



MERSİN TİCARET VE SANAYİ ODASI  
Gelen Evrak Tarihi Sayı: 20.03.2023 - 4076



Women Entrepreneurs Exhibition



# 18<sup>th</sup> OIC TRADE FAIR & 11<sup>th</sup> WEXNET EXHIBITION

## Women Empowerment through Entrepreneurship

لاہور

16th – 18th June 2023  
Expo Centre Lahore,  
Islamic Republic of Pakistan

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Trade Development Authority of Pakistan (TDAP), the Ministry of Commerce of the Islamic Republic of Pakistan will be hosting the 18th edition of OIC Trade Fair in collaboration with the Islamic Centre for Development of Trade (ICDT) from 16th – 18th June 2023 at Expo Centre, Lahore, Pakistan. The event will be held in concomitance with the 11th edition of WEXNET (Women Entrepreneurs Network).

### About OIC Trade Fair

ICDT organizes OIC Trade Fairs biennially in one of the OIC Member States; the last edition of the OIC Trade Fair was held in Senegal in June 2021. The main goal of the Trade Fair is to introduce products, industries, and services of the OIC Member States and raise the level of trade and investment opportunities among them.

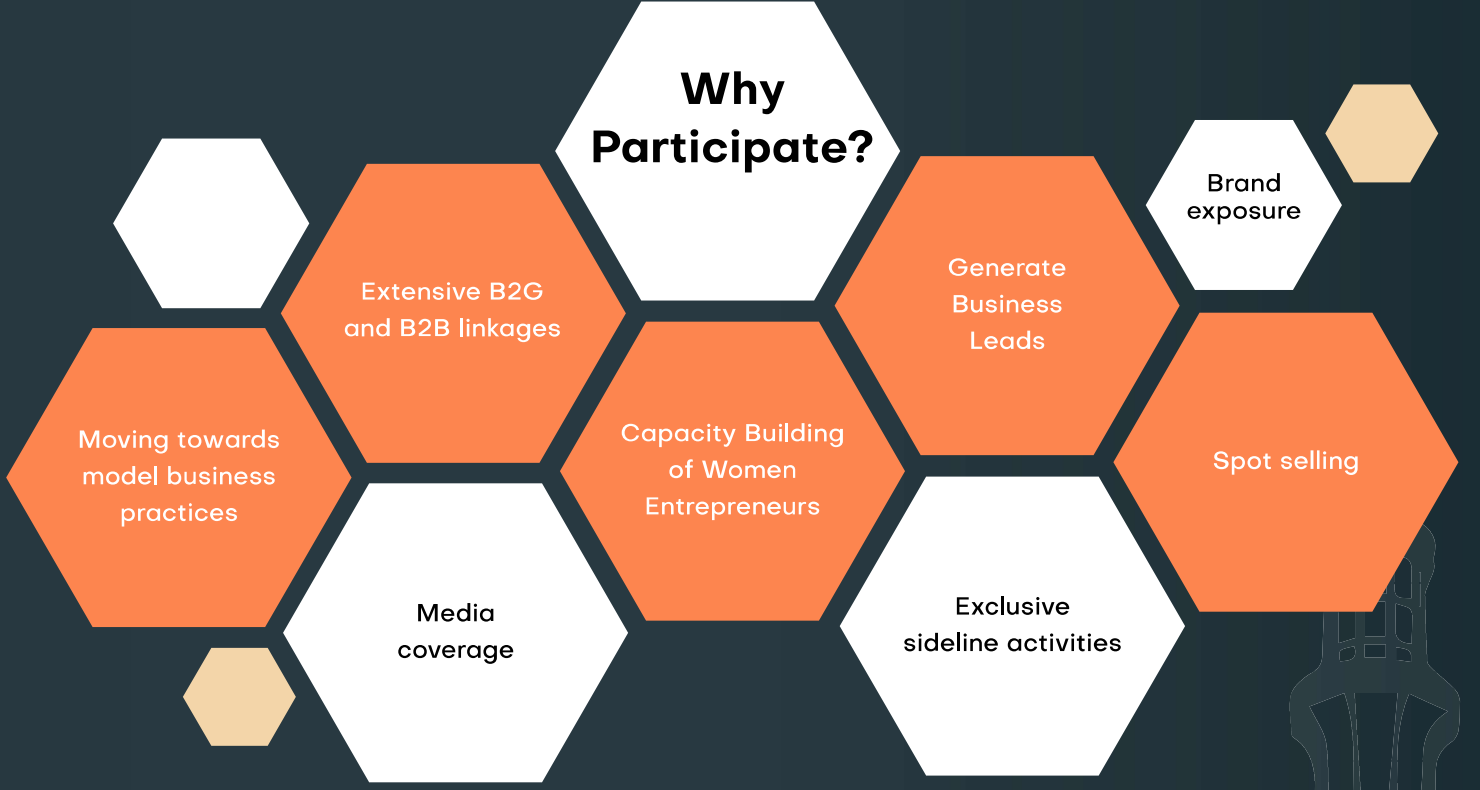
### About WEXNET

WEXNET, also known as Women Entrepreneurs Network, is a flagship event of TDAP for the capacity building of women entrepreneurs and enabling them to become part of mainstream trade.



## Products-in-Focus

A Multisectoral / General Product Category exhibition including, but not limited to, Readymade Garments, Home Textile, Footwear, Gems & Jewelry, Furniture, Handicrafts, Beauty and Health Products, Carpet, Pharmaceuticals, Sports Goods, Agro & Food, Halal Products, Cutlery, IT and Other Services, and Light Engineering Products.



## Visitors' Profile:

- Ministerial representatives from OIC member countries
- Sectoral Decision Makers
- Government Institutions and Agencies from OIC member countries
- Public and private economic operators from OIC member countries
- VIP Delegations from Guest of Honor Countries
- Economic operators of Islamic communities of non-OIC member countries
- Media Representatives.

## Sideline Activities

- Pak-Africa Business Forum
- Policy Dialogue Forum for OIC Asia IPAs
- Training Workshop on Market Access and Value Chain Management for the Benefit of Asian Women Owned Businesses and Cooperatives
- Workshop on Certification of Halal Products and Presentation of OIC Halal Economy Report
- Lahore Entrepreneurship Initiative
- Halal Food Festival

## About TDAP

Trade Authority of Pakistan is the premier trade promotion organization mandated to develop and promote products and services of the country in international markets. TDAP implements policies and directives of Federal Government and its Board of Directors for enhancing, promoting and facilitating trade. TDAP supports and facilitates businesses through latest information and capacity building initiatives to enhance and improve their leverage in international trade. To achieve its objectives, TDAP organizes as well as participates in local & international trade fairs, country specific exhibitions, trade delegations, conducts seminars and organizes contacts and information exchange events both physically as well on digital platforms.



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