

RECORD NOTE OF THE MEETING OF DIRECTOR GENERAL TDAP ISLAMABAD WITH ISLAMABAD CHAMBER OF COMMERCE & INDUSTRY (ICCI) (17th MAY, 2022)

Time:	2:00– 3:15 PM
Venue	ICCI Islamabad

1. Meeting Objective(s):

- To enhance collaboration between ICCI and TDAP for trade promotion.

2. Background:

Mr. Muhammad Naseer, Director General TDAP Islamabad has recently joined this office. In order to enhance the working ties with concerned trade bodies for export promotion, he visited ICCI to discuss possible collaboration between TDAP & ICCI for the trade related activities.

3. Discussion:

Input By:

Mr. Munir welcomed DG TDAP Islamabad along with his team and thanked for visiting ICCI after joining TDAP Islamabad office. He apprised about the ICCI and major products (Marble, steel, pharma, rice, construction etc.) that are being exported from Islamabad. He said that TDAP should focus on promoting SMEs and startups to diversify export basket.

Mr. Muhammad Shakeel Munir,
President ICCI

He further mentioned that due to COVID, ICCI could not plan to organize trade delegation abroad in the last two years. Recently, ICCI sent a delegation to Dubai Expo-2020. Moreover, in upcoming months ICCI has planned to send delegations to Azerbaijan, Indonesia and Europe. He asked for assistance from TDAP in facilitating the B2B and B2C meetings for their delegation in Milan, Europe.

Mr. Muhammad Naseer, DG TDAP Islamabad appreciated the President and members of ICCI for holding the meeting. He agreed to boost exports through market and product diversification. He said that Islamabad region has potential for trade development focusing on products like marble, granite, pharmaceutical, chemicals etc. There was a need to collaborate between the two organizations for trade promotion activities for the business of the region. He assured that TDAP would facilitate ICCI in promotional activities and delegations.

Mr. Muhammad Naseer,
Director General TDAP

DG further informs the members of ICCI about the International events that are being planned by TDAP in upcoming Annual Business Plan like single country exhibition in ASEAN, Dushanbe and Kabul. DG further mentioned that TDAP would like to hold training sessions on E-commerce (Amazon) and National Exporter Training Program (NETP) in coming months for the members of ICCI.

Question & Answer (Q&A) Session was held in the end.

5. List of Participants:

Islamabad Chamber of Commerce & Industry	Mr. Muhammad Shakeel Munir, President ICCI Mr. Jamshaid Akhtar Sheikh Senior Vice President Mr. Muhammad Faheem Khan VicePresident And 20 other members.	TDAP Islamabad :	Mr. Muhammad Naseer (Director General) Mr. Muhammad Ishaq Shinwari (Director) Mr. Ayaz Muhammad (Assistant Director)
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