

GOVERNMENT OF PAKISTAN  
MINISTRY OF COMMERCE

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No. 5 (2)2024-Admn-I/HR-I

Islamabad, the 25<sup>th</sup> October, 2024

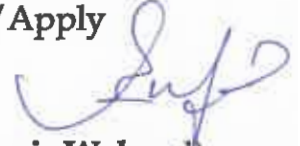
CIRCULAR

**SUBJECT: "Training Course on Diagnosing and Analyzing Markets with High Export Potential for SMEs"**

Please find enclosed herewith copies of self explanatory letter No. OGN.TCD.2024/527, dated 14-10-2024 received from Ministry of Foreign Affairs Islamabad, on the above mentioned subject "training online" for placing on the website of the Ministry of Commerce for information & further necessary action please.

2. Interested/relevant officers of the Ministry for participation in the training course is requested to register themselves latest by 28<sup>th</sup> October on the given link:

[https://erp.sesric.org/events/training\\_SMEs\\_2024/Apply](https://erp.sesric.org/events/training_SMEs_2024/Apply)



(Aamir Waheed)  
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**Database Administrator,  
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Islamabad**

**MOST IMMEDIATE**

**Government of Pakistan  
Ministry of Foreign Affairs  
Islamabad**

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**Subject: Training Course on 'Diagnosing and Analyzing Markets with High Export Potential for SMEs'**

The Statistical, Economic and Social Research and Training Center for Islamic Countries (SESRIC), vide Note Verbale No. OGN.TCD.2024/527 dated 14<sup>th</sup> October 2024, has conveyed that the center will be organizing the **subject training course online on 30-31 October 2024.**

2. Nomination of experts for participation in the training course is thus requested which can be done by filling the registration form on the following link latest by **28<sup>th</sup> October 2024:**

[https://erp.sesric.org/events/training\\_SMEs\\_2024/Apply](https://erp.sesric.org/events/training_SMEs_2024/Apply)

3. For further inquiries about the course, the nominee(s) may contact SESRIC through [training@sesric.org](mailto:training@sesric.org) with a cc to [cabinet@sesric.org](mailto:cabinet@sesric.org).

4. For your information and further necessary action.

**Encl: As Above**



Assistant Director (OIC)  
051-9223795

1. **Mr. Jawad Paul, Secretary Commerce, Ministry of Commerce, Islamabad.**
2. **Mr. Saif Anjum, Federal Secretary, Ministry of Industries and Production, Islamabad.**
3. **Mr. Socrat Aman Rana, Chief Executive Officer, Small and Medium Enterprises Development Authority (SMEDA), Lahore.**

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M/o Foreign Affairs' U.O. No. OIC-2/6/2024 dated 21 October 2024



## ORGANISATION OF ISLAMIC COOPERATION

STATISTICAL, ECONOMIC AND SOCIAL RESEARCH AND TRAINING CENTRE FOR ISLAMIC COUNTRIES  
CENTRE DE RECHERCHES STATISTIQUES, ECONOMIQUES ET SOCIALES ET DE FORMATION POUR LES PAYS ISLAMIQUES  
مركز الأبحاث لإحصائية والاقتصادية والاجتماعية والتدريب للدول الإسلامية



No: OGN.TCD.2024/527

Ankara, 14 October 2024

The Statistical, Economic and Social Research and Training Centre for Islamic Countries (SESRIC) presents its compliments to the Embassies of the Member Countries of the Organisation of Islamic Cooperation (OIC) and has the honour to inform them that, the Centre, in collaboration with Ministry of Investment, Trade and Industry of Malaysia, the Ministry of Trade of the Republic of Türkiye and the Small and Medium Business Development Agency (KOBİA) of the Republic of Azerbaijan, will organise a Training Course on "Diagnosing and Analysing Markets with High Export Potential for SMEs" on 30-31 October 2024 through an online video conferencing platform.

The objective of this training course is to provide insights that address the major challenges faced by SMEs when diagnosing and analysing markets with high export potential, with a particular focus on empowering women and young entrepreneurs in OIC countries. The training will provide participants with alternative tools and methodologies for market analysis; explore strategies for internationalisation; and enhance their ability to support SMEs in leveraging export opportunities.

In this respect, the Centre would highly appreciate if the Esteemed Embassies could kindly forward this note verbale to the Ministry of Trade and relevant national institutions in their countries and kindly request them to nominate representatives to attend and benefit from this course by filling the registration form, which is available at the following link: [https://erp.sesric.org/events/training\\_SMEs\\_2024/Apply](https://erp.sesric.org/events/training_SMEs_2024/Apply) by 28 October 2024, at the latest. For further inquiries about the training course, the nominees may contact SESRIC through: [training@sesric.org](mailto:training@sesric.org), with a cc to [cabinet@sesric.org](mailto:cabinet@sesric.org).

The Centre avails itself of this opportunity to renew to the Esteemed Embassies of the Member Countries of the Organisation of Islamic Cooperation (OIC) the assurances of its highest consideration. *AK*

To: Embassies of the Member Countries of the Organisation of Islamic Cooperation (OIC)

