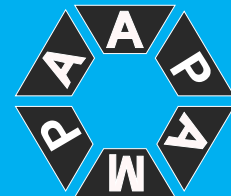




CBI
Ministry of Foreign Affairs of the Netherlands



CBI Workshop

on

Market Research

Lahore 29-30 August, 2013

SEARCH NEW MARKETS FOR YOUR PRODUCTS

Objective

The Market Research training course will provide exporters with knowledge, skills and tools to collect and analyze data regarding EU markets, target groups. EU restriction to export/trade and trade channels and trends. This workshop will educate exporters/manufactures to export to EU or to export their exports to EU.

Participants should
bring their laptops



CBI, The Netherlands

CBI (Centre for the Promotion of Imports from developing Countries) is an agency of the Netherlands Ministry for Foreign Affairs. CBI contributes to the equitable economic development of the selected developing countries and countries with economies in transition by providing services aimed at strengthening the competitiveness of companies in the field of export marketing and export management pertaining to the EU & EFTA markets.

Who Should Attend ?

- Exporters in private light engineering electronics sector, whose task is to manage exports to European Union and other markets.
- CEOs or Senior Management of small and medium sized firms (SME), or a person who holds a position within the company in which he/she is directly involved in export to EU market (e.g. Export Managers, Marketing Managers etc.)
- SMEs from Pakistani Engineering Sector are especially encouraged.

Prerequisites for Workshop

- Participants should preferably have experience in exports.
- Participants should have command over English as workshop will be in English language.

Terms & Conditions

Payment to be made through "Cross Cheque" in favor of "PAAPAM" along with application.

Workshop Detail:

Date:	29-30 August, 2013
Venue:	PAAPAM Head Office, Lahore
Last Date of Registration:	10th August, 2013
Fee Per Participant:	PKR 15,000/-

Limited Seats

First Come, First Served Basis

For Registration, Please Contact:
Mr. Mujtaba Qudos

PAAPAM Training Institute
16-B, Westwood Colony, Thokar Niaz Baig, Lahore.
Tel: +92 42 37498474-5, Fax: +92 42 37498476
Cell: +92 321 4533277, Email: headoffice@paapam.com