**Post Event Report of the TDAP’s Amazon Training Session with the collaboration of All Pakistan Bedsheet and Upholstery Manufacturer Association APBUMA, Multan on October 11, 2022**

**Training Title:** “How to Start Selling on Amazon from Pakistan”

**Speakers:** Mr. Adil Mukhtar (Assistant Director, E-Commerce)

Mr. Muhammad Amir Khan (Assistant Manager, Logistics)

Trade Development Authority of Pakistan with the collaboration of All Pakistan Bedsheet and Upholstery Manufacturer Association APBUMA, Multan, organized Amazon Training Session: How to Start Selling on Amazon from Pakistan at APBUMA Office on October 11, 2022. The session was attended by 20 stakeholders representing different sectors related to the home textile. The objective of the training session was the capacity enhancement of the exporters and business community related to the different sectors regarding selling on Amazon.

Mr. Rao Dilshad, Secretary General APBUMA Multan welcomed the distinguished speakers and spoke about the dividends of holding Amazon Training Session. Mr. Adil Mukhtar, Assistant Director TDAP, E-Commerce gave an introductory presentation on Amazon and defined the four modules that it will encompass; Module 1: Amazon Seller Registration Process, Module 2: Product Projection, Listing, Optimization and Account Management, Module 3: Payments Procedures, Module 4: Transport and Logistics. Furthermore, he gave a detailed presentation on Amazon covering variety of topics like Why Amazon, The Amazon Edge, Objective, Selling Plans, Steps involved in ID Creation, Uploading of Documents and Sellers Account Health Matrices. Mr. Muhammad Amir Khan, Assistant Manager Logistics presented on Payment Procedures and Logistics Requirements covering several topics like selling plans, fees, referral fees and fulfillment fees.

The session concluded with a comprehensive questions and answers session followed by a vote of thanks by the Secretary General APBUMA.

 

 