



GUIDELINES FOR PARTICIPATION IN INTERNATIONAL DELEGATION

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Section 1

GUIDELINES FOR SPONSORING TRADE DELEGATIONS ABROAD

1.1 OBJECTIVES:

Trade delegations are an important promotional tool for the implementation of export strategy (**Annex I**). To maximize returns it is essential that the organization of delegations be focused, well organized and properly followed up. These guidelines seek to ensure this. These guidelines and criteria will form the basis of trade delegations where TDAP funding / contribution is involved. The overall objectives to be achieved are:-

- a. To maximize exports and market shares with the help of experienced exporters with critical mass/product range & a proven track record.
- b. To promote new & medium to small size exporters having a successful track record of aggressive growth, irrespective of the size of current level of export.
- c. To increase geographical spread in developed countries, of our exports in the core and developmental categories, with the help of experienced & medium to large size exporters with an aggressive track record of growth.
- d. To increase geographical spread in non-developed countries for the core products with the help of medium to large size and small, but aggressive, entrepreneurial exporters.
- e. To increase exports of our developmental categories in selected geography with exporters/businessmen of medium to large size with proven track record of success in similar geographical areas abroad or in Pakistan as far as possible.
- f. To support maximization of Pakistan's exports in regional trade blocks.
- g. To encourage women entrepreneurship.
- h. To project a correct, modern & enterprising image of Pakistan as an exporting country with the motto whatever we do, we do with excellence.

Section 2 GENERAL

2.1 CRITERIA General

Keeping budgetary provisions in view, delegations shall be sponsored on the following basis.

- a. Preferably product specific rather than general (except for reasons of bilateral relations).
- b. Preference will be given to products and markets in close alignment with current export strategy (**Annex I**).
- c. Selection of destinations will essentially be of those that diversify exports and not on the basis of historical visits (except for reasons of bilateral relations).

Criteria for selection of delegates.

(Note: A year will mean Fiscal year July to June)

2.2 CRITERIA FOR SELECTION OF DELEGATES

2.2.1 GENERAL

For all applicants the following will apply:

- a. No exporter will be eligible for TDAP's support in excess of two (2) events in a year.
- b. Adequate production capacity, quality of products (ISO & SA certified companies will be preferred), availability of brochures & literature (especially in language of host country).
- c. Any instance of misconduct, unjustified absence OR poor presentation in a previous event will render applicant ineligible.
- d. Adverse decision in a trade dispute by a commercial court will render applicant ineligible.
- e. Information of all planned events will be made available on TDAP website under Annual Business Plan (for the FY).
- f. Advertisement of each event will be released 4 months before the date of the event.
- g. Clearance from FIA/ Special Branch/ other Security Agencies (applicable to the new exporters whether men or women entrepreneur. The same may not be applicable to established, known and large exporters. The established exporters should be verified directly by the Concerned DG TDAP instead of Special Branch.
- h. All business delegates accompanying the Prime Minister of Pakistan on official visit are required to be vetted through Special Branch for security clearance, unless otherwise directed by the competent authority. List of delegates/ exporters accompanying the Prime Minister shall be forwarded to the Security Cell of TDAP for necessary vetting and security clearance from Special Branch well in time to avoid any inconvenience.¹

2.2.2 Core Product Categories (including Textiles & Garments)

- a. Out of the applicants 70% will be selected on the basis of level of certified exports as an average of the last 3 years in descending order. These will be from amongst applicants responding to the advertisement released by TDAP. Where the response from such press advertisements is insufficient, TDAP will select on its own, and as far possible, in consultation with the trade.
- b. Registered/Branded product exporters (registered in a region/country of destination) will be preferred irrespective of level of exports. This excludes foreign brands available in Pakistan under franchise.
- c. 15% of participants will be from amongst small & medium exporters (SMEX).

¹ Ref No. TDAP/S.C/VETTING dtd. 16-02-2026

They will be selected on the basis of the rate of compound growth per annum based on a maximum for last 3 years exports – irrespective of level of exports. Two definitions of Small & Medium Exporters are available on record. One, defined vide serial No.280(g) of Customs Rules as “an export unit having export upto US\$ 2.5 million per annum”, while the second by SMEDA, Small as having employees between 10-35 & productive assets ranging between Rs. 2-20 million; and Medium between 36-99 employees & productive assets from Rs.20-40 million. A suitable insertion, in this regard, will be made in all the advertisements asking the exporters to indicate the category against which they intend to apply.

- d. 15% of participants will be new exporters or women entrepreneurs where preference will be given to manufacturing exporters. At least one-woman entrepreneur will be encouraged to join every event as a delegate. Method of selection as for (c) above. (New Exporter means a firm which intends to enter the field of exports).

2.2.3 Developmental Categories

(a) For export Enhancement

- i. Based on applications received exporters/businessmen will be selected in descending order of their last year's exports OR local sales in the case of new exporters.
- ii. Product range should be appropriate to the market.
- iii. Must have acceptable level of quality control, grading, packaging facilities & production capacity to support emerging export opportunities. This will be verified by TDAP officer through personal visits giving reasons in writing for selection or otherwise.

2.2.4 All other Product Categories

Criteria same as for Developmental Categories. The exporters that TDAP will subsidize, however, will be of product sectors that have registered a growth rate of minimum of 10% p.a. in the last 5 years on total Pakistan basis.

2.2.5 Geographic Diversification

Product range to support will consist of Core or Developmental products and any other that the local Mission may suggest as capable of “significant” import into the country as per country product portfolio or focus.

2.2.6 Regional Trade Alliances

As for Geographic Diversification.

Section 3 ROLE OF PROJECT OFFICER AND THE RESPECTIVE EMBASSY.

- (a) For each trade delegation TDAP shall designate a Project Officer as soon as it is included in the calendar of events.
- (b) The role of Project Officer is detailed at **Annex IV** and that of Trade Officer/Pakistan Embassy at **Annex V**. (It is not however necessary for TDAP to nominate project officers to visit every destination assigned to them).

Methodology

- 3.1 Participation intimation will be conveyed for preparation of Annual Business Plan as per the TDAP's requirement.
- 3.2 All applicants shall provide their particulars in prescribed form (**Annex II**).
- 3.3 Selected applicants will attend a pre-participation briefing, at their own cost, on a date and place determined by TDAP. Anyone absent without an acceptable reason may be debarred from future participation

Section 4 DELEGATIONS INITIATED BY CHAMBERS/ASSOCIATIONS

4.1 Selection

- a) In consultation with relevant Trade Bodies (a term that includes FPCCI, chambers and Trade Associations) TDAP shall determine which delegations will be organized by the nominated Trade body and partially subsidized by TDAP. After conclusion of the visit, the Trade Body will submit a detailed report on the visit. Any Trade Body which fails to provide the report within one month of the conclusion of the visit will not be allowed any further support from the TDAP for any future event, until the matter is resolved to the satisfaction of the TDAP.
- b) Trade Body will be required to avail themselves of the sponsored visit allocated to it. Failure to utilize the opportunity without timely intimation to TDAP, will lead to the Trade Body's disqualification for a period of two years.

4.2 Selection of Delegates

- a) Criteria for selection of participants by the Trade Body will be as per 2.2 above.
- b) Details of delegations will be provided to the TDAP 6 months before the commencement of the visit on the format at **Annex VI**.
- c) The planning process should be initiated by the Trade body 6 months prior to commencement of the delegation under intimation to TDAP.
- d) Proper sales literature will be prepared (TDAP can make random check).
- e) One of the delegates shall be designated as Team Leader.

4.3 Reporting

- a) Within 30 days of the conclusion of the visit, the Team Leader shall provide to TDAP a Visit Report as per **Annex VII**. Failure to provide the report, may lead to the Trade Body's disqualification for any further support from TDAP until the matter is clarified and report rendered to the satisfaction of TDAP.
- b) Trade Officer/Pakistan Mission shall also send a report to TDAP within 15 days of the conclusion of the visit, covering its effectiveness, presentation and conduct of participants, and Embassy's recommendations regarding future visits.

Section 5 FREE CHOICE DELEGATIONS

- a) Trade Bodies may organize at their own initiatives trade delegations that are neither managed nor allocated. Their intent to take a delegation abroad however, must be conveyed to TDAP and the Pakistan Mission at least three months in advance. If they do not do so, they will not be allowed to use Pakistan's name.
- b) The Trade Body will ensure that the delegates are of respectable standard and carry a positive reputation, worthy of our national image.
- c) The Trade body and the Pakistan Mission shall send Visit Report to TDAP, within ten days upon conclusion of the visit, and list of delegates as per **Annex III**.
- d) Matters covered under Delegations Initiated by Chambers/Associations, as far as applicable to planning and execution of Free Choice Visits, may be considered as per "guidelines".

Section 6 TDAP SUPPORT

TDAP will extend facilitation support for the B2B meetings, including venue arrangements for business forums, networking dinner, and logistics where required. There will not be any financial subsidy on airfare and hotel accommodation.²

Note: A Rs.50,000/= deposit is required to be submitted with applications in the form of Pay Order / Bank Draft in favour of TDAP, Karachi. This amount is refundable in case the delegate is not selected and also refundable to all selected delegates after submission of Visit Report.

² Decision of TDAP Board in its 14th Meeting dtd. 05th May 2026

Pakistan Export Strategy

Vision

Providing Leadership, Direction, Pro and Re-active Facilitation, to an aggressive national drive for sustainable growth of Pakistan's Foreign Trade.

Preamble

Based on an evaluation of the world demand of goods and services, the Strategy aims to prioritize those where Pakistan has or can achieve a competitive edge, sourced from within or outside Pakistan and facilitate the achievement of the desired levels of profitable exports via a 'demand led' strategy, as opposed to the previous 'supply led' efforts. The 7-point strategy is as follows:

Strategy

1. World Market Share:

Enhance world market shares of the Core Product Categories via

- 1.1 Increased penetration of our best performing Core Product Categories in the top 10 respective countries.
- 1.2 Selectively increase the penetration of the Core Product Categories in the next top 10 countries.

Core Categories

Other Core Categories

- | | |
|--|--|
| <ul style="list-style-type: none"> ➤ Textile & Garments ➤ Raw Cotton Yarn (all types) products ➤ Fabrics ➤ Garments ➤ Made up(excluding towels) ➤ Towels | <ul style="list-style-type: none"> ➤ Rice ➤ Leather & Leather ➤ Sports goods ➤ Carpets & Wools ➤ Surgical instruments ➤ Petroleum products |
|--|--|

- Art silk & synthetic textiles

2. Value Addition:

Pursue enhancement of manufacturing and marketing capabilities and efficiencies with a view to achieve value addition and increased competitive strength for our core product categories.

Core categories: As above;

3. Export Diversification:

Pursue with national alignment and focused resource application, selected development export opportunities where Pakistan currently enjoys, or can achieve, a strong competitive edge. The identified Categories are:

Developmental Categories

- Fisheries
- Poultry
- Fruits/Vegetable & Wheat.
- I.T- Software & Services
- Marble & Granite
- Gems & Jewellery

- Engineering goods
- Chemicals
- Healthcare
- General Service

4. Geographic Expansion:

Pursue in the less explored Geography, exports of our Core Products Categories and Services and any other, but significant opportunities. The geographic areas identified are:

- Africa
- South America
- Eastern Europe
- Central Asian Republics
- Oceania (Australia/New Zealand)

5. Women Entrepreneurship:

To energise the Women Entrepreneurship in support of developing and realizing Pakistan's export capabilities and potential, and enhance overall economic value addition.

6. Traditional Partner Countries:

Bilateral Trade Enhancement would be achieved with countries where Pakistan traditionally/potentially enjoys close relationships

7. Leverage International Trade Blocks/Agreements:

Enhance market access based on proactive and innovative management of current or emerging world economic/ trading blocks and bilateral trading arrangements. These would initially be pursued with:

- EU
- D-8
- ECO
- OIC
- SAARC
- Bilateral Trade Agreement

APPLICATION FOR JOINING A TRADE DELEGATION

Annex II

Apply online at <https://tdap.gov.pk/mis/>



APPLICATION FOR PARTICIPATION IN DELEGATION

(Note: Please see terms and conditions on last page)

Name of the Delegation:- _____

1. Company Details

a) Name of the Firm: _____

b) Address (Head Office): _____

c) Address (Factory): _____

d) Tel (Office): _____

e) Fax: _____

f) E-mail: _____

g) URL: _____

1. Contact/ Focal Person

a) Name: _____

b) Designation: _____

c) CNIC: _____

d) Tel (Office): _____

e) Cell: _____

f) E-mail: _____

3. Status of the Company:-

- a) Type of Business: ☐ Manufacturer ☐ Manufacturer cum Exporter
☐ Commercial Exporter ☐ Other
- b) Ownership Status: ☐ Proprietorship ☐ Partnership
☐ Limited ☐ Other
- c) Category of Exports: ☐ Established Exporter (*) ☐ SME(**)
☐ New Exporter (***) ☐ Women Entrepreneur (****)
- d) Registration details: N.T.N.# _____ REX # _____
Sales Tax# _____
- e) Membership(s): Chamber: _____
Trade Association: _____
-

4. Products to be display during the visit: _____**a. *HS Code description of products:***

	HS Code (6 Digits)	Product Description

b. Annual Production Capacity

S. No	Products	Production Capacity (measuring Unit)

--	--	--

5. Company Certifications

☐ International

i) _____

ii) _____

iii) _____

☐ National

i) _____

ii) _____

iii) _____

6. Product Certifications:

I) _____

II) _____ iii) _____

7. No of Employees

Permanent: _____ Contract: _____ Others: _____

1. Value of Machinery/ Assets (Rs. Millions:

2. Exports

Total Certified Export for last three years. (Verified by the Bank)	Items as above	Preceding then previous Financial year (July-June)	Previous Financial year (July-June)	Current Financial year (July-June)	Bank (s) detail
	Value Million (US\$)				
	Value Million (Pak Rs.)				

Please add point as per following for new exporters:

For New Exporters: Total Turn Over for last three years. (attach Bank Statement)	Items as above	Preceding then previous Financial year (July-June)	Previous Financial year (July-June)	Current Financial year (July-June)	Bank (s) detail
	Value Million (Pak Rs.)				

3. Major Destinations

4. Participation Details

a) Previous Visits through TDAP:

Previous Financial year _____

Preceding Financial year _____

b) Previous Visits without TDAP's support :-

c) Name of the Representative (s):

Previous event attended by the Representative

Yes

☐

No

☐

i) Name: _____ Designation: _____

Passport No.: _____, Validity: _____

Previous events attended by the Representative

Yes

☐

No

☐

ii) Name: _____

Designation: _____

Passport No.: _____

Validity: _____

5. Participation With

☐

Subsidized participation

☐

without Subsidy participation (Full Fee)

13. Participation Fee

i) Pay Order / DD No.: _____ ii) Amount (Rs.): _____ iii) Date: _____

iv) Bank: _____

14. Any other Suggestion/ Recommendation

Declaration:

- i. *I /We hereby solemnly state that the above information is true to the best of my/our knowledge and belief. I/ We further solemnly undertake that if, at any stage the above information provided by me/us is found to be incorrect or fraudulently given, I/we shall be liable to pay penalty to TDAP as determined by Competent Authority of TDAP and TDAP may also initiate criminal proceedings against me/us under the relevant Law (s).*

- ii. I/we also solemnly undertake to abide by the rules,
procedures as prescribed by TDAP and to accept
decision in all matters concerning delegation.

TDAP's

**SIGNATURE OF CHIEF EXECUTIVE/
MANAGING PARTNER/PROPRIETOR**

NAME WITH DESIGNATION

Date: _____

Company Seal

15. Required Documents

- i. Participation fee in shape of Pay Order / Demand Draft in favour of TDAP.
- ii. Company brochure / Product Catalog / Company Profile / visiting card
- iii. Export Performance for last three years duly verified by bank for regular exporters.
- iv. Bank statements of last three years in case of new comers/Women Entrepreneur.
- v. Copy of Membership Certificate of Recognized Trade body
- vi. Photocopies of Passport(s) of the person(s) representing the company during the visit.
- vii. Copy of NTN certificate
- viii. Copy of all Certifications.

16. Brief Terms & Conditions.

- Applications after due date or without valid Pay Order / Bank Draft will not be entertained.*
- I. Non-submission of required documents noted against S. Nos 15 (i – viii) above shall render the applicant ineligible
 - II. *The form should be properly filled in and verified*
 - III. *Wrong and incomplete information may lead to disqualification*
 - IV. *Visa recommendation letters will be issued only to Director/CEOs of the companies.*
 - V. *Once an applicant's selection is confirmed, the participation fee shall not be refunded.*
 - VI. *In case of SCE; participants should provide top quality products in appropriate packing (Weight will be decided by the TDAP as per policy).*
 - VII. ***For more details, Guidelines for Participation in International Trade Delegation may please be perused on TDAP's website (www.tdap.gov.pk)***

DELEGATES REPORT FORM

Destination	
Date of the Visit	
1. Name & complete address of Company with telephone & fax numbers	
2. Products promoted	
3. Number of enquiries received by you during the Visit	
4. If some enquiries received during the Visit did not materialize into actual business; what were the reasons?	
(a) Price?	
(b) Quality?	
(c) Credit terms?	
(d) Transport?	
(e) Productive capacity of the Delegates?	
5. Major opportunities	
6. How many existing customers did you meet during the Visit?	
7. How many worthwhile new business contacts did you make during the Visit?	
8. Who were our potential competitors & their method for doing marketing?	
9. Orders booked during the Visit (Please give value in US dollars)	

10. Future orders / prospects
11. How would you access the Overall result for your Company in this Visit?
12. Do you think it is worthwhile to visit the destination again?
13. suggestions, if any, for improving future visit.
14. Comments on:
- (a) No of Meetings arranged
- (b) Quality of Meetings
- (c) Response from Counterparts
- (d) Assistance from trade Officer/Mission

DUTIES OF THE PROJECT OFFICER

Before the visit

- To plan, organize & progress all arrangements.
- To help in selecting suitable parties.
- To familiarize himself with rules, regulations and procedures of the host country.
- To brief the selected participants and ensure that all pre-delegation arrangements are complete.
- To ascertain before leaving the country the arrival dates of the participants at the destination and inform Pakistan Embassy of these dates.
- To obtain addresses of importers of the country of destination and circulate them to the selected delegates for advance contact.
- To arrange contact, meetings with prospective buyers for each participant and inform the participants of this about one month in advance of departure.

Upon reaching the destination

- To contact the Embassy and check the overall arrangements.
- To brief the delegates about their duties and responsibilities and code of conduct.

During the Visit

- To assist, along with the Trade Officer / Ambassador's representative, the participants in all reasonable manner.
- To ensure timely attendance of all meetings by all delegates.

At reaching Pakistan

- To submit TA / DA adjustment bill within a fortnight.
- To submit within 10 days detailed report on the Visit highlighting the following points:
 - (i) Economic Profile of the host country
 - (ii) Overall impression on the Visit and its management.
 - (iii) Performance of Trade Officer-orders booked, new contacts made, long term arrangements by each delegate.
 - (iv) Performance of competitor countries.
 - (v) Overall conduct of the delegates.
 - (vi) Achievements.
 - (vii) Shortfalls.
 - (viii) Recommendations.
- To make a presentation to the "Review Group" headed by the Vice Chairman on the quality of participation and recommendations for future delegations.

DUTIES OF COMMERCIAL SECTION

Before the Visit

- To fix dates of the visit of the delegation in consultation with TDAP.
- To identify the product groups which have potential for exports of our goods.
- To prepare / send budget for the visit.
- To send profiles of the delegates to potential buyers seeking their convenience for meetings.
- To arrange to send the address of the potential Importers to our selected delegates for advance contacts.
- To send the information about custom Rates and Regulation of host country.
- To provide the information about the hotels for delegates.

During the Visit

1. To arrange meetings of the delegates with the potential buyers.
2. To ensure timely attendance of all meetings by all delegates.

After the Visit

1. To send report about the Visit and detailed accounts along with vouchers / receipts within 10 days after the Visit.
2. Any other matter relating to the Visit of the delegation.

DELEGATION INITIATED BY CHAMBERS / ASSOCIATIONS DELEGATES DETAILS TO BE PROVIDED TO TDAP

(At least six months before commencement date)

S.No.	Name of delegates with Address/Tel / Fax Nos.	NTN	Exports during last three years verified by bank	Visits during last three years	Products to be promoted
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**DELEGATION INITIATED BY CHAMBERS / ASSOCIATIONS
VISIT REPORT OF THE TEAM LEADER**

(To be sent to TDAP within 30 days of conclusion of Visit)

1. Destinations visited

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2. Date of the Visit

--

3. No. of Companies
Participated

--

4. Items promoted

--

5. No. of meetings held

--

6. No. of enquiries
received

--

7. Items where
Pakistan can
be competitive

--

8. No. of new contacts
made

--

9. Orders booked

--

10. Suggestions

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