

Government of Pakistan
Trade Development Authority of Pakistan
(Management Services Division)

TDAP-Estt/2020

Karachi, the March 29th, 2021

A. PRODUCT DIVISIONS
I. AGRO FOOD DIVISION

S#	Name	Designation	Place of Posting	Assigned Products	Landline No.	Cell Number	Email Address
Mr. Abdul Karim Memon, Director General (Cell No. 0333-2522588- +92-21-99201529 Email: abdul.karim@tdap.gov.pk)							
Mr. Asim Tauqeer, Director (Cell No. 03008502171 +92-21-99207214 Email: asim.tauqir@tdap.gov.pk)							
01	Mr. Rashid Gilani	Asst. Manager	Multan	Mango	+92-61-9330880	0335-9292011	rashid.gillani@tdap.gov.pk
02	Mr. Amir ur Rehman	Asst. Manager	Karachi	Rice	+92-21-99201518	0300-2230260	amir.rehman@tdap.gov.pk
03	Ms. Khushbakht Asif	Asst. Director	Karachi	Fruits, Citrus, Dairy	+92-21-99202706	0336-5179048	khushbakht.asif@tdap.gov.pk
04	Ms. Bukhtawer Akhtar	Asst. Director	Karachi	Fisheries	+92-21-99202706	0334-3518498	bukhtawer.akhter@tdap.gov.pk
05	Mr. Aurangzeb	Asst. Manager	Karachi	Livestock & Meat		0313-2744452	aurangzebjahangir@tdap.gov.pk
06	Ms. Umayah Idrees	Asst. Director	Islamabad	Processed Food, Spices	+92-51-9205179	0334-7553553	umayah.idrees@tdap.gov.pk
07	Ms. Maryam Mumtaz	Asst. Director	Islamabad	Vegetables	+92-51-9201736	0347-8611137	maryam.mumtaz@tdap.gov.pk
08	Ms. Samiya Kureshi	Asst. Director	Islamabad	Oil & Ghee	+92-51-99202995	0332-5722959	samia.kureshi@tdap.gov.pk
09	Ms. Tayyaba Iftakhar	Asst. Director	Lahore	Salt		0307-3861995	tayyaba.iftikhar@tdap.gov.pk
10	Mr. Qazi Sadiq Arsalan	Asst. Manager	Hyderabad	Guava	+92-22-9260175	0300-8376369	qazi.arsalan@tdap.gov.pk
11	Mr. Mohsin Bullo	Asst. Manager	Sukkur	Dates	+92-71-5804515	0333-7217721	mir.mohsinbullo@tdap.gov.pk
12	Ms. Kinza Afsar	Asst. Director	Abbottabad	Sugar, Confectionery, Honey	+92-992-380203	0335-5858813	kinza.afsar@tdap.gov.pk
13	Mr. Nazir Ali	Asst. Director	Gilgit	Cherries, Plums & Apricots	+92-5811-920484	0343-1824476	nazir.ali@tdap.gov.pk
14	Ms. Ravia Khalid	Asst. Manager	Lahore	Poultry	+92-42-99230640-49	0300-7511120	ravia.khalid@tdap.gov.pk
15	Mr. Zubair Ahmed	Asst. Director	Quetta	Dry Fruits/ Minerals from Baluchistan/ Petroleum Products		0312-2632821	zubair.ahmed@tdap.gov.pk
16	Ms. Rubina Siddique	Asst. Director	Lahore	Tobacco		0333-1427024	rubina.siddique@tdap.gov.pk

II. TEXTILE & LEATHER DIVISION

S#	Name	Designation	Place of Posting	Assigned Products		Cell Number	Email Address
Mr. Basit Rauf, Director General (Cell # 0321- 9484555/ +92-21-99201505 Email: basit.rauf@tdap.gov.pk) Ms. Shaheen Syed, Director (Cell # 0300-2623403/ +92-21-99202183 Email: shaheen.syed@tdap.gov.pk)							
01	Ms. Bilquees Jamali	Deputy Director	Karachi	Coordination (Textile)	+92-21-99206809	0300-3880797	bilquees.jamali@tdap.gov.pk
02	Mr. Khurram Ikram	Deputy Director	Karachi	Coordination (Leather)	+92-21-99202186	03151124894 0345-2869474	khurram.ikram@tdap.gov.pk
03	Mr. Zameer Soomro	Asst. Manager	Karachi	Coordination	+92-21-99207212	0333-2231658	zameer.soomro@tdap.gov.pk
04	Mr. Fazal Rehman Rao	Dy. Director	Faisalabad	Cotton Yarn, Fabric	+92-41-9210241	0321-5063119	fazalur.rehmanrao@tdap.gov.pk
05	Ms. Hina Tahir	Dy. Director	Multan	Home Textile, Towels	+92-61-9210173	0333-4421852	hina.tahir@tdap.gov.pk
06	Mr. Ali Raza	Asst. Director	Karachi	Readymade Garments (Knitwear & Hosiery)		0322-6811017	ali.jameel@tdap.gov.pk
07	Ms. Muneeba Nawaz	Asst. Director	Karachi	Carpets, Wool	+92-21-99201513	0343-2790114	muneeba.nawaz@tdap.gov.pk
08	Mr. Saeed A. Tamimi	Asst. Manager	Karachi	High End Fashion Garments	+92-21-99207218	0300-9247514	saeed.tamimi@tdap.gov.pk
09	Dr. Zain ul Abdin	Asst. Director	Sialkot	Sports Wear, PPE, Gloves		0334-8175581	dr.zain@tdap.gov.pk
10	Mr. Sheheryar Khan	Asst. Director	Lahore	Finished Leather, Articles of Leather		0321-7772741	sheheryar.khan@tdap.gov.pk
11	Ms. Faiqa Zarnab	Asst. Director	Lahore	Footwear		0322-4311459	faiqa.zarnab@tdap.gov.pk

III. ENGINEERING & MINERALS DIVISION

S#	Name	Designation	Place of Posting	Assigned Products		Cell Number	Email Address
Mr. Shafqatullah Siddiqui, Director General (Acting) (Cell # 0300-2514540/+92-2199206496 Email: shafqatullah.siddiqui@tdap.gov.pk) Ms. Shumaila Sikandar, Deputy Director (Coordination) (Cell # 03219399106 / Email: shumaila.sikandar@tdap.gov.pk)							
01	Ms. Benazir	Director	Karachi	Engineering & Minerals	+92-21-99207211	0332-5155119	benazeer@tdap.gov.pk
02	Ms. Fakeha Faiz	Asst. Director	Peshawar	Marble	+92-91-9217536	0312-5366531	fakeha.faiz@tdap.gov.pk
03	Mr. Naseer Ahmed	Asst. Manager	Karachi	Gems & Jewellery	+92-21- 99202185	0321-7220355	naseer.ahmed@tdap.gov.pk
04.	Ms. Sana Ali Khokhar	Asst. Manager	Karachi	Pharmaceuticals, Cosmetics	+92-21- 99202182	0331-3118579	sana.khokhar@tdap.gov.pk
05.	Mr. Junaid Feroz	Asst. Manager	Karachi	Surgical Instruments	+92-21-99201501	0321-2344567	junaid.feroz@tdap.gov.pk
06	Mr. M.Ahmad Hassan	Asst. Director	Islamabad	Handicrafts, Pottery	+92-51-9202134	0323-5348128	mahmad.hassan@tdap.gov.pk
07	Mr. Ali Umer Tipu	Asst. Director	Multan	Safety Equipment	+92-61-9330862	0312-6862386	ali.umartipu@tdap.gov.pk
08	Mr. Zain ul Abdin	Asst. Manager	Karachi	Rubber and rubber materials	+92-21-99207200	0333-2581933	zainulabdin@tdap.gov.pk
09	Mr. Ismail Haider	Asst. Manager	Multan	All electrical machinery including (motors, pumps, transformers, generators etc.)		0321-6308166 0302-7308548	ismail.haider@tdap.gov.pk

10	Mr. Jawad Ahsan Khawaja	Asst. Manager	Sialkot	Sports Goods & Musical instruments		0300-6229456 0332-8037966	jawad.ahsan@tdap.gov.pk
11	Mr. Faisal uz Zaman	Asst. Manager	Sialkot	Cutlery & Cookware	+92-55-9330556	0333-4698268	faisal.zaman@tdap.gov.pk
12	Mr. Usman Elahi	Asst. Manager	Lahore	Autoparts	+92-51-99232384	0300-8122212	usman.elahi@tdap.gov.pk
13	Mr. Ali Umer Tipu	Asst. Director	Multan	Plastic and plastic implements	+92-61-9330862	0312-6862386	ali.umartipu@tdap.gov.pk
14	Mr. Nazar Jan	Asst. Director	Peshawar	Minerals (other than Baluchistan)	+92-91-380203	0342-0203948	nazar.jan@tdap.gov.pk
15	Mr. Zahid Muhammad	Asst. Director	Peshawar	Furniture and Mattresses	+92-91-9217121	0308-5941470	zahid.muhammad@tdap.gov.pk
16	Mr. Omer Bajwa	Asst. Director	Karachi	Construction material	+92-21-99202701	0345-4658469	omer.bajwa@tdap.gov.pk
17	Ms. Shukaiba Ghafoor	Asst. Director	Lahore	Stationery, Paperboard, Packaging materials	+92-42-111-444-111	0303-4396014	shukaiba.ghafoor@tdap.gov.pk
18	Mr. Umar Riaz	Asst. Director	Gujranwala	Fans, Home Electrical Appliances, Cell phone	+92-559330558	0336-4747487	imumarriaz@tdap.gov.pk
19	Hafiz Kamran	Asst. Director	Faisalabad	Chemicals	+92-41-9210270	0312-6626459 0306-5030751	hkamran.ahmed@tdap.gov.pk
20	Ms. Kashmala Javaid	Asst. Director	Faisalabad	Agricultural machinery & implements	+92-41-9210287	0333-9945773	kashmala.javaid@tdap.gov.pk

IV. SERVICES DIVISION

S#	Name	Designation	Place of Posting	Assigned Products		Cell Number	Email Address
Mr. Riaz Ahmed Sheikh, Director General (Cell No. 0340-0779556/ Email riaz.shaikh@tdap.gov.pk) Mr. Jamil Ahmed, Director (Cell # 0302-2463936/ Email: jamil.ahmed@tdap.gov.pk)							
01	Ms. Saima Azhar	Deputy Director	Karachi	Coordination	+92-21-99202718	0300-0112272	saima.azhar@tdap.gov.pk
02	Hafiz Rohail Nazir	Asst. Director	Lahore	IT / ITES	+92-42-111-444-111	0300-9559840	rohail.ploth@tdap.gov.pk
03	Mr. Ali Yar	Asst. Director	Islamabad	Tourism (North)	+92-51-9201217	0300-9572011	aliyar.khan@tdap.gov.pk
04	MS Bakhtawar Sario	Asst. Director	Karachi	Tourism (South)	+92-21-99201516	03363776526	Bakhtawar.sario@tdap.gov.pk
05	Mr. Adil Mukhtar	Asst. Director		E-Commerce / E-Commerce Regulatory Frameworks		0347-7444323	adil.mukhtar@tdap.gov.pk
06	Mr. Amir Khan	Asst. Manager	Peshawar	Transport & Logistics	+92-91-9217537	0302-8878787	amir.khan@tdap.gov.pk
07	Ms. Urva Zuberi	Asst. Director	Lahore	Banking & Insurance Services		0333-4572860	urva.hassan@tdap.gov.pk
08	Mr. Waqar Rasool	Asst. Manager	Multan	Construction Services		0300-8639906	waqar.rasool@tdap.gov.pk

B. INTERNATIONAL MARKETING DIVISIONS

S#	Name	Designation	Place of Posting	Assigned Region		Cell Number	Email Address
Mr. Athar HussainKhokhar, Director General-IMD-I & II (Cell # 0303005541053/ +92-21-99206480 Email: athar.khokhar@tdap.gov.pk)							
02	Mr. Sohaib Rasheed	Deputy Director	Karachi	Coordination (Americas & Europe)	+92-21-99201528	0345-3035363	sohaib.rasheed@tdap.gov.pk
03	Ms. Saba Shazadi	Asst. Director	Lahore	Africa (IM-II)		0310-3454333	Saba.shahzadi@tdap.gov.pk
04	Mr. Ayaz Muhammad	Asst. Director	Karachi	Americas		0315-3159208	ayaz.muhammad@tdap.gov.pk
05	Mr. Ali Mardan	Asst. Director	Karachi	Europe	+92-21-99207219	03332474746	alimardan.baloch@tdap.gov.pk
06	Mr. Abdullah Ghauri	Asst. Director	Karachi	Coordination, Asia	+92-21-99206806	0312-2786155	abdullah.ghauri@tdap.gov.pk
07	Mr. Aitzaz Khan	Asst. Director	Karachi	China	+92-21-99206806	0332-9862321	aitiaz.khan@tdap.gov.pk
08	Mr. Arbab Murad	Research Associate	Karachi	(Asia M.E, Africa & Oceania)	+92-21-99207217	0333-7561273	arbab.murad@tdap.gov.pk

(Kaleemullah Memon)
Deputy Director (Estt.)