

**GOVERNMENT OF PAKISTAN  
MINISTRY OF COMMERCE**

\*\*\*\*

No. 5(1)/2023-Admn-I/HR-I

Islamabad, the 7<sup>th</sup> April, 2023

**CIRCULAR**

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

Please find enclosed herewith a copy of self explanatory Office Memorandum No. 1(18) Japan-II/2023, dated 31<sup>st</sup> March, 2023, received from Ministry of Economic Affairs (Japan Wing), on the above mentioned subject for placing on the website of the Ministry of Commerce.

2. Interested officers, who fulfill the eligibility criteria may send their nominations, duly approved by their respective Head(s) of the Wing(s) to HR-I Section (along with their C.V and details of availed Foreign Training/Workshops etc), latest by 14-04-2023 positively. Nominations received after the deadline will not be entertained.

Encl: As Above

  
(Muhammad Saqlat Ali)  
Section Officer (HR-I)

**Database Administrator,  
Ministry of Commerce,  
Islamabad**

Government of Pakistan  
Ministry of Economic Affairs  
(Japan Wing)

No. J(18)Japan-II/2023

Islamabad, the March 31, 2023

**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:-**

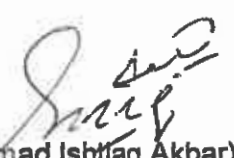
The applicant should:

- > 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](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. 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)  
Ph: 0519201805

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.