

BUSINESS RECORDER

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Pak Asia USA Trade Expo to be held from Dec 9 in Houston

RECORDER REPORT

FAISALABAD: Pak Asia USA Trade Expo schedule to be held from December 9 to 17 in Houston will help in the main streaming of Pakistani exporters in USA, said Syed Muhammad Waseem Akhtar President Pakistan Chamber of Commerce USA.

Addressing the business community of Faisalabad in FCCI, he underlined the importance of trade and said through fair businesses, we could effectively build the image of Pakistan and the export will provide them a unique opportunity to strengthen their linkage with American buyers. Syed Waseem Akhtar said that Pakistani products are best in terms of quality and price and they can get a sizeable share from the American markets.

The expatriate Pakistanis are blessed as Pakistan has given them a unique identity, hence they must return it back by allocating at least 10% of their savings. He said that Pakistan chamber of commerce USA was created to introduce Pakistani products in American markets.

Regarding textiles, he said that Pakistan is producing best quality clothes, bed sheets and other related items which are in great demand in America. He said that only proper marketing is required to increase the sale of Pakistani products. He asked president FCCI to arrange a delegation of serious business men and visit America to explore this huge market. He assured to arrange their meetings with leading American chain stores in addition to the big hotels that are regularly purchasing bed sheets and tex-

tile related products in bulk. He also offered to help Pakistani exporters who intend to set up their warehouses, offices or want to establish their own companies in America.

Earlier in his address of welcome Chaudhry Muhammad Nawaz president FCCI said that population wise Faisalabad is third major city of Pakistan. It is second in revenue generation after Karachi while it is also contributing 50% towards total national textile export. He said that FCCI is an elected trade body of the business community of Faisalabad which is also contributing its role in resolving the social problems of this city. He told that because of increase in exports from the city, an international trade section has been created in the Research and Development Directorate of FCCI. "We are regularly sending trade delegations to Europe, India, China and other countries with a clear objective to explore new markets for Pakistani exports. He further told that last year FCCI had arranged 6 trade delegations that visited German, Italy, Sweden, America and China while two delegations for Spain Italy are also in the pipeline.

Chaudhry Muhammad Nawaz underlined the importance of trade fares and trade delegations to give a quantum jump to the Pakistani exports and said that we must identify the nontraditional handicrafts etc which would be exported and fetch reasonable profit from the developed countries including America. He said that the USA is our 2nd major trading partner.