



Center for International Private Enterprise & *Trade Development Authority of Pakistan*

WOMEN ENTREPRENEURSHIP DEVELOPMENT

Business Policy Roundtable

January 17, 2007, Karachi

Draft Recommendations by Stakeholders

1. When vetting women entrepreneurs for assistance and event participation, TDAP should consider working with regional or local chambers of commerce rather than only using the Federation of Pakistan Chambers of Commerce and Industry, in order to get a more realistic picture of the nominee.
2. Coordination should be made amongst various departments working for women entrepreneurship development in order to create an overall framework with a long term focus. (Networking)
3. Government should subsidize display shops for women entrepreneurs in order to reduce the influence of the middle man.
4. Gems & Jewels: Rebate on exports and subsidy in research should be given to women entrepreneurs in the industry.
5. Microfinance: Women chambers and associations should work with banks to introduce State Bank's prudential for collateral-free loans for women entrepreneurs.
6. Internet marketing needs to be enhanced, perhaps through the SOHO model from Japan.
7. Introduce the One Village, One Product concept.
8. Peshawar: Continuity in the exhibition schedule organized by TDAP needs to be maintained.
9. Training should take place in remote areas as well as in metropolises.
10. Women should be integrated in existing chambers.
11. Government should recognize the legitimacy of home businesses and encourage their creation.
12. Training needs should be analyzed and programs developed accordingly.
13. The government should create a Services Development Department to give investment guidance to entrepreneurs.
14. Access to finance must be increased, as microfinance alone is not sufficient.
15. Women chambers should have branches in all cities, and membership should be inclusive and open to encourage participation.
16. Vocational training needs to be expanded and updated.

17. Women representatives should serve on all policymaking boards, such as chambers of commerce and business associations.
18. Despite the assistance offered by organizations like TDAP, women entrepreneurs should also contribute financially in business development.
19. Develop resources such as mentorship programs to increase the likelihood that female-owned businesses will succeed.
20. Branding "PAKISTAN" is very important.
21. Women entrepreneurs need to consider a tiered approach to business development, recognizing the importance of policy, institutions, and programs.
22. New businesswomen should start small, and keep refining their business plans in order to identify their target market over a 3-6 year period without exhausting existing resources.
23. Women in business need to create a network in order to share techniques and assist each other in improving business as a whole.
24. A focus group should be formed to follow up on these recommendations with women entrepreneurs, government officials, and the business community.



Please submit comments and suggestions to cipepk@cipe.org.