**Press Release of the “Seminar on Effective Trade Fair Participation” held on August 29, 2022 at Shahjahan Grill, Multan**

TDAP in collaboration with ITC and Women Chamber of Commerce and Industry Multan WCCIM successfully organized a seminar on "Effective Trade Fair Participation" at Shahjahan Grill, Multan on August 29, 2022.

The session was attended by 43 female entrepreneurs of Multan representing different sectors related to arts and crafts of the region, and 4 trade bodies’ representatives.

The purpose of the seminar was to enhance capacity building of the female entrepreneurs of the South Punjab especially Multan Division towards effective trade fair participation. It was aimed at developing effective techniques and methods to maximize the utilization from local, regional and international trade fairs and exhibitions.

The welcome address was given by Mr. Hasnain Haider Langah, Director TDAP Multan. He thanked ITC and WCCIM for valuable cooperation in arranging the seminar.

Mr. Shoaib Zafar, ITC Advisor, spoke about the role of international agency of U.N i.e. ITC whose sole purpose is to develop such initiatives which promote trade in the developing countries. He spoke about the trade facilitation provided by ITC and TDAP by arranging such activities which aim at developing effective utilization from fairs and exhibitions.

Miss Madiha Ali, ITC Expert, Director TDAP Textile and Leather Division gave a comprehensive presentation to apprise the audiences about functions of a trade fair, visitors objectives, exhibitors objectives, types of fairs, research on participation, popular trade fairs, follow up, facilitation and participation, methodology, selection criteria and TDAP's roles. The presentation was followed by relevant questions from the women entrepreneurs that related to effective utilization from trade fairs and exhibitions, role and facilitations provided by TDAP and the information pertaining to different trade fairs related to women.

In the end, the vote of thanks was delivered by Miss Sadia Ali, Senior Vice President of WCCIM.