



10TH WEXNET EXHIBITION

POST EVENT REPORT



ACKNOWLEDGMENT

Team Wexnet 2022 would like to take this opportunity to express profound gratitude to the Honorable Advisor to Prime Minister for Commerce, Textile, Industry and Production, and Investment, Mr. Abdul Razzak Dawood, Wife of Governor Punjab, Ms. Parveen Sarwar, the EDF Board, and TDAP Management for their support in making Wexnet 2022 a success.

We would also like to acknowledge the important role played by TDAP's regional and sub-regional offices in ensuring participation of almost 300 exhibitors from all over the country, especially from far flung areas. We also acknowledge that that this event would not have been successful without the support from our valuable exhibitors from across the country.

TDAP is also cognizant of the fact that Wexnet's success was greatly dependent on the critical support provided by Divisional Administration of Lahore and Punjab Police.

In short, TDAP would like to thank all the stakeholders and partners including Asian Institute of Fashion and Design, Walled City of Lahore Authority, our Event Managers M/s Badar Expo Solutions and of course the management of Expo Centre Lahore for sharing TDAP's vision of promoting female entrepreneurship through the platform of Wexnet 2022.

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WEXNET 2022 OVERVIEW

After the successful conclusion of the 9th edition of Wexnet in 2015 at Lahore Expo Centre (LEC), the 10th Edition of Wexnet 2022 was held from 17th March – 18th March 2022 at Expo Centre Lahore. The theme for this year's event was W.E. Experience I.T, in order to emphasize the role of information technology in transforming the businesses of women entrepreneurs to the 'new normal'

Wexnet is the largest exhibition platform for women entrepreneurs in Pakistan, which provides women with the unique opportunity to showcase their products, develop network linkages, form mutually-beneficial partnerships/collaborations, share their experiences and improve overall female participation, all under one roof. TDAP team had to put in months of hard work in order to ensure that all necessary arrangements were in place for the arrival of female exhibitors from all over Pakistan.

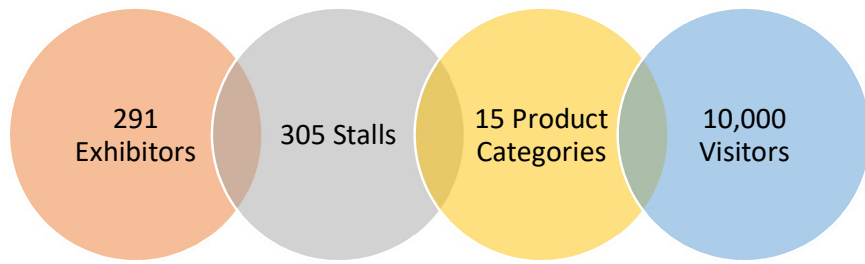
Wexnet 2022 covered 15 product sectors with 291 exhibitor companies with an impressive range from textile products to agro products to services. This year, the event covered more than 300 stalls where women entrepreneurs from all regions of Pakistan (especially remote areas like South Punjab, Gilgit Baltistan, Quetta, Swat, D.I. Khan, D.G. Khan, Sukkur etc) participated.

The event was inaugurated by Punjab Governor's wife, Ms. Parveen Sarwar. Moreover, United States (US) Consul General in Lahore, US Deputy Chief Mission, China Political Section Chief, Sri Lankan Honorary Consul General Lahore, Philippines Consul General and others were also present.

The two halls (Hall 2 and Hall 3) were arranged sector wise for the exhibitors and the buyers. Networking areas in the halls provided visitors with interactive spaces. Moreover, meeting rooms, conference rooms, and food court were located around the mezzanine floor of each hall. TDAP also arranged meetings of more than 45 women entrepreneurs with Advisor for Commerce and Investment, Mr. Abdul Razzak Dawood.

During the event, an MoU was signed with Walled City of Lahore Authority (WCLA) to promote cultural and heritage tourism. In addition to arranging joint seminars/webinars and workshops for the promotion of tourism, the MoU also aims to bring onboard the local artisans of the Walled City of Lahore on international E-Commerce platforms.

Key Facts



EXHIBITION VENUE

Wexnet 2022 was held at Expo Centre Lahore, Johar Town. The venue had ease of accessibility and ample parking facility. Numerous hotels located in the vicinity of Expo Centre, catered to meeting all budgets and preferences of exhibitors.

Wexnet 2022 was held in two dedicated halls (Hall 2 and Hall 3) with state-of-the-art infrastructure that provided the attendees with meeting rooms and conference halls for networking and side-line activities. The mezzanine floor in each hall were equipped with dining facilities for exhibitors and visitors. For smooth processing, separate facilitation desks of Pakistan Trade Portal and Ministry of Commerce were set up in Hall 3 for visitors. A separate media centre for the press was also created. Moreover, a composite was designed in Hall 2 by Asian Institute of Fashion and Design (AIFD)

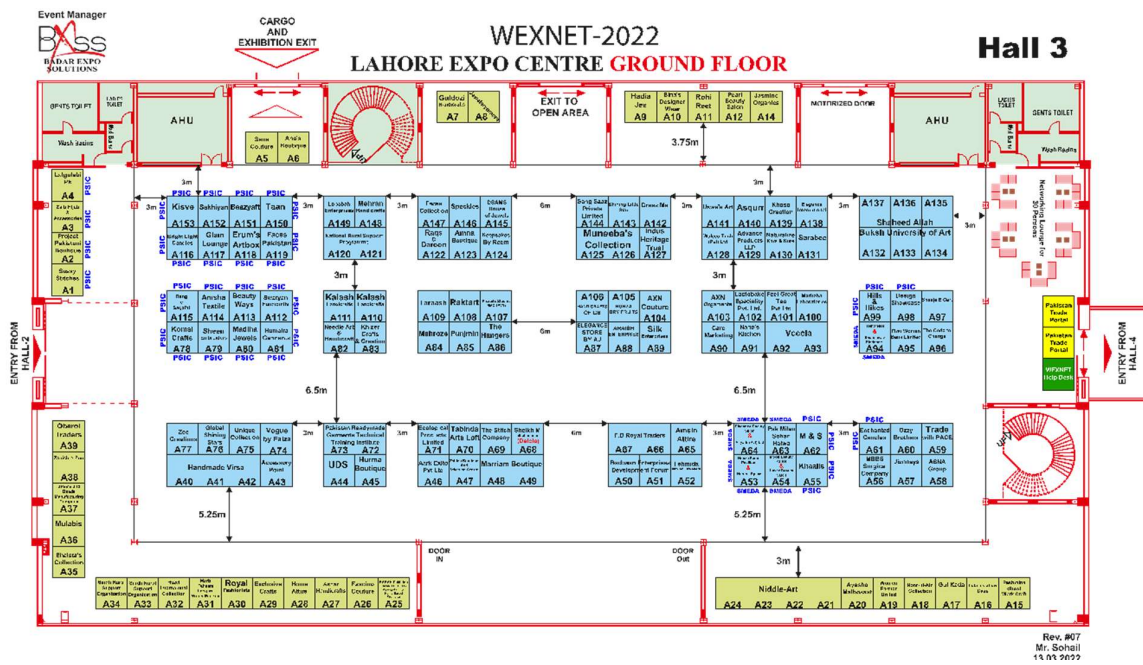
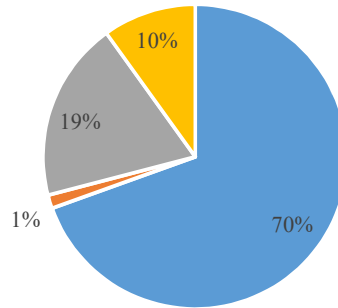
In total, there were 305 stalls built in both the halls. The layout of Wexnet was done on the basis of the following product categories:

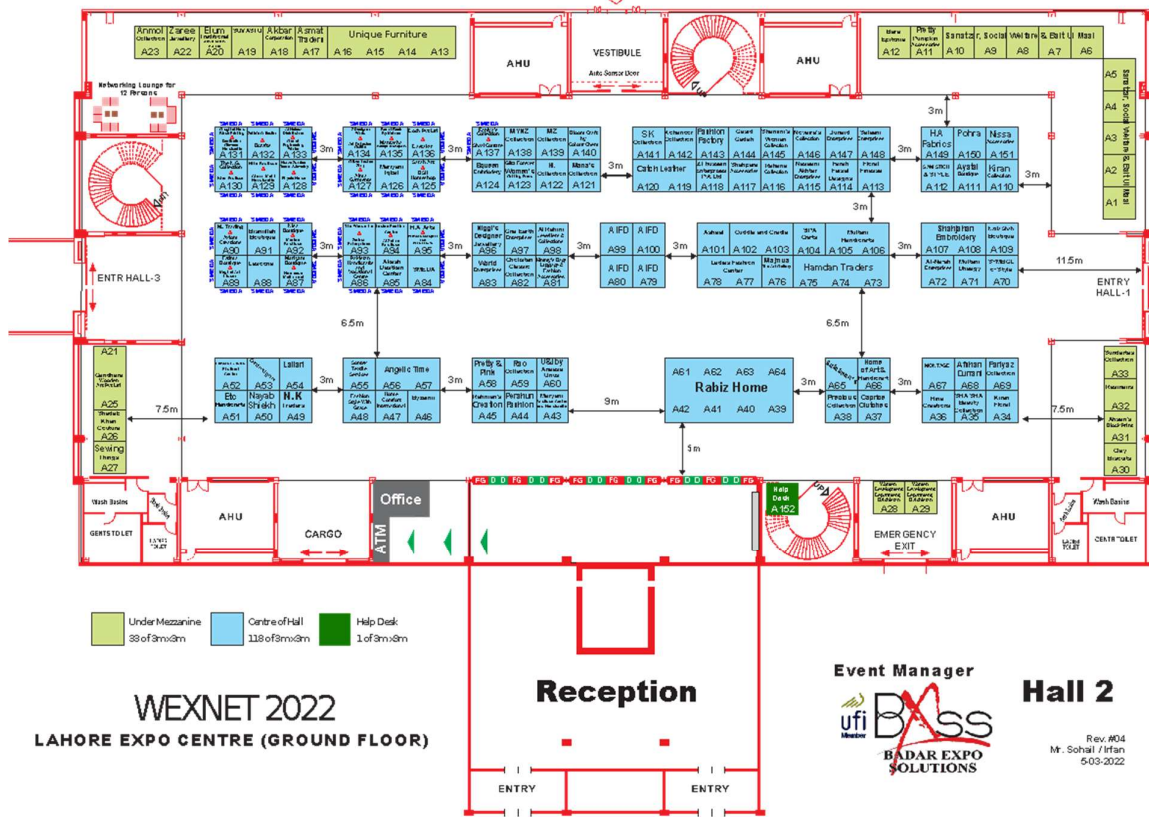
Hall 2	Hall 3
Home Textiles Ready-Made Garments Furniture Jems & Jewelry Cosmetics Handicrafts	Agro and Food Products Services Textiles

Sector Composition

Floor Plan

Sector Composition





Program Schedule

17TH March 2022

Sr. No	Activity	Timings
1	Arrival of Exhibitors	8:00 am
2	Exhibition open for public	10:00 am
3	Ribbon cutting	11:00 am
4	Seminar by USAID	9:00 am - 5:00 pm
5	Seminar by SAMBA Bank	11:00 am - 2:00 pm
6	VCeela	3:00 pm - 5:00 pm
7	Closing for visitors	9:00 pm
8	Restocking by Exhibitors	9:00 pm-10:00 pm

18th March 2022

Sr. No	Activity	Timings
1	Arrival of Exhibitors	8:00 am

2	Exhibition open for public	10:00 am
3	Seminar by ITC	10:00 am – 1:30 pm
4	Seminar on Pakistan Trade Portal	10:00 am- 11:40 am
5	Certificate Distribution	5:00 pm
6	Event Closing	9:00 pm



LOCAL MARKETING

TDAP officers from regional and sub-regional offices were engaged to ensure participation for Wexnet 2022 from different areas of the country. Officers were given individual targets to ensure participation from their respective regions.

Through local marketing efforts, involving telephonic, electronic, print, social media and face to face contact, Wexnet 2022 was marketed to a vast audience across Pakistan. As the focus of the event was to showcase women-owned businesses in Pakistan, local women chambers were encouraged to participate. Frequent follow-ups with Chambers like Federation of Pakistan Chambers of Commerce and Industry (FPCCI), Lahore Chamber of Commerce and Industry (LCCI), Women Chambers of Karachi, Lahore, Multan, Sialkot, Islamabad, Rawalpindi, Faisalabad, Bahawalpur, Layyah etc were made to ensure participation for Wexnet 2022.

Moreover, preferential treatment was given to women from far flung areas like Gilgit and Swat in the form of free stalls at the exhibition. Invitations were also extended to various universities incubation centers for participation.

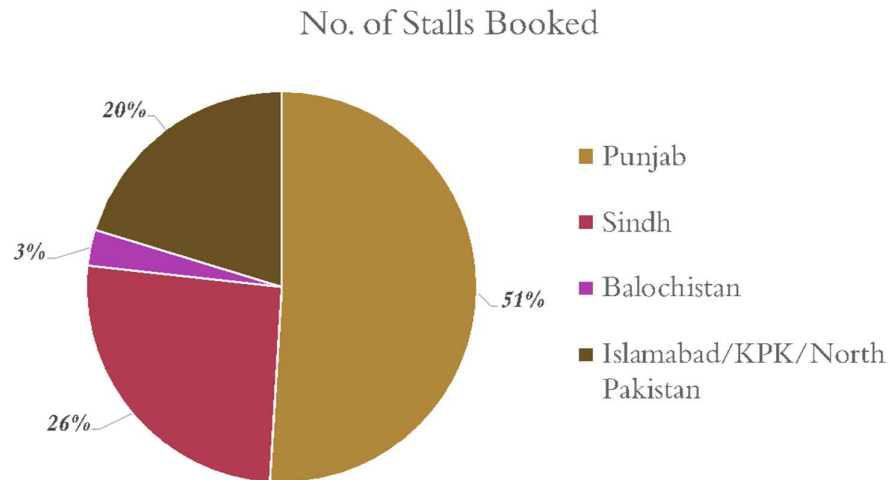
In order to facilitate women coming from far flung areas, TDAP arranged a directory of affordable hotels near the main venue i.e. Expo Centre Lahore, which was readily available to all the participants in need. The selection process was done on a first-come-first-served basis for allocation of stalls.

Product-Wise Applications

Product	No. of Applications
Handicrafts	82
Footwear	7
Furniture	9
RMG	85
Home Textile	37
E-Commerce	1
Information Technology	2
Health Products	9
Gems & Jewelry	19
Cosmetics	10
Education	22
Agro & Food	13
Arts & Crafts	1
Beauty Products	5

Others	3
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Region-Wise Applications



Participation from Government and Educational Institutes

S.No	Name of the Organization	Stalls Booked
1.	SMEDA	30
2.	Sanatzar Social Welfare Department	10
3.	Women Development Department (Quetta)	02
4.	Punjab Small Industries Corporation	26
5.	Pakistan Readymade Garments Technical Training Institute	01
6.	NRSP Hyderabad	02
7.	PUNJMIN	01
8.	Asian Institute of Fashion and Design (AIFD)	04
Total		76

Stall Package Structure

S.No	Stall Package	Stall Fee (Rs.)
1.	Shell Scheme (9sqm)- Lahore-based exhibitors	10,000

2.	Shell Scheme (9sqm)- exhibitors from other cities	5,000
3.	Raw Space (9sqm)	3,000

RIBBON CUTTING CEREMONY

- The Ribbon Cutting Ceremony took place on 17th March 2022 at 11:00am.
- The Chief Guest of the event, Ms. Parveen Sarwar, wife of Governor Punjab inaugurated the event.
- The event was also attended by:
 - Mr. Arif Ahmed Khan, Chief Executive TDAP
 - Mr. Ahsan Ali Mangi, Secretary TDAP
 - Mr. Richard Snelsire, Deputy Chief of Mission, USA
 - Mr. William Makaneole, Consul General Lahore, USA
 - Mr. Du Yue, Chief of Pol. Section, People's Republic of China
 - Mr. Fadel Sheikh, Consul, Philippines
 - Mr. Yasin Joyia, Honorary Consul General in Lahore, Sri Lanka
 - Office bearers of leading Chambers of Commerce and Industry including LCCI and SCCI.
 - Presidents of major Women Chambers of Commerce Industry including Lahore, Karachi, Islamabad, Multan, Layyah etc.
 - Representatives of prominent organizations like Kashf Foundation, the Katalyst Lab etc.

The major components of the Ribbon Cutting Ceremony were as follows:

A tentative guest list of approximately 150 guests was finalized which included media persons, prominent organizations/persons representing the cause of women entrepreneurship, Foreign Consulates in Lahore, Major Chambers of Commerce, Major Women Chambers of Commerce, Major Trade Associations etc

The Minute to Minute to Program was finalized as under:

S.No	Time (PST)	Activity
1.	11:00 am	Arrival of Chief Guest
2.	11:05 am	Ribbon Cutting Ceremony
3.	11:10 am	Short Speech/Statement by Chief Guest
4.	11:20 am	Visit of Chief Guest and VIP delegation through Halls in following sequence: Hall-2 & Hall-3
5.	11:50 am	High-tea in Foyer Area, Convention Centre, Expo Centre Lahore

6.	12:30 am	Departure of Chief Guest
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AWARENESS SESSIONS

A total of three awareness sessions were planned at the Conference Room, Mezzanine floor of Hall 2, Expo Center. The details are as follows:

1. Samba Bank Awareness Session

The awareness session was scheduled to be a 2-hour long session to be held from 12 pm to 2 pm on the 1st day of the event i.e. 17th March, 2022. All arrangements were made, and multimedia facility was provided to the organizer on their request.

2. Vceela Awareness Session

Vceela is a social enterprise that empowers artists and artisans. They connect artisans from all regions of Pakistan directly to local and international markets. Vceela is working on a mission to revive dying arts and crafts, producing artisans with sustainable businesses through skill development, design consultation, viable partnerships, and market access. Their session was held from 3 30 to 4 pm.along with vceela collaborating for showcasing wexnet virtually and engaging exhibitors to sell online through their platform.

3. Pakistan Trade Portal Awareness Session

Pakistan Trade Portal is an initiative of TDAP where businesses are provided a platform to showcase their products to the global and local audience. The session was held on the 2nd day of the event from 11 45 am to 12 30 pm.

SIDELINE ACTIVITIES OF WEXNET 2022

Trade Development Authority of Pakistan, in collaboration with USAID SMEA and International Trade Centre (ITC), organized Trainings on Digital Marketing and Market Intelligence Tools respectively for women entrepreneurs, on March 17th- 18th 2022 in Expo center Lahore, on the sidelines of WEXNET 2022.

Training on Digital Marketing

Mr Usman Latif, delivered the raining on behalf of USAID SMEA. The agenda of the training was as follows:

Activity	Scheduled Time
Introduction to Digital Marketing:	9AM – 10AM
- Digital Media Landscape	
- Digital Marketing and its importance	
- Traditional Marketing vs Digital Marketing	
Digital Marketing and Business Fundamentals: 1 hour	10AM – 11 AM
- Different Channels of Digital Marketing	
- Understanding Customer Lifecycle Journey	
- Digital Marketing and Sales Funnels	
Marketing Strategy for SMEs: 1-2 hours	11 AM - 2PM
Tea & Networking	2PM – 2:30PM
Hands-On Live Practical Examples: 2-3 hours	2:30PM – 430PM
Q/A and closing remarks	430 – 5PM

The speaker demonstrated the use of digital media platform (Facebook, Instagram etc) for marketing purposes. It was a very interactive session.

Training on Market Intelligence Tools

The training on Market Intelligence Tools was held on 18th March, 2022. Ms Farzana Yakoob, National Consultant for **International Trade Center (ITC)** – a joint agency of WTO and UNCTAD, was the keynote speaker.

The agenda/program of Market intelligence Tools training was as follows:

Time	Session/Event	Speaker/Trainer
10:00am – 10:35am	Arrival and Registration	-
10:35am – 10:45am	Opening Remarks	TDAP representative + Dr. Syed Tauqir Hussain Shah (Project Coordinator ReMIT)
10:45am – 01:00pm	Market Intelligence Tools	Ms. Farzana Yakoob
01:00pm – 01:10pm	Q&A Session	Ms. Farzana Yakoob
01:10 pm – 01:20pm	Closing Remarks	Dr. Syed Tauqir Hussain Shah
01:20pm – 01:30pm	Certificate Distribution	-

Secretary TDAP also attended the Market Intelligence Tools seminar , where opening remarks were given by Ms Muneeba Nawaz, AD TDAP and Dr. Syed Tauqir Hussain Shah (Project Coordinator – ReMIT). Ms Farzana Ykoob, ITC Trainer explained the importance of market intelligence and taught the audience how to use market intelligence tools. In the end, Ms Shukaiba Ghaffar thanked all the participants and ITC.

The sideline events team had done rigorous marketing for the event, using social media platforms, as well as distributing brochures in different organizations and institutions. A total of more than Lahore based 30 universities and 198 women Entrepreneurs were contacted through email and phone calls. This led to good number of women entrepreneurs’ participants in both seminars. Certificates were distributed amongst the participants after the training sessions.

The participants acknowledged the efforts of TDAP for capacity building of women entrepreneurs and enhancing their skills.

Comments from USAID SMEA and ITC

USAID SMEA and ITC appreciated the efforts done through marketing and venue management. Seminars and training specifically targeted Women Entrepreneurs. Both the organizations acknowledged the efforts of TDAP towards strengthening Women Entrepreneurship in Pakistan.

Comments from Secretary TDAP and Participants

Seminar for Women Entrepreneurs ended with a note from Secretary where secretary pointed out the need for women training and capacity building. Secretary further pointed out that

TDAP is in process to further these trainings through Women Entrepreneurs policy development. Participants appreciated efforts of TDAP, USAID SMEA and ITC for lending their resources in order to organize such a training.

Participants and Registration Profile

Following table indicates total number of participants and Registered personals for 17th and 18th March Respectively.

Date	Training	Registrations	Participants
17 th March, 2022	Digital Marketing (USAID SMEA)	332	126
18 th March, 2022	Market Intelligence Tools (ITC)	312	111



High Profile Meetings

The high profile meetings were held on 18th March 2022, EXPO Center, Lahore. The meetings were chaired by Mr. Abdul Razak Dawood (Advisor for Commerce & Investment) and co-chaired by Mr. Ahsan Ali Mangi (Secretary TDAP). Other participants included Ms. Aisha Moriani, Mr. Basit Rauf, Mr. Omer Ehsan, Mr. Sheheryar Khan and Around 45 women entrepreneurs divided in 3 cohorts belonging to Multan, Layyah, Bahawalpur, Sukkur, Hyderabad, Kalash, Quetta, Haripur, Abbotabad, Hunza, Swat, Peshawar, Lahore, Faisalabad, Rawalpindi, Islamabad & Karachi.

Discussion – 1st cohort

During discussion with the first cohort the Advisor agreed in principle that there should be no tax on women doing small businesses. The Advisor noted with concern that Stella Jeans, the famous Italian designer, came to Kalash valley, made products inspired by local designs, displayed them and earned millions out of it. However, there was no improvement for the local Kalash people. The women entrepreneurs were encouraged to sell through new e-commerce platforms such as Amazon.

Women entrepreneurs briefed about their products ranging from boutique dresses, bed sheets, pink salts, spices to organic foods, handicrafts, phulkari art and clay products. There should be a separate quota for women entrepreneurs for participation in international exhibitions. A Kalash woman entrepreneur lamented the fact that Kalash home made products never go to international markets and pleaded that the government should provide support to the local people to exhibit their products globally. Technical institutes should be opened in KPK to train people for making leather and Peshawari chappals. Women entrepreneurs from Quetta wanted support of the government to establish women chamber in Quetta.

Secretary TDAP briefed that TDAP is conducting Amazon trainings nationwide through its Services Division to help and train SMEs and small businesses to sell products through e-commerce. TDAP shall help in establishing women chambers in Quetta and Hyderabad. There is already a 10% quota reserved for women for participation in international exhibitions.

Discussion – 2nd cohort

The Advisor started the discussion by asking about the activeness and vitality of women chambers. Since women comprise almost 50% of the country's population, they need to be more involved in the economy in order for the country to prosper. The honorable Advisor stressed the power of entrepreneurship as it does not limit you by age or education. The Advisor inquired about the registration of women companies in SECP i.e. whether most companies owned by women are registered as sole proprietors or private limited companies. The Advisor ensured that women-only council shall be constituted at the Ministry of Commerce within a month.

Women entrepreneurs from Multan were of the opinion that although Ministry of Commerce has succeeded in establishing women chambers, there is a dire need to do proper handholding. The women chambers need continuous training to run their boards, and the MoC should provide funds on a sustainable basis to run secretariats/boards of women chambers. The government needs to ensure that women from rural backgrounds are encouraged and are not left behind. The women entrepreneurs defended the idea of women-only chambers because of cultural reasons. Many women are not allowed to join main chambers because of traditional religious/cultural reasons and hence, they are reluctant to join mainstream chambers. A lot of women entrepreneurs do have capacity, workforce and units to manufacture but they are unable to go international because the linkages are missing. In this regard, Commercial Counsellors need to hold women-specific webinars to apprise women of business opportunities in their country of posting. Single-country exhibitions need to be restarted on a regular basis. A separate women-only council may be constituted to implement STPF goals and objectives with a special focus on enhancing the exports of handicrafts, jewellery, gems and stones. State Bank of Pakistan must prioritize women entrepreneurs in loan schemes because they are already marginalized and do not readily enjoy access to finance. In Export Processing Zones, women need to have quotas.

Discussion – 3rd cohort

The Advisor gave the good news to the participants that UPS – the world’s leading courier company - is coming back to Pakistan and resuming their operations. The Advisor advised the women entrepreneurs to use e-commerce platforms to enhance their sales and revenue. The honorable Advisor inquired about the proportion of women doing businesses from their homes and the ones owning manufacturing units. The Advisor lamented the fact that Pakistan’s exports have remained stagnant for the past many years. He termed the last decade as “The Lost Decade” and was confident that the exports are likely to cross the \$30b mark in the country’s history for the first time.

Women entrepreneurs highlighted that most women own SMEs and work on a small scale. TDAP should help in establishing B2B connections with foreign SMEs as well. WEXNET and TEXPO are excellent exhibitions and need to be organized on a yearly basis. Instead of focusing on basics, advanced training programmes on Amazon should be conducted by TDAP. There is a lot of appetite for exhibitions in Peshawar. TDAP should take the lead and organize exhibitions in Peshawar.

Secretary TDAP ensured that TDAP shall send its Amazon training team to women chambers on their request. Exhibitions on the lines of WEXNET should be organized in Peshawar.

Secretary TDAP thanked all the women entrepreneurs for their participation in WEXNET and resolved the government’s commitment to supporting women businesses. All the

participants were awarded shields, and the session ended with a group photograph of all participants with the honorable Advisor.



MOU SIGNING

Trade Development Authority of Pakistan (TDAP) signed a Memorandum of Understanding (MoU) with the Walled City of Lahore Authority (WCLA) to promote cultural and heritage tourism on 18th March, 2022. The MoU was signed by Mr. Ahsan Ali Mangi, Secretary TDAP and Mr. Kamran Lashari, Director General, WCLA at WEXNET - the largest women exclusive exhibition organized by TDAP. While signing the MoU, both parties expressed their resolve to put in collaborative efforts for the promotion of cultural and heritage tourism both locally and internationally.

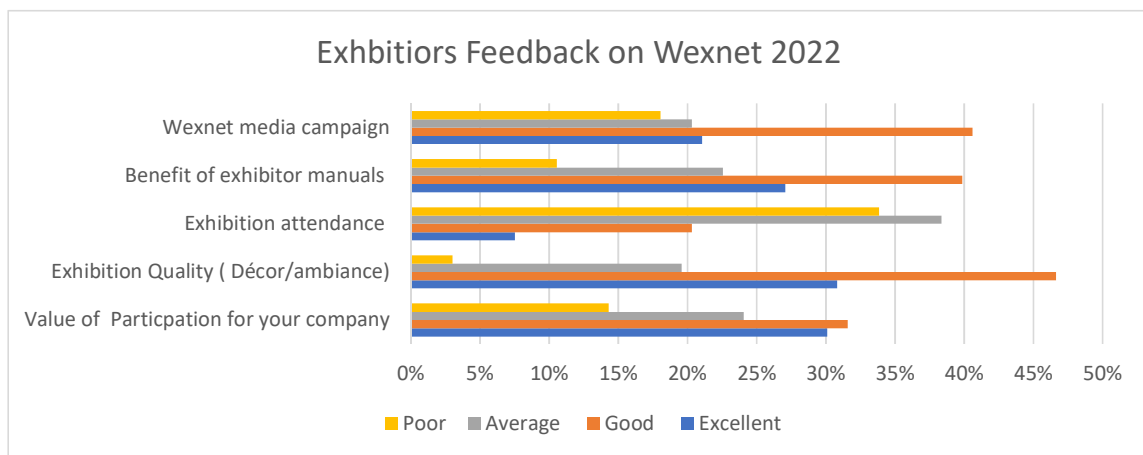
The MoU mandates to have a joint strategy through a joint plan which will enable both the parties to promote tourism. The plan shall consist of the promotion of cultural and heritage tourism in international and local exhibitions, joint seminars, webinars, trainings and workshops, besides inbound and outbound delegations. Additionally, for the purpose of community building, the MoU also includes trainings of the local artisans of the Walled City of Lahore for their onboarding on international E Commerce platforms.



EXHIBITOR'S FEEDBACK

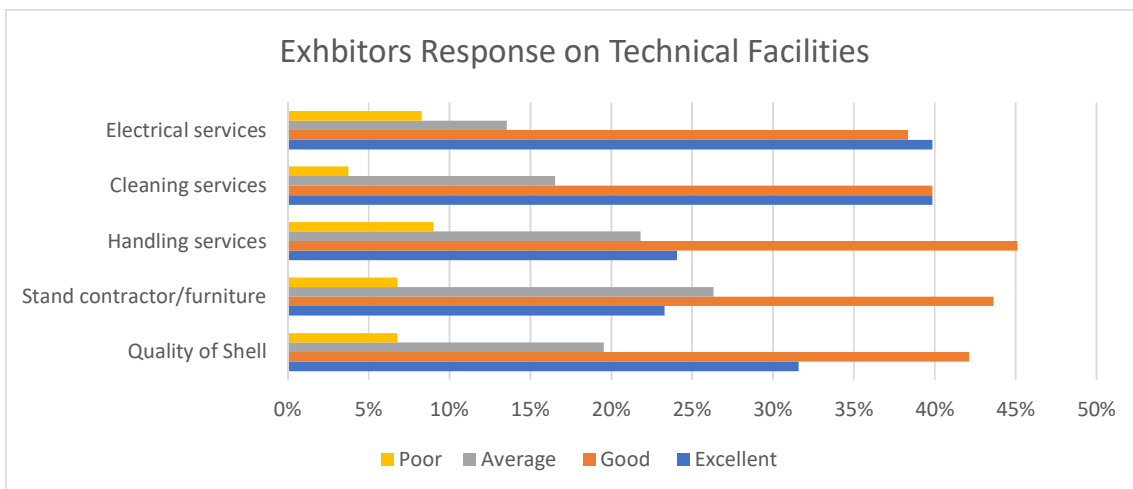
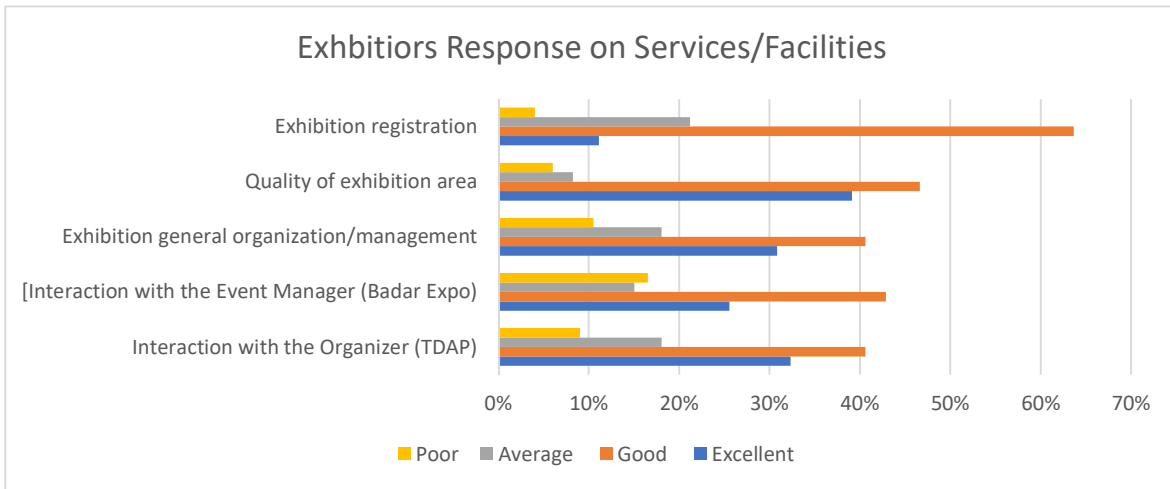
Exhibitors appreciated the effort to conduct Wexnet 2022. More than 45% of the exhibitors' stated the Exhibition Quality to be good and 30% rated it as Excellent. Exhibitors also ranked their company's participation to be 30% and 32% which is Excellent and Good, respectively.

More than 40% of the exhibitors' marked the Wexnet Media campaign to be good, while almost 20% thought it was excellent. However, around 38% exhibitors' opined that exhibition attendance was average and could be improved. Most of the exhibitors' suggested to conduct exhibition on weekend rather than on weekdays.

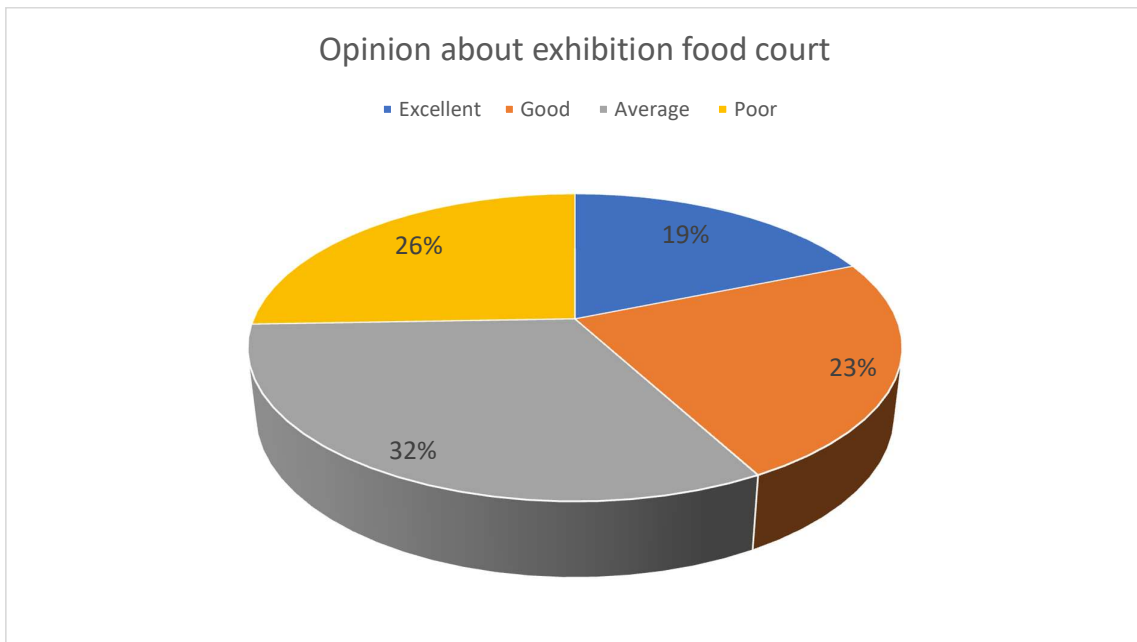


Exhibitors were satisfied with the services and facilities. More than 60% of the exhibitors responded as Good for Exhibition Registration services. While 40% of the Exhibitors Interaction with TDAP and Badar Expo was marked as Good. 30% of the exhibitors' interaction with TDAP to be Excellent. Hence, overall response of exhibitors on Services and Facilities was good.

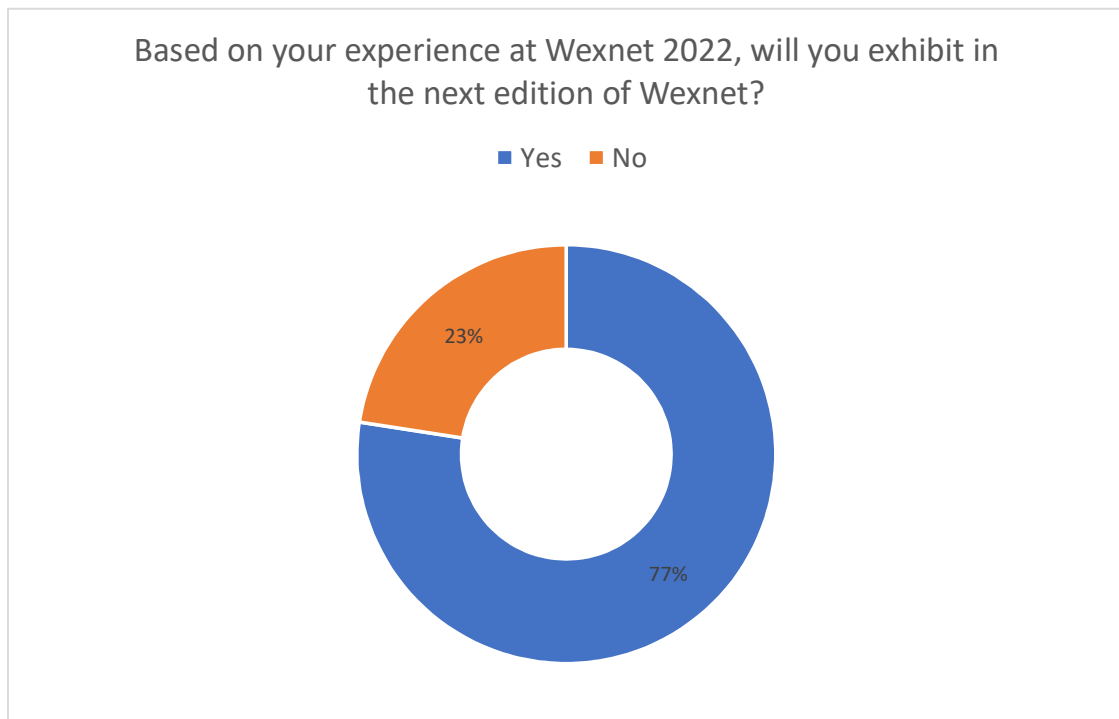
Technical Facilities including Electrical and Cleaning were marked as Excellent by 40% of Exhibitors. Overall, the Technical facilities including Handling services, electrical services, furniture and quality of shell were considered by good by the exhibitors.



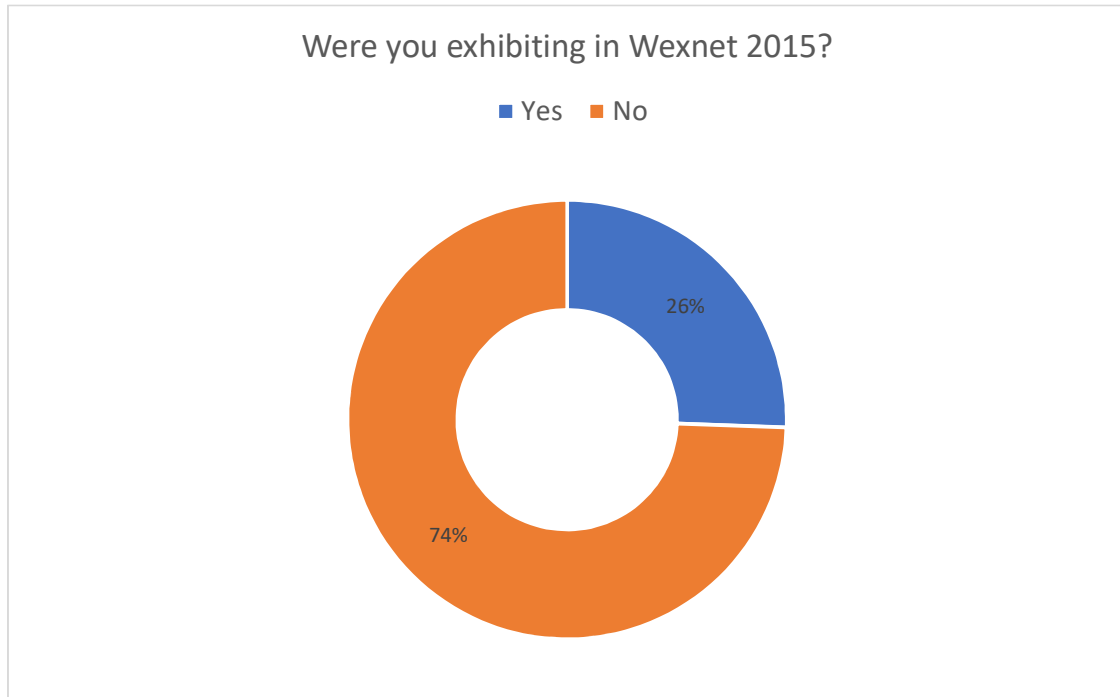
Majority of the exhibitors rated Food court to be average which was 32% of the respondents. 19% of the respondent rated food facilities to be excellent.



74% of the exhibitors were new participants in WEXNET 2022 as compared to last



Wexnet held. Only 26% had participated in Wexnet 2015. It was encouraging to note that 77% of the exhibitors had consented to participate in the next edition of Wexnet.



MEDIA PLAN

There was a comprehensive media plan for WEXNET, That included social media, radio, local TV channels and local cable TVs .Apart from digital platforms for marketing ,traditional marketing and PR tools were also used. The following four components of Media Plan have been executed successfully.

Part 1: Digital and Social Media Platforms

An active social media campaign has been launched with daily news feed , videos and live streams , all three major platforms have been used .

Sr. No.	Platform	Completion Status
1.	Facebook (already exists)	Facebook = 200,302 Likes Same page was used with regular updates.
2.	Instagram (new WEXNET account)	Instagram = 2,298 Followers New page was developed and synced with the Facebook page
3.	Twitter (new WEXNET account)	TDAP official Twitter was utilized for the purpose

Part 2: Radio, Cable and Local TV Channels

As It was a B2C event a comprehensive media campaign was launched , local TV channels , radio channels and 18 local cable TVs were engaged . The following plan was successfully executed.

Sr. No	Item	Executed Plan
1	Video Advertisement on Local TV Channel City 42 and Lahore Rung were engaged	Headline Coverage of all three days before the event, along with regular Tickers 3 days before the event were planned. Short packages that include SOTS of exhibitors, buyers and management team during the event was proposed. 20-30 secs video insertion, <ul style="list-style-type: none">● 9 minutes daily on 15-16 March● 20 minutes on 17 march● 9 minutes on 18 march till 5'O O'clock
2.	Cable Advertisement on 18 Leading Cable channels of Lahore for 8 days (Video + Scroll 20-30 seconds video insertion, (15-18 cables in Lahore, on 2 CD channels) <ul style="list-style-type: none">● 48 spots on 2 CD channels● 15 days' campaign
3.	Radio Advertisements in three leading radio channels of Lahore i.e. FM106.2 FM 107.4 ,FM 100	20-30 seconds 4 days' radio advertisement, headline coverage, event coverage and discussions in program <ul style="list-style-type: none">● Pre event: 9 minutes● 17 march: 12 minutes● 18 march: 5 minutes (till 5 o'clock)

Part 3: Traditional PR

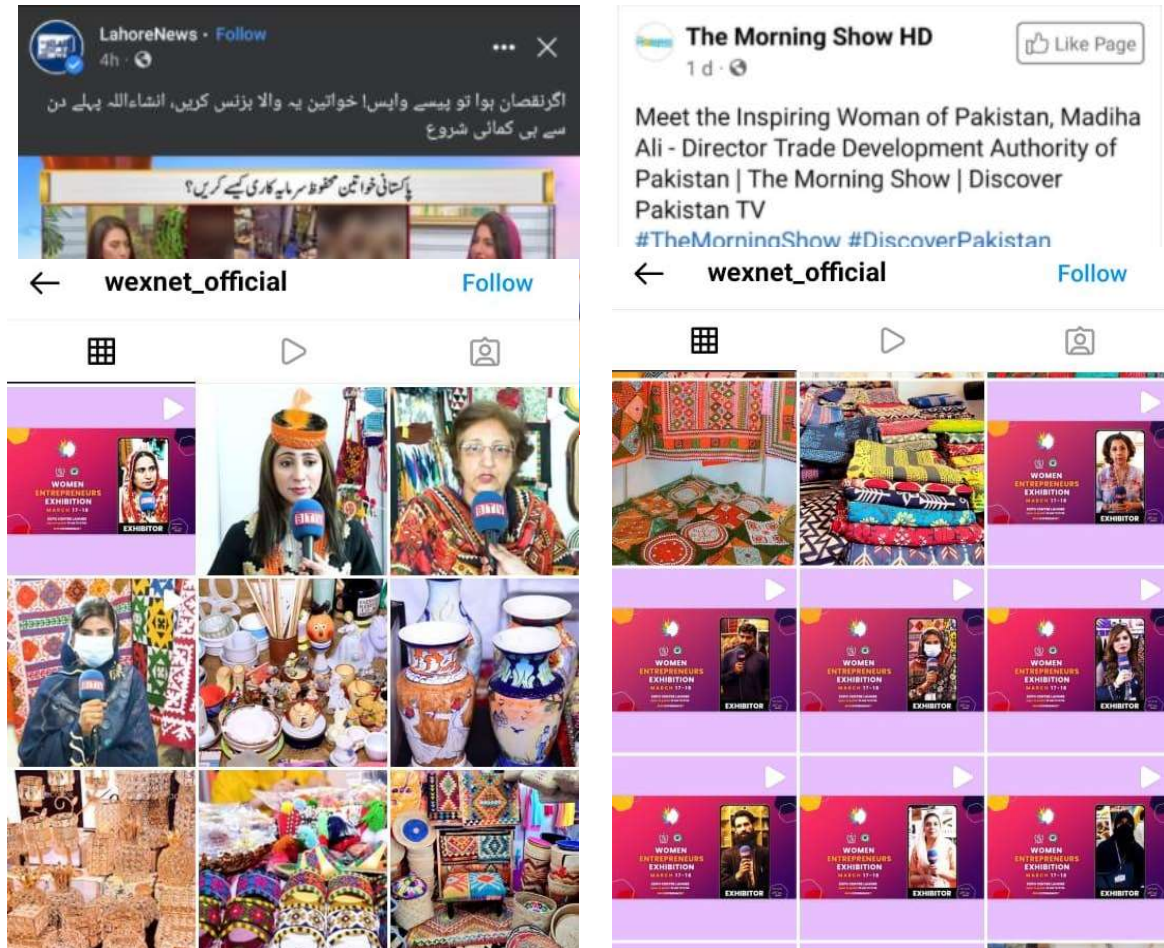
Press releases were issued from 16th -19th March, 2022 covering the pre- and post-event activities as well as updates during the event. Press Conference was done at WEXNET inauguration ceremony, and the media was engaged and invited. An aggressive marketing campaign was carried out in more than 30 educational institutes including universities and schools for active participation in the event, alongwith sideline activities.

Part 4: Engagement of Celebrities, vloggers, influencers

Exhibitors and Women entrepreneur's video messages were run on social media with the help of influencers to share information about the event for maximum outreach.

Activities during the Event

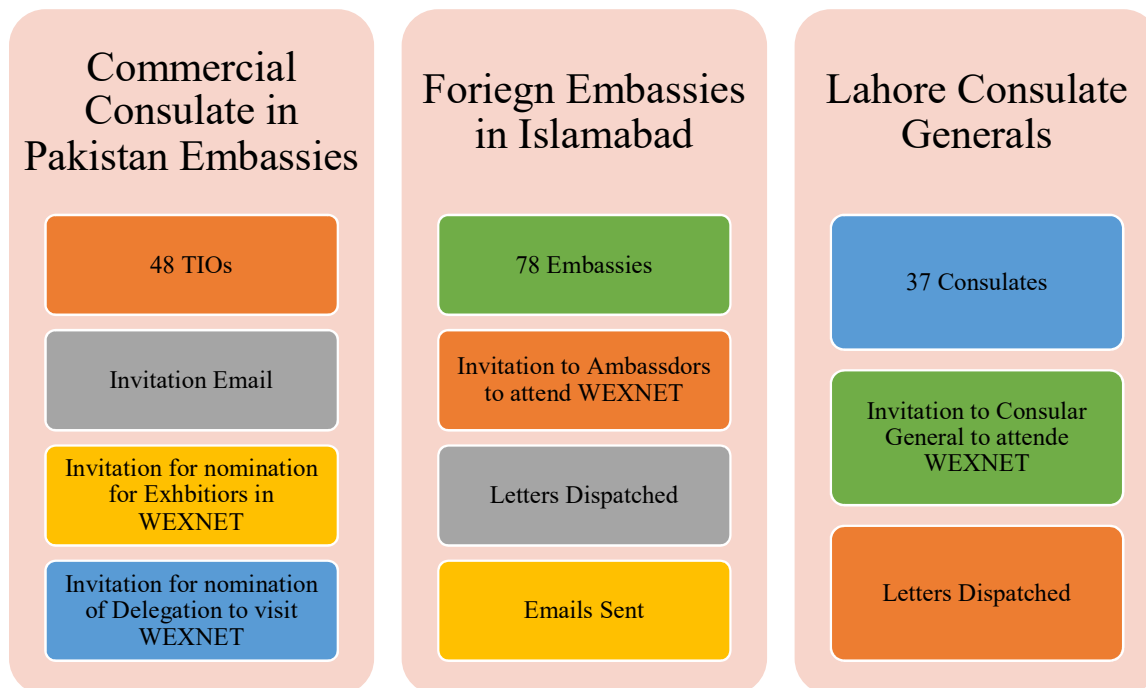
All Social media activities were carried out during the event that included live streaming, posts, video messages, image posts etc. Regular Press Releases in English and Urdu were issued. Advertisements on radio, Cable and TV were running according to approved plan.



INTERNATIONAL MARKETING

WEXNET 2022 International Marketing Team focused on three areas for International engagement.

- Trade and Investment Officers and Commercial Consulates in Pakistan Embassies Abroad
- Representatives from Foreign Embassies in Pakistan
- Representatives from Lahore Consulates



Buying Houses were also invited to attend the WEXNET event. 21 buying houses were contacted on email and telephonically.

WEXNET IM Team was executed by Lahore and Islamabad Team. Lahore Team which invited 48 TIOs in commercial consulates through email and telephonically for invitation for Exhibitors participation and later for delegations. Islamabad Team engaged Foreign Embassies in Islamabad for visit to WEXNET. 37 Consulate in Lahore were also invited to attend the event. In addition, buying houses were also followed up to visit the WEXNET.

Embassies/Consulates

Three Consulate Generals from US, China and Srilanka attended the ribbon cutting ceremony followed by Hi-Tea AT WEXNET 2022.

From the US Embassy and Consulate, Dy. Chief Mission, Richard Snelsire, DCM's wife Zinna Saud, Consul General Lahore William Makaneole. AND Kathleen Gibilisco Political and Economic chief attended the ribbon cutting ceremony. This was followed by visit to exhibitor's stall, leading to the HI-Tea for the guests. The Chinese consulate, Mr. Du Yue, Chief of Political Section and Mr. Chen Bo attended the ribbon cutting ceremony followed by visit of exhibition.

The Srilankan Consulate delegation including, Mr. Yasin Joyia, Honorary Consul General, Lahore, Mr. Zulqurnain Yasin, Secretary to Consul General, Lahore and Mr. Fazal Chaudhry Protocol Officer attended the ribbon cutting ceremony followed by visit to stall and Hi-Tea for the guests.

The guests appreciated the crafts of women from all across Pakistan and the role of TDAP in bringing them to the forefront.

Delegation

A four membered Australian Delegation nominated by TIO Australia, Mr. M Ashraf and led by Mr. Rajab Ali visited WEXNET on Day 2. The buyers own ethnic stores in Australia and found suitable sourcing options for their stores amongst the 3000 exhibitors.

Buying Houses

CITY BRANDING

Execution Plan

The ground work included finalization of roads for branding followed by approval of PHA for branding. Execution started on March 13, 2022 night.

Procedural Details

- i. Finalization of branding plan
- ii. Approval of Plan
- iii. Letter to DG PHA
- iv. Identification of roads fir branding
- v. Invoicing from PHA
- vi. File movement to TDAP HQs for approval
- vii. Payment Procedures

- viii. Payment to PHA
- ix. NOC
- x. On-ground Branding

1. Maulana Shaukat Ali Road (Akbar Chowk to Canal)
2. Karim Block
3. Faisal Town Main Boulevard
4. Kalma Chowk Flyover
5. Main Market Gulberg
6. Muslim Town Flyover
7. Zafar Ali Road
8. Zahoor Elahi Road
9. Tolinton Market Jail Road
10. Shadman Market to Shah Jamal
11. G1 Market
12. Khayaaban e Firdousi (Side poles)
13. Nazria Pakistan Road (Thokar to Shaukat Khanum)

List of Roads: On-Ground Branding



ISSUED FACED

A) Local Marketing

1. Majority of the women applicants were unable to complete the documentary requirement of the application process. As a result, the application process had to be further simplified to accommodate the participants from different regions.
2. The applications were collected by the different regional and sub-regional offices created confusion and delays in the overall process.

B) Ribbon Cutting Team

3. The Media presence was not as strong as was required for a show like WEXNET 2022. As per media team's feedback it would have been better if the Governor was invited alongside his wife or the Advisor to PM on Commerce had also graced the occasion to create a better media catch.

C) Venue

4. Timely cleaning services of the exhibition hall and additional hiring of janitorial staff must be ensured for upkeep and maintenance of Expo Halls.

D) International Marketing

5. WEXNET 2022 garnered considerable interest by TIOs for women participation and for promotion of the exhibition. However, due to unavailability of financial support and uncertainty due to covid situation, extensive support to the exhibitions could not be executed. TIOs from Canada, Belgium, Iran and Mexico widely circulated the WEXNET 2022 among their community. TIO Brazil also got it published in newspaper. TIO Brussels and Japan proposed that virtual extension of the Exhibition may be held which can be broadcasted respectively.

E) Media

6. Despite the robust media plan footfall was low, the main reason was the event dates were scheduled for weekdays. The coverage of the event remained low in local newspapers, as the selected chief guest had low media mileage.

F) Sideline Activities

1. Date for the seminar was changed due to COVID-19 upsurge.
2. Seminar was unable to attract attention of students due to scheduled classes on the weekdays. It is therefore recommended to organize seminar in the name of training and on weekends to have better outreach.
3. Participants faced difficulties in order to reach at the Auditorium therefore transport should be given from reception to Auditorium. Same was done on 18th March..

RECOMMENDATIONS

A) Local Marketing

1. Only women who complete the documentary requirements of the application process should be selected. Flexibility in the process leads to compromising on the quality of the overall exhibits.
2. The application should be collected and processed by only one office so as to avoid confusion and delays.
3. Shortlisting and selection of products should be done to verify the quality before allocation of stalls
4. The share of SMEDA and Punjab Government and other institutes who do not ensure quality should be curtailed

B) Ribbon Cutting Team

5. Finalization of Chief Guest should be done at an early stage so that availability is secured well in time.

C) Awareness Sessions

6. Given the low participation in all 3 sessions, it is recommended that in the future, no such session may be held at the Halls because in the halls, people are more interested in visiting the stalls, and it's quite difficult to gather them for a session in a conference room. All such sessions should be held separately in a different building since the sessions held in the Auditorium by USAID had healthy participation.

D) Venue

7. EMC should be communicated to complete build up at Least 8 hours before the handing over of the stalls to exhibitors.
8. EMC should be made accountable for all deliverable especially availability of extra items for such B2C events.

E) Media

9. The event must be on weekends. The Media plan should not be part of BOQs and separate tender may be designed for PR campaigns, the tender should clearly defines footfall targets. Fashion show may be part of the show to create hype for the event. There should be partnership with the chambers, companies and organizations that have good PR and have their own clientage. i.e. LCCI, Dacchi etc. High profile guests should be invited to create and maintain hype of the event

F) International Marketing

10. WEXNET Marketing Video/Content should be shared at the time of Invitation to Pakistan Embassies abroad, so they can publicize the event more effectively for participant's engagement.
11. Financial Support should be given to foreign delegates/ exhibitors to attract and facilitate their visit for Exhibitions.

G) City Branding

12. Branding procedure to be started 3 weeks before the event at least.
13. Payment to PHA to be done 1 week before the initiation of on-ground branding.
14. Branding plan to be prepared in synchronization with the roads available with PHA first.
15. Proper budget head for city branding must be kept for the event.

APPENDIX

A) WEXNET TEAMS

Core Committee — W.E Initiative Group	1) Ms. Madiha Ali, Director, TDAP, Lahore 2) Mr., Omer Ehsan, Deputy Director, TDAP, Islamabad 3) Dr. Shumaila Sikandar, Deputy Director, TDAP, Karachi	Mr. Basit Rauf, Director General W.E TDAP Karachi- Overall Head/InCharge
Overall Lead: Mr. Basit Rauf, Director General, TDAP Kirachi Venue Lead: Mr. Shehzad Ahmed Khan, Director General TDAP Punjab		
Teams	Members	TORs
eam Lahore	1) Ms. Mehwish Khadim, Director, Lahore 2) Ms, Madiha Ali, Director, Lahore 3) Ms. Fareeha Khan, DD, Lahore 4) Mr. Yasir Khokhar, DD, Lahore 5) Ms. Nadia Faruki, DD, Lahore 6) Ms. Mariam Alvi, DD, Lahore 7) Ms, Mahina Ghalib, AD, Lahore (Desk Officer) 8) Ms, Tayyaba Iftikhar, AD, Lahore	Responsible for ongoing guidance/approva Is regarding various decisions as well as coordination and correspondence with TDAP HQs,
Tender, Local marketing and Venue teams will be led by Ms. Madiha Ali, Director TDAP Lahore. She is also Focal for Women Entrepreneurs and WEXNET in Lahore.		

ender ommittee	<p>1) <u>Mr. Basit Rauf, DG, Karachi (Head of Tender Committee)</u></p> <p>2) Mr. Akbar Zaman, Director, TDAP Karachi</p> <p>3) Ms. Madiha Ali, Director , TDAP, Lahore</p> <p>4) Mr. Amanat Ali Laghari, DD, TDAP Karachi</p> <p>5) Ms. Mariam Alvi, DD, TDAP Lahore</p> <p>5) Mr. Altaf Hussain, AD, TDAP Lahore (Desk officer)</p>	Responsible for drafting tender/s and advertising, opening, evaluation and processing of the tenders and scrutiny of bills / payments related to the event. All payments related to the event shall be processed by the same team.
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Venue Management	Overall Incharge: Ms. Madiha Ali Director TDAP Lahore	The job of Venue Management Team is to coordinate with the event manager for all matters relating to venue arrangements especially set-up of stalls. Besides, the venue management team will be responsible for looking after the performance of the event manager and other service providers. The venue management team will make sure that the service providers provide services as per TDAP requirements/BOQs
	<p>Hall 2 In Charge -Mr. Yasir Khokhar, DD, TDAP Lahore</p> <p>1) Mahina Ghalib, AD, TDAP Lahore (Focal Hall)</p> <p>2) Saba Shehzadi, AD, TDAP Lahore</p> <p>3) Usman Elahi, AM, TDAP Lahore (Reception/Mezzanine)</p> <p>Food Court</p> <p>4) Rubina Siddique AD, TDAP Lahore</p> <p>Mezzanine floor event</p> <p>5) Shehryar Khan , AD, TDAP Lahor</p>	

	<p>Hall 3 In charge Mr. Zahoor Elahi, DD, TDAP Lahore</p> <p>1) Mariam Alvi , DD, TDAP Lahore 2) Urva Zubairi, AD, TDAP Lahore (Focal Hall 3) Altaf Hussain AD, TDAP Lahore</p> <p>Staff/ Officials</p> <p>1) Mr. Muhammad Naveed, LDC. TDAP Lahore (Food Court)</p> <p>2) Mr. Hassan Shah, FI, TDAP Lahore and Mr Pervaiz Iqbal (Gate Movements)</p> <p>3) Ms. Shumaila (Reception), TDAP Lahore</p> <p>4) Ms. Shakeela (Reception), TDAP Lahore</p> <p>5) Mr. Imtiaz, Steno, TDAP Lahore (Reception)</p> <p>6) Mr. Omar Manzoor, Steno, TDAP Lahore</p> <p>7) Mr. Rehan Yahya, steno, TDAP Lahore</p> <p>8) Mr. Nadeem, NQ, TDAP Lahore</p> <p>9) Mr. Mehmood, NQ, TDAP Lahore</p> <p>10) Mr. Asif, NQ, TDAP Lahore</p> <p>11) Mr. Maqsood, NQ, TDAP Lahore</p> <p>12) Mr. Kashif, NQ, TDAP Lahore</p>	<p>/Work Orders.</p> <p>Submission of report on venue management component of WE>NET.</p>
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City Branding	<p>1) Ms. Nadia Faruki DD, TDAP Lahore (City branding Lead)</p> <p>2) Mr. Adil Mukhtar AD, TDAP Lahore (Desk Officer)</p> <p>Staff:</p> <p>3) Mr. Mohsin Idrees LDC, TDAP Lahore</p> <p>4) Mr Akram Wattoo NQ, TDAP Lahore</p>	<p>City and Venue Outdoor Branding</p> <p>e team will write letters to all the stakeholders for city branding required for the event.</p>
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Transport, Security , Hotel and Airport Teams to be Headed by Mr. Allah Dad, Director, TDAP Faisalabad		
Transport	<p>1) Mr. Waqar Rasool, AM, TDAP Multan (Transport and Desk Officer)</p> <p>2) Mr. Watto AM, TDAP Lahore</p> <p>Staff</p> <p>1) Mr. Jehangir, UDC, TDAP Lahore</p> <p>2) Mr. Shahid Rafique LDC , TDAP Lahore</p>	The transport arrangement team will be responsible for all dealings / coordination with the firm in hiring of the required number of vehicles, seeking requirement of vehicles from each team constituted for Expo and clearing / recommendation of the final payment of the firm etc.
Security	<p>1) Ms. Rafia Saeed DD, TDAP Sialkot (Security Lead)</p> <p>2) Mr. Rohail DD, TDAP Gujranwala (Desk Officer)</p> <p>Staff:</p> <p>1) Mr. Ahmed LDC, TDP Lahore</p> <p>2) Mr Hassan Ali NQ, TDAP Lahore</p>	The security team will be responsible for provision of security to the delegates/ diplomats attending the event and Venue overall security
Airport and Hotel Team	<p>1) <u>Mr. Raheel Rao. Assistant Manager TDAP Lahore (FP)</u></p> <p>2) Mr. Muhammad Usman, GSP Officer, TDAP Lahore</p> <p>3) Protocol Officer Lahore</p> <p>Staff/Officials</p> <p>4) Mr. Muhammed Ali Steno, TDAP Lahore</p> <p>5) Mr. Hafeez Ullah, LDC, 'IDAP Lahore</p>	<p>The airport reception team shall be responsible for reception and handling of the foreign delegates from airport to hotels.</p> <p>Responsible for all necessary coordination with to hotel management and guest issues. (Diplomats)</p>
International Marketing, Ribbon Cutting and Media teams will be led by Ms. Mehwish adim, Director TDAP Lahore.		

Ribbon Cutting Team	<u>1)Ms. Mariam Alvi. D.D., TDAP Lahore (Focal)</u> 2)Mr. Altaf Hussain, AD TDAP Lahore (Desk Officer) Stamofficials 1) Mr. Asad Ali, Assistant, TDAP Lahore 2) Dispatch rider, TDAP Lahore (For invitations)	Responsible for all matters relating to the Inaugural Ceremony. Submission of report on inauguration component of WEX1•qET.
Media Team and PR	Lahore Team: 1) Ms. Fareeha Khan, Deputy Director, TDAP Lahore (Focal) 2) Ms. Shukaiba Ghafoor. AD, TDAP Lahore (Desk Officer) 3) Ms. Tayyaba Iftikhar, AD, TDAP Lahore 4) MrM Umair GSP Officer, Lahore Karachi Team: 5) Ms. Farzana Abbasi. Assistant Manager, TDAP Karachi 6) Ms. Bilquees Jamali, DD, TDAP Karachi with support of Ms Aimen and Ms Rida (subject to approval of Hqrs) Staff/ Officials 7)Mr. Sadaqat Ali Shah, Steno, TDAP Lahore 8)Mr. Rehan Yahya, Steno, TDAP Lahore 9)Mr. Allah Dita , UDC, TDAP Lahore	Responsible for the overall media campaign and development of speeches and supplements for the events. The Karachi team will provide remote assistance to the Lahore team in content creation and infonnation dissemination on social media platforms.

International Marketing Team	<p>1) Mr. Omer Ehsan Deputy Director, TDAP Islamabad</p> <p>2) Ms. Urva Hassan Zubairi, Assistant Director, TDAP Lahore (Desk Officer)</p> <p>Staff/ Officials</p> <p>1) Mr. Muhammad Hafeez Ullah, LDC, TDAP Lahore</p>	<p>Responsible for dissemination of information and necessary coordination with missions/ buyers/ delegates who will be attending</p> <p>Omer Ehsan will be coordinating with mbassies and their hotel/ transport requirements along with assistance in handling upcountry exhibitors during event days</p>
Overall In-Charge for Sideline Activities, Mr. Basit Rauf, Director General(W.E) TDAP, Karachi		

Sideline Events	<p>1)Mr. Salman Rau, Assistant Director, TDAP Karachi(Team Lead)</p> <p>2)Ms. Muneeba Nawaz, Assistant Director, TDAP Karachi</p> <p>3)Mr. Ahmad Hassan, Assistant Director, IDAP</p> <p>4). Ms.Shukaiba Ghafoor, AD,TDAP, Lahore</p> <p>Staff:</p>	<p>Teams will be responsible for organizing Seminars and any other Sideline Activities. Submission of report on sideline activity component of Wexnet.</p>
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	1) Mr. Nadeem Aftab, APS, TDAP Lahore 2) Mr. Muhammad Mannan, Steno, TDAP Lahore		
S.No	Name of the officer	Committee	Movement Plan
1.	Dr. Shumaila Sikandar	Core Committee member and Coordination	16 th (Morning)-19 th March 2022
2.	Mr. Omer Ehsan	International Marketing	16 th (Morning) - 19 th March
3.	Mr. Salman Raza	Team lead Side line activities	14 th (Morning)- 19 th March 2022
4.	Dr. Bilquees Jamali	PR & Media	16 th (Morning)-19 th March 2022
5.	Mr. Asad Ali Rind	SO to Secretary	16 th (Morning) - 19 th 2022
6.	Ms. Rafia Saeed	Security	16 th (Moming) - 19 th March 2022
7.	Mr. Rohail Nazir	Security	16 th (Morning) - 19 th March 2022
8.	Ms. Muneeba Nawaz	Side line activities	16 th Morning) - 19 th March 2022
9.	Mr. Ahmed Hassan	Sideline Activities	16 th (Moming) - 19 th March 2022
10.	Mr. Asadullah Qureshi	Coordination / Logistics & Venue Setup	14 th (Evening) - 19 th March 2022

11.	Ms. Farzana Abbasi	Electronic Media	15 th (Morning)- 19 th March 2022
12.	Ms. Rida Rizvi	Social Media	16 th (Mornmg)- 19 th March 2022
13.	Ms. Aiman Ali	Social Media	16 th (Morning)- 19 th March 2022
14.	Mr. Waqar Rasool	Transport	14 th (Morning) - 19 th March 2022

15. Similarly, the updated movement plan of officers proceeding to Lahore from other TDAP stations is as under:

B) EXHIBITOR DIRECTORY

S. No	Company Name	Owner Name	City	Email	Product Category	Space	Hall
1	Aark Exito Pvt Ltd	Syed Amir Hussain	Islamabad	khadija_ahmed20@hotmail.com	Carpet & Rugs, Furniture	A46	3
2	Accessory Point	Rahila Aslam	Lahore	accessory.point@hotmail.com	Textiles, Gems and Jewelry	A43	3
3	Advance Products LLP	Talbiyah Nakhuda	Islamabad	talbiyah.nasir@yahoo.com	Agro & Food Products	A129	3
4	Afshan Durrani	Gul Afshan Durrani	Karachi	afshananis67@gmail.com	Ready-made garments	A68	2
5	Ahsan's Block Print	Sumbul Moin	Karachi	sumbulmoin5@gmail.com	Block Prints	A31	2
6	Aima Garments	Zahra Begum	n/a	n/a	Gems and Jewelry	A127	2
7	Akash Dastkari Center	Nasim Bibi	Haripur	naseemdaskaricenter@gmail.com	Handicrafts	A85	2
8	Akbar Corporation	Akbar Khan	Swat	akbarkhan838@gmail.com	Gems & Jewellery, Handicrafts	A18	2
9	Al Rahim Jewellers and Collections	Afsheen Rahim	Lahore	afsheen1972@icloud.com	Fabrics/Hosiery/Knitwear	A98	2
10	Al Zahra Boutique	Shamim Zahra Rizvi	D.G Khan	shamimzahra31@gmail.com	Fabrics/Hosiery/Knitwear	A94	2
11	Al-Hafeez Distributors	Zarqa Tariq	Faisalabad	nighat101@gmail.com	Carpet and Rugs	A133	2
12	Aliya B (Pvt) Ltd	Aliya Bokhari	Karachi	aliya@aliab.com	Health Products Cosmetics	A64	3

13	Amna Boutique	Munaza Arif	Islamabad	amnaboutique@gmail.com	Garments	A123	3
14	Amsha Textile	Amna Shahzadi	Lahore	amshatextile01@gmail.com	Textiles	A114	3
15	Amsin Attire	Aimen Aftab	Bahawalpur	mohsinather443@gmail.com	Textiles	A65	3
16	Ana's Boutique	Ana Aslam	Hyderabad	anaaslam1390@gmail.com	Ready-made garments	A6	3
17	Angelic Time	Nasreen Hussain	Karachi	hussainstore9@gmail.com	Fabric Hosiery/Knit wear	A56, A57	2
18	Anmol Collection	Lubna Tariq	Abbottabad	lubna.tariq05@yahoo.com	Fabrics/Hosiery/Knitwear	A23	2
19	Araish Enterprises	Zahida Khakwani	Multan	syedmransha1979@gmail.com	Textiles	A88	3
20	Ashaal	Aisha Sharif	Lahore	ashaalpk@gmail.com	Fabrics/Hosiery/Knitwear and Handicrafts	A101	2
21	Ashar Handicrafts	Nida Farooq	Lahore	nidafarooq286@gmail.com	Clothing Items	A27	3
22	Ashi's Ladies Outfits	Ayesha Ali	Bahawalpur	umme-mahnoor80@gmail.com	Fabrics/Hosiery/Knitwear	A134	2
23	Asian Institute of Fashion Design	Asad Hussain	Karachi	asad@aifd.edu.pk	Education	A79, A80, A99, A100	2
24	Asmat Traders	Asmat Ali	Swat	asmattraders.aa@gmail.com	Leather garments, Home textile,	A17	2

					Gems & Jewellery, Handicrafts		
25	Asna Group	Aadila Aslam	Sargodha	tooba.azmat@asnagroup.com	Salt	A58	3
26	Asqurr	Nausheen Barkat	Gilgit	nausheen.barkat@gmail.com	Agro & Food Products	A140	3
27	Axiom Creations	Rabia Asif	Karachi	axiom.creations@gmail.com	Handicrafts, Clothing, Jewelry	A90	2
28	AXN Couture	Azghana Choudhary	Bahawalpur	azghana123@gmail.com	Ready-Made Garments	A104	3
29	AXN Orgaments	Azghana Choudhary	Bahawalpur	azghana123@gmail.com	Health Products	A103	3
30	Ayatal boutique	Riffat Sultana	Multan	riffatkaarvan@gmail.com	Home Textile	A111	2
31	Ayesha Malbosaat	Naheed Akhtar	D.I. Khan	n.akhter6679@gmail.com	Handicrafts	A20	3
32	Baazyaft	Bushra Ali Khan	Lahore	bushraalikhnan@hotmail.com	Manufacturing	A151	3
33	Badbaan Enterprises Development Forum	Tasleem Bibi	Haripur	badbaan@gmail.com	Handicrafts	A50, A51	3
34	Badshah Changeer and Baan Farosh	Khursheed Begum	n/a	n/a	Handicrafts	A95	2
35	Bar of Resin By Mahnam	Maham Noreen	Bahawalpur	mohamumain175@gmail.com	Handicrafts	A135	2
36	Bare Epitome	Rabia Usman	Bahawalpur	info@bareepitome.com	Cosmetics	A12	2

37	Bcrafts	Khush Bakht Hussain	Layyah	wajdangulls oomra@gmail.com	Handicrafts	A132	2
38	Beauty Ways	Ayesha Amer	Faisalabad	aashee45@gmail.com	Cosmetics	A113	3
39	Bina's Designer Wear	Rubina Shafqat	Islamabad	rubinashafqat580@gmail.com	Ready-Made Garments	A10	3
40	Bismillah Boutique	Tanzeela Yasmin	D.I. Khan	fn49793@gmail.com	Handicrafts	A91	2
41	Bloom Craft by Colour Chem	Shaheen Ibrahim	Karachi	colourchem paints@gmail.com	Ready-Made Garments	A140	2
42	Bqueen Embroidery	Baqia Zehri	Quetta	sumairzangi30@gmail.com	Ready-made garments	A124	2
43	Bright Light Candles	Sana Sarfraz	Lahore	sanazafarb@yahoo.com	Handicrafts	A116	3
44	BSH Homeshop	Basma Manzoor	Quetta	basmamznzoor@gmail.com	Handicrafts	A125	2
45	Byzainii	Zeenat Mohsin	Bahawalpur	zainiimohsin12@gmail.com	Gems and Jewelry	A46	2
46	Caprice Clutches	Zahra Shoaib	Sialkot	zahra_sulehria@hotmail.com	Handicrafts, Jewelry	A37	2
47	Care Marketing	Shamim Akhtar	Lahore	caremarketing786@gmail.com	Health Products	A90	3
48	Catch Leather	Shazia Ansari	Karachi	shaziaansari066@gmail.com	Foot wear Leather garments and Handicrafts	A119, A120	2
49	Chann Mahi Handicrafts	Ambreen Fatima	Islamabad	n/a	Handicrafts	A129	2

50	Chenab Engineering Works	Shama Ahmed	Faisalabad	nighat101@gmail.com	Panel, Vase, Broach, Cushion, Paintings	A133	2
51	Cholistan Classic Collection	Asma Amir	Hyderabad	asmaamircholistan@gmail.com	Handicrafts	A82	2
52	Chughtai Hand Block Printing	Rizwana Akbar	Multan	rizwanahuu@gmail.com	Handicrafts	A131	2
53	Citizen Ladies Shop	Asiya Bano	Karimabad	asiyabano151@gmail.com	Ready-Made Garments	A127	2
54	Clay Biscuits	Sannia Ali	Karachi	sannia_ali@yahoo.com	Handicrafts	A30	2
55	Craft Ghar	Walled City of Lahore Authority	Lahore	anamfat.o3o3@gmail.com	Souvenirs	A72	2
56	Cuddle and Cradle	Sandila Faraz	Faisalabad	sandila.faraz@gmail.com	Ready-made garments	A102, A103	2
57	Dastakar	Asia Tariq	Quetta	asiatariq300@gmail.com	Handicrafts	A136	2
58	Delcta	Sheikh M. Shahid Inam	Sialkot	info@delcta.com	Home Textile, Ready-made garments	A68	3
59	Design Showcase	Aqsa Kaukab	Lahore	designshowcase1982@gmail.com	Marketing Services	A98	3
60	Destination Giawaan Handicrafts	Shazia Akbar	Kalat	shaziaakbar9343@gmail.com	Handicrafts	A131	2
61	Doch Pvt Ltd	Saddam Ali Qazi	Quetta	iziimengal@gmail.com	Handicrafts	A136	2

62	Dress Me	Hina Sadaf Butt	Islamabad	anabiabutt.ab@gmail.com	Fabrics/Hosiery/Knitwear	A142	3
63	DSAMS House of Jewels	Saima Danyal	Islamabad	saimadanyal@hotmail.com	Ready-Made Garments, Gems and Jewelry	A145	3
64	Ecological Products Limited	Sameena Nazir	Islamabad	sameena.poda@gmail.com	Handicrafts	A71	3
65	Elegance Beauty Salon	Aiman Nzeer	n/a	aymakhan8500@gmail.com	Cosmetics	A64	3
66	Elegance by AJ	Aliya Jehangir	Rawalpindi	elegancestorebyaj@gmail.com	Textiles	A87	3
67	Elegance International	Shabnam Zafar	Khairpur	shabnamzafar786@gmail.com	Agro & Food Products	A138	3
68	Elum Traditional Arts & Crafts Pvt Ltd	Riaz Ahmad	Swat	elumtac@gmail.com	Handicrafts	A20	2
69	Enchanted candles	Maria Salman	Lahore	mariasalman.adv@gmail.com	Scented Luxury Candles	A61	3
70	Erum's Artbox	Erum Ansari	Lahore	erumansari1977@gmail.com	Handicrafts	A118	3
71	ETC Handicrafts	Hira Anwar	Faisalabad	info@etchandicrafts.com	Furniture, Handicrafts	A51	2
72	Exclusive Crafts	Afshan Aziz	Lahore	azizafshan64@gmail.com	Handicrafts	A29	3
73	F.B Royal Traders	Ghuncha Muazzam	Sialkot	ghunchamazzam@gmail.com	Fabrics/Hosiery/Knitwear and Ready-made garments	A66, A67	3

74	Faces Collection	Sajida Anwaar	Islamabad	facescollect ion2001@g mail.com	Gems & Jewelry	A147	3
75	Faces Pakistan	Javaid William	Lahore	javaid@fac espakistan.c om	Handicrafts	A119	3
76	Farah Faisal Designs	Farah Faisal	Multan	foziashabbir 16@gmail.c om	Ready made garments	A114	2
77	Fariyaz Collection	Nasima Faiyaz	Karachi	faiyaz.alam 07@yahoo. com	Fabrics	A69	2
78	Fascino Couture	Saima Amjad	Peshawar	saimabibi59 1@gmail.co m	Fabrics/Hosi ery/Knitwear	A26	3
79	Fashion Factory	Nosheen Shoukat	Multan	qureshi.nos heen@yaho o.com	Fabrics/Hosi ery/Knitwear	A143	2
80	Fashion Style With Grace	Nadia Khan	Bahawalpur	Nadiabp9@ gmail.com Nadiabalou ch78@gmai l.com	Ready-made garments	A48	2
81	Fatima Boutique	Rukhsana Ejaz	D.I. Khan	akmalik509 @gmail.co m	Handicrafts	A89	2
82	Feel Great Tea Pvt Ltd	Ayesha Hassan	Faisalabad	hassan@fee lgreattea.co	Agro & Food, Health Products	A101	3
83	Fehmida Nawab Jewellers	Sadia Waseem	Taxila	sadiawasee m2011@g mail.com	Gems and Jewelry	A52	3
84	First Women Bank Limited	Farrukh Iqbal Khan	Karachi	shaheen.za mir@fwbl.c om.pk	Banking	A95	3
85	Floral Finesse	Munazza Rizvi	Multan	rizmunazza @gmail.co m	Ready made garments, Handicraft	A113	2

86	Gandhara Wooden Art Pvt Ltd	Umar Muhammad	Swat	gandharawa@gmail.com	Wooden Art	A21, A25	2
87	Gilgit Baltistan Handicraft and Organic Honey	Khushnoor	Gilgit-Baltistan	Khushnoor155@gmail.com	Handicrafts	A106	3
88	Glam Lounge	Mariyam Khan	Lahore	mrymahsan.khan@gmail.com	Cosmetics	A117	3
89	Glitz Forever Women's Clothing Brand	Asma Abdul Salam	Karachi	glitzforever18@gmail.com	Fabrics/Hosiery/Knitwear	A123	2
90	Global Shining Stars	Ghazala Aziz	Lahore	globalshiningstars5@gmail.com	Handicrafts	A76	3
91	GS Hunza Dry Fruits	Bibi Hawa	Gilgit-Baltistan	n/a	Agro & Food	A105	3
92	Gul Kada	Jamila	Peshawar	jamilagillani52@gmail.com	Handicrafts	A17	3
93	Guldozi Handicrafts	Madiha Saqib	Islamabad	fatimahazara75@gmail.com	Handicrafts	A7	3
94	Gulshan-e-Zahrah Phulkari Center	Shaista Bibi	Haripur	bibishaista70@yahoo.com	Handicrafts	A52	2
95	H.A Arts	Hina Yasmeen	D.I. Khan	n/a	Handicrafts	A95	2
96	H.A Fabrics	Shabana Afzal Warsi	Multan	Junaidwarsi7@gmail.com	Handicrafts	A149	2
97	Hadia Jee	Nudrat Aftab	Islamabad	mrsaftab248@gmail.com	Fabrics/Hosiery/Knitwear	A9	3
98	Hamdan Traders	Muhammad Arif	Karachi	hamdantraders@hotmail.com	Handicrafts	A73, A74, A75	2

99	Hameeda Malboosat	Hameeda Bibi	n/a	n/a	Ready-made garment Handicrafts	A87	2
100	Handicraft of GB	Dilshawar	Gilgit-Baltistan	dilshawar@gmail.com	Handicrafts	A106	3
101	Handmade Virsa	Touqeer Fatima	Lahore	fatima@handmadevirsa.com	Carpet & Rugs, home textile	A40, A41, A42	3
102	Hayaz Beauty Salon	Shabana Zafar	n/a	shabanazafar016@hotmail.com	Cosmetics	A54	3
103	Hazel Internaional Collection	Qurratulain	Sukkur	Qurratulainkalhorogmail.com Hazelhaniff@gmail.com	Footwear, Ready-made Garments	A32	3
104	HI. Collection	Hina Imran	Karachi	imranabbasi1980@gmail.com	Home Textile	A122	2
105	Hiba Boutique	Shabana Hameed	Multan	n/a	Ready-Made Garments	A129	2
106	Hills & Hikes	Maryam Atiq	Lahore	hills.hikes@gmail.com	Services	A99	3
107	Hina Creations	Hina Anjum	Karachi	hinacreations@yahoo.com	Handicrafts	A36	2
108	Home Attire	Bushra Haque Nawaz	Lahore	ayeshanawazcheema8@gmail.com	Bedwear & towel and Home Textile	A28	3
109	Home Comfort International	Rabia Saeed	Faisalabad	rabiaahmar80@gmail.com	Bedwear & Towel, Home Textile, Ready-made garments	A47	2
110	Home of Art & Handicraft	Fareeha Ch	Gujranwala	hahcgrw@gmail.com	Manufacture & Exporter	A66	2

11 1	Humaira Garments	Humaira Ashraf	Lahore	n/a	Home Textile, Ready-made garments	A81	3
11 2	Hunza Food Pavilion	Hunza Food Pavilion	Karimabad	lalshahzadi 778@gmail .com	Agro Food Products	A53	3
11 3	Hunza Sunrise Gems & Jewelry	Ghazala Ambreen Nasreen	Karimabad	sunrisegems 15@gmail.c om	Gems and Jewelry	A128	2
11 4	Hurma Boutique	Azra Bano	Sukkur	shabnamzaf ar786@gma il.com	Handicrafts	A45	3
11 5	Indus Heritage Trust	Mehreen Aslam	Islamabad	mehreensay s@yahoo.c om	Home textile, Ready-made garments	A127	3
11 6	Jasmine Organics	Aaleen Zaryab	Islamabad	jasmineorga nicspk@gm ail.com	Health Products, Cosmetics	A14	3
11 7	Jewelerynmore	Tazeen Ahmed	Islamabad	285lahore@ gmail.com	Gems and Jewelry	A8	3
11 8	Jianneys	Zeenat Soboohi	Lahore	jianneys@y ahoo.com	Agro & Food Products	A57	3
11 9	Junaid Enterprises	Shahzana Asif	Multan	sadikhantar een@gmail. com	Gems & Jewellry	A147	2
12 0	Kalash Handicrafts	Shakira Bibi	Kailash	n/a	Handicrafts	A110	3
12 1	Kalash Handicrafts	Zaria Bibi	Kailash	n/a	Handicrafts	A111	3
12 2	Kalash Handicrafts	Zahir Shah	Kailash	n/a	Handicrafts	A110	3
12 3	Karakurum Handicrafts	Maryam Aziz	Gilgit- Baltistan	n/a	Handicrafts	A105	3
12 4	Khaalis	Rabia Usman	Sahiwal	rabiausman @gmail.co m	Agro and Food Products	A55	3

12 5	Khan Boutique	Shahnaz Haneef	n/a	khanhaneet89007@gmail.com	Hand made Cushions	A130	2
12 6	Khizer Crafts & Creation	Rizwana	Hyderabad	rizkhanzada786@gmail.com	Handicrafts	A83	3
12 7	Khoso Creation	Hijab Akhter Khoso	Jacobabad	shafiqahmedkhoso@yahoo.com	Health Products	A139	3
12 8	Kimmy's Bags, Luggage & Fashion Accessories.	Manaza Hyat	Abbottabad	kimmysbags@gmail.com	Manufacture of Bags, Luggage Items and Fashion Accessories	A81	2
12 9	Kiran Collection	Kiran Manzoor	Multan	babafareed657@gmail.com	Handicrafts	A110	2
13 0	Kiran Floral	Kiran Fatima	Karachi	kiranasif1288@gmail.com	Handicrafts	A34	2
13 1	Kisve	Afia Adil	Lahore	afiaadil2@gmail.com	Fabrics/Hosiery/Knitwear	A153	3
13 2	Kohenoor Collection	Sahar Zakir	Karachi	saharkhatib23@gmail.com	Gems and Jewelry	A142	2
13 3	Komal Crafts	Komal Sadia	Lahore	komalcrafts.madihajafar78@gmail.com	Handicrafts	A78	3
13 4	Lactobake Speciality Private Ltd	Nurus Sabah Bashir	Karachi	info@lactobake.pk	Agro & food products	A102	3
13 5	Ladies Fashion center	Farha Bashir	D.G Khan	farabashir31@gmail.com	Hand Work and Gota Work Bed Set	A77, A78	2

13 6	Ladies Fashion Centre	Farah Bashir	D.G Khan	farahbashir31@gmail.com	Fabrics/Hosiery/Knitwear	A94	2
13 7	Lalgulabi Pk	Fariha Guftar	n/a	fariha.guftar@gmail.com	Ready-made Garments	A4	3
13 8	Lallari	Shawana Hussain	Muridke	studiobkrhussain@gmail.com	Home Textile, Handicrafts	A54	2
13 9	Lasooona	Anwar Ali	Swat	an.ali@lasooona.org	Handicrafts	A88	2
14 0	Lobabah Enterprises	Mafia Akhter	Gujranwala	lobabahenterprises@gmail.com	Manufacture	A149	3
14 1	Lubna's Show Case	Lubna Malik	Sargodha	lobna201@gmail.com	Ready-Made Garments	A16	3
14 2	M & S	Qaiser Zaman Khan	Lahore	muneebaansari188@gmail.com	Agro and Food Products	A62	3
14 3	Madiha Jewels	Madiha Jafar	Lahore	madihajafar78@gmail.com	Gems & Jewelry	A80	3
14 4	Mahroze	Munazzah Kaleem	Lahore	fateen@mahroze.com	Fashion Industry	A84	3
14 5	Majmua The Art Gallery	Mehreen Ilahi	Karachi	artgallerymajmua@yahoo.com	Handicrafts	A76	2
14 6	Mana's Collection	Shabana Asif	Karachi	shabana_asif70@hotmail.com	Beauty and Towel and Gems and Jewelry	A121	2
14 7	Mantasha Boutique & Designers	Shahzia Shah	Quetta	mantashaboutiqueofficials@gmail.com	Handicrafts	A135	2
14 8	Marhaba Laboratories	Usman Maqbool	Lahore	brand@marhaba.com.pk	Agro and Food Products	A100	3

149	Maria Faheem Lacquire Wood Worked	Maria Bibi	D.I. Khan	sami_mughalart@hotmail.com	Handicrafts	A31	3
150	Mariam Boutique	Farzana Bibi	n/a	n/a	Ready-made Garments	A92	2
151	Mariyam Boutique	Kalsoon Bibi	D.I. Khan	n/a	Ready-made garment Handicrafts	A87	2
152	Mariyam Iqbal	Mariyam Iqbal	Peshawar	hrconsultantcipd@gmail.com	Leather Garments	A126	2
153	Marriam Boutique	Marriam Saddaf	Lahore	zanibabez2@gmail.com	Fabrics	A48, A49	3
154	Maryam Boutique Centre and Handicrafts	Naseen Akhtar	Haripur	naseemkhardi@gmail.com	Handicrafts	A43	2
155	MBBS Surgical Company	Faiza Mushtaq	Sialkot	mbbs.surgicals@gmail.com	Health Products, Cosmetics, Pharmaceuticals	A56	3
156	Meghal Art Liquer	Ayena Waseem	n/a	n/a	Wooden Handicrafts	A89	2
157	Mehran Handicrafts	Nusrat Begum	Khairpur	n/a	Handicrafts	A148	3
158	Meyraki Trading	Sana Samir	Lahore	sanasamir85@gmail.com	Gems & Jewellery	A11	3
159	MJ Trading	Fakhra Jamal Siddiqui	Karachi	fakhrajamal@gmail.com	Handicrafts	A90	2
160	Montage	Asma Wajid	Karachi	wajidnasar13@gmail.com	Ready-made garments	A67	2
161	Moon Beauty Parlor	Nighat Shahid	Faisalabad	nighat101@gmail.com	Silk	A54	3

16 2	Mulabis	Muhammad Ali	Lahore	mohammad ali.ulhr@yahoo.com	Footwear, Ready-Made Garments	A36	3
16 3	Multani Dhaagy	Asma Zahoor	Multan	handmadeembroidery127@gmail.com	Handicrafts	A71	2
16 4	Multani Handicrafts	Robina Arif	Lodhran	robinaarif90@gmail.com	Handicrafts	A105, A106	2
16 5	Muneeba's Collection	Shahida Afzal	Islamabad	muneeba06@yahoo.com	Handicrafts	A125, A126	3
16 6	MYNZ Collection	Shazia Qasim	Karachi	iftikhar7c@gmail.com	Jewelry	A138	2
16 7	MZ Collection	Malika Murtaza	Karachi	malikamurtaza393@gmail.com	Ready-made garments	A139	2
16 8	N.K Traders	Naheed Akhtar	Faisalabad	sayadajanna tunisa@yahoo.com	Home Textile	A49	2
16 9	Nadia's Collection	Shahida	Quetta	shahida_wali59@hotmail.com	Handicrafts	A28	2
17 0	Nano's Kitchen	Uzma Shahid	Sialkot	uzmashahid@gmail.com	Agro and Food Products	A91	3
17 1	Naseem Akhter Enterprises	Naseem Akhtar	Multan	hashaamsaqib@yahoo.com	Ready-made garments	A115	2
17 2	National Rural Support Programme	Naveed Sheikh	Hyderabad	naveed.sheikh@nrsp.org.pk	Textile, Handicrafts	A120, A121	3
17 3	Natural Spices	Hafsa Moeen	Islamabad	naturalspicesofficial@gmail.com	Agro and Food Products	A53	3
17 4	Naturalize Kare & Kure	Bilqis Shaikh	Karachi	naturalizecompany@gmail.com	Health Products, Cosmetics,	A130	3

					Pharmaceutic als		
17 5	Nayab Shiekh	Nayab Islam	Faisalabad	nayabshiek h.official@ gmail.com	Ready-made garments and Funiture	A50	2
17 6	Nazia Shah Boutique	Nazia Fareed	Multan	naziafareed. 1@gmail.co m	Home Textile	A109	2
17 7	Needle Art & Handicraft	Fariha Irfan	Rawalpindi	needleartnh andicraft@ gmail.com	Home Textile, Handicrafts	A82	3
17 8	Niddle-Art	Salma Qureshi	Bahawalpur	niddlearts@ gmail.com	Home Textile, Cosmetics, Services, Handicrats	A21- A24	3
17 9	Niggi's Designer Jewellery	Nighat Batool	Rawalpindi	<u>nighatb293</u> <u>@gmail.co</u> <u>m</u>	Gems and Jewelry	A96	2
18 0	Nighat Shabee	Nighat Shabee	Quetta	n/a	Handicrafts	A29	2
18 1	Nisa Boutique	Naheed Bibi	D.I. Khan	naheednisaa @gmail.co m	Handicrafts	A92	2
18 2	Nissa Accessories	Rehana Kausar	Multan	rehana1907 0@gmail.co m	Footwear, Handicrafts	A151	2
18 3	Noor-ul-Ain Collection	Tasmia Bibi	Haripur	noorulain.bi bi9292@g mail.com	Fabric/Hosier y/Knitwear, Ready-made garments	A18	3
18 4	Novaira's Collection	Novaira Fahad	Multan	novairafaha d1@gmail.c om	Handicrafts	A146	2
18 5	Oberoi Traders	Sapna Kavita Oberoi	Mandi Bahauddin	sapnakober oi@gmail.c om	Handicrafts	A39	3

18 6	One Earth Enterprises	Farwa Tassaduq	Lahore	oneearthtoys@gmail.com	Handicrafts	A97	2
18 7	Ozzy Brothers	Uzma Sumera	Sialkot	fozan@ozzybro.com	Health Products	A60	3
18 8	Pak Milan Sohan Halwa	Ahmed Mujtaba Saleem	D.I. Khan	mujtabasaleem1970@gmail.com	Agro and Food Products	A63	3
18 9	Pakistan Handicrafts and Vocational Centre	Humaira Gul	n/a	pakistanhandicrafts@gmail.com	Bedwear & towel, Home Textile, Ready made garments	A86	2
19 0	Pakistan Readymade Garments Technical Training Institute	Dr. Kamran Yousef Sandhu	Lahore	drsandhu@prgtti.pk; sandhuonly@hotmail.com	Ready-Made Garments	A72, A73	3
19 1	Pashmina Shawl Work Craft	Saeeda Bibi	D.I. Khan	abdurrahman63425@gmail.com	Handicrafts	A15	3
19 2	Pearl Beauty Salon	Musarrat Jabeen	Islamabad	mjmakeupartist08@gmail.com	Cosmetics	A12	3
19 3	Perahun Fashion	Shahla Farooq	Karachi	shahla.farooq@hotmail.com	Textile, Denim Jeans & Kurtis Hand Embroidry	A44	2
19 4	Pixabits Studios SMC (PVT)	Iqra Azmat	Islamabad	iqraazmat552@gmail.com	Furniture	A107	3
19 5	Pohra	Rabia Shahzad	Multan	rabia.pohra@gmail.com	Ready-made garments	A150	2

19 6	Precious Collection	Mehwish Tariq	Gujranwala	khushimusk han65@yahoo.com	Ready-Made Garments	A38	2
19 7	Pretty & Pink	Sadia Faridi	Karachi	sadiafaridi8 1@gmail.com	Ready-made garments, Gems and Jewelry and cosmetics	A58	2
19 8	Pretty Pumpkin Accessories	Fauzia Imran	Abbottabad	aizakhan27 @gmail.com	Gems and Jewelry, Handicrafts	A11	2
19 9	Project Pakistani Boutique	Zahida Parveen	Lahore	pzahida@h otmail.com	Fabric/Hosier y/Knitwear	A2	3
20 0	Punjmin	Noor Jahan	Lahore	psmd@punj min.punjab. gov.pk	Jewelry	A85	3
20 1	Qasid Qadah	Farah Karim Khawaja	Multan	qasidqadah 28@gmail.com	Handicrafts	A144	2
20 2	Qzdesigner	Qudsia Batool	Faisalabad	qzia15968 @gmail.com	Fabrics/Hosi ery/Knitwear Home Textile	A53	2
20 3	Rabiz Home	Rabia Mehmood	Lahore	rabia@rabiz home.com	Furniture	A39, A40, A41, A2 A61, A62, A63, A64	2
20 4	Raktart	Rekeah Tahir	Lahore	raktart@g mail.com	Ready-made garments, Handicrafts	A108	3
20 5	Rang-e-Saqafat	Bismah Hassan	Lahore	bismahhass an1986@g mail.com	Handicrafts	A115	3
20 6	Raniya's Collection	Saima Iqbal	Quetta	sabeeharuk hsana1963	Handicrafts	A137	2

				@gmail.com			
207	Rao Collection	Naghmana Rao	Karachi	naghmanarao@gmail.com	Home Textile/ Clothing	A59	2
208	Raqs e Daroon	Tehmina Mahmood	Lahore	tehminamahmood5@gmail.com	Home Textile, Furniture	A122	3
209	Rehana Collection	Rehana Nadeem	Multan	rehanacollection100@outlook.com	Handicrafts	A116	2
210	Rehman's Creation	Asma Rehman	Karachi	asmarehman11@hotmail.com	Handicrafts	A45	2
211	Remotesol	Tahira Kainat	n/a	parhaiz2@gmail.com	Information Technology	A94	3
212	Resinairs	Shahina Ashfaq	Karachi	shahinashfaq@hotmail.com	Handicrafts	A32	2
213	Royal Fashionista	Beenish Javaid	Lahore	beenish.javaaid@hotmail.com	Handicrafts, Home Textile, Bedwear & Towel, Ready-made garments	A30	3
214	Royale Hands	Mumtaz Begum	Faisalabad	nighat101@gmail.com	Handicrafts	A128	2
215	S Designer World	Rabia Usman Khan	Bahawalpur	rabia.anwar.bhatti@gmail.com	Fabrics/Hosiery/Knitwear	A134	2
216	Sabah Pakistan (SAARC Business Association for Home Based Workers)	Samina Khan	Haripur	hsbkhan@outlook.com	Handicrafts	A25	3

21 7	Safia's Collection	Safia Nazeer	Karachi	safianazeer 53@gmail.c om	Home Textile	A132	2
21 8	Sakhiyan	Mariyam Khan	Lahore	mrymkhan @gmail.co m	Home Textile	A152	3
21 9	Saleem Enterprises	Rabia	Multan	saleementer prises116@ gmail.com	Ready made garments & food item	A148	2
22 0	SAM STICH & STYLE	Sammia Irfan	Multan	isammia69 @gmail.co m	Home textile	A112	2
22 1	Samba Bank	Zeevar Scheik	Karachi	zeevar.schei k@samba.c om.pk	Banking	Mezz anine	2
22 2	Sana Couture	Samina Solangi	Hyderabad	mehrafatim ah22@gmai l.com	Handicrafts	A5	3
22 3	Sanatzar, Social Welfare & Bait Ul Maal	Muzammil Yar	Lahore	muzammaly ar@gmail.c om	Handicrafts	A1- A10	2
22 4	Sang Saaz Private Limited	Zaheema Eckbaull	Islamabad	sangsaazpl @gmail.co m	Gems & Jewellery	A144	3
22 5	Sarabee	Farhat Yasmin	Lahore	sarabee052 @gmail.co m	Beauty and Health	A131	3
22 6	Sarah Art	Sarah Ahmad	Karachi	sarah.ahma d.khatri@g mail	Handicrafts	A125	2
22 7	Sassy Stitches	Iram Naveed	Lahore	iramnaveed sheikh@gm ail.com	Clothing and Bedding	A1	3
22 8	Sewing Things	Shazia Nadeem	Faisalabad	shazianadee m712@gma il.com	Home Textile	A27	2
22 9	SHA SHA Beauty Collection	Rizwana Shahid	Karachi	shashabc@ gmail.com	Home Textile, Handicrafts	A35	2

230	Shaal Couture	Saira Baloch	Quetta	shaalcouture@gmail.com	Handicrafts	A137	2
231	Shadab Khan Couture	Shadab Fakhira	Rawalpindi	shadab1610@gmail.com	Ready-made garments	A26	2
232	Shaheed Allah Buksh University of Art	Fatema Huzaifa	Jamshoro	fmhussain91@gmail.com	Education	A132	3
233	Shaheed Allah Buksh University of Art	Naeema Huzoor	Jamshoro	naeemasoomro1@gmail.com	Education	A133	3
234	Shaheed Allah Buksh University of Art	Azka Arain	Jamshoro	azkaarain03@gmail.com	Education	A134	3
235	Shaheed Allah Buksh University of Art	Rubaisha Memon	Jamshoro	rubaisa.cd@sabsu.edu.pk	Education	A135	3
236	Shaheed Allah Buksh University of Art	Mahnoor Mughal	Jamshoro	mahnoormughal229@gmail.com	Education	A136	3
237	Shaheed Allah Buksh University of Art	Fahad Shams Nizamani	Jamshoro	fahadniz@hotmail.com	Education	A137	3
238	Shahjahan Embroidery	Shahjahan Begum	Multan	Shahjahaneh@gmail.com	Ready-Made Garments	A107, A108	2
239	Shahnawaz Stationers	Irtafa Shahnawas	n/a	irtafashah@gmail.com	fabrics/Hosiery/Knitwear	A94	3
240	Shahpara Accessories	Fariha Munir	Multan	fariha.munir@gmail.com	Handicrafts, Home Textile,	A117	2

					Ready made Garments		
24 1	Shaista's Collection	Syes Hassan Rizvi	Lahore	syedhassanrizvi1214@gmail.com	Fabrics/Hosiery/Knitwear	A35	3
24 2	Shamim's Women Collection	Shamim Akhtar Mazhar	Multan	shamim.akhtar.mazhar@gmail.com	Fabrics	A145	2
24 3	Sheeje E Cart	Mahwash Syed	Karachi	mahwashrsyed@gmail.com	E-Commerce Store	A97	3
24 4	Sheen Embroiders	Tanveer Fatima	Lahore	sheen.classics@gmail.com	Handicrafts	A79	3
24 5	Shining Little Star	Saeeda Begum	Islamabad	shininglittlestar810@gmail.com	Fabrics/Hosiery/Knitwear	A143	3
24 6	Silk Enterprises	Mubasika Fazal Elahi	Lahore	mubarika936@gmail.com	Handicrafts	A89	3
24 7	Sindh Rural Support Organization	Riaz Ali Jalalani	Sukkur	riazalijalalani@srsro.org.pk	Handicrafts	A33	3
24 8	Sindh Rural Support Organization	Riaz Ali Jalalani	Sukkur	riazalijalalani@srsro.org.pk	Handicrafts	A34	3
24 9	SIPA Crafts	Saima Irfan	Rawalpindi	ababacer@gmail.com	Fabrics/Hosiery/Knitwear	A104	2
25 0	SK Collection	Shumaila Khan	Karachi	waresaha0@gmail.com	All kind of fabric	A141	2
25 1	SMEDA	Hashim Raza	Lahore	hahsim.raza@smeda.org.pk	Services	A84	2
25 2	Sontex Textile Services, Lahore	Sonia Tanveer	Lahore	sonya.tanveer@gmail.com	Home Textile , Home Decor & Knitwear	A55	2

25 3	Speckles	Tamkeen Zarah	Islamabad	tamkeenzarah@gmail.com	Ready-Made Garments	A146	3
25 4	Stones and Beads Manufacturing Company	Mariya Suhail	Lahore	stones.beads@gmail.com	Gems and Jewelry	A37	3
25 5	Sulaiman's	Eram Ambreen	Lahore	eram.ambreen@gmail.com	Ready-Made Garments	A65	2
25 6	Sundartas Collection	Naylla Parveen Junejo	Karachi	sundartascollection@hotmail.com	Apparel	A33	2
25 7	Suvastu	Attaullah Khan	Swat	suvastugallery52@yahoo.com	Handicrafts	A19	2
25 8	Swatyan Handicrafts	Faiza Nadeem	Swat	n/a	Gems & Jewelry, Handicrafts	A112	3
25 9	Symbol of Style	Quratulain Rizwan	Multan	asimmuneersos@gmail.com	Ready-made garments	A70	2
26 0	Taan	Bushra Zaem	Lahore	bzm_2@hotmail.com	Ready-made Garments	A150	3
26 1	Tabinda Arts Loft	Tabinda Mohsin	Lahore	tabindajee@gmail.com	Arts and Crafts	A70	3
26 2	Taraash	Naureen Bilal	Lahore	naureenbilal2@gmail.com	Home Textile, Ready-made garments	A109	3
26 3	The Code to Change	Iffat Rose Gill	n/a	nasirgill842@gmail.com	Information Technology	A96	3
26 4	The Hangers	Ayesha Ehsan	Lahore	thehangers.apparel@gmail.com	Ready-made garments	A86	3

26 5	The N.G. Collection	Nasreen Gul	Multan	spwccimult an@gmail.c om	Ready-Made Garments	A130	2
26 6	The Stitch Company	Zainab Irfan	Lahore	zainabirfan 2014@gmai l.com	Handicrafts	A69	3
26 7	The Wardrobe	Anila Khalid	Peshawar	khalidbakar 68@gmail.c om	Handicrafts	A93	2
26 8	Trade with PACE	Kaynat Akhtar	Lahore	carekainat @gmail.co m	Information Technology	A59	3
26 9	Tribal Core	Faiza Shams	Quetta	tribalcore.p k@gmail.co m	Handicrafts	A29	2
27 0	U&I by Aneesa Unus	Aneesa Younus	Karachi	aneesaunus 3@gmail.co m	Home Textile	A60	2
27 1	UDS	Rashida Ilyas	Lahore	ar6635070 @gmail.co m	Ready-made garments	A44	3
27 2	Unique Collection	Bushra Tabassam	Lahore	fajar1zahid @gmail.co m	Fabrics/Hosi ery/Knitwear	A75	3
27 3	Unique Furniture	Sadia Khurram	Lahore	zunair781@ gmail.com	Home Furniture & Decor	A13- A16	2
27 4	Uswa's Art	Allia Tahseen	Gujranwala	uswaartgrw @gmail.co m	Handicraft	A141	3
27 5	Vceela	Sarah Ejaz	n/a	sara.ejaz@v ceela.com	E-Commerce	A92, A93	3
27 6	Vogue by Faiza	Faiza Nabeel	Lahore	faizanabeel 18@yahoo. com	Handicrafts	A74	3
27 7	Waleed Tech (Pvt) Ltd	Nabila Intisar	Lahore	admin@wal eedtech.co m	Health Products	A128	3

27 8	Women Farmer United	Farzana Kousar	Chakwal	rfwu.chakwal@gmail.com	Handicrafts	A19	3
27 9	World Enterprises	Huma Shehryar	Karachi	enterpriseworld@yahoo.com	Leather handbags, purses, clutches, laptop, wallets and belts.	A83	2
28 0	Zabish-e-Zun	Shazeen Ilyas	Lahore	shazeenalyas@gmail.com	Gems and Jewelry	A38	3
28 1	Zahida Boutique And Stitching Centre	Zahida Khalid	Sialkot	zahidaboutique52@gmail.com	Ready-Made Garments	A47	3
28 2	Zaib Hijab & Accessories	Zaib Un-Nisa	Lahore	zaibjanjua@yahoo.com	Ready-made Garments	A3	3
28 3	Zaree Jewellery	Reema Salim	Gujranwala	sabir66H@gmail.com, jamil72zarqa@gmail.com	Gems and Jewellery	A22	2
28 4	Zarkun Enterprises	Rehana Muhammad Khan	Swat	zarkunenterprises@gmail.com	Handicrafts	A93	2
28 5	Zee Creations	Zartashia Umer	Lahore	zarifazal@gmail.com	Furniture	A77	3
28 6	Zelo	Zarnain Ali	Lahore	zarnainshabbirbhokher@gmail.com	Handicrafts	A124	3
28 7	Zerbafet	Nafeesa Durrani	Quetta	nafeesadurrani@gmail.com	Handicrafts	A28	2
28 8	ZT hussain Enterprises Private Limited	Erum Kanwal	Multan	samipk@gmail.com	Carpets & Rugs, Home	A118	2

					Textile, Handicrafts		
28 9	Karachi Nimko	Umer Sheikh	Lahore		Agro and Food		3
29 0	WBM FOUNDATION	Fazila Ishfaq	Lahore	info.wbmfo undation@g mail.com	Environment al Foundation		2
29 1	Sroya Traders	Amtul Hafiz Saher	Lalian	sroyatraders @gmail.co m	Ready-made garments and Furniture		3

C) RIBBON CUTTING GUEST LIST

S.No	Detail	Persons
1	VIPs	14
2	Prominent Women and Persons / Target Audience	3
3	Chambers	15
4	Associations	11
5	Media Persons	22
6	Women Chambers (All over Pakistan)	12
7	List of Foreign Consuls in Lahore	28
	Total	105

D) LIST OF BUYING HOUSES

Sr. No	Company Name	Contact
1.	Concept Marketing Design	+92-42-35178947 +92-42-35201031 +92-300-8668234
2.	Matrix Sourcing Pakistan	+92-42-111-111-118
3.	International Buying Sourcing (IBS)	+92-42-35310905-906 +92-300-8475181
4.	Texlynx	+92-42-36688770 +92-333-4563333
5.	Scos Linnas Buying Services (Pvt) Ltd	+92-42-35942249 +92-336-0002750
6.	Noon International (Pvt) Ltd	+92-42-35322838 +92-42-35322446 +92-42-35322370 +92-300-2023151
7.	COT COM Sourcing	+92-42-35776583-86
8.	Cuty Mercandising	+92-321-4255519 +92-42-35303401-07
9.	Indentors Association of Pakistan	+92-21-32729129
10.	Six Sigma Apparel Network	+92-42-111-661-166
11.	Opulent International	+92-42-35867026
12.	MNAFS Industries	+92-42-35783409 +92-301-8469497
13.	Garments Sales & Services	+92-42-35164426 +92-301-8454606
14.	Ebrahim Amin International	+92-42-35785390-93 +92-301-8421021
15.	Iftikhar Engineering	+92-42-36531490 +92-321-4313245
16.	Salman International	+92-42-37223904 +92-300-8462324
17.	Graphic Systems	+92-42-35271281-3 +92-300-8422818
18.	Lab Wach Enterprises	+92-42-36370061

		+92-333-4298962
19.	Bubee Enterprises	+92-42-37247125&40 +92-300-8454631
20.	Saeed Enterprises	+92-42-35778200 +92-300-4576822
21.	Himont Laboratories (Pvt) Ltd	+92-42-35814391-3 +92-301-8497714