

Future Dynamics of Apparel Business Markets



The Project for Skills Development and Market Diversification of Garment Industry in Pakistan under Japan International Cooperation Agency (JICA) **Marketing Diversification Task Force** Presents



Karachi

MAR 2nd, 2020
(Mon)
1:00pm-4:00pm

Venue:
"Conference Room",
PC Hotel, Karachi

Main Topics

1. Development trends in Asian Markets
2. Key points to cope with Japanese Companies
3. Apparel Business between Pakistan and Japan



JICA's Apparel Industry Support Project (The Project of Skills Development and Market Diversification of Garment Industry (PSDMD) in Pakistan) would like to organize the Apparel Export Seminars in Lahore sponsored by Ministry of Commerce & Textile.

These seminars will tell you how to target Asian and international markets by SME by illustrating success stories of Japanese specialists.

The attendance is free. Don't miss this opportunity!



The outline/program of the workshop is as follows

Opening Remarks by Mr. Toshikazu ISOMURA, Consul General of Japan in Karachi
Speech by JICA Pakistan Office
Speech by Ministry of Commerce and Textile

Presentation of "Market Development of Textile and Apparel Industries in Japan and China"
by Mr. Teiichiro KITAYAMA
Former CEO of China Office of Apparel Trading Company

Presentation of "Preparing for International Business based on the Characteristics
and Preferences of Japanese Customers"
by Mr. Hideo HORIGUCHI, JICA Trade Promotion Advisor, TDAP

Presentation of "Expectations, Challenges, and Future in Business with Pakistan
Companies from the Aspect of the Japanese Inspection Company"
by Mr. Masaaki FUKUDA, General Manager of Sales Division, Pacific Quality Control Center

Closing Remarks
by Mr. Yasuhiro SHODA, Chief Advisor of PSDMD
by PRGMEA/PHMA Chairman

Refreshments and Networking

Co-organized by Ministry of Commerce and Textile,