

Webinar / Online B2B Report

Title	Effective Trade Fair Participation
Meeting Date:	02 nd September, 2022
Meeting Time:	10:30 AM to 3:00 PM
Meeting Location:	TDAP Headquarters, Karachi
Moderated by:	Dr. Shumaila Sikandar, DD, Mr. Saeed Tamimi AM
1. Objective(s) of the Meeting	
<p>This series of seminars across the main stations of the country aims to build the capacity of women entrepreneurs and designers in Pakistan to effectively participate in national and international trade fairs and to enhance capacity building of our designers & women entrepreneurs in understanding ways & means of modern-age fairs with various display techniques & strategies to gain the attention of visitors/buyers.</p>	



SEMINAR ON EFFECTIVE TRADE FAIR PARTICIPATION

2 September, 2022 | Karachi

REGISTRATION FORM

Sr #	Name	Designation	Organization	Email Address	Contact	Signatures
1	Rimsha Skali	Member	WCCI Malir Chamber of Commerce	1975-019	0305-268168	
2	Afsana Skateen	SVP	KIADCI-Malir	afsa_skateen@hotmail.com	0300-2366633	
3	ERUM NAUFI	D.C. member	Malir Chamber of Commerce	erumnaufi@gmail.com	0300-8771122	
4	Zobia Motiwalla	CEO-ZOM	ZOM FASHIONS	zobiawallafashion.com	03003381139	
5	Rahmat Begum	A.h. based	Malir Chamber of Commerce	rahmatbegum258@gmail.com	03042578762	
6	Taryata Hussain	member	Malir Chamber of Commerce		3002344526	
7	Mahmooda Akhtas	"	Malir Chamber of Commerce		03452072828	
8	Faryana Khan	"	Malir Chamber of Commerce		03369711582	
9	Rahmat Akhtas	"	"	"	0333-235566	
10	Nadia Kari	Exec. Member	South.		0321-1887980	

2. List of Participants:

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Sr #	Name	Designation	Organization	Email Address	Contact
11	Fakhra Jamal	C.E.O	M.J. Trading	fakhra.jamal@gmail.com	03112875525
12	Melreen Muly	President	KWCCI East	@	0333-3531199
13	Nafis Ahmad	President	KWCCI Multi		0321-2022250
14	Misbah Khalid	SVP WCCS	m		0333-212-6446
15	A'fawneem	CEO	KWCCI	sa	03022301918
16	Fahim Shereaz	CEO	KWCCI		0333-2177112
17	Davekhan Sulekh	Member	KWCCI		0332-3062893
18	Ambera Kohra				0300-2163774
19	Rozina Shalid				0301820811
20	Yamun Arif.		K.W.CCI		0300825076

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Sr #	Name	Designation	Organization	Email Address	Contact
21	Dr Perva	CEO	Shining smevda/en serving		0301 22131747
22	MNS-Shahreen Shadim	C.F.O	Bloom Craft bycatchchem		03002168992
23	Jabassum Ahmed	Director	Ornate. SKA		0330 2255368
24	Msaba Hamid	Marketing Director	Ornate by SKA		093 02255368
25	Faryal Asif	Director	Mawa's collection		0331-3933821
26	Faruq Farad	President	WPO	mirum farad@gmail.com	0300-248797
27	Syeda Rafta	CEO	SRM Cerulea		0332 2299241

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Sr #	Name	Designation	Organization	Email Address	Contact
28	Farah Javed	Consultant Model Trainer	Women Chamber West	shamajavedetofm@gmail.com	03022603367
29	Shabana Asif	CEO	MANA's Collection	shabana.asif700@hotmail.com	03222277053
30	Araadi Isha	CEO	SATY Int	araadiisha@gmail.com	0300-82572
31	Nausheen Baktul	CEO	ASQUR	nausheen.baktul@gmail.com	03450363323
32	Shagufa Baktul	CEO	Booba's		03333718383
33	Seema Shadab	D. Services	FRCCI		0336-2227008
34	Khusa Asad Khan	CEO	RATA	rae.asad@hotmail.com	0300-2220011
35	Mariam Taseel Khan	CEO	Agriachic/ Glochic		03343131105
36	Shamim Munir Khan				0321 8972726

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Sr #	Name	Designation	Organization	Email Address	Contact
37	Shabeen Khan	Executive Member	Women's Club of Com. 8 Ind. Karachi (South)	wcisouth@gmail.com	021-37223874
38	Madiba Fatima	designer Counsellor	Nutti Darna	nutti.darna116@gmail	03322374915
39	Mareeha daanood				
39	Farah Sadiq Khan	Head Marketing	BOLD BLAST	farah.sadiq@boldblast-agency	0333-2642168
40	Ms. Fareed Azeesh	President WCCI (South)	Fareed Azeesh	fareid.azeesh@gmail.com	0321-2001008
41	Shagha Khan	Kuucci		Shagha.khan1116@gmail.com	03321321116

3. Discussion

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.

The primary purpose to hold the seminar is to develop such initiatives which promote trade in the developing countries. Aiming effective utilization from fairs and exhibitions.

4. Conclusion / Way Forward

With further trainings to our stake holder on such technical topics Market Research to Identify Market Needs, Outcome of Market Research, Business Tools Setup including Email, Collaboration, Export

Process and Requirements, Product Development, Business Planning, INCOTERMS and

Fulfillment by Amazon, our baseline women entrepreneurs & designers can enter the arena of international exports. Furthermore, session also effectively covered TDAP'Ss role in strengthening exports and women entrepreneurship, the trade facilitation provided by 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.

5. Photos (if applicable)



6. Evaluation Matrix Against (Total No. Of Participants 43) – September 02, 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	20	13	-	
2	Participation and interaction were encouraged	21	14	-	2
3	The topics covered were relevant to me	17	15	-	1
4	The content was organized and easy to follow	14	16	-	5
5	The information given was helpful	22	12	-	2
6	This training experience will be useful in my work	24	13	-	-
7	The trainer was knowledgeable about the training topics	23	09	-	01
8	The trainer was well prepared	26	08	-	-
9	The training objectives were met	18	08	-	01
10	The time allotted for the training was sufficient	38	10	-	03
11	The meeting room and facilities were adequate and comfortable	15	15	01	04
