

PRESS RELEASE

Subject: WEBINAR ON “FABRICS, GARMENTS AND FASHION IN PAKISTAN”

Trade Development Authority of Pakistan, Trade and Investment Section, Embassy of Pakistan, Cairo, Egypt and Ismailia Chamber of Commerce Egypt are jointly organizing a webinar on “FABRICS, GARMENTS AND FASHION IN PAKISTAN” on 17th November, 2020 at 04 PM (PST). The panelists are Ms. Dina Yocout, President, Businesswomen Council, Ismailia Chamber of Commerce, Egypt and a number of industry stalwarts such as Mehar Hussain, Entrepreneur, author of “Pakistan: a Fashionable History”, Sarwat Imran, Entrepreneur, Mahgul, Fashion designer, Khadija Rehman, CEO, Generation and Mazhar Salam, Sapphir.

The aims and objectives of webinar are to understand Egyptian fashion and women wear. Create awareness about Pakistan’s ethnic embroideries, regional variations and Pakistan’s take on modest fashion. Explore Pakistan’s fashion industry and how fashion trends are made. Introduce Pakistan’s oldest fashion brands that encourage Pakistani women to embrace themselves while staying true to its ethnic roots and to share how Pakistan translates its stories into fashion. To educate about the operations of mass retailers. Encourage networking of all participants with women chambers of commerce and women entrepreneurs based in Egypt which finally leads to another session for B2B meeting.

A link has been created for registration of webinar and invitations has been extended to more than 100 women entrepreneurs, women chambers of Pakistan and Egypt. The representatives of leading high-end fashion brands of Pakistan and Egypt have confirmed their participations in webinar. The link and invitation card for attending the webinar is available on TDAP web portal. (www.tdap.gov.pk)

The above webinar is one of the series of webinars being organized by TDAP for awareness of exporters and enhancing exports of the country amid challenging times of covid-19.