

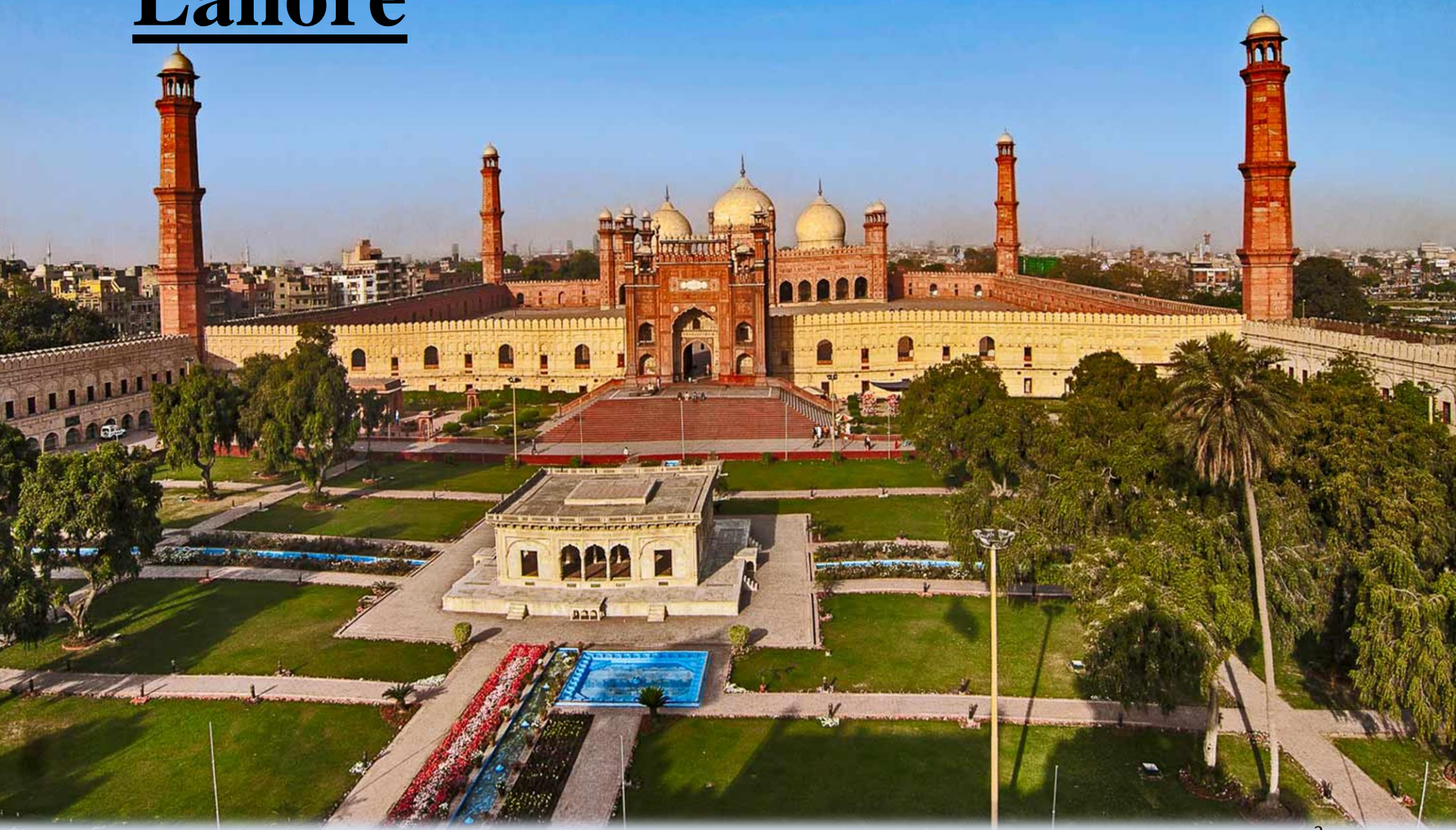
ANNUAL BUSINESS PLAN

2022-23

DIRECTORATE GENERAL OF
PUNJAB TDAP

Sr. #	City	Page #
1	Lahore	2
2	Multan	6
3	Faisalabad	9
4	Sialkot	12
5	Gujranwala	15

Lahore



Exhibitions and Events

S No	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Lahore	Miscellaneous	Single Country Exhibition-Uzbekistan	Uzbekistan	Oct-22	Trade Mission, MoC and TDAP HQs
2	Lahore	Leather, Rice, Fashion and IT	LCCI Business Forum USA (Fashion Runway & Catalogue Exhibition-USA (LCCI+TIC Houston and NY)	US	Sep/Oct 2022	LCCI, TIO US, MoC
3	Lahore	Miscellaneous	ECO TPO Summit 2022	Lahore	Dec-22	ECO members and local business community
4	Lahore	Engineering products	Local Support to EHCS 2023	Lahore	Feb-23	TDAP HQs
5	Lahore	All products	OIC Trade Fair and WEXNET	Lahore	May/June-2023	WCCI/MoFA/MoC

Seminars/Workshops

LAHORE OFFICE						
S No	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Lahore	Miscellaneous	Quarterly Series of Workshops on How to Use Trade Map for Women Incubation Center of WCCI	Lahore	July 2022 - June 2023	TDAP + WCCI + WE

2	Lahore	Miscellaneous	Series of Seminar on Effective Participation in International Exhibitions	Lahore	Jul-22	TDAP + ITC + SMEs
3	Lahore	Miscellaneous	Series of Workshops - 2 Days, Export Documentation, ITC Tools, Digital Marketing + Simulation	Lahore	Sep-22	TDAP + LCCI + USAID + SMEs+ WEs + BUSINESS SCHOOLS
4	Lahore	Miscellaneous	Series of Seminar on Pakistan Single Window	Lahore	Dec-22	TDAP + FBR + LCCI + FPCCI
5	Lahore	Miscellaneous	Seminar on Govt. Financing Schemes And Funding Opportunities for SMES And WE	Lahore	Feb-23	TDAP + LCCI + FPCCI + WCCI , State Bank
6	Lahore	Training	National Exporters Training Program	Lahore	Aug/Sep	TDAP Officers

Webinars

LAHORE OFFICE						
S No	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Lahore	Miscellaneous	Series of Webinar Connecting Chambers and Trade Missions with Investment Regime of Punjab	Online	October-2022, January-2023, May-2023	TDAP + PBIT, All Chambers of Punjab, respective Trade Missions

2	Lahore	Miscellaneous	Series of Webinar Connecting Chambers of Punjab with Pak Trade Missions in North America	Online	October-2022, January-2023, May-2023	TDAP + PBIT, All chambers of Punjab ,TM North America
---	--------	---------------	---	--------	--	---

MULTAN



Local Events/Exhibitions

S No	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Multan	Handicrafts	South Punjab Trade Fair (Jeep Rally Cholistan) Bahawalpur	Cholistan	Feb-23	BCCI, WCCIB, MCCI, WMCCI, RYKCCI, TDCP

Seminars/Webinars

MULTAN OFFICE						
S No	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Multan	Miscellaneous	Seminar on Export Readiness 101	DG. Khan	Aug-22	TDAP + ITC + DGK chamber
2	Multan	Miscellaneous	Seminar on Export Readiness 101	Bahawalpur	Aug-22	TDAP + ITC + BWP Chamber + WCCI BWP + BZU
3	Multan	Cotton	Series of Seminar on Effective Participation in International Exhibitions	Multan	Aug-22	TDAP + ITC + MCCI, WCCI Multan
4	Multan	Cotton	Seminar on Export Procedures and R&D	Rahim Yar Khan	September, 2022	RYKCCI + TDAP
5	Multan	Miscellaneous	Seminar on Standardization and Quality Controls in Exports and relevant R &D	Multan	Sep-22	TDAP + MCCI PCGA
6	Multan	Miscellaneous	Series of Seminar on Govt Export Financing Schemes and Funding For SMEs	Multan	Oct-22	Sahiwal Chamber

7	Multan	Miscellaneous	Seminar on Value Addition and Diversification	DG Khan	Nov-22	TDAP DGK Chamber
8	Multan	Miscellaneous	Seminar on Increasing the Export Potential & Marketing to Capitalize CPEC, GSP etc	Vehari	December 2022,	VCCI, TDAP
9	Multan	Miscellaneous	Series of Seminar on Pakistan Single Window	Multan	Mar-23	All Chambers and Trade Associations of South Punjab
10	Multan	Training	National Exporters Training Program	Multan	Sep/Oct	TDAP Officers

Webinars

MULTAN OFFICE						
S No	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Multan	Miscellaneous	Webinars on GI of South Punjab like Blue Pottery, Chaunsa etc.	Online	May-22	TDAP +Trade Bodies of South Punjab
2	Multan	Miscellaneous	Series of Webinars connecting Punjab Chambers and Pak Trade Missions in North America	Online	October, 2022 January, 2023 May, 2023	TDAP + All chambers of Punjab Trade Missions North America

Faisalabad



Seminars/Workshops

FAISALABAD OFFICE						
S No	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Faisalabad	Miscellaneous	Series of Seminar on Effective Participation in International Exhibitions	Faisalabad	Jul-22	FCCI, ITC, TDAP
2	Faisalabad	Miscellaneous	Seminar on Govt Export Financing Schemes and Funding for SMEs	Faisalabad	Aug-22	FCCI
3	Faisalabad	Miscellaneous	Series of Workshop on Trade Map for Women Entrepreneurs	Faisalabad	Sep-22	TDAP + WCCI Faisalabad
4	Faisalabad	Textile	Seminar on Export Certifications	Faisalabad	Oct-22	Textile Trade Bodies and Exporters
5	Faisalabad	Miscellaneous	Seminar on Export of Traditional Items through e-Commerce	Jhang	Nov-22	JCCI+ TDAP + PIBT
6	Faisalabad	Miscellaneous	Series of Seminar on Pakistan Single Window	Faisalabad	Mar-23	SGCCI + FBR + TDAP
7	Faisalabad	Salt Packaging	Seminar on Value Addition and Packaging	Sargodha	Mar-23	SGCCI+ Relevant Traders + TDAP
8	Faisalabad		Seminar on Export Documentation and Procedures	Jhang	May-23	JCCI+TDAP
9	Faisalabad	Training	National Exporters Training Program		Sep/Oct	TDAP Officers

Webinars

FAISALABAD OFFICE						
S No	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Faisalabad	Miscellaneous	Series of Webinar Connecting Chambers and Trade Missions with Investment Regime of Punjab	Online	October-2022, January-2023, May-2023	TDAP + PBIT, All Chambers of Punjab, respective Trade Missions
2	Faisalabad	Miscellaneous	Series of Webinars connecting Punjab Chambers and Pak Trade Missions in North America	Online	October, 2022 January, 2023 May, 2023	TDAP + All chambers of Punjab Trade Missions North America

Sialkot



Events/Exhibitions

S No	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
2	Sialkot	Leather, Surgical, sports goods (textiles)	SCCI Business Forum Japan	Japan	Sep-22	SCCI, TM Japan

Seminars/Workshops

SIALKOT OFFICE						
S No	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Sialkot	Miscellaneous	Series of 2 days workshop on Export Documentation, ITC Tools, Digital Marketing + Simulation	Sialkot	Nov-22	TDAP + SCCI + USAID + SMEs + Wes
2	Sialkot	Miscellaneous	Seminar on Govt. Financing Schemes and Funding Opportunities for SMEs and Wes	Sialkot	Feb-23	TDAP + SCCI + WCCI + State Bank
3	Sialkot	Miscellaneous	Seminars on Value Addition & Product Diversification	WAZIRABAD	Jan-23	Relevant Chambers of Golden Triangle Region + TDAP

4	Sialkot	Miscellaneous	Buyer-Seller Meet in Sialkot in Collaboration with JICA (TBC)	Sialkot	Feb-23	JICA + TDAP+ SCCI+ PGMEA, PSGMEA+ PRGMEA
5	Sialkot	Training	National Exporters Training Program	Sialkot	Sep/Oct	TDAP Officers

Webinars

SIALKOT OFFICE						
S No	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Sialkot	Miscellaneous	Series of Webinars Connecting Chambers and Trade Missions with Investment Regime of Punjab	Online	October 2023, January 2023, May 2023	TDAP + PBIT, All chambers of Punjab, respective Trade Missions
2	Sialkot	Miscellaneous	Series of Webinar Connecting Chambers with Pak Trade Missions in North America	Online	October 2023, January 2023, May 2023	TDAP + PBIT, All chambers of Punjab, TM North America

Gujranwala



Seminars/Workshops

GUJRANWALA OFFICE						
S No	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Gujranwala	Miscellaneous	Export documentation and procedures	Gujrat	Sep-22	TDAP + SCCI + USAID + SMEs+ WEs
2	Gujranwala	Miscellaneous	Seminar on Govt. Financing Schemes and Funding Opportunities for SMEs and WE	Gujrat	Feb-23	TDAP + SCCI + WCCI + State Bank
3	Gujranwala	Miscellaneous	Seminar on GSP, GSP+, FTA ETC	Gujranwala	Dec-22	Relevant Chambers of Golden Triangle Region + TDAP
4	Gujranwala	Miscellaneous	Series of Seminar on Pakistan Single Window	Gujranwala	March-23	JICA + TDAP+ SCCI+ PGMEA, PSGMEA+ PRGMEA
5	Gujranwala	Training	National Exporters Training Program	Gujranwala	Sep/Oct	TDAP Officers

Webinars

GUJRANWALA OFFICE						
S No	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Gujranwala	Miscellaneous	Series of Webinar Connecting Chambers and Trade Mission with Investment Regime of Punjab	Online	October 2023, January 2023, May 2023	TDAP + PBIT, All chambers of Punjab, respective Trade Missions

2	Gujranwala	Miscellaneous	Series of Webinar Connecting Chambers with Pak Trade Missions in North America	Online	October 2023, January 2023, May 2023	TDAP + PBIT, All chambers of Punjab ,TM North America
---	------------	---------------	---	--------	--	---