

TRADE DEVELOPMENT AUTHORITY OF PAKISTAN
Annual Business Plan 2024-25

Product Officers ABP

Division:

Product Officer Name:

Product/Service:

1. **Objectives (to be achieved):**
2. **Background**
3. **Main stakeholders**
4. **Proposed activities (webinars, online B2Bs etc)**

Date	Type (Webinar or B2B)	Topic	Stakeholders	Expected Result

5. **Other proposed activities**
6. **Compliance Requirements & Awareness Raising Initiatives**
7. **Innovative marketing & promotional activities**
8. **Expected Outcomes**