

Seminar of Women in Trade Export Readiness 101

(28th May, 2022, Rachna Hotel, Gujranwala)

Trade Development Authority of Pakistan (TDAP), Gujranwala in collaboration with International Trade Centre (ITC) has organized seminar for women entrepreneurs on May 28, 2022 from 11 am to 2 pm in Rachna Hotel, Gujranwala.

For the seminar, TDAP Gujranwala publicized the event among relevant stakeholders and conducted numerous meetings with District Industrial Homes (SANATZAR), Gujranwala, Vice Chancellor, GIFT University, Principal TEVTA Guj, Principal Vocational Training Institute, Wazirabad and Secretary General GCCI. They were apprised that the seminar will have two modules, one policy regime for women enterprises and two export procedures and documentations. They were all requested to ensure participation in the seminar and help educate their members/students about export opportunities widely available in the market.

The program of the seminar is as below;

Time	Session/Event	Speaker/Trainer
11:00 am –12:00pm	Arrival and Registration of Participants	-
12:00pm – 12:05pm	Talawat-e-Quran	
12:05pm – 12:10pm	Welcome Address	
12:10pm – 12:20pm	Opening Remarks	Mr. Muhammad Shoaib Zafar Advisor Trade Policy (ITC-ReMIT)
12:20pm – 12:30pm	Speech	DY Director TDAP Guj
12:30pm – 01:30pm	Presentation on Export Documentation	Mr. Adeel Haider Mankee (ITC Consultant)
01:30 pm – 01:45pm	Q&A Session	Mr. Adeel Haider Mankee (ITC Consultant)
01:45 pm – 1:50pm	Closing Remarks	Mr. Muhammad Shoaib Zafar Advisor Trade Policy (ITC-ReMIT)

2. More than 73 women turned up for the seminar. After the introductory remarks, Mr Adil Haider Mankee , ITC Consultant took the floor and gave a detailed presentation on export procedures and documentations besides highlight inspiring examples of women entrepreneurs. In Q&A session, the questions asked by the audience showed their keen interest in in Amazon

and online E-Commerce platforms. They asked quite a technical question. Moreover, they were also curious about TDAP's initiatives for women entrepreneurs.

Suggestions for Improvement

- i. ITC/NRSP shared only one digital invite with TDAP Guj. With this digital invite, the enrolment of participants was proved very difficult. ITC is suggested to have some advertisement material for every seminar that may be shared with the stakeholders prior to the event
- ii. ITC is suggested to have atleast one woman on the panel of trainers for every event. It shall serve as a symbol of women empowerment and help establish good communication channels in all woman gathering.
- iii. ITC is suggested to invite one officer from TDAP as a trainer on TDAP's initiatives for women entrepreneurs and one from E-Commerce Division of TDAP to answer question of the audience on e-commerce as ITC trainer was not well aware about TDAP's initiatives and e-commerce platforms

Picture Gallery:

