

NEWSLETTER



PAKISTAN'S FIRST CONFERENCE ON GENDER & TRADE

Co-hosted by the World Bank Group, Pakistan Women Entrepreneurs Network for Trade (WE-NET) and Ministry of Commerce, supported by the Australian Government, Pakistan's first conference on gender and trade titled "Closing the Gender Gap - A Tool for Economic and Trade Development in Pakistan" provided a platform to discuss the impact of trade policies and entrepreneurship on women and men in Pakistan as well as internationally. The conference provided a forum to connect with decision makers from ministries and industries around the world.

Over two days, almost 250 participants consisting of government officials, civil society implementors, academia, women's organizations and others involved in practical or theoretical work in this field, engaged in discussions to provide suggestions for trade policy formulation for women entrepreneurs.

Day one featured Zoubida Allaoua, Director, WBG, Dorothy Tembo, Deputy Executive Director, International Trade Centre, Geneva, Mohammad Ashraf, DG Trade Policy, Ministry of Commerce, Pakistan. H.E Margaret Adamson, High Commissioner of Australia to Pakistan and H.E Ingrid Johansson, Ambassador of Sweden to Pakistan also addressed the audience.



The second day featured Dr. Ishrat Husain, Ingrid Christenson, Country Head, International Labour Organisation, Anne Marchal, Deputy Head of Mission, Delegation of the EU to Pakistan, Robert Skidmore, ITC, Geneva, and Dr. Gulden Turktan, Founding Chair, W20 among others.

The two-day power packed conference featured leading international entrepreneurs, policy advocates, implementers and high-level corporate figures who discussed steps to close the gender gap; it provided B2B opportunities for women entrepreneurs interested in trading with different countries.



Dr. Gulden Turktan

FOUNDING CHAIR W20

"The conference had many distinguished speakers. It appeared to me that everybody was there as the champions to light the fire for gender diversity in Pakistan. The quantum leap is possible for Pakistan."

B2B TRADE DELEGATION TO JORDAN

Pakistan WE-NET organized a delegation of 6 women entrepreneurs from different sectors to Jordan to explore trade opportunities. The delegation held meetings with notable Business Forums and provided Pakistan WE-NET with an opportunity to represent Pakistani women led SMEs operating in different sectors on a global platform.

HRH, Princess Sarvath El Hassan met with the delegation to learn about Pakistan WE-NET. Maj. Gen (Rtd.) Junaid Rehmat, Ambassador of Pakistan to Jordan, met with the Pakistan WE-NET trade delegation, offering support in regards to facilitation of trade exhibitions and global advocacy activities. His Excellency emphasized on the importance of encouraging trade delegations to visit Jordan, in order to strengthen relations between the two countries.

The Jordan Chamber of Industry discussed the development of an online platform called 'Women E-mall' that will allow women to showcase their products.

The Pakistan WE-NET delegation met with the board of the Amman Chamber of Commerce and discussed the establishment of a Jordan-Pakistan Business Forum to promote trade between the two countries.

A B2B networking event was held at the Jordan Forum for Business and Professional Women (JFBPW) meeting with Jordanian fashion designers.



KNOWLEDGE SHARING

In collaboration with RCCI & IWCCI, Pakistan WE-NET organized an event on "Business Networking and Marketing for SMEs." The session hosted 50 women entrepreneurs from across Pakistan including Islamabad, Rawalpindi, Faisalabad, Hazara, Peshawar and Karachi. The session created B2B linkages between women entrepreneurs from a variety of sectors including agricultural products, handicrafts, jewellery, general order suppliers, construction accessories, business consultancy, overseas employment promotion, food and spices, agricultural produce and furniture.

INTERNATIONAL LABOUR ORGANIZATION (ILO)

Pakistan WE-NET held a meeting with Ingrid Christenson, Country Director, International Labour Organization, to discuss opportunities to collaborate. Ingrid shared information regarding different training and capacity building packages offered by the ILO, including a gender empowerment package for women as well as a training package on decent work, which WE-NET members may benefit from.

EUROPEAN UNION

Ms. Anne Marchal, Deputy Head of Mission of the European Union, met with a delegation from Pakistan WE-NET in Islamabad to commend Pakistan WE-NET for the success of the Gender and Trade conference and requested that the EU be involved in future Pakistan WE-NET events as well. Moreover, she emphasized on the importance of incorporating a gender dimension in GSP+ as trade agreements are currently gender neutral, and invited Pakistan WE-NET to participate in upcoming GSP+ discussions.



Saira Habib

CEO, SAIRA HABIB CLOTHING

"I went with the WE-NET delegation as an entrepreneur to attend the FCEM 65th World Congress in Rome. I was amazed to meet so many accomplished women entrepreneurs from across the world. WE-NET gave me the opportunity to network & trade with women businesses globally, and the confidence to promote my brand at an international platform."

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