ANNUAL REPORT
2025-26

MINISTRY OF COMMERCE
GOVERNMENT OF PAKISTAN

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FY 2025-26: A year of challenges and progress

Guided by the vision of sustainable trade growth, TDAP has strengthened its global partnerships and expanded Pakistan's presence across key international markets during FY 2025–26.

The following pages present a detailed overview of TDAP's Annual Business Plan 2025–26, special initiatives, success stories and strategic direction over the course of the year.

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GOVERNANCE

TDAP's Board of Directors

CHAIRMAN
Mr. Jam Kamal Khan
Federal Minister for Commerce

VICE-CHAIRMAN
Mr. Faiz Ahmad Chadhar
Chief Executive, Trade Development Authority of Pakistan

MEMBER
Mr. Bilal Ahmed Khan
Senator, Senate Standing Committee on Commerce

MEMBER
Mr. Asad Alam Niazi
MNA, National Assembly Standing Committee on Commerce

MEMBER
Ms. Anita Turab
Additional Secretary (PF), Ministry of Finance

MEMBER
Mr. Asif Saeed Lughmani
Additional Secretary, Ministry of Industries & Production

MEMBER
Mr. Ziad Bashir
Managing Director, M/s Gul Ahmed Ltd.

MEMBER
Mr. Nasir Hamid
Additional Secretary (Trade Diplomacy), Ministry of Commerce

MEMBER
Mr. Zulfiqar Ali
Additional Secretary, Board of Investment

MEMBER
Mr. Alam Zeb Khan
Additional Secretary-I, Ministry of National Food Security & Research

MEMBER
Mr. Karim Aziz Malik
Representative of the President, FPCCI

MEMBER
Mr. Ghulam Ali Shah Pasha
Managing Director, M/s Qalandar Shahbaz (Agro Farm)

MEMBER
Mr. Ahmed Zulfiqar Hayat
Managing Director, M/s Leather Field (Pvt.) Ltd.

MEMBER
Ms. Mehreen Obaid
Managing Director, M/s Towellers Limited

MEMBER
Mr. Fuad Hamid Ahmed Garib
Managing Director, M/s Garibsons (Pvt.) Ltd.

SECRETARY OF THE BOARD
Mr. Sheryar Taj
Secretary, Trade Development Authority of Pakistan

LEADERSHIP MESSAGES

Federal Minister for Commerce



It is a matter of great satisfaction to present the Annual Report of the Trade Development Authority of Pakistan for the year under review.

The Government's economic framework proceeds from a settled premise: that durable growth must be founded upon export competitiveness rather than sustained through external borrowing. The correction of Pakistan's external account cannot rest upon demand compression alone. It requires the expansion of the country's productive and export base, and the institutional capacity to convert that base into realised trade.

Policy in this domain has accordingly been directed toward three objectives.

The **first** is the diversification of markets and products. Concentration within a narrow range of destinations and product categories exposes the national economy to external shocks over which it exercises no control. The extension of Pakistan's commercial presence into Africa, Central Asia, Latin America, and the emerging economies of Asia is, therefore, not an alternative to established trading relationships, but a necessary condition of their resilience.

The **second** is the strengthening of trade facilitation and regulatory compliance. Market access secured through negotiation is sustained only through conformity with the sanitary, phytosanitary, technical, and documentary requirements of importing jurisdictions. Investment in standards, certification, traceability, and compliance capacity is consequently to be understood not as an administrative burden but as a determinant of market retention.

The **third** is the development of services and knowledge-based exports. The growth of information technology, professional services, and digital trade constitutes a structural opportunity that warrants deliberate policy attention, particularly given its comparatively modest requirements in capital and logistics.

These objectives are pursued within the Strategic Trade Policy Framework, and in coordination with the Government's wider programme of economic diplomacy. Trade agreements, preferential arrangements, and bilateral commercial engagement remain instruments of first resort in securing predictable access for Pakistani exporters.

The Trade Development Authority of Pakistan is the principal executing agency of this agenda. Its mandate is to connect Pakistani enterprise with international demand, to represent the country's commercial interests in global markets, and to extend institutional support to exporters, with particular regard to small and medium enterprises, first-time exporters, and women-led enterprises, whose participation remains essential to inclusive export growth.

I record my appreciation to the Prime Minister for the economic diplomacy that has materially widened Pakistan's commercial horizons; to Pakistan's missions abroad for their continued efforts in advancing our trade and economic interests; and to the exporters and entrepreneurs whose resilience, innovation, and enterprise drive our exports and underpin the national trade effort.

Substantial work remains. The structural constraints upon Pakistan's export performance are neither recent in origin nor amenable to short-term remedy, and their resolution will require sustained policy continuity. This report is submitted in that spirit.

Mr. Jam Kamal Khan
Federal Minister for Commerce
Government of Pakistan

LEADERSHIP MESSAGES

Chief Executive, Trade Development Authority of Pakistan



Every export begins with an opportunity, but turning opportunity into sustainable trade requires competitive businesses, connected institutions and access to the right markets.

Export competitiveness is the outcome of an ecosystem. Technology, skills, investment, logistics, standards, innovation and market access all shape our ability to compete globally. TDAP therefore worked across this ecosystem with Federal and Provincial Governments, public institutions, Pakistan's trade missions abroad, industry, chambers and associations, academia, development partners and the private sector.

By connecting sectoral capabilities with market intelligence and international demand, these partnerships help translate Pakistan's productive potential into export opportunities.

FY 2025–26 was a year of focused delivery for TDAP. Across established, emerging and high-potential sectors, we worked to expand market access, strengthen business linkages and connect Pakistan's productive capabilities across goods and services with international demand. Our emphasis remained on diversification, value addition, digital trade, SMEs, women entrepreneurs and broader participation in the export economy.

We also strengthened our focus on market and product intelligence, technology and commercial follow-up to make our interventions more targeted, responsive and outcome-oriented.

I commend TDAP's teams across Pakistan and thank our partners at home and abroad for the collective effort reflected in this Annual Report.

Looking ahead, TDAP will build on this momentum through deeper market intelligence, technology-enabled trade development and a stronger focus on outcomes, connecting Pakistan's businesses with the markets and opportunities that will define the next chapter of our trade.

Mr. Faiz Ahmad Chadhar
Chief Executive,
Trade Development Authority of Pakistan

LEADERSHIP MESSAGES

Secretary, Trade Development Authority of Pakistan



TDAP's Annual Performance Report 2025–26 presents a comprehensive account of the Authority's continued efforts to facilitate Pakistan's business community and promote brand Pakistan across the world.

This past year, TDAP remained actively engaged in strengthening trade facilitation, institutional coordination, exporter outreach, market access support, and capacity-building across key sectors. Pakistan participated in more than 90 international exhibitions where TDAP in coordination with the Trade Missions developed Pakistan Pavilion including the six months mega Expo at Osaka where Pakistan secured two bronze medals in different categories. Within Pakistan TDAP has developed sector specific brands of exhibitions, among the prominent brands which has international significance include TEXPO for the textile and leather sector, FoodAg, Pakistan's premier food and Agriculture Expo and HEMS emerged as the country leading exhibition in the Healthcare, Engineering and Mineral sector. Moreover, Wexnet for the women entrepreneur network, Globe for E Commerce and PIXS for the recognition of IT startups have gained significance at national level. In 2025-26 the 3rd edition of FoodAg was successfully concluded in Karachi which was attended by more than 800 foreign delegates from across the world. More than five thousand B2B meetings were held which resulted in the estimated business of US$ 730 million in exports. Similarly, as part of Look Africa Policy, the Made in Pakistan Exhibition in Ethiopia was organized for the Eastern African countries in September 2025 where more than 100 Pakistan companies participated and generated an expected business of US $ 11.1 million. Moreover, Regional Wexnet for women entrepreneurs were organized successfully in Peshawar and Sialkot, while SME fairs were managed in Chitral and Sukkur.

Another important milestone for TDAP was the successful management of the numerous high profile business forums organized both within

Pakistan and abroad which were led by honorable Prime Minister and Commerce Minister. Similarly, business delegations were sent to Africa, CARs, ASEAN, North and South America, Oceania, Middle East, China and South Asia. A special Road Show was held in West Africa for promotion of Pakistan Rice. To facilitate the trade bodies in line with the vision of honorable Commerce Minister Help desks were established for the first time in the twelve leading Chamber of Commerce and Industry across the country. Likewise, more than hundred Seminar and Webinars were organized to address the supply side concerns, facilitate exporters, strengthen the B2B networking and enhance awareness about government regulations and financing for exporters. Similarly, National Exporters Training Program was conducted in all the four provinces in coordination with SBP, EXIM Bank, PSW and the provincial governments.

Multiple initiatives were taken to strengthen the digital trade including successfully completing the automation of the issuance of Country of Origin Certificates which benefited over twelve thousand exporters and as a result more than forty thousand Country of origin certificates were issued on line in 2025-26, these were previously issued manually and consumed exporters time and resources. Similarly, the Phase 1 of TDAP Trade Portal was successfully completed where 6000 plus exporters, 1600 importers and over 10,000 products were registered. The Phase 2 of the Project will commence in 2026-27 where E Commerce and A I Trade Chatbot will be made available for the exporters to further facilitate digital trade. TDAP also started working on development of the Finance and HR Automation on the ERP system as well as the work on development of the Preferential Trade Access database was also initiated to bring all the tariff concession arrangements on one single platform.

The Karachi Expo Centre which completed its 25 years is being managed by TDAP which serves as the biggest platform for exhibitions in Karachi. More than hundred exhibitions at the venue are being managed each year which also include Pakistan's mega Defence exports exhibition namely IDEAS by DEPO and Texpo and FoodAg country's biggest Textile and Agro exhibitions by TDAP. Another milestone for this year was the record profit generated by the Karachi Expo Centre which was a six-fold increase in profit in two years' time. The revenue generated by the venue is being utilized in upgradation and maintenance of the facilities at the Expo Centre. The increase in the number of exhibitions and effective oversight by the Board and the management were among the reasons for the subsequent increase in profit which has made the KEC among the successful and viable self-sustaining entities in the public sector. All this wouldn't have been possible without the vision and guidance of TDAP Board and its leadership and the commitment and professionalism of the team TDAP. It's the collective effort which remains central to strengthening TDAP as a proactive, facilitative, and responsive national trade promotion organization.

Mr. Sheryar Taj
Secretary,
Trade Development Authority of Pakistan

Executive Summary

Trade Development Authority of Pakistan Annual Report FY 2025–26.

FY 2025–26 was a year of expanded reach and a sharper approach to Pakistan's export-promotion effort. The Trade Development Authority of Pakistan, the country's national trade promotion organisation, conducted 91 international exhibitions, 10 outgoing and 6 incoming trade delegations, alongside 25 high profile business forums, 19 of them held in Pakistan and 6 abroad. Together these engagements carried Pakistan's export offer across every major region, consolidating Pakistan's position in established markets while opening access in Africa, Central Asia, Russia, ASEAN and Latin America.

Several mega engagements delivered commercial outcomes at significant scale. **FoodAg 2025**, Pakistan's premier food and agriculture exhibition was highly successful, securing export orders and expected business of more than **US$730 million**. It also recorded the highest number of exhibitors in a national event with more than 350 Pakistani exporters with over 850 international buyers and delegates from over 70 countries.

As part of the *Look Africa Policy,* the **5th Made in Pakistan Exhibition** in Africa was held in Ethiopia where more than 100 Pakistani firms participated and had nearly 2,500 business meetings, generating an estimated **US$11.1 million** worth of export orders. Another major success was achieved at **Expo 2025 Osaka,** where the Pakistan Pavilion received 1.8 million visitors and secured two awards: a ***Bronze Award for Exhibition Design*** in the Shared Pavilions - Saving Lives category from the Bureau International des Expositions (BIE), and an ***Editor's Choice Award*** from EXHIBITOR.

The year also marked a significant transformation towards digitalisation and initiatives, particularly in the services sector, to promote e-commerce and IT start-ups. The inaugural **GLOBE Pakistan Summit** assembled e-commerce platforms, payment providers, logistics operators, regulators and international partners around the institutional foundations of Pakistan's digital trade. PIXS applied the same model nationally in its second edition, expanding from close to 200 applications to more than 500 across seven regions in all four provinces of Pakistan, with leading ventures progressing toward international pilots and buyer engagement. The **Global Horizon Initiative** aligned research and talent across government, industry and academia with exporter requirements, while KITECH advanced culture, tourism and technology as export propositions. The Pakistan Trade Portal, now hosting more than 6,000 registered firms and over 10,000 listed products, entered a second phase centred on verification and buyer confidence. The initiative to automate the issuance of certificates of origin was highly successful where more than 40,000 exporters benefited from the transition from manual to online issuance of COO Certificates. In addition to improving the ease of doing business, it increased the Authority's revenue and reduced operating expenses for both exporters and the Authority.

TDAP's National Exporters Training Programme was conducted across the country while over 150 Seminars and Webinars were held addressing the supply-side issues, compliance support, promotion of Women Entrepreneurs, SMEs and on B2B connectivity. Moreover, Women Entrepreneurs and SME fairs were held across Pakistan. As part of Commerce Minister's directions for the expansion of TDAP's outreach across the country for support of country export promotion, TDAP Help desks were established in several leading Chamber of Commerce and industries across Pakistan, so far the facility has been established in 12 Chamber of Commerce and Industries across Pakistan, including the most recent one in Lasbela Chamber of Commerce and Industries.

TDAP's Business Plan for FY 2026–27, approved by the Board, headed by Commerce Minister places even greater emphasis on the digitalisation of trade promotion, participation in 129 international exhibitions, more than 30 outgoing and incoming delegations and several fairs for promotion of the SMEs, Women Entrepreneurs & Services Sector. Similarly, more than 200 Seminars and Webinars have been planned across eight product divisions for compliance support and B2B Connectivity, likewise the National Exporters Training Programme has been further expanded through revisions to its modules enhancing its scope in line with modern trade trends. Traditional export sectors remain the foundation of Pakistan's international footprint. The platforms, partnerships and institutional relationships established during the year provide the basis on which a broader range of Pakistani firms, technologies and services can reach international buyers.

Year in Review

From activity reporting to outcome-oriented trade delivery.

FY 2025–26 consolidated TDAP's role as Pakistan's national trade-promotion platform. With services exports rising 19% to **US$10 billion** and goods exports of **US$30.13 billion**, the Authority converted high-level diplomacy into sector-level commercial opportunity across every major region. Guided by the National Trade Policy and the Strategic Trade Policy Framework, implementation was carried out through 91 international exhibitions, 16 trade delegations and 25 business forums.

THE YEAR IN NUMBERS

91
International Exhibitions

1,500+
Companies Participated in Int'l. Exhibitions

50+
Trade Delegations & Road Shows

10,000+
B2B Meetings & Business Facilitated

220
Seminars & Webinars

40,000
Country of Origin Certificates (COO) Issued (Online) in FY 2025-26

12,000+
Exporters Benefited from Online Issuance of COO Certificates

30
Regional SME & Women Entrepreneurs Fairs

EXHIBITIONS BY DIVISION

Total: 91 exhibitions



Trade figures are provisional as of 9 July 2026. Source: TDAP Trade Report, July–June FY 2025–26.

01. Global Exhibition Footprint
91 international exhibitions carried Pakistan's export offering across all major regions, led by Textiles & Leather, Engineering & Manufacturing and Agro & Food.

02. Flagship Export Platforms
FoodAg 2025 generated US$730 million in expected business, while Expo 2025 Osaka won two Bronze Awards. Key services-sector initiatives included the GLOBE E-commerce Summit and PIXS for IT start-ups.

03. Made in Pakistan Exhibition - Ethiopia
9 East African countries participated, featuring 103 exhibitors, over 2,500 B2B meetings, and US$11.1 million in expected business.

04. Trade Diplomacy & Delegations
10 outgoing & 6 incoming delegations expanded cooperation in key sectors, while 25 business forums strengthened trade ties with Saudi Arabia, the EU, Russia, Central Asia and ASEAN.

05. Market Diversification
Strong export growth was recorded in Tanzania (+97%), South Korea (+72%) and Kenya (+37%), with Africa, Latin America, Central Asia and Russia remaining priority markets.

06. Inclusive & Knowledge-Based Growth
WEXNET, regional expos, PIXS and Pakistan Travel Mart promoted inclusive, innovation-led and services exports.

TRADE PROFILE

Provisional FY 2025–26

Services Exports	Goods Exports	Goods Imports
US$10 billion	US$30.13 billion	US$69.76 billion

Trade figures are provisional as of 9 July 2026.

Source: Pakistan Bureau of Statistics (PBS)

Digitization of TDAP Services	Outcome: Ease of Doing Business
Certificate of Origin digitalized in 2025	**40,000+** COO certificates issued online **12,000+** Exporters benefited
Preferential Trade Access Database (PTAD) to be launched on 14 August 2026	**Pakistan's First** Market Intelligence and Trade Support System for Promoting Exports Pakistan has **29 Preferential Trade Arrangements** with **93 countries** which will be brought online under one platform
Pakistan Trade Portal	**Online B2B platform:** 6,000+ Exporters, 1,600+ Importers & 10,000+ products Registered **Phase 2:** E-Commerce, AI Trade Chatbot & Multi-Trustmark System for Verification to enhance trust and credibility
Pakistan Export Gallery	Digital Display Centre of Pakistan's major exportable products.
International Exhibitions & Flagship Events	Online Registration of International exhibitions, TDAP flagship events & for reservations in Karachi Expo Centre.
Adoption of E-Office & ERP System	• Paper-less & secure office communications • Finance & HR transformed from Manual to ERP / Automation



New Markets

Market-opening efforts expanded Pakistan's export footprint across Russia, Africa, the Central Asian Republics (CARs), ASEAN markets and Latin America.



Made in Pakistan Exhibition

103 Pakistani companies participated in the event, with 2,590 B2B meetings held, 29 MoUs signed, and 5,284 visitors attending the 5th PATDC Ethiopia, generating an estimated business of US$11.1 million



Expo 2025 Osaka

The Pakistan Pavilion welcomed over 1.8 million visitors and earned international recognition, strengthening Pakistan's global brand and cultural diplomacy.



FoodAg 2025 & the Global Cuisine Show

TDAP's flagship agro-food platform generated around US$730 million in business, linking 350+ Pakistani exporters with 850+ international delegates from 75+ countries.

International Exhibitions and Trade Diplomacy

Highlights of international engagements, trade promotions, and global partnerships.

AUSTRALIA

- **Fine Food, Australia**
  8-11 SEPTEMBER, 2025
  Agro & Food | 7 companies
- **International Sourcing Expo, Australia**
  18-20 NOVEMBER, 2025
  Textile | 12 companies

BANGLADESH

- **Dye+Chem, Bangladesh**
  10-13 SEPTEMBER, 2025
  Chemicals | 7 companies
- **South Asia Trade Fair, Bangladesh**
  18-21 SEPTEMBER, 2025
  Multi-Products | 58 companies
- **LeatherTech, Bangladesh**
  4-7 NOVEMBER, 2025
  Leather | 15 companies
- **Food Bangladesh International Expo**
  7-9 MAY, 2026
  Agro & Food | 4 companies

CANADA

- **Sial Food Fair- Canada**
  29 APR - 1 MAY, 2026
  Agro & Food | 6 companies

CHINA

- **Qinghai International Carpet Exhibition**
  25-29 JUNE, 2025
  Carpets & Floor Coverings | 19 companies
- **Kashi Commodity Fair, China**
  16-20 AUGUST, 2025
  Multi-Products | 15 companies
- **Intertextile Shanghai Apparel Fabrics, China**
  2-4 SEPTEMBER, 2025
  Textile | 3 companies
- **All China Leather Exhibition**
  3-5 SEPTEMBER, 2025
  Leather | 5 companies
- **138th Canton Fair, China**
  15 OCT - 4 NOV, 2025
  Multi-Products | 19 companies
- **Seafood and Fisheries Expo, China**
  29-31 OCTOBER, 2025
  Agro & Food | 14 companies
- **International Import Expo, China**
  5-10 NOVEMBER, 2025
  Multi-Products | 20 companies
- **Sial China**
  18-20 MAY, 2026
  Agro & Food | 11 companies
- **10th China-South Asia Expo, to be held in Kunming, China**
  11-16 JUNE, 2026
  Multi-Sector | 63 companies

SRI LANKA

- **Medicare International Expo Colombo**
  6-8 MARCH, 2026
  Healthcare | 11 companies
- **Intex Sri Lanka**
  6-8 AUGUST, 2025
  Textile | 8 companies

UAE

- **Intersec Dubai**
  12-14 JANUARY, 2026
  Safety Wear & PPE | 6 companies
- **ISM Middle East, Dubai**
  15-17 SEPTEMBER, 2025
  Agro & Food | 2 companies
- **GITEX Global, Dubai**
  13-17 OCTOBER, 2025
  IT | 36 companies
- **Beautyworld Dubai**
  27-29 OCTOBER, 2025
  Cosmetics | 16 companies
- **Gulfood Manufacturing, Dubai**
  4-6 NOVEMBER, 2025
  Agro & Food | 11 companies
- **Big 5 Global 2025**
  24-27 NOVEMBER, 2025
  Construction | 9 companies
- **Automechanika Dubai**
  9-11 DECEMBER, 2025
  Auto Parts | 8 companies
- **AEEDC, Dubai, 2026**
  19-21 JANUARY, 2026
  Surgical | 8 companies
- **Gulfood, Dubai**
  26-30 JANUARY, 2026
  Agro & Food | 67 companies
- **Arab Health, Dubai (WHX Middle East)**
  9-12 FEBRUARY, 2026
  Healthcare | 40 companies

EGYPT

Food Africa, Egypt
9-12 DECEMBER, 2025
Agro & Food | 18 companies

TAJIKISTAN

International Universal Exhibition-Fair
13-15 NOVEMBER, 2025
Multi-Products | 10 companies

FRANCE

Texworld Paris, France
15-17 SEPTEMBER, 2025
Textile | 10 companies

GERMANY

Ambiente, Frankfurt
6-10 FEBRUARY, 2026
Multi-Products | 6 companies

Anuga, Germany
4-8 OCTOBER, 2025
Agro & Food | 34 companies

Munich Show, Germany
23-26 OCTOBER, 2025
Gems and Jewelry | 16 companies

A+A Dusseldorf, Germany
4-7 NOVEMBER, 2025
Gloves | 11 companies

MEDICA- Germany
17-20 NOVEMBER, 2025
Surgical | 24 companies

ISPO Trade Fair, Germany
30 NOV - 2 DEC, 2025
Sports Goods | 3 companies

Heimtextil Germany
13-16 JANUARY, 2026
Home Textile | 73 companies

Techtextil, Germany
21-24 APRIL, 2026
Textile | 4 companies

HONG KONG

APLF Hong Kong
12-14 MARCH, 2026
Textile & Leather | 16 companies

IRAQ

Health Expo Iraq
18-21 SEPTEMBER, 2025
Healthcare | 11 companies

ITALY

Expo Riva Schuh
14-17 JUNE, 2025
Textile & Leather | 6 companies

Lineapelle Fair Milan, Italy
23-25 SEPTEMBER, 2025
Leather | 12 companies

Expo Riva Schuh 2026
10-13 JANUARY, 2026
Textile & Leather | 4 companies

Lineapelle Fair
11-13 FEBRUARY, 2026
Textile & Leather | 10 companies

Mipel The Bag Show Milan, Italy
7-9 SEPTEMBER, 2025
Leather | 8 companies

Marmomac, Italy
23-26 SEPTEMBER, 2025
Marble | 2 companies

JAPAN

Sportec, Japan
30 JUL - 1 AUG, 2025
Sports Goods | 8 companies

Medical Japan - Tokyo
1-3 OCTOBER, 2025
Surgical | 9 companies

Foodex Japan
10-13 MARCH, 2026
Agro & Food | 4 companies

Japan IT Week
8-10 APRIL, 2026
IT | 12 companies

KENYA

Medic East Africa, Kenya
22-24 OCTOBER, 2025
Healthcare | 11 companies

KYRGYZSTAN

MedExpo, Kyrgyzstan
31 MAR - 2 APR, 2026
Healthcare | 6 companies

MALAYSIA

MIHAS, Malaysia
17-20 SEPTEMBER, 2025
Halal Products | 2 companies

NIGERIA

Nigeria Energy
28-30 OCTOBER, 2025
Electrical Machinery | 7 companies

Beauty West Africa, Nigeria
25-27 NOVEMBER, 2025
Cosmetics | 19 companies

West Africa Automotive Show Nigeria
12-14 MAY, 2026
Auto Parts | 8 companies

OMAN

Oman Agriculture Exhibition
1-3 DECEMBER, 2025
Agro & Food | 14 companies

PHILIPPINES

World Food Expo, Philippines
6-9 AUGUST, 2025
Agro & Food | 6 companies

Phil Medical, Philippines
13-15 AUGUST, 2025
Healthcare | 7 companies

PORTUGAL

Web Summit-Portugal
10-13 NOVEMBER, 2025
IT | 15 companies

Intertex, Portugal
19-21 MAY, 2026
Textile | 5 companies

QATAR

Web Summit - Qatar
1-4 FEBRUARY, 2026
IT | 7 companies

Qatar International Agricultural
10-12 FEBRUARY, 2026
Agro & Food | 2 companies

KSA

Global Health, KSA
27-30 OCTOBER, 2025
Healthcare | 10 companies

Saudi Build, KSA
3-6 NOVEMBER, 2025
Construction | 9 companies

SENEGAL

Dakar International Trade Fair (FIDAK), Senegal
7-31 DECEMBER, 2025
Multi-Products | 3 companies

SINGAPORE

Fintech Singapore
12-14 NOVEMBER, 2025
IT | 6 companies

SOUTH AFRICA

World Health Expo (WHX) Cape Town 2025
2-4 SEPTEMBER, 2025
Healthcare | 35 companies

Africa Big 7 - South Africa
10-12 JUNE, 2026
Agro & Food | 10 companies

Big 5 Construct, 2026
9-11 JUNE, 2026
Engineering & Manufacturing | 7 companies

SOUTH KOREA

Busan International Seafood, South Korea
5-7 NOVEMBER, 2025
Seafood | 3 companies

TURKIYE

Motobike Istanbul, Turkiye
22-25 APRIL, 2026
Auto Parts | 3 companies

ExpoMed Turkey
16-18 APRIL, 2026
Healthcare | 18 companies

Beauty Istanbul 2026
7-9 MAY, 2026
Beauty & Cosmetics | 19 companies

Automechanika Istanbul, Turkiye
19-22 MAY, 2026
Auto Parts | 10 companies

Halal Expo, Turkiye
26-29 NOVEMBER, 2025
Multi-Products | 2 companies

Carpet & Flooring Expo, Turkiye
6-9 JANUARY, 2026
Carpets | 10 companies

THAILAND

Thai International Travel Fair
22-26 JANUARY, 2026
Tourism | 12 companies

UK

AI and Big Data Expo , UK
24-25 SEPTEMBER, 2025
IT | 8 companies

USA

Texworld New York, USA
23-25 JULY, 2025
Textile | 6 companies

Sourcing at Magic, Las Vegas, USA
18-20 AUGUST, 2025
Textile & Leather | 50 companies

NSC Safety Congress & Expo Miami
15-17 SEPTEMBER, 2025
Safety Equipment | 10 companies

Tech Crunch Disrupt USA
27-29 OCTOBER, 2025
IT | 16 companies

AAPEX Show, USA
4-6 NOVEMBER, 2025
Auto Parts | 10 companies

AIM Expo, USA
7-9 JANUARY, 2026
Leather | 26 companies

Magic Show, USA
17-19 FEBRUARY, 2026
Textile | 53 companies

Game Developers Conference (GDC), USA
9-13 MARCH, 2026
IT | 16 companies

Summer Fancy Food Show- USA
28-30 JUNE, 2026
Agro & Food | 10 companies

WHX Miami
17-19 JUNE, 2026
Engineering & Manufacturing | 14 companies

VIETNAM

Shoe and Leather Ho Chi Minh City, Vietnam
9-11 JULY, 2025
Leather | 6 companies

INTERNATIONAL

01. HEIMTEXTIL, 2026

Frankfurt, Germany

Highlights: Heimtextil 2026 featured around 3,000 exhibitors from 66 countries and welcomed approximately 48,000 visitors from 133 countries.

TDAP participated in Heimtextil 2026, held from 13 th to 16 th January, 2026 at Frankfurt, Germany. Heimtextil is the world's biggest international trade fair for home and contract textiles in which leading international companies participate, providing extensive opportunities to connect with buyers, retailers, wholesalers, designers, furniture and bedding stores from across the world. Moreover, Germany is the second largest global importer of home textile products and the third largest export destination of Pakistan's Home textile products after the USA and UK. Keeping in view the importance of the event and lucrative trade and economic opportunities, Trade Development Authority of Pakistan (TDAP) has reserved 912sqm space for participation of seventy three (73) companies in this year's edition.

Key Outcomes

Messe Frankfurt reported that Heimtextil 2026 featured around 3,000 exhibitors from 66 countries and welcomed approximately 48,000 visitors from 133 countries. Pakistan maintained a strong and visible presence at Heimtextil 2026 with a total of 287 exhibitors.







INTERNATIONAL

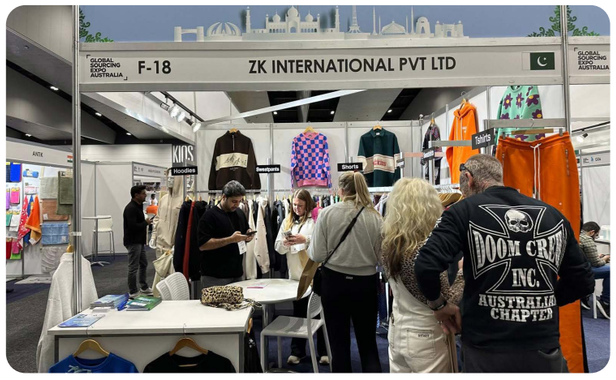
02. Global Sourcing Expo 2025

Melbourne, Australia

Highlights: 18 Exhibitors but only 12 exhibitors can participate, due to visa issue.

Pakistan's presence at the Global Sourcing Expo 2025 in Melbourne from 18–20 November provided a strong platform to showcase the country's manufacturing capabilities, high-quality products, and export potential. This year, 14 leading Pakistani companies 12 through TDAP (6 couldn't due to non issuance of visas) and 2 independent companies represented a wide range of sectors, including textiles, leather, sports goods, sportswear, garments, towels, and apparel. The diversity of participants reflected Pakistan's expanding presence in the Australian market and its commitment to enhancing bilateral trade relations.

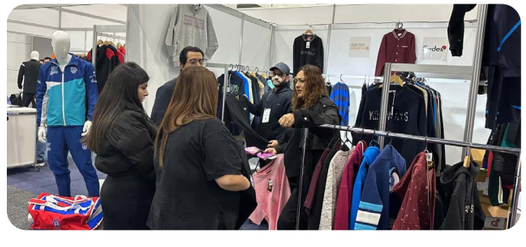












INTERNATIONAL

03. Summer Fancy Food Show 2026

New York, U.S.A

Highlights: Pakistan Pavilion at North America's premier specialty food trade exhibition featured 10 leading exporters and promoted rice, spices, Himalayan pink salt, frozen foods, beverages, juices and other value-added food products.

On behalf of TDAP, the Trade & Investment Section in New York organised the Pakistan Pavilion at the Summer Fancy Food Show 2026, North America's premier specialty food trade exhibition. The pavilion featured 10 leading Pakistani food exporters before buyers, importers, distributors, retailers and food industry professionals from around the world.

Key Outcomes

The activity supported Pakistan's efforts to deepen penetration in the existing ethnic food market while expanding into mainstream U.S. retail channels. It created a platform for Pakistani brands to promote value-added food products, develop importer and distributor linkages and pursue new export opportunities in the United States.









INTERNATIONAL

04. Kashi Commodity Fair, China

Kashgar, China

Highlights: More than 100 B2B meetings were held, and over 100 trade inquiries were received.

TDAP participated in Kashi Commodity Fair, China held from 16 to 20 August 2025 for the first time which attracted a good number of buyers during the event.



Key Outcomes

- More than 100 B2B meetings were held, and over 100 trade inquiries were received.
- An order worth US$2,000 was also secured during the Kashi Commodity Fair.

05. 138th Edition of Canton Fair, China

Guangzhou, China

Highlights: A total of 400 enquiries and B2B meetings were conducted, with an expected business of US$2.5 million.

The 138th Canton Fair, a multi-sector exhibition, was organised in Guangzhou, China from 15 October to 4 November 2025.





INTERNATIONAL

06. China International Import Expo (CIIE)

Shanghai, China

Highlights: Twenty Pakistani companies participated in the event.

TDAP participated in China International Import Expo, Shanghai held from 5th to 10 November 2025 which represented Pakistani Products in Chinese market. Overall, the event facilitated deals worth US$83 billion, with participation from 4,108 companies across 138 countries and a footfall of approximately 0.9 million visitors.

Key Outcomes

- Twenty Pakistani companies participated in the event. The event holds significance for diplomatic relations with China.











INTERNATIONAL

07. 10th China-South Asia Expo (CSAE)

Kunming, China

Highlights: Sixty-three Pakistani companies are participating in the event, which has been attended by more than 450,000 visitors.

The 10th China South Asia Expo (CSAE) held from 11–16 June 2026 at the Kunming, China Over 450,000 visitors and 20,000 enterprises from 80 countries are participating in this event.

Key Outcomes

- 63 Pakistani companies are participating in the event, which has been attended by more than 450,000 visitors.
- This event has high visibility in China and serves as a strategic gateway for trade, investment, and diplomacy between China, South Asia, and Southeast Asia.







INTERNATIONAL

08. 33rd FIDAK, Dakar, Senegal

Dakar, Senegal

Highlights: Pakistan's participation at the event yielded tangible commercial outcomes, with the three participating companies conducting around 30 B2B meetings with regional buyers to secure potential distributors.

Held in Dakar from December 7-31, 2025, the event featured a dedicated Pakistan Pavilion established by TDAP in the Green Hall. Its purpose was to showcase competitive Pakistani products, promote bilateral commercial outreach, and establish market access and business links within Senegal and the wider West African region. It was conducted by setting up and branding five turnkey stands to display prominent export sectors, organising B2B matchmaking sessions for registered Pakistani companies with local wholesalers, and conducting high-level G2G institutional meetings with Senegalese commerce and trade ministries.

Key Outcomes

Pakistan's participation delivered tangible commercial results, with three companies holding around 30 B2B meetings with regional buyers to identify potential distributors. These engagements led to several confirmed and committed export orders, although some exhibitors kept their sales figures confidential.

Noorani & Co. also recorded strong retail sales and had to replenish inventory to meet local demand. Sideline meetings advanced a pending trade MoU with Senegal's Ministry of Trade and initiated collaboration with ADPME for a future Halal Meat Conference. The event concluded with the DG of CICES presenting a commemorative shield to TDAP in recognition of Pakistan's continued trade engagement.





INTERNATIONAL

09. South Asia Trade Fair, Bangladesh

Dhaka, Bangladesh

Highlights: 58 Pakistani companies participated in the event, marking Pakistan's first participation in an event in Bangladesh.

The South Asia Trade Fair, Bangladesh, held from 18–21 September 2025, is a major regional exhibition regularly hosted in Bangladesh, designed to promote trade, investment, and cultural exchange among SAARC member countries.

Key Outcomes

- 58 Pakistani companies participated in the event, marking Pakistan's first participation in an event in Bangladesh.
- Pakistani products were introduced to the Bangladeshi market through this platform, with strong presence of leading textile and other brands.







INTERNATIONAL

10. Intex Sri Lanka

Colombo, Sri Lanka

Highlights: Export orders of US$4–5 million were generated during the event

Intex Sri Lanka is a regular feature of TDAP's Annual Business Plan (ABP). The event draws participation of the some of the largest textile companies including Artistic Milliners, Siddiqsons, Liberty Mills etc.The basic premise of the event is to increase the visibility of Pakistani textile market in South Asia and adjoining region.



Key Outcomes

Export orders of US$4–5 million were generated during the event.

11. Carpet and Flooring Expo, Türkiye

Istanbul, Türkiye

Highlights: Pakistani company Red Inc. won the best design award in the event.

Held in Istanbul, Türkiye, from 6–9 January 2026, the Carpet and Flooring Expo brought together 10 participants at one of Europe's fastest-growing carpet industry events. As a regular feature of TDAP's ABP, the expo provided an important platform for exploring the latest carpet manufacturing trends and engaging with leading international buyers.

Key Outcomes

Pakistani company Red Inc. won the best design award in the event. in the Mixed Weaving Technique Category for the second consecutive year.





INTERNATIONAL

12. Techtextil 2026

Frankfurt, Germany

Highlights: Many leads were generated during the course of the event.

Held in Frankfurt, Germany, from 21–24 April 2026, Techtextil Germany brought together four participants at the world's leading biennial trade fair for technical textiles and nonwovens. The event showcased advanced textile technologies and facilitated engagement with global manufacturers, innovators, buyers, and industry experts across the automotive, medical, construction, protective wear, and industrial textile sectors.



Key Outcomes

Many leads were generated during the course of the event with followup in progress.

13. Qinghai International Carpet Exhibition 2025

Qinghai, China

Highlights: The carpet companies were able to sell their stock at the event

The event was part of ABP 2025–26 and was exclusively included at request of PCMEA. The event brought 19 carpet companies from Pakistan, one of the largest carpet sector representation in recent times.



Key Outcomes

The carpet companies were able to sell their stock at the event. Moreover, they also got export orders from China. The follow up to these orders is underway.

INTERNATIONAL

14. Aim Expo

Los Angeles, U.S.A

Highlights: AIM Expo is the largest motorcycle wear exhibition in North America.

Held in Anaheim, Los Angeles, USA, from 7th to 9 January 2026, AIMExpo - the largest motorcycle apparel and gear exhibition in North America - featured 26 Pakistani companies, which generated business leads valued at approximately US$8 million.



15. A+A Düsseldorf

Düsseldorf, Germany

Highlights: A+A Düsseldorf is the largest safety exhibition in the world.

Scheduled to take place in Düsseldorf, Germany, from 4–7 November 2026, A+A Düsseldorf is the world's leading exhibition for workplace safety, security, and occupational health. The event will feature 11 participants and provide opportunities to showcase safety products, explore industry innovations, and connect with international buyers.



INTERNATIONAL

16. APLF Hong Kong

Hong Kong

Highlights: APLF is amongst the oldest and largest exhibitions of leather and leather products globally.

Held in Hong Kong from 12–14 March 2026, APLF, one of the world's oldest and largest exhibitions for leather and leather products, featured 16 Pakistani companies, which secured orders worth approximately US$10 million.



Key Outcomes

16 Pakistani companies secured orders worth approximately US$10 million.

17. All China Leather Exhibition ACLE

Shanghai, China

Highlights: 5 Pakistani companies participated and generated leads worth US$1.5 million.

During the Shanghai exhibition from 3–5 September 2025, five Pakistani companies participated and generated potential business leads valued at approximately US$1.5 million.



INTERNATIONAL

18. Medica Trade Fair Germany

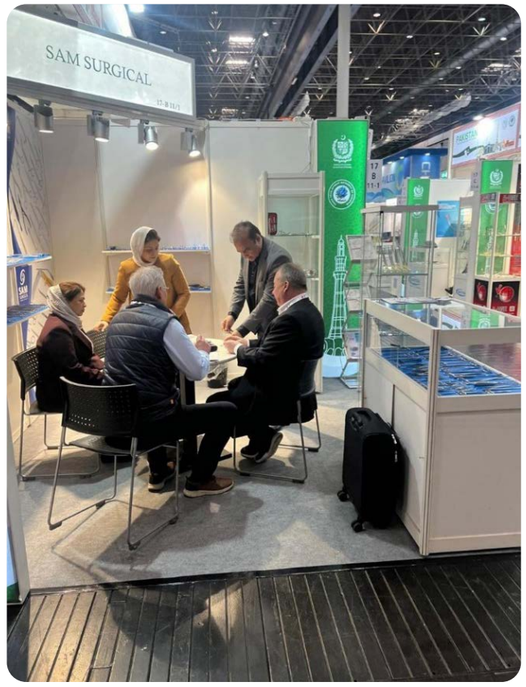
Düsseldorf, Germany

Highlights: Achieved a total export facilitation value of US$71.6 million during the event cycle (marking an increase from US$68.6 million in the previous fiscal year).

TDAP's national pavilion at the world's leading medical B2B trade fair in Düsseldorf, Germany, attracted 24 Pakistani companies—up from 18—from 17-20 November 2025. The pavilion showcased high-precision surgical, dental, and diagnostic instruments to institutional buyers from Europe, the Americas, and Asia, supporting greater access to Western markets.

Key Outcomes

Achieved a total export facilitation value of US$71.6 million during the event cycle (marking an increase from US$68.6 million in the previous fiscal year).





INTERNATIONAL

19. Sourcing at Magic, Las Vegas, USA

Las Vegas, U.S.A

Highlights: 50 exhibitors; 1,550 B2B meetings; US$186,000 generated during the fair; US$29 million expected

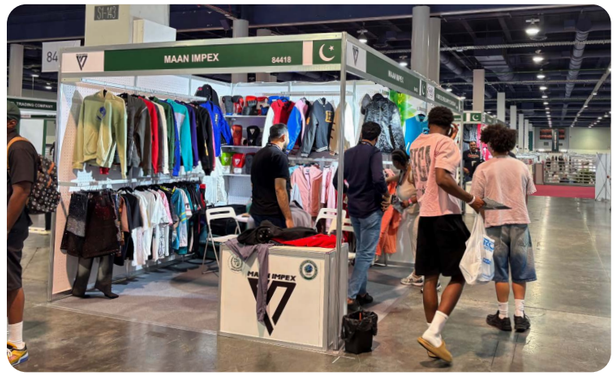
SOURCING at MAGIC is one of the biggest events in the USA which garnering participation from leading international companies and providing extensive opportunities to connect with buyers, retailers, wholesalers, designers, stores from all over the world. It offers a unique platform to the textile & leather sector. The fair will be held from 18 th to 20 th August, 2025 at Las Vegas, USA. TDAP has been vigorously participating in both editions of the fair for many years. Keeping in view the importance of the event and lucrative trade and economic opportunities in Las Vegas, USA Trade Development Authority of Pakistan (TDAP) has reserved space for participation of fifty (50) leading companies from Pakistan.

Key Outcomes

50 exhibitors; 1,550 B2B meetings; US$186,000 generated during the fair; US$29 million expected









INTERNATIONAL

20. Intertex Portugal

Lisbon, Portugal

Highlights: 5 Pakistani companies participated and generated leads worth US$1 million.

Five Pakistani companies participated in the Lisbon exhibition from 19–21 May 2026, generating potential business leads valued at approximately US$1 million.



21. Shoe & Leather, Vietnam

Ho Chi Minh City, Vietnam

Highlights: 6 Pakistani companies participated and generated leads worth US$0.8 million

The Ho Chi Minh City exhibition, conducted from 9–11 July 2025, featured six Pakistani companies and generated potential business leads valued at approximately US$0.8 million.





INTERNATIONAL

22. Leathertech Bangladesh

Dhaka, Bangladesh

Highlights: 15 Pakistani companies participated and generated leads worth US$2 million.

The Dhaka exhibition, conducted from 4–6 December 2025, featured 15 Pakistani companies and generated potential business leads valued at approximately US$2 million.



23. Mipel Fair

Milan, Italy

Highlights: 8 Pakistani companies participated and generated leads worth US$2.5 million.

Eight Pakistani companies showcased their offerings in Milan, Italy from 7–9 September 2025, generating potential business leads valued at approximately US$2.5 million.

24. Lineapelle Fair, 2025

Milan, Italy

Highlights: 12 Pakistani companies participated and generated leads worth US$11 million.

Milan hosted 12 Pakistani companies from 23–25 September 2025, with their participation generating potential business leads valued at approximately US$11 million.

INTERNATIONAL

25. Lineapelle Fair, 2026

Milan, Italy

Highlights: 10 Pakistani companies participated and generated leads worth US$8 million.

From 11–13 February 2026, ten Pakistani companies participated in the Milan exhibition and generated potential business leads valued at approximately US$8 million.





26. Intersec Dubai

Dubai, U.A.E

Highlights: 6 Pakistani companies participated and generated leads worth US$0.9 million.

Dubai welcomed six Pakistani companies from 12–14 January 2026, generating potential business leads valued at approximately US$0.9 million.





INTERNATIONAL

27. Expo Riva Schuh, 2025

Garda, Italy

Highlights: 6 Pakistani companies participated and generated leads worth US$3 million.

Garda, Italy welcomed six Pakistani companies from 14–17 June 2025, generating potential business leads valued at approximately US$3 million.



28. Expo Riva Schuh, 2026

Garda, Italy

Highlights: 4 Pakistani companies participated and generated leads worth US$1.5 million.

Garda, Italy hosted four Pakistani companies from 10–13 January 2026, generating potential business leads valued at approximately US$1.5 million.





Milan, Italy

INTERNATIONAL

29. Medical Japan

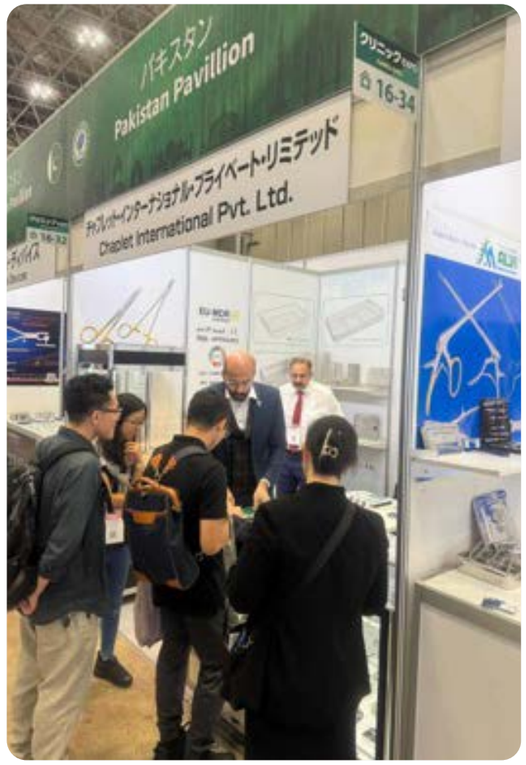
Osaka, Japan

Highlights: Maintained strong market positioning within the East Asian corridor, capturing an export facilitation value of US$9.2 million for the fiscal year.

Across Tokyo and Osaka from 1–3 October 2025, nine Pakistani surgical companies showcased custom manufacturing, product durability, and compliance with Japanese health standards. The TDAP-supported exhibition targeted quality-conscious medical device buyers in Japan and other East Asian markets.

Key Outcomes

Maintained strong market positioning within the East Asian corridor, capturing an export facilitation value of US$9.2 million for the fiscal year.





INTERNATIONAL

30. Global Health Exhibition (KSA)

Riyadh, Saudi Arabia

Highlights: Established critical procurement pathways within Saudi Arabia's Vision 2030 healthcare framework and generated vital trade leads via AEEDC Dubai.

Eighteen Pakistani companies participated in major healthcare trade fairs in Riyadh from 27–30 October 2025 and Dubai from 19–21 January 2026. With 10 companies exhibiting in Saudi Arabia and eight in the UAE, the activities targeted institutional buyers and high-volume hospital procurement opportunities across GCC and wider Middle Eastern healthcare markets.

Key Outcomes

Established critical procurement pathways within Saudi Arabia's Vision 2030 healthcare framework and generated vital trade leads via AEEDC Dubai.





INTERNATIONAL

31. Sportec 2025, Japan

Tokyo, Japan

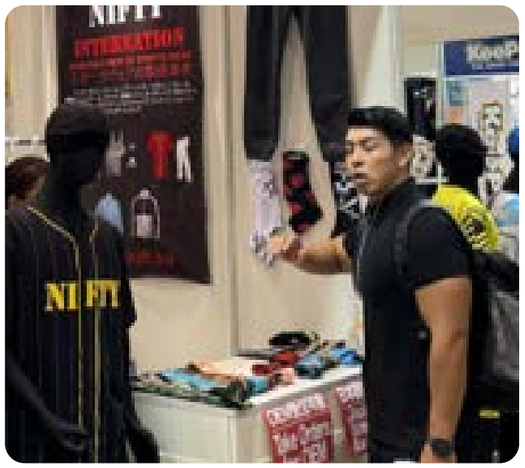
Highlights: Participation in SPORTEC 2025, Tokyo, Japan helped establish new trade linkages between Pakistani manufacturers and Japanese buyers.

TDAP participated in SPORTEC 2025 in Tokyo, Japan, to expand its exports by showcasing sports goods to the Japanese market. The activity was organised under the coordination of the Pakistan Embassy in Japan and the Trade Development Authority of Pakistan (TDAP), with 8 Pakistani companies participating as exhibitors. The exhibition was held in Tokyo from 30 July to 1 August 2025, where Pakistan set up display booths alongside other international and local exhibitors at Japan's largest sports and health industry trade show. The participating companies presented a range of products including sports and training wear, functional wear, martial arts uniforms, sports shoes, and various sports equipment, targeting Japanese buyers, importers, and industry professionals. The activity served as a strategic platform to promote Pakistan's manufacturing capabilities in the sports sector, forge new trade linkages with Japan, and position Pakistan as a competitive supplier of sports goods in the Asian market.

Key Outcomes

Participation in SPORTEC 2025, Tokyo, Japan helped establish new trade linkages between Pakistani manufacturers and Japanese buyers. Pakistan's exports to Japan under HS Code 9506 increased to US$6,278,000 in 2025, compared to US$5,992,000 in 2024, reflecting a net increase of US$286,000. This growth underscores the positive impact of targeted trade promotion activities.





INTERNATIONAL

32. ISPO 2025 Munich, Germany

Munich, Germany

Highlights: Pakistan's participation in ISPO Munich 2025 helped strengthen trade linkages between Pakistani manufacturers and European buyers.

TDAP participated in ISPO Munich 2025, the world's leading international exhibition for the sports goods and sportswear industry, held in Munich, Germany. The fair serves as a premier global platform for business, networking, trends, and innovations across the entire sports industry ecosystem, maintaining its leadership position for over 50 years. The activity was conducted through a dedicated Pakistan Pavilion, organised and managed by TDAP, where 25 Pakistani companies exhibited under the TDAP umbrella. The fair attracted 2,300 exhibitors from over 50 countries, with approximately 50,000 trade visitors from 113 countries, providing Pakistani exporters with significant exposure to international buyers in product categories including sports equipment, sportswear, gloves, martial arts gear, sports shoes, fitness apparatus, outdoor fashion, and mountaineering equipment.

Key Outcomes

Pakistan's participation in ISPO Munich 2025 helped strengthen trade linkages between Pakistani manufacturers and European buyers. Pakistan's exports to the European Union under HS Code 9506, covering Germany, France, Belgium, and Switzerland, increased from US$44,923,000 in 2024 to US$47,185,000 in 2025, reflecting a net increase of US$2,262,000. This growth underscores the positive impact of TDAP's targeted trade promotion efforts in the European sports goods and sportswear market.





INTERNATIONAL

33. Nigeria Energy

Lagos, Nigeria

Highlights: Expected export value of US$0.5 million

From 28–30 October 2025, seven Pakistani companies exhibited at the Pakistan Pavilion in Hall 3 in Lagos, showcasing expertise and innovation in the electrical machinery sector to buyers and stakeholders from Africa, the Middle East, and Asia. A key highlight was the visit of Nigeria's Federal Minister for Energy on 28 October, who engaged with participating companies, acknowledged their capabilities, and explored potential areas of collaboration.



Key Outcomes

Expected export value of US$0.5 million

34. AAPEX Show

Las Vegas, USA

Highlights: Maintained strong market positioning within the Americas corridor, capturing an export facilitation value of US$48 million for the fiscal year.

Building on its debut the previous year, PAAPAM's participation at the AAPEX Show 2025 in Las Vegas from 4–6 November featured 10 selected Pakistani auto-parts companies. The exhibition demonstrated Pakistan's capacity to manufacture high-quality, cost-effective automotive components, strengthened international buyer confidence, and created new prospects for exports and collaboration across North America, Latin America, Africa, Europe, the Middle East, and Asia.

Key Outcomes

Maintained strong market positioning within the Americas corridor, capturing an export facilitation value of US$48 million for the fiscal year.

INTERNATIONAL

35. Automechanika Dubai

Dubai, U.A.E

Highlights: Pakistani companies explore new markets beyond traditional ones, given the diverse international attendance, especially from the African region.

Eight Pakistani companies exhibited in Dubai from 9–11 December 2025 at an automotive industry event that attracted 48,421 visitors from 149 countries. The exhibition provided a major platform for showcasing new technologies, exchanging industry knowledge, and developing business connections across the global automotive supply chain. Pakistan's participation strengthened international visibility and enabled local companies to explore opportunities in the GCC, Middle East, Europe, Africa, and other emerging markets.

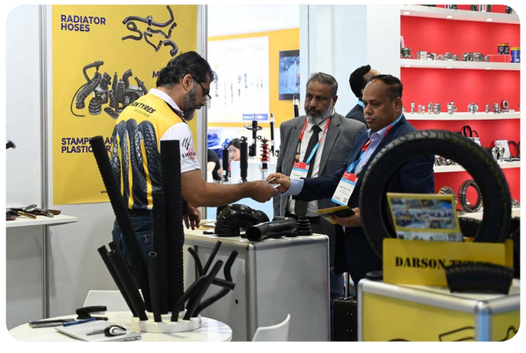
Key Outcomes

Pakistani companies explore new markets beyond traditional ones, given the diverse international attendance, especially from the African region. Expected business value: US$1 million.









INTERNATIONAL

36. Motobike Istanbul 2026

Istanbul, Türkiye

Highlights: Pakistani exhibitors at Motobike Istanbul 2026 secured four on-the-spot orders worth US$0.34 million and generated prospective business valued at US$0.40 million

Three Pakistani auto-parts companies participated in the Istanbul exhibition from 22–25 April 2026, engaging buyers and potential distributors primarily from the Turkish market, alongside visitors from the Middle East, Asia, Europe, Central Asia, and Russia. The companies conducted numerous B2B meetings, secured four confirmed on-the-spot orders, and generated several serious inquiries expected to convert into future business.

Key Outcomes

The participating companies held numerous B2B meetings, resulting in four confirmed on-the-spot orders, along with several serious business inquiries expected to convert into future orders. Expected future business value: US$0.40 million and business generated during the exhibition: US$0.34 million

Motobike Istanbul, Türkiye, 2026







INTERNATIONAL

37. Automechanika Istanbul

Istanbul, Türkiye

Highlights: The participating companies held numerous B2B meetings, resulting in confirmed on-the-spot orders, along with several serious business inquiries expected to convert into future orders.

Ten Pakistani auto-parts companies participated in the Istanbul exhibition from 19–22 May 2026, showcasing their products and manufacturing capabilities to buyers from Türkiye, the Middle East, Asia, Europe, Central Asia, and Russia.

The automotive-industry exhibition not only displayed the latest technologies and products but also provided a multidimensional platform for information sharing and business exchanges across various segments of the global automotive industry supply chain. Through its rich concurrent activities and extensive international participation, the exhibition further propelled the global development of the automotive industry. Pakistan's presence can significantly enhance its global visibility.

Key Outcomes

The participating companies held numerous B2B meetings, resulting in confirmed on-the-spot orders, along with several serious business inquiries expected to convert into future orders. Expected future business value: US$0.90 million; business generated during the exhibition: US$0.5 million.





INTERNATIONAL

38. West Africa Automotive Show

Lagos, Nigeria

Highlights: Establishment of initial business contacts with Nigerian importers and distributors.

Eight Pakistani auto-parts companies participated in the West Africa Automotive Show exhibition in Lagos from 12–14 May 2026, engaging Nigerian importers and distributors dealing in spare parts, lubricants, tyres, batteries, and automotive accessories. A networking dinner hosted by the Commercial Section on 12 May connected exhibitors with key local stakeholders and provided practical guidance on Nigeria's operational and regulatory environment.

Key Outcomes

Establishment of initial business contacts with Nigerian importers and distributors. Enhanced visibility of Pakistani automotive products in the Nigerian market. Improved understanding among Pakistani companies regarding Nigerian regulatory and market requirements. Exploration of distributorship and agency opportunities by participating companies. Strengthening of commercial engagement between Pakistani and Nigerian automotive sector stakeholders. West Africa Automotive Show Nigeria 2026.





INTERNATIONAL

39. The Munich Show (Gemstone Expo)

Munich, Germany

Highlights: Enhanced international exposure of Pakistan's gemstones, minerals, and jewellery sector among global buyers, traders, and industry stakeholders.

The Trade Development Authority of Pakistan (TDAP) successfully participated in the Munich Show 2025 (22–26 October), o**ne of the world's premier exhibitions for gemstones, minerals, and jewellery.** The participation provided Pakistani exhibitors with an effective platform to showcase their products, establish direct contacts with international buyers, and explore emerging market opportunities. The event contributed towards enhancing the global visibility of Pakistan's gemstone sector and facilitated valuable business-to-business engagements. TDAP's participation also enabled exporters to gain insights into international market trends, quality standards, and technological developments.

The initiative supported the Government's broader objective of promoting exports, increasing foreign exchange earnings, and strengthening Pakistan's presence in the global gemstone and jewellery market.

Key Outcomes

Enhanced international exposure of Pakistan's gemstones, minerals, and jewellery sector among global buyers, traders, and industry stakeholders. Facilitated productive B2B meetings and networking opportunities between Pakistani exhibitors and prospective international importers. Generated export leads and business inquiries with potential for future export orders and long-term commercial partnerships. Enabled participating companies to gain valuable market intelligence regarding global trends, consumer preferences, quality requirements, and technological advancements. Strengthened Pakistan's image as a reliable source of high-quality gemstones and jewellery products, contributing to export promotion and foreign exchange earnings.













INTERNATIONAL

40. Marmomac 2025

Verona, Italy

Highlights: Revival of Pakistan's participation in Marmomac

Pakistan participated in Marmomac 2025 in Verona, Italy from 23–26 September, marking the country's return to one of the world's largest marble exhibitions after a prolonged absence. The event provided an important platform to showcase Pakistani marble products and reconnect local exporters with international buyers and industry stakeholders.

Key Outcomes

- Revival of Pakistan's participation in Marmomac.
- Seven new exporters subsequently applied for Marmomac 2026.
- Enhanced confidence among marble stakeholders.
- Increased participation from remote marble-producing regions.





INTERNATIONAL

41. FIFA World Cup 2026 - Pakistan Shines on the Global Stage, New York

New York, USA

Highlights: Trade & Investment Section, New York leverages global football fever - a 30-country Consulate Cup, giant Sialkot footballs across the city, and NYCFC engagement — to showcase Pakistan's sports-goods industry.

The Trade & Investment Section of the Consulate General of Pakistan, New York, leveraged the excitement around the FIFA World Cup 2026 to promote Pakistan's sports-goods industry and highlight the country's role as a manufacturer of official match balls. Activities included participation in the Consulate Cup New York 2026 — a 30-country tournament hosted in a World Cup host city—the display of a giant Sialkot-manufactured football at public locations across New York, engagement with New York City Football Club (NYCFC) and other football organisations, and the distribution of souvenir footballs bearing the Pakistan and U.S. flags to dignitaries. Team Pakistan's uniforms were designed and manufactured by Rajco Industries, Sialkot.

Key Outcomes

The giant football generated strong interest among youth, the diaspora, diplomats and sports fans. On the field, Team Pakistan defeated the Czech Republic, drew with Guyana, and competed against Australia and Ivory Coast. The initiative showcased Pakistan's world-class craftsmanship while strengthening public diplomacy, trade promotion and nation branding around the country's unique position in the global football supply chain.





INTERNATIONAL

42. Global Sourcing Expo Sydney, 2026

Sydney, Australia

Highlights: Consul General visits Pakistani exhibitors as TDAP commits to both the Sydney and Melbourne editions of the expo from next year.

The Consul General of Pakistan in Sydney, Mr. Qamar Zaman, visited the Global Sourcing Expo Sydney 2026 and met Pakistani exhibitors. Six Pakistani companies participated — Masonic Regalia International, Lea Valley Sports, Nayab Sports, Puffin Sports, Felca Sports and Sportica Group — displaying a diverse range of streetwear, clothing, sportswear, safetywear and sporting goods that highlighted Pakistan's growing strengths in textile and sports manufacturing.

Key Outcomes

Encouraged by the healthy participation and the event's strong reputation, TDAP has decided to participate in both editions of the Global Sourcing Expo — to be held in Sydney and Melbourne — from next year, doubling down on the Australian market.









INTERNATIONAL

43. Expo 2025 Osaka

Osaka, Japan

The Pakistan Pavilion at Expo 2025 Osaka was honoured with the **Bronze Award in the Exhibition Category** from the Bureau International des Expositions (BIE) and the **Editor's Choice Award** from EXHIBITOR, which praised its imaginative design and the storytelling of its "Universe in a Grain of Salt" concept.

02 Int'l Awards

1.8M+ Visitors

BIE Bronze Award

Having welcomed over 1.8 million visitors, the pavilion's success was celebrated at a dinner hosted by the Ambassador of Japan in recognition of the TDAP team's efforts — a milestone in Pakistan–Japan collaboration and cultural exchange.







Editor's Choice Award

Bronze Award in the Exhibition Category

High Profile Business Forums and Trade Delegations

High Profile Business Forums in Pakistan and Abroad and Overview of Inbound and Outbound Trade Delegations and B2B engagements.

High Profile Business Forums Abroad

01. Pakistan–China Business Conference

Beijing, China

Highlights: Secured 29 joint ventures and 144 MoUs, unlocking US$9.5 billion in commitments.

The 2nd Pakistan-China Business Conference, held in Beijing in September 2025, delivered a major investment breakthrough, securing **29 joint ventures** and **144 MoUs** worth an impressive **US$9.5 billion.**

Key Outcomes

- The event delivered landmark outcomes: 29 joint ventures and agreements worth US$1.6 billion, alongside 144 MoUs valued at US$7.9 billion—bringing the total commitment to an impressive US$9.5 billion.
- The event participation included 640 Chinese companies and 300 Pakistani companies, along with 3,500 B2B meetings.













02. Pakistan–China B2B Investment Conference

Hangzhou, China

Highlights: A Pakistan–China B2B Conference was held at Hangzhou, China from 23 to 24 May 2026, to enhance trade and investment relations.

The third Pakistan–China B2B Investment Conference was officially held in Hangzhou, China, on 23–24 May 2026. It brought together over 500 leading enterprises - including 214 from Pakistan and 436 from China—to promote bilateral cooperation.

Key Outcomes

More than 200 Memorandums of Understanding (MoUs) and agreements worth approximately US$7 billion to US$7.5 billion were signed to boost joint ventures and investments.



03. Pakistan Austria Business Forum

Vienna, Austria

Highlights: The Pakistan–Austria Business Forum successfully facilitated direct engagement between 21 Pakistani and 15 Austrian companies, creating opportunities for trade, investment, and business collaboration.

The Pakistan–Austria Business Forum (16 February 2026) in Vienna was organised on the sidelines of the Prime Minister of Pakistan's official visit to Austria to strengthen bilateral trade and investment relations. The forum brought together 36 companies from Pakistan and Austria and provided a platform for direct business-to-business engagement across key economic sectors. Through networking sessions and discussions, participants explored opportunities for trade collaboration, investment partnerships, and market expansion. The event culminated in the signing of a business MoU, reflecting the growing commercial cooperation between the two countries.

Key Outcomes

The Pakistan–Austria Business Forum successfully facilitated direct engagement between 21 Pakistani and 15 Austrian companies, creating opportunities for trade, investment, and business collaboration. The forum strengthened commercial linkages between the two countries and provided Pakistani businesses with exposure to the Austrian market. A key outcome of the event was the signing of a Memorandum of Understanding (MoU) between Dar es Salam and Pessi Instruments demonstrating tangible progress toward long-term economic cooperation. The forum also enhanced prospects for export growth and market diversification in Europe for Pakistani companies.





04. Pakistan-Iran Joint Business Forum

Tehran, Iran

Highlights: -

The Pakistan-Iran Joint Business Forum, organised by the Trade Development Authority of Pakistan in collaboration with Pakistan's Mission in Iran, marked its inaugural success on 15 September 2025, held alongside the Pakistan-Iran Joint Economic Commission.

Key Outcomes

1. Over 300 Iranian companies from various sectors participated.
2. 35 Pakistani companies from diverse industries took part.
3. More than 200 B2B meetings were conducted.
4. Business worth an estimated US$100 million is expected.
5. Seven memoranda of understanding (MoUs) are anticipated to be signed.
6. Trade deals totalling US$497,000 were successfully closed during the forum.



05. Pakistan France Trade and Investment Forum

Paris, France

Highlights: The Pakistan–France Trade and Investment Forum 2026 successfully brought together 86 companies from Pakistan and France, providing a dedicated platform for strengthening bilateral trade and investment relations.

The Pakistan–France Trade and Investment Forum 2026 in Paris, France served as a strategic platform to strengthen bilateral economic relations and promote trade and investment opportunities between the two countries. Bringing together 86 companies from Pakistan and France, the forum facilitated sector-specific engagement in IT, textiles, and agriculture, fostering new business partnerships and enhancing prospects for Pakistan's exports in the French and broader European markets.

Key Outcomes

The Pakistan–France Trade and Investment Forum 2026 successfully brought together 86 companies from Pakistan and France, providing a dedicated platform for strengthening bilateral trade and investment relations. Through sector-focused discussions in IT, agriculture, and textiles, the forum facilitated meaningful business-to-business engagement, enhanced the visibility of Pakistan's export potential, and fostered new commercial linkages between enterprises from both countries. The event also contributed to identifying opportunities for market diversification, investment partnerships, and increased access for Pakistani exporters to the French and broader European markets.





06. Pakistan - Malaysia Business and Investment Conference

Kuala Lumpur, Malaysia

Highlights: 800 B2B meetings were held during the Business Forum, with expected business of US$100 million.

The Pakistan–Malaysia Business and Investment Conference, organised by the Trade Development Authority of Pakistan in collaboration with Pakistan's Mission in Malaysia on 6 October 2025 to enhance bilateral trade.

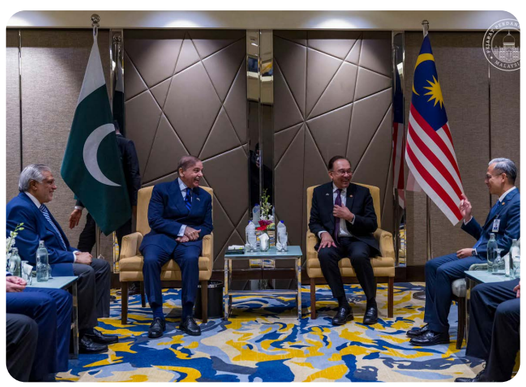
Key Outcomes

800 B2B meetings were held during the Business Forum, with expected business of US$100 million.









High Profile Business Forums In Pakistan

01. China Xinjiang-Pakistan Economic and Trade Exchange Conference

Islamabad, Pakistan

Highlights: Three agreements were signed under the CPEC framework, covering strategic cooperation, logistics/customs clearance and the Green Pakistan Initiative.

On 17 July 2025, TDAP Islamabad co-organised the China Xinjiang–Pakistan Economic and Trade Exchange Conference with the Xinjiang Production and Construction Corps (XPCC) at Serena Hotel, Islamabad. The event brought together 200 participants, including senior officials, eight major Chinese enterprises, and Pakistani businesses, while facilitating B2B engagements, G2G meetings, and cooperation across priority trade and investment sectors.

Key Outcomes

The conference resulted in three MoUs/agreements covering logistics, infrastructure investment and environmental protection. It enhanced institutional linkages under the CPEC framework and supported Pakistan-China cooperation in modern agriculture, water-saving irrigation, technology transfer, logistics and infrastructure.











HIGH PROFILE BUSINESS FORUMS IN PAKISTAN

02. Pakistan-Uzbekistan Business Forum, B2B Meetings and Made in Uzbekistan Exhibition

Islamabad, Pakistan

Highlights: The forum brought together more than 300 business leaders and stakeholders and resulted in private-sector agreements/MoUs valued at approximately US$3.4 billion.

On 6 February 2026, the Pakistan–Uzbekistan Business Forum and B2B Meetings brought together 500 participants at Serena Hotel, Islamabad, during the state visit of H.E. Shavkat Mirziyoyev, President of Uzbekistan. The forum promoted business networking, partnerships, and joint ventures, while the Made in Uzbekistan Exhibition showcased products and investment opportunities across textiles, pharmaceuticals, agriculture, food processing, construction materials, and manufacturing.

Key Outcomes

Private-sector agreements and MoUs valued at approximately US$3.4 billion were signed. Pakistan and Uzbekistan also signed 29 inter-governmental agreements, MoUs and protocols covering trade, investment, IT, agriculture, mining, pharmaceuticals, climate change, sports and culture.









HIGH PROFILE BUSINESS FORUMS IN PAKISTAN

03. 10th Pakistan-Russia IGC

Islamabad, Pakistan

Highlights: The forum generated one business MoU and supported trade, logistics, energy, technology & institutional cooperation alongside the 10th Pakistan-Russia IGC.

On 27 November 2025, the Ministry of Commerce and TDAP organised the Pakistan–Russia Business Forum at Islamabad Club on the sidelines of the 10th Pakistan–Russia Intergovernmental Commission. The event brought together approximately 200 participants, including around 60 business representatives from both countries, to explore opportunities in priority sectors, with planned B2B meetings transitioning into informal networking due to extended intergovernmental proceedings.

Key Outcomes

The wider IGC concluded with a formal protocol and MoUs on competition law, standards/metrology and media cooperation. The business forum produced an MoU between the Peshawar Chamber of Commerce and Industry and the Russian Chamber of Commerce to promote direct business linkages.







HIGH PROFILE BUSINESS FORUMS IN PAKISTAN

04. Saudi-Pak Joint Business Council Meeting

Islamabad, Pakistan

Highlights: A high-level Saudi business delegation visited Islamabad for five days, resulting in two MoUs in data centres/crypto mining and industrial/agricultural investment.

TDAP Islamabad organised and facilitated the visit of a high-level Saudi business delegation led by HRH Prince Mansour bin Mohammad Al Saud from 7-11 October 2025. The Saudi-Pak Joint Business Council session brought together ministers, officials and leading business representatives, with G2B and B2B interaction across energy, mining, agriculture, technology, renewable energy and tourism.

Key Outcomes

Two MoUs were signed: one on data centres and crypto mining, and another on industrial and agricultural investment. The visit strengthened investment dialogue and laid the foundation for future joint ventures and expanded bilateral trade and investment between Pakistan and Saudi Arabia.





HIGH PROFILE BUSINESS FORUMS IN PAKISTAN

05. Pakistan-Vietnam Business Forum

Islamabad, Pakistan

Highlights: TDAP facilitated 44 B2B meetings and supported the formal launch of Pakistan-Vietnam PTA negotiations, with reported expected trade volume of approximately US$26 million.

On 14 October 2025, the Pakistan–Vietnam Business Forum and B2B Meetings were held in Islamabad during the official visit of H.E. Mr. Nguyen Hong Dien, Minister of Industry and Trade of Vietnam. The event brought together 35 Pakistani companies and a Vietnamese business delegation, marked the formal launch of negotiations on the Pakistan-Vietnam Preferential Trade Agreement, and facilitated sector-specific B2B engagement in agriculture, tea, dairy, textiles, packaging, seafood, tourism, spices, and agricultural inputs, including virtual meetings for firms affected by travel disruptions.

Key Outcomes

TDAP facilitated 44 B2B meetings across priority sectors. Four Pakistani companies reported concrete business interests with Vietnamese counterparts, with expected trade volume of about US$26 million. The forum strengthened commercial linkages and supported the target of increasing bilateral trade to US$1 billion.



06. Pakistan-Kyrgyzstan Business Forum and B2B

Islamabad, Pakistan

Highlights: A total of 115 B2B and G2G meetings were conducted and 11 MoUs were signed between Pakistani and Kyrgyz institutions and companies.

On 4 December 2025, the Pakistan–Kyrgyzstan Business Forum and B2B Meetings brought together more than 200 participants at Serena Hotel, Islamabad, during the state visit of H.E. Sadyr Nurgozhoevich Zhaparov, President of the Kyrgyz Republic. The forum strengthened bilateral trade and investment engagement across pharmaceuticals, IT, agriculture, tourism, logistics, education, banking, mining, petroleum, and textiles.

Key Outcomes

A total of 115 B2B and G2G meetings were conducted, including sector-specific meetings in pharmaceuticals, education, IT, agriculture, tourism, logistics, mining, handicrafts, petroleum, banking and textiles. Eleven MoUs were signed, and the forum reinforced Pakistan's position as a gateway for Kyrgyzstan through regional connectivity and port infrastructure.









07. Pakistan–Saudi Arabia B2B Meetings and Investment Conference

Islamabad, Pakistan

Highlights: More than 80 B2B meetings were held, with 11 Saudi companies and 35 Pakistani companies participating, and one MoU signed in the meat sector.

On 10 February 2026, a high-level Saudi business delegation led by H.E. Mr. Ibrahim Al-Mubarak, Assistant Minister of Investment of the Kingdom of Saudi Arabia, joined investment and business sessions in Islamabad with more than 50 participants. The engagement advanced cooperation in agriculture, agribusiness, food security, industrial development, and value-chain integration, aligning Saudi Vision 2030 with Pakistan's economic priorities.

Key Outcomes

11 Saudi companies and 35 Pakistani companies from agriculture, IT, marble and related sectors participated. More than 80 B2B meetings were conducted and one MoU was signed in the meat sector. The activity identified opportunities in corporate farming, food processing, livestock, value-added agriculture and industrial collaboration.





HIGH PROFILE BUSINESS FORUMS IN PAKISTAN

08. Pakistan-Iran Business Forum during the Official Visit of the Iranian President

Islamabad, Pakistan

Highlights: The forum reaffirmed the bilateral trade target of US$10 billion by 2028 and strengthened B2B and G2G cooperation.

On 3 August 2025, the Pakistan–Iran Business Forum brought together more than 250 participants in Islamabad during the official visit of H.E. Dr. Masoud Pezeshkian, President of the Islamic Republic of Iran. The forum engaged senior officials, chambers of commerce, business leaders, and private-sector representatives to advance cooperation in trade facilitation, investment, border markets, connectivity, and industrial collaboration.

Key Outcomes

The forum reaffirmed the bilateral trade target of US$10 billion by 2028, strengthened B2B and G2G engagement, enhanced cooperation on border markets, customs facilitation and barter trade mechanisms, and identified investment opportunities in agriculture, energy, mining, logistics and manufacturing.









HIGH PROFILE BUSINESS FORUMS IN PAKISTAN

09. Pakistan-EU Business Forum

Islamabad, Pakistan

Highlights: The first high-level Pakistan-EU business forum in Pakistan brought together government representatives, EU investors, development partners and private-sector stakeholders.

Held from 28–29 April 2026 at Marriott Hotel, Islamabad, the Pakistan–EU Business Forum brought together more than 500 participants from Pakistan and EU member states to strengthen trade and investment cooperation. Discussions focused on agribusiness, digital innovation, green logistics, textiles, and sustainable development, while TDAP and the Ministry of Commerce supported delegates through airport facilitation desks and a joint exhibition booth promoting Pakistan's export potential.

Key Outcomes

TDAP facilitated EU and Pakistani delegates through dedicated airport and forum help desks. Approximately 55-65 delegates visited the TDAP booth over two days. Business interest was generated in IT services, financial services, fertiliser investment, logistics, fisheries, food and beverages, bioenergy, honey, fruits and vegetables, and medical imaging technologies.





10. Pakistan-Qatar Business Forum and B2B Meetings during the 6th Pakistan-Qatar JMC

Islamabad, Pakistan

Highlights: The forum strengthened B2B engagement and institutional cooperation in trade, investment, logistics, food security and infrastructure.

From 22–23 October 2025, the Pakistan–Qatar Business Forum and B2B Meetings brought together more than 150 participants in Islamabad alongside the 6th Session of the Pakistan–Qatar Joint Ministerial Commission. Jointly led by Federal Minister for Commerce Mr. Jam Kamal Khan and H.E. Sheikh Faisal bin Thani bin Faisal Al Thani, the event promoted business networking and cooperation in trade, investment, food security, logistics, transport, the digital economy, and industrial development.

Key Outcomes

The activity supported the successful conclusion of the 6th Pakistan-Qatar JMC, enhanced cooperation in trade and investment-related sectors, strengthened B2B and institutional cooperation, and reinforced Pakistan-Qatar commercial relations and investment partnerships.







11. Pak-China B2B Agri Investment Conference

Islamabad, Pakistan

Highlights: The conference facilitated participation of 165 pre-screened Pakistani companies and 85 Chinese enterprises, with public reporting of 79 MoUs and estimated investment potential of about US$4.5 billion.

The Pak-China B2B Agri Investment Conference was organised on 19 January 2026 as a follow-up to the Prime Minister's visit to China and in line with directions to promote targeted investment and joint ventures across priority agricultural subsectors. The Ministry of National Food Security and Research led the conference, with Ministry of Commerce funding through EDF and TDAP facilitation support. Pre-screened Pakistani companies and Chinese investors were brought together for structured B2B matchmaking, regulatory briefings and investment discussions under CPEC Phase-II.

Key Outcomes

The conference was inaugurated by the Prime Minister and positioned agriculture as a strategic pillar of Pakistan-China economic cooperation. More than 300 proposals were scrutinised, 225 proposals of 165 Pakistani companies were shortlisted for engagement, and 85 Chinese enterprises participated. Public reporting by MNFS&R announced 79 MoUs with estimated investment potential of about US$4.5 billion.





HIGH PROFILE BUSINESS FORUMS IN PAKISTAN

12. Pakistan-Kazakhstan Business Forum

Islamabad, Pakistan

Highlights: More than 300 B2B engagements were facilitated and 32 commercial agreements/MoUs were signed across logistics, agriculture, manufacturing, finance, transport and digital services.

On 4 February 2026, the Pakistan–Kazakhstan Business Forum and B2B Meetings brought together approximately 323 delegates at Serena Hotel, Islamabad, during the state visit of H.E. Kassym-Jomart Tokayev, President of the Republic of Kazakhstan. The forum connected senior officials, trade and development institutions, and business leaders to explore cooperation in trade and logistics, agriculture, food processing, textiles, pharmaceuticals, IT, construction materials, transport, banking, Islamic finance, and industrial manufacturing.

Key Outcomes

More than 300 B2B engagements were facilitated between Pakistani and Kazakh businesses. Thirty-two commercial agreements and MoUs were signed across strategic sectors. The forum advanced the shared goal of increasing bilateral trade to US$1 billion and showcased Pakistan's trade and transit potential, including port infrastructure and regional transport corridors.











Outgoing Trade Delegation

Outbound Business Delegations and B2B Engagements

Ten (10) outgoing trade delegations comprising of more than 82 delegates engaged buyers, importers, and government stakeholders across Bangladesh, Qatar, Kazakhstan, Tajikistan, Uzbekistan, Oman, and the USA. Covering maize, fodder, fruits and vegetables, sesame, kinnow, potato, and rice, the visits supported market entry, repeat orders, logistics coordination, and direct commercial negotiations.

Key Outcomes

10 outgoing delegations were reported, including maize to Bangladesh, fodder to Qatar, fruits and vegetables/sesame to Bangladesh, kinnow and potato to CARs, REAP rice delegation to Oman and REAP rice delegation to USA. These missions strengthened buyer confidence, addressed product-specific market requirements and improved exporters' understanding of logistics, standards and demand trends.



Trade Delegation of Maize to Bangladesh and related business meetings.



Trade Delegation of Fodder to Qatar and field/ business interactions.

OUTGOING TRADE DELEGATION

01. Textile & Leather Delegation Visit To Argentina

Buenos Aires, Argentina

Highlights: Key outcomes and results achieved from the Pakistan Textile & Leather delegation's visit: Trade Deals: Confirmed export orders worth US$8 million in textiles, leather, and sportswear.

From 10–14 November 2025, a 13-member Pakistani trade delegation engaged with more than 200 Argentine companies and institutions in Buenos Aires. Organised by TDAP, the visit aimed to strengthen bilateral trade, promote Pakistan's export-oriented sectors, expand market share, and establish long-term commercial relationships with Argentine importers.

Key Outcomes

Key outcomes and results achieved from the Pakistan Textile & Leather delegation's visit: Trade Deals: Confirmed export orders worth US$8 million in textiles, leather, and sportswear. Future Prospects: Additional orders of around US$10 million under negotiation. B2B Engagements: Over 250 focused meetings with Argentine importers, distributors, and chambers. MoUs Signed: Sialkot Chamber inked an MoU with Argentine Chamber of Commerce for Asia & Pacific; CAC also expressed interest in collaboration. Industrial Visits: Multiple factory visits led to sample exchanges and potential long-term contracts. Networking Impact: Strengthened institutional and business ties, enhancing Pakistan's market access in South America.











OUTGOING TRADE DELEGATION

02. Surgical, Cutlery & Home Appliances Delegation to Bangladesh

Dhaka, Bangladesh

Highlights: Generated structural business leads, enhanced regional south-south trade ties, and opened fresh commercial lines for surgical instrument wholesalers.

A 13-member Pakistani corporate delegation visited Dhaka from 30 June to 4 July 2025 to explore growing market opportunities for surgical and medical precision instruments, cutlery, home appliances, and pharmaceuticals. The targeted multi-sector mission aimed to establish business linkages, assess market demand, and support the expansion of Pakistani exports to Bangladesh.

Key Outcomes

Generated structural business leads, enhanced regional south-south trade ties, and opened fresh commercial lines for surgical instrument wholesalers.





OUTGOING TRADE DELEGATION

03. Auto Parts & Agri Machinery Delegation

Dhaka, Bangladesh

Highlights: The Pakistani delegates had a wide-ranging experience of interacting with associations, individual businesses, field and factory visits.

A 14-member Pakistani delegation, comprising of 5 auto-parts and 9 agricultural machinery representatives, visited Dhaka from 14–17 July 2025. The Mission arranged B2B meetings and interactions with key Bangladeshi organisations and businesses, including the Agricultural Machinery Manufacturers Association Bangladesh (AMMA-B), Bangladesh Automobiles Assemblers and Manufacturers Association (BAAMA), Bangladesh Agricultural Machinery Merchant Association (BAMMA), Runner Group, and Advanced Chemical Industries (ACI). The programme also included an ACI factory visit, market visits, and private business meetings to explore trade partnerships and market opportunities.

Key Outcomes

The Pakistani delegates had a wide-ranging experience of interacting with associations, individual businesses, field and factory visits. This was a positive learning experience for the delegates and a hopeful prospect for future business. Three-wheeler sector holds a lot of potential in Bangladesh. Pakistani delegates should build on the contacts made during their visit to materialise possible business opportunities. Moreover, three companies of auto parts who visited Bangladesh are now exporting their products to Bangladesh. M/s. Panther Tyres Ltd has exported two containers during the months of August & September 2025. Some companies of sports goods, Agricultural machinery, Electrical Appliances and Surgical Instruments have matured some orders and all companies have close contact with Bangladesh companies. In future expected to increase our export to Bangladesh.





Incoming Trade Delegation

Highlights: Incoming delegations improved institutional linkages with regulatory agencies and foreign buyers, supported compliance follow-up, and helped identify facility-level and certification requirements.

Between July 2025 and June 2026, the Agro & Food division coordinated four incoming delegations from China, Malaysia, Spain, and Uzbekistan across Karachi, Lahore, and relevant production and inspection sites. The visits supported market access, regulatory compliance, and buyer–regulator engagement in the meat, fisheries, kinnow, and potato sectors. Key activities included China XPCC's meat-sector engagement, Malaysia DVS/JAKIM halal inspections, Spanish fisheries consultations, and Uzbekistan's APPQ-led assessment of kinnow and potato supply chains, strengthening confidence in Pakistan's agro-food regulatory framework and export capacity.

Key Outcomes

Incoming delegations improved institutional linkages with regulatory agencies and foreign buyers, supported compliance follow-up, and helped identify facility-level and certification requirements. The DVS/JAKIM visit was significant for halal meat compliance, while the Uzbek delegation supported horticulture trade facilitation for kinnow and potato.



Incoming trade delegations and regulatory interactions coordinated during FY 2025–26.



Delegation meetings and field-level interaction with Pakistani stakeholders.

INCOMING TRADE DELEGATION

01. Uzbekistan Agriculture Delegation B2B Meetings

Islamabad, Pakistan

Highlights: 40 B2B sessions were held between a seven-member Uzbek trade delegation and Pakistani kinnow and potato exporters, with expected trade outcomes of US$8.725 million.

B2B meetings were held at PITAD on 17 December 2025 between a seven-member Uzbek trade delegation and 17 Pakistani exporters of kinnow and potatoes. The activity was organised with the support of the Ministry of Commerce, TDAP and Pakistan Trade Mission Tashkent. Discussions focused on fresh-produce exports, SPS compliance, logistics, packaging, pricing, payment terms and supply arrangements.

Key Outcomes

40 productive B2B sessions were conducted. The meetings are expected to translate into tangible trade outcomes worth US$8.725 million, supporting exports of Pakistani kinnow and potatoes to Uzbekistan and strengthening institutional and private-sector collaboration.









INCOMING TRADE DELEGATION

02. CFIE-BRICA Delegation Visit to TDAP

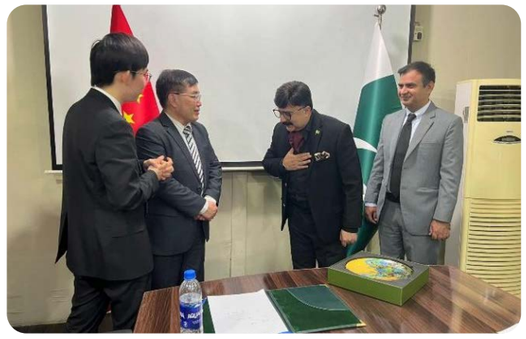
Islamabad, Pakistan

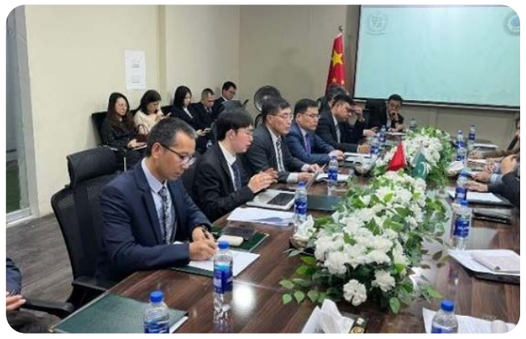
Highlights: The visit strengthened Pakistan-China economic cooperation and created a platform for future investment and business linkages between Chinese enterprises and Pakistani stakeholders.

TDAP hosted a high-level delegation from the China Foreign Investment Enterprises Association (CFIE-BRICA) on 11 December 2025 to explore trade, investment and business collaboration opportunities between Pakistan and China. The meeting showcased Pakistan's trade and investment potential and facilitated discussions on priority sectors for cooperation.

Key Outcomes

The engagement strengthened institutional linkages and created new openings for investment collaboration, business linkages and follow-up interaction between Chinese enterprises and Pakistani stakeholders. Both sides agreed to maintain close coordination and pursue future cooperation.









INCOMING TRADE DELEGATION

03. High-Level Uzbek Delegation and Pakistan–Uzbekistan Business Engagement

Karachi, Pakistan

Highlights: The high-level Uzbek delegation advanced cooperation in priority sectors and agreed on practical measures to strengthen bilateral trade, investment, and market access.

A high-level delegation from Uzbekistan, led by H.E. Mr. Normat Tursunov, Governor of Navoiy Region, and H.E. Mr. Alisher Tukhtaev, Ambassador of Uzbekistan to Pakistan, visited Karachi from 28 April to 1 May 2026. TDAP facilitated meetings of the delegation with the Chief Minister Sindh, Governor Sindh, Sindh Bank, and representatives of the Pakistani business community.

Key Outcomes

On 29 April 2026, the delegation visited TDAP Headquarters, Karachi, where it was received by Mr. Sheryar Taj, Secretary, TDAP, along with senior TDAP officials and leading businessmen from the livestock & dairy, fisheries, pharmaceuticals, rice, textiles, leather, mining, and construction materials sectors. Discussions focused on bilateral trade performance and opportunities for cooperation in priority sectors. The Secretary, TDAP, reaffirmed Pakistan's commitment to strengthening commercial ties and sought support for streamlining company registration procedures in Uzbekistan to facilitate greater market access. Both sides recognised the significant potential for enhanced economic cooperation and agreed to pursue practical measures to expand bilateral trade and investment. The meeting concluded with a shared commitment to fostering stronger and sustainable economic relations between Pakistan and Uzbekistan.





INCOMING TRADE DELEGATION

04. Afghan Delegation Visit & Business Engagement in Islamabad

Islamabad, Pakistan

Highlights: Operationalisation of the Pakistan-Afghanistan Early Harvest Program (EHP), reducing tariffs from over 60% to 27% on eight agricultural products and laying the foundation for PTA negotiations.

A high-level Afghan delegation led by H.E. Ahmadullah Zahid, Deputy Minister for Industry and Commerce of Afghanistan, visited Islamabad from 21-23 July 2025 for bilateral trade and transit discussions with Pakistan's Ministry of Commerce. The visit focused on the Early Harvest Program, transit trade facilitation, border economic zones, customs procedures and trade promotion initiatives. TDAP Islamabad supported the execution of the visit through coordination, logistics and facilitation.

Key Outcomes

The Early Harvest Program was signed on 23 July 2025 by the Commerce Secretary of Pakistan and the Afghan Deputy Minister. The arrangement took effect from 1 August 2025 for an initial term of one year and reduced tariffs on eight key agricultural products, including grapes, pomegranates, apples and tomatoes from Afghanistan, and mangoes, kinnows, bananas and potatoes from Pakistan. Both sides also agreed to formally revive PTA negotiations, which had been stalled since 2014.



INCOMING TRADE DELEGATION

05. Visit of Turkmenistan Delegation to Pakistan for Exploration of Construction Material

Pakistan

Highlights: Identification of an initial demand of approximately 50,000 sq. of white marble

A high-level delegation from Turkmenistan visited Pakistan from 16–23 August 2025 to explore sourcing opportunities for large-scale urban development projects. During the visit, meetings and factory visits were arranged with leading Pakistani manufacturers and exporters in the sectors of marble, steel, electrical cables, glass, prefabricated materials, sanitary fittings, and construction services. The delegation visited marble processing facilities in Gadani, Hub, and Islamabad; Fast Cables in Lahore; Tariq Glass in Sheikhupura; Gondal Group in Gujrat; Faisal Sanitary Fittings in Gujranwala; and Habib Rafiq (Pvt.) Limited in Islamabad. Comprehensive presentations, factory tours, and B2B meetings were organised to showcase Pakistan's production capabilities and export potential.

Key Outcomes

Identification of an initial demand of approximately 50,000 sq. m. of white marble for Turkmenistan's urban development projects. Initiation of price negotiations and exchange of samples and catalogues between Pakistani marble exporters and Turkmen counterparts. Expressions of interest in Pakistani steel products, electrical cables, float glass, sanitary fittings, and prefabricated construction materials. Commitment by several Pakistani companies to undertake follow-up visits to Turkmenistan. Agreement for a delegation of Habib Rafiq (Pvt.) Limited to visit Turkmenistan for discussions on infrastructure and city development projects. Proposal for organising a Single Country Exhibition in Turkmenistan to further strengthen bilateral trade relations.





National Flagship Initiatives

Ministerial engagements, MoUs and policy milestones.













Pakistan 2025
FoodAg



PAKISTAN'S PREMIER FOOD & AGRO EXHIBITION

NATIONAL FLAGSHIP INITIATIVES

01. FoodAg 2025 - Pakistan Premier Food and Agro Expo at Karachi

Highlights: FoodAg 2025 generated reported business of US$730 million and provided a high-impact platform for buyer matchmaking, regulatory engagement, sectoral branding and food diplomacy.

FoodAg 2025 (25-27 November 2025) was TDAP's flagship agro-food event, organised to present Pakistan's exportable food products, processing capabilities and sectoral potential to international buyers. The event hosted more than 350 Pakistani exporters and over 850 international delegates from 75 countries. Sideline activities included 9 seminars, 7 regulatory meetings, and the Global Cuisine Show featuring 15 international chefs conducting 10 master classes per day.

Key Outcomes

FoodAg 2025 generated reported business of US$730 million and provided a high-impact platform for buyer matchmaking, regulatory engagement, sectoral branding and food diplomacy. The event helped position Pakistan as a credible sourcing destination across rice, fruits and vegetables, meat, dairy, fisheries, processed foods and other agro-food products.



FoodAg 2025 opening and high-level participation.



FoodAg 2025 sideline meetings, stalls and business interactions.



FoodAg and Global Cuisine Show 2025



PAKISTAN

FoodAg 2026

Expo Centre, Karachi

23-26 November, 2026



PAKISTAN

Wexnet

Expo Centre, Lahore

January, 2027



PAKISTAN

Texpo

Expo Centre Karachi

2-4 April, 2027



BANGLADESH

Made in Pakistan Exhibition

Bangladesh

28-30 April, 2027



PAKISTAN

GLOBE

Movenpick Hotel, Islamabad

2nd September, 2026



PAKISTAN

PIXS

Expo Centre Karachi

February, 2027

National Initiatives

Pakistan-wide initiatives, ministerial engagements, MoUs and policy milestones

NATIONAL

01. WEXNET - Peshawar

Highlights: The exhibition enhanced the visibility of 125 women-led enterprises and created opportunities for product promotion, buyer engagement and business networking.

WEXNET Peshawar (January 2026) marked WED's transition from a centralised national exhibition model to a more accessible regional format. Inaugurated by KP Finance Minister Muzammil Aslam, the event provided 125 women entrepreneurs with a dedicated platform to showcase their products, interact with potential buyers and strengthen local business networks. By bringing WEXNET closer to entrepreneurs in Khyber Pakhtunkhwa and surrounding regions, the initiative reduced geographic barriers to participation and expanded access for women-led businesses that may otherwise have been unable to participate in a national-level event.

Key Outcomes

The exhibition enhanced the visibility of 125 women-led enterprises and created opportunities for product promotion, buyer engagement and business networking. It strengthened regional inclusion and demonstrated the effectiveness of regional platforms in reaching women entrepreneurs beyond major commercial centres. The event also contributed to stronger local market connections and increased participants' exposure to trade and business-development opportunities.








Curtain Raiser Ceremony
WEXNET
PESHAWAR
21 22 JAN 2026




Curtain Raiser Ceremony


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TRADE DEVELOPMENT AUTHORITY
OF PAKISTAN

NATIONAL

02. WE-Exhibit (4th Edition) - Sialkot

Highlights: The event increased the visibility of women-led enterprises and strengthened their access to buyers, exporters and institutional support networks.

The 4th Edition of WE-Exhibit was held in Sialkot in February 2026 in collaboration with the Sialkot Women Chamber of Commerce and Industry and brought together 166 women exhibitors from diverse business sectors. Hosted in one of Pakistan's leading export-oriented industrial centres, the event provided women-led enterprises with opportunities to showcase their products, engage with buyers, exporters and trade stakeholders, and better understand the requirements of competitive domestic and international markets. The event included product exhibitions, business networking, panel discussions and a dedicated Export Pavilion featuring export-quality products.

Key Outcomes

The event increased the visibility of women-led enterprises and strengthened their access to buyers, exporters and institutional support networks. Its location in Sialkot connected participants with an established export ecosystem and encouraged greater awareness of product quality, market requirements and export readiness. The exhibition also reinforced collaboration among TDAP, women's chambers, the private sector and trade institutions, supporting a more inclusive environment for women's participation in commerce and exports.



















NATIONAL

03. 2nd Chitral Expo 2025

Highlights: Event showcased Chitral's rich products and culture while strengthening opportunities for trade, investment, entrepreneurship and tourism.

The 2nd Chitral Expo 2025 was organized by the Trade Development Authority of Pakistan (TDAP), in collaboration with the Chitral Chamber of Commerce and Industry, on October 25–26, 2025, at Pamir Riverside Inn, Chitral. The Expo aimed to promote Chitral's trade and tourism potential while providing local entrepreneurs, artisans and businesses with opportunities to showcase their products and establish market linkages.

The event brought together government representatives, business leaders, entrepreneurs, artisans and visitors, highlighting the region's diverse economic and cultural potential. The Expo featured a wide range of products, including traditional handicrafts, dry fruits, organic food items, gemstones, handmade woollens and local delicacies.

Trade Development Conference

A Trade Development Conference was also organized as part of the Expo, providing a platform for stakeholders from the public and private sectors to deliberate on Chitral's trade potential, business opportunities, investment prospects and measures to strengthen market access and trade connectivity for the region.

The Expo was formally inaugurated by Dr. Sana Ullah, Acting Vice Chancellor, University of Chitral. In his address, he appreciated TDAP and the Chitral Chamber of Commerce and Industry for providing a platform to promote local enterprises and highlighted the potential of sectors including handicrafts, gemstones, agriculture and tourism.

M. Noman Bashir, Director General, TDAP, highlighted TDAP's efforts to promote trade and entrepreneurship across emerging and remote regions of Pakistan. He underscored the role of Chitral Expo in facilitating market access, business linkages and export opportunities for local producers, while reaffirming TDAP's commitment to supporting entrepreneurship and sustainable economic development in the region.
The Expo also provided an opportunity for exhibitors to engage with potential buyers, investors and visitors, contributing to greater visibility of Chitral's products and strengthening prospects for trade, investment and tourism. The successful organization of the second edition, complemented by the Trade Development Conference, further highlighted Chitral's potential as an emerging destination for trade, business and tourism.













NATIONAL

04. 2nd Sukkur Trade Exhibition & Seminar 2026

Highlights: The event increased the visibility of women-led enterprises and strengthened their access to buyers, exporters and institutional support networks.

The 2nd Sukkur Trade Exhibition 2026 marked a significant milestone in promoting Sindh's agro export potential, industrial innovation and cultural heritage. The two-day event served as a national platform connecting local SMEs, growers and artisans with national and international trade stakeholders. Unlike conventional exhibitions, the event strategically aligned with national objectives of export diversification, value-addition, value chains strengthening, SME uplift and sustainable agro-industrial development. Through a combination of exhibition booths, capacity building sessions, seminars and virtual engagements to strengthen trade networks, boost compliance awareness, streamline logistics, improve financing access and unlock new global market opportunities. The event served as a comprehensive platform for trade promotion, strategic policy engagement, innovation exchange and global market connectivity. By bringing together stakeholders across the entire value chain including exporters, SMEs, growers, processors, research and academic institutions, financial organizations, food safety and regulatory authorities, certification bodies, logistics service providers and international trade representatives creating a unified forum for collaboration, business development and export growth. The resounding success of the 2nd Sukkur Trade Exhibition 2026 has firmly positioned Sukkur as an emerging regional hub for trade exhibitions, export facilitation and agro-industrial development in Upper Sindh, laying a strong foundation for sustained regional economic growth and enhanced global integration.



Sideline Activities

- National Exporters Training Program (NETP), Sukkur.
- Virtual engagement with Trade Officers to explore export potential and market entry strategies for Pakistani products
- Agriculture Seminar on Transforming Pakistan Agriculture for Global Trade: Value Addition, Certification and Market Access.













Trade Facilitation

TRADE FACILITATION

01. Seafood Processing Plant Inspections & Facilitation

Highlights: TDAP supported seafood export readiness through compliance-oriented plant inspections and coordination with fisheries stakeholders.

TDAP, in coordination with relevant fisheries and export facilitation stakeholders, supported inspections of seafood processing facilities to help exporters meet international hygiene, quality and SPS standards. The activity strengthens Pakistan's seafood value chain by linking regulatory compliance, plant readiness and market access requirements.

Key Outcomes

The inspections supported improved export preparedness for seafood processors, reinforced compliance culture and created a basis for stronger access to high-value markets where food safety, traceability and plant approval requirements are critical.





TRADE FACILITATION

02. Market Access, Protocols and Registration Facilitation

Highlights: TDAP strengthened agro-food market access through regulatory facilitation, exporter registration, compliance support, and buyer linkages.

TDAP continued institutional facilitation for market access and regulatory compliance in meat, dairy, poultry, fisheries and allied agro-food products such as sesame seeds. Work included protocol follow-up, company registration support, inspection coordination, dossier facilitation, corrective action follow-up, SPS/halal compliance engagement, NOAA/TED fisheries compliance, Russia/EAEU seafood registration facilitation and sectoral council deliberations. The Division also connected exporters with foreign buyers in meat, dairy, poultry, fisheries, sesame and value-added food products through B2B meetings and missions.

Key Outcomes

Key outcomes included sustained follow-up on China heat-treated meat and dairy protocols, GACC registrations, Malaysia DVS/JAKIM inspection process, USA fisheries market access under NOAA MMPA compliance/extension, Russia/EAEU seafood registrations for 16 Pakistani companies, EU audit preparation and SFDA KSA registration cases for meat, fisheries and eggs. Sesame seed interventions also advanced through GACC-oriented sessions and buyer linkages with China, Kazakhstan, Türkiye, Oman and Bangladesh. These actions are critical for converting market access into actual exporter eligibility and shipment readiness.



FoodAg and regulatory engagement with international delegations and stakeholders.



Inspection and market-access delegation interactions supported by TDAP.

TRADE FACILITATION

03. Restoration of SRO 760(I)/2013

Highlights: Successful restoration of SRO 760(I)/2013.

During FY 2025–26, TDAP Headquarters in Karachi conducted a detailed verification of passbook transactions following the suspension of the SRO. TDAP coordinated with the State Bank of Pakistan (SBP), Pakistan Customs, and other relevant stakeholders to assess compliance and formulate recommendations for restoration.

Key Outcomes

Successful restoration of SRO 760(I)/2013. Preservation of export facilitation mechanisms. Initiation of digitalisation project with Pakistan Single Window. Improved transparency and regulatory oversight.

04. Dialogue to Policy: TDAP Shapes Pharma Export Reforms

Highlights: TDAP converted industry concerns into five actionable policy briefs for the Ministry of Commerce, advancing priority reforms to strengthen pharmaceutical export competitiveness.

Building on the outcomes of the 1st Pharma Stakeholders Dialogue, TDAP translated industry-identified challenges into structured policy recommendations and formally submitted them to the Ministry of Commerce. The initiative focused on addressing key bottlenecks in pharmaceutical exports through targeted, evidence-based policy proposals covering areas such as CRF utilisation, bioequivalence infrastructure, foreign exchange retention, contract manufacturing and regulatory consistency.

Key Outcomes

Development and submission of 5 comprehensive policy briefs to the Ministry of Commerce Strengthened coordination between industry, regulators, and policymakers Transition from stakeholder consultation to actionable policy formulation Identification of priority reform areas to enhance pharmaceutical export competitiveness Laid the groundwork for long-term structural reforms in the pharma export sector

TRADE FACILITATION

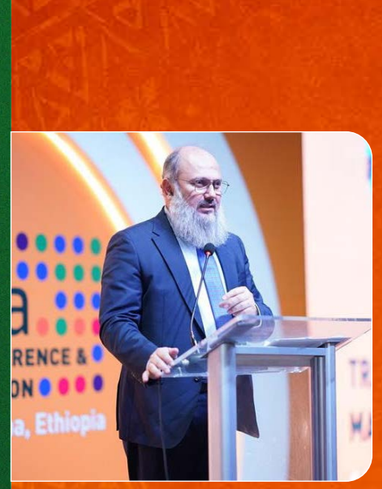
05. PharmEx: Creation of Dedicated Pharma Export Platform

In a major step toward strengthening Pakistan's pharmaceutical export ecosystem, TDAP initiated the development of PharmEx a dedicated institutional platform aimed at driving export growth, enhancing coordination, and supporting industry competitiveness. The concept of PharmEx was developed through extensive stakeholder engagement, where the need for a specialised export body was strongly emphasised by industry leaders and policymakers. Recognising this gap, TDAP took the lead in conceptualising a structured mechanism to address sector-specific challenges.

Key Outcomes

Initiation of PharmEx as a dedicated export facilitation platform for the pharmaceutical sector Strengthened institutional coordination between TDAP, MoC, regulatory authorities, and industry stakeholders Alignment of stakeholder consensus on the Operationalisation framework of PharmEx. Establishment of a foundation for long-term, sustainable growth and enhanced global competitiveness of Pakistan pharmaceutical exports.

Made in Pakistan Exhibition













PAKISTAN-AFRICA TRADE
LOOK AFRICA POLICY



01. Made in Pakistan Single Country Exhibition for 09 East African Countries

Addis Ababa, Ethiopia

Field Notes / Institutions, Products, Partners

103	16	2,590	5,284
Pakistani Firms	Export Sectors	B2B Interactions	Public & Business Visitors

Eight Export Priorities / One East African Gateway

- Pharma-ceuticals
- Surgical Instruments
- Agro-Products
- Textiles
- Cosmetics
- Sports Goods
- Auto Parts
- IT









A Gateway For Pakistani Manufacturing Into East Africa.

Commercial Outcomes / Market Momentum

From Presence To Pipeline.

US$ 11.1M	3	30
Estimated Business Value From 2,590 B2B Interactions	Institutional MOUs	Private-Sector Agreements

Market Signals

84%	80%	78%	36%
First-Time Ethiopia Entrants	Medium-Term Order Confidence	Exhibitor Satisfaction	Pharma Share Of Inquiries

Next-Move Playbook

01 Advance Matchmaking
Identify buyers before the event and structure B2B schedules.

02 Localized Outreach
Activate host-country chambers and targeted market promotion.

03 Track Conversion
Institutionalize post-event follow-up and lead monitoring.

04 Build Sector Wings
Cluster health, agri-consumer and industrial exhibitors.

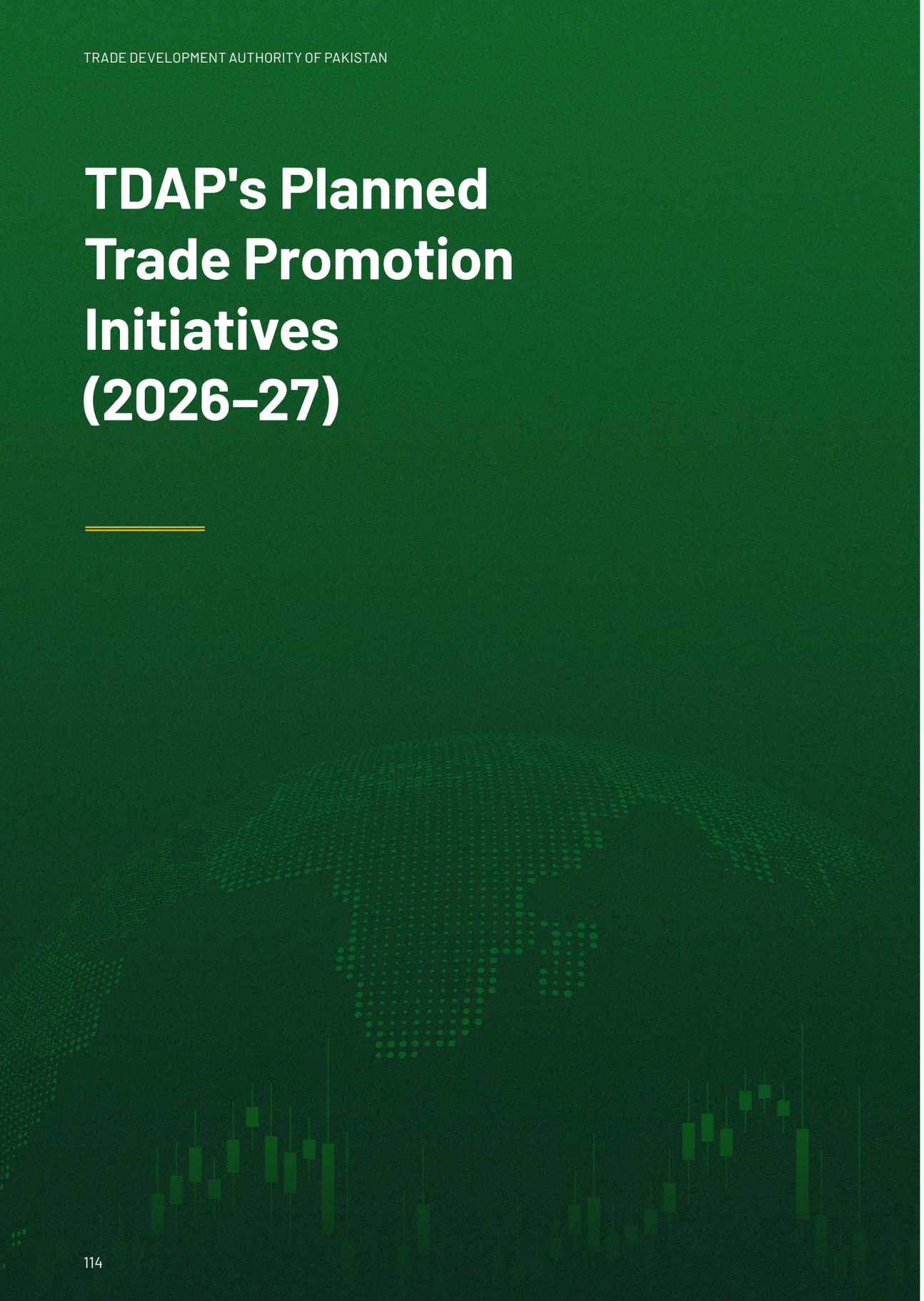
05 Advance Auc Linkage
Pursue cooperation on agri-tech and human-resource capacity.

06 Unlock Payments
Target regulatory, banking, payment and LC constraints.

Import Opportunity

Non-GMO Soybeans / Avocado / Coffee

TDAP's Planned Trade Promotion Initiatives (2026–27)



TDAP Trade Promotion Initiatives

(Business Plan FY 2026-27)

Activity	No. of Activities
International Exhibitions	129
Flagship Events (FoodAG, Texpo & Wexnet)	03
Made in Pakistan Exhibition Bangladesh	01
Seminars & Webinars	223
National Exporters Training Program (NETP)	15
Regional SME & Women Entrepreneur Fairs	30
PIXS (IT Startups) & Globe Summit (E-Commerce)	02
High Profile Business Forums	20
Trade Delegations / Road Shows	54
PM Mango & Rice Diplomacy / Product Promotion Campaigns	04
Total	**481**

Special Initiatives and Success Stories

01. Exporter Facilitation Through National Exporters Training Programme Across Pakistan

The National Exporters Training Programme

TDAP's flagship National Exporters Training Programme (NETP) is on a mission to widen and deepen Pakistan's pool of capable exporters. Built to sharpen the knowledge and competencies of both established and aspiring exporters, the programme equips businesses, entrepreneurs, start-ups, SMEs, women entrepreneurs and young professionals with practical command of international trade, export procedures and regulatory compliance — turning ambition into export-readiness.

Who It Empowers

Existing and prospective exporters - businesses, entrepreneurs, start-ups, SMEs, women entrepreneurs and young professionals ready to take their products to the world.

Where it reaches

Sessions delivered across cities nationwide in partnership with Chambers of Commerce & Industry, trade associations, universities and business support organisations.

A comprehensive, hands-on curriculum

Participants gain a structured grounding in the full export journey: export procedures and documentation, export payment mechanisms, international marketing and market intelligence, trade facilitation, export compliance, the Pakistan Single Window (PSW), logistics and supply chain management, quality standards and certifications, trade agreements, market access opportunities, and digital tools for export development.

How it's taught: Interactive training sessions, practical case studies and direct engagement with subject-matter experts.

Learning straight from the source

To make the guidance practical and institution-specific, NETP brings in the very organisations that run Pakistan's export-facilitation framework — the State Bank of Pakistan (SBP), Pakistan Single Window (PSW) and the Export-Import Bank of Pakistan (EXIM Bank), among others. Their specialised sessions give exporters first-hand understanding of export finance, foreign exchange regulations, customs procedures, digital trade-facilitation systems and other regulatory requirements.

The Impact

NETP is strengthening exporters' preparedness, raising compliance with international trade requirements, and boosting the competitiveness of Pakistan's export sector - a cornerstone of TDAP's strategy to broaden and diversify the country's export base through sustained capacity building.

14
Sessions (FY25-26)

70
Average participants per session

3,500+
Total beneficiaries

District / In-Person Sessions

District	Date	Participants	Sector
Hunza	July 2025	35–40	Fresh Fruits; Gems & Minerals
Gilgit	July 2025	35–40	Fresh Fruits; Gems & Minerals
Skardu	July 2025	35–40	Fresh Fruits; Gems & Minerals
Ghizer	July 2025	35–40	Fresh Fruits; Gems & Minerals
Dadu	November 2025	60	Agricultural Products; Mangoes
Mirpurkhas	November 2025	60	Agricultural Products; Mangoes
Nawabshah	2025	More than 60	Agriculture & Food
Quetta	October 2025	50	Gems & Minerals
Sukkur	February 2026	More than 70	General Export Awareness (TDAP Exhibition)
Hub	May 2026	More than 50	Minerals; Fisheries; Gems
Quetta	June 2026	More than 60	Olive Oil; Fresh Fruits

Nationwide Help Desk Initiative

Institutionalising Exporter Facilitation Across Pakistan.

In line with the vision of Honorable Commerce Minister to strengthen the engagement directly with the leading Chamber of Commerce in Pakistan, the Trade Development Authority of Pakistan (TDAP) launched a nationwide Help Desk Initiative to strengthen exporter facilitation and improve access to trade-related advisory services. Under the initiative, 12 Help Desks were established at major Chambers of Commerce and Industry across Pakistan, with operational support provided by the respective TDAP Regional Offices.

TDAP Help Desks
established at leading Chambers of Commerce & Industry nationwide

01. FPCCI, Karachi
02. Islamabad
03. Lahore
04. Faisalabad
05. Sialkot
06. Gujranwala
07. Gujrat
08. Sargodha
09. Multan
10. Peshawar
11. Quetta
12. Hub

Role & Services

The Help Desks serve as the first point of contact for exporters, providing guidance on export procedures, documentation, regulatory compliance, market access, export promotion initiatives, and TDAP's facilitation services, with particular focus on SMEs, prospective exporters, and businesses seeking information on international trade. The initiative is further complemented by dedicated Help Desk facilities at TDAP offices to ensure effective coordination and seamless facilitation.

Capacity Building & Stakeholder Engagement

TDAP conducted structured training for Help Desk officials under NETP, covering export marketing, procedures, documentation, international marketing, and trade finance. Their technical capacity is further enhanced through orientation and knowledge-sharing sessions with PSW, SBP, EXIM Bank, Pakistan Customs, and other relevant institutions.

02. 1st Pharma Stakeholders Dialogue

Highlights: The dialogue advanced proposals for accredited BE and PK/PD centres, PharmEx Operationalisation, improved EDF utilisation, market diversification, and stronger government-industry coordination.

During FY 2025-26, Karachi hosted the first-ever Pharmaceutical Stakeholders Dialogue, bringing together 40 representatives from industry, regulatory bodies, and financial institutions. The forum identified key sectoral bottlenecks and developed policy recommendations to strengthen Pakistan's pharmaceutical exports.

Key Outcomes

Establishment of accredited BE & PK/PD centres Operationalisation of PharmEx as a dedicated export body Enhanced utilisation of EDF funds through collective proposals Strategic market diversification into Africa, Central Asia, and beyond Strengthening coordination between government and industry stakeholders.













NATIONAL





03. GLOBE Pakistan Summit 2025

The inaugural Gateway to Logistics & Online Business through E-Commerce (GLOBE) Pakistan Summit 2025 brought together the key components of Pakistan's emerging digital trade ecosystem on a single platform. The Summit connected e-commerce platforms, fintech and payment providers, logistics companies, postal operators, technology businesses, regulators, financial institutions and international partners, recognising that successful digital exports depend on the strength of the entire value chain.

The Summit created a bridge between Pakistan's digital businesses and international markets, with participation from regional partner economies including Türkiye, Kazakhstan, Uzbekistan and Belarus, alongside more than 40 international companies. Discussions and business engagements focused on digital commerce, logistics connectivity, payment systems, data governance and the development of digital trade corridors.

GLOBE combined policy dialogue with practical business engagement through B2B matchmaking, technical sessions, platform demonstrations and a Start-ups Arena. The participation of major international digital-commerce players, including Alibaba International Digital Commerce Group, further strengthened the Summit's global dimension.

GLOBE established an important Services Division proposition: digital trade cannot be built by promoting e-commerce alone. It requires the integration of platforms, payments, logistics, technology, regulation and international market access. By bringing these elements together, GLOBE created a foundation for Pakistan's businesses to connect more efficiently with the global digital economy.















NATIONAL

04. PIXS 2026: A National Platform for Technology-Led Export Competitiveness

Highlights: PIXS 2026 carried TDAP's flagship technology initiative across Pakistan through regional rounds and a National Finale, identifying export-oriented technology solutions capable of strengthening productivity and competitiveness across existing industries.

PIXS (Pakistan IT-enabled eXportable Services) 2026 carried TDAP's flagship technology initiative across the country, with regional rounds in Lahore, Multan, Faisalabad, Karachi, Quetta, Peshawar and Gilgit-Baltistan. Technology ventures presented export-oriented solutions before distinguished juries, culminating in a National Finale where winners received prizes of PKR 500,000, reflecting the breadth of technology capability emerging from across Pakistan.

The National Finale further strengthened the platform by bringing export-ready technology ventures from agriculture, manufacturing and consumer sectors before a distinguished jury and partner ecosystem, including PITB, FPCCI, ITC, Standard Chartered and Meezan Bank. Rather than a start-up competition, PIXS functions as a discovery and commercialization platform, embedding technology into existing export industries while giving technology companies real-world use cases and a pathway toward export-oriented scaling.









05. Pakistan Trade Portal - Digital Facilitation for Exporters

Pakistan's B2B E-Commerce & Trade Facilitation Platform

6,000+
Registered Companies

10,000+
Listed Products

B2B
Matchmaking Platform

Phase-II
Now Underway

TDAP's Pakistan Trade Portal is a dedicated B2B e-commerce and trade-facilitation platform that connects Pakistani exporters with buyers around the world. Built around product listings, B2B matchmaking, trade inquiries and exporter–importer connectivity, the portal already hosts more than 6,000 registered companies and over 10,000 listed products - giving Pakistani businesses a growing digital gateway to international markets.

What the Portal Offers

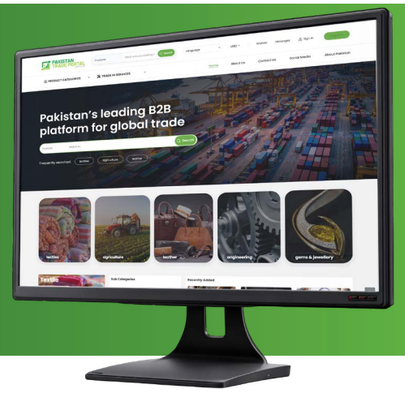
1. Detailed product listings that showcase Pakistani goods to global buyers
2. B2B matchmaking connecting exporters with prospective importers
3. A structured channel for trade inquiries and lead generation
4. Direct exporter–importer connectivity to accelerate deal-making

Phase-II: Building Trust

1. Introduction of trust mark systems to signal verified, credible sellers
2. Automated authentication and verification for exporters and sellers
3. Stronger safeguards that enhance buyer confidence
4. Currently in the initial stages of development

Outlook

By pairing a fast-growing B2B marketplace with the trust-mark and verification mechanisms now under development in Phase-II, the Pakistan Trade Portal is evolving into a more credible, secure and globally competitive digital platform — strengthening exporter visibility and buyer confidence in Pakistani products.



06. PTAD Database - Building Data-Driven Trade Intelligence

Maximising Pakistan's Trade Potential - A New Paradigm for All Stakeholders

29
Trade Arrangements

95
Countries Covered

Trade Development Authority of Pakistan is developing the Preferential Trade Access Database (PTAD), an in-house Trade Intelligence System designed to simplify access to Pakistan's preferential trade arrangements. PTAD consolidates 29 trade arrangements covering 95 countries - including Free Trade Agreements (FTAs), Preferential Trade Agreements (PTAs) and global GSP schemes - into a single, fast digital interface. Through precise HS Code search and an instant Country Navigator, the platform removes much of the complexity of international trade, while its importer-first design enables foreign buyers to independently identify duty advantages, generating a 'demand-pull' for Pakistani exports.

01.

Pakistani Exporters & SMEs

- Identify products eligible for preferential duty in any target market.
- Navigate origin requirements and documentation without expert help.
- Compete on price where Pakistan enjoys a duty advantage over MFN suppliers.

02.

Overseas Importers & Buyers

- Discover Pakistan's duty advantage independently - a new source of demand-pull.
- Verify eligibility and documentation requirements before placing orders.
- Make sourcing from Pakistan an economically rational, data-backed decision.

03.

TDAP & Trade Support Institutions

- Positions TDAP as a provider of world-class, publicly accessible trade intelligence.
- Delivers measurable preference-utilisation improvement - a concrete policy outcome.
- Generates user analytics on which arrangements are queried, by whom and for which products - informing future FTA strategy.

04.

Pakistan's Missions Abroad

- Brief overseas importers on Pakistan's preferential pricing advantage.
- Respond authoritatively to tariff and origin queries, strengthening trade diplomacy.
- Actively stimulate demand for Pakistani products in preference-receiving markets.

Maximising Pakistan's Trade Potential: A New Paradigm For All Stakeholders

Pakistani Exporters & SMEs

- Identify products eligible for preferential duty in target markets.
- Navigate origin and documentation requirements without expert assistance.
- Compete where Pakistan has a duty advantage over MFN suppliers.

Overseas Importers & Buyers

- Discover Pakistan's duty advantages independently and unlock demand.
- Verify eligibility and documentation before placing orders.
- Make sourcing decisions using reliable, data-backed evidence.

PREFERENTIAL TRADE ACCESS DATABASE
PTAD
BY TDAP
PAKISTAN

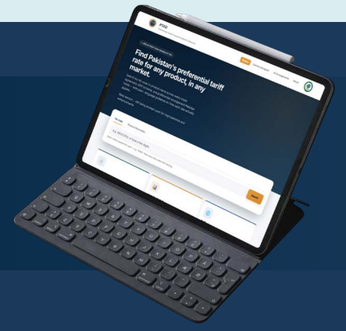
TDAP & Trade Support Institutions

- Provide world-class, publicly accessible trade intelligence.
- Deliver measurable improvements in preference utilisation.
- Use query analytics to inform future FTA strateg

Pakistan's Missions Abroad

- Brief importers on Pakistan's preferential pricing advantages.
- Answer tariff and origin queries with authority.
- Stimulate demand in preference-receiving markets.

ptad.tdap.gov.pk



07. Green Tower Project – Investing in Future Infrastructure

The Green Smart TDAP Tower: A Landmark, Sustainable Hub for Pakistan's Trade Promotion

TDAP is embarking on one of its most transformative infrastructure initiatives - the development of the Green Smart TDAP Tower in Islamabad. Conceived as a landmark, state-of-the-art commercial and institutional complex, the project reflects TDAP's commitment to innovation and sustainability while strengthening Pakistan's trade-promotion ecosystem. It will bring trade promotion, business facilitation and commercial activity together under one roof - a vibrant hub for trade, business and innovation.

A Hub for Trade & Business

1. Modern TDAP offices with meeting and conference facilities
2. Dedicated areas to engage exporters, investors, trade delegations and business organisations
3. A permanent Pakistan Export Display Centre showcasing export products year-round
4. Premium commercial space for businesses, financial institutions, technology firms, service providers and cafés.

Delivered through a Public–Private Partnership (PPP)

The tower will be implemented under a PPP model in which the private sector undertakes the design, construction, financing, operation and maintenance of the project within the applicable legal and regulatory framework, while TDAP provides institutional oversight and keeps the project aligned with its mandate. The approach draws on private-sector delivery expertise while supporting efficient utilisation of public assets.

Green & Smart by Design

1. Designed on green building principles for environmental responsibility
2. Energy-efficient systems to reduce consumption and footprint
3. Smart building-management technologies for efficient operations
4. A modern, sustainable environment supporting trade and investment promotion

THE VISION

More than a building, the Green Smart TDAP Tower embodies TDAP's vision of a modern, sustainable and globally connected future for Pakistan's trade promotion - providing dedicated space for its operations, a permanent platform for showcasing Pakistani exports, and a dynamic point of engagement with the business community.

08. Internship Programme – Nurturing Future Trade Professionals

Investing in Future Trade Professionals: TDAP Internship Programme 2026

In a forward-looking step to nurture emerging talent and build a pipeline of future trade professionals, TDAP formally launched its Internship Programme 2026. The programme opened the door for young Pakistanis to gain hands-on experience at the country's premier trade-promotion body.



Why It Matters

1. Develops Pakistan's next generation of trade professionals
2. Brings fresh perspectives and energy into the Authority
3. Supports national youth employment and skill-development goals

How It Helps TDAP

1. Builds a ready talent pipeline for future recruitment
2. Strengthens links between TDAP and academic institutions
3. Extends capacity for research, events and outreach activities

The Impact

Formally approved by the TDAP Board and launched through a transparent, publicly advertised process, the Internship Programme 2026 institutionalises TDAP's investment in human capital — equipping young talent with practical trade experience while enriching the Authority with new ideas and future capability.

09. TDAP Board & Sub-Committees

Four Committees, One Vision: Strengthening TDAP Through Strategic Governance

In a decisive move to sharpen its institutional governance and put specialised expertise behind every major decision, the Trade Development Authority of Pakistan (TDAP) has established four dedicated Board committees. Flowing from the 10th TDAP Board Meeting and further refined in the 12th Board Meeting, this initiative distributes strategic responsibility across four focused bodies — Executive, Finance & Audit, Marketing, and Human Resource — each with a clear mandate, defined membership, and its own Terms of Reference. Together they form a modern governance architecture that blends public-sector oversight with private-sector insight.

01. Finance & Audit Committee

Chaired by Mr. Ahmed Zulfiqar Hayat
6 members | DG (Management Services) as Secretary

Oversees the annual budget and financial statements, reviews investment policies for surplus funds, evaluates revenue, loan and grant proposals, shapes long-term investment strategy, and examines the Auditor General of Pakistan's annual report.

Why it matters: It embeds financial discipline, transparency and accountability — protecting public funds and building confidence in how TDAP spends and invests.

02. Expo Centre Execution Committee (ECEC)

The Expo Centre Execution Committee (ECEC) provides strategic oversight of the management, development, security, commercial sustainability and revenue generation of Karachi Expo Centre and other Expo Centre projects. The Committee comprises seven members.

Why it matters: The Expo Centre Execution Committee (ECEC) serves as the strategic oversight forum for ensuring effective governance, management and sustainable development of Karachi Expo Centre. It provides a structured mechanism for informed decision-making, with a focus on operational efficiency.

03. International Marketing Committee

Chaired by Mr. Fuad Hamid Ahmed Garib
5 members | DG (Management Services) as Secretary

Develops a comprehensive marketing plan, conducts market research, drives brand development and consistent messaging, oversees advertising and PR, tracks campaign performance, and explores digital marketing opportunities — including recommending the annual business plan to the Board.

Why it matters: It positions TDAP as a market-driven promoter of Pakistani exports, strengthening national brand presence at home and in global markets.

04. Human Resource (HR) Committee

Chaired by Mr. Ghulam Ali Shah Pasha
5 members | DG (Management Services) as Secretary

Reconstituted under the 12th Board Meeting, the HR Committee unites an MNA of the National Assembly Standing Committee with the Additional Secretaries of Commerce and Finance to guide TDAP's people and organisational matters.

Why it matters: It brings structured, accountable governance to human-capital decisions — helping TDAP attract, manage and retain the talent its mandate demands.

The Bottom Line

By channelling finance, marketing, human resources and executive strategy through four expert committees, TDAP has built a governance system that is transparent, accountable and results-driven - a strong foundation for advancing Pakistan's trade and export agenda.

10. KITECH 2026

Where Tradition took Flight & Innovation Coded the Future

The Services Division of TDAP leveraged the revival of Basant in Lahore as an opportunity to connect cultural heritage with economic potential, conceptualising KITECH '26 as a convergence of culture, technology, tourism and trade.

The initiative recognised Lahore's cultural identity as an asset for soft power, destination branding and tourism promotion. By placing technology and contemporary business engagement alongside a major cultural moment, KITECH sought to project a more dynamic image of Lahore, one that is deeply rooted in heritage while increasingly connected to innovation, digital enterprise and international markets.

KITECH also reflected the Services Division's integrated approach to the services economy. Technology was deliberately brought into a cultural and tourism-led platform, creating linkages across IT, tourism, e-commerce, logistics and trade promotion. The participation of Pakistan's IT ecosystem, tourism stakeholders, diplomatic community and Friends of TDAP created a cross-sector platform through which different elements of the services ecosystem could connect around a common narrative of Pakistan's cultural and economic potential.

The event further provided visibility and momentum to TDAP's flagship Services Division platforms, including Pakistan IT-Enabled Exportable Services (PIXS), GLOBE – Gateway to Logistics & Online Business through E-Commerce, and Pakistan Travel Mart (PTM).

Supported by Bank of Punjab, Gaper.io, Crossing Barriers and Lala Textiles, KITECH '26 demonstrated the potential of using culture as soft power, technology as an enabler, tourism as an economic opportunity and trade promotion as the bridge to international markets.

Through KITECH, the Services Division demonstrated how a cultural revival could be leveraged beyond celebration to strengthen Lahore's branding, stimulate tourism and business engagement, showcase Pakistan's contemporary capabilities, and bring together the wider services ecosystem under a unified platform.









11. Karachi Expo Centre

Institutional Delivery and Modernisation Milestone

2001 Established

57 Acres

06 Expo halls

110+ Events / year

Established in 2001 and spread over 57 acres in the commercial hub of Karachi, the **Karachi Expo Centre (KEC)** is Pakistan's premier purpose-built exhibition and convention facility. Managed and operated by TDAP, it comprises six modern exhibition halls, conference facilities and supporting infrastructure for national and international exhibitions, trade fairs, conferences and business events. As one of the country's most important trade-promotion assets, the Centre provides a world-class platform for domestic and international companies to showcase products, establish business linkages, attract investment and access new markets — hosting more than 110 events each year and supporting Pakistani industries, SMEs and MSMEs.

Home to Pakistan's Flagship Events

Over the years the Centre has hosted Expo Pakistan, TEXPO, FoodAg, the Pakistan International Maritime Exhibition and Conference (PIMEC), and the International Defence Exhibition and Seminar (IDEAS) — reinforcing Pakistan's position as an emerging trade and investment destination.



TDAP has successfully managed Karachi Expo Centre for the past 25 years on a self-sustaining basis which has become country's premier platform for showcasing Pakistan's export potential to the international & national buyers.

Karachi Expo Centre Development Projects

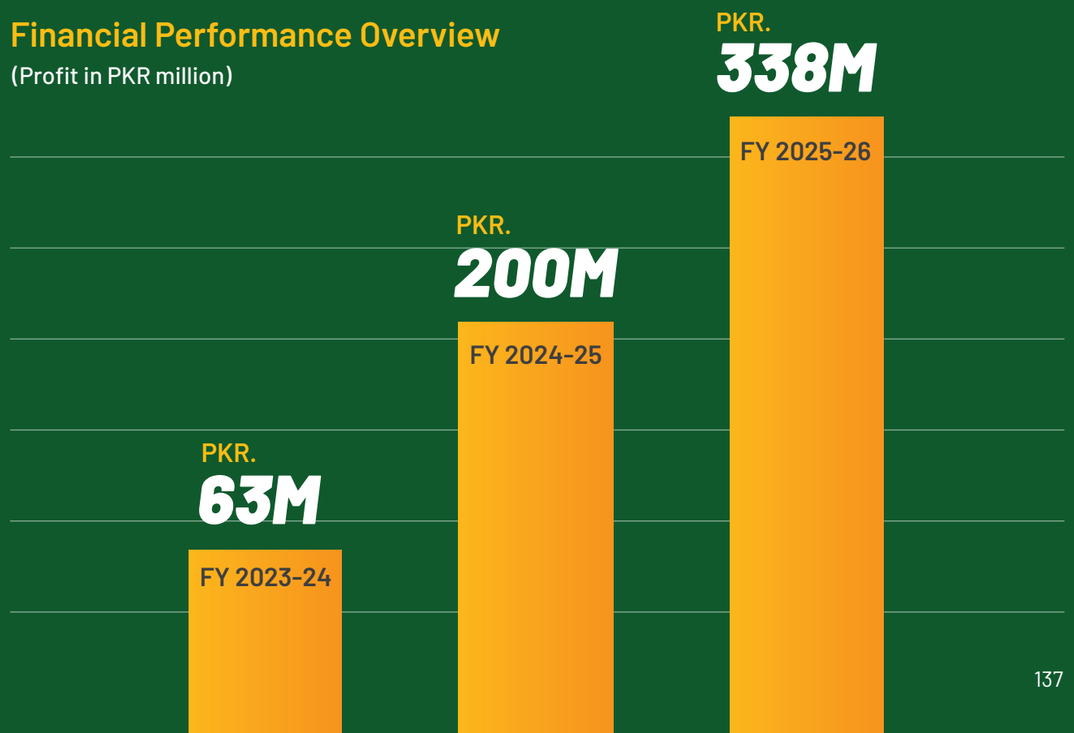
- Corrugated sheet works — COMPLETED
- Waterproofing and roof repair — COMPLETED
- 1-MW solar power plant for energy efficiency and sustainability — IN-PROGRESS
- Modern firefighting / fire-alarm systems as per international safety standards — IN-PROGRESS
- Pakistan flagpole installation — IN-PROGRESS

OUTLOOK

With continued investment in infrastructure modernisation and efficient facility management, Karachi Expo Centre remains well positioned to support Pakistan's trade-promotion agenda, attract high-profile exhibitions and conferences, and contribute meaningfully to national economic development in the years ahead.

Financial Performance Overview

(Profit in PKR million)



12. Women Entrepreneurs Win New Markets at Home and Abroad

Dhaka, Bangladesh

36 women entrepreneurs to Dhaka • 291 engaged via WEXNET • 50% participation subsidy

TDAP's Women Entrepreneur Division expanded market access for women-led enterprises through international participation, regional trade exhibitions, capacity-building and institutional collaboration. Thirty-six women entrepreneurs were supported at the South Asia Trade Fair / SAARC Bazaar in Dhaka through visa facilitation and a special 50% subsidy on participation fees for women entrepreneurs, while the regional WEXNET model engaged 291 women entrepreneurs across Pakistan - turning local enterprise into export-ready businesses.



Women leaders panel at a TDAP Women Entrepreneur Division forum.



Women entrepreneurs at a regional WEXNET exhibition.

13. Special Delegation of Sports Goods and Football Manufacturers to Canada

Toronto, Canada

More than US$500 million in sports-goods exports • Official FIFA World Cup 2026 match ball

Partnership with the Canadian Sporting Goods Association (CSGA), the Pakistan Football Road Show, Canada (15–18 September 2025) brought together leading Pakistani exporters and Canadian sporting goods companies at a strategically critical moment ahead of FIFA World Cup 2026. The event, organised by the Consulate General of Pakistan in Toronto, underscored Pakistan's growing role as a key supplier in the global sports equipment market.











Made In Pakistan. Played By The World.

A global football moment, powered by Sialkot craftsmanship.





Football Connects Markets, People And Possibility.







Footballs / Gloves / Sportswear

The Campaign Playbook

01 FRIENDLY MATCH

Diaspora, business, media and football communities.

02 EDUCATION

School displays, technology stories and club gifting.

03 FOOTBALL INSTITUTIONS

AFA/PFF facilitation, Boca Juniors and Defensa y Justicia.

04 PUBLIC DIPLOMACY

Media, influencer and digital engagement across markets.

National & Regional Business Engagements

National capacity building initiatives, regional trade promotions, exporter's facilitation, chamber collaboration and SME outreach.

NATIONAL AND REGIONAL

01. Pakistani Rice Wins Over Iranian Buyers - FPCCI B2B Sessions

Highlights: Agro & Food Division facilitates high-impact B2B meetings as a visiting Iranian delegation shows strong interest in Pakistani agro-food imports.

The Agro & Food Division of TDAP facilitated business-to-business meetings between members of the Rice Exporters Association of Pakistan (REAP) and an Iranian trade delegation during its visit to FPCCI. The Iranian delegation of 14 members across various sectors included three agro-food representatives who expressed strong interest in importing Pakistani rice, sesame seeds and oilseeds. TDAP arranged one-to-one meetings between the Iranian buyers and 15 leading rice exporters, covering product specifications, quality standards, pricing and export capabilities.

Key Outcomes

The Iranian delegates appreciated the quality and diversity of Pakistani agricultural products and showed keen interest in enhancing trade cooperation. The productive discussions are expected to translate into tangible business deals, contributing to the expansion of Pakistan's agricultural exports to Iran.

02. Pakistan Eyes Iran as a New Pharma Frontier

Highlights: TDAP and the Ministry of Commerce explore Iran as an alternative market to redirect roughly US$200 million in pharmaceutical exports amid regional shifts.

TDAP, in collaboration with the Ministry of Commerce, held a high-level meeting to explore opportunities for enhancing pharmaceutical exports to Iran, focusing on regulatory requirements, product registration and financial mechanisms. Pharmaceutical exports via Afghanistan previously stood at approximately US$200 million - nearly 40% of Pakistan's total pharma exports — and with the closure of that corridor, Iran is viewed as a strategic alternative. Representatives from Citi Pharma, Glitz Pharma and Bosch Pharma participated.

Key Outcomes

Discussions focused on Iran's lengthy product-registration process and US-dollar payment constraints. Participants proposed fast-track approvals and a rupee-based settlement mechanism, with further consultations agreed to facilitate smoother trade.

NATIONAL AND REGIONAL

03. Global Horizon Initiative (GHI)

Bridging Government, Industry and Academia for Export-Led Growth

The Global Horizon Initiative (GHI) is a TDAP platform designed to strengthen the Government–Industry–Academia nexus and create stronger pathways between knowledge, industry requirements, public-sector support and international markets.

During FY 2025–26, GHI advanced engagement with universities, industry stakeholders, businesses, chambers and entrepreneurial networks, creating spaces for dialogue on entrepreneurship, innovation, skills development and export opportunities. Engagement with institutions including LSE, UMT and Forman Christian College University also provided opportunities for students and emerging talent to gain practical exposure to industry and international trade.

The initiative seeks to move beyond conventional academia–industry interaction by bringing the government perspective into the conversation, connecting academic knowledge and research with industry needs, while linking both to the policy, facilitation and market-access role of government. This three-way linkage is intended to help identify industry requirements, encourage relevant skills and innovation, and create a stronger pipeline of businesses capable of competing in international markets.

GHI represents TDAP's effort to build an integrated ecosystem in which Government enables, Academia generates knowledge and talent, and Industry translates that knowledge into enterprise, competitiveness and exports.



Seminars and Webinars

Seminars, webinars and B2B meetings designed to strengthen market linkages, facilitate knowledge exchange, connect exporters with international buyers, and generate new trade opportunities.

01. Smart Manufacturing & Sustainability - EU Green Compliance

Highlights: The seminar strengthened awareness of EU market-access requirements and green compliance. Exporters gained clarity on EU market access requirements and green compliance.

The seminar on Smart Manufacturing and Sustainability for EU Green Compliance in Sialkot emphasised Pakistan's readiness for sustainable textile production aligned with EU standards. It highlighted the importance of circularity, supply chain challenges, and automation for compliance. Experts shared insights on EU market access, waste-to-value approaches, and traceability, while industry leaders and academia discussed practical solutions for greener manufacturing. Overall, the session built awareness, encouraged innovation, and strengthened collaboration to enhance Pakistan's textile sector's competitiveness in international markets.

Key Outcomes

1. **Awareness Raised:** Participants understood Pakistan's role in global technical textiles and Industry 4.0.
2. **Knowledge Sharing:** Experts provided practical insights on automation, smart healthcare fabrics, and sustainability.
3. **Networking**: Stronger links were built between exporters, academia, and industry.
4. **Capacity Building:** Attendees gained guidance on compliance and premium market access.





02. Navigating FDA Import Alert 76–01 and Inclusion in Green List

Highlights: Enhanced compliance awareness for local export houses, equipping Sialkot's surgical cluster with the precise methodologies required to clear US border inspections smoothly and increase North American export volumes.

On 11 June 2026, a technical capacity-building seminar at SIMAP Hall in Sialkot brought together more than 55 industry representatives to address United States Food and Drug Administration (FDA) regulatory requirements. Experts guided manufacturers on quality-control systems, documentation accuracy, and technical standards required to exit the FDA Import Alert list and qualify for the Green List.

Key Outcomes

Enhanced compliance awareness for local export houses, equipping Sialkot's surgical cluster with the precise methodologies required to clear US border inspections smoothly and increase North American export volumes.





03. Seminars and Capacity Building 2025–26

Highlights: The seminars strengthened awareness of China maize protocol requirements, rice MRL/aflatoxin controls, citrus orchard management, PHDEC potato certification support and onion export market dynamics.

From August 2025 to February 2026, TDAP conducted 15 domestic seminars and workshops in key production clusters to strengthen export readiness among growers, exporters, and processors. The sessions covered maize export compliance for China, rice maximum residue limits (MRLs) and aflatoxin management, citrus quality enhancement, potato certification support, and onion export prospects. The programme emphasised General Administration of Customs of China (GACC) requirements, sanitary and phytosanitary (SPS) compliance, quality management, certification, and overall export competitiveness.

Key Outcomes

The seminars strengthened awareness of China maize protocol requirements, rice MRL/aflatoxin controls, citrus orchard management, PHDEC potato certification support and onion export market dynamics. The programme supported product quality, regulatory compliance and export readiness in major crop clusters.



Maize seminars on China market opportunities and GACC protocol requirements.



Rice seminars on MRL and aflatoxin management for export compliance.

04. Awareness Seminars on Carbon Border Adjustment Mechanism (CBAM)

Highlights: Effectively sensitised key regional manufacturing hubs on evolving global green-trade compliance standards.

On 11 June 2026, technical workshops at the Multan and Faisalabad Chambers of Commerce & Industry briefed more than 100 industry representatives on the EU Carbon Border Adjustment Mechanism (EU-CBAM) and the proposed UK-CBAM. The sessions examined emerging environmental compliance requirements, their potential impact on Pakistan's key export sectors, and related EU eco-regulations, followed by interactive technical Q&A discussions.

Key Outcomes

Effectively sensitised key regional manufacturing hubs on evolving global green-trade compliance standards. Armed local exporters with vital policy insights to preemptively adjust manufacturing pipelines, mitigate carbon-tax penalties, and safeguard the long-term competitiveness of Pakistani goods across European and Western destinations.





05. Technical Textiles and Application of Industry 4.0 Technology

Highlights: Participants gained a clearer understanding of Pakistan's position in the global technical textiles sector and the opportunities presented by Industry 4.0.

On 21 October 2025, TDAP hosted a hybrid seminar at its Karachi office and online, attended by 60 participants. The session highlighted Pakistan's potential in technical textiles and Industry 4.0, with a focus on automation, smart healthcare fabrics, sustainability, compliance, and access to premium markets. It also strengthened collaboration among academia, industry, and government while encouraging innovation and improved global competitiveness.

Key Outcomes

Key outcomes and results achieved from the seminar were: Awareness Raised: Participants understood Pakistan's role in global technical textiles and Industry 4.0. Knowledge Sharing: Experts provided practical insights on automation, smart healthcare fabrics, and sustainability. Networking: Stronger links were built between exporters, academia, and industry. Capacity Building: Attendees gained guidance on compliance and premium market access.





06. Circularity and Functional Textiles in Smart Manufacturing For EU Green Compliance

Highlights: The high-level Uzbek delegation advanced cooperation in priority sectors and agreed on practical measures to strengthen bilateral trade, investment, and market access.

On 10 December 2025, a hybrid seminar at the Faisalabad Chamber of Commerce and Industry brought together 60 participants to examine circularity and functional textiles in smart manufacturing for EU green compliance. The session covered circular branding, traceability, automation, waste-to-value practices, energy-efficient production, and sensor-integrated protective textiles, strengthening Pakistan's readiness for EU standards and premium markets.

Key Outcomes

1. **Awareness & Branding:** Exporters understood how circularity can serve as a strong branding strategy for Pakistan.
2. **Innovation Showcase:** VDMA members presented new functional and smart textile technologies for safety, mobility, construction, and healthcare.
3. **Sustainability & Compliance:** Practical guidance was shared on waste-to-value approaches, energy-efficient manufacturing, and EU green compliance.
4. **Capacity Building:** Participants learned about integrating sensors, automation, and traceability into textile production.
5. **Collaboration:** Strengthened links between TDAP, industry leaders, academia, and international partners to support Pakistan's competitiveness.





07. Webinars and B2B Meetings

Highlights: The webinar/B2B programme generated buyer linkages in GCC, China, CARs, Russia, ASEAN, EU and other markets.

The Division conducted more than 80 online webinars, B2B meetings and interactive sessions covering maize, animal feed, meat, poultry, fisheries, mango, kinnow, potato, onion, sesame seeds, halal food, honey, tea, tobacco, salt and olive oil. The sessions were organised in collaboration with Pakistan Missions abroad, foreign importers, chambers and product associations. These meetings enabled rapid buyer outreach, problem-solving, compliance awareness and market intelligence without the cost and lead time of physical visits.

Key Outcomes

The webinar/B2B programme generated buyer linkages in GCC, China, CARs, Russia, ASEAN, EU and other markets. It also supported resolution of market access issues such as SPS requirements, logistics routes, Russia potato restrictions, Sri Lanka levy issues, GACC registration, halal compliance and sector-specific demand mapping.



Online B2B and webinar engagement with foreign buyers and stakeholders.

08. Pakistan–Jordan Textile B2B Webinar

Highlights: B2B linkages, outreach for upcoming TEXPO exhibitions, enhanced clarity on logistics and supply issues and agreements for upcoming factory visits.

Held online via Zoom on 14 April 2026, the session brought together 35 participants, including APTMA, PRGMEA, and Jordanian industry representatives. Pakistan highlighted its end-to-end textile manufacturing capabilities and export strengths, while discussions focused on expanding trade, improving logistics, and using Jordan as a gateway to global markets.

Key Outcomes

B2B linkages, outreach for upcoming TEXPO exhibitions, enhanced clarity on logistics and supply issues and agreements for upcoming factory visits.



09. Pakistan-China Yarn Trade

Highlights: The webinar generated multiple business leads, with participating companies exchanging contacts and sharing their sourcing requirements.

Held online via Zoom on 9 April 2026, the webinar brought together 23 participants from Pakistan and China to promote Pakistani yarn exports and facilitate direct interaction between companies from both countries.

Key Outcomes

Many leads were generated during the webinar and the companies from both countries shared their contacts and requirements with each other.



10. Pakistan Switzerland Trade Webinar

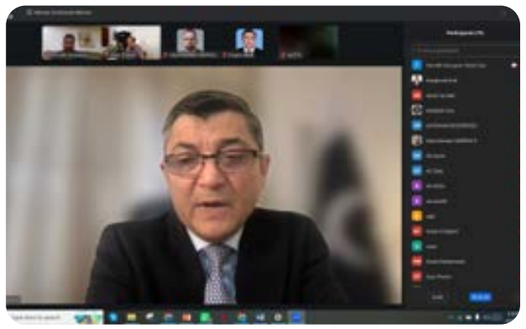
Highlights: The Pakistan–Switzerland Trade Webinar successfully brought together 94 participants from Pakistan and Switzerland, including business leaders, exporters, diplomats, and representatives of key trade organisations.

The Pakistan–Switzerland Trade Webinar was organised by TDAP in collaboration with the Embassy of Pakistan in Switzerland to promote bilateral trade and identify new business opportunities between the two countries. The webinar brought together diplomats, business leaders, trade associations, and representatives from the textile and IT sectors to discuss market opportunities, trade challenges, and avenues for cooperation. Sectoral presentations by APTMA and PASHA highlighted Pakistan's strengths in textiles and information technology, while interactive discussions facilitated networking and business linkages. The event was conducted virtually, enabling participation from 94 stakeholders from both Pakistan and Switzerland and laying the groundwork for future B2B engagements and trade promotion initiatives.

Key Outcomes

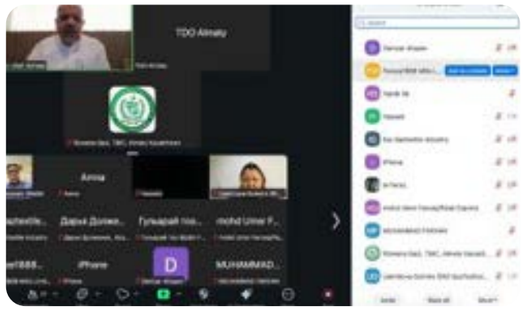
The Pakistan–Switzerland Trade Webinar successfully brought together 94 participants from Pakistan and Switzerland, including business leaders, exporters, diplomats, and representatives of key trade organisations. The event strengthened commercial linkages by facilitating dialogue between Pakistani and Swiss stakeholders and highlighting opportunities in the textile and IT sectors. It enhanced awareness of Pakistan's export capabilities, encouraged business-to-business networking, and identified areas for future collaboration, including structured matchmaking, follow-up sectoral sessions, and trade delegations. The webinar also reinforced institutional cooperation between TDAP, the Embassy of Pakistan in Switzerland, SACC, APTMA, PASHA, and FPCCI to support long-term trade growth and market access.





11. Export Prospects to Kazakhstan for the Textile and Leather Sector

Highlights: Pakistan–Kazakhstan textile cooperation through investment interest, B2B sourcing linkages, and a proposed Pakistan Trading House in Kazakhstan.



Held online via Zoom on 23 October 2025, the session brought together 28 participants and featured presentations by Ms. Gulmira of QazTextileIndustry and Mr. Azizullah Gohar, Secretary of the Pakistan Textile Exporters Association, followed by a Q&A session. Discussions covered Kazakh interest in Pakistani investment in textile units, particularly bed linen production, B2B opportunities for yarn, fabric, and raw material imports, the proposed establishment of a Pakistan Trading House in Kazakhstan, and clarification of banking and payment concerns.

12. Pakistani Agro-Products Catch a Mexican Giant's Eye - A New Trade Corridor

Highlights: Agro & Food Division and the T&I Counsellor in Mexico connect local exporters with a global conglomerate eyeing rice, fruits, spices and Himalayan salt.

The Agro & Food Division of TDAP, in collaboration with the Trade and Investment Counsellor in Mexico, organised a B2B meeting between leading Pakistani exporters and a prominent Mexican conglomerate with global operations. The company expressed keen interest in sourcing Pakistani rice, fruits, vegetables, spices, juices and Himalayan pink salt; as direct rice imports into Mexico are currently restricted, it is exploring re-export routes through its operations in other countries. Pakistani participants included eight rice-exporting companies, a juice manufacturer, a Himalayan pink-salt producer and a confectionery company.

13. Pakistan's Premium Cherries - B2B Session Opens Doors to the Saudi Market

Highlights: Agro & Food Division and the Consulate in Jeddah connect exporters with leading Saudi importers during the cherry season.

The Agro & Food Division of TDAP, in collaboration with the Commercial Section of the Consulate General of Pakistan in Jeddah, organised a virtual business-to-business meeting on 17 June 2026 to promote Pakistani cherry exports to the Saudi market. The session was jointly moderated by Ms. Sadia Khan (TIO, Jeddah) and Mr. Nazir Ali (Deputy Director, TDAP Gilgit). Pakistani exporters included Mr. Arman Shah, Managing Director, Hashwan Traders, and Mr. Emadud Din, CEO, Organo Botanica.

Key Outcomes

Saudi importers from Jeddah engaged in detailed discussions on quality, varieties, availability, pricing, packaging standards and supply potential, and showed keen interest in sourcing fresh Pakistani cherries. Both sides committed to continuing discussions and exploring commercial arrangements during the ongoing cherry season.

SEMINARS AND WEBINARS

14. AI for Textiles: A Practical Look at Computer Vision for Your Business

Highlights: More than 50 companies participated in the event including the leading textile exporters of the country.

The webinar aimed to promote AI adoption among textile exporters and demonstrate how AI can support textile businesses.

Key Outcomes

More than 50 companies participated in the event including the leading textile exporters of the country. The Webinar ensured that the exporters remain up to date with the latest AI trends that are employed by companies both locally and abroad.





SEMINARS AND WEBINARS

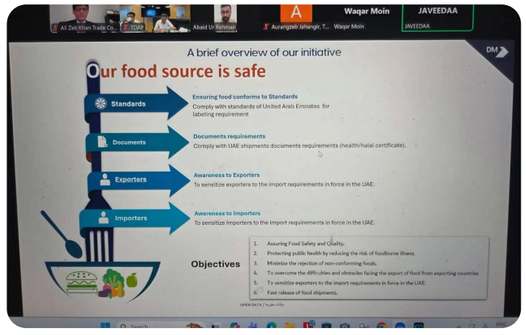
15. Webinar - Ensuring Compliance for Food Exports to the UAE

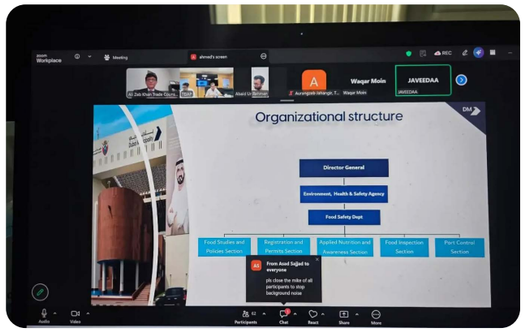
Highlights: Agro & Food Division, with the Consulate in Dubai and Dubai Municipality, equips around 80 exporters with the regulatory know-how for the UAE market.

TDAP, through its Agro & Food Division and in collaboration with the Trade & Investment Counsellor, Consulate General of Pakistan, Dubai, and Dubai Municipality, organised a webinar titled "Ensuring Compliance for Food Exports to the UAE Market." The session aimed to sensitise Pakistani exporters to the regulatory requirements, food-safety standards, compliance procedures and market-access considerations for exporting food products to the United Arab Emirates, attracting around 80 exporters and stakeholders from the agro and food sector.

Key Outcomes

Officials from Dubai Municipality delivered a comprehensive presentation on the regulatory framework governing food imports into the UAE - covering food-safety requirements, product registration, labelling regulations and documentation - followed by an interactive question-and-answer session. Participants appreciated the opportunity to receive first-hand guidance that will facilitate smoother access to the UAE market for Pakistani food products.





Digital Trade Initiatives

Digital trade facilitation, SME support, women entrepreneurship, services exports, innovation platforms, virtual B2B engagement and digital outreach initiatives.



Digital Transformation of TDAP Services & Operations

Digitization of TDAP Services	Outcome: Ease of Doing Business
Certificate of Origin digitalized in 2025	• **40,000+** COO Certificates issued online • **12,000+** Exporters benefited
Preferential Trade Access Database (PTAD) launched on 14th August 2026	• Pakistan's First Market Intelligence and Trade Support System for Promoting Exports • Pakistan has **29 Preferential Trade Arrangements** with **93 countries** which has now been brought online under one platform
Pakistan Trade Portal	• **Online B2B platform:** 6,000+ Exporters, 1,600+ Importers & 10,000+ products Registered • **Phase 2:** E-Commerce, AI Trade Chatbot & Multi-Trustmark System for Verification to enhance trust and credibility
Pakistan Export Gallery	Digital Display Centre of Pakistan's major exportable products.
International Exhibitions & Flagship Events	Online Registration of International exhibitions, TDAP flagship events & for reservations in Karachi Expo Centre.
Adoption of E-Office & ERP System	• Paper-less & secure office communications • Finance & HR transformed from Manual to ERP / Automation

Pakistan Trade Portal
pakistantradeportal.gov.pk

Pakistan Export Gallery
pakistanexportgallery.gov.pk

International Exhibitions & Events
tdap.gov.pk/mis/

Electronic Certificate of Origin (E-COO)
tdap.gov.pk/origin-certification-by-tdap

Pakistan Trade Access Database (PTAD)
ptad.tdap.gov.pk

A SME Facilitation, Women-Led Digital Trade and Single Window Support

01. MoU signed between TDAP & Pakistan Single Window (PSW)

Highlights: The MoU created a sustainable institutional mechanism for identifying the needs of businesses and designing targeted trade-capacity programmes.

TDAP and Pakistan Single Window formalised their institutional collaboration through the signing of a Memorandum of Understanding and a Non-Disclosure Agreement to strengthen support for women entrepreneurs. The partnership established a structured framework for data sharing, exchange of technical experts and delivery of need-based capacity-building programmes. By combining TDAP's nationwide outreach with PSW's expertise in digital trade facilitation, the collaboration aims to improve understanding and use of digital trade services, export procedures, documentation, regulatory compliance and cross-border market requirements. The arrangement also supports data-driven exporter facilitation through direct access to PSW-linked trade information and proposed integration of TDAP's Pakistan Trade Portal and Exporters Directory with the PSW ecosystem, including support for women entrepreneurs under the Khadijah initiative.

Key Outcomes

The MoU created a sustainable institutional mechanism for identifying the needs of businesses and designing targeted trade-capacity programmes. It strengthened coordination between TDAP and PSW, enabled the exchange of knowledge and resource persons, and expanded access to digital trade-facilitation services. The partnership is expected to support a broader and more inclusive pipeline of digitally enabled and export-ready enterprises.





02. Seminar on Introduction to Pakistan Single Window

Highlights: Participants gained actionable knowledge on navigating digital trade systems, managing export-related documentation, positioning their brands internationally and planning e-commerce logistics and payment arrangements.

TDAP Women Entrepreneur Division, in collaboration with Pakistan Single Window and the Sialkot Women Chamber of Commerce and Industry, organised the PSW's Khadijah Initiative in Sialkot to strengthen women's participation in cross-border trade. The programme provided practical instructions on the PSW platform, e-commerce exports, digital marketing and international branding, customs procedures, financial literacy, access to finance and green and sustainable trade. Expert-led sessions were designed to help participants understand international compliance requirements, improve their market positioning and prepare their businesses to compete in export markets.

Key Outcomes

Participants gained actionable knowledge on navigating digital trade systems, managing export-related documentation, positioning their brands internationally and planning e-commerce logistics and payment arrangements. Certificates of completion and a one-week complimentary PSW subscription enabled participants to further explore the platform and apply their learning in practical trade scenarios. By delivering the program in one of Pakistan's principal export hubs, the initiative connected local women-led businesses with the systems, knowledge and institutional support needed to pursue international markets more confidently.





DIGITAL, SME AND MEDIA INITIATIVES

B Services, Innovation and Virtual Market Linkages

01. Summary of the Year

During FY 2025–26, the Services Division strengthened Pakistan's position in the global digital economy, tourism sector and innovation ecosystem through a series of flagship platforms, international market-access initiatives and strategic partnerships. The Division expanded signature initiatives including the GLOBE Pakistan Summit, PIXS, KITECH and the Pakistan Travel Mart, creating new opportunities for digital trade, start-up development, tourism promotion and international collaboration.

Pakistani technology companies and start-ups were facilitated at leading international exhibitions across Europe, North America, the Middle East and Asia, generating reported business worth approximately US$24 million. The Division's outreach was further complemented by participation in the Magnificent Punjab Tourism & Investment Expo 2026 and the Pakistan–Chile IT webinar, which strengthened services-export positioning in tourism, innovation, nearshoring, fintech, cybersecurity and start-up collaboration.



KITECH and PIXS — flagship technology and innovation platforms.

Trade Report FY 2025–26

PAKISTAN TRADE SNAPSHOT

July - June FY 2025–26 | Values in US$ billion unless otherwise stated

US$30.13 billion
(-5.93% YoY)

GOODS EXPORTS
Export earnings softened compared with FY 2024–25

US$69.76 billion
(+8.14% YoY)

GOODS IMPORTS
Import bill increased against last year.

US$10 billion
(+19% YoY)

SERVICES EXPORTS
Services exports showed strong improvement

US$11.92 billion
(+6% YoY)

SERVICES IMPORTS
Import growth remained lower than export growth.

SECTOR-WISE TRADE PROFILE

Exports by Sector

Textile and Leather
US$17.9 billion (+0.3%)

Agro & Food
US$5.018 billion (-29.5%)

Other Manufacturing
US$4.07 billion (-3.6%)

% shows change vs. FY 2024-25

Imports by Sector

Other Manufacturing
US$4.498 billion (+14%)

Agro & Food
US$9.151 billion (+12%)

Textile & Leather
US$6.462 billion (-12%)

% shows change vs. FY 2024-25

Top Trade Partners

Exports		Imports	
USA	US$5.91 billion (+1%)	China	US$22.2 billion (+14%)
China	US$2.66 billion (+10%)	UAE	US$5.62 billion (+4%)
UK	US$2.11 billion (-1%)	Indonesia	US$4.42 billion (+14%)
UAE	US$1.78 billion (+1%)	Saudi Arabia	US$4.06 billion (+1%)
Germany	US$1.63 billion (-5%)	USA	US$3.32 billion (+15%)

China dominates imports; US remains Pakistan's largest export market

REGIONAL MOVEMENT

Exports by region

Europe	US$11.14 billion (-2%)
Asia	US$9.55 billion (-14%)
America	US$6.96 billion (+1%)
Africa	US$2.12 billion (-5%)
Oceania	US$0.31 billion (-3%)

Imports by region

Asia	US$51.27 billion (+6%)
America	US$5.969 billion (+16%)
Europe	US$5.70 billion (+9%)
Africa	US$2.87 billion (+6%)
Oceania	US$0.61 billion (-29%)

Major commodity signals

Top exports: Bed / table / kitchen linen (US$4.41 billion), Men's/Boys' suits (US$3.09 billion), Rice (US$2.19 billion). Rice declined by 33%.

Top imports: Petroleum oils excluding crude (US$6.05 billion), Crude Oil (US$4.95 billion), Palm oil (US$3.78 billion). Cars rose by 72%.

EXECUTIVE READ-OUT

Goods Pressure
Goods exports declined while goods imports increased, widening the goods deficit to US$39.47 billion

Services Resilience
Services exports grew 17.38%, helping narrow the services deficit to US$2 billion

Export Concentration
Textile and leather accounts for the largest export sector value; agro & food declined sharply

Import Concentration
Asia remains the largest import region, led by China and energy related commodities

SUMMARY

Summary	July - June (FY 2025-26)	July - June (FY 2024-25)	% Change
Goods			
Goods Exports	30,139	32,040	**-5.93**
Goods Imports	69,761	64,507	**8.14**
Trade Balance	-39,622	-32,467	**22.04**

Trade values in US$ million *Source: PBS*

Summary	July - June (FY 2025-26)	July - June (FY 2024-25)	% Change
Services			
Services Exports	10,034	8,450	**19**
Services Imports	11,925	11,286	**6**
Trade Balance	-1,891	-2,836	**-33**

Trade values in US$ million *Source: SBP*

EXPORT PROFILE

Commodity-wise Exports

(FY 2025-26 vs. FY 2024-25)

COMMODITIES	FY 2025-26	FY 2024-25	Change (%)
GRAND TOTAL	**30,139**	**32,040**	**-5.9**
FOOD GROUP	**5,018**	**7,117**	**-29.5**
1. Rice	2,292	3,353	-31.7
A) Basmati	843	831	1.5
B) Others	1,449	2,522	-42.6
2. Fish & Fish Preparations	482	465	3.6
3. Fruits	308	308	0.0
4. Vegetables	163	368	-55.7
5. Leguminous Vegetables (Pulses)	-	-	0.0
6. Tobacco	143	167	-14.4
7. Wheat	-	-	0.0
8. Spices	87	95	-8.8
9. Oil Seeds, Nuts And Kernals	261	385	-32.3
10. Sugar	-	411	-100.0
11. Meat And Meat Preparations	530	495	7.1
12. All Other Food Items	753	1,070	-29.6
TEXTILE GROUP	**17,933**	**17,887**	**0.3**
13. Raw Cotton	3	1	199.2
14. Cotton Yarn	765	681	12.4
15. Cotton Cloth	1,672	1,809	-7.6
16. Cotton Carded Or Combed	0	0	-
17. Yarn Other Than Cotton Yarn	29	34	-13.9
18. Knitwear	4,966	5,010	-0.9
19. Bed Wear	3,113	3,113	0.0
20. Towels	1,062	1,083	-1.9
21. Tents, canvas and tarpaulins	120	125	-3.8

** Trade values in US$ million* *Source: PBS*

COMMODITIES	FY 2025-26	FY 2024-25	Change (%)
22. Readymade Garments	4,288	4,129	3.9
23. Artificial silk and synthetic textiles	353	400	-11.5
24. Made-up articles (excluding towels and bed-wear)	770	776	-0.7
25. Other Textile Materials	791	728	8.7
PETROLEUM GROUP & COAL	**779**	**573**	**35.8**
26. Petroleum Crude	20	42	-52.9
27. Petroleum products (excluding top naphtha)	718	464	54.8
28. Petroleum Top Naphta	41	67	-39.3
29. Solid Fuels (Coal)	-	-	0.0
OTHER MANUFACTURES GROUP	**4,074**	**4,228**	**-3.6**
30. Carpets, Rugs & Mats	45	57	-20.2
31. Sports Goods	424	386	10.1
A) Footballs	257	230	11.7
B) Gloves	60	63	-5.9
C) Others	108	92	16.9
32. Leather Tanned	129	138	-6.4
33. Leather Manufactures	576	573	0.6
A) Leather Garments	261	242	7.9
B) Leather Gloves	300	317	-5.2
C) Other Leather Manufactures	15	14	5.8
34. Footwear	176	176	-0.5
A) Leather Footwear	130	138	-5.2
B) Canvas Footwear	2	2	-33.0
C) Other Footwear	44	36	19.6
35. Surgical Goods & Medical Instruments	452	452	0.0
36. Cutlery	56	60	-6.6
37. Onyx Manufactured	5	5	12.7
38. Chemicals And Pharm.products	1,375	1,574	-12.6
A) Fertiliser Manufactured	-	-	0.0
B) Plastic Materials	359	469	-23.5
C) Pharmaceutical Products	319	457	-30.3
D) Other Chemicals	697	647	7.7

COMMODITIES	FY 2025-26	FY 2024-25	Change (%)
39. Engineering Goods	432	409	5.6
A) Electric Fans	25	30	-14.8
B) Transport Equipment	43	33	29.1
C) Other Electrical Machinery	95	67	41.1
D) Machinery Specialised For Particular Industries	40	61	-33.43
E) Auto Parts & Accessories	24	23	7.26
F) Rubber Tyres & Tubes	114	106	7.81
G) Other Machinery	91	91	0.71
40. Gems	11	6	93.68
41. Jewellery	8	12	-32.17
42. Furniture	7	7	-7.18
43. Molasses	2	11	-79.51
44. Handicrafts	0	1	-83.62
45. Cement	343	330	4.02
46. Guar And Guar Products	31	32	-2.68
ALL OTHER ITEMS	**2,335**	**2,236**	**4.45**

Top 25 Export Partner Countries Showing Increase & Decline

(FY 2025-26 vs. FY 2024-25)

Rank	Country	July - June FY 2025-26	July - June FY 2024-25	Change %
1	United States	5,913	5,836	1
2	China	2,668	2,421	10
3	United Kingdom	2,113	2,137	-1
4	United Arab Emirates	1,781	1,764	1
5	Germany	1,633	1,711	-5
6	Spain	1,594	1,543	3
7	Netherlands	1,530	1,628	-6
8	Italy	1,164	1,153	1
9	Bangladesh	732	785	-7
10	Saudi Arabia	687	723	-5
11	Belgium	618	621	-1
12	France	488	523	-7
13	Poland	463	418	11
14	Kenya	449	327	37
15	Canada	383	399	-4
16	Afghanistan	358	1,391	-74
17	Singapore	343	266	29
18	Denmark	301	299	1
19	Sri Lanka	294	371	-21
20	Tanzania	279	141	97
21	Australia	277	281	-1
22	Korea (South)	251	146	72
23	Malaysia	248	441	-44
24	Kazakhstan	227	251	-9
25	Thailand	216	303	-29

** Trade values in US$ million*

Source: PSW

Sector-Wise Exports Showing Increase & Decline

(FY 2025-26 vs. FY 2024-25)

Group	FY 2025-26	FY 2024-25	Change %
Textile Group	17,933	17,887	0.26
Engineering, Manufacturing Group And Others	6,410	6,463	-0.01
Food Group	5,018	7,117	-29.49
Petroleum Group & Coal	779	573	35.82

** Trade values in US$ million*

Source: PSW

Regional Exports Showing Increase & Decline

(July - June FY 2025-26 vs. FY 2024-25)

Region	July - June FY 2025-26	July - June FY 2024-25	Change %
Europe	11,149	11,341	-2
Asia	9,551	11,082	-14
America	6,966	6,899	1
Africa	2,128	2,251	-5
Oceania	318	327	-3

** Trade values in US$ million*

Source: PSW

IMPORT PROFILE

Commodity-wise Imports

(FY 2025-26 vs. FY 2024-25)

COMMODITIES	FY 2025-26	FY 2024-25	Change (%)
GRAND TOTAL	**69,761**	**64,507**	**8**
FOOD GROUP	**9,151**	**8,195**	**12**
1. Milk, cream and milk food for infants	152	138	10
2. Wheat Unmilled	-	0	-
3. Dry Fruits & Nuts	161	145	11
4. Tea	665	638	4
5. Spices	260	229	14
6. Soyabean Oil	109	344	-68
7. Palm Oil	3,786	3,394	12
8. Sugar	175	4	4,894
9. Pulses (Leguminous Vegetables)	832	1,016	-18
10. All Others Food Items	3,012	2,288	32
MACHINERY GROUP	**10,920**	**10,307**	**6**
11. Power Generating Machinery	797	689	16
12. Office machinery, including data-processing equipment	697	534	31
13. Textile Machinery	581	526	10
14. Construction & Mining Machinery	230	139	65
15. Electrical Machinery & Apparatus	2,919	3,898	-25
16. Tele Com	2,690	2,102	28
A. Mobile Phone	1,889	1,493	27
B. Other Apparatus	801	609	31
17. Agricultural Machinery & Implements	135	110	23
18. Other Machinery	2,870	2,309	24
TRANSPORT GROUP	**4,065**	**2,443**	**66**
19. Road Motor Veh. (Build Unit,Ckd/Skd)	3,885	2,349	65
19.1 Cbu	692	393	76
A. Buses,Trucks & Other Heavy Vehicles	311	112	179
B. Motor Cars	378	278	36
C. Motor Cycles	2	3	-12
19.2 CKD / SKD	2,731	1,591	72
A. Buses,Trucks & Oth. Heavy Vehicles	534	441	21
B. Motor Cars	2,118	1,102	92
C. Motor Cycles	79	48	65
19.3 Parts & Accessories	409	330	24
19.4 Others	53	36	48
20. Aircraft, ships and boats	132	86	54
21. Other transport equipment	49	9	464
PETROLEUM GROUP	**16,863**	**15,944**	**6**
22. Petroleum Products	6,386	5,966	7
23. Petroleum Crude	7,166	5,446	32
24. Natural gas, liquefied	2,221	3,476	-36
25. Petroleum gas, liquefied	1,089	1,055	3
26. Others	0	0	6
TEXTILE GROUP	**6,462**	**7,356**	**-12**
27. Raw Cotton	1,528	2,694	-43
28. Synthetic Fibre	722	673	7
29. Synthetic & Artificial Silk Yarn	1,057	1,018	4
30. Worn Clothing	606	521	16
31. Other Textile Items	2,548	2,451	4
AGRICULTURAL AND OTHER CHEMICALS GROUP	**10,324**	**9,644**	**7**
32. Fertiliser Manufactured	594	670	-11
33. Insecticides	213	155	37
34. Plastic Materials	2,863	2,627	9
35. Medicinal Products	1,351	1,205	12
36. Others	5,304	4,987	6
METAL GROUP	**6,311**	**5,631**	**12**
37. Gold	20	31	-36

** Trade values in US$ million*

COMMODITIES	FY 2025-26	FY 2024-25	Change (%)
38. Iron And Steel Scrap	1,971	1,833	8
39. Iron And Steel	2,605	2,297	13
40. Aluminium Wrought & Worked	248	254	-2
41. All other metals and articles	1,466	1,216	21
MISCELLANEOUS GROUP	**1,168**	**1,044**	**12**
42. Rubber Crude Incl. Synth/Reclaimed	325	306	6
43. Rubber Tyres & Tubes	223	149	49
44. Wood & Cork	124	100	24
45. Jute	6	20	-71
46. Paper, paperboard and manufactures thereof	490	468	5
ALL OTHERS ITEMS	**4,498**	**3,942**	**14**

Top 25 Imports Partner Countries Showing Increase and Decline

(FY 2025-26 vs. FY 2024-25)

Rank	Country	July - June FY 2025-26	July - June FY 2024-25	Change %	Remarks
1	China	22,202	19,536	14	Increase ▲
2	United Arab Emirates	5,626	5,392	4	Increase ▲
3	Indonesia	4,425	3,880	14	Increase ▲
4	Saudi Arabia	4,061	4,038	1	Increase ▲
5	United States	3,321	2,878	15	Increase ▲
6	Qatar	2,246	3,478	-35	Decline ▼
7	Japan	1,868	1,507	24	Increase ▲
8	Oman	1,821	1,010	80	Increase ▲
9	Brazil	1,688	1,338	26	Increase ▲
10	Iran	1,395	1,241	12	Increase ▲
11	Singapore	1,360	1,175	16	Increase ▲
12	Thailand	1,318	1,024	29	Increase ▲
13	Korea (South)	1,260	1,014	24	Increase ▲
14	Kuwait	1,135	1,534	-26	Decline ▼
15	Malaysia	1,029	943	9	Increase ▲
16	Germany	936	870	8	Increase ▲
17	South Africa	890	561	59	Increase ▲
18	Morocco	714	615	16	Increase ▲
19	United Kingdom	690	598	15	Increase ▲
20	Viet Nam	609	507	20	Increase ▲

** Trade values in US$ million*

Sector-Wise Imports Showing Increase and Decline

(FY 2025-26 vs. FY 2024-25)

Sector	July - June FY 2025-26	July - June FY 2024-25	Change %	Remarks
Petroleum Group	16,863	15,944	6	Increase ▲
Machinery Group	10,920	10,307	6	Increase ▲
Agricultural / Other Chemicals Group	10,324	9,644	7	Increase ▲
Food Group	9,151	8,195	12	Increase ▲
Textile Group	6,462	7,356	-12	Decline ▼
Metal Group	6,311	5,631	12	Increase ▲
Transport Group	4,065	2,443	66	Increase ▲
Miscellaneous Group	1,168	1,044	12	Increase ▲

** Trade values in US$ million*

Regional Imports Showing Increase & Decline

(FY 2025-26 vs. FY 2024-25)

Region	July - June FY 2025-26	July - June FY 2024-25	Change %	Remarks
Asia	51,271	48,180	6	Increase ▲
America	5,969	5,146	16	Increase ▲
Europe	5,703	5,242	9	Increase ▲
Africa	2,877	2,714	6	Increase ▲
Oceania	612	865	-29	Decline ▼

** Trade values in US$ million*

TDAP International Exhibitions Calendar (2026–27)

ALGERIA

Plast Alger 2027
27-29 APRIL, 2027
Algiers • Plastics • E&M-I

Algiers Intl' Fair (FIA)
JUNE, 2027
Algiers • All Products • IMDD-I

AUSTRALIA

Fine Food, Australia
31 AUGUST-3 SEPTEMBER, 2026
Melbourne • All Type of Agro & Food Products • Agro & Food

Global Sourcing Expo, Melbourne
17-19 NOVEMBER, 2026
Melbourne • Hometextiles, Denim & Leather • Textile & Leather

Global Sourcoing Expo
16-18 JUNE, 2027
Sydney • Hometextiles, Denim & Leather • Textile & Leather

BANGLADESH

53rd Dye + Chem
2-5 SEPTEMBER, 2026
Dhaka • Chemicals • E&M-I

LeatherTech, Bangladesh
03-05 DECEMBER, 2026
Dhaka • Leather and Footwear • Textile & Leather

Food Bangladesh International Expo
MAY, 2027
Dhaka • Food, Beverages, Wholesaler, Food Technology • Agro & Food

Bangladesh Denim Fair
JUNE, 2027
Dhaka • Textile • Textile & Leather

BRAZIL

Hospitalar Expo
18-21 MAY, 2027
Sao Paulo • Healthcare • E&M-I

CANADA

SIAL Canada
27-29 APRIL, 2027
Toronto • Food Items, Packaging and Equipment, food technology • Agro & Food

CHINA

China Investment and Trade Fair
6-10 JULY, 2026
Lanzhou, Gansu Province • All Products • IMDD-I

Qinghai International Carpet Expo
15-19 JULY, 2026
Xining • Carpets/ Floor Coverings • Textile & Leather

Kashi-Central Asia and South Asia Commodity Fair
15-19AUGUST, 2026
Xinjiang • Multi Sector • IMDD-I

All China Leather Exhibition 2026
1-3, SEP 2026
Shanghai • Leather • Textile & Leather

23rd China-ASEAN EXPO
17-21 SEPTEMBER, 2026
Nanning • All Products • IMDD-I

140th Canton Fair
15 OCTOBER-4 NOVEMBER, 2026
Guangzhou • All Products • IMDD-I

China Fisheries and Seafood Expo (CFSE) 2026
28-30 OCTOBER, 2026
Qingdao • Seafood Products, Fisheries & Aquaculture Equipment, and Industry Services • Agro & Food

CHINA
CONTINUED

CIIE-China International Import Expo
05-10 NOVEMBER, 2026
Shanghai • Textiles, agricultural products, leather goods, surgical instruments, sports goods, handicrafts • IMDD-I

Xiamen Stone Fair, 2027
16-19 MARCH, 2027
Xiamen • Marble • E&M-I

China Medical Equipment Fair(CMEF)
9-12 APRIL, 2027
Shanghai • Healthcare / Surgical / Hospital Equipment • E&M-II

141st Canton Fair
15 APRIL-5 MAY, 2027
Guangzhou • All Products • IMDD-I

Sial China
18-20 MAY, 2027
Shanghai • All Types of Agro & Food Products • Agro & Food

China Intl' Small and Medium Enterprises Fair (CISMEF)
JUNE, 2027
Guangzhou • All Products • IMDD-I

9th China-South Asia Expo & 28th Kunming Import Expo
JUNE, 2027
Kunming • All Products • IMDD-I

COLOMBIA

Heimtextil Colombia
APRIL, 2027
Medellin • Hometextiles • Textile & Leather

EGYPT

Sahara Expo 2026
22-24 SEPTEMBER, 2026
Cairo • Agriculture Machinery • E&M-II

Food Africa 2026
07-10 DECEMBER, 2026
Cairo • General Food Products and Specialty Products • Agro & Food

FRANCE

Texworld Apparel Sourcing Paris (Autumn)
31 AUGUST-2 SEPTEMBER, 2026
Paris • Apparels, Accessories • Textile & Leather

SIAL Paris
17-21 OCTOBER, 2026
Paris • Food Processing, Packaged Foods, Beverages, Agri-Food Technology • Agro & Food

EXPO Protection
03-05 NOVEMBER, 2026
Paris • Gloves • Textile & Leather

GERMANY

Automechanika Frankfurt
8-12 SEPTEMBER, 2026
Frankfurt • Auto Parts • E&M-II

Intertabac International Trade Fair
15-17 SEPTEMBER, 2026
Messe Dortmund • Tobacco • Agro & Food

Munich Show
22-25 OCTOBER, 2026
Munich • Gemstones • E&M-I

MEDICA
16-19 NOVEMBER, 2026
Düsseldorf • Surgical • E&M-II

Heimtextil Frankfurt
12-15 JANUARY, 2027
Frankfurt • Hometextiles • Textile & Leather

GERMANY
CONTINUED

Domotex 2027
16-19 JANUARY, 2027
Hannover • Carpets/Floor Coverings • Textile & Leather

Ambiente
29 JANUARY-2FEBRUARY, 2027
Frankfurt • Cutlery, ceramics, glassware, home textiles, and artisanal crafts • IMDD-II

International Dental Show (IDS)
16-20 MARCH, 2027
Cologne • Surgical • E&M-II

ITB Berlin
MARCH 16-18, 2027
Berlin • Tourism • Services

Gitex Europe
JUNE, 2027
Berlin • IT • Services

HONG KONG

APLF Hong Kong
12-14 MARCH, 2027
Hong Kong • Leather • Textile & Leather

APLF Fashion Access HK
31 MARCH-02 APRIL, 2027
Hong Kong • Leather • Textile & Leather

INDONESIA

World Tobacco Asia 2026
22-23 OCTOBER, 2026
Surabaya • Tobacco • Agro & Food

IRAQ

ITEX Iraq
30 SEPTEMBER-3 OCTOBER,2026
Not specified • IT • Services

Iraq Health Expo
28-31 OCTOBER, 2026
Baghdad • Healthcare • E&M-I

50th Session of Baghdad International Fair
23-29 JANUARY, 2027
Baghdad • All Products • IMDD-I

ITALY

Expo Riva Del Garda
JUNE/JULY, 2026
Riva Del Garda • Footwear • Textile & Leather

MIPEL
13-15 SEPTEMBER, 2026
Milan • Leather • Textile & Leather

Lineapelle Fair, at Milan, Italy
15-17 SEPTEMBER, 2026
Milan • Leather • Textile & Leather

Marmomac, 2026
22-25 SEPTEMBER, 2026
Verona • Marble • E&M-I

CPHI, Milan 2026
06-08 OCTOBER, 2026
Fiera Milano • Healthcare • E&M-I

EICMA
03-08 NOVEMBER, 2026
Milan • Leather • Textile & Leather

Expo Riva Del Garda
16-19 JANUARY, 2027
Riva Del Garda • Footwear • Textile & Leather

Lineapelle Fair, at Milan, Italy
FEBRUARY, 2027
Milan • Leather • Textile & Leather

JAPAN

SPORTEC 2026
08-10 JULY, 2026
Tokyo • Sports Goods • E&M-II

Medical Japan (Tokyo)
07-09 OCTOBER, 2026
Tokyo • Surgical • E&M-II

Foodex Japan
9-12 MARCH, 2027
Tokyo • Agro & Food Products • Agro & Food

Japan IT Week
7-9 APRIL,2027
Tokyo • IT • Services

KAZAKHSTAN

FoodExpo Qazaqstan 2026
11-13 NOVEMBER, 2026
Almaty • Ingredients, food and drinks, food tech, bakery • Agro & Food

KENYA

WHX Nairobi
16-18 SEPTEMBER, 2026
Nairobi • Healthcare • E&M-I

Gulfood360 Africa
04-06 MAY 2027
Nairobi • Primary agriculture, food processing and manufacturing, cold chain and logistics, supply-chain intelligence • Agro & Food

MALAYSIA

Food and Drink Malaysia by SIAL
21-23 JULY, 2026
Kuala Lumpur • All type of Foods and Beverages • Agro & Food

MIHAS
23-26 SEPTEMBER 2026
Kuala Lumpur • Halal Products • Agro & Food

MOROCCO

Morocco Fashion Style & Tex
2-5 APRIL 2027
Casablanca • Textile • Textile & Leather

NEPAL

South Asia Trade Fair 2027
MARCH, 2027
Kathmandu • Multi Sector • IMDD-I

NETHERLANDS

ISPO 2026
03-05 NOVEMBER, 2026
Amsterdam • Sports Goods • E&M-II

NIGERIA

Nigeria Energy
27-29 OCTOBER, 2026
Lagos • Electrical Machinery • E&M-II

Beauty West Africa
24-26 NOVEMBER, 2026
Lagos • Beauty / Cosmetics • E&M-I

West Africa Automotive Show
11-13 MAY, 2027
Lagos • Auto Parts • E&M-II

OMAN

Oman Home & Building Expo
05-07 OCTOBER, 2026
Muscat • Home Appliances • E&M-II

Oman Agro Food
01-03 DECEMBER, 2026
Muscat • Agro & Food Products • Agro & Food

IDF Oman Interior Design & Furnishing Expo
11-13 JANUARY ,2027
Muscat • Furniture • E&M-II

PHILIPPINES

World Food Expo (WOF-EX)
29 JULY-01 AUGUST, 2026
Manila • Agro & Food Products • Agro & Food

Phil Medical Expo 2026
19-21 AUGUST, 2026
Manila • Healthcare • E&M-I

PORTUGAL

ITF Intertex
11-13 MAY, 2027
Porto • Leather & Textile • Textile & Leather

QATAR

Hospitality Qatar
12-14 OCTOBER, 2026
Doha • Tourism • Services

Web Summit - Qatar
31 JANUARY-3 FEBRUARY, 2027
Doha • IT • Services

Qatar International Agriculture
FEBRUARY, 2027
Doha • Agro & Food Products • Agro & Food

RUSSIA

World Food, Moscow
15-18 SEPTEMBER, 2026
Moscow • Food, Raw Materials, Processing • Agro & Food

Global Fishery Forum and Sea Food Expo
16-18 SEPTEMBER, 2026
Saint Petersburg • Not specified • Agro & Food

KSA

Hotel Supply & Hospitality Expo (4th Edition)
2-4 AUG,2026
Jeddah • Home Textiles • Textile & Leather

LEAP 2026
31 AUGUST-3 SEPTEMBER, 2026
Riyadh • IT • Services

Saudi Int. Falcons & Hunting Expo
01-10 OCTOBER, 2026
Riyadh • Knives • E&M-II

Global Health Exhibition
26-29 OCTOBER, 2026
Riyadh • Surgical • E&M-II

Saudi Arabia Coating Show
17-19 JANUARY, 2027
Riyadh • Chemicals • E&M-I

Big 5 Construct Saudi, 2027
19-22 APRIL, 2027
Riyadh • Construction Materials • E&M-I

Saudi Food Show
JUNE, 2027
Riyadh • Agro & Food Products • Agro & Food

Saudi Food Manufacturing
JUNE, 2027
Riyadh • Agro & Food Products • Agro & Food

SOUTH AFRICA

WHX Johannesburg
13-15 OCTOBER, 2026
Johannesburg • Healthcare • E&M-I

Africa Big 7-(Africa International Trade Show)
JUNE, 2027
Cape Town • Frozen Food, Vegetarian, Vegan, Halal and Kosher Food, Meat & Poultry • Agro & Food

Big 5, South Africa, 2027
9-11 JUNE, 2026
Johannesburg • Construction Materials • E&M-I

SOUTH KOREA

Busan International Seafood & Fisheries Exhibition (BISFE) 2026
4-6 NOVEMBER, 2026
Busan • Seafood • Agro & Food

SRI LANKA

Intex Sri Lanka
6-8 AUGUST, 2025
Colombo • Fabrics • Textile & Leather

16th Medicare Health Expo
5-7 MARCH, 2027
Colombo • Healthcare • E&M-I

TANZANIA

27th MedExpo, Tanzania
8-10 SEPTEMBER, 2026
Dar es Salaam • Healthcare • E&M-I

Dar es Salaam International Trade Fair (DITF)-Sabasaba
28 JUNE-13 JULY, 2027
Dar es Salaam • Multi Products • IMDD-I

THAILAND

Thailand Gems & Jewellery Fair
22-26 FEBRUARY 2027
Bangkok • Gemstones • E&M-I

TUNISIA

ITF Intertex, Tunisia
22-24 OCTOBER, 2026
Sousse • Textile Value Chain • Textile & Leather

TURKIYE

Carpet and Flooring Expo 2027
5-8 JANUARY, 2027
Istanbul • Carpets/Floor Coverings • Textile & Leather

ExpoMed Eurasia Expo
15-18 APRIL, 2027
Istanbul • Healthcare • E&M-I

Automechanika Türkiye
JUNE, 2027
Istanbul • Auto Parts • E&M-II

Beauty Istanbul
03-05 JUNE, 2027
Istanbul • Beauty/ Cosmetics • E&M-I

UAE

ISM Middle East
15-17 SEPTEMBER, 2026
Dubai • Sweets & Snacks • Agro & Food

Beauty World Middle East
06-08 OCTOBER, 2026
Dubai • Paints • E&M-I

Gulfood Manufacturing
03-05 NOVEMBER, 2026
Dubai • Food, Hotel and Catering • Agro & Food

Automechanika Dubai
10-12 NOVEMBER, 2026
Dubai • Auto Parts • E&M-II

Big 5 Global UAE, 2026
23-26 NOVEMBER,2026
Dubai • Construction Materials • E&M-I

Gitex Global 2026
07-11 DECEMBER, 2026
Dubai • IT • Services

UAE
CONTINUED

Intersec 2027
12-14 JANUARY, 2027
Dubai • Safety Equipment • E&M-I

AEEDC-DUBAI
19-21 JANUARY, 2027
Dubai • Surgical • E&M-II

WHX Dubai (formerly Arab Health)
9-12 FEBRUARY, 2027
Dubai • Surgical • E&M-II

Gulfood, Dubai
15-19 MARCH, 2027
Dubai • Pulses & Grains, poultry, fats & Oil, Beverages, dairy products, power brands • Agro & Food

Middle East Energy
11-13 MAY, 2027
Dubai • Electrical Machinery • E&M-II

The Hotel Show Dubai
02-04 JUNE, 2027
Dubai • Cutlery • E&M-II

UGANDA

Agro & Poultry
APRIL, 2027
Kampala • Agriculture Machinery • E&M-II

UK

London Tech Week 2027
07-11 JUNE, 2027
London • IT • Services

USA

Home Textiles Sourcing
29-31 JULY, 2026
New York • Home Textiles • Textile & Leather

Sourcing at Magic Las Vegas
10-12 AUGUST, 2026
Las Vegas • Apparel, Denim, Sportswear & Leather • Textile & Leather

NSC Congress Show
11-17 SEPTEMBER, 2026
Indianapolis • Safety Equipments • E&M-I

TechCrunch Disrupt USA
13-15 OCTOBER, 2026
San Francisco • IT • Services

AAPEX Show
04-06 NOVEMBER, 2026
Las Vegas • Auto Parts Allocated to PAAPAM • E&M-II

AIM Expo
07-09 JANUARY 2027
California • Leather • Textile & Leather

USA
CONTINUED

Sourcing at Magic Las Vegas, 2027
18-20 FEBRUARY, 2027
Las Vegas • Apparel, Denim, Sportswear & Leather • Textile & Leather

Games Development Conference (GDC)
1-5 MARCH, 2027
San Francisco • IT • Services

National Hardware Show 2027
09-11 MARCH, 2027
Las Vegas • Workwear, Protective Garments • Textile & Leather

WHX Miami
16-18 JUNE, 2027
Florida, Miami • Healthcare • E&M-I

Summer Fancy Food Show
25-27 JULY, 2027
New York • Food Items, Packaging and Equipment, food technology • Agro & Food

VIETNAM

Shoes & Leather
8-10 JULY, 2026
Ho Chi Minh City • Leather and Footwear • Textile & Leather

TDAP Regional Offices

TDAP Regional Offices

Official contact details of TDAP's Headquarter, Regional and Sub-regional offices across Pakistan.

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3	Sukkur	Bungalow No. B-92, Friend's Cooperative Housing Society, Main Airport Road, Sukkur	+92-71-5804515	fida.mahesar@tdap.gov.pk sk.helpdesk@tdap.gov.pk
4	Multan	Bungalow No. 20/2, Park Lane Business Centre, Officers Colony, Near Khawaja Masood Park, Multan	061-9330862-63	tdapmul@gmail.com mul.helpdesk@tdap.gov.pk
5	Quetta	Shahrah-e-Iqbal, Opposite Sessions Courts, Quetta	081-9202562	qta.helpdesk@tdap.gov.pk
6	Faisalabad	Sheikhupura Road, Gulistan Colony No. 2, Near Ayesha Masjid, Faisalabad	+92-41-9210202 +92-41-9210241 +92-41-9210378	tdapfsd@tdap.gov.pk
7	Gujranwala	Street Gulzar-e-Ibrahim No. 1, Gill/ DC Road, Near Election Commission Office, Civil Lines, Gujranwala	055-9200138 055-9200139/40	guj.helpdesk@tdap.gov.pk
8	Lahore	62 Garden Block, Garden Town, Lahore	+92-42-99230640-51 +92-42-99232386	lhr.helpdesk@tdap.gov.pk dg.punjab@tdap.gov.pk
9	Islamabad	State Life Building No. 5, Phase 1, Jinnah Avenue, New China Chowk, Sector F-6/4, Islamabad	+92-51-9212174 +92-51-111-444-111	tdapisb@tdap.gov.pk
10	Abbottabad	CB 45, near Illahi Masjid, Madni Street, Kaghan Colony, Abbottabad	+92-992-381112 +92-992-380203	atd.helpdesk@tdap.gov.pk

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11	Peshawar	Plot No. 24, Phase-V, Hayatabad, Peshawar	+92-91-9217244 +92-91-9217120-5 +92-91-9217535-37 +92-51-111-444-111	noman.bashir@tdap.gov.pk psh.helpdesk@tdap.gov.pk
12	Mirpur, Azad Kashmir	House No. 63, F/1 Sector, Mirpur, Azad Kashmir	+92-5827-927716-7 Fax: +92-5827-927715	-
13	Sialkot	1st Floor, 64/A, Hali Road, Small Industrial Estate, PSGMEA Building, Sialkot	+92-52-9330400 +92-42-111-444-111	tdap.skt@tdap.gov.pk
14	Gilgit	Bungalow No. 344, Rose Villa-II, Riaz Road, Khomer, Gilgit	+92-5811-920164 +92-5811-920484	nazir.ali@tdap.gov.pk gil.helpdesk@tdap.gov.pk tdapgilgit@tdap.gov.pk
15	Swat	Haroon Colony, Near Iqra Masjid, Marghzar Road, Akhund Baba, Saidu Sharif, Swat	0946-700028	swt.heplpdesk@tdap.gov.pk
16	Gwadar	Phase I, Block K/39, New Town, Airport Road, Gwadar	+92-312-8328801 Fax: +92-5827-927715	gwd.helpdesk@tdap.gov.pk
17	Hub	TDAP Office - Helpdesk, Lasbela Chamber of Commerce and Industry (LCCI) Building. 1st Floor at Nazar Chowrangi Industrial Zone, Hub.	+92-317-8032971	asif.kakar@tdap.gov.pk

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