

# 10th WEXNET

## WOMEN ENTREPRENEURS EXHIBITION 2022

4th – 6th February 2022  
At Expo Centre Lahore



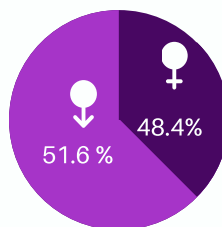
Trade Development Authority of Pakistan (TDAP) warmly welcomes you to participate in the 10th edition of WEXNET 2022, being held from 4th - 6th February 2022 at Expo Centre, Lahore. WEXNET provides women entrepreneurs with an exciting and unique opportunity to showcase their products, develop network 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/>

 [wexnet.2022@tdap.gov.pk](mailto:wexnet.2022@tdap.gov.pk)

### Contact Information:

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# 10th WEXNET EXHIBITION 2022

4th - 6th February  
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## PRODUCTS IN FOCUS

- ◆ Readymade Garments
- ◆ Footwear
- ◆ Gems & Jewelry
- ◆ Furniture
- ◆ Handicrafts
- ◆ Health Products
- ◆ Carpet
- ◆ Pharmaceuticals
- ◆ Cosmetics
- ◆ Agro & Food
- ◆ Cutlery
- ◆ IT Services
- ◆ Engineering Products
- ◆ Home Textile

**WE**experience IT

Last date to apply is:

**15th January 2022**

## PARTICIPATION FEE

- ◆ Rs. 10,000 (Lahore-Based Women Exhibitor)  
For 9 sqm Shell Scheme
- ◆ Rs. 5000 (Women Exhibitor from other cities)  
For 9 sqm Shell Scheme
- ◆ USD 100 (International Exhibitor)  
For 9 sqm Shell Scheme
- ◆ Rs. 3000  
For minimum 9 sqm Raw Space



## CONTACT

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Application Form available at TDAP website  
For More Information,  
Email: [wexnet.2022@tdap.gov.pk](mailto:wexnet.2022@tdap.gov.pk)



## 10<sup>th</sup> WEXNET TRADE FAIR 2022 EXHIBITOR'S FORM

4<sup>th</sup> – 6<sup>th</sup> FEBRUARY 2022 AT EXPO CENTRE LAHORE

### Enclosures (for Women Entrepreneurs):

- ☐ Participation fee in shape of Pay Order / Demand Draft in favor of TDAP Karachi. The amount of participation fee will be refundable in case of non-selection
- ☐ One- page Company Profile (form attached on page 4 of this application form)
- ☐ Two passport-sized photographs
- ☐ Company brochure / Product Catalog
- ☐ Bank statements for the last one year /Export Performance
- ☐ Visiting cards
- ☐ CNIC copy/ Passport copy

**Note:** - For Foreign Exhibitor's Serial No. V, VI & VIII are not required.

It may be noted that the allocation of stalls will be on a first-come-first-served basis. The last date for the submission of application form along with enclosures is 15<sup>th</sup> January 2022.

**(Please note that items mentioned in form above as enclosure are mandatory for selection)**