

Trade Development Authority of Pakistan
Government of Pakistan
PRESS RELEASE

**TDAP-ITC “Seminar on Effective Trade Fair Participation”
held on 2nd Sept 2022 at the TDAP Headquarters, Karachi**

Trade Development Authority of Pakistan (TDAP) in collaboration with ITC successfully organized a seminar on "Effective Trade Fair Participation" at the TDAP Headquarters, Karachi. Out of two, the first session of Karachi city was attended by 41 female entrepreneurs, celebrities; artists etc. associated with different women chambers and women wings of Karachi all districts of Karachi representing different sectors and businesses.

The above series of seminar across the main stations of the country aims to build the capacity of women entrepreneurs in Pakistan to effectively participate in national and international fairs and to enhance capacity building of our women entrepreneurs in understanding ways & means of modern-age fairs with various display techniques & strategies to gain the attention of visitors/buyers.

The welcome address was given by Mr.Ahsan Ali Mangi, Secretary, TDAP, who also explained the latest initiatives of Women Entrepreneur Division of TDAP to further facilitate our female entrepreneurs in more scientific manners by using modern-day tools & tactics. He also thanked ITC for its valuable cooperation to TDAP in arranging these seminars focusing on women empowerment in trade and business.

Ms. Madiha Ali, ITC Expert, Director TDAP Textile & Leather Division 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.

In his closing remarks, 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.

In the end, the vote of thanks was delivered by Ms. Shumaila Sikanadar, Deputy Director (WE), TDAP, Karachi followed by Group Photo Sessions & Lunch.




