**Report 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. He told the audience about several programs and initiatives developed under REMIT Revenue Mobilization and Enhancement of International Trade System that aim to develop such features in the entrepreneurs of developing countries that would help them in business generation and extension of their businesses in such a way that they are able to maximize their benefits and advantages through international trade.

Miss Madiha Ali, ITC Expert, Director TDAP Textile and Leather Division gave a comprehensive presentation to apprise the audiences about function of trade fair, visitors objectives, exhibitor objectives, types of trade fair, research on participation, popular trade fairs, cost breakup for participation, terms and condition for participation, services of exhibitors, exhibition catalogue and information system, travel and accommodation, stands for trade fair, types of stands and location, shell scheme vs customized, stands construction, printing for exhibition, methods for attractive visitors, participation, stand operation, follow up on trade fair, selection criteria, facilitation, types of fair and facilitation provided by TDAP. The purpose of this comprehensive presentation was to apprise the audience about every detail pertaining to the exhibition and exhibiting your products in an efficient way that would help in maximum utilization of the opportunities provided by a particular fair and attracting potential customers and buyers. The presentation was followed by relevant questions from the women entrepreneurs that related to the past experiences about different trade fairs, 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.

 

 