

Future Dynamics of Apparel Business Markets



The Project for Skills Development and Market
Diversification of Garment Industry in Pakistan
under Japan International Cooperation Agency
(JICA) **Marketing Diversification Task Force** Presents



LAHORE

FEB 28th, 2020
(Fri)

2:00pm-5:00pm

Venue:
"Crystal Hall-A",
PC Hotel, LAHORE

Main Topics

1. Development trends in Asian Markets
2. Key points to cope with Japanese Companies
3. Apparel Business between Pakistan and Japan



JICA's Apparel Industry Support Project (The Project of Skills Development and Market Diversification of Garment Industry (PSDMD) in Pakistan) would like to organize the Apparel Export Seminars in Lahore sponsored by Ministry of Commerce & Textile.

These seminars will tell you how to target Asian and international markets by SME by illustrating success stories of Japanese specialists.

The attendance is free. Don't miss this opportunity!



The outline/program of the workshop is as follows

Speech by JICA Pakistan Office

Speech by Ministry of Commerce and Textile

Presentation of "Market Development of Textile and Apparel Industries in Japan and China"
by Mr. Teiichiro KITAYAMA

Former CEO of China Office of Apparel Trading Company

Presentation of "Preparing for International Business based on the Characteristics
and Preferences of Japanese Customers "

by Mr. Hideo HORIGUCHI, JICA Trade Promotion Advisor, TDAP

Presentation of "Expectations, Challenges, and Future in Business with Pakistan
Companies from the Aspect of the Japanese Inspection Company"

by Mr. Masaaki FUKUDA, General Manager of Sales Division, Pacific Quality Control Center Ltd

Closing Remarks

by Mr. Yasuhiro SHODA, Chief Advisor of PSDMD

by PRGMEA/PHMA Chairman

Refreshments and Networking

Co-organized by Ministry of Commerce and Textile,

Registration Form for Participation

Name	
Company Name	
Position	
Products	
E-mail	
Tel/Cell	

The deadline for
the registration is
Feb 21st, 2020.

Contact for Registration:

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