

# 10th WEXNET

## WOMEN ENTREPRENEURS EXHIBITION 2022

4th – 6th February 2022  
At Expo Centre Lahore



Women Entrepreneurs Exhibition



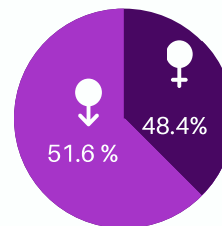
Trade Development Authority of Pakistan (TDAP) warmly welcomes you to participate in the 10th edition of WEXNET 2022, being held from 4th - 6th February 2022 at Expo Centre, Lahore. WEXNET provides women entrepreneurs with an exciting and unique opportunity to showcase their products, develop network linkages, engage in mutually beneficial collaborations, share their experiences and develop female entrepreneurship, all under one roof.

# About WEXNET

WEXNET, also known as Women Exporters Network, is the largest women-exclusive exhibition platform created in 1999 to promote female entrepreneurship in Pakistan. Over the years, it has successfully organized exhibitions and workshops/seminars in 1999, 2001, 2002, 2003, 2005, 2006, 2010, 2014, and 2015.



GDP of Pakistan can increase by 30% with increased female labor force participation (IMF report, 2018)



Women constitute 48.4% of the country's population



The textile sector employs more than 30% of female workforce

## Why you should participate?

- Opportunity to internationalize your brand at a low cost.
- Chance to build B2B, B2C, and B2G linkages
- A platform for the capacity building of women entrepreneurs for export readiness.
- Moving towards digitization and model business practices.
- Exclusive media coverage.



# Products in Focus:

- Ready-made Garments
- Synthetic Textile Products
- Footwear
- Gems & Jewellery
- Furniture
- Handicrafts
- Health Products
- Home Textile
- Carpet
- Traditional Craft/Art& Design
- Pharmaceuticals
- Cosmetics
- Agro & Food
- Services
- Fruits and Vegetables
- Cutlery
- Information Technology
- Engineering Products

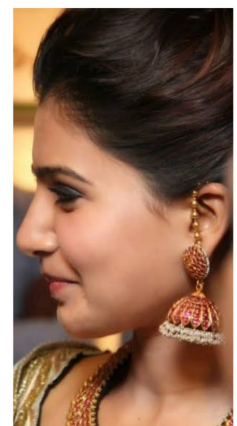
## What's new this year?

The theme for the 10th WEXNET event is :

**“W.E. Experience I.T.”**

In the past two years, COVID-19 has highlighted the importance of Information Technology (IT) to enhance business resilience and continuity. As digitizing businesses has become the need of the hour, WEXNET will cover a wide range of I.T. related topics to equip women entrepreneurs with the necessary knowledge to help transform their businesses to the "new normal".

Topics to be covered in sideline activities include Digital Marketing, E-Commerce, Digital Supply Chains, Transport and Logistics, E-Payment, Funding, and Investment Opportunities, Exports Related Documentation, Workshops, and Panel Discussion.





# Highlights of 9th WEXNET 2015:

TDAP organized the 9th WEXNET event from 4th – 6th December 2015 at Expo Centre, Lahore

**1** **356** Exhibitors from more than 30 cities

**2** More than **45** international exhibitors from SAARC Countries

**3** **100,000** people visited the 3-day Mega Event



## GET IN TOUCH

For inquiries and information related to participation in WEXNET 2022, please email us or visit our website

 <https://tdap.gov.pk/>

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