



GOVERNMENT OF PAKISTAN  
MINISTRY OF COMMERCE  
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No.5(1)/2025-ADMN-I/HR-I

Islamabad, the 14<sup>th</sup> March , 2025

From

Aamir Waheed  
So (HR-I)

To

1- Database Administrator, MOC, Islamabad

**SUBJECT: EXPORT PROMOTION MARKETING STRATEGIES TARGETING GLOBAL MARKETS**

## Circular

Please find enclosed herewith a copy of the self-explanatory Office Memorandum No. 1(6) JAPAN-II-2025, dated 13th March 2025 received from Ministry of Economic of Affairs, on the above-mentioned subject for placing on the website of the Ministry of Commerce.

**2. Interested/relevant officers from Main Ministry and its Attached Departments/Organizations who fulfill the eligibility criteria may send their nominations, duly approved by their respective Head(s) of the Wing(s)/Departments to HR-I Section (**along with their C.V, Services Profile and details of availed Foreign Training/Workshops etc**), latest by **18-04-2025 positively. Nominations received after the deadline will not be entertained. Moreover, there would be no financial liability on Ministry of Commerce/Government of Pakistan.****

Encl: **As Above**

Aamir Waheed  
So (HR-I)



No.1(16)JAPAN-II-2025

GOVERNMENT OF PAKISTAN  
ECONOMIC AFFAIRS DIVISION  
\*\*\*\*\*



Islamabad, the 13<sup>th</sup> March , 2025

**OFFICE MEMORANDUM**

**SUBJECT: EXPORT PROMOTION MARKETING STRATEGIES TARGETING GLOBAL MARKETS**

The undersigned is directed to refer to the subject and state that the Japan International Cooperation Agency has offered **one seat** for the subject training course scheduled to be held **w.e.f June 25, 2025 to July 23, 2025 in Japan**. All concerned Ministries / Divisions / Departments are requested to send nominations of suitable officers, who fulfills the following criteria to the undersigned by **30-04-2025**. The application form shall be accompanied with three (3) copies of prescribed JICA forms, CNIC, FTC Performa, undertaking, surety bond, English score sheet, supplement sheet and Passport as advised in the [G.I. Booklet](#) uploaded on EAD's website.

**Course Objective:**

To equip the participants working in fields of export promotion with the necessary know-how for local brand/product development and marketing strategy. Knowledge on market-oriented approach for promoting the export of local products to target countries, based on the public-private partnership will also be increased.

**Eligibility Criteria:-**

The applicant should:

- Be officers engaged in export promotion, should have actual experiences in certain product or field in terms of export promotion. Mut be able to present the information of local products which has been exported to the markets or developed countries such as Japan.
- Have more than 3 years' experience in the field.
- Be graduate of university.
- Be between the ages of twenty-five (25) and fifty (50) years.
- Women are encouraged to apply for the training course.

2. New prescribed JICA Application Form, FTC Performa, Inception Report, undertaking & surety bond can be downloaded from EAD's website [www.ead.gov.pk](http://www.ead.gov.pk) under "Foreign Trainings" link in "Forms" and also available on JICA's website [www.jica.go.jp/pakistan/english/index.html](http://www.jica.go.jp/pakistan/english/index.html). In case of selection of the officer the concerned organizations are requested to ensure timely NOC. Nomination of contractual employees will not be entertained.

**Muhammad Ishtiaq Akbar**  
SO (Japan-II)

Admin (Wing),  
Saif Anjum  
Secretary  
A Block Pak Secretariat, Islamabad,  
Islamabad

Administration (Wing),  
Jawad Paul  
Secretary  
Commerce Division,  
Islamabad

IT (Wing),  
Zarrar Hasham Khan  
Secretary IT  
Ministry Of Information Technology & Telecommunication, 7th Floor, Kohsar Block, Pak Secretariat,  
Islamabad

Additional Chief Secretary  
Additional Chief Secretary  
Planning and Development Department,  
Government of Gilgit Baltistan Gilgit

Additional Chief Secretary  
Additional Chief Secretary  
Planning and Development Department,  
Government of KPK Peshawar

Additional Chief Secretary Additional Chief Secretary

Planning and Development Department Govt of Sindh Karachi,

Additional Chief Secretary Planning and Development Department

Government of Kyber Pakhtunkhwa Peshawar,

Additional Chief Secretary

Planning and Development Department Government of Balochistan Quetta,

Additional Chief Secretary

Planning and Development Department AJK,

Additional Chief Secretary Development

Planning and Development Department Government of Khyber Pakhtunkhwa,

Training Wing (Wing),  
Tariq Mehmood  
Joint Secretary Training  
Establishment Division,  
Islamabad

Aamil Sharif  
Database Administrator  
Friday, 14 March, 2025, 11:12:9 AM

Aamir Waheed  
So (HR-I)  
14 March, 2025, 10:47:24 AM

Aamil Sharif  
Database Administrator  
Friday, 14 March, 2025, 11:12:9 AM