



## PSW AND TDAP SIGN MOU FOR EXPORT GROWTH

**Karachi - May 7, 2026:** Pakistan Single Window (PSW) and the Trade Development Authority of Pakistan (TDAP) have officially entered into a Memorandum of Understanding (MoU) at the TDAP Headquarters in Karachi. This strategic partnership aims to accelerate the digitalization of Pakistan's trade ecosystem, focusing on enhancing regulatory efficiency and providing integrated, modern services to the country's export and import community.

As the lead entity for Pakistan's digital trade transformation, PSW will work closely with TDAP to harmonize export facilitation processes and integrate key digital platforms, including TDAP's Pakistan Trade Portal and Exporters Directory, into the broader PSW environment. This integration is designed to ensure that traders have seamless, real-time access to vital trade information and services, reducing the reliance on manual procedures.

While PSW provides the digital framework for these reforms, TDAP plays a crucial role as the nation's premier trade promotion organization. Under the agreement, TDAP will use its extensive network of regional offices, trade associations, and international connections to identify and engage stakeholders who can benefit from PSW's digital reforms. TDAP will also provide PSW with dedicated space at its flagship local events to facilitate greater outreach and promote the adoption of paperless trade tools.

The collaboration also places a heavy emphasis on data-driven decision-making. The two organisations will engage in secure trade data collaboration to support market analysis and the formulation of evidence-based policies that directly benefit the local trade community. This includes the joint development of export-ready toolkits and compliance checklists to help small and medium enterprises (SMEs) navigate global market requirements more effectively.

A significant component of the MoU is the focus on gender responsive trade facilitation. PSW and TDAP will coordinate efforts to enhance the export readiness and digital inclusion of women-led enterprises. This includes encouraging entrepreneurs from the WTO Award-winning Khadijah Women Entrepreneurship Program to participate in international exhibitions and delegations managed under TDAP's annual business plan.

Mr. Aftab Haider, Chief Executive Officer of Pakistan Single Window, highlighted the impact of this partnership, *"Our collaboration with TDAP is another step towards creating a unified, inclusive, and equitable trade ecosystem. The TDAP-PSW collaboration will help leverage PSW's data collection and dissemination capabilities to facilitate targeted interventions by TDAP for cross-border trade promotion with a special focus on women entrepreneurs, while PSW benefits from TDAP's experience and expertise to improve its services and knowledge products."*

Representing TDAP, a spokesperson added, *"This collaboration is about turning market access into a simplified, everyday reality for our business community. By aligning our on-ground support with a modern digital framework, we are ensuring that our B2B networking events and international trade delegations are backed by the procedural certainty required to build lasting international partnerships."*

The partnership will also involve joint capacity-building sessions, where PSW will provide orientation for TDAP officers on new digital modules and regulatory updates. This ensures that both organizations provide consistent, high-quality guidance to the trade community, further strengthening Pakistan's strategic maritime and trade footprint.



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