**Report of the “Seminar on Women in Trade-Export Readiness 101” held on August 26, 2022 at Woman Chamber of Commerce and Industry, Bahawalpur**

Trade Development Authority of Pakistan, Multan in collaboration with ITC and WCCI Bahawalpur successfully organized a Seminar titled "Women in Trade-Export Readiness 101" at Bahawalpur on Friday, August 26, 2022. The purpose of the seminar was to create export awareness and engender capacity enhancement among women entrepreneurs of the Bahawalpur Division. The session was attended by more than 45 women entrepreneurs of Bahawalpur.

Mr. Shoaib Zafar, ITC Advisor, introduced ITC to the audience and spoke about the opportunities latent in Export via Women Entrepreneurs. He further elaborated on the dividends provided by this export readiness seminar that will help the local women entrepreneurs in developing their artifacts and different products and be able to sell and export in the international markets.

Mr. Adeel Haider Mankee, Expert Speaker ITC, delivered an exhaustive presentation to the audience on how baseline women entrepreneurs can enter the arena of international exports. This presentation included such intricate topics as Market Research to Identify Market Needs, Outcome of Market Research, Business Tools Setup including Email, Collaboration, Export Process and Requirements, Product Development, Business Planning, INCOTERMS and Fulfillment by Amazon. These topics discussed about the utilization of technology in developing one’s product as well as exploiting different tools to sell in the international markets like Amazon, Alibaba, Ali Express, Trade Key and e-Bay. The female could also explore international trade resources for finding the export potential of their products in international markets like ITC Trademap.org.pk, Market Access Map and Investment Map. In the development of the product, the essential features that had to be incorporated during the creation of the product are pricing, features of the products, sales channels, packaging, labelling and transportation. The most important step in the export readiness preparation was company registration and that particular company can either be a sole proprietorship or a partnership. An effective company which is exporting in the international market has a particular name and logo, bank account, NTN, STRN, Memorandums and Articles of Associations, Proof of business address and a Weboc Id. If a company and the business are better and accordingly equipped then those can efficiently explore the opportunities provided by international trade.

Mr. Hasnain Haider, Director TDAP Multan spoke about TDAP's role in strengthening exports and women entrepreneurship. He informed the audience about upcoming initiatives like Cholistan Trade Fair 2023 and Amazon Training Program in Bahawalpur which will specially be beneficial to women entrepreneurs of Bahawalpur.

The speakers fielded questions from the audience throughout the presentations. Women entrepreneurs expressed special interest in such topics as digital marketing in trade and the export of local arts, crafts and food items. The session concluded with a vote of thanks by Miss Saima, Senior Vice President WCCIB.

  

 