

# UK-PAKISTAN INWARD TRADE MISSION

## PROGRAMME OVERVIEW

**DATE** : KARACHI, 27 FEBRUARY  
LAHORE, 29 FEBRUARY  
SIALKOT, 2 – 3 MARCH

## BACKGROUND

Funded by the Foreign, Commonwealth and Development Office (FCDO), the International Trade Centre (ITC) is organizing an inward trade mission to strengthen the bilateral trade relation between Pakistan and the United Kingdom (UK) as Pakistan's largest export destination in Europe and third largest export destination globally. The inward trade mission will focus on agrifood, textiles and apparel (T&A), handicrafts and home décor sectors.

The UK-Pakistan inward trade mission aims to

- Gain an in-depth knowledge of the business environment and specific market requirements to export to UK from Pakistan.
- Attend one-to-one business and networking meetings with potential buyers from UK.
- Develop direct contacts with potential buyers in UK and increase the company's awareness of the full potential business linkages between UK and Pakistan.

Registration link for Pakistani companies: click [here](#)  
Deadline for signing up: **Wednesday, 10 January 2024**  
If any queries, please contact Ms Eva Chang at [echang@intracen.org](mailto:echang@intracen.org)

## PROGRAMME AGENDA

### KARACHI

TUESDAY, 27 FEBRUARY

Location: British Deputy High Commission in Karachi

TIME	DESCRIPTION
09:00 – 09:30	Arrival and registration
09:30 – 09:45	Opening remarks <i>FCDO representative</i> <i>President of one of the UK-based Chambers of Commerce</i>
09:45 – 10:15	Presentation of the Pakistan – UK export handbook for handicraft, women accessories, and home décor sector <i>ITC Representative</i>
10:15 – 10:45	Presentation of the Pakistan – UK export handbook for agrifood sector <i>ITC Representative</i>
10:45 – 11:00	Coffee break
11:00 – 11:15	Information-sharing session on DCTS <i>FCDO Representative</i>

11:15 – 11:30	Presentation on ITC Export Competitiveness Guidebook in Urdu <i>ITC Representative</i>
11:30 – 12:30	Roundtable discussion <i>ITC Representative</i>
12:30 – 14:00	Lunch and exhibition
14:00 – 14:30	Introduction of business-to-business participants <i>Facilitated by ITC Representative</i>
14:30 – 15:00	Presentation of the UK-based Chambers of Commerce
15:00 – 17:45	B2B meeting sessions <i>Facilitated by ITC in collaboration by the Karachi Chamber of Commerce</i>
17:45 – 18:00	Wrap-up discussion and closing remarks <i>ITC Representative</i> <i>FCDO Representative</i>
18:00 – 20:00	Networking dinner

## WEDNESDAY, 28 FEBRUARY

TIME	DESCRIPTION
09:30 – 12:00	Company visit in Karachi <i>Facilitated by the Karachi Chamber of Commerce</i>

## LAHORE

### THURSDAY, 29 FEBRUARY

Location: United Kingdom Trade and Investment Office in Lahore (tbc)

TIME	DESCRIPTION
09:00 – 09:30	Arrival and registration
09:30 – 09:45	Opening remarks <i>FCDO representative</i> <i>President of one of the UK-based Chambers of Commerce</i>
09:45 – 10:15	Presentation of the Pakistan – UK export handbook for handicraft, women accessories, and home décor sector <i>ITC Representative</i>
10:15 – 10:45	Presentation of the Pakistan – UK export handbook for agrifood sector <i>ITC Representative</i>
10:45 – 11:00	Coffee break
11:00 – 11:15	Information-sharing session on DCTS <i>FCDO Representative</i>

11:15 – 11:30	Presentation on ITC Export Competitiveness Guidebook in Urdu <i>ITC Representative</i>
11:30 – 12:30	Roundtable discussion <i>ITC Representative</i>
12:30 – 14:00	Lunch and exhibition
14:00 – 14:30	Introduction of business-to-business participants <i>Facilitated by ITC Representative</i>
14:30 – 15:00	Presentation of the UK-based Chambers of Commerce
15:00 – 17:45	B2B meeting sessions <i>Facilitated by the Lahore Chamber of Commerce</i>
17:45 – 18:00	Wrap-up discussion and closing remarks <i>ITC Representative</i> <i>FCDO Representative</i>
18:00 – 20:00	Networking dinner

## FRIDAY, 1 MARCH

TIME	DESCRIPTION
09:30 – 12:00	Morning programme facilitated by the Lahore Chamber of Commerce
12:00 – 15:00	Lunch
15:00 – 18:00	Women of the world (WOW) Festival or cultural visit (tbc)

## SIALKOT

### SATURDAY, 2 MARCH

Location: Living dreams marquee

TIME	DESCRIPTION
14:00 – 18:00	We-Exhibit 2024 Expo <i>Facilitated by the Women Chamber of Commerce and Industry Sialkot</i>

### SUNDAY, 3 MARCH

Location: Living dreams marquee

TIME	DESCRIPTION
10:00 – 18:00	We-Exhibit 2024 Expo <i>Facilitated by the Women Chamber of Commerce and Industry Sialkot</i>