POST EVENT PRESS RELEASE

**CONNECTING BUSINESS DURING COVID-19/ UNDERSTANDING AND ADAPTING TO NEW CIRCUMSTANCES UNDER COVID-19**

Webinar on “Connecting Business during COVID-19/Understanding and Adapting to new circumstances under COVID-19” was organized by Trade Development Authority of Pakistan, Sialkot on Thursday, 28th January 2021. The objective of the webinar was to deliberate upon the challenges being faced by the exporters and create awareness about opportunities being offered during COVID-19. The webinar was attended by more than 30 representatives from Trade bodies and various companies.

In her Welcome Remarks, Ms. Nudrat Hussain Khan, Director General TDAP Punjab admired the export industry of Sialkot as Pakistan’s collective pride which not only accepted the challenge but also exceled during COVID-19. She emphasized that today’s platform provides a great opportunity to listen to our valued speakers who possess the knowledge, experience and expertise of connecting business during COVID-19 and how to adapt ourselves to the new business environments. The Trade Development Authority of Pakistan has been at the forefront in organizing such webinars to discuss the challenges which are being faced and to develop new prospects for the exporters in Post COVID scenario. She highlighted Pakistan’s E-Commerce Policy as part of the overall Digital Pakistan Policy that aims to pave the way for holistic growth in the country by creating an enabling and knowledge based economic environment augmented through the digitalization. She thanked all the expert speakers and also the worthy participants for attending this session of mutual learning.

Mr. Ijaz Ahmed Khokhar, Chief Executive, PRGMEA, Mr. Arshad Javed Sandal, Chairman, PSGMEA, Mr. Zeshan Tariq, Chairman, SIMAP, Mr. Annas Raheel, Vice Chairman, PGMEA and Mr. Ahtesham Gilani, Ex-Chairman, PLGMEA, Sialkot were key note speakers of the webinar. They discussed at length the changing business dynamics in the wake of COVID-19 that enhanced the significance of online business and shared the steps taken by the export-oriented industry of Sialkot to ensure adaptability to digitalization of global trade through initiatives like developing digital platforms, hiring professionals to train exporters to acclimatize to evolving trade dynamics and promote such digital platforms worldwide, registering as gold members with Alibaba to avail new business opportunities and developing own brands to launch and sell products directly to final consumers through e-commerce companies like Amazon and eBay. The Speakers appreciated the Trade Development Authority of Pakistan for holding series of webinars for various export sectors to explore emerging business avenues through the corridors of digital platforms evolved during COVID-19 scenario.

The discussion was followed by the Q&A session and in the end, Ms. Madiha Ali, Deputy Director, TDAP Lahore thanked all the participants and speakers.



