

Government of Pakistan
Trade Development Authority of Pakistan
Ministry of Commerce & Textile

Seminar on Market Research & Analysis

International Trade Center ITC in collaboration with Trade Development Authority of Pakistan (TDAP) jointly organized a seminar on market research & analysis at the conference room of Pakistan Cutlery Stainless Utensils Manufacturers & Exporters Association (PCSUMEA) on 19th July 2022. The seminar commenced with the recitation from the Holy Quran. In his welcome address, Chairman Cutlery Association Mr. Khalid Mughal said that this seminar was being arranged through courtesy of ITC and TDAP and further said that TDAP being the country's leading export organization has always been supporting this sector either through training sessions or through organization of webinars and other trade promotional activities. In the seminar, ITC Consultant Mr. Adeel Haider apprised the participants about the ITC market analysis tools and highlighted the most widely used global e commerce market places like Amazon, Ali Baba, Trade key and E bay. He stressed upon the participants for market research needs and convinced them to make rational data analysis of their sector before going for the export destinations. He further said that export strategy is the core of the business values for the established as well for the new exporters.

Later, question answer session was held. Chairman Pakistan Cutlery Stainless Utensils Manufacturers & Exporters Association (PCSUMEA) Mr. Khalid Mughal thanked ITC especially TDAP for making endeavors for the trade promotion cause of the cutlery sector and hoped that the concerted and consistent efforts being made by TDAP would eventually lead to the enhancement of the cutlery sector.