

TMA holds B2B matchmaking session successfully

KARACHI: The TMA successfully organised B2B matchmaking session at their Head Office, Karachi wherein large numbers of TMA members and members of Executive Committee, Government officials participated and via Zoom Senior Joint Secretary (E-Commerce) Ministry of Commerce Aisha Humera Moriani also participated and gave valuable inputs. Aisha Humera Moriani described that the world became a global village and each and everything is connected with each other and this B2B portal is very important for the progress of the export sector and it is the need of the hour. We cannot survive and progress in the export business without digitalisation. If we want to compete our export with the regional countries we must focus to develop our online marketing. On this occasion, the Director Textile TDAP Basit Rauf highlighted that in the export of business authenticity of buyers and the sellers are very important and we feel pleasure to share that TDAP has established their office throughout Pakistan to verify and authenticity of suppliers to facilitate the buyers. If any Pakistani firm wants to know about the buyers our commercial Consulate Offices will provide facts & figures about the buyers for the smooth transitions of trade.

Central Chairman of the Association Kashif Mehtab Chawla highlighted that the export of any country is the backbone of economy and the export sector is earning valuable foreign exchange for the national kitty. TMA is the export-oriented Association and this Association time to time taking positive measures to enhance the country's export, this B2B matchmaking session is also a positive nod for the export sector and it will play a significant role for the betterment of the country's exports.

Vice Chairman of the TMA, Kamran Alam thanked to the Government officials and members of Association for sharing their valuable time for this B2B matchmaking session and their support for such a lovely and supportive session for the export sector.