



Government of Pakistan
Trade Development Authority of Pakistan
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GOVERNMENT OF PAKISTAN

10th June, 2022

POST-EVENT REPORT

SUBJECT: "Effective Trade Fair Participation held at LCCI with collaboration of Trade Development Authority of Pakistan & ITC"

Agenda: To promote the understanding regarding international trade fairs and intact the enriched participation by the exporters.

Date and Time: (11Am-2Pm) 30th-May-2022

Duration: 3 hours (11:00 am – 2:00 pm)

Venue: Lahore Chamber of Commerce & Industry, Lahore

No. of Participants: 47 persons (in-person)

Trade Development Authority of Pakistan (TDAP), in collaboration with International Trade Centre (ITC) and LCCI organized a seminar on "Effective Trade Fair Participation" at Lahore Chamber of Commerce and Industry on 30th-May-2022. The seminar aimed to build the capacity of women entrepreneurs and MSMEs to effectively participate in national and international trade fairs. This seminar is part of a series of planned seminars throughout Pakistan. The schedule for which is as follows:

s/no	Month	Location
1	30th May	Lahore
2	16 th June	Islamabad
3	14 th July &	Faisalabad Quetta
4	August	Multan
5	September	Peshawar

Mr. Shoaib Zafar (Advisor Trade Policy, ITC) gave the opening remarks and explained the importance of effective trade fair participation. Ms. Madiha Ali (Director, TDAP Lahore) gave a detailed presentation on the process that included choice of fair, booking of stalls, pre departure planning, participation and post departure formalities etc.

Ms. Mariam Alvi (Deputy Director TDAP Lahore) presented on the support and facilitation offered to exporters by TDAP for participation in trade fairs.

The seminar was attended by 47 participants who have taken immense interest in whole event and requested this to be made a regular feature of trainings offered by TDAP. Questions were welcomed throughout the session to help answer participants' queries and increase their understanding of regarding trade fairs. In the end, the participants appreciated TDAP's efforts for creating awareness on the subject matter.

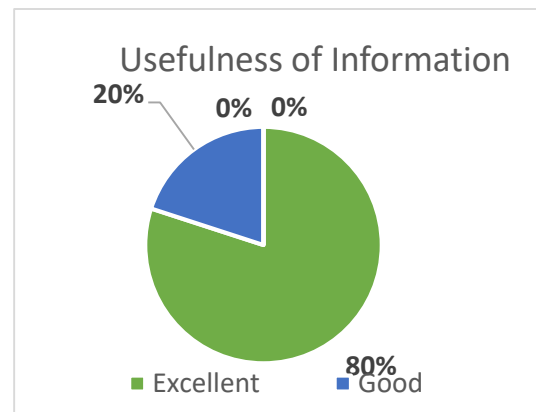
Picture Gallery:



Feedback:

Feedback forms were distributed to the audience. The results of which are as follows:

Regarding the usefulness of the information provided at the session, 80% of the participants responded 'Excellent' and 20% responded 'Good'.



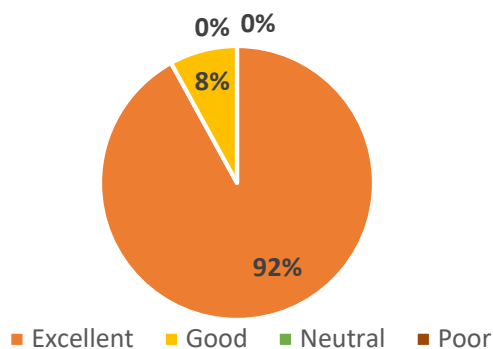
With respect to the quality of the presentation, 92% of the participants responded 'Excellent', 8% responded 'Good'.

The participants were also asked whether the session was well-organized and well-facilitated. Majority of the respondents i.e. 84% responded 'Excellent', 16% responded 'Good'. Overall, the participants appreciated the initiative.

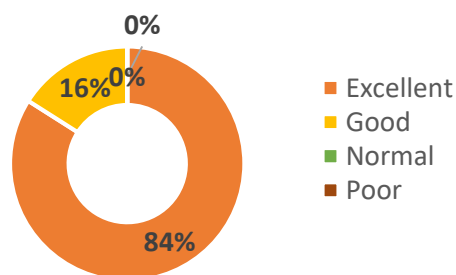
Suggestions by Participants:

- 1) More sessions like these need to be organized
- 2) More sessions should be organized for other ITC tools
- 3) The participants suggested to arrange more seminars especially for women.
- 4) More initiatives for young entrepreneurs.

Quality of Presentation



Session Well-Organized and Well-Facilitated



Attendance Sheet:

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SEMINAR ON EFFECTIVE TRADE FAIR PARTICIPATION

30 May, 2022 | Lahore

REGISTRATION FORM

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49						
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