



GOVERNMENT OF PAKISTAN
Trade Development Authority of Pakistan
Islamabad



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REPORT ON DIRECTOR GENERAL VISIT TO PESHAWAR

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TRADE DEVELOPMENT AUTHORITY OF PAKISTAN
ISLAMABAD

REPORT ON DIRECTOR GENERAL VISIT TO PESHAWAR

1. Introduction

Mr. Muhammad Naseer, Director General TDAP Islamabad along with Mr. Muhammad Ishaq (Director) and Mr. Ayaz Muhammad (Assistant Director) visited Peshawar and Charsaddah on **04-June-2022** to enhance interaction with trade bodies and to inspect the construction of boundary wall of TDAP Plot in Charsaddah. Meetings were arranged with President Sarhad Chamber of Commerce & Industry (SCCI), President Women Chamber of Commerce and Industry (WCCI), Ex-President Federation of Pakistan Chambers of Commerce & Industry (FPCCI) and Director TDAP Peshawar Office.

2. Objectives:

The visit was arranged due to the following:

- i. To enhance collaboration between trade bodies including SCCI, WCCI and FPCCI and TDAP for trade promotion.
- ii. To know the issues and challenges of trade bodies
- iii. To share the trade events being organized by TDAP in the coming year (2022-23).
- iv. To visit TDAP plot in Charsaddah and inspect status of construction
- v. To encourage TDAP Peshawar Office for enhancing interaction with trade bodies and organized capacity building training programs in collaboration with Trade bodies.

3. Visit Details:

The visit details are given below:

- I. Visit to TDAP plot in Charsaddah
- II. Meeting with President and Executive members of SCCI
- III. Meeting with President and Executive members of WCCI
- IV. Meeting with Coordinator, Ex President of FPCCI and representatives of All Pakistan Commercial Exporters Association of Pakistan, All Pakistan Beekeepers and Honey Dealers Association and President Mohmnd Chamber of Commerce.
- V. Visit to TDAP Peshawar Office

i. Visit to TDAP plot in Charsaddah:

DG TDAP Islamabad along with Mr. Muhammad Ishaq Shinwari (Director), Mr. Sabz Ali Khan (Director), Mr. Ayaz Muhammad (Assistant Director), Mr. Zahid Muhammad (Assistant Director) and Mr. Umar (Leather Technology Institute Charsaddah) visited TDAP plot in Charsaddah. The purpose of the visit was to see the status of construction of boundary wall. 80% of construction work has been done and construction of gates is pending. DG instructed Director Peshawar to follow up the remaining construction work of walls and gates. He was also asked to furnish a proposal for the use of this piece of land for trade development.



ii. Meetings at Sarhad Chamber of Commerce and Industry:

DG TDAP along with his team visited Sarhad Chamber of Commerce & Industry (SCCI) and held meeting with President SCCI at 11:30 am and President Women Chamber of Commerce and Industry (WCCI) at 12:30 am.

A. Meeting with SCCI

- 1) Mr. Hasnain Khurshi President SCCI welcomed DG TDAP Islamabad along with his team and thanked for visiting SCCI. He apprised about the SCCI and major products that are being exported from Peshawar. He also highlighted the issues that exporters are facing in exporting to regional countries. He expressed his desire that TDAP and Chambers need to collaborate to enhance Pakistan regional trade.
- 2) Mr. Mansoor Elahi Senior Vice President SCCI also thanked DG TDAP Islamabad for visiting SCCI. He talked on 3 main agenda items:
 - I. CARs

He said that Pakistan's global trade can be increase by enhancing regional connectivity through trade. He appreciated the government initiative of PAK-Afghan-Uzbekistan transit trade agreement talks and prospects it can have for the economy of Pakistan. However, he said that existence of proper banking channels are must to fully utilize the potential of transit trade agreement.
 - II. Afghanistan

He said that during current economic constraints of both countries barter trade needs to be promoted. It will help in smooth conduct of bilateral trade.
 - III. Russia

He also said that Pakistan has huge potential in trade with Russia on variety of products through CARs.
- 3) Mr. Muhammad Naseer DG TDAP Islamabad thanked the President of SCCI for the warm welcome. He shared the strategy of TDAP for product diversification and market diversification. He pointed out the initiative being taken by TDAP for promotion of regional trade especially trade with CARs and Afghanistan. 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 SCCI in promotional activities and delegations.

He also shared the that TDAP is planning to hold Single Country Exhibition being organized in Jakarta, Indonesia, Dushanbe and Tashkant. 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 SCCI.

B. Meeting with WCCI

- 1) Ms. Shahida Parveen President WCCI welcomed DG TDAP Islamabad. She apprised about the working of WCCI and role they are playing in women empowerment and development of trade. She said that women exporters of Peshawar lack training and guidance in branding, packaging etc. due to which their businesses are suffering. She said that the region has a lot of potential for women entrepreneurs and through proper guidance they can play a key role in promoting business opportunities.
- 2) DG TDAP Islamabad appreciated the President and members of WCCI for their contribution in the development of women entrepreneurs. There was a need to collaborate between the two organizations for trade promotional activities for women of the region. He assured that TDAP would facilitate WCCI in promotional activities. He said that there was a need to collaborate between the two organizations focusing on women of the region.

DG asks the members of WCCI about their views on the Har Hunar exhibition to be organized in Islamabad. Furthermore, he also shared other trade promotional events that are being organized in Chitral. Swat and Gilgit in the coming Financial Year. The members appreciated TDAP the initiatives and assured that they will participate in the proposed events. DG further mentioned that TDAP would like to hold training sessions on E-commerce (Amazon) and National Exporter Training Program (NETP) months for the members of WCCI.



iii. Meeting with FPCCI Peshawar:

DG TDAP along with his team visited FPCCI and held meeting with Mr. Sartaj Ahmed Khan Coordinator FPCCI, Mr. Malik Naveed Ahmed Chairman All Pakistan Commercial Exporters Association (APCEA), Mr. Naem Qasmi President All Pakistan Beekeepers and Honey Dealers Association and other representatives.

- 1) Mr. Sartaj Ahmed Khan Coordinator FPCCI welcomed DG TDAP Islamabad for visiting FPCCI. He apprised about the FPCCI Peshawar Chapter working and role they are playing for trade promotion. He said that Peshawar region has huge potential in precious and semi precious stones, honey, diamond etc. NamakMandi is a hub for these products but it faces huge infrastructure issues due to which businesses were suffering. Exporters were also facing acute lack of training and technology to achieve excellence in export.

He also added following points:

- I. FPCCI plans to draw attention of the government to establish TDAP Sub-Regional Offices in the newly merged districts, especially district Waziristan (Tank) encircle in its area of jurisdiction the important Trade Crossing Points at Ghulam Khan, Kharlachi and AngoorAdda as well as one at Chitral to facilitation trade on the newly established Trade Crossing Point at Arandu ,Chitral.
- II. FPCCI is planning to organize Pak-Afghan Trade Fair at Peshawar, in collaboration of Ministry of Commerce and TDAP, for this he asked DG TDAP for assistance and corporation.
- III. EDF Project of Mohmand Chamber of Commerce & Industry (formerly Tribal Area chamber) is in halt. For the remaining amount EDF may be approached for release of pending payment.
- IV. He requested for up gradation of IPO office at Peshawar with separate building.
- V. There are 22 Border stations (Trade Crossing Points) in KP and as per pattern Torkhum, Ghulam Khan, Kharlachi and Angoor Adda the remaining 18 stations may also be developed so as to ensure quantum leap in exports to Afghanistan and CAR.

- 2) Mr. Ghulam Ali Ex-President FPCCI also thanked DG TDAP Islamabad for visiting FPCCI. He also talked about the Peshawar market and products that are being exported. He said that with proper support from government in training, technology, infrastructure etc. can transform this place to a regional hub for export. He also talked about the importance of proximity of Peshawar with Afghanistan and CARs regions and how it can be utilize for enhancing regional connectivity.

- 3) Mr. Malik Naveed Ahmed Chairman All Pakistan Commercial Exporters Association talked about rough & un-polished precious & semi precious stones of the region. He said that exporters lack technology, training and infrastructure due to which export is suffering. He requested that government needs to remove impediments in the sector for competitiveness in international market.

- 4) Mr. Naeem Qasmi President All Pakistan Beekeepers and Honey Dealers Association also appreciated DG TDAP Islamabad for visiting Peshawar. He said that they are facing issue in registration with Saudi Food and Drug Regulatory Authority and asked for TDAP support. Also, he said that there is lack of production plants for honey for which government support is direly needed. They have sent a proposal to EDF for plant construction and asked for the support of TDAP.

- 5) Mr. Muhammad Naseer, DG TDAP Islamabad appreciated the Ex-President, coordinator, President all Pakistan Beekeepers and Honey Dealers Association and other members for

the valuable suggestions and recommendations. He said that there was a need to collaborate between trade bodies and TDAP for trade promotion. He assured that TDAP would facilitate trade bodies in promotional activities and delegations and other support that might be possible. He further said that full support will be given from TDAP in successful execution of Pak-Afghan Trade Fair planned in Peshawar. He asked for their recommendation on holding Gems & Jewelry show in Islamabad.

DG informs the members of FPCCI about the International events that are being planned by TDAP in upcoming Annual Business Plan like single country exhibition in ASEAN, Dushanbe, Taskhkant etc.



iv. **Visit to Peshawar TDAP Office:**

DG TDAP visited regional office of TDAP in Peshawar. He visited the conference room and shared his view to upgrade the facility. He also advised Director TDAP to enhance interaction with trade bodies and to hold trade related events in collaboration with trade them. He also asks him to initiate working on the events proposed in Annual Business Plan and assigned to Peshawar office.