**Post Event Report of the TDAP’s Amazon Training Session with the collaboration of Women Chamber of Commerce and Industry, Bahawalpur on October 15, 2022**

**Training Title:** “How to Start Selling on Amazon from Pakistan”

**Total Participants:** 45

**Speakers:** Ms. Irum Tahir (S.V.P WCCIB)

Mr. Ali Umar Tipu (Director, TDAP Multan)

Mr. Adil Mukhtar (Assistant Director, E-Commerce)

Mr. Muhammad Amir Khan (Assistant Manager, Logistics)

Trade Development Authority of Pakistan with the collaboration of Women Chamber of Commerce and Industry Bahawalpur, organized Amazon Training Session at WCCIB Seminar Hall on October 15, 2022. The session was attended by 40 stakeholders representing different sectors. The objective of the training session was the capacity enhancement of the exporters and female business community related to the different sectors regarding selling on Amazon. It was an important session as through this seminar, the participants came to know about the documentations, procedures, certifications and registration along with the logistics requirements and payments methods.

Ms. Irum Tahir, SVP WCCIB, welcomed the distinguished speakers and spoke about the dividends of holding Amazon Training Session that will help the exporters and female entrepreneurs in understanding different steps involved in the registration and selling on Amazon. Mr. Ali Umar Tipu, Assistant Director TDAP Multan, spoke about the importance of E-Commerce and Amazon and the opportunities that it will unfold for the local business community of this region by enhancing their capacities to sell on Amazon International which is one of the largest online selling platforms in the world. Mr. Adil Mukhtar, Assistant Director TDAP, E-Commerce gave an introductory presentation on Amazon and defined the four modules that it will encompass; Module 1: Amazon Seller Registration Process, Module 2: Product Projection, Listing, Optimization and Account Management, Module 3: Payments Procedures, Module 4: Transport and Logistics. Furthermore, he gave a detailed presentation on Amazon covering variety of topics like Why Amazon, The Amazon Edge, Objective, Selling Plans, Steps involved in ID Creation, Uploading of Documents and Sellers Account Health Matrices. Mr. Muhammad Amir Khan, Assistant Manager Logistics presented on Payment Procedures and Logistics Requirements covering several topics like selling plans, fees, referral fees and fulfillment fees.

The session concluded with a comprehensive questions and answers session followed by a vote of thanks by the SVP WCCI Bahawalpur and further commitments were made to hold more such sessions in the future for the well-being of the business community of this diverse region.

 

 