**Trade Development Authority of Pakistan**

Ministry of Commerce, Government of Pakistan

**FAISALABAD**

**POST EVENT REPORT**

Trade Development Authority of Pakistan (TDAP), in collaboration with International Trade Centre (ITC) and FCCI organized a seminar on “Effective Trade Fair Participation" at Faisalabad Chamber of Commerce & Industries (FCCI) on 02nd 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 third in part of a series of planned seminars throughout Pakistan, the first and second were being held in Lahore & Islamabad on 30th May and 16th June, 2022 respectively.

Mr.Fazal ur Rehman Rao, Deputy Director TDAP, gave the introductory remarks and welcomed the participants. A brief session on importance of trade fairs was conducted by Mr. Shoaib Zafar, National Project Coordinator, ITC. He gave a comprehensive brief to apprise the participants about functions of trade fair and different roles of TDAP. Ms. Madiha Ali, Director, TDAP, Lahore gave a detailed presentation on the subject of the seminar. She began by explaining the functions of a trade fair. A trade fair is very significant as it provides a focus that mirrors selected markets. Trade fairs also offer entertaining experiences and appeal to all senses. She further told the participants how a trade fair can guarantee and enhance market transparency, open up new markets and promote an in-depth exchange of information. Moreover, she explained various objectives that visitor as well as exhibitors have during a trade fair. For the clarity of the participants, she explained various types of trade fairs/ exhibitions with examples of popular trade fairs and how each serves its own purpose. Ms. Madiha Ali also elaborated the terms and conditions of participation.

A very detailed discussion took place on organizing a trade fair while focusing on preparation, participation and follow up analysis. Ms. Madiha Ali explained that a good and successful trade fair heavily relies on follow up analysis. She shed some light on methods to attract visitors as well and the significant role that good advertisement and invitations play in it. She explained how you can have your competitors’ analysis during the trade fair and learn from it.

After formal session, the floor was open for Q/A Session. The participants from FWCCI and FCSTSI asked various questions from the worthy panel of the seminar. At the end, Ms. Farhat Nisar, Vice President, FWCCI, thanked TDAP team for sensitizing the participants on the subject and elaborated that it was a very relevant and important topic. Moreover, Madam, Firdous Rai, MPA & a business women gave her views and applauded the efforts of TDAP, FWCCI and FCSTSI in organizing the event. Concluding remarks were given by Mr. Zafar Iqbal, CEO, FCSTSI. He emphasized on the agenda of trade fairs participation and its importance, and appreciated the efforts of TDAP in organizing this event. This session was moderated by Mr. Fazal ur Rehamn Rao, Deputy Director TDAP, and Mr. Hafiz Kamran, Assistant Director, TDAP.

The seminar was attended by around 50 participants including:

 Ms. Madiha Ali, Director TDAP, Lahore

 Mr. Fazal ur Rehman Rao, Deputy Director TDAP, FSD

 Mr. Hafiz Kamran Ahmed, Assistant Director TDAP, FSD

 Mr Shoaib Zafar, National Project Coordinator, ITC

 Ms. Farhat Nisar, Vice Chairman, FWCCI

 Zafar Iqbal, CEO, FCSTSI

 Saddique Bajwa, Classic Textile

 Parveen Ashraf, National Welfare

 Madeeha, National Welfare

 Hassan TAnvir, Interloop Ltd

 Ehsan Yousaf, Hamza Textile

 Ishaq, APBUMA

 Abdul RAzzaq, Karma Textile Int

 Mohsin Ahmed, Merchandiser

 Burhan Qadir Awan, Awan Petroleum Services

 Osama Gohar, Chawla Enterprises

 Asif Ali, Ayan exports

 Khalil, Haroon Textile

 Shafique, M.K. Sons

 Wazir Ali, SAMTEX

 Shokat, Kamal Ltd

 Asrar, Alhamdullilah Exports

 Sadiq, Anwar Textile

 Zafar Tariq, FCCI

 Firdaus Rai, MPA

 M. Amin, Kamal Group

 Farzana Siddique, FCCI

 Khizra Alvi, FCCI

 Sana Ashraf, FCCI

 Maham Ahmed, FCCI

 Etc.

The seminar was attended by a wide range of participants from FCCI, FWCCI, FCSTSI & APBUMA who appreciated TDAP's effort for organizing such informative seminars.