



Annual Business Plan 2021-22

TRADE DEVELOPMENT AUTHORITY OF PAKISTAN

ANNUAL PLAN OF ACTIVITIES FOR THE DEVELOPMENT OF TRADE

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Introduction

Under TDAP Act, one of the 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.

In this endeavor, TDAP carries out various activities to promote Pakistani products which include, but are not limited to, participation in foreign exhibitions, sending/hosting business delegates to/from other countries and carrying out a wide array of marketing and training activities domestically, such as local exhibitions and product shows, and seminars/workshops/symposia for capacity building of local exporters, especially new exporters and SMEs.

For the Fiscal Year 2021-22, Trade Development Authority of Pakistan (TDAP) has developed an Annual Business Plan that caters to the changing reality of trade and economics in the world and the societal change the world has gone through due to Covid-19. More emphasis is laid on virtual activities including online seminars, webinars and participation in virtual exhibitions. Similarly, as guided by the Look Africa Policy initiative of the Ministry of Commerce, participation in exhibitions in the African continent are encouraged through subsidies. Accordingly, Annual Business Plan for international exhibitions is finalized keeping in view the policy of Ministry of Commerce for focusing more on China and Africa regions. For the first time, TDAP has engaged all regional offices for initiating trade activities related with the potential of that particular region. Similarly, separate trade activities related with women entrepreneur are made part of the calendar.

The breakup of the various activities included in the Annual Business Plan 2021-22 are given below:

S No	Activity Detail	Proposed Number	Page No
1	Participation in International Exhibitions	66	6
2	Proposed Outgoing Delegations	39	30
3	Proposed Incoming Delegations	22	38

4	Seminars, Workshops, Symposia under Product Divisions	21	43
5	Local Events & Product Promotions	11	46
6	Local Events / Exhibitions by Regional Offices	19	50
7	Seminars/Workshops by Regional Offices	105	58
8	Webinars by Regional Offices	16 +	80
9	Other Promotional Activities by Regional Offices	9	83
10	Special Initiatives	15	85
11	Webinars & Online B2B Meetings Proposed	434	91
12	EDF Funded participation in International Exhibitions	9	179
13	EDF Funded Local Exhibitions / Events	2	181

International Exhibitions

Summary

		No of Exhibitions
1	Total International Exhibitions Proposed	75
2	Division-wise distribution of proposed Exhibitions	
	Agro & Food	17
	Textile & Leather	24
	Engineering & Minerals	17
	Services, ICT, Tourism	10
	IMDD	7
	Total	76
3	Region-wise Distribution of proposed exhibitions	No of Exhibitions
	<i>Africa</i> (7 countries)	14
	Algeria	1
	Egypt	2
	Morocco	2
	Nigeria	2
	Senegal	1
	South Africa	5
	Sudan	1
	<i>Asia</i> (9 countries)	28
	Bangladesh	1
	China	10

	Hong Kong	1
	Indonesia	3
	Japan	1
	Oman	1
	Saudi Arabia	2
	South Korea	1
	UAE	5
	Vietnam	3
	<i>Europe</i> (10 countries)	25
	England	2
	France	2
	Germany	9
	Italy	4
	Netherlands	1
	Poland	1
	Portugal	1
	Russia	2
	Spain	1
	Turkey	2
	<i>North America</i> (2 countries)	6
	Canada	1
	USA	4
	<i>Oceania</i> (1 countries)	1
	Australia	1
	<i>South America</i> (2 countries)	2
	Argentina	1
	Mexico	1
	<i>Total Number of Countries: 32</i>	
4	Division-wise, Region-wise Distribution of Exhibitions	No of Exhibitions

	<i>Agro & Food</i>	17
	Africa	2
	Asia	8
	Europe	5
	North America	2
	<i>Textile & Leather</i>	24
	Africa	1
	Asia	8
	Europe	11
	North America	2
	South America	2
	<i>Engineering & Minerals</i>	18
	Africa	9
	Asia	4
	Europe	4
	<i>Services, ICT & Tourism</i>	10
	Asia	3
	Europe	5
	North America	1
	Oceania	1
	<i>IMDD</i>	7
	Africa	2
	Asia	5

Exhibition Calendar

S No	Exhibition /Event	Date	Format	Country	City	Division	Sub-Sector
July 2021							
1	Expo Riva Schuh, Italy (July Edition)	18 - 20	Physical	Italy	Riva del Garda	Textile & Leather	Footwear
August 2021							
2	Magic Show, USA	9 - 11	Physical	United States	Las Vegas	Textile & Leather	Apparel, Fabrics, Denim
3	China Intl Fair for Trade In Services (CIFTIS)	TBC	Physical	China	Beijing	Services Division	Services
September 2021							
4	World Food, Russia	1 – 3	Physical	Russia	Moscow	Agro & Food	Food & Beverage
5	Food and Beverages West Africa	6 – 9	Physical	Nigeria	Lagos	Agro & Food	Food & Beverage
6	Sial Food Fair, Toronto	10 – 13	Online	Canada	Toronto	Agro & Food	Food & Beverage
7	Fancy Food, New York	14 – 16	Physical	United States	New York	Agro & Food	Food & Beverage
8	Texworld, Paris	16 – 20	Physical	France	Paris	Textile & Leather	Apparel, Fabrics, Denim

9	Heimtextil, Russia	21 – 24	Physical	Russia	Moscow	Textile & Leather	Home Textiles
10	Intertextile Shanghai Apparel, China	21 – 23	Physical	China	Shanghai	Textile & Leather	All Textile products
11	Lineapelle Fair, Milan	22 – 24	Physical	Italy	Milan	Textile & Leather	Articles of Leather
12	Medic West Africa, Nigeria	22 – 24	Physical	Nigeria	Lagos	Engineering & Minerals	Healthcare
13	Pharmed & Healthcare, Vietnam	22 – 25	Physical	Vietnam	Ho Chi Minh City	Engineering & Minerals	Healthcare
14	Marmomac, Italy	27 – 29	Physical	Italy	Verona	Engineering & Minerals	Marbles & Stones
15	China - ASEAN Expo	29 Sept – 2 Oct	Online	China	Nanning	IMDD	General Products
16	The 18th Western China International Fair	TBC	Online	China	Chengdu	IMDD	General Products
October 2021							
17	Pharmaconex, Egypt	3 – 5	Physical	Egypt	Cairo	Engineering & Minerals	Pharmaceuticals
18	Food & Hospitality Expo, Oman	4 – 6	Physical	Oman	Muscat	Agro & Food	Food & Beverage
19	Beauty World, Dubai	5 – 7	Physical	UAE	Dubai	Engineering & Minerals	Cosmetics
20	South African Pharmaceutical Exhibition (SAPHEX)	6 – 7	Physical	South Africa	Johannesburg	Engineering & Minerals	Pharmaceuticals

21	ANUGA Food Fair, Germany	9 – 13	Physical	Germany	Cologne	Agro & Food	Food & Beverage
22	GITEX Technology Week, UAE	17 – 21	Physical	UAE	Dubai	Services Division	ICT
23	CeBIT Australia (SMB Digital)	19 – 20	Physical	Australia	Sydney	Services Division	ICT
24	A + A Dusseldorf, Germany	26 – 29	Physical	Germany	Dusseldorf	Textile & Leather	Protective Garments & Gloves
25	EXINTEX, Mexico	26 – 29	Physical	Mexico	Puebla	Textile & Leather	All Textile products
26	Africa Health, South Africa	26 – 28	Physical	South Africa	Johannesburg	Engineering & Minerals	Healthcare
27	25th China Seafood and Fisheries Expo	27 – 29	Physical	China	Qingdao	Agro & Food	Seafood
November 2021							
28	Web Summit, Lisbon, Portugal	1 – 4	Physical	Portugal	Lisbon	Services Division	ICT
29	World Travel Market, London	1 – 3	Physical	England	London	Services Division	Tourism
30	Busan International Seafood Exhibition, South Korea	3 - 5	Physical	South Korea	Busan	Agro & Food	Fisheries
31	China International Import Expo (CIIE)	5 – 10	Online	China	Shanghai	IMDD	General Products
32	Yummex Exhibition, Dubai	7 – 9	Physical	UAE	Dubai	Agro & Food	Confectionary

33	Sial Interfood, Indonesia	10 – 13	Physical	Indonesia	Jakarta	Agro & Food	Food & Beverage
34	Shoe & Leather Show Vietnam, 10-12 November 2021	10 – 12	Physical	Vietnam	Ho Chi Minh City	Textile & Leather	Articles of Leather
35	Foodex, Saudi Arabia	15 – 18	Physical	Saudi Arabia	Jeddah	Agro & Food	Food & Beverage
36	Medica Dusseldorf, Germany	15 – 18	Physical	Germany	Dusseldorf	Engineering & Minerals	Surgical
37	Securex, South Africa	16 – 18	Physical	South Africa	Johannesburg	Engineering & Minerals	Safety Equipment
38	FAST TEXTILE Fair, Poland	17 – 19	Physical	Poland	Warsaw	Textile & Leather	All Textile products
39	Asia Pacific Leather Fair (APLF), Hong Kong	17 – 19	Physical	Hong Kong	Hong Kong	Textile & Leather	Articles of Leather
40	Indo Leather & Footwear, Indonesia	24 – 26	Physical	Indonesia	Jakarta	Textile & Leather	Articles of Leather
41	8th OIC Halal Expo	25 – 28	Physical	Turkey	Istanbul	Services Division	Halal
42	LEAP, Saudi Arabia	28 - 31	Physical	Saudi Arabia	Riyadh	Services Division	ICT
December 2021							
43	The 19th Vietnam International Trade Fair	2-4	Online	Vietnam	Ho Chi Minh City	IMDD	General Products
44	International Fair Dakar (FIDAK), Senegal	6-10	Physical	Senegal	Dakar	IMDD	General Products

45	Food Africa, Egypt	12-14	Physical	Egypt	Cairo	Agro & Food	Food & Beverage
January 2022							
46	Heimtextil, Germany	11 – 14	Physical	Germany	Frankfurt	Textile & Leather	Home Textiles
47	Domotex, Germany	13 – 16	Physical	Germany	Hannover	Textile & Leather	Carpets & Floor Coverings
48	FITUR - Intl Tourism Trade Fair, Spain	19 – 23	Physical	Spain	Madrid	Services Division	Tourism
49	ISPO Munich	23 – 26	Physical	Germany	Munich	Engineering & Minerals	Sports Goods
50	Arab Health, Dubai	24 – 27	Physical	UAE	Dubai	Engineering & Minerals	Healthcare
51	New York Time Travel Show	28 – 30	Physical	United States	New York	Services Division	Tourism
52	ISM, Germany	30 Jan – 2 Feb	Physical	Germany	Cologne	Agro & Food	Confectionary
53	Texworld USA	TBC	Physical	United States	New York	Textile & Leather	Apparel, Fabrics, Denim
54	Expo Riva Schuh, Italy (January Edition)	TBC	Physical	Italy	Riva del Garda	Textile & Leather	Footwear
55	International Fair Khartoum, Sudan	TBC	Physical	Sudan	Khartoum	IMDD	General Products
February 2022							

56	Fruit Logistica, Germany	9 – 11	Physical	Germany	Berlin	Agro & Food	Fresh Fruits & Vegetables
57	Gulf Food, Dubai	13 – 17	Physical	UAE	Dubai	Agro & Food	Food & Beverage
58	Texworld, Paris	TBC	Physical	France	Paris	Textile & Leather	Apparel, Fabrics, Denim
March 2022							
59	TEXTYL TEXPO, Algeria	1 – 3	Physical	Algeria	Algiers	Textile & Leather	All Textile products
60	PROPAK AFRICA, South Africa	8 – 11	Physical	South Africa	Johannesburg	Engineering & Minerals	Packaging, Plastic & Rubber
61	Automechanika, South Africa	9 – 11	Physical	South Africa	Johannesburg	Engineering & Minerals	Auto Sector, Light Engineering
62	ITB Berlin	9 – 13	Physical	Germany	Berlin	Services Division	Tourism
63	Foodex, Japan	10 – 13	Physical	Japan	Tokyo	Agro & Food	Food & Beverage
64	International Food and Drink Event, UK	21 – 23	Physical	England	London	Agro & Food	Food & Beverage
65	Inter Textile Shanghai Fabric, China	TBC	Physical	China	Shanghai	Textile & Leather	Apparel, Fabrics, Denim
66	Izmir Stone Fair, Turkey	TBC	Physical	Turkey	Izmir	Engineering & Minerals	Marbles & Stones
April 2022							

67	Indo Intertext, Indonesia	TBC	Physical	Indonesia	Jakarta	Textile & Leather	All Textile products
68	China Import & Export Fair (Canton Fair)	TBC	Online	China	Guangzhou	IMDD	General Products
May 2022							
69	Medical Expo, Morocco	19 – 22	Physical	Morocco	Casablanca	Engineering & Minerals	Healthcare
70	EMITEX, Argentina	21 May – 2 June	Physical	Argentina	Buenos Aires	Textile & Leather	Garments
June 2022							
71	Plast Expo, Morocco	1 – 4	Physical	Morocco	Casablanca	Engineering & Minerals	Packaging, Plastic & Rubber
72	Shoes and Leather, Guangzhou, China	TBC	Physical	China	Guangzhou	Textile & Leather	Articles of Leather
Dates To be Confirmed							
73	Kingpins, Amsterdam- Netherlands	TBC	Physical	Netherlands	Amsterdam	Textile & Leather	All Textile products
74	The International Denim Exhibition 12th Edition- Bangladesh	TBC	Physical	Bangladesh	Dhaka	Textile & Leather	Denim
75	Xiamen Stone Fair, China	TBC	Physical	China	Xiamen	Engineering & Minerals	Marbles & Stones

Division-wise Exhibition Calendar

S No	Exhibition /Event	Date	Format	Country	City	Sub-Sector
Food & Agro Division						
1	Food and Beverages West Africa	1 – 3 Sep-21	Physical	Nigeria	Lagos	Food & Beverage
2	World Food, Russia	6 – 9 Sep-21	Physical	Russia	Moscow	Food & Beverage
3	Sial Food Fair, Toronto	21 – 24 Sep-21	Online	Canada	Toronto	Food & Beverage
4	Fancy Food, New York	21 – 23 Sep-21	Physical	United States	New York	Food & Beverage
5	Food & Hospitality Expo, Oman	27 – 29 Sep-21	Physical	Oman	Muscat	Food & Beverage
6	ANUGA Food Fair, Germany	4 – 6 Oct-21	Physical	Germany	Cologne	Food & Beverage
7	25th China Seafood and Fisheries Expo	9 – 13 Oct-21	Physical	China	Qingdao	Seafood
8	Busan International Seafood Exhibition, South Korea	3 – 5 Nov-21	Physical	South Korea	Busan	Fisheries
9	Yummex Exhibition, Dubai	7 – 9 Nov-21	Physical	UAE	Dubai	Confectionary
10	Sial Interfood, Indonesia	10 – 13 Nov-21	Physical	Indonesia	Jakarta	Food & Beverage

11	Foodex, Saudi Arabia	15 – 18 Nov-21	Physical	Saudi Arabia	Jeddah	Food & Beverage
12	Food Africa, Egypt	12 – 14 Dec-21	Physical	Egypt	Cairo	Food & Beverage
13	ISM, Germany	30 Jan– 2 Feb-22	Physical	Germany	Cologne	Confectionary
14	Fruit Logistica, Germany	9 – 11 Feb-22	Physical	Germany	Berlin	Fresh Fruits & Vegetables
15	Gulf Food, Dubai	13 – 17 Feb-22	Physical	UAE	Dubai	Food & Beverage
16	Foodex, Japan	10 – 13 Mar-22	Physical	Japan	Tokyo	Food & Beverage
17	International Food and Drink Event, UK	21 – 23 Mar-22	Physical	England	London	Food & Beverage
Engineering & Minerals Division						
18	Pharmed & Healthcare, Vietnam	22 -25 Sep-21	Physical	Vietnam	Ho Chi Minh City	Healthcare
19	Marmomac, Italy	29 Sep –2 Oct -21	Physical	Italy	Verona	Marbles & Stones
20	Pharmaconex, Egypt	3 – 5 Oct-21	Physical	Egypt	Cairo	Pharmaceuticals
21	Beauty World, Dubai	5 – 7 Oct-21	Physical	UAE	Dubai	Cosmetics
22	South African Pharmaceutical Exhibition (SAPHEX)	6 -7 Oct-21	Physical	South Africa	Johannesburg	Pharmaceuticals

23	Africa Health, South Africa	26 -28 Oct-21	Physical	South Africa	Johannesburg	Healthcare
24	Medica Dusseldorf, Germany	15 – 18 Nov-21	Physical	Germany	Dusseldorf	Surgical
25	Securex, South Africa	16 – 18 Nov-21	Physical	South Africa	Johannesburg	Safety Equipment
26	Medic West Africa, Nigeria	22 – 24 Sep-21	Physical	Nigeria	Lagos	Healthcare
27	ISPO Munich	23 – 26 Jan-22	Physical	Germany	Munich	Sports Goods
28	Arab Health, Dubai	24 – 27 Jan-22	Physical	UAE	Dubai	Healthcare
29	PROPAK AFRICA, South Africa	8 – 11 Mar-22	Physical	South Africa	Johannesburg	Packaging, Plastic & Rubber
30	Automechanika, South Africa	9 – 11 Mar-22	Physical	South Africa	Johannesburg	Auto Sector, Light Engineering
31	Izmir Stone Fair, Turkey	Mar-22	Physical	Turkey	Izmir	Marbles & Stones
32	Medical Expo, Morocco	19 – 22 May-22	Physical	Morocco	Casablanca	Healthcare
33	Plast Expo, Morocco	1 – 4 Jun-22	Physical	Morocco	Casablanca	Packaging, Plastic & Rubber
34	Xiamen Stone Fair, China	TBC	Physical	China	Xiamen	Marbles & Stones
International Markets Development Division						

35	China - ASEAN Expo	10 – 13 Sep-21	Online	China	Nanning	General Products
36	The 18th Western China International Fair	16 – 20 Sep-21	Online	China	Chengdu	General Products
37	China International Import Expo (CIIE)	5 - 10 Nov-21	Online	China	Shanghai	General Products
38	The 19th Vietnam International Trade Fair	2 – 4 Dec-21	Online	Vietnam	Ho Chi Minh City	General Products
39	International Fair Dakar (FIDAK), Senegal	6 – 10 Dec-21	Physical	Senegal	Dakar	General Products
40	International Fair Khartoum, Sudan	Jan-22	Physical	Sudan	Khartoum	General Products
41	China Import & Export Fair (Canton Fair)	Apr-22	Online	China	Guangzhou	General Products
Services, Halal & New Opportunities Division						
42	China Intl Fair for Trade In Services (CIFTIS)	Aug-21	Physical	China	Beijing	Services
43	GITEX Technology Week, UAE	17 – 21 Oct-21	Physical	UAE	Dubai	ICT
44	CeBIT Australia (SMB Digital)	19 – 20 Oct-21	Physical	Australia	Sydney	ICT
45	Web Summit, Lisbon, Portugal	1 – 4 Nov-21	Physical	Portugal	Lisbon	ICT
46	World Travel Market, London	1 – 3 Nov-21	Physical	England	London	Tourism

47	8th OIC Halal Expo	25 – 28 Nov-21	Physical	Turkey	Istanbul	Halal
48	LEAP, Saudi Arabia	28 – 31 Nov-21	Physical	Saudi Arabia	Riyadh	ICT
49	FITUR - Intl Tourism Trade Fair, Spain	19 – 23 Jan-22	Physical	Spain	Madrid	Tourism
50	New York Time Travel Show	28 – 30 Jan-22	Physical	United States	New York	Tourism
51	ITB Berlin	9 – 13 Mar-22	Physical	Germany	Berlin	Tourism
Textile & Leather Division						
52	Expo Riva Schuh, Italy (July Edition)	18 – 20 Jul-21	Physical	Italy	Riva del Garda	Footwear
53	Magic Show, USA	9 – 11 Aug-21	Physical	United States	Las Vegas	Apparel, Fabrics, Denim
54	Heimtextil, Russia	14 – 16 Sep-21	Physical	Russia	Moscow	Home Textiles
55	Lineapelle Fair, Milan	22 – 24 Sep-21	Physical	Italy	Milan	Articles of Leather
56	Texworld, Paris	Sep-21	Physical	France	Paris	Apparel, Fabrics, Denim
57	Intertextile Shanghai Apparel, China	Sep-21	Physical	China	Shanghai	All Textile products
58	A + A Dusseldorf, Germany	26 – 29 Oct-21	Physical	Germany	Dusseldorf	Protective Garments & Gloves

59	EXINTEX, Mexico	26 – 29 Oct-21	Physical	Mexico	Puebla	All Textile products
60	Shoe & Leather Show Vietnam, 10-12 November 2021	10 – 12 Nov-21	Physical	Vietnam	Ho Chi Minh City	Articles of Leather
61	FAST TEXTILE Fair, Poland	17 – 19 Nov-21	Physical	Poland	Warsaw	All Textile products
62	Asia Pacific Leather Fair (APLF), Hong Kong	17 – 19 Nov-21	Physical	Hong Kong	Hong Kong	Articles of Leather
63	Indo Leather & Footwear, Indonesia	24 – 26 Nov-21	Physical	Indonesia	Jakarta	Articles of Leather
64	Heimtextil, Germany	11 – 14 Jan-22	Physical	Germany	Frankfurt	Home Textiles
65	Domotex, Germany	13 – 16 Jan-22	Physical	Germany	Hannover	Carpets & Floor Coverings
66	Texworld USA	Jan-22	Physical	United States	New York	Apparel, Fabrics, Denim
67	Expo Riva Schuh, Italy (January Edition)	Jan-22	Physical	Italy	Riva del Garda	Footwear
68	Texworld, Paris	Feb-22	Physical	France	Paris	Apparel, Fabrics, Denim
69	TEXTYL TEXPO, Algeria	1 – 3 Mar-22	Physical	Algeria	Algiers	All Textile products
70	Inter Textile Shanghai Fabric, China	Mar-22	Physical	China	Shanghai	Apparel, Fabrics, Denim
71	Indo Intertex, Indonesia	Apr-22	Physical	Indonesia	Jakarta	All Textile products

72	EMITEX, Argentina	21 May –2 Jun-22	Physical	Argentina	Buenos Aires	Garments
73	Shoes and Leather, Guangzhou, China	Jun-22	Physical	China	Guangzhou	Articles of Leather
74	Kingpins, Amsterdam-Netherlands	TBC	Physical	Netherlands	Amsterdam	All Textile products
75	The International Denim Exhibition 12th Edition-Bangladesh	TBC	Physical	Bangladesh	Dhaka	Denim

Region-wise Exhibition Calendar

S No	Exhibition /Event	Month - Year	Format	Country	City	Division	Sub-Sector
Africa							
1	Food and Beverages West Africa	1 – 3 Sep-21	Physical	Nigeria	Lagos	Agro & Food	Food & Beverage
2	Pharmaconex, Egypt	3 – 5 Oct-21	Physical	Egypt	Cairo	Engineering & Minerals	Pharmaceuticals
3	South African Pharmaceutical Exhibition (SAPHEX)	6 – 7 Oct-21	Physical	South Africa	Johannesburg	Engineering & Minerals	Pharmaceuticals
4	Africa Health, South Africa	26- 28 Oct-21	Physical	South Africa	Johannesburg	Engineering & Minerals	Healthcare
5	Securex, South Africa	16 - 18 Nov-21	Physical	South Africa	Johannesburg	Engineering & Minerals	Safety Equipment
6	Medic West Africa, Nigeria	17 – 19 Nov-21	Physical	Nigeria	Lagos	Engineering & Minerals	Healthcare
7	International Fair Dakar (FIDAK), Senegal	6 – 10 Dec-21	Physical	Senegal	Dakar	IMDD	General Products
8	Food Africa, Egypt	12 – 14 Dec-21	Physical	Egypt	Cairo	Agro & Food	Food & Beverage
9	International Fair Khartoum, Sudan	Jan-22	Physical	Sudan	Khartoum	IMDD	General Products
10	TEXTYL TEXPO, Algeria	1 – 3 Mar-22	Physical	Algeria	Algiers	Textile & Leather	All Textile products

11	PROPAK AFRICA, South Africa	8 – 11 Mar-22	Physical	South Africa	Johannesburg	Engineering & Minerals	Packaging, Plastic & Rubber
12	Automechanika, South Africa	9 – 11 Mar-22	Physical	South Africa	Johannesburg	Engineering & Minerals	Auto Sector, Light Engineering
13	Medical Expo, Morocco	19 -22 May-22	Physical	Morocco	Casablanca	Engineering & Minerals	Healthcare
14	Plast Expo, Morocco	1 – 4 Jun-22	Physical	Morocco	Casablanca	Engineering & Minerals	Packaging, Plastic & Rubber
Asia							
15	China Intl Fair for Trade In Services (CIFTIS)	Aug-21	Physical	China	Beijing	Services Division	Services
16	China - ASEAN Expo	10 – 13 Sep-21	Online	China	Nanning	IMDD	General Products
17	The 18th Western China International Fair	16 – 20 Sep-21	Online	China	Chengdu	IMDD	General Products
18	Pharmed & Healthcare, Vietnam	22 – 25 Sep-21	Physical	Vietnam	Ho Chi Minh City	Engineering & Minerals	Healthcare
19	Intertextile Shanghai Apparel, China	Sep-21	Physical	China	Shanghai	Textile & Leather	All Textile products
20	Food & Hospitality Expo, Oman	4 – 6 Oct-21	Physical	Oman	Muscat	Agro & Food	Food & Beverage
21	Beauty World, Dubai	5 – 7 Oct-21	Physical	UAE	Dubai	Engineering & Minerals	Cosmetics
22	GITEX Technology Week, UAE	17 – 21 Oct-21	Physical	UAE	Dubai	Services Division	ICT

23	25th China Seafood and Fisheries Expo	27 – 29 Oct-21	Physical	China	Qingdao	Agro & Food	Seafood
24	Busan International Seafood Exhibition, South Korea	3 – 5 Nov-21	Physical	South Korea	Busan	Agro & Food	Fisheries
25	China International Import Expo (CIIE)	5 – 10 Nov-21	Online	China	Shanghai	IMDD	General Products
26	Yummex Exhibition, Dubai	7 – 9 Nov-21	Physical	UAE	Dubai	Agro & Food	Confectionary
27	Sial Interfood, Indonesia	10 – 13 Nov-21	Physical	Indonesia	Jakarta	Agro & Food	Food & Beverage
28	Shoe & Leather Show Vietnam, 10-12 November 2021	10 – 12 Nov-21	Physical	Vietnam	Ho Chi Minh City	Textile & Leather	Articles of Leather
29	Foodex, Saudi Arabia	15 – 18 Nov-21	Physical	Saudi Arabia	Jeddah	Agro & Food	Food & Beverage
30	Asia Pacific Leather Fair (APLF), Hong Kong	17 – 19 Nov-21	Physical	Hong Kong	Hong Kong	Textile & Leather	Articles of Leather
31	Indo Leather & Footwear, Indonesia	24 – 26 Nov-21	Physical	Indonesia	Jakarta	Textile & Leather	Articles of Leather
32	LEAP, Saudi Arabia	28 – 31 Nov-21	Physical	Saudi Arabia	Riyadh	Services Division	ICT
33	The 19th Vietnam International Trade Fair	2 – 4 Dec-21	Online	Vietnam	Ho Chi Minh City	IMDD	General Products
34	Arab Health, Dubai	24 – 27 Jan-22	Physical	UAE	Dubai	Engineering & Minerals	Healthcare
35	Gulf Food, Dubai	13 – 17 Feb-22	Physical	UAE	Dubai	Agro & Food	Food & Beverage

36	Foodex, Japan	10 – 13 Mar-22	Physical	Japan	Tokyo	Agro & Food	Food & Beverage
37	Inter Textile Shanghai Fabric, China	Mar-22	Physical	China	Shanghai	Textile & Leather	Apparel, Fabrics, Denim
38	Indo Intertex, Indonesia	Apr-22	Physical	Indonesia	Jakarta	Textile & Leather	All Textile products
39	China Import & Export Fair (Canton Fair)	Apr-22	Online	China	Guangzhou	IMDD	General Products
40	Shoes and Leather, Guangzhou, China	Jun-22	Physical	China	Guangzhou	Textile & Leather	Articles of Leather
41	The International Denim Exhibition 12th Edition-Bangladesh	TBC	Physical	Bangladesh	Dhaka	Textile & Leather	Denim
42	Xiamen Stone Fair, China	TBC	Physical	China	Xiamen	Engineering & Minerals	Marbles & Stones
Europe							
43	Expo Riva Schuh, Italy (July Edition)	18 – 21 Jul-21	Physical	Italy	Riva del Garda	Textile & Leather	Footwear
44	Heimtextil, Russia	14 – 16 Sep-21	Physical	Russia	Moscow	Textile & Leather	Home Textiles
45	World Food, Russia	21 – 24 Sep-21	Physical	Russia	Moscow	Agro & Food	Food & Beverage
46	Lineapelle Fair, Milan	22 - 24 Sep-21	Physical	Italy	Milan	Textile & Leather	Articles of Leather
47	Marmomac, Italy	29 Sep - 2 Oct -21	Physical	Italy	Verona	Engineering & Minerals	Marbles & Stones

48	Texworld, Paris	Sep-21	Physical	France	Paris	Textile & Leather	Apparel, Fabrics, Denim
49	ANUGA Food Fair, Germany	9 – 13 Oct-21	Physical	Germany	Cologne	Agro & Food	Food & Beverage
50	A + A Dusseldorf, Germany	Oct-21	Physical	Germany	Dusseldorf	Textile & Leather	Protective Garments & Gloves
51	Web Summit, Lisbon, Portugal	1 – 4 Nov-21	Physical	Portugal	Lisbon	Services Division	ICT
52	World Travel Market, London	1 – 3 Nov-21	Physical	England	London	Services Division	Tourism
53	Medica Dusseldorf, Germany	15 – 18 Nov-21	Physical	Germany	Dusseldorf	Engineering & Minerals	Surgical
54	FAST TEXTILE Fair, Poland	17 – 19 Nov-21	Physical	Poland	Warsaw	Textile & Leather	All Textile products
55	8th OIC Halal Expo	25 – 28 Nov-21	Physical	Turkey	Istanbul	Services Division	Halal
56	Heimtextil, Germany	11 – 14 Jan-22	Physical	Germany	Frankfurt	Textile & Leather	Home Textiles
57	Domotex, Germany	13 – 16 Jan-22	Physical	Germany	Hannover	Textile & Leather	Carpets & Floor Coverings
58	FITUR - Intl Tourism Trade Fair, Spain	19 – 23 Jan-22	Physical	Spain	Madrid	Services Division	Tourism
59	ISPO Munich	23 - 26 Jan-22	Physical	Germany	Munich	Engineering & Minerals	Sports Goods
60	ISM, Germany	30 Jan –2 Feb-22	Physical	Germany	Cologne	Agro & Food	Confectionary

61	Expo Riva Schuh, Italy (January Edition)	Jan-22	Physical	Italy	Riva del Garda	Textile & Leather	Footwear
62	Fruit Logistica, Germany	9 – 11 Feb-22	Physical	Germany	Berlin	Agro & Food	Fresh Fruits & Vegetables
63	Texworld, Paris	Feb-22	Physical	France	Paris	Textile & Leather	Apparel, Fabrics, Denim
64	ITB Berlin	9 – 13 Mar-22	Physical	Germany	Berlin	Services Division	Tourism
65	International Food and Drink Event, UK	21 – 23 Mar-22	Physical	England	London	Agro & Food	Food & Beverage
66	Izmir Stone Fair, Turkey	Mar-22	Physical	Turkey	Izmir	Engineering & Minerals	Marbles & Stones
67	Kingpins, Amsterdam-Netherlands	TBC	Physical	Netherlands	Amsterdam	Textile & Leather	All Textile products
North America							
68	Magic Show, USA	9 – 11 Aug-21	Physical	United States	Las Vegas	Textile & Leather	Apparel, Fabrics, Denim
69	Sial Food Fair, Toronto	21 – 23 Sep-21	Online	Canada	Toronto	Agro & Food	Food & Beverage
70	Fancy Food, New York	27 – 29 Sep-21	Physical	United States	New York	Agro & Food	Food & Beverage
71	New York Time Travel Show	28 – 30 Jan-22	Physical	United States	New York	Services Division	Tourism
72	Texworld USA	Jan-22	Physical	United States	New York	Textile & Leather	Apparel, Fabrics, Denim

Oceania							
73	CeBIT Australia (SMB Digital)	19 – 20 Oct-21	Physical	Australia	Sydney	Services Division	ICT
South America							
74	EXINTEX, Mexico	26 – 29 Oct-21	Physical	Mexico	Puebla	Textile & Leather	All Textile products
75	EMITEX, Argentina	21 May – 2 June -22	Physical	Argentina	Buenos Aires	Textile & Leather	Garments

Proposed Outgoing Delegations

Summary

		No of Delegations
1	Total Outgoing Delegations Proposed	39
2	Division-wise distribution of proposed Exhibitions	
	Agro & Food	13
	Textile & Leather	11
	Engineering & Minerals	13
	Services, ICT, Tourism	2
	IMDD	
	Total	39
3	Region-wise Distribution of outgoing delegations	No of Delegations
	<i>Africa</i> (8 countries)	9
	Algeria	1
	Benin	1
	Egypt	1
	Ghana	1
	Kenya	1
	Nigeria	1
	Senegal	1
	South Africa	2
	<i>Asia</i> (10 countries)	15
	Azerbaijan	1
	Bangladesh	1

	China	5
	Indonesia	1
	Malaysia	2
	Philippines	1
	Saudi Arabia	1
	South Korea	1
	Thailand	1
	UAE	1
	<i>Europe</i> (6 countries)	7
	Czech Republic	1
	England	2
	France	1
	Germany	1
	Italy	1
	Russia	1
	<i>North America</i> (2 countries)	3
	Canada	2
	USA	1
	<i>Total Number of Countries: 26</i>	
4	Division-wise, Region-wise Distribution of Outgoing Delegation	No of Delegations
	<i>Agro & Food</i>	13
	Africa	3
	Asia	8
	Europe	2
	<i>Textile & Leather</i>	11
	Africa	1
	Asia	4
	Europe	5

	North America	1
	<i>Engineering & Minerals</i>	13
	Africa	5
	Asia	2
	North America	1
	<i>Services, ICT & Tourism</i>	2
	Asia	1
	North America	1
	<i>IMDD</i>	0
	Africa	0
	Asia	0

Proposed Outgoing Delegations

Sr. No	Product Division	Country	Products	Rationale
1	Agro & Food	Azerbaijan	Fruits and Vegetables	The Association requested for fruits and vegetables delegation to Azerbaijan. Total import is US\$ 194 million and our exports is just 3.9 Million
2	Agro & Food	Benin	Cereals/ Rice	Keeping in view the potential of rice in African market ,REAP propose trade delegation to these African countries .Huge potential in exports of rice to these countries
3	Agro & Food	Ghana	Cereals/ Rice	Keeping in view the potential of rice in African market ,REAP propose trade delegation to these African countries .Huge potential in exports of rice to these countries
4	Agro & Food	Senegal	Cereals/ Rice	Keeping in view the potential of rice in African market ,REAP propose trade delegation to these African countries .Huge potential in exports of rice to these countries
5	Agro & Food	China	Seafood	The Sea Food Association recommended visit of Trade delegation to China and South Korea. The visit to South Korea will be during Busan International Seafood and Fisheries Expo, 3 rd -5 th November, 2021.

6	Agro & Food	South Korea	Seafood	The Sea Food Association recommended visit of Trade delegation to China and South Korea. The visit to South Korea will be during Busan International Seafood and Fisheries Expo, 3 rd -5 th November, 2021.
7	Agro & Food	China	Meat	China does not allow import of meat from countries/areas where FMD is present in livestock. Reference to the same two companies from Pakistan have recently submitted their approved dossier (approved by the MNFSR, AHC & AQD) to the concerned department of Agriculture of PRC for export of heat treated meat to China. A delegation from Pakistan consisting of TDAP, MoC, MNFSR and Association is recommended for marketing and b2bs with Chinese Importers of Meat and Chinese Government Counterparts
8	Agro & Food	Indonesia	Meat	Recommended by All Pakistan meat Association
9	Agro & Food	Philippines	Cereals/ Rice	Keeping in view the current relaxation in Tariffs by Philippine a trade delegation of rice to Philippine is recommended
10	Agro & Food	UAE	Fruits and Vegetables/ Dry dates/Dates	Dates is our focused product for promotion. The stakeholders of dates requested trade delegation of dates/dry dates to Asia and Europe

11	Agro & Food	Thailand	Fruits and Vegetables/ Dry dates/Dates	Dates is our focused product for promotion. The stakeholders of dates requested trade delegation of dates/dry dates to Asia and Europe
12	Agro & Food	UK	Fruits and Vegetables/ Dry dates/Dates	Dates is our focused product for promotion. The stakeholders of dates requested trade delegation of dates/dry dates to Asia and Europe
13	Agro & Food	Germany	Fruits and Vegetables/ Dry dates/Dates	Dates is our focused product for promotion. The stakeholders of dates requested trade delegation of dates/dry dates to Asia and Europe
14	Textile & Leather	Czech Republic	Home Textile	Pakistan is among top five competitors of the market.
15	Textile & Leather	UK	Home Textile	UK is 2nd largest importer of Home Textile of Pakistan.
16	Textile & Leather	Saudi Arabia	Home Textile	Pakistan is 3rd Largest player in Saudi Arab's market.
17	Textile & Leather	South Africa	Readymade Garments	Leading player of African region. MOC has also launched look Africa initiative for market diversification.
18	Textile & Leather	Malaysia	Readymade Garments	Market diversification and penetration of the product in this country.
19	Textile & Leather	Russia	Readymade Garments	Big market of around USD 7 Billion however Pakistan's share is negligible.
20	Textile & Leather	USA	Carpet	Top most destination of Pakistani carpet.

21	Textile & Leather	Italy	High End Fashion Garments	Italy is famous for world fashion industry
22	Textile & Leather	France	High End Fashion Garments	Famous for Fashion
23	Textile & Leather	China	Textile Fabrics	China and Bangladesh top export destination of Textile Yarn and Fabrics of Pakistan
24	Textile & Leather	Bangladesh	Textile Fabrics	China and Bangladesh top export destination of Textile Yarn and Fabrics of Pakistan
25	Services Division	Malaysia	ICT	Pakistan's Exports to Malaysia is 35 M\$. Market Retention Activity
26	Services Division	Canada	ICT	North America Market. 16m\$ Pakistan's IT Exports.
27	Engineering & Minerals	China	Chemicals	All Delegations will be the culmination of webinars and B2B interactions
28	Engineering & Minerals	Kenya	Pharmaceutical	All Delegations will be the culmination of webinars and B2B interactions
29	Engineering & Minerals	Nigeria	Pharmaceutical	All Delegations will be the culmination of webinars and B2B interactions
30	Engineering & Minerals	Egypt	Pharmaceutical	All Delegations will be the culmination of webinars and B2B interactions
31	Engineering & Minerals	China	Safety Equipment	All Delegations will be the culmination of webinars and B2B interactions
32	Engineering & Minerals	South Africa	Electric Machinery	All Delegations will be the culmination of webinars and B2B interactions

33	Engineering & Minerals	Algeria	Agriculture Machinery	All Delegations will be the culmination of webinars and B2B interactions
34	Engineering & Minerals	Canada	Packaging	All Delegations will be the culmination of webinars and B2B interactions
35	Engineering & Minerals	Finalized after B2B interaction	Marble	All Delegations will be the culmination of webinars and B2B interactions
36	Engineering & Minerals	Finalized after B2B interaction	Construction Materials	All Delegations will be the culmination of webinars and B2B interactions
37	Engineering & Minerals	Finalized after B2B interaction	Surgical Instruments	All Delegations will be the culmination of webinars and B2B interactions
38	Engineering & Minerals	Finalized after B2B interaction	Sports Goods	All Delegations will be the culmination of webinars and B2B interactions
39	Engineering & Minerals	Finalized after B2B interaction	Plastics	All Delegations will be the culmination of webinars and B2B interactions

Proposed Incoming Delegations

Summary

		No of Delegations
1	Total Incoming Delegations Proposed	22
2	Division-wise distribution of proposed Incoming Delegations	
	Agro & Food	6
	Textile & Leather	10
	Engineering & Minerals	3
	Services, ICT, Tourism	2
	IMDD	1
	Total	22
3	Region-wise Distribution of proposed Outgoing Delegations	No of Delegations
	<i>Africa</i> (6 countries)	6
	Egypt	1
	Mauritius	1
	Niger	1
	Nigeria	1
	Senegal	1
	South Africa	1
	<i>Asia</i> (4 countries)	5
	China	1
	Indonesia	2
	Philippines	1
	South Korea	1
	<i>Europe</i> (2 countries)	5
	Italy	3

	Russia	2
	North America (2 countries)	2
	Canada	1
	USA	1
	Oceania (1 countries)	2
	Australia	2
	South America (2 countries)	2
	Mexico	2
	<i>Total Number of Countries: 17</i>	
4	Division-wise, Region-wise Distribution of Incoming Delegations	No of Delegations
	Agro & Food	6
	Africa	1
	Asia	2
	Europe	1
	Oceania	1
	South America	1
	Textile & Leather	10
	Africa	1
	Asia	2
	Europe	3
	North America	2
	Oceania	1
	South America	1
	Engineering & Minerals	3
	Africa	3
	Services, ICT & Tourism	2
	Asia	1
	Europe	1
	IMDD	1
	Africa	1

Proposed Incoming Delegations

S No	Division	Product Sector	Region	Country	Reason
1	Agro & Food	Rice	South America	Mexico	Quarantine Regulators
2	Agro & Food	Mango, Kinnow, Potato	Asia	Philippines	Quarantine Regulators
3	Agro & Food	Mango, Kinnow, Potato	Oceania	Australia	Quarantine Regulators
4	Agro & Food	Mango, Kinnow, Potato	Asia	China	Quarantine Regulators
5	Agro & Food	Meat	Europe	Russia	Quarantine Regulators
6	Agro & Food	Meat	Africa	Egypt	Quarantine Regulators
7	Textile & Leather	Footwear and Leather	Europe	Italy	Possible Joint Venture
8	Textile & Leather	Articles of Leather	Europe	Italy	Joint Venture
9	Textile & Leather	Articles of Leather	Asia	Indonesia	Exploration of possible collaborations with tanneries
10	Textile & Leather	RGM	North America	USA	USA is the leading importer of RMG with market size of USD 70 Billion. (USD 378 Billion world imp). Import from Pak USD 1.7B
11	Textile & Leather	RGM/Sportwear	South America	Mexico	Mexico's world import of RMG is USD. 3.06 Billion and Import from Pakistan USD. 22 M.

12	Textile & Leather	Home Textile	North America	Canada	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.
13	Textile & Leather	Home Textile	Oceania	Australia	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
14	Textile & Leather	RGM	Asia	South Korea	South Korea is leading importer of RMG with total import of USD. 9.57 Billion & Import from Pakistan USD 33M. In last couple of years TDAP has not performed any marketing activity in this market.
15	Textile & Leather	RGM/Home textile	Europe	Russia	Total market of USD 8 Billion with major share of RMG USD 6.7 Billion & Import from Pak USD 109M. TDAP received number of inquires from Mission related to RMG & Home Textile.
16	Textile & Leather	RGM	Africa	Mauritius	Import from world is USD 99M & Import from Pakistan is USD 1.4 M
17	Engineering & Minerals	Pharmaceutical, Cosmetics	Africa	Senegal	TDAP has successful conducted incoming delegation from Mauritius in 2019.

18	Engineering & Minerals	Pharmaceutical, Cosmetics	Africa	Nigeria	The Trade Delegation of high ups of Regularity authority of Nigeria will allow Pakistani firms to export to Nigeria
19	Engineering & Minerals	Pharmaceutical, Cosmetics	Africa	South Africa	The Trade Delegation of high ups of Regularity authority of South Africa will allow Pakistani firms to export to South Africa.
20	Services Division	Tourism	Asia	Indonesia	Familiarization Trip from Indonesian Tour Operators Recommended by TIA, Jakarta / It will help establish linkages between local and Indonesian stakeholders for all strands of tourism
21	Services Division	Tourism	Europe	Italy	Delegation of Italy TV for documentary on Tourism To make documentary about Pakistan tourism industry in local language for promotion of potential.
22	IMDD	General	Africa	Niger	Initiative of Ambassador of Pakistan to Niger

Seminars, Workshops, Symposia under Product Divisions

Summary

		No of Seminars
1	Total Seminars, Workshops, Symposia Proposed	21
2	Division-wise distribution of proposed Seminars, Workshops, Symposia	
	Agro & Food	10
	Textile & Leather	6
	Engineering & Minerals	--
	Services, ICT, Tourism	--
	IMDD	5
	Total	21

Seminars, Symposia and Workshops

Sr. #	Division	Sub Sector & Product	Proposed Topic / Activity	Venue	Tentative dates
1	Agro & Food	Food & Beverages (Chili)	Cultivation, Production & International Standard Operating Procedures (SOPs)	Kunri	Jul-21
2	Agro & Food	Fruits & Vegetables (Dates)	Value Addition in dates	Quetta	Oct-21
3	Agro & Food	Seafood	Seminar on Global Demand for fisheries in Relation to Baluchistan's Fisheries Potential	Quetta	Nov-21
4	Agro & Food	Seafood	Seminar on Enhancing Production and Safe Catching, Demand and supply issue	Gawadar	Nov-21
6	Agro & Food	TDAP-Hyderabad	Seminar on Export Procedures/Business Plan and Marketing Intelligence	Hyderabad Club	Jan-22
7	Agro & Food	(Dates) TDAP-Sukkur	Awareness Seminar on potential markets of dry and fresh dates	TDAP-Sukkur	Jan-22
8	Agro & Food	(Dairy) TDAP-Quetta	Modern Dairy farming and Export of Dairy products	TDAP-Quetta	Mar-22
9	Agro & Food	Mango	9 Workshop/Training of Mango Growers Under EOI of PM	Hyderabad, Mirpur Khas Nosheroferoze, Khairpur, Rahim Yar Khan, Bahawalpur, Muzaffargarh, Multan, Khanewal	TBD

10	Agro & Food	Rice-Awareness Seminars	Awareness Seminars on usage of pesticide in Rice Growing areas	2 in Punjab, one each in Sindh,KPK and Balochistan	End June
11	Agro & Food	(Flowers) TDAP-Hyderabad	Export Potential of Fruits, Vegetables and Flowers Fresh/Dried	Hyderabad	Nov-21
12	IMDD	General	Seminar on CPFTA-II	Karachi	Oct-21
13	IMDD	General	Seminar on CPFTA-II	Quetta	Dec-21
14	IMDD	General	Seminars on GSP+ status of Pakistan in Europe region and new scheme for UK	Karachi	Nov-21
15	IMDD	General	Seminar on “Look Africa” policy for enhancing trade with Africa	Karachi	Dec-21
16	IMDD	General	Seminar on “Look Africa” policy for enhancing trade with Africa	Quetta	Mar-21
17	Textile & Leather	High end Fashion	Fashion Forecasts /Cutting Edge Technologies		Oct-21
18	Textile & Leather	All Textile	Textile Supply Chain Management issues		Nov-21
19	Textile & Leather	All Textile Products	Export Procedure and Custom documentation for new exporters		Dec-21
20	Textile & Leather	Home textile	Non traditional Textile Markets and strategy to penetrate		Jan-22
21	Textile & Leather	Readymade Garments	Development of Textile brands		Mar-22
22	Textile & Leather	All Textile Products	Business With E-Commerce / Digital Marketing		Apr-22

Local Events & Product Promotions

Summary

		No of Exhibitions
1	Total Local Events proposed	11
2	Division-wise distribution of proposed Local Events	
	Agro & Food	6
	Textile & Leather	3
	Engineering & Minerals	1
	Services, ICT, Tourism	1
	Total	11

Local Events & Product Promotions

S No	Product Division	Product Sector	Event / Details	Place/Venue	Tentative Date
1	Agro & Food	Mango	Mango Show	Islamabad	Jun-21
2	Agro & Food	Dates	Dates	Karachi	Nov-21
3	Agro & Food	Kinnow	Kinnow Show	Islamabad	
4	Agro & Food	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		Jul-21
5	Agro & Food	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-22
6	Agro & Food	Salt	As per TIO's suggestions, it is proposed that TDAP prepares gift boxes/packages containing Pakistani Salt Products and dispatches them to different missions abroad who will distribute them amongst businessmen, elite buyers, and importers for product promotion in international markets		Dec-21
7	Services	Tourism	Pakistan Tourism Exhibition	Islamabad	Sep-21
8	Textile & Leather	Sportswear	TDAP may request our commercial missions to submit comprehensive proposal for sportswear campaign during Tokyo Olympic 2021 and ICC		

			T20 World Cup 2021.		
9	Textile & Leather	Home Textile/Denim	Textile Sovereigns to Diplomatic Missions and Business community abroad.		
10	Textile & Leather	High end Fashion	TDAP will subsidize Participation of 3 to 4 Pakistan's emerging fashion designers in fashion show in major European markets.		

Summary of Activities of Regional Offices

S No	Regional /Sub Regional Office	Local Events & Exhibitions	Seminars & Workshops	Webinars	Special Events / Promotional Activities
1	Islamabad / Rawalpindi	3	7		3
2	Peshawar	1	7		
3	Swat		6		
4	Abbottabad		7	1	
5	Gilgit	1	6		1
6	Mirpur		6		
7	Lahore	2	5	9	3
8	Gujranwala		4	2	
9	Sialkot		9		
10	Multan	1	9		
11	Faisalabad		6	3	
12	Quetta	2	10	1	
13	Gawadar		4		2
14	Sukkur	3	12		
15	Hyderabad	6	7		
	Total	19	105	16	9

Local Events / Exhibitions by Regional Offices

	S No	Activity	Stakeholders	Place	Tentative Date	Objective to Achieve
Islamabad	1	Mango Show	TDAP, RYKCCI, HCCI, BCCI, Presidency, PFVA	Presidency	June/ July 2021	To promote high quality Pakistani mangoes
	2	Citrus Show	TDAP, Commerce Division, PFVA, Local Chambers of Citrus Growing Areas, Academia	Presidency, Serena or Pak China Friendship Centre	January 2022	To promote export of Pakistani citrus,
	3	Mango Show	TDAP, Commerce Division, PFVA, Local Chambers of Mangoes Growing Areas, Academia, Research Institutes	Serena or Pak China Friendship Centre	June 2022	To promote export of Pakistani mangoes
Peshawar	4	Pak-Afghan-CARs Trade Show, Peshawar	TDAP, Commerce Division, SCCI, KPK Government, Chambers of Afghanistan and CARs FPCCI had also submitted proposal to EDF a proposal to do it with TDAP	PC Hotel Peshawar	March 2022	To increase Pakistani exports to Afghanistan and CARs. To encourage traders in all these countries to create more and more trade linkages for trade promotion in the region, To highlight that Pakistan could be a gateway to Central Asia
Gilgit	5	Trade Through Tourism Exhibition in Gilgit	TDAP, GB government, PTDC, AKRSP/ KADO	Gilgit	Aug/Sep 21	To promote handicrafts, gems jewelry, dry fruits export along with promotion of tourism

Lahore	6	SME Trade Fair	MoFA, Provincial Departments, SMEDA, WCLA, Major Chambers and Trade Bodies.	PC Hotel, Lahore	November, 2021 (2 days' event)	<p>2 days' activity involving exhibition and walled city tour for diplomats with the objective of promoting the indigenous crafts and products of Pakistan and Punjab.</p> <p>Target Audience: Diplomatic Dignitaries, Export Industry, Local Population</p> <p>Products in Focus: indigenous products of Punjab (for eg. Blue pottery, camel skin lamps, salt lamps, woodwork crafts, ethnic fabrics etc.)</p>
	7					

Multan	8	Multan SME and Crafts Fair 2022	APBUMA, WCCIM, MCCI, other interested Chambers from South Punjab, SMEDA, Provincial Government	TBD	February-March 2022 (3 days' event)	<p>The event will focus on highlighting the indigenous products of Multan and South Punjab so as to create export culture and to foster grassroots growth by encouraging local industry, artisans and women entrepreneurs.</p> <p>Target Audience: Diplomatic Dignitaries, Export Industry, Local Population</p> <p>Products in Focus: Home Textiles, Handlooms, Indigenous Arts & Crafts, Products of Women Entrepreneurs, Traditional Items</p>
Quetta	9	Apple Show	TDAP, FAO, GOB, Chamber(s) of Commerce.	Quetta	September 2021	To promote and increase the exports of Apples and its by-products.
	10	Exhibition of Mines & Minerals of Balochistan	TDAP, GOB, Chambers and Associations.	Quetta	To be decided later, after consultation with stakeholders	To promote the sector, TDAP Quetta office suggests Mines and mineral exhibition at Quetta.

Hyderabad	11	Mango Show	<ul style="list-style-type: none"> • Mirpurkhas Chamber of Commerce & Industry • Horticulture Institute, MPK • Agriculture Extension • Sindh Abadgar Board • Sindh Chamber of Agriculture 	Mirpurkhas	June 2021	<p>To also hold a seminar on the sideline, where the panel of able speakers will enlighten the growers about how to increase the yield and enhance its quality.</p> <p>Besides, the progressive growers will be educated about the international market and to tap it.</p> <p>Special focus will remain on Trade Company Registration to export the product.</p> <p>Besides, we shall conduct sessions on Packaging and Hot Water Treatment.</p> <p>To bring in the exhibition the exporters of mangoes, especially from Karachi</p>
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	12	Fruits, Vegetables and Flowers Show	<ul style="list-style-type: none"> • Hyderabad Chamber of Small Traders • DG Agriculture, Sindh • Flower Growers Association • Pakistan Flowers Association Hyderabad • Sindh Abadgar Board • Sindh Chamber of Agriculture 	Hyderabad	Sept 2021	<p>Fruits like Chikko, Falsa, Berries, Gauva, Papaya, Limons etc; and, Vegetables like lady fingers, Guar, and other crops like millet, sesame seed, and flowers like rose, tulip, sun flowers etc are produced in big quantum.</p> <p>To display the products.</p> <p>To educate them about quality enhancement and participation in the exhibitions.</p> <p>To educate them about processing</p> <p>To ensure packaging etc</p>
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	13	Exhibition on Automobiles and agricultural equipment	<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	October 2021	<p>Auto Raksha, Motor Cycles: UNIQUE, JINANA, HIGH SPEED AND SUPER STAR have trade potential.</p> <p>To find international market for them; as they once exported to Sri Lanka and Afghanistan.</p> <p>To find new trade venues for them</p> <p>Agriculture equipment include thresher, plough etc.</p>
	14	Live Stock Show	<ul style="list-style-type: none"> • Director Animal Husbandry • Livestock Department • Sindh Govt Funded Projects • Sindh Abadgar Board • Sindh Chamber of Agriculture 	Hyderabad	Nov 2021	<p>To invite the potential dairy farmers to teach others to install Dairy Farms on the same pattern.</p> <p>To tell them about meat market and trade</p> <p>Shall involve quarantine department to further educate them</p> <p>To ask them to go for milk products</p> <p>Required certification will be communicated.</p>

	15	Exhibition on INDUSTRIAL GOODS	<ul style="list-style-type: none"> • Hyderabad Association of Trade & Industry • Kotri Association of Trade & Industry • Jamshoro Chamber of Commerce & Industry 	Kotri	Dec 2021	<p>Nooriabad, Kotri and Hyderabad are the main areas of industries. In the exhibition, all big and small industries will display their respective products.</p> <p>Special focus will be on their participation in the trade events, and sharing international demand market-wise.</p>
	16	Exhibition on BANGLES	<ul style="list-style-type: none"> • Hyderabad Small Chamber • Handicrafts Association, Hyderabad 	Hyderabad	February 2022	<p>There are around 22 Bangle Factories. Their association is eager to enter markets like Sri Lanka, Bangladesh, Gulf Countries , Nepal, Mauritius</p> <p>Special focus will be on the display of the products in Trade Missions Abroad and their participation in Expo Pakistan.</p>
Sukkur	17	Pakistan Dates Show and Exhibition 2022	All concerned stakeholders: Growers, processors, exporters and Public Departments.	Karachi	2022	To connect the regional businesses with the populace/ businesses of Karachi/Pakistan and from foreign

18	Sukkur Trade Show and Exhibition 2022	District Govt Sukkur, Agriculture Dept Sindh, KSEZ, Trade Chambers/ Associations/ Stakeholders	Sukkur/ Khairpur	2022	to encourage and promote and publicize the regional business and businessmen
19	Women Entrepreneurs Handicraft Exhibition	SRSO Sukkur/ APWA Sukkur/ and Women Entrepreneurs of and other regional Artisans of Handicrafts	Sukkur	2021	To encourage and promote and publicize the regional business and businesswomen

Seminars/Workshops by Regional Offices

	Sr No	Topic of Seminar / Workshop	Date	Stakeholders	Objectives / Expected outcomes
Islamabad	1	Seminar on Hand-Holding Scheme for Potential Women Entrepreneurs	An ongoing activity. Will start in Sept. 2021	TDAP, Women Chambers, PABA, SMEDA, KADO, other relevant stakeholders	The proposed activity shall be aimed at; Enabling women entrepreneurs from diverse regions and potential sectors to develop their businesses. To provide them a platform for capacity-building and trainings and to enable these businesses to add value to their products and eventually to exports internationally.
	2	Seminar on “Export Potential of Taxila”	October 2021	TDAP, Punjab Small Industry Corporation (PSIC), Taxila Craftsmen Association, PTDC, Academia, Foreign Mission based in Islamabad	To showcase the centuries old traditional black stone products of Taxila, to create awareness among craftsmen regarding export potential of their products especially in Buddhist countries. To promote tourism.
	3	1 st Seminar on” Impact of GSP+, FTAs on Export Promotion”	Nov 2021	TDAP, Commerce Division, ICCI, RCCI, WCCI, RWCCI, other product associations, academia	To explain to exporters how they could get benefits from GSP+ FTAs signed between Pakistan and other countries
	4	Seminar for Women Entrepreneurs on Market Access	February 2022	TDAP, Local Women Chambers, Existing and Potential Women Entrepreneurs,	To create awareness, develop, promote and provide market access to Pakistani women entrepreneurs thus improving their contribution in exports and positive image building of Pakistan.

	5	NETP Training Seminar Series	March 2022	TDAP, potential and existing exporters, trade bodies; chambers and associations, specialized professionals from private and public sector	NETP Series of Seminars for developing potential exporters and entrepreneurs of the region shall focus on SMEs and new exporters with a view to create a pool of exporters who have detailed knowledge of exporting.
	6	2 nd Seminar on” Impact of GSP+, FTAs on Export Promotion”	April 2022	TDAP, Commerce Division, ICCI, RCCI, WCCI, RWCCI, other product associations, academia	To explain to exporters how they could get benefits from FTAs signed between Pakistan and other countries
	7	Seminar on “Coordination between Govt., Industry and Academia for Export Development”	May 2022	TDAP, Commerce Division, Industry and Production, Provincial Industry Departments, QAU, NUST, SZBIST, PIDE, PILDAT, other research institutions/ academia	To liaise between the government, industry and academia for better productivity, product development, to adopt best production practices based on latest techniques and market demand
Peshawar	8	1 st Seminar on Pak-Afghan Trade (1 st Seminar of the series of 4)	July 2021	TDAP, Commerce Division, Trade Bodies, Academia	To explore potential products for exports to Afghanistan
	9	2 nd Seminar on Pak-Afghan Trade (2 nd Seminar of the series of 4)	Nov 2021	TDAP, Commerce Division, Trade Bodies, Academia	To explore potential products for export to Afghanistan
	10	Launch of Hand-Holding Scheme for Potential Women Entrepreneurs	An ongoing activity. Will start in November 2021	TDAP, Women Chambers, PABA, SMEDA, KADO, other relevant stakeholders	The proposed activity shall be aimed at; Enabling women entrepreneurs from diverse regions and potential sectors to develop their businesses. To provide them a platform for capacity-building and

				trainings and to enable these businesses to add value to their products and eventually to exports internationally.	
11	1 st Seminar on Pak-CARs Trade (1 st in the series of 2)	Dec-21	TDAP, Commerce Division, Trade Bodies, Academia	To explore potential products for exports to CARs and divert Transit CARs trade to Pakistan	
12	3 rd Seminar on Pak-Afghan Trade (3 rd Seminar of the series of 4)	4 th week of January 2022	TDAP, Commerce Division, Trade Bodies, Academia	To explore potential products for exports to Afghanistan	
13	4 th Seminar on Pak-Afghan Trade (4 th Seminar of the series of 4)	4 th week of April 2022	TDAP, Commerce Division, Trade Bodies, Academia	To explore potential products for exports to Afghanistan	
14	2 nd Seminar on Pak-CARs Trade (2 rd in the Series of 2)	3 rd week of May 2022	Sarhad Chamber of Commerce & Industry, Peshawar	To explore potential products for exports to CARs and divert CARs trade to Gwadar and Karachi.	
Abbottabad	15	Session on product development- packaging	3 rd week July, 2021	Hattar Industrial Estate, Hattar	Follow up activity of session executed in March 2021 To help develop products as per international market
	16	Session on Export procedures and documentation	3 rd week of August, 2021	TDAP, MCCI, Academia, Small Industries, Mansehra	To facilitate the potential exporters and guide them on procedures
	17	Product development training Session for small industries Mansehra	3 rd week of December, 2021	TDAP, Small Industries Mansehra, Local Trade Bodies	To help develop product as per international market

	18	Session on export procedures and documentation	Mid-January 2022	Abbottabad chamber of commerce and Industry	To facilitate the potential exporters and guide them on procedures
	19	Launch of Hand-Holding Scheme for Potential Women Entrepreneurs	An ongoing activity. Will start in January 2022	TDAP, Women Chambers, PABA, SMEDA, KADO, other relevant stakeholders	The proposed activity shall be aimed at; Enabling women entrepreneurs from diverse regions and potential sectors to develop their businesses. To provide them a platform for capacity-building and trainings and to enable these businesses to add value to their products and eventually to exports internationally.
	20	Seminar on Trade Linkages for Export Promotion	4 th week of February 2022	TDAP, Abbottabad chamber of commerce and Industry, TIOs, Academia	To facilitate the potential exporters and guide them on procedures
	21	Seminar on Trade of Pakistan, Current situation, issues and way forward	March 2022	Business, Economics and Management students of COMSATS institute of science and technology	To work in close liaison with academia of the region
Gilgit	22	Training Session on “How to be an exporter”	Mid Sep 2021	TDAP, Dry and Fresh Fruit Companies, Department of Agriculture, GBCCI, AKRSP	To impart skill and knowledge to the potential exporters who can start export business
	23	Seminar on Value Addition and Product Development	3 RD week of October 2021	TDAP, PGMA, HCCI, PGJC, AKRSP, SILSILA, Mineral and Industry Deptt. GB	Giving awareness about potential of gemstones and their value addition

	24	Seminar on Trade Through Khunjerab Pass: Issues and Opportunities	20 th November 2021	TDAP, GB Govt., GBCCI, AKRSP, China Embassy	Giving awareness regarding market exploring and market penetration
	25	Seminars on Export Procedures and Documentation	2 nd week of February 2022	GBCCI PGMA AKRSP Department of Commerce and minerals	1. Better understanding of Export Procedures, Policies, Book Keeping etc. 2. The audience will understand different tools of marketing. 3. They will also know the potential markets of their products.
	26	NETP Training Seminar	4 TH week of March 2022	GBCCI, KADO, AKRSP, PGMA, Department of Industries and Minerals	The Audience will get know-how regarding benefits of exports. Will know about different stages of export activities. Will be able to know different stakeholders in the export process. They will get solutions to different challenges faced while exporting.
	27	Seminar on Export Potential of GB	Mid-April 2022	KADO, KIU, GBCCI, AKRSP, GB govt.,	Giving awareness to the youth regarding entrepreneurship skills Giving detailed know-know about business potential in different sectors
Swat	28	Capacity Building Training on International Marketing for Members of Swat Chamber	2 nd week of July 2021	TDAP, SCCI, Academia, Pak Missions abroad/ TIOs	To impart training regarding international marketing to the members of Swat Chamber
	29	Awareness Seminar on CPFTA-II	4 th week of August 2021	TDAP, Commerce Division, Swat Chamber, Leading exporters, manufacturers,	To create awareness among the business community regarding benefits of the CPFTA

				academia	
	30	Launch of Hand-Holding Scheme for Potential Women Entrepreneurs	An ongoing activity. Will start in October 2021	TDAP, Women Chambers, PABA, SMEDA, KADO, SCCI, other relevant stakeholders	The proposed activity shall be aimed at; Enabling women entrepreneurs from diverse regions and potential sectors to develop their businesses. To provide them a platform for capacity-building and trainings and to enable these businesses to add value to their products and eventually to exports internationally.
	31	Training for Women Entrepreneurs	February, 2022	TDAP, Local Women Chambers, Existing and Potential Women Entrepreneurs,	To create awareness, develop, promote and provide market access to Pakistani women entrepreneurs thus improving their contribution in exports and positive image building of Pakistan.
	32	Seminar on Export Potential of Swat	April, 2022	TDAP, KP Government, SCCI, Academia	Giving awareness to the youth regarding entrepreneurship skills Giving detailed know-know about business potential in different sectors
	33	Seminar on Trade through Tourism	End May, 2022	TDAP, PTDC, KP Govt., PATO, Local Chambers, Hotel Associations, Travel Agencies Association etc.	To promote handicrafts, gems jewelry, dry fruits export along with promotion of tourism
Mirpur	34	Capacity Building Training on International Marketing for Members of Mirpur Chamber	3 rd or 4 th Week July, 2021	TDAP, Mirpur Chamber of Commerce & Industry	To impart training regarding international marketing to the members of Mirpur Chamber

35	Awareness Seminar on CPFTA-II	3rd week of August 2021	TDAP, Commerce Ministry, AJK Commerce Department, Mirpur Chamber, Leading exporters, manufacturers, academia	To create awareness among the traders' community regarding opportunities available to them in the shape of CPFTA
36	Launch of Hand-Holding Scheme for Potential Women Entrepreneurs	An ongoing activity. Will start in Sept. 2021	TDAP, Women Chambers, PABA, SMEDA, KADO other relevant stakeholders	The proposed activity shall be aimed at; Enabling women entrepreneurs from diverse regions and potential sectors to develop their businesses. To provide them a platform for capacity-building and trainings and to enable these businesses to add value to their products and eventually to exports internationally.
37	Seminar on Export Potential of AJK	October, 2021	TDAP, Mirpur Chamber of Commerce & Industry, AJK Industry Dept. Other trade bodies, academia	To know about the export potential of AJK so that strategies for marketing and export promotion may be designed accordingly
38	Seminars on Export Procedures and Documentations	2 nd week of January 2022	TDAP, Mirpur Chamber of Commerce & Industry	To impart skills and export related knowledge to the business community of AJK
39	Training for Women Entrepreneurs	February 2022	TDAP, Local Women Chambers, Existing and Potential Women Entrepreneurs,	To create awareness, develop, promote and provide market access to Pakistani women entrepreneurs thus improving their contribution in exports and positive image building of Pakistan.

Lahore	40	“Start Small; Think Big” - Workshop for hands-on training of SMEs for use of online tools/digital platforms	Aug, 2021	SMEDA, PITB, Department of Industries, Punjab, Regional Chambers and Trade Bodies, Educational Institutes, Private Sector	Capacity building of SMEs for effective use of the digital medium and connecting with the international market.
	41	“Women in Trade” – Seminar for WEs	Sept 2021	SMEDA, State bank, WCCIs	Support women in trade through capacity building and preparation for participation in WeXnet 2022.
	42	Workshop on Mapping markets - finding buyers in the international market (online tools in collaboration with ITC)	Dec 2021	ITC, Relevant Trade Bodies, SMEs	Utilization of modern marketing techniques / tools to explore international market
	43	Seminar – “Significance of GI Law and signing of Madrid Convention by Pakistan”	Feb 2022	IPO, LCCI	Awareness of IP laws and brand protection in international markets
	44	Innovators Forum – panel discussion of experts from academia and industry regarding the need for innovation and success stories of innovators.	March, 2022	PITB, Punjab Industries Department, LCCI, Trade Associations, Incubation Centers	Exploring non-traditional sectors / ways to promote innovation. Establish database.
Multan	45	“Women in Trade” – Seminar for WEs	Aug, 2021	SMEDA, State bank, WCCIs	Support women in trade through capacity building and preparation for participation in WeXnet 2022.

46	Seminar on “Social Ecological Compliance For Textile Sector In Major Markets- Focusing SMEs of South Punjab ”	Sep, 2021	Relevant Chambers and Trade bodies	Increasing the Export Potential by signifying the Importance of Ecological Compliance by the Small and Medium Industries and other Textile Units
47	Seminar on Increasing the Export Potential & Marketing of Fresh Fruits & Vegetables from Vehari and Opportunities presented by CPEC, GSP+ & CPFTA-II	October 2021	Relevant Chambers and Trade bodies	Creating Awareness about the Growing of Fresh Fruits& vegetables to Enhance Production and Improving Quality for International Markets
48	Seminar on Modern Methods in Livestock & Dairy Production to Strengthen Export Supply Chain & Value Addition in Bahawalpur & DG Khan Division	December , 2021	Relevant Chambers and Trade bodies	Creating Awareness by Arranging Seminar on the Export Promotion of the Livestock and Dairy Sector and its related Value Added Products, in the Fresh Graduating Students of Public Sector Universities of the Region
49	“Start Small; Think Big” - Workshop for hands-on training of SMEs for use of online tools/digital platforms	Jan, 2022	SMEDA,PITB, Department of Industries, Punjab, Regional Chambers and Trade Bodies, Educational Institutes, Private Sector	Capacity building of SMEs for effective use of the digital medium and connecting with the international market.
50	Seminar on Increasing Export & Value Addition in the Cotton Ginning Sector of Rahim Yaar Khan: Export Procedures, Product Costing and Pricing and Market	February, 2022	Relevant Chambers and Trade bodies	The main objective of organizing the seminar is to create export culture among masses of Southern Punjab by educating new Entrepreneurs on Export Promotion, Export Documentations and Business Development Projects.

Faisalabad		Information			
	51	Seminar on Strengthening the nascent Poultry Sector of South Punjab	March 2022	Relevant Chambers and Trade bodies	Inclusion and Developing Entrepreneurship Projects in the most cashable Value Added Products of the Poultry Sector
	52	Innovators Forum – panel discussion of experts from academia and industry regarding the need for innovation and success stories of innovators.	April, 2022	PITB, Punjab Industries Department, LCCI, Trade Associations, Incubation Centers	Exploring non-traditional sectors / ways to promote innovation. Establish database.
	53	Seminar on Mango Export from South Punjab: Pricing, Information regarding Local and international market, Use of technology for value added products and Government facilitation scheme for new Entrepreneurs	June, 2022	Relevant Chambers and Trade bodies	Promotion of Exports in the Mango Sector by putting Emphasis on the Value Added Products of Mango
Faisalabad	54	Awareness seminar about Pak-Afghanistan FTA and scope of Textile Products	Aug, 2021	Relevant Chambers and Trade bodies	To explore the opportunities under Pak-Afghan FTA

	55	“Start Small; Think Big” - Workshop for hands-on training of SMEs for use of online tools/digital platforms	Oct, 2021	SMEDA,PITB, Department of Industries, Punjab, Regional Chambers and Trade Bodies, Educational Institutes, Private Sector	Capacity building of SMEs for effective use of the digital medium and connecting with the international market.
	56	“Women in Trade” – Seminar for WEs	Jan 2022	SMEDA, State bank, WCCIs	Support women in trade through capacity building and preparation for participation in WeXnet 2022.
	57	Awareness seminar about Pak-Uzbekistan FTA and scope of Textile Products	Feb, 2022	Relevant Chambers and Trade bodies	To explore the opportunities under Pak-Uzbek FTA
	58	Seminar on Export of Traditional & Non-Traditional Items	March, 2022	Relevant Chambers and Trade bodies	To explore the potential of non-traditional textile handicrafts for Int’l markets
	59	Innovators Forum – panel discussion of experts from academia and industry regarding the need for innovation and success stories of innovators.	May, 2022	PITB, Punjab Industries Department, LCCI, Trade Associations, Incubation Centers	Exploring non-traditional sectors / ways to promote innovation. Establish database.
Gujranwala	60	National Exporters Training Program (NETP) extension to Gujranwala	Last week of July 2021	Relevant Chambers and Trade bodies	To train exporters into the art of exports, while focusing upon SMEs and new exporters of Gujranwala division with a view to create a pool of exporters who have detailed knowledge of exporting, and in a position to convert export

					inquiries into export orders.
	61	“Start Small; Think Big” - Workshop for hands-on training of SMEs for use of online tools/digital platforms	Sep 2021	SMEDA,PITB, Department of Industries, Punjab, Regional Chambers and Trade Bodies, Educational Institutes, Private Sector	Capacity building of SMEs for effective use of the digital medium and connecting with the international market.
	62	“Women in Trade” – Seminar for WEs	Dec 2021	SMEDA, State bank, WCCIs	Support women in trade through capacity building and preparation for participation in WeXnet 2022.
	63	A seminar on WTO Regional Trade Agreements and Opportunity for industrial sector growth	Feb 2022	Relevant Chambers and Trade bodies	To raise awareness about WTO tariff regime viz a viz RTAs to ensure active private sector participation in RTAs/PTAs negotiations.
Sialkot	64	Workshop regarding registration on REX system	July 2021	Relevant Chambers and Trade bodies	Awareness regarding registration on REX system
	65	Seminar on CE Marking	Aug 2021	Relevant Chambers and Trade bodies	To ensure European compliance standards of exports at every level
	66	“Women in Trade” – Seminar for WEs	Oct 2021	SMEDA, State bank, WCCIs	Support women in trade through capacity building and preparation for participation in WeXnet 2022.

	67	Seminar on Amazon to enhance exports in Gloves Sector of Sialkot	Dec 2021	Relevant Chambers and Trade bodies	To enhance exports of gloves through new platform.
	68	Seminar on E-Commerce (e-Bay, PayPal)	Jan 2022	Relevant Chambers and Trade bodies	Awareness on use of latest E-commerce trends
	69	Innovators Forum – panel discussion of experts from academia and industry regarding the need for innovation and success stories of innovators.	Feb, 2022	PITB, Punjab Industries Department, LCCI, Trade Associations, Incubation Centers	Exploring non-traditional sectors / ways to promote innovation. Establish database.
	70	“Start Small; Think Big” - Workshop for hands-on training of SMEs for use of online tools/digital platforms	March, 2022	SMEDA, PITB, Department of Industries, Punjab, Regional Chambers and Trade Bodies, Educational Institutes, Private Sector	Capacity building of SMEs for effective use of the digital medium and connecting with the international market.
	71	Seminar on Awareness about online registration on WEBOC System	April 2022	Relevant Chambers and Trade bodies/FBR	Training exporters on use of WEBOC system
	72	Seminar on how to become a new exporter / training for SME sector of Sialkot	June 2022	Relevant Chambers and Trade bodies	Encouraging SMEs towards exports
Quetta	73	National Exporters Training Program (NETP)	July, 2021	Seminar will be considered most benefiting for Current and potential entrepreneurs of	Through this program, exporters will be trained into different disciplines which are broadly divided into four distinct

			Balochistan, Women, traders, Chambers, Trade bodies, Think Tanks, Strategic departments and the Universities.	modules.
74	Seminar on Promoting Women Entrepreneurship and Innovative SMEs, from Home to the World!	March, 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.	Through this program, the females of Balochistan will be encouraged and trained to become exporters
75	Tapping Potential of International market for Handicrafts and Ancient Beads of Balochistan	September 2021	Seminar will be considered most benefiting for Women, traders of handicrafts, Chambers, Trade bodies, Think Tanks and the Universities business graduates.	The demand of handmade carpets especially the design of “Warrior” and “Balochi Jirga” are in high demand. The need of community training and just payment to workers are the issues in focus. There is high demand of Balochistan Embroidery in UAE, Qatar, Muscat, Oman, Bahrain, far East, USA and Canada.
76	Seminar on Potentials of Value Addition in the Minerals of Balochistan	October 2021	TDAP, GOB, relevant Chambers and Associations	<ul style="list-style-type: none"> • Educate about Leasing Rules and Regulations • Exploration and extraction procedures • Marketing of Minerals • Bottlenecks • Current Scenario of our Potentials

				viz-a-viz Value Addition
77	Opportunities in Production and Export of Olive in Balochistan Musakhel – Zhob Division	December 2021	Growers, <i>Olive</i> Research Institutes, Leading Agro Exporters.	Awareness among growers, sensitization of modern farming techniques,
78	Opportunities in Production and Export of Olive in Balochistan Khuzdar – Qalat Division	July, 2021	Growers, <i>Olive</i> Research Institutes, Leading Agro Exporters.	Awareness among growers, sensitization of modern farming techniques,
79	Slaughtering and skin processing awareness seminar in the perspective of modern industry to export fresh meat and Poultry	January 2022	Current and potential entrepreneurs of Balochistan, Trade bodies, Think Tanks, Strategic departments and the Universities	To create awareness, develop, promote and provide market access to the current and the potential meat exporters of the country
80	Seminar on potential of arts, crafts, rugs and carpets of Balochistan	October, 2021	Representatives of Balochistan's Traders, Chambers, Strategic departments, Women related to handicrafts and embroidery business at local level	Highlighting the rich culture of Balochistan at international level Introduction and promotion of arts and craft of Balochistan Economic uplift of women associated with the sector

	81	Seminar on trade potential of Apricots Zhob Division	May 2022	Growers, <i>Apricot</i> Research Institutes, Leading Agro Exporters.	Awareness among growers, sensitization of modern farming techniques.
	82	Seminar on trade potential of Apricots Killa Saifullah	June 2022	Growers, <i>Apricot</i> Research Institutes, Leading Agro Exporters.	Awareness among growers, sensitization of modern farming techniques.
Gwadar	83	Seminar on importance of Fiber Fish Boat making in Coastal area of Baluchistan.	December 2021	TDAP, Gwadar Chamber of Commerce,	The proposed activity shall be aimed at Enabling fishermen from diverse regions and potential sectors to develop their businesses on conversion to fiber fish boat making. To provide them a platform for capacity-building and trainings and to enable these businesses to add value to their products and eventually to exports internationally.
	84	Seminar on Importance of Pak- Iran Trade after opening of Border Markets and crossing points.	February 2022	Gwadar Fish Industry Association, SMEDA, Mercantile Marine Deptt: other relevant stakeholders	To highlight the importance of promoting regional trade after the opening of crossing points of Pishine Mand and Gabd and establishment of border markets to regularize the trade with Iran.
	85	Seminar for Women Entrepreneurs	March 2022	TDAP, GCCI, Southern Command Gwadar Port Authority, Gwadar Development Authority.	To create awareness, develop, promote and provide market access to Pakistani women entrepreneurs thus improving their contribution in exports and positive image building of Pakistan especially carpet woven industry of Mand,

					Balochistan.
	86	NETP Training Seminar	April 2022	TDAP, Local Women entrepreneur, Existing and Potential	NETP Series of Seminars for developing potential exporters and entrepreneurs of the region shall focus on SMEs and new exporters with a view to create a pool of exporters who have detailed knowledge of exporting.
Hyderabad	87	Seminar on Rice, Hyderabad	June, July 2021	<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 	<p>Since, there are more than 50 Rice Mills in the Hyderabad region, in the seminar, we have to highlight those international markets where they can trade with minimum formalities. Besides, we shall conduct sessions on Quality Enhancement (as is done by India) to compete in the international market.</p> <p>We shall persuade up on them to participate in the international exhibitions.</p>

	88	Seminar on Banana, TandoJam	July 2021	<ul style="list-style-type: none"> • Sindh Agriculture University Tandojam • DG Sindh Agriculture Research Centre, Tandojam. • Mirpurkhas Chamber of Commerce & Industry • Sindh Abadgar Board • Sindh Chamber of Agriculture 	<p>This region is known for export quality bananas. Mr. Imdad Nizami is a learned and known figure. He will be part and parcel of the event, as is demanded by the other potential growers of banana. He will teach them the ways and means to enhance production. Further, special focus will be on by-products of banana though installing small processing units.</p> <p>Packaging is a must factor for shelf-life.</p> <p>Besides, we shall make a banana Trade Committee to represent this product.</p>
	89	Seminar on Onion, Tando Alayar	August 2021	<ul style="list-style-type: none"> • Agriculture Extention, MPK • Mirapukhas Chamber of Commerce & Industry • Onion Growers Association • Sindh Abadgar Board • Sindh Chamber of Agriculture 	<p>Nasarpur, besides other product areas, is hub of quality onions. There is a dire need to exploit this product. Seminar will educate them about by-products of onion which have a great demand in Pakistan and abroad. As, this office has made Moazam Khoso install A Onion Procession Unit in Tando Adam, district Sanghar; Mr. Moazam and others will educate the other willing growers to follow the same pattern.</p> <p>Special focus will also be on their participation in trade events.</p>

	90	Training on HOW TO EXPORT, Hyderabad	August 2021	<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 	<p>Many growers and even the manufacturers are not fully aware of the method, process and procedure of doing international trade.</p> <p>Training will include all nitty-gritties involved for export business.</p>
	91	Seminar on Chillies, Mirpurkhas	Dec 2021 Jan 2022	<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 	<p>Kunri, in district Umerkot, is the largest chilli Market of Asia. Chilli quality and varieties are more in demand.</p> <p>Special focus will be on the Re-functioning of Chilli Processing Unit in Kunri.</p> <p>(MoC wrote a letter to TDAP to finance this Chilli Processing Unit to make it functional; we did costing and sent a detailed report to TDAP Hqrs.)</p> <p>Special Focus on treating aflatoxin and enhancing Packaging Quality</p>

	92	Training of Artisans of Handicrafts, Jamshoro	January 2022	<ul style="list-style-type: none"> • Shaheed Allah Bux Soomro University Of Art Design And Heritage Management, Jamshoro • Handicrafts Association, Hyderabad 	<p>The artisans of bangles, pottery, Jandi, basketry, Ajrak etc are following old designs and patterns. There is a need to make them aware of the modern trends and designs. Moreover, they are be trained on How to do Online Business.</p> <p>This office has already made them active to participate in the national and international Exhibitions. Due to Pandemic, this has not been materialized. Mr. Saleh Faroquee, the Secretary, also visited Hala and This office after this visit sent a detailed proposal to TDAP Hqrs. The same proposals will be discussed with the artisans to add something more as desired by them.</p>
	93	Webinar on AGRI PRODUCTS	March 2022	<ul style="list-style-type: none"> • Sindh University of Agriculture, Tandojam. • Mirpurkhas Chamber • DG Agriculture Research Sindh Tandojam. • Sindh Chamber of Agriculture, • Hyderabad • Sindh Abadgar Board • Sindh Chamber of Agriculture 	<p>The purpose of the Webinar is to connect the growers from the remote areas; as this office looks after a wide area. Webinar will focus on production enhancement, ways to treat pesticides, to enhance quality thorough proper packaging and enter international market through exporters.</p>

Sukkur	94	Awareness Seminar on Potential Markets of Pakistani Dates & Dry Dates other than India, Sukkur	Jul-21	SRSO & APWA Sukkur and Women Entrepreneurs and other Artisans of Handicrafts	to support and promote the handicraft sector of the region
	95	Consultation Session for Handicraft of Sukkur Region Khairpur	Aug-21	Trade Chambers & Associations and Pickle Stakeholders	to educate and encourage the stakeholders to produce the product for export purpose
	96	Awareness Session on Export Markets for Shikharपुरi Achhar-Pickle Shikarpur	Sep-21	Fisheries & Livestock deptt of Sindh, Fisheries Development Board, Fish Auction Market Sukkur, & Traders	to educate and encourage the stakeholders to produce the product for export purpose
	97	Seminar on Export Potential of Fresh Water Fish Sukkur	Oct-21	Agriculture Dept Sindh, Abadgaar Boards, Trade Associations and Guava Growers	to educate and encourage the stakeholders to produce the product for export purpose
	98	Awareness Seminar on Export Potential of Guava Fruit Larkana	Nov-21	DPP, MNFSR, PHDEC, IBA Sukkur, Trade Chambers & Associations, All other stakeholders	To make exporters aware about the importance of international compliances
	99	Awareness Session on International Food Safety Standards and Certifications i.e. HACCP, Kosher, ISO	Nov-21	SBP, Commercial Banks, IBA Sukkur, Trade Chambers & Associations/ other stakeholders	to connect Banks with the Businesses of the region about the modes of Payments against exported products

100	Awareness Seminar on Methods of Payment in International Trade i.e. LC, and other modes	Jan-22	Agriculture Dept Sindh, Abadgaar Boards, Trade Associations and Lemon and Grape Fruit Growers	to educate and encourage the stakeholders to produce the product for export purpose
101	Seminar on Trade Development for Lemon and Grape Fruit Naushero Feroz	Feb-22	Agriculture Dept Sindh, Abadgaar Boards, Trade Associations and Banana Growers	to educate and encourage the stakeholders to produce the product for export purpose
102	Seminar on Trade Development of Banana Fruit Khairpur	Mar-22	Agriculture Dept Sindh, Abadgaar Boards, Trade Associations and Growers of Mango, Strawberry, Potato, Onion, Okra etc.	to educate and encourage the stakeholders to produce the product for export purpose
103	Seminar on Export Potential of Fruits & Vegetables of Sukkur Region Sukkur	Apr-22	Agriculture Dept Sindh, Abadgaar Boards, Trade Associations and Animal Feed Stakeholders	to educate and encourage the stakeholders to produce the product for export purpose
104	Consultative Session with Stakeholders of Animal Feed (Wheat Chaff) Shikarpur	May-22	Agriculture Dept Sindh, Abadgaar Boards, Trade Associations and Mango Growers	to educate and encourage the stakeholders to produce the product for export purpose
105	Session for Export Potential of Mango Naushero Feroz	Jun-22	SRSO & APWA Sukkur and Women Entrepreneurs and other Artisans of Handicrafts	to support and promote the handicraft sector of the region

Webinars by Regional Offices

Regional Office	S No	Topic of Webinar	Tentative Date	Stakeholders
Abbottabad	1	Export procedure webinar for women entrepreneurs of Hazara Division	September, 2021	TDAP, Women Chamber of Commerce and Industry, Hazara Division, Academia
Lahore	2	Webinar on Access to Finance for Women and SMEs exporters	July 2021	Relevant Chambers, Trade Bodies, Wes, SMEs, SBP, SMEDA
	3	Webinar on proposed revised conditions for GSP and its impact on Pakistan exports	Oct 2021	Relevant Chambers, Trade Bodies, Exporters, Relevant Trade Missions, MOC
	4	Webinar – “Beginners guide to participating in virtual Expos”	Jan 2022	Relevant Trade Bodies, Event Management Companies, Exporters/SMEs/WEs
	5	Series of webinars on "Exploring the market potential for Pakistani products” (region-wise) with TIOs : Americas: Canada, US, Mexico, Argentina and Brazil	Sep, 2021	MOC, Trade Missions, Trade Bodies, Exporters/SMEs/WEs
	6	Series of webinars on "Exploring the market potential for Pakistani products” (region-wise) with TIOs : Africa: Kenya, Nigeria, Ethiopia, Egypt, Morocco, South Africa, Senegal, Sudan, Algeria	Nov, 2021	MOC, Trade Missions, Trade Bodies, Exporters/SMEs/WEs
	7	Series of webinars on "Exploring the	Jan, 2022	MOC, Trade Missions, Trade Bodies,

		market potential for Pakistani products” (region-wise) with TIOs : Asia (sans China): Afghanistan, Sri Lanka, Bangladesh, Indonesia, Malaysia, Kazakhstan, South Korea, Thailand, Tajikistan, Vietnam		Exporters/SMEs/WEs
	8	Series of webinars on "Exploring the market potential for Pakistani products” (region-wise) with TIOs : Middle East/Gulf: Jordan, Iran, Saudi Arabia, Qatar, UAE	March, 2022	MOC, Trade Missions, Trade Bodies, Exporters/SMEs/WEs
	9	Series of webinars on "Exploring the market potential for Pakistani products” (region-wise) with TIOs : Europe (sans UK): Russia, Turkey, Belgium, France, Germany, Italy, Netherland, Poland, Spain, Sweden, Switzerland	April, 2022	MOC, Trade Missions, Trade Bodies, Exporters/SMEs/WEs
	10	Series of webinars on "Exploring the market potential for Pakistani products” (region-wise) with TIOs Oceania: Australia, Japan.	June. 2022	MOC, Trade Missions, Trade Bodies, Exporters/SMEs/WEs
Faisalabad	11	Webinar on Growth of SMEs	July, 2021	Relevant Chambers and Trade bodies
	12	Webinar on New Markets in Africa and Central Asia and expansion of already existing markets	Dec, 2021	Relevant Chambers and Trade bodies
	13	Webinar on Export Potential of	June, 2022	Relevant Chambers and Trade bodies

		Technical Textiles		
Gujranwala	14	Webinar on Light Engineering Industry of Gujranwala	Oct 2021	Relevant Chambers and Trade bodies
	15	Webinar on Ceramic Industry of the Punjab region	April 2022	Relevant Chambers and Trade bodies
Quetta	16	Webinar on potential of arts and crafts of Balochistan	October, 2021	Representatives of Balochistan's Traders, Chambers, Strategic departments, Women related to handicrafts and embroidery business at local level and TIOs.

Other Promotional Activities by Regional Offices

	S No	Activity	Stakeholders	Place	Tentative Date	Objectives to Achieve
Islamabad	1	Mango Diplomacy	TDAP, MoC, PHDEC, MoFA , Presidency	Presidency	July 2021	Country Image Building and Mango Promotion
	2	Promotion of Gems Sector	TDAP, MoC, Pakistan Customs, CAA and Trade related to Gem Sector	Islamabad	On Going Activity to be initiated in May 2021	To enhance trade of this sector to approx. USD 2 billion
	3	“Development Partners’ Conference for Trade Promotion”	TDAP, Commerce Division, Foreign Missions in Islamabad, International Donor Organizations (USAID, PREIA already been done). Meetings with DFID, GIZ, KFW, AUSAID etc.), Trade Bodies of the Region, Provincial Governments, Academia and Think-Tanks	Serena Hotel, Islamabad	February 2022	To synergize efforts of stakeholders and development partners and explore opportunities on the subject of trade and investment in goods and services.
Gilgit	4	Initial Consultation of TDAP team for Establishment of Dedicated Display Center at Gilgit	TDAP, Commerce Division, GB Government, Local Chambers, Trade Bodies	Gilgit	On Going Activity to be initiated in May 2021	To showcase the export oriented products of GB region

Lahore	5	Women in Trade Vlog		Lahore	July-Sep 2021	Encouraging Women participation in business and projecting soft image of Pakistan
	6	Punjab Trade Diaries		Lahore	Sep 2021 – March 2022	Promotion of soft image of Pakistan and enrichment of TDAP's archives.
	7	Economic Diplomacy Initiative		Lahore	Oct 2021 – April, 2022	Strengthening of B2G linkages.
Gwadar	8	Establishment of Dates processing, packing and Cold Storage Plant	TDAP, Commerce Division, Baluchistan Government, Local Chambers, Trade Bodies	Turbat /Panjgoor	October, 2021	To contribute in export Dates of Makran region.
	9	Promotion of Fisheries Sector Fish processing & Freezing Plant	TDAP, MoC, and Gwadar Fish Industry Association	Gwadar	November, 2021	To enhance trade of this sector.

Special Initiatives for Women Entrepreneurs

Promotional Events

Sr.	Program	Activity	Collaborators	Tentative Venue	Tentative Date	Scope/ Objectives
1	Women Entrepreneurs	Celebrating the Entrepreneurial Spirit (WE initiative Launch event)	All women Chambers' Presidents, and other major stakeholders	Serena Hotel Islamabad	Sep-21	<p>Launching ceremony to celebrate 2021 as a year of women entrepreneurs.</p> <p>Advertisement through social media and newspapers.</p> <p>Definition</p> <p>Data</p> <p>Annual Business Plan</p>
2	Women Entrepreneurs	Development of Webpage for WEs on TDAP Portal	WCCIs Business Incubators	N/A	Jun-21 Onwards	<p>Interactive/chatbot</p> <p>Sharing of information, bridging gaps and developing linkages with WEs via online portal</p> <p>Give space to incubator centres e.g i2i, DotZero etc</p>
3	Women Entrepreneurs	Development of Women Exporters Database	PITB Software Developing company	Across all WCCIs	Jul-21 onwards	<p>Development of software application for data collection and analysis</p> <p>Workshop on data collection and sharing, mapping out WEs across Pakistan</p>

4	Women Enterpreneuers	Women in Trade Vlog	WCCIs successful women entrepreneurs (Role Models)	N/A	Jul-21 Sep-21	Display of TDAP's success stories among WEs on social media pages Encouraging women participation in business and projecting soft image of Pakistan
5	Women Enterpreneuers	WEs Role Model Program	Universities / Educational Institutes in Lahore, Rawalpindi, Karachi, Quetta, Abbottabad & Peshawar	Conference halls of universities / educational institutes	Aug-21 Onwards	Development of entrepreneurial skills and mindset
6	Women Enterpreneuers	WEs Symposium & 'Women in Business Award'	ITC	PC Burban	Apr-22	Policymakers and the business community to discuss trade-related policy matters through a combination of multi-stakeholder engagement Networking through SheTrades initiative

Exhibitions

S No	Program	Activity	Collaborators	Tentative Venue	Tentative Date	Scope/ Objectives
1	Women Entrepreneurs	10th WEXNET	Women Chambers, NGOs, Provincial Departments, SMEDA etc.	Expo Centre, Lahore	Nov-21 (subject to availability of Expo Centre)	Digitization of Businesses, E-Commerce, Creative Industry, and Innovative Technologies
2	Women Entrepreneurs	Her Hunar Women Trade Fair , Hazara	TDAP, Women Chambers, PABA, SMEDA, KADO, other relevant stakeholders	Services Club Abbottabad	Oct-21 Dec-21	To enable WEs from diverse regions and potential sectors to develop their businesses. To provide them with a platform for showcasing their products and generate motivation amongst them

Seminars, Workshops

Sr. No	Program	Activity	Collaborators	Tentative Venue	Tentative Date	Scope/ Objectives
1	Women Entrepreneurs	Seminar on REX Certification	WCCIs Resource Persons/trainers	Local Hotel	Jul-21	Information on International Trade legalities
2	Women Entrepreneurs	Series of Seminars for WEs on “Women in	SMEDA, State Bank, WCCIs,	Karachi	Sep-21	Preparation for WEXNET

		Trade”	Resource Persons/trainers	Lahore and Punjab SROs Islamabad Peshawar Quetta	Jan-22	
3	Women Entrepreneurs	Series of Seminars for WEs on Market Access	WCCI, Existing and Potential WEs, Resource Persons/trainers	Islamabad Mirpur Swat	Feb-22	To create awareness, develop, promote and provide market access to Pakistani WEs, improving their contribution in exports
4	Women Entrepreneurs	NETP	WCCIs, Resource persons/ Trainers	Islamabad Peshawar Abbottabad Swat Mirpur	An ongoing activity. Will start in Sept. 2021	Enabling WEs from diverse regions and potential sectors to develop their businesses. To provide them a platform for capacity-building and trainings and to enable these businesses to add value to their products and eventually to exports internationally.

Delegations

Sr.	Activity	Collaborators	Tentative Venue	Tentative Date	Scope/Objective
1	TEXWorld Paris*	WEs (South)	Rue Du Mail and	Jul-22	To practically observe EU business

			Atelier Richelieu, Paris		practices, consumer behavior and trends
2	MAGIC, LAS VEGAS*	WEs (South)	Javits Convention Centre, Las Vegas, USA	Aug-22	To practically observe EU business practices, consumer behavior and trends
3	Women Trade Delegation to Sri Lanka	WCCIs, TIO Sri Lanka	Sri Lanka	Dec-21	Exploring business opportunities in Sri Lankan market and seeking out potential buyers that fits WE's product portfolio

National Exporters Training Program (NETP)

S No	Date	City	Proposed Venue	Training By
1	28-Jul-21	Swat	Swat Chamber of Commerce and Industry	TDAP
2	31-Jul-21	Mirpur	Mirpur/AJK Chamber of Commerce and Industry	TDAP
3	2-Aug-21	Gilgit	Gilgit Chamber of Commerce & Industry	TDAP
4	Sep-21	Quetta	Quetta Chamber of Commerce and Industry	TDAP
5	Sep-21	Gwadar	TDAP Gwadar	TDAP
6	Oct-21	Hyderabad	Hyderabad Chamber of Commerce & Industry	TDAP
7	Oct-21	Khairpur /Larkana	Sukkur Chamber of Commerce & Industry	TDAP
8	Nov-21	Bahawalpur	Bahawalpur Chamber of Commerce & Industry	TDAP
9	Nov-21	Multan	Multan Chamber of Commerce and Industry	TDAP

10	Dec-21	Abbottabad	Abbottabad Chamber of Commerce and Industry	TDAP
11	Jan-22	Gujranwala	Gujranwala Chamber of Commerce & Industry	TDAP
12	Jan-22	Gujrat	Gujrat Chamber of Commerce & Industry	TDAP

Webinars & Online B2B Meetings Proposed

S No	Product Division	Product	Officer Name	Date	Type	Topic	Stakeholders	Expected Results
1	Engineering & Minerals	Agricultural Machinery	Kashmala Javaid	Jul-21	Webinar	Exploring New Markets in Africa	Trade and Investment Officers in Africa (Algeria, Senegal) Business Community, Related Associations	Increased awareness among the business community regarding export potential of new markets in Africa (focus on West Africa)
2				Aug-21	Webinar	Trade Restrictions and Barriers in Exporting Agriculture Machinery to Africa	Trade and Investment Officers in Africa, Related Associations and Chambers, Business Community	Detailed analysis of potential African markets on the basis of tariffs and non-tariff barriers
3				Sep-21	Webinar	Market Entry Strategies for West Africa and analysis of competitors	Trade and Investment Officers in Africa Business Community Related Associations	Greater understanding of the socioeconomic and political dimensions for entry in targeted markets
4				Oct-21	Webinar	Banking channels and SBP rules regarding export to Africa	Related Chambers and Associations, Business Community, SBP	Enhanced awareness about banking channels in Africa and related issues
5				Nov-21	Webinar	Agricultural Machinery	PSQCA, Business	Awareness among business

					Certification Requirements and Issues	Community, Related Associations and Chambers	community regarding certification requirements in Africa
6				Dec-21	B2B Meeting	Meeting between interested parties for export contracts	TIOs and interested business parties After a series of webinars on African market, an opportunity for Pakistani exporters to approach African importers
7				Jan-22	Webinar	Challenges in Export of Tools and Implements	Pakistan Foundry Association, University of Agriculture, Business Community Analysis of Causes behind stagnant exports of tools and implements
8				Feb-22	Webinar	Prospects of Joint Ventures with African countries	BOI, Business Community, Associations and Chambers Greater understanding of relevant rules and regulations and discover joint venture opportunities
9				Mar-22	B2B Meeting	Follow up meeting for Joint Venture	TIOs, Interested Business Parties Opportunity for Pakistani companies to directly explore the opportunity of a joint venture with African companies
10				Apr-22	Webinar	Farm Mechanization and trend towards autonomous tractors	TIOs, Interested Business Parties To observe the latest trends in farm machinery worldwide
11				May-22	Webinar	Exploring opportunities in South Africa	TIOs, Associations, Chambers, Business Community Analysis of investment and export opportunities in South Africa
12				Jun-22	B2B Meeting	Follow up meeting of webinar	TIOs and interested parties Opportunity for Pakistani exporters to engage in B2B meetings with business community and importers of South Africa

13	Engineering & Minerals	Chemicals	Hafiz Kamran Ahmed	Jul-21	Webinar	Persistent challenges for the chemical industry of the country	PCMA and local manufacturers	To know about the problems of chemical industry
14				Aug-21	Webinar	To exploit new digital platforms like Amazon for chemical exports	PCMA and local manufacturers	To encourage the chemical industry for e- business on Amazon
15				Sep-21	Webinar	To explore the potential of chemical exports to Nigeria	PCMA and local manufacturers	To enhance Pakistan's chemical exports to Nigeria in context of upcoming Single Country Exhibition there on 24-25 Nov, 2021. Relevant justifications are enclosed at Annex-A .
16				Oct-21	B2B Meeting	To look for market penetration of Nigeria in context of webinar conducted earlier.	PCMA and local manufacturers	To enhance Pakistan's chemical exports to Nigeria in context of Govt. of Pakistan's Look Africa Policy and upcoming Single Country Exhibition.
17				Nov-21	Webinar	Exploration and potential of new markets for chemicals	PCMA and local manufacturers	To get the suggestions for new markets for chemical exports of country in future
18				Jan-22	Webinar	China as a future market of chemical exports of Pakistan	PCMA and other stakeholders	To tap one of the biggest markets of chemicals in the world. Relevant justification is enclosed at Annex-B .
19				Feb-22	B2B Meeting	China as a future market of chemical exports of Pakistan		To tap one of the biggest markets of chemicals in the world.
20				Mar-22	Webinar	APTTA and prospects for chemical industry of the country	PCMA and local manufacturers	To look for enhancing chemical exports into Pakistan's biggest market for chemicals

21				May-22	Webinar	Reduction of Trade Costs under PSW	PCMA,PCDMA and local manufacturers	To apprise/educate the business community about salient features of the web based application
22	Engineering & Minerals	Marble	Fakeha Faiz	Jul-21	Webinar	Sales Tax issue of marble exporters	APMIA, FBR	This might pave way for understanding of the issue and what the government can do to resolve the issues of the exporters
23				Aug-21	Webinar	Exploring the African market for the marble exporters	TIOs African region, APMIA	
24				Oct-21	B2B meeting with African importers	-		Africa is one the potential region for Pakistani marble exports. The webinar will create an understanding of the African market dynamics for marble exporters
25				Jan-22	Webinar	Environmental impact of marble mining and processing”	EPA, APMIA, TIO Rome, Italy, TDAP	This webinar will create awareness about safe environmental practices prevalent in European countries e.g Italy
26				Feb-22	Webinar	Tapping the potential of the Australian market for marble exporters and B2B	Relevant TIO and APMIA	As Australia is one of the potential market for marble exports of Pakistan, the webinar will help the exporters understand the Australian market for potential exports of Pakistani marble
27				Apr-22	Webinar	Skill development of the unskilled labor, occupational health safety	APMIA, GIZ, TDAP	Understanding of the safe occupational practices for labor

					issues and way forward		
28				May-22	Webinar	Understanding the Indonesian market for marble exports of Pakistan and B2B	
29				Jul-22	Webinar	Value addition in the marble sector	TDAP, APMIA, PASDEC, TIO Italy Might help in exploring the possibilities of value addition in the marble sector which will in turn boost exports
30	Engineering & Minerals	Auto Parts	Usman Elahi	Jul-21	webinar	Russian Auto Industry and opportunity for Pakistan	PAAPAM, Mission Identification of opportunities and liaison development with their relevant trade bodies
31				Aug-21	webinar	Scope for Pakistan 2-3 wheelers in Kenya	PAMA, PAAPAM, Mission Identification of opportunities and liaison development with their relevant trade bodies
32				Sep-21	B2B	Russian Auto Industry and opportunity for Pakistan	PAAPAM, Mission To exchange contact for further negotiations
33				Oct-21	webinar	Scope for Pakistan 2-3 wheelers in Morocco	PAMA, PAAPAM, Mission Identification of opportunities and liaison development with their relevant trade bodies
34				Nov-21	webinar	Automotive Industry of Korea and lessons for Pakistan	PAMA, PAAPAM, Mission Identification of opportunities and liaison development with their relevant trade bodies
35				Dec-21	webinar	Potential for Tractors and Auto parts in Nigeria	PAMA, PAAPAM, Tractor Exporters Identification of opportunities and liaison development with their relevant trade bodies

36				Jan-22	B2B	Automotive Industry of Korea and lessons for Pakistan	PAMA, PAAPAM, Mission	To exchange contact for further negotiations
37				Feb-22	Webinar	Opportunities, Policies, procedures, certification in Argentina for Auto parts.	PAAPAM, Mission	Identification of opportunities and liaison development with their relevant trade bodies
38				Mar-22	Webinar	Opportunities for 2-3 wheelers in Bangladesh	PAMA, Mission	Identification of opportunities and liaison development with their relevant trade bodies
39				Apr-22	Webinar	Business opportunity in Automotive industry in Chile	PAAPAM, Mission	Identification of opportunities and liaison development with their relevant trade bodies
40				May-22	B2B	Opportunities, Policies, procedures, certification in Argentina for Auto parts.	PAAPAM, Mission	To exchange contact for further negotiations
41				Jun-22	B2B	Potential for Tractors and Auto parts in Nigeria	PAMA, PAAPAM, Tractor Exporters	To exchange contact for further negotiations
42	Engineering & Minerals	Construction Material	Omer Hussan Bajwa	Jul-21	Webinar	Problem identification meeting regarding cement sector.	TDAP, APCMA, KPT, Pakistan Customs.	Deep understanding of issues related to cement exporters.
43				Aug-21	Webinar	Anti-dumping duties related webinar Cement Sector in Southern Africa.	APCMA, TDAP, TIOs, TDRO.	Road Map to remove Anti-Dumping duties imposed by South Africa.

44			Sep-21	Webinar	Webinar on Prefabricated-low-cost housing.	TIOs, TDAP, Prominent housing schemes, Naya-Pakistan Housing and Development Authority.	Exploration of possibilities of introduction of prefabricated-low-cost housing facility in Pakistan
45			Oct-21	Webinar	Webinar on Tariff issues with China w.r.t clinker	TDAP, MOC, TIOs, APCMA.	First step towards removal of tariffs on Clinker export to China.
46			Nov-21	Visit	Supply Chain analysis visit regarding ceramics and sanitary fittings sector.	TDAP, Ceramic manufacturers	Exploring supply chain issues in the ceramics and sanitary fittings sector.
47			Dec-21	B2B interaction	B2B interaction regarding Prefabricated-low-cost housing: EU.	TIOs, TDAP, Prominent housing schemes, Naya-Pakistan Housing and Development Authority.	Introduction of new trends in Housing sector of Pakistan through establishing joint ventures.
48			Jan-22	Webinar	Webinar about Exploring opportunities regarding ceramics and sanitary fittings sector in African markets,	TDAP, TIOs, Ceramic manufacturers.	Tapping African market for the sector.
49			Feb-22	Webinar	Western African Market problem identification webinar regarding Cement Sector.	TIOs, TDAP, APCMA, SBP.	Exploring possibilities to infiltrate in the West African Markets.
50			Mar-22	Webinar	Identification of problems and market opportunities in Srilanka and Bangladesh webinar regarding Cement Sector.	TIOs, TDAP, APCMA.	Securing more share in the target market.

51				Apr-22	B2B Interaction	B2B interaction regarding cement sector in the West African Markets	TIOs, TDAP, APCMA.	Efforts to infiltrate in the target markets.
52				May-22	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.
53				Jun-22	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.
54	Engineering & Minerals	Cutlery & Cookware	Faisal Zaman	Jul-21	Webinar/consultative session	Cutlery & cookware export to Africa	Respective Associations PCSUMEA & APAUMA, JS-MoC, SO-Africa, MoC, All TIO's of Africa region & senior officers of E & M Division, HQ's, TDAP, Karachi	Would help the government in the finalization of sectoral plan to enhance exports of engineering goods to Africa
55				Aug-21	webinar	How to enhance Cutlery sector exports	Respective Associations PCSUMEA & APAUMA, officers of TDAP and Foreign Mission abroad	Would help in the sector specific development
56				Sep-21	webinar	Issues of Cookware sector	Respective Associations, leading exporters of the product sector and TDAP officers	Essential session to help support stakeholders in understanding sector issues
57				Nov-21	webinar	Issues of cutlery sector	Obviously, exporters, TDAP officers and concerned Associations	Basic impediments being faced locally be addressed as remedial measures

58				Jan-22	webinar	Educative session to discuss export strategy of the sector product	Leading exporters of the product, Associations, TDAP officers	Essential dialogue for streamlining stakeholders views with regard to export strategy
59				Feb-22	webinar	How to trace foreign buyers	Foreign Missions abroad, TDAP officers, sector wise exporters and respective Associations chairman's & vice chairman's	Would help the exporters in tracing out importers of their respective products
60	Engineering & Minerals	Fans / Home Appliances	Muhammad Umar Riaz	Jul-21	Training Session	Training Session on ITC Trade map	Pakistan Electric Fans Manufacturers Association, TDAP	
61				Aug-21	Webinar	Webinar on Pakistan Electronics/Home Appliances -Partnership with Egyptian Companies	Pakistan Electronics Manufacturers Association, PEFMA, TDAP, MOC, Trade Missions	
62				Sep-21	Webinar	Webinar on testing of industrial raw material and finished products for conformity assessment to establish their quality, with reference to national/international standards.	PSCIR, PSQCA, TDAP, UNIDO	
63				Oct-21	Webinar	Webinar on Academia-Industry Linkage – Challenges and Opportunities	IEEEP/ Institutes of Higher Education, TDAP, PEMA, PEFMA	
64				Oct-21	B2B	B2B interaction of Fan Manufacturers with	PEFMA, TDAP, MOC	

			Egyptian Counterparts		
65			Nov-21 Webinar	Webinar on the importance of the product 722519 (Flat-rolled products of silicon-electrical steel)	PEMA, PEFMA, TDAP, MOC
66			Dec-21 Webinar	Webinar on role of Non-Ferrous Metals in Electronics Industry	TIOs, TDAP, Pakistan Electric Fans Manufacturers Association/ Pakistan Electronics Manufacturers Association
67			Jan-22 Webinar	Webinar on establishment of international warehousing facilities in African countries	TDAP, TIOs in African Countries, PEMA, PEFMA
68			Feb-22 Webinar	Webinar on proposal regarding the mandatory PSQCA approval or certification for imported electric fans/ home appliances	TIOs, TDAP, PSQCA, PCSIR
69			Mar-22 Webinar	Webinar on financial barriers to trade	TIOs, TDAP, State Bank of Pakistan
70			Apr-22 Webinar	Webinar on the role of FTAs, PTAs and evaluation of GSP+ arrangement	TIOs, TDAP, MOC

71				Apr-22	B2B	B2B interaction of Fan Manufacturers with Indonesian Counterparts	MOC, TDAP, PEFMA, TIOs	
72				May-22	Webinar	Webinar on increasing exports under Look Africa Policy	TDAP, TIOs in African Countries, MOC	
73				Jun-22	Webinar	Webinar on gaps in skilled and semi-skilled labour market – Case Study of Fan Development Institute	TIOs, TDAP, PEFMA, EDF, FDI	
74	Engineering & Minerals	Electric Machinery	Ismail Haider	Jul-21	Webinar	“How to facilitate our exporters for exporting their products in South Africa Market “	Our TIO in South Africa may be organized a virtual meeting between trade regulatory bodies of South Africa and Pakistan Pumps & Electric motors Manufacturers Association (PPEMMA), in collaboration with E&M Division	The activity can help to our exporters to export their products in South Africa market which is more potential market for Pumps & Electric motors, Transformers and Generators in the region.
75				Aug-21	Webinar	“How to facilitate our exporters for exporting their products in Saudi Arabia Market “	Our TIOs in Saudi Arabia may be organized a virtual meeting between trade regulatory bodies of Saudi Arabia and Pakistan Pumps & Electric motors Manufacturers Association (PPEMMA), in collaboration with E&M Division	The activity can help to our exporters to export their products in Saudi Arabia market which is a potential market for Pumps & Electric motors, Transformers and Generators in the region.

76			Sep-21	Webinar	“How to facilitate our exporters for exporting their products in Turkey Market “	Our TIO in Turkey may be organized a virtual meeting between trade regulatory bodies of Turkey and Pakistan Pumps & Electric motors Manufacturers Association (PPEMMA), in collaboration with E&M Division	The activity can help to our exporters to export their products in Turkey market which is a potential market for Pumps & Electric motors, Transformers and Generators .
77			Oct-21	Virtual B2B meeting	b2b meeting between South African buyers and Pakistani Exporters	Proposed b2b meeting between South African buyers and Pakistani Exporters of Pumps & Motors, Transformers and Generators in collaborations with TIO in South Africa.	This will be the interaction session between buyers and exporters of the specific product and provide the opportunity to establishing business between them.
78			Nov-21	Virtual B2B meeting	b2b meeting between Saudi Arabian buyers and Pakistani Exporters	Proposed b2b meeting between Saudi Arabian buyers and Pakistani Exporters of Pumps & Motors, Transformers and Generators in collaborations with TIOs in Saudi Arabian	This will be the interaction session between buyers and exporters of the specific product and provide the opportunity to establishing business between them.
79			Dec-21	Virtual B2B meeting	b2b meeting between Turkish buyers and Pakistani Exporters	Proposed b2b meeting between Turkish buyers and Pakistani Exporters of Pumps & Motors, Transformers and Generators in collaborations with TIO in Turkey	This will be the interaction session between buyers and exporters of the specific product and provide the opportunity to establishing business between them.

80			Jan-22	Webinar	“How to facilitate our exporters for exporting their products in Azerbaijan Market	Our TIO in Azerbaijan may be organized a virtual meeting between trade regulatory bodies of Azerbaijan and Pakistan Pumps & Electric motors Manufacturers Association (PPEMMA), in collaboration with E&M Division	The activity can help to our exporters to export their products in Azerbaijan market which is a potential market for Pumps & Electric motors, Transformers and Generators in the region.
81			Feb-22	Virtual B2B meeting	b2b meeting between Azerbaijan buyers and Pakistani Exporters	Proposed b2b meeting between Azerbaijan buyers and Pakistani Exporters of Pumps & Motors, Transformers and Generators in collaborations with TIO Azerbaijan	This will be the interaction session between buyers and exporters of the specific product and provide the opportunity to establishing business between them.
82			Mar-22	Webinar	“How to facilitate our exporters for exporting their products in Nigeria Market	Our TIO in Nigeria may be organized a virtual meeting between trade regulatory bodies of Nigeria and Pakistan Pumps & Electric motors Manufacturers Association (PPEMMA), in collaboration with E&M Division	The activity can help to our exporters to export their products in Nigeria market which is a potential market for Pumps & Electric motors, Transformers and Generators in the region.
83			Apr-22	Virtual B2B meeting	b2b meeting between Nigeria buyers and Pakistani Exporters	Proposed b2b meeting between Nigerian buyers and Pakistani Exporters of Pumps & Motors, Transformers and Generators in collaborations with TIO in Nigeria	This will be the interaction session between buyers and exporters of the specific product and provide the opportunity to establishing business between them.

84				May-22	Webinar	“How to facilitate our exporters for exporting their products in Morocco Market”	Our TIO in Morocco may be organized a virtual meeting between trade regulatory bodies of Morocco and Pakistan Pumps & Electric motors Manufacturers Association (PPEMMA), in collaboration with E&M Division	The activity can help to our exporters to export their products in Morocco market which is a potential market for Pumps & Electric motors, Transformers and Generators in the region.
85				Jun-22	Virtual B2B meeting	b2b meeting between Morocco buyers and Pakistani Exporters	Proposed b2b meeting between Nigerian buyers and Pakistani Exporters of Pumps & Motors, Transformers and Generators in collaborations with TIO in Morocco	This will be the interaction session between buyers and exporters of the specific product and provide the opportunity to establishing business between them.
86	Engineering & Minerals	Furniture	Zahid Muhammad	Jul-21	Webinar (Consultative Session)	Problems in Exports of Furniture	<ul style="list-style-type: none"> - APFEA, Karachi - APFMA, Gujrat - Furniture Association, Peshawar (Local) - Individual Exporters (Pak Exporters Directory) 	Will enable to identify the bottlenecks in exports and develop recommendations.
87				Aug-21	Webinar	Export Potential of Furniture in UAE In collaboration with the	-do-	UAE is a potential market for Pakistani furniture. Arranging webinar may uplift the Pakistan’s furniture exports to UAE.

				TIC at UAE		
88			Sept-Oct- Nov- Dec-2021	B2B - UAE - Saudi Arab (Riyadh) - Qatar - Algeria - South Africa - Sri Lanka	- APFEA, Karachi - Individual Exporters (Pak Exporters Directory)	B2B will enable the stakeholders to cross discuss the gaps and possibilities with their counterparts and lead to penetrate in the potential markets.
89			Feb-22	Webinar Prospects for Pakistan in the Furniture Market of Saudi Arabia In collaboration with the Minister (Trade & Investment) Riyadh	- APFEA, Karachi - APFMA, Gujrat - Furniture Association, Peshawar (Local) - Individual Exporters (Pak Exporters Directory)	Demand of the stakeholders
90			Mar-22	Webinar JV with Turkish Companies - Technology Transfer & Skill Development	-do-	The webinar will enable to identify the public – private sector entities of Turkey for JV in the fields of Technology Transfer and Skill

			Seoul		foreign buyers	
96			Market Opportunities Webinar	Market opportunities webinar pottery sector China	CG Shanghai, HAP, PPMA	Identification of market requirements and consumer tastes and preferences in the market and shortlisting suppliers for virtual B2B
97			B2B	Matchmaking B2B for handicraft products in Hong Kong	TIC Hong Kong, HAP	Creation of preliminary linkage between Pakistani suppliers and foreign buyers
98			Market Opportunities Webinar	Market opportunities webinar pottery sector Japan	TIC Tokyo	Identification of market requirements and consumer tastes and preferences in the market and shortlisting suppliers for virtual B2B
99			Online Workshop webinar	Best branding and packaging techniques for handicraft products	NAVTTTC, HAP	Address specific supply side constraints for handicraft producers
100			Market Opportunities Webinar	Matchmaking B2B for Pottery Products in China	CG Shanghai, HAP	Identification of market requirements and consumer tastes and preferences in the market and shortlisting suppliers for virtual B2B
101			Market Opportunities Webinar	Market opportunities webinar pottery sector Germany	TIC Berlin, HAP	Identification of market requirements and consumer tastes and preferences in the market and shortlisting suppliers for virtual B2B
102			Online workshop webinar	Use of E-Commerce Platforms for Handicraft Products - China	NAVTTTC, CG Shanghai, HAP	Address specific supply side constraints for handicraft producers
103			B2B	Matchmaking B2B for Pottery Products in Japan	TIC Tokyo, HAP, PPMA	Creation of preliminary linkage between Pakistani suppliers and

								foreign buyers
104				Apr-22	Market Opportunities Webinar	Market opportunities webinar pottery sector USA	TIO Washington, HAP, PPMA	Identification of market requirements and consumer tastes and preferences in the market and shortlisting suppliers for virtual B2B
105				Apr-22	Online Workshop Webinar	Best pricing strategy for handicraft products - China	CG Shanghai, HAP, NAVTTC	Address specific supply side constraints for handicraft producers
106				May-22	B2B	Matchmaking B2B for Pottery Products in Germany	TIC Berlin, HAP	Creation of preliminary linkage between Pakistani suppliers and foreign buyers
107				Jun-22	Market Opportunities Webinar	Exploring Market Opportunities for Handicraft Products in the Russian Market	TIC Moscow, HAP	Identification of market requirements and consumer tastes and preferences in the market and shortlisting suppliers for virtual B2B
108				Jun-22	B2B	Matchmaking B2B for Pottery Products in USA	TIO Washington, HAP	Creation of preliminary linkage between Pakistani suppliers and foreign buyers
109	Engineering & Minerals	Marble	Fakeha Faiz	Jul-21	Webinar	Sales Tax issue of marble exporters	APMIA, FBR	This might pave way for understanding of the issue and what the government can do to resolve the issues of the exporters
110				August-September-2021	Webinar	Exploring the African market for the marble exporters	TIOs African region, APMIA	

111			Oct - Dec 2021	B2B meeting with African importers			Africa is one the potential region for Pakistani marble exports. The webinar will create an understanding of the African market dynamics for marble exporters
112			Jan-22	Webinar	Environmental impact of marble mining and processing”	EPA, APMIA, TIO Rome, Italy, TDAP	This webinar will create awareness about safe environmental practices prevalent in European countries e.g Italy
113			Feb- March 2022	Webinar	Tapping the potential of the Australian market for marble exporters and B2B	Relevant TIO and APMIA	As Australia is one of the potential market for marble exports of Pakistan, the webinar will help the exporters understand the Australian market for potential exports of Pakistani marble
114			Apr-22	Webinar	Skill development of the unskilled labor, occupational health safety issues and way forward	APMIA, GIZ, TDAP	Understanding of the safe occupational practices for labor
115			May - June 2022	Webinar	Understanding the Indonesian market for marble exports of Pakistan and B2B		
116			Jul-22	Webinar	Value addition in the marble sector	TDAP, APMIA, PASDEC, TIO Italy	Might help in exploring the possibilities of value addition in the marble sector which will in turn boost exports

117	Engineering & Minerals	Minerals	Nazar Jan	Jul-21	Webinar	Awareness Education Webinar	PMDC, TDAP, Mineral Directorate	There is no association leading mineral sector. To create awareness and organized the sector, the webinar would enable the identify the problems and recommend solutions.
118				Aug-21	Webinar	Export Procedure & documentation	TDAP, FBR	To impart basic know how of the export procedure.
119				Sep-21	Webinar	Regulatory Framework	PMDC, Mineral Directorate, TDAP	To discuss in detail issues related to mineral policy.
120				Oct-21	Webinar	Financing for Mining	State Bank, TDAP	In order to explore the means and resources for mining.
121				Nov-21	Webinar	Supply chain issues	PMDC, Mineral Directorate, TDAP	In order to discuss the supply chain issues
122				Dec-22	Webinar	Value addition of minerals	EFP, TDAP, PMDC	To discuss the potential of value addition in minerals
123				Jan-22	B2B	B2B meeting with Chinese mineral importers	TDAP, Consulate	China is one of the largest exporter of Pakistani minerals, like iron, copper etc.
124				Feb-22	B2B	B2B meeting with Egyptian mineral importers	TDAP, Consulate	Major import of product under chapter 27.
125				Mar-22	B2B	B2B meeting with Nigerian mineral importers	TDAP, Consulate	Major import of product under chapter 27.
126				Apr-22	B2B	B2B meeting with South African mineral importers	TDAP, Consulate	Major import of product under chapter 27.

127				Feb-22	Webinar	Conversion of minerals into chemicals	EFP, TDAP	The benefits of converting minerals into chemicals.
128				Mar-22	Webinar	To discourage blast/orthodox mining techniques and attract scientific mining.	TDAP, PMDC, Exporters	In order to discuss the technical issues related to minerals excavation.
129				Apr-22	Webinar	To cross discuss the skill development requirements for mining and develop recommendation for implementation.	TDAP, EFP, PMDC, TEVTA	In order to discuss the technical work force needed for mining
130	Engineering & Minerals	Musical Instruments	Jawad Ahsan Khawaja	Jul-21	Webinar	“Import Procedures & Orientation of US market of Musical Instruments”	TDAP, Trade & Investment Wings in USA and Musical Instruments Manufacturers/Exporters of Pakistan.	Awareness and meaningful understanding of trade dynamics in terms of market demand, market procedures, price structure, compliance certifications, quality standards, payment procedures, tariff & non-tariff barriers and regulatory frameworks prevailing at both sides. Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and the US importers and having sustainable business ties and enhanced market share of Pakistan Musical Instruments in the US imports of Musical Instruments from the world.

131			Aug-21	Virtual B2B	Export potential of Pakistan Musical Instruments in USA.	TDAP, Trade & Investment Wings in USA and Musical Instruments Manufacturers/Exporters of Pakistan.	Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and the US importers and having sustainable business ties and enhanced market share of Pakistan Musical Instruments in the US imports of Musical Instruments from the world.
132			Sep-21	Virtual B2B	Export potential of Pakistan Musical Instruments in USA.	TDAP, Trade & Investment Wings in USA and Musical Instruments Manufacturers/Exporters of Pakistan.	Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and the US importers and having sustainable business ties and enhanced market share of Pakistan Musical Instruments in the US imports of Musical Instruments from the world.
133			Oct-21	Webinar	“Import Procedures & Orientation of German market of Musical Instruments”	TDAP, Trade & Investment Wing in Germany and Musical Instruments Manufacturers/Exporters of Pakistan.	Awareness and meaningful understanding of trade dynamics in terms of market demand, market procedures, price structure, compliance certifications, quality standards, payment procedures, tariff & non-tariff barriers and regulatory frameworks prevailing at both sides.

							Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and the German importers and having sustainable business ties and enhanced market share of Pakistan Musical Instruments in the German imports of Musical Instruments from the world.	
134				Nov-21	Virtual B2B	Export potential of Pakistan Musical Instruments in Germany.	TDAP, Trade & Investment Wing in Germany and Musical Instruments Manufacturers/Exporters of Pakistan.	Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and the German importers and having sustainable business ties and enhanced market share of Pakistan Musical Instruments in the German imports of Musical Instruments from the world.
135				Dec-21	Virtual B2B	Export potential of Pakistan Musical Instruments in Germany.	TDAP, Trade & Investment Wing in Germany and Musical Instruments Manufacturers/Exporters of Pakistan.	Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and the German importers and having sustainable business ties and enhanced market share of Pakistan Musical Instruments in the German imports of Musical Instruments from the world.

136			Jan-22	Webinar	“Import Procedures & Orientation of UK market of Musical Instruments”	TDAP, Trade & Investment Wings in UK and Musical Instruments Manufacturers/Exporters of Pakistan.	<p>Awareness and meaningful understanding of trade dynamics in terms of market demand, market procedures, price structure, compliance certifications, quality standards, payment procedures, tariff & non-tariff barriers and regulatory frameworks prevailing at both sides.</p> <p>Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and the UK importers and having sustainable business ties and enhanced market share of Pakistan Musical Instruments in the UK imports of Musical Instruments from the world.</p>
137			Feb-22	Virtual B2B	Export potential of Pakistan Musical Instruments in UK.	TDAP, Trade & Investment Wings in UK and Musical Instruments Manufacturers/Exporters of Pakistan.	<p>Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and the UK importers and having sustainable business ties and enhanced market share of Pakistan Musical Instruments in the UK imports of Musical Instruments from the world.</p>

138			Mar-22	Virtual B2B	Export potential of Pakistan Musical Instruments in UK.	TDAP, Trade & Investment Wings in UK and Musical Instruments Manufacturers/Exporters of Pakistan.	Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and the UK importers and having sustainable business ties and enhanced market share of Pakistan Musical Instruments in the UK imports of Musical Instruments from the world.
139			Apr-22	Webinar	“Import Procedures & Orientation of French market of Musical Instruments”	TDAP, Trade & Investment Wings in France and Musical Instruments Manufacturers/Exporters of Pakistan.	Awareness and meaningful understanding of trade dynamics in terms of market demand, market procedures, price structure, compliance certifications, quality standards, payment procedures, tariff & non-tariff barriers and regulatory frameworks prevailing at both sides. Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and the French importers and having sustainable business ties and enhanced market share of Pakistan Musical Instruments in the French imports of Musical Instruments from the world.
140			May-22	Virtual B2B	Export potential of Pakistan Musical Instruments in France.	TDAP, Trade & Investment Wings in France and Musical Instruments Manufacturers/Exporters of Pakistan.	Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and the French importers and having sustainable business ties and enhanced market share of

							Pakistan Musical Instruments in the French imports of Musical Instruments from the world.	
141				Jun-22	Virtual B2B	Export potential of Pakistan Musical Instruments in France.	TDAP, Trade & Investment Wings in France and Musical Instruments Manufacturers/Exporters of Pakistan.	Wide-ranging linkages and connection amongst the Musical Instruments manufacturers/exporters of Pakistan and the French importers and having sustainable business ties and enhanced market share of Pakistan Musical Instruments in the French imports of Musical Instruments from the world.
142	Engineering & Minerals	Packaging	Shukaiba Ghafoor	Jul-21		General Introduction to market- size, level of sector development	<ul style="list-style-type: none"> · Business Community Pakistan · Commercial section Canada 	Introduce Canada as a potential market to business community Pakistan
143				Aug-21		Trade potential for Packaging products in Canada	<ul style="list-style-type: none"> · Packaging manufacturers/ suppliers of Pakistan · Importers / food processors from Canada 	Focused products will be targeted: flexible and food grade packaging
144				Sep-21		Export Opportunities- Import of country, tariff structure, level of market saturation, competitors in the market	<ul style="list-style-type: none"> · Commercial Section Canada 	Trade facilitation

145		Oct-21	
146		Nov-21	
147		Dec-21	
148		Jan-22	

	· Packaging sector Pakistan	
Regulatory Environment of Country- procedure and documentation requirements for exports	· Commercial Section Canada · Packaging sector Pakistan	Trade facilitation
Standards and Certification requirement	· PSQCA · Packaging sector Pakistan	Trade facilitation
Opportunities in JVs	· Investment parties from Canada · Commercial section · Manufacturer/ producer of packaging products in Pakistan	Find Joint Venture opportunities with Canada
Investment environment in Pakistan	· Board of Investment · State Bank · Commercial Section · Canadian market players	Attract investment from Canada into Pakistan Packaging sector for skill development, certification, and other packaging products

149				Feb-22		Dispute settlement mechanism	· TDRO · Trading parties from both countries	Resolve trade disputes & highlight ways to avoid trade disputes
150				Mar-22		B2B meeting session	· Commercial section · Interested business parties	Narrow down to interested parties in actual export contracts
151				Apr-22		B2B meeting session	· Commercial section · Interested business parties	Business partners platform for increased collaboration through TDAP platform
152				May-22		B2B meeting session	· Commercial section · Interested business parties	Contracts and business deals to be discussed
153				Jun-22		B2B meeting session	· Commercial section · Interested business parties	Contracts and business deals materialization strategy
154	Engineering & Minerals	Pharmaceuticals & Cosmetics	Sana Khokhar	Jul-21	Webinar	Registration & market entrance for Pharmaceuticals in Algeria	Mentioned at Serial 03.	It will help pharmaceuticals companies to get entrance in Algeria & accredited Countries after knowing the procedures of registration.

155			Aug-21	B2B	Follow up meetings of webinar with Algeria (Pak Companies with Algeria's counter parts)	Pakistani Pharma companies, DRAP & Algeria's counterparts	This will help to get more specific information to each company about the Algerian Pharma market.
156			Sep-21	Webinar	Information/awareness on Tajikistan Pharma market.	Mentioned at Serial 03.	The Pakistani firms will be able to explore this new market after having information/procedures of entrance.
157			Oct-21	B2B	Follow up meetings of webinar with Tajikistan (Pak Companies with Tajik's counter parts)	Pakistani Pharma companies, DRAP & Tajik's counterparts	This will help to get more specific information to each company about the entrance in Tajik Pharma market.
158			Nov-21	Webinar	Information/ market segmentation of Africa for Cosmetics	Pakistani Cosmetics Companies, TIOs of Africa	This webinar will help Cosmetics firms to have information of African market of Cosmetics
159			Dec-21	B2B	Follow up meetings of webinar with African TIOs (Pak Companies with TIOs- separately with the expert of their respective cosmetics department/counter parts)	Pakistani Cosmetics companies, African's (each countries expert 2-3) counterparts	This will help to get more specific information about African Cosmetics Pharma market.
160			Jan-22	Webinar	Cosmetic segmented market & its potential in China	Cosmetics firms, Chinese TIOs, Their expert on Cosmetics.	This Webinar will support the Pakistan's Cosmetics sector to find more potential of Cosmetics in Chinese market.
161			Feb-22	B2B	Follow up B2B meetings with Chinese Cosmetics Couter parts	Chinese TIOs, Pakistani Cosmetics firms, Cosmetics firms of China	To develop/ find the opportunities in China & may be able to get a business with China.

162				Mar-22	Webinar	Pharmaceutical potential in China	Chinese TIOs. Pharma Registration Authority, DRAP, TDAP, Pakistani Pharma firms, PPMA	This will help to cater the Chinese Pharma market.
163	Engineering & Minerals	Plastics	Urooj Shafi	Jul-21	Webinar/ Introductory session	Product Identification, problems by domestic industry, preferences etc.	TDAP, PPMA, APPPMA	Deep understanding of product basket, capacity, import input and issues related to exporters.
164				Aug-21	Webinar	Market categorization awareness session with regards to briefed product basket (in the last session) of Pakistan and the export potential in each	TDAP, PPMA, APPPMA	Shortlisting of exporters as per the market categorization defined, and destinations
165				Sep-October 2021	Webinar(s)	Awareness Webinars on export destinations, non-tariff barriers, regulatory barriers, and other trade issues	TIOs, TDAP, APPPMA	Informational session about various markets and their regulatory structure
166				Oct-21	Webinar	New International Requirements for the Export and Import of Plastic Recyclables and Waste effective January 2021- Webinar on Biodegradable products and their demand in international market	TDAP, APCMA.	Addressing environmental concerns related to plastics, prepping exporters for future

167				Dec-21	1 st B2B interaction (market in USA)	B2B interaction (for products) replacing imports from China due to US sanctions/ tariff increase	TIOs (USA), TDAP, shortlisted exporters according to market categorization and products, importers from USA- (TIOs)	Tapping USA market after tariff increases on plastic imports from China
168				Dec-21	2 nd B2B interaction (market in China)	B2B interaction (for products) replacing imports from China due to US sanctions/ tariff increase	TIOs (China), TDAP, shortlisted exporters according to market categorization and products, importers from USA- (TIOs)	Tapping Chinese market post US-China trade war.
169	Engineering & Minerals	Rubber / Tyre	Zainulabdin Keerio	Jul-21	Webinar	Problem identification meeting regarding Rubbers and Tyres sector.	TDAP, Pakistan Rubbers and Tyres Manufacture Association	Deep understanding of issues related to rubber/ tyre exporters.
170				Aug-21	Webinar	Problems Identification related webinar Rubbers/Tyres Sector in Southern Africa.	Pakistan Rubber / Tyres Manufacture Association, TDAP, TIOs.	Problems Identification Africa market
171				Sep-21	Webinar	Webinar on Technically specified natural rubber "TSNR -	TIOs, TDAP, Pakistan Rubber/Tyres Manufacture Assosiation	
172				Oct-21	Webinar	New pneumatic tyres, of rubber, of a kind used on construction, mining or industrial handling ...	TDAP, MOC, TIOs, Pakistan Rubbers and Tyres Manufacture Association.	First step towards removal of tariffs on Clinker export to China.
173				Nov-21	B2B interaction	B2B Awareness Marketing Regarding New Expoters	TDAP, Pakistan Rubber/Tyre manufacturers association	Exploring supply chain issues in the rubber sector.

174			Dec-21	B2B interaction	B2B interaction regarding Prefabricated-Rubber/Tyres	TIOs, TDAP,	Introduction of new trends in rubber/tyers sector of Pakistan through establishing joint ventures.
175			Jan-22	Webinar	Webinar about Exploring opportunities regarding Rubber/Tyres sector in African markets,	TDAP, TIOs, Rubber/Tyres manufacturers Expoters.	Tapping African market for the sector.
176			Feb-22	Webinar	Western African Market problem identification webinar regarding Rubber/Tyres Sector.	TIOs, TDAP, SBP.Rubber/Tyres manufacturers Expoters	Exploring possibilities to infiltrate in the West African Markets.
177			Mar-22	Webinar	Identification of problems and market opportunities in Srilanka and Afganstan webinar regarding Rubber/Tyres Sector.	TIOs, TDAP, Pakiatan Rubber and Tyres manufacturers Expoters	Securing more share in the target market.
178			Apr-22	B2B Interaction	B2B interaction regarding Rubber and Tyres sector in the West African Markets	TIOs, TDAP, Pak Rubber/Tyres manufacturers.Expoters	Efforts to infiltrate in the target markets.
179			May-22	B2B Interaction	Opportunities regarding Rubber and Tyres sector in African markets.	TDAP, TIOs,Pak Rubber/Tyres manufacturers and Expoters.	Secure export contracts for Rubber/Tyres sector.
180			Jun-22	B2B interaction	B2B interaction regarding Prefabricated Rubber and Tyres China	TIOs, TDAP, Pak Rubber/Tyres manufacturers Expoters.	Introduction of new trends in Rubber/Tyres sector of Pakistan.

181	Engineering & Minerals	Safety Equipment	Ali Umar Tipu	Jul-21	Webinar on Safety Equipment' Exports Potential In North American Countries.	Tapping the potential of safety Equipment Market in North America: Special Focus on Canada	Personal Protective Equipment Requirements of Canada	Trade Missions Abroad, Joint Business Councils, Top Exporters and Importers and Chambers of Commerce
182				Aug-21	Webinar on Safety Equipment's Exports Potential in Africa	Tapping the Potential of Safety Equipment Market under Look Africa Policy: Special Focus on Kenya, Morocco and Nigeria	Incentives and Facilitation Provided by government under Look Africa Policy	Trade Missions Abroad, Joint Business Councils, Top Exporters and Importers and Chambers of Commerce
183				Sep-21	Webinar on Safety Equipment's Export Potential in Middle East	Tapping the potential of trade in Infrastructure in Iran, U.A.E and Qatar	Opportunities provided by the Infrastructural Hubs of Middle Eastern Countries: Industrial Safety Equipment	Trade Missions Abroad, Joint Business Councils, Top Exporters and Importers and Chambers of Commerce
184				Oct-21	Webinar on Safety Equipment's Export Potential in China	Tapping the Prodigious Market Structure of Safety Equipment in the Greater Markets of China: Guangzhou, Shanghai and Beijing	Learning from the Chinese Best Practices through Increased Value Addition and Certification Requirements as well as promoting our exports	Trade Missions Abroad, Joint Business Councils, Top Exporters and Importers and Chambers of Commerce

185			Nov-21	B2B Webinar on Safety Equipment's Export Potential in Afghanistan	Tapping the nascent market of Safety Equipment in Afghanistan to boost the Infrastructure Program of Afghanistan: Kabul and Kandahar	Increased Trade Under Revised Afghanistan Pakistan Transit Trade Agreement APTTA	Trade Missions Abroad, Joint Business Councils, Top Exporters and Importers and Chambers of Commerce
186			Dec-21	B2B Meeting with the Potential Exporters and Importers of Pakistan and South America	Tapping the Potential of Safety Equipment in the Greater Markets of South America: Brazil, Argentina and Mexico	Capacious Market Structure of South American Countries: Value Addition and Sophistication in Technology	Trade Missions Abroad, Joint Business Councils, Top Exporters and Importers and Chambers of Commerce
187			Jan-22	Webinar on Identifying the Challenges in Exports of Safety Equipment	The objective is to identify the challenges faced by exporters in the entire Global Supply Chain	To assess the problems related with the exports documentations and how these problems would be resolved.	Major Exporters related to the Safety Equipment Sector and concerned associations as well as regulating authorities.
188			Feb-22	Webinar on Prospects of Joint venture with European Countries	Extension of the GSP Plus Scheme till 2022	It would increase the business activity as well as the products developed would be more sophisticated as well as diversified.	All TIOs in the European Countries, Concerned Chambers and Group of Exporters.

189				Mar-22	B2B Meeting on the Follow Up of Joint Venturing with European Countries	Certification and Regulation Issues will be discussed as well as Business Development Plans would be discussed.	Joint ventures would help the sector in securing more exports contracts.	Business Communities, Major Exporters and TIOs.
190				Apr-22	Webinar on Identification of Certifications and Regulations.	The exports base would be increase as EN and UL Certifications are very important	Certification Requirements like European Standardization and Underwriter Laboratories Certifications in the European Markets are a big hurdle so it would benefit the entire sector.	EN and UL Certification Bodies, TIOs and Major Exporters.
191				May-22	Webinar on the Value Addition and Product Diversification of Safety Equipment.	Other Value Added Sectors would be involved in the Global Value Chain of the sector and it would increase the exports.	More sectors would generate more income and more value addition would result in exorbitant growth.	TIOs, Major Exporters, Concerned Associations and Strategic Trade Policy Framework analysts from Pakistan.
192				Jun-22	Webinar on the Quality and Standardizations requirements in Pakistan for the Safety Equipment	Understanding of the safety equipment Certifications required in Pakistan.	Pakistan Standard Quality and Control Authority' Certification are necessary to be comprehended as well as other laboratory requirements in Pakistan.	PSQCA, Certification Laboratories, ISO 9001, ISO 9002 and other relevant bodies in Pakistan.

					Sector.			
193	Engineering & Minerals	Sports Goods	Jawad Ahsan Khawaja	Jul-21	Webinar	“Pakistan-Africa Trade Development Conference (PATDC) and Pakistan Single Country Exhibition, Lagos, Nigeria (23-25 November, 2021)”	TDAP, Trade & Investment Wing, Lagos, Nigeria, Pakistan Sports Goods Manufacturers & Exporters Association (PSGMEA), Sialkot and the Sialkot Chamber of Commerce & Industry (SCCI), Sialkot	To develop interest amongst Sports Goods sector to actively participate in “Pakistan-Africa Trade Development Conference (PATDC) and Pakistan Single Country Exhibition, Lagos, Nigeria (23-25 November, 2021)” through creating awareness and precise understanding about the opportunity provided by TDAP to showcase products and develop linkages with buyers and Government Officials from more than 15 countries of Economic Community of West African States (ECOWAS) region and beyond.
194				Aug-21	Webinar	“To create awareness about benefits of using the E-commerce channels to penetrate the Chinese market”	TDAP, the Consulate General of Pakistan, Shanghai, China, Pakistan Sports Goods Manufacturers & Exporters Association (PSGMEA), Sialkot and the Sialkot Chamber of Commerce & Industry (SCCI), Sialkot	Awareness amongst the Pakistani enterprises including Sports Goods sector manufacturers/exporters about the benefits of using the E-commerce channels to penetrate the Chinese market.

195			Sep-21	Webinar	“Import Procedures & Orientation of Chinese market of Sports Goods”	TDAP, Trade & Investment Wings in China, Pakistan Sports Goods Manufacturers & Exporters Association (PSGMEA), Sialkot and the Sialkot Chamber of Commerce & Industry (SCCI), Sialkot	<p>Awareness and meaningful understanding of trade dynamics in terms of market demand, market procedures, price structure, compliance certifications, quality standards, payment procedures, tariff & non-tariff barriers and regulatory frameworks prevailing at both sides.</p> <p>Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and the Chinese importers and having sustainable business ties and enhanced market share of Pakistan Sports Goods in the Chinese imports of Sports Goods from the world.</p>
196			Oct-21	Webinar	“FIFA World Cup 2022, Qatar – Export Potential of Pakistan Sports Goods in Qatar”	TDAP, Trade & Investment Wing, Doha, Qatar, Pakistan Sports Goods Manufacturers & Exporters Association (PSGMEA), Sialkot and the Sialkot Chamber of Commerce & Industry (SCCI), Sialkot	<p>Awareness about the opportunities for Sports Goods sector presented by Qatar for hosting the 2022 FIFA World Cup™ and meaningful understanding of trade dynamics in terms of market demand, market procedures, price structure, compliance certifications, quality standards, payment procedures, tariff & non-tariff barriers and regulatory frameworks prevailing at both sides.</p>

							Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and the importers of Qatar and having sustainable business ties and enhanced market share of Pakistan Sports Goods in the imports of Sports Goods by Qatar from the world.
197				Oct-21	Webinar	“Import Procedures & Orientation of Mexican market of Sports Goods”	<p>TDAP, Trade & Investment Wing, Mexico, Pakistan Sports Goods Manufacturers & Exporters Association (PSGMEA), Sialkot and the Sialkot Chamber of Commerce & Industry (SCCI), Sialkot</p> <p>Awareness and meaningful understanding of trade dynamics in terms of market demand, market procedures, price structure, compliance certifications, quality standards, payment procedures, tariff & non-tariff barriers and regulatory frameworks prevailing at both sides.</p> <p>Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and the Mexican importers and having sustainable business ties and enhanced market share of Pakistan Sports Goods in the Mexican imports of Sports Goods from the world.</p>

198			Nov-21	Virtual B2B	Export potential of Pakistan Sports Goods in Mexico.	TDAP, Trade & Investment Wing, Mexico, Pakistan Sports Goods Manufacturers & Exporters Association (PSGMEA), Sialkot and The Sialkot Chamber of Commerce & Industry (SCCI), Sialkot	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and the Mexican importers and having sustainable business ties and enhanced market share of Pakistan Sports Goods in the Mexican imports of Sports Goods from the world.
199			Dec-21	Virtual B2B	Export potential of Pakistan Sports Goods in Argentina.	TDAP, Trade & Investment Wing, Buenos Aires, Argentina, Pakistan Sports Goods Manufacturers & Exporters Association (PSGMEA), Sialkot and The Sialkot Chamber of Commerce & Industry (SCCI), Sialkot	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and the importers of Argentine Chamber of Importers and having sustainable business ties and enhanced market share of Pakistan Sports Goods in the Argentine imports of Sports Goods from the world.
200			Jan-22	Webinar	“Import Procedures & Orientation of Argentine market of Sports Goods”	TDAP, Trade & Investment Wing, Buenos Aires, Argentina, Pakistan Sports Goods Manufacturers & Exporters Association (PSGMEA), Sialkot and The Sialkot Chamber of Commerce & Industry	Awareness and meaningful understanding of trade dynamics in terms of market demand, market procedures, price structure, compliance certifications, quality standards, payment procedures, tariff & non-tariff barriers and regulatory frameworks prevailing at both sides.

					(SCCI), Sialkot	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and the importers of Argentine Chamber of Importers and having sustainable business ties and enhanced market share of Pakistan Sports Goods in the Argentine imports of Sports Goods from the world.
201			Feb-22	Virtual B2B	Export potential of Pakistan Sports Goods in Argentina. TDAP, Trade & Investment Wing, Buenos Aires, Argentina, Pakistan Sports Goods Manufacturers & Exporters Association (PSGMEA), Sialkot and The Sialkot Chamber of Commerce & Industry (SCCI), Sialkot	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and the importers of Argentine Chamber of Importers and having sustainable business ties and enhanced market share of Pakistan Sports Goods in the Argentine imports of Sports Goods from the world.
202			Mar-22	Webinar	“Awareness about Market Procedures, Market Standards and understanding Trade Dynamics for Entrance in South African market”. TDAP, Trade & Investment Wing, Johannesburg, South Africa, Pakistan Sports Goods Manufacturers & Exporters Association (PSGMEA), Sialkot and the Sialkot Chamber of Commerce & Industry	Awareness and meaningful understanding of trade dynamics in terms of market demand, market procedures, price structure, compliance certifications, quality standards, payment procedures, tariff & non-tariff barriers and regulatory frameworks prevailing at both sides.

						(SCCI), Sialkot	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and the South African importers and having sustainable business ties and enhanced market share of Pakistan Sports Goods in the South African imports of Sports Goods from the world.
203			Apr-22	Virtual B2B	Export potential of Pakistan Sports Goods in South Africa	TDAP, Trade & Investment Wing, Johannesburg, South Africa, Pakistan Sports Goods Manufacturers & Exporters Association (PSGMEA), Sialkot and the Sialkot Chamber of Commerce & Industry (SCCI), Sialkot	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and the Mexican importers and having sustainable business ties and enhanced market share of Pakistan Sports Goods in the South African imports of Sports Goods from the world.
204			May-22	Webinar	“Awareness about Market Procedures, Market Standards and understanding Trade Dynamics for Entrance in African markets”.	TDAP, Trade & Investment Wings, Morocco, Egypt & Algeria, Pakistan Sports Goods Manufacturers & Exporters Association (PSGMEA), Sialkot and the Sialkot Chamber of Commerce & Industry (SCCI), Sialkot	Awareness and meaningful understanding of trade dynamics in terms of market demand, market procedures, price structure, compliance certifications, quality standards, payment procedures, tariff & non-tariff barriers and regulatory frameworks prevailing at respective sides.

								Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and the Moroccan, Egyptian and Algerian importers and having sustainable business ties and enhanced market share of Pakistan Sports Goods in the Moroccan, Egyptian and Algerian imports of Sports Goods from the world.
205				Jun-22	Virtual B2B	Export potential of Pakistan Sports Goods in Morocco, Egypt and Algeria.	TDAP, Trade & Investment Wings, Morocco, Egypt & Algeria, Pakistan Sports Goods Manufacturers & Exporters Association (PSGMEA), Sialkot and the Sialkot Chamber of Commerce & Industry (SCCI), Sialkot	Wide-ranging linkages and connection amongst the Sports Goods manufacturers/exporters of Pakistan and the Moroccan, Egyptian and Algerian importers and having sustainable business ties and enhanced market share of Pakistan Sports Goods in the Moroccan, Egyptian and Algerian imports of Sports Goods from the world.
206	Engineering & Minerals	Surgical Instruments	M. Junaid Feroz	Jul-21	Webinar	What is MDR and its Possible Implications on surgical instruments	SME`s of Surgical Industry, Mission, TDAP	Awareness through information
207				Aug-21	Webinar	What is MDR and its Possible Implications on regulatory environment	SME`s of Surgical Industry, Mission	More awareness through information
208				Sep-21	Webinar	What is MDR and its Possible Implications	SME`s of Surgical Industry, Mission	More awareness through information
209				Oct-21	Webinar	What is MDR and its Possible Implications on	Large Exporters of Surgical Industry, Mission	Awareness through information

						Surgical Instruments		
210				Nov-21	Webinar	What is MDR and its Possible Implications on regulatory environment	Large Exporters of Surgical Industry	More awareness through information
211				Dec-21	Webinar	What measures needs to be undertaken	SME`s of Surgical Industry, Mission	Consultation for a inputs to develop a roadmap
212				Jan-22	Webinar	What measures needs to be undertaken	SME`s of Surgical Industry, Mission	Consultation for inputs to develop a roadmap
213				Feb-22	Webinar	What measures needs to be undertaken	Large Exporters of Surgical Industry	Consultation for inputs to develop a roadmap
214				Mar-22	Webinar	What measures needs to be undertaken	Large Exporters of Surgical Industry	Consultation for inputs to develop a roadmap
215				Apr-22	Webinar	Presentation from TDAP on what measures are required for MDR	Large Exporters of Surgical Industry	Awareness on what measures needs to be undertaken for MDR
216				May-22	Webinar	Presentation from TDAP on what measures are required for MDR	SME`s of Surgical Industry, Mission	Awareness on what measures needs to be undertaken for MDR
217				Jun-22	Webinar	Finalization of Video Tutorial on MDR	All Surgical Industry	Based on inputs from industry video tutorial would be launched and the same would be shared with all surgical industry
218	Agro & Food	Livestock and Meat	Aurangzeb Jahangir	Aug-21	B2B	Enhancing Pakistan – Iran Meat Export Potential	APMEPA/ Commercial Section Iran/Importers in Iran/ TDAP	Growth in market share in existing exporting markets of Livestock and Meat

219			Sep-21	B2B	Enhancing Pakistan – UAE Meat Export Potential	APMEPA/ Commercial Section UAE/Importers in UAE/ TDAP	Growth in market share in existing exporting markets of Livestock and Meat
220			Oct-21	B2B	Enhancing Pakistan – Kuwait Meat Export Potential	APMEPA/ Commercial Section Kuwait/Importers in Iran/ TDAP	Growth in market share in existing exporting markets of Livestock and Meat
221			Nov-21	B2B	Enhancing Pakistan – Afghanistan Meat Export Potential	APMEPA/ Commercial Section Afghanistan /Importers in Afghanistan / TDAP	Growth in market share in existing exporting markets of Livestock and Meat
222			Dec-21	B2B	Enhancing Pakistan – Qatar Meat Export Potential	APMEPA/ Commercial Section Qatar /Importers in Qatar / TDAP	Growth in market share in existing exporting markets of Livestock and Meat
223			Jan-22	B2B	Enhancing Pakistan – Bahrain Meat Export Potential	APMEPA/ Commercial Section Bahrain /Importers in Bahrain / TDAP	Growth in market share in existing exporting markets of Livestock and Meat
224			Feb-22	B2B	Enhancing Pakistan – Hong Kong, China Meat Export Potential	APMEPA/ Commercial Section Hong Kong, China /Importers in Hong Kong, China / TDAP	Growth in market share in existing exporting markets of Livestock and Meat
225			Mar-22	B2B	Enhancing Pakistan – Oman Meat Export Potential	APMEPA/ Commercial Section Oman /Importers in Oman / TDAP	Growth in market share in existing exporting markets of Livestock and Meat
226			Apr-22	B2B	Enhancing Pakistan – Vietnam Meat Export Potential	APMEPA/ Commercial Section Vietnam /Importers in Vietnam / TDAP	Growth in market share in existing exporting markets of Livestock and Meat
227			May-22	B2B	Enhancing Pakistan – Malaysia Meat Export	APMEPA/ Commercial Section Malaysia /Importers	Growth in market share in existing exporting markets of Livestock and

					Potential	in Malaysia / TDAP	Meat	
228				Jun-22	B2B	Enhancing Pakistan – Azerbaijan Meat Export Potential	APMEPA/ Commercial Section Azerbaijan or Embassy of Pakistan in Azerbaijan or Accredited Station/Importers in Azerbaijan / TDAP	Growth in market share in existing exporting markets of Livestock and Meat
229				Jul-22	B2B	Enhancing Pakistan – Malaysia Meat Export Potential	APMEPA/ Commercial Section Azerbaijan /Importers in Azerbaijan / TDAP	Growth in market share in existing exporting markets of Livestock and Meat
230				Aug-21	Webinar	Introductory webinar between trade bodies of Italy and Pakistan to understand the import procedures and requirements of Italy.	MNFSR, Animal Quarantine Department, Trade Bodies of both Countries, Animal/ dairy regulatory authority of Italy.	Exporters will get well versed with the regulatory and certification requirements of Italy to access the market.
231	Agro & Food	Dairy Products	Khushbakht Asif	Sep-21	B2B	Virtual platform where importers from Italy meet exporters from Pakistan.	Trade bodies of both countries, TDAP, Trade mission in Italy.	JVs, export orders for Pakistani dairy exporters, penetration into Italian market.
232				Oct-21	Workshop	Workshop/ webinar to motivate and guide Pakistan’s exporting companies for value addition with reference to Italy’s demand of the product.	International organization providing technical/ educational assistance,	Knowledge enhancement of Pakistani exporters regarding demand of Italian market and how to meet that demand. Increase in export base of Pakistan’s dairy industry.

233			Aug-21	Webinar	Subject to clearance of risk analysis from China's Custom administration for Pakistani dairy products: Introductory webinar to explore Chinese market for dairy products and highlight the issues and challenges of market access.	MNFSR, Animal Quarantine Department, Trade Bodies of both Countries, Animal/ dairy regulatory authority of China.	Exporters will get well versed with the regulatory and certification requirements of China to access the market.
234			Sep-21	G2G	If viable, G2G interaction to formulate a protocol for dairy sector to ease the trade between the two countries.	MNFSR, MoC (of both China and Pakistan), GACC, Animal Quarantine department of Pakistan, TDAP.	Protocols will help get an easy access to the Chinese market.
235			Oct-21	B2B	B2B interaction of Pakistani exporters and Chinese importers.	Trade bodies of both countries, TDAP, Trade mission in China.	JVs, export orders for Pakistani dairy exporters, penetration into Chinese market.
236		Citrus Products	Aug-21	G2G	If viable, G2G interaction to formulate a protocol for citrus products.	MNFSR, MoC, DPP, MAF quarantine services department.	It will lead towards materialization of export opportunity that is offered by difference in seasons of New Zealand and Pakistan.
237			Sep-21	Webinar/ B2B	Introductory webinar for export/import procedures of New Zealand, followed by B2B interaction.	MNFSR, MoC, DPP, MAF quarantine services department, Trade Bodies of both countries, TDAP.	Exporters will get well versed with the regulatory and certification requirements of New Zealand to access the market. JVs, export orders for Pakistani Citrus exporters, penetration into

							market of New Zealand.	
238				Oct-21	Workshop/ Webinar	Educate and guide Pakistani growers regarding methods and techniques for growing new varieties of Kinnow.	Citrus growers association of Pakistan, AHIS-USDA, TDAP, TIC, PARC, Agri Extension Workers.	Citrus production, in terms of both quantity and quality, will increase, which eventually will lead towards enhancement of exports.
239	Agro & Food	Rice	Amir-ur- Rehman	Aug-21	B2B meetings/Interactive session	Interaction between Kenyan Buyers and Pakistani sellers of rice	Rice exporters from Pakistan and Rice buyers from Kenya	New contacts /export orders will be generated
240				Sep-21	B2B meetings/Interactive session	Interaction between Indonesia Buyers and Pakistani sellers of rice	Rice exporters from Pakistan and Rice buyers from Indonesia .MT-Indonesia	New contacts /export orders will be generated
241				Oct-21	B2B meetings/Interactive session	Interaction between Malaysia Buyers and Pakistani sellers of rice	Rice exporters from Pakistan and Rice buyers from Malaysia, TIC Malaysia	New contacts/export orders will be generated
242				Nov-21	B2B meetings/Interactive session	Interaction between Malaysia Buyers and Pakistani sellers of rice	Rice exporters from Pakistan and Rice buyers from Malaysia, TIC Malaysia	New contacts/export orders will be generated
243				Dec-21	B2B meetings/Interactive session	Interaction between Saudi Arab Buyers and Pakistani sellers of rice	Rice exporters from Pakistan and Rice buyers from Saudi Arab, TIC Saudi	New contacts/export orders will be generated

244			Jan-22	B2B meetings/Interactive session	Interaction between Polish Buyers and Pakistani sellers of rice	Rice exporters from Pakistan and Rice buyers from Poland TIC Warsaw	New contacts/export orders will be generated
245			Feb-22	B2B meetings/Interactive session	Interaction between Kuwait Buyers and Pakistani sellers of rice	Rice exporters from Pakistan and Rice buyers from Kuwait, Embassy of Pakistan Kuwait	New contacts/export orders will be generated
246			Mar-22	B2B meetings/Interactive session	Interaction between UK Buyers and Pakistani sellers of rice	Rice exporters from Pakistan and Rice buyers from UK, Commercial Section,UK	New contacts/export orders will be generated
247			Apr-22	B2B meetings/Interactive session	Interaction between German Buyers and Pakistani sellers of rice	Rice exporters from Pakistan and Rice buyers from Germany, Commercial Section, Frankfurt	New contacts/export orders will be generated
248			May-22	Interactive session between DPP and Sinosa ,Mexico	To discuss and finalize visit of Mexican Quarantine inspector for lifting ban on import of Rice from Pakistan	DPP,Sinaosa, REAP and TIC ,Mexico	Ban on import of rice from Pakistan will be lifted
249			Jun-22	B2B meetings/Interactive session	Interaction between Netherlands Buyers and Pakistani sellers of rice	Rice exporters from Pakistan and Rice buyers from Netherlands , Commercial Section, the hague	New contacts/export orders will be generated

250	Agro & Food	Dates	Mir Mohsin Bullo	July-December 2021	Online B2B meetings under Dates Promotion Campaign	<p>S# Proposed Countries</p> <ol style="list-style-type: none"> 1 Japan-Tokyo 2 Brazil -Sao Paulo 3 Poland-Warsaw 4 Bangladesh-Dhaka 5 Sri Lanka-Colombo 6 Nigeria-Lagos 7 Russia-Moscow 8 Spain-Madrid 9 Kazakhstan- Almaty 10 Indonesia-Jakarta 11 China- Chengdu 12 Singapore 13 Sweden-Stockholm 14 France-Paris 15 Afghanistan-Kandahar 16 Thailand-Bangkok 17 UAE-Dubai 18 Italy-Rome 19 Germany- Frankfurt 20 Netherlands-Hague 21 Oman 22 UK- Manchester 23 Korea-Seoul 24 Malaysia-Kuala Lumpur 25 China-Hong Kong 26 South Africa-Johannesburg 27 Canada-Toronto 28 Guangzhou-China 29 UK- London 30 Turkey-Istanbul <p>i) Dates exporters of Pakistan ii) Potential Dates Importers / Buyers / Distributors in proposed countries under Dates Promotion Campaign</p>	<p>Most of the missions shared the positive and mixed (preferably positive) feedback of buyers about dispatched samples of dates under Dates Promotion Campaign except 1 Ethiopia-Addis Ababa mission. Through these online B2B meetings we will be able to get more potential markets for Pakistani Dates.</p>
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251	Agro & Food	Dry Fruits	Zubair Ahmed	Jul-21	Webinar	An overview of the dry fruit sector	TDAP, Dry Fruit Associations, Dry Fruit exporters	Obtaining an overall view of the sector.
252				Aug-21	Webinar	Webinar on export potential of dry fruits	TDAP, TIOs, Dry Fruit Associations, Dry Fruit	Exploration of the export potential of dry fruits.

				exporters, Academia			
253			Sep-21	Webinar	Supply chain Problem identification meeting regarding dry fruit sector	TDAP, TIOs, Dry Fruit Associations, Dry Fruit exporters	Identification of supply chain related issues.
254			Oct-21	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.
255			Nov-21	Webinar	Webinar on exploring the potential of re-exports of dry fruits from the country	TDAP, TIOs, Dry Fruit Associations, Dry Fruit exporters	Exploring the potential of re-exports of dry fruits from the country.
256			Dec-21	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.
257			Jan-22	Webinar	Webinar on exploring the e-commerce platforms for dry fruit exports	MOC, TDAP, TIOs, Dry Fruit Associations, Dry Fruit exporters	Exploring possibilities to infiltrate the International market through e-commerce platforms.
258			Feb-22	Webinar	Webinar on SPS and TBT related issues regarding the Dry Fruits exports	MOC, TDAP, TIOs, Dry Fruit Associations, Dry Fruit exporters	Sensitizing the exporters regarding the SPS and TBT related issues.
259			Mar-22	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.

260				Apr-22	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.
261				May-22	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.
262				Jun-22	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.
263	Agro & Food	Mango	Rashid Gillani	Jul-21	Sweden	B2B Interactive Session	PFVA, Mango Growers cum exporters, Importer from Sweden	To get maximum out of existing potential
264				Aug-21	Germany	B2B Interactive session	PFVA, Mango Growers cum exporters, Importer from Germany	Germany is the largest importer in EU. There is a potential of US\$ 15 million which needs to be achieved
265				Sep-21	The Netherlands	B2B Interactive Session	PFVA, Mango Growers cum exporters, Importer from The Netherland	The Netherlands doesn't produce mango but exports to other EU nations. There is also potential of US\$ 25 million for Pakistan mango which needs to be tapped
266				Oct-21	Poland	B2B Interactive Session	PFVA, Mango Growers cum exporters, Importer from Poland	Potential of US\$ 4 million

267				Nov-21	Spain	B2B Interactive Session	PFVA, Mango Growers cum exporters, Importer from Spain	Spain is good market. They are good in re exporting. The market has potential of US\$ 12 million for Pakistani mango
268				Dec-21	UK	B2B Interactive Session	PFVA, Mango Growers cum exporters, Importer from UK	Pakistan exports mango to UK in good quantity. There is still potential of US\$ 3 million for exports.
269				Jan-22	USA	B2B Interactive Session	PFVA, Mango Growers cum exporters, Importer from USA	There is potential of US\$ 10 Million
270				Feb-22	Russia	B2B Interactive Session	PFVA, Mango Growers cum exporters, Importer from Russia	Russia a big market for fruits & vegetable with a potential to re-export to neighboring nation
271				Mar-22	Kazakhstan	B2B Interactive session	PFVA, Mango Growers cum exporters, Importer from Kazakhstan	Untapped market and entry point for other CARS nations
272				Apr-22	Tajikistan	B2B Interactive Session	PFVA, Mango Growers cum exporters, Importer from Tajikistan	Untapped market and entry point to other CARS nations
273				May-22	Malaysia	B2B Interactive Session	PFVA, Mango Growers cum exporters, Importer from Malaysia	Pakistan exports to Malaysia touched US\$ 623,000 during 2019. There is need to fetch more through effective interaction.
274				Jun-22	Turkey	B2B Interactive Session	PFVA, Mango Growers cum exporters, Importer from Turkey	Pakistan's exports to Turkey remained US\$ 0 during 2018 & 2019. There is need to explore the market
275	Agro & Food	Oil and Ghee	Samia Saleem	Jun-21	Webinar	Session of council of members of IOC	International Olives Council TIC Madrid	Pakistan's observer status in IOC

		Kureshi				PARC Olive growers and exporters	
276			Jul-21	Webinar	Pakistan's membership with IOC	International Olives Council TIC Madrid PARC Olive growers and exporters	Pakistan's membership with IOC
277			Aug-21	Webinar	Technical assistance from IOC Spain for Olives sector uplift	International Olives Council TIC Madrid PARC Olive growers and exporters	Uplift of Pakistan's olive sector
278			Sep-21	Webinar	Export of sesame seeds to Europe	Sesame seeds exporters Trade Mission	Increased exports to EU
279			Oct-21	B2B Interactions	Export of sesame seeds to Europe	Sesame seeds exporters Trade Mission	Increased exports to EU
280			Nov-21	Webinar	Awareness session on Pakistan's oil-seed production, demand and supply gap	MoC Agro PARC TDAP Think-tanks	Situational Analysis of Pakistan's oil seed sector
281			Dec-21	Webinar	Way forward for uplift of Pakistan's oil seed sector	MoC Agro PARC	Uplift of Pakistan's oil seed sector

							TDAP Think-tanks	
282	Agro & Food	Vegetables	Maryam Mumtaz	Jul-21	Webinar	Introduction of Pakistan's Vegetable Sector (Russia)	TDAP, PFVA, Vegetable Exporters, Relevant TIC	
283				Aug-21	Webinar	Prospects of Pakistan's Vegetable Exports to Russia (Issues & Challenges)	TDAP, PFVA, Vegetable Exporters, Relevant TIC	
284				Sep-21	B2B Session	Matchmaking Session for Vegetable Sector in Russian Market	TDAP, PFVA, Vegetable Exporters, Relevant TIC	
285				Oct-21	Webinar	Introduction of Pakistan's Vegetable Sector (Australia)	TDAP, PFVA, Vegetable Exporters, Relevant TIC	
286				Nov-21	Webinar	Prospects of Pakistan's Vegetable Exports to Australia (Issues & Challenges)	TDAP, PFVA, Vegetable Exporters, Relevant TIC	
287				Dec-21	B2B Session	Matchmaking Session for Vegetable Sector in Australian Market	TDAP, PFVA, Vegetable Exporters, Relevant TIC	
288				Jan-22	Webinar	Introduction of Pakistan's Vegetable Sector (Indonesia)	TDAP, PFVA, Vegetable Exporters, Relevant TIC	
289				Feb-22	Webinar	Prospects of Pakistan's Vegetable Exports to Indonesia (Issues & Challenges)	TDAP, PFVA, Vegetable Exporters, Relevant TIC	

290				Mar-22	B2B Session	Matchmaking Session for Vegetable Sector in Indonesian Market	TDAP, PFVA, Vegetable Exporters, Relevant TIC	
291				Apr-22	Webinar	Follow up Webinar (Russia)	TDAP, PFVA, Vegetable Exporters, Relevant TIC	
292				May-22	Webinar	Follow up Webinar (Australia)	TDAP, PFVA, Vegetable Exporters, Relevant TIC	
293				Jun-22	Webinar	Follow up Webinar (Indonesia)	TDAP, PFVA, Vegetable Exporters, Relevant TIC	
294	Agro & Food	Fisheries	Bukhtawer Akhter	Aug-21	B2B	Exploration of export potential in Italy	TIO Italy, PAKFEA, Trade bodies, Fisheries Development Board.	Exploiting the highest potential for 'other crustaceans category' (ITC)
295				Nov-21	B2B	Penetrating EU market	TIO Brussels, Italy, Germany, Spain, PAKFEA, Trade Bodies, MFD	Identifying Markets, increase export potential, JV
296				Dec-21	B2B	Exploration of export potential in Africa	TIO Algeria, PAKFEA, Trade Bodies, MFD	
297				Jan-22	B2B	Export Markets in South Korea	TIO South Korea, PAKFEA, Trade Bodies, MFD.	
298				Feb-22	Webinar	Awareness on EU's standardization and Quality Control	European Commission/UN, MFD, Ministry of Maritime Affairs, European Commission, Fisheries Development Board.	Sensitizing exporters to regulations

299				Mar-22	Webinar	Potential of Aquaculture in Pakistan	European Commission/UN, MFD, Ministry of Maritime Affairs, European Commission, Fisheries Development Board.	Recognizing export potential
300				Apr-22	Webinar	Trade-related technical assistance program (UN)	European Commission/UN, MFD, Ministry of Maritime Affairs, European Commission, Fisheries Development Board.	To encourage value-added exports
301				May-22	Webinar	Common Fisheries Policy and International agreements.	European Commission/UN, MFD, Ministry of Maritime Affairs, European Commission, Fisheries Development Board.	Sensitize exporters to regulations
302				Jun-22	Webinar	Lifting EU ban on Pakistan Aquaculture Seafood – Way forward (extension on this topic is probable)	European Commission/UN, MFD, Ministry of Maritime Affairs, European Commission, Fisheries Development Board.	Increase exports
303	Agro & Food	Salt	Tayyaba Iftikhar Butt	Aug-21	Webinar	The Salt Value Chain: Problems and Solutions	SMAP members, TDAP, PMDC, MOC, SMEs, SMEDA, Entrepreneurs	Draft proposals for development of the salt sector
304				Aug-21	Webinar	Quality, Standards, Certifications and Compliance	SMAP members, TDAP, PMDC, MOC, SMEs, Pakistan Standards, SMEDA, Entrepreneurs, Experts in the subject/field	Awareness and Capacity building of Salt Exporters, documentation of facilitation required by Government sector

305			Sep-21	Webinar	Potential Markets for Salt Exports: Middle East	SMAP, Trade Mission, TDAP, Business Community in Middle East	First-hand knowledge of the market, development of market entry/penetration strategy
306			Sep-21	B2B	Pakistan – Saudi Arabia	SMAP, Trade Mission, TDAP, Business Community in Middle East	Estimation of number of leads, client/customer lifetime, retention and prospects
307			Oct-21	Webinar	Understanding the benefits of Intellectual Property: GI Tag for Pink Salt	SMAP, Trade Missions, TDAP, IPO, MOC	Understanding of benefits of Intellectual Property, and legal repercussions of Counterfeiting
308			Oct-21	Webinar	Social Media Presence and E-commerce: Opportunities for Salt Traders and Consumers	SMAP, Trade Missions, TDAP, IPO, MOC, Trainers/Experts from ECOM platforms	Awareness of Salt Exporters about E-platforms, Digital Marketing and Sales using these venues
309			Nov-21	Webinar	Potential Markets for Salt Exports: Africa	SMAP, Trade Mission, TDAP, Business Community in Africa	First-hand knowledge of the market, development of market entry/penetration strategy
310			Nov-21	B2B	Pakistan - South Africa	SMAP, Trade Mission, TDAP, Business Community in South Africa	Estimation of number of leads, client/customer lifetime, retention and prospects
311			Dec-21	Webinar	Facilitation to Salt Exporters: Role of SECP, SBP, FBR, Pak Customs, ANF, and TDAP	SMAP, Trade Mission, TDAP, MOC, SECP, SBP, FBR, ANF, PMDC	Awareness and Capacity building of Salt Exporters, documentation of facilitation required by Government sector
312			Dec-21	Webinar	How to deal with Market Saturation: Role of Innovation and Marketing	SMAP, Trade Missions, TDAP, MOC, TDRO, Pakistan Customs	Awareness and Capacity building of Salt Exporters, documentation of facilitation required by Government sector

313				Jan-22	Webinar	Potential Markets for Salt Exports: Russia	SMAP, Trade Mission, TDAP, Business Community in Russia	First-hand knowledge of the market, development of market entry/penetration strategy
314				Jan-22	B2B	Pakistan-Russia	SMAP, Trade Mission, TDAP, Business Community in Russia	Estimation of number of leads, client/customer lifetime, retention and prospects
315	IMDD	Africa	Abdullah Ghauri	Jul-21	Webinar	“Changes in Egypt Customs Procedures”	Exporters to Egypt, FPCCI, TIO Egypt	The Customs procedures (GD, PSI etc) have been modified in Egypt recently; the exporters should be apprised about these
316				Aug-21	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
317				Sep-21	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
318				Oct-21	Webinar	Series of Webinars with Expolink – Egypt (topics to be finalised)	TDAP, Expolink, various stakeholders as per final plan	Expolink is counterpart organization of Egypt; MoU with Expolink in pipeline Brainstorming for webinars with Expolink in July 2021
319				Nov-21	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

320				Dec-21	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
321				Jan-22	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
322				Feb-22	Webinar	“The dynamics of AfCFTA & Way-forward for Pakistan” <i>Follow-up of previous webinar</i>	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
323				Mar-22	Webinar	Series of Webinars with Expolink – Egypt (topics to be finalised)	TDAP, Expolink, various stakeholders as per final plan	Expolink is counterpart organization of Egypt; MoU with Expolink in pipeline Brainstorming for webinars with Expolink in July 2021
324				May-22	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
325	IMDD	Americas	Ayaz Muhammad	Jun-21	Webinar	Webinar on trade & investment with KPBOIT/ Seminar with members of PCC-USA	KPBOIT, TIC (Houston), FPCCI, PCC, Association, TDAP	The webinar is intended to increase bilateral cooperation in Trade and investments by involving organizations of two countries

326			Jul-21	B2B/Webinar	Webinar on IT opportunities in Canada	TIC (Toronto), TDAP, MOC, FPCCI, Associations, Business community	Webinar is planned to increase cooperation and prospects of IT in Canadian Market
327			Aug-21	B2B	Investment plan of Uniao Quimica Pharmaceuticals in Pakistan	TIC (Brazil), FPCCI, Associations of pharma, MOC, TDAP	Brazil is a potential market for Pakistan and its Pharma products. This webinar will explore the opportunities which Pakistan can use.
328			Sep-21	Webinar	Association of Commerce of Rio de Janeiro (ACRJ)	TIC (Brazil), FPCCI, Associations, MOC, Exporters, TDAP	The Webinar is intended to enhance the cooperation among business communities of Brazil and Pakistan
329			Oct-21	Webinar	Webinar on promotion of Tourism in Pakistan	TIC (Brazil), PTDC, Associations of tourism sector, MOC, TDAP	Pakistan is slowly becoming a destination point for tourism and this webinar will help to promote cooperation in Tourism between Pakistan and Brazil
330			Nov-21	Webinar	Federation of Commerce of the State of Parana (FECOMERCIO-PR)	TIC (Brazil), FPCCI, Associations, MOC, TDAP	Webinar will help in increasing cooperation among departments and business community of Pakistan and Brazil
331			Dec-21	Webinar	Federation of Industries of the State of Santa Catarina (FIESC)	TIC (Brazil), FPCCI, Associations, MOC, TDAP	Webinar will help in increasing cooperation among chambers of both countries
332			Jan-22	B2B	Webinar on increasing cooperation in Tourism between Pakistan and Mexico	TIOs (Mexico), FPCCI, Associations, MOC, TDAP	Webinar will focus on increasing cooperation in tourism between Pakistan and Mexico

333				Feb-22	B2B	Webinar on export promotion of Sports Sector of Pakistan to Brazil	TIC (Brazil), Associations of sports, MOC, TDAP	In last year imports from Brazil increased substantially and exports are stagnant this webinar will give overview of the bilateral trade
334				Mar-22	Webinar	Webinar on Food Packaging market in Canada	Sialkot Chamber, Greater Trade Area (GTA) Boards of Trade Toronto	The webinar is planned to increase cooperation between chambers of both countries
335				Apr-22	Seminar	Seminar on Roshan digital account with Dallas based Pakistan American Business Forum	TIC (Houston), TDAP, Associations, FPCCI	The seminar is planned to increase awareness among diaspora and citizens about Roshan digital account initiative
336	IMDD	Asia	Aitizaz Khan	Jun-21	Webinar	A quest for discovering the exquisite Gems and Jewels of Pakistan	Pakistan Gems Jewellery Traders and Exporters Association (PGJTEA). Chinese Importers and relevant associations.	
337				Jul-21	Webinar	Trade Routes (Land / Rail / Sea) Options Between Pakistan & Kazakhstan especially TIR Arrangements	Exporters of Pakistan to Central Asia/Kazakhstan	Awareness of the opportunities created by TIR arrangement.
338				Aug-21	Webinar	Challenges of Transportation from Pakistan to Tajikistan	Association of Goods Transporters of Pakistan, Ministry of Communication, Pakistan International Airlines, Pakistan Customs, FPCCI, Chambers, Business Community, TCS, Embassy	Identification of the issues and options in transportation to Tajikistan

					of Pakistan Dushanbe & Other		
339			Sep-21	B2B Webinar (Mixed)	Webinar on Fisheries and Seafood items	Pakistan Fisheries Exporters Association and Thai Frozen Food Association	Export of Fisheries and Seafood items has shown a dip in the last couple of years, therefore, the webinar will target the sector.
340			Oct-21	B2B Webinar (Mixed)	Agricultural Products (Salt, Dates, Honey, Mangoes, Dry Fruits & Vegetables); Seafood; Surgical & Beauty Instruments; Marble & Granite; Handicrafts; and, socks & towels	All relevant Associations/Chambers and business community of both countries	Export Promotion of the enlisted products to Japan.
341			Nov-21	B2B Webinar (Mixed)	Business potential of rice between Pakistan and Jordan	REAP, Amman Chamber of Commerce/ General Association for Foodstuffs Merchant	The share of Pakistan was less than 1% in the total rice imports of Jordan in 2019. The webinar will be an effort for export promotion of Pakistani rice.

342			Dec-21	B2B Webinar (Mixed)	Export of Animal Origin Products, especially casings of sheep and meat of bovine animals to Vietnam	Animal Health Department, Ministry of Agriculture and Rural Development of Vietnam (MARD). Animal Health Department, Pakistan. Concerned Associations and business community of both countries.	Promotion of export of Animal Origin Products to Vietnam.
343			Jan-22	Webinar	Challenges of Banking (with reference to Tajikistan & Central Asia)	National Bank of Pakistan Branch Dushanbe, SBP, FPCCI, Chambers, Business Community, Embassy of Pakistan Dushanbe	Identification of the issues and options in banking channels btw Pakistan & Tajikistan
345			Feb-22	Webinar	Webinar on Textile Sector of Pakistan with the Korea Federation of Textile Industries	APTMA, Korea Federation of Textile Industries	Export Promotion of Textile Products of Pakistan to South Korea.
346			Mar-22	B2B Webinar (Mixed)	Export of Plant Origin Products, especially Fruits and Vegetables to Vietnam	Plant Protection Department, Ministry of Agriculture and Rural Development of Vietnam (MARD). Plant Protection Department, Ministry of National Food Security and Research of Pakistan. Pakistani Exporters and Vietnamese importers.	Promotion of export of Plant Origin Products to Vietnam

347				Apr-22	B2B Webinar (Mixed)	Webinar on Export of Leather and Garments from Pakistan	PLGMEA and Saudi Arabian Importers	Promotion of export of leather and garments from Pakistan
348				May-22	B2B Webinar (Mixed)	Webinar on Bilateral Trade of Agricultural Products with Iran	PADFA and Iranian Importers	Export Enhancement of Agricultural products to Iran
349	IMDD	Europe	Ali Mardan	Jun-21	Webinar	Webinar on “Selling on Amazon & Shopify in EU via Sweden”	TIC Stockholm, MoC, TDAP, PPMA, Pharmaceutical Companies.	This webinar will create awareness among business entrepreneurs on selling the products on Amazon. It provides knowledge on initial setup of the online business & its cost, order fulfilling options and procedures, warehousing & cost in Sweden. FBS v/s FBM & other options, Logistics solutions for entry in EU market via Sweden & Import duties with VAT issues will be informed
350				Jun-21	B2B Webinar	Online Business/Investment forum meeting between Pakistan and Bulgaria for Pakistani Products	Embassy of Pakistan Sofia, TDAP, FPCCI, Bulgarian Chamber of Commerce & Industry (BCCI), Importers & Exporters from relevant sectors	Online Business/Investment forum meeting between Pakistan and Bulgaria, and holding of B2B meeting/virtual exhibitions of Pakistani Products” will help to sustain momentum between business communities of Pakistan and Bulgaria.
351				Jul-21	Webinar	Webinar with collaboration of TIC Italy	-FederUnacoma (National Federation of Agricultural	The aim is to look into the business opportunities in agriculture sector of

				on “Business opportunities in Agricultural sector of Pakistan”	Machinery Manufacturers) - Pak, Provincial Agriculture Departments - Agro Associations - TDAP	Pakistan, and expected outcomes would be increasing bilateral trade through exploring the potential markets for exports of Pakistani products in Italy	
352			Aug-21	B2B webinar	B2B webinar on Meat Sector	TDAP, Dutch Embassy Islamabad, Meat Exporters Association	The expected outcome is increase bilateral trade through generating market access of Pakistani meat sector in Netherland and promotion of B2B linkages.
353			Sep-21	Webinar	Webinar on Technical Assistance from UNWTO for Uplift of Tourism Sector in Pakistan in Post- COVID Era	Asia-Pacific Division of UNWTO, TDAP, MOC, MOFA, relevant public and private stakeholders from tourism sector in Pakistan, TIC Madrid	These types of projects are implemented through funding obtained from a variety of major donor agencies such as United Nations Development Programme (UNDP), World Bank, European Union, Asian Development Bank, and others. UNWTO Technical Cooperation and Services deploys the world’s leading experts and firms to implement technical cooperation missions and projects. This webinar will help in creating awareness in implementing technical knowledge.
354			Oct-21	B2B webinar	Online business	Trade Mission Warsaw,	The webinar will be helpful in

				Networking Event for Tapping Market Opportunities/ B2B meetings with Polish & Pakistani Entrepreneurs	Polish Chamber of Commerce, MOC, TDAP, Polish Ministry of Development, Polish Investment and Trade Agency (PAIH)	building strong bilateral trade relations by providing a platform for interaction of entrepreneurs, and business linkages.
355			Nov-21	Webinar Promotion of Exports to Sweden & Nordic Region	Trade Mission Sweden, Open Trade Gate Sweden., TDAP	Awareness of the exports/business Opportunities in the Nordic region.
356			Dec-21	B2B webinar Webinar on Export of Citrus to United Kingdom	MOC, TDAP and Citrus Exporters	Export promotion of Pakistani fruits in the UK markets
357			Jan-22	B2B webinar Webinar on “Fabrics import market of Russian Federation”	Trade Wing Moscow, TDAP, MoC, Textiles & Fabrics companies/firms	Awareness of opportunities in Russia for Pakistani exporters and promotion of Pakistani products specially focusing on Fabrics.
358			Feb-22	Webinar Webinar on trade promotion with Association of Small & Medium Enterprise	Trade Mission in Paris, Association of Small & Medium Enterprise (CPME) of Lyon,	Trade promotion of Pakistan in France, with the help of Small & Medium Enterprises.

				(CPME) of Lyon, Feb2022.	TDAP.		
359			Mar-22	Webinar	Webinar on Trade & Investment Opportunities between Pakistan and Andalusia, Spain	Relevant Chambers of Commerce in Andalusia/ Trade Promotion Agency of Andalusia (EXTENDA), TDAP, MOC, relevant stakeholders from Pakistan, TIC Madrid	Purpose of this Webinar will be to create awareness in the relevant government organizations and the business community in Andalusia, Spain about trade and investment opportunities in Pakistan
360			Apr-22	Webinar	Webinar on International trade and financial issues in collaboration with Credit Agricole.	TIC Paris, Credit Agricole, TDAP	Purpose of this Webinar will be to create awareness regarding contemporary Financial issues in International trade and the way forward for Pakistan.
361			May-22	B2B webinar	Export Opportunities in United Kingdom for Footwear Sector of Pakistan	Trade Mission in UK, MOC, TDAP and Footwear Association	Promotion of export opportunities in footwear sector of Pakistan in UK markets.

362	Textile & Leather	Articles of Leather	Sheheryar Khan	Jul-21	Webinar	General Introduction to Swedish Leather market	PLGMEA Commercial section Sweden	Introduce Sweden as a market to business community Pakistan
363				Aug-21	Webinar	Potential for Pakistani Leather products in Sweden	PLGMEA Commercial section Sweden	Trade potential for Pakistani Leather in Sweden
364				Sep-21	Webinar	Banking Channels, payment options, tariff and non-tariff barriers, Market entry requirements etc	PLGMEA Commercial section Sweden	Trade facilitation
365				Oct-21	Webinar	Export Opportunities, , level of market saturation, competitors in the market	PLGMEA Commercial section Sweden	Export Opportunities for Pakistani exporters in Sweden
366				Nov-21	Webinar	Meeting between related chambers/associations from both sides	Related chamber/association from Sweden PLGMEA Commercial section Sweden	Opportunity for PLGMEA to interact with related association from Sweden
367				Dec-21	B2B	Meeting between related chambers/associations from both sides	Related chamber/association from Sweden PLGMEA Commercial section Sweden	Trade Promotion

368				Jan-22	B2B	Meeting between Interested business parties	Interested business Parties from Sweden PCMEA Commercial section Sweden	Trade Promotion
369				Feb-22	B2B	Meeting between Interested business Parties	Interested business Parties from Sweden PLGMEA Commercial section Sweden	Trade Promotion
370				Mar-22	B2B	Meeting between Interested business Parties	Interested business Parties from Sweden PLGMEA Commercial section Sweden	Trade Promotion
371				Apr-22	B2B	Meeting between Interested business Parties	Interested business Parties from Sweden PLGMEA	Trade Promotion

							Commercial section Sweden	
372				May-22	B2B	Meeting between Interested business Parties	Interested business Parties from Sweden PLGMEA Commercial section Sweden	Trade Promotion
373				Jun-22	B2B	Meeting between Interested business Parties	Interested business Parties from Sweden PLGMEA Commercial section Sweden	Trade Promotion
374				Jul-21	Webinar	General Introduction to Poland Carpet market	PCMEA Commercial section Poland	Introduce Poland as a market to business community Pakistan
375	Textile & Leather	Carpet	Muneeba Nawaz	Aug-21	Webinar	Potential for Pakistani Carpet in Poland	PCMEA Commercial section Poland	Trade potential for Pakistani Carpet in Poland
376				Sep-21	Webinar	Banking Channels, payment options, tariff and non-tariff barriers,	PCMEA Commercial section Poland	Trade facilitation

			Market entry requirements etc			
377		Oct-21	Webinar	Export Opportunities, , level of market saturation, competitors in the market	PCMEA Commercial section Poland	Export Opportunities for Pakistani exporters in Poland
378		Nov-21	Webinar	Meeting between related chambers/associations from both sides	Related chamber/association from Poland PCMEA Commercial section Poland	Opportunity for Pakistan Carpet Association to interact with related association from Poland
379		Dec-21	B2B	Meeting between related chambers/associations from both sides	Related chamber/association from Poland PCMEA Commercial section Poland	Trade Promotion
380		Jan-22	B2B	Meeting between Interested business parties	Interested business Parties from Poland PCMEA Commercial section Poland	Trade Promotion
381		Feb-22	B2B	Meeting between Interested business	Interested business Parties from Poland PCMEA Commercial section Poland	Trade Promotion

				Parties	Parties from Poland PCMEA Commercial section Poland	
382			Mar-22	B2B Meeting between Interested business Parties	Interested business Parties from Poland PCMEA Commercial section Poland	Trade Promotion
383			Apr-22	B2B Meeting between Interested business Parties	Interested business Parties from Poland PCMEA Commercial section Poland	Trade Promotion
384			May-22	B2B Meeting between Interested business Parties	Interested business Parties from Poland PCMEA Commercial section Poland	Trade Promotion

385				Jun-22	B2B	Meeting between Interested business Parties	Interested business Parties from Poland PCMEA Commercial section Poland	Trade Promotion
386	Textile & Leather	High End Fashion	Saeed Tamimi	Sep-21	Formal Wear/Party Wear / Bridal Wear	Market Entry Analysis & Strategy, Safety Laws of the UK	Manchester and Glasgow based fashion houses / stockiest (of Pakistani/Indian dresses), Pakistani designers, prominent fashion houses in Pakistan, women entrepreneur, Mission at Manchester	To help explore and interact with local design houses, potential stockiest and markets wherein expats of Sub-Continent region are mainly based at Manchester, Glasgow and adjacent cities
387				Nov-21	High Street Wear/ Prêt-a-Porter	Fashion Forecasts / Trends and Consumer Behaviour	Manchester and Glasgow based fashion houses / stockiest (of Pakistani/Indian dresses), Pakistani designers, prominent fashion houses in Pakistan, women entrepreneur, Mission at Manchester	Through local professionals, understand the latest trends, cuts, colour forecasts for coming years and consumer demands.

388				Jan-22	Formal Wear/Party Wear / Bridal Wear	Market Entry Analysis & Strategy	London and Birmingham based fashion houses / stockiest (of Pakistani/Indian dresses), Pakistani designers, prominent fashion houses in Pakistan, women entrepreneur, Mission at London	To help explore and interact with local design houses, potential stockiest and markets wherein expats of Sub-Continent region are mainly based at London, Birmingham and adjacent cities.
389				Mar-22	High Street Wear/ Prêt-a-Porter	Fashion Forecasts / Trends and Consumer Behaviour	London and Birmingham based fashion houses / stockiest (of Pakistani/Indian dresses), Pakistani designers, prominent fashion houses in Pakistan, women entrepreneur, Mission at London	Through local professionals, understand the latest trends, cuts, colour forecasts for coming years and consumer demands.
390				May-22	Lawn Suits (stitched and un-stitched /Ready to Wear	Market Entry Strategy, Safety Laws	Manchester and Glasgow based stockiest (of Pakistani/Indian dresses), Pakistani production houses for lawn, women entrepreneur, Mission at the Manchester	To help explore potential stockiest/buying houses of Pakistani Lawn Suits and network
391				Jul-22	Lawn Suits (stitched and un-stitched /Ready to Wear	Market Entry Strategy, Safety Laws	London and Birmingham based stockiest (of Pakistani/Indian dresses), Pakistani production houses for lawn, women entrepreneur, Mission at London	To help explore potential stockiest/buying houses of Pakistani Lawn Suits and network

392	Textile & Leather	Home Textile and Towels	Hina Tahir	Jul-21	B2B Webinar	Enhancing Export Potential of Pakistan's Home Textile Sector	APBUMA, TMA , Exporters and Commercial Section South Africa	To tap non - traditional market of Africa Pak exports to South Africa 23 M South Africa imports from world: 632M
393				Aug-21	B2B Webinar	Enhancing Export Potential of Pakistan's Home Textile Sector	APBUMA, TMA , Exporters and Commercial Section Nigeria	To tap non-traditional market of Africa Pak exports to Nigeria =0.99M Nigeria imports from world: 82M
394				Sep-21	B2B Webinar	Enhancing Export Potential of Pakistan's Home Textile Sector	APBUMA, TMA , Exporters and Commercial Section Germany	To increase existing market share in EU Pak exports to Germany =323M Germany imports from world= 3.6B
395				Oct-21	B2B Webinar	Enhancing Export Potential of Pakistan's Home Textile Sector	APBUMA, TMA , Exporters and Commercial Section Kenya	To tap non - traditional market of Africa Pak exports to Kenya =9.3 M Kenya imports from world: 113M
396				Nov-21	B2B Webinar	Enhancing Export Potential of Pakistan's Home Textile Sector	APBUMA, TMA , Exporters and Commercial Section Sweden	To penetrate markets of Scandinavian countries and to increase existing share in EU countries Pak exports to Sweden =36M Sweden imports from world: 597M
397				Dec-21	B2B Webinar	Enhancing Export Potential of Pakistan's Home Textile Sector	APBUMA, TMA , Exporters and Commercial Section Poland	To penetrate eastern Europe market Pak exports to Poland=74M Poland imports from world: 1.2 B

398			Jan-22	B2B Webinar	Enhancing Export Potential of Pakistan's Home Textile Sector	APBUMA, TMA , Exporters and Commercial Section Algeria	To tap non - traditional market of Africa Pak exports to Algeria =0.62M Algeria imports from world: 150M
399			Feb-22	B2B Webinar	Enhancing Export Potential of Pakistan's Home Textile Sector	APBUMA, TMA , Exporters and Commercial Section Belgium	To increase existing market share Pak exports to Belgium=165M Belgium imports from world= 1.79 B
400			Mar-22	B2B Webinar	Enhancing Export Potential of Pakistan's Home Textile Sector	APBUMA, TMA , Exporters and Commercial Section Netherlands	To increase existing market share in EU Pak exports to Netherland =312 M Netherland imports from world= 2.32B
401			Apr-22	B2B Webinar	Enhancing Export Potential of Pakistan's Home Textile Sector	APBUMA, TMA , Exporters and Commercial Section Senegal	To tap non tradition market of Africa Pak exports to Senegal =3.2M Senegal imports from world =15.3M
402			May-22	B2B Webinar	Enhancing Export Potential of Pakistan's Home Textile Sector	APBUMA, TMA , Exporters and Commercial Section France	To increase existing market share in EU Pakistan exports to France = 119M France imports from world=8.3B
403			Jun-22	B2B Webinar	Enhancing Export Potential of Pakistan's Home Textile Sector	APBUMA, TMA , Exporters and Commercial Section Italy	To increase existing market share in EU Pakistan exports to Italy= 154M Italy imports from world=4.2B

404	Services Division	Construction Services	Waqar Rasool	Aug-21	Webinar	Housing & Construction Sector Opportunities in Afghanistan	Association of Builders and Developers (ABAD), Exporters, Importers from Afghanistan	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.
405				Sep-21	B2B	Opportunities of Housing and Construction Sector of Pakistan in Afghanistan	Association of Builders and Developers (ABAD), Exporters, Importers from Afghanistan	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.
406				Oct-21	Webinar	Housing and Construction Sector of Pakistan in Dubai	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). It is good export market for Pakistan.

407			Nov-21	B2B	Housing and Construction Sector of Pakistan in Dubai	Association of Builders and Developers (ABAD), Exporters, Importers from Dubai	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). It is good export market for Pakistan.
408			Dec-21	Webinar	Construction Sector Opportunities in Jeddah Saudi Arabia	Association of Builders and Developers (ABAD), Exporters, Importers from Saudi Arabia	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). It is good export market for Pakistan.
409			Jan-22	B2B	Construction Sector Opportunities in Jeddah Saudi Arabia	Association of Builders and Developers (ABAD), Exporters, Importers from Saudi Arabia	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). It is good export market for Pakistan.
410			Mar-22	Webinar	Construction Sector Opportunities in Qatar	Association of Builders and Developers (ABAD), Exporters, Importers from Saudi	The Qatari construction market was valued at USD 42.19 billion in 2020, and it is expected to reach a value of USD 76.98 billion by 2026,

					Arabia	registering a CAGR of 10.54% over the period of 2021-2026 (henceforth, referred to as the forecast period). It is good export market for Pakistan.	
411			Apr-22	B2B	Construction Sector Opportunities in Qatar	Association of Builders and Developers (ABAD), Exporters, Importers from Saudi Arabia	The Qatari construction market was valued at USD 42.19 billion in 2020, 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). It is good export market for Pakistan.
412			May-22	Webinar	Housing & Construction Sector Opportunities in Afghanistan	Association of Builders and Developers (ABAD), Exporters, Importers from Afghanistan	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. It is good export market for Pakistan.
413			Jun-22	B2B	Opportunities of Housing and Construction Sector in Afghanistan	Association of Builders and Developers (ABAD), Exporters, Importers from Afghanistan	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. It is good export market for Pakistan.

414	Services Division	Tourism Services	Ali Yar Khan	Jul-21	Webinar	Exploring source market for Buddhist Tourism	TIA Thailand, PO, PATO,TAAP, PTDC, MoC	<p>Primary objective is to pitch Pakistan's tourism potential mainly in the sub-area of religious tourism (Buddhist sites) to relevant source countries.</p> <p>2. Further, awareness & interaction of local stakeholders with commercial sections to explore markets & discuss hurdles.</p> <p>3. Second part of this 2 webinar series for each market is for B2B interaction. TIAs & product officer will make local and foreign stakeholders to sit in front of each other and discuss potential business.</p>
415				Aug-21	B2B	B2B interaction for Buddhist Tourism	TIA Thailand, PO, PATO,TAAP, PTDC, MoC	<p>Primary objective is to pitch Pakistan's tourism potential mainly in the sub-area of religious tourism (Buddhist sites) to relevant source countries.</p> <p>2. Further, awareness & interaction of local stakeholders with commercial sections to explore markets & discuss hurdles.</p> <p>3. Second part of this 2 webinar series for each market is for B2B interaction. TIAs & product officer will make local and foreign stakeholders to sit in front of each other and discuss potential business.</p>

416			Sep-21	Webinar	Exploring source market for Buddhist Tourism	TIA Japan, PO, PATO,TAAP, PTDC, MoC	<p>Primary objective is to pitch Pakistan's tourism potential mainly in the sub-area of religious tourism (Buddhist sites) to relevant source countries.</p> <p>2. Further, awareness & interaction of local stakeholders with commercial sections to explore markets & discuss hurdles.</p> <p>3. Second part of this 2 webinar series for each market is for B2B interaction. TIAs & product officer will make local and foreign stakeholders to sit in front of each other and discuss potential business.</p>
417			Oct-21	B2B	B2B interaction for Buddhist Tourism	TIA Japan, PO, PATO,TAAP, PTDC, MoC	<p>Primary objective is to pitch Pakistan's tourism potential mainly in the sub-area of religious tourism (Buddhist sites) to relevant source countries.</p> <p>2. Further, awareness & interaction of local stakeholders with commercial sections to explore markets & discuss hurdles.</p> <p>3. Second part of this 2 webinar series for each market is for B2B interaction. TIAs & product officer will make local and foreign stakeholders to sit in front of each other and discuss potential business.</p>

418				Nov-21	Webinar	Exploring source market opportunities	TIA China, PO, PATO,TAAP, PTDC, MoC	<p>Primary objective is to pitch Pakistan's tourism potential mainly in the sub-area of religious tourism (Buddhist sites) to relevant source countries.</p> <p>2. Further, awareness & interaction of local stakeholders with commercial sections to explore markets & discuss hurdles.</p> <p>3. Second part of this 2 webinar series for each market is for B2B interaction. TIAs & product officer will make local and foreign stakeholders to sit in front of each other and discuss potential business.</p>
419				Dec-21	Webinar	Exploring source market opportunities	TIA UK, PO, PATO,TAAP, PTDC, MoC	<p>Primary objective is to pitch Pakistan's tourism potential mainly in the sub-area of religious tourism (Buddhist sites) to relevant source countries.</p> <p>2. Further, awareness & interaction of local stakeholders with commercial sections to explore markets & discuss hurdles.</p> <p>3. Second part of this 2 webinar series for each market is for B2B interaction. TIAs & product officer will make local and foreign stakeholders to sit in front of each other and discuss potential business.</p>

420				Jan-22	Webinar	Exploring source market opportunities	TIA USA, PO, PATO, TAAP, PTDC, MoC	<p>Primary objective is to pitch Pakistan's tourism potential mainly in the sub-area of religious tourism (Buddhist sites) to relevant source countries.</p> <p>2. Further, awareness & interaction of local stakeholders with commercial sections to explore markets & discuss hurdles.</p> <p>3. Second part of this 2 webinar series for each market is for B2B interaction. TIAs & product officer will make local and foreign stakeholders to sit in front of each other and discuss potential business.</p>
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421				Feb-22	Webinar	Exploring source market opportunities	TIA Germany, PO, PATO, TAAP, PTDC, MoC	<p>Primary objective is to pitch Pakistan's tourism potential mainly in the sub-area of religious tourism (Buddhist sites) to relevant source countries.</p> <p>2. Further, awareness & interaction of local stakeholders with commercial sections to explore markets & discuss hurdles.</p> <p>3. Second part of this 2 webinar series for each market is for B2B interaction. TIAs & product officer will make local and foreign stakeholders to sit in front of each other and discuss potential business.</p>
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422				Mar-22	Webinar	Exploring source market opportunities	TIA Spain, PO, PATO, TAAP, PTDC, MoC	<p>Primary objective is to pitch Pakistan's tourism potential mainly in the sub-area of religious tourism (Buddhist sites) to relevant source countries.</p> <p>2. Further, awareness & interaction of local stakeholders with commercial sections to explore markets & discuss hurdles.</p> <p>3. Second part of this 2 webinar series for each market is for B2B interaction. TIAs & product officer will make local and foreign stakeholders to sit in front of each other and discuss potential business.</p>
423	Textile & Leather	Footwear	Faiqa Zarnab	Jul-21	Webinar	Bottlenecks in exports to Netherlands	PFMA PTA TIC, Netherlands	Understanding of issues related to footwear exports to Netherlands
424				Aug-21	Webinar	Opportunities for footwear exports to Netherlands	PFMA TIC, Netherlands PTA	Encouraging exporters for more exports to big player
425				Sep-21	B2B	Exports opportunities for Leather footwear	PFMA TIC, Netherlands PTA Footwear Importers of Netherlands	Interaction of Pakistani exporters with importers
426				Oct-21	Webinar	Standards and Certification Requirements for	PFMA TIC, Netherlands PTA	Awareness regarding standards and certification for fetching more price through better quality assurance

					footwear in Netherlands			
427				Nov-22	B2B	2 nd B2B meeting session	PFMA TIC, Netherlands PTA Footwear Importers	Connection between importers and exporters
428				Dec-21	Webinar	Trade Dispute Resolution Mechanism for exports	PFMA PTA TDRO TIC, Netherlands Footwear Importers	Better understanding of trade dispute resolution mechanism
429				Jan-22	Webinar	Interim Feedback session	PFMA PTA TIC, Netherlands	Gauging the effectiveness of this exercise through feedback from business community and response from Netherlands side and devising strategy accordingly for better results
430				Feb-22	B2B	3 rd B2B meeting session	PFMA TIC, Netherlands PTA Footwear Importers	Narrow down to serious business parties of both sides
431				Mar-22	B2B	4 th B2B meeting session	PFMA TIC, Netherlands PTA Footwear Importers	Narrow down to serious business parties of both sides
432				Apr-21	Webinar	Opportunities in JVs and FDI	PFMA PTA TIC, Netherlands BOI Investors	Encouraging Netherlands' Investors to invest in Pakistani Footwear sector
433				May-22	B2B	5 th B2B meeting session	PFMA TIC, Netherlands PTA	Possible tangible business orders

							Footwear Importers	
434				Jun-22	Webinar	Feedback session	PFMA PTA TIC, Netherlands	Gauging the effectiveness of the whole exercise

EDF Funded participation in International Exhibitions

S No	Exhibition /Event	Month - Year	Format	Country	City	Division	Sub-Sector
1	South African Pharmaceutical Exhibition (SAPHEX)	Oct-21	Physical	South Africa	Johannesburg	Engineering & Minerals	Pharmaceuticals
2	Africa Health, South Africa	Oct-21	Physical	South Africa	Johannesburg	Engineering & Minerals	Healthcare
3	Medic West Africa, Nigeria	Nov-21	Physical	Nigeria	Lagos	Engineering & Minerals	Healthcare
4	Pharmaconex, Egypt	Oct-21	Physical	Egypt	Cairo	Engineering & Minerals	Pharmaceuticals
5	Pharmed & Healthcare, Vietnam	Sep-21	Physical	Vietnam	Ho Chi Minh City	Engineering & Minerals	Healthcare

6	Xiamen Stone Fair, China		Physical	China	Xiamen	Engineering & Minerals	Marbles & Stones
7	Izmir Stone Fair, Turkey	Mar-22	Physical	Turkey	Izmir	Engineering & Minerals	Marbles & Stones
8	Marmomac, Italy	Sep-21	Physical	Italy	Verona	Engineering & Minerals	Marbles & Stones

EDF Funded Exhibitions / Events

S No	Event	Division / Office	Sub-Sector	Details	Tentative Date
1	Engineering Expo	Engineering & Minerals	Light Engineering	This expo would provide the opportunity to relevant SMEs of the Engineering sector to connect themselves with world buyers with special focus on Africa region as these SME`s are otherwise left marooned due to limited capacity and least exposure of participation at international forums	4-6, December 2021

S No	Event	Place	Tentative Date	Objective to Achieve
2	2 nd Pakistan Africa Trade Development Conference	Lagos, Nigeria	23 – 25 November, 2021	To highlight Pakistan`s potential as a major trading and investment partner for Africa and create business linkages

S No	Event	Stakeholders	Place	Tentative Date	Objective to Achieve
3	10 th WeXnet	Women Chambers, NGOs, Provincial Departments, SMEDA etc.	Expo Centre, Lahore	TBD subject to availability of Expo Centre	Digitization of Businesses, E-commerce, Creative Industry, and Innovative Technologies