP Islamabad Office	07
TDAP Peshawar Office	06
TDAP Sialkot Office	09
TDAP Lahore Office	03
<b>Total:</b>	<b>39</b>





# Special Initiatives

## National Exporters Training Program (NETP)

- In order to create a pool of trained exporters, who are well versed into the art of exports, TDAP launched a new program “National Exporters Training Program” (NETP) in September 2019 for Pakistani exporters.
- TDAP has planned to organize 24 sessions in all major and second tier cities of Pakistan. Details of completed session during July-March 2019 are as under:

Session	Date
<b>NETP - Karachi</b>	17 <sup>th</sup> September 2019
<b>NETP - Lahore</b>	14 <sup>th</sup> October 2019
<b>NETP - Islamabad</b>	7 <sup>th</sup> January 2020
<b>NETP - Peshawar</b>	8 <sup>th</sup> January 2020
<b>NETP - Sukkur</b>	12 <sup>th</sup> March 2020

# Re-modeling and Expansion of Karachi Expo Centre

- To meet the increased trade related needs and to make Expo Centre compatible with China Pakistan Economic Corridor (CPEC)

The Authority plans to:

- construct nine (9) halls (3 additional and 6 replacement); a Convention Center; an IT tower (including TDAP Office); and a modern car parking facility







# Activities of TDAP during COVID-19

Thank You

# Engineering, Mineral & Metal Division



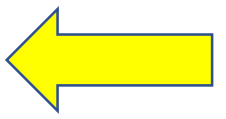
SN	NAME OF FAIR	DATE	SECTOR
1	FIME SHOW, Florida (USA)	July, 2019	Surgical & Dental Equipment
2	Cosmoprof, North America, Las Vegas (USA)	July, 2019	Surgical & Dental Equipment
3	ISPO Shanghai (CHINA)	July, 2019	Sports Goods
4	Sports Wear and Goods Expo, Tokyo (JAPAN)	July, 2019	Sports goods and sports wears
5	FIBO China	Aug, 2019	Sports Goods Fitness Equipment, Smart Wearables
6	China International Furniture Fair Shanghai (CHINA)	Sep, 2019	Furniture
7	China Dental Show, Shanghai (CHINA)	Sep, 2019	Surgical Instruments
8	Global Health Expo, Riyadh (SAUDI ARABIA)	Sept, 2019	Pharmaceuticals and Surgical
9	Automechanika, Johannesburg, (Biennial) (SOUTH ARICA)	Sept, 2019	Automobile Sector
10	Medic East Africa Exhibition & Congress, Nairobi (KENYA)	Sept, 2019	Healthcare Products
11	A-Osh Expo & Fireexpo / Securexpo, Nairobi (KENYA)	Sept, 2019	Safety Gloves & Equipment, Work
12	Beauty Expo (BRAZIL)	Sep, 2019	Surgical and Beauty equipment/ Products
13	Automechanika Frankfurt (GERMANY)	Sep, 2019	Auto-parts
14	Pharmed (VIETNAM)	Sep, 2019	Surgical and Dental Instruments
15	Canton Fair Phase-I (CHINA)	Oct, 2019	Electrical goods
16	GITEX Dubai, Dubai (UAE)	Oct 2019	IT
17	Medic West Africa, Lagos (NIGERIA)	Oct, 2019	Healthcare/ Surgical/ Pharmaceutical

# Engineering, Mineral & Metal Division



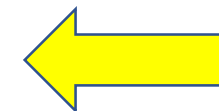
SN	NAME OF FAIR	DATE	SECTOR
18	Poznan Sports Fair (POLAND)	Oct, 2019	Sports Goods
19	Intermot, Cologne (GERMANY)	Oct, 2019	Surgical
20	Beauty West Africa, Lagos (NIGERIA)	Nov, 2019	Beauty Items
21	NSC Congress and Expo (USA)	Nov, 2019	Safety Products
22	EUROTIER FAIR (GERMANY)	Nov, 2019	Surgical & Vet Inst.
23	EXPO Protection, Paris (FRANCE)	Nov, 2019	Leather and Protective gears
24	National Sports Exhibition, GORINCHE (NETHERLANDS)	Nov, 2019	Sports Goods
25	A+A Dusseldorf (GERMANY)	Nov, 2019	Gloves, Safety & Security Products
26	EICMA MOTO, Milan (ITALY)	Nov, 2019	Gloves / Auto parts
27	Medica Dusseldorf (GERMANY)	Nov, 2019	Surgical Instruments
28	Mineralientag (SWITZERLAND)	Nov, 2019	Gems and Jewelry
29	Agritechnika, Hannover (GERMANY)	Nov, 2019	Agricultural Machinery & Equipment
30	Cosmoprof Wanchai (HONG KONG)	Nov, 2019	Beauty Salon and Cosmetics Products
31	FIBO (USA)	Dec, 2019	Fitness equipment, smart wearable's, fitness club interiors, sports nutrition Products
32	ISPO Winter (Germany)	Jan, 2020	Sports Goods
33	Intersec Dubai (UAE)	Jan, 2021	Industrial Gloves & Security Equipment
34	Arab Health, Dubai (UAE)	Feb, 2021	Surgical, Pharma & Beauty Products





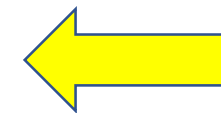
S.No	Event	Date
1	GITEX Technology Week and GITEX Future Stars, Dubai	06 <sup>th</sup> to 10 <sup>th</sup> October, 2019
2	Arabnet Riyadh, Startups Show, Saudi Arabia	December 10-11, 2019

# TEXTILE & LEATHER DIVISION



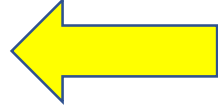
S. NO	Activity	Remarks
1	Home Textile Sourcing Show, New York USA ,July 2019	• TDAP's Successful participation with 5 companies
2	Tex world International Apparel Sourcing, USA ,July 2019	• TDAP's Successful participation with 11 companies
3	Intertextile shangai China, August 2019	• TDAP's Successful participation with 5 companies
4	Magic Show USA, August 2019	• TDAP's Successful participation with 10 companies
5	Intertextile shangai China, September 2019	• TDAP's Successful participation with 5 companies
6	Tex world Paris France, September 2019	• TDAP's Successful participation with 10 companies
7	Heimtextil Moscow Russia, September 2019	• TDAP's Successful participation with 56companies
8	Fashion World Tokyo October 2019	• TDAP's Successful participation with 15 companies.
9	International Sourcing Expo ,Australia, November 2019	• TDAP's Successful participation with 14 companies
10	Africa-Pakistan Trade Development Conference January 2020, Nairobi	• Textile & Leather Division requested leading 20 exporters for participation in Pak – Africa Trade Development Conference
11	Heimtextile, Frunkfurt Germany, January 2020	• TDAP's successful participation with 56 companies.
12	Domotex, Hannover, January 2020	• TDAP's successful participation with 5 companies.
1	Expo Riva Schuh Italy, June 2019	• TDAP's successful participation with 6 companies.
2	EICMA Moto Milan Italy, November 2019	• TDAP's successful participation with 4 companies.
3	Mipel Bag Show Fair Milan Italy, September 2019	• TDAP's successful participation with 5 companies
4	Lineapelle Fair Milan Italy, October 2019	• TDAP's successful participation with 5 companies
5	Expo Riva Schuh, Itlay , January 2020	• TDAP's successful participation with 6 companies.

# AGRO & FOOD DIVISION



Sr. No	Event	No. of Companies Participated
1	Fine Food, Melbourne, Australia, September 2019,	8
2	World Food, Moscow, Russia September 2019 ,	5
3	Fruit Logistica, Asia, Hong Kong, China. September 2019	2
4	Anuga Food Exhibition, Frnakfurt,Germany October 2019	22
5	25 <sup>rd</sup> China Seafood and Fisheries Expo, Qingdao, China, October 2019	10
6	Food & Hospitality Expo, Oman. October, 2019	9
7	Sial Interfood 2020, Jakarta, Indonesia. November,2019	2
8	Foodex, Jeddah, Saudi Arab November 2019	10
9	Food West Africa, Lagos Nigeria. November, 2019	7
10	Food Africa, Egypt 9-11 <sup>th</sup> December 2020	10
11	Fruit Logestica Exhibition,Berlin,Germany Feb 2020	5
12	Gulf Food ,Dubai,UAE,Feb 2020	48
13	Foodex Japan March 2020(The event is postponed due to corona virus)	4

# IMD – II DIVISION



Sr. No	Event	country
1	China International Import Expo Nov 2019 Shanghai	China

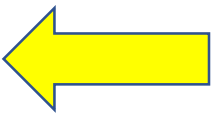
# INTERNATIONAL EXHIBITIONS – MIDDLE EAST

S.no		Year	Country	Product	TDAP Divisions
1	Intersec Dubai	Jan, 2019	U.A.E	Security Equipment	Engineering & Minerals Division
2	Arab Health, Dubai	Jan, 2019	U.A.E	Hospital Equipment	Engineering & Minerals Division
3	Gulf food, Dubai	Feb, 2019	U.A.E	Food Sector	Agro & Food Division
4	Paper World Dubai	Mar, 2019	U.A.E	Writing Instruments	Engineering & Minerals Division
5	Middle East Electricity, Dubai	Mar, 2019	U.A.E	Electric products	Engineering & Minerals Division
6	Hotel Show, Jeddah, KSA	Apr, 2019	Saudi Arabia	Home Textiles	Textiles & Leather Division
7	Project Qatar, Doha	May, 2019	Qatar	Construction material	Engineering & Minerals Division
8	Beauty World, Dubai	May, 2019	U.A.E	Cosmetics & Make up items	Engineering & Minerals Division
9	Auto Mechca, Dubai	June, 2019	U.A.E	Automobile & auto parts	Engineering & Minerals Division
10	Global Health Expo, Riyadh	Sept, 2019	Saudi Arabia	Pharmaceuticals and Surgical	Engineering & Minerals Division
11	Hospitality Qatar	Oct, 2019	Qatar	Home Textiles, Food Products	
12	GITEX Dubai, Dubai	Oct, 2019	U.A.E	Information Technology- Services	Services, Halal & New Opportunity Development Division
13	Foodex, Jeddah	Nov, 2019	Saudi Arabia	Confectionary / Agro Food	Agro & Food Division

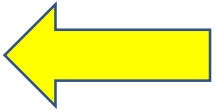


# INTERNATIONAL EXHIBITIONS - AFRICA

S.no	Event	Year	Country	Product	Division
1	Medical Expo, Casablanca	Mar, 2019	Morocco,	Surgical and Pharmaceutical	Engineering Division
2	Mediconex, Cairo	Apr, 2019	Egypt	Healthcare	Engineering Division
3	Food West Africa,	May, 2019	Nigeria	Food Items	Agro & Food Division
4	SECUREX, Johannesburg	May, 2019	South Africa	Security and fire industries	Engineering Division
5	Africa Health Expo, Johannesburg	May, 2019	South Africa	Surgical and Pharmaceutical	Engineering Division
6	Cape Argus Sports Show	June, 2019	South Africa	Sporting goods	Engineering Division
7	Automechanika,Johannesburg, (Biennial)	Sept, 2019	South Africa	Automobile Sector	Engineering Division
8	Medic East Africa Exhibition & Congress, Nairobi	Sept, 2019	Kenya	Healthcare Products	Engineering Division
9	A-Osh Expo & Fireexpo / Secureexpo, Nairobi	Sept, 2019	Kenya	Safety Gloves & Equipment, Work	Engineering Division
10	Medic West Africa, Lagos	Oct, 2019	Nigeria	Healthcare/ Surgical/Pharmaceutical	Engineering Division
11	Beauty West Africa, Lagos	Nov, 2019	Nigeria	Beauty Items	Engineering Division
12	Food Africa, Cairo	Dec, 2019	Egypt	Food Products	Agro & Food Division



# INTERNATIONAL EXHIBITIONS - AMERICA

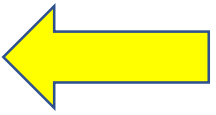


1	Hotel Motel Show,	Jan, 2019	USA	Food services, table top products suppliers	Agro & Food Division
2	Sourcing at Magic, Las Vegas	Feb, 2019	USA	Apparel, Knitwear, Leather, Sportswear	Textile & Leather Division
3	Emitex/Simatex and Confemaq Fair	Apr, 2019	Argentina	Textile Products	Textile & Leather Division
4	NJ Minerals, Fossils, Gems & Jewelry Show	Apr, 2019	USA	Gems & Jewelry	Engineering Division
5	Sial Food Fair, Montreal	May, 2019	Canada	Agro Food	Agro & Food Division
6	FIME SHOW, Florida	July, 2019	USA	Surgical & Dental Equipment	Engineering Division
7	Tex World International Apparel Sourcing /Home Textile Sourcing Show, New York	July, 2019	USA	Textile & Apparel	Textile & Leather Division
8	Cosmoprof, North America, La Vegas	July, 2019	USA	Surgical & Dental Equipment	Engineering Division
9	Magic	Aug, 2019	USA	Textile, Apparel and Footwear	Textile & Leather Division
10	Apparel Textile Sourcing	Aug, 2019	Canada	Textile and Apparel	Textile & Leather Division
11	Beauty Expo	Sep, 2019	Brazil	Surgical and Beauty equipment/ Products	Engineering Division
12	Sourcing at Coterio, New York	Sep, 2019	USA	All Kinds of Garments, Footwear and accessories	Textile & Leather Division
13	AIM Expo	Oct, 2019	USA	Leather & Leather apparels	Textile & Leather Division
14	Private Label Manufacturer Association- PLMA, Chicago	Nov, 2019	USA	General Products	International Markets Development Division
15	NSC Congress and Expo	Nov, 2019	USA	Safety Products	Engineering Division
16	FIBO	Dec, 2019	USA	Fitness equipment, smart wearable's, fitness club interiors, sports nutrition Products	Engineering Division



# INTERNATIONAL EXHIBITIONS - EUROPE

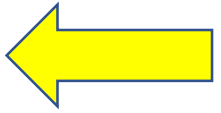
Europe					
S.no	Event	Year	Country	Product	Division
1	Heimtextil, Frankfurt	Jan, 2019	Germany	Textile & its products	Textile & Leather Division
2	Domotex, Hannover	Jan, 2019	Germany	Carpets	Textile & Leather Division
3	ISPO Winter, Munich	Jan, 2019	Germany	Sports Goods	Division
4	Expo Riva Schuh	Jan, 2019	Italy	Footwear	Textile & Leather Division
5	Texworld, Paris	Feb, 2019	France	Textile & its products	Textile & Leather Division
6	Fruit Logistica, Berlin	Feb, 2019	Germany	Fresh Fruits & vegetables	Agro & Food Division
7	Ambienete, Frankfurt	Feb, 2019	Germany	General Items	International Markets Development Division
8	Cosmoprof, Bologna	Mar, 2019	Italy	Beauty & cosmetic products	Engineering & Mineral Division
9	International Food Event	Mar, 2019	UK	Food Products	Agro & Food Division
10	ISH fair	Mar, 2019	Germany	Engineering Products	Engineering & Mineral Division
11	Intercharm, Moscow	Apr, 2019	Russia	Beauty Instruments	Engineering & Mineral Division
12	FIBO Fitness & Health Show	Apr, 2019	Germany	Sports Goods	Engineering & Mineral Division
13	Le Show Moscow	May, 2019	Russia	Garments, Fur Garments, Skin & Hides	Textile & Leather Division
14	PLMA's World of Private Label Fair, Amsterdam	May, 2019	Netherlands	Food, Textiles & others	
15	Safety & Health EXPO	June, 2019	UK	Healthcare	Engineering & Mineral Division
16	Mipel The Big Show	Sep, 2019	Italy	Leather	Textile & Leather Division
17	Heimtextil Moscow	Sep, 2019	Russia	Textile	Textile & Leather Division
18	World Food, Moscow	Sep, 2019	Russia	Food Items	Agro & Food Division
19	Automechanika Frankfurt	Sep, 2019	Germany	Auto parts	Engineering & Mineral Division
20	Texworld, Paris- France	Sep, 2019	France	Textile & its products	Textile & Leather Division



# INTERNATIONAL EXHIBITIONS - EUROPE

Europe					
S.No	Event	Year	Country	Product	Division
21	Poznan Sports Fair	Oct, 2019	Poland	Sports Goods	Engineering & Mineral Division
22	Anuga	Oct, 2019	Germany	Food Items	Agro & Food Division
23	Intermot, Cologne	Oct, 2019	Germany	Surgical	Engineering & Mineral Division
24	EUROTIER FAIR	Nov, 2019	Germany	Surgical & Vet Inst.	Engineering & Mineral Division
25	EXPO Protection, Paris	Nov, 2019	France	Leather and Protective gears	
26	National Sports Exhibition, GORINCHE	Nov, 2019	Netherlands	Sports Goods	Engineering & Mineral Division
27	A+A Dusseldorf	Nov, 2019	Germany	Gloves, Safety & Security Products	Engineering & Mineral Division
28	EICMA MOTO, Milan	Nov, 2019	Italy	Gloves / Auto parts	Engineering & Mineral Division
29	Medica Dusseldorf	Nov, 2019	Germany	Surgical Instruments	Engineering & Mineral Division
30	Mineralientag	Nov, 2019	Switzerland	Gems and Jewelry	Engineering & Mineral Division
31	Agritechnika, Hannover	Nov, 2019	Germany	Agricultural Machinery & Equipment	Engineering & Mineral Division
Fairs Allocated to Pakistan Tanners Association (PTA)					
1	Premier Vision, Paris	Feb, 2019	France	Leather & its product	Textile & Leather Division
2	Lineapelle Fair, Bologna	Feb, 2019	Italy	Shoes	Textile & Leather Division
3	Premier Vision, Paris	Sep, 2019	France	Leather & its product	Textile & Leather Division
4	Lineapelle Fair, Bologna	Oct, 2019	Italy	Leather & its product	Textile & Leather Division
Fairs Allocated to Pakistan Software Export Board (PSEB)					
1	Mobile World Congress	Mar, 2019	Spain	Information Technology	Services, Halal & New Opportunity Development Division

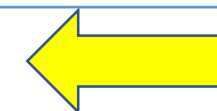
# INTERNATIONAL EXHIBITIONS - ASIA & OCEANIA



ASIA (SOUTH EAST ASIA)					
S.no	Event	Year	Country	Product	Division
1	Saigon Textile & Garment Industry Expo, Ho Chi Minh City	Apr, 2019	Vietnam	Textile & garments	Textile & Leather Division
2	Safety First Expo, Melbourne	May, 2019	Australia	Safety goods	Engineering & Mineral Division
3	International Shoes and Leather Exhibition and International Footwear and products Exhibition	July, 2019	Vietnam	Leather Products	Textile & Leather Division
4	Pharmed	Sep, 2019	Vietnam	Surgical and Dental Instruments	Engineering & Mineral Division
5	Fine Food, Australia	Sep, 2019	Australia	Food Items	Agro & Food Division
6	Sial Inter Food Jakarta	Nov, 2019	Indonesia	Food Items	Agro & Food Division
7	International Sourcing Expo	Nov, 2019	Australia	Textile and Products	Textile & Leather Division
Fairs Allocated to Pakistan Tanners Association (PTA) (South East Asia)					
8	Indo Leather and Footwear	Apr, 2019	Indonesia	Leather Products	Textile & Leather Division
9	LeatherTech Show Bangladesh	Nov, 2019	Bangladesh	Leather Products	Textile & Leather Division
Fairs Allocated to FPCCI on Self Finance Basis (South East Asia)					
10	The Dhaka International Trade Fair (DITF)	January, 2019 (30 days)	Bangladesh	General Products	International Markets Development Division
11	Chittagong International Trade Fair (CITF)	February, 2019 (30 days)	Bangladesh	General Products	International Markets Development Division

# INTERNATIONAL EXHIBITIONS - EAST ASIA

Asia (East Asia)					
S.no	Event	Year	Country	Product	
1	Hong Kong International Diamond and Gem Show	Mar, 2019	Hong Kong	Gems and Stones	Engineering & Mineral Division
2	Korean Intr'l Medical & Hospital Equipment Show	Mar, 2019	South Korea	Hospital Equipment	Engineering & Mineral Division
3	Fashion World, Tokyo	Mar, 2019	Japan	Textiles	Textile & Leather Division
4	APLF Fashion Access	Apr, 2019	Hong Kong	Leather Garments	Textile & Leather Division
5	Asia Fashion Week, Osaka	Apr, 2019	Japan	Textiles	Textile & Leather Division
6	Sports Wear and Goods Expo, Tokyo	July, 2019	Japan	Sports goods and sports wears	Engineering & Mineral Division
7	Cosmoprof Wanchai	Nov, 2019	Hong Kong	Beauty Salon and Cosmetics Products	Engineering & Mineral Division
Fairs Allocated to Pakistan Tanners Association (PTA) (East Asia)					
8	MMT Section of APLF	Mar, 2019	Hong Kong	Leather	Textile & Leather Division

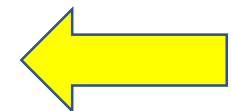


# International Exhibitions – China

S.no		Year	Country	Product	
1	China Xiamen International stone fair	Mar, 2019	China	Marble, Granite Precious Stones	Engineering & Minerals Division
2	Intertextile Shanghai Apparel & Fabrics (Spring)	Mar, 2019	China	Apparel and fabrics	Textiles & Leather Division
3	Dental Expo Chengdu	Apr, 2019	China	Dental Instruments	Engineering & Minerals Division
4	China International Occupational Safety & Health Good Expo	Apr, 2019	China	Gloves	Engineering & Minerals Division
5	China Medical Equipment Fair (CMEF) Shanghai	May, 2019	China	Surgical Instruments	Engineering & Minerals Division
6	China Beauty Expo Shanghai	May, 2019	China	Beauty Instruments	Engineering & Minerals Division
7	China Cycle Show, Shanghai	May, 2019	China	Sports Goods	Engineering & Minerals Division
8	7th China -South Asia Expo, Kunming	June, 2019	China	General Items	International Markets Development Division
9	Harbin Trade Fair	June, 2019	China	General Items	International Markets Development Division
10	ISPO Shanghai	July, 2019	China	Sports Goods	Engineering & Minerals Division
11	Intertextile Shanghai	Aug, 2019	China	Home Textile	Textiles & Leather Division

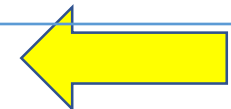
# International Exhibitions – China

S.no		Year	Country	Product	
12	FIBO China	Aug, 2019	China	Sports Goods Fitness Equipment, Smart Wearables	Engineering & Minerals Division
13	China International Furniture Fair Shanghai	Sep, 2019	China	Furniture	Engineering & Minerals Division
14	China Dental Show, Shanghai	Sep, 2019	China	Surgical Instruments	Engineering & Minerals Division
15	Intertextile Shanghai	Sep, 2019	China	Apparel Fabrics	Textiles & Leather Division
16	Canton Fair Phase-I	Oct, 2019	China	Electrical goods	Engineering & Minerals Division
17	23rd China Seafood and Fisheries Expo	Nov, 2019	China	All Seafood-fresh, frozen, etc.	Agro & Food Division
18	China International Import Expo Shanghai	Nov, 2019	China	General items	International Markets Development Division
19	Automechanika Shanghai	Nov, 2019	China	Auto Parts	Engineering & Minerals Division
Fairs Allocated to Pakistan Tanners Association (PTA) (China)					
20	All China Leather Fair, Shanghai, (ACLE)	Nov, 2019	China	Leather	Textiles & Leather Division



# International Exhibitions – CARs+ Turkey & Iran

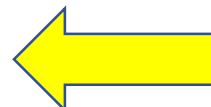
CARS + Turkey + Iran					
1	Expo Med	Mar, 2019	Turkey	Surgical Equipment	Engineering & Mineral Division
2	Automechanika, Istanbul	Apr, 2019	Turkey	Auto Parts	Engineering & Mineral Division
3	International Sports Fair, Istanbul	Sep, 2019	Turkey	Sports Goods	Engineering & Mineral Division
4	Istanbul Leather Fair	Oct, 2019	Turkey	Leather & its Products	Textile & Leather Division
5	World Food Kazakhstan, Almaty	Nov, 2019	Kazakhstan	Food Sector	Agro & Food Division
6	International Universal Exhibition, Dushanbe	Nov, 2019	Tajikistan	All Products	International Markets Development Division
7	Halal Expo/World Halal Summit	Dec, 2019	Turkey	Halal Food	Services, Halal & New Opportunity Development Division





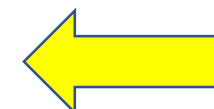
# Incoming Trade Delegations – Europe (2019-20)

No.	Delegations	Country	Date	No. of delegates
1	Visit of Russian trade delegation to Pakistan	Russia	16 <sup>th</sup> – 18 <sup>th</sup> Sep 2019	
2	Visit of Italian Fashion Designer, Ms. Stella Jean to Northern Areas of Pakistan	Italy	25 <sup>th</sup> – 31 <sup>st</sup> August 2019	



## Outgoing Trade Delegations –(2019-20)

No.	Delegations	Country	Date	No. Delegates
1	Fisheries delegation visited Thailand & Vietnam	Thailand and Vietnam	26 <sup>th</sup> Aug – 1 <sup>st</sup> Sep 2019	10
2	Pak-Africa Trade Development Conference	Kenya	30 <sup>th</sup> – 31 <sup>st</sup> January 2020	85



## Incoming Trade Delegations – Asia (2019-20)

No.	Delegations	Country	Date	No. of Delegates
1	Sri Lankan Dates importers incoming Trade Delegation visit	Sri Lanka	4 <sup>th</sup> -7 <sup>th</sup> August 2019	02
2	Visit of Iranian delegation from	Iran	24 <sup>th</sup> Sep – 5 <sup>th</sup> Oct 2019	02



# Incoming Trade Delegations – Africa (2019-20)

No.	Delegations	Country	Date	No. of delegates
1	General product Delegation (Incoming)	Mauritius	8-15 October 2019	19
2	General product Delegation (Incoming)	Egypt	15-16 October 2019	14

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# LOOK AFRICA PLAN

Ministry of Commerce approved Look Africa Plan in August, 2017. TDAP has been undertaking following actions in pursuance of the said initiative pertaining to Africa region:

- Africa Desk has been established at TDAP HQs which has been looking after all activities performed in the region.
- TDAP has been extending the subsidy to the companies participating in the exhibitions in Africa at 80:20 ratio.
- TDAP concentrates on top ten African Economies to enhance trade; i.e Nigeria, Kenya, South Africa, Morocco, Algeria, Egypt, Sudan, Kenya, Tanzania and Angola as they constitute 78% of Total African GDP, in the first phase of enhancing engagement.
- Following sectors are being focused to enhance trade with the African countries:
  - Pharmaceuticals and surgical instruments
  - Electrical appliances
  - Rice, wheat, corn etc.
  - Textiles
  - Cement and construction materials
  - Services

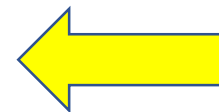


# INTERNATIONAL EXHIBITIONS (2020)

Sectors	2020
<u>Textile</u>	19
<u>Agro</u>	14
<u>Engineering</u>	13
<u>Leather</u>	08
<u>Services</u>	05
<u>General Products</u>	04
<b>Total</b>	<b>63</b>

Source: TDAP Exhibition Calendar

# INTERNATIONAL EXHIBITIONS 2020

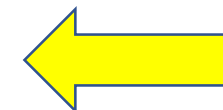


S.NO.	NAME OF COMPANY	DATE OF EVENT	SECTOR
01	Heimtextile Frankfurt (Germany)	Jan-20	TEXTILE
02	Tex World Paris, (France)	Sep-20	TEXTILE
03	Tex World Paris (France)	Feb-20	TEXTILE
04	Heimtextil Moscow (Russia)	Sep-20	TEXTILE
05	Evtteks Turkey	April-20	TEXTILE
06	Milano Fair, Italy	Jan-20	TEXTILE
07	Domotex Hannover, Germany	Jan-20	TEXTILE
08	Fashion World Tokyo (Japan)	Mar -20	TEXTILE
09	Fashion World, Tokyo (Japan)	Oct-20	TEXTILE
10	Intertextile Shanghai Apparel & Fabrics , Shinghai (China)	Mar-20	TEXTILE
11	Intertextile Shanghai (China)	Aug -20	TEXTILE
12	Intertextile Shanghai (China)	Sep-20	TEXTILE
13	Heimtextil (China)	Sept-20	TEXTILE
14	International Sourcing Expo (Australia)	Nov-20	TEXTILE



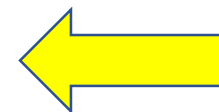
# INTERNATIONAL EXHIBITIONS 2020

S.NO.	NAME OF COMPANY	DATE OF EVENT	SECTOR
15	Home Textile Sourcing Show, New York (USA)	Jul-20	TEXTILE
16	Tex World International Apparel Sourcing	Jul-20	TEXTILE
17	Apparel Textile Sourcing, Canada	Aug -20	TEXTILE
18	Emitex/ Simatex and Confemaq Fair (Argentina)	Apr-20	TEXTILE
19	Magic Show (USA)	Aug-20	TEXTILE
20	Expo Riva, Schuh, Italy	Jan-2020	LEATHER
21	Expo Riva Schuh, Italy	Jun-2020	LEATHER
22	Intermot, Colonge, Germany	Oct-2020	LEATHER
23	EICMA Moto, Milan, Italy	Nov-2020	LEATHER
24	Mipel Bag Show Fair, Milan, Italy	Sept-2020	LEATHER
25	LeShow, Moscow, Russia	May-2020	LEATHER
26	Lineapelle Fair, Milan, Italy	Oct-2020	LEATHER
27	APLF, Hong Kong	Mar-2020	LEATHER
28	8 <sup>th</sup> China South Asia Expo Kunming, China	Jun-2020	GENERAL PRODUCTS
29	Harbin Trade Fair, Harbin, China	Jun-2020	GENERAL PRODUCTS



# INTERNATIONAL EXHIBITIONS 2020

S.NO.	NAME OF COMPANY	DATE OF EVENT	SECTOR
30	China International Import Expo, Shanghai, China	Nov-2020	GENERAL PRODUCTS
31	International Trade Fair Khartoum (Tentative), Khartoum, Sudan	Jan-2021	GENERAL PRODUCTS
32	Fruit Logistica, Berlin, Germany	February 2020	AGRO
33	Fruit Logistica, Asia, Hong Kong	September 2020	AGRO
34	Gulf Food, Dubai, UAE	Feb 2020	AGRO
35	Foodex, Tokyo, Japan	March 2020	AGRO
36	Fine Food, Melbourne, Australia	September 2020	AGRO
37	World Food, Moscow	September 2020	AGRO
38	Food & Hospitality Expo, Oman	October, 2020	AGRO
39	Sial Food, Paris, France	October 2020	AGRO
40	Sial Interfood 2020, Jakarta, Indonesia.	November, 2020	AGRO
41	Food West Africa, Lagos Nigeria	November, 2020	AGRO
42	Food Africa, Cairo, Egypt	December 2020	AGRO
43	Sial Food Fair, Montreal, Canada	April 2020	AGRO
44	23rd China Seafood and Fisheries Expo	30 <sup>th</sup> October-1 <sup>st</sup> November 2020	AGRO



# INTERNATIONAL EXHIBITIONS 2020

S.NO.	NAME OF COMPANY	DATE OF EVENT	SECTOR
45	Foodex, Jeddah, Saudi Arabia	November 2020	AGRO
46	EXPO HALAL ALIMENTARIA 2020 (Barcelona, Spain)	April 2020	SERVICES
47	GITEX Technology Week and GITEX Future Stars	October, 2020	SERVICES
48	Arabnet Riyadh, Startups Show	December, 2020	SERVICES
49	Business Software Exhibition Netherlands	June 2020	SERVICES
50	Arabian Travel Market Dubai-ATM	April 2020	SERVICES
51	Sportswear & Goods Expo, Tokyo, Japan	July 2020	ENGINEERING
52	ISPO Winter, Germany	Jan, 2021	ENGINEERING
53	Arab Health, Dubai, UAE	Jan, 2021	ENGINEERING
54	Dental Expo, Chengdu, China	April, 2020	ENGINEERING
55	Medica Dusseldorf, Germany	Nov, 2020	ENGINEERING
56	Beauty World, Dubai, UAE	May, 2020	ENGINEERING
57	Medic West Africa, Lagos, Nigeria	Oct, 2020	ENGINEERING
58	Automechanika, Frankfurt, Germany	Sept, 2020	ENGINEERING
59	Automechanika, Istanbul, Turkey	Apr, 2020	ENGINEERING



# INTERNATIONAL EXHIBITIONS 2020

S.NO	NAME OF COMPANY	DATE OF EVENT	SECTOR
60	Intersec Dubai	Jan, 2021	ENGINEERING
61	Securex, South Africa	May, 2020	ENGINEERING
62	Intl' Occupational Safety & Health Expo, China	April, 2020	ENGINEERING
63	Canton Fair Phase-1, China	Oct, 2020	ENGINEERING

