

Webinar / Online B2B Report

Title	Webinar on ‘Pakistan- Netherlands Trade Opportunities’
Webinar Date:	8 th November 2022
Webinar Time:	3:00 pm – 4:30 pm
Webinar Location:	Online
Moderated by:	Ms. Mahina Ghalib, Assistant Director, TDAP Lahore

1. Objective(s) of the Webinar

To explore trade opportunities between Pakistan and the Netherlands and to establish network linkages between local Chambers and the Trade Mission in the Netherlands.

2. List of Participants:

Members from various chambers of Punjab participated including FPCCI, Women Chambers, Lahore, Multan, Faisalabad, Sialkot and Sahiwal Chambers of Commerce and Industry.

3. Discussion

Trade Development Authority of Pakistan, Lahore hosted a webinar on ‘Pakistan-Netherlands Trade Opportunities’ on Tuesday, 08th November 2022, with the aim to explore and identify trade opportunities between Pakistan and the Netherlands. The purpose of the webinar was to identify the demand and supply side opportunities available in the Netherlands market and to strengthen the connectivity, linkages and accessibility between local Chambers in Pakistan and the Trade Mission in the Netherlands.

His Excellency Ambassador Suljuk Mustansar Tarar gave a comprehensive welcome note highlighting the trade potential between the two countries. This was followed by a detailed presentation by Mr. Rao Rizwan-ul-Haq, Pakistan’s Trade and Investment Counselor in the Netherlands, whereby he elaborated on the potential and emerging sectors for trade to create awareness and help participants target the right products.

Around 50 participants attended the webinar. Members from various chambers of Punjab participated including FPCCI, Lahore, Multan, Faisalabad, Sialkot and Sahiwal 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 Trade and Investment Counselor 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.

4. Conclusion / Way Forward

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.

Photos (if applicable)

