

## Webinar / Online B2B Report

<b>Title</b>	<b>Effective Trade Fair Participation</b>
<b>Meeting Date:</b>	05 <sup>th</sup> September, 2022
<b>Meeting Time:</b>	10:30 AM to 3:00 PM
<b>Meeting Location:</b>	TDAP Headquarters, Karachi
<b>Moderated by:</b>	Dr. Shumaila Sikandar, DD, , Mr. Saeed Tamimi, AM
<b>1. Objective(s) of the Meeting</b>	
The primary objectives and topics covered in the above trainings were; <ul style="list-style-type: none"><li>a) Improve trade fair selection and participation</li><li>b) Improve trade outlook of Pakistani products and business thorough learning to show presence and building trust</li><li>c) Improve marketing strategy of exhibitors</li><li>d) Improve networking and order generation process</li><li>e) Improve feedback collection for developing local products</li></ul>	
<b>2. List of Participants</b>	



## SEMINAR ON EFFECTIVE TRADE FAIR PARTICIPATION

5 September, 2022 | Karachi

### REGISTRATION FORM

Sr #	Name	Designation	Organization	Email Address	Contact	Signatures
1	Sarah Ahmed	C.E.O	Sarah's Art	Sarah.ahmad.khatzi@gmail.com	03218996290	
2	SHAFIQ ZAINUDDIN	C.E.O	4 DIAMONDS BY SHAFIQ ZAINUDDIN	shafaqzain24@gmail.com	0333.3213893	
3	Lubna Sheer	C.E.O	HAR		03238074262	
4	شہناز خان Convenor		FPCCI	shamsa.j.ahmed@gmail.com	03369992927	S J Khan
5	Shumaila Khan	S.K. Collection Owner			03332113841	
6	Rugya Fareed	Chairperson	Rugya Fareed	artistsugya@yahoo.com	0346-2174925	
7	Nida Inayat Nadeem	C.E.O	Reefat Guit		0300-9281991	
8	Rishi Nazia	(K.C.C.I)	Sadebahar Fashion		03002650869	Nazia
9	Durre shahwar Nisar		KCCI		"	
10	Huma Waheed		KCCI			



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Sr #	Name	Designation	Organization	Email Address	Contact	Signatures
✓ 011	Hina Insaan	Owner	Hi-collection.com	InsaanHina1980@gmail	0301-2862989	Hina Insaan
✓ 12	Riffat Aslam	Business	KCCI		03453380068	Riffat
✓ 013	Saima Mirza	CEO	Fashion HAP		03343414001	Saima
✓ 14	Malika Mustafa	owner	M2collection m		0334-2300529	Malika
15*	Hamida Esbhan	Owner	ESBHANIS		03009296555	Hamida Esbhan
16*	Zubeda Esbhan	"	"		"	Zubeda Esbhan
✓ 17	Tayyaba Salman	Owner	KWCCI		03343013244	Tayyaba Esbhan
✓ <del>18</del>	<del>Hamida Esbhan</del>		<del>KCCI</del>		<del>03142017787</del>	<del>Hamida Esbhan</del>
✓ 19	Nazima Fayaz		KWCCI		2757787	Nazima
✓ 20	MARIA NICOBAR		KWCCI		0302191459	Maria



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31	Hafsa Komal	member	KCCI		03302482493	
32	KHAUDA Khan	Co-ordinator member	FPCEI's		0335-2254565	
33	Rehan Asif		KWCCI		0345-2183483	
34	Asma Wajid		KWCCI East		03002894018	
35	Syeda Tozeen Nauman		KWCCI		03232484818	
36	Asma Rehman	member	KWCCI		0333 2253593	
<del>37</del>						
37	Sakina Hashim				03222409362	
38	Rizwana Shahid		KWCCI East		0300 9266038	



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Sr #	Name	Designation	Organization	Email Address	Contact	Signatures
✓ 39	Nyila parveen	CEO	Sundates (KCI) Collection	SundatesCollection@hotmail.com	03333505117	<i>Nyila</i>
✓ 41	Fatima Memon	NGO			03038318560	<i>Fatima</i>
✓ 42	YASNEEN KHAN	CEO	KCCI		03137776288	<i>Yasneen</i>
✓ 43	Norandajid	Kig Bank			03009252851	<i>Norandajid</i>
✓ 44	Laiba Naz				03043519840	<i>Laiba</i>
✓ 45	AFSHAN AKRAN	CEO	KCCI		03003598550	<i>Afshan</i>
✓ 46	Farah Lafi				03333200029	<i>Farah</i>
✓ 47	Mrs Zahreen Saad		HAP		03343435555	<i>Zahreen</i>
✓ 48	Mrs - Nabila Khan		HAP		03002624124	<i>Nabila</i>



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Sr #	Name	Designation	Organization	Email Address	Contact	Signatures
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✓ 49	Baqiy Zehri	Bayeen	Baqeen	Sumaitzang30@gmail.com	03348306021	Baqiy Z
✓ 50	QURAT-UL-AIN	C.E.O	Designer	raeesufair@	03072192971	Qurat
✓ 51	Afena Shirozi	C.E.O	Designa	shirozi@gmail.com	0310-2541153	Afena
✓ 52	Afshon Durrani	C.E.O	Designer	afshonanis67@gmail.com	0333884776	Afshon
✓ 53	Kiran Faisal	C.E.O	Designer	kiranufaysal@gmail.com	0332-3696305	Kiran

### 3. Discussion

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.

### 4. Conclusion / Way Forward

Through organizing above seminars, TDAP succeeded to build capacity of participants for its upcoming events for the calendar year but also enhance effectiveness of trade show participation through information sharing on how to improve visibility, counter competition and improve the image of Pakistani products globally. The session gave a comprehensive know-how to 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 and its upcoming initiatives for women entrepreneurs etc. Each seminar ended with a thoughtful Q&A session that gave a satisfaction to participants by understanding further role & facilitations that TDAP can provide pertaining to different trade fairs related to women and SMEs.

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4. Photos (if applicable)





5. Evaluation Matrix Against (Total No. Of Participants 53) -				September 05, 2022	
No.	Question	No. Of Participants Strongly Agree	No. Of Participants Agree	Disagree / Strongly Disagree	Neutral
1	The objectives of the training were clearly defined	28	13	-	-
2	Participation and interaction were encouraged	25	14	-	-
3	The topics covered were relevant to me	27	15	-	3
4	The content was organized and easy to follow	24	16	-	5
5	The information given was helpful	22	12	-	2
6	This training experience will be useful in my work	28	13	-	-
7	The trainer was knowledgeable about the training topics	28	15	-	-
8	The trainer was well prepared	28	15	-	1
9	The training objectives were met	24	12	-	-
10	The time allotted for the training was sufficient	15	21	-	3
11	The meeting room and facilities were adequate and comfortable	20	16	-	-

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