

CORPORATE CORNER

Webinar held on exports to Africa

KARACHI. The Textile and Leather Division and the Trade Development Authority of Pakistan (TDAP), Karachi organised a webinar in collaboration with foreign missions in Africa to explore business opportunities for enhancing exports of textile and leather sectors under the Look Africa policy initiative. The objective of the webinar was to create awareness among exporters of market potential, export procedures, requirements and barriers to trade in the African market. At the event, trade and investment counsellors stated that Africa is a non-traditional and untapped market for Pakistani products. It has a huge potential for export of textile and leather products. To capture market share, it is important to ensure Pakistan's presence in the market by sending delegations and participating in exhibitions held in African countries. Moreover, there are opportunities for joint ventures to increase exports because of investment-friendly policies. **PRESS RELEASE**