



Director General

GOVERNMENT OF PAKISTAN
TRADE DEVELOPMENT AUTHORITY OF PAKISTAN
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No: TDAP - 1(17)/Expo-2016
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Chairman (Central),
Pakistan Hosiery Manufacturers & Exporters Association (PHMA),
Karachi.

Subject: TeXpo 2016 (24~27 March 2016)

Trade Development Authority of Pakistan has been organizing the Expo Pakistan – a general trade exhibition since 2005. However, TDAP, in consultation with Ministry of Commerce, has now decided to organize **maiden sector specific exhibition** with the name of **TeXpo 2016** from **Thursday, 24th till Sunday, 27th March 2016**. The objective of this maiden exhibition is to showcase the potential of Textile sector exports, especially in the value added sector like readymade garments, knitwear, hosiery, bedsheets, textile made-ups, sportswear, towels, textile accessories, etc.

2. TDAP is in the process of developing the publicity and promotional material / theme and other information for the TeXpo 2016 and which will be sent via courier to your esteemed association. A dedicated website will also be functional soon and will have all the relevant and up-to-date information.

3. Like previous Expo Pakistan events, TDAP will indeed organize ancillary events like inauguration ceremony at the Sindh Governor House, Karachi to be graced by VVIP. As per SOPs of last mega events, the first 03 days of the event will be exclusively for the foreign buyers and TDAP B2B team, in coordination with all the Missions, will arrange their business meetings with international buyers and the exhibitors at the venue i.e. Karachi Expo Center.

4. Your esteemed association is, therefore, requested to extend support by participation in the event and circulate among your member firms.

5. For further details, you may contact Mr. Abdul Karim Memon, Director (Head Hospitality- TeXpo 2016) 021-99201529 – abdul.karim@tdap.gov.pk; and Mr. Atif Aziz, Director (Head Marketing-TeXpo 2016) 021-99206807, and email: atif.aziz@tdap.gov.pk.

Warm Regards,

(Qamar Anjum)