



GOVERNMENT OF PAKISTAN  
TRADE DEVELOPMENT AUTHORITY OF PAKISTAN  
(AMERICA & AFRICA DIVISION)



No. TDAP-3(53)/Exh/ZITF//2012

Karachi, 18<sup>th</sup> January, 2012

Subject: **ADVERTISEMENT OF ZIMBABWE INTERNATIONAL TRADE FAIR**  
**(APRIL 24-28, 2012)**

Dear Sir,

Enclosed please find advertisement along with TDAP's Application Form released on 14<sup>th</sup> January, 2012 in the leading national newspapers calling applications for participation in the ZIMBABWE INTERNATIONAL TRADE FAIR (APRIL 24-28, 2012).

TDAP's Application Form is also attached for your perusal. Application forms can also be downloaded from TDAP's website [www.tdap.gov.pk/pdf/exhibition\\_form1.pdf](http://www.tdap.gov.pk/pdf/exhibition_form1.pdf). You are requested to disperse it among potential/interested members for maximum participation in the fair with advice to apply by the deadline. The event will not only open novel opportunities for Pakistani exporters to access and establish new links with potential buyers but will also contribute in the augmentation of export.

Best regards,

(Hidayatullah Rajar)

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DATED 19 JAN 2012

TO: Mr. Tariq Sheikh  
Sourcing Officer

Display Center PHMA New York Office  
From: Yunus Bin Aiyoob

Head Office: 3rd Floor, Block-A, Finance & Trade Centre, Shahrah-e-Faisal Karachi, 75300  
UAN: 111-444-111 Ext: 309, E-mail: [hidayat.rajar@tdap.gov.pk](mailto:hidayat.rajar@tdap.gov.pk)  
URL: [www.tdap.gov.pk](http://www.tdap.gov.pk)



# Discover Business Opportunities with Trade Development Authority of Pakistan

TDAP offers an excellent opportunity to showcase and develop  
business with international buyers through this fair.

## Zimbabwe International Trade Fair April 24-28, 2012

### Products-in-Focus

Consumer Goods, Food & Beverages, Furniture, Heavy & Light Industry, IT (Software in particular), Textile & Clothing, Leather, Light Engineering Goods, Agricultural Implements, Pharmaceutical & Hospital Care, Machinery for Infrastructural Development, Printing & Packaging, Toiletries, Construction Material, Electronic Goods, Services in Banking, Insurance & IT Sectors, Security Printing and ID Cards, Cosmetics, Chemical Products, Interior Decor, Footwear

### Sectors-in-Focus

Textile Products:

Core Products:

Development Products:

### Participation Fees

Rs. 66,000/-

Rs. 53,000/-

Rs. 40,000/-

Participation will be subject to terms & conditions available  
on TDAP's webportal <http://www.tdap.gov.pk>

**Last date to apply: January 30, 2012**

**Hidayatullah Rajar**

Product Officer

Tel: 021-111444111 Ext: 309 Cell: 0321-3828711

**Saima Azhar**

Assistant Director (Africa)

Tel: 021-99206463

**Trade Development Authority of Pakistan**

MINISTRY OF COMMERCE-GOVERNMENT OF PAKISTAN

