

## **Post Event Report**

### **Webinar on Pricing Strategies and Logistics Solutions for Handicrafts in China**

Trade Development Authority of Pakistan in collaboration with Consul General (Trade and Investment) Shanghai organized a webinar on pricing strategies and logistics solutions for handicrafts in China. In the webinar, Consul General Shanghai, Mr. Hussain Haider briefed the participants on the import prices of various handicraft products in China. He gave an overview of the different handicraft products that China imports and explained the trend of import prices vis-à-vis the different countries that China imports from.

There were two presentations that were delivered by industry specialists from the Chinese side. The first presentation was delivered by General Manager of Zhejiang Eman International Logistics Co., Mr. Anderson Wang and he elaborated on the logistics options available to Pakistani handicraft suppliers interested in exporting their product to the Chinese market. The second presentation was delivered by Senior Partner of St. Fulin Group, Ms. Echo Li who dilated upon the pricing strategies for Pakistani handicraft suppliers. She told the participants that with the right pricing techniques, Pakistani handicraft suppliers can get a high value for their product in the Chinese market.

An interactive session took place in the end in which suppliers of handicraft products in Pakistan directly engaged with the Chinese industry specialists in order to prepare themselves to effectively tap the Chinese market.