

PRESS RELEASE

AWARENESS SEMINAR ON EXPORT POTENTIAL OF FRESH WATER FISH, AT SUKKUR

Sukkur, February 3, 2023: Trade Development Authority of Pakistan (TDAP) Sukkur organized an awareness seminar at Sukkur on export potential of Fresh Water Fish. The speakers from Sukkur Chamber of Commerce & Industry (SCCI), Fisheries department, Fish Auction Market Sukkur and TDAP Sukkur guided the participants about the importance of national exports in the economic development of the country. Mr. Kamil Farooqui the vice president SCCI apprised the participants about the procedure of exports and membership status of SCCI. Mr. Maqbool Ahmed Siyal, from Fish Auction Market Sukkur, spoke about the production potential of fresh water fish and the export potential of it. He highlighted some issues pertaining to its supply chain and marketing techniques to foreign countries, especially to Afghanistan. Mr. Fida Hussain Mahesar Deputy Director TDAP Sukkur explained the participants about the very mandate of TDAP, Ministry of Commerce and Trade & Investment Officers who are working from product development, policy formulation and international marketing for the export potential of Pakistani products. He conveyed to the participants about the commitment and dedication of the present senior management of TDAP towards the organization of such informative Training Sessions/ Workshops/ Seminars for the potential exporters at division levels throughout the country where there is export potential. The participants thanked TDAP for the organization of such an informative session about international trade at the local level.