

Government of Pakistan  
Ministry of Economic Affairs  
(Japan Wing)

No.1(26)Japan-II/2020

Islamabad, the September 28, 2020

**OFFICE MEMORANDUM**

**SUBJECT: DEVELOPED MARKET ORIENTED EXPORT PROMOTION STRATEGY/MARKETING STRATEGY (A)**

The undersigned is directed to refer to the subject noted above and to state that Japan International Cooperation Agency has offered the subject training course scheduled to be held **online w.e.f November 23, 2020 to December 11, 2020**. All concerned Ministries / Departments are requested to send nomination of a suitable officer who fulfills the following criteria to the undersigned by **15-10-2020** along with three (3) copies of prescribed JICA forms, one copy of surety bond, undertaking, CNIC, passport, FTC Performa as advised in the G-I Booklet.

**Course Objective:**

The participants will acquire skills on market-oriented export promotion of locally produced products.

**Eligibility Criteria:-**

The applicants should:-

- Be engaged in export promotion.
  - Have at least 3 years working experience in field of export promotion.
  - Be a graduate or equivalent.
  - Proficient in spoken and written English
  - Be between the age of twenty five (25) and fifty (50) years.
  - Have basic computer skills.
  - Be in good health, both physically and mentally.
2. New prescribed JICA Application Forms along with job report and specimen of surety bond, undertaking and FTC Performa can be downloaded from EAD's website [www.ead.gov.pk](http://www.ead.gov.pk) under "Foreign Trainings" link in "Forms" ad also available on JICA's website [www.jica.go.jp/pakistan/english/index.html](http://www.jica.go.jp/pakistan/english/index.html).
  3. In case of selection of the officer the concerned Departments are requested to ensure timely relieving of the officer along with NOC.
  4. Nomination of contractual employees will not be entertained.

  
(Fizza Shahid)

Section Officer (Japan-II)

Ph: 0519206167

1. Secretary, Ministry of Commerce, Govt. of Pakistan, Islamabad.
2. Secretary, Planning Development & Special Initiatives, Govt. of Pakistan, Islamabad.
3. Secretary, Board of Investment. Govt. of Pakistan, Islamabad
4. Chairman, Planning & Development Board, Government of Punjab, Lahore
5. Chairman, Planning & Development Board, Government of Sindh, Karachi
6. Addl. Chief Secretary, Planning & Development Department, Government of KPK, Peshawar
7. Addl. Chief Secretary, Planning & Development Department, Government of Balochistan, Quetta.
8. Addl. Chief Secretary, Planning & Development Department, Government of Gilgit-Baltistan, Gilgit,
9. Addl. Chief Secretary, Planning & Development Department, Government of AJK, Muzaffarabad.

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**C.C to:**

- i. Secretary, Trade Development Authority of Pakistan (TDAP), Block-A, FTC building, 3<sup>rd</sup> Floor, Main Shahrah-e-Faisal, Karachi
- ii. CEO, Punjab Board of Investment and Trade, Government of Punjab, Lahore
- iii. Chairman Khyber Pakhtunkhwa, Board of Investment and Trade, Govt. of Khyber Pakhtunkhwa, Peshawar.
- iv. Secretary, Investment Department, Government of Sindh, Karachi
- v. Chairman, Board of Investment and Trade, Government of Balochistan, Quetta.
- vi. Secretary, Mineral Development, Industries, Commerce & Labour Department, Gilgit-Baltistan Government, Gilgit
- vii. Joint Secretary (Training), Establishment Division, Islamabad
- viii. System Analyst (Computer Center), EAD with request to kindly upload JICA's G.I Booklet on EAD's Website.