



GOVERNMENT OF PAKISTAN

**Government of Pakistan**  
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## PRESS RELEASE

Trade Development Authority of Pakistan, Lahore hosted a webinar on ‘Pakistan- US Trade Opportunities’ on Wednesday 14<sup>th</sup> December 2022, at 10:00 am (PST) with the aim to explore trade potential between Pakistan and USA.

The purpose of the webinar was to identify demand and supply side opportunities/issues of key sectors in American market and to enhance the outreach of the business community in international markets. Ms. Qurat-ul-Ain, Trade and Investment Counsellor, LA, USA, gave a comprehensive presentation about the potential and emerging sectors for trade. she deliberated upon various topics including America’s overall market dynamics, Pakistan-US Trade relations, Business opportunities along with challenges in USA market.

More than 40 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 Trade and Investment Counsellor 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.

