

## **PRE EVENT PRESS RELEASE**

### **Webinar on “E-Commerce Policy & Intellectual Property Rights For Women Entrepreneurs”**

Trade Development Authority of Pakistan, Pujab is holding a webinar on “E-commerce Policy & Intellectual Property Rights for Women Entrepreneurs”. In this webinar, Joint Secretary, Ministry of Commerce, Ms Aisha Humaira, will brief the participants about the E-commerce policy of Pakistan focusing on the inherent opportunities in E-Commerce for Women Entrepreneurs to establish their footprint in international trade through formalizing their exports and going towards branding.

Mr. Meesaq Arif, Executive Director, Intellectual Property Organization of Pakistan will highlight the increasing global importance of intellectual property rights, and the challenges, opportunities and prospects therein. Ms. Masooma Sibtain, CEO, Trend will speak as a representative of Women Entrepreneurs.

This is the second webinar on E-Commerce Policy in a series of webinars with overall trade and 1st for the women entrepreneurs specifically. The purpose of this webinar is to brief women entrepreneurs about the E-commerce policy and intellectual property rights.