



GOVERNMENT OF PAKISTAN  
TRADE DEVELOPMENT AUTHORITY OF PAKISTAN  
TEXTILE AND CLOTHING DIVISION  
No TDAP-CBIW.SHOP/2010  
Karachi dated 25<sup>th</sup> May 2010

**Subject: CBI – TDAP Workshop/Seminar at Karachi June 14<sup>th</sup> -16<sup>th</sup> 2010 on the topic of “Market Research and EU Market Access Requirements (MAR) in Home Textiles”**

Dear Sir/Ms,

Trade Development Authority of Pakistan (TDAP) Karachi, in collaboration with CBI Netherlands is pleased to organize a workshop on Home Textiles on the subject date.

2. The target audience for this workshop would include the top echelons along with the middle management of the Associations and Stakeholder companies with the focus on developing the skills and improving the knowledge specifically for the EU Market regarding Research and Market Infiltration methods.
3. The basic edge would be given to the Primary and Secondary research for collecting and analyzing the data and utilization of proper resources for this particular sector. Market Specific information along with the methodologies for consumer Identity and general trends will also be conferred upon by the experts.
4. This workshop will unfold the importance of MAR for this sector esp. in EU market, relevant legislative requirements on product quality, requirements for the HSE and social issues, implication on production and export processes, CBI-Database and tools along with its mission.
5. Following criteria should be followed:
  - a) Participant should bring along with them the Laptops with built-in Wi-Fi or dongles.
  - b) There should be only 6 nominated members from each association.
  - c) The confirmation would be done on 1<sup>st</sup> come-1<sup>st</sup> serve basis.
  - d) TDAP and CBI will be the final authority for the final corroboration of all participants.

6- Please circulate this info to all related companies and production houses and send the details of your nominated participants indicating their name, credentials, along with the bio-data on the letter head of the respective company counter signed by their concerned Association/Chamber latest by 3<sup>rd</sup> June 2010.

7- Please contact following person in case of any query;

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(Bashir Saleh)  
Director General  
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