

Trade Development Authority of Pakistan

Ministry of Commerce, Government of Pakistan

FAISALABAD

PRESS RELEASE

FAISALABAD: Trade Development Authority of Pakistan (TDAP, Faisalabad), in collaboration with International Trade Centre (ITC) and Faisalabad Chamber of Commerce & Industry (FCCI) organized a seminar on "***Effective Trade Fair Participation***" at FCCI on 2nd August, 2022. The seminar aims to build the capacity of entrepreneurs and established exporters in Pakistan to effectively participate in national and international fairs. This is 3rd part of a series of planned seminars throughout Pakistan. The 1st and 2nd were held in Lahore & Islamabad on 30th May and 16th June, 2022 respectively.

Mr. Shoaib Zafar (National Project Coordinator, ITC) gave the opening address and explained about the importance of trade fairs. Vice Chairman, FWCCI welcomed the participants and Ms. Madiha Ali (Director TDAP Lahore) gave a detailed presentation on the process that included choice of fair, booking of stalls, pre-departure and post-departure formalities etc. ending with the role of TDAP in supporting participation in local and international exhibitions managed by TDAP. At the end, the concluding remarks were given by Zafar Iqbal, President, Faisalabad Chamber of Small Traders & Small Industry (FCSTI).

The seminar was attended by around fifty (50) participants from FCCI, FWCCI, FCSTI & APBUMA, who appreciated TDAP's efforts for organizing such informative seminars.