



## Towel Manufacturer's Association of Pakistan

T.M.A HOUSE

77-A, SMCHS, Karachi-74400(Pakistan)

Phones: (9221) 3442801-4 Fax : (9221) 34551628

Email: [tma@towelassociation.com](mailto:tma@towelassociation.com) Website: [www.towelassociation.com](http://www.towelassociation.com)

1195/TMA

July 03, 2020

### Members of the Association

Reference: **WEBINAR ON DIGITAL TRANSFORMATION  
NEED OF THE HOUR**

Dear Sir,

During the tumult of COVID-19 digital transformation has become more important tool for the Business, developed countries already transformed their business to digitalization and the whole world has now connected with each other's through digitalization. During the prevailing situation peoples are using digitalization for multiple purposes, like online meetings, Trade Shows, Buying, Purchasing etc. etc.

Pakistan still behind in the race of digitalization, on the flip side of the coin our competitors like India , China , Bangladesh are aggressively using online platforms to conduct businesses and serving their clients.

### **Few Advantages of digitization for Industry**

- Building your own brand is more easier
- Communication with clients, suppliers is quicker and in real time.
- Display your products on very low cost.
- Convert your products description into multiple languages
- Saves lot of operational cost

Digitalization is very important tool for the flourish of the Business activities across the world. TMA is planning to conduct a webinar shortly on **digital transformation**. Interested members please **register your name as per following format with this association through email**, so we may be able to make necessary arrangements for the same accordingly.

Name	Company Name	Designation	Email Address	Cell Number
------	--------------	-------------	---------------	-------------

Thanks & Regards

M. Muzzammil Husain  
Secretary General

## WEBINAR ON DIGITAL TRANSFORMATION

During the tumult of COVID-19 digital transformation has become more important tool for the Business. Developed countries already transformed their business to digitalization and the whole world has now connected with each other's through digitalization.

During the prevailing situation peoples are using digitalization for multiple purposes, like online meetings, Trade Shows, Buying, Purchasing etc. etc.

### Few Advantages of digitization for Industry

- ⇒ Building your own brand is more easier.
- ⇒ Communication with clients, suppliers is quicker and in real time.
- ⇒ Display your products on very low cost.
- ⇒ Convert your products description into multiple languages
- ⇒ Saves lot of operational cost

**Keeping in view of importance TMA organizing Webinar on digital transformation**

**July 18, 2020 at 12.00 Noon Sharp**

**Media: Zoom**

**Register : [tma@towelassociation.com](mailto:tma@towelassociation.com)**

**Participants details**

**Name, Company name, Cell No, Email**

**Investment : Complimentary**

**Speaker:**

**Adil Majeed**

**Experience:**

**13 years in digital Marketing**



**Launched:**

**2 b2b Platforms at National Level.**



**Towel Manufacturers' Association of Pakistan**

**TMA HOUSE**

**77-A, SMCHS, Karachi-74400 (Pakistan)**

**Phones: (9221)34382801-4 Fax :(9221)34551628**