

**GOVERNMENT OF PAKISTAN  
MINISTRY OF COMMERCE**



No. 5(1)/2022-Admn-I/HR-I

Islamabad, the 6<sup>th</sup> July, 2022

**CIRCULAR**

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

Please find enclosed herewith a copy of self explanatory Office Memorandum No. 1(27) Japan-II/2022 received from the Ministry of Economic Affairs (Japan Wing), on the above mentioned subject for placing on the website of the Ministry of Commerce.

2. Interested officers of the Ministry who fulfill the eligibility criteria may send their nominations duly approved by their respective Head(s) of the Wing(s) to HR-I Section latest by **29-07-2022** positively. Nominations received after the deadline will not be entertained.

Encl: **As Above**



**(Humaira Shakir)**  
Deputy Director (HR-I)

**Database Administrator,  
Ministry of Commerce,  
(Islamabad.)**

**OFFICE MEMORANDUM**

**SUBJECT: DEVELOPED 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 two seats for subject training course scheduled to be held w.e.f. October 13, 2021 to November 08, 2022 (Online). All concerned Ministries / Departments are requested to send nomination of a suitable officer who fulfills the following criteria to the undersigned by 15-08-2022 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.

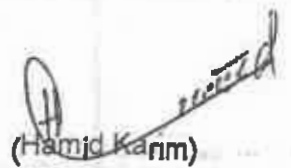
**Eligibility Criteria:-**

*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 2 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 50 years.
- Must be in good health.
- Women are encouraged to apply.

2. New prescribed JICA's online Application Form along with FTC Performa can be downloaded from EAD's website [www.ead.gov.pk](http://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](http://www.jica.go.jp/pakistan/english/index.html).

3. Nomination of contractual employees will not be entertained.



(Hamid Karim)  
Deputy Secretary (Japan)  
Ph. 051-9206167

1. Secretary, Ministry of Commerce & Textile, Government of Pakistan, Islamabad.
2. Secretary, Ministry of Industries & Production, Government of Pakistan, Islamabad.
3. Secretary, Board of Investment (BOI), 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.

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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**
- ii. Chairman, Khyber Pakhtunkhwa Board of Investment and Trade, Government of Khyber Pakhtunkhwa, Peshawar**
- v. 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.**