

**RECORD NOTE OF THE MEETING OF DIRECTOR GENERAL TDAP ISLAMBAD WITH
PAKISTAN TOURISM DEVELOPMENT CORPORATION (PTDC) (1ST JUNE, 2022)**

Time:	2:00– 3:00 PM
Venue	Kohsar Block Pak Secretariat, PTDC Islamabad
1. Meeting Objective(s):	
1. To discuss possible collaboration regarding upcoming 1 st PAK-ASEAN Trade Development Conference and Single Country Exhibition at Jakarta, Indonesia and other local and international events related to tourism	

2. Discussion:	Input By:
<p>Mr. Naseer briefed about the proposed 1st PAK-ASEAN Trade Development Conference and Single Country Exhibition and other tourism promotional activities of TDAP. He pointed out that there is a need to explore ASEAN market related to Tourism sector with special focus on religious tourism. He elaborated about the conference as well as exhibition which are being planned to hold in Jakarta.</p> <p>He invited PTDC for both the events i.e. Conference and Exhibition.</p>	<p>Mr. Muhammad Naseer, Director General TDAP</p>
<p>Mr. Aftab welcomed DG TDAP Islamabad along with his team and thanked for visiting PTDC to discuss and explore possible collaboration on 1st Pak-ASEAN Trade Development Conference and Single Country Exhibition at Jakarta, Indonesia and other tourism promotion related activities. Firstly, He apprised about PTDC and the role they are playing in Tourism sector. TDAP and PTDC have signed MoU to promote tourism in domestic and international markets. He said that joint efforts and collaboration for tourism promotion is needed. For this they have adapted joint marketing strategy for uniformity in tourism promotion.</p> <p>He suggested following;</p> <ul style="list-style-type: none"> • Appreciated the initiative of TDAP • PTDC will participate in the proposed event i.e. 1st PAK-ASEAN Trade Development Conference and Single Country Exhibition, Jakarta Indonesia 	<p>Mr. Aftab -ur- Rehman Rana, Managing Director, PTDC</p>

5. List of Participants:			
Pakistan Tourism Development Corporation (PTDC)	Mr. Aftab ur Rehman Rana Managing Director	TDAP Islamabad:	Mr. Muhammad Naseer (Director General)
	Mrs. Sadia Noman Director		Mr. Muhammad Ishaq Shinwari (Director)
			Mr. Ayaz Muhammad (Assistant Director)