

Traders asked to focus on export

Entrepreneurs would have to concentrate on enhancing the export base of the country to get rid of any sorts of foreign aids and loans. This was stated by the LCCI Vice President Faisal Iqbal Sheikh while speaking at a seminar on “Trade not Aid” arranged by LCCI Standing Committee on Education here at the Lahore Chamber of Commerce and Industry on Friday. LCCI Executive Committee members Anwaar A Sheikh and Dr Shahid Raza also spoke on the occasion. A number of students from various colleges and universities including Kinnard College for Women University, Lahore University of Management Sciences, University of Central Punjab and Forman Christian College gave detailed presentations on the above subject. The LCCI Vice President said that Government would have to evolve National Marketing strategy in collaboration with private sector so that the Pakistani products which were best of the best in the world could be marketed. He said that there was a dire need to explore new markets as the economic turndown and the resultant recession have curtailed the buying power of the consumers in the developed world. He said that the Lahore Chamber and Industry was striving to ensure consistency in economic relations with the all countries of the world but to achieve the goal, the private sector for being engine of the growth would have to come forward. Earlier, the presentation given by the students stressed the need for diversification of markets and products so that Pakistani products could go the maximum parts of the world. They also called for measures for cluster, brand and human resource development as there was no dearth of resources in Pakistan and it could touch the zenith in real term of the word if a little attention was given towards this particular area.