

December event

Trade fair to help forge linkages with US buyers

Chamber chief lays stress on proper marketing of Pakistan products

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The Pak-Asia-USA Trade Expo, slated for December 9 to 17, 2016 in Houston, would help bring Pakistan exporters in the mainstream of American business, said Syed Waseem Akhtar, President of the Pakistan Chamber of Commerce USA.

Speaking to the business community of Faisalabad on Friday, Akhtar emphasised the importance of trade and said "we could effectively build the image of Pakistan through fair business and exports will provide them a unique opportunity to strengthen linkages with the American buyers."

He described Pakistan products as the best in terms of quality and price that could grab a sizeable share in the American market.

"Pakistan has given a unique identity to its expatriates abroad, hence they must return it back by allocating at least 10% of their savings," he said.

Turning to textiles, he boasted that Pakistan was producing best-quality clothes, bed sheets and other related goods which had a great demand in the US. "Only proper marketing is required to boost the sale of these products," he said.

The president of Pakistan Chamber of Commerce, created to introduce and promote country's products in US markets, asked the Faisalabad Chamber of Commerce and Industry (FCCI) president to arrange a delegation of serious businessmen for a visit to the US to explore the huge market.

He assured them that he would provide help in holding meetings with leading American store chains in addition to big hotels that were regularly purchasing bedspreads and textile products in bulk.