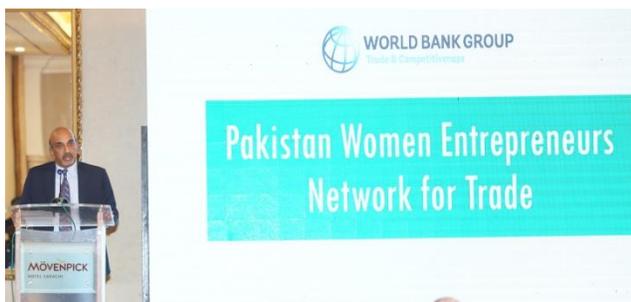




Launch of Pakistan Women Entrepreneurs Network for Trade

Pakistan Women Entrepreneurs Network for Trade (WE-NET) was launched on Thursday, 9th November 2017 at Karachi, Pakistan, creating a representative platform for women entrepreneurs in trade of goods and services. The launch event was supported by the World Bank Group (WBG) and the Australian High Commission.

Ms. Yasmin Hyder, Founder & President, WE-NET and CEO, New World Concepts highlighted the need for a women entrepreneurs network in trade given the changing demographics, growth in technology and improved access to markets. The economic impact of female entrepreneurs and holds the potential to be a major driver of economic growth in Pakistan, as elsewhere in the world. She highlighted how technology is revolutionizing business operations and the need for women entrepreneurs to benefit from digital processes and ecommerce capabilities for global trade.



Underlining the importance of women's participation in the economic development of Pakistan, **Mr. Illangovan Patchamuthu**, Country Director, WBG Pakistan expressed how important this was especially due to Pakistan's low female labour participation rates in the

region. This can be improved by assisting women entrepreneurs through creation of linkages with regional and global trade partners and businesswomen associations.

Her Excellency Ms. Margaret Adamson, Australian High Commissioner to Pakistan said the Australian Government was pleased to partner with the WBG to support Pakistan's efforts to increase regional trade and investment through the Pakistan Trade and Investment Policy Program. Ms Adamson said that gender equality was essential for successful economic and social development globally and was at the core of Australia's foreign policy.



Special guest **Dr. Gulden Tarktan**, founding chair of W20, an engagement group of female leaders of the G20 nations, emphasized the necessity of including women in the formal economy by addressing women's economic empowerment through education, employment and entrepreneurship. Supporting women-owned enterprises and innovations is beneficial as women entrepreneurship enhances economies. She reiterated that women in companies make companies more profitable and environment friendly.

Ms. Yesim Sevig, Secretary General, KAGIDER (Women Entrepreneurs Association of Turkey) expressed that even though women's participation in the informal sector was high, their wages were low.



The highlight of the event was the formal unveiling of the logo of Pakistan Women Entrepreneurs Network for Trade.

The launch event was very well attended by teams from the World Bank Group, Australian High Commission, members of the diplomatic community, renowned women entrepreneurs, heads of bilateral trade associations, senior businessmen and members of the media.

For further details kindly contact Pakistan WE-NET: secretariat@pakistanwenet.org