

FCCI, APCCI sign MoU for enhancing trade

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REPORT

FAISALABAD: Pakistan has potential to almost double its exports to Australia and in this connection Faisalabad Chamber of Commerce & Industry (FCCI) is fully prepared to play its due role, said Shabbir Hussain Chawla President FCCI.

He was addressing a function to ink Memorandum of Understanding between FCCI and Australia-Pakistan Chamber of Commerce & Industry (APCCI). President Shabbir Hussain Chawla and Muhammad President APCCI signed this document on behalf of their respective organizations while Abdul Majeed Yusufani Pakistani Consular General in Sydney and Engineer Suhail Bin Rashid Former President FCCI also inked this documents as witnessed.

Shabbir Chawla in his brief address said that Australia is a huge consumer market for Pakistani exports, however; Pakistani exporters should resort to aggressive marketing strategies in addition to actively participating in various exhibitions organized in Australia. "This will provide an opportunity to Pakistani exporters to understand the needs of Australian markets and get their due share through proper strategies", he said and added that the Pakistan exports to Australia are 250 million dollars which could be easily enhanced to 500 million dollars within a short span of time. He welcomed the MOU between FCCI and APCCI and said that it will provide an opportunity to further strengthen B2B linkages between the business communities of the two countries. He told that under this MoU, both chambers will share business related information in addition to enhancing bilateral cooperation in different sectors of economy.