Subject: TDAP WEBINAR ON EXPORT PROCEDURE AND STRENGTHENING SUPPLY CHAIN FOR COTTON (GINNING TO YARN)

 Trade Development Authority of Pakistan in collaboration with Pakistan Cotton Ginners Association and Rahim Yar Khan Chamber of Commerce and Industry organized a webinar on 20th January, 2021 on “Export Procedure and Strengthening Supply Chain for Cotton (Ginning to Yarn). The following were the main speakers at the Webinar:

* Dr.Zahid Mahmood, Director, Central Cotton Research Institute, Multan
* Mr. Ihsan-ul-Haq , Chairman Cotton Ginners Forum
* Mr. Hanif Ahmed Murtaza, Export Manager , Ahmed Fine Weaving Ltd
* Mr. Hasnain Haider Langah, Deputy Director, TDAP Multan.

 The aim for holding the Webinar was to create awareness about export procedures, strengthening supply chain for cotton and requirement of good quality cotton production for textile sector as cotton production supports Pakistan’s largest industrial sector textile, comprising of a chain of mills, spinning factories, power looms, knitwear and garment units, ginners and oil extractors. The Webinar was attended by members of Pakistan Cotton Ginners Association and Rahim Yar Khan Chamber of Commerce and Industry along with relevant stakeholders.

 Dr.Zahid Mahmood, Director, Central Cotton Research Institute, Multan briefed the participants about the requirement of good quality cotton production for textile sector and highlighted the accomplishments of CCRI such as biotechnology for cotton , mechanized cotton harvesting, pest tolerant strains, establishment of largest cotton genepool in Asia and establishment of world’s largest living herbarium of wild species of cotton. He comprehensively briefed the participant about the cotton varieties evolved by CRRI which are heat tolerant with improved staple length and lint percentage. Besides value addition in cotton by introducing color varieties, the CCRI also introduced Pink bollworm manager that will help in improving the quality of cotton produced by attacking Pink bollworm and the same will be available to farmers in the coming year.

 Mr. Ihsan ul Haq , Chairman, Pakistan Cotton Ginners Forum, spoke about the critical role of cotton in the economy of Pakistan as cotton and textiles contribute significantly to employment levels in Pakistan both in agriculture and in large scale manufacturing sectors. He further added that cotton production is constantly declining as cotton growers are not getting a good amount of yield due to which they are switching to other crops which could maximize their revenues . He highlighted the fact that, owing to insufficient cotton production, the booming textile industry has to import cotton in order to meet export orders which would further aggravate the country’s massive balance of payments issue. He is of the view that besides implementing crop zoning law, the government should provide price incentive to farmers for cotton production and take some serious measures on war footings to address the issue of cotton production in the country.

 Mr. Hanif Ahmed Murtaza briefed the audience about efficient supply chain management in the textile sector that requires availability of the basic raw materials, infrastructure to ensure cost effective supply to the industrial centers, and effective and efficient manufacturing to meet the requirement of highly demanding customers. Mr. Hasnain Haider Langha , Deputy Director, TDAP Multan, gave detailed presentation on export procedures and comprehensively briefed the audience about the incoterms, export documents, payment and delivery procedures.

 At the end of the session, a Q&A session was held wherein all the queries of the participants were responded thoroughly. The Webinar concluded with a vote of thanks. The initiative of organizing series of webinar by TDAP was highly appreciated by the stakeholders.