



**Government of Pakistan**  
**Trade Development Authority of Pakistan**  
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GOVERNMENT OF PAKISTAN

2<sup>nd</sup> June, 2022

## **POST-EVENT REPORT**

**SUBJECT:** **WORKSHOP ON ‘MARKET ANALYSIS TOOLS: TRADEMAP’**

**Agenda:** To promote women entrepreneurship development by equipping them with the right set of tools so that they may have easy access to trade-related information for export development.

**Date and Time:** Thursday, 2<sup>nd</sup> June 2022 at 1300 hours

**Duration:** 2 hours (01:00 pm – 3:00 pm)

**Venue:** Women Resource Centre and Incubator, Lahore

**No. of Participants:** 25 persons (in-person)

Trade Development Authority of Pakistan (TDAP) Lahore, in collaboration with Lahore Women Chambers of Commerce and Industry, organized a workshop on ‘Market Analysis Tools’ for the capacity building of women entrepreneurs on Thursday, 2nd June 2022 at the Women Resource Centre and Incubator. The purpose of the workshop was to support women in trade and prepare them for export readiness.

The aim was to equip the participants with the right set of tools, so that they can easily access trade-related information for export development. The workshop also aimed to promote women entrepreneurship development by enabling them to conduct strategic market research and have access to and understanding of one of the world’s largest trade database.

This was the first in a series of planned workshops throughout Pakistan for the capacity building of women entrepreneurs. The seminar was attended by 25 participants, with Ms. Fareeha Khan (Deputy Director, TDAP) and Ms. Mahina Ghalib (Assistant Director, TDAP) as trainers.

The session started with a quick round of introductions from all the participants to get a sense of understanding of the product categories the participants were involved in. The workshop was divided into two parts: (i) understanding of HS Codes and (ii) introduction to ITC's Trade Map Tool. A detailed presentation was given on the origins, identification, importance and usage of HS codes in order to help participants understand the universal language of trade. The second component of the workshop included a hands-on-training of Trade Map, where the participants were guided on how to register and use the tool. Practical examples were given and participants were taught how to analyze data and explore various market options.

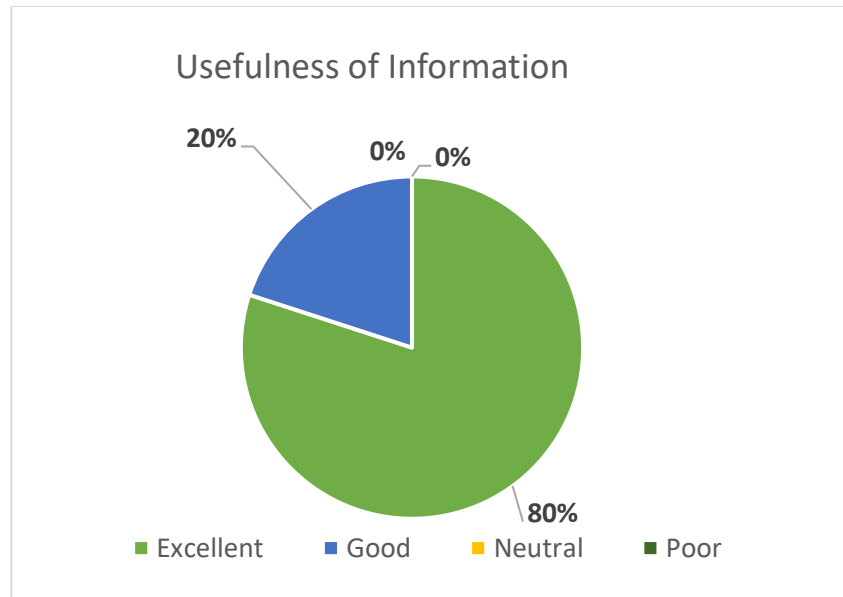
Questions were welcomed throughout the session to help answer participants' queries and increase their understanding of Trade Map. They were also given links to user-manuals and additional reading materials to help improve their understanding of the online tool. In the end, the participants appreciated TDAP's efforts for creating awareness on the subject matter.

#### **Picture Gallery:**

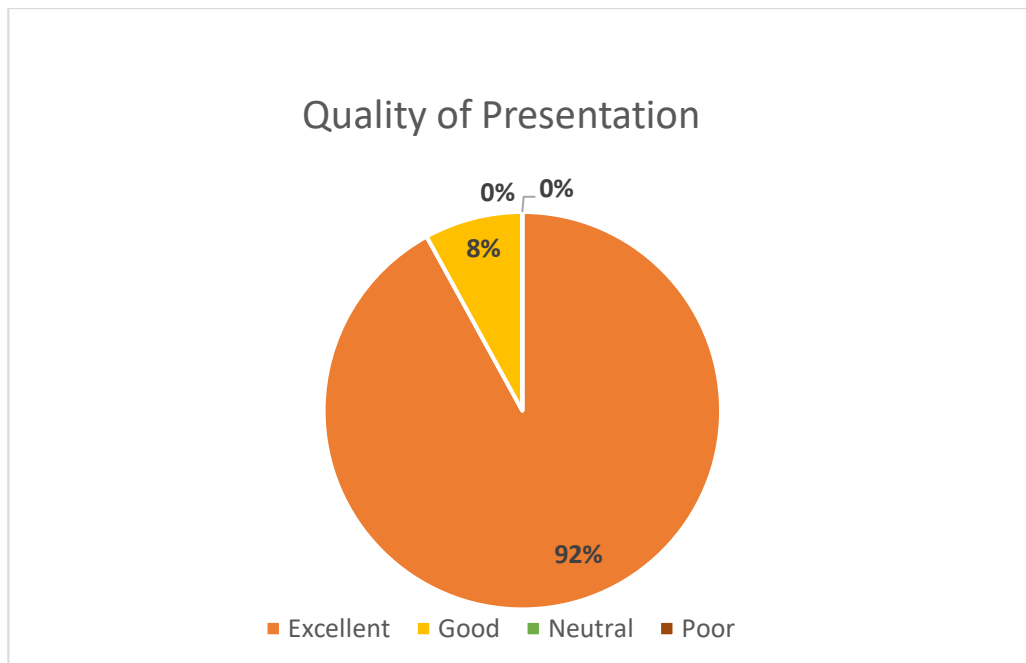


## Feedback:

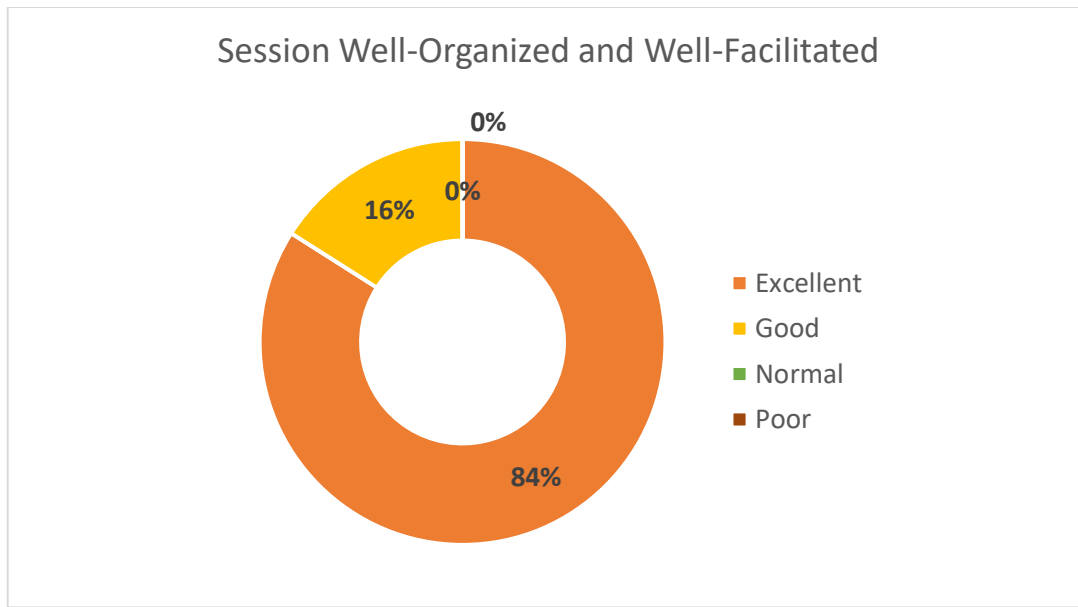
Feedback forms were distributed to the audience. The results of which are as follows:



Regarding the usefulness of the information provided at the session, 80% of the participants responded 'Excellent' and 20% responded 'Good'.



With respect to the quality of the presentation, 92% of the participants responded 'Excellent', 8% responded 'Good'.



The participants were also asked whether the session was well-organized and well-facilitated. Majority of the respondents i.e. 84% responded 'Excellent', 16% responded 'Good'. Overall, the participants appreciated the initiative.

#### **Suggestions by Participants:**

- 1) More sessions like these need to be organized
- 2) More sessions should be organized for other ITC tools
- 3) A detailed seminar on export documentation, international linkages and digital tools issues may be arranged
- 4) More initiatives for women in rural areas

## کاروبار کرنیوالی خواتین کی استعداد بڑھانے کیلئے تجارتی نقشہ پر ورکشاپ مقصد شرکاء کو ٹولز کے صحیح سیٹ سے آراستہ اور برآمدی تیاری کیلئے آگاہی دینا تھا

اور محترمہ مابینہ غالب اسسٹنٹ ڈائریکٹر، ٹی ڈی اے پی نے کیا۔ اس میں HS کوڈز اور ITC کے تجارتی نقشہ ٹول کے تعارف اور اہمیت کے بارے میں ایک تفصیلی پریزنٹیشن شامل ہے، جس کے بعد مذکورہ ماڈیول کی پیڈ آن ٹریننگ دی گئی۔ ورکشاپ میں 25 کے قریب شرکاء نے شرکت کی۔ شرکاء کے سوالات کے جوابات دینے اور تجارتی نقشہ کے بارے میں ان کی سمجھ کو بڑھانے

ہے، تاکہ وہ برآمدی ترقی کے لیے تجارت سے متعلق معلومات تک آسانی سے رسائی حاصل کر سکیں۔ مزید برآں، یہ ورکشاپ خواتین کو سٹریٹجک مارکیٹ ریسرچ کرنے اور دنیا کے سب

کراچی (سٹی ڈیسک) (TDAP) لاہور نے 2 جون 2022 بروز جمعرات ویمن ریسورس سینٹر اور انکیوبیٹر میں خواتین کاروباریوں کی استعداد کار بڑھانے کے لیے مارکیٹ اینالائزر



میں مدد کے لیے ورکشاپ کے دوران سوالات کا خیر مقدم کیا گیا۔ آخر میں، شرکاء نے بیداری پیدا کرنے اور برآمدی تیاری کے لیے TDAP کی کوششوں کو سراہا۔

سے بڑے تجارتی ڈیٹا بیس میں سے ایک تک رسائی اور اسے سمجھنے کے قابل بنا کر انٹر پرائیور شپ کی ترقی کو فروغ دیتی ہے۔ ورکشاپ کا انعقاد فریجہ خان ڈیپٹی ڈائریکٹر، ٹی ڈی اے پی

ٹولز پر ورکشاپس کی پہلی سیریز کا انعقاد کیا۔ ورکشاپ کا مقصد تجارت میں خواتین کی مدد کرنا اور انہیں برآمدی تیاری کے لیے تیار کرنا تھا۔ اس کا مقصد شرکاء کو ٹولز کے صحیح سیٹ سے آراستہ کرنا





## OPPO launches F21 Pro 5G in Pakistan

Staff Reporter

KARACHI: OPPO launches the F21 Pro 5G in Pakistan, unleashing the consumer with its industry-first Dual Orbit Lights, a true 5G chipset, 64MP Triple Per-trait and much more! Consumers can now make pre-orders at stores nationwide and at 'Dara' with a retail price of PKR 89,999. But that's not all, there is also an exciting offer for the consumers on every pre-order of OPPO F21 Pro 5G: the buyer will get a gift box along with Rs2500 off on OPPO Band Style and if ordering from Dara, official store the buyer will get a car



flash charger for free. OPPO F21 Pro 5G is one of the first devices to be powered by Qualcomm's Snapdragon™ 895 5G Mobile Platform built on a 6nm process. F21 Pro 5G also features a large 4,500mAh battery and 33W SUPERVOOC™ Dual charging that enables the device to be 100 percent charged in 43 minutes, or make three hours of calls on a charge of just five minutes.

F21 Pro 5G comes with 8GB of RAM and 128GB ROM as standard. When used with OPPO's RAM Expansion technology,

## Budget 2022-23: Rs450bn new taxation steps shared with PM

From Our Correspondent

ISLAMABAD: The Federal Board of Revenue (FBR) shared the details of the new taxation measures of Rs400-450 billion, including the proposed plan on the Personal Income Tax Returns to be incorporated in the Finance Bill 2022, with the Prime Minister Sheikh Sharif on Saturday. Sources told media that Finance Minister Miftah Ismail, FBR Chairman Atim Ahmed, and his team of budget makers including FBR Member Inayat Reza Khan met Prime Minister Sheikh Sharif at Lahore. On Saturday, tax authorities went to Lahore to brief Prime Minister Sheikh Sharif to finalize the new budget proposals with new taxation measures to the tune of Rs400-450 billion for the next fiscal year. The initial sketch of budget proposals was discussed in detail during the meet-

ing held with the Prime Minister at Lahore.

**These are proposed measures:** Number of slabs of the salaried class has been proposed to be reduced to six. There would be no change in the tax rates of the salaried class drawing salary up to Rs6.1 million.

A slight increase is expected for the salaried classes within the range of Rs6.1 million to Rs6.2 million per month. More rise in income tax rate is expected for the salaried individuals earning a salary above Rs6.2 million per month.

Time-bound levy or additional income tax is proposed to be levied on the annual income (profits earned by the steel sector, pharmaceutical industry

and other profit earning sectors and also raise the minimum tax from two to six percent on the import of edible oil in the budget (2022-23).

Govt is considering increasing the rate of minimum tax from two to six percent on the import of edible oil in the next fiscal budget.

Finance Bill 2022 is expected to introduce a new concept of tax, i.e., "Windfall Levy" in the Income Tax Ordinance, 2001 for special taxation of the potential sectors making extraordinary profits, but not depositing the due amount of taxes.

Tax authorities discussed in detail the strategy including enforcement and administrative measures to meet the Rs7.2 trillion revenue collection target for 2022-23. However, the Prime Minister has directed the FBR to meet the commitment of the present government to provide a conducive and friendly environment to the businessmen, ease of doing business, employment generation, export promotion, and economic growth of the country.

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## Technical Assistance Grant: PMIC, GrowTech Services ink agreement

From Our Correspondent

ISLAMABAD: Pakistan Micro-finance Investment Company (PMIC) and GrowTech Services Ltd. have on Saturday signed the agreement for the Technical Assistance Grant under PMIC's Challenge Fund.

GrowTech Services Ltd. was selected through a competitive and transparent process. Under the first round of Challenge Fund the thematic area "Accelerating access to finance and increasing income of small farmers" would help 1,000 small farmers receive computerized information through extension services, satellite imagery, soil testing, efficient water.

## First PBG Women Wing Meeting held



Staff Reporter

KARACHI: Chairman Pakistan Business Group (PBG) Mr. Faraz ur Rehman and President Women Wing Capt. Tara Saleem jointly called upon "First PBG Women Wing Meeting" held at Studio28, Karachi. Chairman PBG, Mr. Faraz ur Rehman

stated that it's important to empower women by financial sustainability, creating business opportunities, handling socio-economic hurdles, financial and legal matters, taxation issues. He also emphasized on creating brand and how to manage print, electronic and digital media marketing. He assured full support to women members.

President Tara Saleem added "PBG is on mission to provide economic empowerment tools for women to overcome obstacles coming in their way". Nair Ali Shahid vice chairman, Ali Ansh Khan general secretary, Abdul Wahab Ehsani, M. Saif, Ayesha Saad, Almas Bhatnagar and other members are also present at the meeting.

## BankIslami sponsors World Islamic Finance Forum 2022

Staff Reporter

KARACHI: BankIslami, Pakistan's leading Islamic financial institution, proudly sponsored the prestigious, annual World Islamic Finance Forum 2022 (WIFF) as their exclusive gold banking partners.

The two-day conference, held in Karachi on the 30th and 31st of May, was organized by IIFA CEO in the spirit of bringing together the best researchers, academicians, leading Islamic bankers, Shariah scholars and prominent personalities representing global financial institutions. Syed Anwar Ali, President and CEO, BankIslami was part of the panel discussion titled "Implementing the

WIFF 2022 was to acknowledge enhancement through the participation of academia and industry professionals. The desired outcome was to bridge the gap between academia and industry with the use of focused research that can be put into practice.

The conference invited research papers and case studies to impart Islamic finance knowledge via real-life examples. The main themes of the research papers and case studies included, Islamic social finance, Islamic crowd funding, Islamic finance and principles of responsible banking, women's participation in Islamic finance, Green Economy, Digital currency and Islamic finance, Islamic micro-finance, Agribusiness, Sharia governance framework, and more.

At the conference, a panelist list of the sessions held at the conference. Among the main objectives of the WIFF 2022 was to acknowledge enhancement through the participation of academia and industry professionals. The desired outcome was to bridge the gap between academia and industry with the use of focused research that can be put into practice.

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## Auto sector fears production shutdown amid import curbs

Staff Reporter

KARACHI: The introduction of a mechanism for prior approval from the State Bank of Pakistan (SBP) for the import of goods has created hurdles in the arrival of completely knocked down (CKD) kits of vehicles and all major auto sector imports.

The delay in processing approvals for CKD kits import transactions would lead to a production shutdown for all major assemblers in the next week besides disrupting the entire supply chain including local vendors and dealers and leading to unemployment of contract and daily wage workers.

Director-General Pakistan Automotive Manufacturers Association (PAMA), Abdul Wahid Khan informed SBP Governor Dr. Murtaza Syed on Friday that the delay in payments gives an adverse impression to foreign suppliers and creates a huge business risk for beneficiaries for exporting goods to Pakistan which would adversely impact the auto sector in the long term.

The weekly foreign payments for import of HS code 8703 category CKD for motor vehicles are insignificant. This measure seems to have delayed weekly foreign payments of a maximum of \$25 million.

However, any further delay may result in a hit of \$80m to the economy and a loss of \$30m to the national exchequer every week along with creating unemployment.

presentation on the introduction and importance of HS Codes and ITIC's "Trade Map" Tool, followed by a hands-on training of the said module.

## Jubilee Life Insurance wins two Major Awards at the Pakistan Digital Awards 2022



Staff Reporter

KARACHI: Jubilee Life Insurance, the leading life insurance company in the private sector, has been awarded with two major accolades at the Pakistan Digital Awards Ceremony 2022.

For exceptional outreach, the campaign for IHL PSL Season 8 by Jubilee Life Insurance bagged the "Most Integrated Media Strategy" award while the campaign for the Jubilee Life Customer Testimonial Videos won the "Best Content of the Year" award.

This is the fourth time in a row that the organization has won awards at the prestigious Pakistan Digital Awards forum. At the heart of both campaigns from Jubilee Life is the face of the brand, Mr. Bekkif Bilal Ahruf, who was present at the ceremony to receive the award along with the brand and agency team.

Pakistan Digital Awards are known for recognizing brands for their unique and out of the box ideas. The awards identify campaigns which are able to effectively target audiences and engage with them. The criterion set by the Pakistan Digital Association for judging each nomination is decided through a strict and transparent evaluation process which analyzes the campaigns for their effectiveness and results.

Jubilee Life Insurance is revolutionizing the respective space not just through their innovative products but through their innovative marketing efforts as well. Jubilee Life Insurance strives to deliver the best in whatever they do.

Delivering digital solutions that enhance their customer experience remains an important part of their commitment. Winning these awards for another consecutive year at the Pakistan Digital Awards 2022 is a testament to this commitment.

Jubilee Insurance is a global brand of Aga Khan Fund for Economic Development (AKFED) that offers diverse insurance solutions (life, health, general and Takaful) and is committed to the vision of being Pakistan's best service provider from the insurance industry and is among the top 25 companies of the Pakistan Stock Exchange; it happens to be the only insurance company to make it to this prestigious list.

## TDAP hold workshop on 'Trade Map' for the capacity building of women entrepreneurs

From Our Correspondent

LAHORE: Trade Development Authority of Pakistan (TDAP), Lahore organized the first of a series of workshops on "Market Analysis Tools" for the capacity building of women entrepreneurs on Thursday, 2nd June 2022 at the Women Resource Centre and Incubator.

The purpose of the workshop was to support women in trade and prepare them for export readiness. The aim is to equip the participants with the right set of tools, so that they can easily access trade-related information for export development. Moreover, the workshop promotes women entrepreneurship development by enabling them to conduct strategic market research and have access to and understanding of one of the world's largest trade database.

The workshop was conducted by Ms. Farooz Khan (Deputy Director, TDAP) and Ms. Mahina Ghaffar (Assistant Director, TDAP). It entailed a detailed

presentation on the introduction and importance of HS Codes and ITIC's "Trade Map" Tool, followed by a hands-on training of the said module.

Around 25 participants attended the workshop. Questions were welcomed throughout the workshop to help answer participants' queries and increase their understanding of Trade Map in the end, the participants appreciated TDAP's efforts for creating awareness and export readiness.

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## TDAP organises workshop for women entrepreneurs

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participants appreciated TDAP's efforts for creating awareness and export readiness. Govt has taken tough decision of withdrawing subsidy on fuel: Musadik ISLAMABAD: Minister of State for Petroleum Musadik Malik on Saturday said the government has taken tough decisions regarding removal of subsidies on fuel for stability of the economy and taking the country out of the financial crises. Talking to a private news channel,

he said the government is pursuing better economic policies and the country would be put on path of progress and development within next few months. Musadik Malik said the PTI government put 660 billion rupees extra burden on the national exchequer in three months in the form of subsidy on fuel and petroleum products. He said no country can afford selling of the fuel on less than purchasing price.—RT



