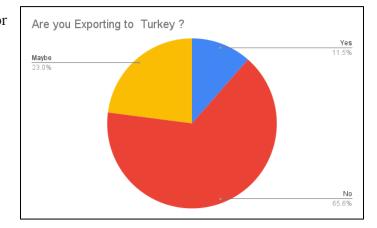
## Post Event Report: Webinar on Pakistan-Turkey Trade Potentials

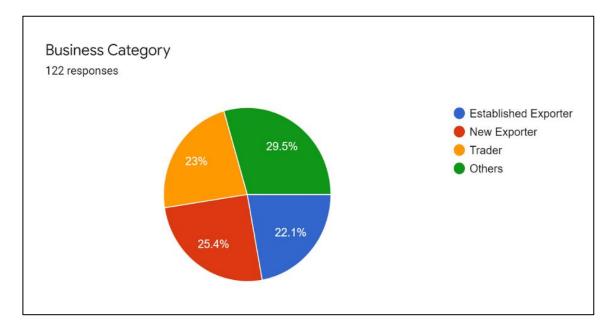
## Establishing Linkages between chambers and Pakistan's trade missions abroad

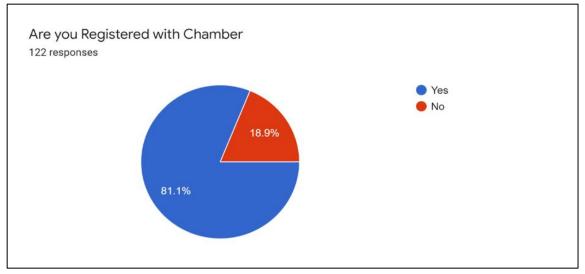
TDAP in collaboration with FPCCI and LCCI hosted a webinar to explore trade potentials with Turkey, Consul General of Pakistan in Turkey, Bilal Khan Pasha gave a detailed presentation about the potential and emerging sectors of trade. He deliberated upon the Turkish import regime , trends of export to Turkey ,opportunities and challenges for Pakistani businesses .More than 100 companies participated in the webinar, Chambers of Faisalabad , Gujranwala , Sialkot , Multan , Vehari , Sahiwal and Mandibahudin also participated in the forum . The esteemed Chambers acknowledge the efforts of TDAP in increasing the connectivity and accessibility of trade promotion wings for the business community. The webinar contained a detailed questions and answer sessions where the honorable Consul General addressed the queries of the business community in a comprehensive manner. The webinar has further generated interest among audiences to learn about the scope of IT, Logistics and Food item exports to Turkey.

TDAP have opened the registration for the webinar before the event, 122 companies registered. Among them 25 % were new exporter and 65% of participant never exported to Turkey that shows that our business community tends to export and wanted to diversify their targets markets.



This webinar was part of series of webinars to establish linkages between chambers and trade missions abroad. The Government of Pakistan greatly focuses on the importance of Pak- Turkey relations with a special focus on trade, therefore a separate series of webinar is being planned to focus on all key areas of potential exports. In addition to the above, a series of country specific webinars are in the pipeline. The webinar concluded with a note of thanks from TDAP, CG and FCCI to the Chambers and Trade bodies for their active participation.

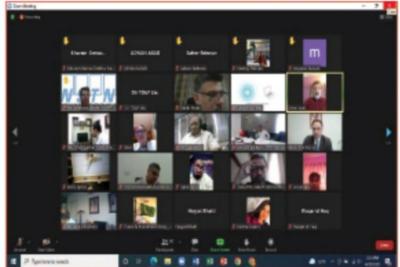






## **TDAP** webinar explores enhancing trade ties with Turkey

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than 100 companies partic- where the honorable Con- focuses on the importance ipated in the webinar, sul General addressed the of Pak- Turkey relations Chambers of Faisalabad, queries of the business with a special focus on Gujranwala, Sialkot, Mul- community in a compre- trade, therefore a separate tan, Vehari, Sahiwal and hensive manner. The webi- series of webinar is being Mandibahudin also partici- nar has further generated planned to focus on all key pated in the forum. The es- interest among audiences areas of potential exports. teemed Chambers ac- to learn about the scope of In addition to the above, a knowledge the efforts of IT, Logistics and Food series of country specific

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## CORPORATE CORNER TDAP hosts webinar with FPCCI, LCCI

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