

**TO BE PUBLISHED IN THE NEXT GAZETTE OF PAKISTAN**  
**GOVERNMENT OF PAKISTAN**  
**TRADE DEVELOPMENT AUTHORITY OF PAKISTAN**  
**(ESTABLISHMENT)**

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Karachi, the April 17<sup>th</sup>, 2018

**NOTIFICATION**

No.TDAP.Estt-1/Restructuring/2000: In continuation of this Authority's Notification of even number dated 11<sup>th</sup> February, 2016 and in exercise of the power conferred upon the Authority (TDAP) under chapter-VI, Section 21 of TDAP Act 2013, it has been decided to restructure TDAP on the following lines to achieve its mandated goals & objectives envisaged in the Act and to ensure its smooth functioning & enhancing liaison among Ministry of Commerce, Missions abroad, Trade Organizations and TDAP Regional & Sub-Regional Offices. TDAP will have following functionally organized Divisions, which will be located at its Headquarters at Karachi and regional offices at Sialkot and Lahore:

<b>Sr.#</b>	<b>Name of the Division</b>	<b>Location</b>
1	International Marketing Division (East, South, South East Asia & Oceania)	Karachi
2	International Marketing Division (CARs, Middle East & Africa)	Karachi
3	International Marketing Division (Europe & Americas)	Karachi
4	Regional Division (South)	Karachi
5	Regional Division (Central)	Lahore
6	Regional Division (North)	Sialkot
7	Trade Facilitation & Coordination Division (TFC)	Karachi
8	Project Management & Expo Division (PME)	Karachi
9	Management Services Division (MS)	Karachi
10	Strategic Planning & Research Division (SPR)	Karachi

**THE STRUCTURE OF RE-ORGANIZED DIVISIONS ARE AS FOLLOWS**

**i. International Marketing Division (East, South, South East Asia & Oceania)**

The Division will plan, execute and coordinate promotional programs and projects to strengthen international marketing of products and services in East, South, South East Asia & Oceania.

**ii. International Marketing Division (CARs, Middle East & Africa)**

The Division will plan, execute and coordinate promotional programs and projects to strengthen international marketing of products and services in CARs, Middle East & Africa.

**iii. International Marketing Division (Europe & Americas)**

The Division will plan, execute and coordinate promotional programs and projects to strengthen international marketing of products and services in Europe & Americas.

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**iv. Regional Division (South)**

Based at Karachi, the Division would have sub-divisions in Sindh, Balochistan, Islamabad & KPK to deal with marketing & supply chain strengthening of regional products. It will also deal with trade delegations, JMCs, JBCs, PTAs & FTAs pertinent to the regions & products.

#### **v. Regional Division (Central)**

Located at Lahore, the Division will have sub-divisions in Multan and Faisalabad to deal with marketing & supply chain strengthening of regional products. It will also deal with trade delegations, JMCs, JBCs, PTAs & FTAs pertinent to the regions & products. The Division will also handle WEXNET and any other local fairs of general nature to be held in the Central Region.

#### **vi. Regional Division (North)**

Regional Division (North) will be located at Sialkot and would also have sub-divisions in Gujranwala & Wazirabad and will cover Jhelum, Rawalpindi & Gujrat regions to deal with marketing & supply chain strengthening for regions & products. It will also deal with trade delegations, JMCs, JBCs, PTAs & FTAs and local fairs pertinent to the products assigned to North Region.

#### **vii. Trade Facilitation & Coordination Division (TFC)**

##### **Functional responsibilities for Trade Facilitation & Coordination Division:**

Besides housing Regional offices "South" including Quetta, The TFC Division based at Karachi will handle the following activities:

- TDAP help desk - answering exporters' questions and provision of advisory services
- Trade procedures & documentation - information & support
- Trade financing support - information and advice on trade financing products, terms, risk coverage etc.
- Managing coordination, information sharing and exporter facilitation among TDAP Divisions through periodic meetings
- Participation and assistance in Export Promotion Committee (EPC)/ Export Facilitation Committee (EFC) meetings organized by the Product Development Divisions
- TDAP networking with outside agencies/ departments & TFOs for trade facilitation (EDB, SMEDA, PHDEC, PGJDC, PITAD, etc.)
- Exporters advocacy and issue resolution in relation to other govt. agencies and relevant departments
- Certificates of Origin
- Endorsements for visa and other government support schemes
- Exporter awards and incentive schemes management

#### **viii. Project Management/ Expo Division**

##### **Functional responsibilities for Project Management/ Expo Division:**

- Holding of EXPO Pakistan, Textile and Engineering Expos
- Management of EDF Funds (disbursement, accounts, audits, reviews)
- Implementation & Monitoring of EDF Funded Projects, its audit & reviews
- Trade Policy related and other physical projects schemes of TDAP

- Women entrepreneurs and SMEs
- Managing physical infrastructure at the Expo Centers in the country
- Any other projects as may be assigned by Chief Executive/ Secretary TDAP
- VHT
- Dazzle Park

## **ix. Management Services Division**

### **Functional responsibilities for Management Services Division:**

- Financial management
- Accounting
- TDAP assets and facilities management
- Procurements
- Legal and FIA related matters
- HR & Admin
- Performance Management.
- Career development and trainings
- Internal Audit function (directly attached to CE/Secretary offices to act as their extended arm. Execution of on going financial and process-related special audits

## **x. Strategic Planning & Research Division (SPR)**

### **Functional responsibilities for Strategic Planning & Research Division:**

- Research, Policies, strategies and future planning. Corporate communications and coordination, ICT Systems
- KPI based regular monitoring and periodic evaluations
- Trade Policy: formulation, implementation mechanisms; monitoring& reviews
- WTO: Trade agreements and regulations, market access, compliances, reviews
- Maintenance and analysis of trade statistics, trend analysis, and projections
- Market intelligence/ market research, and product research in consultation with Int'l Mktg. and Product Divisions.
- Information on international tariffs, standards, compliances, and certifications
- Information & knowledge management, TDAP website, Business Information Center, information sharing& dissemination, advisory services
- Communications: Press releases& briefings, media coordination, advertisements & publicity, publications (newsletters, brochures, leaflets, etc.)
- TDAP and Country branding/ image management
- Coordination with Pakistan's Missions abroad for product and market information, research.
- Coordination with trade bodies & TPOs/ TFOs, research organizations, stakeholders