TDAP
ANNUAL REPORT
FY 2024-25

TABLE OF CONTENTS

Leadership Messages 03

Executive Summary 05

International 07
Trade Diplomacy

National 61
Engagements and Flagship Events

Local 116
Outreach

Trade Report 168
July-June 2024-25

Annual Business Plan (ABP) 178
FY 2024-25

One Year Performance Report 254
FY 2024-25

MESSAGE FROM THE MINISTER OF COMMERCE

Mr. Jam Kamal Khan

Federal Minister of Commerce
Government of Pakistan

It gives me great pride to reflect on TDAP's vital role this past year in advancing Pakistan's export growth and strengthening international trade relations. Through strategic trade fairs, market access initiatives, and promotion of key sectors such as textiles, agriculture, pharmaceuticals, engineering, and IT, TDAP has helped diversify our export markets and elevate our global presence.

The Ministry of Commerce remains committed to enabling a competitive, resilient, and future-ready export sector. Together, we will continue to position Pakistan as a strong and forward-looking trading partner on the global stage.

MESSAGE FROM THE CHIEF EXECUTIVE

Mr. Faiz Ahmed Chadhar

Chief Executive (CE), TDAP

This year, Pakistan's exporters have demonstrated remarkable innovation and resilience, achieving significant milestones in value added sectors and exploring new markets. TDAP remains committed to fostering sustainable trade growth through innovation, capacity building, and strategic partnerships. Together, we are charting a course toward a more prosperous and globally integrated Pakistan.

EXECUTIVE SUMMARY

TDAP Performance FY 2024-25

The Trade Development Authority of Pakistan (TDAP) demonstrated a dynamic and multifaceted approach to export promotion throughout Fiscal Year 2024-25.

The year's strategy was built on a foundation of robust international participation, extensive capacity building, and strategic digitalization, all aimed at enhancing Pakistan's global trade footprint and diversifying its export markets.

Key achievements include:

Global Market Access

TDAP facilitated participation in **96 international exhibitions across key sectors** - including Agro-Food, Textiles, Engineering, IT, and Services - in strategic markets worldwide. This provided Pakistani businesses with unparalleled visibility and direct access to global buyers.

Strategic Diplomacy & Partnerships

The year saw significant progress in strengthening bilateral ties through **16** incoming and **12** outgoing trade delegations, engaging with key partners such as China, Saudi Arabia, Uzbekistan, Azerbaijan, and Belarus to open new channels for trade and investment.

Flagship Events & Major Outcomes

TDAP successfully organized major export promotional events like TEXPO, FoodAg, and HEMS.

These events collectively attracted over **2,814 foreign delegates** from **70+ countries** and generated an estimated **$3.129 billion in expected business** through thousands of B2B meetings.

Empowering Exporters

A significant focus was placed on capacity building. The National Exporters Training Program (NETP) held **13 sessions across the country**, while specialized training on e-commerce platforms and **35 dedicated sessions for women entrepreneurs** under the Women Entrepreneurship Framework were conducted to foster inclusive export growth.

Digital Transformation

The continued operation of the **Pakistan Trade Portal** and **Pakistan Export Gallery** provided essential digital tools for trade facilitation, offering streamlined access to regulatory information and a virtual platform for showcasing Pakistani products to a global audience.

Sectoral Development & Policy Formulation

Through numerous Sectoral Council Meetings, TDAP actively gathered critical stakeholder input from various industries, ensuring that policy formulation and strategic initiatives are aligned with the practical challenges and opportunities faced by exporters.

Our efforts were strategically directed to achieve specific, impactful outcomes:

Product and Market Diversification

We aggressively promoted non-traditional sectors such as engineering goods, IT services, pharmaceuticals, and processed foods, implementing targeted strategies to unlock opportunities in Central Asia, ASEAN, and South American markets.

Inclusive Export Growth

A dedicated focus on women and SME inclusion was realized through dedicated pavilions at international fairs and domestic platforms like WEXNET, alongside comprehensive programs to build digital capabilities and market readiness.

Digital Transformation

TDAP championed a digital-forward approach, leveraging virtual B2Bs and launching initiatives like the Pakistan Innovation and Export Startup (PIXS) competition to integrate startups and young entrepreneurs into global value chains.

Trade Facilitation & Policy Support

We strengthened institutional mechanisms by fostering closer coordination with trade bodies and ministries and actively supporting export sector councils for key industries like textiles, rice, and leather.

Conclusion

In conclusion, **FY 2024-25 was a year of assertive and strategic action for TDAP.** By integrating international market penetration with domestic capacity building and digital innovation, **TDAP has effectively laid the groundwork for sustained export-led growth**, enhanced Pakistan's brand internationally, and empowered a new generation of exporters.

INTERNATIONAL

Made in Pakistan' Exhibition Makes a Splash In Jeddah

Strengthening Saudi Trade Ties

Federal Minister for Commerce Jam Kamal Khan inaugurated Pakistan's first-ever trade showcase in Jeddah, highlighting industries like textiles, sports goods, and engineering. The event reinforced Pakistan's role in Saudi Arabia's economic landscape, including its contribution to the FIFA World Cup 2034.

New Opportunities: Pakistan-Türkiye Trade Relations Strengthened Following High-Level Dialogue

A key meeting between Pakistan's Minister Jamal Kamal and Turkish Minister of Trade Prof. Dr. Ömer Bolat reaffirmed commitments to boosting bilateral trade. Commerce Secretary Jawad Paul emphasized the potential for deeper economic cooperation between the two nations.

Pakistan's IT Sector Shines at LEAP 2025 in Riyadh

With 22 Pakistani companies sponsored by TDAP and PSEB, and 82 visiting firms, LEAP 2025 saw Pakistan making waves in Saudi Arabia's IT sector. A networking dinner with 400+ attendees reinforced business ties, while Pakistan's pavilion received strong recognition, highlighting the nation's growing tech capabilities.

A Historic Breakthrough for Pakistan's Textile Sector!

TDAP leads a power-packed delegation of 23 top textile companies to Bangladesh - making waves and sealing wins! This is not just trade - this is transformation. TDAP continues to unlock global markets for Pakistani exporters!

Milestones Achieved:

2 Major MoUs Signed - PRGMEA x BGMEA & PHMA x BKMEA

250+ High-impact B2B Meetings

$2.5 Million worth of confirmed Yarn & Fabric orders

Pakistan Pavilion Unveiled for Expo 2025 Osaka

The Pakistan Pavilion for Expo 2025 Osaka was officially unveiled in Japan, offering a first look at the pavilion's visionary design themed "Universe in a Grain of Salt." Highlighting Pakistan's rich culture, trade potential, and investment landscape, the unveiling featured remarks by Ambassador Raza Bashir Tarar, Project Director Muhammad Naseer, and Principal Curator Noorjehan Bilgrami. The evening concluded with a cultural performance by 'Alif', leaving a lasting impression on guests.

Forging New Partnerships: Minister Commerce Drives Trade Diplomacy at Expo 2025

Promoting Sustainability at Expo 2025 Osaka Federal Minister for Commerce, Mr. Jam Kamal Khan, visited the Pakistan Pavilion at Expo 2025 Osaka on May 27. He praised the Pavilion's eco-friendly design and its theme, "The Universe in a Grain of Salt," symbolizing harmony with nature. The Minister encouraged global visitors to discover Pakistan's sustainable trade vision and cultural heritage, reinforcing the country's global outreach goals.

Japan's Ambassador Visits Pakistan Pavilion at Expo 2025 Osaka

H.E. Mr. Shuichi Akamatsu and his spouse visited the Pakistan Pavilion, praising the immersive experience and cultural storytelling. The Pavilion's Healing Garden and heritage murals were especially appreciated.

Market Breakthrough: Pakistani Pink Salt Gains Entry to Argentina

The Commercial Section at the Embassy of Pakistan in Argentina organized a successful branding event for Pakistan's iconic Pink Salt. Attended by over 60 guests - including diplomats, influencers, chefs, and journalists - the event showcased edible salts, decorative pieces, lamps, and cooking slabs. In a significant development, Pakistani Pink Salt has now been included in Argentina's Food Code, opening the door to wider market access in Latin America.

A Promising Debut: Pakistan Breaks New Ground at Saudi Food Show 2024

Breaking barriers and forging new opportunities! TDAP makes its debut at The Saudi Food Show 2024, showcasing the best of Pakistani cuisine and industry prowess. With over 1000 exhibitors from 97 countries, 30 companies in the Pakistan Pavilion shine, from rice to dairy. Day 1 marked by an inaugural ceremony, media debrief, and fruitful B2B meetings. Excitement fills the air as we anticipate the promising prospects ahead!

Canton Fair in Guangzhou, China

Bringing Pakistani excellence to the world stage! Pakistani companies participated through TDAP at the Canton Fair in Guangzhou, China. Visitors from across the globe showed keen interest in Pakistan's sports and home textile products. Stay tuned for exciting agreements ahead!

Building Momentum: High-Level Talks Pave Way for Pakistan-China Food & Agro Partnerships

Fruitful discussions with Mr. Yang Yong, President of CCPIT Guangzhou, and Mr. Wolfgang, President of Imported Food Association Guangzhou, exploring new avenues for trade and investment. Chinese investors are excited to collaborate at the upcoming Food and Agro Exhibition Karachi.

Made in Pakistan Exhibition, Tashkent, Uzbekistan

The first "Made in Pakistan Exhibition" in Tashkent Uzbekistan was inaugurated today by Deputy Minister of Investment Industry and trade of the Republic of Uzbekistan Mr. Gulamov Shokhrukh Khasanovich along with Ambassador of Pakistan to Uzbekistan Mr.Ahmed Farooq, Federal Secretary Commerce Pakistan Mr. Ahsan Ali Mangi and Chief Executive Trade Development Authority of Pakistan Mr Muhammad Zubair Motiwala in an auspicious gathering at UzExpo Centre, Tashkent.

The Pakistan-Uzbekistan Logistics Forum

Ministry of Commerce, Government of Pakistan & Trade Development Authority of Pakistan (TDAP) organized the Pakistan-Uzbekistan Logistics Forum on June 29, 2024, at the Crystal Ballroom, International Hotel, Tashkent. Key speakers included First Deputy Minister of Transport for the Republic of Uzbekistan Mr. Omarov Mamanbiy and Deputy Chairman Railways of Uzbekistan Mr Rakhmatov Khitmatullah as well as prominent representatives from the Uzbek and Pakistani government and private sector. The event featured over 300 B2B meetings between 14 Pakistani and 50+ Uzbek companies. Participants greatly appreciated this initiative and hoped for future events to strengthen trade and transit relations.

The 'Made in Pakistan' Exhibition wrapped up its third and final day with a remarkable 530 B2B meetings. An MOU worth around USD 40 million was also signed between Fateh Group and the Bukhara Govt. Exciting times ahead!

High-profile Meeting with Head of International Investment & Export of the Textiles Industry Association of Uzbekistan (Uztexprom)

A high-profile meeting was held between the Head of International Investment & Export of the Textiles Industry Association of Uzbekistan (Uztexprom) and the Chief Executive of the Trade Development Authority of Pakistan, along with exhibitors from Pakistan's textile sector. Both sides discussed the possibility of joint ventures, considering the niche of the Pakistani textile sector in finished textiles. The Pakistani side highlighted tariff issues and stressed the need to streamline banking channels to enhance trade. Both sides agreed to expand the reach of Pakistani textile products across Central Asia.

Collision Canada 2024

Collision Canada 2024 successfully concluded! The biggest IT conference in North America saw 8 Pakistani companies participate. The Toronto consulate also hosted an IT conference where 140 IT leaders and professionals networked with and mentored our delegates.

Intex South Asia

Intex South Asia, the largest textile fair of South Asia, this year brings around 200 plus leading players from South Asia, ASEAN, the Far East, China, Hong Kong, USA and the UK. The expo provides an opportunity to connect with suppliers showcasing a vast array of natural and man made textiles and materials, the latest trims and accessories, dyes and chemicals, testing and certification, empowering you to meet diverse global demands. The Intex Sri Lanka, for the very first time in 15 years witnessed the inauguration of the first ever national Pakistani pavilion inaugurated by His Excellency Major General Faheem ul Aziz, the High Commissioner of Pakistan to Sri Lanka accompanied by Trade & Investment Attaché to Colombo, Ms. Mahwash Sami. Ten (10) Pakistani companies participated including eight (08) under TDAP along with six as visiting companies.

Pakistan and Iran Explore Major Trade Expansion: Barter, Joint Ventures, & Petrochemical Plant discussed

A delegation of Iranian companies, led by Mr. Babak Afghani, CEO & Vice Chairman of TAPPICO, visited TDAP, chaired by Chief Executive of TDAP Mr. Zubair Motiwala. Both sides discussed boosting bilateral trade, exploring barter trade, and setting up joint ventures in Economic Free Zones. The potential for a Petrochemical Factory in Pakistan was also considered, with Iran offering technical support. The meeting signaled strengthened trade relations between Pakistan and Iran.

Beyond Barriers: Pakistan & China Plan Deepened Trade Integration with New Infrastructure & Connectivity

On the occasion of China's National Day, a high-profile Chinese business delegation visited the Trade Development Authority of Pakistan (TDAP) Headquarters, Karachi to discuss trade facilitation measures between Pakistan and China including the development of a large-scale wholesale market in Karachi, improved logistics infrastructure, seamless customs connectivity between the two countries, and promoting commodity trade while addressing existing barriers.

TDAP officials including Director General Mr. Aasim Tiwana, warmly welcomed the delegation, which included Mr. William X. Wan, CEO of Pak Belt & Road Trading International Limited, Mr. Bilal Janjua, Chairman of China (Pvt) Limited, and Mr. Muhammad Irahin, General Manager of Pak Belt & Road Trading International.

During the discussions, TDAP officials highlighted TDAP's trade facilitation efforts, and the Chinese delegation praised the work being done, noting the challenges Chinese businesses face due to limited access to social media platforms in China, which affects their awareness of Pakistani products and exhibitions. The delegation proposed organizing exhibitions in China with TDAP's support, and they pledged full cooperation for such initiatives. Additionally, they offered policy input for the Joint Coordination Committee (JCC) and extended their willingness to provide joint facilitation on trade-related matters with TDAP.

1st Pakistan-US Tech Investment Conference in Silicon Valley, facilitated by TDAP and PSEB, organized by the Trade Mission Consulate in Los Angeles!

Spotlight on Investment: $22M announced on the spot for Pakistan, alongside 10 high-impact projects and 200 startup training opportunities by US investors!

Powerful Pitches: 11 visionary Pakistani startups captivated 280+ investors and VCs with their innovative ideas!

Inspiring Insights: An engaging panel featuring Google execs and top Tech CEOs shared success stories and promising tech horizons in Pakistan.

A Grand Opening: Pakistan Pavilion Debuts at Senegal's FIDAK 2024

The ceremony was honored by the presence of Mr. Ahmadou Diagne, Secretary General of CICES, alongside H.E. Saima Sayed, Ambassador of Pakistan to Senegal, TIA Senegal, and other esteemed Embassy officials.

As one of West Africa's premier trade fairs, FIDAK draws exhibitors and visitors from across Africa, Europe, and beyond. This year, Pakistan proudly showcases its excellence with three companies participating.

Pakistan takes center stage at Halal Expo Istanbul 2024!

From 27-30 November, 9 leading companies from Pakistan's food and agriculture sector are showcasing their expertise and diverse product range. Sponsored by TDAP, Ministry of Commerce, and facilitated by the Trade & Investment Wing at the Consulate General of Pakistan in Istanbul, these companies are eager to explore new horizons in the Turkish market under the leadership of Consul General Mr. Nauman Aslam.

Pakistan Makes a Strong Impression at World-Leading ISPO Munich 2024

Pakistan shone at ISPO Munich 2024, the world's leading trade fair for the sports industry, which was held at Messe Munich. This premier global platform showcased the latest trends, innovations, and products across the sports sector.

Pakistan's Presence:

A strong contingent of 125 Pakistani companies proudly displayed top-notch textiles, sports goods, and apparel. The Pakistan Pavilion, featuring 25 companies, was set up by TDAP in collaboration with the Commercial Wing of the Consulate General of Pakistan in Frankfurt. The participation provided a golden opportunity for Pakistani manufacturers to connect with international buyers, distributors, and industry leaders. The exhibitors made waves with their high-quality products, successfully attracting significant global attention throughout the event.

Strengthening global ties through trade!

TDAP coordinated the Azerbaijan Delegation's visit to Pakistan from 12-16 December 2024. The delegation explored Pakistan's textile sector to expand markets for Azerbaijan's cotton fiber and yarn.

With impactful meetings across industry giants, including APTMA, PTC, FPCCI and top textile mills, this collaboration aims to unlock new opportunities for both nations.

TDAP Hosted High-level Malaysian Delegation

TDAP, under the Ministry of Commerce, proudly hosted a high-level Malaysian delegation led by H.E. Mr. Dato Syed Abu Hassan to strengthen bilateral trade in agro and food products. From visiting Fauji Meat Limited to impactful B2B meetings, the day focused on boosting exports of rice, meat, fruits, vegetables, and fisheries to Malaysia.

Unlocking Opportunity: Azerbaijan Textile Delegation Visits Pakistan to Forge Supply Chain Partnerships

His Excellency Mr. Yerzhan Kistafin, Ambassador of Kazakhstan to Pakistan, visited the Trade Development Authority of Pakistan Karachi on 19-12-2024 for a meeting with the Chief Executive TDAP, along with his team. The meeting, was also attended by the Secretary TDAP Mr. Sheryar Taj, Director General, Agro Food Division Mr. Athar Khokhar and Director General, Textile and Leather Division Mr. Basit Rauf focused on strengthening bilateral trade relations between Pakistan and Kazakhstan.

During the meeting, His Excellency Kistafin shared details about an upcoming major event – a Big Companies Business Forum to be organized in Karachi in January 2025. The forum will feature leading companies from the petroleum and finance sectors of Kazakhstan. He requested TDAP's support in facilitating this event, which aims to foster greater economic ties and collaboration between the two nations.

The Chief Executive TDAP assured His Excellency of full cooperation and support for the business forum. The Chief Executive also gave a brief presentation on TDAP's working structure, mandate, and ongoing initiatives to promote trade and investment. Both sides expressed their commitment to continued discussions and agreed to hold more thought-provoking meetings in the future to further enhance bilateral trade cooperation.

Islamabad hosted a high-level B2B and G2G session between Uzbekistan's delegation and Pakistan's agro-exporters.

With over 40 B2B meetings, anticipated trade deals exceeding $5 million, and discussions on strategic MOUs, this event marks a milestone in bilateral trade relations. Together, we're paving the way for high-quality table potatoes and stronger economic ties!

Pakistan & China Advance Cooperation in Agri, Solar, & Transport During High-Level Meeting

TDAP proudly hosted a high-profile Chinese delegation of 16 members on Tuesday, 10th December 2024. Representing key sectors such as Agriculture, Solar Energy, Fertilizers, and Transport, the delegation was warmly welcomed by CE TDAP Mr. Zubair Motiwala and Secretary TDAP Mr. Sheryar Taj.
The meeting emphasized the importance of mutual cooperation, joint ventures, and technology transfer, paving the way for exciting opportunities in these vital sectors. Together, we aim to build a stronger, collaborative future!

TDAP, German Embassy Discuss Boosting Trade via GSP+, Visa Facilitation, and Flagship Events

Today, TDAP hosted Ms. Janine Rohwer from the German Embassy and Mr. Florian Walther from AHK to discuss enhancing trade and investment between Pakistan and Germany. Key topics included export potential, upcoming flagship events like FoodAg Manufacturing (Feb 26-27) and HEMS (Apr 16-17), GSP Plus compliance, and visa facilitation for business delegates. Both sides reaffirmed their commitment to bolstering bilateral economic collaboration.

Boosting Trade: Commerce Minister OF Pakistan Holds Key Talks with Cambodian Leadership

Jam Kamal Khan, Federal Minister of Commerce, met with Hun Sen, Cambodian Senate Chairman in Phnom Penh. The discussion focused on the advancement of trade and diplomatic relations.

Key highlights:

- Proposal for a Cambodian Embassy in Pakistan
- Upcoming Joint Trade Committee session
- Plans to establish a commercial section in Cambodia
- Dialogue on a double taxation agreement

Jam Kamal Khan, Federal Minister of Commerce attended the inaugural Joint Trade Committee and Ministerial Meeting in Phnom Penh, Cambodia.

He was warmly welcomed by Pakistan's Ambassador, H.E. Zaheer Uddin Baber Thaheem, and H.E. Tith Rithipol, Undersecretary of State of the Cambodian Ministry of Commerce. The meeting aimed to strengthen trade relations between the two countries by exploring new investment opportunities and avenues for increased market access.

Heimtextil 2025: Pakistan Makes Mark as Fourth Largest Exhibitor

Pakistan solidified its position as a major player in the global home textile market at Heimtextil 2025, emerging as the fourth-largest exhibitor country after China, India, and Turkey. A total of 273 Pakistani exhibitors, including 64 from the TDAP pavilion, participated in the prestigious exhibition, showcasing a diverse range of high-quality products, including towels, bed linen, and apparel.

The strategic placement of Pakistani exhibitors in prominent locations, including larger stalls in Hall No. 8 and 9, facilitated effective engagement with existing buyers and attracted a significant number of new clients.

Heimtextil 2025 provided a valuable platform for Pakistani companies to showcase their capabilities to the global market and further strengthen their position as a leading exporter of home textile products.

As the fourth-largest exhibitor at Heimtextil, we are optimistic about the future of the textile industry. We hope that the government will swiftly address the challenges facing the sector, enabling further growth and development", said Muhammad Zubair Motiwala, Chief Executive Officer, TDAP.

‘Threads Connect’ Brings German and Pakistani Businesses Together at Heimtextil

TDAP, in collaboration with the Commercial Wing of the Consulate General of Pakistan in Frankfurt, successfully hosted a networking event titled “Threads Connect” at Messe Frankfurt during the prestigious Heimtextil trade fair.

The event brought together prominent German companies and Pakistani participants, fostering valuable discussions and exploring potential collaborations. This platform provided a crucial opportunity for both sides to identify new business opportunities and strengthen trade relations between Pakistan and Germany in the home textile sector.

Spotlight on Innovation: Pakistan Pavilion Emerges as Key Destination at Arab Health 2025

Pakistan's healthcare sector made a significant impact at Arab Health 2025, with a dedicated pavilion showcasing the country's latest medical advancements and products. The pavilion, inaugurated by the Pakistani Ambassador to the UAE, served as a hub for international collaboration and partnership opportunities.

Forty leading Pakistani companies, under the Trade Development Authority of Pakistan (TDAP) banner, participated in the prestigious event held at the Dubai World Trade Centre. Exhibitors displayed a wide array of surgical and pharmaceutical products and services, highlighting Pakistan's growing capabilities in the healthcare field. Ali Zeb Khan, Trade & Investment Counsellor, and other senior Pakistani diplomatic mission officials in the UAE were present at the inauguration.

Arab Health 2025, held under the patronage of the UAE Ministry of Health and Prevention, is a leading global healthcare exhibition. This year's event boasted over 3,800 exhibitors and attracted more than 60,000 healthcare professionals and industry leaders from over 70 countries. The exhibition focuses on nine key product sectors, including medical equipment and devices, disposables and surgical goods, orthopedics and physiotherapy, imaging and diagnostics, general healthcare services, healthcare infrastructure, wellness and prevention, healthcare transformation, and healthcare technology. The Pakistani pavilion provided a valuable platform for local companies to connect with potential international partners and buyers.

Pakistani Flavors Captivate US Importers at Fancy Food Show 2025 in Las Vegas

The TDAP Agro & Food Division, in partnership with the Pakistan Trade Mission in Los Angeles, successfully showcased 8 leading Pakistani companies, showcasing premium processed foods, fresh produce, salt, and rice. The event garnered significant interest from US importers, paving the way for promising partnerships and market expansion.

Pakistan Crowned Best Partner Pavilion at Travel & Adventure Show 2025 in New York

Pakistan's tourism industry garnered significant recognition at the 2025 Travel & Adventure Show, with the Pakistan Pavilion winning the prestigious "Best Partner Pavilion" award. The pavilion, a collaborative effort between TDAP, the Pakistan Tourism Development Corporation (PTDC), and the Consulate General of Pakistan, New York, showcased the country's diverse tourism offerings to a global audience. Thirteen leading Pakistani travel companies presented premium travel packages and tours covering destinations across Pakistan. The pavilion, operating under the national tourism brand "Salam Pakistan," was officially inaugurated by H.E. Rizwan Saeed Sheikh, Pakistan's Ambassador to the United States, and Gulbar Khan, Chief Minister of Gilgit-Baltistan.

The award-winning display highlighted Pakistan's stunning landscapes, rich cultural heritage, and a wide range of tourism services. The Travel & Adventure Show, recognized as one of the world's largest and most influential tourism exhibitions, provide a crucial platform for tourism organizations to network, forge partnerships, and promote their unique destinations. Pakistan's success at the event underscores the country's growing prominence in the global tourism market.

TDAP participated in the 4th International Participants Meeting in Japan

Muhammad Naseer, Project Director and Director General TDAP, headed the Pakistani delegation at the 4th International Participants Meeting in Himeji, Japan. The meeting centered on strategizing for Pakistan's successful participation in Expo 2025 Osaka, encompassing the finalization of the Pakistan Pavilion's construction and the development of comprehensive Virtual Expo, Public Relations, Media, and side event plans.

Pakistan Engages in Global Climate Talks on Carbon Border Tax

At a high-profile conference in Paris, Pakistan's delegation-led by Ambassador H.E. Mumtaz Zahra Baloch - actively contributed to discussions on the Carbon Border Adjustment Mechanism (CBAM). The event, hosted by the French government, aimed at addressing carbon leakage while strengthening international climate action.

Pakistan Takes Center Stage at Intersec 2025 in Dubai

Eight leading Pakistani companies showcased top-tier security, safety, and fire protection solutions at Intersec 2025. The Pakistan Pavilion, inaugurated by Consul General H.E. Hussain Muhammad, highlighted the country's expanding role in the global safety sector.

Pakistan's Motorcycle Gear Gains Global Attention at AIMExpo 2025

TDAP and the Trade & Investment Section in Los Angeles facilitated the participation of 14 Pakistani companies at AIMExpo 2025 in Las Vegas, strengthening trade ties with the North American powersports industry.

Pakistan Pavilion at Middle East Energy 2025, Dubai

Seven innovative Pakistani energy companies have participated under TDAP's banner at the Middle East Energy 2025 in Dubai. Ambassador to UAE lauded Pakistan's role in the global energy transition, with strong representation in smart solutions, renewable energy, and power infrastructure. The pavilion attracted significant buyer interest and media attention.

Strong Start for Pakistani Medical Companies at CMEF Shanghai

Fifteen leading Pakistani surgical firms have exhibited at the China International Medical Equipment Fair (CMEF). The Pavilion drew promising engagement on Day 1, reflecting growing interest in Pakistan's medical and surgical sector.

137th Canton Fair - Pakistan Participation in Phase III

Phase III of the 137th China Import and Export Fair (Canton Fair) commenced in Guangzhou in 2025.

With the support of TDAP and Mission Guangzhou, 21 Pakistani enterprises participated, exhibiting products such as sports goods, footwear, leather, home textiles, and surgical instruments. The showcase highlighted Pakistan's fusion of traditional craftsmanship and innovation, with firms keen to expand their global outreach and contribute to diversifying Pakistan's export basket.

Pakistan Promotes Health Sector at Medical Forum in Fangchenggang

Federal Minister for National Health Services, Mr. Syed Mustafa Kamal, led a delegation to the International Medical Innovation and Cooperation Forum in Fangchenggang, China (April 28–30, 2025). At the Opening Ceremony, the Minister shared insights on Pakistan's expanding healthcare sector, digital health initiatives, AI integration, and the rollout of a centralized medical databank. He invited Chinese investment in telemedicine and pharmaceutical manufacturing, held B2B meetings with major firms, and visited the Fangchenggang Medical Opening-up Pilot Zone - marking a key step in medical cooperation under the Belt & Road Initiative.

New York: Pakistan Signs MOU with Turkish American Chamber

The Pakistan Consulate in New York hosted a milestone event marking the signing of an MoU between the Trade & Investment Section and the Turkish American Chamber of Commerce. The agreement promotes bilateral trade cooperation. Attendees included the Consul General of Pakistan, Presidents of the Greater New York Chamber of Commerce, Orthodox Jewish Chamber, and other dignitaries, reflecting a shared commitment to commercial collaboration.

Pakistan Promotes Livestock Investment at Codeway EXPO 2025

During the UNIDO ITPO panel at Codeway EXPO 2025 in Rome, Pakistan was presented as a promising destination for livestock investment. Opportunities in buffalo mozzarella production, cold chain logistics, and Halal meat processing were highlighted to Italian investors, underscoring Pakistan's growing focus on agri-tech and value-added exports.

Pakistan Showcases Climate Action at Expo 2025 Osaka

On May 16, 2025, the Pakistan Pavilion at Expo 2025 Osaka hosted a sideline event titled 'Environmentally Resilient: Clean & Green Pakistan'. Organized with the Ministry of Climate Change, it spotlighted initiatives such as the Green Pakistan Program and the National Carbon Market Policy. Through panel talks and live-streamed sessions, the event emphasized Pakistan's focus on biodiversity, renewable energy, and climate finance.

Pakistani-Italian Olive Oil Project Bears Fruit

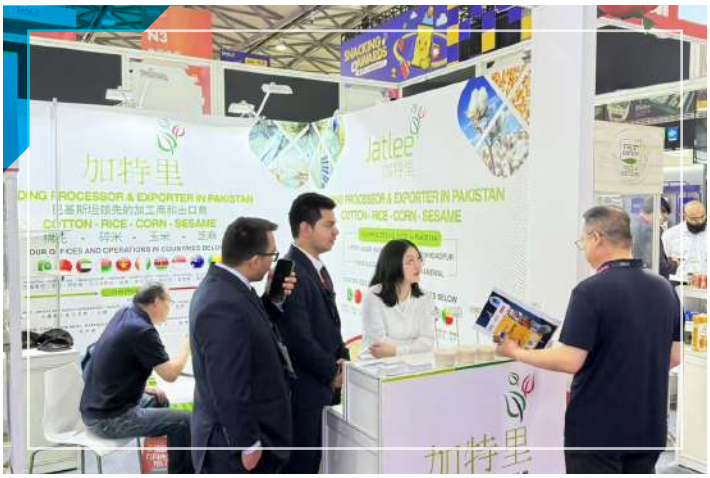
The Olive Culture Project - a collaborative initiative by CIHEAM Bari and Pakistan's Ministry of National Food Security & Research, funded by AICS - is showing strong results. Premium locally produced olive oil is now on sale in Islamabad's Shams Super Market.

The project covers the full value chain from training to market, aiming to reduce edible oil imports and boost rural incomes. CIHEAM Bari also held workshops at the FOODAG Exhibition, with continued support from Pakistan's Commercial Section in Italy.

Pakistani Food Exports Generate Strong Buyer Interest at SIAL Shanghai 2025

A delegation of eleven Pakistani food exporters made a significant impact at SIAL Shanghai 2025, one of Asia's premier food expos. Showcasing a diverse range of products including rice, sesame, spices, maize, confectionery, and beverages, the Pakistan Pavilion attracted strong interest from international buyers.

The participation, organized by the Trade Development Authority of Pakistan (TDAP) with support from the Pakistan Consulate in Shanghai, successfully created promising new leads for expanding Pakistan's food exports into the Chinese and Asian markets. The event underscored the growing global demand for high-quality Pakistani agricultural products.



FPCCI Delegation Engages With US Business Leaders In New York

A 20-member FPCCI delegation was hosted by the Pakistan Consulate in New York at a networking dinner. Leaders from textiles, mining, food, pharmaceuticals, and finance sectors held in-depth dialogues with U.S. counterparts on fostering stronger bilateral commercial ties. The event was marked by lively exchanges and strategic networking.

Pakistan IT Sector Shines at GITEX Europe, Berlin

TDAP's Services Division, in collaboration with PSEB and supported by the Pakistan Embassy in Germany, launched the Pakistan Pavilion at GITEX Europe 2025. Featuring over 100 Pakistani companies - 19 under the TDAP banner - the Pavilion showcased expertise in software, embedded systems, and IT services. Ambassador Saqlain Syedah inaugurated the Pavilion, enhancing Pakistan's image as a rising tech hub.

Pakistan Mango Promotion Across Qatar

Following the previous year's success, TDAP facilitated a wide-scale mango promotion across 14 Al Meera branches in Qatar. B2B meetings ensured top-quality mango supplies. Al Meera expressed intent to expand their imports of Pakistani fruits and vegetables, reaffirming long-term retail collaboration.

First-Ever Participation at Summer Fancy Food Show, New York

TDAP established a Pakistan Pavilion at the prestigious Summer Fancy Food Show (June 29–July 1) at Javits Center, New York. Seven Pakistani food companies participated, highlighting the country's culinary excellence to a global audience of buyers and enthusiasts.

Pakistan Showcased at Africa Food Show 2025, Cape Town

TDAP's Agro & Food Division, in partnership with the Commercial Section in South Africa, facilitated Pakistan's participation in the Africa Food Show in Cape Town from June 2025 ,12–10. Ten companies - eight supported by TDAP and two private - represented Pakistan at this premier food and beverage sourcing event.

The Pakistan Pavilion, placed alongside those of China, India, and Korea, drew strong footfall. Exhibitors secured valuable leads and built ties with key African buyers. Powered by Gulfood, the event highlighted Pakistan's growing footprint in the African food market.

Pakistan Impresses at FIME/WHX, Miami 2025

TDAP led Pakistan's participation in FIME/ HX Miami 2025 with a strong delegation of 19 companies. This year, the spotlight was on innovation and quality, as Pakistani exhibitors earned significant appreciation for their craftsmanship and product standards.

Flavours of Pakistan Captivate Expo 2025 Osaka`

The Pakistan Food Festival at Expo 2025 Osaka (June 26–23) concluded on a high note, celebrating the country's rich culinary heritage under the theme "Flavours of Pakistan." Organized by TDAP, the four-day event drew thousands with free tastings, stunning food displays, and warm hospitality.

Each day spotlighted a national favorite, Biryani, Mangoes, and Dates, with immersive setups and interactive elements. The final day brought them all together in a vibrant showcase that blended taste, tradition, and storytelling.

Held alongside the iconic Pakistan Pavilion, the festival offered visitors a flavorful glimpse into the countrys culture - proving once again that Pakistan is not just a destination, but an experience.

Tech Diplomacy at London Tech Week 2025

TDAP's Services Division, alongside PSEB and the Pakistan High Commission in London, supported 14 IT companies at London Tech Week 2025. The Pakistan Pavilion showcased AI, embedded systems, and cloud solutions, highlighting Pakistan's tech capabilities.

A striking branding campaign with 50 London taxis promoted the "#ThinkTechThinkPakistan" message. The initiative reinforced Pakistan's visibility in the UK and EU tech ecosystems.

DRIVING TECH
INNOVATION

VISIT US AT:
STALL #55
GRAND HALL
romania
ROMANIA

ROMANIA
PASHA

Pakistan Shines at Algiers International Trade Fair (FIA)

Pakistan's Trade & Investment Counsellor in Argentina joined a business negotiation round in Lomas de Zamora, organized by the Regional Chamber of Commerce & ACACE. Multisectoral Argentine companies explored Pakistan's export potential in textiles, sports goods, pink salt, and plastics, indicating growing bilateral trade interest.

Debut at Big 5 Construct - South Africa 2025

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Pakistan Pavilion: A Star at EuroAsia Expo, Urumqi

TDAP's participation at the EuroAsia Expo 2025 in Urumqi saw exceptional footfall. The Pavilion, inaugurated by the Pakistani Ambassador and Xinjiang's Vice Governor, became a key attraction. Pakistani mangoes emerged as a crowd favorite, symbolizing national excellence and deepening cultural and economic ties with Western China.

"Flavors of Pakistan" Festival: Osaka Expo 2025

The four-day Pakistan Food Festival (June 23-26) was successfully held at Expo 2025 Osaka under the theme "Flavors of Pakistan." Over 5,000 visitors were served traditional cuisine, including biryani, mangoes, and dates, complemented by live folk music and cultural displays.

Uplifting IT Export Potential at Pak-US Tech Investment Conference, Dallas

TDAP, in collaboration with the Ministry of IT, PSEB, and OPEN Global, supported Pakistan's presence at the Tech Investment Conference 2025 held in Dallas on June 14–13.

The event featured top Pakistani IT companies and highlighted the country's growing tech ecosystem.

A major milestone was achieved when the JR Dallas Wealth Fund announced a USD 10 million investment in Zahanat AI- a startup developed and run by Pakistani entrepreneurs. This investment marked a landmark achievement and reaffirmed the confidence of global investors in Pakistan's digital innovation.

Pakistan Showcases Medical Prowess at ExpoMed Eurasia

Pakistan showcases its surgical and pharmaceutical prowess at ExpoMed Eurasia, joining 11 companies in a global showcase of innovation. With over 700 exhibitors from 45 countries, it's a platform for B2B interactions and growth.

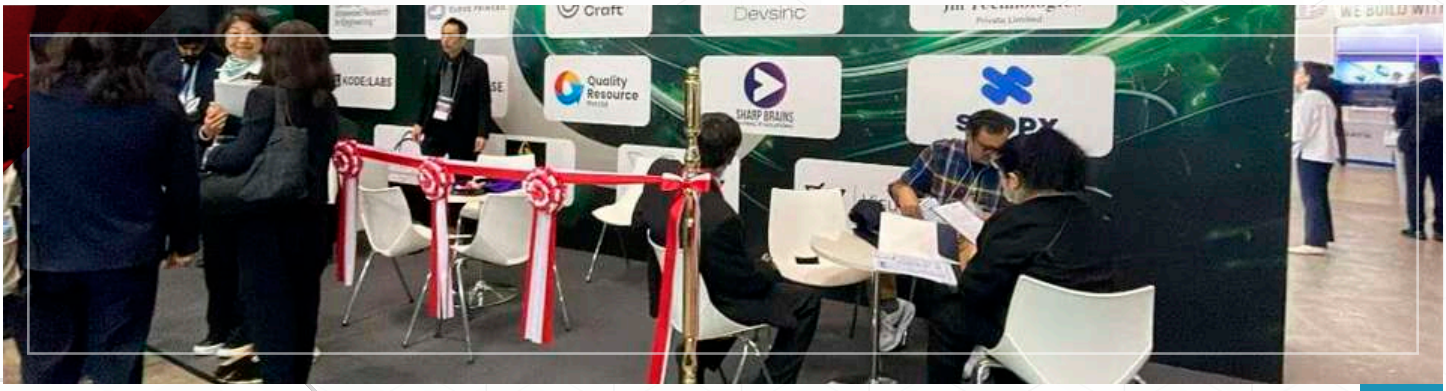
Pakistan IT Pavilion Shines at Japan IT Week 2025

Trade Development Authority of Pakistan (TDAP) and the Pakistan Software Export Board (PSEB), in collaboration with the Pakistan Embassy in Tokyo organized the Pakistan Pavilion at Japan IT Week 2025, being held at Tokyo Big Sight, Japan 23-25th April 2025.

The pavilion features 18 Pakistani companies specializing in diverse IT domains, including IT services, IT consulting, game development, software development, and embedded systems, all showcasing their cutting-edge expertise.

The Pavilion was formally inaugurated by the Charge d'Affaires of the Pakistan Embassy in Japan, Mr. Talha Bin Khalid, Ms. Madhi Ali, Trade & Investment Counselor, and Mr Shahbaz Hameed, from PSEB as well as representatives from JICA and the participating companies. .

The Pakistan Pavilion drew significant attention from Japanese buyers, who showed keen interest in the innovative technologies presented by Pakistani companies. The participating companies are optimistic about generating substantial business leads from the event, marking a significant step forward for Pakistan's IT industry. As Pakistan's tech talent aligns with Japan's innovation ecosystem, both nations look forward to a future shaped by dynamic and mutually beneficial bilateral partnerships in the IT sector.



NATIONAL

FoodAg 2024 Kicks Off with Grand Inauguration by Prime Minister Shehbaz Sharif

Prime Minister Muhammad Shehbaz Sharif inaugurated the 2nd edition of FoodAg 2024, a key trade event organized by the Trade Development Authority of Pakistan (TDAP) and the Ministry of Commerce.

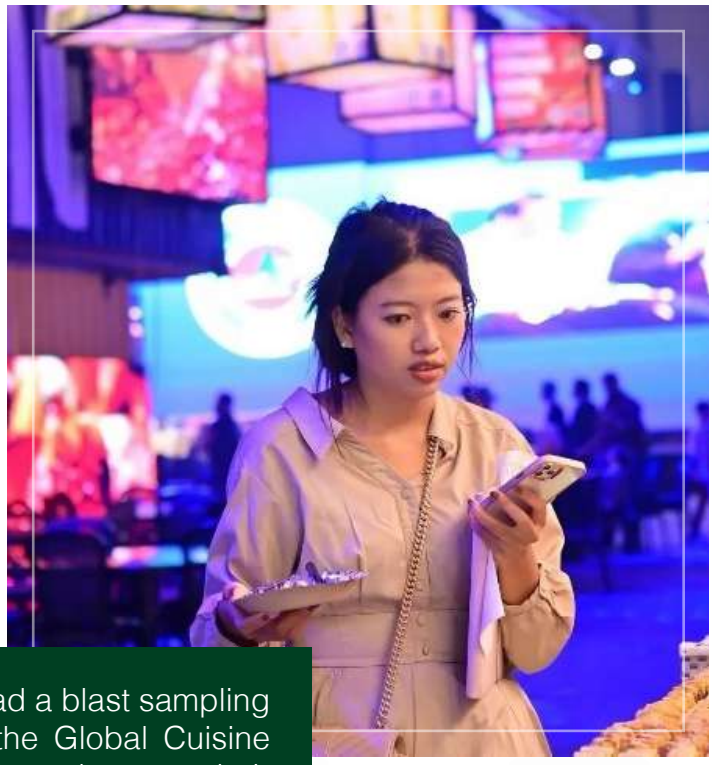
The event, held at Expo Center Karachi on Friday, was also attended by the Minister of Trade from Turkiye, Prof Dr Omer Bolat, Federal Minister for Commerce Jam Kamal Khan, Sindh Governor Kamran Khan Tessori, Sindh Chief Minister Syed Murad Ali Shah, TDAP Chief Executive Muhammad Zubair Motiwala, and other prominent business leaders.

The Federal Minister of Commerce held productive meetings with delegations from several countries, emphasizing the expansion of bilateral trade, agricultural exports, and the development of halal product markets.

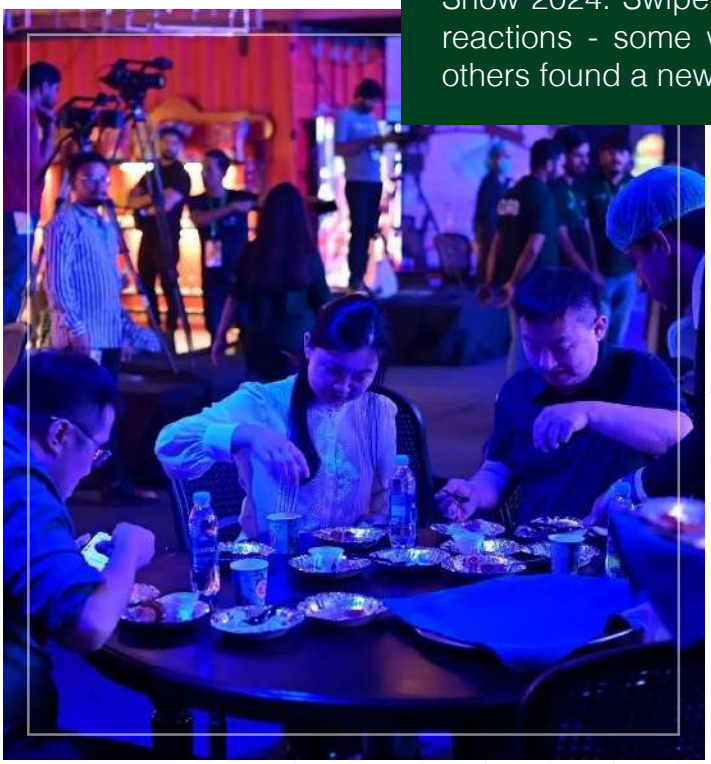
The FoodAg 2024 concluded on with over $1.2 billion in deals. The event attracted more than 800 buyers from 75 countries, with 330 exporters showcasing 500+ quality products. China had the largest delegation, with over 150 buyers present.

The event facilitated 7,000 B2B meetings, resulting in the signing of over 36 MoUs, particularly in sectors such as rice, processed food, seafood, and various fruits and vegetables. Notably, $35 million in seafood contracts were signed between Pakistani and Chinese companies. Additionally, significant investment interests emerged from various international companies in dairy, potato seeds, and beverages.

Cuisine Show



Our global guests had a blast sampling local delicacies at the Global Cuisine Show 2024. Swipe through to see their reactions - some were surprised, and others found a new favorite!



A Grand Success: TEXPO 2024 Launches with High-Level Inauguration, Draws Global Buyers

TEXPO 2024 was nothing short of spectacular! The event was inaugurated by Mr. Jam Kamal, Federal Minister for Commerce, with the presence of Mr. Faisal Karim Kundi, Governor of KPK, Syed Murad Ali Shah, Chief Minister Sindh, Mr. Muhammad Zubair Motiwala, Chief Executive TDAP, and Mr. Sheryar Taj, Secretary TDAP.

With over 573 buyers from 60+ countries and 210 exhibitors, the day was filled with fruitful B2B meetings, including successful sessions with the UK delegation and Russian Textile Association. MOUs were signed, and the momentum continues! Don't miss the fashion show featuring top designers like Shamaeel Ansari, Sania Maskatiya, and Yuna Hattori (Japan).

B2B Meetings and MoU Signing at TEXPO 2024

Texpo 2024 was a success with 1970 B2B meetings between foreign buyers and local exhibitors, projecting orders worth over USD 910 million! Key agreements were reached, including MoUs with Argentina, Senegal, China, and Vietnam, as well as textile yarn contracts with Chinese companies. FPCCI and APTMA also played pivotal roles in fostering partnerships through engaging sessions with foreign delegations.

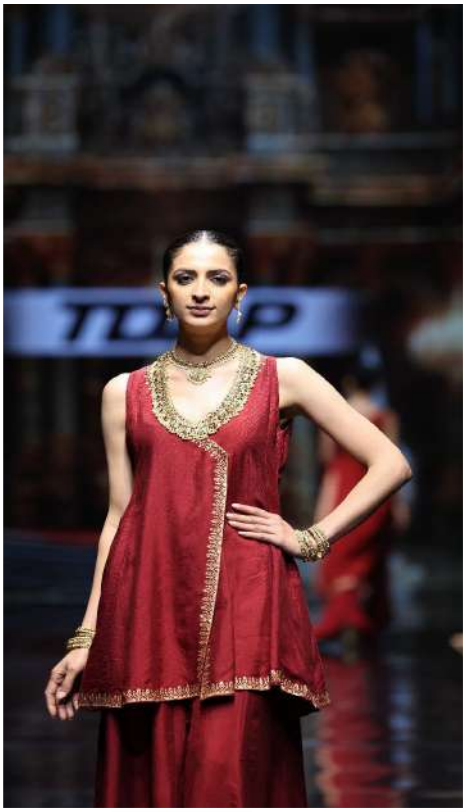
Seminars at TEXPO 2024

The seminar 'Smart Moves: Transforming SMEs into Green Powerhouses' showcased the textile industry's shift toward sustainability.
Expert speakers, including Ms. Yulia Bazhenova, Head of Project Textiles II at Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH , and Mr. Cem Altan, President of the InternationalApparel Federation (IAF), discussed strategies for transforming textile SMEs into eco-conscious leaders. A panel discussion, moderated by Mr. Omar Hameed , Pakistan's Economic Minister in Brussels, brought together industry voices like Mr. Amir Chottani, CEO of Chottani Industries and Chairman of PRGMEA South Zone, and Dr. Tayyab Naveed, Head of Innovation at UMT, to highlight the synergy between industry and academia for sustainable growth. Over 150 attendees from trade bodies, businesses, and academia joined, underscoring TEXPO 2024's pivotal role in advancing green practices within Pakistan's textile sector.

Bilateral Trade Meetings at TEXPO 2024

Chairman TDAP, Mr. Zubair Motiwala and Secretary TDAP Mr. Sheryar Taj held bilateral meetings with foreign delegations from Turkey, Russia, Nairobi, Ghana, and Sri Lanka, exploring new avenues for enhancing bilateral trade with Pakistan.

TDAP's Fashion Week



IDEAS 2024 Inaugurated by Federal Minister of Commerce & Federal Minister of Defense

Federal Minister for Commerce Jam Kamal Khan, Federal Minister for Defense Khawaja Muhammad Asif, and Governor Karachi Kamran Tesori inaugurated the grand IDEAS 2024 Defense Exhibition at the Karachi Expo Centre. The ministers visited various stalls, interacted with participants, and appreciated the innovation and excellence of Pakistan's defense industry. This exhibition serves as an outstanding platform to highlight future defense technologies!

The event was further graced by the presence of the Chief Executive of TDAP and the Secretary TDAP, who played a vital role in making this event a success.

Commerce Minister Reviews Operations and Strategy in Visit to NICL

The Minister of Commerce visited the National Insurance Corporation Limited (NICL) to preside over a meeting on the progress of the highly anticipated Wexnet 2024.

The meeting was attended by Secretary TDAP Sheryar Taj, Chief Executive TDAP Zubair Motiwala, and senior officials from the Trade Development Authority of Pakistan (TDAP). During the session, TDAP officials provided the Minister with a comprehensive briefing on the planning and execution of the upcoming events.

The Minister emphasized the significance of Wexnet 2024 as a platform to promote women entrepreneurs and directed TDAP to intensify efforts in showcasing their achievements. He also stressed the importance of utilizing both events to amplify TDAP's role in fostering trade development and promoting Pakistan's exports globally

Driving Pakistan's Logistics & Transport Growth

Sectoral Council Meeting at TDAP HQ, chaired by Hon. Minister for Commerce Mr. Jam Kamal Khan, brought together key stakeholders, including Secretary TDAP, EDG MoC, provincial and federal officials, and representatives from FOAP, WLA, PIFFA, APSA, and council members.
Comprehensive discussions were held to address challenges and explore opportunities, with a commitment to actionable strategies for sectoral uplift and export growth.

Pakistan, Ethiopia Advance Trade Ties; Plan Major Exhibition in Addis Aaba

Ethiopian Ambassador Dr. Jemal Beker Abdula met with Zubair Motiwala (CE TDAP), Sheryar Taj (Secretary TDAP), Abdul Karim Memon (DG TDAP), and Ibrahim Tawab (Honorary Consul to Ethiopia) to discuss the upcoming Single Country Exhibition in Addis Ababa. The exhibition will focus on agriculture, pharmaceuticals, IT, automotive, construction materials, and more, promoting investment opportunities between the two nations.

Largest Women Entrepreneurs' Exhibition, Wexnet 2025, Drives Skills and Export Growth

The largest Women Entrepreneurs' Exhibition, the 12th Wexnet 2025, was held at the Lahore Expo Center from January 10 to January 12, 2025.This three-day exhibition integrated supplementary programs aimed at empowering women entrepreneurs by enhancing their skills and enabling them to effectively capitalize on export market opportunities. The Wexnet 2025 exhibition was formally inaugurated by Jawad Paul Khuwaja, Federal Secretary of Commerce, Ministry of Commerce. He assured about the government's commitment to promoting women entrepreneurs at the national and international levels. The vibrant event was attended by eminent Pakistani designers, including Nilofer Shahid, Ali Xeeshan, Kuki Concepts, and Hina Tayyaba, Principal of PIFD Lahore; government officials; and women entrepreneurs.

At Wexnet2025, Sheryar Taj, Secretary TDAP also held meetings with various stakeholders and discussed exploring avenues to increase exports, empowering women entrepreneurs, cultivating interprovincial collaboration, and establishing a robust policy framework that supports women-led businesses in both domestic and international markets. TDAP also organized the 33rd session of the National Exporters Training Program (NETP) for women exporters and manufacturers on the first day of the exhibition. More than 60 women entrepreneurs benefited from this session. A seminar on the introduction of Pakistan Single Window (PSW) was held on the second day of exhibition conducted by Azka Rehman, Manager Change Management, PSW. The purpose of the seminar was to raise awareness about the transformative role of PSW in facilitating international trade and fostering business growth for women entrepreneurs.

On the third day of the exhibition, training on e-commerce and digital marketing was held. The speakers of the training were Adil Mukhtar, Deputy Director-TDAP, and Naila Yaqoob, Circle Women Association. The main focus of discussion was to explore potential digital platforms for the growth and sustainability of businesses of women entrepreneurs. The general public, with families who visited the expo center, experienced the vibrant atmosphere and explored the high-quality products crafted by women entrepreneurs.

High-profile Meetings at WEXNET

Secretary TDAP Sheryar Taj held high-profile meetings with key stakeholders to discuss initiatives aimed at empowering women entrepreneurs and fostering economic growth.

$12M Blockchain Investment: Explorer Bees & FibeX Seal the Deal

A game-changing MoU between Explorer Bees (Pvt.) and FibeX (Pvt.) Ltd. brings a $12 million investment to Pakistan's blockchain ecosystem. With an initial $1.25 million infusion, the project will roll out in three phases, accelerating the country's digital transformation.

FoodAg Manufacturing Event 2025 – A Groundbreaking Showcase of Innovation in Agro-Industry

The FoodAg Manufacturing Event 2025, held from February 26 to 28 at the Lahore Expo Centre, took Pakistan's agro-industry to the global stage, cementing its place as a premier platform for food and agriculture manufacturing. With over 152 exhibitors, including 37 international companies from major markets like China, Japan, Italy, Turkey, and South Korea, the event underscored the country's growing prominence in the global agro-manufacturing sector.

This landmark exhibition didn't just highlight the latest innovations - it became a hub of monumental

deals and collaborations. Generating over $270 million in expected business contracts, the event showcased the immense potential of Pakistan's agro-industry. Deals spanned key segments, including sustainable packaging, cutting-edge food processing technologies, and agritech solutions, pointing to the sector's forward-thinking approach and its readiness for the global marketplace.

Throughout the event, over 400 pre-arranged B2B meetings facilitated crucial connections, with manufacturers, suppliers, and buyers from around the world exploring new business opportunities. Attendees also enjoyed exclusive factory visits, gaining hands-on insights into the most advanced manufacturing processes and technologies.

The event's provincial pavilions highlighted the unique agricultural strengths of various regions, while fostering cross-border collaborations. High-profile meetings between government officials, including Mr. Faiz Ahmad Chadhar, Chief Executive of TDAP, and Mr. Sheryar Taj, Secretary TDAP, as well as international partners, focused on enhancing bilateral trade and investment opportunities in agriculture, fisheries, seeds, meat, and value-added products. Discussions also centered on attracting investment from strategic global markets.

Throughout the event, there was a strong emphasis on sustainability and technological

advancements. The showcase of state-of-the-art machinery for food processing, modern packaging solutions, and innovative agritech tools

painted a clear picture of Pakistan's agro-industry future - one focused on sustainability, efficiency, and global market expansion.

By the close of the exhibition, 15 Memoranda of Understanding (MOUs) had been signed, signaling future collaborations in agriculture value chains, organic fertilizer production, and more. A grand networking dinner celebrated the success of the event, bringing together industry leaders, government officials, and international delegates to cement new partnerships and discuss the path forward.

As FoodAg Manufacturing 2025 concluded, the buzz around the event revealed the industry's incredible momentum. The success of the exhibition paved the way for even greater achievements, with the FoodAg Manufacturing 2026 event already in the pipeline, promising a larger and more impactful platform for innovation, global partnerships, and sustainability in the agro-manufacturing sector. Pakistan has set a new benchmark for the agro-food industry, driving collaboration and growth with a future-facing approach that looks to address global challenges and elevate Pakistan's agro-industry to new heights.

Ramping Up Exports Seminar

TDAP sponsored a “Ramping Up Exports” seminar organized by Humanex at PC Hotel Karachi. CE TDAP, Muhammad Zubair Motiwala emphasizes the importance of the right framework, innovation, and inclusivity in driving export growth. DG Textile & Leather Division, DG Engineering & Minerals Division, and DG AGro & Food Division also spoke at expert panel discussions about key sectors, paving the way for a dynamic export landscape.

The SheTrades Outlook Validation Workshop

Trade Development Authority of Pakistan (TDAP) in collaboration with the International Trade Centre (ITC) and FCDO UK organized “The SheTrades Outlook Validation Workshop”, marked a significant stride toward making trade policies more gender-responsive. The workshop endorsed TDAP’s commitment to empowering women in trade, as it spearheaded efforts to convene diverse voices and catalyze actionable solutions to foster an inclusive ecosystem that empowers women entrepreneurs and promotes gender equality in trade.

Pakistan’s country profile outlining women entrepreneurship prospects and recommendations is available officially at https://we.tdap.gov.pk/ and https://outlook.shetrades.com/

Chinese Delegation, TDAP Discuss Joint Investment for Export Growth

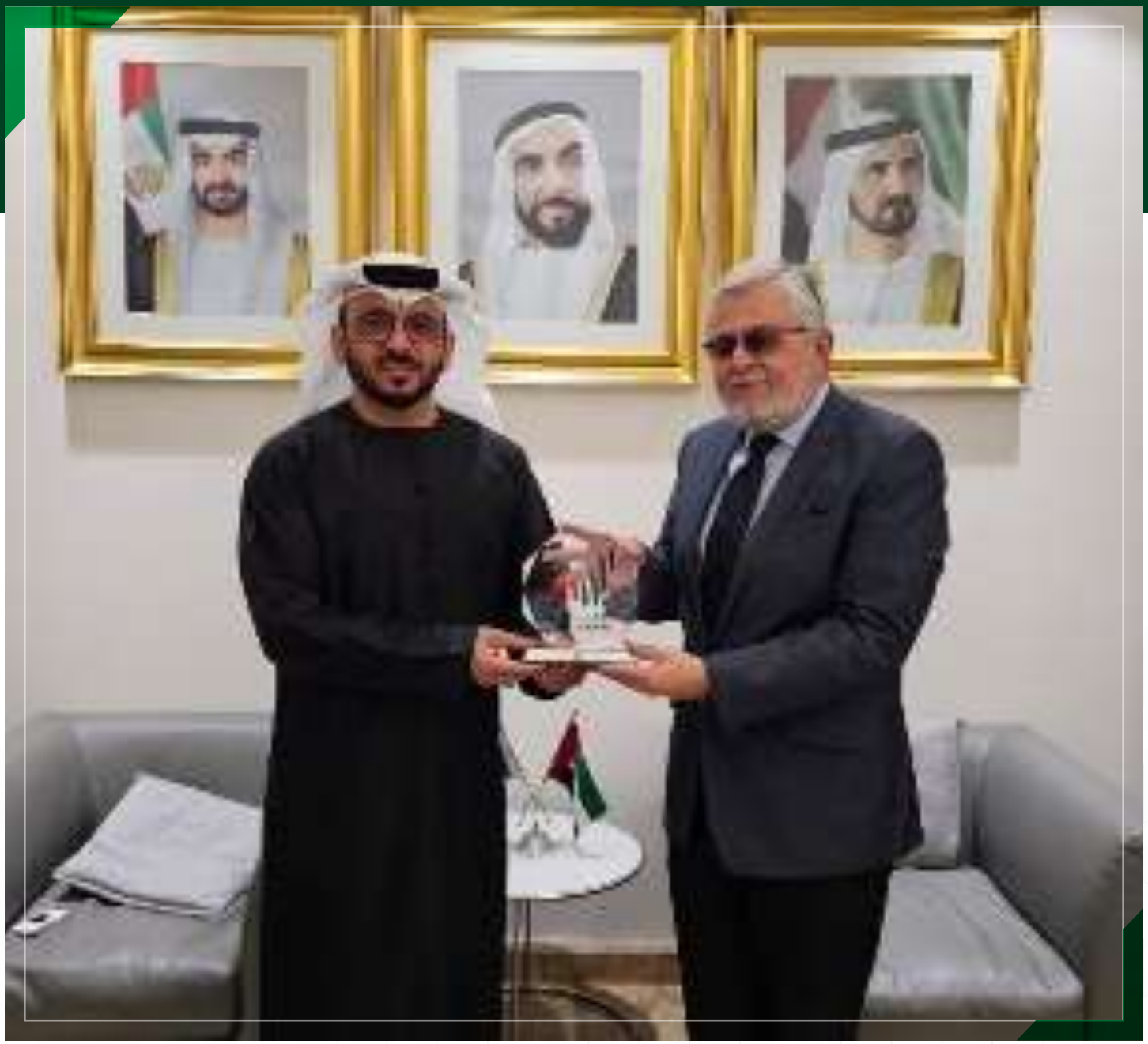
A Chinese delegation met with Mr. Zubair Motiwala, CE TDAP, to discuss investment opportunities with Indus University and Chinese investors for a collaborative organization promoting Pakistan's exports & economic development. Strategic initiatives aligned with national goals discussed!

Government Unveils Robust Export Strategy, Vows Support for Industry Growth

The Federal Commerce Minister, Mr. Jam Kamal Khan, reiterated the government's commitment to policy of facilitating trade and industry and export diversification. He said that measures were being devised to promote local as well as export-oriented industries. Minister for Commerce Mr. Jam Kamal & CE TDAP Mr. Zubair Motiwala held a detailed press briefing today at TDAP Headquarters, Karachi outlining Govt's robust strategies to boost exports. From agro products to light engineering items, TDAP and Ministry of Commerce is diversifying and searching new markets. Stay tuned for updates on export initiatives!

Strengthening Pakistan-UAE Trade: Exhibition in UAE on the Horizon After Productive Meeting

Chief Executive TDAP Mr. Zubair Motiwala met with HE Dr. Bakheet Ateeq Al-Remaiti, Consul General of UAE, in Karachi. Discussions focused on enhancing trade relations, with UAE while CE TDAP assured His Excellency of TDAP's commitment to organizing a Pakistan Single Country Exhibition in UAE in the near future.



First Steering Committee Meeting of IDEAS (International Defence Exhibition and Seminar) at Expo Centre Karachi

The inaugural Steering Committee meeting regarding IDEAS was held on 11th June 2024 at the Expo Centre Karachi. The introductory session was chaired by Corps Commander Karachi, Lt-Gen. Babar Iftikhar, and attended by notable dignitaries including Mayor Karachi Mr. Murtaza Wahab, DG DEPO Maj Gen Asad Nawaz Khan and DG TDAP Mr. Aasim Tiwana along with dozens of senior officials from more than 40 military, federal and provincial entities.

The second session, focused on the responsibilities of these departments, was chaired by DG DEPO along with DG TDAP, IG Sindh, Chief Secretary Sindh, PSO to DG DEPO, and CEO Badar Expo. The committee was in details briefed by Col. Ejaz (DEPO) including a comprehensive Question & Answer session regarding the event. While expressing a strong commitment to make upcoming IDEAS a much more successful event, DG TDAP, Mr. Tiwana assured the committee to appropriately and adequately addressed the few concerns highlighted by the presenter.

The meeting ended with vehement expression of satisfaction by DG DEPO on TDAP's preparedness and contributions to be made by other organizations in the form of security, traffic management, protocols and sideline activities.

A Sweet First: Pakistan Exports Fresh Cherries to China

Exciting news! The first consignment of fresh Pakistani cherries was dispatched to China on June 5th! Due to the Phyto Sanitary Agreement and efforts by TDAP, DPP, PHDEC, and NLC, over 100 orchards are now GACC registered. This opens up huge opportunities for GB growers in the $3B Chinese market.

2nd Steering Committee Meeting for IDEAS 2024

The 2nd Steering Committee meeting for #IDEAS2024 took place on July 3rd at CM House, Sindh, the first session was chaired by CM Murad Ali Shah followed by the second session which was chaired by DG DEPO, Maj Gen. Asad Nawaz. Chief Secretary Sindh, Syed Asif Hyder, IGP Sindh, Ghulam Nabi Memon, DG TDAP, Aasim Tiwana and senior reps from Federal Ministries, Sindh Govt, Armed Forces, and LEAs attended. The CM highlighted the importance of IDEAS in fostering tech growth and strategic global relations. Mr. Tiwana in detail briefed the progress on Karachi Expo Centre, which was appreciated by DG DEPO, ensuring the full TDAP support for a successful IDEAS 2024 in November.

Soft Launch of Global Cuisine Show

We were honored to have the Honorable Minister of Commerce Jam Kamal Khan join us at the launch of our global cuisine show at FoodAg 2024! The event marked a significant milestone in promoting Pakistan's rich culinary heritage on the world stage. It was a celebration of the fusion of tradition and innovation, with Pakistani ingredients taking center stage in global cuisines.

Debriefing Session on FoodAg 2024

Honorable Minister of Commerce, Mr. Jam Kamal visited TDAP for a detailed debriefing session on the successful international event FoodAg 2024, held from August 9-11 in Karachi. During the session, CE TDAP, Mr. Zubair Motiwala, highlighted the remarkable outcomes of the event, including the signing of contracts worth USD 1.2 billion and 19 MoUs valued at USD 100 million. The Minister lauded TDAP's efforts in fostering international trade and securing significant business opportunities for Pakistan.

Commerce Minister Chairs High-Level Sectoral Council Meetings on Pharma & Chemical Sectors

Key stakeholders discussed export enhancement strategies and challenges for the Pharmaceuticals and Chemical sectors. The Minister assured that policy proposals will be incorporated into the National Export Policy Board. Follow-up meetings to continue in Islamabad.

Consul General of Malaysia visited TDAP HQs

Mr. Herman Hardynata Ahmad, Consul General of Malaysia, and Mr. Hafiz Abdul Jalil, Deputy Director, Management Services Division, MATRADE, visited TDAP headquarters for a high-level meeting with TDAP's senior management. CE TDAP, Mr. Zubair Motiwala, extended a warm welcome, followed by in-depth discussions led by Secretary TDAP, Mr. Sheryar Taj, and the Directors General. The meeting emphasized strengthening economic ties, with both sides discussing the robust trade relationship under the Malaysia-Pakistan Closer Economic Partnership Agreement (MPCEPA). Current trade volume stands at $1.2 billion, with Pakistan's exports to Malaysia valued at $465 million (rice, textiles, seafood) and imports from Malaysia at $773 Million (palm oil, machinery). TDAP is working to diversify trade in the Far East, with both parties agreeing on long-term mutual partnerships to enhance bilateral trade and investment. TDAP also welcomed the opening of MATRADE's office in Karachi, which is expected to further enhance bilateral ties and economic cooperation between the two nations.

New Chapter in Trade: Pakistan and Bangladesh Target Agro-Products and Garments for Growth

Bangladesh's High Commissioner Mr. Md. Ruhul Alam Siddique met with TDAP Chief Executive Mr. Muhammad Zubair Motiwala to discuss enhancing bilateral trade. With a focus on agro-based imports like rice, maize, and sesame, both nations see this as a key moment to deepen cooperation. His Excellency also proposed that Pakistan may organize a Single Country Exhibition in Dhaka in 2025, spotlighting women garments and agro products. Exciting opportunities ahead for stronger economic collaboration!

Commerce Minister Outlines Vision for Economic Revival, Highlights Private Sector Collaboration

Federal Minister for Commerce Jam Kamal Khan, speaking alongside FPCCI Senior Vice President Bilal Waqar Khan and Sukkur Chamber President Khalid Kakizai, shared a vision for Pakistan's economic revival during his visit to the Sukkur Chamber of Commerce. From stabilizing the rupee to reducing inflation and electricity costs, the government's reforms and collaboration with the private sector are paving the way for progress. With grassroots development, export modernization, and infrastructure improvements, Pakistan is moving towards a brighter, prosperous future!

Federal Minister Jam Kamal Khan Chairs 11th TDAP Board Meeting: Driving Reforms for a Dynamic Future!

Federal Minister for Commerce Jam Kamal Khan led the 11th TDAP Board Meeting, focusing on structural reforms, enhanced security protocols, and impactful event management.
From streamlining TDAP's efficiency to prioritizing minerals and upgrading infrastructure, the meeting tackled a robust 14-point agenda. Notable decisions included:

- Restructuring TDAP for operational excellence.
- Proposing a dedicated DG Security for high-profile events like TEXPO.
- Overhauling event management TORs for quality and professionalism.
- Advocating exhibitions to highlight Pakistan's mineral potential.

Minister Jam Kamal Khan's vision is clear: strengthening TDAP to bolster Pakistan's global trade presence.

TDAP Co-Hosts Pakistan Travel Mart 2025 in Karachi

The Services Division of TDAP co-hosted the Pakistan Travel Mart (PTM) 2025 in Karachi, bringing together Pakistan's tourism ecosystem. The event featured government tourism boards, hospitality providers, tour operators, and IT companies, with Sustainable Tourism as this year's theme.

Inaugurated by the Minister of Tourism, Sindh, on behalf of the Chief Minister of Sindh, the event also saw the attendance of the Minister of Tourism, KPK, and representatives from over 20 countries, including Tajikistan, Uzbekistan, and Saudi Arabia. A major highlight was Emirates Airlines' participation, marking their first-ever partnership with Pakistan's tourism event. This collaboration signifies a major step in enhancing connectivity and promoting Pakistan as a global tourism destination.

The Sustainable Tourism Forum, held on the sidelines, brought together policy makers, government experts, and private sector leaders to discuss future tourism strategies. IT companies also showcased their innovations in a dedicated Tech Hall, demonstrating how technology can enhance tourism experiences and sustainability.

PTM 2025 underscores Pakistan's growing tourism potential. The event continues in Karachi until February 2, followed by a roadshow in Islamabad from 3rd to 5th February 2025.

TDAP & HKTDC Exploring New Avenues for Trade Growth

A virtual conference was convened between the TDAP and their counterparts, the Hong Kong Trade Development Council (HKTDC), to explore the establishment of a Memorandum of Understanding (MoU) to solidify trade collaboration. HKTDC opened doors for Pakistani exporters to Click2Match and Hktdc.com. In return, the TDAP extended an invitation to Hong Kong enterprises to partake in Pakistan's premier events such as TEXPO and FoodAg.

TDAP and Rwandan High Commissioner Discussed Enhanced Trade Relations

The Rwandan High Commissioner met with TDAP leadership, including Muhammad Zubair Motiwala, Chief Executive TDAP, and Sheryar Taj, Secretary tdap, at the TDAP. Key officials from TDAP were also present.

The meeting centered on enhancing bilateral trade relations between Pakistan and Rwanda. Discussions explored potential collaborations in key sectors such as textiles, agriculture, and technology, with the aim of identifying and capitalizing on mutually beneficial trade opportunities.

TDAP Launches PIXS Competition

TDAP launched the Pakistan IT-enabled eXports Startups (PIXS) competition to identify and support promising IT-enabled startups and SMEs with high export potential.

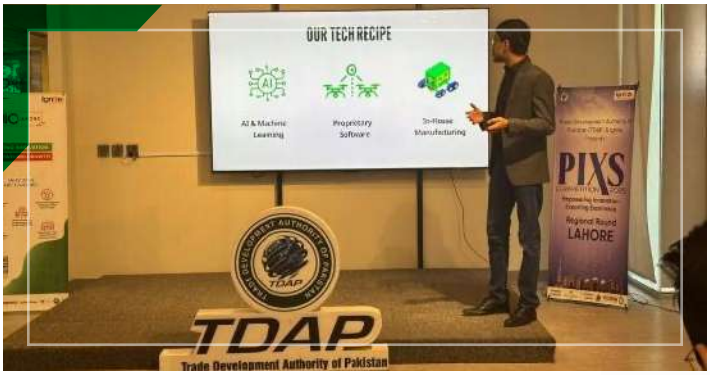
This initiative aims to address domestic innovation bottlenecks, strengthen value chain dynamics, and enhance Pakistan's position in global markets.

TDAP received an overwhelming 207 applications from across the country, reflecting the vibrant potential of Pakistan's startup ecosystem. The regional distribution of applications is as follows: Punjab: 79; Sindh: 33; Balochistan: 20; KPK: 23; Islamabad, Rawalpindi, GB & AJK: 52.

In the Lahore regional round, a jury comprising esteemed industry experts, including Mujtaba Khalid, Co-Founder of Bagh-e, Farhan Riaz, Founder of TICK, Adil Mukhtar, Deputy Director of E-Commerce at TDAP, and Uzair Shahid, Head of Innovation at BNU, evaluated the startups based on criteria such as product/service viability, exports readiness, exports marketing & business strategy, and technology edge.

Out of 79 applicants from Punjab, the top 12 startups were shortlisted to showcase their innovative solutions during a pitching session. The top 2 startups from the Punjab region have been selected to compete in the National Finale.

The PIXS initiative will continue with regional rounds in Karachi, Quetta, and Islamabad, culminating in a Grand Finale in Lahore. This competition is a significant step towards enabling IT-enabled startups to contribute meaningfully to Pakistan's export growth and digital economy.



Top Sindh Startups Selected for National PIXS Finale

The Services Division of the Trade Development Authority of Pakistan (TDAP) hosted the Sindh regional round of the Pakistan IT-enabled eXports Startup (PIXS) Competition at the National Incubation Center, Karachi.

From a pool of 33 applicants, the top 10 startups were shortlisted to present their innovative solutions in a competitive pitching session. A distinguished jury evaluated the participants based on TDAP's criteria, assessing product viability, export readiness, marketing strategy, and technological edge.

Following the rigorous selection process, the top two startups from Sindh have secured their place in the National Finale, set to take place on February 25, 2025, at Arz Gah, Lahore Fort.

Pakistan Pavilion at Expo 2025 Osaka – A Global Platform for Innovation

Dr Mohammad Jehanzeb Khan, Secretary Apex Committee SIFC, Mr. Faiz Ahmed, Chief Executive and Mr. Sheryar Taj, Secretary Trade Development Authority of Pakistan (TDAP), jointly inaugurated the website for the Pakistan Pavilion at World Expo 2025 to be held in Osaka, Japan during a distinguished Digital Launch event in Lahore. This milestone event underscores Pakistan's commitment to showcasing its innovation, culture, and economic potential on the global stage. The ceremony was honored by a large number of dignitaries, media and senior TDAP officials, reflecting the collective efforts toward a successful and impactful representation at World Expo 2025.

Women Entrepreneurs Mentorship Program – Empowering the Trailblazers of Tomorrow

TDAP, in collaboration with Revenue Mobilization, Investment, and Trade (REMIT), hosted the much-anticipated post-WEXNET mentorship event, a beacon of hope and opportunity for women entrepreneurs across Pakistan. The event was not just about imparting business knowledge; it was a powerful reminder that the entrepreneurial spirit of women in Pakistan is unstoppable - ready to take on the world.

The theme, 'WEXNET Growth Journey: From Exhibitor to Entrepreneurial Leader', resonated deeply with every attendee, for this was a day dedicated to empowerment, growth, and breaking barriers. The mentorship program served as the key that unlocked the doors to global markets. It wasn't just about showing the way; it was about ensuring that women entrepreneurs had the tools, insights, and networks to step onto the world stage with confidence.

The event featured a panel discussion titled "From Local to Global: Strategies for Scaling Women-Owned Businesses to International Markets", where industry giants and experts shared their wisdom. The room came alive with energy as these thought leaders offered actionable advice on everything from branding and market trends to mastering e-commerce and navigating compliance standards. It was a moment of enlightenment for every woman present - an opportunity to learn from those who had already made the leap into international trade.

The presence of trailblazing women like Ms. Nilofer Shahid (Meeras Haute Couture), Ms. Masarrat Misbah (Masarrat Makeup), Ms. Batool Mohsin (Rina's Kitchenette), Ms. Huma Adnan (FnK Asia), and Ms. Gulalai Khan (REMIT) added an emotional depth to the day. Their stories weren't just about success - they were about resilience, overcoming challenges, and creating a legacy of empowerment for future generations of women. These role models showed that the road to international markets was not an easy one, but it was possible with grit, determination, and the right support.

The event's opening remarks by Mr. Hamed Yaqoob Sheikh, Team Lead at REMIT, highlighted the collaborative power of TDAP and REMIT, working hand in hand to foster the growth of women-led businesses. His words reinforced the importance of mentorship in nurturing sustainable

business growth. Mr. Sheryar Taj, Secretary TDAP, echoed this sentiment, underscoring TDAP's mission to empower women through capacity building, digital trade readiness, and a relentless focus on export diversification.

But it was Mr. Faiz Ahmad Chadhar, Chief Executive of TDAP, who truly captured the essence of the day. His keynote address reaffirmed TDAP's unwavering commitment to empowering women entrepreneurs - not just during events like these, but as part of a long-term vision for women to thrive in global commerce. His words were not just about business growth; they were about a future where women were not merely participants in trade, but leaders shaping the global landscape.

The event culminated in a certificate distribution ceremony to honor the top exhibitors from WEXNET 2025, celebrating their incredible achievements. The day ended with a vibrant networking luncheon, where connections were made, opportunities were seized, and the sense of community among women entrepreneurs became even stronger.

This post-WEXNET mentorship event was more than just a meeting; it was a turning point for women entrepreneurs in Pakistan. It was an affirmation that they are not just looking at opportunities - they are seizing them, breaking down barriers, and building a legacy of success for themselves and generations to come. With TDAP's continued support, the future is undeniably bright for these entrepreneurs, who are now poised to take on the world, one business at a time.

PIXS National Finale 2025 – Accelerating Startups From Incubation To Innovation, Where Monumental History Fuels Modern Entrepreneurship

TDAP organized the highly anticipated PIXS National Finale 2025 set against the awe-inspiring backdrop of the Alamgiri Gate at Lahore Fort. This venue, steeped in history, was not just a stage for the event - it was a vivid symbol of the seamless merging of Pakistan's rich, ancient past with its ambitious, innovative future. The Alamgiri Gate, dating back to the Mughal era, has for centuries stood as the gateway to Lahore, a city that has long served as a crossroads of cultures, trade, and influence. In this moment, it became the gateway to Pakistan's new digital age, where startups, technology, and global collaboration come together to reshape the country's future.

Hosting an event focused on the country's emerging IT entrepreneurs at such a monumental site was powerful - almost poetic. Here, where emperors once entered, today's digital pioneers were celebrated. It was a striking visual and emotional reminder that Pakistan is not only standing on the shoulders of its history but is actively using that heritage to step boldly into the future.

The PIXS (Pakistan IT-Enabled Export Startups) initiative has been instrumental in fostering the growth of tech and digital businesses, and its National Finale was a testament to how far Pakistan has come. The event was not simply a competition - it was a powerful statement that the entrepreneurial spirit of Pakistan is alive, driven by innovation and fueled by its deep-rooted history.

Startups like Fortify by Sidra Shakeel, Bosoch Studio by Asif, and Resin Drop by Isra were the stars of the evening, winning mentorship, funding, and the opportunity to present their groundbreaking ideas on an international stage. The contrast between the majestic, centuries-old Alamgiri Gate and the cutting-edge digital businesses showcased at the event was more than just a juxtaposition of old and new - it was a

reflection of how Pakistan's innovative energy is rooted in its legacy.

The event was a true cross-sectoral showcase, with leading private sector players, including prominent IT giants such as Systems Limited, NetSol Technologies, Infotech, and international players like Yango, coming together to support the next generation of entrepreneurs. These

companies not only showcased their pioneering efforts in the tech industry but also stood as strong advocates for the growth of Pakistan's digital economy.

As the event unfolded, the presence of international diplomats from the USA, China, Turkey, Ethiopia, Tajikistan, and the UK added to the momentous nature of the occasion. Their presence wasn't just symbolic - it underscored the growing global recognition of Pakistan as an emerging hub for innovation and digital entrepreneurship. Pakistan was not merely participating in the global tech landscape; it was stepping forward as a leader, ready to shape the future.

The choice of Alamgiri Gate as the venue was no accident. The gate itself has long been a symbol of connection, a place where the world entered Lahore, and on this day, it stood as a symbol of Pakistan opening its doors to the world once again, this time through the power of digital entrepreneurship.

The Governor of Punjab, Sardar Salim Haider Khan, kicked off the event with powerful remarks, emphasizing the importance of technology and innovation for the nation's economic future. Senator Anushey Rehman, Chair of the Senate Committee on Commerce and former Minister of IT, also delivered an impassioned speech, highlighting the critical role of digital startups in driving Pakistan's economy forward. Mr. Faiz Ahmad Chadhar, CEO of TDAP, spoke about how TDAP's commitment to fostering innovation is paving the way for the next generation of Pakistani entrepreneurs to succeed on the global stage.

The event was further strengthened by key partnerships with Ignite and Innovista Ravi, whose collaboration with TDAP provided vital support to the startups and ensured the success of the National Finale.

In a city where empires have risen and fallen, the PIXS National Finale 2025 marked a defining moment - where the echoes of Lahore's historic past met the bold ambitions of its digital future. Pakistan stood at the precipice of a new era, and this event was a testament to the transformative power of innovation.

Uzbekistan Showcases Top Industries at ‘Made in Uzbekistan’ Expo in Lahore

The first-ever Uzbekistan Single Country Exhibition in Lahore, inaugurated by Uzbek Deputy Minister Khurram Teshbaev and TDAP’s Faiz Ahmad Chadhar, brought together top businesses from textiles, machinery, agriculture, IT, and construction.

TDAP & British Deputy High Commission Discuss Trade Expansion

TDAP Secretary Sheryar Taj met with Deputy Head of Mission Martin Dawson to explore new avenues for Pakistan-UK trade. Discussions revolved around enhancing market access, sustainable trade, and innovation, strengthening economic ties between the two nations.

TDAP & LCCI Strategize for Trade Growth & Market Expansion

During a visit to the Lahore Chamber of Commerce & Industry (LCCI), CE TDAP Faiz Ahmad Chadhar tackled key trade issues like visa facilitation, ASEAN and African market expansion, and tariff reductions. The session reinforced a collaborative approach to strengthening Pakistan's trade ecosystem.

TDAP Chief Executive Visits Sialkot Chamber of Commerce & Industry (SCCI) to Strengthen Trade and Export Facilitation

In line with the Federal Government's commitment to promoting private-led businesses for economic growth, Chief Executive of the Trade Development Authority of Pakistan (TDAP), Mr. Faiz Ahmad Chadhar, visited the Sialkot Chamber of Commerce & Industry (SCCI), on 25th February 2025. He was warmly received by the President of SCCI, Mr. Ikram ul Haq, Vice President Mr. Omer Khalid, and prominent businessmen from various sectors.

The meeting was attended by key industry representatives, including the Chairman of Pakistan Sports Goods Manufacturing Association, Mr. Khawaja Masood; Chairman of Pakistan Gloves Association, Mr. Annas Raheel Barlas; Chairman of Leather Garments Manufacturers Association, Mr. Syed Ahtesham Mazhar; CEO of Sialkot Tannery Zone, Mr. Zulfiqar Hayat; Chairman of Sialkot Dry Port Trust, Mr Raza Iqbal; Chairman of Sialkot Airport Mr Hassal Ali Bhatti; and other leading exporters.

Addressing the gathering, Chief Executive TDAP, Mr. Faiz Ahmad Chadhar, reaffirmed the Federal Government's unwavering support for the business community. He lauded the resilience and dynamism of Sialkot's industrialists, acknowledging their crucial role in driving Pakistan's exports. He assured the business community that the government is committed to trade facilitation, resolving compliance challenges, and addressing concerns related to Energy.

CE TDAP, also underscored the importance of product development and research, emphasizing that the absence of dedicated research cells hinders export growth. He assured that establishing such facilities would be a priority of Federal Government to boost the competitiveness of Sialkot's industries in the global market. He promised to reach out to each association and shall help resolve all critical issues and with coherent effort exports from this region would be enhanced as envisioned in Uraan Pakistan Program.

The Chief Executive of the Trade Development Authority of Pakistan (TDAP), Mr. Faiz Ahmad Chadhar, engaged with key stakeholders from the textile and apparel industry at an event organized by the Pakistan Readymade Garments and Exporters Association (PRGMEA) at Sialkot on 25th February 2025.

The gathering brought together prominent business leaders, including former PRGMEA Chairman Mr. Ijaz Khokhar, Chairman of the Surgical Instruments Manufacturing Association Mr. Zeeshan Tariq, Chairman Dryport Trust Mr. Raza Iqbal, Chairman SIAL Airline Mr. Rasheed Jilani, and Chairman Sialkot Airport Mr. Hassan Ali Bhatti.

The event served as a platform for industry representatives to highlight pressing issues impacting the Apparel sector, such as gas shortages, visa-related hurdles, and the Fixed Tax Regime (FTR).

TDAP Hosts 31st Advanced Diplomatic Course for Foreign Diplomats

TDAP welcomed 14 diplomats from 11 friendly nations as part of the 31st Advanced Diplomatic Course. DG TDAP, Mr. Aasim Tiwana, welcomed the diplomats and provided a comprehensive briefing on Pakistan's trade landscape and TDAP's pivotal role in export promotion.
This engagement underscores TDAP's commitment to strengthening international trade partnerships and diplomatic collaboration.

Cultural Diplomacy in Action: TDAP & WCLA Host Uzbek & Tajik Diplomats in Lahore

Diplomatic families explored Lahore's rich heritage through a cultural tour organized by TDAP and WCLA, featuring a Rangeela Rickshaw ride, visits to historic sites, and a deep dive into Pakistan's vibrant tourism potential.

HEMS 2025 – PAKISTAN'S INDUSTRIAL MIGHT ON GLOBAL DISPLAY

The 4th edition of the Health, Engineering and Minerals Show (HEMS) 2025 concluded successfully at the Lahore Expo Centre from April 17–19, organized by the Trade Development Authority of Pakistan (TDAP).

The event marked another milestone in promoting Pakistan's industrial strength on the global stage, attracting 900 foreign delegates from over 70 countries.

With 194 exhibitors and 21 startups, the show facilitated over 2,200 B2B meetings and culminated in 24 MoUs worth USD 432 million across sectors such as minerals, auto, pharmaceuticals, surgical instruments, and chemicals.

The inauguration ceremony was officiated by Punjab's Minister for Industries, Commerce & Investment, Mr. Chaudhry Shafay Hussain, alongside CE TDAP Mr. Faiz Ahmad and Secretary TDAP Mr. Sheryar Taj. The Honorable Prime Minister of Pakistan, Mr. Shahbaz Sharif, also graced the event and hosted a special inaugural dinner on April 18.

HEMS 2025 featured sectoral representation across pharmaceuticals, engineering, construction, cosmetics, packaging, automotive, and more.

Key Highlights:

- 18 factory visits.
- 7 regulatory dialogues (notably with DRAP counterparts from Ethiopia, Kenya, and Sri Lanka).
- High-level trade meetings with delegations from Sri Lanka, UAE, and other countriesTDAP remains committed to promoting Balochistan's export potential on international platforms and providing continued support to local businesses.

4TH
HEMS

#HEMS
PAKISTAN
4th Health, Engineering and Minerals Show 20

TDAP

TDAP

Macca Food Industries and Kazakhstan Forge Strategic Partnership

Macca Food Industries is proud to announce a landmark Memorandum of Understanding (MoU) with esteemed partners in Kazakhstan. This strategic collaboration aims to expand the distribution of premium Halal meat and seafood products across Kazakhstan and Central Asia, meeting the region's growing demand for high-quality, internationally certified Halal food. Rooted in a legacy of over 100 years, Macca Food Industries continues to uphold its core values of excellence, innovation, and trust. As the company expands its global presence, it reinforces its enduring promise: At Macca Food Industries, Premium is the Norm.

Strengthening Regional Ties at HEMS 2025

Mr. Azhar Ali Dahar, Director General Engineering & Minerals Division, TDAP, chaired a high-profile meeting with the Sri Lankan delegation at the Health, Engineering & Minerals Show (HEMS 2025).

The discussion focused on enhancing bilateral cooperation, exploring joint ventures, and boosting trade in engineering and mineral sectors.

Advancing Pharmaceutical Exports: Pharma Council in Final Stages

Pakistan's pharmaceutical sector holds tremendous export potential, and in a significant move, the Trade Development Authority of Pakistan (TDAP) is in the final stages of establishing a Pharma Council Company to accelerate the sector›s global growth and outreach.

During a recent high-level meeting chaired by Federal Minister for Commerce, Jam Kamal Khan, key stakeholders from the public and private sectors came together to discuss the strategic roadmap for the council. The Minister appreciated the active engagement of the private sector and reaffirmed the government›s full support in strengthening pharmaceutical exports.

With the private sector leading the charge and government providing institutional backing, the Pharma Council is set to play a pivotal role in enhancing policy coordination, trade facilitation, and international promotion of Pakistani pharmaceutical products. The initiative marks a new chapter for the industry as it prepares to scale new heights globally.

Federal Ministers Propose E-Commerce Tax Reforms to Support SMEs

Federal Minister for Commerce, Jam Kamal Khan and Minister Shaza Fatima Khawaja (IT & Telecom) held a high-level meeting to address challenges in Pakistan's rapidly growing E-Commerce sector, now valued at USD 7.7 billion (2024) with a projected 17 percent CAGR through 2027.

To guide policy reforms, a joint working group has been formed to develop recommendations on taxation, vendor compliance, and digital payments. Findings will be submitted to the Prime Minister.

Federal Minister for Commerce, Jam Kamal Khan confirmed that E-Commerce Policy is in final internal review and will soon be sent for cabinet approval. Both Ministers reaffirmed their commitment to building a competitive, inclusive, and digitally driven trade ecosystem.

Advancing Footwear Exports

TDAP Chief Executive Mr. Faiz Ahmad met with a PFMA delegation at TDAP Lahore on 23 June 2025 to address challenges in the footwear export sector. Led by Mr. Hassan Javed and Mr. Abid Hafeez, the delegation discussed China's shifting industry landscape and Pakistan's export potential. TDAP pledged support on rebates, R&D, and export facilitation.

The PFMA team lauded Faiz Ahmad's comprehensive understanding of the sector's issues and his forward-looking approach. In response, the Chief Executive assured the delegation of TDAP's unwavering commitment to supporting the footwear industry.

Exploring Sesame Seed Trade in Kazakhstan

TDAP, in collaboration with the Trade Mission in Almaty, held an interactive session to promote sesame seed exports to Kazakhstan. Companies including Sakhi Group and Jatlee Commodities engaged with Kazakh buyers. Ms. Rizwana Qazi outlined market dynamics and regulations, while discussions focused on pricing, quality, and supply.

Forging the Future of Pharma Exports

TDAP held a key meeting with the Pakistan Pharmaceutical Manufacturers Association to establish PHARMEX - a dedicated body for pharmaceutical export promotion. Led by CE Mr. Faiz Ahmad and PPMA Chairpersons, the session focused on public-private cooperation to boost global outreach and market access.

The Chairman PPMA informed the meeting that the proposal for PHARMEX had already been shared with the Ministry of Commerce and the Special Investment Facilitation Council (SIFC).

Chinese Ambassador Meets Federal Minister for Commerce, Jam Kamal Khan to Discuss Economic Cooperation

Ambassador Jiang Zaidong of China called on Federal Minister for Commerce Jam Kamal Khan, accompanied by a high-level delegation. He praised Pakistan's recent economic reforms and strong recovery indicators, including GDP growth and investor confidence.

The two sides discussed boosting bilateral trade and investment, especially in emerging sectors, and reaffirmed their commitment to deeper economic cooperation and regional prosperity.

Pakistan-UK To Strengthen Bilateral Trade Ties

Federal Minister for Commerce, Jam v Khan has called for strengthening of Pakistan UK trade relations. British High Commissioner Jane Marriott called on Commerce Minister in his office.

The meeting marked a key milestone in preparations for launching the formal Pakistan-UK Trade Dialogue expected to be signed soon. Both sides aligned on a shared vision to significantly boost bilateral trade, currently valued at £4.7 billion, which could be further expanded. The Trade Dialogue aims to unlock this potential through practical cooperation, data-driven planning, and sectoral reform.

Deepening Trade Ties with Tajikistan

TDAP Lahore welcomed H.E. Mr. Sharifzada Yousaf Toir, Ambassador of Tajikistan, to discuss bilateral trade and investment. Talks covered textiles, EVs, tourism, dry fruits, and medical equipment. Proposed initiatives included Pakistan's participation in the Dushanbe Textile Forum, a «Made in Pakistan» Festival, and a CARS-focused Business Forum.

LOCAL

Strategic Engagements at HEMS 2025

At the Health, Engineering & Minerals Show (HEMS 2025), Provincial Minister for Commerce, Industries & Investment Mr. Shafay Hussain, CE TDAP Mr. Faiz Ahmad, and Secretary TDAP Mr. Sheryar Taj held high-level meetings with the UAE delegation. The discussions focused on unlocking new avenues for collaboration in health, engineering, and mineral sectors - paving the way for impactful trade and investment partnerships.

1st Overseas Pakistanis Convention 2025

A Chinese delegation met with Mr. Zubair Motiwala, CE TDAP, to discuss investment opportunities with Indus University and Chinese investors for a collaborative organization promoting Pakistan's exports & economic development. Strategic initiatives aligned with national goals discussed!

The pavilion also welcomed Federal Minister for Commerce, Mr. Jam Kamal Khan, who lauded TDAP's role in trade promotion, diaspora engagement, and creating outsourcing opportunities from Pakistan.

Governor State Bank of Pakistan, Mr. Jameel Ahmed, met with the TDAP team to explore potential areas of collaboration - particularly in services sector data integration and export facilitation.

TDAP continues to serve as a bridge between overseas Pakistanis and the national trade ecosystem - unlocking opportunities, strengthening partnerships, and exporting the best of Pakistan to the world.

BRINGING THE
VISION TO LIGHT

TRADE DEVELOPMENT AUTHORITY OF PAKISTAN
TDAP
UBL
REMITTANCE

PIFD – Designing the Future of Textile Exports

Federal Minister for Commerce, Mr. Jam Kamal Khan, visited the Pakistan Institute of Fashion Design (PIFD), Lahore, to acknowledge the institute's strategic role in Pakistan's textile value chain.

Accompanied by Chief Executive TDAP, Mr. Faiz Ahmad Chadhar, and DG TDAP Punjab, Ms. Rafia Syed, the Minister emphasized the importance of design-led innovation in sustaining Pakistan's leadership in apparel and textile exports.

He pledged full support to expand PIFD's capacity and enhance its global connectivity, recognizing the institute as a center of excellence vital for branding Pakistan's textile potential in international markets.

Policy Through Partnership – Visit to Lahore Chamber of Commerce

The Federal Minister for Commerce, Mr. Jam Kamal Khan, visited the Lahore Chamber of Commerce & Industry (LCCI), where he was welcomed by President Mr. Abuzar Shad and members of the Executive Committee. The Chief Executive and Chairman TDAP, Mr. Faiz Ahmad Chadhar, and Ms. Rafia Syed, Director General TDAP Punjab accompanied the honorable Minister Commerce

In a candid and constructive dialogue, the Minister listened to key concerns of the business community, acknowledged their role in driving exports and economic activity, and reaffirmed the government's resolve to provide an enabling environment through regulatory reforms, trade facilitation, and market expansion initiatives.

He stressed that the insights and input of the business community are vital for effective policy formulation, and that they are the most valued stakeholders in Pakistan's trade and export strategy.

The Ministry is committed to taking LCCI and other chambers on board at every step of the way as partners in progress. The meeting reflects the Ministry's inclusive approach toward building a vibrant, export-oriented economy.

Lahore Chamber of Commerce & Industry

ASEAN-Pakistan Business Opportunities Conference: Celebrating Partnerships At Mohatta Palace

A grand reception dinner was hosted at Karachi's historic Mohatta Palace by CE TDAP Mr. Faiz Ahmad in honor of delegates attending the 2nd ASEAN-Pakistan Business Opportunities Conference.
Dignitaries addressing the gathering included:

Mr. Mufti Hamka Hassan
(ASEAN Head of Delegation)

Mr. Dato Andrew Goh Boon Kim
(Deputy Secretary General, Malaysia Chamber of Commerce & Industry)

Mr. Zia U Arfeen
(SVP, KCCI)

Mr. Atif Ikram Sheikh
(President, FPCCI)

The evening fostered discussions on enhanced trade, investment, and commercial cooperation between Pakistan and ASEAN nations.

Guests were treated to a guided tour of the Mohatta Palace Museum and presented with commemorative souvenirs by TDAP.

2ND ASEAN PAKISTAN

2ND ASEAN PAKISTAN

TDAP, PEFMA Discuss Pakistan's Participation in Ethiopia Trade Exhibition

The Director General Punjab-II and Engineering Division-II, Mr. Khalid Rasool, held a focused consultation session with the Pakistan Electric Fans Manufacturers Association (PEFMA) to discuss Pakistan's participation in the forthcoming Single Country Exhibition in Ethiopia.

During the meeting, the Director General underscored the significance of the African continent, particularly Ethiopia, as a promising and untapped trade corridor. He highlighted the growing demand in East Africa for Pakistani Fans, which are globally recognised.

The Chairman PEFMA expressed keen interest in the initiative and acknowledged TDAP's efforts in exploring new trade avenues. He assured that the association would mobilize its members for effective participation in the Ethiopia event.

Awareness Seminar On Tapping Into The Export Potential Of The Halal Meat Sector

Trade Development Authority of Pakistan (TDAP) arranged an awareness seminar on tapping into the export potential of the Halal Meat Sector to the CARs and Gulf Region, targeting businessmen in the Mekran and Kharan regions. The seminar aimed to spread awareness about the trade and export opportunities for Halal Meat in prospective markets and delve into the challenges faced by the Halal Meat Sector in the Mekran Region.

Empowering Balochistan's Olive Sector

TDAP leads the way with a series of seminars in Zhob, Loralai, and Musakhel, delving into the vast potential of olive exports. From regulatory guidance to community involvement, these seminars mark a pivotal step toward fostering growth in Pakistan's olive industry.

Awareness Seminar on Maize Production

To raise awareness of maize production and exports, TDAP, in collaboration with the Punjab Agriculture Department, organized the second and third Awareness Seminars of the series on Maize Production and Export Opportunities on April 23 in Sahiwal and April 24 in Pakpattan. About 180 and 160 growers, exporters, and traders attended the events, respectively. TIA Vietnam and TIC Korea provided insights on market requirements and potential maize imports from Pakistan, while the Punjab Government, MMRI, and DPP representatives briefed participants on production techniques and export registration procedures. These seminars aim to boost awareness and strengthen Pakistan's position in the global maize market.

Seminar in Sargodha on Pink Rock Salt

Unlocking the Potential: TDAP has organized a Seminar in Sargodha on Pink Rock Salt which Delivers Insights into E-Commerce Expansion and IPO Opportunities. With exports soaring and online platforms driving growth, the seminar showcased the fruitful avenues for businesses. From IPO registration to export trends, attendees gained valuable strategies to navigate the evolving landscape.

TDAP & REMIT Host Training in Multan to Empower Women Entrepreneurs

TDAP, in collaboration with REMIT, organized a two-day training program on 'Business Documentation, Taxation, and Accounting' in Multan to build the capacity of women entrepreneurs in Pakistan. Mr. Hamid Yaqoob Sheikh, Team Leader at REMIT, informed the audience about REMIT's initiatives to empower women in business and financial management. Their team covered various topics to equip participants with the necessary tools and insights into business operations and the financial landscape. Dr. Shumaila Sikandar, Focal Person for Women Entrepreneurs at TDAP, highlighted TDAP's commitment to advancing women's entrepreneurship in Pakistan. The session was attended by around 30 participants.

2nd Edition of Handicrafts and Bangles Expo 2024

TDAP Hyderabad hosts the 2nd Edition of Handicrafts and Bangles Expo 2024! Inaugurated by Station Commander Hyderabad, Commissioner Hyderabad, VC SABS University Jamshoro, and the Honorable DG Sindh and Balochistan (TDAP). Fifty stalls feature exhibitors from Tharparker, Nasarpur, Hala, Bhit Shah, Tando Mohammad Khan, Hyderabad, and Upper Sindh, showcasing a diverse range of artisanal products including textiles, ceramics, jewelry, and more.

Turbat Handicrafts Show & Awareness Seminar

TDAP organized the Turbat Handicrafts Show & Awareness Seminar on June 27-28, 2024. The event highlighted the trade potential of Balochi embroidery & aimed to connect artisans with buyers, especially in Gulf markets. Over 200 participants, including key industry and government representatives, attended.

TDAP, in collaboration with REMIT, organized a two-day training program on 'Business Documentation, Taxation, and Accounting' in Hyderabad for the capacity building of women entrepreneurs of Pakistan. Mr. Hamid Yaqoob Sheikh, Team Leader at REMIT, informed the audience about REMIT's initiative to empower women in business and financial management. Their team deliberated upon various topics to equip the participants with the right tools and provide valuable insights into the intricacies of business operations and the financial landscape.

Dr. Shumaila Sikandar, Focal, Women Entrepreneurs at TDAP, highlighted TDAP's commitment to advancing women entrepreneurship development in Pakistan. The session was attended by around 35 participants.

TDAP Lahore organized a seminar on "Issuance of Electronic Certificate of Origin (E-COO)" at the Lahore Chamber of Commerce & Industry on July 31, 2024. Over 75 exporters attended to learn about the new efficient system from Mr. Kamal Sheharyar, Consultant TDAP and Pakistan Single Window team. LCCI praised TDAP's ongoing support in facilitating international trade.

Potential of Value Addition in Minerals of Baluchistan

TDAP Quetta organized a seminar on the "Potential of Value Addition in Minerals of Baluchistan." Key takeaways: insights into modern mining, export strategies, and industry discussions.

TDAP Sukkur Organized Session on "Global Food Safety Standards, ISO Compliance, and International Trade Payment Methods like LC"

TDAP Sukkur organized a consultative session on "Global Food Safety Standards, ISO Compliance, and International Trade Payment Methods like LC." This initiative aims to foster connectivity and clarity among growers, traders, processors, exporters, and service suppliers, boosting regional exports.

TDAP Secretary Visits Peshawar to Boost Trade and Gemstone Sector

On September 19, 2024, Secretary of the Trade Development Authority of Pakistan (TDAP), Mr. Sheryar Taj, visited the Expo Centre Peshawar and the Gems and Gemological Institute of Pakistan (GGIP) in Peshawar. During his tour of the Expo Centre, Mr. Sheryar Taj reviewed the infrastructure and discussed potential enhancements to support trade exhibitions and industry events. At the GGIP, he interacted with management and instuctors at GGIP Peshawar, emphasizing the importance of skill development and innovation in the gemstone industry. Mr. Taj reiterated TDAP's commitment to promoting regional industries and enhancing Pakistan's presence in international markets through quality improvement and strategic partnerships. The visit underscored the government's focus on bolstering the gems and jewelry sector as a means to drive economic growth and regional development.

TDAP Organized Chitral Expo

TDAP Peshawar orchestrated a remarkable two-day exhibition, 'Chitral Expo,' inaugurated by Abdul Karim Tordher, Special Assistant to the CM Khyber Pakhtunkhwa for Industry and Commerce. The expo features over 90 meticulously curated stalls, displaying an exquisite array of local cuisine, textiles, decor, cultural treasures, and rare Kalash heritage artifacts. Set against the breathtaking backdrop of the Hindu Kush, this event celebrates Chitral's rich traditions while fostering economic growth and trade.

Seminar on Sustainability in the Textile & Leather Industry

In connection to the theme of Texpo 2024, the first of the series of Seminar on Sustainability in the Textile & Leather Industry of Pakistan was organized by TDAP on Wednesday, 25th September, 2024 at the TDAP Headquarters, Karachi.

Today's insightful seminar shed light on the future of sustainable practices within Pakistan's textile and leather industries.

With expert panelists like Fahad Juma (Sr. General Manager, Gul Ahmed Textiles Ltd.), Muhammad Raza Khemji (SABF/Fmr. GM Siddiqsons Ltd.) Muhammad Junaid (CEO, Essential Element - The Leather Dude), and Shamim Ahmed Shamsi (CEO, Zona Pakistan Pvt Ltd), participants explored innovative approaches and challenges faced in the journey toward a greener and more responsible Pakistan.

A big thank you to all for making this event a success! Let's keep pushing for a sustainable future together.

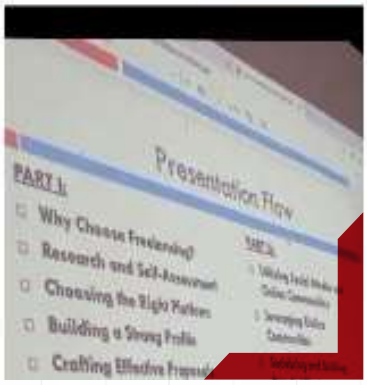
Empowering Women Entrepreneurs in Balochistan!

TDAP Quetta wrapped up an incredible workshop on earning online through platforms like Amazon, eBay, Fiverr, and UpWork! Hosted by TDAP, in collaboration with Taraqee Foundation & ITC (GRASP), this event brought together 81 women entrepreneurs eager to learn, grow, and take on the digital world!

The workshop covered everything from freelancing tips, business registration, to prepping for the upcoming WEXNET 2024 exhibition.

Key highlights:

- Freelancing success strategies
- Business & export guidance
- Access to funding through the Export Development Fund (EDF)



Workshop on Aquaculture Promotion & Development in Pakistan

A workshop on “Aquaculture Promotion & Development in Pakistan” was organized by Trade Development Authority of Pakistan (TDAP) at Muhammad Nawaz Agriculture University, Multan. The event gathered key stakeholders from various ministries and departments to discuss Pakistan’s aquaculture potential, focusing on shrimp farming and recent developments in freshwater fisheries exports.

TDAP Collaborated With Institute Of Architects Pakistan (IAP) For The IAPEX 2024

The provincial minister industries commerce and investment Punjab inaugurated the event. Consul general Türkiye Lahore also participated as guest of honor. The event showcased over 150 construction services sector companies primarily as well as ancillary construction material manufacturing companies. Construction services included designers architects interior curators and decorators. The event is 3 days long being held at the Lahore expo Centre. TDAP had its stall showcasing the services of ministry of commerce TDAP overall and specifically the services division as well as EDF. The construction services sector hold immense potential for contribution to export of design services and participate in international events and enter into JVs for foreign and local collaboration.

TDAP And CDPR Discuss Strategic Improvements For Meaningful And Sustainable Effect Of Export Development Fund (EDF) Utilization

A delegation from the Consortium for Development Policy Research (CDPR) visited the Trade Development Authority of Pakistan (TDAP) headquarters in Karachi to discuss strategic improvements for meaningful and sustainable effect of Export Development Fund (EDF) utilization. The meeting, chaired by Mr. Basit Rauf, Director General of the Textile and Leather Division, included Mr. Azhar Ali Dahar, Director General of the Engineering and Minerals Division, and Mr. Aasim Tiwana, Director General of the Trade Facilitation Division. Joining through Zoom were Ms. Rafia Syed, Director General Punjab I, and Mr. Khalid Rasool, Director General Punjab II. Other senior TDAP officials were also present. CDPR was represented by Dr. Mujtaba Piracha, Consultant & former Pakistan's permanent representative to WTO, and Ms. Faiza, Program Manager.

To support this initiative, TDAP and CDPR are organizing consultative sessions with key stakeholders with business community, including nationwide business councils, associations, and chambers of commerce, etc. These sessions are expected to capture valuable insights that will shape the EDF strategy to reflect the real needs of Pakistan's economy through trade development.

Driving Sustainable Growth: TDAP Continues Texpo 2024 Seminar Series for Textile & Leather Sectors

The seminar provided valuable insights into the future of sustainable practices within Pakistan's textile and leather sectors.

Distinguished panelists, including Mr. Aamir Chottani (Chairman, PRGMEA South Zone / CEO, Chottani Industries), Mr. Sarim Mehmood (CEO and Founder of Fruit of Sustainability), and Mr. Imran Asghar (Director South Asia, Specialized Projects Asia Pacific, Fibretrace), shared their expertise. Participants engaged in thought-provoking discussions, exploring innovative strategies and addressing challenges in the pursuit of a greener and more responsible Pakistan.

Swat Trade Show

The Swat Trade Show 2024 is officially underway at Nakreezay Event Complex, Mingora, after an 8-year hiatus! The event was inaugurated by Mr. Muhammad Zubair Motiwala, Chief Executive TDAP, and Mr. Sheryar Taj, Secretary TDAP, alongside distinguished guests:

Mr. Noor Mohammad, President, Swat Chamber of Commerce and Industry

Prof. Dr. Hassan Sher, Vice Chancellor, Swat University

Mr. Salahuddin Khan, President, Apple Growers Association

Mr. Wajid Ali Khan, Former Minister, Forest Department, KP

This two-day event highlights Swat's rich heritage and vibrant business potential, featuring:

- 80+ stalls showcasing products & services
- B2B meetings and networking opportunities
- Cultural performances & traditional food delights
- Trade Development Conference on key topics

Join us in celebrating Swat's culture and exploring new trade and investment opportunities!

Venue: Nakreezay Event Complex, Mingora
Dates: December 28-29, 2024

Maima
COSMETICS (PVT.) LTD
Maima

SWAT TRADE
28 29

ALI SHER GEMSTONE
PRECIOUS GEM

DELICATE LITTLE ONES
Large Size
Medium Size
Small Size

First Trade Facilitation Desk Inaugurated at Islamabad Chamber of Commerce & Industry

In line with the directives of Mr. Jam Kamal Khan, Federal Minister for Commerce, the first-ever Trade Facilitation Desk has been established at the Islamabad Chamber of Commerce & Industry (ICCI). This initiative aims to support the business community to promote exports and to provide updates on government measures to facilitate trade.

The Trade Facilitation Desk will serve as a hub for information and advisory services, enabling businesses to access resources and guidance for trade development.

The desk was officially inaugurated on December 21, 2024, by Mr. Muhammed Naseer, Director General of the Trade Development Authority of Pakistan (TDAP), and Mr. Nasir Mansoor Qureshi, President of ICCI. The launch marks a significant step toward enhancing trade facilitation and empowering the business community.

Empowering Rice Farmers!

TDAP's Agro Food Division, in collaboration with the Agriculture Extension Department, hosted a successful seminar on Post-Harvest Management of Rice in Sohbatpur, Balochistan. With over 100 attendees, the event focused on modern techniques to improve rice quality, reduce losses, and boost exports. Together, we're strengthening Pakistan's agricultural future!

Two-day Workshop with GCSI

The Services Division of the Trade Development Authority of Pakistan (TDAP), in collaboration with the Global Communication Strategy Institute (GCSI) and the UK Cabinet Office, organized a two-day workshop to develop a comprehensive communication strategy for Digital Trade and the Pakistan Trade Portal.

The workshop applied prior research findings and data-driven insights to design strategies that encourage businesses to register on the portal and actively engage in digital exports. Ms. Rafia Syed, Director General Services, TDAP, concluded the workshop whereby she emphasized on government's vision to foster a cohesive digital trade ecosystem, empower exporters, and modernize trade facilitation mechanisms.

Using the opportunity the Delegates were taken for cultural tour of the historic Walled City of Lahore, showcasing Pakistan's rich heritage and vibrant culture as a means to promote its tourism potential.

Enhancing Fodder Exports: A Step Towards Growth!

TDAP's Agro & Food Division, in collaboration with MNS University of Agriculture, Multan, hosted the inaugural seminar of the series "Enhancing Rhodes Grass and Alfalfa Exports: Best Practices and Market Opportunities" on December 4, 2024, in Multan.

Export Highlights:
Rhodes Grass: $10.8M in 2023-24
Alfalfa: $1.37M in 2023-24
The event focused on boosting high-quality production, certifications, and export regulations for these valuable fodder crops.
Keynote Speakers:
Ms. Sadia Khan (TIO Jeddah)
Ms. Serrein Asad (TIO Qatar)

They provided insights on Middle Eastern market requirements. Dr. Qamar Shakil stressed the link between high-quality fodder and improved dairy/meat production.

Kudos to the DG (AFD) for inaugurating this milestone event and to MNS University for supporting this impactful initiative!

Exploring the Future of the Halal Industry

TDAP & PHA, in collaboration with FPCCI, hosted an insightful seminar/webinar on Global Halal Market Overview: Trends, Challenges, and Opportunities in Islamabad. Industry experts shared valuable insights on global trends, certification, and unlocking sustainable growth in the halal economy.

Secretary TDAP Visits Pakistan Expo Company, Lahore

Sheryar Taj, Secretary TDAP, visited the Pakistan Expo Company accompanied by Rafia Syed, Director General of TDAP, Lahore. The CEO of the Expo Center briefed about operations of Expo Centers under the umbrella of Pakistan Expo Private Limited Companies, including facilities in Lahore, Peshawar, and Quetta.

Secretary Taj appreciated the efforts of Pakistan Expo Company and assured of TDAP's full support, in assisting the Expo Centers for better functioning and further growth.

TDAP's Help Desk Inaugurated at LCCI

Sheryar Taj, Secretary of TDAP, along with Rafia Syed, DG TDAP Punjab, visited the Lahore Chamber of Commerce & Industry (LCCI) today.

Discussions during the visit centered on exploring potential in new markets, including Africa, Bangladesh, Sri Lanka, and Central Asia, while also analyzing the challenges currently faced by Pakistani exporters.

A significant highlight of the visit was the inauguration of TDAP's Help Desk at LCCI. This one-stop solution aims to provide exporters with streamlined support and guidance on various trade-related matters.

Secretary TDAP Building Stronger Trade Ties With Local Industry Leaders

Sheryar Taj, Secretary TDAP attended a luncheon meeting along with Rafia Syed, hosted by Zaki Ijaz, Regional Chairman of the FPCCI, Parvez Lala of Lala Textiles and other leaders of the industry.

Key highlights:

- Promoting the upcoming Food & Agri-Manufacturing Event organized by TDAP.
- Discussions on expanding export opportunities, including participation in TDAP-led trade events.
- Exploring new markets, such as Bangladesh, and strengthening trade relations with China.
- A commitment from TDAP to support exporters and address challenges faced by the business sector

TDAP Promotes Pakistan-Africa Trade at Ethiopia Conference Awareness Session

TDAP held an awareness session at the Federation of Pakistan Chambers of Commerce and Industry (FPCCI) to promote the 5th Pakistan-Africa Trade Development Conference and Single Country Exhibition (PATDC & SCE) in Addis Ababa, Ethiopia, from May 14-16, 2025.

The event, a collaboration between TDAP, the Honorary Consul General of Ethiopia in Pakistan, and the Pakistani Embassy in Ethiopia, featured addresses from Atif Ikram Shaikh, President FPCCI, Atif Mian , Pakistan's Ambassador to Ethiopia ,Kalkidan Tadasse, Ethiopian Embassy Economic Counsellor and Basit Saleem Shah, Minister (Trade & Investment) in Ethiopia.

Speakers emphasized the growing trade potential between Pakistan and Ethiopia, highlighting key export products and the importance of the African market for diversification. They encouraged Pakistani businesses to participate in the PATDC & SCE to network with African counterparts and showcase their products. Mohsan Ali, Director IMDD, TDAP provided details on Pakistan-Africa trade, previous PATDC & SCE successes, and the strategic importance of the upcoming Addis Ababa event. The session focused on strengthening trade ties and exploring collaboration in sectors like pharmaceuticals, textiles, auto parts, and medical tourism.

CETP Korangi Embraces Sustainability with Solar Power and New Lab

New Solar Energy Project and an advanced Environmental Laboratory inaugurated at the Combined Effluent Treatment Plant (CETP) ,Korangi. The event was attended by Aisha Humaira, Federal Secretary of Climate Change along Aasim Tiwana, with DG TDAP, and representatives from the United Nations Industrial Development Organization (UNIDO). This collaborative venture, co-funded by the Export Development Fund and UNIDO, signified a crucial step towards environmental innovation and sustainable industrial practices.

TDAP Convenes Seminars to Enhance Wood Exports

The Trade Development Authority of Pakistan (TDAP) recently organized seminars at the Rawalpindi Chamber of Commerce and Industry (RCCI) and the Chiniot Chamber of Commerce and Industry (CCCI) to enhance awareness of wood identification, quality assessment, and export procedures. These events brought together a large number of stakeholders from the furniture industry, including manufacturers, exporters, and traders.

At both seminars, technical sessions were conducted by experts from the Pakistan Forest Institute and TDAP. Dr. Zahid Rauf (Director) and Dr. Tanvir (Deputy Director) from the Pakistan Forest Institute shared insights on wood identification and quality assessment, while Zahid Mohammad (Deputy Director, TDAP) elaborated on export procedures and international market dynamics.

Speaking at the events, TDAP Director General (Engineering Division-II), Mr. Khalid Rasool, reaffirmed TDAP's commitment to supporting Pakistan's export-led growth. He encouraged furniture sector stakeholders to actively participate in TDAP's international exhibitions, flagship events, and trade delegations to explore new business opportunities and expand their global reach. He assured that TDAP would provide all necessary support to facilitate the growth of Pakistan's furniture exports.

The seminars also addressed key industry concerns. In Chiniot, participants called for the immediate revival of the Wood Working Center on modern footings and emphasized the need to make the wood seasoning plant viable to improve product quality and reduce production costs. Responding to these demands, Mr. Rasool announced that TDAP, in collaboration with the Punjab Small Industries Corporation (PSIC), has already initiated work on the revival of the Wood Working Center, while the matter of the wood seasoning plant has been referred to the Regional Director, PSIC, for further action.

The business community widely appreciated the initiative, recognizing the importance of collaborative efforts between TDAP, trade bodies, the Pakistan Forest Institute, and provincial woodworking centers to strengthen Pakistan's furniture export sector.

TDAP and SBP Host Seminar on Export Financing in Quetta

The Trade Development Authority of Pakistan (TDAP), in collaboration with the State Bank of Pakistan (SBP), organized a seminar at the Quetta Chamber of Commerce and Industry (QCCI) titled "Unlocking Export Growth: Navigating Export Financing Strategies.

Key Highlights:

- TDAP's Support: Mr. Mola Dad, Director TDAP, reaffirmed the organization's commitment to guiding entrepreneurs in expanding their exports. Mr. Zain ul Abideen, Assistant Manager TDAP, noted that the seminar is part of a broader initiative to empower local businesses.
- SBP's Insights: Experts provided key presentations on the Export Financing Scheme (EFS) and Long-Term Financing Facility (LTF) to facilitate export growth.
- Regional Focus: Mr. Agha Gul Khilji, Vice President QCCI, emphasized the need for tailored financial solutions for Balochistan's business community.
- Collaboration for Growth: Speakers, including Mr. Aurangzeb Kakar (SBP) and Mr. Habtar Ali (Taraqee Foundation), encouraged stakeholders to work together to address financial challenges and explore new opportunities.

TDAP remains committed to promoting Balochistan's export potential on international platforms and providing continued support to local businesses.

TDAP & FPCCI Join Forces to Supercharge Exports and Investment

In a bid to transform Pakistan's trade and investment landscape, TDAP Chief Executive Faiz Ahmad Chadhar and DG Punjab Rafia Syed visited FPCCI's Regional Head Office, engaging with business leaders on key trade challenges. TDAP's vision now extends beyond delegations and exhibitions, focusing on strategic export growth in high-potential sectors like textiles, agro-food, and renewable energy. FPCCI praised TDAP's proactive approach, setting the stage for stronger trade collaboration.

Empowering Women in STEM: TDAP & BlueNet Plus Champion Climate Action

Marking the International Day of Women and Girls in Science, TDAP and BlueNet Plus hosted a seminar on climate change, gender equality, and innovation. With participation from key stakeholders, the event underscored the role of women in shaping a sustainable future.

TDAP Launches Exporters Training Program in KP

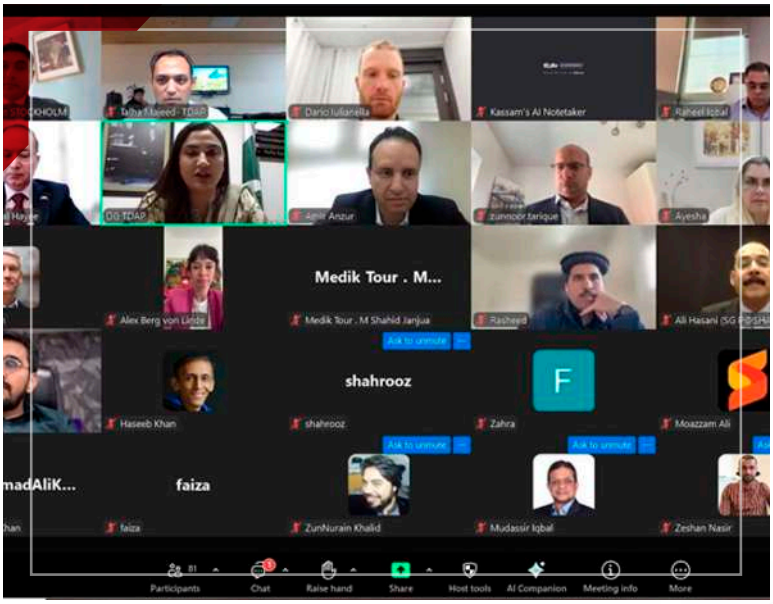
Under the National Exporters Training Programme, TDAP's first session in Mardan equipped businesses with insights on export processes, trade facilitation, and global market expansion.

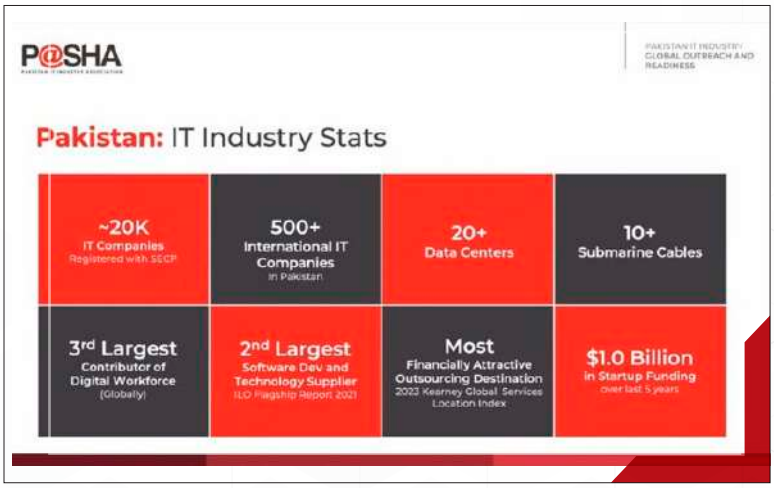
Surgical Instruments Delegation Begins Australia & New Zealand Visit

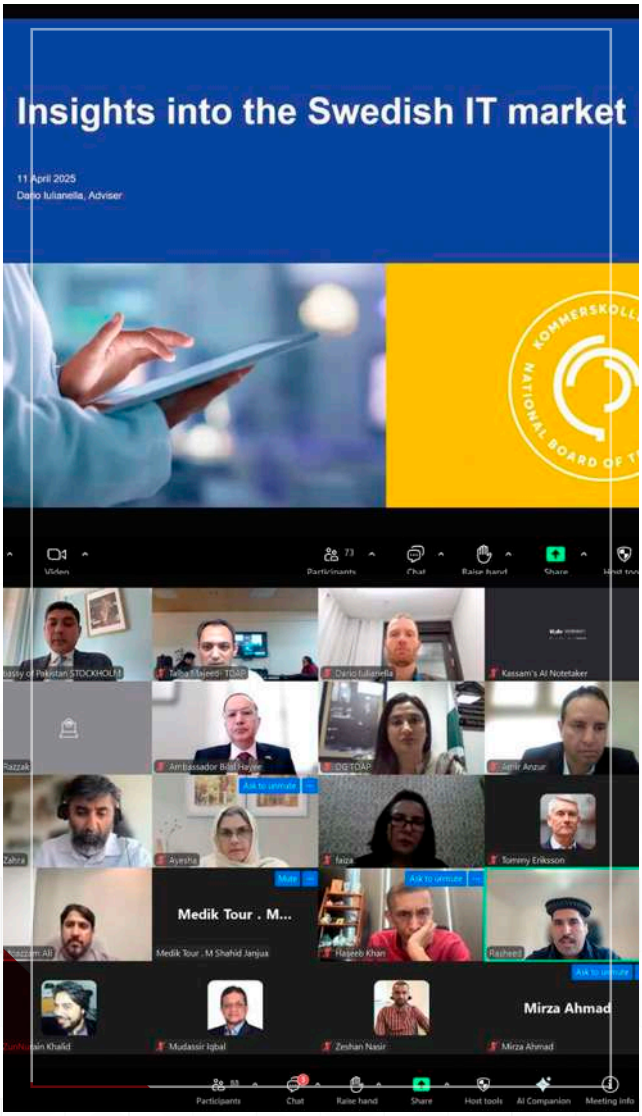
A TDAP-sponsored delegation from Sialkot went for business tour in Melbourne, engaging in B2B meetings to expand Pakistan's export share in Oceania. Discussions included rerouting exports to the U.S. via Australia, following recent U.S. tariffs on Pakistani goods

Webinar Highlights Swedish Market Potential for Pakistani IT Sector

TDAP's Services Division, in partnership with the Consulate in Stockholm, hosted a successful webinar on "Market Opportunities for the IT Sector in Sweden." Over 80 companies participated, with Swedish stakeholders expressing strong interest in Pakistani expertise in AI, cybersecurity, and blockchain technologies.







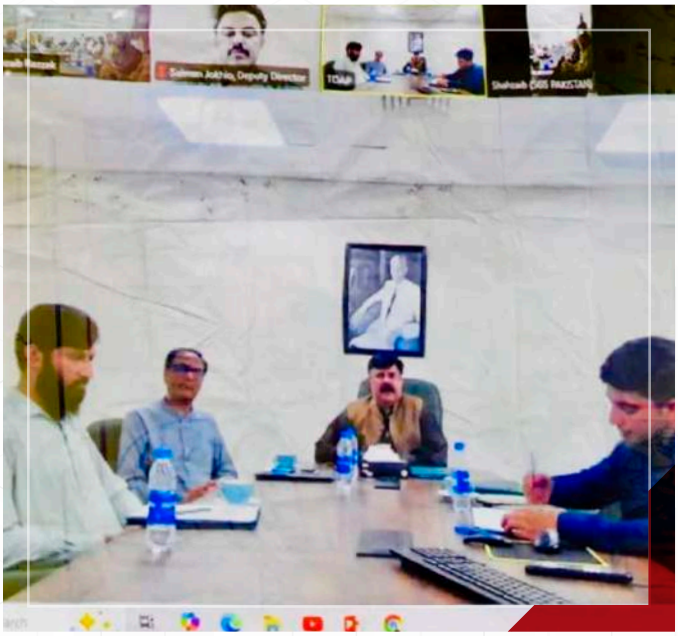
TDAP Holds Food Safety Awareness Session for Agro Exporters in Hyderabad

TDAP, in collaboration with SGS Pakistan and Hyderabad Chamber of Small Traders & Small Industry (HCSTSI), successfully held a One-Day Awareness Session on International Food Safety Standards & Certifications for Agro Food Products in Hyderabad.

Mr. Asim Tiwana, Director General Trade Facilitation, TDAP Karachi, inaugurated the session, emphasizing the pivotal role of SGS certifications in enhancing the global marketability of Pakistani agro products. He commended the efforts of TDAP Hyderabad, SGS, and HCSTSI, and appreciated the active engagement of the local business community.

Mr. Mudassir Nazir, Manager Business Development SGS; Mr. Salahuddin Abbasi, Regional Head TDAP Hyderabad; and Mr. Idrees Chohan, President HCSTSI.

Key speakers included Mr. Salman Jokhio, Director (SMEs) TDAP; Mr. Shahzaib Razak Panhwar, Executive Officer SGS Pakistan;
Together, they underscored the importance of quality assurance, sustainable practices, and international certifications like Global GAP for export growth.



TDAP and PSEB Discuss Strategic Collaboration for IT Export Growth

A meeting was held today in Islamabad between Ms. Rafia Syed, Director General, TDAP Punjab / Services Division, and Mr. Muhammad Abu Bakar, CEO of the Pakistan Software Export Board (PSEB), to explore avenues for deepening institutional collaboration in the IT sector.

The two sides discussed actionable strategies to build upon the existing MoU between TDAP and PSEB, focusing on enhancing the global competitiveness of Pakistan's IT industry, improving export facilitation, and jointly supporting innovative tech enterprises.

On the occasion, the CEO PSEB extended an invitation to the DG TDAP to attend the upcoming Digital FDI (DFDI) event in Islamabad, a high-profile platform for promoting foreign investment in Pakistan's digital economy. It was also agreed that both sides would reconnect during the ITCN Asia event in Lahore, where the CEO PSEB will be present, to continue the dialogue and cement today's discussion points.

This engagement marks another step toward building a robust and collaborative IT export ecosystem in Pakistan.

Boosting Maize Exports: Tdap Launches Seminar Series To Combat Pests & Improve Quality

TDAP launched the first of a series of maize export enhancement seminars at the Okara Potato Vegetable & Fruit Growers Co-operative Society. The seminar drew strong participation from maize growers and exporters, focusing on tackling the challenges of Khapra beetle infestation and aflatoxin contamination - key barriers to international maize trade.

Key speakers included representatives from the Department of Plant Protection, Maize & Millets Research Institute (Sahiwal), Agri Extension, Pest Warning & Quality Control of Pesticides, and Vietnam's trade mission. The session stressed the adoption of best practices such as ventilated storage, the avoidance of old jute bags, and Integrated Pest Management (IPM).

TDAP Hosts Seminar on Maize Export Challenges in Okara

In response to declining maize exports, TDAP organized a stakeholder seminar addressing aflatoxin and Khapra beetle infestations. Best practices in pest management and post-harvest handling were shared with growers and exporters.

Haprow Signs West Africa Distribution Deal at HEMS Exhibition

Haprow, a finalist in the PIXS 2025 startup competition, signed a landmark deal to export its TimTim educational robots to West Africa. The partnership includes AIassisted solutions for children with autism, marking a global leap for Pakistan's tech innovation.

Pakistani Companies Participate in ExpoMed Eurasia 2025, Istanbul

Eleven Pakistani firms exhibited at the ExpoMed Eurasia 2025 in Istanbul, showcasing pharma, surgical, and dental products. With over 800 international exhibitors and 25,000 visitors, Pakistan's Pavilion attracted high footfall and promising trade leads.

Pakistan-Ethiopia Trade Relations Strengthen in Sialkot

On April 21, the Trade Development Authority of Pakistan (TDAP) and the Ministry of Commerce, in collaboration with the Ethiopian Embassy, held a strategic in-house session at the Sialkot Chamber of Commerce and Industry (SCCI) to explore trade potential between Pakistan and Ethiopia.

The event was attended by H.E. Dr. Jemal Beker, Ethiopia's Special Envoy, and Mr. Muhammad Khalid Rasool, Director General TDAP Punjab-II. It highlighted the growing demand for Pakistani surgical instruments, sports goods, and leather products in African markets.

Dr. Beker invited Sialkot's business community to participate in the upcoming Invest in Ethiopia Business Forum (May 12–13) and the Single Country Exhibition in Addis Ababa (May 15–17). SCCI President Mr. Ikram Ul Haq assured full participation, affirming Ethiopia's role as a strategic trade gateway to Africa.

Argentine Delegation Visit to Lahore & Faisalabad

The delegation of Argentina consisting of representatives of Atom Protect and Sweet homes (Mr. Alan and Mr. Andres) visited Lahore and Faisalabad last week on Friday (23rd May 2025) and Saturday (24th May 2025). The delegates did personal visits to the following units:

- Planet Textiles
- Sahrish Textiles
- Dawood Exports Pvt Ltd
- Crescent Textiles
- Nishat Chunian Mills

Meeting Held to Discuss TexWalk Participation with Khaadi & FPL

A meeting was held by the Product Officer Fashion and High end textiles to seek input on the format and interests for participation of major fashion and retail brands in TexWalk with Khaadi and FPL in the proposed TexWalk on 27th May and 29th May, 2025 at their offices.

Marketing Activities

Anuga 2025:
Coordinated M form approval and submitted company pay orders

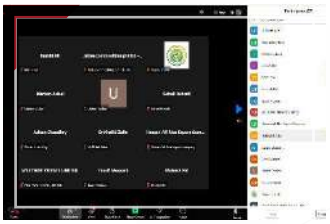
Bangladesh Trade Delegation:
Processed subsidy documents for April 27-29 delegation

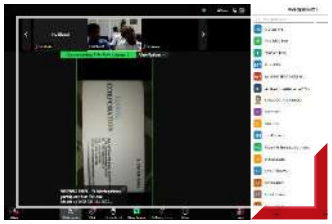
Sri Lanka Market:
Discussed 25 Rs/kg commodity levy impact on maize exports

Saudi Market:
Assisted M/s Leo Fruits with SAGO connection guidance

Trade Delegation to Qatar

TDAP organized high-level delegation of six Pakistani animal fodder companies to Qatar in collaboration with Embassy of Pakistan, Doha.





Webinar: Pakistan-Sri Lanka Maize Export Opportunities - May 29, 2025

TDAP organized high-level delegation of six Pakistani animal fodder companies to Qatar in collaboration with Embassy of Pakistan, Doha.

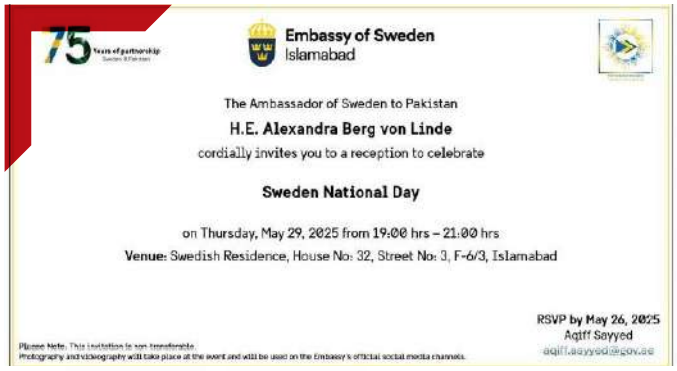
Strategic Partnership Development

TDAP-IGNITE MoU Signing

May 29, 2025

Under CEO Mr. Faiz Ahmad Chadhar's leadership, TDAP signed strategic MoU with IGNITE National Technology Fund focusing on:

- IT startup export support ecosystem strengthening
- First-ever export-oriented accelerator within TDAP premises
- Five-year partnership for digital economy competitiveness



Embassy of Sweden
Islamabad

The Ambassador of Sweden to Pakistan
H.E. Alexandra Berg von Linde
cordially invites you to a reception to celebrate

Sweden National Day

on Thursday, May 29, 2025 from 19:00 hrs – 21:00 hrs
Venue: Swedish Residence, House No: 32, Street No: 3, F-6/3, Islamabad

RSVP by May 26, 2025
Aqiff Sayyed
aqiff.sayyed@gov.se

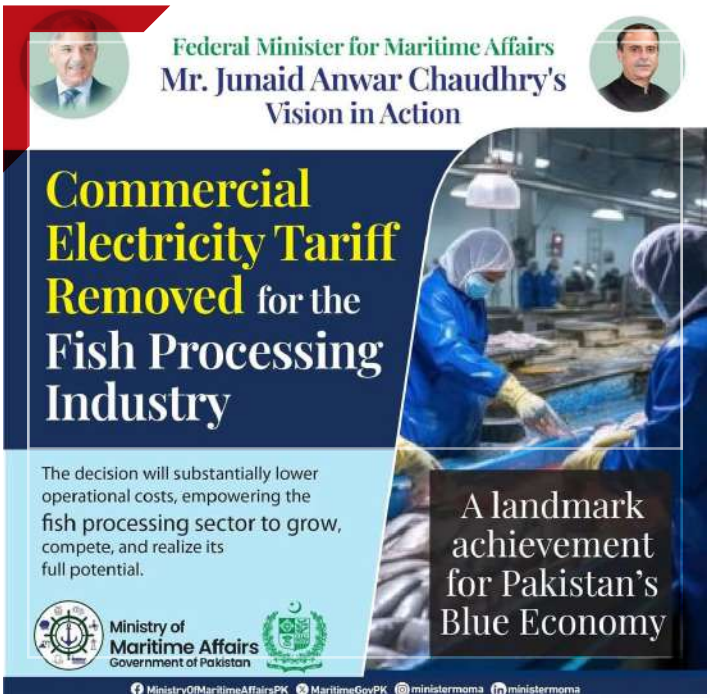
Please Note. This invitation is non transferable.
Photography and videography will take place at the event and will be used on the Embassy's official social media channels.

Coordinating Activities

Gwadar Chamber Highlights

Gwadar Chamber of Commerce & Industry (GCCI) recently visited the Chambers of Commerce in Gujranwala, Lahore, and Sialkot to raise awareness about Gwadar's investment potential and attract industrial development in its Free Zones and GIEDA. GCCI also participated in the Tehran Expo to strengthen bilateral trade and explore opportunities for Gwadar's business community within the Iranian market, especially in agriculture and industry.

Additionally, GCCI announced the removal of the commercial electricity tariff on the fish processing industry - a federal decision expected to reduce operational costs and boost competitiveness in the sector.



Educational Institution Engagement

ICMA-International Institute Meeting

Held productive session with faculty and graduates focusing on aligning skill-based education with trade/export opportunities. Explored pathways for graduate-industry connections through TDAP support and training initiatives.

STEVTATraining Center Visit

Met with Sindh Technical Education & Vocational Training Authority representatives to encourage entrepreneurship among graduates, focusing on capacity-building and start-up development linkages.

Stakeholder Meetings

Sukkur Chamber of Commerce & Industry (SCCI)

Visited and met key stakeholders to enhance national exports and strengthen regional trade initiatives. Discussed action plan including preparations for 2nd Sukkur Trade Exhibition (tentatively November 2025).

State Bank of Pakistan (SBP) Sukkur

Called on Chief Manager SBP to share exporter experiences regarding incentivized credit schemes. SBP assured full cooperation for facilitation.

Trade Facilitation Activities

Halal Expo Turkey (Nov 26-29, 2025):
Circulated advertisement among regional/ national exporters via WhatsApp. Two exporters expressed interest and received desk officer contact details.

Dates Exporter Support:
Resolved logistics issue between new dates exporter and freight forwarding agent through stakeholder coordination.

TRADE REPORT

July-June 2024-25

1. Imports Exports Summary
2. Export Profile
3. Import Profile
4. Summary Of Services Sectors

SUMMARY

**Trade values in US$ million*

Summary	July- June FY 2024-25	July- June FY 2023-24	% Change
Goods Exports	$32,106	$30,675	4.67
Goods Imports	$58,380	$54,779	6.57
Trade deficit	$-26,274	$-24,104	9.00

Summary	July- June FY 2024-25	July-June FY 2023-24	% Change
Services Exports	$8,394	$7,691	9%
Services Imports	$11,014	$10,801	2%
Trade deficit	$-2,620	$-3,110	-16%

Source: PBS

SECTOR-WISE EXPORTS SHOWING INCREASE &DECLINE (July-June FY 2024-25 vs. FY 2023-24)

**Trade values in US$ million*

Sector	FY 2024-25 (USD Mn)	FY 2023-24 (USD Mn)	Change %	Remarks
Textile & Leather	18,941	17,628	7%	Increase
Agro & Food	7,446	8,028	-7%	Decline
Engineering, Manufacturing and Minerals	5,360	4,925	9%	Increase

Note: *As per Pakistan Bureau of Statistics (PBS) classification, leather and leather products are categorized under the manufacturing sector. However, for internal reporting and sectoral alignment within TDAP, where textile and leather are managed as a combined division, leather-related data is grouped under the "Textile and Leather" sector. Consequently, leather and leather products are not included under the "Manufacturing" sector in this table*

REGIONAL EXPORTS SHOWING INCREASE & DECLINE (July-June FY 2024-25 vs. FY 2023-24)

**Trade values in US$ million*

Regions	FY 2024-25 (USD Mn)	FY 2023-24 (USD Mn)	Change %	Remarks
Europe	11,313	10,565	7%	Increase
Asia	10,958	11,113	-1%	Decline
America	6,899	6,288	10%	Increase
Africa	2,249	2,288	-2%	Decline
Oceania	327	327	0%	Decline

TOP 25 EXPORTS PARTNER COUNTRIES SHOWING INCREASE &DECLINE (July-June FY 2024-25 vs. FY 2023-24)

**Trade values in US$ million*

Rank	Country	FY 2024-25 (USD Mn)	FY 2023-24 (USD Mn)	Change %	Remarks
1	USA	5,836	5,287	10%	Increase
2	China	2,375	2,560	-7%	Decline
3	UK	2,136	2,016	6%	Increase
4	UAE	1,748	1,590	10%	Increase
5	Germany	1,712	1,561	10%	Increase
6	Netherlands	1,623	1,484	9%	Increase
7	Spain	1,533	1,407	9%	Increase
8	Afghanistan	1,391	1,065	31%	Increase
9	Italy	1,139	1,121	2%	Increase
10	Bangladesh	785	718	9%	Increase
11	Saudi Arabia	717	698	3%	Increase
12	Belgium	622	646	-4%	Decline
13	France	523	470	11%	Increase
14	Malaysia	440	608	-28%	Decline
15	Poland	418	420	0%	Decline
16	Canada	399	392	2%	Increase
17	Sri Lanka	371	386	-4%	Decline
18	Kenya	328	383	-15%	Decline
19	Thailand	303	174	74%	Increase
20	Denmark	298	227	32%	Increase
21	Philippines	290	265	10%	Increase
22	Australia	281	280	0%	Increase
23	Indonesia	274	537	-49%	Decline
24	Kazakhstan	251	171	47%	Increase
25	Madagascar	232	147	58%	Increase

TOP 25 EXPORTS COMMODITIES SHOWING INCREASE & DECLINE (July-June FY 2024-25 vs. FY 2023-24)

**Trade values in US$ million*

Rank	HS	Description	FY 2024-25	FY 2023-24	Change %	Remarks
1	6302	Bedlinen, table linen, toilet linen and kitchen linen	4,413	4,071	8%	Increase
2	1006	Rice	3,282	3,885	-16%	Decline
3	6203	Men's or boys' suits, ensembles, jackets..	3,201	2,804	14%	Increase
4	6103	Men's or boys' suits, ensembles, jackets, blazers, trousers..	957	836	14%	Increase
5	6110	Jerseys, pullovers, cardigans, waistcoats and similar articles	824	699	18%	Increase
6	7403	Copper, refined, and copper alloys	795	739	8%	Increase
7	6109	T-shirts, singlets and other vests	784	645	22%	Increase
8	5209	Woven fabrics of cotton	769	817	-6%	Decline
9	5205	Cotton yarn other than sewing thread	656	923	-29%	Decline
10	6105	Men's or boys' shirts, knitted or crocheted	645	552	17%	Increase
11	6115	Pantyhose, tights, stockings, socks and other hosiery	634	603	5%	Increase
12	4203	Articles of apparel and clothing accessories, of leather or composition leather	622	587	6%	Increase
13	6204	Women's or girls' suits, ensembles, jackets..	566	429	32%	Increase
14	5208	Woven fabrics of cotton	545	538	1%	Increase
15	6307	Made-up articles of textile materials	530	489	8%	Increase
16	2710	Petroleum oils and oils obtained from bituminous minerals	520	337	54%	Increase
17	9018	Instruments and appliances used in medical, surgical..	452	444	2%	Increase
18	1701	Cane or beet sugar and chemically pure sucrose	403	21	1799%	Increase
19	1207	Other oil seeds and oleaginous fruits	377	410	-8%	Decline
20	201	Meat of bovine animals,	361	361	0%	Increase
21	3004	Medicaments	350	306	15%	Increase
22	2207	Undenatured ethyl alcohol	342	445	-23%	Decline
23	6116	Gloves, mittens and mitts	331	318	4%	Increase
24	2523	Cement	327	262	25%	Increase
25	9506	Articles and equipment for general physical exercise, gymnastics	322	340	-5%	Decline

IMPORT PROFILE

SECTOR-WIS IMPORTS SHOWING INCREASE &DECLINE (July-June FY 2024-25 vs. FY 2023-24)

**Trade values in US$ million*

Sector	FY 2024-25 (USD Mn)	FY 2023-24 (USD Mn)	Change %	Remarks
Engineering, Manufacturing and Minerals	43,376	42,361	2%	Increase
Agro & Food	8,397	8,242	2%	Increase
Textile & Leather	3,937	2,537	55%	Increase

REGIONAL IMPORTS SHOWING INCREASE & DECLINE (July-June FY 2024-25 vs. FY 2023-24)

**Trade values in US$ million*

Regions	FY 2024-25 (USD Mn)	FY 2023-24 (USD Mn)	Change %	Remarks
Asia	44,583	41,692	7%	Increase
Europe	4,284	5,378	-20%	Decline
America	3,417	1,995	71%	Increase
Africa	2,616	3,169	-17%	Decline
Oceania	804	904	-11%	Decline

TOP 25 IMPORTS PARTNER COUNTRIES SHOWING INCREASE &DECLINE (July-June FY 2024-25 vs. FY 2023-24)

**Trade values in US$ million*

Rank	Country	FY 2024-25	FY 2023-24	Change %	Remarks
1	China	16,747	14,512	15%	Increase
2	UAE	5,352	4,246	26%	Increase
3	Saudi Arabia	3,898	4,757	-18%	Decline
4	Indonesia	3,729	3,324	12%	Increase
5	Qatar	3,427	3,531	-3%	Decline
6	USA	1,744	1,263	38%	Increase
7	Kuwait	1,510	2,113	-29%	Decline
8	Japan	1,351	1,137	19%	Increase
9	Iran	1,222	1,037	18%	Increase
10	Singapore	1,064	1,283	-17%	Decline
11	Oman	931	901	3%	Increase
12	Malaysia	923	893	3%	Increase
13	Thailand	923	821	12%	Increase
14	Brazil	896	274	227%	Increase
15	Korea (South)	802	738	9%	Increase
16	Australia	791	831	-5%	Decline
17	Germany	722	756	-4%	Decline
18	Morocco	633	663	-5%	Decline
19	Afghanistan	607	539	13%	Increase
20	Kenya	567	576	-2%	Decline
21	UK	542	578	-6%	Decline
22	South Africa	486	392	24%	Increase
23	Argentina	399	136	193%	Increase
24	Viet Nam	374	308	21%	Increase
25	France	345	251	37%	Increase

TOP 25 IMPORTS COMMODITIES SHOWING INCREASE & DECLINE

(July-June FY 2024-25 vs. FY 2023-24)

**Trade values in US$ million*

Rank	HS Code	Description	FY 2024-25	FY 2023-24	Change	Remarks
1	2710	Petroleum oils and oils obtained from bituminous minerals	5,636	6,497	-13%	Decline
2	2709	Petroleum oils and oils obtained from bituminous minerals, crude	4,439	4,749	-7%	Decline
3	2711	Petroleum gas and other gaseous hydrocarbons	4,424	4,663	-5%	Decline
4	1511	Palm oil and its fractions	3,374	2,774	22%	Increase
5	8541	Semiconductor devices	2,145	2,115	1%	Increase
6	8517	Telephone sets	1,760	2,084	-16%	Decline
7	7204	Ferrous waste and scrap	1,258	1,227	3%	Increase
8	5201	Cotton, neither carded nor combed	1,215	422	188%	Increase
9	8703	Motor cars and other motor vehicles	1,088	741	47%	Increase
10	7208	Flat-rolled products of iron or non-alloy steel	1,060	995	7%	Increase
11	713	Dried leguminous vegetables	1,009	773	31%	Increase
12	1201	Soya beans, whether or not broken	757	564	34%	Increase
13	3902	Polymers of propylene or of other olefins, in primary forms	752	691	9%	Increase
14	3901	Polymers of ethylene, in primary forms	725	665	9%	Increase
15	8504	Electrical transformers, static converters	720	389	85%	Increase
16	2701	Coal; briquettes, ovoids and similar solid fuels manufactured from coal	670	611	10%	Increase
17	902	Tea, whether or not flavoured	630	656	-4%	Decline
18	3105	Mineral or chemical fertilisers	587	476	23%	Increase
19	5402	Synthetic filament yarn	484	457	6%	Increase
20	8414	Air or vacuum pumps	421	232	81%	Increase
21	2809	Diphosphorus pentaoxide	417	372	12%	Increase
22	8471	Automatic data-processing machines	390	364	7%	Increase
23	7210	Flat-rolled products of iron or non-alloy steel, of a width >= 600 mm	387	378	2%	Increase
24	3002	Human blood	373	287	30%	Increase
25	1205	Rape or colza seeds, whether or not broken	353	585	-40%	Decline

SERVICE SECTOR PROFILE

	FY25[P]	FY24	% Change
Exports of Services	**8,394**	**7,691**	**9%**
1. Manufacturing Services on Physical inputs	0	0	
2. Maintenance and Repair Services n.i.e.	10	5	100%
3. Transport	982	768	28%
4. Travel	721	758	-5%
5. Construction	51	50	2%
6. Insurance and Pension Services	102	73	40%
7. Financial Services	59	53	11%
8. Charges for the use of Intellectual Property n.i.e.	14	12	17%
9. Telecommunications, Computer, and Information	3,809	3,223	18%
10. Other Business Services	1,665	1,551	7%
11. Personal, Cultural, and Recreational Services	48	23	109%
12. Government Goods and Services n.i.e.	933	1,175	-21%
Imports of Services	**11,014**	**10,801**	**2%**
1. Manufacturing Services on Physical inputs	0	0	0%
2. Maintenance and Repair Services n.i.e.	63	76	-17%
3. Transport	4,645	4,677	-1%
4. Travel	2,406	2,266	6%
5. Construction	44	29	52%
6. Insurance and Pension Services	330	420	-21%
7. Financial Services	727	518	40%
8. Charges for the use of Intellectual Property n.i.e.	283	192	47%
9. Telecommunications, Computer, and Information	492	396	24%
10. Other Business Services	1,295	1,691	-23%
11. Personal, Cultural, and Recreational Services	12	1	1100%
12. Government Goods and Services n.i.e.	717	535	34%

Disclaimer

The provisional data from Weboc, PBS and PRAL have been reported for information purposes only. Every effort has been made to cross-check and verify the authenticity of the data. Trade Development Authority of Pakistan, or the author(s), do not guarantee the data included in this work. All data and statistics used are correct as of 8th July, 2025 and may be subject to change.

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ANNUAL BUSINESS PLAN (ABP)

FY 2024-25

TABLE OF CONTACT

INTRODUCTION.....

SUMMARY OF ABP 2024-25.....

SUMMARY OF ACTIVITIES OF PRODUCT DIVISION .....

SUMMARY OF REGIONAL OFFICES .....

INTERNATIONAL EXHIBITIONS CALANDER 2024-25.....

TDAP FLAGSHIP EVENTS .....

SINGLE COUNTRY EXHIBITIONS.....

SPECIAL PROJECT .....

OUTGOING DELEGATIONS (PRODUCT DIVISIONS).....

OUTGOING DELEGATIONS (REGIONAL OFFICES).....

INCOMING DELEGATIONS.....

LOCAL EVENTS (PRODUCT DIVISIONS) .....

LOCAL EVENTS (REGIONAL OFFICE).....

PRODUCT PROMOTIONS .....

SEMINARS (PRODUCT DIVISION).....

SEMINARS (REGIONAL OFFICES) .....

NATIONAL EXPORTERS TRAINING PROGRAM (NETP) SESSIONS 2024-25 .....

E- COMMERCE TRAININGS .....

WEBINARS / B2B - ANNUAL BUSINESS PLAN (2024-25) .....

INTRODUCTION
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 ANNUAL BUSINESS PLAN (ABP)

FY 2024-25

SUMMARY OF ABP 2024-25		
Sr. No.	Title of Activity	Proposed Number
1	International Exhibitions	124
2	Outgoing Delegations (Product Divisions)	26
3	Incoming Delegations (Product Divisions)	11
4	Local Event/ Seminars of Product Divisions	06
5	Product Promotions	02
6	E-Commerce Trainings	10
7	National Exporters Training Program	31
8	TDAP Flagship Events	05
9	Single Country Exhibitions	06
10	Special Project- China Road Shows	04
11	Regional Offices Local Events	10
12	Seminars of Regional offices	58
13	Outgoing Delegations of Regional Offices	24
14	Webinars/B2B	308

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	28	8	06	--	01
2	Engineering & Minerals	27	10	--	--	01
3	IMD	13	--	05	--	03
4	Services	25	03	--	--	--
5	Textile & Leather	30	05	--	01	01
6	Women Entrepreneur	01	--	--	05	01
	Total	**124**	**26**	**11**	**06**	**07**

SUMMARY OF REGIONAL OFFICES				
Sr. No.	Regional/ Sub-Regional Offices	Local Events	Seminars	Flagship Events/ SCEs
1	Islamabad	01	08	02
2	Peshawar	02	04	--
3	Swat	--	02	--
4	Abbottabad	--	03	--
5	Gilgit	01	04	--
6	Mirpur	01	03	--
7	Lahore	01	05	02
8	Gujranwala	--	--	--
9	Sialkot	--	--	--
10	Multan	01	03	--
11	Faisalabad	--	06	--
12	Quetta	02	15	--
13	Gwadar	--	07	--
14	Sukkur	01	10	--
15	Hyderabad	01	03	--
16	**Total**	**11**	**73**	**04**

INTERNATIONAL EXHIBITIONS CALANDER 2024-25						
Sr. No.	Exhibition Name	Dates	Country	City	Sector/Products	Division
June 2024						
1	China-Eurasia Expo (Urumqi, China)	26- 30 June, 2024	China	Urumqi	Multi-Products	IMD
July 2024						
2	Texworld Paris, France	01-03 July, 2024	France	Paris	Apparel, Fabric, Denim & Leather	Textile & Leather
3	8th China-South Asia Expo and 28th Kunming Import Expo Fair	23-28 July, 2024	China	Kunming	Multi-Products	IMD
August 2024						
4	Intex South Asia 2024, BMICH, Colombo, Sri Lanka	07-09 August, 2024	Sri Lanka	Colombo	Textile Apparel Technology & Machinery	Textile & Leather
5	Magic Show USA	19-21 August, 2024	USA	Las Vegas	Men, Women, apparel & footwear	Textile & Leather
6	Rwanda Agrofood	20-22 August, 2024	Rwanda	Rwanda	Agro & Food Products	Agro & Food
7	VIETFISH Expo	21-23 August, 2024	Vietnam	Hanoi	Seafood	Agro & Food

INTERNATIONAL EXHIBITIONS CALANDER 2024-25						
Sr. No.	Exhibition Name	Dates	Country	City	Sector/Products	Division
10	Saudi Hometex Expo	27-29 August, 2024	Saudi Arabia	Riyadh	Home Textile Sector	Textile & Leather
September 2024						
11	Fine Food, Australia	02-05 September, 2024	Australia	Melbourne	Agro & Food Products	Agro & Food
12	Kenyan Food, Drink & Hospitality Event	03- 05 September, 2024	Kenya	Nairobi	Food, Drink and Hospitality products	Agro & Food
13	Food & Hospitality Expo	03-05 September, 2024	Oman	Muscat	Agro & Food Products	Agro & Food
14	All China Leather Exhibition Shanghai, China	03-05 September, 2024	China	Shanghai	Leather Products	Textile & Leather
15	Asia Fruit Logistica	04-06 September, 2024	Hong Kong	Hong Kong	Agro & Food Products	Agro & Food
16	Medic East Africa	4-6 September 2024	Kenya	Nairobi	Healthcare	Engineering & Minerals
17	Automeckanika	10-14 September 2024	Germany	Frankfurt	Auto-parts	Engineering & Minerals
18	Jewelry & Gem World	16-20 September, 2024	Hong Kong	Hong Kong	Gems & jewelry	Engineering & Minerals
19	Lineapelle Fair Milan, Italy	17-19 September, 2024	Italy	Milan	Textile Products	Textile & Leather
		17-20 September			Agro & Food	

INTERNATIONAL EXHIBITIONS CALANDER 2024-25						
Sr. No.	Exhibition Name	Dates	Country	City	Sector/Products	Division
22	China- ASEAN Expo (Nanning, China)	24-28 September, 2024	China	Nanning	Multi-Products	IMD
October 2024						
23	AI and Big Data Expo	01-02 Oct, 2024	Netherlands	Amsterdam	AI, Big data	Services
24	InFlavour	01-03 October, 2024	Saudi Arabia	Riyadh	Agro & Food Products	Agro & Food
25	Beauty Istanbul	2-4 October 2024	Turkiye	Istanbul	Cosmetics	Engineering & Minerals
26	Riyadh International Sports Expo	07-09 October, 2024	Saudi Arabia	Riyadh	Sports Goods	Engineering & Minerals
27	Tech Week Singapore	09-10 October, 2024	Singapore	Singapore	IT/ITeS	Services
28	Medical Japan	9-11 October 2024	Japan	Tokyo	Healthcare	Engineering & Minerals
29	GITEX DUBAI	14-18 OCT, 2024	UAE	Dubai	IT/ITeS	Services
30	Nigeria Energy	15-17 October 2024	Nigeria	Lagos	Electrical Machinery	Engineering & Minerals
31	Fashion World Tokyo	15-17 October 2024	Japan	Tokyo	Leather Products	Textile & Leather
32	Canton Fair (Guangzhou, China)	15 October - 24 November, 2024	China	Guangzhou	Multi-Products	IMD
33	Sial Food Fair	19-23 October 2024	France	Paris	All types of Food Products, Rice, Spice herbs, Pulses, juices, Salts etc.	Agro & Food

INTERNATIONAL EXHIBITIONS CALANDER 2024-25						
Sr. No.	Exhibition Name	Dates	Country	City	Sector/Products	Division
34	Global Health	Oct 22-24, 2024	Saudi Arabia	Riyadh	Healthcare	Engineering & Minerals
35	Africa Health	Oct 22-24, 2024	South Africa	Cape Town	Healthcare	Engineering & Minerals
36	Warsaw Home Kitchen Show	23-26 October, 2024	Poland	Warsaw	Cutlery & Cookware	Engineering & Minerals
37	International Universal Exhibition	24-26 October, 2024	Tajikistan	Dushanbe	Multi-Products	IMD
38	Beauty World	28-30 October, 2024	UAE	Dubai	Cosmetics	Engineering & Minerals
39	TECH CRUNCH DISRUPT	28-30 October, 2024	USA	Los Angeles	IT/ITeS	Services
40	Seafood and Fisheries Expo, China	Oct 30-November 01, 2024	China	Qingdao	Agriculture & Forestry, Food & Beverages	Agro & Food
November 2024						
41	Saudi Build	4 - 7 Nov, 2024	Saudi Arabia	Riyadh	Construction Materials	Engineering & Minerals
42	Architecture Exhibition (IAPEX)	November, 2024	Pakistan	Karachi	Construction Services	
43	AAPEX (allocated fair to PAAPAM)	5-7 November 2024	USA	Los Vegas	Auto-parts	Engineering & Minerals
44	Gulfood Manufacturing	05-07 November, 2024	UAE	Dubai	Agro & Food Products	Agro & Food
45	Expo Protection, France	05-07 November, 2024	France	Paris	Protective Garments, Gloves and accessories	Textile & Leather

INTERNATIONAL EXHIBITIONS CALANDER 2024-25

Sr. No.	Exhibition Name	Dates	Country	City	Sector/Products	Division
46	China International Import Expo (Shanghai, China)	05-10 November, 2024	China	Shanghai	Multi-Products	IMD
47	Busan International Seafood &Fisheries Exhibition	06-08 November, 2024	South Korea	Busan	Seafood	Agro & Food
48	Africa Tech South Africa	11-14 November, 2024	South Africa	Cape Town	IT/ITeS	Services
49	Medica Dusseldorf	Nov 11-14, 2024	Germany	Dusseldorf	Healthcare	Engineering & Minerals
50	Web Summit	11-14 November, 2024	Portugal	Lisbon	IT/ITeS	Services
51	Africa Tech South Africa	11-14 November, 2024	South Africa	Cape Town	IT/ITeS	Services
52	Sial Interfood, Indonesia	13-16 November, 2024	Indonesia	Jakarta	Food and beverages	Agro & Food
53	China High Tech Fair	14- 16, November, 2024	China	Shenzhen	IT/ITeS	Services
54	International Sourcing Expo – Melbourne, Australia	19-21 November, 2024	Australia	Melbourne	Apparel, Accessories	Textile & Leather
55	Beauty West Africa	26-28 November, 2024	Nigeria	Lagos	Cosmetics	Engineering & Minerals
56	Black Hat	26- 28 November, 2024	KSA	Riyadh	Cyber security	Services
57	Halal Expo	27-29 November, 2024	Turkey	Istanbul	Multi-Products	IMD
58	Dakar International Trade Fair	28 November- 15 December, 2024	Senegal	Dakar	Multi-Products	IMD

INTERNATIONAL EXHIBITIONS CALANDER 2024-25

Sr. No.	Exhibition Name	Dates	Country	City	Sector/Products	Division
December 2024						
59	ISPO Fair	03-05 December, 2024	Germany	Munich	Sports Goods	Engineering & Minerals
60	Food Africa	03- 05 December, 2024	Egypt	Cairo	Agro & Food Products	Agro & Food
61	Intermot Germany	05-08 December, 2024	Germany	Cologne	Leather Motor Bikes, gloves	Textile & Leather
62	Fast Textile, Poland	19-21 December, 2024	Poland	Warsaw	Home Textile	Textile & Leather
January 2025						
63	PGC UK	January, 2025	UK	London	IT/ITeS	Services
64	29th Dhaka International Trade	January, 2025	Bangladesh	Dhaka	electronics, cars, porcelain wares, machinery, carpets, toys,	IMDD
65	Turkey International Trade Show/ Carpet & Flooring expo	07- 10 January, 2025	Turkey	Istanbul	Carpets	Textile & Leather
66	Expo Riva Schuh Garda, Italy	11-14 January, 2025	Italy	Schuh	Footwear	Textile & Leather
67	Heimtextil Germany	14-17 January, 2025	Germany	Frankfurt	Home Textile	Textile & Leather
68	Intersec Dubai	14-16 January, 2025	UAE	Dubai	Safety wears	Textile & Leather
69	Domotex, Germany	16-19 January, 2025	Germany	Hanover	Carpets, Flooring & Covering	Textile & Leather

70	Travel & Adventure Show New York	25-26 January, 2025	USA	New York	Tourism	Services
71	Arab Health	27-30 January, 2025	UAE	Dubai	Healthcare	Engineering & Minerals
72	Pakistan Travel Mart	31st January- 2nd February, 2025	Pakistan	Karachi	Tourism	Services

INTERNATIONAL EXHIBITIONS CALANDER 2024-25

Sr. No.	Exhibition Name	Dates	Country	City	Sector/Products	Division
February 2025						
73	Texworld Paris, France	01-04 February, 2025	France	Paris	Apparel, Fabric & Denim	Textile & Leather
74	Prod Expo 2025	03-07 Feb, 2025	Russia	Moscow	Agro & Food Products	Agro & Food
75	AI Everything	04-06 Feb, 2025	UAE	Dubai	IT/ITeS	Services
76	AIM Expo, USA	05-07 February, 2025	USA	Las Vegas	Leather Jackets, gloves	Textile & Leather
77	Asia Apparel Expo, Berlin, Germany,	05- 07 February, 2025	Germany	Berlin	Apparel	Textile & Leather
78	East Mediterranean International Travel Expo	05-07 February, 2025	Turkiye	Istanbul	Tourism	Services
79	Ambiente, the Show	07-11 February, 2025	Germany	Frankfurt	Multi-Products	IMD
80	Magic Show USA	10-12 February, 2025	USA	Las Vegas	Men, Women, apparel & footwear	Textile & Leather
81	LEAP	10-13 February, 2025	Riyadh	Saudi Arabia	IT/ITeS	Services
82	Gulf Food	17-21 February, 2025	UAE	Dubai,	Pulses & Grains, poultry, fats & Oil, Beverages, dairy products, power brands	Agro & Food
83	Web Summit	23-26 Feb. 2025	Qatar	Doha	Tech, Startups	Services

INTERNATIONAL EXHIBITIONS CALANDER 2024-25						
Sr. No.	Exhibition Name	Dates	Country	City	Sector/Products	Division
84	Vietnam International Trade Fair for Apparel, Textiles and Textile	26-28 February, 2025	Vietnam	Hanoi	All Textile	Textile & Leather
85	Mipel The Bag Show	23-25 February	Italy	Milan	Textile	Textile & Leather
86	Winter Fancy Food	February, 2025	USA	Las Vegas	Food Products	Agro & Food
87	Big 5 Saudi	February, 2025	KSA	Riyadh	Construction	Engineering & Minerals
March 2025						
88	PDAC	March, 2025	Canada	Toronto	Minerals	Engineering & Minerals
89	Motorbike	March, 2025	Turkey	Istanbul	Motorbikes	Engineering & Minerals
90	Beauty Istanbul	March, 2025	Turkey	Istanbul	Cosmetics	Engineering & Minerals
91	Food & Drink	March, 2025	UK	Birmingham	Food Products	Agro & Food
92	Rise 2025	1 March, 2025	China	Hong Kong	IT/ITeS	Services
93	International Symposium-WeConnect	Mar-25	USA	Washington, DC	Multi-Sector (For Women Entrepreneur Only)	Women Entrepreneur

94	Foodex Japan	11- 14 March, 2025	Japan	Tokyo	Food Products	Agro & Food
95	World Olive Oil Exhibition	11-12 March, 2025	Spain	Madrid	Olive Oil	Agro & Food
96	TECH WEEK LONDON	12-13 March, 2025	UK	London	IT/ITeS	Services
97	Texworld New York, USA	12-14 March, 2025	USA	New York	Apparel, Fabric, Denim	Textile & Leather
98	APLF Fashion Access, Hong Kong	12-14 March, 2025	Hong Kong	Hong Kong	Leather Products	Textile & Leather
99	APLF MMT, HONGKONG	12-14 March, 2025	Hong Kong	Hong Kong	Leather Products	Textile & Leather
100	Xiamen Stone Fair	16- 19 March, 2025	China	Xiamen	Marble	Engineering & Minerals
101	GDC USA	17- 21 March, 2025	USA		IT/ITeS	Services

INTERNATIONAL EXHIBITIONS CALANDER 2024-25

Sr. No.	Exhibition Name	Dates	Country	City	Sector/Products	Division
102	Malaysian Association of Tour and Travel Agents Fair	March, 2025 (3rd Week)	Malaysia	Kuala Lumpur	Tourism	Services
103	Qatar International Agricultural	March, 2025	Qatar	Qatar	Agro & Food Products	Agro & Food
104	ITB Berlin	March 2025	Germany	Berlin	Tourism	Services Division
April 2025						
105	Middle East Energy	7-9 April 2025	U.A.E	Dubai	Electrical Machinery	Engineering & Minerals
106	Medic West Africa	April, 2025	Africa	Nigeria	Medical Equipment	Engineering & Minerals
107	China Medical Equipment Fair	April, 2025	China	Shanghai	Medical Equipment	Engineering & Minerals
108	Japan IT Week	23 April, 2025	Japan	Tokyo	IT/ITeS	Services
109	ExpoMed EurAsia	24-26 April 2025	Turkiye	Istanbul	Healthcare	Engineering & Minerals
110	Sial Food Fair	29 April - 01 May, 2025	Canada	Toronto	Food Items, Packaging and Equipment, food technology	Agro & Food
111	FINTECH KSA	April, 2025	KSA	Riyadh	IT/ITeS	Services
112	Canton Fair (Guangzhou, China)	April, 2025	China	Guangzhou	Multi-Products	IMD
May 2025						

113	Seafood Expo, Global	6-8 May, 2025	Spain	Barcelona	Seafood	Agro & Food
114	Saudi Food Show	12- 14 May, 2025	Saudi Arabia	Riyadh	Agro & Food Products	Agro & Food
115	Saudi Food Manufacturing	12- 14 May, 2025	Saudi Arabia	Riyadh	Agro & Food Products	Agro & Food

INTERNATIONAL EXHIBITIONS CALANDER 2024-25

Sr. No.	Exhibition Name	Dates	Country	City	Sector/Products	Division
116	Sial China	19- 21 May, 2025	China	Beijing	Agro & Food Products	Agro & Food
117	Intertex, Portugal	20-22 May, 2025	Portugal	Santa Maria da Feira	Apparel, Denim, Fabrics, Yarn, Accessories, Trims	Textile & Leather
118	GITEX Berlin, Europe	21- 23 May, 2025	Germany	Berlin	IT/ITeS	Services
119	Project Qatar	26- 29 May, 2025	Qatar	Doha	Construction Materials	Engineering & Minerals
120	Thaifex Anuga Asia	27- 31 May, 2025	Thailand	Bangkok	Agro & Food Products	Agro & Food
121	Dublin Tech Summit	29- 30 May, 2025	Ireland	Dublin	IT/ITeS	Services
122	GITEX Morocco	29-31 MAY 25	Morocco	Marrakesh	IT/ITeS	Services
June 2025						
123	International Faire of Algeria, FIA	June, 2025	Algeria	Algiers	Multi-Products	IMD
124	Dar es Salam International Trade Fair (DITF)	June, 2025	Tanzania	Dar es Salam	Multi-Products	IMD
125	Blade Show, USA	06- 08 June, 2025	USA	Atlanta	Cutlery & Cookware	Engineering & Minerals
126	Africa Big 7	10-12 June, 2025	South Africa	Johannesburg	Agro & Food Products	Agro & Food
127	FIME Show, 2025	11-13 June, 2025	USA	Houston	Healthcare	Engineering & Minerals

INTERNATIONAL EXHIBITIONS CALANDER 2024-25

Sr. No.	Exhibition Name	Dates	Country	City	Sector/Products	Division
128	Automechanika	12-15 June, 2025	Turkiye	Istanbul	Auto-parts	Engineering & Minerals
129	Middle East Coating show, Dubai,	15 - 17 June, 2025	UAE	Dubai	Paint and Coating	Engineering & Minerals
130	Expo Riva Schuh Garda, Italy	15-18 June, 2025	Italy	Schuh	Footwear	Textile & Leather
131	Out Door Retailers, Utah, USA	16-18 June, 2025	USA	Utah	Sportswear	Textile & Leather
132	Big 5, South Africa, 2025	18-20 June, 2025	South Africa	Johannesburg	Construction Materials	Engineering & Minerals
133	COLISSION CANADA	20-23 JUNE 25	Canada	Toronto	IT/ITeS	Services
134	Fancy Food, USA	29 June, 2025	USA	New York	Agro & Food Products	Agro & Food
July 2025						
135	Rwanda International Trade Fair	July, 2025	Rwanda	Kigali	Multi-Products	IMD
136	SPORTEC 2025	30 July, 2025	Japan	Tokyo	Sports Goods	Engineering & Minerals
August 2025						
137	Black Hat USA	August, 2025	USA	Las Vegas	IT/ITeS	Services

TDAP FLAGSHIP EVENTS

Sr. No.	Name of the Event	Date	Venue	Division
1	2nd Food- AG	August, 2024	Karachi	Agro & Food
2	5th International Textile Expo (TEXPO)	October, 2024	Karachi	Textile & Leather
3	12th WEXNET & OIC	November, 2024	Lahore	Lahore & Women Entrepreneur Division
4	FoodAG Manufacturing	December, 2024	Lahore	Agro & Food
5	4th Engineering & Healthcare Show (EHCS)	April, 2025	Lahore	Engineering & Minerals

SINGLE COUNTRY EXHIBITIONS

Sr. No.	Name of the Event	Dates	Venue	Focal Office
1	1st Pakistan-ASEAN Trade & Development Conference & Single Country Exhibition	December, 2024	Jakarta, Indonesia	Islamabad
2	5th Pakistan-Africa Trade Development Conference (PATDC) & Single Country Exhibition	January, 2025	Addis Abada, Ethiopia	IMDD
3	Single Country Exhibition, Jeddah	February, 2025	Jeddah, Kingdom of Saudi Arabia	Islamabad
4	Single Country Exhibition, Moscow	April, 2025	Moscow, Russia	Lahore
5	Single Country Exhibition, Kazakhstan	May, 2025	Almaty, Kazakhstan	IMDD
6	Single Country Exhibition, Dubai	TBD	Dubai, UAE	IMDD

SPECIAL PROJECTS

Sr No.	Name of the Event	Dates	Venue
1	Business Forum, USA	January, 2025	USA
2	Business Forum, Dushanbe	April, 2025	Dushanbe, Tajikistan
3	Product Promotion & Development of Chemical Sector	TBD	Lahore, Karachi
4	World Expo, Osaka	April, 2025	Osaka, Japan

OUTGOING DELEGATIONS (PRODUCT DIVISIONS)		
Outgoing Delegations (Product Divisions)		
Sr. No	**Country**	**Product / Sector**
Engineering & Minerals Division		
1	Canada	Packaging
2	Russia	Pharma/ Surgical
3	Germany	Furniture
4	Canada	Sports Goods
5	Saudi Arabia	Cutlery and Cookware
6	Central Asia Countries (Azerbaijan and Uzbekistan)	Cutlery and Cookware
7	Central Asian country	Chemical & Coating
8	Panama & Mexico	Auto Parts

OUTGOING DELEGATIONS (PRODUCT DIVISIONS)		
Outgoing Delegations (Product Divisions)		
Sr. No	**Country**	**Product / Sector**
9	Turkey	Marble
10	Afghanistan (Kandahar)	Pharma/ Surgical
11	Sweden, Norway and Finland	Gloves
12	Australia and New Zealand	Sportswear & Gloves
13	United States of America	Sportswear, Gloves and Industrial P.P.Es
14	China	Home Textile
15	Home Textile	Home Textile
16	Davos Switzerland Feb 2025	IT
17	Mobile World Congress	IT
18	Pak-US Tech Investment Conference, Silicon Valley (Stanford University	IT

OUTGOING DELEGATIONS (PRODUCT DIVISIONS)		
Outgoing Delegations (Product Divisions)		
Sr. No	**Country**	**Product / Sector**
19	China	Dairy & Meat
20	Saudi Arabia	Meat & Dairy
21	Vietnam	Meat & Poultry
22	Malaysia	Meat
23	Uzbekistan	Dairy & Meat
24	Tokyo, Japan	Fisheries
25	Moscow Russia	Fisheries
26	Washington, USA	Fisheries

OUTGOING DELEGATIONS (REGIONAL OFFICES)			
Sr No	**Country**	**Regional Office/ Stakeholder**	**Products**
1	(Four) Trade Delegations Proposed for Central Asia and Russia	Lahore	Multi-Sectoral
2	Iraq & KSA (Separate EDF Funding)	LCCI	Textile, Rice, Surgical Instruments, Pharmaceuticals
3	UAE (Separate EDF Funding)	LCCI	Meat, Rice, Textile
4	South Africa & Mozambique (Separate EDF Funding)	LCCI	Agricultural Machinery, Rice, Textile, Pharma,
5	Morocco	MCCI, WCCI(M), WCCI(Bwp)	Food, Textile, Handicrafts, hand-made Jewelry and Footwear
6	Thailand	SCCI	Handicrafts, Garments, Jewelry
7	Kingdom of Saudi Arabia	WCCI(DGK)	Food, Textile, Handicrafts, hand-made Jewelry and Footwear
9	China	SCCI	Surgical Instruments and Sports Goods and Wear
9	Italy and Spain	SCCI	Sports Goods and Sports Wear, Shoes and Sadllery, Leather Products, Surgical Instruments, Musical Instruments
10	Indonesia	SCCI	Surgical Instruments and Sports Goods and Wear
11	Suadi Arabia	SCCI	Gloves and Protective Equipment, Surgical Instruments, Sports Goods and Wear
12	Algeria and Tunisia	SCCI	Surgical Instruments and Sports Goods and Wear
13	Senegal	Gujranwala Chamber	Light Engineering and Heavy Engineering

OUTGOING DELEGATIONS (REGIONAL OFFICES)			
Sr No	**Country**	**Regional Office/ Stakeholder**	**Products**
14	Kazakhstan	Gujranwala Chamber	Rice, Light Engineering, Confectionery Items
15	South Africa	Gujranwala Chamber	Surgical Instruments, Rice, Fan, Kitchenware, Cosmetics. Textile, Rice, Light Engineering, Home appliances,
15	Saudi Arabia	Gujranwala Chamber	Home appliances, Surgical Instruments, Rice, Kitchenware, Foundry items, Ceramic goods
16	Morocco	Gujranwala Chamber	Textile & Apparel, Rice, Agricultural Products, Confectionary Items
17	China	Gujrat Chamber	Electrical Appliances, Furniture, Pottery, Gems & Jewelry, Rice
18	South Africa	Gujrat Chamber	Electrical Appliances, Furniture, Pottery, Gems & Jewelry, Rice
19	Turkiye	Gujrat Chamber	Electrical Appliances, Furniture, Pottery, Gems & Jewelry, PVC , Rice
20	Denmark	Gujrat Chamber	Electrical Appliances, Furniture, Rice Furniture, Pottery, Gems & Jewelry,
21	UK, Italy, Spain, Netherlands, Sweden, Turkey	PHMA	Textile & Garments
22	Canada and Australia	Surgical Association	Surgical, Dental, Veterinary
23	US, Canada, Morocco	Sports Goods Association	Sports Goods
24	China, UAE, Azerbaijan, Kazakhstan, Uzbekistan	Cutlery Association	Cutlery and Kitchen wear

INCOMING DELEGATIONS

Incoming Delegations			
Sr. No	**From Country**	**Division**	**Product / Sector**
1	African Region	IMDD	General
2	Central Asian Region	IMDD	
3	East Asia	IMDD	
4	China	IMDD	
5	Europe/ Americas	IMDD	
6	Uzbekistan	Agro & Food	Meat
7	Lebanon	Agro & Food	Meat
8	China	Agro & Food	Dairy
9	Vietnam	Agro & Food	Meat
10	China	Agro & Food	Meat
11	Iran	Agro & Food	Mango

LOCAL EVENTS (PRODUCT DIVISIONS)				
S No	**Event Details (Local Exhibitions, Seminars, Workshops etc.)**	**Product / Sector**	**City / Venue**	**Tentative Date**
1	Pakistan International Carpet Exhibition	Textile & Leather Division	Lahore	October, 2024
2	2nd Edition of Her Hunar	Women Entrepreneurs	Islamabad	February, 2025
3	6th Women Entrepreneurs Trade Fair	Women Entrepreneurs	Peshawar	September, 2024
4	Economic Empowerment of Women in GB (two -day event comprising product display of women entrepreneurs on GB along with sideline training sessions)	Women Entrepreneurs	Gilgit	September, 2024
5	"Rohi Fair" - Three-Day Exhibition Event in Bahawalpur:	Women Entrepreneurs	Bahawalpur	February, 2025
6	Multan Women Trade & Crafts Show 2025	Women Entrepreneurs	Multan	TBD

LOCAL EVENTS (REGIONAL OFFICE)

S No	Event Details	Product / Sector	Regional Office	City / Venue	Tentative Date
1	Gems & Jeweler Show, 2024	Trade Promotion	Islamabad	Serena Hotel, Islamabad	September, 2024
2	Pak-Afghan Trade Fair	General	Peshawar	Peshawar	November, 2024
3	Chitral Expo	General	Peshawar	Chitral	May, 2025
4	Highlighting export potential of Kashmiri Handicrafts (Three Days Exhibition)	Handicrafts	Mirpur (AJK)	Muzaffarabad	September, 2024
5	Swat Trade Show-2nd Edition (One day event comprising of training session/s and display of Swati products)	All Products	Swat	Swat Serena Hotel	May, 2025
6	GB-A Land of Hidden Treasures-2nd Edition	Trade Promotion	Gilgit	Serena Hotel, Gilgit	May, 2025
7	Investment opportunities in services sector and its allied industry of Punjab	Investment for Services Sector	Lahore	Kalar Kahar	November, 2024
8	Multan Trade Fair	Handicrafts, Jewelry	Multan	Multan	Februray, 2025
9	2nd Edition of Sukkur Trade Exhibition 2024	Multi-Sectoral	Sukkur	Sukkur	December, 2024

LOCAL EVENTS (REGIONAL OFFICE)

S No	Event Details	Product / Sector	Regional Office	City / Venue	Tentative Date
10	3rd Edition of Handicrafts, Bangles and Trade Expo 2025	Handicrafts	Hyderabad	Expo Center, Hyderabad	January, 2025
11	First Pak-Iran-Afghanistan Trilateral Trade Show (EDF Funded)	Multi-Sectoral	Quetta	Quetta	March, 2025
12	Zeba e Balochistan	Multi-Sectoral	Quetta	Quetta	October, 2024

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 testing events in leading supermarkets and mango shows	June-August, 2024
2	**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	January-February, 2024

SEMINARS (PRODUCT DIVISION)				
S No	**Event Details (Local Exhibitions, Seminars, Workshops etc)**	**Product / Sector**	**City / Venue**	**Tentative Date**
Engineering & Minerals Division				
1	Seminars	Marble	Quetta	September
2	Seminars	Marble	Khuzdar	September
3	Seminars	Marble	Islamabad	November
4	Seminars	Marble	Loralai	September
5	Seminars	Marble	Lahore	November
6	Seminars	Marble	Chitral	August
7	Seminars	Marble	Buner	August
8	Seminars	Marble	Gilgit	July
9	Seminars	Marble	Peshawar	August
10	Seminar on Wood Identification, Quality Assessment, Marketing & Export Procedure	Furniture	Peshawar	September, 2024
11	Seminar on Wood Identification, Quality Assessment, Marketing & Export Procedure	Furniture	Swat	December, 2024

SEMINARS (PRODUCT DIVISION)				
S No	**Event Details (Local Exhibitions, Seminars, Workshops etc)**	**Product / Sector**	**City / Venue**	**Tentative Date**
12	Seminar on Wood Identification, Quality Assessment, Marketing & Export Procedure	Furniture	Chiniot	March, 2025
13	Seminar on Wood Identification, Quality Assessment, Marketing & Export Procedure	Furniture	Rawalpindi/ Islamabad	June, 2025
14	Seminar on imports/exports procedures	Home Appliances/Fans	Gujranwala	March,25
Agro & Food Division				
15	Awareness Seminar	Aquaculture	Gilgit	10th July, 2024
16	Awareness Seminar	Aquaculture	Ghizer	11th July, 2024
17	Awareness Seminar	Aquaculture	Hunza	12th July, 2024
18	Awareness Seminar	Fisheries & Aquaculture	Gwadar	6th to 7th November, 2024
19	Awareness Seminar	Salt	Lahore	September, 2024
20	Awareness Seminar	Salt	Islamabad	December, 2024
21	Awareness Seminar	Salt	Peshawar	March, 2025
22	Awareness Seminar	Honey	Peshawar	June, 2024

SEMINARS (PRODUCT DIVISION)

S No	Event Details (Local Exhibitions, Seminars, Workshops etc)	Product / Sector	City / Venue	Tentative Date
23	Awareness Seminar	Honey	Chitral	June, 2024
24	Awareness Seminar	Honey	Nowshera	June, 2024
Textile & Leather				
25	Fashion Forecasts & Trends	High End Fashion	Karachi (TDAP HQs)	December, 2024
26	Pattern Making	High End Fashion	Karachi (TDAP HQs)	April, 2025
Women Entrepreneur				
27	Training on Accounting and Taxation for Women Entrepreneur in Collaboration with REMIT	Women Entrepreneur	Lahore	February, 2025
28	Training on ITC Market Analysis Tools: Trade Map	Women Entrepreneur	Lahore Faisalabad Sialkot	February – April, 2025
29	Seminar on Access to Finance for Women and SMEs	Women Entrepreneur	Lahore Faisalabad Sialkot	April – June, 2025
30	Training on Product Development	Women Entrepreneur	Islamabad Rawalpindi Attock	July, 2024

SEMINARS (PRODUCT DIVISION)

S No	Event Details (Local Exhibitions, Seminars, Workshops etc)	Product / Sector	City / Venue	Tentative Date
31	Training on Trade Fair Participation	Women Entrepreneur	Islamabad Rawalpindi Attock	August, 2024
32	Training on International Marketing Tools	Women Entrepreneur	Islamabad Rawalpindi Attock	September, 2024
33	Workshop on How to File Tax Returns with FBR	Women Entrepreneur	Islamabad Rawalpindi Attock	January, 2025
34	Seminar on W.E. Awareness of Available Entrepreneurship Support (Finance, Markets, Technology & Networks)	Women Entrepreneur	Peshawar	August, 2024
35	Seminar on W.E. Awareness of Available Entrepreneurship Support (Finance, Markets, Technology & Networks)	Women Entrepreneur	Chitral	September, 2024
36	Seminar on W.E. Awareness of Available Entrepreneurship Support (Finance, Markets, Technology & Networks)	Women Entrepreneur	Swat	September, 2024
37	Seminar on W.E. Awareness of Available Entrepreneurship Support	Women Entrepreneur	Mardan	October, 2024

SEMINARS (PRODUCT DIVISION)				
S No	**Event Details (Local Exhibitions, Seminars, Workshops etc)**	**Product / Sector**	**City / Venue**	**Tentative Date**
	(Finance, Markets, Technology & Networks)			
38	Seminar on W.E. Awareness of Available Entrepreneurship Support (Finance, Markets, Technology & Networks)	Women Entrepreneur	Nowshera	November, 2024
39	Seminar on W.E. Awareness of Available Entrepreneurship Support (Finance, Markets, Technology & Networks)	Women Entrepreneur	D.I.Khan	December, 2024
40	Seminar on Product Development and Export Promotion of Indigenous Handicrafts of GB	Women Entrepreneur	Serena Hotel, Gilgit	First week of July, 2024
41	Awareness Seminar on Product Development and Brand Development	Women Entrepreneur	Gilgit	Second week of October, 2024
42	Seminar on Skills Development of Women	Women Entrepreneur	Hunza	March, 2025
43	Training on Accounting and Taxation for Women Entrepreneurs in Collaboration with REMIT	Women Entrepreneur	Hyderabad	June – July, 2024
44	Workshop on Innovation in Footwear & Accessories	Women Entrepreneur	Karachi (TDAP HQs)	July, 2024

SEMINARS (PRODUCT DIVISION)				
S No	**Event Details (Local Exhibitions, Seminars, Workshops etc)**	**Product / Sector**	**City / Venue**	**Tentative Date**
45	Series of Training / Workshops on Awareness on; i) Sustainability Elements in value added garments & accessories ii) Textile Crafts and the Creative Economy iii) Crafting Identity Through Fashion Accessories iv) Pattern Making & Fashion Forecast v) Exploring the Transformative Power of E-Commerce & Digital Marketing	Women Entrepreneur	Karachi (TDAP HQs)	February, 2025 onwards
46	Seminar on Development of Women Entrepreneurs of Turbat	Women Entrepreneur	Turbat/SPO	July, 2024
47	Seminar on Handicrafts of Mekran and Export Potential in International Market	Women Entrepreneur	Gwadar/Royal Hotel	October, 2024
48	Seminar on Women in Trade	Women Entrepreneur	Lasbella/Circuit House	December, 2024
49	Seminar on Development of Women Entrepreneurs of Mekran Region	Women Entrepreneur	Hub/Circuit House	February, 2025

SEMINARS (PRODUCT DIVISION)				
S No	**Event Details (Local Exhibitions, Seminars, Workshops etc)**	**Product / Sector**	**City / Venue**	**Tentative Date**
50	Guidelines for SMEs on Compliance and ISO Certification. SMEDA/SGS Pakistan Private Ltd.	Women Entrepreneur	Multan/Multan Chamber of Commerce & Industry, Multan	July, 2024
51	Seminar on Protection and Strengthening of Intellectual Property (IP), IPO	Women Entrepreneur	Layyah Women Chamber of Commerce & Industry, Layyah	August, 2024
52	Seminar on Govt. Export Facilitation Scheme	Women Entrepreneur	Multan/Multan Chamber of Commerce & Industry, Multan	October, 2024
53	Training Session on How to Use Social Media Platforms for Exports Business (Facebook, Instagram, LinkedIn, Pinterest etc.)	Women Entrepreneur	South Punjab Women Chamber of Commerce & Industry, Multan Division	November, 2024
54	Workshop on Import & Export Documentation, Banking Procedure and Custom Procedure for Import & Export	Women Entrepreneur	Multan/Multan Chamber of Commerce & Industry, Multan	January, 2025
55	Seminar and Workshop on Export Marketing: Market Research, Branding and Advertising.	Women Entrepreneur	Multan/Multan Chamber of Commerce & Industry, Multan	February, 2025
56	Seminar on Export Potential of Local Handicrafts of Baluchistan	Women Entrepreneur	Quetta	July, 2024

SEMINARS (PRODUCT DIVISION)				
S No	**Event Details (Local Exhibitions, Seminars, Workshops etc)**	**Product / Sector**	**City / Venue**	**Tentative Date**
57	Business Startups and Initial Documentation in Exports Perspectives	Women Entrepreneur	Quetta	February, 2025
58	Business Startups and Initial Documentation in Exports Perspectives	Women Entrepreneur	Zhob/Loralai	March, 2025

SEMINARS (REGIONAL OFFICES)					
S. No	**Event Details**	**Product / Sector**	**Regional Office**	**City / Venue**	**Tentative Date**
1	Seminar on Exports Procedure & Documentation	Multi-Sectoral	Lahore	Lahore	August, 2024
2	Seminar on the importance of Product certification and standards	Multi-Sectoral	Lahore	Lahore	October, 2024
3	Seminar on Government Export Facilitation Schemes	Multi-Sectoral	Lahore	Lahore	December, 2024
4	Seminar on Market Intelligence Tools	Multi-Sectoral	Lahore	Lahore	February, 2025
5	Seminar on Export Financing Schemes for SMEs	Multi-Sectoral	Lahore	Lahore	May, 2025
6	Series of Seminars on Pakistan Single Window	Multi-Sectoral	Multan	Southern Punjab	August, 2024
7	Seminar on Exporters Facilitation Schemes of State Bank of Pakistan (SBP)	Multi-Sectoral	Multan	Multan	September, 2024
8	Series of Seminars on Export Financing Schemes and Funding for SMEs	Multi-Sectoral	Multan	Southern Punjab	November, 2024
9	Training Workshop on Export Procedures	Multi-Sectoral	Faisalabad	University of Agriculture, Faisalabad	July, 2024
10	Workshop on Emerging Products and its Export Potential/Trends	Multi-Sectoral	Faisalabad	Faisalabad	August, 2024
11	Seminar on Logistic Needs of the Exporters	Multi-Sectoral	Faisalabad	Faisalabad	October, 2024
12	Seminar on Financial Incentives for SMEs by SBP	Multi-Sectoral	Faisalabad	Faisalabad	November, 2024

SEMINARS (REGIONAL OFFICES)

S. No	Event Details	Product / Sector	Regional Office	City / Venue	Tentative Date
13	Seminar on "Export & Import Policy Order"	Multi-Sectoral	Faisalabad	Faisalabad	December, 2024
14	Workshop on "Capacity Building of Sargodha Chamber of Small Traders & Small Industry (SCSTI)	Multi-Sectoral	Faisalabad	Sargodha	May, 2025
15	Certified Training of 100 Women Artisan of Handicrafts (In collaboration with SABSU Jamshoro)	Handicrafts	Hyderabad	Hyderabad	October, 2024
16	Seminar on Export Potential of Guava	Guava	Hyderabad	Hyderabad	October, 2024
17	Seminar on Extraction of Fiber from Banana Stem (In Collaboration with Textile Institute of Pakistan)	Textile	Hyderabad	Hyderabad	April, 2025
18	Awareness Seminar on Export of Rice	Rice	Sukkur	Larkana	June/ July 2024
19	Awareness Seminar on value addition in Dates & Dry Dates	Dates	Sukkur	Sukkur	August, 2024
20	Awareness Seminar on Handicraft products	Handicrafts	Sukkur	Sukkur	September, 20254
21	Awareness Seminar Pickles of Shikarpur	Pickles	Sukkur	Shikarpur	October, 2024
22	Awareness Seminar on Fresh Water Fish export	Fish	Sukkur	Sukkur	November, 2024
23	Awareness Seminar on Guava Fruit	Guava	Sukkur	Larkana	December, 2024

SEMINARS (REGIONAL OFFICES)

S. No	Event Details	Product / Sector	Regional Office	City / Venue	Tentative Date
24	Seminar on potential of Lemon and Grape Fruit	Grape fruit	Sukkur	N-Feroz	January, 2025
25	Seminar on potential of Banana Export	Banana	Sukkur	Khairpur	February, 2025
26	Awareness Session on International Food Safety Standards and Certifications i.e. HACCP, Kosher, ISO	Standardization	Sukkur	Sukkur	February, 2025
28	Awareness Seminar on Methods of Payment in International Trade i.e. LC, and other mode	LC & Payments	Sukkur	Sukkur	April, 2024
29	Seminar on Exploring the Potential of Local Agro Products of Mekran Region For Export	Agro & Food	Gwadar	Turbat	July, 2024
30	Seminar on Trade Potential of Lasbella & Hub	Multi-Sectoral	Gwadar	Lasbella	August, 2024
31	Handicrafts of Mekran and Export Potential in International Market	Handicrafts	Gwadar	Gwadar	September, 2024
32	Seminar on Export Potential of Sea Foods of Baluchistan"	Sea Food	Gwadar	Gwadar	January, 2025
33	Seminar on Training Workshop on ITC Trade Tools, Export Procedures, HS Codes and GSP/FTA/PTA/COOs	Multi-Sectoral	Gwadar	Gwadar	February, 2025
34	Awareness Session on International Food Safety Standards and Certifications	Agro & Food	Gwadar	Turbat	April, 2025

SEMINARS (REGIONAL OFFICES)

S. No	Event Details	Product / Sector	Regional Office	City / Venue	Tentative Date
38	Awareness Seminar on EDF	Multi-Sectoral	Gwadar	Turbat	June, 2025
35	Unlocking Export Growth: Navigating Export Financing Strategies	Services, TFD	Quetta	Quetta	July, 2024
36	Guarding Quality: GI Registration, Pesticide Use, and MRL in Rice Exports	Agro & Food	Quetta	Naseerabad	July, 2024
37	Almonds Unlimited: Exploring the Global Export Market	Agro & Food	Quetta	Loralai	August, 2024
38	Funding platforms under export development fund	Services, TFD	Quetta	Quetta	August, 2024
39	Mapping the Supply and Value Chain of Apple Products in Exports perspective	Agro & Food	Quetta	Quetta	Aug, 2024
40	GSP (REX) and PSW: Charting the Path to FTA and PTA Success	Services, GSP	Quetta	Quetta	September, 2024
41	Baluchistan's Hidden Treasure: Unveiling the Potential of Value-Added Mineral Products	EMD	Quetta	Quetta	October, 2024
42	Seminar on GI indication registration, importance proper use of Pesticides & MRL in Rice for exports	Agro & Food	Quetta	Naseerabad	December, 2024
43	Olive Oasis: Tapping into Pakistan's Export Potential (Follow-up activity)	Agro & Food	Quetta	Loralai	January, 2025
44	Olive Oasis: Tapping into Pakistan's Export Potential (Follow-up activity)	Agro & Food	Quetta	Barkhan	January, 2025

SEMINARS (REGIONAL OFFICES)

S. No	Event Details	Product / Sector	Regional Office	City / Venue	Tentative Date
45	Baluchistan Barter: Exploring Trade Opportunities and Challenges	Services	Quetta	Chaman	February, 2025
46	Almonds Exports potential	Agro & Food	Quetta	Loralai	April,2025
47	From Orchard to Overseas: Addressing Export Challenges in Pakistan's Cherry Industry	Agro & Food	Quetta	Ziarat	May, 2025
48	Apricot Awareness: Unveiling Trade Potential and Opportunities	Agro & Food	Quetta	Killa Abdullah	May, 2025
49	Seminar Supply and Value chain of Apple and its by-products	Agro & Food	Quetta	Quetta	June,2025
50	Navigating through TDAP Official Website and Annual Business Plan (ABP), 2024-25	General	Islamabad	Auditorium of ICCI or RCCI	July, 2024
51	Seminar on Coordination between Govt, Industry and Academia for Export Development	Handicrafts	Islamabad	Auditorium of Participant Universities	December, 2024
52	Seminar on Coordination between Govt, Industry and Academia for Export Development	Herbs & Organic Products	Islamabad	Auditorium of Participant Universities	November, 2024
52	Seminar on Impact of GSP+, FTAs on Export Promotion	General	Islamabad	Auditorium of any university or ICCI/RCCI	May, 2025
54	Market Research and Analysis	General	Islamabad	FPCCI Auditorium	September, 2024
55	Legal and Contractual Aspects of International Trade	General	Islamabad	Auditorium of RCCI or ICCI	October, 2024

SEMINARS (REGIONAL OFFICES)

S. No	Event Details	Product / Sector	Regional Office	City / Venue	Tentative Date
56	Session on the Use of Pakistan Trade Portal	General	Islamabad	RCCI or ICCI Auditorium	November, 2024
57	Financial Management and Export Financing	General	Islamabad	Auditorium of FPCCI or ICCI	August, 2024
58	Session on Product Development and Marketing	Export Facilitation	Abbottabad	Hattar	August, 2024
59	Training on Trade Fair Participation	Export Facilitation	Abbottabad	Haripur	December, 2024
60	Financial Management and Export Financing	General	Abbottabad		August, 2024
61	Seminar on Coordination between Govt, Industry and Academia for Export Development	Marble & Granite	Peshawar	Auditorium of Participant Universities	October, 2024
62	International Quality Standards of Products, Labeling and Packaging	General	Peshawar	Swabi	January, 2025
63	Seminar on Impact of GSP+, FTAs on Export Promotion	General	Peshawar	Peshawar	May, 2025
64	Seminar on Exploring Trade Potential of KP Region with CARs	General	Peshawar	Peshawar	January, 2025
65	Financial Management and Export Financing	General	Mirpur (AJK)	Mirpur	August, 2024
66	Session on Product Development and Marketing	Export Facilitation	Mirpur (AJK)	Mirpur	Aug, 2024
67	Awareness Session on Export Procedure, Export Documentation Participation in International Trade Fairs/Exhibitions	Export Facilitation	Mirpur (AJK)	Mirpur	May, 2025

SEMINARS (REGIONAL OFFICES)					
S. No	**Event Details**	**Product / Sector**	**Regional Office**	**City / Venue**	**Tentative Date**
68	Financial Management and Export Financing	General	Swat	Hotel Burj Alswat	April, 2025
69	One day Seminar on "Export of Emerald / Gemstones	Gemstones	Swat	Hotel Burj Alswat	June, 2025
70	Seminar on : How we can promote our export through Khunjurab Pass	Trade through Khunjurab Pass	TDAP, GB	Serena Hotel, Gilgit	Second Week of May 2025
71	Awareness Session for Public To Promote Tourism and trade in Ghizer	Awareness Session	TDAP, GB	Office of Ghizer CCI Ghizer, GBRSP KADO	January, 2025
72	Training on Pak Single Window Customs Clearance	Training Session	TDAP, GB	Rupal INN, Gilgit	August, 2024
73	Seminar to Enhance Pak-China Bilateral Trade	Training Session	TDAP, GB	Serena Hotel, Gilgit	April, 2025

NATIONAL EXPORTERS TRAINING PROGRAM (NETP) SESSIONS 2024-25				
S. No	**District wise exporters trainings**	**Proposed Month**	**No. of Trainings**	**Sector/sub sector**
1.	Dera Ghazi Khan Division	August, 2024	1	Wheat, sugarcane and cotton, logistic IT, Tourism
2.	Gujranwala Division	August, 2024	2	Sanitary Fittings and Sanitary ware and Electric Fans & Motors furniture wood, surgical instruments, musical instruments, sports goods, leather goods, textile goods
3.	Sahiwal Division	March, 2024	2	Dairy products, Potato, tomato, sugarcane, wheat, rice and maize crops
4.	Faisalabad Division	September, 2024	2	Home textile and furniture, hand looms and power looms cloth, blankets, carpets, and suiting cloths
5.	Sargodha Division	December, 2024	1	Kinnow
6.	Multan Division	November, 2024	1	Fruits and handicraft
7.	Sukkur Division	October, 2024	1	Dates and Spices, logistic IT, Tourism
8.	Mirpurkhas Division	May, 2025	1	Mango
9.	Larkana Division	October, 2024	1	textiles (garments, bed linen, cotton cloth, yarn), rice, leather goods, sports goods, chemicals, carpets, and rugs.
10.	Dera Ismail Khan Division	July, 2024	1	wheat, sugarcane, dates, rice and a famous variety of mango called Langra. However, its most famous products is Dhakki dates
11.	Kohat Division	December, 2024	1	guava and citrus fruit
12.	Malakand Division	December, 2024	2	Embroidery items such as traditional caps, garments, ladies' purse, hair accessories, 'Azarband' (trouser belt), and 'Pranda' (female hair band). logistic IT, Tourism
13.	Mardan Division	February, 2024	1	Virginia tobacco, sugarcane and wheat. Commercial deposits of marble, Limestone, Dolomite and Granite
14.	Hazara Division	December, 2024	2	barite, dolomite, granite, gypsum, limestone, magnesite, marble, phosphate, red ochre and red oxide.

NATIONAL EXPORTERS TRAINING PROGRAM (NETP) SESSIONS 2024-25				
S. No	**District wise exporters trainings**	**Proposed Month**	**No. of Trainings**	**Sector/sub sector**
15.	Loralai division	February, 2025	1	agriculture/horticulture and livestock holdings. Almonds and apricots ,logistic IT, Tourism
16.	Zhob Division	January, 2025	1	agriculture/horticulture and livestock holdings. Vegetables, Almonds and apricots Chromite
17.	Sibbi Division	April, 2025	2	pickles, samosa chat, unique Smokey flavored charcoal tea, logistic IT, Tourism
18.	Makran Division	March, 2025	2	Jowar (sorghum), barley, wheat, and rice
19.	Kalat Division	March, 2025	2	wheat, barley, cumin, masoor, rice, jowar, bajra, moong, logistic IT, Tourism
20.	Gilgit	July 2024, December, 2024	4	IT, Tourism, cherry, apricots, handicraft
	Total Training Sessions		**31**	

E- COMMERCE TRAININGS					
Product Divisions' Local Events & Exhibitions					
S No	**Product / Sector**	**Event Details**	**City / Venue**	**Tentative Date**	**Stakeholders**
1	E-Commerce	Amazon Training E-Commerce 101 Pakistan Trade Portal Revenue Models and Modes of Realization under SBP, Regulatory Framework: SRO(14), B2B2C Framework	Northern KPK (Peshawar, Swat, Chitral, Mardan, Swabi)	July, 2024	Chambers of Commerce & Industry Women Chambers of Commerce & Industry Product Associations International & Local e-Commerce platforms Provincial Trade & Industry departments Any other regional organization
2	E-Commerce	Amazon Training E-Commerce 101 Pakistan Trade Portal Revenue Models and Modes of Realization under SBP, Regulatory Framework: SRO(14), B2B2C Framework	Gilgit Baltistan (Gilgit City, Hunza, Nagar, Skardu, Khaplu, Chilas, Ghizer)	August, 2024	Chambers of Commerce & Industry Women Chambers of Commerce & Industry Product Associations International & Local e-Commerce platforms Provincial Trade & Industry departments Any other regional organization
3	E-Commerce	Amazon Training E-Commerce 101 Pakistan Trade Portal Revenue Models and Modes of Realization under SBP, Regulatory Framework: SRO(14), B2B2C Framework	KPK- Hazara Region (Abbottabad, Manshera, Havellian & HariPur)	September, 2024	Chambers of Commerce & Industry Women Chambers of Commerce & Industry Product Associations International & Local e-Commerce platforms Provincial Trade & Industry departments Any other regional organization
4	E-Commerce	Amazon Training E-Commerce 101 Pakistan Trade Portal Revenue Models and Modes of Realization under SBP, Regulatory Framework: SRO(14), B2B2C Framework	Southern Punjab (Multan, Sahiwal, Rahim Yar Khan, DG Khan, Layyah)	November, 2024	Chambers of Commerce & Industry Women Chambers of Commerce & Industry Product Associations International & Local e-Commerce platforms Provincial Trade & Industry departments Any other regional organization

E- COMMERCE TRAININGS					
Product Divisions' Local Events & Exhibitions					
S No	**Product / Sector**	**Event Details**	**City / Venue**	**Tentative Date**	**Stakeholders**
5	E-Commerce	Amazon Training E-Commerce 101 Pakistan Trade Portal Revenue Models and Modes of Realization under SBP, Regulatory Framework: SRO(14), B2B2C Framework	Islamabad/ Rawalpindi & AJK	December, 2024	Chambers of Commerce & Industry Women Chambers of Commerce & Industry Product Associations International & Local e-Commerce platforms Provincial Trade & Industry departments Any other regional organization
6	E-Commerce	Amazon Training E-Commerce 101 Pakistan Trade Portal Revenue Models and Modes of Realization under SBP, Regulatory Framework: SRO(14), B2B2C Framework	Karachi	January, 2025	Chambers of Commerce & Industry Women Chambers of Commerce & Industry Product Associations International & Local e-Commerce platforms Provincial Trade & Industry departments Any other regional organization
7	E-Commerce	Amazon Training E-Commerce 101 Pakistan Trade Portal Revenue Models and Modes of Realization under SBP, Regulatory Framework: SRO(14), B2B2C Framework	Central Punjab (Faisalabad, Jhang, Sargodha, Chakwal)	February, 2025	Chambers of Commerce & Industry Women Chambers of Commerce & Industry Product Associations International & Local e-Commerce platforms Provincial Trade & Industry departments Any other regional organization
8	E-Commerce	Amazon Training E-Commerce 101 Pakistan Trade Portal Revenue Models and Modes of Realization under SBP, Regulatory Framework: SRO(14), B2B2C Framework	Interior Sindh (Hyderabad, Sukkur, MirpurKhas, Khairpur, Larkana)	March, 2025	Chambers of Commerce & Industry Women Chambers of Commerce & Industry Product Associations International & Local e-Commerce platforms Provincial Trade & Industry departments Any other regional organization

E- COMMERCE TRAININGS					
Product Divisions' Local Events & Exhibitions					
S No	**Product / Sector**	**Event Details**	**City / Venue**	**Tentative Date**	**Stakeholders**
9	E-Commerce	Amazon Training E-Commerce 101 Pakistan Trade Portal Revenue Models and Modes of Realization under SBP, Regulatory Framework: SRO(14), B2B2C Framework	Baluchistan (Quetta, Gwadar, Hub)	April, 2025	Chambers of Commerce & Industry Women Chambers of Commerce & Industry Product Associations International & Local e-Commerce platforms Provincial Trade & Industry departments Any other regional organization
10	E-Commerce	Amazon Training E-Commerce 101 Pakistan Trade Portal Revenue Models and Modes of Realization under SBP, Regulatory Framework: SRO(14), B2B2C Framework	Northern Punjab (Lahore, Gujranwala, Sialkot, Jhelum, Wazirabad, Gujrat)	May, 2025	Chambers of Commerce & Industry Women Chambers of Commerce & Industry Product Associations International & Local e-Commerce platforms Provincial Trade & Industry departments Any other regional organization

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
1	Engineering & Minerals	Construction Material	July	B2B	CBAM meetings with cement and steel sector.
2	Engineering & Minerals	Construction Material	August	B2B	B2B meeting about Exploring opportunities regarding glass sector in the Gulf Markets.
3	Engineering & Minerals	Construction Material	September	B2B	Securing opportunities regarding marble sector in Saudi Arabia.
4	Engineering & Minerals	Construction Material	October	Webinar	Webinar about Exploring opportunities regarding prefabricated building material in African Markets.
5	Engineering & Minerals	Construction Material	November	B2B	B2B about Exploring opportunities regarding prefabricated building material in African Markets.
6	Engineering & Minerals	Construction Material	December	B2B	B2B regarding export of kitchens and closets in South East Asian Market
7	Engineering & Minerals	Construction Material	January	Webinar	Webinar about Exploring opportunities regarding glass sector in South American Markets.
8	Engineering & Minerals	Construction Material	February	B2B	Securing opportunities regarding Steel in Middle Eastern markets.
9	Engineering & Minerals	Construction Material	March	B2B	Identification of market opportunities in USA regarding Cement Sector.
10	Engineering & Minerals	Construction Material	April	B2B	B2B regarding export of kitchens and closets in the North American Market
11	Engineering & Minerals	Construction Material	May	Webinar	Webinar about Exploring opportunities regarding Marble in North American Markets.

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
12	Engineering & Minerals	Construction Material	June	B2B	B2B about Exploring opportunities regarding prefabricated building material in South American.
13	Engineering & Minerals	Pharmaceuticals & Surgical Instruments	July	Webinar	Webinar on Registration of drugs & Surgical equipment with procedures & notifying bodies in Russia
14	Engineering & Minerals	Pharmaceuticals & Surgical Instruments	August	B2B	Followup-B2B interaction with counter parts of Surgical & Pharma related to its registration in Russia
15	Engineering & Minerals	Pharmaceuticals & Surgical Instruments	September	Webinar	Information of Argentinian market on Import of Surgical & Pharma products from Pakistan
16	Engineering & Minerals	Pharmaceuticals & Surgical Instruments	October	B2B	Follow-up of Information of Argentinian market on Import of Surgical & Pharma products from Pakistan
17	Engineering & Minerals	Pharmaceuticals & Surgical Instruments	Novemebr	Webinar	Registration procedures & certification of Vietnam market for Surgical & Pharma products
18	Engineering & Minerals	Pharmaceuticals & Surgical Instruments	December	B2B	Follow-up on Registration procedures & certification of Vietnam market for Surgical & Pharma products

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
19	Engineering & Minerals	Pharmaceuticals & Surgical Instruments	January	Webinar	Market potential of Japan for Surgical & registration methods for Pharma
20	Engineering & Minerals	Pharmaceuticals & Surgical Instruments	February	B2B	Follow up counter parts meeting
21	Engineering & Minerals	Cosmetics	July	Webinar	Awareness session on Nigerian Market
22	Engineering & Minerals	Cosmetics	August	B2B	B2B with Nigerian Counterparts
23	Engineering & Minerals	Cosmetics	September	Webinar	Awareness session on Kenya Market
24	Engineering & Minerals	Cosmetics	October	B2B	B2B with Kenya Counterparts
25	Engineering & Minerals	Cosmetics	November	Webinar	Awareness session on the Ethiopian Market
26	Engineering & Minerals	Cosmetics	December	B2B	B2B with Ethiopian Counterparts
27	Engineering & Minerals	Cosmetics	January	Webinar	Awareness session on Jordan Market
28	Engineering & Minerals	Cosmetics	March	B2B	B2B with Jordan Counterparts
29	Engineering & Minerals	Cosmetics	April	Webinar	Awareness session on Malaysian Market
30	Engineering & Minerals	Cosmetics	May	B2B	B2B with Malaysian Counterparts

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
31	Engineering & Minerals	Electrical Machinery	July	Webinar	Awareness session on Certification of compliance for safety regulation or standard required to export electrical Machinery to Vietnam
32	Engineering & Minerals	Electrical Machinery	September	Webinar	Awareness session on Certification of compliance for safety regulation or standard required to export electrical Machinery to U.A.E
33	Engineering & Minerals	Electrical Machinery	October	Webinar	Awareness session on Certification of compliance for safety regulation or standard required to export electrical Machinery to Saudi Arabia
34	Engineering & Minerals	Electrical Machinery	December	Webinar	Awareness session on Certification of compliance for safety regulation or standard required to export electrical Machinery to South Africa
35	Engineering & Minerals	Electrical Machinery	January	Webinar	Awareness session on Certification of compliance for safety regulation or standard required to export electrical Machinery to Bangladesh
36	Engineering & Minerals	Electrical Machinery	February	Webinar	Awareness session on Certification of compliance for safety regulation or standard required to export electrical Machinery to Qatar
37	Engineering & Minerals	Electrical Machinery	March	Webinar	Awareness session on Certification of compliance for safety regulation or standard required to export electrical Machinery to Nigeria

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
38	Engineering & Minerals	Electrical Machinery	May	Webinar	Awareness session on Certification of compliance for safety regulation or standard required to export electrical Machinery to Kazakhstan
39	Engineering & Minerals	Sports Goods	July	Webinar	"Import Procedures & Orientation of Chinese market of Sports Goods"
40	Engineering & Minerals	Sports Goods	August	B2B	Match-making of two (02) Pakistan's leading Sports goods exporters with relevant French buyers.
41	Engineering & Minerals	Sports Goods	September	B2B	Match-making of two (02) Pakistan's leading Sports goods exporters with relevant German buyers.
42	Engineering & Minerals	Sports Goods	October	Webinar	"Import Procedures & Orientation of UK market of sports goods"
43	Engineering & Minerals	Sports Goods	November	B2B	Match-making of Pakistan's leading Paddle Racket exporters with relevant Brazilian buyers.
44	Engineering & Minerals	Sports Goods	February	Webinar	"Import Procedures & Orientation of Mexican market of sports goods"
45	Engineering & Minerals	Sports Goods	March	B2B	Match-making of Pakistan's leading sports goods companies with relevant Canadian buyers.
46	Engineering & Minerals	Sports Goods	April	B2B	Match-making of Pakistan's leading sports goods companies with relevant US buyers.
47	Engineering & Minerals	Sports Goods	May	B2B	Match-making of Pakistan's leading sports goods companies with relevant Italian buyers.

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
48	Engineering & Minerals	Sports Goods	June	Webinar	"Import Procedures & Orientation of South African market of sports goods"
49	Engineering & Minerals	Musical Instruments	July	B2B	Match-making of Pakistan's leading musical instruments exporters with French buyers.
50	Engineering & Minerals	Musical Instruments	October	B2B	Match-making of Pakistan's leading musical instruments exporters with German buyers.
51	Engineering & Minerals	Musical Instruments	February	B2B	Match-making of Pakistan's leading musical instruments exporters with Mexican buyers.
52	Engineering & Minerals	Musical Instruments	May	B2B	Match-making of Pakistan's leading musical instruments exporters with UK buyers.
53	Engineering & Minerals	Auto Parts	July, 2024	Webinar	Automotive Market of Uzbekistan
54	Engineering & Minerals	Auto Parts	August, 2024	Training Session	Developing Exporters base of Auto Parts Industry
55	Engineering & Minerals	Auto Parts	September, 2024	Webinar	CBAM
56	Engineering & Minerals	Auto Parts	December, 2024	Webinar	Opportunities of Auto Parts in Nigeria
57	Engineering & Minerals	Auto Parts	February, 2025	B2B	Engineering and Healthcare Show
58	Engineering & Minerals	Auto Parts	March, 2025	B2B	Follow up with the buyers who will visit EHCS 2025 and their meetings with counter parts

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
59	Engineering & Minerals	Minerals (metallic and non-metallic)	July	Webinar	Mineral Export Negotiations with China
60	Engineering & Minerals	Minerals (metallic and non-metallic)	August	Webinar	Issues related to the iron ore sector
61	Engineering & Minerals	Minerals (metallic and non-metallic)	September	Webinar	Issues related to the Fluoride export
62	Engineering & Minerals	Minerals (metallic and non-metallic)	October	B2B	Copper export to China
63	Engineering & Minerals	Minerals (metallic and non-metallic)	November	Webinar	Issues related to the Talc export
64	Engineering & Minerals	Minerals (metallic and non-metallic)	December	Webinar	Issues related Chromite Export
65	Engineering & Minerals	Minerals (metallic and non-metallic)	January	B2B	Bauxite export to China
66	Engineering & Minerals	Minerals (metallic and non-metallic)	February	B2B	Chromite export to Japan
67	Engineering & Minerals	Minerals (metallic and non-metallic)	March	Webinar	Issues related to the copper ore sector
68	Engineering & Minerals	Minerals (metallic and non-metallic)	April	Webinar	Issues related to the Soapstone export

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
69	Engineering & Minerals	Minerals (metallic and non-metallic)	May	B2B	Quartz export to China
70	Engineering & Minerals	Minerals (metallic and non-metallic)	June	Webinar	Mineral Export Negotiations
71	Engineering & Minerals	Furniture & Mattresses	July	Webinar	Wood Seasoning and Preservation of Wood
72	Engineering & Minerals	Furniture & Mattresses	August	Webinar	E-Commerce
73	Engineering & Minerals	Furniture & Mattresses	October	Webinar	Prospects for Pakistan in the Furniture Market of Germany
74	Engineering & Minerals	Furniture & Mattresses	November	B2B	Virtual meeting with furniture business community of Moscow Russia
75	Engineering & Minerals	Furniture & Mattresses	January	B2B	Virtual meeting of the Mattresses business community of Afghanistan
76	Engineering & Minerals	Furniture & Mattresses	February	Webinar	Export Procedure
77	Engineering & Minerals	Furniture & Mattresses	April	Webinar	Prospects for Pakistan in the Furniture Market of US
78	Engineering & Minerals	Furniture & Mattresses	May	B2B	Virtual meeting with furniture business community of Kazakhstan
79	Engineering & Minerals	Fans, Home Electrical Appliances, Cell Phones	July	Webinar (July/August)	How to increase exports in Gulf Region

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
80	Engineering & Minerals	Fans, Home Electrical Appliances, Cell Phones	September	Webinar (Sept/Oct)	African Region-A potential market
81	Engineering & Minerals	Fans, Home Electrical Appliances, Cell Phones	November	Consultative Session/Meeting (Nov-Dec)	Consultative session/meeting of Council for Engineering goods
82	Engineering & Minerals	Fans, Home Electrical Appliances, Cell Phones	January	Webinar, (Jan/Feb)	Diversification of Pak export regime
83	Engineering & Minerals	Fans, Home Electrical Appliances, Cell Phones	March	Consultative session/Meeting (March-April)	Consultative session/meeting of Council for Engineering goods
84	Engineering & Minerals	Fans, Home Electrical Appliances, Cell Phones	May/June	Webinar /consultative session, May-June)	Trade Bodies-Issues of exports from Pakistan
85	Engineering & Minerals	Chemicals Plastic & Plastic	July	B2B	Series of Webinars / B2B with African Missions
86	Engineering & Minerals	Chemicals Plastic & Plastic	September	Webinar / B2B	Series of Webinars / B2B with European Missions
87	Engineering & Minerals	Chemicals Plastic & Plastic	October	Webinar / B2B	Series of Webinars / B2B with African Missions

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
88	Engineering & Minerals	Chemicals Plastic & Plastic	December	Webinar / B2B	Series of Webinars / B2B with European Missions
89	Engineering & Minerals	Chemicals Plastic & Plastic	February	Webinar / B2B	Series of Webinars / B2B with African Missions
90	Engineering & Minerals	Chemicals Plastic & Plastic	March	Webinar / B2B	Webinar / B2B with companies in Kazakhstan
91	Engineering & Minerals	Chemicals Plastic & Plastic	May	Webinar / B2B	Series of Webinars / B2B with African Missions
92	Engineering & Minerals	Agricultural Machinery	July	Webinar	Market of Spare parts in Europe
93	Engineering & Minerals	Agricultural Machinery	August	Webinar	Webinar on Euro II certification and CBAM
94	Engineering & Minerals	Agricultural Machinery	September	Webinar	Webinar on export of Agriculture Machinery to South American market
95	Engineering & Minerals	Agricultural Machinery	October	Webinar	Exploring the Middle East Market
96	Engineering & Minerals	Agricultural Machinery	November	B2B	Follow up B2B session with Middle Eastern buyers
97	Engineering & Minerals	Agricultural Machinery	December	Webinar	Webinar on export of Agriculture Machinery to South East Asia
98	Engineering & Minerals	Agricultural Machinery	January	B2B	B2B meeting with companies in Saudi Arabia
99	Engineering & Minerals	Agricultural Machinery	February	Webinar	Webinar on reasons behind declining exports to Africa
100	Engineering & Minerals	Agricultural Machinery	March	Webinar	Meeting with EDB to increase market competition in tractor market

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
101	Engineering & Minerals	Agricultural Machinery	April	Webinar	Meeting with AMRI to discuss standardization of implements
102	Engineering & Minerals	Agricultural Machinery	May	B2B	B2B meeting with Companies in Kazakhstan and Uzbekistan
103	Engineering & Minerals	Agricultural Machinery	June	B2B	Meeting with Japanese Companies
104	Engineering & Minerals	Packaging Material	July	Webinar	introduction for Packaging industry
105	Engineering & Minerals	Packaging Material	August	B2B	B2B with Egyptian Counterparts
106	Engineering & Minerals	Packaging Material	September	B2B	B2B with US Counterparts
107	Engineering & Minerals	Packaging Material	October	Webinar	Introduction to food packaging market KSA-Riyadh
108	Engineering & Minerals	Packaging Material	November	Webinar	Introduction to packaging market of ASEAN Countries
109	Engineering & Minerals	Packaging Material	December	B2B	B2B session with Canada for Packaging industry of Pakistan
110	Engineering & Minerals	Packaging Material	January	B2B	B2B with Sri Lankan importers
111	Engineering & Minerals	Packaging Material	February	Training	Training with PSQCA for standards compliance

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
112	Engineering & Minerals	Packaging Material	March	B2B	Packaging Industry B2B with African counterparts
113	Engineering & Minerals	Packaging Material	April	B2B	Virtual B2B meeting with Mexican Buyers/Trade Bodies/Buying Houses of Packaging industry
114	Engineering & Minerals	Safety Equipment	July	Visit or Webinar (As per approval and arrangement)	Problem identification meeting regarding safety equipment and safety wear sector.
115	Engineering & Minerals	Safety Equipment	August	Webinar	Webinar about Exploring opportunities regarding safety equipment sector in USA
116	Engineering & Minerals	Safety Equipment	September	B2B	Securing opportunities regarding safety equipment sector in Canada
117	Engineering & Minerals	Safety Equipment	October	Webinar	Webinar about Exploring opportunities regarding safety equipment in South Korea
118	Engineering & Minerals	Safety Equipment	November	B2B	Securing opportunities regarding safety equipment in Chile
119	Engineering & Minerals	Safety Equipment	December	Webinar	Webinar about Exploring opportunities regarding safety equipment sector in Saudia Arabia Market
120	Engineering & Minerals	Safety Equipment	January	B2B	Securing opportunities regarding glass sector in Mexico
121	Engineering & Minerals	Safety Equipment	February	B2B	Securing opportunities regarding safety equipment sector in Qatar

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
122	Engineering & Minerals	Safety Equipment	March	Webinar	Identification of market opportunities in Algeria
123	Engineering & Minerals	Safety Equipment	April	B2B	Securing opportunities regarding Safety equipment sector in Australia
124	Engineering & Minerals	Safety Equipment	May	B2B	Securing opportunities regarding safety equipment sector in South East Asian Market
125	Engineering & Minerals	Safety Equipment	June	B2B	Securing export opportunities for safety equipment sector in United Arab Emirates
126	IMDD	Australia	October, 2024	Webinar	Registration of Pakistani brands in Australia
127	IMDD	China	November, 2024	Webinar	Awareness session for joint ventures with Chinese businesses
128	IMDD	East Asia	December, 2024	Webinar	Training session on registration for TDAP B2B portal
129	IMDD	Kenya	July, 2024	Webinar	Webinar on Explore the African Market- Kenya
130	IMDD	Senegal	August, 2024	Webinar	Marketing Webinar- Promotion of Dakar International Trade Fair (FIDAK), 2024
131	IMDD	Argentina	October, 2024	Webinar	Webinar on Business Opportunities in Textile, Surgical & Sports Goods in Argentina
132	IMDD	Mexico	November, 2024	Webinar	Webinar to Explore the Mexican market

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
133	IMDD	Senegal	November, 2024	Webinar	Webinar/Orientation Session on Expo Readiness- Dakar International Trade Fair (FIDAK), Senegal
134	IMDD	Nigeria	December, 2024	Webinar	Explore the African market- Nigeria
135	IMDD	Algeria	January, 2025	Webinar	Marketing Webinar- Algiers International Trade Fair (FIA), Algeria 2025
136	IMDD	Tanzania	January, 2025	Webinar	Marketing Webinar- Promotion of Dar es Salaam International Trade Fair (DITF), Tanzania 2025
137	IMDD	Rwanda	February, 2025	Webinar	Marketing Webinar- Promotion of Rwanda International Trade Fair
138	IMDD	Algeria	April, 2025	Webinar	Webinar/Orientation Session on Expo Readiness- Algiers International Trade Fair (FIA), Algeria
139	IMDD	Rwanda	May, 2025	Webinar	Webinar/Orientation session on Expo Readiness- Rwanda International Trade Fair (RITF), Rwanda
140	IMDD	Iran	August, 2024	Webinar	Awareness Webinar on Barter Trade with Iran – General
141	IMDD	Iran	October, 2024	Webinar	Awareness Webinar on Barter Trade with Iran in collaboration with Relevant Product Officers
142	IMDD	UAE	December, 2024	Webinar	Webinar focused opportunities for Pakistan in Halal based industry of the Middle Eastern region

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
143	IMDD	Sri Lanka	February, 2025	Webinar	Webinars focused on Pak Sri Lanka trade opportunities
144	IMDD	Qatar	March, 2025	Webinar	Webinar on exploring E commerce platforms in Middle East
145	IMDD	Kingdom of Saudi Arabia	April, 2025	Webinar	Chain Store Association for Hyper store in Saudi Arabia
146	IMDD	Jordan	May, 2025	Webinar	Webinars focused on Pak Jordan trade opportunities
147	Services	IT&ITeS	September, 2024	Webinar	Webinar on exploring the potential for block chain technology and financial technology (FinTech) between the two countries
148	Services	IT&ITeS	January, 2025	Webinar	Webinar on finding avenues for IT companies of Pakistan to develop software solutions for Dutch companies
149	Services	IT&ITeS	May, 2025	Webinar	Webinar on finding opportunities between Pakistan and Germany in IOTs
150	Services	IT&ITeS	August, 2024	Webinar	Webinar on Gaming and development promotion with LA USA Mission
151	Services	IT&ITeS	October, 2024	Webinar	Webinar on finding opportunities for collaboration in Cloud computing with Mission Qatar.

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
152	Services	IT&ITeS	December, 2024	Webinar	Webinar with Chinese companies for opportunities in AI, Robotics and machine learning.
153	Services	IT&ITeS	February, 2025	Webinar	Webinar on Finding opportunities for mobile phone exporters of Pakistan in the Moroccan market
154	Services	IT&ITeS	April, 2025	Webinar	Webinar with Mission Singapore for promotion of Fintech companies of Pakistan in Singaporean market
155	Services	Tourism	September, 2024	Webinar	Opportunities and Market dynamics for Tourism industry of Pakistan in USA and TDAP's participation in Travel & Adventure Show, New York,
156	Services	Tourism	November, 2024	Webinar	Opportunities and Market dynamics for Tourism industry of Pakistan in Turkey and TDAP's participation in East Mediterranean International Tourism & Travel Exhibition
157	Services	Tourism	January, 2025	Webinar	Opportunities and Market dynamics for Tourism industry of Pakistan in Turkey and TDAP's participation in Malaysian Association of Tour & Travel Agents Fair
158	Services	Financial Services	September, 2024	Webinar	Opportunities and Market dynamics for FinTech industry of Pakistan in Saudi Arabia

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
159	Services	Financial Services	October, 2024	Webinar	Opportunities and Market dynamics for FinTech industry of Pakistan in Singapore
160	Services	Financial Services	March, 2025	Webinar	Opportunities and Market dynamics for FinTech industry of Pakistan in UAE
161	Services	Logistics	August, 2024	Webinar	Opportunities to use QTTA and TIR for safe Transportation
162	Services	Logistics	October, 2024	Webinar	ATPTT, AUPTT, and APTTA opportunities
163	Services	Logistics	November, 2024	Webinar	Logistic Company with the PFVA
164	Services	Logistics	February, 2025	Webinar	Logistic Company with the REAP
165	Agro & Food	Rice	July, 2024	Webinar/ B2B Session	Exports of Rice to Jeddah Saudi Arab
166	Agro & Food	Rice	August, 2024	Webinar/ B2B session	Exports of Rice to Kuwait
167	Agro & Food	Rice	September, 2024	Webinar/ B2B session	Exports of Rice to Senegal
168	Agro & Food	Rice	October, 2024	Webinar/ B2B session	Exports of Rice to Russia
169	Agro & Food	Rice	November, 2024	Webinar/ B2B session	Exports of Rice to Qatar
170	Agro & Food	Rice	December, 2024	Webinar/ B2B Session	Exports of Rice to China
171	Agro & Food	Rice	January, 2025	Follow-up session	Exports of Rice to Poland
172	Agro & Food	Rice	February, 2025	Webinar/ B2B session	Exports of Rice to Netherlands
173	Agro & Food	Rice	March, 2025	Webinar/ B2B session	Exports of Rice to UK

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
174	Agro & Food	Rice	April, 2025	Webinar/ B2B session	Exports of Rice to Turkey
175	Agro & Food	Rice	May, 2025	Webinar/ B2B session	Exports of Rice to Ethiopia
176	Agro & Food	Rice	June, 2025	Webinar/ B2B session	Exports of Rice to Kenya
177	Agro & Food	Sea Food	June -July 2024	G2G	Virtual Engagements with US State Department
178	Agro & Food	Sea Food	August, 2024	Webinar	Registration for Export of Seafood to Kazakhstan
179	Agro & Food	Sea Food	September, 2024	Webinar	Registration for Export of Seafood to Uzbekistan
180	Agro & Food	Sea Food	October, 2024	Meetings/Webinar	Enlisting Pakistan to export of Aquaculture to EU
181	Agro & Food	Sea Food	October, 2024	Webinar	Registration for Export of Seafood to Tajikistan
182	Agro & Food	Sea Food	November, 2024	B2B	Trade Potential of Seafood to Japan
183	Agro & Food	Sea Food	December, 2024	B2B	Trade Potential of Seafood to China
184	Agro & Food	Sea Food	January, 2025	B2B	Trade Potential of Seafood to China
185	Agro & Food	Sea Food	February, 2025	B2B	Trade Potential of Seafood to China
186	Agro & Food	Sea Food	March, 2025	Webinar	Addressing SPS concerns of EU Inspection Team's Report 2007
187	Agro & Food	Sea Food	April, 2025	B2B	Trade Potential of Seafood to Russia
188	Agro & Food	Dairy	July, 2024	Webinar	Webinar on Investment Opportunities in Pakistan Dairy & Livestock Sector for USA Investors

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
189	Agro & Food	Dairy	August, 2024	Webinar	Webinar on Investment Opportunities in Pakistan Dairy & Livestock Sector for Saudi Arabia Investors
190	Agro & Food	Dairy	September, 2024	Webinar	Webinar on Investment Opportunities in Pakistan Dairy & Livestock Sector for Chinese Investors
191	Agro & Food	Meat	October, 2024	Webinar	Webinar on Halal Certification Requirements for Export of Meat (Red Meat) to Saudi Arabia
192	Agro & Food	Meat	November, 2024	Webinar	Webinar on Halal Certification Requirements for Export of Meat (Red Meat) to Malaysia
193	Agro & Food	Meat	December, 2024	B2B Webinar	B2B Webinar: Pakistan Meat Exporters with Uzbekistan Meat Importers
194	Agro & Food	Meat	January, 2025	B2B Webinar	B2B Webinar: Pakistan Meat Exporters with Iran & Afghanistan Meat Importers.
195	Agro & Food	Meat	February, 2025	B2B Webinar	B2B Webinar: Pakistan Meat Exporters with Qatar Meat Importers
196	Agro & Food	Meat	March, 2025	B2B Webinar	B2B Webinar Pakistan Meat Exporters with Bahrain Meat Importers
197	Agro & Food	Meat	April, 2025	B2B Webinar	B2B Webinar Pakistan Meat Exporters with Saudi Arabia Meat Importers
198	Agro & Food	Meat	May, 2025	B2B Webinar	B2B Webinar Pakistan Meat Exporters with Oman Meat Importers

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
199	Agro & Food	Meat	June, 2025	B2B Webinar	B2B Webinar Pakistan Meat Exporters with Kuwait Meat Importers
200	Agro & Food	Mangoes	September, 2024	B2B	B2B / Interactive Session with Mango buyers of Kazakhstan
201	Agro & Food	Mangoes	October, 2024	B2B	B2B / Interactive Session with Mango buyers of United Arab Emirates
202	Agro & Food	Mangoes	November, 2024	B2B	B2B / Interactive Session with Mango buyers of United Kingdom
203	Agro & Food	Mangoes	December, 2024	B2B	B2B / Interactive Session with Mango buyers of Afghanistan
204	Agro & Food	Mangoes	January, 2025	B2B	B2B / Interactive Session with Mango buyers of Qatar
205	Agro & Food	Mangoes	February, 2025	B2B	B2B / Interactive Session with Mango buyers of Saudi Arabia
206	Agro & Food	Mangoes	April, 2025	B2B	B2B / Interactive Session with Mango buyers Germany
207	Agro & Food	Mangoes	April, 2025	B2B	B2B / Interactive Session with Mango buyers of United States
208	Agro & Food	Mangoes	May, 2025	B2B	B2B / Interactive Session with Mango buyers of Turkiye
209	Agro & Food	Mangoes	May, 2025	B2B	B2B / Interactive Session with Mango buyers of Canada
210	Agro & Food	Mangoes	June, 2025	B2B	B2B / Interactive Session with Mango buyers of Japan

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
211	Agro & Food	Mangoes	June, 2025	B2B	B2B / Interactive Session with Mango buyers of China
212	Agro & Food	Salt	July, 2024	Webinar	Webinar on Pakistan-UK trade potential in Khewra Pink Rock Salt and way forward to enhance Pakistan Khewra Pink Rock Salt exports to UK.
213	Agro & Food	Salt	August,2024	Webinar	Webinar on Capacity Building of exporter to exports Khewra Pink Rock Salt in Argentina
214	Agro & Food	Tobacco & Salt	September,2024	Webinar	Webinar on Pakistan-Brazil trade potential in Tobacco and Salt sector and way forward to enhance Pakistan exports to Brazil
215	Agro & Food	Tobacco & Salt	October, 2024	Webinar	Webinar on Pakistan-USA trade Potential in Tobacco & Khewra Pink Rock Salt and way forward to enhance Pakistan Tobacco & Khewra Pink Rock Salt exports in USA.
216	Agro & Food	Tobacco & Salt	December,2024	B2B	B2B/Interactive session with CAR states with collaboration of Pakistan Tobacco Board to explore the potential of Pakistan's Tobacco.
217	Agro & Food	Tobacco & Salt	January,2025	Webinar	Webinar on Pakistan-UAE trade potential in Tobacco and Salt sector and way forward to enhance Pakistan Tobacco and Salt exports to UAE.

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
218	Agro & Food	Tobacco & Salt	February, 2025	Webinar	Webinar on Pakistan-Saudi Arabia Trade Potential in Tobacco & Khewra Pink Rock Salt and way forward to enhance Pakistan Tobacco & Khewra Pink Rock Salt exports.
219	Agro & Food	Tobacco & Salt	April,2025	Webinar	Webinar on Pakistan-Netherland Trade potential in Khewra Pink Rock Salt and way forward to increase Pakistan exports of Khewra Pink Rock Salt.
219	Agro & Food	Tobacco & Salt	May,2025	Webinar	Webinar/B2B on Pakistan-Qatar Trade potential in Tobacco & Khewra Pink Rock Salt and way forward to increase Pakistan exports of Tobacco Khewra Pink Rock Salt.
220	Agro & Food	Salt	November, 2024	B2B	B2B/Interactive session with Mexico for potential of Pakistan's Khewra Pink Rock Salt.
221	Agro & Food	Tobacco & Salt	November, 2024	Webinar	Webinar on Pakistan-Indonesia Trade potential in Tobacco & Khewra Pink Rock Salt and way forward to increase Pakistan exports of Tobacco & Khewra Pink Rock Salt.
222	Agro & Food	Tobacco & Salt	December,2024	Webinar	Webinar on "Pakistan- Germany Trade Potential in Tobacco & Khewra Pink Rock Salt and way forward to enhance Tobacco &

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
					Khewra Pink Rock Salt exports of Pakistan".
223	Agro & Food	Tobacco & Salt	February, 2025	B2B	B2B session with China for the trade potential of Pakistani Tobacco & Khewra Pink Rock Salt
224	Agro & Food	Tobacco & Salt	February, 2025	B2B	B2B interactive session of Pakistani Exporters of Tobacco and Khewra Pink Rock Salt with the major buyers of Russian Federation.
225	Agro & Food	Tobacco & Salt	March, 2025	Webinar	Webinar/B2B on Pakistan-Malaysia Trade potential in Tobacco & Khewra Pink Rock Salt and way forward to increase Pakistan exports of Tobacco & Khewra Pink Rock Salt.
226	Agro & Food	Citrus	August, 2024	Webinar	Webinar on Exploring potential opportunities for Citrus in Eastern European countries.
227	Agro & Food	Citrus	September, 2024	Webinar	Export Potential of Citrus in CARs.
228	Agro & Food	Citrus	October, 2024	B2B	B2B Interaction of Citrus exporters with Indonesian counterparts.
229	Agro & Food	Citrus	November, 2024	B2B	B2B Interaction of Citrus exporters with Bangladeshi counterparts.
230	Agro & Food	Citrus	December, 2024	B2B	B2B Interaction of Citrus exporters with Russian & Belarussian counterparts.

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
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231	Agro & Food	Citrus	January, 2025	B2B	Webinar on Exploring opportunities for Citrus in Philippines market.
232	Agro & Food	Citrus	February, 2025	Webinar	Webinar on Exploring opportunities for Red blood Citrus Exports to CARs as a new market.
233	Agro & Food	Citrus	March, 2025	Webinar	Webinar on new varieties of Citrus in collaboration with University of Sargodha and Centre of excellence for Citrus, Sargodha
234	Agro & Food	Processed Food	July, 2024	Seminar	Opportunities for processed food exports from Pakistan
235	Agro & Food	Processed Food	August, 2024	Webinar	Market Access Series:
236	Agro & Food	Processed Food	September, 2024	B2B	Market Access Series: B2B linkages b/w Pakistani exporters & Potential Buyers (Northern Africa)
237	Agro & Food	Processed Food	October, 2024	Webinar	Market Access Series: Exploring food potential in (Sub-Saharan Africa)
238	Agro & Food	Processed Food	November, 2024	B2B Session	B2B/Interactive session b/w Pakistani exporters & potential buyers from Sub-Saharan Africa
239	Agro & Food	Processed Food	December, 2024	Seminar	Seminar on branding & packaging

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
240	Agro & Food	Processed Food	January, 2025	Webinar/B2B	Market Access Series: Central Asia
241	Agro & Food	Processed Food	January, 2025	Webinar/B2B	B2B session b/w Pakistani exporters & potential buyers from Central Asian region
242	Agro & Food	Processed Food	February	Webinar/B2B	Opportunities and challenges for Pakistani food exporters in China
243	Agro & Food	Processed Food	February, 2025	B2B Session	B2B/Interactive session b/w Pakistani exporters and importers in China
244	Agro & Food	Processed Food	March, 2025	Seminar	Trends & Innovation in the processed food sector
245	Agro & Food	Processed Food	April, 2025	Webinar/B2B	Market Access Series: Exploring potential of processed food in unconventional Middle Eastern Markets
246	Agro & Food	Processed Food	May,2025	B2B Session	B2B session b/w Pakistani exporters & Middle Eastern Importers
247	Agro & Food	Processed Food	June, 2025	Webinar	Market Access Series: Exploring trade potential of Pakistani food products in North America
248	Agro & Food	Processed Food	June, 2024	Webinar	Market Access Series: Exploring trade potential of Pakistani food products in South America
249	Textile & Leather	Carpets	August, 2024	B2B	Meeting with leading carpet importers in Paris
250	Textile & Leather	Carpets	September, 2024	Webinar	Market entry requirements in Egypt for Carpet exporters

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
251	Textile & Leather	Fabric	November, 2024	B2B	Meeting with yarn and Fabric importers of Vietnam
252	Textile & Leather	EU Green Deal	January, 2025	Webinar	Europe Green Deal and impact on Pakistan
253	Textile & Leather	Fabric	March, 2025	B2B	Meeting with yarn and fabric importers of Mexico
254	Textile & Leather	Carpets	May, 2025	B2B	Meeting with carpet importers of Germany
255	Textile & Leather	High End Fashion	July, 2024	Webinar	Various Topics related with the theme of Texpo 2024 i.e. "Sustainability, Traceability, Recycling, Organic, ECO Friendly etc."
256	Textile & Leather	Home Textile	July, 2024	B2B	B2B Meetings with Russian E-commerce markets
257	Textile & Leather	Home Textile	August, 2024	B2B	B2B Meetings with Japanese Businessmen for towels
258	Textile & Leather	Home Textile	September, 2024	B2B	B2B Meetings with German Businessmen
259	Textile & Leather	Home Textile	Oct, 2024	B2B	B2B Meetings with Belgian Businessmen
260	Textile & Leather	Home Textile	November, 2024	B2B	B2B meetings with Mexican businessmen
261	Textile & Leather	Home Textile	December, 2024	B2B	B2B Meetings with Australian Businessmen
262	Textile & Leather	Home Textile	January-March, 2025	B2B	B2B Meetings with USA's importers and retail stores

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
263	Textile & Leather	Home Textile	May – June 2025	B2B	In the Non-Traditional Asian markets like Singapore, Malaysia, Indonesia etc.
264	Textile & Leather	Home Textile	November, 2024	B2B	B2B meetings with Mexican businessmen
265	Textile & Leather	Home Textile	December, 2025	B2B	B2B Meetings with Australian Businessmen
266	Textile & Leather	Home Textile	January-March, 2025	B2B	B2B Meetings with USA's importers and retail stores
267	Textile & Leather	Home Textile	May –June 2025	B2B	In the Non-Traditional Asian markets like Singapore, Malaysia, Indonesia etc.
268	Textile & Leather	Home Textile	January, 2025	Webinar	Finding opportunities for exports/ discussion on issues and hurdles/ what are NTBs?/ Para tariffs towards our exports in Asian Pacific (Thailand, Maldives etc
269	Textile & Leather	Home Textile	April, 2024	Webinar	Finding opportunities for exports/ discussion on issues and hurdles/ what are NTBs?/ Para tariffs towards our exports in Non traditional European Markets (Belgium, Netherlands).
270	Textile & Leather	Readymade Garments	July, 2024	B2B	B2B Meetings with South Korean apparel companies
271	Textile & Leather	Readymade Garments	September, 2024	B2B	B2B Meetings with South African apparel companies

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
272	Textile & Leather	Readymade Garments	November, 2024	B2B	B2B Meetings with Mexican apparel companies
273	Textile & Leather	Readymade Garments	January, 2025	B2B	B2B Meetings with Apparel companies from Kazakhstan
274	Textile & Leather	Readymade Garments	February, 2025	B2B	B2B Meetings with apparel importers in UAE
275	Textile & Leather	Readymade Garments	August, 2024	Webinars	Smart Garment Factories- How to implement the Industry 4.0 principles in garment manufacturing industry
276	Textile & Leather	Readymade Garments	December, 2024	Webinars	Smart Garment Factories- How to implement the Industry 4.0 principles in garment manufacturing industry
277	Textile & Leather	Readymade Garments	March, 2024	Webinars	Smart Garment Factories- How to implement the Industry 4.0 principles in garment manufacturing industry
278	Punjab-I	Multi-Sectoral	July, 2024	Webinars	Series of Webinar on Exploring the market of Eurasia and Central Asia
279	Punjab-I	Multi-Sectoral	August, 2024	Webinars	Series of Webinars on Pakistan Single Window
280	Punjab-I	Multi-Sectoral	September, 2024	Webinars	Series of Webinars for investment potential of Punjab region
281	Punjab-I	Multi-Sectoral	October, 2024	Webinars	Series of webinar on export procedures, market intelligence for SMEs
282	Sukkur	Dates	July, 2024	B2B	Interactive Session with Dates buyers of Canada
283	Sukkur	Dates	August, 2024	B2B	Interactive Session with Dates buyers of Germany

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
284	Sukkur	Dates	September, 2024	B2B	Interactive Session with Dates Buyers of France
285	Sukkur	Dates	October, 2024	B2B	Interactive Session with Dates Buyers of Bangladesh
286	Sukkur	Dates	November, 2024	B2B	Interactive Session with Dates buyers of Japan
287	Sukkur	Dates	December, 2024	B2B	Interactive Session with Dates buyers of Indonesia
288	Sukkur	Dates	January, 2025	B2B	Interactive Session with Dates Buyers of Turkey
289	Sukkur	Dates	February, 2025	B2B	Interactive Session with Dates Buyers of Belgium
290	Sukkur	Dates	March, 2025	B2B	Interactive Session with Dates Buyers of Netherland
291	Sukkur	Dates	April, 2025	B2B	Interactive Session with Dates Buyers of Australia
292	Sukkur	Dates	May, 2025	B2B	Interactive Session with Dates Buyers of Malaysia
293	Sukkur	Dates	June, 2025	B2B	Interactive Session with Dates Buyers of
294	Hyderabad	Handicrafts	July, 2024	Webinar	Webinar on Market Opportunities of Handicraft Products
295	Hyderabad	Chilies	July, 2024	Webinar	Webinar on Pesticide control on Chillies and Prevention of Toxin
296	Hyderabad	Mangoes	August, 2024	Webinar	Webinar on New Trade Leads For Mango Exports
297	Hyderabad	Agro & Food	August, 2024	Webinar	Webinar on Agricultural Export Potential in Vietnam

WEBINARS / B2B ANNUAL BUSINESS PLAN (2024-25)					
S#	**Division**	**Sector**	**Month**	**Type (Webinar or B2B)**	**Topic**
298	Hyderabad	Multi-Sectoral	March, 2025	Webinar	Webinar om SME Loans For Women Entrepreneur, Startups and Artisans
299	Quetta	Multi-Sectoral	July, 2024	Webinar	Unleashing Baluchistan's Export Potential
300	Quetta	Multi-Sectoral	August, 2024	Webinar	Navigating Export Financing: Strategies for Success in Baluchistan
301	Quetta	Minerals (metallic and non-metallic)	September, 2024	Webinar	Harnessing Mineral Wealth: Maximizing Baluchistan's Mining Exports
302	Quetta	Agro & Food	October, 2024	Webinar	Quality Assurance in Agro-Exports: Ensuring Excellence from Farm to Fork
303	Women Entrepreneur	Multi-Sectoral	July, 2024	Webinar	Training on Accounting and Taxation for Women Entrepreneurs in Collaboration with REMIT
304	Women Entrepreneur	Multi-Sectoral	August, 2024	Webinar	Awareness Seminar on navigation through official website & ABP 2024-25
305	Women Entrepreneur	Multi-Sectoral	January, 2025	Webinar	B2B Matchmaking Session- US Market
306	Women Entrepreneur	Multi-Sectoral	January-June, 2025	Webinar	Series of Webinars, in Collaboration with TIOs Abroad, on Exploring the Market Potential for Women Entrepreneurs in International Markets
307	Women Entrepreneur	Multi-Sectoral	May, 2025	Webinar	Webinar on Pakistan Single Window
308	Women Entrepreneur	Multi-Sectoral	May, 2025	Webinar	B2B Matchmaking Session- EU Market

TDAP ONE YEAR PERFORMANCE REPORT

FY 2024-25

Sr. No	Activity / Reform / Achievement	Date(s)	Brief Description	Objective	Impact / Significance / Outcome
1	International Exhibitions 2024–25	2024–2025	Participation in 96 global exhibitions (region-wise & sector-wise)	Promote exports and market diversification	Enhanced visibility and trade linkages
2	Incoming Delegations	2024–2025	Hosted foreign business delegations	Strengthen bilateral trade relations	Improved market access and cooperation
3	Outgoing Delegations	2024–2025	Delegations sent abroad for trade promotion	Explore new markets	Strengthened trade ties and export opportunities
4	Flagship Events (WEXNET, TEXPO, FoodAg, HEMS)	Aug 2024 – Apr 2025	Major sectoral promotional events across cities	Showcase Pakistani products to international buyers	Business leads, MoUs, brand promotion
5	Outcome of Flagship Events	Post Event Analysis	Follow-up on outcomes of TEXPO, WEXNET, etc.	Evaluate performance and ROI	Informed planning for future events
6	National Exporters Training Program (NETP)	2024–2025	13 sessions held in FY 2024–25	Build exporter capacity	Empowered SMEs and new exporters
7	Amazon & Online Marketplace Trainings	2024–2025	03 sessions completed	Enable digital trade skills	Increased participation in e-commerce exports
8	Women Entrepreneurship Framework	2024–2025	35 training sessions held	Support women entrepreneurs in exports	Improved gender inclusion in trade
9	Seminars/Webinars/B2Bs	2024–2025	100 plus events in collaboration with Trade Missions	Stakeholder engagement and export promotion	Wider exporter outreach and capacity building
10	Single Country Exhibitions	2024–25	Market-specific exhibitions abroad	Target niche export opportunities	Direct B2B and sales generation
11	Business Forums	2024-25	Participation in regional/global trade forums	Engage with new partners	Trade diplomacy and partnerships
12	Local Trade Shows	2024-25	Promote local products and SMEs.	Promote local products and SMEs. - Enhance market access for regional exporters. - Facilitate B2B linkages	Increased visibility of local products. - Business generation through B2B meetings. - Identification of export-worthy enterprises.

				between local and national buyers. - Increased visibility of local products.	
13	Sectoral Council Meetings	2024-25	Gather input from stakeholders for policy formulation. - Identify sector-specific challenges and opportunities.	Facilitate coordination among producers, exporters and organizations	Recommendations formulated for trade policy and sectoral strategies. - Strengthened collaboration with private sector and trade bodies.
14	Pakistan Trade Portal	Live	Online centralized portal with trade information	Ease of doing business	Streamlined access to trade regulations
15	Pakistan Export Gallery	Live	Virtual platform to display Pakistani products	Global marketing support	Enhanced product visibility for foreign buyers

	IMDD Division		
1	Guangzhou, China	**136th Canton Fair (15 October - 4 November, 2024)**	11
2	Guangzhou, China	**137th Canton Fair, (23 April - 17 March, 2025)**	22
3	Kigali, Rwanda	**27th Rwanda International Trade Fair (RITF) (25 July -15 August, 2024)**	1
4	Baghdad, Iraq	**48th Edition of Baghdad International Fair (1-7 November, 2024)**	6
5	Shanghai, China	**7th China, CIIE (5-10 November, 2024)**	33
6	Frankfurt, Germany	**Ambiente 2025 (7-11 February, 2025)**	6
7	Guangzhou, China	**China Asean Expo Nanning (24-28 September, 2024)**	22
8	Istanbul, Turkey	**Halal Expo Istanbul, Turkiye (27-30 November, 2024)**	9
9	Algiers, Algeria	**56th Algeris International Trade Fair (FIA) Algria (23-28 June, 2025)**	15
10	Tanzania, Africa	**49th Dar-es-Salam International Trade Fair (DITF) (28 June - 13 July, 2025)**	7
11	Dushanbe, Tajikistan	**International Universal Exhibition Fair (24-26 October, 2024)**	11
12	Kunming, China	**9th China-South Asia Expo and Kunming Import Expo Fair**	57
	Services Division		
1	Singapore	**Tech Week Singapore (9-10 October, 2024)**	6
2	Riyadh, Saudi Arabia	**24 Fintech Riyadh (3-5 September, 2024)**	6
3	Rai, Amsterdam	**AI and Big Data Expo (1-2 October 2024)**	6
4	Los Angeles, USA	**Pak Tech Investment Conference Silicon Valley, USA (10 November, 2024)**	10
5	Los Angeles, USA	**Tech Crunch Disrupt, Sanfrancisco (25-30 October, 2024)**	16
6	Riyadh, Saudi Arabia	**Black Hat, KSA (26-28 November, 2024)**	4
7	Lisbon, Portugal	**Web Summit Lisbon Portugal (11-14 November, 2024)**	20
8	Guangzhou, China	**China High Tech fair (14-16 November, 2024)**	3
9	Newyork, USA	**Travel and Adventure Show 2025 (25-26 January, 2025)**	14
10	Dubai, UAE	**GITEX Global 2024 (14-18 October, 2024)**	23
11	Dubai, UAE	**AI Everything Global 2025 (4-6 February, 2025)**	10
12	London, UK	**World Travel Market London, 2024 (5-7 November, 2024)**	7
13	Riyadh, Saudi Arabia	**LEAP Riyadh 2025 (9-12 February, 2025)**	22
14	Doha, Qatar	**Web Summit Qatar 2025 (23-26 February, 2025)**	11
15	Kuala Lumpur, Malaysia	**Malaysian Association Of Tour & Travel Agents Fair (18-20 April, 2025)**	7
16	Frankfurt, Germany	**ITB Berlin 2025 (04-06 March, 2025)**	15
17	Tokyo, Japan	**Japan IT Week (23-26 April 2025)**	20
18	Los Angeles, USA	**Game Developers Conference San Francisco (17-21 March, 2025)**	17
19	London, UK	**London Tech Week (9-13 June, 2025)**	14
20	Frankfurt, Germany	**GITEX Europe (Berlin) (21-23 May, 2025)**	19
	Textile & Leather Division		
1	Paris, France	**Tex World Paris (1-3 July, 2024)**	10
2	Newyork, USA	**Texworld Newyork City (16-18 July, 2024)**	6
3	Shanghai, China	**Autumn Edition Intertextile Shanghaii (27-29 August 2024)**	4
4	Las Vegas, USA	**Sourching at Magic Fair (19-21 August, 2024)**	37
5	Tokyo, Japan	**Fashion World Tokyo (15-17 October, 2024)**	5
6	Paris, France	**Expo Protection (5-7 November, 2024)**	7
7	Sydney, Australia	**Global Sourcing Expo Australis 2024 (19-21 November , 2024)**	24
8	Frankfurt, Germany	**HEIMTEXTILE 2025 (14-17 January, 2025)**	69
9	Istanbul, Turkey	**Carpet & Flooring Expo 2025 (7-10, January, 2025)**	15
10	Dubai, UAE	**Intersec Dubai (14-16 January, 2025)**	8
11	Las Vegas, USA	**AIM Expo (5-7 February, 2025)**	14
12	Los Angeles, USA	**Sourcing at Magic Fair (10-12 February, 2025)**	48
13	Hanoi, Vietnam	**Textile & Textile Technology - VIATT (26-28 February, 2025)**	2
14	Rome, Italy	**MIPEL Fair, Milano, Italy (23-25 February, 2025)**	12
15	Hong Kong	**APLF Hong Kong (12-14 March, 2025)**	13
16	Las Vegas, USA	**78th Edition National Hardware Show (NHS) (18-20 March 2025)**	9
17	Madrid, Spain	**Intertex Portugal at Europearque(20-22 May,2025)**	9

18	Istanbul, Turkey	**Lee Show Istanbul (26-28 April, 2025)**	6
19	Paris, France	**Tex World Paris (10-12 February, 2025)**	6
20	Shanghai, China	**ALL CHINA LEATHER EXHIBITION,3-5 SEPTEMBER,2024, SHANGHAI,CHINA**	6
21	Milan, Italy	**PAKISTAN PAVILION IN LINEAPELLE FAIR 17-19 SEPTEMBER,2024 AT MILAN ITALY**	13
22	Milan, Italy	**LINEAPELLE FAIR HELD FROM 25-27 FEBRUARY, 2025 AT MILAN,ITALY**	12

Table 2- Incoming Delegations Fy 2024-25

1	**Chinese** Sesame importers - September 2024
2	**Ireland** For Multiple Agro products - November 2024
3	**China** for (Pet Food and Chicken Paw/Feet) - August 2024
4	**Malaysian** Delegation to Pakistan for Halal Certification body Audit - October 2024
5	**Malaysian** delegation visited Pakistan for Rice, Meat, Fruits, Vegetables and Fisheries - December 2024
6	**Chinese** delegation visited Lahore for Footwear Sector - August 2024
7	**Saudi Arabian** delegation visited Pakistan - November 2024
8	**South Sudan** Delegation - November 2024
9	Pakistan-**Belarus** Business Forum – November 2024
10	Pakistan-**Tajikistan** Business Forum - December 2024
11	**Azerbaijan** Delegation to Pakistan - December 2024
12	Pakistan-**Turkiye** Business Forum – February 2025
13	Pakistan-**Australia** Business Council Delegation – February 2025
14	2nd **ASEAN** Pakistan Business Opportunities Forum, 17th to 21st April 2025
15	**Kazakhstan** Trade Delegation to Pakistan April, 28th April, 2025
16	4th Meeting of the **ECO Heads of Trade Promotions Organizations** (TPO) on 6th May, 2025

Table 3- Outgoing Delegations Fy 2024-25

1	Sesame trade delegation visited **China**, August 2024
2	Pak-Russia Trade and Investment Forum held in **Moscow**, October 2024
3	Trade delegation to **Syria,** September 2024
4	Pakistan-Azerbaijan Business Forum in **Baku, Azerbaijan,** September 2024
5	Pakistan-Uzbekistan Business Forum in **Tashkent, Uzbekistan,** November 2024
6	Dates delegation to **Bangladesh,** January 2025
7	Citrus delegation to **Bangladesh,** January 2025
8	Pakistan-Uzbekistan Business Forum in **Tashkent, Uzbekistan,** February 2025
9	Pakistan-Azerbaijan Business Forum in **Baku, Azerbaijan,** February 2025
10	Pakistan-**Belarus** Business Forum in April, 2025
11	Delegation to **Bangladesh**, April 2025
12	Trade Delegation to **Malaysia**, 7th to 9th May, 2025

Table 4

Table 5- Outcome of Flagship Events

Flagship Events	Foreign Delegates	No. of Countries	No. of Exhibitors	B2B Meetings	Expected Business Generation (USD)
FoodAg 2024	800	73	350	6425	$1.2 Billion
TEXPO 2024	527	60	274	2762	$982 million
EHCS 2024	650	60	190	2100	$245 million
FoodAg Manufacturing 2025	37	07	152	400	$270 million
HEMS 2025	900	70	194	2200	$ 432 million

Table 7- Single Country Exhibitions

Sr No.	Name of the Event	Date	Venue
1.	Single Country Exhibition, **Jeddah**	5-7 February 2025	Jeddah, Kingdom of Saudi Arabia

Table 11 Business Forums

S.No	Delegation	Country	Sector	Month/Date	No. of delegates	B2B	Success story (if any)
1	Pakistan-Azerbaijan Business Forum	Azerbaijan	Multi-Sectoral	16 Sep, 2024	23 Pakistani Companies	B2B meetings between 23 Pakistani and 40 + Companies were arranged	

2	Pakistan-Uzbekistan Business Forum	Uzbekistan	Multi-Sectoral	4 Nov, 2024		80	AJ Associates-Textile has registered a firm here in Uzbekistan and are exporting their ready-made garments
3	Single Country Exhibition and Business Forum	KSA	Multi-Sectoral	February, 2025	132 Companies participated	1667	03 MoUs Expected Business= USD 50 Million

Table 13 Women Entrepreneur Division

S. No	Name of Activity	Date	Venue /City	No. of Participants	Remarks/Sucees Story
1	Webinar on SME's & WE's Internationalization/Export Readiness Programme	10/07/2024	Multan	3	Aims to build the capacity of SMEs and women entrepreneurs by enhancing their export readiness through knowledge of global markets, compliance requirements, and strategic planning.
2	Trade Development Conference	15/09/2024	Chitral	54	Aims to raise awareness about TDAP's initiatives and highlight available trade development opportunities for businesses seeking to expand into international markets.
3	Seminar on Sustainability in Fashion	25/09/2024	Karachi	35	Aims to promote awareness and practices of sustainability in the fashion industry, focusing on eco-friendly production, ethical sourcing, and sustainable business models for long-term impact.
4	Digital Literacy Training Programme	10/10/2024	Karachi	75	The training offered insights into today's digital landscape, showed participants how to build and preserve a strong online brand, and walked them through setting up e-shops and service platforms.

5	Seminar on Guidelines for ISO Certification for SMEs	14/10/2024	Multan	64	The objective of the training session was the capacity enhancement of the exporters and business community related to the different ISO Certifications.
6	Seminar on Sustainability in Fashion	12/12/2024	Karachi	41	Aims to promote awareness and practices of sustainability in the fashion industry, focusing on eco-friendly production, ethical sourcing, and sustainable business models for long-term impact.
7	Trade Development Conference	29/12/2024	Swat	30	Aims to raise awareness about TDAP's initiatives and highlight available trade development opportunities for businesses seeking to expand into international markets.
8	Seminar on Skill Development of Women Entrepreneurs of Turbat	14/01/2025	Turbat	53	The seminar aimed at imparting knowledge about Export Potential of Handicrafts in international Markets with export trends of last five years & working on E-Commerce platform
9	12th Wexnet Exhibition	10th - 12th January 2025	Lahore	215 Exhibitors	Pakistan's largest exhibition for women entrepreneurs
10	Seminar on Handicrafts of Mekran & Export Potential in international Markets	22/01/2025	Gwadar	72	The seminar aimed at imparting knowledge about opportunities arising in promoting handicrafts sector of Mekran region and export procedures/documentation.
11	Seminar on Sustainability in Fashion	23/01/2025	Karachi	39	Aims to promote awareness and practices of sustainability in the fashion industry, focusing on eco-friendly production, ethical sourcing, and sustainable business models for long-term impact.
12	Seminar on Women in Trade	28/01/2025	Hub	66	The seminar aimed at imparting knowledge about opportunities arising in promoting handicrafts sector in the area.

13	Seminar on NETP-National Exporters Training Programme	04/02/2025	Mardan	55	Aims to empower women entrepreneurs with essential insights into export procedures, regulatory compliance, and market trends to enhance national export growth.
14	Seminar on NETP-National Exporters Training Programme	07/02/2025	Peshawar	37	Aims to empower women entrepreneurs with essential insights into export procedures, regulatory compliance, and market trends to enhance national export growth.
15	Webinar on Pakistan - SriLanka Trade Opportunities and Potential for Women Entrepreneurs	24/02/2025	Online	25	To explore trade potential and establish trade linkages between women entrepreneurs and Trade Missions abroad.
16	Mentorship Workshop	27/02/2025	Lahore	25	Exclusive mentorship event for the top 25 selected exhibitors of Wexnet 2025 with the aim to equip women entrepreneurs with the knowledge and strategies needed to scale their businesses nationally and globally
17	Session on Export Documentation with DGK WCCI	07/04/2025	Multan	3	To empower the DGK Women Chamber with essential insights into export procedures and regulatory compliance
18	B2B Session with Australian Buyer	22/04/2025	Lahore	10	Facilitated a high-impact B2B session between a visiting Australian buyer and 10 women entrepreneurs from among the top exhibitors selected at Wexnet 2025
19	Navigating through TDAP website and Export Financing in collaboration with SBP	27/04/2025	Chakwal	15	Aims to guide participants in effectively navigating the TDAP website and understanding export financing options, in collaboration with SBP, to streamline access to trade-related resources and financial support.
20	Seminar on Export Potential of Local Handicrafts of Balochistan	16/05/2025	Quetta	51	The session aimed at enhancing awareness and capacity among local women artisans and entrepreneurs about opportunities in global handicraft markets.

21	Seminar on Market Analysis Tools- Trade Map	19/05/2025	Faisalabad	35	To build capacity of women entrepreneurs by enabling them to conduct strategic market research and have access to and understanding of one of the world's largest trade database.
22	Seminar on Investment Readiness Program	20/05/2025	Sialkot	30	To empower women entrepreneurs by equipping them with the strategic tools needed to attract investment and scale their ventures confidently.
23	Seminar on Investment Readiness Program	21/05/2025	Faisalabad	30	To empower women entrepreneurs by equipping them with the strategic tools needed to attract investment and scale their ventures confidently.
24	Seminar on Market Analysis Tools- Trade Map	22/05/2025	Sialkot	30	To build capacity of women entrepreneurs by enabling them to conduct strategic market research and have access to and understanding of one of the world's largest trade database.
25	Seminar on Skill Development of Women Entrepreneurs of Qalat Region & Export Potential	27/05/2025	Lasbella	63	The seminar aimed at imparting knowledge about export potential of handicrafts in international markets with export trends of last five years & working on E-commerce platforms
26	Seminar on Market Analysis Tools- Trade Map	30/05/2025	Lahore	40	To build capacity of women entrepreneurs by enabling them to conduct strategic market research and have access to and understanding of one of the world's largest trade database.
27	WE's Awareness of Available Entrepreneurship Support Finance, Markets, Technology & Networks	04/06/2025	Peshawar	37	Aims to enhance women entrepreneurs' awareness of available support in finance, markets, technology, and networking opportunities to strengthen their entrepreneurial journey.
28	Seminar on Business Startup & Initial Documentation in Exports Perspective	05/06/2025	Zhob	52	To empower women entrepreneurs with practical guidance on business registration, tax documentation, brand protection, and access to export opportunities—aiming to formalize and uplift the local

					business ecosystem in Balochistan.
29	WE's Awareness of Available Entrepreneurship Support Finance, Markets, Technology & Networks	05/06/2025	Swabi	41	Aims to enhance women entrepreneurs' awareness of available support in finance, markets, technology, and networking opportunities to strengthen their entrepreneurial journey.
30	WE's Awareness of Available Entrepreneurship Support Finance, Markets, Technology & Networks	11/06/2025	Swat	73	Aims to enhance women entrepreneurs' awareness of available support in finance, markets, technology, and networking opportunities to strengthen their entrepreneurial journey.
31	MOU signing between TDAP and Circle Women Association	23/06/2025	Lahore	TDAP and Circle Women Association	To empower women entrepreneurs with digital skills, tools, and market access.
32	Seminar on How to Use Social Media Platforms like Facebook, Instagram, LinkedIn, and Pinterest for Export Businesses	23/06/2025	Multan	37	Focused on enhancing digital marketing skills of women entrepreneurs to promote export-oriented business growth.
33	Seminar on Role of TDAP in Trade Facilitation for Women Entrepreneurs	26/06/2025	Islamabad	10	The session highlighted TDAP's mandate, functions, and key initiatives aimed at supporting women entrepreneurs.
34	Seminar on Business Startup and Initial Documentation in Exports Perspective	30/06/2025	Quetta	62	Aimed at enhancing women entrepreneurs' understanding of business formalization, legal compliance, and export preparedness.
35	Consutative Session on Draft National Women Entrepreneurship & Export Development Strategy (POWERS) 2025–30	May-June 2025	Lahore, Islamabad, Online	Multiple Stakeholders	Issued draft strategy developed by TDAP Women Entrepreneur Division to all relevant stakeholders and consultative sessions held for feedback

Table 12 Local Trade Show

S.No	Name of Trade Show	Sector	Month/Date	No. of participants
1	1st PIXS Competition	IT & Startup	January- February, 2025	207
2	40th Pakistan Carpet Exhibition, Lahore-2024	Carpet	9th -11th October 2024	52
3	Chitral Expo	14-15-Sept-24	Chitral	**92 (Exhibitors)**
4	Swat Trade Show	28-29-Dec-24	Swat	**75 (Exhibitors)**

Table 10- Seminars & Webinars

S.No	Title of seminar	Sector	Month/Date	No. of participants
1	Market Exporation Opportunities for IT Sector in Netherlands	IT	January, 2025	210
2	Market Exporation Opportunities for IT Sector in Japan	IT	December, 2024	70
3	Virtual Business Forum with Assintel, Italy	IT	January, 2025	12
4	Infomration Session for Japan IT Week	IT	Janauary, 2025	40
5	Informatory Session for Web Summit Qatar	IT	January, 2025	45
6	Market Expolration Session for Sweden	IT	April, 2025	100

S. No	Title of seminar	Sector	Month/Date	No. of participants
1	Webinar on Boosting Bilateral Trade: Maize Export Opportunities from Pakistan to Sri Lanka	Maize	29-May-25	30 +
2	Online B2B between M/s Tata Best Foods, Karachi, Pakistan and M/s Dolly Foods, Egypt	Meat	18-Jul-24	5
3	Online B2B with potential Malaysian Meat importers with Pakistani Companies	Meat	25-Jun-24	5
4	Online B2B between M/s Zenith Associates, Lahore and M/s Huashu International Trade (Guangdong) Co, Ltd, China for export of Heat Treated Meat to China	Meat	16-Jun-25	5

5	Online B2B between M/s Tata Best Foods, Karachi and M/s Huashu International Trade (Guangdong) Co, Ltd, China for export of Heat Treated Meat to China	Meat	12-Jun-25	5
6	Online B2B between M/s The Organic Meat Company Limited, Karachi and M/s Huashu International Trade (Guangdong) Co, Ltd, China for export of Heat Treated Meat to China	Meat	22-May-25	5
7	Webinar on Export Potential of Pakistan's Dairy and Meat In Srilanka	Meat & Dairy	1st July 2025	40+
8	Online B2B on Export of Boiled Beef to China between JBS Foods and Tata Best Foods	Meat	2nd July, 2025	5
9	Online B2B on Export of Boiled Beef to China between JBS Foods and The Organic Meat Company Limited	Meat	3rd July, 2025	5
10	Online B2B meeting with Mr. Ahmed Eltigani Al-Mansouri, Group CEO of Al Rawabi Group and his management.	Dairy and Juice	18-Sept-24	20+
11	Online B2B with Saudi Arabian M/s Blue Line (Meat Importer) is being organized by this office in collaboration with our Mission in Jeddah, Saudi Arabia	Meat	06-Jun-24	20+
12	Online B2B of Pakistani Meat Exporters with an Uzbekistan Meat importer	Meat	16th January, 2025	20+
13	Bilateral Trade Potential in the export of Tobacco to UAE	Tobacco	16/01/2025	15
14	Pak-Indonesia Trade Potential in Tobacco	Tobacco	06/03/2025	23
15	B2B Wbinar on Exports of Mangoes to Kazakhstan	Mango	6th June, 2024	8 Importer from + 2 Exporters
16	B2B Wbinar on Exports of Mangoes to Kazakhstan	Mango	13th June, 2024	2 Importers + 2 Exporters
17	Webinar on "Sharing Guidelines and Technical Expertise For Prolonging Mango Freshnes Through The Supoply Chain For Exports to USA"	Mango	9th April, 2025	30+
18	B2B Wbinar on Exports of Pulp to Kyrgzstan	Mango	25th April, 2025	4
19	B2B Wbinar on Exports of Mangoes to Saudi Arabia	Mango	19th May, 2025	30+
20	Meeting on Mangoes and Rice - Turkiye	Mango	30th May 2025	10+

21	Webinar on " Exports of Mangoes to Kazakhstan"	Mango	20th June, 2025	15+
22	Virtual B2B session on export of onions to Sri Lanka.	Vegetables and Fruits	22nd May 2025	22
23	Webinar with TIA South Africa, Agriculture Department of South Africa and buyers from Zimbabwe	Vegetables and Fruits	10th June 2025	33
24	Virtual B2B between Branton and Redman (UK), PFVA and Pakistani companies of fruits and vegetables.	Vegetables and Fruits	28th June 2025	12
25	Virtual B2B between Branton and Redman (UK), PFVA and Pakistani companies of onions and potatoes.	Vegetables and Fruits	30th June 2025	9
26	Webinar/ B2B Session on exports of Rice to Saudi Arab	Rice	Saudi Arabia /8th July 2024	20
27	Webinar/ B2B Session on exports of Rice to Qatar	Rice	Qatar /15th August 2024	15
28	B2B/webinar on exports of sesame seeds to china	Seseme seed	China/Novembe r 10th, 2024	43
29	B2b webinar on exports of Pakistani sesame seed in China with importers based in Shanghai	Seseme seed	China/Novembe r 29th, 2024	50
30	Virtual awareness Webinar on potential of exports of maize in Vietnam, Malaysia and Sri Lankan market.	Maize	Vietnam, Malaysia, Sri lanka December 13th, 2024	75
31	Virtual Session on B2B meetings of Rice exporters with Malaysian importers	Rice	4th Feb 2025	20
32	Virtual Session on Rice export potential in Philippines	Rice	20th Feb 2025	25
33	Technical Session on Mango and Rice Exports to Türkiye via zoom	Mango and Rice	30th May 2025	42
34	B2B WEBINAR BETWEEN PAKISTANI RICE EXPORTERS AND BELARUSIAN IMPORTERS	Rice	27th May 2025	20
35	Virtual Session on B2B meetings of Rice exporters with importers on Jordan of Kuwait	Rice	17th June 2025	20
36	Webinar on Halal Food Authentication	Halal Food	13-Mar-25	25
37	Interactive Session on Onions and Pink Salt	Pink Salt	22-May-25	40

38	B2B Session on Salt with Saudi Arabian Importers	Pink Salt	22-May-25	40
39	B2b Session with Lebanese Company	Black Salt	27-May-25	10

S.No	Title of Webinar/ B2Bs	Sector	Month/Date	No. of participants
1	Meeting of three Argentine companies with Pakistan fabric/yarn suppliers (The meetings were held individually across September 2024	Textile	Sept-24	8
2	Meeting with leading carpet importers in Paris, Increasing of trade linkages between carpet exporters and French importers	Carpet	Aug-24	5
3	Series of post Texpo B2B meetings with leading Iranian companies with Pakistani company M/s. Nishat, </s. Sapphire, M/s. Al- Karam and M/s. Younas were held individually.	Textile	21 November, 2024	12
4	(Meeting with yarn and Fabric importers of Vietnam)	Fabric	Nov-24	
5	Series of post Texpo B2B meetings with leading Argentine companies M/s. TN & Platex with Pakistani company M/s.ATS Synthetics, M/s. Bulk Textiles, M/s. Midas and M/s. Filtech were held.	Textile	22 November, 2024	4
6	Series of post Texpo B2B meetings with leading Argentine companies M/s. Roque Salantino with Pakistani company M/s. Haizum Tech Ltd held.	Textile	4 December, 2024	2
7	Series of B2B meetings with leading Argentine companies M/s. Cottontel and M/s. Vantex with Pakistani companies M/s. Nishat Mills, M/s. Masood Textile Mills and M/s. Lucky Knits were held individually.	Textile	12 December, 2024	3
8	B2B Meetings with Mexican apparel companies		17 December, 2024	4

9	B2B meetings with buyers of Jordan in 2025	Leather	Nov., 2024	5
10	B2B meetings with buyers of Sri Lanka2024	Leather	Dec., 2024	3
11	B2B meetings with buyers of Mexico 2025	Leather	January, 2025	2
12	B2B meetings with buyers of Argentina 2025	Leather	January, 2025	4

S.No	Title of Webinar	Sector	Month/Date	No. of participants
1	Regulatory webinar with Ethiopia	Pharmaceutical	Feb 2025	80+
2	Exploring UK Market Opportunities for Pakistani Ethanol Exporters	Chemicals	17 June 2025	30
3	B2B meeting with Kazakhstan Chemical Companies	Chemicals	29 Dec 2025	20+
4	Webinar Problem identification and meeting regarding safety equipment and safety wear sector	Safety Equipments	29th Nov 2025	8
5	B2B Meeting with Argentine companies	Safety Equipments	August 11th August 2024	10
6	Webinar on Mineral Export Negotiations with China	Minerals	July 26, 2024	15
7	Webinar on Issues related to the Fluoride export.	Minerals	September 23, 2024	12
8	B2B on Copper Ore export to China	Minerals	October 2, 2024	4
9	Webinar on Chromite Issues related Chromite Export	Minerals	December 26, 2024	16
10	Webinar on Pakistan-China - Unlocking Opportunities in the Mineral Sector	Minerals	Feb 13,2025	48
11	B2B Rehab & Wuhanshengze Conference - Mining Procurement between China and Pakistan	Minerals	June 16, 2025	4
12	B2B Rehab-ZheQiang Conference - Mining Procurement between China and Pakistan	Minerals	June 16, 2025	4
13	B2B The Innovation-Wuhanshengze Conference - Mining Procurement between China and Pakistan	Minerals	June 16, 2025	4
14	B2B Innovation-ZheQiang Conference - Mining Procurement between China and Pakistan	Minerals	June 16, 2025	4

15	B2B meeting with Hongkong Hui Hai Group and The Innovation	Minerals	June 17, 2025	4
16	B2B meeting Between The Innovations & SHAANXI YICAN UNIVERSAL TRADING CO., LTD	Minerals	June 18, 2025	4
17	B2B meeting regarding export of Electrical Cables to Ghana	Construction Materials	June 16, 2025	4
18	B2B meetings regarding exports of Portland Cement to Afghanistan.	Construction Materials	June 30, 2025	4
19	B2B meeting regarding export of UPVC Sheets to Ghana	Construction Materials	June 18, 2025	4
20	B2B meeting regarding export of Sanitary Fittings to Ghana	Construction Materials	June 23, 2025	4
21	Awareness Webinar regarding SASO Certification	Construction Materials	May 27, 2025	20
22	B2B Meeting Regarding exports of Hot Water Treatment Plant to Kenya	Engineering Product	June 4, 2025	5
23	Followup B2B meeting regarding Chinese Investment in the Gems Sector of KPK province	Gems and Jewelry Sector	May 9, 2025	4
24	B2B Meeting regarding exports of Steel Pipes to Srilanka	Construction Materials	March 28, 2025	6
25	HEMS 2025 - B2B Meeting regarding Agriculture Implements to Phillipines.	Agriculture Implements	March 14, 2025	6
26	B2B meeting regarding Investment for Solar Panel Assembly Plant and Solar Panel Recycling Plant.	Construction Materials	October 31, 2024	8
27	Meeting with Pakistan Mission in Riyadh and APMIA regarding formulation of export enhancement strategy for Marble Sector in KSA.	Marble and Granite	July8, 2024	9
28	B2B meeting regarding exports of Steels Pipes to Uzbekistan	Construction Materials	5 August, 2024	4
29	B2B meeting regarding exports of Portland Cement from Pakistan	Construction Materials	September 26, 2024	4
30	Webinar on Potential Construction Materials for North America	Construction Materials	Oct 19, 2024	6
31	UK CBAM Consultation	Construction Materials	Oct 14, 2024	18
32	Online awareness session in consultation with the European Union (EU) on the Corporate Sustainability Due	Construction Materials	Oct 17, 2024	21

	Diligence Directive (CSDDD)			
33	B2B meeting regarding export of Galvanized Steel for Argentina.	Construction Materials	Nov 14, 2024	5

S.No	Title of seminar	Sector	Month/Date	No.
1	A Seminar on Sustainability in the Textile & Leather Sector – Challenges and Key Components wherein more than 60 participants from SME sector attended the session and experienced the presentations by Gul Ahmed, Siddiqsons Ltd. Essential Elements and Zona Pakistan (Pvt.) Ltd	Textile	25th September,2024	60
2	"Digital Skills" Training Workshop for SMEs wherein various digital marketing tools were explained to participants for maximum reach to their clients	Textile	10th October, 2024	40
4	Seminars on Leather Sustainability in October 2024. Pakistan's Leather Working Groups LWG members have increased from 22 to 61 in a span of two years.	Textile	October, 2024	35
5	Sustainability in Textile & Leather Sector	Textile	12th December, 2024	50
6	Seminar on Smart Garment Factories: Implementing Industry 4.0 principles in garment manufacturing industry	Textile	Aug-24	30

S.No	Title of seminar	Sector	Month/Date	No. of participants
1	Nil	Pharmaceutical	Nil	Nil
2	Nil	Chemicals	Nil	Nil
3	Nil	Gems and Jewelry	Nil	Nil
4	Pakistan-China Virtual B2B Forum: Unlocking Opportunities in the Mineral Sector	Minerals	Feb 13,2025	48
5	Nil	Safety Equipments	Nil	Nil
6	Awareness Seminar regarding exports of Marble Products as per International Standards in Gadani, Hub.	Marble and Granite	7th January, 2025	60
7	Awareness Seminar regarding exports of Marble	Marble and Granite	14 September, 2025	80

	Products as per International Standards in Chitral, KP.			
8	Awareness Seminar regarding exports of Marble Products as per International Standards in Swat, KP	Marble and Granite	29th December, 2024	80

Table 9 Sectoral Council Meetings

S.No	Meeting	Sector	Month/Date	No. of participants
1	5th Sectoral Council Meeting of Meat, Poultry and Fisheries	Meat, Poultry and Fisheries	18-Jul-24	20+
2	Inaugural Meeting of Sectoral Council on Dairy and Dairy Products	Dairy and Dairy Products	22-Jan-24	20+
3	2nd Meeting of the Sectoral Council for Dairy and Dairy Products	Dairy and Dairy Products	05-Apr-24	20+
4	Inaugural Meeting of the Sectoral Council for Fisheries and Seafood Products	Fisheries and Seafood Products	08th July, 2025	15+
5	3rd Meeting of the Sectoral Dairy Council	Dairy and Dairy Products	15th July, 2024	15+
6	4th Meeting of the Sectoral Dairy Council	Dairy and Dairy Products	3rd September, 2024	15+
7	4th SECTORAL COUNCIL MEETING FOR MEAT & POULTRY	Meat, Poultry , Fisheries	5th April, 2024	18+
8	6th SECTORAL COUNCIL MEETING FOR MEAT & POULTRY (MEAT, POULTRY, FISH & SEAFOOD PRODUCTS)	Meat, Poultry , Fisheries	4th September 2024	18+

S.No	Meeting	Sector	Month/Date	No. of participants
1	Sectoral Council for Gems & jewelry	Gems and Jewelry	20th August 2024	25
2	Sectoral Council for Chemicals	Chemicals	21st August 2024	20

3	Sectoral Council of Marble Granite and Minerals	Marble, Granite and Minerals	21st August, 2024	21
4	Sectoral Council of Marble Granite and Minerals	Marble, Granite and Minerals	15th January, 2025	24

S.No	Meeting	Sector	Month/Date	No. of participants
1	Meeting of the Minister Commerce with Sectoral Council for Fibers, Yarns & Fabrics on 27th August 2024	**Textile**	**Aug., 24**	
2	Meeting of the Sectoral council for Fibers, Yarns & Fabrics on 15th July 2024	**Textile**	**Jul., 24**	

Table 8 - National Exporters Training Program

S,No	city	Venue	Trainers
1	Gujranwala	Gujranwala Chamber of Commerce and Industry	TDAP/EDF/PSW
2	Sahiwal	Sahiwal Chamber of Commerce and Industry	TDAP/EDF/PSW
3	Lahore	Chemical and Paint Association of Pakistan	TDAP/EDF/PSW
4	Hyderabad	Hyderabad Chamber of Commerce and Industry and Small Industries	TDAP/EDF/PSW
5	Quetta	Quetta Chamber of Commerce and Industry	TDAP/EDF/PSW
6	Lahore	Women Chamber of Commerce and Industry	TDAP/EDF/PSW

7	Nawabshah	Nawabshah Chamber of Commerce and Industry and Shaheed Benazir Bhutto University	TDAP/EDF/PSW
8	Mardan	Mardan Chamber of Commerce and Industry & Mardan University	TDAP/EDF/PSW
9	Kohat	Kohat Chamber of Commerce & Kohat University	TDAP/EDF/PSW
10	Peshawar	Peshawar Industrial Association	TDAP/EDF/PSW
11	Gilgit	Gilgit Chamber of Commerce and Industry	TDAP/KADO
12	Hunza	Hunza Chamber of Commerce and Industry & KADO	TDAP/KADO
13	Skardu	Skardu Chamber of Commerce and Industry	TDAP/KADO

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