**Report of the Seminar on “Women in Trade-Export Readiness 101” held on August 27, 2022 at Women Chamber of Commerce and Industry, Dera Ghazi Khan**

TDAP in collaboration with ITC, WCCI DG Khan and Ghazi University DG Khan successfully organized a Seminar on "Women in Trade - Export Readiness 101" at Dera Ghazi Khan on August 27, 2022.

The purpose of the seminar was to create export awareness, capacity enhancement related to trade and other dividends that it will foster for the localized but skillful businesses of the women entrepreneurs of this region.

The session was attended by 46 female entrepreneurs and more than 10 students from the Business Incubation Centre BIC of the Ghazi University represented by Director ORIC Research and Commercialization. The session was also attended by Dr. Shaheena Najeeb Khosa, Member Punjab Assembly from DG Khan.

Ms. Farah Bashir, President WCCI DG Khan gave a welcome address to the worthy speakers and participants of the subject seminar. She emphasized on the importance of trade in the business promotion of this region locally and abroad. She also told about the huge export potential present in different sectors of arts and crafts of this region.

Mr. Shoaib Zafar, Advisor ITC introduced International Trade Centre and the role played by REMIT Revenue Mobilization Investment and Trade to initiate the "Women in Trade Series Program." He spoke about the potential of handmade artifacts and crafts of this region abroad and how it could incorporate the women entrepreneurs of this region in the international economic spectrum. He also spoke about the importance of learning export documentation and procedures to enter into trade.

Mr. Adeel Haider Mankee, ITC Expert gave a comprehensive and illustrative presentation on export and customary documentation and procedures. These include women entrepreneurship in Pakistan: Success Stories, Future Looks Bright, Market Research to Identify Market Needs, ITC Resources, Tariff Barriers/Non-Tariff Barriers, Outcome of Market Research, Product Development, Business Planning, Business Tools Setup including Email and Collaborations, Company and Tax Registration, Marketing, Export Process and Requirements, INCOTERMS, Payment Process and Fulfillment by Amazon. He also catered to the questions raised by participants regarding how product development, selling on e-commerce platforms, marketing of the product and importance of trade.

Mr. Ali Umar Tipu, AD TDAP Multan spoke about the trade facilitation provided by Government and TDAP through STPF, incoming and outgoing delegations, international and local exhibitions and the training activities carried out by TDAP to boost business activities and trade through organizing such activities like Amazon Trainings and different Trade Fairs like Cholistan Trade Fair 2023.

Mr. Muhammad Ali, Director ORIC Research and Commercialization, Ghazi University spoke about the success stories of their Business Incubation Centre BIC that how their students had generated revenues of worth 2.5 to 3 Lacs in just two months without any cost. He emphasized about the business ideas floated by students and the support rendered by Government to each student as each student in the group of 40 was being payed 20,000 PKR per month. He also stated that by such activities more incentives would be created that will bring more advancement and improvement in the businesses of the young female entrepreneurs.

Dr. Shaheena Najeeb Khosa, MPA from DG Khan also emphasized about the importance of trade in the impoverished region of DG Khan Division that how such activities like the subject seminar will create awareness among the female entrepreneurs of the area and it will be really beneficial for their economic prosperity and development of the region.

In the end vote of thanks was delivered by President WCCI DG Khan, Ms. Farah Bashir and the certificates were also distributed among the participants of the seminar.

 

 