



Workshop on “Market Entry to Japan in Hosiery Business”

SMEDA in collaboration with Pakistan Hosiery Manufacturers & Exporters Association (PHMA) and La Nippon is pleased to announce above titled workshop. The purpose of this workshop is to aware the Hosiery Sector on how to enter into Japanese market.

Workshop Contents:

- Economic situation
- Why export to Japan
- Benefits of exporting to Japan
- Business Etiquettes
- Buyers Identification
- Business Supports System

Workshop Schedules:

Date: Thursday, 01st March, 2018

Time: 02:30 PM – 05:00 PM

Venue: PHMA House, Karachi

Fee: Free of Cost

Who Should Attend:

SMEs Owners, Directors, Managers, Supervisor and individual participants who want to enhance their knowledge and skills on the topic

Seats are Limited
Registrations will be made on
First Come First Served Basis

Resource Person:

Ms. Shaheena Anjum

CEO - La Nippon

Ms. Shaheena Anjum is Mastered in International Relations Human Resource Management & Marketing. She has privileged working on the high level assignments with Government of Pakistan & Japan. She has worked with local and multinational companies in the field of Administration, HR and International Marketing. So far she has organized multiple in house and public seminars on Shaping Behavior. Her trainees were from multinationals to local companies from all levels.

For Registration Contact:

Ms. Maham Saleem

SMEDA

trainings.khi@smeda.org.pk

Tel: 021-111-111-456

Cell: 0336-2523346

Mr. Saad Mahboob

PHMA

bfzcoord@phmaonline.com

Tel: 021 34544789 Ext-118

Fax: 021-5610572

Cell: 0303-6667462