

OFFICE MEMORANDUM

SUBJECT: DEVELOPMENT MARKET ORIENTED EXPORT PROMOTION STRATEGY / MARKETING STRATEGY (A) (ONLINE)

The undersigned is directed to refer to the subject noted above and to state that Japan International Cooperation Agency has offered one seat for subject training course scheduled to be held w.e.f. **December 01, 2021 to January 28, 2022 (Online)**. All concerned Ministries / Departments are requested to send nomination of a suitable officer who fulfills the following criteria to the undersigned by **06-10-2021** along with three (3) copies of prescribed JICA's online Application form, CNIC, FTC Performa, Inception Report and Passport as advised in the G.I. Booklet.

Course Objective:

Participants acquire market-oriented approach of marketing and exporting local products to develop countries, based on the partnership between public and private organization.


Eligibility Criteria:-

The applicant should:

- Be an officer of government who provide direct service / support to companies / associations on export to developed markets or Managers / employees of private non-profit institutions or associations, such as CCIs or sector / industry groups, who provide direct service / support to member companies on export to developed markets.
- 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
- Have basic computer skills such as sending / receiving email with attachments and using a web browser.
- Be between the age of 25 and 45 years.
- Must be in good health.

2. New prescribed JICA's online Application Form along with FTC Performa 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. Nomination of contractual employees will not be entertained.


(Hamid Karim)
SO /DS (Japan)
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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,
9. 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.