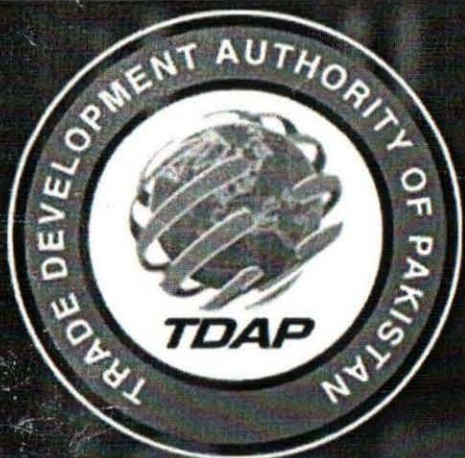


DETAILS OF PRODUCT OFFICERS



**Trade Development
Authority of Pakistan**

Karachi

LAST UPDATE:	21.01.2026
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AGRO & FOOD DIVISION							
S#	Name	Designation	Place of Posting	Assigned Products	Landline No.	Cell Number	Email Address
1	Mr. Athar Hussain Khokhar	Director General	Karachi	Head of the Product Division	021-99206480	0300-5541053	athar.khokhar@tdap.gov.pk
2	Mr. Qadeer Ahmed Bhutto	Director	Karachi	Additional Charge		0333-7269820	qadeer.ahmed@tdap.gov.pk
3	Dr. Mubarik Ali	Consultant	Karachi	Agro		0300-9215732	dr.mubarik.ahmed@tdap.gov.pk
4	Mr. Kamran Lasi	Fisheries Analyst	Karachi	Seafood, Dates, Horticulture Products, Sindh Fruits		0321-2629279	kamran.lasi@tdap.gov.pk
5	Ms. Hina Tahir	Deputy Director	Multan	Road, Grass & Alfalfa, Maize, Animal Feed, Flowers	0333-4421852	0333-4421852	hina.tahir@tdap.gov.pk
				Dry Fruits			
6	Mr. Amir ur Rehman	Deputy Manager	Karachi	Rice, Flour, Cereals & by products	021-99201518	0300-2230260	amir.rehman@tdap.gov.pk
7	Mr. Rashid Gilani	Deputy Manager	Multan	Mango & Fruits	061-9330880	0335-9292011	rashid.gilani@tdap.gov.pk
8	Mr. Nazir Ali	Deputy Director	Gilgit	Cherries, Plums, Apricots & GB related Agro Products	05811-920484	0343-1824476	nazir.ali@tdap.gov.pk
9	Hafiz Kamran Ahmed	Deputy Director	Faisalabad	Vegetables, Potato, Onion, Citrus, Sesame Seeds	041-9210270	0306-5030751	hkamran.ahmed@tdap.gov.pk
10	Mr. Aurangzeb Jahangir	Deputy Manager	Karachi	Livestock, Meat (Coordination)	021-111-444-111	0313-2744452	aurangzeb.jahangir@tdap.gov.pk
11	Ms. Kashmala Javaid	Deputy Director	Lahore	Processed Food	041-9210287	0333-9945773	kashmala.javaid@tdap.gov.pk
12	Ms. Iqra Ilyas	Asstt. Manager	Karachi	Sugar and Confectionary Beverages	021-99202701	0303-5271763	iqra.ilyas@tdap.gov.pk
13	Ms. Arshia Fatima	Asstt. Manager	Islamabad	Herbal medicines, Confectionery, tobacco, garlic, food preparations, honey		0334-1452372	arshia.fatima@tdap.gov.pk
14	Mr. Zain-ul-Abideen	Asstt. Manager	Quetta	Olive		0313-2286115	zain.ejaz@tdap.gov.pk
15	Ahsan Abbas Abro	Secretary (SC)	Karachi	Dairy Products		0304-3771299	ahsanabbas.abro@tdap.gov.pk
TEXTILE & LEATHER DIVISION							
S#	Name	Designation	Place of Posting	Assigned Products	Landline No.	Cell Number	Email Address
1	Mr. Basit Rauf	Director General	Karachi	Head of the Product Division	021-99201505	0321-9484555	basit.rauf@tdap.gov.pk
2	Ms. Mehwish Khadim	Director	Lahore	Textile		0310-6070000	mehwish.khadim@tdap.gov.pk


Masroor Ahmed Korai
 Deputy Manager

3	Mr. Hasnain Azhar.	Deputy Director	Islamabad	Delegation, Seminars, Webinars & B2B	021-99201501	0333-4814148	hasnain.azhar@tdap.gov.pk
4	Mr. Sheheryar Khan	Deputy Director	Lahore	Leather , Leather Garments & Gloves	042-111-444-111	0321-7772741	sheheryar.khan@tdap.gov.pk
5	Mr. Farrukh H. Nasim Cheema	Deputy Director	Lahore	Carpet, Fabrics, Yarn Cotton (ADDITIONAL NCC CHARGE)	042-111-444-111	0333-6348352	farrukh.humayun@tdap.gov.pk
6	Ms. Bukhtawar Akhtar	Deputy Director	Karachi	Readymade Garments	021-99225814	0334-3518498	bukhtawar.akhtar@tdap.gov.pk
7	Mr. Zameer Soomro	Deputy Manager	Karachi	Exhibition & Coordination	021-99207212	0333-2231658	zameer.soomro@tdap.gov.pk
8	Mr. Masroor Ahmed Korai	Deputy Manager	Karachi	Leather Coordination Karachi	021-99207200	0333-7084530	korai.masroor@tdap.gov.pk
9	Muhammad Ahmed Khan	Asstt. Director	Lahore			0343-3406332	ahmed.khan@tdap.gov.pk
10	Ms. Amna Shabbir	Asstt. Director	Karachi	Home Textile			amna.shabbir@tdap.gov.pk
11	Mr. Saeed A. Tamimi	Asst. Manager	Karachi	High End Fashion Garments	021-99207218	0300-9247514	saeed.tamimi@tdap.gov.pk
12	Mr. Mahinder Kumar	Research Associate	Karachi	Research		0305-21-48898	mahendar.kumar@tdap.gov.pk

Engineering & Minerals Division-I							
S#	Name	Designation	Place of Posting	Assigned Products	Landline No.	Cell Number	Email Address
1	Mr. Azhar Ali Dahar	Director General	Karachi	Head of the Product Division	021-99206472	0333-2243655	azhar.dahar@tdap.gov.pk
2	Arshad Rahim Khan	Consultant	Karachi	Pharma			arshad.rahim@tdap.gov.pk
3	Mr. Noor Ali Achakzai	Director	Quetta	Minerals /IRAN		03 0-9389261	ali.achakzai@tdap.gov.pk
4	Mr. Rashid Hussain Brohi	Director	Karachi			0333-7523260	rashid.hussain@tdap.gov.pk


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 Deputy Manager

5	Ms. Saba Shazadi	Deputy Director	Lahore	Chemicals, Paints & Plastics	42-111-444-111	0310-3454333	Saba.shahzadi@tdap.gov.pk
6	Ms. Sana Ali Khokhar	Deputy Manager	Karachi	Pharmaceuticals & Cosmetic	021-99202182	0331-3118579	sana.khokhar@tdap.gov.pk
7	Mr. Waqar Rasool	Deputy Manager	Multan	Safety Equipment		0300-8639906	waqar.rasool@tdap.gov.pk
8	Mr. Omer Bajwa	Deputy Director	Lahore	Construction material, Furniture, Agri Machinery/Indonesia & Malaysia	042-111-444-111	0345-4658469	omer.bajwa@tdap.gov.pk
9	Mr. Taha Farooq Gilani	Asst. Manager	Karachi	Gems & Jewellery	021-111-444-111	0331-8300350	taha@tdap.gov.pk
10	Mr. Basit Ali	Research Associate	Karachi	DATA	021-111-444-111		basit.ali@tdap.gov.pk
11	Muhammad Yousuf Memon	A.M	Karachi	Minerals	021-111-444-440	3057352242	myousuf.memon@tdap.gov.pk

Engineering & Minerals Division-II

S#	Name	Designation	Place of Posting	Assigned Products	Landline No.	Cell Number	Email Address
1	Mr. Khalid Rasool	Director General	Sialkot	Head of the Product Division		0300-8400221	mkhalid.rasool@tdap.gov.pk
2	Ms. Nadia Faruqi	Director	Lahore	Coordination		0321-9600965	nadia.faruqi@tdap.gov.pk
3	MR. Ali Tamkeen Butt	Deputy Director	Sialkot	Admin (Looks after Eng. II)		0322-7317807	ali.tamkinbutt@tdap.gov.pk
4	Dr. Zainul Abidin	Deputy Director	Sialkot	Surgical equipment and Cutlery utensils.		0334-8175581	dr.zain@tdap.gov.pk
5	Mr. Faisal uz Zaman	Deputy Manager	Gujranwala	Electric Fans, Home Appliances, Mobile Phones, Packaging, Crockery, Ceramics & Sanitary	055-9330556	0333-4698268	faisal.zaman@tdap.gov.pk
6	Mr. Jawad Ahsan Khawaja	Deputy Manager	Sialkot	Sports Goods & Musical Instruments		0300-6229456 0332-8037966	jawad.ahsan@tdap.gov.pk
7	Mr. Ismail Haider	Deputy Manager	Multan	Autoparts, All electrical machinery including (motors, pumps, transformers, generators etc.)		0321-6308166 0302-7308548	ismail.haider@tdap.gov.pk
8	Mr. Muhammad Asif Butt	Asst. Director	Gujranwala	Mattresses		0300-6201384	asif.butt@tdap.gov.pk

Masroor Ahmed Kori
Deputy Manager

Services Division							
S#	Name	Designation	Place of Posting	Assigned Products	Landline No.	Cell Number	Email Address
1	Ms. Rafia Syed	Director General	Lahore	Head of the Product Division	042-111-444-111	0311-1188282	syed.rafia@tdap.gov.pk
2	Mr. Adil Mukhtar	Deputy Director	Osaka	E-Commerce	042-111-444-111	0347-7444323	adil.mukhtar@tdap.gov.pk
3	Mr. Amir Khan	Deputy Manager	Peshawar	Transport & Logistics	091-9217537	0302-8878787	amir.khan@tdap.gov.pk
4	Mr. Usman Elahi	Deputy Manager	Lahore	Coordination	042-111-444-111	0300-8122212	usman.elahi@tdap.gov.pk
5	Mr. Raheel Rao	Deputy Manager	Lahore	IT	042-111-444-111	0333-4701230	raheel.rao@tdap.gov.pk
6	Talha Majeed	Asstt. Director	Karachi	IT			
7	Mr. Muhammad Ali Yousuf	Asstt. Manager	Lahore	Tourism	021-444-111-444	0305-7352242	mal.yousaf@tdap.gov.pk


 Masroor Ahmed Kori
 Deputy Manager

International Marketing Divisions I (Asia,Africa & Oceania)							
S#	Name	Designation	Place of Posting	Assigned Products	Landline No.	Cell Number	Email Address
1	Mr. Abdul Karim Memon	Director General	Karachi	Head of the Marketing Division	021-99201529	0333-2522588	abdul.karim@tdap.gov.pk
2	Mr. Khalid Rasool	Director General	Sialkot	Team Leader *ASEAN*		0300-84 0221	mkhalid.rasool@tdap.gov.pk
3	Mr. Amanat Ali Leghari	Director	Karachi	Asia, Madagascar, CARs, Oceania, Africa, Coordination, Multilateral/Ethiopia		0333-7547657	drmohsan.ali@tdap.gov.pk
4	Ms. Fatima Khalil	Director	Karachi	Oceania		0322-4851928	fatima.khalil@tdap.gov.pk
5	Mr. Qadeer Ahmed Bhutto	Director	Karachi	China		0333-7269820	qadeer.ahmed@tdap.gov.pk
6	Mr. Zahid Qadeer	Director	Lahore	Looking after South Asia & Saudi Arabia falling under IMDD-I as (TL)*			
7	Ms. Ameera Pervaiz	Director	Sialkot	UAE		0321-4074902	ameera.pervaiz@tdap.gov.pk
8	Mr. Noor Ali Achakzai	Director	Quetta	Iran		0300-9389261	ali.achakzai@tdap.gov.pk
9	Ms. Bukhtawer Akhtar	Deputy Director	Karachi	Lebanon, Qatar And Yemen (South Asia Desk in-charge)		0334-3518498	bukhtawer.akhtar@tdap.gov.pk
10	Mr. Fazal-ur-Rahman Rao	Director	Faisalabad	North & South Africa		0300-5211542	fazalur.rehmanrao@tdap.gov.pk
11	Mr. Mola Dad	Deputy Director	Quetta	West & East Africa		0321-2770691	mola.dad@tdap.gov.pk
12	Mr. Omer Hussain Bajwa	Deputy Director	Lahore	Indonesia & Malaysia		0345-4658469	omer.bajwa@tdap.gov.pk
13	Mr. Fida Hussain Mehsar	Deputy Director	Sukkur	Iraq, Syria, Oman, Kuwait, Bahrain, Jordan		0333-5772240	fida.mahesar@tdap.gov.pk
14	Mr. Muhammad Zahid	Deputy Director	Peshawar	Afghanistan		0308-5941470	zahid.muhammad@tdap.gov.pk


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15	Mr. Faisal Rashid Awan	Deputy Manager	Karachi	China & Ethiopia	021-99206471	0321-2439819	faisal.awan@tdap.gov.pk
16	Mr. Mir Mohsin Bullo	Deputy Manager	Sukkur	Japan & Korea			
17	Mr. Naseer Ahmed Bhatti	Asstt. Manager	Karachi	KSA(Saudi Arabia Desk Incharge)	021-111-444-111	0346-7903592	naseer.bhatti@tdap.gov.pk
18	Mr. Suleman Akram	Research Associate	Islamabad	South East Asia (ASEAN DESK INCHARGE)			suleman.akram@tdap.gov.pk
19	Ms. Asma Siddiqui	Asstt. Manager	Karachi	Coordination		0304-5961383	asma.siddique@tdap.gov.pk

International Marketing Divisions - II (Americas & Europe)

S#	Name	Designation	Place of Posting	Assigned Products	Landline No.	Cell Number	Email Address
1	Ms. Fauzia Parveen	Director General	Lahore	Head of the Product Division		0335-5533113	fouzia.chaudhry@tdap.gov.pk
2	Ms. Naheed Akhtar	Director	Faisalabad	North America(USA& CANADA)		0333-4079769	naheed.akhtar@tdap.gov.pk
3	Mr. Zahid Qadeer	Director	Lahore	In Addition Charge of South Asia & Saudi Arabia of IMDD-I as (TL)*			
4	Ms. Hasnain Halder Langah	Director	Multan	EUROPE(Incharge)		0300-6320659	hasnain.langah@tdap.gov.pk
5	Mr. Farrukh H. Nasim Cheema	Deputy Director	Lahore	Eastern Europe Farrukh OD, Additional Charge	042-111-444-111	0333-6348352	farrukh.humayun@tdap.gov.pk
6	Ms. Syeda Alina Zehra Gilani	Deputy Manager	Lahore	Western Europe		0333-6081113	alina.gilani@tdap.gov.pk
7	Mr. Asad Ali Rind	Deputy Director	Islamabad	South America		0334-2712093	asad.rind@tdap.gov.pk
8	Ms. Arfa Shahid	Asstt. Director	Islamabad	Eastern Europe		0334-5522949	arfa.shahid@tdap.gov.pk
9	Muhammad Anas Mateen	GSP Officer	Faisalabad			0307-4488599	anas.mateen@tdap.gov.pk
10	Mr. Shoaib	GSP Officer	Faisalabad			0345-7874674	muhammad.shoaib@tdap.gov.pk
11	Mr. Salik	GSP Officer	Faisalabad			0332-4315121	muhammad.salik@tdap.gov.pk

Trade Facilitation Division

S#	Name	Designation	Place of Posting	Assigned Products	Landline No.	Cell Number	Email Address
1	Mr. Ishaq Shinwari	Director General	Karachi	Head		0333-5705257	ishaq.shinwari@tdap.gov.pk
2			Karachi	Coordination			

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Masroor Ahmed Ali
Deputy Manager

3	Muhammad Najeeb Siddiqui	Deputy Director	Karachi			0333-2273643	najeeb.siddiqui@tdap.gov.pk
4	Mr. Masood Ali	Deputy Director	Karachi	Photographer		0345-2787525	masood.ali@tdap.gov.pk
5	Qazi Muhammad Shareef	Deputy Manager	Karachi	Help Desk		0333-2550650	mohammad.sharif@tdap.gov.pk
6	Mr. Prem Chand	Deputy Manager	Karachi	EDF		0300-3245022	prem.chand@tdap.gov.pk
7	Mr. Farzana Abbasi	Deputy Manager	Karachi	Media(Additional Charge PIIDEC)		0331-2628525	farzana.abbasi@tdap.gov.pk
8	Mr. Muhammad Idrees Jalbani	Assistant Director	Karachi	NETP(Additional Charge SMEs)		0301-2739549	muhammad.idreesjalbani@tdap.gov.pk
9	Mr. Yasir Faqooqui	R.A	Karachi	Publication		0336-2820178	yasir.farooqui@tdap.gov.pk
10	Mr. Anas Mateen	R.A	Faisalabad			0307-4488599	anas.mateen@tdap.gov.pk
11	Ms. Rida Fatima	R.A	Karachi	Social Media		0313-5188369	rida@tdap.gov.pk
12	Mr. Salman Jhokio	Director	Karachi			0331-3611915	salman.jhokio@tdap.gov.pk

WOMEN ENTREPRENEURSHIP SECTION

S#	Name	Designation	Place of Posting	Region Assigned	Landline No.	Cell Number	Email Address
1	Ms. Fouzia Parveen	Sr. Director General	Lahore	Head of the Division		0335-5533113	fouzia.parveen@tdap.gov.pk
2	Dr. Shumaila Sikandar	Director	Karachi	Women Entrepreneurship Division/Finance		0321-9399106	shumaila.sikandar@tdap.gov.pk
3	Mr. Muhammad Zahid	Deputy Director	Peshawar	KPK/Admin/ WE		0308-5941470	zahid.muhammad@tdap.gov.pk
4	Mr. Noor Ali Achakzai	Director	Quetta	Balochistan/Admin/ WE		0300-9389261	ali.achakzai@tdap.gov.pk
5	Mr. Muhammad Asif Khan Kakar	Director	Gwadar	Balochistan/Admin/WE		0317-8032971	asif.kakar@tdap.gov.pk
6	Syeda Alina Zehra Gilani	Deputy Manager	Multan	Punjab		0333-6081113	alina.gilani@tdap.gov.pk
7	Ms. Mahina Ghalib	Deputy Director	Lahore	Punjab		0333-4449504	mahina.ghalib@tdap.gov.pk
8	Mr. Nazir Ali	Deputy Director	Gilgit	Gilgit – Baltistan		0343-1824476	nazir.ali@tdap.gov.pk
9	Ms. Arfa Shahid	Assistant Director	Gilgit	Islamabad		0334-5522949	arfa.shahid@tdap.gov.pk
10	Mr. Saeed Tamimi	Assistant Manager	Karachi	Sindh/Fashion/ WE		0300-9247514	saeed.tamimi@tdap.gov.pk
11	Ms. Iqra Tariq	RA	Islamabad	Islamabad/Additional Assignment Admin		0347-7543433	iqra.tariq@tdap.gov.pk

Management Services Division

S#	Name	Designation	Place of Posting	Assigned Products	Landline No.	Cell Number	Email Address
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 Masood Ahmad Kora
 Deputy Manager

1	Mr. Basit Rauf	Director General	Karachi	Head		0321-9484555	basit.rauf@tdap.gov.pk
2	Brig. Amjad Mahmood	Consultant (Security)	Karachi	Security		0315-4452313	amjad.mahmood@tdap.gov.pk
3	Mr. Muhammad Ismael	Consultant (Procurement)	Karachi	Procurement		0322-5539281	muhammad.ismail@tdap.gov.pk
4	Dr. Mohsin Ali	Director	Karachi	Establishment (POOL)			
4	Ms. Fatima Khalil	Director	Karachi	MSD/Admin, Coordination, IT & MTO		0322-4851928	fatima.khalil@tdap.gov.pk
5	Khuram Ikram	Director	Karachi	HR/Legal (ESTT)			
5	Masroor Ahmed Korai	Deputy Manager	Karachi	Establishment		0345-3488736	jinsar.bhatti@tdap.gov.pk
6	Ali Mardan	Deputy Director	Karachi	CR Sec. (Regional Offices and Sindh Balochistan Regions)			
6	Rao Naveed	Assistant Director	Karachi	Establishment		0308-9279780	rao.naveed@tdap.gov.pk
8	Mr. Abdul Shakoor Memon	Assistant Director	Karachi	General Admin I (Additional Charge FMCL matters)		0309-0784861	abdul.shakoor@tdap.gov.pk
9	Mr. Javed Ali	Executive Officer	Karachi	MTO			javed.alibhatti@tdap.gov.pk

Management Services Division(Finance)

S#	Name	Designation	Place of Posting	Assigned Products	Landline No.	Cell Number	Email Address
1	Ms. Saima Azhar	Director	Karachi	Internal Audit		0300-0112272	saima.azhar@tdap.gov.pk
2	Dr. Shumaila Sikander	Director	Karachi	Proceeding on MCMC		0333-2649411	amanat.ali@tdap.gov.pk
3	Dr. Sadaf Badiuzzaman	Medical Consultant	Karachi	Medical Reimbursement			sadaf.badiuzzaman@tdap.gov.pk
4	Naveed Shafi Memon	AM	Karachi	Payroll (Additional Charge of Osaka Accounts)		0300-9270227	naveed.shafi@tdap.gov.pk
5	Mr. Zeeshan Anam	DM	Karachi	EMDF		0333-2381647	zeeshan.anam@tdap.gov.pk
6	Mr. Umair Sangi		Karachi	Foreign Remittances		0309-7571989	umairsangi@tdap.gov.pk

Management Services Division(Legal)

S#	Name	Designation	Place of Posting	Assignment	Landline No.	Cell Number	Email Address
1	Mr. Khuram Ikram	Director	Karachi	HR/ESTT & LEGAL		0315-4424894	khuram.ikram@tdap.gov.pk
2	Mr. Muhammad Adnan	AM Legal	Karachi			0333-2887440	m.adnan@tdap.gov.pk

Coordination Section

1	Dr. Afshan Uroos	DM	Karachi	Coordination (Additional Charge of Data)		0344-2237729	afshan.uroos@tdap.gov.pk
2	Mr. Hamza	RA	Karachi				muhammad.hamza@tdap.gov.pk
3	Ms. Maryam Younus	RA	Karachi			0341-2159895	maryam.younus@tdap.gov.pk

IT

1	Mr. Asadullah Qureshi	D.M	Karachi			0323-2317179	asadullah.qureshi@tdap.gov.pk
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Masroor Ahmed Korai
Deputy Manager