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## TDAP's Hospitality Package Boosts Carpet Expo Hopes

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The Pakistan Carpet Manufacturers and Exporters Association (PCMEA) has praised the Trade Development Authority of Pakistan (TDAP) for crafting an exclusive hospitality package to attract international buyers to October's 41st International Handmade Carpet Exhibition in Lahore. PCMEA leaders confirmed strong interest from buyers in key markets including Germany, China, and the United States, signaling potential for

significant export deals. The customized package, developed through extensive stakeholder consultations, addresses foreign buyers' security, logistics, and cultural experience concerns that have previously hindered participation.

PCMEA Chairman Mian Atiq-ur-Rehman and Exhibition 2025 Chairman Riaz Ahmed emphasized the package's strategic importance during Sunday's association meeting. "This initiative demonstrates how public-private collaboration can overcome perception challenges," stated Rehman, noting that previous editions suffered from low foreign turnout due to security apprehensions. The TDAP program includes streamlined visa processing, secured transportation, and curated cultural engagements alongside business matchmaking services. Early registration numbers suggest the measures are effectively changing Pakistan's image among international luxury retailers and wholesalers.

Industry analysts highlight the exhibition's timing as particularly strategic, coinciding with peak global demand for winter home furnishings. Pakistan's handmade carpet sector, which contributes over \$300 million annually to exports, stands to gain substantially from direct buyer relationships fostered at the event. The participation of European and American buyers holds special significance, as these markets command premium prices for intricate Persian and Turkic designs that constitute Pakistan's specialty. TDAP's intervention comes as regional competitors like Iran and Afghanistan intensify marketing of their own textile traditions.

As final preparations accelerate, this year's exhibition may mark a turning point for Pakistan's artisan economy. The government's proactive approach through TDAP sets a precedent for how institutional support can elevate traditional industries in global markets. For centuries-old

carpet weaving communities across Punjab and Khyber Pakhtunkhwa, successful buyer engagements could translate into sustained orders and skills preservation. While security remains paramount, the overwhelming buyer response proves that world-class craftsmanship paired with professional hospitality can redefine Pakistan's trade narrative on the international stage.

