

Pakistan to host Pakistan-Africa Trade Development Conference & Single Country Exhibition in Cairo .

Minister for Trade & Industry of Egypt & Federal Minister for Commerce and Industries & Production of Pakistan to inaugurate the show.

Cairo, Jan 8th , 2024: This is the first time Pakistan is bringing 100 plus companies to Egypt. With the aim of enhancing trade and economic cooperation and opening new horizons between Egypt and Pakistan, Dr. Gohar Ejaz HI, SI, Federal Minister for Commerce and Industries & Production of Pakistan along with the Honorable Chief Guest Mr. Ahmed Samir, Minister for Trade & Industry of Egypt will inaugurate the 4th Pakistan – Africa Trade Development Conference (PATDC) & Single Country Exhibition (SCE) in Cairo at the Egypt International Convention Center on Tuesday, January 9th, 2024.

A delegation comprising of government officials and top business & industry professionals from Pakistan, led by the Federal Minister for Commerce and Industries & Production of Pakistan will be visiting Cairo for the PATDC & SCE from 9th – 11th January 2024. The official component of the delegation comprises Secretary for Commerce, Chief Executive of Trade Development Authority of Pakistan (TDAP), Secretary Board of Investment (BOI) and other senior officers from Ministry of Commerce, BOI and TDAP.

The event comprises an exclusive official conference on 9th January 2024, followed by an inclusive two-day single country exhibition on 10th and 11th January 2024. 200+ businessmen from Pakistan will fly to Cairo to conclude business deals. These businessmen will be representing 20+ different business sectors including textile, engineering goods, food & agriculture and services. In addition, 150+ leading businessmen and chamber representatives from the countries of Middle East & North African (MENA) region are also coming to Cairo to strengthen commercial ties with businessmen from Pakistan.

The exhibition offers opportunities for trade enhancement and signing joint ventures deals between local and Pakistani businessmen in multiple sectors of mutual interest. It also offers an opportunity to foster trade and investment ties between Pakistan and MENA region countries.

Government of Pakistan under the “Look Africa” Policy has successfully conducted similar events in Johannesburg, Lagos and Nairobi in the year 2022, 2021 and 2020, respectively, yielding greater commercial benefits. Under this Policy, Government of Pakistan aims to find alternate markets for its goods and enhance government-to-government and business-to-business ties with countries in African region. This year, Government of Pakistan’s focus is on the countries of MENA region and the destination is Cairo, Egypt.

For more information and registration for the event, please visit www.tdapglobal.com

About TDAP:

The Trade Development Authority of Pakistan (TDAP) is the premier government agency dedicated to fostering, promoting, and enhancing Pakistan's international trade. With a mission to boost the country's exports and connect Pakistani businesses to global markets, TDAP plays a pivotal role in trade development. Our comprehensive services encompass market research, trade promotion, capacity building, and facilitating business collaborations. TDAP is committed to creating a conducive environment for businesses to thrive, driving economic growth, and contributing to the sustainable development of Pakistan. As the gateway to international trade opportunities, TDAP strives to empower Pakistani enterprises, encourage innovation, and build enduring partnerships on the global stage. We invite businesses, investors, and stakeholders to collaborate with us in shaping a vibrant and competitive future for Pakistan's trade sector.