

Press Release

31st January, 2023

TDAP and PTDC Participate in the Travel and Adventure Show, New York, USA

Trade Development Authority of Pakistan (TDAP) and Pakistan Tourism Development Corporation (PTDC) participated in two-day 'Travel and Adventure Show' which was held on 28th-29th January 2023, at the Jacob Javits Convention Center in New York. Around twenty prominent companies in Tourism Sector & Hospitality along with Provincial Tourism Departments of Pakistan represented Pakistan in the show. The Pakistani companies from the tourism and hospitality sector, who were participating in the fair, had various B2B meetings with major tour operators in USA as well as numerous International Buyers, during first and the second day of the event. The Commercial Section at the Embassy of Pakistan at the United States made it possible to get the site for the Pakistan Pavilion at the main venue of the Trade and Adventure Show, which helped to draw the attention of thousands of people to the Pakistani stalls at the Show. 750 organizations from more than 175 countries participated in the show. The aim of Pakistan's participation in the show was to attract foreign investors in the country's tourism and hospitality sector. TDAP in collaboration with PTDC has organized participation of companies from the tourism and the hospitality sector in the second International Tourism Exhibition. Earlier, a delegation of businessmen from the Tourism and Hospitality sector participated in the International Travel Expo at Ho Chi Minh City in Vietnam to promote Pakistani Buddhist Tourism.

TDAP remains committed to its objective of promoting exports of goods and services through ensuring participation of the relevant stakeholders in international exhibitions and seminars. The Services Division at TDAP has specialized sections for the promotion of important exportable services such as IT, E-Commerce, Tourism, Banking and Finance, Halal Services, Construction and Transport and Logistics. TDAP plans to provide an opportunity for Pakistani businesses in the tourism sector to participate in different Expos during 2022 and 2023. The TDAP Annual Business Plan also includes exchange of investors' delegations besides several seminars, webinars and business to business matchmaking events.

Karachi, the 31st January, 2023

