



Government of Pakistan
Trade Development Authority of Pakistan
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GOVERNMENT OF PAKISTAN

20th July, 2022

POST-EVENT REPORT

SUBJECT: WEBINAR ON ‘PAKISTAN-KAZAKHSTAN TRADE POTENTIAL

Agenda: To explore the trade potential between Pakistan and Kazakhstan and establish linkages between Chambers and Trade Missions abroad.

Date and Time: Wednesday, 20th July 2022 at 1400 hours

Duration: 1 hour (02:00 pm – 3:00 pm)

Venue: Online

No. of Participants: 100 persons

Trade Development Authority of Pakistan, Lahore hosted a webinar on ‘Pakistan-Kazakhstan Trade Potential’ on Wednesday 20th July 2022, with the aim to explore trade potential between Pakistan and Kazakhstan.

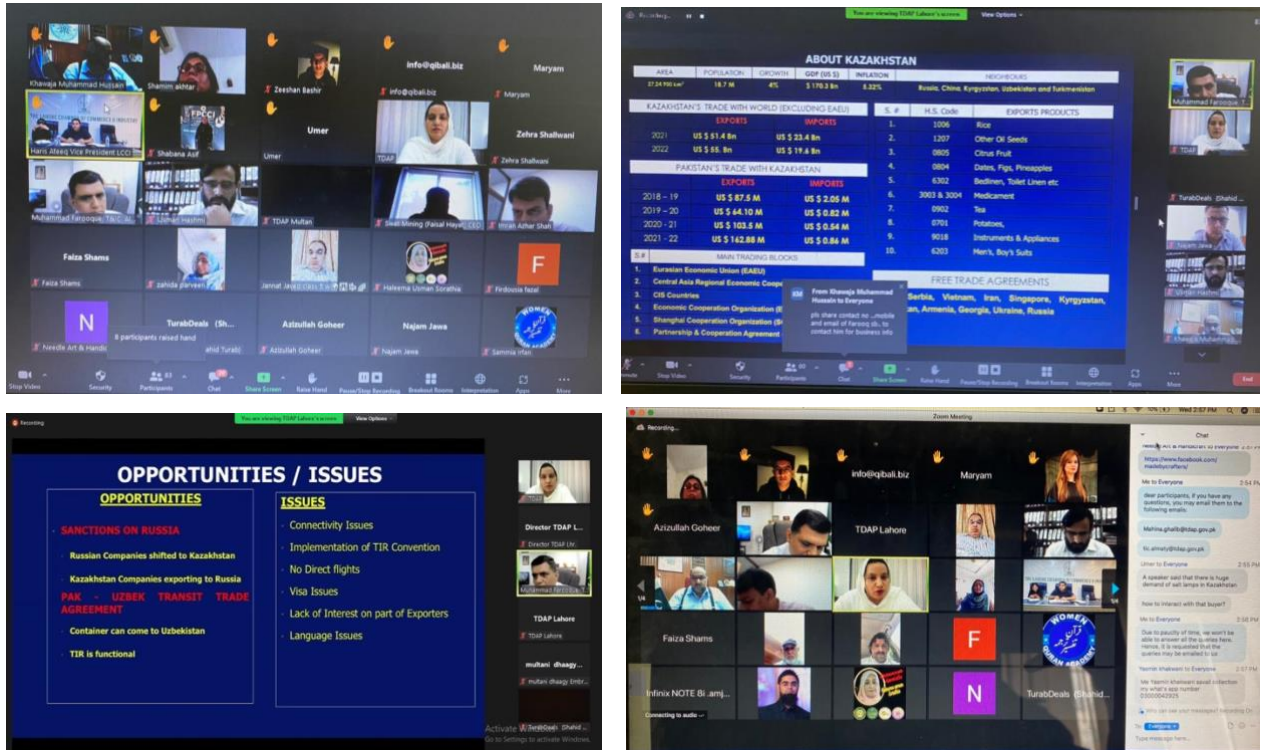
The purpose of the webinar was to identify demand and supply side opportunities/issues of key sectors in Kazakhstan and to enhance the outreach of the business community in international markets. Mr. Muhammad Farooque, Trade and Investment Counselor Almaty, Kazakhstan, gave a detailed presentation about the potential and emerging sectors for trade. He deliberated upon various topics including Kazakhstan’s main trading blocs, FTAs, economic outlook, trade with the world, trade with Pakistan, competitors, opportunities and issues.

Members from various chambers of Punjab participated including Lahore, Multan, Faisalabad, Sialkot, Sahiwal and Attock Chambers of Commerce and Industry. Moreover, FPCCI and women entrepreneurs also actively took part in the said webinar. The webinar contained a detailed Q&A session in which the honorable TIC addressed the queries of the participants in a comprehensive

manner. Around 100 participants attended the webinar. In the end, the participants appreciated TDAP's efforts for increasing the connectivity and accessibility of trade promotion wings for the business community.

The webinar was part of a series of webinars to establish linkages between Chambers and Trade Missions abroad. More country-specific webinars are in the pipeline.

Picture Gallery:



Suggestions by Participants:

- 1) More sessions like these need to be organized
- 2) The duration of the webinar to be increased to 2 hours
- 3) Multiple requests to hold a webinar with Trade Mission in Russia