

OFFICE MEMORANDUM

SUBJECT: DEVELOPMENT 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 **one** seat for the subject training course scheduled to be held w.e.f. **June 12, 2023 to June 16, 2023 Online and w.e.f June 19, 2023 to July 07, 2023 in Japan**. All concerned Ministries / Divisions / Departments are requested to send nomination of a suitable officer who fulfills the following criteria to the undersigned by **April 25, 2023** along with three (3) copies of prescribed JICA's application forms, CNIC, Passport, FTC Performa, undertaking & surety bond, and regarding training course any information please see G.I. Booklet uploaded on EAD's website.

Course Objective:

To equip the participants working in fields of export promotion with the necessary know-how for local brand/product development and marketing strategy. Knowledge on market-oriented approach for promoting the export of local products to developed countries, based on the public-private partnership will also be increased.

Eligibility Criteria:-


The applicant should:

- Be an officer engaged in export promotion and should have actual experience in certain product or field in terms of export promotion.
- Have more than 3 years working experience in the field of export promotion.
- Be a graduate of university.
- Have command of spoken and written English
- Be between the age of 25 and 50 years.
- Must be in good health.

2. New prescribed JICA Application Form, FTC Performa and undertaking & surety bond can be downloaded from EAD's website www.ead.gov.pk under "Foreign Trainings" link in "Forms" and also available on JICA's website www.jica.go.jp/pakistan/english/index.html.

3. In case of selection of the officer the concerned organizations are requested to ensure timely NOC.

4. Nomination of contractual employees will not be entertained.


(Muhammad Ishtiaq Akbar)
Section Officer (Japan-II)
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1. Secretary, Ministry of Industries & Production, Government of Pakistan, Islamabad.
2. Secretary, Board of Investment (BOI), Government of Pakistan, Islamabad
3. Secretary, Ministry of Commerce, Government 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,
10. Addl. Chief Secretary, Planning & Development Department, Government of AJK, Muzaffarabad.

C.C to:

- i. Secretary, Trade Development Authority of Pakistan (TDAP), Block-A, FTC Building, 3rd 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, Government of Khyber Pakhtunkhwa, Peshawar
- iv. Secretary, Investment Department, Government of Sindh, Karachi
- v. Chairman, Balochistan Board of Investment and Trade, Government of Balochistan, Quetta
- vi. Joint Secretary (Training), Establishment Division, Islamabad
- vii. System Analyst (Computer Center), EAD with request to kindly upload JICA's G.I Booklet & associated Annexes on EAD's Website.