**Press Release:**

The Embassy of Pakistan in Zimbabwe in collaboration with the Trade Mission, Nigeria and the Trade Development Authority of Pakistan organized a webinar on the potential of the Agriculture Machinery Sector in the Zimbabwean market on 22nd September, 2022. The webinar is part of series of activities started by TDAP to introduce Pakistani companies to Zimbabwe importers and regulatory authorities in the line of 3rd PATDC to be held from 29th November to 1st December, 2022 at Johannesburg, South Africa which will be attended by delegation from Zimbabwe and SADC countries. The meeting was chaired by His Excellency, Mr. Murad Baseer, Ambassador of Pakistan to Zimbabwe. Furthermore, Mr. Muhammad Suleman Chawla, S.Vice President FPCCI and Director TDAP (E&M Division) were also present. TDAP presented the future and ongoing activities to the attendees. The President of Zimbabwe National Chamber of Commerce and the Chief Executive Officer of Zimtrade (Counterpart of TDAP) were present along with thirteen companies. From Pakistan, more than ten major companies including Millat Tractors, Murshid Farm Industries, Hanif Farms and Al-Inayat & Sons, Tractors Provider, AECO Export Company, Waqar Usman Auto Engineering, Progressive Auto

Industries and Masood Engineering Works (pvt) Limited attended the session

There is huge trade potential between Pakistan and Zimbabwe. Tractors are the 2nd most exported product to Zimbabwe by Pakistan. Pakistani companies Millat Tractors and Al-Inayat & Sons introduced their products to the business community of Zimbabwe. The other side showed great interest in our products especially because of their lower price as compared to competitors.