

## **Seminar on Merchandising and Marketing in Textile Industry**

Society of Textile & Apparel Merchandising conducted a seminar on “**Merchandising & Marketing in Textile Industry**”. **Mr. Uzair Hayat, HOD Merchandising, Mr. M. Rizwan, Team Lead Merchandising** and **Mr. Sahel Ashraf, Production Merchandising** were as guest speaker from Innoknits LLC, New Jersey Office, USA (Offshore Buying office in Pakistan). The objectives of the event were to know about the key responsibilities, new trends & challenges in merchandising & new marketing techniques in textile industry. After the event, they visited the university departments and Labs along with Dr. Sajjad Baig.

**Sir Dr. Sajjad Baig, Director Faisalabad Business School** appreciate with kind words on today’s event and awarded to honorable speaker, guest and students with shields and certificates.

On 2-5 Page, there are pictures of the Event:







