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Trade Development Authority of Pakistan
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GOVERNMENT OF PAKISTAN

27th July, 2022

POST-EVENT REPORT

SUBJECT: **WORKSHOP ON 'MARKET ANALYSIS TOOLS: TRADEMAP'**

Agenda: To build the capacity of new exporters, prepare them for export readiness and to equip them with the right set of tools that will enable them to retrieve trade-related data for export development and marketing strategies

Date and Time: Wednesday, 27th July 2022 at 1400 hours
Duration: 2 hours (02:00 pm – 4:00 pm)
Venue: The Federation of Pakistan Chambers of Commerce & Industry (FPCCI), Regional Office Lahore
No. of Participants: 30 persons

Trade Development Authority of Pakistan (TDAP), Lahore organized a workshop on 'Market Analysis Tools' for the capacity building of entrepreneurs and new exporters on Wednesday, 27th July 2022 at the Federation of Pakistan Chambers of Commerce & Industry (FPCCI). The concept behind the workshop was to provide training to entrepreneurs and new exporters in order to prepare them for export readiness.

The purpose of the workshop was to equip the participants with the right set of tools, so that they can easily access trade-related information for export development. It also aimed to
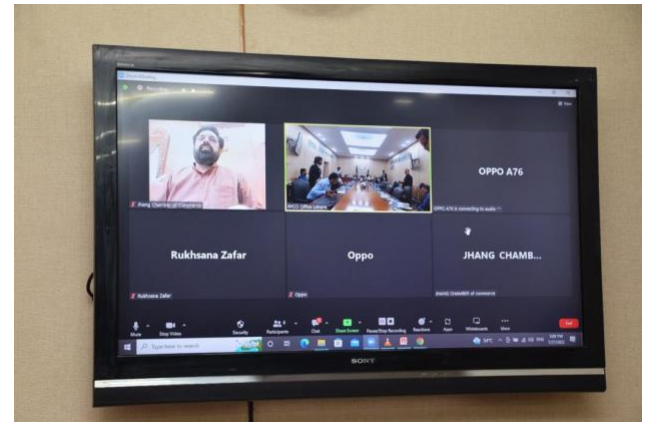
enable the participants to conduct strategic market research and have access to and understanding of one of the world's largest trade database.

This was the second in a series of planned workshops throughout Pakistan for the capacity building of entrepreneurs and new exporters. The seminar was attended by 30 participants, with Ms. Fareeha Khan (Deputy Director, TDAP) and Ms. Mahina Ghalib (Assistant Director, TDAP) as trainers.

The session started with a quick round of introductions from all the participants to get a sense of understanding of the product categories the participants were involved in. The workshop was divided into two parts: (i) understanding of HS Codes and (ii) introduction to ITC's Trade Map Tool. A detailed presentation was given on the origins, identification, importance and usage of HS codes in order to help participants understand the universal language of trade. The second component of the workshop included a hands-on-training of Trade Map, where participants were guided on how to register and use the tool. Practical examples were given and participants were taught how to analyze data and explore various market options.
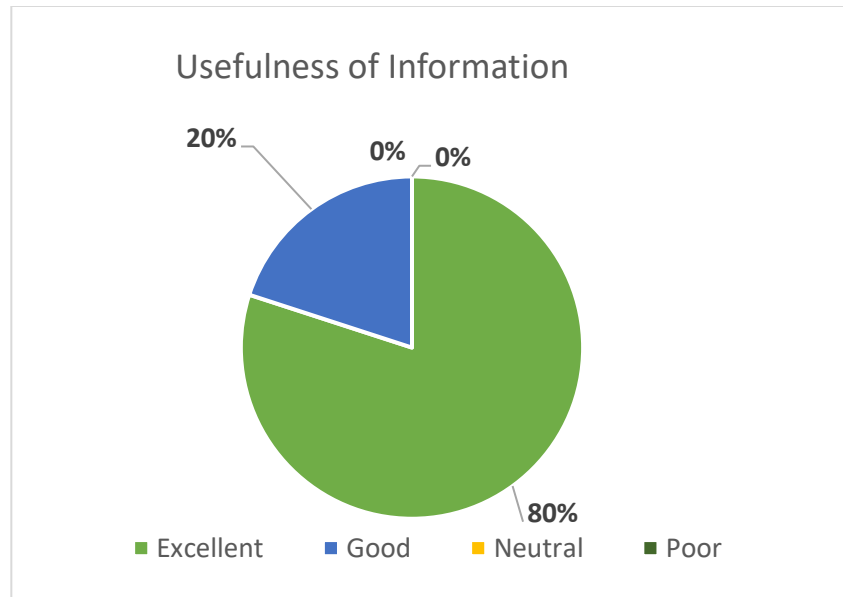
Questions were welcomed throughout the session to help answer participants' queries and increase their understanding of Trade Map. They were also given links to user-manuals and additional reading materials to help improve their understanding of the online tool. In the end, the participants appreciated TDAP's efforts for creating awareness on the subject matter.
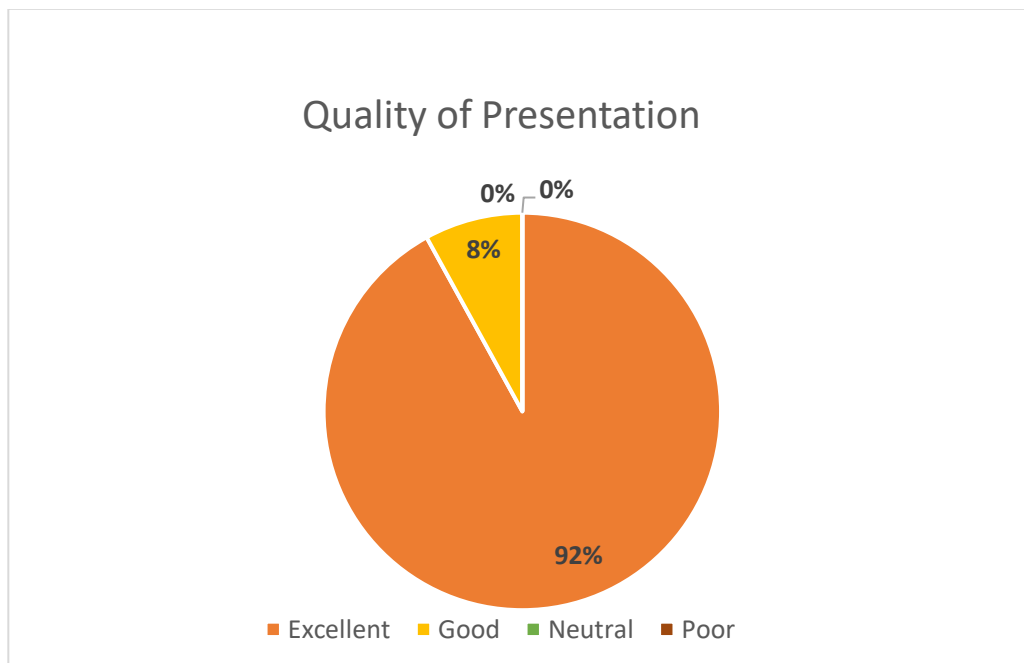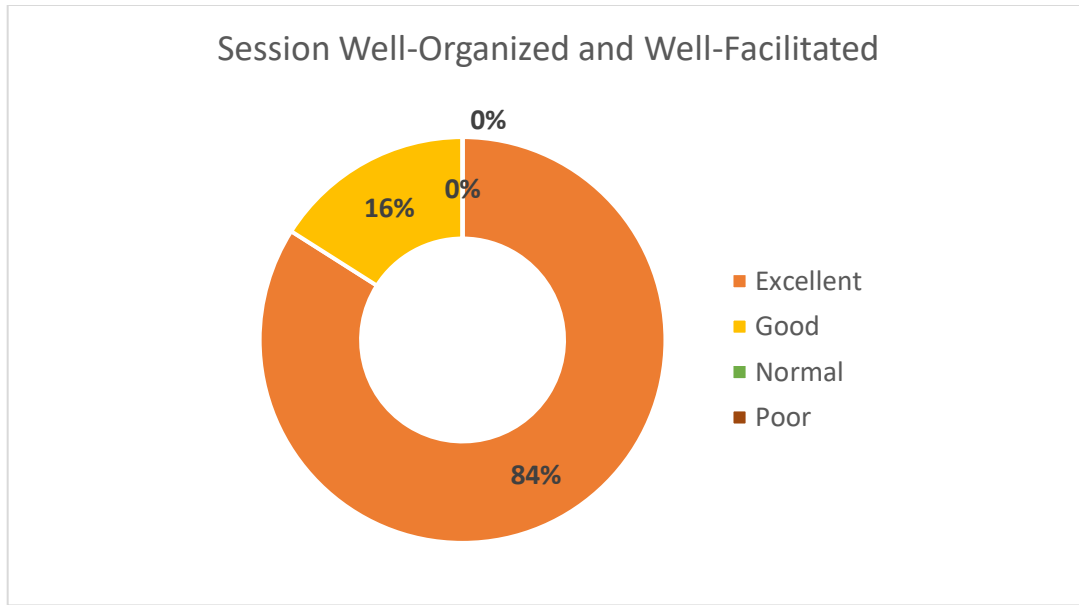
Picture Gallery:

Feedback:

Feedback forms were distributed to the audience. The results of which are as follows:

Usefulness of Information

20% — 0% 0%

80%

Excellent ■ Good ■ Neutral ■ Poor

Regarding the usefulness of the information provided at the session, 80% of the participants responded 'Excellent' and 20% responded 'Good'.

Quality of Presentation

0% 0%

8%

92%

Excellent ■ Good ■ Neutral ■ Poor

With respect to the quality of the presentation, 92% of the participants responded 'Excellent', 8% responded 'Good'.

Session Well-Organized and Well-Facilitated

0%

16% **0%**

- Excellent
- Good
- Normal
- Poor

84%

The participants were also asked whether the session was well-organized and well-facilitated. Majority of the respondents i.e. 84% responded 'Excellent', 16% responded 'Good'. Overall, the participants appreciated the initiative.

Suggestions by Participants:

1) More sessions like these need to be organized
2) More sessions should be organized for other ITC tools
3) A detailed seminar on export documentation, international linkages and digital tools issues may be arranged
4) Workshops to be arranged in Associations