

Press Release

International Marketing Development Division of TDAP organized a meeting of Secretary TDAP with the representatives of the Japan External Trade Organization (JETRO) in last week at 5th Floor Conference room of TDAP HQ Karachi. From JETRO side their Country Director Mr. Kazunori Yamaguchi along with Ms. Saadia Manzoor, Asst. Director participated, whereas from TDAP Mr. Fareed Iqbal Qureshi, Secretary TDAP along with Mr. Athar Hussain Khokhar, Director General IMDD joined the session.

It is pertinent to mention that the Japan External Trade Organization (JETRO) is a Japanese government-oriented organization that promotes trade & investment. TDAP and JETRO signed a Memorandum of Understanding (MoU) for cooperation on trade promotion during the 9th Pakistan-Japan Business Dialogue held in Islamabad in Sept 2022. It was emphasized that the both sides will take maximum advantage from the MoU between TDAP and JETRO which will facilitate in developing deeper linkages between the two trade promotion organizations by enhancing exchange of economic and commercial information and publication of both institutions' promotional materials. It was stated that through effective utilization of the MoU, both countries will encourage participation in trade fairs and exhibitions in both countries and allow for technical exchanges for promotion of bilateral trade.

It was further stated that it is an opportunity for TDAP to invite business delegates from Japan to participate in exhibitions held in Pakistan, and to host delegations for B2B meetings with Pakistani business community. It was informed that the participation by Pakistani businesses in exhibitions in Japan will be encouraged in order to explore the Japanese market. It was informed to the JETRO side that this year Pakistani companies are participating in all major events being held in Japan for trade promotion, such as, Japan IT Week, Fashion World, and Foodex.

Similarly, TDAP encourages the Japan External Trade Organization (JETRO) to motivate the Japanese companies to participate in TDAP's major events, such as, First International Food & Agro Exhibition, TEXPO 2023, Engineering & Healthcare Show, and Tech Spring Pakistan. Besides, Secretary TDAP showed keen interest in cooperation with Japan on IT sector, especially high-tech gaming software's. He encourages the Japanese side to have mutual cooperation in IT related projects in Pakistan. It was decided that both sides will identify areas of interest for mutual cooperation and in this regard JETRO will share information with TDAP.

