

**Government of Pakistan
Trade Development Authority of Pakistan
(Management Services Division)
Establishment

Karachi, the August 22nd, 2022

TDAP-Estt/2020

OFFICE ORDER

In continuation of office order of even number dated 17.08.2022, the Secretary TDAP has been pleased to allocate following revised products/assignments to the officers as per details given below till further orders:

A. PRODUCT DIVISIONS

I. AGRO FOOD DIVISION

S#	Name	Designation	Place of Posting	Assigned Products	Landline No.	Cell Number	Email Address
Mr. Abdul Karim Memon, Director General (Cell No. 0333-2522588- +92-21-99201529 Email: abdul.karim@tdap.gov.pk)							
Ms. Sadia Khan, Director (Cell 0334-8692959# / Email: sadia.khan@tdap.gov.pk)							
01	Mr. Rashid Gilani	Dy. Manager	Multan	Mango and Citrus	+92-61-9330880	0335-9292011	rashid.gillani@tdap.gov.pk
02	Mr. Amir urRehman	Dy. Manager	Karachi	Rice	+92-21-99201518	0300-2230260	amir.rehman@tdap.gov.pk
03	Mr. Mohsin Bullo	Dy. Manager	Sukkur	Dates	+92-71-5804515	0333-7217721	mir.mohsinbullo@tdap.gov.pk
04	Ms. Bukhtawer Akhtar	Asst. Director	Karachi	Fisheries & Oil & Ghee		0334-3518498	bukhtawer.akhtar@tdap.gov.pk
05	Mr. Aurangzeb	Asst. Manager	Karachi	Livestock, Meat & Dairy		0313-2744452	aurangzebjahangir@tdap.gov.pk
06	Ms. Iqra Ilyas	Asst. Manager	Karachi	Processed Food		0303-5271763	iqra.ilyas@tdap.gov.pk
07	Mr. Muqarab Abbas	Asst. Manager	Karachi	Vegetables, Fruits & Dry Fruits		0308-7826156	muqarab.abbas@tdap.gov.pk
08	Mr. Naseer Ahmed	Asst. Manager	Karachi	Sugar, Confectionery, Honey		0346-7903592	naseer.bhatti@tdap.gov.pk
09	Mr. Nazir Ali	Asst. Director	Gilgit	Cherries, Plums & Apricots and GB related agro products	+92-5811-920484	0343-1824476	nazir.ali@tdap.gov.pk
10	Ms. Ravia Khalid	Asst. Manager	Lahore	Poultry	+92-42-99230640-49	0300-7511120	ravia.khalid@tdap.gov.pk
11	Mr. Naeem Manzoor	Asst. Manager	Karachi	Tobacco & Salt		0323-4017446	naeem.manzoor@tdap.gov.pk



II. TEXTILE & LEATHER DIVISION

S#	Name	Designation	Place of Posting	Assigned Products		Cell Number	Email Address
Mr. Basit Rauf, Director General (Cell # 0321- 9484555/ +92-21-99201505 Email: basit.rauf@tdap.gov.pk) Ms. Madiha Ali, Director (Cell # 0313-5192939/ Email: madiha.ali@tdap.gov.pk)							
01	Mr. Kaleemullah Memon	Deputy Director	Karachi	Coordination (Textile)	+92-21-99201520	03322946576	kaleem.memon@tdap.gov.pk
02	Mr. Masroor Ahmed Korai	Deputy Manager	Karachi	Coordination (Leather)	+92-21-99207200	03337084530	masroor.korai@tdap.gov.pk
03	Mr. Zameer Soomro	Asst. Manager	Karachi	Coordination	+92-21-99207212	0333-2231658	zameer.soomro@tdap.gov.pk
04	Mr. Ahmed Ali	Asst. Manager	Karachi	Cotton Yarn, Fabric		0321-5737374	ahmed.ali@tdap.gov.pk
05	Ms. Muneeba Nawaz	Asst. Director	Karachi	Carpets, Wool	+92-21-99201513	0343-2790114	muneeba.nawaz@tdap.gov.pk
06	Mr. Saeed A. Tamimi	Asst. Manager	Karachi	High End Fashion Garments	+92-21-99207218	0300-9247514	saeed.tamimi@tdap.gov.pk
07	Dr. Zainul Abdin	Asst. Director	Sialkot	Sports Wear, PPE, Gloves		0334-8175581	dr.zain@tdap.gov.pk
08	Mr. Sheheryar Khan	Asst. Director	Lahore	Finished Leather, Articles of Leather and Footwear		0321-7772741	sheheryar.khan@tdap.gov.pk
09	Mr. Muhammad Ahmed Khan	Asst. Director	Karachi	Towels & Home Textile		0316-4116428	ahmed.khan@tdap.gov.pk
10	Mr. Noman Badar Siddiqui	Asst. Manager	Karachi	Knitwear, Hosiery & Readymade Garments		0313-2328860	noman.badar@tdap.gov.pk

III. ENGINEERING & MINERALS DIVISION

S#	Name	Designation	Place of Posting	Assigned Products		Cell Number	Email Address
Mr. Shafqatullah Siddiqui, Director General (Acting) (Cell # 0300-2514540/+92-2199206496 Email: shafqatullah.siddiqui@tdap.gov.pk) Ms. Benazeer, Director (Cell # 0332-5155119 /+92-21-99207211- Email: benazeer@tdap.gov.pk)							
01	Mr. AsifRaza Soomro	Dy Director	Karachi	Coordination and others	+92-21-99201525	0310-2671404	asif.raza@tdap.gov.pk
02	Mr. Zainul Abdin	Asst. Manager	Karachi	Coordination	+92-21-99207200	0333-2581933	zainulabdin@tdap.gov.pk
03.	Mr. Naseer Ahmed	Dy. Manager	Karachi	Metals & Minerals (Incharge) PO: Precious and Semi precious stones	+92-21-99202185	0321-7220355	naseer.ahmed@tdap.gov.pk

04.	Ms. Sana Ali Khokhar	Dy. Manager	Karachi	Health Care (Incharge) PO: Pharmaceuticals & Cosmetics	+92-21-99202182	0331-3118579	sana.khokhar@tdap.gov.pk
05.	Mr. Junaid Feroz	Dy. Manager	Karachi	Leisure, Household and others (Incharge) PO: Surgical Instruments	+92-21-99201501	0321-2344567	junaid.feroz@tdap.gov.pk
06.	Mr. Usman Elahi	Dy. Manager	Lahore	Machinery (Incharge) PO: Autoparts	+92-51-99232384	0300-8122212	usman.elahi@tdap.gov.pk
07	Mr. M.Ahmad Hassan	Asst. Director	Islamabad	Handicrafts, Pottery	+92-51-9202134	0323-5348128	mahmad.hassan@tdap.gov.pk
08	Mr. Muhammad Yousuf	Asst. Manager	Karachi	Safety Equipment and Plastics		0314-7148978	muhammad.yousuf@tdap.gov.pk
09	Mr. Taha Farooq	Asst. Manager	Karachi	Metallic Minerals/ Gold and Silver Jewelry		0331-8300350	taha@tdap.gov.pk
10	Mr. Ismail Haider	Asst. Manager	Multan	All electrical machinery including (motors, pumps, transformers, generators etc.)		0321-6308166 0302-7308548	ismail.haider@tdap.gov.pk
11	Mr. Jawad Ahsan Khawaja	Asst. Manager	Sialkot	Sports Goods & Musical instruments		0300-6229456 0332-8037966	jawad.ahsan@tdap.gov.pk
12	Mr. Faisal uz Zaman	Asst. Manager	Gujranwala	Cutlery & Cookware	+92-55-9200138	0333-4698268	faisal.zaman@tdap.gov.pk
13	Ms. Arshia Fatima	Asst. Manager	Karachi	Non Metallic Minerals		0334-1452372	arshia.fatima@tdap.gov.pk
14	Mr. Zahid Muhammad	Asst. Director	Peshawar	Furniture	+92-91-9217121	0308-5941470	zahid.muhammad@tdap.gov.pk
15	Mr. Omer Bajwa	Asst. Director	Lahore	Construction material & Marble	+92-21-99202701	0345-4658469	omer.bajwa@tdap.gov.pk
16	Ms. Shukaiba Ghafoor	Asst. Director	Lahore	Stationery, Packaging materials	+92-42-111-444-111	0303-4396014	shukaiba.ghafoor@tdap.gov.pk
17	Mr. Mudassir Minhas	Asst. Director	Sialkot	Fans, Home Electrical Appliances, Cell phone	+92-559330558	0336-4747487	imumarriaz@tdap.gov.pk
18	Mr. Malik Zarbakh Khan	Asst. Manager	Karachi	Chemicals & paints Rubber and it's products		0336-9891389	malik.zarbakh@tdap.gov.pk
19	Ms. Kashmala Javaid	Asst. Director	Lahore	Agricultural machinery	+92-41-9210287	0333-9945773	kashmala.javaid@tdap.gov.pk

IV. SERVICES, HALAL AND NEW OPPORTUNITIES DEVELOPMENT DIVISION

S#	Name	Designation	Place of Posting	Assigned Products		Cell Number	Email Address
Mr. Aasim Nawaz Tiwana, Director Incharge (Cell No: 0321-4234383/ E mail. aasim.tiwana@tdap.gov.pk)							
01	Mr. Haider Zamin	Dy. Director	Karachi	Focal Person Flagship events & Coordination	+92-21-99206811	03008269991	haider.zamin@tdap.gov.pk

02	Mr. Danial Ahmed Qureshi	Asst. Manager	Karachi	IT / ITES & TDAP web portal		0320-9949572	danial.ahmed@tdap.gov.pk
03	Ms. Bakhtawar Sario	Asst. Director	Karachi	Tourism (North & South)	+92-21-99201516	03363776526	bakhtawar.sario@tdap.gov.pk
04	Mr. Adil Mukhtar	Asst. Director	Lahore	E-Commerce / E-Commerce Regulatory Frameworks		0347-7444323	adil.mukhtar@tdap.gov.pk
05	Mr. Amir Khan	Asst. Manager	Peshawar	Transport & Logistics	+92-91-9217537	0302-8878787	amir.khan@tdap.gov.pk
06	Mr. Akifullah	Asst. Manager	Karachi	Banking & Insurance Services		0343-2846630	akifdurrani@tdap.gov.pk
07	Mr. Waqar Rasool	Asst. Manager	Multan	Construction Services		0300-8639906	waqar.rasool@tdap.gov.pk
08	Mr. Jalal Khan	Asst. Director	Karachi	Coordination (Balochistan)		03329859047	jalal.khan@tdap.gov.pk
09	Mr. Muhammad Ali Yousuf	Asst. Manager	Karachi	Halal Services		0305-7352242	mali.yousaf@tdap.gov.pk

Terms of Reference for the Product Officers (POs):

- i. Product officers are expected to have basic understanding of the product and associated sector.
- ii. Product officers would do basic research on particular product / sector and prepare a brief write up highlighting the sectoral features, geo mapping of manufacturing and processing, its stakeholders including manufacturers and exporters, regulatory environment and incentives associated with the sector.
- iii. POs are expected to have detailed understanding of the problems and issues of the sector.
- iv. POs are expected to have understanding of the regulatory environment linked with production, manufacturing, exporting and importing of the product.
- v. POs should have grip on Global market trend of the product and global trade dynamics with reference to the quality and conformity standards and technological developments in the sector.
- vi. POs are expected to engage in organizing at least one webinar every month on product and its related topics.
- vii. POs are required to develop proposals on policy as well as growth analysis of the sector emphasizing upon the enhancement of exports. To bring about policy proposals envisioning quality, competitiveness and exportability of the product.
- viii. POs are responsible for coordination with all federal, provincial and local governments and with all other government departments and private stakeholders linked with the product.
- ix. POs are responsible for arranging and facilitating national and international exhibitions and delegations pertaining to the product.
- x. POs will submit a Monthly Activity Report to their respective product DGs copied to the DG/ Head of the office and Secretary, TDAP.

Reporting arrangements for Product officers:

- Product Officers in Regional and Sub regional offices shall be reporting for their work to their respective DG Product Division and for general administrative purposes reporting to the respective Head of the office.

- Casual leave of upto two (02) days will be obtained from Head of the office with information to DG Product Division, and for leaves for more than 02 days, approval of both the Head of the office and DG Product division will be solicited.
- Personal Evaluation Report (PER) of the officer will be initiated by Deputy Director/ Director Product Division and countersigned by both DG Head of the office and DG Product Division.

B. INTERNATIONAL MARKETS DEVELOPMENT DIVISIONS

S#	Name	Designation	Place of Posting	Assigned Region		Cell Number	Email Address
Mr. Athar Hussain Khokhar, Director General-IMD-I & II (Cell # 0303005541053/ +92-21-99206480 Email: athar.khokhar@tdap.gov.pk)							
01	Mr. Sohaib Rasheed	Deputy Director	Karachi	Coordination (Americas, Europe and Africa)	+92-21-99201528	0345-3035363	sohaib.rasheed@tdap.gov.pk
02	Mr. Faisal Awan	Dy. Manager	Karachi	Coordination (Asia)(CARs, ME, South & East Asia, Oceania)	+92-21-99206471	0321-2439819	faisal.awan@tdap.gov.pk
03	Mr. Abdullah Ghauri	Asst. Director	Karachi	Coordination	+92-21-99206806	0312-2786155	abdullah.ghauri@tdap.gov.pk
04	Ms. Saba Shazadi	Asst. Director	Lahore	East Asia & Oceania		0310-3454333	Saba.shahzadi@tdap.gov.pk
05	Mr. Ali Mardan	Asst. Director	Karachi	Americas & Africa	+92-21-99207219	03332474746	alimardan.baloch@tdap.gov.pk
06	Mr. Umair Jaam	Asst. Manager	Karachi	Europe		0336-2198792	umair.jam@tdap.gov.pk
07	Ms. Maryam Mumtaz	Asst. Director	Islamabad	Middle East, CARs & South Asia	0092-51-9201736	0347-8611137	maryam.mumtaz@tdap.gov.pk

Terms of Reference for ADs/AMs (IMD):

- i. Officers are expected to have basic understanding of the region and countries assigned.
- ii. Officers are required to prepare a brief write up highlighting geo-economic features of the region and trade profile of the region with the world and with Pakistan.
- iii. Officers are expected to have detailed understanding of trade related dynamics of the region, its tariff and non-tariff structure on different products.
- iv. Officers are expected to have good knowledge of the products profile of the region, region's current traded products and potential products for Pakistan.
- v. Officers are expected to have understanding of regional trade environment, participation in different trading blocs (if any), and regional and bilateral trade arrangements undertaken by the region.
- vi. Officers are expected to engage in organizing at least one webinar every month on the region and its related topics.
- vii. Officers are required to develop proposals on policy as well as analysis of the region emphasizing upon the enhancement of exports to the particular market.

- viii. Officers are responsible for coordination with all federal, provincial and local governments and with all other government departments in Pakistan and its counterparts in the region assigned.
 - ix. Officers are responsible for arranging and facilitating exhibitions and delegations pertaining to the region.
 - x. Officers will submit a Monthly Activity Report to DG IMD, copied to Secretary, TDAP.
2. This issues with the approval of Secretary TDAP.



A handwritten signature in blue ink, appearing to read "Kaleemullah Memon", is written over a circular stamp.

(Kaleemullah Memon)
Deputy Director (Estt.)

Distribution:-

1. Senior Director General, TDAP.
2. All Directors General, TDAP
3. All Officers In-charge Regional/ Sub-Regional Offices, TDAP
4. All Concerned Officers/Officials
5. SO to Chief Executive TDAP
6. SO to Secretary TDAP
7. IT Section for circulation among the officers
8. Master folder