

Government of Pakistan
Trade Development Authority of Pakistan
Directorate General Islamabad

Talk of Director TDAP Islamabad at 4th All Pakistan Women Business Convention

(27-Jan-2021)

At 4th All Pakistan Women Business Convention, arranged by Rawalpindi Chamber of Commerce & Industry (RCCI), Mr. Muhammad Ishaq Shinwari (Director TDAP Islamabad) presented the case of Trade Development Authority of Pakistan, delineating its mandate and activities for the business community of Pakistan in general and for the women entrepreneurs in particular.

The Director TDAP mentioned that the TDAP participates in international exhibitions with a special quota for Women entrepreneurs (WEs), in addition to other supply side interventions like National exporter Training Programme, participation in local exhibition i.e. WEXNET, and many EDF funded projects. On the policy side, the participants were apprised of the upcoming STPF (Strategic Trade Policy Framework) which is incorporating women entrepreneurs and gender mainstreaming as priority areas.

Furthermore, WEs were encouraged to focus on nontraditional markets i.e. Africa and Central Asia and TDAP plans on facilitating the business community on this front through a 3 country exhibition “Pakistan Gateway to Central Asia” which is expected to be held shortly.
