



Government of Pakistan
Trade Development Authority of Pakistan
62-Garden Block, Garden Town, Lahore
Phone: 042-111-444-111 Fax:042-99230609



GOVERNMENT OF PAKISTAN

21st September, 2022

POST-EVENT REPORT

SUBJECT: WEBINAR ON 'PAKISTAN-AUSTRALIA TRADE POTENTIAL'

Agenda: To explore the trade potential between Pakistan and Australia
To establish ties between Chambers and Trade Missions abroad.

Date and Time: Wednesday, 21st September 2022 at 10:00AM (PST)

Duration: 1.5 hour (10:00 AM – 11:30 AM)

Venue: Online

Participants:

1. Chambers
2. Trade bodies/Associations
3. Individual Exporters

Keynote Speaker: Mr. Muhammad Ashraf
Consul General Australia

Welcome Note: Ms. Mehwish Khadim
Director, TDAP Lahore

Moderator: Faiqa Zarnab
Assistant Director, TDAP Lahore.

Trade Development Authority of Pakistan, Lahore in collaboration with Commercial Section Australia organized a webinar on 'Pakistan-Australia Trade Potential' on Wednesday 21st September 2022, with the aim to explore trade potential between Pakistan and Australia.

The Objective 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.

Picture Gallery:

