

## Trade Development Authority of Pakistan

Government of Pakistan

### PRESS RELEASE

## **TDAP-ITC “Seminar on Effective Participation in Trade Fairs” held on 05<sup>th</sup> Sept, 2022 at the TDAP Headquarters, Karachi**

Trade Development Authority of Pakistan (TDAP) in collaboration with International Trade Center (ITC) organized a seminar on "Effective Trade Fair Participation" at the TDAP Headquarters, Karachi. Out of two, the second and last session of this seminar was dedicated for Karachi' s remaining districts/areas and attended by 55 female entrepreneurs and start ups associated with different women trade bodies representing various sectors and fields.

The Seminar aimed to build the capacity of SMEs, designers and women entrepreneurs to effectively understand the methods & techniques to participate in a world-class trade exhibition.

The welcome address was given by Mr. Shoaib Zafar, ITC Advisor, who spoke about the role of ITC and its sole purpose develop such initiatives which promote trade in the developing countries. He also spoke about the importance of arranging such awareness seminars in series with the help of TDAP to develop effective utilization of participation in exhibitions and trade fairs.

Ms. Madiha Ali, Director TDAP, Textile & Leather Division and an ITC expert 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 a thoughtful Q&A session 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.

The Session ended with Group Photos and Lunch.





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