

MEMORANDUM OF UNDERSTANDING (MOU)

BETWEEN

THE GOVERNMENT OF THE REPUBLIC OF INDIA THROUGH
THE INDIA TRADE PROMOTION ORGANISATION – ITPO

AND

THE GOVERNMENT OF THE ISLAMIC REPUBLIC OF PAKISTAN
THROUGH THE TRADE DEVELOPMENT AUTHORITY OF
PAKISTAN – TDAP

The Government of the Republic of India through the India Trade Promotion Organisation – ITPO and the Government of the Islamic Republic of Pakistan through the Trade Development Authority of Pakistan – TDAP (herein after referred to individually as a “party” and collectively as “the parties”)

Desirous of enhancing friendly relationship and promoting bilateral cooperation in wide ranging areas between the two parties on the basis of mutual benefits through diversification and enhancement of trade which is vital for the progress and prosperity of the two countries and their people.

Cognizant of the fact the existing trade volume between the two parties is inadequate considering the potentials they possess,

Have agreed as follows:-

ARTICLE I

SCOPE

The Parties shall make and accelerate the necessary efforts for the promotion and development of trade links between Pakistan and India through,

- i) Exchange of information on each other's area of activities
- ii) Conducting Market Research Activities
- iii) Exploring of Bilateral Trade Promotion Activities through trade fairs, BSMs and other applicable promotional tools
- iv) Organizing Training Programmes and Exchange of experts, whenever feasible

ARTICLE 2**EXCHANGE OF INFORMATION**

The Parties shall establish a regular reciprocal exchange of:

- o Publications of both Organisations – TDAP & ITPO,
- o Calendar of events to be organized by each other in their respective countries
- o Any other information which might enable an easier analysis of the correspondent market to evaluate the existing business opportunities and to further develop the trade links between the two countries.

ARTICLE 3**CONDUCTING MARKET RESEARCH ACTIVITIES**

The Parties shall cooperate in identifying and discussing areas of export/import potentials and advising on/ recommending participation in each other's events/ activities in accordance with the objective of enhancing trade and commercial cooperation between the two countries. Each party shall also advise the other of participating in related seminars and workshops being organized in their country for information and insight into the marketing of specific products and sectors.

ARTICLE 4**TRADE PROMOTIONAL ACTIVITIES****(EXHIBITIONS & TRADE DELEGATIONS)**

The Parties shall encourage private sector businesses in their respective countries to participate in trade fairs, exhibitions and seminars (in either country), in which products and services from both countries are featured. Both parties will acknowledge the importance of introducing their products and capabilities to each other through single country exhibitions.

The Parties shall promote participation/visitorship of their industry and trade in each other's trade events by publicizing the information in each other's publications based on Press Releases issued.

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The parties shall notify to each other about the list of fairs and exhibitions that are being organized by them in their respective countries for the purpose of facilitating participation/visitorship to these fairs to be followed with the participation brochure of individual events for wide circulation/dissemination among trade and industry in each other's country.

Both parties shall respect and honour the trade fair regulations of each other and the rules and regulations, terms and conditions related to participation in each other's fairs.

Both parties shall facilitate the visits of their respective official trade delegations to each other's dedicated exhibition venues to promote interactions with representatives of participating companies.

ARTICLE 5

ORGANIZING TRAINING PROGRAMMES AND EXCHANGE OF EXPERTS

The Parties shall cooperate in organizing training programmes for each other's staff/officials and exchange of experts to benefit from the experience of both the institutions in the field of trade promotion activities and techniques.

ARTICLE 6

PREPARING FULL INDICATIVE WORK PROGRAMME

The parties shall mutually prepare and design an indicative work programme regarding cooperation activities between the two organizations through exchange of letters.

ARTICLE 7

IMPLEMENTATION

The Parties shall organize meetings to be held at mutually convenient dates and time alternatively in Pakistan and in India, with prior notice to each other, with a view to evaluating and determining the execution of the promotion and cooperation activities, envisaged in this MOU, and studying the most appropriate measures for its implementation.

ARTICLE 8

OTHER PROVISIONS

Neither party shall bear any financial obligations except for the reimbursement of expenses agreed in advance for specific actions mutually agreed by the Parties.

The MOU shall not interfere with the rights and obligations of the Parties arising from other international covenants to which they are the parties.

ARTICLE 9

CONFIDENTIALITY

The Parties shall not disclose or distribute any confidential information exchanged between them in relation to cooperative projects between them, including confidential information provided by each other's private sector businesses, without prior consent of all concerned parties.

ARTICLE 10

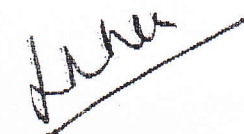
ENTER INTO FORCE, DURATION, AMENDMENT AND
TERMINATION

i) The present MOU shall come into effect on the date of its signing and be valid for a two-year period.

Each party may terminate/rescind the present MOU through a written communication addressed to the other Party, with a minimum notice of 3 (three) months.

ii) The termination of this MOU shall not affect the completion of any cooperative activity/program undertaken under it.

Done and signed at New Delhi on 28.09.2011 in two originals in English.



RAJEEV KHER
Chairman & Managing Director
India Trade Promotion Organisation
(ITPO)



TARIQ IQBAL PURI
Chief Executive
Trade Development Authority of Pakistan
(TDAP)