

ANNUAL BUSINESS PLAN (2023-24)



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INTRODUCTION

Under TDAP Act, the major activities mandated to TDAP are:

1. To plan, organize exhibitions, delegations to and from Pakistan
2. To plan and organize local, international and inter-provincial export promotional conferences, workshops and seminars.
3. To plan and organize foreign trade promotion through advertising in foreign and local print, electronic and other appropriate media

SUMMARY OF ABP

(2023-24)



SUMMARY OF ABP 2023-24

Sr No	Title of Activity	Proposed Number
1	International Exhibitions	117
2	Outgoing Delegations (Product Divisions)	36
3	Incoming Delegations (Product Divisions)	13
4	Local Event/ Seminars of Product Divisions	27
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SUMMARY OF ACTIVITIES OF PRODUCT DIVISION:

Sr No	Product Division	International Exhibitions	Outgoing Delegations	Incoming Delegations	Local Events/Seminars/Training/Product Promotion	Flagship Events/ SCEs
1	Agro & Food	21	08	07	13	01
2	Engineering & Minerals	22	19	01	07	01
3	IMDD	14	01	05	--	01
4	Services	29	05	--	--	01
5	Textile & Leather	31	03	--	04	01
	Total	117	36	13	24	05

SUMMARY OF REGIONAL OFFICES:

Sr No	Regional/ Sub-Regional Offices	Local Events & Exhibitions	Seminars	Flagship Events/ SCEs
1	Islamabad	04	02	02
2	Peshawar	03	01	--
3	Swat	01	01	--
4	Abbottabad	--	02	--
5	Gilgit	01	01	--
6	Mirpur	--	01	--
7	Lahore	01	03	01
8	Gujranwala	01	10	--
9	Sialkot	02	11	--
10	Multan	--	06	--
11	Faisalabad	--	08	--
12	Quetta	01	16	--
13	Gwadar	04	12	--
14	Sukkur	01	10	--
15	Hyderabad	02	05	--
	Total	21	89	03

INTERNATIONAL EXHIBITIONS CALENDAR 2023-24:

Sr No	Exhibition Name	Dates	Country	City	Sector/Products	Division
July-2023						
1	Texworld Paris, France	03-05 Jul, 2023	France	Paris	Apparel, Fabric, Denim & Leather	Textile & Leather
2	Expo Riva Schuh Garda, Italy	11-12 Jul, 2023	Italy	Schuh	Footwear	Textile & Leather
3	Shoe & Leather Ho Chi Mine City, Vietnam	12-14 Jul, 2023	Vietnam	Ho Chi Mine	Footwear & Leather Products	Textile & Leather
4	Texworld New York, USA	18-20 Jul, 2023	USA	New York	Apparel, Fabric, Denim	Textile & Leather
5	Lineapelle Fair New York, USA	19-20 Jul 2023	USA	New York	Leather Products	Textile & Leather
August-2023						
6	Indo Leather & Footwear Jakarta, Indonesia	03-05 Aug, 2023	Indonesia	Jakarta	Footwear & Leather Products	Textile & Leather
7	Magic Show USA	07-09 Aug, 2023	USA	Las Vegas	Men, Women apparel & footwear	Textile & Leather

8	Formex, Stockholm,	22-25 Aug, 2023	Sweden	Stockholm	Home Textile	Textile & Leather
9	China - Northeast Asia Expo	23-27 Aug, 2023	China	Changchun	General	IMDD
10	China - Eurasia Expo	25th Aug 2023	China	Urumqi	General	IMDD
11	New castle Mela	27-29 Aug, 2023	UK	New Castle	General	IMDD
12	Intertextile Shanghai Apparel Fabrics, China	28-30 Aug, 2023	China	Shanghai	All garment and fashion products,	Textile & Leather
13	All China Leather Exhibition Shanghai, China	29-31 Aug, 2023	China	Shanghai	Leather Products	Textile & Leather
September-2023						
14	Asia Fruit Logistica	06-08 Sep, 2023	Hong Kong	Hong Kong	Agro & Food Products	Agro & Food
15	World Food Istanbul	06-09 Sep, 2023	Turkey	Istanbul	Agro & Food Products	Agro & Food
16	Sahara Expo, 2023	10-12 Sep, 2023	Egypt	Cairo	Agriculture Machinery	Engineering & Minerals
17	Medic East Kenya, 2023	11 -13 Sep, 2023	Kenya	Nairobi	Healthcare	Engineering & Minerals
18	Fine Food, Australia	11-14 Sep, 2023	Australia	Sydney	Agro & Food Products	Agro & Food

19	Malaysia International Halal Showcase/MIHAS	12 – 15 Sep, 2023	Malaysia	Kuala Lumpur	Halal	Services
20	Seafood and Fisheries Expo, China	15-17 Sep, 2023	China	Guangzhou	Agriculture & Forestry, Food & Beverages	Agro & Food
21	China - ASEAN Expo	16-19 Sep, 2023	China	Nanning	General	IMDD
22	Food & Hospitality Expo	18-20 Sep, 2023	Oman	Muscat	Agro & Food Products	Agro & Food
23	Tech Crunch Disrupt 2023	19-21 Sep , 2023	USA	San Francisco	IT/ITeS	Services
24	World Food, Moscow	19-22 Sep, 2023	Russia	Moscow	Agro & Food Products	Agro & Food
25	Lineapelle Fair Milan, Italy	19-21 Sep 2023	Italy	Milan	Leather Products	Textile & Leather
26	AI and Big Data Expo 2023	26-27 Sep, 2023	Netherland	Amsterdam	IT/ITeS	Services
27	Beauty Istanbul, 2023	27 -29 Sep, 2023	Turkey	Istanbul	Cosmetics	Engineering & Minerals
October- 2023						
28	Global Health Saudi Arab	02-04 Oct, 2023	Saudi Arabia	Riyadh	Healthcare	Engineering & Minerals
29	Fashion World Tokyo	10-12 Oct, 2023	Japan	Tokyo	Leather Products	Textile & Leather

30	GITEX/Expo	16-20 Oct, 2023	UAE	Dubai	IT/ITeS	Services
31	Africa Health, 2023	17-19 Oct, 2023	South Africa	Johannesburg	Healthcare	Engineering & Minerals
32	ANUGA	19-23 Oct, 2023	Germany	Cologne	All types of Food Products, Rice, Spice Herb, Pulses, juices, Salts etc.	Agro & Food
33	A+A Düsseldorf, Germany	24-27 Oct, 2023	Germany	Dusseldorf	Gloves	Textile & Leather
34	Digital Tech Summit	25-26 Oct, 2023	Denmark	Copenhagen	IT/ITeS	Services
35	APLF ASEAN Bangkok, Thailand	25-27 Oct, 2023	Thailand	Bangkok	Leather Products	Textile & Leather
36	International Universal Exhibition	26-29 Oct, 2023	Tajikistan	Dushanbe	General	IMDD
37	Ethio Poultry Expo - Ethiopex 2023	26-28 Oct, 2023	Ethiopia	Addis Ababa	Livestock & Poultry Food Processing Industries	Agro & Food
38	Beauty World, 2023	30 Oct -01 Nov 2023	UAE	Dubai	Cosmetics	Engineering & Minerals
November- 2023						
39	China International Import Exhibition	05-11 Nov, 2023	China	Shanghai	General	IMDD

40	Saudi Build	06-08 Nov, 2023	Saudi Arabia	Riyadh	Construction Materials	Engineering & Minerals
41	ISM Middle East	Nov-23	UAE	Dubai	Agro & Food Products	Agro & Food
42	Fintech and Insurtechs London	08- 09 Nov, 2023	UK	London	Fintech	Services
43	Sial Interfood, Indonesia	08-11 Nov, 2023	Indonesia	Jakarta	Food and beverages	Agro & Food
44	15th Bangladesh Denim Expo	08-09 Nov, 2023	Bangladesh	Dhaka	Denim, Fabric & Tech	Textile & Leather
45	Web Summit	13-16 Nov, 2023	Portugal	Lisbon	IT/E-Commerce	Services
46	China High-Tech Fair Shenzhen, China	15-19 Nov,2023	China	Shenzhen	IT/ITeS	Services
47	China outbound tourism and travel market	15 - 17 Nov, 2023	China	Beijing	Tourism/ Travel/ Hospitality	Services
48	Singapore Fintech Festival	15-17 Nov, 2023	Singapore	Singapore	Fintech	Services
49	Open Silicon Valley	19-20 Nov,2023	USA	California	IT/ITeS	Services
50	Saudi International Halal Expo & Summit	19 – 21 Nov, 2023	Saudi Arabia	Riyadh	Halal	Services

51	China Yiwu Import Commodities Fair	21-25 Nov, 2023	China	Yiwu	General	IMDD
52	International Sourcing Expo – Melbourne, Australia	21-23 Nov, 2023	Australia	Melbourne	Apparel, Accessories	Textile & Leather
53	ISPO Fair, 2023	28-30 Nov, 2023	Germany	Munich	Sports Goods	Engineering & Minerals
54	Slush Finland	30 Nov- 01 Dec, 2023	Finland	Helsinki	IT/ITeS	Services
December- 2023						
55	Fast Textile, Poland	01-03 Dec, 2023	Poland	Warsaw	Home Textile	Textile & Leather
56	Big 5, 2023	04 Dec, 2023	UAE	Dubai	Construction Materials	Engineering & Minerals
57	Dakar International Trade Fair (FIDAK), Senegal	07-31 Dec, 2023	Senegal	Dakar	General	IMDD
58	Sea Food Expo-Eurasia	07-09, Dec, 2023	Turkey	Istanbul	Fisheries	Agro & Food
59	Food Africa	12-14 Dec, 2023	Egypt	Cairo	Agro & Food Products	Agro & Food
January- 2024						
60	Heimtextil Germany	09-12 Jan, 2024	Germany	Frankfurt	Home Textile	Textile & Leather

61	Domotex, Germany	11-14 Jan, 2024	Germany	Hanover	Carpets, Flooring & Covering	Textile & Leather
62	Intersec Dubai	16-18 Jan,2024	UAE	Dubai	Safety wears	Textile & Leather
63	Out Door Retailers, Utah, USA	23-24 Jan, 2024	USA	Utah	Sportswear & Apparel	Textile & Leather
64	Travel & Adventure Show	28- 30 Jan, 2024	USA	New York	Tourism/ Travel/ Hospitality	Services
65	Arab Health Dubai, 2024	29 Jan - 02 Feb, 2024	UAE	Dubai	Healthcare	Engineering & Minerals
66	Dhaka International Trade Fair	31 Jan, 2024	Bangladesh	Dhaka	General	IMDD
February- 2024						
67	Lineapelle Fair Milan, Italy	Feb 2024	Italy	Milan	Leather Products	Textile & Leather
68	Texworld Paris, France	01-04 Feb, 2024	France	Paris	Apparel, Fabric & Denim	Textile & Leather
69	Expo Riva Schuh Garda, Italy	05-08 Feb 2024	Italy	Schuh	Footwear	Textile & Leather
70	AIM Expo, USA	06-08 Feb, 2024	USA	Las Vegas	Leather Jackets, gloves	Textile & Leather
71	Source Fashion London	12-14 Feb, 2024	UK	London	Leather Products	Textile & Leather
72	HCI Japan	13-16 Feb, 2024	Japan	Tokyo	General	IMDD

73	Magic Show USA	13-16 Feb, 2024	USA	Las Vegas	Men, Women apparel & footwear	Textile & Leather
74	Gulf Food	19-23 Feb, 2024	UAE	Dubai,	Pulses & Grains, poultry, fats & Oil, Beverages, dairy products, power brands	Agro & Food
75	Asia Apparel Expo, Berlin, Germany,	19-21 Feb, 2024	Germany	Berlin	Apparel	Textile & Leather
76	Web Summit Doha	27-29 Feb, 2024	Qatar	Doha	IT/ITeS	Services
March- 2024						
77	Uz foods	26-29 Mar, 2024	Uzbekistan	Tashkent	Agro & Food Products	Agro & Food
78	Leap Saudi Arabia	04-07 Mar, 2024	KSA	Riyadh	IT/ITeS	Services
79	Foodex Japan	05-08 Mar, 2024	Japan	Tokyo	Food Products	Agro & Food
80	ITB Berlin	08- 12 Mar,2024	Germany	Berlin	Tourism/ Travel/ Hospitality	Services
81	ICT MAGHREB, Algeria	14-17 Mar, 2024	Maghreb, Algeria	Maghreb, Algeria	IT/ITeS	Services
82	GDC ,USA 2024	19-24 Mar, 2024	USA	San Francisco	IT/ITeS	Services
83	APLF, HONGKONG	19-21 Mar, 2024	China	Hong Kong	Leather Products	Textile & Leather

84	APLF Fashion Access, Hong Kong	19-21 Mar, 2024	China	Hong Kong	Leather Products	Textile & Leather
85	International Food and Drink	25-27 Mar, 2024	UK	London	All types of Food Products, Rice, Spice Herb, Pulses, juices, Salts etc.	Agro & Food
86	Inter Textile Shanghai Fabric, China	28-30 Mar, 2024	China	Shanghai	Apparel & Fabrics	Textile & Leather
April- 2024						
87	World IT Show, South Korea	Apr, 2024	South Korea	Seoul	IT/ITeS	Services
88	Middle East Energy, 2024	16-18 Apr, 2024	UAE	Dubai	Electrical Machinery	Engineering & Minerals
89	China Canton Fair	16 Apr, 2024	China	Guangzhou	General	IMDD
90	ECOM Africa, South Africa	18-19 Apr, 2024	South Africa	Cape town	IT/ITeS	Services
91	Hannover Messe, 2024	22-26 Apr, 2024	Germany	Hannover	Electrical Machinery	Engineering & Minerals
92	Japan IT Week	23-25 Apr, 2024	Japan	Tokyo	IT/ITeS	Services
93	SVIAZ, Moscow, Russia	23-26 Apr, 2024	Russia	Moscow	IT/ITeS	Services
94	Expo Med Turkey, 2024	25-27 Apr, 2024	Turkey	Istanbul	Healthcare	Engineering & Minerals
95	Hong Kong Gift and Premium Fair, 2024	27-29 Apr, 2024	Hong Kong	Hong Kong	Sports Goods	Engineering & Minerals

May- 2024						
96	Arabian Travel Mart	May-24	UAE	Dubai	Tourism/ Travel/ Hospitality	Services
97	Sial Food Fair	May-24	Canada	Toronto	Food Items, Packaging and Equipment, food technology	Agro & Food
98	Thaifex ANUGA Asia	23-27 May, 2024	Thailand	Bangkok	Agro & Food Products	Agro & Food
99	GITEX Africa – 2024, Morocco	31 May-02 Jun, 2024	Africa	Morocco	IT/ITeS	Services
100	Dublin Tech Summit 2024	31 May- 01 Jun, 2024	Ireland	Dublin	IT/ITeS	Services
June- 2024						
101	London Tech Week	Jun, 2024	UK	London	IT/ITeS	Services
102	Africa Big 7	Jun, 2024	South Africa	Johannesburg	Agro & Food Products	Agro & Food
103	Djazagro, Algiers	Jun, 2024	Algeria	Algiers	Agro & Food Products	Agro & Food
104	International Faire of Algeria, FIA	05-10 Jun, 2024	Algeria	Algiers	General	IMDD
105	Xiamen Stone fair, 2024	06-08 Jun, 2024	China	Xiamen	Marble	Engineering & Minerals
106	Medical And Dental Expo Morocco, 2024	06-09 Jun, 2024	Morocco	El- Jadida	Healthcare	Engineering & Minerals

107	Agro-Tech Ethiopia, 2024	06-08 Jun, 2024	Ethiopia	Addis Ababa	Agriculture Machinery	Engineering & Minerals
108	Automeckanika Istanbul, 2024	08th Jun, 2024	Turkey	Istanbul	Auto Parts	Engineering & Minerals
109	Inter Health Expo, 2024	14-16 Jun, 2024	China	Guangzhou	Healthcare	Engineering & Minerals
110	VIVA Tech 2024, Paris, France	14-17 Jun, 2024	France	Paris	IT/ITeS	Services
111	Collision Canada	20-23 Jun, 2024	Canada	Toronto	IT/ITeS	Services
112	Saudi Food Show	Jun, 2024	Saudi Arabia	Riyadh	Agro & Food Products	Agro & Food
113	FIME Show, 2024	21-23 Jun, 2024	USA	Miami	Healthcare	Engineering & Minerals
114	Dar-es-Salaam International Fair (DITF) 2024	28 Jun- 13 Jul, 2024	Tanzania	Dar es Salaam	General	IMDD
115	Rwanda International Trade Fair (RITF) 2024	26 Jul- 15 Aug, 2024	Rwanda	Kigali	General	IMDD
116	44th Zhongyuan Medical Equipment Expo	Aug, 2024	China	Zhongyuan	Surgical Instruments	Engineering & Minerals
117	Automeckanika Frankfurt, 2024	10 Sep, 2024	Germany	Frankfurt	Auto Parts	Engineering & Minerals

TDAP FLAGSHIP EVENTS

Sr No.	Name of the Event	Date	Venue	Division
1	1st Food- AG	10-12 Aug-23	Karachi	Agro & Food
2	11th WEXNET	Sep-23	Lahore	Women Entrepreneur
3	3rd Engineering & Healthcare Show	Feb-24	Lahore	Engineering & Minerals
4	1st Tech Spring	Feb-24	Karachi	Services
5	5th International Textile Expo (TEXPO)	May-24	Karachi	Textile & Leather

SINGLE COUNTRY EXHIBITIONS

Sr No.	Name of the Event	Dates	Venue	Focal Office
1	4th Pakistan- Africa Trade Development Conference (PATDC) & Single Country Exhibition	09-11 Jan, 2024	Cairo (Egypt)	IMDD (TDAP HQs)
2	Single Country Exhibition & Logistic Forum	Mar-24 (Tentative)	Tashkent (Uzbekistan)	TDAP Lahore
3	1st Pakistan-ASEAN Trade & Development Conference & Single Country Exhibition	Apr-24 (Tentative)	Jakarta (Indonesia)	TDAP Islamabad

SPECIAL PROJECT

Sr No.	Name of the Event	Dates	Venue
1	Road Shows in China	To be decided by MoC	China

OUTGOING DELEGATIONS (PRODUCT DIVISIONS)

Sr. No	Country	Product / Sector	Expected No of Delegates	Rationale
Engineering & Minerals Division				
1	Argentina & Brazil	Sports Goods	10	It was already approved in ABP 2022-23 but recently it was again requested by PSGMEA to be executed in Sep. 2023. Moreover, both Brazil and Argentina are potential markets for sports goods.
2	UK & France	Sports Goods	15	Substantial market potential and respective markets already being catered by Pakistan Sports Goods companies.
3	Afghanistan	Agriculture Machinery	10	Delegation is being proposed for attending exhibition that is being organized by Afghanistan Chamber of Commerce and Investment. (6 – 12 July, Kabul).
4	Tanzania	Agriculture Machinery	10	Strongly requested by exporters and manufacturers of Agriculture machinery and to cater the African market.
5	Germany	Auto Parts	8	Association has recommended the Agri- Tech exhibition, which is one of the most relevant and important event for Auto parts sector of Pakistan. Due to the paucity of time for space reservation and visas issues, delegation has been proposed instead of attending the exhibition.

6	Qatar	Furniture	8	Qatar is one of the Pakistan's major furniture exports destinations. The association views that Pakistan can further penetrated and easily expand its furniture business in the market.
7	Kazakhstan	Furniture	8	Kazakhstan depends on import of furniture from the world. This market is also accessible to Pakistan via land route of Afghanistan. Therefore, there is the need to develop business links for furniture sector. Subsequently, trade delegation can yield fruitful results.
8	Uzbekistan	Pharmaceuticals	8	CARs is the major market for pharmaceutical where India has not yet approached, it's an opportunity to fulfil the demand of CARs to enhance exports.
9	Morocco & Algeria	Pharmaceuticals	7	Morocco is francophone country where presence of Pakistani firms is very rare, it's an opportunity to visit the Country & may get the fruitful knowledge related to product registration.
10	Iraq	Electrical Machinery	5	Delegation is linked with the exhibition in Basra Oil & Gas, Oct.17,2023 - Oct 19 ,2023. SSGCL has also requested for the participation in the said exhibition.
11	Malaysia	Cosmetics	6	Malaysia is the main market for halal products of Cosmetics, the delegation will learn many new techniques related to halal production of Cosmetics sector for enhancing indigenous production.
12	USA	Gem Stones & Marbles	15	USA is the main market for Gems & Jewelry sector. It is linked with the TUSCAN Exhibition.

13	USA	Construct ion Materials	5	Based on output of webinars and B2Bs conducted last year, North America is a potential market for many construction materials of Pakistan (Pre-fabricated sheets, Kitchen closets, floorings).
14	KSA	Construct ion Materials	7	Considering the construction boom in KSA, delegation should be sent for securing more opportunities.
15	Canada	Surgical Instrumen ts	9	Canada is a growing market and becoming multicultural country with lots of opportunities for surgical sector. Moreover, Canada's surgical imports are increasing and this visit will certainly bring fruitful result for our surgical exporters.
16	China	Surgical Instrumen ts	9	China alone has great potential for our surgical instruments exports as well as for joint ventures.
17	Canada	Packagin g	10	Canada is the top Sixth importing market of Packaging and one of the major export destination of Pakistan's packaging sector. TDAP has successfully arranged B2B meetings for the sector in past. Moreover, facilitation in terms of a delegation has been requested from the sector's association and exporters. The Delegation will be formed on sidelines of Sial Canada (April-May 2024) as it has potential packaging buyers from all over the world and it supports the sector's integration in GVC's
18	Nepal	Paint, coatings, inks, resins and chemicals	10	It is proposed by Pakistan Costing Association, and also it is a potential market for future trade
19	Central Asian Republic	Paint, coatings, inks, resins and chemicals	10	It is proposed by Pakistan Costing Association, and also it is a potential market for future trade

Textile & Leather Division				
20	China	Footwear	10	Pakistan's leather footwear has the major potential market of the Guangzhou and adjacent region of China. This delegation has been recommended by PFMA
21	France, Netherlands, Belgium and Poland	Apparel, gloves	10	To cater the market of Central Europe
22	Denmark & Finland	Sportswear	10	Nordic Countries have great potential of Pakistan's sportswear goods. Recently, few Pakistani companies have started penetration in the said region. Therefore, a delegation for this region will help in maturing the Pakistan's presence in Nordic region
Services Division				
23	USA	IT/ITeS	15	To cater the services sector exports in the region.
24	Canada	IT/ITeS	15	To cater the services sector exports in the region.
25	Australia	IT/ITeS	20	To cater the services sector exports in the region.
26	Asia Pacific	IT/ITeS	20	To cater the services sector exports in the region.
27	Hong Kong	IT/ITeS	30	To cater the services sector exports in the region.
Agro & Food Division				
28	Indonesia & Vietnam	Meat / Fruits and Vegetables	10	Recommended by Fruits and Vegetables Exporters Association

29	Uzbekistan	Meat / Rice	10	Recommended by REAP & Meat association
30	Jordan	Meat / Rice	10	Recommended by respective associations. Moreover, it will help in expanding the Pakistan's meat & rice exports in African market under look Africa Policy.
31	Philippines	Fruits and Vegetables	10	Recommended by PFVA
32	UK	Fresh Dates	5	To enhance the export of value added products in UK market.
33	Turkey	Rice / Dates	10	To enhance the export of value added products in Turkey market.
34	Germany	Fresh Dates	5	To enhance the export of value added products in Germany
35	Yemen	Rice / Potatoes / Meat	10	Yemen has untapped potential of rice and meat. Therefore, a delegation in this region will help in developing the business linkages for the rice & meat sector in Yemen market.
International Markets Development Division (IMDD)				
36	Belarus	General	10	Recommended by MoC as reciprocate to Belarus delegation to Pakistan (held in January, 2023 at Expo Center Karachi) and for market explorations.

OUTGOING DELEGATIONS (REGIONAL OFFICES)

S No	Regional Office	Product / Sector	Country	Tentative Date	Stakeholders	Objectives
1	Multan	Handicrafts, Hand-made Embroideries, Jewelry, Traditional Textiles	Morocco	Oct, 2023	MCCI, WCCIM, WCCIB, Other Women Chambers of South Punjab	<ul style="list-style-type: none"> • To enhance traditional and non-traditional exports in non-traditional markets. • To collaborate and link the buyers directly with manufacturers. • This delegation was proposed by the respective Chambers
2	Lahore	Halal Sector (Food, Modest ware, Cosmetics)	UAE	Nov, 2023	Exporters from all over Punjab (FPCCI in lead	<ul style="list-style-type: none"> • To enhance traditional exports in non-traditional market. • To collaborate and link the buyers directly with manufacturers. • This delegation was

						proposed by the respective chamber
3	Lahore	Textile and Food	China	May, 2024		<ul style="list-style-type: none"> • To collaborate and link the buyers directly with manufacturers. • B2B engagements.
4	Lahore	Agriculture Machinery, Rice, Auto, Pharmaceutical	Iraq and Saudi Arabia	Sep, 2023	LCCI	<ul style="list-style-type: none"> • To collaborate and link the buyers directly with manufacturers. • B2B engagements.
5	Lahore	Agriculture Machinery, Rice, Auto, Pharmaceutical	South Africa and Mozambique	Mar, 2024	LCCI	<ul style="list-style-type: none"> • To promote trade and soft image of the country. • To enhance the export of value added product. • Collaborate and link the buyers directly with manufacturers.

6	Lahore	Agriculture Machinery, Rice, Auto, Pharmaceutical	Morocco and Egypt	Jun, 2024	LCCI	A trade delegation focused on exploring export opportunities in the region.
7	Sialkot	Leather Goods, Musical Instruments,	UK	Jul, 2023	SCCI	A trade delegation focused on exploring export opportunities and B2B meetings.
8	Sialkot	Sports Goods, Sportswear, Leather Goods, Musical Instruments, Gloves and protective equipment and Surgical Instruments	Brazil	Aug, 2023	SCCI	<ul style="list-style-type: none"> • To enhance the export of value added products in South American market.
9	Sialkot	Sports Goods, Sportswear	Canada	Jul-23	SCCI	To improve the Chamber to Chamber interaction and to improve connectivity and networking for the industry.

10	Sialkot	Surgical Instruments	USA.	Sep, 2023	SCCI	• A trade delegation focused on exploring export opportunities in USA for surgical goods
11	Sialkot	Sports Goods, Sportswear, Leather Goods, Musical Instruments, Gloves and protective equipment and Surgical Instruments	Australia	Nov, 2023	SCCI	• A trade delegation focused on exploring export opportunities in Australia for sports goods, gloves and leather industry.
12	Gujranwala	Sanitary Ware / Ceramics, Cutlery/Utensils	Senegal	Dec, 2023	GCCI	• A trade delegation focused on exploring export opportunities in Senegal.
13	Gujranwala	Furniture, Home Appliances and Construction Material	Tajikistan	Feb, 2024	GTCCI	The delegation is proposed to cater the market of Tajikistan for furniture and home appliances.

14	Gujranwala	Construction Material, Cutlery/Utensils and Home Appliances	Kazakhstan	Mar 2024 (Tentative)	GCCI	<ul style="list-style-type: none"> • A trade delegation focused on exploring export opportunities in Kazakhstan for the construction materials, cutlery, home appliances.
15	Gujranwala	Furniture, Home Appliances, Construction Material and Cutlery/Utensils	Saudi Arabia	May, 2024	GCCI	<ul style="list-style-type: none"> • A trade delegation focused on exploring export opportunities in KSA and attracting investment and trade from these countries.
16	Gujranwala	Construction Material, Cutlery/Utensils and Home Appliances	Azerbaijan	To be decided	GCCI	<ul style="list-style-type: none"> • A trade delegation focused on exploring export opportunities in Azerbaijan and attracting investment and trade.

17	Faisalabad	Fruits and Vegetables- Citrus	UK	Feb, 2024	SrCCI	<ul style="list-style-type: none"> • To explore more opportunities for Citrus & Vegetables • To improve the soft image of Pakistan through catalogue exhibition for the major sector of Pakistan especially Made in Sargodha
18	Faisalabad	IT and Textile	USA	To be Decided	FCCI	<ul style="list-style-type: none"> • To improve the Chamber to Chamber interaction. • To improve the connectivity and networking for Faisalabad-based IT companies. • To generate potential leads for IT enabled services (ITes). • For effective participation in IT & Tech conferences

						planned in USA during 2023-24"
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INCOMING DELEGATIONS:

Sr. No	From Country	Product / Sector	Expected No of Delegates	Justification
Engineering & Minerals Division				
1	World Packaging Organization	Packaging	5	WPO was invited during Zoom Meeting to visit Pakistan for a physical training in September in catering three (03) major cities of Pakistan (Lahore, Karachi, Islamabad). It will help to educate and modernize the Packaging sector, also it will help to integrate the packaging exports of Pakistan in Global Value Chains.
International Markets Development Division				
1	African Region	General	10	Expected Delegations from the respective countries/ regions
2	Central Asian Region		10	
3	East Asia		10	

4	China		10	Expected Delegations from the respective countries/ regions
5	Europe/ Americas		10	
Agro & Food Division				
1	Mexico	Rice	5	Quarantine Regulators
2	Philippines	Mango, Kinnow, Potato	5	Quarantine Regulators
3	Australia	Mango, Kinnow, Potato	5	Quarantine Regulators
4	China	Meat	5	Quarantine Regulators
5	Azerbaijan	Meat	5	Quarantine Regulators
6	Turkey	Dates	5	Turkey is among the largest importer of our dates. A delegation for Dates sector is expected in FY 2023-24
7	Russia	Meat	5	Quarantine Regulators

LOCAL EVENTS/ SEMINARS OF PRODUCT DIVISIONS:

S N o	Product / Sector	Event Details (Local Exhibitions, Seminars, Workshops etc)	City / Venue	Tentative Date	Stakeholders
Engineering & Minerals Division					
1	Furniture	Seminar on E-Commerce and Exports Awareness.	Swat	Oct 2023	Furniture Association & TDAP
2	Furniture	Seminar on E-Commerce and Exports Awareness.	Gujrat	Apr 2024	Furniture Association & TDAP
3	Marble	Awareness Seminar on Development of Marble and Granite Sector on International Standards.	Quetta	Aug 2023	PASDEC, APMIA, TDAP.
4	Marble	Awareness Seminar on Development of Marble and Granite Sector on International Standards.	Karachi	Dec 2023	PASDEC, APMIA, TDAP.
5	Marble	Awareness Seminar on Development of Marble and Granite Sector on International Standards.	GB	Apr 2024	PASDEC, APMIA, TDAP.

6	Surgical Instruments	SURGICA	Lahore	To be Decided	Surgical Association, TDAP
7	Gem Stone	Gems & Minerals Show		Mar 2024	
Agro & Food Division					
1	Fruits and Vegetables	Kinnow Citrus Show	President House, Islamabad	Jun, 2023	Citrus Exporters
2	Processed Food	Spices Seminar	Kunri Umarkot	Jul, 2023	PFVA
3	Fruits and Vegetables	Fruit & Vegetable Seminar	Hyderabad	Sep, 2023	PFVA
4	Fruits and Vegetables	Fruit & Vegetable Seminar	Mirpurkhas	Aug, 2023	PFVA
5	Fruits and Vegetables	Fruit & Vegetable Seminar	Multan	Mar, 2024	PFVA
6	Fruits and Vegetables	Fruit & Vegetable Seminar	Bhalwal	Apr, 2024	PFVA

7	Fruits and Vegetables	Fruit & Vegetable Seminar	Sargodha	Dec, 2023	PFVA
8	Fruits and Vegetables	Fruit & Vegetable Seminar	Gilgit Chitral	Dec, 2023	PFVA
9	Fruits and Vegetables	Potato Seminar	Okara	Jan, 2024	PFVA
10	Fruits and Vegetables	Potato Seminar	Faisalabad	Mar, 2024	PFVA
11	Fruits and Vegetables	Potato Seminar	Gilgit Baltistan	Apr, 2024	PFVA
12	Meat	Meat Seminar	Karachi	Dec, 2023	Meat Exporters
13	Fisheries	Fisheries Seminar	Karachi	Dec, 2023	Fisheries Industry
Textile & Leather					
1	Textile & Leather Division	Embroidery Techniques/Traditional Block Printing	Karachi	Aug-23	SMEs & Women Entrepreneur

2	Textile & Leather Division	Business with E-Commerce/Digital Marketing	Karachi	Sep, 2023	SMEs & Women Entrepreneur
3	Textile & Leather Division	Innovation in Footwear	Lahore	Mar-23	SMEs & Women Entrepreneur
4	Textile & Leather Division	Embroidery techniques & traditional Block Printing-Lahore	Karachi	Apr-24	SMEs & Women Entrepreneur
5	Textile & Leather Division	39th Pakistan International Carpet Exhibition 2023 (Lahore)	Lahore	Oct -23	Carpet Association

Women Entrepreneur					
1	Women Entrepreneur	2nd Edition of Hyderabad Expo 2023	Expo Center Hyderabad	Dec-23	Women Chambers, Women Entrepreneurs
2	Women Entrepreneur	Her Hunar Exhibition 2nd edition	Multan	Feb-23	TDAP, Women Chambers, SMEDA , Women Entrepreneurs and Exporters, Relevant Public and Private Sector Organizations
3	Women Entrepreneur	Zeba e Balochistan - Women specific Exhibition	Quetta	Oct, 2023	TDAP, GOB, EDF, Chamber(s) of Commerce, Women Associations, Pakistan Handicrafts Association, Int. NGO's, SBKWU, Academia

PRODUCT PROMOTIONS:

Sr. No	Sub Sector	Details	Proposed Dates
1	Mango	Under Mango Promotion Campaign , TDAP will dispatch Mangoes to potential importing countries where our Trade and investment Counsellors will hold mango festivals/events in the leading supermarkets and potential venues.	June-August 2023
2	Dates	For the promotion of all varieties of Pakistani Dates in New and Potential markets of the world, TDAP is planning to launch the Dates Promotion Campaign 2022-23 through the Pakistan Diplomatic and Commercial missions abroad. As per trade map data, there are 26 potential countries of world for Dates Promotion Campaign.	October, 2023
3	Kinnow	Under Kinnow Promotion, TDAP will dispatch Kinnow to different countries who will do product promotions in different supermarkets and distribute the same to Kinnow Buyers	Jan/Feb 2024

LOCAL EVENTS/ EXHIBITIONS OF REGIONAL OFFICES:

S No	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Islamabad	Trade Diplomacy	Mango Show	Islamabad	Jul, 23	Commerce Division, PFVA, Concerned Chambers of Commerce & Industry, Growers, Academia, Research Institutes
2	Islamabad	Trade Diplomacy	Mango Diplomacy (To be funded by MoFA)	Islamabad	Jul/Aug, 23	MoC, TDAP, MoFA, Trade Missions
3	Peshawar	Trade Promotion	Pakistan Gems & Mineral Show	Islamabad	Oct, 23	TDAP, APCEA, FPCCI, RCCI
4	Islamabad	Trade Diplomacy	Citrus Show	Islamabad	Jan, 24	Commerce Division, Trade Bodies, Growers, Research Institutes
5	Islamabad	Trade Promotion	Business Forum, Dushanbe	Dushanbe, Tajikistan	Jun, 24	MoC, BoI, MoFA, Customs, Pakistan's Trade Mission in Tajikistan, Exporters, Trade Bodies
6	Peshawar	Trade Promotion	"Exploring Trade Potential of Chitral "	Chitral	Sep, 23	Local chamber, Trade bodies, Exporters, Academia,

7	Peshawar	Trade Promotion	"Pak Afghan Trade Fair"	Peshawar	Nov-23	Local chamber, Trade bodies, Exporters, Academia,
8	Swat	Trade Promotion	Swat Trade Show	Swat	23-Apr	SCC&I and business community trade association of Malakand Division
9	Gilgit	Trade Promotion	GB-A land of hidden treasures	Serena Hotel, Gilgit	Aug-23	GBCCI, PGMA, Dept of Commerce GB, WCCI Gilgit
10	Quetta	Trade Promotion	First Pak-Iran-Afghanistan Trilateral Trade Show	Quetta	Mar, 2024	TDAP, GOB, Local & foreign Chamber(s) of Commerce,
11	Gwadar	Dates/Agro	Exploring the Dates Potential of Balochistan For Export	Turbat	Sep-Oct 2023	TDAP, Agriculture Extension Department, SMEDA, NAVTECH, SPO. Industries & Commerce Department. National Rural Support Programme(NRSP), SBP
12	Gwadar	Fisheries/Agro Food	Exploring Coastal Treasures of Coastal Areas of Balochistan For Export	Gwadar	Dec, 2023	TDAP, Gwadar Sea Food Association, Makran Chamber of Commerce(MCCI),

13	Gwadar	Travel & Tourism/Services	Exploring Coastal Tourism of Coastal Areas of Balochistan For attracting local & International tourist	Lasbella	Jan, 2024	TDAP, Lasbella Tourist Operators Association, Lasbella Chamber of Commerce & Industry, Balochistan Coastal Development Authority(BCDA),
14	Gwadar	Embroidery & Handicrafts/Textile	Exploring Ancient Balochi Embroidery & Handicrafts Potential for Exports	Turbat	May ,2024	TDAP, Makran Chamber of Commerce & Industry(MCCI),Industries & Commerce Department Turbat,
15	Lahore	SMEs	SME Trade Fair	Lahore	Mar, 2024	SMEs of Punjab
16	Sialkot	Multiple Sector	Buyer-Seller Meet in Sialkot in collaboration with JICA (JICA)	Sialkot	Sep, 2023	JICA, JETRO, TDAP, SCCI, PGMEA, PSGMEA, PRGMEA
17	Sialkot	Multiple Sector	Made in Sialkot	Sialkot	Nov-23	TDAP, SCCI
18	Gujranwala	SMEs	SME Trade Fair	Gujranwala	Oct, 2023	SMEs of Gujranwala, Gujrat, Mandi Bahauddin, Hafizabad, Wazirabad, Narowal, and Sialkot

19	Hyderabad	Handicrafts of Sindh	Exhibition on Handicrafts of Sindh	Expo Center Hyderabad	Jul, 2023	University Of Art Design And Heritage Management, Jamshoro
20	Hyderabad	Mangoes	Mango Exhibition	Expo Center Hyderabad	Jul, 2023	• Sindh Chamber of Agriculture Mirpurkhas
21	Sukkur	General	Sukkur Trade Show and Exhibition 2023-24 & Khairpur handicrafts Exhibitions	Sukkur	Dec, 2023	TIOs, Potential Buyers and Exporters of the identified products. Besides other concerned stakeholders.

SEMINARS/ WORKSHOPS BY REGIONAL OFFICES:

S N o	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Islamabad	General	Seminar on Market Exploration	Islamabad industrial estate	Sep-23	Relevant Trade Bodies, Professionals from Private and Public Sector.
2	Islamabad	Central Asia & Africa	Session on Export Potential of CARs & Africa	ICCI/RCCI	Dec-23	Potential and Existing Exporters, Relevant Trade Bodies, Professionals From Private and Public Sector.
3	Swat	Exports Procedures	Seminar for SCC&I on "Export Procedure"	Swat	Aug-23	SCC&I and Owners, Artisans of Cottage Industry Swat
4	Gilgit	GB	Seminar on exploring new markets of organic products	Gilgit, Chamber of Commerce and Industry	Mar-24	GBCCI, Department of Agriculture Hunza
5	Islamabad, Gilgit	GB	Seminar on Challenges and Opportunities regarding Export of GB products through khunjurab pass	Gilgit	6-May-24	GBCCI, Dept. of Commerce and Industries (GB), Department of Agriculture Gilgit Baltistan(GB)Pakistan customs service

6	Abbottabad	General	Session on Product Development and Marketing	Abbottabad	Jul-23	Abbottabad Chamber of Commerce and Industry, Relevant Trade Bodies
7	Abbottabad	General	Session on Participation in Trade Fairs, Exhibitions	Haripur	Apr-24	Potential and Existing Exporters, Relevant Trade Bodies
8	Peshawar	General	Session on Participation in Trade Fairs, Exhibitions	Peshawar	Sep-23	Potential and Existing Exporters, Relevant Trade Bodies
9	Mirpur	General	Session on Participation in Trade Fairs, Exhibitions	Mirpur	Feb-23	Potential and Existing Exporters, Relevant Trade Bodies
10	Quetta	Services, TFD	Business Startups and initial documentation in Exports perspectives	Quetta	July, 2023	Women Entrepreneurs, Academia, and new startups
11	Quetta	Services, TFD	Export Financing and its way forward	Quetta	July, 2023	SBP, Chambers and Associations, Academia, NICs, and potential exporters
12	Quetta	Services, TFD	Funding platforms under export development fund	Quetta	Aug, 2023	Agro, Services, Mines and Minerals, Chambers and Associations, Academia NICs
13	Quetta	Services, TFD	Issues of GSP (REX) and PSW implementation status of FTA's, PTA's	Quetta	Sep, 2023	SBP, Chambers and Associations, Academia, NICs, potential exporters
14	Quetta	Services, TFD	Potential of value added products in mineral of Balochistan	Quetta	Oct, 2023	TDAP, GOB, relevant Chambers and Associations

15	Quetta	EMD	Handicrafts of Balochistan and access ways from local to International Market	Quetta	Feb, 2024	Representatives of Baluchistan's Traders, Chambers,
16	Quetta	Textile	Export Potential and packing issues of Cherry of Pakistan	Ziarat	May, 2024	Growers, Research Institutes, Leading Agro Exporters.
17	Quetta	Agro	Almonds Exports potential	Loralai	Aug. 2023	Growers, Almonds Research Institutes, Leading Agro Exporters.
18	Quetta	Agro	Awareness regarding Trade potential of Apricots	Killa Abdullah	May, 2024	Growers, Apricot Research Institutes, Leading Agro Exporters.
19	Quetta	Agro	Two workshops on opportunities in E-Commerce: Amazon E-Bay, Ali Express for women entrepreneurs at Quetta and Hub	Hub	Nov, 2023	Academia, Entrepreneurs, NICs, Chambers.
20	Quetta	Services, TFD	Two workshops on opportunities in E-Commerce: Amazon E-Bay, Ali Express for women entrepreneurs at Quetta and Hub	Quetta	Apr, 2024	Academia, Entrepreneurs , NICs, Chambers.
21	Quetta	Services, TFD	Seminar on Export potential of Olives from Pakistan	Mussakhel	Dec, 2023	Growers, Research Institutes, Leading Agro Exporters.

22	Quetta	Agro	Seminar on Export potential of Olives from Pakistan	Loralai	Dec, 2023	Growers, Research Institutes, Leading Agro Exporters.
23	Quetta	Agro	Consultative session on opportunities & Challenges in Barter Trade in Baluchistan's Context	Chaman	Jan, 2024	CCI's, GOB, clearing and forwarding agents, exporters.
24	Quetta	Agro	Seminar Supply and Value chain of Apple and its by-products	Quetta	Aug, 2023	Growers, Research Institutes, Leading Agro Exporters.
25	Quetta	Services, TFD	Seminar on GI indication registration, importance proper use of Pesticides & MRL in Rice for exports	Naseerabad	Jul, 2023	Growers, Research Institutes, Leading Agro Exporters.
26	Gwadar	Fruits, Vegetable oil Seeds/Agro	"Seminar on Exploring the Potential of Local Products of Makran Region For Export"	Turbat/SPO	Jul, 2023	TDAP, Strengthening Participatory Organization(SPO), MCCIAgriculture Department, Industries & Commerce Department, PIDC, SMEDA, BDDO, Balochistan Fresh Fruit Association, Gwadar Port Authority, NRSP.

27	Gwadar	Export Facilitation	Seminar on Trade Potential of Lasbella"	Lasbella/Circuit House	Aug, 2023	TDAP, Strengthening Participatory Organization(SPO),LCCI,PIDC, Industries & Commerce Department , SMEDA, Lasbella Industrial Estate Development Authority(LIEDA),GIEDA
28	Gwadar	Export Facilitation	Seminar on Trade Potential of Hub"	Hub/Circuit House	Sep, 2023	TDAP, Strengthening Participatory Organization (SPO),LCCI,PIDC, Industries & Commerce Department, SMEDA, Lasbella Industrial Estate Development Authority(LIEDA),GIEDA
29	Gwadar	Export Facilitation/Services	"Seminar under TIR Arrangement"	Gwadar/Royal Hotel	Oct, 2023	TDAP, Strengthening Participatory Organization(SPO),GCCCI,MCCCI,LCCI, Pakistan Customs, GPA, industries &Commerce Department.

30	Gwadar	Export Facilitation	“Workshop Under NETP”	Lasbella/Circuit House	Nov, 2023	TDAP, LCCI, LIEDA, Strengthening Participatory Organization(SPO), Industries & Commerce Dept.:
31	Gwadar	Export Facilitation	“Seminar on Women Trade”	Lasbella/Circuit House	Dec, 2023	TDAP, LCCI, LIEDA, Strengthening Participatory Organization(SPO), SMEDA, Industries & Commerce Dept.:
32	Gwadar	E-Commerce/Services	“Workshop on Pakistan Single Window/Amazon/E-Commerce”	Lasbella/Circuit House	Jan, 2024	TDAP, Lasbella Chamber of Commerce & Industry, NRSP, SMEDA, Pakistan Customs, Lasbella Industrial Estate Development Authority, Strengthening Participatory Organization (SPO)
33	Gwadar	Halal Meat/Agro	“Seminar on realizing the potential of Halal Meat sector of Makran and adjacent areas for CAR & Gulf Countries”	Turbat/SPO	Feb, 2024	TDAP, Makran Chamber of Commerce, Live Stock Department, Strengthening Participatory Organization(SPO), NRSP, SMEDA, other relevant stakeholders

34	Gwadar	Export Facilitation	"Seminar on Arrangements under Barter Trade Mechanism with Iran"	Gwadar/Royal Hotel	Apr, 2024	TDAP, GCCI, MCCI, Gwadar Freight Forwarders Association, Strengthening Participatory Organization, Industries & Commerce Department, Fisheries Dept. GPA, Pakistan Customs, SMEDA.SBP, NBP.
35	Gwadar	Tourism/Services	Seminar on Astola Island and Daran Beach of Jiwani for Exploring the Tourism Potential	Gwadar/Royal Hotel	May,2024	TDAP, Gwadar Chamber of Commerce, PTDC, SPO Balochistan Coastal Development Authority(BCDA) SMEDA, other relevant stakeholders
36	Gwadar	Export Facilitation	"Seminar on Export Readiness of Gwadar Port"	Gwadar/GBC	May, 2024	TDAP, GCCI, MCCI, Gwadar Freight Forwarders Association, Strengthening Participatory Organization, Industries & Commerce Department, Fisheries Dept.,GPA, Pakistan Customs, SMEDA.SBP, NBP.FTZ.GIEDA.

37	Gwadar	E-Commerce/Services	Training Workshop on E-Commerce"	Turbat/SPO	Jun, 2024	TDAP, Makran Chamber of Commerce & Industry, NRSP, SMEDA, Pakistan Customs, GIEDA, Strengthening Participatory Organization (SPO), Balochistan Dates Development Organization, Women Entrepreneurs associated with Handicrafts and Embroidery.
38	Multan	General	Seminar on Govt Export Financing Schemes and Funding For SMEs	Multan	Sep, 2023	TDAP, Chambers of South Punjab, SMEDA
39	Multan	Textile	Seminar on Social & Ecological Compliance in Textile Sector	Multan	Oct-23	APBUMA (Approved, Remittance Awaited)
40	Multan	General	Series of Seminars on Govt Export Facilitation Scheme	Multan	TBD	TDAP, Chambers of South Punjab, SMEDA
41	Multan	Cotton	Seminar on Clean Cotton-Standardization and Quality Control in Exports and R&D	Multan	Nov, 2023	MCCI, Central Cotton Research Institute, PCGA
42	Multan	Women Entrepreneurs	Seminar on E-Commerce Opportunities for Women Entrepreneurs	Multan	Dec, 2023	WCCIM, Other Women Chamber of South Punjab

43	Multan	Cotton	Seminar on Export Procedures and Developments in Cotton Research	Rahim Yar Khan	Mar, 2024	RYKCCI+TDAP
44	Lahore	General	Seminar on Export Procedures and Documentation	Lahore	Oct, 2023	TDAP, FPCCI
45	Lahore	General	Seminar on Product Certification and Standards	Lahore	01-Dec-23	TDAP, FPCCI
46	Lahore	General	Seminar on Govt. Export Facilitation Scheme (As per directions, series of seminars will be coordinated with DG (T&L) and executed accordingly in all Punjab SROs)	Lahore	Jan, 2024	TDAP, LCCI, SMEDA
47	Faisalabad	General	Seminar on “Logistic Needs of the Exporters”	Faisalabad	Jul-23	PHMA, APBUMA, PTEA, FCCI
48	Faisalabad	Women Entrepreneurs	Training Workshop on "ITC Trade Tools, Export Procedures, HS Codes and GSP/FTA/PTA/COOs"	Faisalabad	Aug-23	National Incubation Center
49	Faisalabad	E-commerce	Seminar on “Export of Traditional Items and	Jhang	Oct, 2023	JCCI and its Members

			e-Commerce & Trade Tools”			
50	Faisalabad	general	Seminar on “Availing Certifications”	Faisalabad	Dec, 2023	PHMA, APBUMA, PTEA, FCCI
51	Faisalabad	Textile	Seminar on “Sustainability & Innovation in Textile Sector”	Faisalabad	Jan, 2024	FCCI & Textile Trade Bodies of the region
52	Faisalabad	Trade tools	Workshop on "ITC Trade Tools, Export procedures and Trade Agreements etc."	Faisalabad	Feb, 2024	PHMA, APBUMA, IBM (UAF)
53	Faisalabad	General	Workshop on "Capacity Building of Sargodha Chamber of Small Traders & Small Industry (SCSTI)"	Sargodha	Apr, 2024	Sargodha Chamber of Small Traders & Small Industry (SCSTI) and its Members
54	Faisalabad	Trade tools	Training Workshop on "ITC Trade Tools, Export Procedures, HS Codes and GSP/FTA/PTA/COOs "	Faisalabad	May, 2023	National Incubation Center
55	Sialkot	General	Workshop on Technical Barrier to Trade	SCCI	Jul, 2023	SCCI

56	Sialkot	General	Workshop on Branding	SCCI	Aug, 2023	SCCI
57	Sialkot	MDR	Workshop on MDR	Sialkot	Sep, 2023	SCCI
58	Sialkot	General	Seminar on Govt. Export Facilitation Scheme	Sialkot	Sep, 2023	TDAP, Chambers, Trade bodies, SMEDA
59	Sialkot	General	Seminar on Business Communication & Export Documentation	Sialkot	Oct, 2023	SCCI
60	Sialkot	General	Seminar on Digital Marketing	Sialkot	Oct, 2023	SCCI
61	Sialkot	E-commerce	Training Session on E-Commerce Platforms (Amazon, EBay, Alibaba. Etc.)	Sialkot	Dec,2023	SCCI
62	Sialkot	E-commerce	Seminar on Payment Gateways available in Pakistan E-Commerce Platforms	Sialkot	Dec,2023	SCCI
63	Sialkot	MDR	Training Session on Medical Devices Regulation (MDR) by Accredited / approved consultant from EU /UNIDO	Sialkot	Dec,2023	SCCI

64	Sialkot	General	Training Session on how to use Social Media platforms for exports business (Facebook, Instagram, LinkedIn, Pinterest etc.)	Sialkot	Jan, 2024	SCCI
65	Sialkot	General	Seminar on Trade agreement (FTAs, PTAs etc.)	Sialkot	Dec,2023	SCCI
66	Gujranwal a	General	Seminar ON Export Marketing	Gujranwala	Jul,2023	MbCCI
67	Gujranwal a	General	Workshop on Import & Export Documentation, Banking Procedure and Custom Procedure for Import & Export	Gujranwala	Aug, 2023	Members of GCCI
68	Gujranwal a	General	Seminar and Workshop on Export Marketing; Market Research, Branding and Advertising.	GCCI	Aug,2023	Members of Gujrat Chamber of Commerce & Industry.
69	Gujranwal a	General	Seminar on Govt. Export Facilitation Scheme	Gujrat	Aug,2023	GtCCI and GCCI, SMEDA
70	Gujranwal a	General	National Exporters Training Program	GCCI	Sep,2023	Members of Gujrat Chamber of Commerce & Industry.

71	Gujranwala	General	Workshop on Import & Export Documentation, Banking Procedure and Custom Procedure for Import & Export	Gujranwala	Sep, 2023	Members of GCCI
72	Gujranwala	E-commerce	E-Commerce through Amazon, Alibaba, E-bay and Daraz	Gujranwala	Oct, 2023	GCCI
73	Gujranwala	E-commerce	E-Commerce through Amazon, Alibaba, E-bay and Daraz	GCCI	Oct, 2023	GtCCI
74	Gujranwala	Women Entrepreneurs	Seminar on Women Entrepreneurship Opportunities	Gujranwala	Nov, 2023	GCCI and GtCCI
75	Gujranwala	General	Seminar on Product Certifications	Gujranwala	Dec, 2023	GCCI and GtCCI
76	Sukkur	Rice	Awareness Seminar on Rice	Larkana	Jun/ Jul 2023	Agri Dept. Sindh, Larkana Chamber/ REAP Larkana/ TDAP
77	Sukkur	Dates & dry Fruits	Awareness Seminar on Dates & Dry Dates	Sukkur	Jul-23	Sukkur Chamber of Commerce & Industry, Khairpur Chamber of Commerce & Industry, Agha Qadirdad Dates Market Sukkur, Dates Growers, Processors and exporters
78	Sukkur	Handicrafts	Consultation Session on Handicrafts	Khairpur/ Sukkur	Aug-23	SRSO & APWA Sukkur and Women Entrepreneurs and other Artisans of Handicrafts and others

79	Sukkur	Pickles & Spices	Seminar on Pickles & spices	Shikarpur	Sep-23	Shikarpur Chamber of Commerce & Industry Shikarpur and others concerned
80	Sukkur	Fisheries	Seminar on Fresh Water Fish	Sukkur	Oct-23	Fisheries & Livestock dept. of Sindh, Fisheries Development Board, Fish Auction Market Sukkur, & Traders
81	Sukkur	Guava Fruit	Awareness Seminar on Export Potential of Guava Fruit	Larkana	Nov-23	Agriculture Dept. Sindh, Abadgaar Boards, Trade Associations and Guava Growers
82	Sukkur	Lemon & Grape Fruit	Seminar on Lemon and Grape Fruit	N. Feroz	Jan-24	Agriculture Dept Sindh, Abadgaar Boards, Trade Associations and Lemon and Grape Fruit Growers
83	Sukkur	Banana	Seminar on Banana	Khairpur	Feb-24	Agriculture Dept Sindh, Abadgaar Boards, Trade Associations and Banana Growers
84	Sukkur	Food Sector	Awareness Session on International Food Safety Standards and Certifications i.e. HACCP, Kosher, ISO	Sukkur	Nov, 23	DPP, MNFSR, PHDEC, IBA Sukkur, Trade Chambers & Associations, All other stakeholders
85	Hyderabad	Food Sector	Seminar on Banana (in collaboration with PHDEC)	Expo Center Hyderabad	08 Dec, 2023	-
86	Hyderabad	Food & Beverages	Seminar on Chilli (in collaboration with PHDEC)	Kunri	26 Jan, 2024	-

87	Hyderabad	Food Sector	Seminar on Onion/Tomato (in collaboration with PHDEC)	Expo Center Hyderabad	30 Nov, 2023	
88	Hyderabad	Rice	Seminar on Rice	Badin	13 April, 2024	
89	Sukkur	General	Awareness Seminar on Methods of Payment in International Trade i.e. LC, and other modes	Sukkur		To connect Banks with the Businesses of the region about the modes of Payments and any issues/ incentives.

SPECIAL INITIATIVES
NATIONAL EXPORTERS TRAINING PROGRAM

Sr No	Station	Dates
1	Hyderabad	Jun-23
2	Khairpur	Jun-23
3	Gilgit	Jul-23
4	Swat	Jul-23
5	Abbottabad	Jul-23
6	Mirpur(Azad Kashmir)	Jul-23
7	Islamabad	Aug-23
8	Peshawar	Aug-23
9	Karachi	Aug-23
10	Pasni/Gwadar	Sep-23
11	Gujrat	Sep-23
12	Lahore	Sep-23
13	Quetta	Oct-23
14	Gujranwala	Oct-23
15	Sialkot	Oct-23
16	Faisalabad	Oct-22

17	Sialkot	Aug/ Sep 2023
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PROPOSED NETP IN COLLABORATION WITH PROVINCIAL GOVERNMENTS

S No	TDAP Regional Offices /Chambers	NETP
1	Rahim yar Khan	Jun/Jul 2023
2	Mirpurkhaas/Thatta	Sep-23
3	Dera Ghazi Khan	Oct-23
4	Sargodha	Nov-23
5	Bahawalpur	Dec-23
6	Chiniot	Jan-23
7	Larkana	Feb-23
8	Mardan/Kohat	Mar-23
9	Wazirabad	Apr-23
10	Ziarat	May-23

E- COMMERCE TRAININGS

Sr No	Venue	Date
1	Northern KPK (Peshawar, Swat, Chitral, Mardan, Swabi)	Jul-23
2	Gilgit Baltistan (Gilgit City, Hunza, Nagar, Skardu, Khaplu, Chilas, Ghizar)	Jul-23
3	KPK- Hazara Region (Abbottabad, Manshera, Havellian & HariPur)	Aug-23
4	Southern Punjab (Multan, Sahiwal, RahinYar Khan, DG Khan, Layyah)	Sep-23
5	Islamabad/ Rawalpindi & AJK	Sep-23
6	Northern Punjab (Lahore, Gujranwala, Sialkot, Jehlum, Wazirababd, Gujrat)	Oct-23
7	Central Punjab (Faisalabad, Jhang, Sargodha, Chakwal)	Nov-23
8	Interior Sindh (Hyderabad, Sukkur, MirpurKhas, Khairpur, Larkana)	Dec-23
9	Balochistan (Quetta, Gawadar, Hub)	Jan-23
10	Karachi	Feb-23

SEMINARS UNDER WOMEN ENTREPRENUER DIVISION

S No	Regional Office	Event Details	City / Venue	Tentative Date	Stakeholders
1	Quetta	Seminar on Financial Inclusion	Quetta	June, 2023	TDAP, First Women Bank, Women Entrepreneurs, Trade Bodies
2	Abbottabad		Abbottabad	July, 2023	
3	Peshawar		Peshawar	Jan,2024	
4	Swat		Swat	Sep, 2023	
5	Peshawar		Mardan	March,2024	
6	Punjab		Lahore	Sep, 2023	
7	Lahore		Sialkot	Oct, 2023	
8	Lahore		Gujranwala	Oct, 2023	
9	Lahore		Multan	Nov, 2023	
10	Karachi		Hyderabad	Dec, 2023	
11	Karachi		Sukhar	Dec, 2024	
12	Karachi		Karachi	April, 024	
13	Islamabad, Gilgit		Gilgit City	Aug, 2023	
14	Islamabad		Islamabad	May, 2024	

15	Islamabad		Rawalpindi	May, 2025	
16	Karachi	Seminar Innovation in Footwear	Karachi	Mar,2024	Footwear Designers, Women Entrepreneur, Fashion Students
17	Lahore		Lahore	Mar,2025	
18	Peshawar	Trainings on International Marketing Tools	Peshawar	Aug, 2023	TDAP, Women Entrepreneurs, Trade Bodies
19	Lahore		Lahore	Sep, 2023	
20			Gujranwala	Oct, 2023	
21	Karachi		Karachi	Nov, 2023	
22	Gilgit		Gilgit City	Dec, 2023	
23	Islamabad		Islamabad	Jan, 2024	
24			Rawalpindi	Feb, 2024	
25			Muzaffarabad	Mar, 2024	
26	Baluchistan		Quetta	Apr, 2024	
27	Peshawar	Trainings on Trade Fair Participation	Peshawar	Aug, 2023	TDAP, Women Entrepreneurs, Trade Bodies
28	Lahore		Lahore	Sep, 2023	
29			Gujranwala	Oct, 2023	
30	Karachi		Karachi	Nov,2023	

31	Gilgit		Gilgit City	Dec,2023	
32	Islamabad		Islamabad	Jan,2024	
33			Rawalpindi	Feb,2024	
34			Muzaffarabad	Mar, 2024	
35	Baluchistan		Quetta	Apr, 2024	
36	Swat	Workshop on Marketing Strategies of handicrafts	Swat	Apr, 2024	Potential women Entrepreneurs and SCC&I
37	Karachi	Workshop on contemporary/modern development in Embroidery /Block Printing	Karachi	Dec, 2023	Potential women Entrepreneurs and KCC&I

WEBINARS FOR TIOs ON SOCIAL MEDIA CAMPAIGNS

Webinars for TIOs (Social Media and Canva Software)		
S. No	Region	Schedule
1	Europe	19-Jul-23
2	South Asia	21-Jul-23
3	Central Asia	24-Jul-23
4	Far East	23-Aug-23
5	Africa	25-Aug-23
6	North America	28-Aug-23
7	South America	29-Aug-23

PRODUCT OFFICERS ABP 2023-24 (WEBINARS/ ONLINE B2Bs)

AGRO & FOOD DIVISION:

Product Officer Name: Amir-ur-Rehman
Product/Service: Rice

S#	Tentative Date	Type (Webinar or B2B)	Topic	Stakeholders	Excepted Results
01	July, 2023	Webinar/ B2B Session	Exports of Rice to Jeddah Saudi Arab	TDAP, REAP, Trade Mission at Jeddah and Riyadh, Saudi Importers	Increase of exports of Rice to Saudi Arab which is one of the potential markets of rice
02	August, 2023	Webinar/ B2B session	Exports of Rice to Kuwait	TDAP, REAP, Embassy at Kuwait, Kuwait Chamber of Commerce	Increase of exports of Rice Kuwait which is one of the potential markets of rice
03	September, 2023	Webinar/ B2B session	Exports of Rice to Senegal	TDAP, REAP, Trade Mission at Senegal, African Buyers	Increase of exports of Rice to Senegal which is one of the potential markets of rice
04	October, 2023	Webinar/ B2B session	Exports of Rice to Russia	TDAP, REAP, Trade Mission at Russia and Rice Importers at Russia	Increase of exports of Rice to Russia which is one of the potential markets of rice
05	November, 2023	Webinar/ B2B session	Exports of Rice to Qatar	TDAP, REAP, Trade Mission at Qatar and Rice Importers	Increase of exports of Rice to Russia which is one of the potential markets of rice

06	December, 2023	Webinar/ B2B Session	Exports of Rice to China	TDAP, REAP, Trade Mission at Beijing and Shanghai and Rice Importers	Increase of exports of Rice to China which is one of the potential markets of rice
07	January, 2024	Follow-up session	Exports of Rice to Poland	TDAP, REAP, Trade Mission at Poland and Rice Importers	Increase of exports of Rice to Poland which is one of the potential markets of rice
08	February, 2024	Webinar/ B2B session	Exports of Rice to Netherlands	TDAP, REAP, Trade Mission at Netherlands and Rice Importers	Increase of exports of Rice to Netherlands which is one of the potential markets of rice
09	March, 2024	Webinar/ B2B session	Exports of Rice to UK	TDAP, REAP, Trade Mission at UK and Rice Importers	Increase of exports of Rice to UK which is one of the potential markets of rice
10	April, 2024	Webinar/ B2B session	Exports of Rice to Turkey	TDAP, REAP, Trade Mission at Turkey and Rice Importers	Increase of exports of Rice to Turkey which is one of the potential markets of rice
11	May, 2024	Webinar/ B2B session	Exports of Rice to Ethiopia	TDAP, REAP, Trade Mission at Ethiopia and Rice Importers	Increase of exports of Rice to Ethiopia which is one of the potential markets of rice
12	June, 2024	Webinar/ B2B session	Exports of Rice to Kenya	TDAP, REAP, Trade Mission at Kenya and Rice Importers	Increase of exports of Rice to Kenya which is one of the potential markets of rice

Product Officer Name: Mir Mohsin Bullo
Product/Service: Dates

S#	Tentative Date	Type (Webinar or B2B)	Topic	Stakeholders	Follow-up
01	Sept, 2023	B2B	B2B / Interactive Session with Dates buyers of Canada	• Trade Mission, Toronto, Canada	• Follow-up of Dates Promotion Campaign by TDAP 2023-24

				<ul style="list-style-type: none"> • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Canada 	<ul style="list-style-type: none"> • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
02	Oct, 2023	B2B	B2B / Interactive Session with Dates buyers of Germany	<ul style="list-style-type: none"> • Trade Mission, Frankfurt, Germany • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Germany 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
03	Nov, 2023	B2B	B2B / Interactive Session with Dates Buyers of France	<ul style="list-style-type: none"> • Trade Mission, Paris, France • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of France 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
04	Dec, 2023	B2B	B2B / Interactive Session with Dates Buyers of Bangladesh	<ul style="list-style-type: none"> • Trade Mission, Dhaka, Bangladesh • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Bangladesh 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
05	Jan, 2024	B2B	B2B / Interactive Session with Dates buyers of Japan	<ul style="list-style-type: none"> • Trade Mission, Tokyo, Japan 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2023-24

				<ul style="list-style-type: none"> • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Japan 	<ul style="list-style-type: none"> • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
06	Feb, 2024	B2B	B2B / Interactive Session with Dates buyers of Indonesia	<ul style="list-style-type: none"> • Trade Mission, Jakarta, Indonesia • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Indonesia 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
07	April, 2024	B2B	B2B / Interactive Session with Dates Buyers of Turkey	<ul style="list-style-type: none"> • Trade Mission, Istanbul, Turkey • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Turkey 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
08	April, 2024	B2B	B2B / Interactive Session with Dates Buyers of Belgium	<ul style="list-style-type: none"> • Trade Mission, Brussels, Belgium • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Belgium 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
09	May, 2024	B2B	B2B / Interactive Session with Dates Buyers of Netherland	<ul style="list-style-type: none"> • Trade Mission, Hague, Netherland 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2023-24

				<ul style="list-style-type: none"> • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Netherland 	<ul style="list-style-type: none"> • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
10	May, 2024	B2B	B2B / Interactive Session with Dates Buyers of Australia	<ul style="list-style-type: none"> • Trade Mission, Sydney, Australia • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Australia 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
11	June, 2024	B2B	B2B / Interactive Session with Dates Buyers of Malaysia	<ul style="list-style-type: none"> • Trade Mission, Kuala Lumpur, Malaysia • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Malaysia 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
12	June, 2024	B2B	B2B / Interactive Session with Dates Buyers of Sweden & Denmark	<ul style="list-style-type: none"> • Trade Mission, Stockholm, Sweden • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Sweden & Denmark 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market

Product Officer: Bukhtawer Akhter**Product: Fisheries**

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July-2023	B2B	Opportunities of JV between Pakistan & Thailand	Trade Mission Thailand, PAKFEA, FDB	Investment inflow in Pakistan
2	August-2023	Meetings/Webinars	Challenges faced by exporters is exporting to China	Trade Mission Beijing, PAKFEA, MFD	Sensitizing exporters to regulations
3	September 2023	B2B	B2B Meeting with Spain (Madrid) of EU Exporters	Trade Mission Spain, EU Exporters	Ensuring all relevant preparations are made
4	October 2023	Webinar	Opening UK Markets	MFD, MOMA, KFHA, Sindh Govt, Commercial Section London and Manchester	Inviting Inspection team from UK
5	November 2023	Webinar	Lifting TED ban	MFD, MOMA, Maritime Security Agency (MSA), Commercial Section (Washington)	Getting listed in USA inspection schedule.
6	December 2023	Webinar	Potential of Aquaculture in Pakistan	FDB	Recognizing export potential
7	Jan-2024	Webinar	Webinar on Export Potential to Japan	Trade Mission Japan, PAKFEA	To encourage exports
8	Feb-2024	B2B	EU Market – Follow-up	TIO Brussels, France, Paris, Italy.	To encourage exports
9	March-2024	B2B	EU Market – Follow-up	TIO Brussels, France, Paris, Italy.	To encourage exports
10	April – 2024	Webinar	Awareness session on EU/UK Regulations	TDAP, MFD	Sensitize exporters to regulations

11	May – 2024	Webinar	Lifting EU ban on Pakistan Aquaculture Seafood – Way forward	MFD, TIOs, MOMA, FDB	Increase exports
12	June – 2024	Webinar	Legislation for Aquaculture	Association	Facilitating Exports.

Product Officer Name: Naseer Ahmad Bhatti
Product/Service: Honey, Sugar and Dry Fruits

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July, 2023	Webinar	Webinar on export potential and requirements for Honey and Dry Fruits in the African market	Trade Mission, TDAP, Dry Fruits Exporters, Dry Fruits Association, Honey and Bee Keepers Association, Honey Exporters	Product development and exploration of the export potential of Honey and Dry Fruits
2	August, 2023	Webinar	Webinar on export potential and requirements for Honey and Dry Fruits in USA	Trade Mission, TDAP, Dry Fruits Exporters, Dry Fruits Association, Honey and Bee Keepers Association, Honey Exporters	Product development and exploration of the export potential of Honey and Dry Fruits
3	September, 2023	Webinar	Webinar on export potential and requirements for Honey and Dry Fruits in Germany	Trade Mission, TDAP, Dry Fruits Exporters, Dry Fruits Association, Honey and Bee Keepers Association, Honey Exporters	Product development and exploration of the export potential of Honey and Dry Fruits

4	September, 2023	B2B	B2B interaction of Pakistani Dry Fruits and Honey exporters with major buyers of China	Trade Mission, TDAP, Honey Exporters, Dry Fruits Exporters	To increase the exports of Honey and Dry Fruits to China
5	October, 2023	B2B	B2B interaction of Pakistani Dry Fruits and Honey exporters with major buyers of Saudi Arabia	Trade Mission, TDAP, Honey Exporters, Dry Fruits Exporters	To increase the market share of Honey and Dry Fruits exports in the respective country
6	November, 2023	B2B	B2B interaction of Pakistani Dry Fruits exporters with major buyers of Malaysia	Trade Mission, TDAP, Dry Fruits Exporters	To increase the exports of Dry Fruits to Malaysia
7	December, 2023	B2B	B2B interaction of Pakistani Dry Fruits and Honey exporters with major buyers of UK	Trade Mission, TDAP, Honey Exporters, Dry Fruits Exporters	To increase the market share of Honey and Dry Fruits exports in the respective country
8	January, 2023	Webinar	Webinar on export potential and requirements for Honey and Dry Fruits in Canada	Trade Mission, TDAP, Dry Fruits Exporters, Dry Fruits Association, Honey and Bee Keepers Association, Honey Exporters	Product development and exploration of the export potential of Honey and Dry Fruits
9	February, 2023	B2B	B2B interaction of Pakistani Dry Fruits exporters with major buyers of Vietnam	Trade Mission, TDAP, Dry Fruits Exporters	To increase the exports of Dry Fruits to Vietnam
10	March, 2023	B2B	B2B interaction of Pakistani Dry Fruits and Honey exporters with major buyers of United Arab Emirates	Trade Mission, TDAP, Honey Exporters, Dry Fruits Exporters	To increase the market share of Honey and Dry Fruits exports in the respective country

11	April, 2023	B2B	B2B interaction of Pakistani Honey exporters with major buyers of Qatar	Trade Mission, TDAP, Honey Exporters	To increase the market share of Honey exports in the respective country
12	May, 2023	B2B	B2B interaction of Pakistani Dry Fruits exporters with major buyers of Netherlands	Trade Mission, TDAP, Dry Fruits Exporters	To increase the exports of Dry Fruits to Netherlands
13	June, 2023	B2B	B2B interaction of Pakistani Honey exporters with major buyers of Indonesia	Trade Mission, TDAP, Honey Exporters	To increase the market share of Honey exports in the respective country

Product Officer Name: Aurangzeb Jahangir

Product/Service: Livestock, Meat & Dairy

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July, 23	Webinar	Webinar on Investment Opportunities in Pakistan Dairy & Livestock Sector for USA Investors	BOI, Commercial Section, SMEDA, TDAP, PDA, PADFA	Foreign Investment in Livestock & Dairy Sector of Pakistan
2	August, 23	Webinar	Webinar on Investment Opportunities in Pakistan Dairy & Livestock Sector for Saudi Arabia Investors	BOI, Commercial Section, SMEDA, TDAP, PDA, PADFA	Foreign Investment in Livestock & Dairy Sector of Pakistan
3	September, 23	Webinar	Webinar on Investment Opportunities in Pakistan Dairy & Livestock Sector for Chinese Investors	BOI, Commercial Section, SMEDA, TDAP, PDA, PADFA	Foreign Investment in Livestock & Dairy Sector of Pakistan

4	October, 23	Webinar	Webinar on Halal Certification Requirements for Export of Meat (Red Meat) to Saudi Arabia	Commercial Section, TDAP, APMEPA, PHA, PNAC, Halal Certifying Bodies / Halal Consultants	Awareness on Halal Certification Requirements
5	November, 23	Webinar	Webinar on Halal Certification Requirements for Export of Meat (Red Meat) to Malaysia	Commercial Section, TDAP, APMEPA, PHA, PNAC, Halal Certifying Bodies / Halal Consultants	Awareness on Halal Certification Requirements
6	December, 23	B2B Webinar	B2B Webinar: Pakistan Meat Exporters with Uzbekistan Meat Importers	Commercial Section, TDAP, APMEPA, Animal Quarantine Department, Ministry of National Food Security & Research (Livestock Wing), Halal Certifying Bodies	Enhance Meat Exports in New Market
7	January, 24	B2B Webinar	B2B Webinar: Pakistan Meat Exporters with Iran & Afghanistan Meat Importers.	Commercial Section, TDAP, APMEPA, Animal Quarantine Department, Ministry of National Food Security & Research (Livestock Wing), Halal Certifying Bodies	Enhance Meat Exports in Existing Market
8	February, 24	B2B Webinar	B2B Webinar: Pakistan Meat Exporters with Qatar Meat Importers	Commercial Section, TDAP, APMEPA, Animal Quarantine Department, Ministry of National Food Security & Research (Livestock Wing), Halal Certifying Bodies	Enhance Meat Exports in Existing Market

9	March, 24	B2B Webinar	B2B Webinar Pakistan Meat Exporters with Bahrain Meat Importers	Commercial Section, TDAP, APMEPA, Animal Quarantine Department, Ministry of National Food Security & Research (Livestock Wing)	Enhance Meat Exports in Existing Market
10	April, 24	B2B Webinar	B2B Webinar Pakistan Meat Exporters with Saudi Arabia Meat Importers	Commercial Section, TDAP, APMEPA, Animal Quarantine Department, Ministry of National Food Security & Research (Livestock Wing)	Enhance Meat Exports in Existing Market
11	May, 24	B2B Webinar	B2B Webinar Pakistan Meat Exporters with Oman Meat Importers	Commercial Section, TDAP, APMEPA, Animal Quarantine Department, Ministry of National Food Security & Research (Livestock Wing)	Enhance Meat Exports in Existing Market
12	June, 24	B2B Webinar	B2B Webinar Pakistan Meat Exporters with Kuwait Meat Importers	Commercial Section, TDAP, APMEPA, Animal Quarantine Department, Ministry of National Food Security & Research (Livestock Wing)	Enhance Meat Exports in Existing Market

Product Officer Name: Muqarab Abbas
Product/Service: Fruits, Mango

S#	Tentative Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
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01	Sept, 2023	B2B	B2B / Interactive Session with Mango buyers of Kazakhstan	<ul style="list-style-type: none"> • Trade Mission, Almaty, Kazakhstan • TDAP Karachi & Multan • Mango Exporters of Pakistan • Mango Importers of Kazakhstan 	<ul style="list-style-type: none"> • Follow-up of Mango Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Mango in respective market
02	Oct, 2023	B2B	B2B / Interactive Session with Mango buyers of United Arab Emirates	<ul style="list-style-type: none"> • Trade Mission, United Arab Emirates • TDAP Karachi & Multan • Mango Exporters of Pakistan • Mango Importers of United Arab Emirates 	<ul style="list-style-type: none"> • Follow-up of Mango Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Mango in respective market
03	Nov, 2023	B2B	B2B / Interactive Session with Mango buyers of United Kingdom	<ul style="list-style-type: none"> • Trade Mission, London, United Kingdom • TDAP Karachi & Multan • Mango Exporters of Pakistan • Mango Importers of United Kingdom 	<ul style="list-style-type: none"> • Follow-up of Mango Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Mango in respective market
04	Dec, 2023	B2B	B2B / Interactive Session with Mango buyers of Afghanistan	<ul style="list-style-type: none"> • Trade Mission, Kabul, Afghanistan • TDAP Karachi & Multan • Mango Exporters of Pakistan • Mango Importers of Afghanistan 	<ul style="list-style-type: none"> • Follow-up of Mango Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Mango in respective market

05	Jan, 2024	B2B	B2B / Interactive Session with Mango buyers of Qatar	<ul style="list-style-type: none"> • Trade Mission, Qatar • TDAP Karachi & Multan • Mango Exporters of Pakistan • Mango Importers of Qatar 	<ul style="list-style-type: none"> • Follow-up of Mango Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Mango in respective market
06	Feb, 2024	B2B	B2B / Interactive Session with Mango buyers of Saudi Arabia	<ul style="list-style-type: none"> • Trade Mission, Saudi Arabia • TDAP Karachi & Multan • Mango Exporters of Pakistan • Mango Importers of Saudi Arabia 	<ul style="list-style-type: none"> • Follow-up of Mango Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Mango in respective market
07	April, 2024	B2B	B2B / Interactive Session with Mango buyers Germany	<ul style="list-style-type: none"> • Trade Mission, Frankfurt, Germany • TDAP Karachi & Multan • Mango Exporters of Pakistan • Mango Importers of Germany 	<ul style="list-style-type: none"> • Follow-up of Mango Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Mango in respective market
08	April, 2024	B2B	B2B / Interactive Session with Mango buyers of United States	<ul style="list-style-type: none"> • Trade Mission, United States • TDAP Karachi & Multan • Mango Exporters of Pakistan • Mango Importers of United States 	<ul style="list-style-type: none"> • Follow-up of Mango Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Mango in respective market

09	May, 2024	B2B	B2B / Interactive Session with Mango buyers of Türkiye	<ul style="list-style-type: none"> • Trade Mission, Türkiye • TDAP Karachi & Multan • Mango Exporters of Pakistan • Mango Importers of Türkiye 	<ul style="list-style-type: none"> • Follow-up of Mango Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Mango in respective market
10	May, 2024	B2B	B2B / Interactive Session with Mango buyers of Canada	<ul style="list-style-type: none"> • Trade Mission, Toronto, Canada • TDAP Karachi & Multan • Mango Exporters of Pakistan • Mango Importers of Canada 	<ul style="list-style-type: none"> • Follow-up of Mango Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Mango in respective market
11	June, 2024	B2B	B2B / Interactive Session with Mango buyers of Japan	<ul style="list-style-type: none"> • Trade Mission, Japan • TDAP Karachi & Multan • Mango Exporters of Pakistan • Mango Importers of Japan 	<ul style="list-style-type: none"> • Follow-up of Mango Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Mango in respective market
12	June, 2024	B2B	B2B / Interactive Session with Mango buyers of China	<ul style="list-style-type: none"> • Trade Mission, China • TDAP Karachi & Multan • Mango Exporters of Pakistan • Mango Importers of China 	<ul style="list-style-type: none"> • Follow-up of Mango Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Mango in respective market

13	July, 2024	B2B	B2B / Interactive Session with Mango buyers of Italy	<ul style="list-style-type: none"> • Trade Mission, Italy • TDAP Karachi & Multan • Mango Exporters of Pakistan • Mango Importers of Italy 	<ul style="list-style-type: none"> • Follow-up of Mango Promotion Campaign by TDAP 2023-24 • To establish trade ties and connections at both sides to improve the market share of Pakistani Mango in respective market
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Product Officer Name: Naeem Manzoor

Product/Service: Tobacco & Salt

Sr No.	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July,2023	Webinar/B2B	Webinar on Pakistan-Jordan trade potential in Salt sector and way forward to enhance Pakistan Salt exports to Jordan.	TDAP, SMAP, Exporters and Relevant TIC	Product development and Exploration of the export potential of Salt in the said market.
2	July,2023	Webinar	Webinar on Capacity Building of Pakistani exporter to exports Salt to Argentina.	TDAP, SMAP, Exporters and Relevant TIC	To establish trade ties and connection at both sides to improve the market share of Pakistan Salt and provide trade facilitation to exporters

3	August,2023	Webinar/B2B	Webinar on Pakistan-Switzerland trade potential in Tobacco sector and way forward to enhance Pakistan Tobacco exports in Switzerland	TDAP, PTB, Exporters and Relevant TIC	Exploration of the export potential of Salt
4	September,2023	Webinar/B2B	Webinar on Pakistan-USA trade Potential in Tobacco & Salt and way forward to enhance Pakistan Tobacco & Salt exports in USA.	TDAP, PTB, SMAP , Exporters and Relevant TIC's	Exploration of the export potential of Tobacco
5	October, 2023	B2B Session	B2B/Interactive session with CAR states with collaboration of Pakistan Tobacco Board to explore the potential of Pakistan's Tobacco.	TDAP, PTB, Exporters and Relevant TIC's	To establish trade ties and connection at both sides to improve the market share of Pakistan Tobacco and provide trade facilitation
6	November,2023	Webinar/B2B	Webinar on Pakistan-UAE trade potential in Tobacco sector and way forward to enhance Pakistan Tobacco exports in UAE.	TDAP, PTB, Exporters and Relevant TIC's	To establish trade ties and connection at both sides to improve the market share of Pakistan Tobacco and provide trade facilitation
7	December,2023	Webinar/B2B	Webinar on Pakistan-Saudi Arabia Trade Potential in Tobacco & Salt and way forward to	TDAP, PTB, SMAP , Exporters and Relevant TIC's	Exploration of the export potential of Tobacco & Salt.

			enhance Pakistan Tobacco & Salt exports.		
8	January, 2024	Webinar/B2B	Webinar on Pakistan-Netherland Trade potential in Salt and way forward to increase Pakistan exports of salt.	TDAP, SMAP, Exporters and Relevant TIC	Exploration of the export potential of Salt
9	January,2024	Webinar/B2B	Webinar/B2B on Pakistan-Brazil Trade potential in Tobacco & Salt and way forward to increase Pakistan exports of Tobacco salt.	TDAP, PTB, SMAP , Exporters and Relevant TIC's	Product development and Exploration of the export potential of Salt
10	February, 2024	B2B Session	B2B/Interactive session with Mexico for potential of Pakistan's Salt	TDAP, SMAP, Exporters and Relevant TIC	Product development and Exploration of the export potential of Salt
11	March,2024	Webinar/B2B	Webinar on Pakistan-Indonesia Trade potential in Tobacco & Salt and way forward to increase Pakistan exports of Tobacco & salt.	TDAP, PTB, SMAP , Exporters and Relevant TIC's	To increase share of Pakistan exports in the said market.
12	April,2024	Webinar/B2B	Webinar on "Pakistan-Germany Trade Potential in Tobacco & Salt and way forward to enhance	TDAP, PTB, SMAP , Exporters and Relevant TIC's	To increase share of Pakistan exports in the said market.

			Tobacco & Salt exports of Pakistan”.		
13	May,2024	B2B Session	B2B interactive session of Pakistani Exporters of Tobacco and Salt with the major buyers of Russian Federation.	TDAP, PTB, SMAP, Exporters and Relevant TIC’s	To establish trade ties and connection at both sides to improve the market share of Pakistan Tobacco and provide trade facilitation
14	June,2024	Webinar/B2B	Webinar/B2B on Pakistan-Malaysia Trade potential in Tobacco & Salt and way forward to increase Pakistan exports of Tobacco & salt.	TDAP, PTB, SMAP , Exporters and Relevant TIC’s	To Enhance share of Pakistan exports of Tobacco and salt in the said market.

Product Officer Name: Hafiz Kamran Ahmed

Product/Service: Citrus & Vegetables

Sr No.	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July, 2023	Webinar	Webinar on Export Potential of Vegetables (Potatoes, Tomatoes & others) in Afghanistan.	All Pakistan Fruits & Vegetables Exporters Association, FCCI & SCCI	To explore the avenues for enhancing export of Vegetables in Afghanistan.

2	August, 2023	Webinar	Webinar on Exploring potential opportunities for Citrus in Eastern European countries.	Kinnow Growers Association, SCCI	To explore the avenues for enhancing export of Citrus in Eastern European Markets.
3	September, 2023	Webinar	Export Potential of Citrus & Vegetables (Potatoes, Tomatoes, Cauliflowers & others) in CARs.	All Pakistan Fruits & Vegetables Exporters Association, FCCI & SCCI	To explore the avenues for enhancing export of Fruits & Vegetables in CARs.
4	October, 2023	B2B	B2B Interaction of Citrus exporters with Indonesian counterparts.	Kinnow Growers Association, SCCI	To enhance the existing linkages.
5	November, 2023	B2B	B2B Interaction of Citrus exporters with UK-based counterparts.	Kinnow Growers Association, SCCI	To enhance the existing linkages.
6	December, 2023	B2B	B2B Interaction of Citrus exporters with Russian & Belarussian counterparts.	Kinnow Growers Association, SCCI	To enhance the existing linkages.
7	January, 2024	Webinar	Webinar on Exploring opportunities for Vegetables (Potatoes, Tomatoes, Onion, Garlic & others) Exports to Saudi Arabia.	All Pakistan Fruits & Vegetables Exporters Association, FCCI & SCCI	To explore the avenues for enhancing export of Vegetables in Saudi Arabia.
8	February, 2024	Webinar	Webinar on Exploring opportunities for Vegetables Exports to China as a new market.	All Pakistan Fruits & Vegetables Exporters Association, FCCI & SCCI	To explore the avenues for enhancing export of Vegetables in China.
9	March, 2024	B2B	B2B Interaction of vegetable (Potatoes, Tomatoes, Onion, Garlic & others) exporters with Saudi Arabian counterparts.	All Pakistan Fruits & Vegetables Exporters Association, FCCI & SCCI	Follow-up of the webinar.

10	April, 2024	Webinar	Webinar on awareness about SPS measures.	All Pakistan Fruits & Vegetables Exporters Association, Kinnow Growers Association, FCCI & SCCI	For awareness and capacity building of the exporters.
11	May, 2024 June, 2024	Webinar	Series of webinars to look for alternative markets (Iran & Sri Lanka) for Potatoes & other vegetables.	All Pakistan Fruits & Vegetables Exporters Association, FCCI & SCCI	To explore the avenues for enhancing export of Vegetables in Iran & Sri Lanka.

Product Officer Name: Iqra Ilyas
Product/Service: Processed Food & Confectionary

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July, 2023	Seminar	Opportunities for processed food exports from Pakistan	TDAP, PAFI, National Alliance for food exporters	Increased awareness among exporters
2	August, 2023	Webinar	Market Access Series: Exploring processed food potential in Africa (Northern Africa)	TDAP, PAFI & Exporters	To gain market access & build linkages
3	September, 2023	B2B	Market Access Series: B2B linkages b/w Pakistani exporters & Potential Buyers (Northern Africa)	TDAP, PAFI & Exporters	To gain market access & build linkages

4	October, 2023	Webinar	Market Access Series: Exploring food potential in (Sub-Saharan Africa)	TDAP, PAFI & Exporters	To gain market access & build linkages
5	November, 2023	B2B Session	B2B/Interactive session b/w Pakistani exporters & potential buyers from Sub-Saharan Africa	TDAP, PAFI & Exporters	To gain market access & build linkages
6	December, 2023	Seminar	Seminar on branding & packaging	TDAP, PAFI & Exporters	To gain market access & build linkages
7	January, 2024	Webinar/B2B	Market Access Series: Central Asia	TDAP, PAFI & Exporters	To gain market access & build linkages
8	January, 2024	Webinar/B2B	B2B session b/w Pakistani exporters & potential buyers from Central Asian region	TDAP, PAFI & Exporters	To gain market access & build linkages
9	February, 2024	Webinar/B2B	Opportunities and challenges for Pakistani food exporters in China	TDAP, PAFI & Exporters	To gain market access & build linkages
10	February, 2024	B2B Session	B2B/Interactive session b/w Pakistani exporters and importers in China	TDAP, PAFI & Exporters	To gain market access & build linkages
11	March, 2024	Seminar	Trends & Innovation in the processed food sector	TDAP, PAFI & Exporters	To gain market access & build linkages
12	April, 2024	Webinar/B2B	Market Access Series: Exploring potential of processed food in	TDAP, PAFI & Exporters	To gain market access & build linkages

			unconventional Middle Eastern Markets		
13	May,2024	B2B Session	B2B session b/w Pakistani exporters & Middle Eastern Importers	TDAP, PAFI & Exporters	To gain market access & build linkages
14	June, 2024	Webinar	Market Access Series: Exploring trade potential of Pakistani food products in North America	TDAP, PAFI & Exporters	To gain market access & build linkages
15	June,2024	Webinar	Market Access Series: Exploring trade potential of Pakistani food products in South America	TDAP, PAFI & Exporters	To gain market access & build linkages

ENGINEERING & MINERALS DIVISION:

Product Officer Name: Kashmala Omer

Product/Service: Agriculture Machinery and Implements

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July-2023	B2B	B2B meeting with Saudi companies	Trade Mission Jeddah and Riyadh	Export opportunities in Saudi Arabia
2	August-2023	Webinar	Standardization Policy of Agriculture Machinery	EDB	Pushing EDB to finalize a policy
3	September-2023	Webinar	Market of spare parts in Europe	Trade Missions European Union	Market diversification
4	October-2023	Webinar	Exploring the Middle East Market	Trade Missions Qatar, UAE	
5	November, 2023	B2B	Follow up B2B session with Middle Eastern buyers	Trade Missions UAE, Qatar	Export opportunities in Middle East
6	December, 2023	Webinar	Webinar on export of Agriculture Machinery to South East Asia	Trade Mission Vietnam, Indonesia and Malaysia	Information about the South East Asian Market
7	January, 2023	Webinar	Webinar on export of Agriculture Machinery to South American market	Trade Missions in South America	
8	February, 2023	B2B	Follow up B2B session with buyers in the South American market	Trade Missions in South America	Export opportunities in South America
9	March, 2023	Webinar	Webinar on Agriculture Mechanization in Pakistan	EDB, AMRI	To introduce new technologies to exporters

10	April, 2023	Webinar	Webinar on EDB license for tractors, and new import policy	EDB	To remove confusion related to the new import policy of tractors
11	May, 2023	B2B	Meetings with Chinese companies to look for joint opportunities	Trade Missions in China, Exporters	To look for possibilities of joint ventures
12	June, 2023	B2B	Meeting with Japanese Companies	Trade Missions in Japan	To look for possibilities of joint ventures

Product Officer Name: Syed Rashid Gillani Product: Chemicals					
Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July 2023	B2B Meeting	B2B match-making of PCA with counterparts in CARs (Kazakhstan)	TDAP, PCMA, PCA & Trade Missions	Zoom meeting will be arranged with stakeholders after detailed cross discussion with relevant stakeholders
2	August 2023	B2B Meeting	B2B match-making of PCA with counterparts in CARs	TDAP, PCMA, PCA & Trade Missions	Zoom meeting will be arranged with stakeholders after detailed cross discussion with relevant stakeholders
3	September 2023	Webinar	B2B match-making of PCA with counterparts in Afghanistan	TDAP, PCMA, PCA, Importer and Trade Mission	Zoom meeting will be arranged with stakeholders after detailed cross discussion with relevant stakeholders
4	October 2023	Interactive session/B2B for Paints	B2B match-making of PCA with counterparts in Afghanistan (UAE/Qatar)	TDAP, PCA & Trade Mission	Zoom meeting will be arranged with stakeholders after detailed cross discussion with relevant stakeholders
5	November 2023	Webinar	Import Regulations for the chemical Industry in Kenya	PCMA, PCA, OPEL Int'l logistics (Kenya) and Kenyan Customs	Understanding the tariffs and non-tariff barriers of Kenyan market.

6	December 2023	Webinar on chemical & paints	Business Prospects for Pakistan in the Chemicals/ Paints Sector in Middle East/Jordanian market	TDAP, PCMA, PCA & Trade Missions	Prospects, potential & Issues of the sector and their viable solution will be conveyed to the concerned quarters.
7	January 2024	B2B Meeting(s)	B2B match-making of PCA/PCMA with counterparts in Mexico	PCMA & PCA Members and Mexican Firm	To explore business opportunities regarding “Acetyls, Acetic Acid, Ethyl Acetate, Acetic Anhydride”
8	February 2024	Webinar	Financial schemes offered by SBP for SMEs	PCMA & PCA Members	To apprise the businesses about financial opportunities available under the umbrella of SBP.
9	March 2024	B2B Meeting(s)	B2B match-making of PCA with Vietnamese counterparts from VPIA	TDAP, PCA, Trade Mission	Understanding of requisite certifications and compliances for SMEs in paint sector
10	April 2024	Interactive session	Export related issues regarding Afghanistan	TDAP, PCA & Trade Mission	Prospects, potential & Issues of the sector and their viable solution will be conveyed to the concerned quarters.
11	May, 2024	B2B Meeting(s)	B2B Meeting(s) of Mexico Firm with Pakistani counterpart(s)	PCMA & PCA Members and Mexican Firm	Commercialization Of Chemical Products Potassium Hydroxide And Hydrochloric Acid Through The Electrolysis Process
12	June, 2024	Webinar/interactive session	Potential, Issues & Growth prospects chemical & paints in African Market	TDAP, PCMA, PCA, Trade Mission	Potential & Issues of the sector and viable solutions for enhancing exports of chemicals and paints in African market

Product Officer Name: Malik Ismail Haider

Product/Service: Electrical Machinery

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	6-7-2023	Webinar	Export of Electrical Machinery to Iran	Our TIO in Iran may be organized a webinar on Export of Electrical Machinery to Iran in collaboration with E&M Division for facilitating our exporters to export their products in Iran market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in focused potential markets.
2	17-8-2023	Webinar	Export of Electrical Machinery to U.A.E	Our TIO in Dubai may be organized a webinar on Export of Electrical Machinery to U.A.E in collaboration with E&M Division for facilitating our exporters to export their products in U.A.E market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in focused potential markets.
3	20-9-2023	Webinar	Export of Electrical Machinery to Iraq	Our TIO in Iraq may be organized a webinar on	The activity may be helpful to understand the policies of

				Export of Electrical Machinery to Iraq in collaboration with E&M Division for facilitating our exporters to export their products in Iraq market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region	importing countries and will create opportunities for our exporters of electric machinery to export their products in focused potential markets.
4	18-10-2023	Webinar	Export of Electrical Machinery to Sri Lanka	Our TIO in Sri Lanka may be organized a webinar on Export of Electrical Machinery to Sri Lanka in collaboration with E&M Division for facilitating our exporters to export their products in Sri Lanka market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in focused potential markets.
5	16-11-2023	Webinar	Export of Electrical Machinery to Vietnam	Our TIO in Vietnam may be organized a webinar on Export of Electrical Machinery to Vietnam and in collaboration with E&M Division for facilitating our exporters to export their products in Vietnam market	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in focused potential markets.

				which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region	
6	14-12-2023	Webinar	Export of Electrical Machinery to Bangladesh	Our TIO in Bangladesh may be organized a webinar on Export of Electrical Machinery to Bangladesh in collaboration with E&M Division for facilitating our exporters to export their products in Bangladesh market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in focused potential markets.
7	16-1-2024	B2B	Meeting with exporters of Electrical Machinery with buyers of Qatar	Our TIO in Qatar may be organized a b2b meeting between buyers of Qatar and our exporters in collaboration with E&M Division for facilitating our exporters to export their products in Qatar market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in focused potential markets.

8	13-2-2024	B2B	Meeting with exporters of Electrical Machinery with buyers of Iran	Our TIO in Iran may be organized a b2b meeting between buyers of Iran and our exporters in collaboration with E&M Division for facilitating our exporters to export their products in Iran market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in focused potential markets.
9	12-3-2024	B2B	Meeting with exporters of Electrical Machinery with buyers of Iraq	Our TIO in Iraq may be organized a b2b meeting between buyers of Iraq and our exporters in collaboration with E&M Division for facilitating our exporters to export their products in Iraq market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in focused potential markets.
10	9-4-2024	B2B	Meeting with exporters of Electrical Machinery with buyers of U.A.E	Our TIO in U.A.E may be organized a b2b meeting between buyers of U.A.E and our exporters in collaboration with E&M Division for facilitating our exporters to export their	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in focused potential markets.

				products in U.A.E market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region	
11	9-5-2024	B2B	Meeting with exporters of Electrical Machinery with buyers of Vietnam	Our TIO in Vietnam may be organized a b2b meeting between buyers of Vietnam and our exporters in collaboration with E&M Division for facilitating our exporters to export their products in Vietnam market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in focused potential markets.
12	11-6-2024	B2B	Meeting with exporters of Electrical Machinery with buyers of Bangladesh	Our TIO in Bangladesh may be organized a b2b meeting between buyers of Bangladesh and our exporters in collaboration with E&M Division for facilitating our exporters to export their products in Bangladesh market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in focused potential markets.

Product Officer Name: Syed Rashid Gillani

Product/Service: Plastics

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July 2023	B2B Meeting	B2B match-making of PCA with counterparts in CARs (Kazakhstan)	TDAP, PPMA & Trade Missions	Zoom meeting will be arranged with stakeholders after detailed cross discussion with relevant stakeholders
2	August 2023	B2B Meeting	B2B match-making of PCA with counterparts in CARs	TDAP, PPMA & Trade Missions	Zoom meeting will be arranged with stakeholders after detailed cross discussion with relevant stakeholders
3	September 2023	Webinar	B2B match-making of PPMA with counterparts in Africa	TDAP, PCMA, PCA, Importer and Trade Mission	Zoom meeting will be arranged with stakeholders after detailed cross discussion with relevant stakeholders
4	October 2023	Interactive session/B2B for Plastics	B2B match-making of PCA with counterparts in (UAE/Qatar)	TDAP, PCA & Trade Mission	Zoom meeting will be arranged with stakeholders after detailed cross discussion with relevant stakeholders
5	November 2023	Webinar	Import Regulations for the plastics Industry in Kenya	TDAP, PPMA and Trade Mission Kenyan Customs	Understanding the tariffs and non-tariff barriers of Kenyan market.
6	December 2023	Webinar on Plastics	Business Prospects for Pakistan in the Plastics Sector in Middle East/Jordanian market	TDAP, PPMA, PCA & Trade Missions	Prospects, potential & Issues of the sector and their viable solution will be conveyed to the concerned quarters.

7	January 2024	B2B Meeting(s)	B2B match-making of PPMA with counterparts in Vietnam	PPMA Members and Trade Mission & Importer from Vietnam	Zoom meeting will be arranged with stakeholders after detailed cross discussion with relevant stakeholders
8	February 2024	Webinar	Financial schemes offered by SBP for SMEs	PPMA Members	To apprise the businesses about financial opportunities available under the umbrella of SBP.
9	March 2024	B2B Meeting(s)	B2B match-making of PCA with Mexican counterparts from VPIA	PPMA, Trade Mission	Zoom meeting will be arranged with stakeholders after detailed cross discussion with relevant stakeholders
10	April 2024	Interactive session	Export related issues regarding Afghanistan	TDAP, PPMA & Trade Mission	Prospects, potential & Issues of the sector and their viable solution will be conveyed to the concerned quarters.
11	May, 2024	B2B Meeting(s)	B2B Meeting(s) of Afghanistan's Firm with Pakistani counterpart(s)	PPMA Members and Afghanistan Firm	Commercialization Of Chemical Products Potassium Hydroxide And Hydrochloric Acid Through The Electrolysis Process
12	June, 2024	Webinar/interactive session	Potential, Issues & Growth prospects Plastics in African Market	TDAP, PPMA, Trade Mission	Potential & Issues of the sector and viable solutions for enhancing exports of chemicals and paints in African market

Product Officer Name: Zahid Mohammad

Product/Service: Furniture & Mattresses

S N	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July-2023	Webinar	Prospects for Pakistan in the Furniture Market of Afghanistan	Furniture Exporters	To develop business links.
2	Aug-2023	Webinar	Prospects for Pakistan in Furniture Market of Kazakhstan	Furniture Exporters	To develop business links.
3	Sept-2023	Webinar	Prospects for Pakistan in Furniture Market of China	Furniture Exporters	To develop business links.
4	Nov-2023	Webinar	Online Training on Amazon	- APFMA - APFEA - PFA	To impart training and create awareness.
5	Jan-2023	B2B	Virtual meeting with furniture business community of Afghanistan	Furniture Exporters/Importers	To develop business links.
6	Feb-2024	B2B	Virtual B2B meeting with furniture business community of Jordan	Furniture Exporters/Importers	To develop business links.

7	Mar-2024	B2B	Virtual B2B meeting with furniture business community of Kazakhstan.	Furniture Exporters/ Importers	To develop business links.
8	May-2024	B2B	Virtual B2B meeting with furniture business community of Qatar	Furniture Exporters/ Importers	To develop business links.

Product Officer Name: Faisal Zaman

Product/Service Cutlery, Fans, Home Appliances

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	June-23	Webinar/Online session	Trade Prospects to KSA & Gulf	Business Community/exporters	Will create awareness about int'l markets paradigm
2	July-23	Webinar/Online session	Webinar on prospects of exports to African region	Business Community/exporters	Will help in exploring African region markets
3	August-23	Webinar	Prospects of multi sector trade to foreign markets	Business Community/exporters	Will create awareness on foreign buyers strategy
4	Sept- 23	Webinar/Online session	Webinar on business strategy	Business Community/exporters	Will help in exploring new avenues
5	Oct-23	Webinar	Highlights of sector issues	Business Community/exporters	Will create awareness about business strategies

6	Nov-23	Webinar	Exports to Asia/African markets	Business Community/exporters	Will highlight sector specific issues
7	Dec-23	Webinar	Trade Bodies suggestions/queries regarding trade boost	Business Community/exporters	Online session will further help in exploring foreign markets prospects
8	Jan-24	B2B/Online	Product specific with Foreign Missions	Business Community/exporters	Appraisal about trade prospects
9	Feb-24	B2B/Online	Product specific with Foreign Missions	Business Community/exporters	Appraisal about trade prospects
10	March	B2B/Online	Product specific with Foreign Missions	Business Community/exporters	Appraisal about trade prospects
11	April	B2B/Online	Product specific with Foreign Missions	Business Community/exporters	Appraisal about trade prospects
12	May	B2B/Online	Product specific with Foreign Missions	Business Community/exporters	Appraisal about trade prospects
13	June	B2B/Online	Product specific with Foreign Missions	Business Community/exporters	Appraisal about trade prospects

Product Officer: Omer Hussan Bajwa
Product: Construction Material

Sr. No.	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July-2023	Visit	Problem identification meeting regarding glass sector.	TDAP, Leading glass exporters.	Deep understanding of issues related to glass exporters.
2	August-2023	B2B	B2B meeting about Exploring opportunities regarding glass sector in the Gulf Markets.	TDAP, TIOs, Glass manufacturers.	Tapping Gulf market for the sector.
3	Sep-2023	B2B Interaction	Securing opportunities regarding ceramics and sanitary fittings sector in Saudi Arabia.	TDAP, TIOs, Ceramic manufacturers.	Secure export contracts for ceramics and sanitary fittings sector.

4	Oct – 2023	Webinar	Webinar about Exploring opportunities regarding prefabricated building material in African Markets.	TDAP, TIOs, Prefabricated building material manufacturers.	Tapping African markets for the sector.
5	Nov-2023	B2B Interaction	B2B about Exploring opportunities regarding prefabricated building material in African Markets.	TDAP, TIOs, Prefabricated building material manufacturers.	Tapping African markets for the sector.
6	Dec-2023	B2B Interaction	B2B regarding export of kitchens and closets in South East Asian Market	TDAP, TIOs, Kitchen and Closet manufacturers.	Tapping South East Asian markets for the sector.
7	Jan- 2024	Webinar	Webinar about Exploring opportunities regarding glass sector in South American Markets.	TDAP, TIOs, Glass manufacturers.	Tapping South American markets for the sector.
8	Feb – 2024	B2B Interaction	Securing opportunities regarding Flooring in Middle Eastern markets.	TDAP, TIOs, Flooring manufacturers.	Secure export contracts for Flooring sector.
9	Mar – 2024	B2B Interaction	Identification of market opportunities in Sri Lanka and Bangladesh webinar regarding Cement Sector.	TIOs, TDAP, APCMA.	Securing more share in the target market.
10	April – 2024	B2B Interaction	B2B regarding export of kitchens and closets in the North American Market	TDAP, TIOs, Kitchen and Closet manufacturers.	Tapping North American markets for the sector.
11	May – 2024	Webinar	Webinar about Exploring opportunities regarding prefabricated building material in South American Markets.	TDAP, TIOs, Prefabricated building material manufacturers.	Tapping South American markets for the sector.
12	June – 2024	B2B Interaction	B2B about Exploring opportunities regarding prefabricated building material in South American.	TDAP, TIOs, Prefabricated building material manufacturers.	Tapping South American markets for the sector.

Product Officer Name: Shukaiba Ghafoor

Product/Service: Packaging Materials & Stationery

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July 23	Webinar	B2B Portal introduction for Packaging/ Stationery industry	Packaging and stationery industry of Pakistan	Equip suppliers/manufacturers with online B2B portal of TDAP
2	August 23	B2B	B2B with Egyptian Counterparts	PO, Commercial section, leading exporters	Egyptian Chamber of Printing and Packaging Industry introduced to the local manufacturers of Pakistan
3	August 2023	Zoom session	Introductory session on zoom for WPO Training in September in Pakistan	WPO, Packaging industry of Pakistan, Associations and PO Packaging	Encourage the leading brands to take part in the upcoming training of WPO in Pakistan
4	September 23	Webinar	Introduction to food packaging market KSA- Riyadh	Trade Mission Riyadh, Exporters from Pakistan	Market dynamics of KSA, issues/ perspectives

5	October 23	Webinar	Introduction to packaging market of ASEAN Countries	Trade Missions, Exporters of Packaging Industry	Market dynamics of ASEAN especially Vietnam, Philippines, Malaysia and Indonesia
6	November 23	B2B	B2B session with Canada for Packaging industry of Pakistan	Trade Missions Exporters of Packaging Industry	To secure business in Canadian Market
7	December 23	B2B	Follow-up B2B with Sri Lankan importers	Trade Mission, Exporters, Sri Lankan Association of Printing & Packaging	Resolve issues if any and interact with business counterparts for exports
8	January 24	Training	Training with PSQCA for standards compliance	Exporters, manufacturers, industry, PSQCA	To inform exporters about modern technologies and trends in packaging industry
9	January 24	B2B	Packaging Industry B2B with African counterparts	African region importers, packaging sector exporters from Pakistan, Trade Missions in Africa	Secure business in African Market

10	February 24	B2B	Virtual B2B meeting with Mexican Buyers/Trade Bodies/Buying Houses of Packaging industry	Trade stakeholders of packaging industry of Pakistan and Mexico	linkages and connection of manufacturers/exporters of Pakistan and Mexican importers
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Product Officer: Sana Khokhar
Product: Pharmaceuticals & Cosmetics

Sr No	Date	Type (Consultative Session / B2B)	Topic	Stakeholders	Expected Speakers/Result
1	July-2023	Seminar / Consultative Session	Training on usage of Bio-Equivalence center lab	Pharmaceutical sector	Trained workforce/trainers to be invited from China/India
2	August-2023	Webinar	International Marketing strategies/techniques	SMEs of pharma & Cosmetics sector	Enhance share in international market/IMD
3	Sep-2023	Webinar / Consultative Session	Natural makeup ingredients & technology usage in formulization	SMEs of Cosmetics sector	Trained workforce may be invited from China & Malaysia
4	October- 2023	Webinar / Consultative Session	Ethics of participation in international trade shows	New exporters of Pharmaceutical & Cosmetics sector	Prepares SMEs for effective and result oriented participation in international exhibitions.
5	November - 2023	Webinar / Consultative Session	FDA registration process- USA	Pharmaceutical companies (exporters)	Way forward to achieve a subsidy formula for small and medium companies get the FDA approved drugs to be exported at USA.

6	December-2023	Seminar / Consultative Session	Training on PICs registration procedures	Pharmaceutical companies	Trained workforce from Europe/ Germany
7	January - 2024	Webinar	Registration procedures in Russia	Pharmaceuticals	Trained workforce may be invited from Russia

Product Officer Name: Usman Elahi Product/Service: Auto Parts					
Sr No.	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July 2023	webinar	Automotive Market of Vietnam	PAAPAM, PAMA, EDB	Currently Pakistan is not exporting to Vietnam. It will help the industry to identify the opportunities in the country
2	August 2023	webinar	Developing Exporters base of Auto Parts Industry	PAAPAM members	Addition of the exporters base of the industry
3	September 2023	webinar	Training on Marketing Research	PAAPAM members	Will enable companies to identify their potential markets
4	November 2023	webinar	Pakistani Auto parts and Russian Market	PAAPAM, Trade Mission in Moscow	Will enable the companies to find opportunities and ways to exports to Russia specially keeping in view the boycott of European and American firms

5	Dec 2023	webinar	Opportunities of Auto Parts in Kenya	PAAPAM, Trade Mission in Kenya	Find the opportunities in Kenya for auto parts and rickshaws
6	Jan 2024	B2B	Online meeting with Kenyan Importers	PAAPAM, Trade Mission in Kenya	Find the opportunities in Kenya for auto parts and rickshaws
7	February 2024	B2B	Engineering and Healthcare Show	B2B meeting with the Buyers in the Exhibition	
8	March 2024	B2B	Online meeting with Russian Importers and Auto Association	PAAPAM, Trade Mission in Moscow	Will enable the companies to find opportunities and ways to exports to Russia specially keeping in view the boycott of European and American firms
9	April 2024	B2B	Online meeting with Nigerian Importers	PAAPAM, Trade Mission in Nigeria	Find the opportunities in Kenya for auto parts and rickshaws
10	May 2024	B2B	Online meeting Turkish Auto Parts Association and Importers	PAAPAM, Mission in Istanbul	Introduction of the Turkish Market and preparation for the Automechanika Istanbul (9-11 June,2022)
11	June 2024	B2B	B2b meeting	Demands, standards and trends of the Auto Parts industry in Europe	PAAPAM, EDB, Mission in Italy, Spain, Poland

Product Officer Name: Jawad Ahsan Khawaja

Product/Service: Musical Instruments

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July 2023	B2B	Match-making of two (02) Pakistan's leading Musical Instruments exporters with German buyers.	TDAP, TIO Germany and Pakistan Musical Instruments sector	Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.
2	Oct 2023	B2B	Match-making of two (02) Pakistan's leading Musical Instruments exporters with US buyers..	TDAP, TIO USA and Pakistan Musical Instruments sector	Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.
3	Jan 2024	B2B	Match-making of two (02) Pakistan's leading Musical Instruments exporters with UK buyers.	TDAP, TIO UK and Pakistan Musical Instruments sector	Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.
4	Apr 2024	B2B	Match-making of two (02) Pakistan's leading Musical Instruments exporters with French buyers.	TDAP, TIO France and Pakistan Musical Instruments sector	Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.

5	June 2024	B2B	Match-making of two (02) Pakistan's leading Musical Instruments exporters with buyers of Netherlands	TDAP, TIO Netherlands and Pakistan Musical Instruments sector	Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.
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Product Officer Name: Jawad Ahsan Khawaja

Product/Service: Sports Goods

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July 2023	B2B	Match-making of two (02) Pakistan's leading Sports Goods exporters with relevant Chinese buyers.	TDAP, TIO China and Pakistan Sports Goods sector	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.
2	Aug 2023	B2B	Match-making of two (02) Pakistan's leading Paddle Racket exporters with relevant Brazilian buyers.	TDAP, TIO Brazil and Pakistan Sports Goods sector	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.
3	Sep 2023	B2B	Match-making of two (02) Pakistan's leading Sports goods exporters with relevant German buyers.	TDAP, TIO Germany and Pakistan Sports Goods sector	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and relevant foreign

					buyers to generate tangible business deals.
4	Oct 2023	B2B	Match-making of two (02) Pakistan's leading Sports Goods exporters with relevant buyers of Canada.	TDAP, TIO Canada and Pakistan Sports Goods sector	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.
5	Nov 2023	B2B	Match-making of two (02) Pakistan's leading Sports goods exporters with relevant buyers of UK and France.	TDAP, TIOs UK & France and Pakistan Sports Goods sector	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.
6	Dec 2023	B2B	Match-making of two (02) Pakistan's leading Sports goods exporters with relevant Moroccan and Algerian buyers.	TDAP, TIOs Morocco & Algeria and Pakistan Sports Goods sector	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.
7	Jan 2024	B2B	Match-making of two (02) Pakistan's leading Sports goods exporters with relevant US buyers.	TDAP, TIOs USA and Pakistan Sports Goods sector	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.
8	Feb 2024	B2B	Match-making of two (02) Pakistan's leading Paddle Racket exporters	TDAP, TIOs Argentine and	Wide-ranging linkages and connection amongst the Sports Goods

			with relevant Argentine buyers.	Pakistan Sports Goods sector	manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.
9	Mar 2024	B2B	Match-making of two (02) Pakistan's leading Sports goods exporters with relevant Mexican buyers.	TDAP, TIO Mexico and Pakistan Sports Goods sector	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.
10	Apr 2024	B2B	Match-making of two (02) Pakistan's leading Sports goods exporters with relevant Australian buyers.	TDAP, TIO Australia and Pakistan Sports Goods sector	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.
11	May 2024	B2B	Match-making of two (02) Pakistan's leading Sports goods exporters with relevant US buyers.	TDAP, TIO USA and Pakistan Sports Goods sector	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.
12	Jun 2024	B2B	Match-making of two (02) Pakistan's leading Sports Goods exporters with relevant Canadian buyers.	TDAP, TIO Canada and Pakistan Sports Goods sector	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and relevant foreign buyers to generate tangible business deals.

Product Officer: Taha Farooq
Product: Safety Equipment

Sr. No.	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July-2023	Visit or Webinar (As per approval and arrangement)	Problem identification meeting regarding safety equipment and safety wear sector.	TDAP, Leading safety exporters and association.	Deep understanding of issues related to safety equipment exporters.
2	August-2023	Webinar	Webinar about Exploring opportunities regarding safety equipment sector in USA	TDAP, TIOs, safety exporters	Tapping American market for the sector.
3	Sep-2023	B2B	Securing opportunities regarding safety equipment sector in Canada	TIOs, TDAP, Prominent exporters of safety equipment	Exploration of possibilities of more trade in the relevant sector
4	Oct – 2023	Webinar	Webinar about Exploring opportunities regarding safety equipment in South Korea	TDAP, TIOs, Safety manufacturers.	Tapping Korean Market for safety equipment
5	Nov-2023	B2B	Securing opportunities regarding safety equipment in Chile	TDAP, TIOs, Safety manufacturers.	Secure export contracts for safety and safety wear sector
6	Dec-2023	Webinar	Webinar about Exploring opportunities regarding safety equipment sector in Saudia Arabia Market	TDAP, TIOs, Safety manufacturers.	Tapping Saudia Arabian markets for the sector.
7	Jan- 2024	B2B	Securing opportunities regarding glass sector in Mexico	TDAP, TIOs, Safety manufacturers.	Secure export contracts for Safety Sector.

8	Feb – 2024	B2B	Securing opportunities regarding safety equipment sector in Qatar	TDAP, TIOs, Safety manufacturers.	Secure export contracts for safety equipment and safety wear sector.
9	Mar – 2024	Webinar	Identification of market opportunities in Algeria	TIOs, TDAP, Exporters	Securing more share in the target market.
10	April – 2024	B2B	Securing opportunities regarding Safety equipment sector in Australia	TDAP, TIOs, Safety manufacturers.	Secure export contracts for Safety Equipment Sector
11	May – 2024	B2B	Securing opportunities regarding safety equipment sector in South East Asian Market	TDAP, TIOs, Safety manufacturers.	Secure export contracts for safety equipment and safety wear sector.
12	June – 2024	B2B	Securing export opportunities for safety equipment sector in United Arab Emirates	TIOs, TDAP, Prominent exporters of the sector	Introduction of safety equipment sector in UAE Markets

Product Officer: M. Junaid Feroz
Product: Surgical Instruments

Sr No	Date	Type (Consultative Session / B2B)	Topic	Stakeholders	Expected Result
1	July-2023	Seminar / Consultative Session	Finalization of subsidy criteria for MDR in consultation with SIMAP	SME's of Surgical Industry, SIMAP	Discussion based on Data gathered
2	August-2023	B2B	Consultative session for the hiring of MDR Consultant	SME's of Surgical Industry, SIMAP	Development of proper Roadmap for MDR
3	Sep-2023	B2B	Consultative session for the hiring of MDR Consultant	SME's of Surgical Industry, SIMAP	Development of proper Roadmap for MDR

4	Sep-2023	Webinar / Consultative Session	Ethics of participation in international trade shows	SME's of Surgical Industry, TDAP	Prepares SMEs for effective and result oriented participation in international exhibitions
5	Sep-2023	B2B	Review Progress / Consultative session for the hiring of MDR Consultant	SME's of Surgical Industry, SIMAP	Development of proper Roadmap for MDR
6	October- 2023	B2B	Interaction of 10 SME's with Chinese counterparts	SME's of Surgical Industry, SIMAP	Increased opportunity of Market Access to SME's in China
7	November – 2023	B2B	Interaction of 10 SME's with Chinese counterparts	SME's of Surgical Industry, SIMAP	Increased opportunity of Market Access to SME's in China
8	December- 2023	B2B	Interaction of 10 SME's with Chinese counterparts	SME's of Surgical Industry, SIMAP	Increased opportunity of Market Access to SME's in China
9	January – 2024	B2B	Interaction of 10 SME's with Chinese counterparts	SME's of Surgical Industry, SIMAP	Increased opportunity of Market Access to SME's in China
10	February- 2024	B2B	Interaction of 10 SME's with Chinese counterparts	SME's of Surgical Industry, SIMAP	Increased opportunity of Market Access to SME's in China
11	March- 2024	B2B	Interaction of 10 SME's with Chinese counterparts	SME's of Surgical Industry, SIMAP	Increased opportunity of Market Access to SME's in China
12	April- 2024	B2B	Interaction of 10 SME's with Chinese counterparts	SME's of Surgical Industry, SIMAP	Increased opportunity of Market Access to SME's in China
13	May – 2024	B2B	Interaction of 10 SME's with Chinese counterparts	SME's of Surgical Industry, SIMAP	Increased opportunity of Market Access to SME's in China

14	June – 2024	B2B	Interaction of 10 SME`s with Chinese counterparts	SME`s of Surgical Industry, SIMAP	Increased opportunity of Market Access to SME`s in China
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TEXTILE & LEATHER DIVISION:

Product Officer Name: Farrukh Humayun

Product/Service: Carpets

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	August 2023	B2B	Webinar on market entry requirements in Egypt	PCMEA & TIC Egypt	Requested by PCMEA.
2	October 2023	B2B	B2B interaction for enhancing Pakistan's exports to Russia	PCMEA & TIC Russia	Pakistan's exports to Russia were 210 USD thousand in 2021.
3	December 2023	B2B	B2B interaction for enhancing Pakistan's exports to USA	PCMEA & TIC USA	Pakistan's exports to USA were 41,972 USD thousand in 2021.
4	February 2024	B2B	B2B interaction for enhancing Pakistan's exports to Poland	PCMEA & TIC Poland	Pakistan's exports to Poland were 48 USD thousand in 2021.
5	April 2024	B2B	B2B interaction for enhancing Pakistan's exports to France	PCMEA & TIC France	Pakistan's exports to France were 2307 USD thousand in 2021.
6	June 2024	B2B	B2B interaction for enhancing Pakistan's exports to Germany	PCMEA & TIC Germany	Pakistan's exports to Germany were 5986 USD thousand in 2021.

Product Officer Name: Saeed Tamimi, Assistant Manager

Product/Service: High End Fashion

Sr No.	Date	Type (Workshop/Training or B2B)	Topic	Stakeholders	Expected Result
1	October/November,2023	Webinar	Market Access Analysis	Fashion Designers/Production, Retail Houses	To explore untapped & promising market of Saudi Arabia & Qatar for our High End Fashion Garments
2	January,2024	Webinar	Market Access Analysis	Designers / Production, Retail Houses	To explore untapped & promising market of CARs for our High End Fashion Garments

Product Officer Name: Farrukh Hummyun

Product/Service: Yarn & Fabric

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July 2023	B2B	B2B Meetings with African Fabrics buyers	Relevant Trade Bodies & Trade Mission	The objective of the webinar is to promote SMEs in the African Market.

2	September 2023	B2B	B2B interaction with Saudi Arabia textile importers	Relevant Trade Bodies & Trade Mission	Increasing export of Fabrics to KSA.
3	November 2023	B2B	B2B Meetings with Chinese Textile buyers	Relevant Trade Bodies & Trade Missions	To explore business opportunities regarding Textile exports to China.
4	January 2023	Webinar	Opportunities and challenges in importing cotton from Afghanistan	Local textile industry, such as cotton importers and spinners & TIC Afghanistan	To explore business opportunities regarding cotton imports from Afghanistan.
5	March 2023	B2B	B2B Meetings with Bangladesh buyers	Relevant Trade Bodies & Trade Missions	To explore business opportunities regarding Textile exports to Bangladesh.
6	May 2023	B2B	B2B interaction for enhancing Pakistan's exports to Sri Lanka	Relevant Trade Bodies & Trade Missions	To increase the textile exports to Sri Lanka.

Product Officer Name: Ahmed Ali

Product/Service: Ready-Made Garments, Knitwear, Hosiery

Sr No.	Date	Type (Webinar or B2B)	Topic	Rationale	Stakeholders	Expected Result
1	July 2023	B2B	B2B Matchmaking in Germany for the product 'Cotton T-shirts' (HS: 610910)	According to ITC EPM, this product has the highest unfulfilled export potential in the	German apparel importers, TIO Frankfurt, PRGMEA,	Successful B2B match with order placements

				apparel category in Germany (\$42 million)	PHMA, Local textile industry	
2	Aug 2023	B2B	B2B Matchmaking in the UK for the product ‘Socks/Stockings’ (HS: 6115)	According to ITC EPM, this product has the highest unfulfilled export potential in the apparel category in the UK (\$51 million)	British apparel importers, TIO London/Manchester, PRGMEA, PHMA, Local textile industry	Successful B2B match with order placements
3	Sept 2023	Webinar	Potential for Pakistani apparel exports to Denmark	Pakistan Embassy in Copenhagen published a Textiles sectoral report in Dec 2022. This webinar is aimed at further exposition of the report for the Pakistani apparel exporters.	Pakistan Embassy in Copenhagen, Relevant trade bodies, Local industry	Participants will get a clearer picture of the Danish apparel market, and how Pakistani exporters can improve their exports.
4	Oct 2023	B2B	B2B Matchmaking in the Netherlands for the product ‘Men’s woven cotton/denim trousers/shorts’ (HS: 620342)	According to ITC EPM, this product has the highest unfulfilled export potential in the apparel category in the Netherlands (\$32 million)	Dutch apparel importers, TIO Hague, PRGMEA, PDMEA, Local textile industry	Successful B2B match with order placements
5	Nov 2023	B2B	B2B Matchmaking in Italy for the product ‘Cotton T-shirts’ (HS: 610910)	According to ITC EPM, this product has the highest unfulfilled export potential in the apparel category in Italy (\$25 million)	Italian apparel importers, TIO Rome, PHMA, PRGMEA, Local textile industry	Successful B2B match with order placements

6	Dec 2023	B2B	B2B Matchmaking in France for the product ‘Cotton T-shirts’ (HS: 610910)	According to ITC EPM, this product has the highest unfulfilled export potential in the apparel category in France (\$29 million)	French apparel importers, TIO Paris, PRGMEA, PHMA, Local textile industry	Successful B2B match with order placements
7	Jan 2024	B2B	B2B Matchmaking in United States for the product ‘Men’s woven cotton/denim trousers/shorts’ (HS: 620342)	According to ITC Export Potential Map (EPM), this product has the highest unfulfilled export potential in the apparel category in the US (\$118 million)	American apparel importers, TIOs in the US, PRGMEA, PDMEA, Local textile industry	Successful B2B match with order placements
8	Feb 2024	B2B	B2B Matchmaking in Chile for the product ‘Men’s woven cotton/denim trousers/shorts’ (HS: 620342)	According to ITC EPM, in the South American region, Chile has the highest unfulfilled export potential with Pakistan (\$32 mn). From apparel category, this product has the highest remaining potential (\$6.2 mn). Chile is a viable market for export diversification.	Chilean apparel importers, TIO Buenos Aires, PRGMEA, PDMEA, Local industry	Successful B2B match with order placements
9	Mar 2024	B2B	B2B Matchmaking in the UK for the product ‘Women’s woven cotton/denim	UK has the highest unfulfilled exports potential for this product (\$14 million)	British apparel importers, TIO London/Manchester, PRGMEA, PDMEA, Local textile industry	Successful B2B match with order placements

			trousers/shorts’ (HS: 620462)			
10	Apr 2024	B2B	B2B Matchmaking in Australia for the product ‘Men’s woven cotton/denim trousers/shorts’ (HS: 620342) and/or T-shirts (HS: 610910)	According to ITC EPM, these products have the highest unfulfilled export potential in the apparel category in Australia (\$7.5 million & \$5 million)	Australian apparel importers, TIO Sydney, PRGMEA, PHMA, PDMEA, Local textile industry	Successful B2B match with order placements
11	May 2024	B2B	B2B Matchmaking in Russia for the product ‘Socks/Stockings’ (HS: 6115)	According to ITC EPM, this product has the highest unfulfilled export potential in the apparel category in Russia (\$10 million)	Russian apparel importers, TIO Moscow, PHMA, Local textile industry	Successful B2B match with order placements

INTERNATIONAL MARKETS DEVELOPMENT DIVISION (IMDD)

Product Officer Name: Abdul Wakeel

Region: China, East Asia & Oceania

Sr No	Month	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	August	Webinar	Awareness session to promote more Pakistani businesses to be able to launch products on the E-commerce platforms in China	<ul style="list-style-type: none"> • TDAP • Trade mission in Beijing • Exporters 	As China is expanding its businesses widely through E-commerce, Pakistani businesses will be able to increase their footprint
2	September	Webinar	Awareness session on Dispute Resolution Mechanism for Pakistani exporters	<ul style="list-style-type: none"> • TDAP • TDRO • Trade missions China • Exporters 	Awareness regarding resolution of trade related disputes
3	October	Webinar	Promotion of Pakistan's permanent pavilions in China	<ul style="list-style-type: none"> • TDAP • Trade missions China • Exporters 	By publicizing the pavilions, it is expected that the Pakistani businesses will be able to display their products in these pavilions
4	November	Webinar	Awareness session for joint ventures with Chinese businesses	<ul style="list-style-type: none"> • TDAP • Trade missions Shanghai & Beijing • Exporters 	Chinese businesses are showing keen interest to initiate JVs, this session will help Pakistani businesses to understand the procedures

5	November	Webinar	Registration of Pakistani brands in Australia	<ul style="list-style-type: none"> • TDAP • Trade mission Australia • Exporters 	Realization of importance and registration procedures of branding among exporters of Pakistan
6	November	Webinar	Training session on registration for TDAP B2B portal	<ul style="list-style-type: none"> • TDAP • Exporters 	Firms will be able to understand the process of registration
7	December	Webinar	Registration of Pakistani brands in South Korea	<ul style="list-style-type: none"> • TDAP • Trade mission South Korea • Exporters 	Realization of importance and registration procedures of branding among exporters of Pakistan

Marketing Officer:

Bakhtawar Hizbullah Sario

Market/Region:

Middle East, CARs and South Asia

S. No.	Date/Mission	Webinar or B2B	Topic	Stakeholders	Expected Result
1	August 2023 Tajikistan	Webinar	Webinar on International Universal Exhibition, Tajikistan	Trade Mission and all the relevant export sectors of Pakistan	The expected outcome is to inform the prospective participants about participation in the event.
2	February 2024 Middle East	Webinar	Webinar on exploring E commerce platforms in Middle East	Trade Mission and all the relevant export sectors of Pakistan	This webinar will try to explore the E commerce platforms in Middle East and onboarding of Pakistani Companies on the same.

3	April 2024 Qatar	Webinar	Webinars focused on Pak Qatar trade opportunities	Trade Mission and export sectors of Pakistan	The expected outcome is to explore trade opportunities for Pakistan in Qatar
4	May 2024 Saudi Arabia	B2B	Chain Store Association for Hyper store in Saudi Arabia	Pakistan Retailers and Chain Store association	The aim is to establish B2B linkages between Pakistan Retailers and Chain Store Association with its counterpart in KSA. The B2B was proposed by TIC last year.

Marketing Officer:

Ali Mardan Bozdar

Market/Region:

Africa and America's

S. No.	Date/Mission	Webinar or B2B	Topic	Stakeholders	Expected Result
1	July 2023 Los Angeles, USA	Webinar	Webinar on Promotion of Pakistani Women Entrepreneurs in the US	Trade Mission, relevant Chambers and Associations	This webinar will create awareness among women business entrepreneurs of Pakistan for exploring the trade opportunities, and enhance visibility and recognition of Pakistani women entrepreneurs in the US

2	August 2023 Rwanda	Webinar	Explore the African Market- Rwanda	Embassy of Pakistan in Rwanda and all the relevant export sectors of Pakistan	The aim of the webinar is to create awareness among Pakistani inform the prospective participants about participation in the event.
3	September 2023 Nigeria	Webinar	Webinar on Promoting Pakistan Paints in Nigeria	Trade Mission Nigeria, TDAP, relevant associations, Exporters/companies	The webinar aims to provide participants with a deep understanding of the Nigerian paint market, including its size, growth potential, consumer preferences, and competitive landscape.
4	October 2023 New York/Houston	Webinar	Webinar on Promotion of Roshan Digital Account	Trade Mission New York & Houston, TDAP, relevant associations	This webinar is aimed to increase the awareness regarding Roshan Digital Account for Pakistani community.

5	Nov 2023 Senegal	Webinar	Marketing Webinar on FIDAK	Trade Mission Senegal, TDAP, Exporters and Entrepreneurs	The webinar is planned to disseminate information related to FIDAK among relevant stakeholders in Pakistan
6	December, 2023 Mexico	Webinar	Webinar to Explore the Mexican market	Trade Mission Mexico, TDAP, relevant associations	This webinar is aimed to increase the awareness among business community of Pakistan regarding the market potential of Mexico.
07	December, 2023 Kenya	webinar	Explore the African market- Kenya	Trade Mission, TDAP, relevant chambers/associations and exporters	This webinar will provide awareness regarding African market especially the Kenyan market.
08	December, 2024 Argentina	Webinar	Webinar on Business opportunities in textile, surgical & Sports Goods in Peru- in collaboration with TIC Argentina	Trade Mission Argentina, TDAP, relevant Associations, Exporters & Importers	This webinar will create awareness among Pakistani & Peru business entrepreneurs/exporters regarding opportunities in exports promotion of textile, surgical & sports sectors.
09	January, 2024 Guatemala (Mexico Mission)	Webinar	Webinar on Explore the Guatemala Market for Pakistan	Trade Mission, TDAP, relevant associations/trade bodies & exporters	This webinar will provide awareness to the Pakistani exporters regarding the potential of Guatemala market.

10	January, 2024 Rwanda	Webinar	Webinar on promotion of Pakistan's key products Textile & Leather, Engineering goods, I.T and others	Embassy of Pakistan in Rwanda	This webinar is designed to promote Pakistani products in the Rwandan market.
11	January, 2024 Peru	Webinar	Webinar on Explore the Peru market for Pakistan	Trade Mission Argentina, TDAP, relevant Associations, Exporters & Importers	The webinar aims to provide participants with a comprehensive understanding of the Peru market, including its economic landscape, consumer behavior, market trends, and potential opportunities for Pakistani businesses

Product Officer Name: Naseer Ahmad Bhatti

Region/Service: Europe

Sr No.	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July 2023	Webinar	Webinar on Trade Opportunities in Agro Products between Belgium and Pakistan	Trade Mission Belgium, TDAP, Pakistani Exporters and Manufacturers of Agro Products	This webinar will create awareness among business entrepreneurs of both Pakistan & Belgium for exploring the trade opportunities in Agro Sector.
2	August 2023	Webinar	Webinar on awareness session on Pak-Turkey PTA	Trade Mission Turkey	This webinar is aimed to increase the awareness among business

					community regarding Pak-Turkey PTA
3	Sep, 2023	Webinar	Trade opportunities for Pakistan in Belarus	Pakistan Mission Belarus	This webinar is aimed to increase the awareness among business community of Pakistan regarding the potential of Tobacco and Salt market in Italy.
4	Sep 2023	Webinar	Webinar on New GSP Scheme of UK and opportunities for Pakistani exporters	MoC, UK High Commission, TIO	This webinar will create awareness among business for opportunities after Pak-UK GSP Scheme
5	October 2023	Webinar	Webinar on Sanctions on Russia & Belarus after Ukraine conflict, opportunities and risks for Pakistani exporters	Trade Mission Russia, TDAP, relevant associations	The webinar aims to provide awareness to the exporters of Pakistan regarding sanctions on Russia after Ukraine conflict, provide information related to opportunities and risks.
6	November 2023	Webinar	Webinar on New GSP Scheme of UK and opportunities for Pakistani exporters	Trade Mission London & Manchester, TDAP, relevant associations/trade bodies & exporters	This webinar will provide awareness to the Pakistani exporters regarding New GSP Scheme of UK and

					opportunities & risks for Pakistani exporters.
7	November 2023	Webinar	Webinar on Trade Opportunities between Türkiye and Pakistan PTA	Trade Mission Türkiye, TDAP, Türkiye and Pakistan Exporters	This webinar will create awareness among business entrepreneurs of both Pakistan & Türkiye for exploring the trade opportunities.
8	December 2023	Webinar	Export Opportunities in United Kingdom for Services Sector of Pakistan.	Trade Mission UK, TDAP, Services Sector related Organizations of Pakistan	This webinar will provide awareness to the Pakistani exporters regarding potential of Services Sector exports to UK.

SERVICES & HALAL OPPORTUNITIES DIVISION:

Product Officer Name: Adil Mukhtar

Product/Service: E-Commerce

Sr No.	Date	Type	Topic	Stakeholders	Expected Result
1	Jul, 2023	3D Strategy: Product, Market & Platform	Exploring Markets via E-Commerce: Russia & CARs Exploring E-Commerce Markets for Niche: Leather, Textile Platform Diversification: Yandex, Ozon	<ul style="list-style-type: none"> Chambers of Commerce & Industry Associations Mission in Russia 	For better accessibility of Pakistani businesses and diversifying the platform availability
2	Aug, 2023		Exploring Markets via E-Commerce: Europe I Exploring E-Commerce Markets for Niche: Textile, , Fashion, Handicrafts Platform Diversification: Zalando, Asos	<ul style="list-style-type: none"> Chambers of Commerce & Industry Associations Mission in Madrid, Paris 	-do-
3	Sept, 2023		Exploring Markets via E-Commerce: Europe II Exploring E-Commerce Markets for Niche : Textile, Engineering, Fashion Platform Diversification: Allegro, eMAG	<ul style="list-style-type: none"> Chambers of Commerce & Industry Associations Mission in Rome, Warsaw, Dublin 	-do-

4	Oct, 2023		Exploring Markets via E-Commerce: China Exploring E-Commerce Markets for Niche : Textile Platform Diversification TMall, Alibaba	<ul style="list-style-type: none"> • Chambers of Commerce & Industry • Associations • Mission in Shanghai, Beijing 	-do-
5	Nov, 2023		Web Summit, Portugal 13-16 November, 2023	E-Commerce/IT Companies	Participation and linkages building of Pakistani companies
6	Dec, 2023		Exploring Markets via E-Commerce: ASEAN Exploring E-Commerce Markets for Niche : Agro & Food, Textile Platform Diversification Lazada, Shopee	<ul style="list-style-type: none"> • Chambers of Commerce & Industry • Associations • Mission in Argentina, Brazil 	For better accessibility of Pakistani businesses and diversifying the platform availability
7	Jan, 2024	3D Strategy: Product, Market & Platform	Exploring Markets via E-Commerce: Latin America Exploring E-Commerce Markets for Niche : Ready-made Garments Platform Diversification: MercadoLibre, Americana's	<ul style="list-style-type: none"> • Chambers of Commerce & Industry • Associations • Mission in Argentina, Brazil 	-do-
8	Feb, 2024		Exploring Markets via E-Commerce: East Asia Exploring E-Commerce Markets for Niche : Textile, Spices Platform Diversification: Rakuten Ichiba, Coupang	<ul style="list-style-type: none"> • Chambers of Commerce & Industry • Associations • Mission in Japan 	-do-

9	March, 2024		Exploring Markets via E-Commerce: Oceania Exploring E-Commerce Markets for Niche : Textile, Handicrafts/Gems & Jewelery Platform Diversification eBay.com	<ul style="list-style-type: none"> • Chambers of Commerce & Industry • Associations • Mission in Sydney 	-do-
10	April, 2024		Exploring Markets via E-Commerce: North Africa Exploring E-Commerce Markets for Niche : Textile, Engineering Platform Diversification: Jumia	<ul style="list-style-type: none"> • Chambers of Commerce & Industry • Associations • Missions Cairo, Nigeria, Algeria 	-do-
11	May, 2024		Exploring Markets via E-Commerce: Turkey Exploring E-Commerce Markets for Niche : Misc Platform Diversification: Trendyol, Hepsiglobal	<ul style="list-style-type: none"> • Chambers of Commerce & Industry • Associations • Mission in Istanbul 	-do-
12	June, 2024		Exploring Markets via E-Commerce: Middle East Exploring E-Commerce Markets for Niche : Agro & Food, Textile, Engineering Platform Diversification: Souq.com, noon.com	<ul style="list-style-type: none"> • Chambers of Commerce & Industry • Associations • All Missions in GCC 	-do-

Product Officer Name: Akif Ullah Khan

Product/Service: Information Technology

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	August	Webinar	Exploring new opportunities for Pakistani companies in cloud computing in KSA	PSEB and TDAP	To know about the new initiatives of KSA government and opportunities to be availed
2	October	Webinar	Opportunities for startups in Canada	PSEB, P@SHA and TDAP	To work on new areas for startups and incubators
3	November	Webinar	Finding avenues for cooperation between Pakistan and Italy in AI, Machine learning and Big data.	PSEB, P@SHA and TDAP	Exploring the Italian market
4	December	Webinar	Exploring the gaming and animation industry and achieving potential deals through trade links in USA	PSEB and TDAP	Sensitizing the Pakistani companies about the gaming industries and its significance in future
5	January	Webinar	Finding cooperation areas for Pakistani companies in Morocco	PSEB and TDAP	This new market needs to be explored and delved for keeping pace with the changes taking place in the African region.

Product Officers Name: Mohammad Ali Yousaf ,

Product/Service: Tourism

Sr No	Date	Type (Webinar/B2)	Activity	Stakeholders	Expected Result
1	Jul, 2023	Webinar/B2B	Exchange of Business Prospects for Tour/Travel Sector Stakeholders, in collaboration with TIA in China	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Discussion on modalities of joint venture, or business deals, and identification hurdles in presence of all stakeholders including federal and provincial tourism corporations.
2	Aug, 2023	National Conference on World Tourism Day	Conference	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Scrutiny of Proposal sent by PTDC, approvals and misc work related to finalization of the event.
3	Nov, 2023	Webinar	Series of webinars on Travel & Adventure Show, New York	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Webinars will be arranged with a focus on dissemination of information related to the participation in Travel and Adventure Show, New York. (Date: 28 – 30 January, 2023)
4	Jan, 2024	Travel and Adventure Show, New York	Exhibition	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Participation in the exhibition and the related preparations.
	Feb, 2024	Webinar	Series of webinars on ITB Berlin.	PTDC, PATO, TAAP, PHA, Provincial	Webinars will be arranged with a focus on dissemination of information related to the

5				tourism depts. & corporations. Provincial associations.	participation in ITB Berlin. (Date: 05 -07 March, 2024)
6	April, 2024	Webinar/B2B	Exchange of Business Prospects for Tour/Travel Sector Stakeholders, in collaboration with TIA in Saudi Arabia	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Discussion on modalities of joint venture, or business deals, and identification hurdles in presence of all stakeholders including federal and provincial tourism corporations.

Product Officers Name: Mr. Muhammad Ali Yousuf, (Halal Services)

Product/Service: Halal Services

Sr	Date	Type (Webinar/B2)	Topic	Stakeholders	Expected Result
1	Jul, 2023	Webinar	Series of webinars on MIHAS Malaysia.	Halal Development Council, Halal Association of Pakistan.	Webinars will be arranged with a focus on dissemination of information related to the participation in MIHAS Malaysia. (Date: 12 -15 September, 2023)
2	Sept, 2023	Webinar	Series of webinars on Saudi International Halal Expo KSA.	Halal Development Council, Halal Association of Pakistan.	Webinars will be arranged with a focus on dissemination of information related to the participation in Saudi international halal expo 2023. (Date: 19 -21 November, 2023)
3	Nov, 2023	Webinar/B2B	Exchange of Business Prospects for Halal Sector Stakeholders, in collaboration with TIC in Turkey	Halal Development Council, Halal Association of Pakistan.	Discussion on regulation and requirement of export of halal products in Turkish market.
4	Jan, 2024	Webinar/B2B	Exchange of Business Prospects for Halal Sector Stakeholders, in collaboration with Minister in Indonesia	Halal Development Council, Halal Association of Pakistan.	Discussion on regulation and requirement of export of halal products in Indonesia market.
5	March, 2024	Webinar/B2B	Exchange of Business Prospects for Halal Sector Stakeholders, in collaboration with TIC in Kazakhstan	Halal Development Council, Halal Association of Pakistan.	Discussion on regulation and requirement of export of halal products in Kazakhstan market.
6	May, 2024	Webinar/B2B	Exchange of Business Prospects for Halal Sector Stakeholders, in	Halal Development Council, Halal Association of Pakistan.	Discussion on regulation and requirement of export of halal products in Morocco market.

			collaboration with TIC in Morocco		
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Product Officer Name: Urva Hassan Zubairi					
Product/Service: Financial Services					

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July 2023	Webinar	Potential for Digital Bank and their future	SBP, PBA	To engage stakeholders to understand significance of digital banks
2	August 2023	Webinar	Fintech sector significance for SMEs in Pakistan	SBP, PFA	To sensitize about the Fintech sector potential for SMEs
3	October 2023	Webinar	Financial Services and Trade Finance	SBP, PBA	To create awareness on the financial services significance for increasing Trade Finance
4	December 2023	Summit	Pakistan Fintech Summit	SBP, PBA, PFA	Roadmap of Pakistan Fintech Sector
5	February 2023	Webinar	Fintech sector potential Opportunities	PFA	To identify areas where Fintech can facilitate businesses in Trade
6	June 2023	Webinar	Digital Financial services roles to boost trade	SBP, PFA, PBA	To create awareness on digital financial services in Pakistan

Product Officer Name: M. Amir Khan

Product/Service: Transport and Logistic Services

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	August 2023	Awareness Webinar	Opportunities to use QTTA and TIR for safe Transportation	China & Kazakhstan Mission, Exporters, Transporters, etc.	To aware the stakeholders regarding logistic solution to CARs.
2	October 2023	Awareness Webinar	ATPTT, AUPTT, and APTTA opportunities	Trade Mission, Exporters, Transporters, etc.	To aware the stakeholders regarding logistic solution.
3	November 2023	B2B	Logistic Company with the PFVA	Logistic Company, PFVA, etc.	The offers of Logistic Company for fruit and vegetables exporters through land routs
4	February 2024	B2B	Logistic Company with the REAP	Logistic Company, REAP, etc.	The offers of Logistic Company for REAP exporters through land routs

Product Officer Name: Waqar Rasool

Product/Service: Construction Services

Sr No	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
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1	July 2023	Webinar	Webinar on New emerging Technologies in Construction Services Netherlands.	<ol style="list-style-type: none"> 1. Association Builders and Developers 2. Constructor Association of Pakistan (CAP) 3. Pakistan Council of Architect and Town Planners (PCATP) 4. Exporters of Construction Services. 	It is very necessary for upgrade the construction services technology for Construction Services Exports market. like as Artificial Intelligence, BIM Software, 3D Printing Houses, Robot Swarms ,Lidar (5D Printing, Shadow analysis, Land Classification, Structural Flaw detection, Drone mapping, Elevation modeling, Urban assessment, Optic fiber and sewer passage analysis. Connected Hardhats, Mart Infrastructure.
2	August 2023	Webinar	Webinar /B2B with State Bank policies and Facilities for Exporters of Construction Services.	<ol style="list-style-type: none"> 1. Association Builders and Developers 2. Constructor Association of Pakistan (CAP) 3. Pakistan Council of Architect and Town Planners (PCATP) 4. Exporters of Construction Services. 	This webinar will provide awareness to exporters for support policies of State Bank.
3	September 2023	Webinar	Webinar on Pakistan Government policies and Facilities	<ol style="list-style-type: none"> 1. Association Builders and Developers 2. Constructor Association of Pakistan (CAP) 	Highlight the Pakistan Government policies and Facilities for Exporters of Construction Services.

			for Exporters of Construction Services.	<ol style="list-style-type: none"> 3. Pakistan Council of Architect and Town Planners (PCATP) 4. Exporters of Construction Services. 	
4	October 2023	Webinar	Webinar on Export opportunities in Housing and Construction Services Sector of Afghanistan	<ol style="list-style-type: none"> 1. Association Builders and Developers 2. Constructor Association of Pakistan (CAP) 3. Pakistan Council of Architect and Town Planners (PCATP) 4. Exporters of Construction Services. 	There is very little manufacturing capacity in Afghanistan – most cement and wood, and all steel, sanitary fixtures and other manufactured goods are imported. The main sources of import of construction materials and Services are Pakistan. Afghanistan is good market for Pakistani construction services exporters.
5	November 2023	Webinar	Webinar on Export opportunities in Housing and Construction Sector of Pakistan in UAE.	<ol style="list-style-type: none"> 1. Association Builders and Developers 2. Constructor Association of Pakistan (CAP) 3. Pakistan Council of Architect and Town Planners (PCATP) 4. Exporters of Construction Services. 	The construction industry in the United Arab Emirates (UAE) is expected to rebound in 2021, growing by 3.1% in 2021, following a decline of 4.8% registered in 2020. The industry is then expected to expand at an annual average of 3.8% between 2022 and 2025. UAE is a good market for Pakistani construction services exporters.

6	December 2023	Webinar	Webinar on Export opportunities in Housing and Construction Sector of Pakistan in Jeddah Saudi Arabia.	<ol style="list-style-type: none"> 1. Association Builders and Developers 2. Constructor Association of Pakistan (CAP) 3. Pakistan Council of Architect and Town Planners (PCATP) 4. Exporters of Construction Services. 	Saudi Arabia's construction industry is forecast to recover in 2021, growing by 2.9%, after contracting by an estimated 0.5% in 2020. In 2022, the industry is projected to continue to 159 of Pakistan, PCATP, Exporters and Importers. recover, growing by 3.2%, and then expand by 4.3% over the remainder of the forecast period (2023-2025). Saudi Arab is good market for Pakistani construction services exporters.
7	January 2024	Webinar	Webinar on Export opportunities in Construction Sector Opportunities in Qatar.	<ol style="list-style-type: none"> 1. Association Builders and Developers 2. Constructor Association of Pakistan (CAP) 3. Pakistan Council of Architect and Town Planners (PCATP) 4. Exporters of Construction Services. 	The Qatari construction market was valued at USD 42.19 billion in 2021, and it is expected to reach a value of USD 76.98 billion by 2026, registering a CAGR of 10.54% over the period of 2021-2026 (henceforth, referred to as the forecast period). Qatar is good market for Pakistani construction services exporters.
8	February 2024	Webinar/ B2B	Webinar on Housing & Construction Sector Opportun	<ol style="list-style-type: none"> 1. Association Builders and Developers 2. Constructor Association of Pakistan (CAP) 	There is very little manufacturing capacity in Afghanistan – most cement and wood, and all steel, sanitary fixtures and other manufactured goods are imported. The main sources of import of construction materials and Services are Pakistan. Afghanistan is good market for Pakistani construction services exporters.

			ities in Qandahar Afghanist an.	3. Pakistan Council of Architect and Town Planners (PCATP) 4. Exporters of Construction Services.	
9	March 2024	Webinar/B2B	Webinar on Housing and Construction Sector of Pakistan in Saudi Arabia.	1. Association Builders and Developers 2. Constructor Association of Pakistan (CAP) 3. Pakistan Council of Architect and Town Planners (PCATP) 4. Exporters of Construction Services.	Saudi Arabia's construction industry is forecast to recover in 2021, growing by 2.9%, after contracting by an estimated 0.5% in 2020. In 2022, the industry is projected to continue to 159 of Pakistan, PCATP, Exporters and Importers. recover, growing by 3.2%, and then expand by 4.3% over the remainder of the forecast period (2023-2025). Saudi Arab is good market for Pakistani construction services exporters.
10	April 2024	Webinar/B2B	Webinar on Export opportunities in Housing and Construction Services Sector of Afghanist an.	1. Association Builders and Developers 2. Constructor Association of Pakistan (CAP) 3. Pakistan Council of Architect and Town Planners (PCATP) 4. Exporters of Construction Services.	There is very little manufacturing capacity in Afghanistan – most cement and wood, and all steel, sanitary fixtures and other manufactured goods are imported. The main sources of import of construction materials and Services are Pakistan. Afghanistan is good market for Pakistani construction services exporters.

11	May 2024	Webinar/ B2B	<p>Webinar on Housing and Construction Sector of Pakistan in South Africa.</p>	<ol style="list-style-type: none"> 1. Association Builders and Developers 2. Constructor Association of Pakistan (CAP) 3. Pakistan Council of Architect and Town Planners (PCATP) 4. Exporters of Construction Services. 	<p>The key sectors in the South African construction market are commercial construction, industrial construction, infrastructure construction, energy & utilities construction, institutional construction, and residential construction</p> <p>Market Size (2021) \$29 billion. Africa is good market for Pakistani construction Services exporters.</p>
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REGIONAL OFFICES WEBINARS

S No	Regional Office	Topic of Webinar	Tentative Date	Stakeholders	Objectives
1	Multan	Women Entrepreneurship	Sep, 2023	TDAP Multan, DGKWCC&I	<ul style="list-style-type: none"> • Export awareness of the Women Entrepreneurs of the DG Khan Division n vegetables and home linen sector as the region has huge potential in the particular sectors. • Awareness and capacity building of exporters to enhance exports.
2	Multan	Dispute Resolution	To be Decided	TDRO, TDAP, All Chambers	<ul style="list-style-type: none"> • Awareness regarding export disputes and resolution. • To educate the exporters regarding mechanisms and platforms to resolve disputes.
3	Multan	Export Facilitation --Series of webinars on PSW	Jul, 2023 onwards	TDAP Multan, All Chambers - About 6 Webinars	<ul style="list-style-type: none"> • Reducing the time and cost of doing business by digitalizing Pakistan's cross border trade and eliminating paper based manual processes. • Awareness on how to use PSW and benefits of PSW

4	Lahore	Market Intelligence	Aug, 2023	TDAP, Trade Missions, FPCCI, Resident Embassy	<ul style="list-style-type: none"> • Conduct a Zoom meeting with commercial attaches and foreign missions abroad to gather market intelligence on the demand for Pakistani products in different countries. <p>The meeting could include discussions on market trends, consumer preferences, and regulatory issues that may affect exports</p>
5	Lahore	Exploring the potential Export Markets- Series of Webinars	Sep, 2023 onwards	TDAP, Trade Missions, Chambers, Resident Embassy	<ul style="list-style-type: none"> • Connecting Chambers with Trade Missions abroad and create a linkage between the two. • Awareness and capacity building of exporters to enhance exports.
6	Lahore	Dispute Resolution	To be decided	TDAP, TDRO, FPCCI, LCCI	<ul style="list-style-type: none"> • Awareness regarding export disputes and resolution. • To educate the exporters regarding mechanisms and platforms to resolve disputes.
7	Lahore	Export Financing and Insurance	Apr, 2024	TDAP, FPCCI, Financial institutes and companies	<ul style="list-style-type: none"> • Host a Zoom meeting with representatives from financial institutions and insurance companies to discuss financing options and insurance policies available for Pakistani exporters. • The meeting could also include a discussion on the

					challenges faced by small and medium-sized enterprises in accessing finance and insurance.
8	Faisalabad	Export Opportunities for IT Industry in USA	Aug, 2023	NIC & FCCI, Resident Embassy	<ul style="list-style-type: none"> • To introduce FSD-based IT companies to US Market. • To improve connectivity & networking in target market. • To educate them on potential sub-sectors (IT) for Pakistani counterparts.
9	Faisalabad	Export Potential of Fruits & Vegetables in CARs	Sep, 2023	SCCI, Resident Embassies	<ul style="list-style-type: none"> • To explore the avenues for enhancing export of Fruits & Vegetables in CARs. • To improve connectivity & networking in target market.
10	Faisalabad	Export Opportunities for IT Industry in Middle East	Nov, 2023	NIC & FCCI, Resident Embassies	<ul style="list-style-type: none"> • To introduce FSD-based IT companies to ME Market. • To improve connectivity & networking in target market. • To educate them on potential sub-sectors (IT) for Pakistani counterparts.
11	Faisalabad	Opportunities in USA for Pakistani Textile Products	Mar, 2024	FCCI, PTEA, APBUMA, PHMA	<ul style="list-style-type: none"> • To find out new trade leads for Apparel sub-sector, especially for Fsd-based textile companies. • To educate the textile companies regarding new trends in US market.
12	Faisalabad	Dispute Resolution	Sep, 2023	TDAP, TDRO, FCCI	<ul style="list-style-type: none"> • Awareness regarding export disputes and resolution. • To educate the exporters

					regarding mechanisms and platforms to resolve disputes.
13	Faisalabad	Export Opportunities for IT Industry in EU	Apr, 2024	NIC & FCCI, Resident Embassies	<ul style="list-style-type: none"> • To introduce Fsd-based IT companies to EU Market. • To improve connectivity & networking in target market. <ul style="list-style-type: none"> • To educate them on potential sub-sectors (IT) for Pakistani counterparts.
14	Gujranwala	Dispute Resolution	Dec, 2023	TDRO, TDAP, All Chambers	<ul style="list-style-type: none"> • Awareness regarding export disputes and resolution. • To educate the exporters regarding mechanisms and platforms to resolve disputes.
15	Sialkot	Dispute Resolution	Jan, 2023	TDRO, TDAP, All Chambers	<ul style="list-style-type: none"> • Awareness regarding export disputes and resolution. • To educate the exporters regarding mechanisms and platforms to resolve disputes.
16	Sukkur	Webinars on the identified potential products of the region with TIOs and Potential Buyers	Jul, 2023	TIOs, Potential Buyers and Exporters of the identified products. Besides other concerned stakeholders.	To connect TIOs, Importers, and the regional Businessmen/ women of Interior Sindh