

PSW AND TDAP JOINTLY ADVANCE KHADIJAH PROGRAM TO EMPOWER WOMEN ENTREPRENEURS IN GLOBAL TRADE



Islamabad: Continuing efforts to increase female participation in international trade, the Pakistan Single Window (PSW) and the Trade Development Authority of Pakistan (TDAP) jointly hosted two specialized sessions in Sialkot and Gujranwala under the Khadijah Women Entrepreneurship Program. The sessions were designed to equip regional women entrepreneurs with digital trade tools, export compliance knowledge, and sustainable business practices to help them scale into global markets.



TDAP, through its Women Entrepreneurship Division, and PSW, through its digital trade facilitation platform, jointly connect female-led businesses with international trade opportunities. Through their ongoing partnership, the two organizations provide structured training, mentorship, and market linkage tools that enable women entrepreneurs to handle global trade regulations, leverage digital platforms, and meet evolving international sustainability criteria.

In Sialkot, PSW and TDAP conducted an interactive Focus Group Discussion (FGD) under Phase 2 of the Khadijah Program. Organised in coordination with the Sialkot Women Chamber of Commerce and Industry (WCCI), the session focused on gathering direct insights from local women exporters to refine digital trade facilitation tools and eliminate operational bottlenecks in cross-border trade. Dr. Mariam Nouman, President of Sialkot WCCI, commended the initiative for addressing the specific needs of Sialkot's export-oriented manufacturing hub and enabling sustainable female-led economic growth.

In Gujranwala, a comprehensive capacity building workshop was held to provide emerging and established women entrepreneurs with practical training on customs procedures, e-commerce integration, digital marketing, access to finance, and green trade standards. The session was organized in collaboration with GIFT University and the Gujranwala WCCI. Dr. Muhammed Shahid Qureshi, Rector of GIFT University, and Ms. Yasmin Dawood, President of Gujranwala WCCI, acknowledged the collaborative effort for bridging academia and industry while expanding export readiness for women business owners in the region.

As part of PSW and TDAP's shared commitment to modernizing cross-border trade, the Khadijah Program serves as a central pillar for gender inclusive economic development, which was recognized with the WTO Global Award for Gender Equality in Trade. The initiative combines trade facilitation with capacity building and, aligned with the UN Sustainable Development Goals (SDGs) 2030, emphasizes digitally enabled, environmentally responsible, and inclusive trade practices.

Highlighting the strategic importance of expanding into these key industrial centres, Syed Aftab Haider, CEO of PSW, commented, *"Bringing the Khadijah Program to major industrial clusters like Sialkot and Gujranwala reflects our commitment to making cross-border trade accessible to every entrepreneur across Pakistan. Advancing into Phase 2 with targeted Focus Group Discussions allows us to listen directly to women exporters, and build an inclusive, technology-driven trade ecosystem."*

Emphasizing the impact of regional outreach, Ms. Fouzia Perveen Chaudhry, Additional Secretary / Head of Women Entrepreneurship Division, TDAP stated, *"Our collaboration with PSW ensures that women entrepreneurs in key manufacturing cities receive the exact tools, training, and market access needed to compete globally. By connecting local talent in Sialkot and Gujranwala with digital trade facilitation and sustainable trade practices, we are helping women-led businesses lead Pakistan's export growth with resilience and innovation."*

Through these combined engagements, PSW and TDAP continue to strengthen Pakistan's trade ecosystem, ensuring that women entrepreneurs are fully equipped, connected, and empowered for long-term success in the global marketplace.