The Trade Development Authority of Pakistan (TDAP) was established on November 8, 2006, under a Presidential Ordinance, with Ministry of Commerce as its Administrative Ministry. TDAP is mandated to develop, promote, facilitate and enhance the volume and value addition of Pakistan's exports.

TDAP is a dedicated, effective, and empowered organization, which is professionally managed and financially accountable. It works towards a quantum increase in exports. It provides an enabling environment and supply chain development - thus moving towards a transition from export promotion to trade development. TDAP works with other export facilitation organizations as a catalyst for export enhancement.

TDAP Activities

- Participates in 120 international trade exhibitions annually.
- Sends and receives 90 plus trade delegations abroad each year.
- Organizes EXPO PAKISTAN annually in Pakistan.
- Manages the Expo Centre, Karachi, providing Pakistan's largest permanent exhibition venue for trade events.
- Implements various Trade Policy Initiatives announced by the Commerce Ministry.
- Encourages Research in Trade Policy and Trains New Exporters.
- Organizes Pakistan's brand single country exhibition 'Aalishan Pakistan'.

Vision and Mission

The Trade Development Authority of Pakistan (TDAP) works to broaden the base of exports by increasing Pakistan's share in historic and new markets & in the development of both traditional and non-traditional products.

In addition to aggressive, innovative, and proactive marketing, it strives to achieve export growth through interaction and coordination with public and private sector stakeholders; it fosters supportive export culture, and facilitation by encouraging export oriented foreign investment and joint ventures. TDAP also helps improve market access through advising the Government on matters of trade diplomacy and promoting the “business” image of Pakistan in the world.
A 20-member Agro Food Trade Delegation of Trade Development Authority visited Russia from 14-18th September, 2015.

The delegation was organized as a result of instructions of the Finance Minister in the situation when Russian Federation had imposed a ban on import of food items from European Union and the USA. The Chief Executive TDAP Mr. S.M. Muneer himself was leading the trade delegation to Russia.

It is expected that Pakistan’s organization of this delegation will result in good orders to Pakistani companies from Russia.

A Chinese delegation from Xinjiang, China, visited TDAP office on the 31st of July, 2015 and held a detailed meeting with the TDAP high ups. The delegation comprised of 16 members including investors from logistics, petroleum and real estate industry.

The Chinese delegates showed keen interest in the development of an Economic Zone at Gawadar and investment in energy sector of Pakistan.

A 14-member delegation from Lahore Chamber of Commerce and Industry (LCCI) to Nairobi, Kenya from 11-14 August, 2015. During the visit the delegation held meetings with Kenya National Chamber of Commerce and Industry (KNCCI), Kenya Investment Authority (KIA), Ministry of Industrialization and also made a visit to Nairobi Industrial Area. Commercial Counsellor accompanied the delegation during their stay in Kenya and also organised individual B2B meetings for different members of the delegation according to their interest areas.

It is hoped that with frequent gathering of market intelligence and rigorous efforts at market exploration in Africa, Pakistan’s trade volumes with the African region will improve significantly in the near future.

A business delegation of 40 members, led by the Commerce Minister of Thailand, visited Pakistan on 10-12 August, 2015.

The purpose of the visit was to promote business, study the market, and make potential business deals. The delegation had a number of meetings with trading community, FPCCI and TDAP. The Thai Businessmen had extensive match-makings with Pakistani importers at PC Hotel, Karachi. Several business contracts were initiated.
The Trade Development Authority of Pakistan has organised Mango Show "A Taste of Pakistan" at Minsk, Belarus on 11th August, 2015 during the recent visit of Prime Minister of Pakistan at Belarus.

The event was organised at Stalitsa Trade Centre, one of the biggest trade centres at Minsk, Belarus. Mr. Valentin Chekanov, Minister of Trade, Republic of Belarus and Engr. Khurram Dastgir Khan, Minister for Commerce from Pakistan inaugurated the Mango Show.

The "Taste of Pakistan" pulled a huge crowd and the visitors enjoyed different flavours of mangoes. And a special token of appreciation is due towards the Ministry of Trade, Republic of Belarus for its official support and contribution towards making the event successful.

World Food Moscow (14-17 September, 2015)

TDAP participated in World Food Moscow (14-17 September, 2015) with 12 companies for the second time this year.

Over the last 20 years, World Food Moscow has grown to become a major meeting place for the food and drinks industry and a vibrant source of products for the Russian market. This year, the exhibition attracted 30,071 trade visitors from 99 countries and a total of 1,674 companies from 72 countries across the world participated in the event.

The representation of Pakistan's Agro Industry on such a platform offers a great opportunity for our exporters.
ASD Show in Las Vegas, USA (2-5 August, 2015)

SOURCEDIRECT at ASD attracts over 45,000 attendees from 88 different countries, twice each year.

TDAP has ensured a regular representation for Pakistani businesses on this dynamic trading platform. This year also, an impressive range of products was showcased by Pakistan’s exporters ranging from Sports Wear to Leather Goods.

TDAP aspires to provide traders with even better opportunities for business expansion in times to come.

FIME Show, Florida, USA (5-7 August, 2015)

FIME 2015 was held at the Miami Beach Convention Centre, Florida from August 5-7, 2015. The show included more than 2,500 displays by international exhibitors and attracted 52,890 attendees.

Founded in 1990 and currently the largest annual medical show in the U.S., Florida International Medical Expo (FIME) provides important opportunities to reinforce the message that Pakistan is a reliable supplier of first quality goods for the medical profession. TDAP and Commercial Section, Houston has been facilitating the participation of Pakistani exporters since 2008 and the FIME has now become a successful and regular show for Pakistan.
Eurasia Commodity and Trade Fair, Urumqi, Xinjiang (12-16 August, 2015)

TDAP participated in Eurasia Commodity and Trade Fair from 12-16 August, 2015 with a team of 26 exhibitors who displayed their products, including handicrafts, carpets, clothing, leather jackets, gems and jewellery, and furniture.

The fair was Xinjiang’s most grand economic and trade event this year. The expo attracted 622 local and 202 foreign companies and 20,000 domestic and foreign business people from 40 countries as well as an audience of more than 150,000 people.

MAGIC Show, Las Vegas, USA (16-19 August, 2015)

Textile and Fashion Industry is Pakistan's trading edge and Sourcing at Magic, is the industry’s largest gathering with over 5,000 brands, 65,000 visitors, from over 125 countries with onsite orders of over $600 million dollars. Therefore, TDAP has maintained a regular presence on behalf of Pakistan in the annually held Magic Shows over the past few years.

This year’s show witnessed a 31% increase in buyers and a 17% increase in attendance as compared to the year 2014. TDAP sponsored a total of 25 companies for participation in the exhibition this year and the Trade Mission ensured a prime location for the Pakistan Pavilion.

TDAP provided Pakistani companies a chance to participate in the China International Trade Fair for Home Textiles and Accessories – Autumn Edition, which is Asia’s largest home textiles fair. The exhibition was held from 26-28 August, 2015 at Shanghai National Exhibition and Convention Centre. In the Autumn Edition this year, there were over 1,400 exhibitors from 30 countries and regions attending this exhibition across 170,000 sq. meters of exhibition space. The exhibition covered the entire home textile product spectrum, discovering products from around the world in eight countries/region pavilions from Belgium, Italy, Korea, Morocco, Pakistan, Taiwan, Turkey and India.

Pro Beauty, Johannesburg, South Africa (30-31 Aug, 2015)

‘Professional Beauty Expo 2015’ in South Africa is by far the biggest exhibition in its product sector, held in the Africa region. Several hundreds of businessmen, beauticians, and health and beauty professionals participated in the exhibition, where more than two hundred exhibitors from fifteen countries showcased their products. TDAP took the initiative of participating in ‘Professional Beauty Expo 2015’ for the first time this year. The companies which participated in Pro Beauty received a positive response from the market.
The 37th edition of Texworld (Fabrics and Apparel Sourcing Fair) was held from September 14-17, 2015 at Parc des Expositions du Bourget.

There were 945 exhibitors participating from 27 countries in the Fabrics Section, whereas in the Apparel Section, there were 400 exhibitors participating from 16 countries. A total of 14,254 professional visitors visited the fair.

There was a significant presence of Pakistani manufacturers & exporters of denim & cotton fabrics and garments in this event. A Pakistani pavilion was set up for both sections under the aegis of Trade Development Authority of Pakistan (TDAP).

The highlight of the 37th edition of Texworld was a Fashion Show offered first time to Pakistan by the fair organizer Messe Frankfurt, showcasing apparel from Pakistan and Vietnam. Serena Textiles, SM Denim, Rajby Textiles and Indus Valley School were selected for showcasing their creations in the Pakistan Fashion Show.
Pakistan featured as ‘Guest of Honor Country’ at International Flanders Trade Fair, Ghent, Belgium

12th September, 2015: After a lapse of fifteen years Pakistan returned to the Flanders Trade Show with resounding success. The 70-year old traditional trade fair opened at Ghent, Belgium on 12th September, 2015 with Pakistan as the Guest of Honor Country.

The Trade Development Authority of Pakistan (TDAP) constructed a large number of customized display spaces to showcase the different products of Pakistan. From leather to textile to surgical and sports goods, it was a wonderful selection of companies and their presence generated a good response from the visitors present.

The Pakistan pavilion at Ghent trade fair also showcased the cultural side of the country and the visitors found the sophistication of the art products on display to be very aesthetically appealing.

A colorful display of truck art at the pavilion generated great public enthusiasm. The PhoolPatti artists painted a model rickshaw during the exhibition which was gifted to the Mayor of Ghent upon completion.

In all it was a wonderful representation of not only all the many varied products that Pakistan has to offer but its cultural vitality as well.