**Government of Pakistan**

**Trade Development Authority of Pakistan**

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**GOVERNMENT OF PAKISTAN**

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**PRESS RELEASE**

Trade Development Authority of Pakistan, Lahore hosted a webinar on ‘Pakistan-Australia Trade Potential’ on Wednesday 21st September 2022, with the aim to explore trade potential between Pakistan and Australia.

The purpose of the webinar was to identify demand and supply side opportunities/issues of key sectors in Australian market and to enhance the outreach of the business community in international markets. Mr. Muhammad Ashraf, Consul General, Sydney, Australia, gave a comprehensive presentation about the potential and emerging sectors for trade. He deliberated upon various topics including Australia’s overall market dynamics, Pakistan Australia Trade relations, Business opportunities along with issues and doing business in Australia.

More than 60 participants attended the webinar. Members from various chambers and trade bodies participated including Lahore, Multan, Faisalabad, Sialkot, Sahiwal and Attock Chambers of Commerce and Industry. Moreover, women entrepreneurs also actively took part in the said webinar. The webinar contained a detailed Q&A session in which the honorable Consul General addressed the queries of the participants in a comprehensive manner. 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.