## Webinar / Online B2B Report

Title	Effective Trade Fair Participation
Meeting Date: 02 <sup>nd</sup> 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

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.

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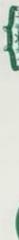
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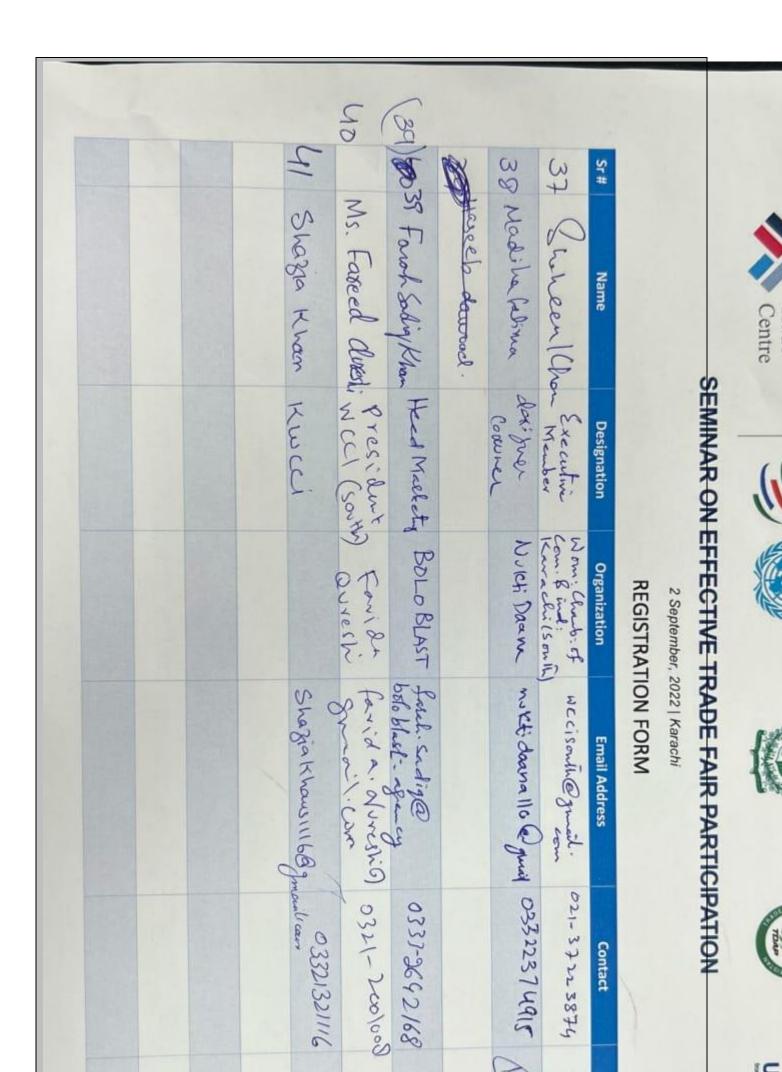
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## **REGISTRATION FORM**

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## 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.

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## 5. Photos (if applicable)



No.	Question	No. Of	No. Of	Disagree/	Neutral
		Participants	Participants	Strongly	
		Strongly Agree	Agree	Disagree	
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 useful in my work	24	13	-	-
7	The trainer was knowledgable 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

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