

SEMINAR ON EXPORT OPPORTUNITIES IN THE PAKISTAN MARKET B2B MEETING PROGRAMME



Details of the Program

A Market Study has been carried out to identify suitable Market Entry/ Penetration Strategy for selected Sri Lankan Products in the Pakistan Market by the EDB using a Consultancy Firm in Pakistan. The product sectors covered through the Market Study are as follows:

- Rubber products
- Electronic and Electrical products
- Tableware and Kitchenware, of Porcelain
- Cosmetic or Toilet preparations, products of Essential oil

A Visiting Business Delegation from Pakistan representing above sectors, Leather, Textile, Pharmaceutical and Food Products will also be attending the seminar on 26th April 2018 followed by B2B meetings.

The Program consists of:

1. A Seminar to share the findings of the Market Study carried out in Pakistan.
2. B2B Meeting Program.

Fee

Rs. 1000/- per participant (Cheques can be drawn in favor of "Sri Lanka Export Development Board")

Registration

Interested companies could register using the attached reply form - available at www.srilankabusiness.com under "Announcements". Please send the duly filled reply form to saumya@edb.gov.lk or Fax 011 2305212 before 20th April 2018. Registration will be done on first come first served basis

Date

26th April 2018 at 1.30 pm onwards

Venue

EDB Auditorium, 3rd Floor,
Sri Lanka Export Development Board,
No. 42, Navam Mawatha, Colombo 2.

Program	
1.30 p.m.	Registration
2.00 p.m.	"Export Opportunities to Pakistan under PSFTA" By Department of Commerce, Sri Lanka
2.30 p.m.	Information of the study and Findings of the Market Study in Pakistan By Director, M/s Markematics (Pvt) Ltd, Pakistan
4.00 p.m.	Q& A session and Discussion
4.15 p.m.	B2B Meeting Program

For further clarification please contact:

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