



Annual Business Plan 2022-23

Trade Development Authority of Pakistan

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Introduction

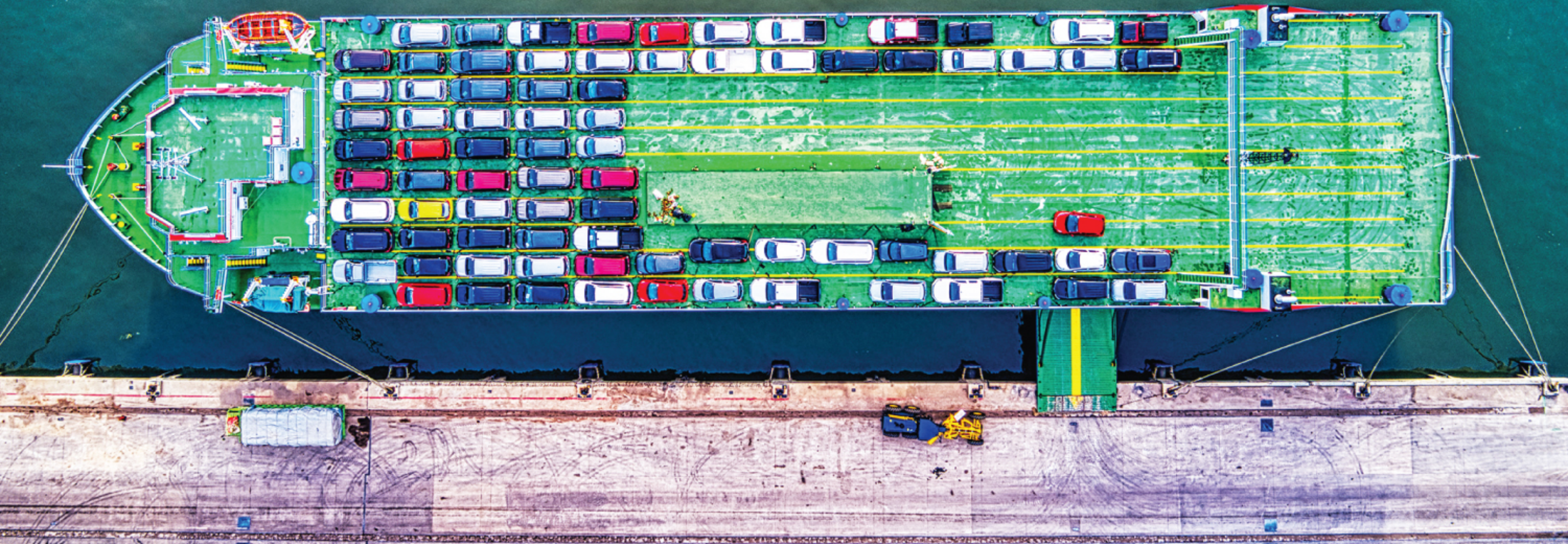
Under TDAP Act, the major activities mandated to TDAP are:

To plan, organize exhibitions, delegations to and from Pakistan.

To plan and organize local, international and inter-provincial export promotional conferences, workshops, seminars.

To plan and organize foreign trade promotion through advertising in local and international print, electronic and other appropriate media.

TDAP ABP 2022-23 and STPF 2020-25



Planned activities targeting key areas of STPF 2020-25

<p>Look Africa Policy</p>	<ul style="list-style-type: none"> • 16 International Exhibitions • 20 Proposed Webinars • 25 Proposed B2Bs
<p>Central Asian Republics</p>	<ul style="list-style-type: none"> • 02 International Exhibitions • 14 Proposed Webinars • 17 Proposed B2Bs
<p>Priority Sectors</p>	
<p>Traditional Sectors (Textile & Apparel, Leather, Surgical Instruments, Sports Goods, Carpets, Rice, Cutlery)</p>	<ul style="list-style-type: none"> • 29 International Exhibitions • 03 Local Exhibitions • 58 Proposed Webinars • 35 Proposed B2Bs
<p>Developmental Sectors (Engineering Goods (incl. Auto Parts), Pharmaceutical, Marble & Minerals, Processed Food & Beverages, Footwear, Gems & Jewelry, Chemicals, Meat & Poultry, Fruits & Vegetables, Sea Food, Services Sector)</p>	<ul style="list-style-type: none"> • 34 International Exhibitions • 04 Local Exhibitions • 72 Proposed Webinars • 50 Proposed B2Bs



Summary of ABP 2022-23

Summary of ABP 2022-23

S.#	Activity Detail	Proposed Number
1	Participation in International Exhibitions	105
2	TDAP Flagship Events (to be funded by EDF)	05
3	Single Country Exhibitions (SCEs)	05
4	Proposed Outgoing Delegations	37
5	Proposed Incoming Delegations	14
6	Local events, seminars, workshops including Product Promotion campaigns (Product Divisions)	37
7	Local Events / Exhibitions by Regional Offices	31
8	Seminars/Workshops by Regional Offices	110
9	Special Initiatives (NETP)	97
10	Product Officers ABP 2022-23 (Webinars/online B2Bs)	555
11	Regional Offices Webinars	20 (Tentative)

Summary of Activities of Product Divisions

S.#	Product Division	International Exhibitions	Proposed Outgoing Delegations	Proposed Incoming Delegation	Local Events/ Seminars/ Trainings/ product promotions	Flagship Events / SCEs
1	Agro & Food Division	21	06	06	17	01
2	Engineering & Minerals Division	20	04	01	09	01
3	IMDD	17	--	--	05	01
4	Services Division	14	16	--	01	01
5	Textile & Leather	33	11	07	05	01
	Total	105	37	14	37	05

Summary of Activities of Regional Offices

S.#	Regional/Sub Regional Office	Local Events & Exhibitions	Seminars & Workshops	Flagship Events/ SCEs
1	Islamabad	4	6	3
2	Peshawar	3	7	--
3	Swat	1	4	--
4	Abbottabad	--	5	--
5	Gilgit	1	6	--
6	Mirpur	--	6	--
7	Lahore	4	7	2
8	Gujranwala	--	5	--
9	Sialkot	1	5	--
10	Multan	1	10	--
11	Faisalabad	--	9	--
12	Quetta	3	19	--
13	Gawadar	2	8	--
14	Sukkur	1	11	--
15	Hyderabad	10	6	--
	Total	31	114	5

International Exhibitions Calendar 2022-23

S.#	Exhibition Name	Dates	Country	City	Format	Sector/ Products	Division
July 2022							
1	Texworld	4-6 Jul 2022	France	Paris	Physical	Apparel, Fabrics Denim & Leather	Textile & Leather Division
2	Texworld	19-21 Jul 2022	USA	New York	Physical	Apparel, Fabrics & Denim	Textile & Leather Division
August 2022							
3	Magic Show	8-11 Aug 2022	USA	Las Vegas	Physical	Apparel, footwear	Textile & Leather Division
4	Indo Intertex	10-13 Aug 2022	Indonesia	Jakarta	Physical	Textile products	Textile & Leather Division
5	7th China-Eurasia Expo	25 - 30 Aug 2022	China	Urumqi	Hybrid	General	IMDD
6	Intertextile Shanghai Apparel Fabrics	29-31 Aug 2022	China	Shanghai	Hybrid	All garment and fashion products,	Textile & Leather Division
September 2022							
7	Poland Shoe Expo	Sep 2022	Poland	Warsaw	Physical	Footwear	Textile & Leather Division

8	Fine Food	5-8 Sep 2022	Australia	Melbourne	Physical	Food & Beverages	Agro & Food Division
9	Medic West Africa	7-9 Sep 2022	Nigeria	Lagos	Physical	healthcare	Engineering & Minerals Div
10	EvTeks	10-14 Sep 2022	Turkey	Istanbul	Physical	Home textile, RMG, sports wear, footwear	Textile & Leather Division
11	SAHARA Expo	11-14 Sep 2022	Egypt	Cairo	Physical	Agriculture Machinery	Engineering & Minerals Div
12	Automechanika	13-17 Sep-22	Germany	Frankfurt	Physical	Auto Parts	Engineering & Minerals Div
13	Foodex	13-16 Sep 2022	Saudi Arabia	Riyadh	Physical	Food & Beverages	Agro & Food Division
14	China-ASEAN Expo	16-19 Sep 2022	China	Nan'ning	Hybrid	General	IMDD
15	Heimtextil	20-22 Sep 2022	Russia	Moscow	Physical	Home textile	Textile & Leather Division
16	Lineapelle Fair	20-22 Sep 2022	Italy	Milan	Physical	Finished Leather	Textile & Leather Division
17	World Food	20- 23 Sep 2022	Russia	Moscow	Physical	Food & Beverages	Agro & Food Division
18	All Fashion Sourcing	26-28 Sep 2022	South Africa	Cape Town	Physical	Apparel, Textiles, Footwear, Leather	Textile & Leather Division
19	Food & Hospitality Expo	26-28 Sep 2022	Oman	Muscat	Physical	Food & Beverages	Agro & Food Division

20	The Munich Show	Sep 30-Oct 2 2022	Germany	Munich	Physical	Gems & mineral	Engineering & Minerals Div
October 2022							
21	EXINTEX	Oct 2022	Mexico	Puebla	Physical	Home textile & RMG	Textile & Leather Division
22	Intermot	4-9 Oct 2022	Germany	Cologne	Physical	Articles of Leather	Textile & Leather Division
23	GITEX Expo	10-14 Oct 2022	UAE	Dubai	Physical	IT/ITeS	Services Division
24	Eurasia Packaging Fair	12-15 Oct 2022	Turkey	Istanbul	Physical	Plastic & Packaging	Engineering & Minerals Div
25	Beauty Istanbul	13-15 Oct 2022	Turkey	Istanbul	Physical	Cosmetics	Engineering & Minerals Div
26	Sial Food Fair	15-19 Oct 2022	France	Paris	Physical	Food & Beverages	Agro & Food Division
27	Fashion World	18-20 Oct 2022	Japan	Tokyo	Physical	Articles of Leather	Textile & Leather Division
28	Kingpins Amsterdam	19-20 Oct 2022	Netherlands	Amsterdam	Physical	Denim, sportswear fabric	Textile & Leather Division
29	APLF Asean	19-21 Oct 2022	Thailand	Bangkok	Physical	Finished Leather	Textile & Leather Division
30	Digital Tech Summit	25-26 Oct 2022	Denmark	Copenha ge n	Physical	IT/ITeS	Services Division
31	Africa Health	26-28 Oct 2022	South Africa	Johannesbu rg	Physical	Healthcare	Engineering & Minerals Div

32	Seafood and Fisheries Expo	26-28 Oct 2022	China	Hongdao	Physical	Fisheries	Agro & Food Division
33	International Universal Exhibition Fair	27 - 30 Oct 2022	Tajikistan	Dushanbe	Physical	General	IMDD
34	Beauty World	31 Oct - 2 Nov 2022	UAE	Dubai	Physical	Cosmetics	Engineering & Minerals Div
November 2022							
35	Fintech and Insurtechs	1-2 Nov 2022	UK	London	Hybrid	Fintech/ Insurtech	Services Division
36	Web Summit	1-4 Nov 2022	Portugal	Lisbon	Physical	IT/E-Commerce	Services Division
37	Asia Fruit Logistica	2-4 Nov, 2022	Thailand	Bangkok	Physical	Fresh Fruits & Vegetables	Agro & Food Division
38	Singapore Fintech Festival	2-4 Nov 2022	Singapore	Singapore	Physical	Fintech	Services Division
39	China Int'l Import Expo (CIIE)	5-10 Nov 2022	China	Shanghai	Hybrid	General	IMDD
40	Eicma International	8-13 Nov 2022	Italy	Milan	Physical	Gloves/ Articles of Leather	Textile & Leather Division
41	ISM Middle East	8-10 Nov 2022	UAE	Dubai	Physical	Confectionary	Agro & Food Division
42	Sial Interfood	9-12 Nov 2022	Indonesia	Jakarta	Physical	Food & Beverages	Agro & Food Division
43	Saudi Build	14 - 17 Nov 2022	Saudi Arabia	Riyadh	Physical	Construction Material	Engineering & Minerals Div

44	Medica	14-17 Nov 2022	Germany	Dusseldorf	Physical	Surgical	Engineering & Minerals Div
45	International Sourcing Expo	15-17 Nov 2022	Australia	Melbourne	Physical	Apparel, accessories and textiles	Textile & Leather Division
46	FAST TEXTILE	15-17 Nov 2022	Poland	Warsaw	Physical	Home textiles , upholstery	Textile & Leather Division
47	Expo-Protection	15-17 Nov2022	France	Paris	Physical	Work wear, security and protective gear	Textile & Leather Division
48	Wenzhou 4th Intl Import Expo	18 - 21 Nov 2022	China	Wenzhou	Hybrid	General	IMDD
49	The Western China International Sourcing Fair	19 - 21 Nov 2022	China	Xi'an	Hybrid	General	IMDD
50	ISPO Fair	Nov 28-30 2022	Germany	Munich	Physical	Sports Goods	Engineering & Minerals Div
December 2022							
51	Int'l Trade Fair (FIDAK)	Dec 2022	Senegal	Dakar	Physical	General	IMDD
52	Vietnam Int'l Trade Fair	1-3 Dec 2022	Vietnam	Ho Chi Minh City	Hybrid	General	IMDD
53	Big 5	5-8, Dec 2022	UAE	Dubai	Physical	Construction Material	Engineering & Minerals Div
54	Food Africa	5-7 Dec2022	Egypt	Cairo	Physical	Food & Beverages	Agro & Food Division

55	World Tobacco	7-8 Dec 2022	UAE	Dubai	Physical	Food & Beverages	Agro & Food Division
January 2023							
56	Dhaka International Trade Fair (DITF)	1 - 31 Jan 2023	Bangladesh	Dhaka	Physical	General	IMDD
57	Int'l Fair Khartoum	Jan 2023	Sudan	Khartoum	Physical	General	IMDD
58	Heimtextil	Jan 2023	Germany	Frankfurt	Physical	Home Textiles	Textile & Leather Division
59	Domotex	Jan 2023	Germany	Hannover	Physical	Carpets & floor coverings	
60	Expo Riva Schuh	Jan 2023	Italy	Riva del Garda	Physical	Footwear	
61	INTERSEC FAIR	17-19 Jan 2023	UAE	Dubai	Physical	safety wears & gloves	
62	Arab Health	30 Jan-2 Feb 2023	UAE	Dubai	Physical	Healthcare	Engineering & Minerals Div
63	Tucson Gems, Mineral and Fossil Show	Jan 26 - Feb 12 2023	USA	Tucson	Physical	Gems & mineral	Engineering & Minerals Div
64	Travel & Adventure Show	28 - 30 Jan 2023	USA	New York	Physical	Tourism/ Travel/ Hospitality	Services Division
February 2023							

65	Texworld	Feb 2023	France	Paris	Physical	Apparel, Fabrics Denim & Leather	Textile & Leather Division
66	Magic Show	Feb 2023	USA	Las Vegas	Physical	Apparel, footwear	Textile & Leather Division
67	Pure London	Feb 2023	UK	London	Physical	Fashion fair	Textile & Leather Division
68	Premier Vision	Feb 2023	France	Paris	Physical	Articles of Leather	Textile & Leather Division
69	Lineapelle Fair	Feb 2023	Italy	Milan	Physical	Finished Leather	Textile & Leather Division
70	Fruit Logistica	Feb 2023	Germany	Berlin	Physical	Fresh Fruits & Vegetables	Agro & Food Division
71	Leap Saudi Arabia	6-9 Feb 2023	Saudi Arabia	Riyadh	Physical	IT/ITeS	Services Division
72	Gulf Food	20-24 Feb 2023	UAE	Dubai	Physical	Food & Beverages	Agro & Food Division
73	Mobile World Congress	27 Feb - 2 Mar 2023	Spain	Barcelona	Physical	IT/ITeS	Services Division
March 2023							
74	Xiamen Stone Fair	Tentatively Mar 2023	China	Xiamen	Physical	Marble	Engineering & Minerals Div
75	TEXTYL TEXPO	Mar 2023	Algeria	Algiers	Physical	Home textile, RMG, sports wear, footwear	Textile & Leather Division
76	Inter Textile Shanghai Fabric	Mar 2023	China	Shanghai	Hybrid	Apparel & Fabrics	Textile & Leather Division

77	Foodex	7-10 Mar 2023	Japan	Tokyo	Physical	Food & Beverages	Agro & Food Division
78	ITB	8- 12 Mar 2023	Germany	Berlin	Physical	Tourism/ Travel/ Hospitality	Services Division
79	Middle East Energy	14-16 Mar 2023	UAE	Dubai	Physical	Electrical Machinery	Engineering & Minerals Div
80	International Food and Drink	21-23 Mar 2023	UK	London	Physical	Food & Beverages	Agro & Food Division
81	Kenyan Food And Hospitality	23 - 25 Mar 2023	Kenya	Nairobi	Physical	Food & Beverages	Agro & Food Division
82	Game Developers Conference	23-24 Mar 2023	USA	San Francisco	Physical	IT/ITeS	Services Division
83	Uz foods	28-30 Mar 2023	Uzbekistan	Tashkant	Physical	Food & Beverages	Agro & Food Division
April 2023							
84	China Import & Export Fair (Canton Fair)	Apr 2023	China	Guangzhou	Hybrid	General	IMDD
85	APLF	Apr 2023	China	Hong Kong	Physical	Articles of Leather	Textile & Leather Division
86	Japan IT Week	5-7 Apr 2023	Japan	Tokyo	Physical	IT/ITeS	Services Division
May 2023							
87	Medical Expo	19-22 May 2023	Morocco	Casablanca	Physical	Healthcare	Engineering & Minerals Div

88	Coatings for Africa	May, 2023 (expected)	South Africa	Johannesburg	Physical	Chemicals & Paints	Engineering & Minerals Div
89	Arabian Travel Mart	May 2023	UAE	Dubai	Physical	Tourism/ Travel/ Hospitality	Services Division
90	Sial Food Fair	9 - 11 May 2023	Canada	Toronto	Physical	Food & Beverages	Agro & Food Division
91	Index Dubai	23-25 May 2023	UAE	Dubai	Physical	Furniture	Engineering & Minerals Div
92	Thaifex Anuga Asia	23-27 May 2023	Thailand	Bangkok	Physical	Food & Beverages	Agro & Food Division
93	Domotex	25-27 May 2023	China	Shanghai	Hybrid	Carpet & floor coverings	Textile & Leather Division
June 2023							
94	Nepal Chamber Expo	Jun 2023	Nepal	Kathmandu	Physical	General	IMDD
95	Algiers International Trade Fair (FIA)	Jun 2023	Algeria	Algier	Physical	General	
96	China Int'l SME Fair	Jun 2023	China	Guangzhou	Hybrid	General	
97	Kenya Int'l Trade Exhibition (KITE)	Jun 2023	Kenya	Nairobi	Physical	General	
98	Dar es Salaam Int'l Trade Fair (DITF)	Jun 2023	Tanzania	Dar es Salaam	Physical	General	
99	Automechanika	Jun 2023	Turkey	Istanbul	Physical	Auto-Sector	Engineering & Minerals Div

100	Expo Riva Schuh	Jun 2022	Italy	Riva del Garda	Physical	Footwear	Textile & Leather Division
101	Food and Beverages	Jun 2023	Nigeria	Nigeria	Physical	Food & Beverages	Agro & Food Division
102	Fancy Food	12-14 Jun 2023	USA	New York	Physical	Food & Beverages	Agro & Food Division
103	London Tech Week	13-17 Jun 2023	UK	London	Physical	IT/ITeS	Services Division
104	Collision Canada	20-23 Jun 2023	Canada	Toronto	Physical	IT/ITeS	Services Division
105	Rwanda International Trade Fair (RITF)	26 July - 16 Aug 2023	Rwanda	Kigali	Physical	General	IMDD

TDAP Flagship Events 2022-23

S.#	Event Name	City	Dates	Division
01	4 th International Textile Exhibition (TeXpo)	Karachi	18 - 20 Aug 2022	Textile & Leather Division
02	2 nd Engineering & Healthcare Show	Lahore	23 - 25 Feb 2023	Engineering & Minerals Division
03	The Food & Agriculture Show	Karachi	4 - 6 May 2023	Agro & Food Division
04	Tech Destination Pakistan	Lahore	16 - 18 Mar 2023	Services Division
05	Wexnet + 18 th OIC Trade Fair	Lahore	9-11 Jun / 16-18 Jun 2023	Lahore office

Single Country Exhibitions (SCEs)

S.#	Event Name	City / Country	Dates	Focal Office
01	3 rd Pakistan-Africa Trade Development Conference (PATDC) & Single Country Exhibition (SCE)	Johannesburg, South Africa	13 - 15 Sep 2022	IMDD (TDAP HQs)
02	Single Country Exhibition - Uzbekistan	Tashkent, Uzbekistan	Nov 2022 (tentative)	Lahore Office
03	1 st Pakistan-ASEAN Trade Development Conference (PASTDC) & Single Country Exhibition	Jakarta, Indonesia	Dec 2022 (tentative)	Islamabad Office
04	Single Country Exhibition - Tajikistan	Dushanbe, Tajikistan	May 2023 (tentative)	Islamabad Office
05	Single Country Exhibition - Afghanistan	Kabul, Afghanistan	Mar 2023 (tentative)	Islamabad Office

Outgoing Delegations

S.#	Country	Product / Sector	Delegates	Rationale
Engineering & Minerals Division				
1	South Africa / Egypt	Surgical Instruments	10	South Africa is the largest and Egypt is the 2nd Largest surgical importing country in Africa
2	Kenya	Pharmaceuticals	10	After Nigeria, its the biggest market of Africa to explore.
3	Argentina	Sports Goods	8-10	A series of seven (07) successful Virtual B2Bs organized during 2021-22; Tangible business deals generated; PO and TIO have proposed face to face interaction with Argentine importers of Sports Goods.
4	Saudi Arabia	Ceramics and Sanitary Fittings	5 to 7	Saudi Arabia is one of the main markets regarding exports of ceramics and Sanitary fittings. Keeping in view the booming construction industry of Saudi Arabia, a delegation should be sent for grabbing more opportunities. Leading Exporters have requested for it.
Textile & Leather Division				
1	USA	Carpet	10	It has been directed that all outgoing delegations would be subject to success of B2B webinar
2	Poland		10	

3	Russia	Home Textile	10		
4	Sweden/ Denmark		10		
5	Saudi Arabia		10		
6	Poland	RGM & Hosiery	10		
7	China		10		
8	New Zealand		10		
9	Belgium	Towel	10		
10	China	Textile Fabrics	10		
11	Bangladesh		10		
Services Division					
1	Trade Delegation to CES, LV, USA	IT/ITeS	10		Largest export market of Pakistan
2	Open Global Retreat, Oxford, UK	IT/ITeS	10	Most advanced market in Fintech and Web Development in the world.	
3	Montreal International Gaming Summit	IT/ITeS	10	Canada is a market that needs exploration. New market development initiative	
4	Dublin Tech Summit, Ireland	IT/ITeS	10	Tech Summit is the best platform for making connections between academia and tech industry.	

5	Oslo Innovation Week, Norway	IT/ITeS	10	This is a must for conceiving new and innovative ideas in tech industry. Start ups may get maximum benefit out of it
6	GOTO Amsterdam, Netherlands	IT/ITeS	10	New market development initiative
7	SLUSH, Finland	IT/ITeS	10	Excellent platform for meetings of founders and startups with investors
8	MWC, Spain	IT/ITeS	10	Mobile softwares developers conference
9	Web Summit Lisbon, Portugal	IT/ITeS	25	New market development initiative
10	LEAP Saudi Arabia	IT/ITeS	30	Pakistan got a huge business from this event
11	GiTEX/Expo Dubai	IT/ITeS	10	Industry has a huge demand for this event
12	Collision Canada *	IT/ITeS	10	Industry has a huge demand for this event
13	GDC, USA	IT/ITeS	10	Largest market of Pakistan's IT exports
14	London Tech Week, London	IT/ITeS	10	Industry has a huge demand for this event
15	CARs	Logistics	10	New market development initiative
16	Iran, turkey, Azerbaijan	Logistics	10	New market development initiative
Agro & Food Division				
1	Azerbaijan	Fruits and Vegetables	10	Recommended by Fruits and Vegetables Exporters Association

2	Egypt	Meat	10	Will be a result of extensive online B2Bs
3	Kenya	Fruits and Vegetables	10	Recommended by PFVA and exporters of F & V. Also a potential market under look Africa Policy.
4	Bangladesh	Fruits and Vegetables	10	Recommended by PFVA and exporters of F & V
5	UK	Fresh Dates	10	Will be a result of extensive online B2Bs
6	Germany	Fresh Dates	10	Will be a result of extensive online B2Bs

Incoming Delegations

S.#	Country	Product / Sector	Delegates	Justification
Engineering & Minerals Division				
1	Azerbaijan	Construction Material	7	During Engineering and Healthcare Show, 2022, Pakistani Ambassador in Azerbaijan asked for facilitating a delegation related to construction industry.
Textile & Leather Division				
1	Mexico	RMG/ Sportwear	5	Mexico's world import of RMG is USD. 3.06 Billion and Import from Pakistan USD. 22 M.
2	Canada	Home Textile	5	Canada is among top ten importing countries of the world with market size of USD. 3.46 Billion and import from Pakistan is USD 55 M.
3	Australia		5	Australia is also among top ten markets of the world with total import of USD. 2.72 Billion and import from Pakistan is USD 91 M. Major suppliers are China, India, Bangladesh, Vietnam etc
4	Japan		5	USD 458M imports of towels; almost 0.4% share in Pakistan's exports of towels; despite only 6% tariff.
5	Poland	RGM & Hosiery	5	Exports value is USD 21 M, the tariff is 0%, Exports decreased over 2 years: 38%

6	South Africa		5	Exports value is USD 8.8 M, the tariff is 42.5%
7	Canada		5	Exports value is USD 52 M, the tariff is 17.5%
Agro & Food Division				
1	Mexico	Rice	4	Quarantine Inspectors
2	Philippines	Mango, Kinnow, Potato	4	Quarantine Inspectors
3	Australia	Mango, Kinnow, Potato	3	Quarantine Inspectors
4	China	Meat	4	Quarantine Inspectors
5	Azerbaijan	Meat	3	Quarantine Inspectors
6	Russia	Meat	4	Quarantine Inspectors

Local Events, Seminars, Workshops, Symposia of Product Divisions

S.#	Product	Event	Event Details (Local Exhibitions, Seminars, Workshops etc)	City/ Venue	Tentative Date	Stakeholders	Objectives
IMDD							
1	Logistics	Seminar	Seminar on Afghan-Pakistan Transit Trade Arrangement	Peshawar	Sept 2022	Logistics and transport companies, exporters to Afghanistan & CARs, MoC, Ministry of Communications	To disseminate information regarding utilization of the updated transit trade agreement and to gather feedback on the issues faced by transporters and exporters
2	General	Workshop	Workshop on utilization of GSP+	Karachi	Dec 2022	Exporters to Europe & UK	To apprise existing and potential exporters to Europe and UK on how to apply for and utilize GSP+ scheme offered to Pakistan
3	Logistics	Seminar	Seminar on TIR arrangement	Quetta	Mar 2023	Logistics and transport	To inform and educate transporters and

						companies, exporters to Afghanistan & CARs, MoC, Ministry of Communications	exporters to CARs, Iran, Turkey and onwards on the technical aspects of TIR and its utilization
4	General	Seminar	Seminar on Pak-Turkey PTA	Karachi	Feb 2023	Importers & Exporter to Turkey	To apprise businesses regarding the potential of Pak-Turkey PTA
5	General	Seminar	Seminar on CPFTA-II	Karachi	Apr 2023	Importers & exporters to China, MoC FT-Wing, TDAP	To disseminate information regarding utilization of the FTA with China and tapping into unused potential and tariff lines
Engineering & Minerals Division							
1	Minerals	Local Exhibition	Minerals and Gems Show	Peshawar	Nov 2022	All exporters of the sector, mineral depts, local association like Frontier minerals association, national associations like PGMA and APCEA	To create awareness about the sector and among the miners, exporters and government organizations. To identify the potential and issues related to the sector. To develop contacts and promote the sector at national

							level to pave the way for the international Exhibitions next year
2	Minerals	Local Exhibition	Gems & Mineral Show	Gilgit Baltistan	May 2023	All exporters of the sector, mineral depts, local Skardu gems and minerals associations, gilgit gems and mineral associations, and national associations like PGMA, APCEA, APMMA,	To create awareness about the sector and among the miners, exporters and government organizations. To identify the potential and issues related to the sector. To develop contacts and promote the sector at national level to pave the way for the international Exhibitions next year
3	Surgical Instruments	Local Exhibition	2 Days Local Exhibition	Islamabad	Aug 2022	Surgical Exporters / Foreign Missions posted in Islamabad / Local Hospitals in Pakistan	To create awareness by approaching the foreign countries through their Missions posted abroad To create awareness among the decision makes of local hospitals about the products being manufactured in Pakistan

4	Minerals	Seminars cum workshops	Export Procedures and Documentation	Quetta.	Sep 2022		Objectives are clear to create awareness, develop and promote the sector, identify the issues and potential of the sector and create understanding among the miners, exporters and govt agencies
5	Minerals	Seminars cum workshops	Export Procedures and Documentation	Gilgit Baltistan	Mar 2023	Mineral Exporters	Objectives are clear to create awareness, develop and promote the sector, identify the issues and potential of the sector and create understanding among the miners, exporters and govt agencies
6	Furniture	Seminar	E-Commerce (E-marketing of Furniture Products)	Chiniot	Oct 2022	Furniture Exporters	E-marketing is the only viable option and very transparent in terms of its effectiveness as compared to offline marketing. It becomes very important for marketers to reach out to customers through right channels.

							Swati traditional carved furniture is supplied abroad, especially US, UK, Italy and France. Swat has the capacity to contribute more in the exports net provided that in addition to their knowledge on offline marketing necessary e-marketing techniques (time trend) is taught.
7	Marble	Seminar	Value addition in marble sector in collaboration with PASDEC	Peshawar	Apr 2023	Pasdec, APMIA, TDAP	To have a discussion, understanding and awareness regarding value addition in the marble sector of Pakistan in collaboration with PASDEC.
8	Marble	Seminar	Environmental impact of marble mining in collaboration with Environmental Protection Agency (EPA)	Peshawar	Dec 2022	EPA, TDAP, APMIA, marble stakeholders	As environment is one of the major concerns in mining and processing of the marble sector, the objective of this seminar is discuss environmental safety and waste disposal of

							marble dust and sediments.
9	Sports Goods	Seminar	E-Commerce platforms	Sialkot	Dec 2022	PSGMEA and TDAP	To deliberate upon opportunities to accelerate digitalization to penetrate global markets by adapting to the new business environments. To pave the way for holistic growth by creating an enabling and knowledge based economic environment augmented through digitalization.

Services Division

1	E-Commerce	Workshop	E-Commerce Trainings/ Workshop/ Symposia	Across the country	Round the year	MoC, SMEDA, CCIs	Awareness and Interventions
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Agro & Food Division

1	Fruits and Vegetables	Local Exhibition	Date Show	Karachi		Sep 2022
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2	Cereals	Seminar	Rice Seminar	Lahore, ,Karachi	Feb 2023
3	Cereals	Seminar	Rice Seminar	Lahore, ,Karachi	Mar 2023
4	Processed Food	Seminar	Spices Seminar	Kunri Umarkot	Oct 2022
5	Fruits and Vegetables	Seminar	Fruit & Vegetable Seminar	Hyderabad	Sep 2022
6	Fruits and Vegetables	Seminar	Fruit & Vegetable Seminar	Mirpurkhas	Nov 2022
7	Fruits and Vegetables	Seminar	Fruit & Vegetable Seminar	Multan	Apr 2023
8	Fruits and Vegetables	Seminar	Fruit & Vegetable Seminar	Bhalwal	May 2023
9	Fruits and Vegetables	Seminar	Fruit & Vegetable Seminar	Sargodha	Jan 2023
10	Fruits and Vegetables	Seminar	Fruit & Vegetable Seminar	Gilgit Chitral	May 2023

11	Fruits and Vegetables	Seminar	Potato Seminar	Okara	Apr 2023	
12	Meat	Seminar	Meat Seminar	Karachi	May 2023	
13	Fisheries	Seminar	Fisheries Seminar	Karachi	Jan 2023	
Textile & Leather						
1	Textile		Product Promotion (5)	Local		
2	Women Entrepreneur	Seminar	Various Fashion Shows for foreign buyers during Texpo 2022	Karachi	Aug-22	Asian Institute of Fashion Design (AIFD), TDAP,
3	Women Entrepreneur	Seminar	Webinar Cum Training on Fashion Forecasts/Trends and Consumer Behavior	Karachi	Oct-22	Indus Valley School of Art & Architecture (IVS), TDAP,
4	Women Entrepreneur	Seminar	Webinar Cum Training on Embroidery Techniques/	Karachi	Dec-22	Asian Institute of Fashion Design (AIFD), TDAP,

			Traditional Block Printing			
5	Women Entrepreneur	Webinar	Webinar on Market Access Analysis	Karachi	Apr-23	

Product Promotion Campaigns (Agro-food Division)

S.#	Sub Sector	Details	Proposed Month
1	Mango	Under Mango Promotion Campaign , TDAP will dispatch Mangoes to potential importing countries where our Trade and investment Counsellors will hold mango testing events in leading supermarkets and mango shows	Jun Aug 2022
2	Dates	For the promotion of all varieties of Pakistani Dates in New and Potential markets of the world, TDAP is planning to launch the Dates Promotion Campaign 2022-23 through the Pakistan Diplomatic and Commercial missions abroad. As per trade map data, there are 26 potential countries of world for Dates Promotion Campaign.	Oct-22
3	Kinnow	Under Kinnow Promotion ,TDAP will dispatch Kinnow to different countries who will do product promotions in different supermarkets and distribute the same to Kinnow Buyers	Jan Feb 2023
4	Rice -Biryani Festivals	Biryani Festivals : EDF has approved a budget amount of US\$150,000/- for the organization of Biryani Festivals in five destinations i.e. Riyadh, Kuala Lumpur, Baghdad, Muscat, Tehran in which Food Bloggers will be invited and proper marketing campaigns will be conducted.	Jul Sep 2022

Local Events / Exhibitions by Regional Offices

Regional Offices Events & Exhibitions						
S.#	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Islamabad	Mango	Mango Show	Presidency	Jul 2022	Commerce Division, TDAP, MoFA, Trade Bodies, Growers, Academia, Research Institutes
2	Islamabad	Mango	Mango Diplomacy		Jul 2022	MoC, TDAP, MoFA, Trade Missions
3	Islamabad	Women Entrepreneurs/ Trade promotion	Her Hunar Exhibition	Islamabad	Nov 2022	TDAP, Women Chambers, SMEDA ,KADO, Women Entrepreneurs and Exporters, Relevant Public and Private Sector Organizations
4	Islamabad	Kinnow/Citrus	Citrus Show	Presidency	Feb 2023	Commerce Division, Trade Bodies, Growers, Research Institutes
5	Peshawar	Export facilitation and Trade Promotion	Exploring Trade Potential of Chitral (One day event comprising of training session/s and display of Chitrali products).	Chitral	Sep 2022	Local Chambers, Trade bodies, Exporters, Academia, Provincial Commerce and Investment dept.

6	Peshawar	All products with special emphasis on Textiles, Pharmaceuticals, Agro, Surgical instruments, Engineering goods	Pak Afghan Trade Fair	Peshawar	Dec 2022	FPCCI, All Trade Bodies, Exporters, Provincial Dept KP
7	Peshawar	Gemstones	Pakistan Gems & Mineral Show	Peshawar	Jan 2023	TDAP, APCEA
8	Swat	Export facilitation and Trade Promotion	Swat Trade Show (One day event comprising of training session/s and display of Swati products)	Serena Hotel, Swat	Apr 2023	Concerned chamber, Trade bodies, Exporters, Academia, Provincial Commerce and Investment depts.
9	Gilgit	Export facilitation and Trade Promotion	GB-A land of hidden treasures (One day event comprising of training session/s, tourism promotion and display of GB products)	Serena Hotel, Gilgit	May 2023	Local chamber, Trade bodies, Exporters, Academia, KADO, Provincial Commerce and Investment depts.
10	Sialkot	Leather, surgical, sports goods (textiles)	SCCI Business Forum Japan	Japan	Sep-22	SCCI, TM Japan

11	Lahore	Textiles, Rice, Fashion and IT	LCCI Business Forum USA (Fashion Runway & Catalogue Exhibition- USA (LCCI+TIC Houston and NY)	US	Sep Oct 2022	LCCI, TIO US, MoC
12	Lahore	-	ECO TPO Summit	Lahore	Dec 2022	ECO Secretariat, ECO member countries
13	Multan	Handicrafts	South Punjab Trade Fair (Jeep Rally Cholistan) Bahawalpur	Cholistan	Feb 2023	BCCI, WCCIB, MCCI, WMCCI, RYKCCI, TDCP
14	Lahore	Engineering products	Local Support to EHCS 2023	Lahore	Feb 23	TDAP HQs
15	Lahore	All Products	OIC Trade Fair and WEXNET	Lahore	May-Jun 2023	WCCI/MoFA/MoC
16	Hyderabad	Agro	Mehran Mango Festival	Expo Centre Hyderabad	1- 2 Jul 2022	<ul style="list-style-type: none"> · Mirpurkhas Chamber of Commerce & Industry · Horticulture Institute, MPK · Agriculture Extension · Sindh Abadgar Board · Sindh Chamber of Agriculture Mirpurkhas

17	Hyderabad	Handicrafts	Exhibition on arts & crafts in collaboration with University of Sindh & SABSU Jamshoro.	University of Sindh Jamshoro	14 Sep 2022	<ul style="list-style-type: none"> . Shaheed Allah Bux University Jamshoro . Institute of Arts and Design, UOS Jamshoro . University of Culture and heritage Jamshoro . All Chamber of Commerce
18	Hyderabad	Handicrafts	Exhibition of handicraft of Sindh i.e. Textile, handicrafts, carpet, ajrak, block printing, garment, weaver and ceramic tiles.	Expo Centre Hyderabad	25 Nov 2022	<ul style="list-style-type: none"> · Hyderabad Association of Trade & Industry · Hyderabad Chamber of Small Traders and Small Industry · Kotri Association of Trade and Industry · Hyderabad Association of Trade and Industry Hyderabad
19	Hyderabad	Agro	Food Market Fruits Vegetables and Locally Made Cusines	Expo Centre Hyderabad	9 -10 Dec 2022	<ul style="list-style-type: none"> · Hyderabad Small Chamber · Mirpurkhas Chamber · Dadu Chamber · Jamshoro Chamber · Kotri Association of Trade and Industry · Hyderabad Association of Trade and Industry · Sindh Abadgar Board · Sindh Chamber of Agriculture

20	Hyderabad	Industry	Indus Industrial Expo	Expo Centre Hyderabad	28-29 Dec 2022	<ul style="list-style-type: none"> · Hyderabad Small Chamber · Mirpurkhas Chamber · Dadu Chamber · Jamshoro Chamber · Kotri Association of Trade and Industry · Hyderabad Association of Trade and Industry · Sindh Abadgar Board · Sindh Chamber of Agriculture
21	Hyderabad	Education	Education Expo/ Literature Festival Hyderabad	Expo Centre Hyderabad	7-8 Jan 2023	<ul style="list-style-type: none"> · University of Sindh Jamshoro · MUET Jamshoro · Other University in surroundings of Hyd
22	Hyderabad	Agro	Flower Show Hyderabad	Expo Centre Hyderabad	23-24 Jan 2023	Export Potential of Fruits, Vegetables and Flowers Fresh/Dried
23	Hyderabad	Agro	Indus Agro Festival	Expo Centre Hyderabad	16-17 Feb 2023	<ul style="list-style-type: none"> · Hyderabad Small Chamber · Mirpurkhas Chamber · Dadu Chamber · Jamshoro Chamber · Kotri Association of Trade and Industry · Hyderabad Association of Trade and Industry · Sindh Abadgar Board · Sindh Chamber of Agriculture

24	Hyderabad	Textile	women Fashion Show	Expo Centre Hyderabad	06 Mar 2023	Women Entrepreneurs & Families across Sindh
25	Hyderabad	Handicrafts	Exhibition on bangles	Expo Centre Hyderabad	08 Jun 2023	. Hyderabad Small Chamber . Handicrafts Association, Hyderabad . Glass Bangles Manufacturers Association
26	Sukkur	Agro	Sukkur Trade Show and Exhibition 2023	SUKKUR/ KHAIRPUR	2023	All products businesses, District Govt. Agriculture Dept. KSEZ, Trade Chambers, Associations, Banks
27	Quetta	Agro	Apple Show	Quetta	Sep 2022	TDAP, FAO, GOB, Chamber(s) of Commerce.
28	Quetta	IMDD	First Pak-Iran-Afghanistan Trilateral Trade Show	Quetta	Aug 2022	TDAP, GOB, Local & foreign Chamber(s) of Commerce,
29	Quetta	E&MD	Mineral and Gem show	Quetta	To be proposed by E&M Division	TDAP, GOB, Chamber(s) of Commerce, Mines & Mineral association(s)
30	Gwadar	Agro	Dates Show: Varieties to be presented, Stalls of Different varieties would be displayed	Turbat	Jul-Aug 2022	TDAP, Mekran Chamber of Commerce, Agriculture Extension Department, Turbat, Panjgoor, Kharan, SMEDA,

			,Inauguration Ceremony by the Chief Guest, Welcome Address by the Chief Guest and Presentation by the Agriculture Department			
31	Gwadar	Sea Foods/ Agro Foods	Hidden Treasures of :Sea Food Varieties to be presented, Stalls of Different varieties would be displayed ,Inauguration Ceremony by the Chief Guest, Welcome Address by the Chief Guest, Presentation by the Fisheries Department.	Gawdar	Jan 2023	TDAP, Gwadar Sea Food Association, Mekran Chamber of Commerce, GCCI, Fishermen Cooperative Society, Fisheries Department, SMEDA, Fishermen of Gwadar, Pasni, Jiwani, Ormara, Pishukan

Seminars / Workshops by Regional Offices

Regional Offices Seminars / Workshops						
S.#	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Stakeholders
1	Islamabad	Export Facilitation	National Exporters Training Program (series of trainings)	ICCI Islamabad	Sept 2022	Potential and Existing Exporters, Relevant Trade Bodies, Professionals From Private and Public Sector.
2	Islamabad	Export Facilitation	E-Commerce/ Amazon Training Session	ICCI Islamabad	July 2022	Potential and Existing Exporters, Relevant Trade Bodies, Professionals From Private and Public Sector.
3	Islamabad	Export Facilitation	Session on Participation in Trade Fairs ,Exhibitions and Delegations	RCCI (Rwp)	Nov 2022	Potential and Existing Exporters, Relevant Trade Bodies, Professionals From Private and Public Sector.
4	Islamabad	Export Facilitation	Session on Export Potential of CARs & Africa	ICCI/RCCI	Jan 2023	Potential and Existing Exporters, Relevant Trade Bodies, Professionals From Private and Public Sector.
5	Islamabad	Export Facilitation	Seminar on Trade Potential of Taxila	Taxila Art and Craft Village, Taxila	Mar 2023	Punjab Small Industry Corporation (PSIC), Taxila Craftsmen Association, PTDC, Academia, Foreign Missions

6	Islamabad	Export Facilitation	Seminar on Exploring non Traditional Markets	ICCI/RCCI	May 2023	Potential and Existing Exporters, Relevant Trade Bodies, Professionals from Private and Public Sector.
7	Peshawar	Export Facilitation	National Exporters Training Program (series of trainings)	Peshawar	Sep 2022	Potential and Existing Exporters, Relevant Trade Bodies, Professionals from Private and Public Sector.
8	Peshawar	Export Facilitation	E-Commerce/ Amazon Training Session	Peshawar	22-Sep22	Potential and Existing Exporters, Relevant Trade Bodies, Professionals from Private and Public Sector.
9	Peshawar	Afghan Trade	Seminar on Pak-Afghan Trade	Peshawar	Nov-22	FPCCI, All Trade Bodies
10	Peshawar	Export Facilitation	Session on Participation in Trade Fairs, Exhibitions and Delegations	Peshawar	Dec-22	Potential and Existing Exporters, Relevant Trade Bodies, Professionals from Private and Public Sector.
11	Peshawar	Export Facilitation	Session on Export Potential of CARs & Africa	Peshawar	Jan-23	Potential and Existing Exporters, Relevant Trade Bodies, Professionals from Private and Public Sector.
12	Peshawar	Export Facilitation	Seminar on Exploring non Traditional Markets	Peshawar	Feb-23	Potential and Existing Exporters, Relevant Trade Bodies, Professionals from Private and Public Sector.

13	Peshawar	Women Entrepreneur	Series of Seminars “Effective Trade Fair Participation	Peshawar	Sept 2022	
14	Swat	Export Facilitation	National Exporters Training Program (series of trainings)	SCC&I Hall	Sept-22	Potential and Existing Exporters, Relevant Trade Bodies, Professionals from Private and Public Sector.
15	Swat	Export Facilitation	E-Commerce/ Amazon Training Session	SCC&I Hall	Sep-22	Potential and Existing Exporters, Relevant Trade Bodies, Professionals from Private and Public Sector.
16	Swat	Export Facilitation	Session on Participation in Trade Fairs, Exhibitions and Delegations	SCC&I Hall	Nov-22	Potential and Existing Exporters, Relevant Trade Bodies, Professionals from Private and Public Sector.
17	Swat	Women Entrepreneurs	Seminar for Women Entrepreneurs on Export Procedures	SCC&I Hall	Dec-22	SCC&I and all available sectors
18	Gilgit	Export Facilitation	Export Potential of GB	Rupal Hotel, Gilgit	Aug-22	HCCI, GCCI, NCCI, GHCCI, KADO
19	Gilgit	Export Facilitation	Awareness Seminar on Geographical Indications	Hunza Chamber of Commerce and Industry	Sep-22	GCCI, Department of Commerce and Industries, Gilgit Baltistan

20	Gilgit	Export Facilitation	Seminar on Addressing issues in export of dry fruits and trout fish	Ghizer Chamber of Commerce and Industry	Oct-22	GCCI, Department of Commerce and Industries, Gilgit Baltistan
21	Gilgit	Export Facilitation	National Exporters Training Program (series of trainings)	Nagar Chamber of Commerce and Industry	Mar-23	GBCCI, Department of Commerce and Industries, Gilgit Baltistan
22	Gilgit	Export Facilitation	E-Commerce/ Amazon Training Session	Gilgit Chamber of Commerce,	Apr-23	Potential and Existing Exporters, Relevant Trade Bodies, Professionals from Private and Public Sector and KIU
23	Mirpur	Export Facilitation	Seminar on Export Potential of AJK	Mirpur	Jul-22	Mirpur Chamber of Commerce & Industry, Relevant Trade Bodies
24	Mirpur	Export Facilitation	National Exporters Training Program (series of trainings)	Mirpur	Dec-22	Mirpur Chamber of Commerce & Industry, Relevant Trade Bodies
25	Mirpur	Export Facilitation	E-Commerce/ Amazon Training Session	Mirpur	Mar-23	Potential and Existing Exporters, Relevant Trade Bodies
26	Mirpur	Export Facilitation	Seminar on Export Potential of AJK	Muzaffarabad	Aug- 22	Potential and Existing Exporters, Relevant Trade Bodies

27	Mirpur	Export Facilitation	E-Commerce/ Amazon Training Session	Muzaffarabad	Nov-22	Potential and Existing Exporters, Relevant Trade Bodies
28	Mirpur	Export Facilitation	Session on Participation in Trade Fairs and Exhibitions	Muzaffarabad	Mar-23	Potential and Existing Exporters, Relevant Trade Bodies;
29	Abbottabad	Export Facilitation	Session on Product Development and Marketing	Abbottabad	Jul-23	Abbottabad Chamber of Commerce and Industry, Relevant Trade Bodies
30	Abbottabad	Export Facilitation	Session on Product Development and Marketing	Hattar	Oct-22	Hattar Industrialist ,Relevant Trade Bodies
31	Abbottabad	Export Facilitation	National Exporters Training Program (series of trainings)	Abbottabad	Dec-22	Potential and Existing Exporters, Relevant Trade Bodies
32	Abbottabad	Export Facilitation	E-Commerce/ Amazon Training Session	Abbottabad	Feb-23	Potential and Existing Exporters, Relevant Trade Bodies
33	Abbottabad	Export Facilitation	Session on Participation in Trade Fairs, Exhibitions and Delegation	Haripur	Jun-22	Potential and Existing Exporters, Relevant Trade Bodies
34	Lahore	Export Facilitation	Quarterly Series of Workshops on How to Use Trade Map for Women Incubation Center of WCCI	Lahore	Jul 2022 - Jun 2023	TDAP + WCCI + WE

35	Lahore	Women Entrepreneurs	Series of Seminars “Effective Trade Fair Participation”	Lahore	June-22	TDAP + ITC + SMEs
36	Lahore	Export Facilitation	Series of Workshops - 2 Days, Export Documentation, ITC Tools, Digital Marketing + Simulation	Lahore	Sep-22	TDAP + LCCI + USAID + SMEs+ WEs + BUSINESS SCHOOLS
37	Lahore	Export Facilitation	Series of Seminar on Pakistan Single Window	Lahore	Dec-22	TDAP + FBR + LCCI + FPCCI
38	Lahore	Export Facilitation	Seminar on Govt. Financing Schemes And Funding Opportunities for SMES And WE	Lahore	Feb-23	TDAP + LCCI + FPCCI + WCCI , State Bank
39	Lahore	Exporter Training	National Exporter Training Program (series of trainings)	TBC	Aug-22	
40	Multan	Women Entrepreneurs	Seminar on Export Readiness 101	DG. Khan	Aug-22	TDAP + ITC + DGK chamber
41	Multan	Women Entrepreneurs	Seminar on Export Readiness 101	Bahawalpur	Aug-22	TDAP + ITC + BWP Chamber + WCCI BWP + BZU

42	Multan	Women Entrepreneurs	Series of Seminar on Effective Participation in International Exhibitions	Multan	Aug-22	TDAP + ITC + MWCCI
43	Multan	Export Facilitation(Cotton)	Seminar on Export Procedures and R&D	Rahim Yar Khan	Sep 2022	RYKCCI + TDAP
44	Multan	Export Facilitation	Seminar on Standardization and Quality Controls in Exports and relevant R &D	Multan	Sep 22	TDAP + MCCI PCGA
45	Multan	Export Facilitation	Series of Seminar on Govt Export Financing Schemes and Funding For SMEs	Sahiwal	Oct 22	Sahiwal Chamber
46	Multan	Export Facilitation	Seminar on Value Addition and Diversification	DG Khan	Nov 22	TDAP, DGK Chamber
47	Multan	Export Facilitation	Seminar on Increasing the Export Potential & Marketing to Capitalize CPEC, GSP etc	Vehari	Dec 2022	VCCI, TDAP
48	Multan	Export Facilitation	Series of Seminar on Pakistan Single Window	Multan	Mar 23	All Chambers and Trade Associations of South Punjab

49	Multan	Exporter Training	National Exporter Training Program (NETP) (series of trainings)	Multan	Starting Sept 2022	
50	Faisalabad	Women Entrepreneurs	Series of Seminar on Effective Participation in International Exhibitions	Faisalabad	Jul-22	FWCCI, ITC, TDAP
51	Faisalabad	Export Facilitation	Seminar on Govt Export Financing Schemes and Funding for SMEs	Faisalabad	Aug-22	FCCI
52	Faisalabad	Export Facilitation	Series of Workshop on Trade Map for Women Entrepreneurs	Faisalabad	Sep-22	TDAP + WCCI Faisalabad
53	Faisalabad	Textile	Seminar on Export Certifications	Faisalabad	Oct-22	Textile Trade Bodies and Exporters
54	Faisalabad	Export Facilitation	Seminar on Export of Traditional Items through e-Commerce	Jhang	Nov-22	JCCI+ TDAP + PIBT
55	Faisalabad	Miscellaneous	Series of Seminar on Pakistan Single Window	Faisalabad	Mar-23	SGCCI + FBR + TDAP
56	Faisalabad	Salt /Packaging	Seminar on Value Addition and Packaging	Sargodha	Mar-23	SGCCI+ Relevant Traders + TDAP

57	Faisalabad	Export Facilitation	Seminar on Export Documentation and Procedures	Jhang	May-23	JCCI+TDAP
58	Faisalabad	Exporter Training	National Exporter Training Program (NETP) (series of trainings)	TBC	Nov-22	
59	Sialkot	Export Facilitation	Series of 2 days workshop on Export Documentation, ITC Tools, Digital Marketing + Simulation	Sialkot	Nov-22	TDAP + SCCI + USAID + SMEs + Wes
60	Sialkot	Export Facilitation	Seminar on Govt. Financing Schemes and Funding Opportunities for SMEs and Wes	Sialkot	Feb-23	TDAP + SCCI + WCCI + State Bank
61	Sialkot	Export Facilitation	Seminars on Value Addition & Product Diversification	Wazirabad	Jan-23	Relevant Chambers of Golden Triangle Region + TDAP
62	Sialkot	Export Facilitation	Buyer-Seller Meet in Sialkot in Collaboration with JICA (TBC)	Sialkot	Feb-23	JICA + TDAP+ SCCI+ PGMEA, PSGMEA+ PRGMEA
63	Sialkot	Exporter Training	National Exporter Training Program (NETP) (series of trainings)	TBC	Starting Sept 2022	

64	Gujranwala	Export Facilitation	Export documentation and procedures	Gujrat	Sep-22	TDAP + SCCI + USAID + SMEs+ WEs
65	Gujranwala	Export Facilitation	Seminar on Govt. Financing Schemes and Funding Opportunities for SMEs and WE	Gujrat	Feb-23	TDAP + SCCI + WCCI + State Bank
66	Gujranwala	Export Facilitation	Seminar on GSP, GSP+, FTA ETC	Gujranwala	Dec-22	Relevant Chambers of Golden Triangle Region + TDAP
67	Gujranwala	Export Facilitation	Series of Seminar on Pakistan Single Window	Gujranwala	Mar-23	JICA + TDAP+ SCCI+ PGMEA, PSGMEA+ PRGMEA
68	Gujranwala	Exporter Training	National Exporter Training Program (NETP) (series of trainings)	TBC	Feb-23	
69	Sahiwal	Export Facilitation	Series of Seminar on Pakistan Single Window	Sahiwal	Jan-23	Sahiwal Chamber
70	Sahiwal	Export Facilitation	Export Procedures and Documentation	Sahiwal	Nov 22	Sahiwal Chamber
71	Hyderabad	Training	2 day Training Program on E-Commerce / Online business Opportunities (Amazon) for men and	Expo Centre Hyderabad	7-8 Aug 2022	. Hyderabad Association of Trade & Industry .Hyderabad Chamber of Small Traders and Small Industry . Mirpurkhas Chamber of

			women entrepreneurs of Hyderabad.			<ul style="list-style-type: none"> Commerce . Jamshoro Chamber of Commerce . Hyderabad Chamber of Commerce . Dadu Chamber of Commerce . Kotri Association of Trade and Industry . Hyderabad Association of Trade and Industry . Women Business Forum
72	Hyderabad	Training	Seminar on Rice sesame Seed	Expo Centre Hyderabad	25 Aug 2022	<ul style="list-style-type: none"> . Agriculture Extension, Hyd . Rice Millers Association Badin . Hyderabad Small Chamber . Sindh Abadgar Board . Sindh Chamber of Agriculture . Pakistan Agriculture Research Council
73	Hyderabad	Training	Workshop on design, tie and dye of textile handicrafts in collaboration with Shaheed Allah Bux Soomro University of Arts & Design Jamshoro.	SABSU Hyderabad	10 Oct 2022	<ul style="list-style-type: none"> . Shaheed Allah Bux University of Art & Design, Jamshoro

74	Hyderabad	Training	Seminar on Onion & Banana	Sindh Agriculture University Tando Jam	15 Apr 2023	<ul style="list-style-type: none"> · Agriculture Extension, MPK · Mirpurkhas Chamber of Commerce & Industry · Onion Growers Association · Sindh Abadgar Board · Sindh Chamber of Agriculture, Hyderabad
75	Hyderabad	Training	Seminar on Chillies & Guar	Expo Centre Hyderabad	13 May 2023	<ul style="list-style-type: none"> · Chilli Growers Association Kunri · Mirpurkhas Chamber · Agriculture Extension, Mirpurkhas · Sindh Abadgar Board · Sindh Chamber of Agriculture · Pakistan Agriculture Research Council
76	Hyderabad	Exporter Training	National Exporter Training Program (NETP) (series of webinars)	TBC	Starting Aug 2022	<ul style="list-style-type: none"> · Hyderabad Small Chamber · Mirpurkhas Chamber · Dadu Chamber · Jamshoro Chamber · Kotri Association of Trade and Industry · Hyderabad Association of Trade and Industry · Sindh Abadgar Board · Sindh Chamber of Agriculture

77	Sukkur	All potential sectors specifically Rice & Guava	National Exporters Training Program	Larkana	Jul 2022	All Concerned stakeholders
78	Sukkur	Freshwater Fish	Global Market Awareness Seminar (Urdu) - Afghanistan & Iran Freshwater Fish Market	Sukkur	Aug 2022	All Concerned stakeholders
79	Sukkur	Dates	Global Market Awareness Seminar (Urdu) - Australian Dates Market	Sukkur	Sep 2022	All Concerned stakeholders
80	Sukkur	All potential Sectors, specifically Dates and Rice	Awareness Seminar on Methods of Payment in International Trade i.e. LC, and other modes	Khairpur	Oct 2022	Businesses, SBP skr. Commercial banks, Chamber
81	Sukkur	Dates	Global Market Awareness Seminar on: - France Dates Market - UK Dates Market - Germany Dates Market	Khairpur	Nov 2022	Concerned stakeholders
82	Sukkur	All potential Sectors, specifically Dates	National Exporters Training Program - Khairpur	Khairpur	Dec 2022	Concerned stakeholders

83	Sukkur	Pickles	Global Dates Market Awareness Seminar on Pickles	Shikarpur	Jan 2023	Concerned stakeholders
84	Sukkur	All Agri Products	Awareness Seminar on Export potential of Agri products	Naushahro Feroze	Feb 2023	Concerned stakeholders
85	Sukkur	Dry Dates	Global Market Awareness Seminar on Dry Dates	Sukkur	Mar 23	All Concerned stakeholders
86	Sukkur	All potential Sectors, specifically Agro products	Awareness Seminar on the Export of Rice of Sindh	Larkana	Apr 23	Concerned stakeholders mainly SBP
87	Sukkur	Handicrafts	Awareness Seminar on export potential of Handicrafts of Sindh	Sukkur/ Khairpur	May 23	TDAP/ SRSO and others
88	Quetta	TFD	National Exporters Training Program (NETP) (series of trainings)	Quetta	Oct 2022	Seminar will be considered most benefiting for Current and potential entrepreneurs of Balochistan, Women, traders, Chambers, Trade bodies, Think Tanks, Strategic departments and the Universities.
89	Quetta	Agro	Export Potential and Packaging issues of Cherry of Pakistan	Ziarat	Jul 2022	Growers, Research Institutes, Leading Agro Exporters.

90	Quetta	IMDD	Seminar on Afghan Transit Trade, Issues & Challenges	Chaman	Nov 2022	Seminar will be considered most benefiting for Current and potential entrepreneurs of Balochistan,, traders, Chambers, Trade bodies, Think Tanks, Strategic departments and the Universities.
91	Quetta	EMD	Potentials of Value Addition in the Minerals of Balochistan	Quetta	Apr 2023	TDAP, GOB, relevant Chambers and Associations
92	Quetta	Agro	Almonds Export Potential	Loralai	Aug 2022	Growers, Almonds Research Institutes, Leading Agro Exporters.
93	Quetta	Textile	Seminar on Export potential of local Handicrafts of Balochistan	Quetta	Mar 2023	Representatives of Balochistan's Traders, Chambers, Strategic departments, Women related to handicrafts and embroidery business at local level
94	Quetta	Agro	Seminar on trade potential of Apricots	Zhob Division	May 2023	Growers, Apricot Research Institutes, Leading Agro Exporters.
95	Quetta	ecommerce	Two Workshop on Opportunities in the e-Commerce: Amazon, eBay etc for women entrepreneurs at Quetta & for business community of Hub	1. Quetta	Feb 2023	Academia, New entrepreneurs, NICs, Chambers.

96	Quetta	ecommerce	Two Workshops on Opportunities in the e-Commerce: Amazon, eBay etc for women entrepreneurs at Quetta & for business community of Hub	2. Hub	Feb 2023	Academia, New entrepreneurs, NICs, Chambers.
97	Quetta	Agro	Seminar on Harvesting, packaging & branding of Grapes in Exports context	Pishin	Aug 2022	Growers, Research Institutes, Leading Agro Exporters.
98	Quetta	Agro	Seminar on Good Agricultural Practices	Quetta	Oct 2022	Growers, Research Institutes, Leading Agro Exporters.
99	Quetta	Agro	Seminar on export opportunities of Pine Nuts	Zhob	Nov 2022	Harvesters, GOB, Leading Agro Exporters.
100	Quetta	Agro	Seminar on Harvesting, packaging & branding of Apples in Exports context	Mastung	Sep 2022	Growers, Research Institutes, Leading Agro Exporters.
101	Quetta	Agro	Seminar on importance proper use of Pesticides & MRL in Rice for exports	Naseerabad	Jul 2022	Growers, Research Institutes, Leading Agro Exporters.
102	Quetta	Agro	Seminar on Export potential of livestock from Balochistan	Quetta	To be decided later	GOB livestock deptt,

103	Quetta	Agro	Seminar on Export potential of Olives from Pakistan	1. Mussakhel	Dec 2022	Growers, Research Institutes, Leading Agro Exporters.
104	Quetta	Agro	Seminar on Export potential of Olives from Pakistan	2. Loralai	Dec 2022	Growers, Research Institutes, Leading Agro Exporters.
105	Quetta	Women Entrepreneur	" Effective Participation in Exhibitions" – Export Readiness 101	Quetta	Jul 2022	
106	Quetta	TFD	Consultative session on opportunities & Challenges in Barter Trade in Balochistan's Context	Quetta	Jan 2022	CCI's, GOB, clearing and forwarding agents, exporters.
107	Gwadar	Agriculture	Seminar on Importance of Meerani Dam Command area for Central Asian Market. Welcome Address by the Chief Guest.Presentation by the Agriculture Department and Vote of thanks and refreshments.	Turbat	Sep 2022	TDAP,SMEDA,Agriculture, Industries Deptt:,NRSP,MCCI

108	Gwadar	Tourism/services	Seminar on Importance of Coastal Tourism in Balochistan. Welcome Address by the Chief Guest. Presentation by the Tourism Department and Vote of thanks and refreshments.	Gwadar.	Oct 2022	TDAP, Gwadar Chamber of Commerce, Balochistan Coastal Development Authority (BCDA) SMEDA, other relevant stakeholders
109	Gwadar	Live Stock	Seminar on realizing the potential of Halal Meat sector of Mekran and adjacent areas for CAR & Gulf Countries. Welcome Address by the Chief Guest. Presentation by the live Stock Department, Vote of thanks and refreshments.	Turbat	Dec 2022	TDAP, Mekran Chamber of Commerce, Live Stock Department, NRSP SMEDA, other relevant stakeholders
110	Gwadar	All sectors	Seminar on Importance of Pak- Iran Border Trade and its regulation. Welcome Address by the Chief Guest. Presentation by the Civil	Gwadar.	Feb 2023	TDAP, GCCI, Southern Command Gwadar Port Authority, Civil Administration.

			Administration & Industries Department , Vote of thanks and refreshments.			
111	Gwadar	Carpets, leather shoes & Embroidery, handicrafts	Seminar on Women in Trade & importance of Balochi Embroidery. Welcome Address by the Chief Guest. Presentation by the NRSP, Industries Department , Vote of thanks and refreshments.	Turbat	Mar 2023	TDAP, Local Women entrepreneur existing and Potential, MCCI, NRSP, Industries Deptt:, Deptt: of Women Development, SMEDA
112	Gwadar	All sectors	Seminar on Importance of Free Trade Zone & Industrial Zone. Welcome Address by the Chief Guest. Presentation by the Free Trade Zone Authority FTZA under COPHC and GIEDA, Vote of thanks and refreshments.	Gwadar.	May 2023	TDAP, COPHC, Industries Department, Gwadar Industrial Estate Development Authority, potential and existing exporters, trade bodies, Chambers and Associations, specialized professionals from private and Public Sector,
113	Gwadar	E-Commerce	Training Workshop on E-Commerce & PSW. Welcome Address	Gwadar.	Jun 2023	TDAP, potential and existing exporters, trade bodies, Chambers and Associations,

			by the Chief Guest.Presentation by the TDAP and FBR , Vote of thanks and refreshments.			specialized professionals from private and Public Sector,Academia
114	Gwadar	Exporter Training	National Exporter Training Program (NETP) (series of trainings)	TBC	Starting Oct 2022	

Special Initiatives

National Exporters Training Program (NETP)

S.#	City / Station	Date	Description of Activity
1	Gilgit	Jun/Jul 2022	Core team to train TDAP officers
2	Swat	Jun/Jul 2022	Core team to train TDAP officers
3	Abbottabad	Jun/Jul 2022	Core team to train TDAP officers
4	Mirpur(Azad Kashmir)	Jun/Jul 2022	Core team to train TDAP officers
5	Islamabad	Jul/ Aug 2022	Core team to train TDAP officers
6	Peshawar	Jul/ Aug 2022	Core team to train TDAP officers
7	Karachi	Aug /Sep 2022	Core team to train TDAP officers
8	Hyderabad	Aug/Sep 2022	Core team to train TDAP officers
9	Sukkur	Sep-22	Core team to train TDAP officers
10	Lahore	Aug /Sep 2022	Core team to train TDAP officers
11	Multan	Sep /Oct 2022	Core team to train TDAP officers
12	Gujranwala	Sep /Oct 2022	Core team to train TDAP officers
13	Sialkot	Sep/ Oct 2022	Core team to train TDAP officers
14	Faisalabad	Sep/ Oct 2022	Core team to train TDAP officers
15	Quetta	Aug/ Sep 2022	Core team to train TDAP officers
16	Gwadar	Oct/ Nov 2022	Core team to train TDAP officers

Product Officers ABP 2022-23

Webinars / Online B2Bs

Agro & Food Division

1. Rice (Amir-ur-Rehman)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Aug 2022	Webinar/ B2B Session	Exports of Rice to Saudi Arab	TDAP, REAP, Trade Mission at Jeddah and Riyadh, Saudi Importers	
2	Sep 2022	Webinar/ B2B session	Exports of Rice to Kuwait	TDAP, REAP, Embassy at Kuwait, Kuwait Chamber of Commerce	
3	Oct 2022	Webinar/ B2B session	Exports of Rice to Oman	TDAP, REAP, Embassy of Pakistan at Oman	Increase of exports of Rice to Oman which is one of the potential market of rice
4	Nov 2022	Webinar/ B2B session	Exports of Rice to Senegal	TDAP, REAP, Trade Mission at Senegal,	
5	Dec 2022	Webinar/ B2B session	Exports of Rice to Kenya	TDAP, REAP, Trade Mission at Kenya ,African Buyers	Increase of exports of Rice to Kenya which is one of the potential market of rice
6	Jan	Webinar/ B2B session	Exports of Rice to Russia	TDAP, REAP, Trade Mission at Russia and Rice Importers at Russia	

7	Feb	Webinar/ B2B session	Exports of Rice to Qatar	TDAP, REAP, Trade Mission at Qatar and Rice Importers	Increase of exports of Rice to Russia which is one of the potential market of rice
8	Apr 2023	Webinar/ B2B Session	Exports of Rice to China	TDAP, REAP, Trade Mission at Beijing and Shanghai and Rice Importers	
9	May 2023	Follow-up session	Exports of Rice to Poland	TDAP, REAP, Trade Mission at Poland and Rice Importers	
10	Jun 2023	Webinar/ B2B session	Exports of Rice to Netherlands	TDAP, REAP, Trade Mission at Netherlands and Rice Importers	

2. Mango (Rashid Gillani)

S.#	Date	Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	B2B Webinar	Promoting Pakistani mango in Italy	TDAP, Mango Growers Association, PFVA, Trade Mission in Italy.	Export orders for mangoes
2	Aug 2022	B2B Webinar	Promoting Pakistani mango in Greece	TDAP, Mango Growers Association, PFVA, Trade Mission in Greece.	Export orders for mangoes

3	Sep 2022	B2B Webinar	Promoting Pakistani mango in Hong Kong	TDAP, Mango Growers Association, PFVA, Trade Mission in Hong Kong.	Export orders for mangoes
4	Oct 2022	Webinar	Exploring new varieties of mango for Pakistan	TDAP, Mango Research Institute, Multan, Mango Growers Association, PFVA	Identification of a Suitable variety of mango for the introduction in Pakistan.
5	Nov 2022	B2B Webinar	Promoting Pakistani mango in South Africa	TDAP, Mango Growers Association, PFVA, Trade Mission in South Africa.	Export orders for mangoes
6	Dec 2022	Webinar/ B2B Session	Introductions of Pakistani Mango & Its products in Kenyan market	TIO Kenya, TDAP, PFVA, F & V association of Kenya	Promotion of Mango in Kenyan market.
7	Jan 2023	Webinar/ B2B session	Introductions of Pakistani Mango products in Chinese market.	TIO China, TDAP, PFVA, fruits & vegetables association of China.	Promotion of Mango in Chinese market.
8	Feb 2023	Webinar/ B2B session	Promotion of Pakistani mango in Iraq	Pakistan's Mission in Iraq, TDAP, PFVA, fruits & vegetables association of Iraq.	Export orders for Mango exporters.
9	Mar 2023	Webinar/ B2B session	Promotion of Pakistani citrus in Japan	TIO in Japan, TDAP, PFVA,	Export orders for Mango exporters.
10	Apr 2023	Webinar/ B2B session	Promotion of Pakistani citrus in Poland	TIO in Poland, TDAP, PFVA,	Export orders for Mango exporters.

11	May 2023	Webinar/ B2B session	Promotion of Pakistani citrus in Spain	TIO in Spain, TDAP, PFVA,	Export orders for Mango exporters.
12	Jun 2023	Webinar/ B2B session	Promotion of Pakistani citrus in Romania	Pakistan's Mission in Romania, TDAP, PFVA,	Export orders for Mango exporters.

3. Citrus (Rashid Gillani)

S.#	Date	Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Aug 2022	Webinar	Exploring new varieties of citrus for Pakistan	TDAP, Kinnow Growers Association, Sargodha Chambers of Commerce and Industry, PFVA, Trade Mission in USA.	Identification of a Suitable variety of citrus for the introduction in Pakistan.
2	Sep 2022	Webinar	Exploring new varieties of citrus for Pakistan	TDAP, Kinnow Growers Association, Sargodha Chambers of Commerce and Industry, PFVA, Trade Mission in Spain	Identification of a Suitable variety of citrus for the introduction in Pakistan.
3	Oct 2022	Webinar/ B2B Session	Introductions of Pakistani Citrus products in Kenyan market	TIO Kenya, TDAP, PFVA, SCCI, F & V association of Kenya	Promotion of Citrus in Kenyan market.

4	Nov 2023	Webinar/ B2B session	Introductions of Pakistani Citrus products in Chinese market.	TIO China, TDAP, PFVA, SCCI, fruits & vegetables association of China.	Promotion of Citrus in Chinese market.
5	Dec 2023	Webinar/ B2B session	Promotion of Pakistani citrus in Iraq	Pakistani Mission in Iraq, TDAP, PFVA, SCCI, fruits & vegetables association of Iraq.	Export orders for Citrus exporters.
6	Jan 2023	Webinar/ B2B session	Promotion of Pakistani citrus in Bangladesh	TIO in Dhaka, TDAP, PFVA, SCCI, fruits & vegetables association of Bangladesh.	Export orders for Citrus exporters.
7	Feb 2023	Webinar/ B2B session	Promotion of Pakistani citrus in Canada	TIO in Canada, PFVA, TDAP and Potential exporters	Export orders for Citrus exporters.
8	Mar 2023	Webinar/ B2B session	Promotion of Pakistani citrus in UK	TIO in UK, PFVA, TDAP and Potential exporters	Export orders for Citrus exporters.
9	Apr 2023	Webinar/ B2B session	Promotion of Pakistani citrus in Singapore	TIO in Singapore, PFVA, TDAP and Potential exporters	Export orders for Citrus exporters.
10	May 2023	Webinar/ B2B session	Promotion of Pakistani citrus in Ukraine	TIO in Ukraine, PFVA, TDAP and Potential exporters	Export orders for Citrus exporters.
11	Jun 2023	Webinar/ B2B session	Promoting Pakistani citrus in France	TIO in France, PFVA, TDAP and Potential exporters	Export orders for Citrus exporters.

12	Jun 2023	Webinar/ B2B session	Promoting Pakistani citrus in The Netherlands	TIO in The Netherlands, PFVA, TDAP and Potential exporters	Export orders for Citrus exporters.
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4. Vegetables (Maryam Mumtaz)

S.#	Date	Webinar or B2B)	Topic	Stakeholders
1	Jul 2022	Webinar/B2B session	Introduction of Pakistan's Vegetable Sector (Any CIS)	TDAP, PFVA, Vegetable Exporters, Relevant TIC
2	Sep2022	Webinar/B2B session	Prospects of Pakistan's Vegetable Exports (Issues & Challenges) (Indonesia)	TDAP, PFVA, Vegetable Exporters, Relevant TIC
3	Nov 2022	Webinar/B2B session	Matchmaking Session for Vegetable Sector (Indonesia)	TDAP, PFVA, Vegetable Exporters, Relevant TIC
4	Jan 2023	Webinar/B2B session	Outlook of Pakistan's Vegetable Sector (Kuwait)	TDAP, PFVA, Vegetable Exporters, Relevant TIC
5	Mar 2023	Webinar/B2B session	Outlook of Pakistan's Vegetable Sector (Bangladesh)	TDAP, PFVA, Vegetable Exporters, Relevant TIC

6	May 2023	Webinar/B2B session	Follow up Webinar (Bangladesh)	TDAP, PFVA, Vegetable Exporters, Relevant TIC
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5. Dry Fruits (Maryam Mumtaz)

S.#.	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Aug 2022	Webinar	Webinar on export potential of dry fruits	TDAP, TIOs, Dry Fruit Associations, Dry Fruit exporters, Academia	Exploration of the export potential of dry fruits.
2	Oct 2022	Webinar	Webinar on importance of value addition in the dry fruits	TDAP, TIOs, Dry Fruit Associations, Dry Fruit exporters	Sensitization of relevant stake holders regarding the importance of value addition in the said sector.
3	Dec 2022	Webinar	Webinar about the issues faced by the dry fruits exporters of the country	TDAP, TIOs, Dry Fruit Associations, Dry Fruit exporters	Understanding the issues faced by the exporters of the sector.
4	Jan 2023	B2B Interaction	B2B interaction of local exporters with major buyers of the world leading dry fruit importer: China	TDAP, TIOs, Dry Fruit Associations, Dry Fruit exporters	Securing more share in the target market.

5	Mar 2023	B2B Interaction	B2B interaction regarding DRY fruit sector in the Middle Eastern Markets	TDAP, TIOs, Dry Fruit Associations, Dry Fruit exporters	Efforts to infiltrate in the target markets.
6	Apr 2023	B2B Interaction	B2B interaction of local exporters with major buyers of the Europe's main re-exporting hub of dry fruits: Spain	TDAP, TIOs, Dry Fruit Associations, Dry Fruit exporters	Secure export contracts for the exporters of dry fruit sector.
7	May 2023	B2B interaction	B2B interaction of local exporters with major buyers of the Europe's main re-exporting hub of dry fruits: Germany	TDAP, TIOs, Dry Fruit Associations, Dry Fruit exporters	Secure export contracts for the exporters of dry fruit sector.

6. Tobacco (Rubina Siddique)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	Webinar/B2B	Pakistan-Japan trade potential in Tobacco Sector	Pakistan Tobacco Board ,TDAP Tobacco exporters Trade Mission Japan	Exploring the potential of Pakistan- Japan Tobacco Trade as Japan is the largest exporter of Tobacco

2	Aug 2022	Webinar/B2B	Pakistan-Germany trade potential in Tobacco Sector	Pakistan Tobacco Board TDAP Tobacco exporters Trade Mission Germany	Exploring the potential of Pakistani Tobacco in German market as Germany is the 2 nd largest exporter of Tobacco
3	Sep 2022	Webinar/B2B	Pakistan-Italy trade potential in Tobacco Sector	Pakistan Tobacco Board TDAP Tobacco exporters Trade Mission Italy	To Explore the potential of Pakistani Tobacco in Italian market.
4	Oct 2022	Webinar/B2B	Pakistan-USA trade potential in Tobacco Sector	Pakistan Tobacco Board TDAP Tobacco exporters Trade Mission USA	Introduce the Pakistani exporters to the quality standards of US market. Introduce needs of the US market to Pakistani exporters of Tobacco. Introduce the technical specifications, certifications and processes that have to be met for tobacco to enter into the targeted regions. Build up towards a B2B event in the future.

5	Nov 2022	Webinar/B2B	Pak-France trade potential in Tobacco Sector	Tobacco Exporting Companies, TDAP Commercial section France	To Explore the potential of Pakistani Tobacco in Italian market.
6	Dec 2022	Webinar/B2B	Pakistan – Jordan Tobacco Trade	Trade Mission Jordan TDAP, Business Community in Jordan Business Community in Pakistan	Interaction of Jordan and Pakistan Tobacco Industry Possibility of B2B as demand of Tobacco is increasing in Jordan
7	Jan 2023	Webinar/B2B	Pakistan-Spain Tobacco Trade	Trade Mission in Spain TDAP, Business Community in Spain Business Community in Pakistan	Interaction of Spanish and Pakistan Tobacco Industry
8	Feb 2023	Webinar/B2B	Pakistan – Poland Tobacco Trade	Trade Mission Poland TDAP, Business Community in Poland Business Community in Pakistan	Interaction of Poland and Pakistan Tobacco Industry Possibility of B2B in future

9	Mar 2023	Webinar/B2B	Pakistan - China Tobacco Trade	Trade Mission China TDAP, Business Community in China Business Community in Pakistan	Exploring the potential of Pakistan- China Tobacco Trade as China is among top 10 largest exporters of Tobacco
10	Apr 2023	Webinar/B2B	Pakistan-UK Tobacco Trade	TDAP Trade Mission UK Pakistan Tobacco Board Tobacco traders	Exploring the potential of Tobacco Trade with UK is one of the largest exporters of Tobacco
11	May 2023	Webinar	Pakistan-Netherlands Tobacco Trade	TDAP Trade Mission Netherlands Pakistan Tobacco Board Tobacco traders	To explore the potential of Tobacco Trade with Netherlands as she is one of the largest exporters of Tobacco
12	Jun 2023	Webinar	Pakistan-Africa Tobacco Trade	TDAP Africa Trade Mission Pakistan Tobacco Board Tobacco traders	Exploring the potential of African Tobacco Market according to Pakistan's Look Africa Policy
13	Jun 2023	Webinar	Pakistan-Central Asian Republics Tobacco Trade	TDAP Trade Mission CARs Pakistan Tobacco Board Tobacco traders	Exploring the potential of Tobacco Trade with Central Asian Republics

7. Salt (Rubina Siddique)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July 2022	Webinar/B2B	Pakistan-UK trade potential in Salt and the feedback on Salt campaign	TDAP, SMAP Trade Missions, SMEs/Salt exporters	Way forward for Export enhancement
2	Aug-2022	Webinar/B2B	Pakistan-Japan trade potential in Salt and the feedback on Salt campaign	TDAP, SMAP Trade Missions, SMEs/Salt exporters	Way forward for Export enhancement
3	Sep-2022	Webinar/B2B	Pakistan-South Africa trade potential in Salt and the feedback on Salt campaign	TDAP, SMAP Trade Missions, SMEs/Salt exporters	Way forward for Export enhancement
4	Oct-2022	Webinar/B2B	Pakistan-Russia trade potential in Salt and the feedback on Salt campaign	TDAP, SMAP Trade Missions, SMEs/Salt exporters	Way forward for Export enhancement
5	Nov-2022	Webinar/B2B	Pakistan-Italy trade potential in Salt and the feedback on Salt campaign	TDAP, SMAP Trade Missions, SMEs/Salt exporters	Way forward for Export enhancement

6	Dec2022	Webinar/B2B	Pakistan-Spain trade potential in Salt and the feedback on Salt campaign	TDAP, SMAP Trade Missions, SMEs/Salt exporters	Way forward for Export enhancement
7	Jan 2023	Webinar/B2B	Pakistan- Canada trade potential in Salt and the feedback on Salt campaign	TDAP, SMAP Trade Missions, SMEs/Salt exporters	Way forward for Export enhancement
8	Feb-2023	Webinar/B2B	Pakistan-KSA trade potential in Salt and the feedback on Salt campaign	TDAP, SMAP Trade Missions, SMEs/Salt exporters	Way forward for Export enhancement
9	Mar- 2023	Webinar/B2B	Introduction, Understanding and Exploring African markets under look Africa policy -1	TDAP, SMAP Trade Missions, SMEs/Salt exporters	Way forward for Export enhancement
10	Apr-2023	Webinar/B2B	Introduction, Understanding and Exploring African markets under look Africa policy 2	TDAP, SMAP Trade Missions, SMEs/Salt exporters	Way forward for Export enhancement
11	May-2023	Webinar	Introduction, Understanding and Exploring Middle eastern markets for salt	TDAP, SMAP Trade Missions, SMEs/Salt exporter	Way forward for Export enhancement
12	Jun-2023	Webinar	Introduction, Understanding and Exploring Middle eastern markets for salt	TDAP, SMAP Trade Missions, SMEs/Salt exporters	Way forward for Export enhancement

8. Poultry (Ravia Khalid)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jun 2022	Webinar	Webinar on Poultry export opportunities	PPA, TDAP, MNFSR	
2	Jul 2022	Webinar	Webinar on Production , care, cure and export potential of Poultry	PPA, TDAP	
3	Aug 2022	Webinar	Webinar on Market identification of exporters of Poultry	PPA, Poultry processed exporters, TDAP	Foreign Investment in Poultry Sector of Pakistan
4	Sep 2022	Webinar	Webinar On Problems/ issues being faced in poultry industry and required measures	PPA, MNFSR, Punjab Agriculture Department , TDAP	To resolve the issues poultry sector faces.
5	Oct 2022	Webinar	Webinar on SPS and Quarantine requirements & halal certification for Export of Poultry and Poultry Products	Commercial Section, TDAP,PPA, Halal Certifying Bodies / Halal Consultants	Awareness on Halal Certification Requirements and to enhance poultry export

6	Nov 2022	Webinar	Webinar on Barriers to Poultry exports and way forward	PPA, TDAP , Commercial Section, MNFSR	To Enhance of Poultry Export
7	Dec 2022	Webinar	Webinar to eliminate misconception of any diseases in chicken	Commercial Section, TDAP,PPA, Animal Quarantine Department, Ministry of National Food Security & Research wing	
8	Jan 2023	Webinar	Webinar on the importance of value-added supply chain systems with focus on disease management	Commercial Section, TDAP,PPA, Animal Quarantine Department, Ministry of National Food Security & Research wing	
9	Feb 2023	Webinar	Webinar on Plan for sustainable growth, not only to meet local requirement but grab Pakistan's share in export as well	PPA, TDAP, small poultry growers, poultry traders	Awareness on local and export market of Poultry sector
10	Mar 23	B2B Webinar	B2B - To increase market share in the existing exporting market	Commercial Section, TDAP,PPA, Animal Quarantine Department, Ministry of	Enhance Meat Exports in Existing Market

			of Poultry - UAE Poultry Export Potential	National Food Security & Research wing	
11	Apr 23	B2B Webinar	B2B - To increase market share in the existing exporting market of Poultry - Saudi Arabia Poultry Export Potential	Commercial Section, TDAP,PPA, Animal Quarantine Department, Ministry of National Food Security & Research wing	Enhance Meat Exports in Existing Market
12	May 23	B2B Webinar	B2B - To increase market share in the existing exporting market of Poultry - Qatar Poultry Export Potential	Commercial Section, TDAP,PPA, Animal Quarantine Department, Ministry of National Food Security & Research wing	Enhance Meat Exports in Existing Market

9. Processed Food & Spices (Mata e Zehra)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July 2023	Webinar	Import ban on dog/cat food	Companies producing animal/ bird feed	To fill the vacuum created by the import 1010ban and to make most of t.
2	July 2023	B2B	Follow-up Session	Chinese Importers Pakistani Exporters	Companies to start exporting to China
3	Aug 2023	Webinar	Increasing Imports of Hot Spices	Spices Companies	To decrease the increasing trend of hot spices
4	Aug 2023	Webinar	Processing of Cherries, Apricots ad Apples	GB CCI Fruit Processing companies of Pakistan	The fruit that is wasted due to short shelf life to be utilized and processed
5	Sep 2023	B2B	Exports of Processed Cereal Products to Kenya	Kenyan Buyers Cereal Companies	To increase the exports of processed cereal products to Kenya
6	Oct 2023	Webinar	To tap the potential market of Korea for Pakistani Oil Products	All Pakistan Solvent Extractors' Association	Increased oil exports to Korea

				Korean Chamber of Commerce and Industry	
7	Nov 2023	Webinar	Export Potential under CPFTA: Issues and Challenges	PAFI PFVA Pakistan Poultry, meat, dairy associations	Better understanding of potential. Suggestions to overcome issues and challenges
8	Dec 2023	Webinar	Potential of Exporting Finished Products	Companies exporting Ethyl Alcohol PAFI	See the possibility of exporting finished products of ethyl alcohol

10. Confectionery, Honey and Sugar (Kinza Afsar)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July 2022	Webinar	Honey export to Saudi Arabia Challenges and way forward	Honey Beekeepers and exporters association	Many exporters are facing issues in SFDA registration which may be resolved

2	Aug 2022	Webinar	Webinar on African market requirements and standards for Honey	Honey Beekeepers and exporters association	Market diversification
3	Sept 2022	Webinar	Webinar on Packaging requirements for Confectionery in African Market	Confectionery manufacturers	Product development
4	Oct 2022	Webinar	Webinar on standard requirements for Honey in European Market	Honey Beekeepers and exporters association	Product development
5	Nov 2022	Webinar	Potential of Honey products in Australia	Honey Beekeepers and exporters association	Market diversification
6	Dec 2022	Webinar	Exploring non-traditional markets for confectionery	Confectionery manufacturers	Market diversification
7	Jan 2023	Webinar	Honey and Confectionery potential in Vietnam	Honey Beekeepers and exporters association Confectionery manufacturers	Market diversification
8	Feb 2023	Webinar	Webinar on importance of value addition in the Honey for international market	Honey Beekeepers and exporters association	Product development
9	Feb 2023	Webinar	Quality standards of Honey for Europe and middle east	Honey Beekeepers and exporters association	Product development

10	Mar 2023	Webinar	Pakistan-Japan Honey Trade	Honey Beekeepers and exporters association	Market diversification
11	Apr 2023	Webinar	Webinar about the issues faced by the honey exporters	Honey Beekeepers and exporters association	Product development
12	May 2023	B2B	Interaction between Johannesburg Buyers and Pakistani sellers of Confectionery	Confectionery manufacturers	Market diversification
13	Jun 2023	Webinar	Exploring non-traditional markets for confectionery: Egypt	Confectionery manufacturers	Market diversification

11. Dates (Mir Mohsin Bullo)

S.#	Tentative Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Sep 2022	B2B	B2B / Interactive Session with Canadian Dates buyers	<ul style="list-style-type: none"> • Trade Mission, Toronto, Canada • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Canada 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2022-23 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market

2	Oct 2022	B2B	B2B / Interactive Session with Germany Dates buyers	<ul style="list-style-type: none"> • Trade Mission, Frankfurt, Germany • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Germany 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2022-23 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
3	Nov 2022	B2B	B2B / Interactive Session with Mexican Dates Buyers	<ul style="list-style-type: none"> • Trade Mission, Mexico City, Mexico • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Mexico 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2022-23 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
4	Dec 2022	B2B	B2B / Interactive Session with Bangladesh Dates Buyers	<ul style="list-style-type: none"> • Trade Mission, Dhaka, Bangladesh • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Bangladesh 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2022-23 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
5	Jan 2023	B2B	B2B / Interactive Session with Sweden & Denmark Dates Buyers	<ul style="list-style-type: none"> • Trade Mission, Stockholm, Sweden • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Sweden & Denmark 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2022-23 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market

6	Feb 2023	B2B	B2B / Interactive Session with Turkish Dates Buyers	<ul style="list-style-type: none"> • Trade Mission, Istanbul, Turkey • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Turkey 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2022-23 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
7	Mar 2023	B2B	B2B / Interactive Session with Malaysia Dates buyers	<ul style="list-style-type: none"> • Trade Mission, Kuala Lumpur, Malaysia • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Malaysia 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2022-23 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
8	Mar 2023	B2B	B2B / Interactive Session with Russian Dates buyers	<ul style="list-style-type: none"> • Trade Mission, Moscow, Russia • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Russia 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2022-23 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
9	Apr 2023	B2B B2B	B2B / Interactive Session with Japan Dates buyers	<p>Trade Mission, Tokyo, Japan</p> <ul style="list-style-type: none"> • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Japan 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2022-23 • To establish trade ties and connections at both sides to improve

					the market share of Pakistani Dates in respective market
10	May 2023	B2B	B2B / Interactive Session with Russian Dates buyers	<ul style="list-style-type: none"> • Trade Mission, Moscow, Russia • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Russia 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2022-23 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
11	Jun 2023	B2B	B2B / Interactive Session with Denmark Dates buyers	<ul style="list-style-type: none"> • Trade Mission, Stockholm, Sweden • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Sweden 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2022-23 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market
12	Jun 2023	B2B	B2B / Interactive Session with Indonesia Dates buyers	<ul style="list-style-type: none"> • Trade Mission, Jakarta, Indonesia • TDAP Karachi & Sukkur • Dates Exporters of Pakistan • Dates Importers of Indonesia 	<ul style="list-style-type: none"> • Follow-up of Dates Promotion Campaign by TDAP 2022-23 • To establish trade ties and connections at both sides to improve the market share of Pakistani Dates in respective market

12. Meat & Dairy (Aurangzeb Jahangir)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	Webinar	Webinar on Investment Opportunities in Pakistan Dairy & Livestock Sector for USA Investors	BOI, Commercial Section, SMEDA, TDAP, PDA, PADFA	Foreign Investment in Livestock & Dairy Sector of Pakistan
2	Aug 2022	Webinar	Webinar on Investment Opportunities in Pakistan Dairy & Livestock Sector for Saudi Arabia Investors	BOI, Commercial Section, SMEDA, TDAP, PDA, PADFA	Foreign Investment in Livestock & Dairy Sector of Pakistan
3	Sep 2022	Webinar	Webinar on Investment Opportunities in Pakistan Dairy & Livestock Sector for Chinese Investors	BOI, Commercial Section, SMEDA, TDAP, PDA, PADFA	Foreign Investment in Livestock & Dairy Sector of Pakistan
4	Oct 2022	Webinar	Webinar on Halal Certification Requirements for Export of Meat (Red Meat) to Saudi Arabia	Commercial Section, TDAP, APMEPA, PHA, PNAC, Halal Certifying Bodies / Halal Consultants	Awareness on Halal Certification Requirements
5	Nov 2022	Webinar	Webinar on Halal Certification Requirements for Export of Meat (Red Meat) to Malaysia	Commercial Section, TDAP, APMEPA, PHA, PNAC, Halal Certifying Bodies / Halal Consultants	Awareness on Halal Certification Requirements

6	Dec 2022	B2B Webinar	B2B Webinar: Pakistan Meat Exporters with Uzbekistan Meat Importers	Commercial Section, TDAP, APMEPA, Animal Quarantine Department, Ministry of National Food Security & Research (Livestock Wing), Halal Certifying Bodies	Enhance Meat Exports in New Market
7	Jan 2023	B2B Webinar	B2B Webinar: Pakistan Meat Exporters with Iran & Afghanistan Meat Importers.	Commercial Section, TDAP, APMEPA, Animal Quarantine Department, Ministry of National Food Security & Research (Livestock Wing), Halal Certifying Bodies	Enhance Meat Exports in Existing Market
8	Feb 2023	B2B Webinar	B2B Webinar: Pakistan Meat Exporters with Qatar Meat Importers	Commercial Section, TDAP, APMEPA, Animal Quarantine Department, Ministry of National Food Security & Research (Livestock Wing), Halal Certifying Bodies	Enhance Meat Exports in Existing Market
9	Mar 2023	B2B Webinar	B2B Webinar Pakistan Meat Exporters with Bahrain Meat Importers	Commercial Section, TDAP, APMEPA, Animal Quarantine Department,	Enhance Meat Exports in Existing Market

				Ministry of National Food Security & Research (Livestock Wing)	
10	Apr 2023	B2B Webinar	B2B Webinar Pakistan Meat Exporters with Saudi Arabia Meat Importers	Commercial Section, TDAP, APMEPA, Animal Quarantine Department, Ministry of National Food Security & Research (Livestock Wing)	Enhance Meat Exports in Existing Market
11	May 2023	B2B Webinar	B2B Webinar Pakistan Meat Exporters with Oman Meat Importers	Commercial Section, TDAP, APMEPA, Animal Quarantine Department, Ministry of National Food Security & Research (Livestock Wing)	Enhance Meat Exports in Existing Market
12	Jun 2023	B2B Webinar	B2B Webinar Pakistan Meat Exporters with Kuwait Meat Importers	Commercial Section, TDAP, APMEPA, Animal Quarantine Department, Ministry of National Food Security & Research (Livestock Wing)	Enhance Meat Exports in Existing Market

13. Fisheries (Bukhtawer Akhter)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	Webinar	Improving condition at Karachi and Korangi Fish harbor	KFHA, KPT, MFD, Sindh Government	Action plan for harbour
2	Aug 2022	Meetings/ Webinars/ B2B	Penetrating EU market	TIO Brussels, Italy, Germany, Spain, PAKFEA, Trade Bodies, MFD	Sensitizing exporters to regulations
3	Sep 2022	Webinar	Preparation for upcoming EU visit to Pakistan for Inspection	MFD, MOMA, KFHA, Sindh Govt, Commercial Section Brussels.	Ensuring all relevant preparations are made
4	Oct 2022	Webinar	Opening UK Markets	MFD, MOMA, KFHA, Sindh Govt, 5Commercial Section London and Manchester	Inviting Inspection team from UK
5	Nov 2022	Webinar	Potential of Aquaculture in Pakistan	Maritime Fisheries	Recognizing export potential
6	Dec 2022	Webinar	Lifting TED ban	MFD, MOMA, Maritime Security Agency (MSA), Commercial Section (Washington)	Getting listed in USA inspection schedule.

7	Jan 2023	B2B	EU Market - Follow-up	TIO Brussels, France, Paris, Italy.	To encourage value-added exports
8	Feb 2023	B2B	EU Market - Follow-up	TIO Brussels, France, Paris, Italy.	To encourage value-added exports
9	Mar 2023	B2B	EU Market - Follow-up	TIO Brussels, France, Paris, Italy.	To encourage value-added exports
10	Apr 2023	Webinar	Common Fisheries Policy and International agreements.	European Commission	Sensitize exporters to regulations
11	May 2023	Webinar	Lifting EU ban on Pakistan Aquaculture Seafood - Way forward	MFD, TIOs, MOMA	Increase exports
12	Jun 2023	Webinar	Legislation for Aquaculture	Association	Facilitating Exports.

Engineering & Minerals Division

1. Cutlery and Cookware (Faisal Zaman)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	We webinar/se minar	Ho How to produce quality products	Man manufacturer/ Exporter community	TTh The webinar will help the manufacturers in shaping the their production side of the product as per quality standards
2	Sept 2022	We webinar/se minar	Bui Building up role of e-commerce in the export arena	Man manufacturer/ Exporter community	This This activity will help the business community in their capacity building in respect of e-commerce activity
3	Nov 2022	B2 B2B	Pak cutlery/cookware stakeholders B2B with their counterparts abroad. Provision of the foreign counterpart for the business community will be decided later in consultation with relevant country TIO.	Man manufacturer/ Exporter community	The Pak business side will understand the foreign need with regard to the product side

4	Jan 2023	Web webinar/ seminar	Exp Export related sector problems	Manmanufacturer/ Exporter community	With With the mutual discussion on the topic will unveil the export related sector problems
5	Mar 2023	B2B B2B	B2B B2B proposed with one of the leading export destination of the sector product	Manmanufacturer/ Exporter community	Wo Would help in further opening up business Avenues for the exporter community
6	May 2023	Web webinar/ seminar	H How to make linkages with the foreign buyers	Manmanufacturer/ Exporter community	Th This activity will help in creating awareness among the the business community with regard to developing linkages with the foreign buyers
7	Jun 2023	Web webinar	Export Proposals by Trad Bodies	ManTrade/ Associat ion/manufacturers/ Exporter community	Th Role of Trade Bodies in the export promotion Activities will be highlighted

2. Agriculture Machinery and Implements (Kashmala Omer)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	Webinar	Webinar on export Potential of Agricultural Machinery to ASEAN	Trade Missions in South East Asia	To inform exporters about market dynamics of ASEAN especially Vietnam, Philippines, Malaysia and Indonesia
2	Aug 2022	Webinar	Standardization of Designs of Agricultural Implements – Scope and Challenges	Engineering Development Board, Agricultural Implements Manufacturers	To highlight the need for standardization and its impact on exports of the industry
3	Sep 2022	B2B	Follow up B2B session with South East Asian Countries	Trade Missions, Exporters of Agricultural Machinery	To build contacts between companies and to materialize export contracts between them
4	Oct 2022	Webinar/B2B	Export Potential of Agriculture Machinery to Bangladesh	Trade Mission Bangladesh	To expand business outreach in Bangladesh
5	Nov 2022	B2B	Matchmaking session with African countries	Trade Missions Exporters of Agricultural Machinery	To secure export contracts in major markets

6	Dec 2022	Webinar	Challenges in Exports of Agricultural Machinery to Afghanistan	Trade Mission, Exporters	To understand major roadblocks in exports to Afghanistan including banking channels, customs rules and transit trade issues
7	Jan 2023	Webinar	Export Potential of Agricultural Machinery to Gulf Countries	Trade Missions/ Exporters	To inform exporters about market dynamics of Gulf countries not least the tariff structure and NTBs in place
8	Feb 2023	B2B	Follow up B2B session with Gulf countries	Trade Missions, Exporters	To build contacts between companies and to materialize export contracts between them
9	Mar 2023	Webinar	Exploring opportunities of Joint Ventures in Africa	Trade Missions, Top African companies, Exporters	To follow the lead of our competitors to maximize presence in Africa

3. Safety Equipment (Ali Umar Tipu)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July-2022	Visit or Webinar (As per approval and arrangement)	Problem identification meeting regarding safety equipment and safety wear sector.	TDAP, Leading safety exporters and association.	Deep understanding of issues related to safety equipment exporters.
2	Aug-2022	Webinar	Webinar about Exploring opportunities regarding safety equipment sector in USA	TDAP, TIOs, safety exporters	Tapping the American market for the sector.
3	Sep-2022	Webinar	Webinar about Exploring opportunities regarding safety equipment sector in Canada	TIOs, TDAP, Prominent exporters of safety equipment	Exploration of possibilities of more trade in the relevant sector
4	Oct- 2022	Webinar	Webinar about Exploring opportunities regarding safety equipment in Germany	TDAP, TIOs, Safety manufacturers.	Tapping German Market for safety equipment

5	Nov-2022	Webinar	Securing opportunities regarding safety equipment in Poland	TDAP, TIOs, Safety manufacturers.	Secure export contracts for safety and safety wear sector
6	Dec-2022	Webinar	Webinar about Exploring opportunities regarding safety equipment sector in Scandinavian Market	TDAP, TIOs, Safety manufacturers.	Tapping Scandinavian markets for the sector.
7	Jan- 2023	Webinar	Securing opportunities regarding glass sector in Sri Lanka and Bangladesh	TDAP, TIOs, Safety manufacturers.	Secure export contracts for the Safety Sector.
8	Feb - 2023	Webinar	Securing opportunities regarding safety equipment sector in Italy	TDAP, TIOs, Safety manufacturers.	Secure export contracts for safety equipment and safety wear sector.
9	Mar - 2023	Webinar	Identification of market opportunities in Saudi Arabia	TIOs, TDAP, Exporters	Securing more share in the target market.
10	Apr- 2023	B2B Interaction	Securing opportunities regarding Safety equipment sector in France	TDAP, TIOs, Safety manufacturers.	Secure export contracts for Safety Equipment Sector

11	May - 2023	B2B Interaction	Securing opportunities regarding safety equipment sector in South East Asian Market	TDAP, TIOs, Safety manufacturers.	Secure export contracts for safety equipment and safety wear sector.
12	Jun - 2023	Webinar	Securing export opportunities for safety equipment sector in Turkey	TIOs, TDAP, Prominent exporters of the sector	Introduction of safety equipment sector in Turkey Markets

4. Electrical Machinery (Malik Ismail Haider)

S.#	Proposed date/month	(Webinar or B2B)	Main Stakeholders	Expected Results
1	8 Jul 2022	Webinar on 'Export of Electric Machinery to Qatar'	Our TIO in Qatar may be organized a Webinar between trade regulatory bodies , buyers of Qatar and PPEMMA, FPCCI, LCCI, in collaboration with E&M Division for facilitating our exporters to export their products in Qatar market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in a focused potential market.

2	13 Sep 2022	Webinar on 'Export of Electric Machinery to U.A.E'	Our TIO in Dubai, U.A.E may be organized a Webinar between trade regulatory bodies , buyers of U.A.E and PPEMMA, FPCCI, LCCI, in collaboration with E&M Division for facilitating our exporters to export their products in U.A.E market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region.	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in a focused potential market.
3	9 Nov 2022	Webinar on 'Export of Electric Machinery to Senegal'	Our TIO in Senegal may be organized a Webinar between trade regulatory bodies , buyers of Senegal and PPEMMA, FPCCI,LCCI, in collaboration with E&M Division for facilitating our exporters to export their products in Senegal market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region.	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in a focused potential market.
4	10 Jan 2023	Webinar on 'Export of Electric Machinery to Sri Lanka'	Our TIO in Tunisia may be organized a Webinar between trade regulatory bodies , buyers of Sri Lanka and PPEMMA, FPCCI.LCCI, in collaboration with E&M Division for facilitating our exporters to export their products in Sri Lanka market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region.	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in a focused potential market.

5	8 Feb 2023	Webinar on 'Export of Electric Machinery to Vietnam'	Our TIO in Vietnam may be organized a Webinar between trade regulatory bodies , buyers of Sri Lanka and PPEMMA, FPCCI, LCCI, in collaboration with E&M Division for facilitating our exporters to export their products in Sri Lanka market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region.	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in focused potential markets.
6	14 Mar 2023	Webinar on 'Export of Electric Machinery to Kenya'	Our TIO in Kenya may be organized a Webinar between trade regulatory bodies , buyers of Kenya and PPEMMA, FPCCI, LCCI, in collaboration with E&M Division for facilitating our exporters to export their products in Kenya market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region.	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in a focused potential market.
7	11 May 2023	Webinar on 'Export of Electric Machinery to Kazakhstan'	Our TIO in Kazakhstan may be organized a Webinar between trade regulatory bodies , buyers of Kazakhstan and PPEMMA, FPCCI.LCCI, in collaboration with E&M Division for facilitating our exporters to export their products in Kazakhstan market which is a potential market for Pumps & Electric motors, Transformers , Electric cables and Generators in the region..	The activity may be helpful to understand the policies of importing countries and will create opportunities for our exporters of electric machinery to export their products in a focused potential market.

5. Marble (Fakeha Faiz)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	19 Jun 2022	B2B	With Kenyan marble importers	TIC Nairobi, Pakistani marble companies, interested Kenyan buyers	Generate potential export business
2	09 Aug 2022	Webinar	Exploring the potential of South African market for Pakistan's marble sector	TIC Johannesburg, marble sector stakeholders	Creating awareness regarding market dynamics, tariff and non-tariff barriers and other factors in the South African market for Pakistan's exports
3	19 Sep 2022	Webinar	Exploring the potential of the Australian market for marble exports	Consul General Trade and Investment, Sydney, marble sector stakeholders	Creating awareness regarding market dynamics, tariff and non-tariff barriers and other factors in the Australian market for Pakistan's exports

4	15 Nov 2022	Webinar	Exploring the potential of the Moroccan market for marble exports	TIC Casablanca, marble sector stakeholders	Creating awareness regarding market dynamics, tariff and non-tariff barriers and other factors in the Moroccan market for Pakistan's exports
5	15 Jan 2023	Webinar	Understanding the market of Sudan for marble exports of Pakistan	TIC Khartoum, marble sector stakeholders	Creating awareness regarding market dynamics, tariff and non-tariff barriers and other factors in the Sudanese market for Pakistan's exports
6	15 Feb 2023	Webinar	Potential of Nigerian market for Pakistan's marble exports	Relevant TIC and marble sector stakeholders	Creating awareness regarding market dynamics, tariff and non-tariff barriers and other factors in the Nigerian market for Pakistan's exports
7	15 Mar 2023	B2B	As suggested by marble sector stakeholders	---	---

8	16 Apr 2023	B2B	As suggested by marble sector stakeholders	---	---
9	15 May 2023	B2B	As suggested by marble sector stakeholders	---	---

6. Rubber (Zain ul Abdin)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	6 Jul 2022	Webinar	Problem Identification meeting regarding Rubber and Tyre Sector in Afghanistan	TDAP, TIOs, Pakistan Rubber/Tyre Major Exporters	Afghanistan Border has been opened for Trade so that increase in rubber products expected especially in tyres
2	7 Sep 2022	Webinar	Problem Identification meeting regarding Rubber and Tyre Sector in Turkey	TDAP, TIOs, Pakistan Rubber/Tyre Major Exporters	Turkey is a potential market for small Automotive rubber parts and tyres due to decrease in covid cases and

					in visa normalization increase in exports is estimated.
3	8 Nov 2022	Webinar	Problem Identification meeting regarding Rubber and Tyre Sector in Brazil	TDAP,TIOs, Pakistan Rubber/Tyre Major Exporter	Problem identification to secure more share in Brazil Market
4	9 Jan 2023	Webinar	Problem Identification meeting regarding Rubber and Tyre Sector in Egypt	TDAP,TIOs, Pakistan Rubber/Tyre Major Exporters	Egypt is a potential African market for tyres and automotive rubber parts and exports.
5	6 Mar 2023	Webinar	Problem Identification meeting regarding Rubber and Tyre Sector in Malaysia	TDAP,TIOs, Pakistan Rubber/Tyre Major Exporters	Malaysia is a Major rubber importing market in the world. It's a best time and a potential market for an ample exports to Malaysia

6	2 May 2023	Webinar	Problem Identification meeting regarding Rubber and Tyre Sector in Germany	TDAP TIOs, Pakistan Rubber/Tyre Major Exporter	Pakistan rubber exports constant increasing to Germany since couple of years.
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7. Auto Parts (Usman Elahi)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	webinar	Developing Exporters base of Auto Parts Industry	PAAPAM	
2	Aug 2022	webinar	Demands, standards and trends of the Auto Parts industry in Europe	PAAPAM, EDB, Mission in Europe	
3	Oct 2022	webinar	How to conduct the market research and Development of Distribution channels in Africa	PAAPAM, CBI, EDB, Trade Missions	

4	Jan 2023	webinar	How can auto parts manufacturers can get the status of mother supplier of OEMs	PAAPAM, PAMA, EDB	
5	Mar 2023	webinar	Automotive Market of Vietnam	PAAPAM, Trade Mission In Vietnam	

8. Chemicals & Paints (Hafiz Kamran Ahmed)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	Webinar	Export potential of Paints and chemicals in CARs	TDAP, PCMA, PCA & Trade Missions	Zoom meeting will be arranged with stakeholders after detailed cross discussion with relevant stakeholders
2	Aug 2022	Webinar	Financial Schemes offered by SBP and issues relating to these schemes	PCA	To develop understanding of financial schemes offered by the SBP and the way forward to address the relevant issues.

3	Sep 2022	Webinar	Introduction to Mexican Industry and Business Opportunities offered by Pakistani Chemical Industry	PCMA, PCA and Mexican Chemical Industry	Understanding of Pakistani market dynamics and prospects of chemical exports to Mexico.
4	Sept 2022	Interactive session/B2B for Paints	Issues related to Export of paints to Qatar and development of linkages with foreign counterparts (Qatar)	TDAP,PCA & Trade Mission	Understanding of market dynamics for Pakistani exporters and pertaining issues would be communicated to concerned authorities.
5	Oct 2022	Webinar	Import Regulations for the chemical Industry in Mexico	PCMA, PCA, OPEL Int'l logistics (Mexico) and Mexican Customs	Understanding the tariffs and non-tariff barriers of Mexican market.
6	Nov 2022	Webinar on chemical & paints	Business Prospects for Pakistan in the Chemicals/ Paints Sector in Middle East/Jordanian market	TDAP, PCMA,PCA & Trade Missions	Prospects, potential & Issues of the sector and their viable solution will be conveyed to the concerned quarters.

7	Dec 2022	B2B Meeting(s)	B2B Meeting(s) of M/s Industrias MONFEL (Mexico) with Pakistani counterpart(s)	PCMA & PCA Members and Mexican Firm	To explore business opportunities regarding “Acetyls, Acetic Acid, Ethyl Acetate, Acetic Anhydride”
8	Jan 2023	B2B Meeting(s)	B2B match-making of PCA with Vietnamese counterparts from VPIA	TDAP,PCA, Trade Mission	Understanding of requisite certifications and compliances for SMEs in paint sector
9	Feb 2023	Interactive session	Export related issues regarding Afghanistan	TDAP, PCMA,PCA & Trade Mission	Prospects, potential & Issues of the sector and their viable solution will be conveyed to the concerned quarters.
10	Mar 2023	B2B Meeting(s)	B2B Meeting(s) of M/s Rot Química, S.A. DE C.V. (Mexico) with Pakistani counterpart(s)	PCMA & PCA Members and Mexican Firm	Commercialization Of Chemical Products Potassium Hydroxide And Hydrochloric Acid Through The Electrolysis Process
11	Mar 2023	Webinar/interactive session	Potential, Issues & Growth prospects chemical & paints in African Market	TDAP, PCMA, PCA, Trade Mission	Potential & Issues of the sector and viable solutions for enhancing exports of

					chemicals and paints in African market
12	Apr 2023	Webinar	Future prospects of growth of petro chemical industry	TDAP, PCMA, relevant stakeholders	Prospects & potential of the sector will be conveyed to the concerned quarters.

9. Plastics (Hafiz Kamran Ahmed)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	Webinar	Problems & Challenges faced by the domestic industry and export potential of Plastic.	Relevant Trade Bodies, Trade Missions, TDAP and individual manufacturers	To develop understanding of issues faced by plastic industry and the way forward.
2	Aug 2022	Webinar	Replacing imports from China due to US sanctions/ tariff increase	Relevant Trade Bodies, Trade Missions, TDAP and individual manufacturers	Understanding the market dynamics of China after US sanctions.

3	Sep 2022	B2B Meetings	B2B interaction on replacing imports from China	Relevant Trade Bodies, Trade Missions, TDAP and individual manufacturers	Understanding the market dynamics of China after US sanctions.
4	Oct 2022	Webinar	Market awareness about Vietnam being one of biggest importers for plastic	Relevant Trade Bodies, Trade Missions, TDAP and individual manufacturers	Understanding of Vietnamese market dynamics for Pakistani plastic manufacturers.
5	Nov 2022	B2B Meetings	B2B interaction in Vietnamese markets	Relevant Trade Bodies, Trade Missions, TDAP and individual manufacturers	Understanding of Vietnamese market dynamics for Pakistani plastic manufacturers.
6	Dec 2022	Webinar	Market awareness on China under CPFTA	Relevant Trade Bodies, Trade Missions, TDAP and individual manufacturers	Potential & Issues of plastic sector and prospectus of plastic exports to China under CPFTA.
7	Jan 2023	Webinar	Trade barriers/ processes to export to non-traditional (African) markets.	Relevant Trade Bodies, Trade Missions, TDAP and individual manufacturers	To explore business opportunities regarding plastic exports to Africa and

					understanding of trade barriers there.
8	Feb 2023	Webinar	Financial Schemes of SBP for SMEs	Relevant Trade Bodies, SBP, TDAP and individual manufacturers	To apprise the businesses about financial opportunities available under the umbrella of SBP.
9	Mar 2023	Webinar	Export opportunities in Saudi Arabia	Relevant Trade Bodies, Trade Missions, TDAP and individual manufacturers	To explore business opportunities regarding plastic exports to KSA and understanding of trade barriers there.
10	May, 2023	Webinar	Export opportunities in CARs	Relevant Trade Bodies, Trade Missions, TDAP and individual manufacturers	To explore business opportunities regarding plastic exports to CARs and understanding of trade barriers there.

10. Packaging / Stationery (Shukaiba Ghafoor)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July 22	Webinar	B2B Portal introduction for Packaging/ Stationery industry	Packaging and stationery industry of Pakistan	Equip suppliers/manufacturers with online B2B portal of TDAP
2	July 22	Webinar	Chinese Market Opportunities for packaging industry of Pakistan	Trade Missions in China	To inform exporters about market dynamics of China
3	Aug 22	B2B	B2B with Egyptian Counterparts	PO Handicrafts, PO Africa(to introduce African Standards)	Working on MoU with Egyptian Chamber of Printing and Packaging
4	Sep 2022	Webinar	Introduction to food packaging market KSA-Riyadh	Trade Mission, Exporters	Market dynamics of KSA, issues/ perspectives
5	Sep 2022	Webinar	Introduction to packaging market of Vietnam	Trade Missions, Exporters of Packaging Industry	Market dynamics of ASEAN especially Vietnam, Philippines, Malaysia and Indonesia

6	Oct 2022	Seminar	Introduction to environmental friendly packaging standards	Trade Mission Bangladesh	To expand industrial outlook towards new trends and technologies
7	Nov 2022	B2B	Follow-up B2B session with Canada	Trade Missions Exporters of Packaging Industry	To secure export contracts and resolve issues if any
8	Dec 2022	B2B	Follow-up B2B with Sudanese importers	Trade Mission, Exporters	Resolve issues if any and interact with business counter parts for exports
9	Jan 2023	Webinar	WPO Interactive session	Trade Mission, Exporters, WPO	Integration into GVC's
10	Jan 2023	Training	Training with PSQCA for standards	Exporters, manufacturers, industry, PSQCA	To inform exporters about modern technologies and trends in packaging industry
11	Feb 2023	B2B	Virtual B2B meeting with Mexican Buyers/Trade	Trade stakeholders of packaging industry of Pakistan and Mexico	linkages and connection of manufacturers/exporters of Pakistan and Mexican importers

			Bodies/ Buying Houses of Packaging industry		
12	Mar 2023	Webinar	Webinar on Market Intelligence Tools for Stationery industry	Stationery manufacturers/ PO	To introduce digital market tools to stationery industry of Pakistan

11. Furniture & Mattresses (Zahid Mohammad)

S.#	Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Aug 2022	Webinar	Prospects for Pakistan in the Furniture Market of Tajikistan/ Dushanbe	<ul style="list-style-type: none"> • APFMA • APFEA • PFA • TIO • TDAP 	To fetch due share in the furniture market of Tajikistan. Currently, Pakistan has zero shares in its total import market of US\$ 9 (m) (2021).
2	Nov 2022	Webinar	Prospects for Pakistan in the Furniture Market of Qattar	<ul style="list-style-type: none"> • APFMA • APFEA • PFA 	Qatar represent import market of US\$ 351 (m) - 2021 where Pakistan share is just US\$ 0.161 (m), hence to increase the

				<ul style="list-style-type: none"> • TIO • TDAP 	share informative webinar can serve the purpose.
3	Dec 2022	Webinar	Export Procedure	<ul style="list-style-type: none"> • APFMA • APFEA • PFA • TIO • TDAP 	To educate the business community about the export procedure.
4	Feb 2023	Webinar	Prospects for Pakistan in the Furniture Market of Kenya	<ul style="list-style-type: none"> • APFMA • APFEA • PFA • TIO • TDAP 	Based on the Kenyan delegates' visit to the Engineering Show, Lahore and the interest they took in the Pakistani furniture, a webinar has been proposed to explore trade possibilities in the Kenyan furniture market.
5	Apr 2023	Webinar	Prospects for Pakistan in the Furniture Market of Afghanistan	<ul style="list-style-type: none"> • APFMA • APFEA • PFA • TIO • TDAP 	<p>Afghanistan, a landlocked and neighboring country, imports furniture worth US\$ 1.623 (m)-2021 from the world market where Pakistan's share of US\$ 0.053 (m), which with respect to the proximity and its imports of other products from Pakistan, is very nominal.</p> <p>Keeping in view Pakistan's proximity with neighboring Afghanistan, it is</p>

					required that the Pakistani furniture industry may enter and serve aptly.
6	Jun 2023	Webinar	Prospects for Pakistan in the Mattresses Market of Afghanistan	<ul style="list-style-type: none"> • APFMA • APFEA • PFA • TIO • TDAP 	Demand of the mattress stakeholders.
7	B2Bs	-	-	Webinars result based as well as on need/case to case basis B2Bs would be arranged.	-

12. Minerals (Nazar Jan Miani)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	Webinar on Fluoride	Issues related to the Fluoride export	Fluoride exporters/TDAP	Zoom meeting or physical meeting will be arranged with stakeholders and after detailed cross discussion issues of sector and their possible way out will conveyed to the authorities
2	Aug 2022	B2B	Mineral Export Negotiations	Pakistani Exporter and targeted country importer	Maximum efforts will be made to materialize the contract among the parties.
3	Sep 2022	Webinar on Chromite	Issues related Chromite Export	Chromite Exporters from Pakistan, TDAP	Issues of the sector and their viable solution will be conveyed in written to the concerned authorities
4	Oct 2022	B2B	Mineral Export negotiations	Pakistani Exporter and targeted country importer	Maximum efforts will be made to materialize the contract among the parties.
5	Nov 2022	Webinar on Soapstone	Issues related to the Soapstone export	Soapstone Exporters from Pakistan, TDAP	Issues of the sector and their viable solution will be conveyed to the concerned authorities

6	Dec 2022	B2B	Mineral Export Negotiations	Pakistani Exporter and targeted country importer	Maximum efforts will be made to materialize the contract among the parties.
7	Jan 2023	Webinar on iron ore	Issues related to the iron ore sector	Iron ore exporters and TDAP	Issues of the sector and their viable solution will be conveyed to the concerned authorities
8	Feb 2023	B2B	Mineral Export Negotiations	Pakistani Exporter and targeted country importer	Maximum efforts will be made to materialize the contract among the parties.
9	Mar 2023	Webinar on Copper ore	Issues related to the copper ore sector	copper ore exporters and TDAP	Issues of the sector and their viable solution will be conveyed to the concerned authorities

13. Sports Goods (Jawad Ahsan Khawaja)

S.#.	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul-2022	Webinar	“Import Procedures & Orientation of Argentine market of Sports Goods”	TDAP, TIO, PSGMEA and Individual exporters.	Meaningful understanding of trade dynamics of Argentine Sports Goods market and awareness about market potential and trade opportunities.

2	Aug 2022	Virtual B2B meeting	Match-making of Pakistani exporters with Argentine buyers of Sports Goods.	TDAP, TIO and Individual exporters.	Securing business opportunities regarding the Argentine Sports Goods market.
3	Sep-2022	Webinar	Pakistan-China Sports Goods Webinar	TDAP, TIO, PSGMEA and Individual exporters.	To create awareness amongst Pakistani enterprises including Sports Goods sector manufacturers/exporters about the benefits of using E-commerce channels to penetrate Chinese market.
4	Oct - 2022	Virtual B2B meeting	Match-making of Pakistani exporters with Chinese buyers of Sports Goods.	TDAP, TIO and Individual exporters.	Securing business opportunities regarding Chinese Sports Goods market through E-commerce platforms.
5	Nov-2022	Webinar	“Import Procedures & Orientation of Mexican market of Sports Goods”	TDAP, TIO, PSGMEA and Individual exporters.	Meaningful understanding of trade dynamics of Mexican Sports Goods market and awareness about market potential and trade opportunities.
6	Jan- 2023	Virtual B2B meeting	Match-making of Pakistani exporters with Mexican buyers of Sports Goods.	TDAP, TIO and Individual exporters.	Securing business opportunities regarding Mexican Sports Goods market.

7	Feb - 2023	Webinar	“Awareness about Market Procedures, Market Standards and understanding Trade Dynamics for Entrance in South African market”.	TDAP, TIO, PSGMEA and Individual exporters.	Meaningful understanding of trade dynamics of South African Sports Goods market and awareness about market potential and trade opportunities.
8	Mar - 2023	Virtual B2B meeting	Match-making of Pakistani exporters with South African buyers of Sports Goods.	TDAP, TIO and Individual exporters.	Securing business opportunities regarding South African Sports Goods market.
9	Apr 2023	Webinar	“Awareness about Market Procedures, Market Standards and understanding Trade Dynamics for Entrance in African markets” (Egypt. Morocco & Algeria)	TDAP, TIO, PSGMEA and Individual exporters.	Meaningful understanding of trade dynamics of African Sports Goods markets and awareness about market potential and trade opportunities.
10	May - 2023	Virtual B2B meeting	Match-making of Pakistani exporters with African buyers of Sports Goods.	TDAP, TIO and Individual exporters.	Securing business opportunities regarding African Sports Goods markets.

11	Jun - 2023	Webinar	Pakistan-Kenya Sports Goods Webinar”	TDAP, TIO, PSGMEA and Individual exporters.	Meaningful understanding of trade dynamics of Kenyan Sports Goods market and awareness about market potential and trade opportunities.
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14. Musical Instruments (Jawad Ahsan Khawaja)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul-2022	Virtual B2B meeting	Match-making of Pakistani exporters with Argentine buyers of Musical Instruments	TDAP, TIO and Individual exporters.	Securing business opportunities regarding Argentine Musical Instruments market.
2	Sep 2022	Virtual B2B meeting	Match-making of Pakistani exporters with Mexican buyers of Musical Instruments	TDAP, TIO and Individual exporters.	Securing business opportunities regarding Mexican Musical Instruments market.
3	Nov 2022	Virtual B2B meeting	Match-making of Pakistani exporters with manufacturers of Ebony Blackwood from Kenya, Tanzania and Mozambique	TDAP, TIO and Individual exporters.	Connecting Pakistani Musical Instruments companies with Ebony Blackwood suppliers which

					is major raw material for manufacturing Bagpipes
4	Jan 2022	Virtual B2B meeting	Match-making of Pakistani exporters with German buyers of Musical Instruments	TDAP, TIO and Individual exporters.	Securing business opportunities regarding German Musical Instruments market.
5	Mar 2022	Virtual B2B meeting	Match-making of Pakistani exporters with U.K. buyers of Musical Instruments	TDAP, TIO and Individual exporters.	Securing business opportunities regarding U.K. Musical Instruments market.

15. Cell Phones, Fans & Home Appliances (Muhammad Mudassir)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	In-person training	ITC Trademap	PEFMA/PEMA	Ability to identify & analyze trade statics

2	Sep 2022	B2B / Webinar	Fans / home appliances importers in Japan	PEFMA / PEMA	Business linkages in new market
3	Oct 2022	B2B / Webinar	Fan importers in Saudi Arabia	PEFMA / PEMA	Business linkages in existing market
4	Nov 2022	B2B / Webinar	Fans / home appliances importers in USA	PEFMA / PEMA	Business linkages in new market
5	Jan 2022	B2B / Webinar	Fans / home appliances importers in Kenya	PEFMA / PEMA	Business linkages in existing market
6	Feb 2022	B2B / Webinar	Fans / home appliances importers in Middle East (except KSA)	PEFMA/PEMA	Business linkages in existing market
7	Mar 2022	B2B / Webinar	Fans / home appliances importers in South Africa	PEFMA / PEMA	Business linkages in new market
8	Apr 2022	B2B / Webinar	Fans / home appliances importers in Tanzania	PEFMA / PEMA	Business linkages in existing market
9	Jun 2022	B2B / Webinar	Fans / home appliances importers in Australia / Europe	PEFMA / PEMA	Business linkages in new market

16. Handicraft and Pottery Products (Muhammad Ahmad Hassan)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Aug	Webinar	Exploring Market Opportunities for Pottery in the Nigerian Market	TIO Lagos, HAP, PPMA, TEVTA Punjab	Provide an overview to the Pakistani pottery suppliers of the market demand conditions in Nigeria as well as regulatory requirements, and potential for export
2	Sep	Webinar	Product Development Webinar for Pottery in the Nigerian Market (1)	TIO Lagos, HAP, PPMA, TEVTA Punjab	This first product development webinar will focus on key aspects of product development for making pottery products appealing in the Nigerian market. These aspects will include: <ol style="list-style-type: none"> 1. Product presentation 2. Product branding and Packaging 3. Product pricing
3	Oct	Virtual B2B	Matchmaking B2B for Pottery in Nigeria	TIO Lagos, HAP, PPMA, TEVTA Punjab	
4	Nov	Webinar	Product Development Webinar for Pottery in the Nigerian Market (2)	TIO Lagos, HAP, PPMA, TEVTA Punjab	This second product development webinar will include only the shortlisted the participants of the matchmaking B2B and they will be given specific training for exporting in the Nigerian market. This training will include the following components:

					<ul style="list-style-type: none"> • Logistics of export to the Nigerian Market • Use of Banking channels and payment mechanism • Export Procedures (Pakistan) and requirements (Nigeria)
5	Dec	Webinar	Use of E-Commerce Platforms for Handicraft Suppliers in the EU market	TIO Brussels, HAP	EU is a high end market for handicrafts with the potential for high returns. This webinar will seek to give Pakistani handicraft businesses the requisite training to directly to consumers (B2C) in the European market through their E-Commerce Platforms.
6	Jan	Webinar	Marketing of Metal Work and Other Handicrafts of Old Lahore	WCLA, PSIC, HAP	<ul style="list-style-type: none"> • Old Lahore is home to several UNESCO world heritage sites. This depth of culture presents the opportunity for handicraft producers there to market their metal work to foreign buyers as items of civilizational value. • Collaboration in this regard can be done with WCLA.
7	Feb	Webinar	Product Presentation of Stone Work (Taxila)	PSIC, HAP	<ul style="list-style-type: none"> • Regions surrounding Islamabad, particularly Taxila, are known for their exquisite stone work. These products have stories behind them with regard to both the history of the product itself and

					the artisan making them. This seminar will focus on how best these elements of the products along with its features can be presented to buyers since foreign buyers place a premium on product presentation.
8	Mar	Webinar	Exploring Market Opportunities for Handicrafts and Pottery in the Egyptian Market	TIO Cairo, HAP, PPMA, TEVTA Punjab	Provide an overview to the Pakistani and handicraft pottery suppliers of the market demand conditions in Egypt as well as regulatory requirements, and potential for export
9	Apr	Webinar	Use of E-Commerce Platforms for Handicraft Suppliers in the American market	TIO Houston, HAP	America is a high end market for handicrafts with the potential for high returns. This webinar will seek to give Pakistani handicraft businesses the requisite training to directly to consumers (B2C) in the American market through their E-Commerce Platforms.
10	May	Virtual B2B	Matchmaking for Handicraft and Pottery in Egypt	HAP, TIC Cairo, TEVTA Punjab	This matchmaking virtual B2B will be based on shortlisted participants from the earlier market opportunities webinar and buyers from the Egyptian market selected by TIC Cairo. The purpose of this webinar will be to generate export orders in the Egyptian market.

11	Jun	Webinar	Product Development of Handicraft and Pottery Products in the Egyptian Market	HAP, TIC Cairo, TEVTA Punjab	<p>This product product development webinar will include only the shortlisted participants of the matchmaking B2B and they will be given specific training for exporting in the Egyptian market. This training will include the following components:</p> <ul style="list-style-type: none"> • Logistics of export to the Egyptian Market • Use of Banking channels and payment mechanism • Export Procedures (Pakistan) and requirements (Egypt)
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17. Gems & Jewelry (Naseer Ahmad)

S.#	Proposed date/month	(Webinar or B2B)	Main Stakeholders	Expected Results
1	Jun 2022	Webinar on 'Export of Export of Gems & jewelry.	Our TIO in Hong Kong will arrange relevant trade bodies, importers of Gems & Jewelry, trainers for participation in the said webinar. All Pakistani related trade bodies	Hong Kong is a global market for Gems & jewelry. Pakistan Export of Gems & jewelry to Honk gong is USD 0.2 million in 2021 whereas Hong Kong imported USD USD 77.2 billion of same products during same period. There is huge potential of enhancing our exports. Moreover, our Exporters will be

			and exporters will be invited for participation in it	aware about latest technology being used for cutting and polishing of stones.
2	Aug 2022	Webinar on modern methods of Gems stone cutting & polishing, certification and Export of Gems & jewelry.	TIO in Bangkok, Thailand will arrange concerned trade bodies and experts to interact with stakeholders from Pakistan on modern techniques of extraction of gemstones and further processing of gemstones.	The activity will be helpful to start the value addition in gems stones and also create opportunities to sell finished stones instead of rough.
	Oct 2022	Webinar on 'Opportunities and Challenges in the USA Market'	All our TIOs based in the USA and related stakeholders from Pakistan.	The USA is our top export market for both gemstones and gold jewelry. Pakistan exported USD 6.8 Million to the USA in 2021. The Import of the USA is USD 96 billion. The activity may be helpful to increase our exports to the USA.
3	Dec 2022	Webinar on 'Export of Export of Gems Stones.	TIOs based in China, Chinese importers of gemstones & trade bodies. Stakeholders from Pakistan.	The activity may be helpful to increase our exports to China.

18. Surgical Instruments (M. Junaid Feroz)

S.#	Date	(Consultative Session / B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	Seminar / Consultative Session	Training on Amazon	Surgical Industry	Trained workforce on E-Commerce
2	Aug 2022	Seminar / Consultative Session	Introductory session on how to become MDR Compliant by SGS	SME`s of Surgical Industry, Mission, TDAP	Information dissemination
3	Sep 2022	Webinar / Consultative Session	Development of subsidy criteria in consultation with SGS	SGS, SME`s of Surgical Industry, Mission	Discussion based on Data gathered
4	Oct 2022	Webinar / Consultative Session	Development of subsidy criteria in consultation with SGS	SGS, SME`s of Surgical Industry, Mission	Discussion based on Data gathered

5	Nov 2022	Webinar / Consultative Session	Formation of criteria to support SME`s in becoming MDR Compliant	SME`s of Surgical Industry, Mission	Way forward to achieve a subsidy formula for small and medium companies to become MDR complaint.
6	Dec 2022	Webinar / Consultative Session	Support in the formulation of Proposal and its submission to EDF for allocation and release of funds to provide financial support to Surgical Industry	Surgical Association	To provide financial support in order to increase the number of MDR Compliant companies
7	Jan 2023	B2B	Focusing Africa region (Nigeria, South Africa, Egypt etc) B2B interactions would be organized	Trade Missions (Africa), SIMAP, TDAP	Market penetration, creation of linkages of surgical firms with African counterparts
8	Feb 2023	B2B	Focusing Africa region (Nigeria, South Africa, Egypt etc) B2B interactions would be organized	Trade Missions (Africa), SIMAP, TDAP	Market penetration, creation of linkages of surgical firms with African counterparts

9	Mar 2023	B2B	Focusing Africa region (Nigeria, South Africa, Egypt etc) B2B interactions would be organized	Trade Missions (Africa), SIMAP, TDAP	Market penetration, creation of linkages of surgical firms with African counterparts
10	Apr 2023	B2B	Focusing China B2B interactions would be organized	Trade Missions (China), SIMAP, TDAP	Market penetration, creation of linkages of surgical firms with Chinese counterparts
11	May 2023	B2B	Focusing China B2B interactions would be organized	Trade Missions (China), SIMAP, TDAP	Market penetration, creation of linkages of surgical firms with Chinese counterparts
12	Jun 2023	B2B	Focusing China B2B interactions would be organized	Trade Missions (China), SIMAP, TDAP	Market penetration, creation of linkages of surgical firms with Chinese counterparts

19. Construction Material (Omer Hussan Bajwa)

S.#.	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July-2022	Visit	Problem identification meeting regarding glass sector.	TDAP, Leading glass exporters.	Deep understanding of issues related to glass exporters.
2	Aug-2022	Webinar	Webinar about Exploring opportunities regarding glass sector in African Markets.	TDAP, TIOs, Glass manufacturers.	Tapping African market for the sector.
3	Sep 2022	Webinar	Securing opportunities regarding ceramics and sanitary fittings sector in Saudi Arabia.	TDAP, TIOs, Ceramic manufacturers.	Secure export contracts for ceramics and sanitary fittings sector.
4	Oct 2022	Webinar	Webinar about Exploring opportunities regarding glass sector in South East Asian Markets.	TDAP, TIOs, Glass manufacturers.	Tapping South East Asian markets for the sector.
5	Nov 2022	B2B Interaction	Securing opportunities regarding ceramics and sanitary fittings sector in African markets.	TDAP, TIOs, Ceramic manufacturers.	Secure export contracts for ceramics and sanitary fittings sector.

6	Dec 2022	Webinar	Webinar about Exploring opportunities regarding glass sector in South American Markets.	TDAP, TIOs, Glass manufacturers.	Tapping South American markets for the sector.
7	Jan 2023	B2B Interaction	Securing opportunities regarding glass sector in South American markets.	TDAP, TIOs, Glass manufacturers.	Secure export contracts for Glass Sector.
8	Feb 2023	B2B Interaction	Securing opportunities regarding ceramics and sanitary fittings sector in Middle Eastern markets.	TDAP, TIOs, Ceramic manufacturers.	Secure export contracts for ceramics and sanitary fittings sector.
9	Mar 2023	Webinar	Identification of market opportunities in Srilanka and Bangladesh webinar regarding Cement Sector.	TIOs, TDAP, APCMA.	Securing more share in the target market.
10	Apr 2023	B2B Interaction	Securing opportunities regarding glass sector in South East Asian markets.	TDAP, TIOs, Glass manufacturers.	Secure export contracts for Glass Sector.
11	May 2023	B2B Interaction	Securing opportunities regarding ceramics and sanitary fittings sector in African markets.	TDAP, TIOs, Ceramic manufacturers.	Secure export contracts for ceramics and sanitary fittings sector.

12	Jun 2023	B2B interaction	B2B interaction regarding Prefabricated-low-cost housing: China	TIOs, TDAP, Prominent housing schemes, Naya-Pakistan Housing and Development Authority.	Introduction of new trends in Housing sector of Pakistan.
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20. Pharmaceutical & Cosmetics (Sana Khokhar)

S.#	Date	(Consultative Session / B2B)	Topic	Stakeholders	Expected Result
1	Jul-2022 (1 st week)	Seminar / Consultative Session	Training on Amazon	Pharmaceutical exporters	Trained workforce on E-Commerce
2	Jul-2022 (3 rd week)	Seminar / Consultative Session	Training on Amazon	Cosmetics manufacturers cum exporters	Trained workforce on E-Commerce
3	Aug	B2B interaction of Nigerian Counterparts with Pharma companies in Pakistan	Export & Inspection team development by NAFDEC	Pharmaceutical exporters	Entrance to companies to export more in Nigeria

4	Sep	Seminar / Consultative Session	Introductory session on how to export Organic Products in China/Africa/ Middle East	Cosmetics manufacturers cum exporters	Awareness on Organic product
5	Oct	Webinar / Consultative Session	Introductory session on how to export Halal Cosmetics Products in Malaysia/ Indonesia	Cosmetics manufacturers cum exporters	Awareness on Halal product
6	Nov	B2B Interaction on Organic products with China & Africa	Interaction on Organic products with China & Africa	Cosmetics manufacturers cum exporters	Discussion based B2B interaction
7	Dec	B2B Interaction on Organic products with Middle East	Interaction on Organic products with Middle east	Cosmetics manufacturers cum exporters	Discussion based B2B interaction
8	Jan 2023	Webinar / Consultative Session	Regulation policy in Saudi Arabia	Pharmaceutical Companies	Awareness about the market & policies of KSA

9	Feb	Webinar / Consultative Session	Korean Market information	Cosmetics	New market for Cosmetics
10	Mar	Webinar	Argentina	Pharmaceuticals	Webinar related to Export
11	Apr	B2B Meeting	Argentina	Pharmaceuticals	B2B with counterparts
12	May	Webinar	Indonesia	Cosmetics	Organic Market potential
13	Jun	B2B	Indonesia	Cosmetics	B2B with Counterparts

International Markets Development Division (IMDD)

1. China (Saba Shehzadi)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	7 Jun 2022	Webinar	Pakistan's permanent pavilion in China International Logistics Park	TDAP, Trade mission, Exporters	By publicizing the pavilion, it is expected that the Pakistani businesses will be able to display their products in the pavilion
2	Jul 2022	Webinar	Pakistan's online pavilion on China's e-commerce platform JD.com (opportunities & challenges)	TDAP Trade Mission Exporters	Promotion of Pakistan's high-quality products through China's huge online market
3	Aug 2022	Webinar	Pakistan Pavilion launched in Urumqi (Opportunities to showcase Made-in-Pakistan products in China)	TDAP Trade Mission Exporters	To showcase Made-in-Pakistan products to the globe especially China during the COVID-19 pandemic
4	Oct 2022	Webinar	Trade and Investment seminar in Fujian Province, Guangzhou, China	TDAP Trade Mission Chambers & Trade bodies Exporters	Awareness of trade & investment opportunities available in Fujian Province
5	Dec 2022	Webinar	Trade and Investment seminar in Hunan Province, Guangzhou, China	TDAP Trade Mission, Chambers & Trade bodies Exporters	Awareness of trade & investment opportunities available in Hunan Province
6	Jan 2022	Webinar	Promotion of Rice, Dates, Mangoes and Kinno in Guangzhou, China	TDAP Trade Mission, Exporters Chambers & Trade bodies	Enhancing market share of Pakistani products in the region

7	Mar 2022	Webinar	Registration of brands in China	TDAP Trade Mission Chambers & Trade bodies Exporters	Realization of importance of branding among exporters of Pakistan
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2. Asia (other than China) (Abdullah Ghauri)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022 Thailand	Webinar	Webinar with Dr. Sombat Thiratrakoolchai, Chairman, Thailand Pakistan Business Counsel (TPBC) and TDAP	All Exports sectors of Pakistan and Investors	Proposed by TIO
2	Aug 2022 South Korea	Webinar	Introductory webinar with KOTRA	TDAP, KOTRA, TIO South Korea	Proposed by KOTRA Korea; KOREA Karachi office to be engaged; might lead to an MOU with KOTRA
3	Oct 2022 Indonesia	Webinars	Information dissemination webinars with stakeholders on the proposed Pak-ASEAN TDC	TIO Indonesia, MoC, TDAP	Might be needed to encourage companies to participate in the proposed PASTDC

4	Nov 2022 Tajikistan	Webinar	Challenges of Transportation between Tajikistan and Pakistan	Logistics & transport companies, Customs	Proposed by TIO Tajikistan; will build on the progress on TIR and AUPTT
5	Dec 2022 Thailand	Webinar	Webinar in coordination with, Thailand Pakistan Chamber of Commerce (TPCC) and TDAP.	All Exports sectors of Pakistan and Investors	Proposed by TIO
6	Jan 2023 Saudi Arabia	Webinar	Requirement on Establishing Company in Saudi Arabia (For I.T/Construction/Manufacturing)	All sectors private stakeholders	Proposed by TIO; will be conducted in collaboration with relevant POs
7	Feb 2023 ASEAN	Webinar	Webinar with TIO Indonesia, TIO Malaysia, TIO Vietnam and TIO Thailand as a follow up of 1 st PASTDC	TIOs, local businesses, foreign businesses	As required by TIOs, based on the response of ASEAN business community
8	Mar 2023 Saudi Arabia	B2B	Chain Store Association for Hyper store in Saudi Arabia	Pakistan Retailers and Chain Store association	Proposed by TIO
9	Apr 2023 Indonesia	Webinar	Webinar as a follow-up of Pak-ASEAN Trade Development Conference, Jakarta	TIO Indonesia, participant companies	As required by TIOs, based on the response of ASEAN business community

3. Europe & Americas (Ali Mardan Bozdar)

S. No.	Date/ Mission	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022 Argentina	Webinar	Webinar on Trade Opportunities between Uruguay & SCCI	Trade Mission Argentina, TDAP, SCCI, & Pakistani & Uruguay Exporters	This webinar will create awareness among business entrepreneurs of both Pakistan & Uruguay for exploring the trade opportunities.
2	Jul 2022 UK	Webinar	Export Opportunities in United Kingdom for Footwear Sector of Pakistan	Trade Mission in UK, TDAP and Footwear Associations	This webinar will be helpful in providing export opportunities in footwear sector of Pakistan in UK markets.
3	Aug 2022 Netherlands	Webinar	Webinar on Engineering Goods- Safety Equipment- in collaboration with TIC Netherlands	Trade Mission Netherlands, TDAP, PGMEA, exporters & importers	The expected outcome is to increase bilateral trade through generating market access of Pakistani safety equipment/gloves exporters in

					Netherland and promotion of B2B linkages.
4	Aug 2022 Sweden	Webinar	Webinar on Export Opportunities for Pakistan in Nordic Countries	Trade Mission Sweden, TDAP, relevant associations	The aim of the webinar is to increase awareness among Pakistani exporters regarding Nordic.
5	Sep 2022 Argentina	Webinar	Webinar on Sports Goods with Association of Importer in Chile- in collaboration with TIC Argentina	Trade Mission Argentina, TDAP, relevant associations	The expected outcome is to increase bilateral trade through generating market access of sports goods exporters in Chile and promotion of B2B linkages between the two countries.
6	Sep 2022 Brazil	Webinar	Webinar on promotion of Sports Goods- in collaboration with TIC Brazil	Trade Mission Brazil, TDAP, relevant associations	The webinar is expected to increase bilateral trade specially in sports sector.
7	Oct 2022 Mexico	Webinar	Webinar on Adventure Tourism highlights in Pakistan - in	Trade Mission Mexico, PATO, TDAP, Tour Operators	This webinar will provide awareness regarding adventure tourism & explore tourism sites of Pakistan.

			collaboration with TIC Mexico		
8	Oct 2022 Houston	Webinar	Webinar to apprise the business community about the potential of surgical instruments in the US	Trade Mission Houston & New York, TDAP, relevant associations	This webinar is aimed to increase the awareness among business community of Pakistan regarding the potential of surgical instruments market in USA.
9	Nov/Dec 2022 USA (Houston & New York)	Webinar	Webinar on “Banking Facilitation for Overseas Pakistanis; ROSHAN DIGITAL ACCOUNTS (RDA) & Investment instruments under RDA- in collaboration with TIC Houston & New York	Trade Mission Houston & New York, TDAP, SBP, Entrepreneurs	The webinar is planned to increase awareness among diaspora and citizens about Roshan digital account initiative.
10	Nov 2022 UK	Webinar	Webinar on New GSP Scheme of UK and opportunities for Pakistani exporters	Trade Mission London & Manchester, TDAP, relevant	This webinar will provide awareness to the Pakistani exporters regarding New GSP

				associations/trade bodies & exporters	Scheme of UK and opportunities & risks for Pakistani exporters.
11	Dec 2022 Poland	webinar	Webinar on Adventure Tourism- in collaboration with TIC Poland	Trade Mission Poland, PATO, TDAP, Tour Operators	This webinar will provide awareness regarding adventure tourism & explore tourism sites of Pakistan.
12	Dec 2022 Spain	B2B/ Webinar	Webinar between Travel Associations/ Agents of Pakistan & Spain	Trade Mission Spain, PATO, TDAP, Tour Operators, travel agents	This webinar will be a follow-up session of webinar on promotion of tourism in Spain held last year.
13	Jan 2023 Netherlands	Webinar	Webinar on promotion of Rubber Exports - in collaboration with TIC Netherlands	Trade Mission Netherlands, TDAP, relevant Associations, Exporters & Importers	This webinar will create awareness among business entrepreneurs of both Pakistan & Netherlands regarding the potentials of rubber exports.
14	Jan 2023 Germany	Webinar	Webinar on Promotion of Sports goods to Germany	Trade Mission Germany, TDAP, relevant Associations, Exporters & Importers	This webinar will provide awareness to the Pakistani exporters regarding potential of sports goods exports to Germany.

15	Feb 2023 Mexico	Webinar	Webinar on unexplored tourism opportunities for Mexican	Trade Mission Mexico, PATO, TDAP, Tour Operators	This webinar will try to explore the unexplored tourism opportunities between the two countries.
16	Feb 2023 Russia	Webinar	Webinar on Sanctions on Russia after Ukraine conflict, opportunities and risks for Pakistani exporters	Trade Mission Russia, TDAP, relevant associations	The webinar aims to provide awareness to the exporters of Pakistan regarding sanctions on Russia after Ukraine conflict, provide information related to opportunities and risks.
17	Mar 2023 Argentina	Webinar	Webinar on Business opportunities in textile, surgical & Sports Goods in Peru- in collaboration with TIC Argentina	Trade Mission Argentina, TDAP, relevant Associations, Exporters & Importers	This webinar will create awareness among Pakistani & Peru business entrepreneurs/exporters regarding opportunities in exports promotion of textile, surgical & sports sectors.
18	Mar 2023 UK	Webinar	Webinar on promotion of Tourism in UK- in collaboration with Trade Mission UK	Trade Mission UK, PATO, TDAP, Tour Operators	This webinar will try to promote tourism sector & try to develop linkages between the two countries in this sector

19	Apr 2023 Brazil	Webinar	Webinar on promotion of Tourism in Brazil- in collaboration with TIC Brazil	Trade Mission Brazil, PATO, TDAP, Tour Operators	This webinar will try to explore the unexplored tourism opportunities between the two countries
20	Apr 2023 Netherlands	Webinar	Webinar on chemicals & paints- in collaboration with TIC Netherlands	Trade Mission Netherlands, TDAP, relevant Associations, Exporters & Importers	This webinar will create awareness among business entrepreneurs of both Pakistan & Netherlands regarding exports opportunities in chemical sector & paints.
21	May 2023 UK	Webinar	Webinar on promotion of Sports Goods to UK	Trade Mission UK, TDAP, relevant Associations, Exporters & Importers	The webinar is expected to increase bilateral trade specially in sports sector.

4. Africa (Faisal Awan)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	July 2022	Webinar	“The dynamics of AfCFTA & Way-forward for Pakistan”	MoC, TDAP, Commercial Sections of Missions in Africa	The changing geo-economic landscape in Africa warrants a holistic and consolidated effort from all stakeholders in order to get a foothold in the new free trade area
2	Aug 2022	Webinar	‘Explore the African Market’ - Egypt	TDAP, Exporters (existing and potential), SMEs	Series of webinars, exploring customs procedures, regulatory requirements, market dynamics, banking channel issues etc
3	Oct 2022	Webinar	‘Explore the African Market’ - Algeria	TDAP, Exporters (existing and potential), SMEs	Series of webinars, exploring customs procedures, regulatory requirements, market dynamics, banking channel issues etc
4	Nov 2022	Webinar	‘Explore the African Market’ - Ethiopia	TDAP, Exporters (existing and potential), SMEs	Series of webinars, exploring customs procedures, regulatory requirements, market dynamics, banking channel issues etc

5	Jan 2023	Webinar	'Explore the African Market' - Senegal	TDAP, Exporters (existing and potential), SMEs	Series of webinars, exploring customs procedures, regulatory requirements, market dynamics, banking channel issues etc
6	Feb 2023	Webinar	"The dynamics of AfCFTA & Way-forward for Pakistan" Follow-up of previous webinar	MoC, TDAP, Commercial Sections of Missions in Africa	The Look Africa policy has to be a dynamic, future-looking guiding document which adapts to the changing geo-economic landscape in Africa
7	May 2023	Webinar	"Banking Channel constraints in Africa and Way-forward for Pakistani exporters"	Exporters, SBP, Banking Authorities in host countries	Lack of conventional banking channels in Africa is a major hindrance to potential exporters; an information dissemination webinar for potential exporters

Services Division

1. Tourism (Bakhtawar Hizbullah Sario)

S.#	Date	(Webinar or B2B)	Activity	Stakeholders	Expected Result
1	Jul 2022	Webinar	Webinar on Medical Tourism (based on a report by TIC, Algiers) in collaboration with TICs in Africa	Ministry of National Health Services Regulations and Coordination, PTDC, PATO, TAAP, PHA, Provincial tourism depts.	With a focus on Look Africa Policy, this activity aims at establishing B2B linkages between Pakistan and Africa for the promotion of Medical Tourism.
2	Jul 2022	B2B	Exchange of Business Prospects for Tour/Travel Sector Stakeholders, in collaboration with TIA in China	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Discussion on modalities of joint venture, or business deals, and identification hurdles in presence of all stakeholders including federal and provincial tourism corporations.
3	Aug 2022	Trainings	As per the MoU between WCLA and TDAP, E Commerce trainings for the local Artisans of the Walled City of Lahore Authority.	Local artisans of the Walled City of Lahore Authority	Onboarding of local artisans of the WCLA on international E commerce platforms

4	Aug 2022	B2B	Exchange of Business Prospects for Tour/Travel Sector Stakeholders, in collaboration with TIA in UK	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Discussion on modalities of joint venture, or business deals, and identification hurdles in presence of all stakeholders including federal and provincial tourism corporations.
5	Sept 2022	Report	Report writing on the documentation of Tourism Services in South in collaboration with the research team at FPCCI and TDAP	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Documentation of tourist spots, allied services and the related issues.
6	Sept 2022	B2B	Exchange of Business Prospects for Tour/Travel Sector Stakeholders, in collaboration with TIA in USA	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Discussion on modalities of joint venture, or business deals, and identification hurdles in presence of all stakeholders including federal and provincial tourism corporations.
7	Oct 2022	B2B	Exchange of Business Prospects for Tour/Travel	PTDC, PATO, TAAP, PHA, Provincial tourism depts. &	Discussion on modalities of joint venture, or business deals,

			Sector Stakeholders, in collaboration with TIA in Australia	corporations. Provincial associations.	and identification hurdles in presence of all stakeholders including federal and provincial tourism corporations.
8	Nov 2022	Webinar	Webinar/ B2B in collaboration with Commercial Missions Focus: E commerce platforms in tourism	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Onboarding of Pakistani companies on International E Commerce platform along with the introduction to various digital marketing channels/strategies/platforms.
9	Nov 2022	B2B	Exchange of Business Prospects for Tour/Travel Sector Stakeholders, in collaboration with TIA in Thailand	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Discussion on modalities of joint venture, or business deals, and identification hurdles in presence of all stakeholders including federal and provincial tourism corporations.
10	Dec 2022	Webinar	Series of webinars on Travel & Adventure Show, New York	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Webinars will be arranged with a focus on dissemination of information related to the participation in Travel and Adventure Show, New York. (Date: 28 - 30 January, 2023)

11	Dec 2022	B2B	Exchange of Business Prospects for Tour/Travel Sector Stakeholders, in collaboration with TIA in S. Korea	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Discussion on modalities of joint venture, or business deals, and identification hurdles in presence of all stakeholders including federal and provincial tourism corporations.
12	Jan 2023	Travel and Adventure Show, New York	Exhibition	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Participation in the exhibition and the related preparations.
13	Jan 2023	B2B	Exchange of Business Prospects for Tour/Travel Sector Stakeholders, in collaboration with TIA in South Africa	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Discussion on modalities of joint venture, or business deals, and identification hurdles in presence of all stakeholders including federal and provincial tourism corporations.
14	Feb 2023	Webinar	Webinar on Positioning of Tourist Destinations through tourist trails.	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Discussion on the importance of tourist trails and engagement of the relevant stakeholders on the possibility of the development of a religious tourist trail in Sindh.

14	Feb 2023	B2B	Exchange of Business Prospects for Tour/Travel Sector Stakeholders, in collaboration with TIA in Sri Lanka	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Discussion on modalities of joint venture, or business deals, and identification hurdles in presence of all stakeholders including federal and provincial tourism corporations.
15	Mar 2023	Webinar	Webinar on Potential of Religious Tourism in Sindh based on mapping of religious-tourism cites in the province of Sindh, brief historical perspective and Facilities available for international tourists.	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Marketing/packaging of religious tourist trail in Sindh.
16	Mar 2023	B2B	Exchange of Business Prospects for Tour/Travel Sector Stakeholders, in collaboration with TIA in Saudi Arabia	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Discussion on modalities of joint venture, or business deals, and identification hurdles in presence of all stakeholders including federal and provincial tourism corporations.

17	Apr 2023	B2B	Possible B2B engagements between Pakistan and countries such as Iran, Turkey for the trails based on Sufism and religion.	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Establishing B2B linkages for the promotion of Religious Tourism.
18	Apr 2023	B2B	Webinars on Arabian Travel Mart	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	For awareness and necessary preparation to participate in the Arabian Travel Mart.
19	May 2023	B2B	Possible B2B engagements between Pakistan and countries such as Iran, Turkey for the trails based on Sufism and religion. - Arabian Travel Mart	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Establishing B2B linkages for the promotion of Religious Tourism.
20	May 2023	B2B	Exchange of Business Prospects for Tour/Travel Sector Stakeholders, in collaboration with TIA in Jordan	PTDC, PATO, TAAP, PHA, Provincial tourism depts. & corporations. Provincial associations.	Discussion on modalities of joint venture, or business deals, and identification hurdles in presence of all stakeholders including federal and provincial tourism corporations.

2. Transport & Logistics (M. Amir Khan)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Aug 2022	Awareness Webinar	Logistic Solution for Kazakhstan	Kazakhstan Mission, Exporters, Transporters, etc.	To aware the stakeholders regarding logistic solution.
2	Oct 2022	Awareness Webinar	Logistic Solution for Uzbekistan & Tajikistan	Trade Mission, Exporters, Transporters, etc.	To aware the stakeholders regarding logistic solution.
3	Dec 2022	Awareness Webinar	Logistic Solution for Turkey	Trade Mission, Exporters, Transporters, etc.	To aware the stakeholders regarding logistic solution.
4	Feb 2023	Awareness Webinar	Logistic Solution for EU	Trade Mission, Exporters, Transporters, etc.	To aware the stakeholders regarding logistic solution.
5	Apr 2023	Awareness Webinar	Logistic Solution for Russia	Trade Mission, Exporters, Transporters, etc.	To aware the stakeholders regarding logistic solution.

6	Jun 2023	Awareness Webinar	Logistic Solution for China	Trade Mission, Exporters, Transporters, etc.	To aware the stakeholders regarding logistic solution.
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3. Construction Services (Waqar Rasool)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	Webinar	New emerging Technologies in Construction Services.	Association of Builders and Developers (ABAD), Constructor Association of Pakistan, PCATP, Exporters and Importers.	It is very necessary for upgrade the construction services technology for Construction Services Exports market. like as Artificial Intelligence , BIM Software, 3D Printing Houses, Robot Swarms ,Lidar (5D Printing, Shadow analysis, Land Classification, Structural Flaw detection, Drone mapping, Elevation modeling, Urban assessment, Optic fiber and sewer passage analysis. Connected Hardhats, Mart Infrastructure.
2	Aug 2022	Webinar	State Bank policies and Facilities for Exporters of	Association of Builders and Developers (ABAD), Constructor Association	This webinar will provide awareness to exporters for support policies of State Bank.

			Construction Services.	of Pakistan, Exporters and Importers, PCATP.	
3	Sep 2022	B2B	Pakistan Government policies and Facilities for Exporters of Construction Services.	Association of Builders and Developers (ABAD), Constructor Association of Pakistan, PCATP, Exporters and Importers.	There is very little manufacturing capacity in Afghanistan - most cement and wood, and all steel, sanitary fixtures and other manufactured goods are imported. The main sources of import of construction materials and Services are Pakistan.
4	Oct 2022	Webinar	Export opportunities of Housing and Construction Services Sector in Afghanistan.	Association of Builders and Developers (ABAD), Constructor Association of Pakistan, PCATP, Exporters and Importers.	There is very little manufacturing capacity in Afghanistan - most cement and wood, and all steel, sanitary fixtures and other manufactured goods are imported. The main sources of import of construction materials and Services are Pakistan.
5	Nov 2022	Webinar	Housing and Construction Sector of Pakistan in UAE.	Association of Builders and Developers (ABAD), Exporters, Importers from Afghanistan.	The construction industry in the United Arab Emirates (UAE) is expected to rebound in 2021, growing by 3.1% in 2021, following a decline of 4.8% registered in 2020. The industry is then expected to expand at an annual average of 3.8% between 2022 and 2025.
6	Dec 2022	B2B	Housing and Construction Sector of Pakistan in Jeddah Saudi Arabia.	Association of Builders and Developers (ABAD), Constructor Association	Saudi Arabia's construction industry is forecast to recover in 2021, growing by 2.9%, after contracting by an estimated 0.5% in 2020. In 2022, the industry is projected to continue to

				of Pakistan, PCATP, Exporters and Importers.	recover, growing by 3.2%, and then expand by 4.3% over the remainder of the forecast period (2023-2025).
7	Jan 2023	B2B	Housing and Construction Sector Opportunities in Qatar.	Association of Builders and Developers (ABAD), Constructor Association of Pakistan, PCATP, Exporters and Importers.	The Qatari construction market was valued at USD 42.19 billion in 2021, and it is expected to reach a value of USD 76.98 billion by 2026, registering a CAGR of 10.54% over the period of 2021-2026 (henceforth, referred to as the forecast period).
8	Feb 2023	B2B	Housing and Construction Services Sector Opportunities in Qatar .	Association of Builders and Developers (ABAD), Constructor Association of Pakistan, PCATP, Exporters and Importers.	The Qatari construction market was valued at USD 42.19 billion in 2021, and it is expected to reach a value of USD 76.98 billion by 2026, registering a CAGR of 10.54% over the period of 2021-2026 (henceforth, referred to as the forecast period).
9	Mar 2023	Webinar	Housing & Construction Services Sector Opportunities in Kabul Afghanistan.	Association of Builders and Developers (ABAD), Constructor Association of Pakistan, PCATP, Exporters and Importers.	There is very little manufacturing capacity in Afghanistan - most cement and wood, and all steel, sanitary fixtures and other manufactured goods are imported. The main sources of import of construction materials and Services are Pakistan.
10	Apr 2023	B2B	Opportunities of Housing and Construction Sector	Association of Builders and Developers (ABAD), Constructor Association	There is very little manufacturing capacity in Afghanistan - most cement and wood, and all steel, sanitary fixtures and other

			of Pakistan in Qandahar Afghanistan.	of Pakistan, PCATP, Exporters and Importers.	manufactured goods are imported. The main sources of import of construction materials and Services are Pakistan.
11	May 2023	B2B	Opportunities of Housing and Construction Sector of Pakistan in Jeddah Saudi Arabia .	Association of Builders and Developers (ABAD), Constructor Association of Pakistan, PCATP, Exporters and Importers.	Saudi Arabia's construction industry is forecast to recover in 2021, growing by 2.9%, after contracting by an estimated 0.5% in 2020. In 2022, the industry is projected to continue to recover, growing by 3.2%, and then expand by 4.3% over the remainder of the forecast period (2023-2025).

4. E-commerce (Adil Mukhtar)

S.#	Date	Activity	Stakeholders	Expected Result
1	Jul 2022	Exploring Markets via E-Commerce :Oceania Exploring E-Commerce Markets for Niche : Handicrafts/Gems & Jewellery Platform Diversification Webinar on JD.com	<ul style="list-style-type: none"> ● Chambers of Commerce & Industry ● Associations 	For better accessibility of Pakistani businesses and diversifying the platform availability
2	Aug 2022	As per the MoU between WCLA and TDAP, E Commerce trainings for the local Artisans of the Walled City of Lahore Authority	Local artisans of the Walled City of Lahore Authority	Onboarding of local artisans of the WCLA on international E commerce platforms
3	Sept 2022	Ali Baba Pakistan General Class for Selling to China	<ul style="list-style-type: none"> ● Chambers of Commerce & Industry ● Associations ● Mission in Shanghai 	2 nd session in series of 3: Open, General, Special

4	Oct 2022	<p>Exploring Markets via E-Commerce :China</p> <p>Exploring E-Commerce Markets for Niche : Textile</p> <p>Platform Diversification Webinar on TMall</p>	<ul style="list-style-type: none"> ● Chambers of Commerce & Industry ● Associations ● Mission in Shanghai 	For better accessibility of Pakistani businesses and diversifying the platform availability
5	Dec 2022	<p>Exploring Markets via E-Commerce :ASEAN</p> <p>Exploring E-Commerce Markets for Niche : Leather & Articles of Leather</p> <p>Platform Diversification Webinar on Lazada</p>	<ul style="list-style-type: none"> ● Chambers of Commerce & Industry ● Associations 	For better accessibility of Pakistani businesses and diversifying the platform availability
6	Jan 2022	<p>Exploring Markets via E-Commerce : Latin America</p> <p>Exploring E-Commerce Markets for Niche : Ready-made Garments</p> <p>Platform Diversification: MercadoLibre</p>	<ul style="list-style-type: none"> ● Chambers of Commerce & Industry ● Associations ● Mission in Argentina/Brazil 	For better accessibility of Pakistani businesses and diversifying the platform availability

7	Feb 2022	Exploring Markets via E-Commerce : East Asia Exploring E-Commerce Markets for Niche : Cutlery & Cookware Platform Diversification: Rakuten Ichiba	<ul style="list-style-type: none"> ● Chambers of Commerce & Industry ● Associations ● Mission in Japan 	For better accessibility of Pakistani businesses and diversifying the platform availability
8	Mar 2022	Exploring Markets via E-Commerce : Russia & CARs Exploring E-Commerce Markets for Niche : Sports Goods Platform Diversification: Yandex	<ul style="list-style-type: none"> ● Chambers of Commerce & Industry ● Associations ● Mission in Russia 	For better accessibility of Pakistani businesses and diversifying the platform availability
9	Apr 2022	Exploring Markets via E-Commerce : Middle East Exploring E-Commerce Markets for Niche : Food & Beverages Platform Diversification: noon.com	<ul style="list-style-type: none"> ● Chambers of Commerce & Industry ● Associations ● Missions in ME 	For better accessibility of Pakistani businesses and diversifying the platform availability
10	May 2022	Exploring Markets via E-Commerce : Turkey Exploring E-Commerce Markets for Niche : Misc	<ul style="list-style-type: none"> ● Chambers of Commerce & Industry ● Associations 	For better accessibility of Pakistani businesses and diversifying the platform availability

		Platform Diversification: Hepsi Global	<ul style="list-style-type: none"> • Mission in Istanbul 	
11	Jun 2022	Ali Baba Pakistan Special Class for Selling to China	<ul style="list-style-type: none"> • Chambers of Commerce & Industry • Associations • Mission in Shanghai 	last session in series of 3: Open, General, Special

5. IT/ITeS (Rohail Nazir)

S.#	Tentative Dates	(Webinar or B2B)	Topic	Stakeholders	Expected Result / Outcome (if already conducted)
1	5 Jul 2022	Webinar	Training Session on Pakistan Trade Portal (PTP)	Trade Bodies of Livestock Meat, Poultry, Tobacco, Confectionaries, Beverages	Handsome number of sellers shall be registered with PTP

2	19 Jul 2022	Webinar	Training Session on Pakistan Trade Portal (PTP)	CCIs in Quetta, Gwadar, Karachi, Hyderabad and Sukkur	Handsome number of sellers form these CCIs shall be registered with PTP
3	20 Jul 2022	Webinar	Training Session on Pakistan Trade Portal (PTP)	CCI in Multan, Faisalabad, Sialkot and Gujranwala	A good number of sellers form these CCIs shall be registered with PTP
4	21 Jul 2022	Webinar	Training Session on Pakistan Trade Portal (PTP)	CCIs in Islamabad, DB, Swat and Peshawar	A good number of sellers form these CCIs shall be registered with PTP
5	2 Aug 2022	Webinar	Marketing Webinar for PTP	TIOs of New York, Houston, Manchester and Mexico, London, Istanbul	Organic traffic of potential buyers shall be secured for the PTP
6	3 Aug 2022	Webinar	Marketing Webinar for PTP	Tios of Sao Paulo, Toronto and Buenos Aires, Geneva, Stockholm and Madrid	Organic traffic of potential buyers shall be secured for the PTP
7	4 Aug 2022	Webinar	Marketing Webinar for PTP	TIOs of Warsaw, The Hague, Frankfurt, Paris, Rome and Brussels	Organic traffic of potential buyers shall be secured for the PTP

8	16 Aug 2022	Webinar	Marketing Webinar for PTP	TIOs of Dacca, Tehran, Kabul, Kandahar, Almaty, Dushanbe and Colombo	Organic traffic of potential buyers shall be secured for the PTP
9	17 Aug 2022	Webinar	Marketing Webinar for PTP	TIOs of Hanoi, Dubai, Riyadh, Jeddah, Bangkok, Khartoum, Dakar, Seoul and Doha	Organic traffic of potential buyers shall be secured for the PTP
10	18 Aug 2022	Webinar	Marketing Webinar for PTP	TIOs of Johannesburg, Casablanca, Nairobi, Kuala Lumpur, Jakarta, Amman, & Cairo,	Organic traffic of potential buyers shall be secured for the PTP
11	7 Sep 2022	Webinar	Marketing Webinar for PTP	TIOs of Shanghai, Beijing, Guangzhou, Hong Kong, Sydney and Tokyo	Organic traffic of potential buyers shall be secured for the PTP
12	11 Oct 2022	B2B Meeting (Run up to Leap Exhibition)	B2B Meeting of IT Companies of Middle East and Pakistan	P@SHA, PSEB, TIOs of Riyadh, Jeddah, and Dubai	Effective participation in LEAP Exhibition
13	17 Jan 2023	B2B Meeting	B2B Meeting of IT Companies of North &	P@SHA, PSEB, TIOs of America Region	Fruitful participation in Game Developer Conference, March 2023

		(Run up to Game Developers Conference Exhibition, March, 2023)	South America and Pakistan		
14	7 Mar 2023	B2B Meeting (Run up to Japan IT Week Exhibition, April, 2023)	B2B Meeting of IT Companies of Japan and Pakistan	P@SHA, PSEB, TIO of Tokyo	Fruitful participation in Japan IT Week, Tokyo
15	16 May 2023	B2B Meeting (Run up to Collision Canada Exhibition, June, 2023)	B2B Meeting of IT Companies of Canada and Pakistan	P@SHA, PSEB, TIO of Toronto	Fruitful participation in Collision Canada, June, 2023

6. Banking & Financial Services (Urva Hassan Zubairi)

S No	Date	Activity	Stakeholders	Expected Result
1	June, 2022	Webinar on Insurance Sector	<ul style="list-style-type: none"> • IAP • Insurance Companies 	Sensitization of Insurance Sector Services in UAE market among the Pakistani Diaspora
2	July, 2022	Webinar Identification of Challenges and Opportunities in Fintech Sector	<ul style="list-style-type: none"> • PFA • PFN 	To identify challenges and opportunities in Fintech Sector of Pakistan
3	Sept, 2022	Webinar Insurance Sector Scope and Growth	<ul style="list-style-type: none"> • IAP 	Insurance Sector Scope and Growth for exports of services
4	Oct, 2022	B2B for Fintechs in UAE Market	<ul style="list-style-type: none"> • TIO UAE • PFA • PFN 	For better accessibility of Pakistani businesses for one on one interaction
5	Jan, 2022	B2B for Fintech in Singapore	<ul style="list-style-type: none"> • PFN • PFA 	For market penetration for companies
6	Feb, 2022	Webinar on Banking Channels in various markets	<ul style="list-style-type: none"> • Association and Chambers • SBP 	To facilitate about banking channels in International Markets
7	March, 2022	B2B for Fintech in EU Markets	<ul style="list-style-type: none"> • TIOS EU • PFA 	For better accessibility of Pakistani businesses for one on one interaction

			<ul style="list-style-type: none"> • PFN • SBP 	
8	April, 2022	Webinar on Insurance Sector in Indonesia/Malaysia	<ul style="list-style-type: none"> • TIOs Malaysia/Indonesia • IAP 	Sensitization of Insurance Sector Services in market among the Pakistani Diaspora
9	May, 2022	Webinar on Fintech Integration with chambers and Associations	<ul style="list-style-type: none"> • PFA • PFN • Chambers and Associations 	To facilitate and sensitize about fintech use in E-commerce
10	June, 2022	Webinar on Fintech Integration with chambers and Associations	<ul style="list-style-type: none"> • PFA • PFN • Chambers and Associations 	To facilitate and sensitize about fintech use in E-commerce

Textile & Leather Division

1. Home Textile (Hina Tahir)

S#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	B2B Interaction	Enhancing Exports of Pakistan's Home Textile products in collaboration with our Trade Mission in Spain	Importers from Spain Exporters from Pakistan Trade Mission -Spain	To increase existing market share of our home textile product in Spain Pakistan exports of home textile product to Spain was 166M in 2021
2	Aug 2022	B2B Interaction	Enhancing Exports of Pakistan's Home Textile products in collaboration with our Trade Mission in France	Importers from France Exporters from Pakistan Trade Mission - France	To increase existing market share of our home textile product in France Pakistan exports of home textile product to France was 169M in 2021
3	Sep 2022	B2B Interaction	Enhancing Exports of Pakistan's Home Textile products in collaboration with our Trade Mission in Netherland	Importers from Netherland Exporters from Pakistan Trade Mission - Netherland	To increase existing market share of our home textile product in Netherland Pakistan exports of home textile product to Netherland was 424M in 2021
4	Oct 2022	B2B Interaction	Enhancing Exports of Pakistan's Home Textile	Importers from Poland	To increase existing market share of our home textile product in Poland

			products in collaboration with our Trade Mission in Poland	Exporters from Pakistan Trade Mission - Poland	Pakistan exports of home textile product to Poland was 99M in 2021
5	Nov 2022	B2B Interaction	Enhancing Exports of Pakistan's Home Textile products in collaboration with our Trade Mission in Germany	Importers from Germany Exporters from Pakistan Trade Mission - Germany	To increase existing market share of our home textile product in Germany Pakistan exports of home textile product to Germany was 398 M in 2021
6	Jan 2023	B2B Interaction	Enhancing Exports of Pakistan's Home Textile products in collaboration with our Trade Mission in Mexico	Importers from Mexico Exporters from Pakistan Trade Mission - Mexico	To tap non-traditional market of Mexico Pakistan exports of home textile product to Mexico was 1.8M in 2021
7	Feb 2023	B2B Interaction	Enhancing Exports of Pakistan's Home Textile products in collaboration with our Trade Mission in Houston	Importers from Houston Exporters from Pakistan Trade Mission - Houston	To increase existing market share of our home textile product in USA Pakistan exports of home textile product to USA was 1.8 Billion in 2021

8	Mar 2023	B2B Interaction	Enhancing Exports of Pakistan's Home Textile products in collaboration with our Trade Mission in Belgium	Importers from Belgium Exporters from Pakistan Trade Mission - Belgium	To increase existing market share of our home textile product in Belgium Pakistan exports of home textile product to Belgium was 199M in 2021
9	Apr 2023	B2B Interaction	Enhancing Exports of Pakistan's Home Textile products in collaboration with our Trade Mission in UK	Importers from UK Exporters from Pakistan Trade Mission - UK	To increase existing market share of our home textile product in UK Pakistan exports of home textile product to UK was 643M in 2021
10	May 2023	B2B Interaction	Enhancing Exports of Pakistan's Home Textile products in collaboration with our Trade Mission in Brazil	Importers from Brazil Exporters from Pakistan Trade Mission - Brazil	To tap non-traditional market of Brazil Pakistan exports of home textile product to Brazil was 18M in 2021
11	Jun 2023	B2B Interaction	Enhancing Exports of Pakistan's Home Textile products in collaboration with our Trade Mission in Italy	Importers from Italy Exporters from Pakistan Trade Mission - Italy	To increase existing market share of our home textile product in Italy Pakistan exports of home textile product to Italy was 199M in 2021

2. Towel (Ahmed Khan)

S #	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	B2B	B2B Meetings with Russian E-commerce markets	Relevant Trade Bodies, Trade Missions, TDAP, individual manufacturers and foreign businesses	Follow up meetings on consultative sessions already done by TDAP. B2B meetings with potential Russian buyers.
2	Sep 2022	B2B	B2B Meetings with Japanese Businessmen	Relevant Trade Bodies, Trade mission, TDAP, individual manufacturers and Foreign buyers	Increase in Pakistan's share of towels in Japanese markets. (Japan 2 nd largest importer of towels, yet only 0.4% of Pakistan in Japan's imports)
3	Oct 2022	B2B	B2B Meetings with German Businessmen	Relevant Trade Bodies, Trade Missions, TDAP, individual manufacturers and German Importers	To capture the share in increasing imports of toilet linen in Germany
4	Dec 2023	B2B	B2B Meetings with Belgian Businessmen	Relevant Trade Bodies, Trade Missions, TDAP, individual manufacturers and Belgian buyers	<ul style="list-style-type: none"> To capture the share in increasing imports of toilet linen in Belgium 22% growth in the industry in last 2 years. 0% tariffs for Pakistan

5	Jan 2023	B2B	B2B meetings with Netherlands businessmen	Relevant Trade Bodies, Trade mission, TDAP, individual manufacturers and Foreign buyers	To capture the share in increasing imports of toilet linen in Netherlands
6	Apr 2023	B2B	B2B Meetings with Australian Businessmen	Relevant Trade Bodies, Trade mission, TDAP, individual manufacturers and Foreign buyers	Increase in Pakistan's share of towels in Australian markets. 13% rise in towels' exports from Pakistan in last 2 years 5% tariffs
7	May 2023	B2B	B2B Meetings with USA's importers and retail stores	Relevant Trade Bodies, Trade Missions, TDAP, individual manufacturers and foreign businesses	To capture the share in increasing imports of toilet linen in USA
8	Aug 2022	Webinar	Informative seminar about the barriers towards our exports towards Japan.	Relevant Trade Bodies, Trade Missions, TDAP, individual manufacturers and foreign businesses, MOC	Better understanding of our exporters about Japan's requirements for imported toilet and bath linen
9	Nov 2022	Webinar	Finding opportunities for exports/ discussion on issues and hurdles/ what are NTBs?/ Para	Relevant Trade Bodies, Trade mission, TDAP, individual manufacturers and Foreign buyers, MOC	Some of the countries in Europe have above 50% growth in towel's exports. How can we increase our share?

			tariffs towards our exports in Non traditional European Markets (Belgium, Netherlands).		
10	Feb 2023	Webinar	Effects of GSP+ status on Pakistan's towels' exports/ what if we lose the status in 2023?	Relevant Trade Bodies, Trade Missions, TDAP, individual manufacturers MOC	To capture the share in increasing imports of toilet linen in Asia Pacific keeping in view the growth of hospitality industry in them.
11	Mar 2023	Webinar	Finding opportunities for exports/ discussion on issues and hurdles in Australia	Relevant Trade Bodies, Trade mission, TDAP, individual manufacturers and Foreign buyers, MOC	111 million USD imports of towels from the world. 1% share of Pakistan only. Way forward to increase our share in the market in expected.
12	Jun 2023	Webinar	Finding opportunities for exports/ discussion on issues and hurdles/ what are NTBs?/ Para tariffs towards our exports in Asian Pacific (Thailand, Maldives etc	Relevant Trade Bodies, Trade Missions, TDAP, individual manufacturers MOC	To capture the share in increasing imports of toilet linen in Asia Pacific keeping in view the growth of hospitality industry in them.

13	Jun 2022	Webinar	Finding opportunities for exports/ discussion on issues and hurdles/ what are NTBs?/ Para tariffs towards our in African Markets (Sudan, S Africa, Kenya).	Relevant Trade Bodies, Trade Missions, TDAP, individual manufacturers and foreign businesses, MOC	Some of the countries in Africa have above 50% growth in towel's exports. How can we increase our share? Webinars in line with the look Africa initiative of MOC
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3. Readymade Garments & Knitwear (Dr. Arfa Shahid)

S#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Sep 2022	B2B Meeting	B2B matchmaking (Pak-US)	Product Officer Associations/ Chambers TIO Suppliers Buyers	Matchmaking of potential buyers and suppliers through TDAP platform
2	Oct 2022	B2B Meeting	B2B matchmaking (Pak-UK)	Product Officer Associations/ Chambers TIO Suppliers Buyers	Matchmaking of potential buyers and suppliers through TDAP platform

3	Nov 2022	B2B Meeting	B2B matchmaking (Pak-China)	Product Officer Associations/ Chambers TIO Suppliers Buyers	Matchmaking of potential buyers and suppliers through TDAP platform
4	Dec 2022	B2B Meeting	B2B matchmaking (Pak-New Zealand)	Product Officer Associations/ Chambers TIO Suppliers Buyers	Matchmaking of potential buyers and suppliers through TDAP platform
5	Jan 2022	B2B Meeting	B2B matchmaking (Pak-Hungary)	Product Officer Associations/ Chambers TIO Suppliers Buyers	Matchmaking of potential buyers and suppliers through TDAP platform
6	Feb 2022	B2B Meeting	B2B matchmaking (Pak-Slovakia)	Product Officer Associations/ Chambers TIO Suppliers Buyers	Matchmaking of potential buyers and suppliers through TDAP platform

7	Mar 2022	B2B Meeting	B2B matchmaking (Pak-South Africa)	Product Officer Associations/ Chambers TIO Suppliers Buyers	Matchmaking of potential buyers and suppliers through TDAP platform
8	Apr 2022	B2B Meeting	B2B matchmaking (Pak-Germany)	Product Officer Associations/ Chambers TIO Suppliers Buyers	Matchmaking of potential buyers and suppliers through TDAP platform

4. High End Fashion (Saeed Tamimi)

S.#	Time & Venue	Webinar/B2B/ Training	Recommended /collaborated By	Stakeholders	Expected Results
1	Jun/Jul TDAP HQs, Karachi	" Effective Participation in Exhibitions" - Export Readiness 101	ITC & TDAP	Fashion Designers/Production Houses/Women Chambers	To prepare our stakeholders how to participate in local & international exhibition in an effective manner.

2	Aug 2022, TDAP HQs	Various Fashion Shows for foreign buyers during Texpo 2022	TDAP	Fashion Designers/Production Houses/Retailers	Texpo 2022 Fashion Show will be a two-day Fashion Show, which will be organized through 3 separate runways under one roof during the day- long exhibition to cater the right audience for the live presentation of the product via various scheduled catwalks, It will be an exclusive affair aimed at highlighting the strength of our Textile & Design and rich Craftsmanship of Pakistan.
3	Oct 2022 TDAP HQs, Karachi	Webinar Cum Training on Fashion Forecasts/Trends and Consumer Behaviour	Asian Institute of Fashion Design (AIFD), TDAP,	Fashion Designers/Production Houses/Fashion & Textiles Students/Women Chambers	To gain the knowledge of latest fashion forecasts & trends to meet the demands of international markets
4	Dec 2022 TDAP HQs, Karachi	Webinar Cum Training on Embroidery Techniques/Traditional Block Printing	Indus Valley School of Art & Architecture (IVS), TDAP,	Fashion Designers/Production Houses/Fashion &	To gain the knowledge of Pakistan's age-old traditional embroideries and block printing

				Textiles Students/ Women Chambers	
5	Feb 2023	Webinar on Business with E- Commerce/Digital Marketing	Asian Institute of Fashion Design (AIFD), TDAP,	Fashion Designers/Production Houses/Women Chambers	To learn doing business practices with the help of E- Commerce/Digital Marketing
6	Apr/May 2023	Webinar on Market Access Analysis	Embassy of Pakistan, Riyadh, TDAP	Fashion Designers/Production Houses/Women Chambers/Retail Houses	To explore untapped & promising market of Saudi Arabia for our High End Fashion Garments

5. Cotton Yarn & Fabrics (Fazal ur Rehman Rao)

S #	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	Webinar	B2B Meetings with African Fabrics Buyers	Relevant Trade Bodies, Trade Missions, TDAP and individual manufacturers	The Objective of the webinar is to promote SMEs in the African Market.
2	Aug 2022	Webinar	B2B Meetings with Algerian Textile Buyers	Relevant Trade Bodies, Trade Missions, TDAP and individual manufacturers	The Objective of the webinar is to promote SMEs in the African Market.
3	Sep 2022	Webinar	B2B interaction with Saudi Arabia textile importers	Relevant Trade Bodies, Trade Missions, TDAP and individual manufacturers	The purpose of the webinar is to apprise the exporters regarding opening up of the Saudi Arabia and the opportunity of export of Fabrics.
4	Oct 2022	Seminar	Export Certifications for Textile Products	Relevant Trade Bodies, TDAP and individual manufacturers	To apprise the start-up businesses about Mandatory Certificates required for the export consignments of textiles.
5	Nov 2022	Webinar	B2B meetings with South African buyers	Relevant Trade Bodies, Trade Mission, TDAP and individual manufacturers	Understanding of South African market dynamics for Pakistani textile manufacturers.
6	Dec 2022	Webinar	SMEs and Sustainable Development Goals	Relevant Trade Bodies, TDAP and SMEs	Application of Sustainable Development Goals mandatory

					for exports of goods in EU/US. The idea is to promote SDGs in SMEs
7	Jan 2023	Webinar	B2B Meetings with Chinese Textile Businesses	Relevant Trade Bodies, Trade Missions, TDAP, individual manufacturers and foreign businesses	To explore business opportunities regarding Textile exports to China and understanding of trade barriers there.
8	Feb 2023	Webinar	B2B Meetings with Bangladesh Businessmen	Relevant Trade Bodies, Trade mission, TDAP, individual manufacturers and Foreign buyers	To explore business opportunities regarding Textile exports to Bangladesh.
9	Mar 2023	Webinar	B2B Meetings with Sri Lankan Businessmen	Relevant Trade Bodies, Trade Missions, TDAP, individual manufacturers and Sri Lankan buyers	To explore business opportunities regarding Textile exports to Sri Lanka.
10	May 2023	Webinar	Alternatives to Cotton Yarn	In collaboration with M/s Masood Textile Mills, Relevant	National Textile University is working on different projects like Banana Yarn and Hamp

				Trade Bodies, TDAP and Individual Manufacturers	Yarn etc. The exporters could benefit from new alternatives.
11	Jun 2023	Webinar	B2B Meetings with Turkish Businessmen	Relevant Trade Bodies, Trade Missions, TDAP, individual manufacturers and Turkish buyers	To explore business opportunities regarding Textile exports to Turkey.

6. Gloves, Sports Wear (PPEs Industrial) (Dr. Zain ul Abdin)

S. #	Month	Webinar/B2B Meetings	Objective of webinar	Justification of webinar	Main Stakeholders
1	Jul 2022	Region Europe.	Tapping the potential of Sports Wear in this region.	The global sportswear and equipment market of Europe is a tradition market for sportswear export of Pakistan.	Trade Missions Abroad, PSGMEA, PHMEA, TDAP, Sialkot, SCCI.
2	Aug 2022	Europe.	Tapping the Potential of Gloves and Industrial PPEs Market in Europe.	Europe is our traditional market which still offers	Trade Missions Abroad, PGMEA, Top Exporters and

				enormous potential for Pakistani products.	Importers and Chambers of Commerce.
3	Sep 2022	Europe.	Tapping the potential of Sports Wear in this region.	The global sportswear and equipment market of Europe is a tradition market for sportswear export of Pakistan.	Trade Missions Abroad, PSGMEA, PHMEA, TDAP, Sialkot, SCCI.
4	Oct 2022	Africa Region.	Tapping the potential of Gloves & PPEs in this region.	Expanding trade of Pakistan with Africa under look Africa policy.	Trade Missions Abroad, PGMEA, Top Exporters and Importers and SCCI.
5	Nov 2022	Africa Region.	Tapping the potential of Sports Wear in this region.	The global sportswear and equipment market of Africa is an untapped market for sportswear.	Trade Missions Abroad, TDAP Sialkot, PSGMEA, PHMEA Top Exporters and Importers and SCCI.
6	Dec 2022	Africa Region.	Tapping the potential of Gloves & PPEs in this region.	Expanding trade of Pakistan with Africa under look Africa policy.	Trade Missions Abroad, PGMEA, Top Exporters and Importers and SCCI.

7	Jan 2022	Australia & New Zealand	Tapping the potential of Sports Wear in this region.	Australia offers huge potential for export of sportswear	Trade Missions Abroad, TDAP Sialkot, PSGMEA, PHMEA, PRGMEA Top Exporters and Importers and SCCI.
8	Feb 2022	Europe.	Tapping the Potential of Gloves and Industrial PPEs Market in Europe.	Europe is our traditional market which still offers enormous potential for Pakistani products.	Trade Missions Abroad, PGMEA, Top Exporters and Importers and Chambers of Commerce.
9	Mar 2022	Australia & New Zealand	Tapping the potential of Gloves in this region.	Australia offers huge potential for export of Gloves.	Trade Missions Abroad, TDAP Sialkot, PGMEA, Top Exporters and Importers and SCCI.
10	Apr 2022	Middle East / Turkey.	Tapping the potential of Gloves in this region.	Middle East offers huge potential for export of Gloves.	Trade Missions Abroad, TDAP Sialkot, PGMEA, Top Exporters and Importers and SCCI.
11	May 2022	Middle East.	Tapping the potential of sportswear/Gloves and Industrial PPEs in this region.	Middle East offers huge potential for export of Gloves & Industrial PPEs.	Trade Missions Abroad, TDAP Sialkot, PGMEA, Top Exporters and Importers and SCCI.
12	Jun 2022	Russia.	Tapping the potential of trade and Infrastructure in Russia.	Russia provides untapped potential for export of Gloves & Industrial PPEs.	Trade Missions Abroad, TDAP Sialkot, PGMEA, Top Exporters and Importers and SCCI.

7. Carpet (Muneeba Nawaz)

S.#	Date	(Webinar or B2B)	Topic	Stakeholders	Expected Result
1	Jul 2022	webinar	Webinar on market entry requirements in Egypt	<ul style="list-style-type: none"> • PCMEA • Commercial Section Cairo • TDAP 	Carpet exporters will get knowledge about exporting to Egypt and its market entry requirements.
2	Aug 2022	B2B interaction	B2B interaction for enhancing Pakistan's exports to USA	<ul style="list-style-type: none"> • PCMEA • Commercial section USA • Carpet importers from USA 	Interaction with New customers
3	Sep 2022	B2B interaction	B2B interaction for enhancing Pakistan's exports to Poland	<ul style="list-style-type: none"> • PCMEA • Commercial section Poland 	Exploring a new market
4	Oct 2022	B2B interaction	B2B interaction for enhancing Pakistan's exports to France	<ul style="list-style-type: none"> • PCMEA • Commercial section France 	Interaction with New customers

5	Nov 2022	B2B interaction	B2B interaction for enhancing Pakistan's exports to Germany	<ul style="list-style-type: none"> • PCMEA • Commercial section Germany • Interested business Parties • TDAP 	Interaction with New customers
6	Dec 2022	B2B interaction	B2B interaction for enhancing Pakistan's exports to Italy	<ul style="list-style-type: none"> • PCMEA • Commercial section Italy • Interested business Parties • TDAP 	Interaction with New customers
7	Jan 2023	B2B Webinar	B2B webinar on Export Opportunities for Pakistani exporters in South Africa	<ul style="list-style-type: none"> • Commercial section South Africa • TDAP • PCMEA • Carpet importer from SA 	Exploring a new market

8	Feb 2023	B2B interaction	B2B interaction for enhancing Pakistan's exports to the United Kingdom	<ul style="list-style-type: none"> • PCMEA • Commercial section UK • Potential buyers 	Interaction with New customers
9	Mar 2023	B2B interaction	B2B interaction for enhancing Pakistan's exports to Spain	<ul style="list-style-type: none"> • PCMEA • Commercial section Spain • Potential buyers • PCMEA 	Interaction with New customers
10	Apr 2023	B2B interaction	B2B interaction for enhancing Pakistan's exports to Netherlands	<ul style="list-style-type: none"> • Interested business Parties from Netherlands • PCMEA • Commercial section • TDAP 	Interaction with New customers
11	May 2023	B2B Webinar	B2B interaction for enhancing Pakistan's exports to Brazil	<ul style="list-style-type: none"> • Interested business Parties from Brazil PCMEA 	Exploring a new market

				<ul style="list-style-type: none"> Commercial section Brazil TDAP 	
12	Jun 2023	B2B Webinar	B2B interaction for enhancing Pakistan's exports to Mexico	<ul style="list-style-type: none"> Interested business Parties from Mexico PCMEA Commercial section Mexico TDAP 	Exploring a new market

8. Finished Leather and Articles of Leather (Sheheryar Khan)

S.#	Dates	(Webinar or B2B)	Topic	Stakeholders	Objective / Rationale
1	Jul/Aug 2022	Webinar	Introduction and Analysis of Algerian leather market	<ul style="list-style-type: none"> PTA Commercial section Algeria Relevant Algerian trade body and businessmen 	Introduce Algeria as a market to business community Pakistan Strongly recommended by PTA and TIO

2	Jul/Aug 2022	B2B	Potential for Pakistani Leather products in Algeria	<ul style="list-style-type: none"> • PTA • Commercial section Algeria • Relevant Algerian trade body and businessmen 	Trade potential for Pakistani finished Leather in Algeria
3	Sep/Oct 2022	Webinar	Introduction and Analysis of Argentinian leather market	<ul style="list-style-type: none"> • PLGMEA • Commercial section Argentina • Relevant Argentinian trade body and businessmen 	Introduce Argentina as a market to business community Pakistan Last year, big orders from Argentina were generated for leather jackets via an Indian agent. So there is a lot of potential.
4	Sep/Oct 2022	B2B	Export Opportunities for Pakistani exporters, level of market saturation, competitors in Argentina	<ul style="list-style-type: none"> • PLGMEA • Commercial section Argentina • Relevant Argentinian trade body and businessmen 	Export Opportunities for Pakistani exporters in Argentina Recommended by PLGMEA
5	Jan/Feb 2022	Webinar	Introduction and Analysis of Mexican leather market	<ul style="list-style-type: none"> • PTA • Commercial section Mexico • Relevant Mexican trade body and businessmen 	Introduce Mexico as a market to business community Pakistan Strongly recommended by PTA and TIO

6	Jan/Feb 2022	B2B	Potential for Pakistani Leather products in Mexico	<ul style="list-style-type: none"> • PTA • Commercial section Mexico • Relevant Mexican trade body and businessmen 	Trade potential for Pakistani finished Leather in Mexico
7	Apr/May 2022	Webinar	Introduction and Analysis of Russian leather market	<ul style="list-style-type: none"> • PLGMEA • Commercial section Russia • Relevant Russian trade body and businessmen 	Introduce Russia as a vibrant market to business community Pakistan
8	Apr/May 2022	B2B	Export Opportunities for Pakistani exporters, level of market saturation, competitors in Russia	<ul style="list-style-type: none"> • PLGMEA • Commercial section Russia • Relevant Russian trade body and businessmen 	Export Opportunities for Pakistani exporters in Russia Recommended by PLGMEA

9. Footwear (Faiqa Zarnab)

S.#.	Dates	(Webinar or B2B)	Topic	Stakeholders	Objective / Rationale
1	Jul/ Aug 2022	Webinar/B2B	Analysis of US footwear market: Export Opportunities for Pakistani Exporters	<ul style="list-style-type: none"> • PFMA • Commercial section Algeria • Relevant Algerian trade body and businessmen 	Strongly recommended by PFMA and TIO
2	Oct/Nov 2022	Webinar/B2B	Analysis of UK footwear market: Export Opportunities for Pakistani Exporters	<ul style="list-style-type: none"> • PFMA • Commercial section Algeria • Relevant Algerian trade body and businessmen 	Strongly recommended by PFMA and TIO
3	Mar/ Apr 2022	Webinar/B2B	Analysis of South African footwear market: Export Opportunities for Pakistani Exporter	<ul style="list-style-type: none"> • PFMA • Commercial section Argentina • Relevant Argentinian trade body and businessme 	Strongly recommended by PFMA and TIO

Regional Offices Webinars

LAHORE OFFICE								
S.#	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Proposed Budget (PKR)	Stakeholders	Objectives
1	Lahore	Miscellaneous	Series of Webinar Connecting Chambers and Trade Missions with Investment Regime of Punjab	Online	Oct 2022 Jan 2023 May 2023	Nil	TDAP + PBIT, All Chambers of Punjab, respective Trade Missions	To introduce and connect investment profile, environment and offices of provincial govt of punjab to pak trade missions abroad for further connectivity with counterpart investors and businesses.
2	Lahore	Miscellaneous	Series of Webinar Connecting Chambers of Punjab with Pak Trade Missions in North America	Online	Oct 2022 Jan 2023 May 2023	Nil	TDAP + PBIT, All chambers of Punjab ,TM North America	To connect 15 Chambers of Punjab with trade missions of North America for market diversification and access.
MULTAN OFFICE								
S.#	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Proposed Budget (PKR)	Stakeholders	Objectives

1	Multan	Miscellaneous	Webinars on GI of South Punjab like Blue Pottery, Chaunsa etc.	Online	May-22	Nil	TDAP +Trade Bodies of South Punjab	To educate relevant trade bodies about concept of GI,how to register GI and pros of registering GI
2	Multan	Miscellaneous	Series of Webinars connecting Punjab Chambers and Pak Trade Missions in North America	Online	Oct 2022 Jan 2023 May 2023	Nil	TDAP + All chambers of Punjab Trade MissionS.#rth America	To connect 15 Chambers of punjab with trade missions of North America for market diversification and access.

FAISALABAD OFFICE

S.#	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Proposed Budget (PKR)	Stakeholders	Objectives
1	Faisalabad	Miscellaneous	Series of Webinar Connecting Chambers and Trade Missions with Investment Regime of Punjab	Online	Oct 2022 Jan 2023 May 2023	Nil	TDAP + PBIT, All Chambers of Punjab, respective Trade Missions	To introduce and connect investment profile, environment and offices of provincial govt of punjab to pak trade missions abroad for further connectivity with counterpart investors and businesses.

2	Faisalabad	Miscellaneous	Series of Webinars connecting Punjab Chambers and Pak Trade Missions in North America	Online	Oct 2022 Jan 2023 May 2023	Nil	TDAP + All chambers of Punjab Trade MissionS.#rth America	To connect 15 Chambers of punjab with trade missions of North America for market diversification and access.
SIALKOT OFFICE								
S.#	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Proposed Budget (PKR)	Stakeholders	Objectives
1	Sialkot	Export Facilitation	Series of Webinars Connecting Chambers and Trade Missions with Investment Regime of Punjab	Online	Oct 2023 Jan 2023 May 2023	Nil	TDAP + PBIT, All chambers of Punjab, respective Trade Missions	To introduce and connect investment profile, environment and offices of provincial govt of punjab to pak trade missions abroad for further connectivity with counterpart investors and businesses.
2	Sialkot	Export Facilitation	Series of Webinar Connecting Chambers with Pak Trade Missions in North America	Online	Oct 2023 Jan 2023 May 2023	Nil	TDAP + PBIT, All chambers of Punjab, TM North America	To connect 15 Chambers of Punjab with trade missions of North America for market diversification and access.
GUJRANWALA OFFICE								
S.#	Regional Office	Product / Sector	Event Details	City / Venue	Tentative Date	Proposed Budget (PKR)	Stakeholders	Objectives

1	Gujranwala	Export Facilitation	Series of Webinar Connecting Chambers and Trade Mission with Investment Regime of Punjab	Online	Oct 2023 Jan 2023 May 2023	Nil	TDAP + PBIT, All chambers of Punjab, respective Trade Missions	To introduce and connect investment profile, environment and offices of provincial govt of punjab to pak trade missions abroad for further connectivity with counterpart investors and businesses.
2	Gujranwala	Export Facilitation	Series of Webinar Connecting Chambers with Pak Trade Missions in North America	Online	Oct 2023 Jan 2023 May 2023	Nil	TDAP + PBIT, All chambers of Punjab ,TM North America	To connect 15 Chambers of Punjab with trade missions of North America for market diversification and access.
