



Online Training Week

“Pakistan-Uzbekistan Women Entrepreneurs in Textile Industry”



Jointly Organized by Center for Global & Strategic Studies (CGSS), Islamabad in collaboration with University of the Punjab, Lahore, Women Chamber of Commerce & Industry, Lahore Division, Embassy of the Republic of Uzbekistan to Pakistan, Islamabad, and Uzbekistan Business Women Association, Tashkent

19th - 21st November 2020

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Table of Contents

Concept Note	3
Brief Of The Event	4
Day 1	6
Program	7
Details Of The Panelists	8
Opening Remarks	9
Picture Gallery	10
Day 2	12
Program	13
Details Of The Trainers	14
Summary Of The Trainings	15
Picture Gallery	16
Day 3	18
Program	19
First Panel Discussion On	20
“Pakistan-Uzbekistan Textile Industry: Exploring New Horizons Of Collaboration” ...	20
Details Of Panelists	20
Summary Of The Panel Discussion	22
Second Panel Discussion On	23
“Importance Of Academia-Textile Industry Linkages”	23
Details Of Panelists	23
Summary Of The Panel Discussion	25
Closing Speeches	27
Picture Gallery	28
Takeaways & Recommendations	33
Acknowledgments	35
Media Coverage	37

CONCEPT NOTE

Uzbekistan and Pakistan, due to their high economic potential, have a wide range of opportunities available for mutually beneficial trade projects, especially in the textile industry.

Uzbekistan and Pakistan have always shared great historical, cultural, and religious ties. Under the present leadership of Uzbekistan, the Year 2020 has witnessed an impressive increase in the bilateral trade relations of Pakistan and Uzbekistan. Hence, these ties can further be enhanced especially in trade, economy, investment, and other related areas.

In this regard, huge opportunities for collaboration are present in the textile industry of both countries.

The Women Entrepreneurs, in this context, can play a vital role in developing connectivity between the entrepreneurs of the textile industry from both countries. For this purpose, an Online Training Week named **“Pakistan-Uzbekistan Women Entrepreneurs in Textile Industry”** was organized jointly by the Center for Global & Strategic Studies (CGSS), Islamabad, Uzbekistan Business Women Association, Tashkent, Women Chamber of Commerce & Industry (WCCI), Lahore Division, University of the Punjab, Lahore, and the Embassy of the Republic of Uzbekistan, Pakistan.

The Three-day event comprised of training sessions covering aspects such as logistics, Business development, and promoting of linkages between the textile sector of both the countries, Panel Discussion on “

Goals & Objectives of Textile Week:

- To develop awareness in entrepreneurs from both sides regarding the prospects and opportunities available in the other country
- To attract investors and potential partners for the promotion of joint ventures in the textile industry
- Promoting the Export potential of Women-led enterprises
- Synchronizing the interests of both countries in the Textile Industry

BRIEF OF THE EVENT

The Online Training Week “Pakistan-Uzbekistan Women Entrepreneurs in Textile Industry”, jointly organized by the Center for Global & Strategic Studies (CGSS), Islamabad, Uzbekistan Business Women Association, Tashkent, Women Chamber of Commerce & Industry (WCCI), Lahore Division, University of the Punjab, Lahore, & Embassy of the Republic of Uzbekistan in Pakistan was a three day-event started from 19th November 2020 to 21st November 2020.

The aim of the Online Training Week was to bring together the women entrepreneurs of textile industry from both Pakistan and Uzbekistan on one platform to familiarize them with the textile industry of each other. Furthermore, it focused on exploring areas of collaboration. The event also facilitated women entrepreneurs in sharing experiences, expertise, and knowledge which eventually helped in developing and promoting linkages between women entrepreneurs of both countries.

The Online Training Week “Pakistan Uzbekistan Women Entrepreneurs in Textile Industry” was a three-day event. The opening ceremony of the Online Training Week was held on 19th November 2020. The Ceremony was commenced by the Opening Speeches of:

- ❖ Ms. Minahil Shawal Afridi, Research Executive, Center for Global & Strategic Studies (CGSS)
- ❖ Ms. Gulnora Makhmudova, Chairperson, Uzbekistan Business Women Association
- ❖ Dr. Shehla Javed, Founder, All Pakistan Women Chamber of Commerce & Industry

On 20th November 2020, second day of the event, three training sessions were organized for the women entrepreneurs of Uzbekistan. They were:

- ❖ Training Session on “Logistics and Business Development” by Maj. Gohar Zia, Director Business Development and Logistics
- ❖ Training Session on “Business Beyond Boundaries” by Mr. Tariq Khattak, Business Development Specialist, CGSS
- ❖ Training Session on “Enhancing Textile Cooperation through Academic Linkages” by Prof. Dr. Sumera Jawad, Principal, University College of Arts and Design, University of the Punjab.

Moreover, the three training sessions were followed by a virtual exhibition of the Pakistani textiles.

The third day of the event, 21st November 2020, comprised of two panel discussions. The first Panel Discussion was conducted on “**Pak-Uzbek Textile Industry: Exploring New Horizons of Collaboration**”. The panelists included:

- ❖ Ms. Qaisra Sheikh, Coordinator, Women Entrepreneur Seat, FPCCI
- ❖ Ms. Shah Bano, CEO Malkani & Shah Bano Official
- ❖ Ms. Sehar Malik, CEO Malkani
- ❖ Prof. Dr. Ahmed Bilal, Head of Design Department, College of Arts and Design, University of Punjab

The second Panel Discussion was conducted on “**Importance of Academia-Textile Industry Linkages**”. The Panelists included:

- ❖ Ms. Asna Mubashara, Assistant Professor of Textile Design, University of the Punjab
- ❖ Dr. Naela Aamir, Associate Professor, College of Arts and Design, University of Punjab
- ❖ Prof. Dr. Samina Nasim, Head of Fine Arts Department, University College of Arts and Design, University of the Punjab
- ❖ Mr. Nadeem Alam, Assistant Professor, College of Arts and Design, University of Punjab

The event was moderated by Ms. Palwasha Nawaz, Project Executive, CGSS & Director, Women Wing, Uzbekistan Pakistan Business Council and Ms. Odilbekova Dilnoza Muradaliyeva, Business Coach, Uzbekistan Business Women Association.

The event was attended by approximately 100 women entrepreneurs from Pakistan and Uzbekistan.

19th November 2020

DAY 1

Opening Ceremony of the Online Training Week

PROGRAM

DAY 1- Thursday,19th November 2020	
1100 hrs.	Session Commence
1110 hrs.	Opening Speech by Ms. Minahil Shawal Afridi, Research Executive, Center for Global & Strategic Studies (CGSS)
1120 hrs.	Opening Speech by Ms. Gulnora Makhmudova, Chairperson, Uzbekistan Business Women Association
1130 hrs.	Opening Speech by Dr. Shehla Javed, Founder, All Pakistan Women Chamber of Commerce & Industry

DETAILS OF THE PANELISTS

Ms. Minahil Shawal Afridi, Research Executive, Center for Global & Strategic Studies (CGSS)



Ms. Minahil Shawal Afridi is an International Relations expert with a special focus on China, Central Asia, and the Eurasian Region. She holds a Master's degree in International Relations from the Quaid-i-Azam University Islamabad and is currently an MPhil scholar at the National Defense University Islamabad. She has wide research publications on national as well as international affairs.

Ms. Gulnora Makhmudova, Chairperson, Uzbekistan Business Women Association



Ms. Gulnora is the Chairperson of the Uzbekistan Business Women Association. Ms. Gulnora has been actively working for women's empowerment through her association. She has also been working for the development of linkages between the women entrepreneurs of Uzbekistan and the Eurasian Region.

Dr. Shehla Javed, Founder, All Pakistan Women Chamber of Commerce & Industry



Dr. Shehla Javed is the Founder of the All Pakistan Women Chamber of Commerce & Industry. Dr. Shehla, through women's chambers, has extensively worked for women's empowerment.

Opening Remarks

Ms. Gulnora Makhmudova, Chairperson, Uzbekistan Business Women Association, Tashkent

The Online Training Week “Pakistan-Uzbekistan Women Entrepreneurs in Textile Industry” is a great collaborative initiative of the Center for Global & Strategic Studies (CGSS), Islamabad, Women Chamber of Commerce & Industry, Lahore Division, The Embassy of the Republic of Uzbekistan in Pakistan, Islamabad, University of the Punjab, Lahore, and Uzbekistan Business Women Association, Tashkent. Initiatives like these will help in bridging the gap between the women entrepreneurs from Pakistan and Uzbekistan. Moreover, for a state to develop, the participation of women at all levels is imperative. So, there is a dire need to spread awareness and provide the appropriate platforms to women especially to help them in exploring new business opportunities for women entrepreneurs from both countries. For this, we have gathered here today with remarkable women from this field not only in Pakistan but Uzbekistan also.

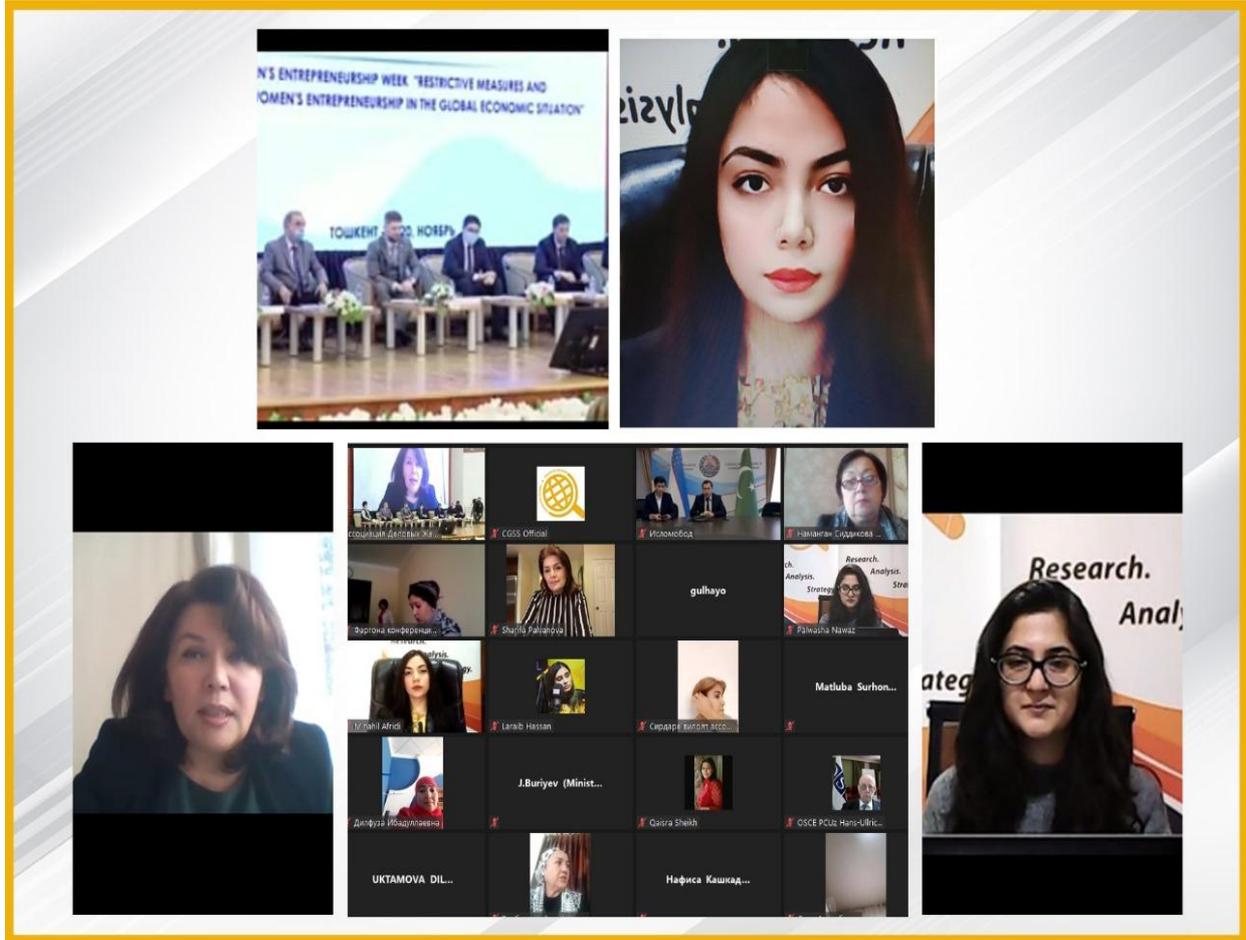
Ms. Minahil Shawal Afridi, Research Executive, Center for Global & Strategic Studies (CGSS)

Entrepreneurship contributes greatly to the global economy by enhancing the productivity and capacity of the economy. Women's participation in economic activities is extremely significant and it plays a vital role in the national development and social well-being of a society, and the country at large. Furthermore, women are very determined and very dedicated to move ahead and to work hard to achieve success in their lives and to do something beneficial for not only themselves but for their families and their country. However, they are not always given the right platform to excel and prove themselves. Hence, initiatives such as the Online Training Week are of extreme importance in providing a platform to women where they are provided opportunities to excel and grow.

Dr. Shehla Javed, Founder of All Pakistan Women Chamber of Commerce & Industry

The role of CGSS in initiating projects where women are provided opportunities for empowerment and developing linkages between women entrepreneurs from Pakistan and rest of the Eurasian Region needs to be appreciated. Furthermore, WCCI has always played a significant role in empowering women from all backgrounds and having diverse expertise. The subject Online Training Week “Pakistan-Uzbekistan Women Entrepreneurs in textile Industry” is a great collaborative effort of CGSS, WCCI, Embassy of the Republic of Uzbekistan in Pakistan, University of the Punjab, Lahore, and Uzbekistan Business Women Association in enhancing bilateral entrepreneurial relations between Pakistan and Uzbekistan.

PICTURE GALLERY (19th November 2020)





Members of the Uzbekistan Business Women Association, Tashkent of the Bukhara Region attending the Inaugural Session of the Online Training Week



Members of the Uzbekistan Business Women Association, Tashkent of the Surxandrya Region attending the Inaugural Session of the Online Training Week

20th November 2020

DAY 2

PROGRAM

DAY 2- Friday 20th November 2020	
1100 hrs.	Session Commence
1110 hrs. -- 1145 hrs.	1 st Session by Major. Gohar Zia, Director of Business Development and Logistics on “Logistics and Business Development”
1145 hrs. – 1200 hrs.	Interactive Session
1205 hrs. -- 1240 hrs.	2 nd Session by Mr. Tariq Khattak, Business Development Specialist, CGSS on “Business Beyond Boundaries”
1240 hrs. --1255 hrs.	Interactive Session
1300 hrs. -- 1330 hrs.	Video Show- Exhibition
1335 hrs. –1410 hrs.	3 rd Session by Prof. Dr. Sumera Jawad, Principal, University College of Arts & Design, University of the Punjab on “Enhancing Textile Cooperation through Academia Linkages”
1410 hrs. – 1425 hrs.	Interactive Session

DETAILS OF THE TRAINERS

Major. Gohar Zia (Retd), Director of Business Development and Logistics



Major Gohar Zia (Retd) is operating a logistics network through sea, air, and land with his company name Maxtelz Inc and Maxtelz Logistics (Private) Limited. He worked on various joint projects including Assistance Team from UK and USA in Pakistan from 2008 to 2011 related to Capacity Enhancement of Tribal Areas. In 2019 he was nominated for IDEX 2019, Abu Dhabi UAE by Korean Trade Corporation to find business opportunities for South Korean Industries. Due to reliability and expert handling multi-network, recently he has been appointed by Uzbekistan Pakistan Business Council as Director for Business Development and Logistics with a mandate to provide the best possible solutions to Uzbekistan and Pakistan Traders and also assist Uzbekistan Traders in their Transit trade through Pakistan and vice versa.

Mr. Tariq Khattak, Business Development Specialist, CGSS



A professional engineer with an ambition to create an impact on Pakistani society through the experience gained in working for more than a decade in the corporate sector. Entrepreneurial drive, learn, and adopt a policy, self-taught management & business development specialist, trainer, blogger, voice-over artist, and member board of experts with a prestigious think tank in Pakistan, Center For Global And Strategic Studies, CGSS. Currently M.D at Clan Strategies, an international business consultancy firm esp. for Pakistan-Eurasian Countries linkages for strengthening trade ties and business matchmakings. General Secretary Uzbekistan Pakistan Business Council, mentor to NIC Peshawar startups, senior advisor to The Platform by CGSS, mentor Pakistan US Alumni Network for young program Alumni.

Prof. Dr. Sumera Jawad, Principal, University College of Arts & Design, University of the Punjab



Prof. Dr. Sumera Jawad is a Ph.D. in Fine Arts (Studio Practice) Research Center, College of Arts and Design, University of Punjab. She has experience of fourteen years of teaching at the Post-Graduate level.

Prof. Dr. Sumera has done eight solo art shows, four in Pakistan and four in England. Furthermore, she has numerous publications to her name.

Summary of the Trainings

Dr. Sumaira Jawad, Principal, University College of Arts and Design, University of the Punjab, conducted training on “Enhancing Textile corporation through academic linkages”.

She discussed the role of textile institutions in Pakistan and stated that now the textile markets are pervasive and provide great opportunities for corporations, institutions, and even the academic platforms to collaborate. In this way, the textile industries of Uzbekistan and Pakistan can enhance their capacity building and maximize the benefits in this field. She also suggested that, in the academic domain, the textile cooperation and institutions should give chances to students to come up with innovative ideas. She also highlighted that it will be beneficial to strengthen industrial and academic ties at the international level between both states.

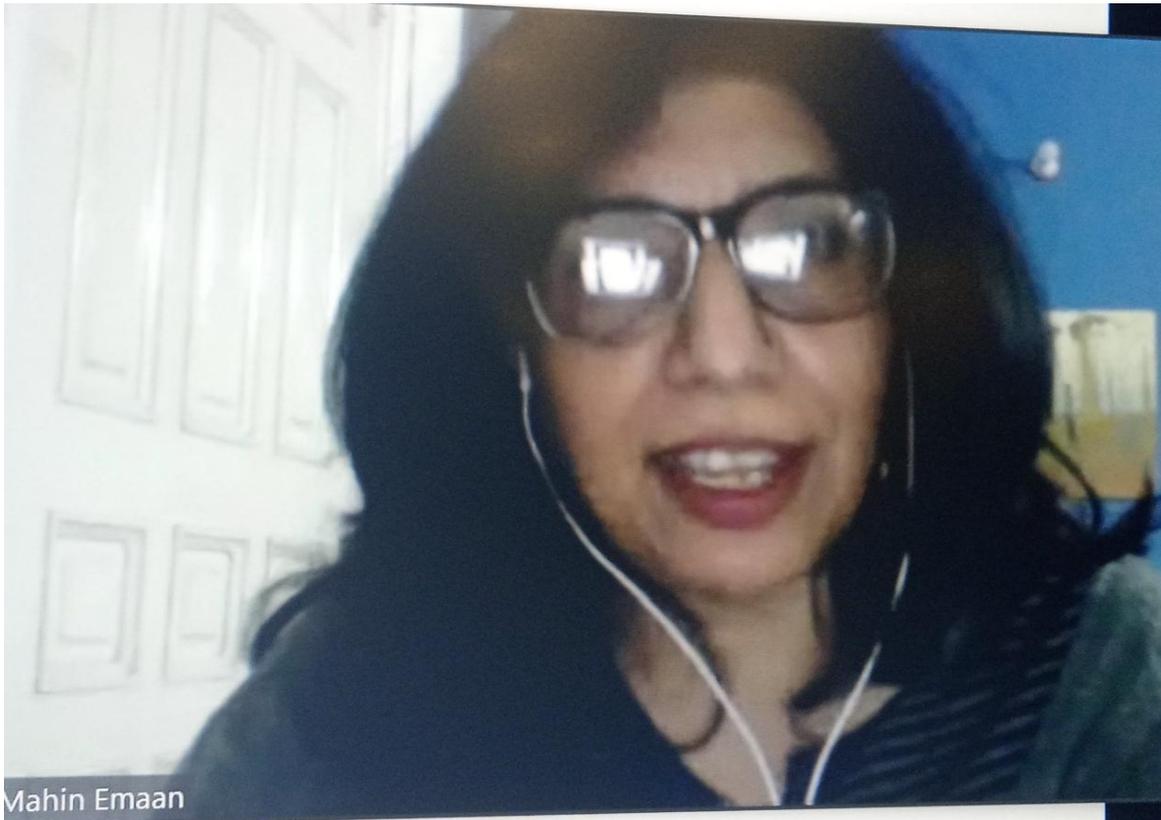
Major Gohar Zia (Retd), Director of Business Development and Logistics, Uzbekistan Pakistan Business Council conducted training on “Logistics and Business Development”

Maj. Gohar Zia explained the concepts of business development, logistics support, and market process to the participants. He highlighted that marketing is based on sales targets and budgets. i.e. two types of budgets: a) higher budget and, b) lower budget. He also elaborated on the strategic partnership in the process of business development. He emphasized the aspect that the business partnership of Uzbekistan and Pakistan needs to focus on the main areas where trade brings a lucrative amount of profit.

Mr. Tariq Khattak, Business Development Specialist, CGSS conducted training on “business beyond boundaries”.

Mr. Tariq Khattak discussed the textile and fashion industry of Uzbekistan. He also elaborated the vision that an entrepreneur should have and explained the core steps that are needed to be followed to adopt better market policies. He briefly elaborated on different business models and emphasized the significance of the business plan. He also enlightened the audience by explaining the legal perspective of the registration and taxation of companies.

PICTURE GALLERY (20th November 2020)



Prof. Dr. Sumera Jawad conducting training on “Enhancing Textile corporation through academic linkages”



Engr. Tariq Khattak, during his training on “Business Beyond Boundaries”, explaining the attendants the basics of business development.



Major. Gohar Zia (Retd) conducting his training on “Logistics and Business Development”



Team CGSS with the Management of the Embassy of the Republic of Uzbekistan

21st November 2020

DAY 3

Panel Discussions

PROGRAM

DAY 3- Saturday, 21st November 2020	
1100 hrs.	Session Commence
1100 hrs. – 1300 hrs.	Panel Discussion on “ Pak-Uzbek Textile Industry: Exploring new Horizons of Collaboration ”
1400 hrs. –1600 hrs.	Panel Discussion on “ Importance of Academia-Textile Industry Linkage ”
1600 hrs.	Closing Ceremony
1605 hrs. – 1610 hrs.	Concluding Speech by Ms. Minahil Shawal Afridi, Research Executive, Center for Global & Strategic Studies (CGSS)

First Panel Discussion on
“Pakistan-Uzbekistan Textile Industry: Exploring New Horizons of
Collaboration”

DETAILS OF PANELISTS

Ms. Qaisra Sheikh, Coordinator, Women Entrepreneur Seat, FPCCI



Ms. Qaisra Sheikh is the Coordinator, Women Entrepreneur Seat, FPCCI. She is also the President of the Inner Wheel Club of Diamond Lahore (2019-2020). Ms. Qaisra has also served as the Convener FPCCI Regional Standing Committee on Women Entrepreneurship. Furthermore, she has served as the President of Women Chamber of Commerce and industry, Lahore Division from 2012 to 2014.

Ms. Shah Bano, CEO Malkani & Shah Bano Official



Ms. Shah Bano is the CEO of Shah Bano Official. Ms. Shah Bano is also the co-founder and Creative Director of Malkani. She is also the Cofounder and Creative Director of Canon Digital Design House With vast experience in the Textile sector, Ms. Shah Bano has worked with renowned brands including Faraz Manan, So Kamal, Nishat Apparel, etc.

Ms. Sehar Malik, CEO Malkani



Highly efficient and solution-oriented Global Supply Chain & Business Transformation Leader with 15 years of rich experience in delivering sustainable value to the customers and stakeholders and cutting edge development of Human Resources and Business Processes.

Ms. Malik is also an expert in the direct business-critical initiative including supply chain and procurement best practices. Furthermore, she possesses exceptional interpersonal leadership skills, with the ability to build positive and productive relationships with key internal and external stakeholders to execute a shared, strategic vision on a global scale.

Prof. Dr. Ahmed Bilal, Head of Design Department, College of Arts and Design, University of Punjab



Born in Lahore, and adopting the career of teaching in communication design, film and art & design history at the College of Art and Design, University of the Punjab (CAD, PU), Dr. Ahmad Bilal has achieved his doctorate from the School of Art and Design, NTU, UK. He is experimenting with new and convergent media to evolve his style to communicate through film, television, and theatre. His research practice highlights the social shaping of the communication industry and capitalist dichotomies in postcolonial societies. Rupay Anay Pai, Doosari Taraf, Ladies

First, Beneath the Sea, Sohani Dharti are some of his films. He is a Professor and currently heading the design department at CAD, PU.

SUMMARY OF THE PANEL DISCUSSION

Ms. Yunusova Zamira, Uzbekistan Business Women Association, Tashkent

Ms. Zamira stated that it is very important to develop a relationship between the entrepreneurs of Pakistan and Uzbekistan. In the past few years, the bilateral ties are increasing and we are thankful to our friends in Pakistan and Uzbekistan. She mentioned they had a successful interaction with women entrepreneurs of Lahore during the fashion week. She appreciated the session and suggested that we must organize more joint online conferences as well.

Ms. Qaisra Sheikh, Coordinator, Women Entrepreneur Seat, FPCCI

Ms. Qaisra highlighted that Pakistan is one of the largest manufacturers in the Textile industry. It is one of the most important sectors for the economy of Pakistan. She mentioned that because the wave of COVID-19 is much lesser in Pakistan compared to other countries, Pakistan has been receiving many international orders. She also stated that the Pakistan government has given important initiatives to the Women Chambers. She emphasized that Pakistan and Uzbekistan must work together for trade enhancements and inter-governmental projects in various sectors. Uzbekistan is the best cotton producer and Pakistan is the best in manufacturing we should combine our strengths to enhance our economies.

Prof Dr. Ahmed Bilal, Head of Design Department, College of Arts and Design, Punjab University, Lahore

Prof. Dr. Ahmed discussed that there are a lot of things and aspects that must be shown and displayed on the mainstream media. Talking about the media perspective he mentioned that we are searching for inspiring stories from the women entrepreneurs of Uzbekistan and Pakistan that display the culture and of both countries. He highlighted that it is important to share stories of both sides so students can relate to the textile and entrepreneurs of Uzbekistan and Pakistan.

Ms. Shah Bano, CEO Malkani & Shahbano Official, Pakistan

Ms. Shah Bano suggested initiating exchange programs for the designers of Pakistan and Uzbekistan. She stated that this may help in better understanding the culture and traditional designs of Uzbekistan. She also emphasized that the government of Uzbekistan and Pakistan should collaborate to initiate a brand that represents the cultures of both countries. She also advised the panel for increased online platforms for better people to people contact.

Second Panel Discussion on “Importance of Academia-Textile Industry Linkages”

DETAILS OF PANELISTS

Ms. Asna Mubashara, Assistant Professor of Textile Design, University of the Punjab



Ms. Asna Mubashra is the Assistant Professor of Textile Design from the College of Art & Design, University of the Punjab, Lahore. Ms. Asna Mubashara is a Ph.D. Textile Scholar. Moreover, she is the author of 12 national and international conference papers. Ms. Asna is a winner of the 8th Invention to Innovation poster competition for proposals with the highest social impact. Participant in 5 local Art group shows.

Dr. Naela Aamir, Associate Professor, College of Arts and Design, University of Punjab



Dr. Naela Aamir is an Associate Professor at the College of Arts and Design, University of Punjab. She is currently pursuing her Ph.D. in Fine Arts. Dr. Naela Aamir has done one solo exhibition in the Ejaz Gallery in Lahore (2000).

Prof. Dr. Samina Nasim, Head of Fine Arts Department, University College of Arts and Design, University of the Punjab



Prof. Dr. Samina Nasim is the Head of Fine Arts Department at College of Art and Design, University of the Punjab. She is an Art Historian and Researcher and her research articles are published in International and National journals having an impact factor. She is also a Practicing Artist. Her artwork was selected for permanent display in the Museum of Hebi Normal University Shijazuhang China. Furthermore, she has displayed ten solo shows International and National level and more than 60 group shows.

Mr. Nadeem Alam, Assistant Professor, College of Arts and Design, University of Punjab



Mr. Nadeem Alam is an Art-critic, Historian & Academician. He is presently serving at the Art-History Department of the University College of Art and Design, Lahore, and contributing to leading local and international Newspapers and Journals. His interests lie in Western Art, South Asian Art, and the evolution of various genres of Art in Pakistan.

SUMMARY OF THE PANEL DISCUSSION

Ms. Kamola Tashmatov, Senior Researcher, Institute of History, Uzbekistan

Ms. Kamola discussed the history of the textile industry in Uzbekistan. She discussed that since the beginning of time, Uzbekistan has been on the main route of the Silk Road. She highlighted that the Uzbek cotton and Uzbek fabrics are famous globally, and we will be glad to further strengthen our trade with Pakistan.

Ms. Asna Mubashara, Assistant Professor of Textile Design, College of Arts & Design, Punjab University, Lahore

Ms. Asna highlighted the significance of involving academia in discussions. She stated that Punjab University, Lahore is one of the oldest institutions in the region and we have talented students who are willing to showcase their work in Uzbekistan. She invited entrepreneurs from Uzbekistan to visit Punjab University, Lahore, and interact with the students and faculty of the College of Arts and Designs.

Dr. Naeela Aamir, Associate Professor, College of Arts & Design, University of Lahore

Dr. Naeela discussed the similarities between the cultures and languages of Uzbekistan and Pakistan. She suggested exchange programs for the students and professors of Pakistan to visit Uzbekistan and learn about the culture and traditions there. She also welcomed faculty members from Uzbekistan's Universities to Punjab University, Lahore so students in Pakistan can be familiarized with the cultural significance of specific colors, motifs, and symbolism in Uzbekistan's textile and fashion.

Prof. Dr. Samina Nasim, Head of Fine Arts Department, University College of Arts & Design

Prof. Dr. Samina appreciated the discussion and highlighted that students and professors must learn about the new techniques and technologies in the textile industry. She specifically suggested increasing the exchange of information from the experts in Uzbekistan and Pakistan through symposiums, seminars, joint workshops, lectures, and interactive sessions.

Mr. Nadeem Alam, Assistant Professor, College of Arts & Design, Punjab University, Lahore

Mr. Nadeem stated that the academia of Uzbekistan and Pakistan must introduce textile designing as a subject from the primary level. He stated that students should know about the basic and simple techniques, designs, and knowledge regarding this sector. He further suggested that students from Pakistan and Uzbekistan should be introduced to the cultural similarities of both countries for enhanced cooperation in the textile and academic sector.

Mr. Jasur Saidahmedov, Third Secretary, Embassy of the Republic of Uzbekistan

Mr. Jasur discussed the statistics of Pakistan and Uzbekistan trade in the past few years. He discussed that we have seen a significant rise in the trade volume. He further suggested that Uzbekistan is willing to trade its finest cotton and fabric as well to partners in Pakistan. The women entrepreneurs and business community from the Republic of Uzbekistan highly appreciated the panelists from Pakistan and welcomed all kinds of cooperation in the field of textile, fashion, and academia as well. They extended gratitude to the Center for Global & Strategic Studies (CGSS), Islamabad, Pakistan for organizing this informative session.

CLOSING SPEECHES

Concluding Remarks by Lt. Col Saadullah Tashmatov, Chargé d'affaires, Embassy of the Republic of Uzbekistan, Pakistan.

Lt. Col. Saadullah Tashmatov stated that this online training week was a milestone in developing relations between the entrepreneur and business communities of Pakistan and Uzbekistan. He highlighted that Pakistan and Uzbekistan enjoy brotherly ties and we look forward to enhancing them further with the help of our women entrepreneurs of Pakistan and Uzbekistan.

Closing Remarks by Ms. Minahil Shawal Afridi, Research Executive, CGSS

Women's participation in economic activities is extremely significant and it plays a vital role in the national development and social well-being of a society, and the country at large. In the current era, where women's empowerment is on the rise, and women have become the agents of change, it is very important to facilitate them and provide them the environment where they can excel. We know that women are very determined and very dedicated to move ahead and to work hard to achieve success in their lives and to do something beneficial for not only themselves but for their families and their country. However, they are not always given the right platform to excel and prove themselves. They have enormous potential and skills but they lack the awareness regarding which path to adopt and how and where to find the right opportunities.

PICTURE GALLERY (21st November 2020)



Ms. Yunusova Zamira, Uzbekistan Business Women Association, Tashkent discussing the importance of developing a relationship between Entrepreneurs of Pakistan and Uzbekistan.



Ms. Qaisra Sheikh, Coordinator, Women Entrepreneur Seat, FPCCI highlighted the importance of women entrepreneurs of Pakistan and Uzbekistan working together for trade enhancements and inter-governmental projects in various sectors.



Ms. Asna Mubashara, Assistant Professor of Textile Design, College of Arts & Design, Punjab University, Lahore highlighted the significance of involving academia in discussions.



Prof Dr. Ahmed Bilal, Head of Design Department, College of Arts and Design, Punjab University, Lahore highlighting the importance of sharing stories of both sides so students can relate to the textile and entrepreneurs of Uzbekistan and Pakistan.



Participants from Uzbekistan Business Women Association Tashkent attending the Panel Discussion on “Pak-Uzbek Textile Industry: Exploring new Horizons of Collaboration”



Ms. Shah Bano, CEO Malkani & Shahbano Official, Pakistan suggesting exchange programs for the designers of Pakistan and Uzbekistan.



Dr. Naeela Aamir, Associate Professor, College of Arts & Design, University of Lahore discussed the similarities between the cultured and languages of Uzbekistan and Pakistan.



Prof. Dr. Samina Nasim, Head of Fine Arts Department, University College of Arts & Design appreciating the discussion and highlighting the need for students and professors to learn the new techniques and technologies in the textile industry.



Mr. Nadeem Alam, Assistant Professor, College of Arts & Design, Punjab University, Lahore stated that the academia of Uzbekistan and Pakistan must introduce textile designing as a subject from the primary level.

TAKEAWAYS & RECOMMENDATIONS

Takeaways and Recommendations

- Similar training weeks and activities must be organized for Women Entrepreneurs of both countries, Pakistan and Uzbekistan, to facilitate the development of linkages between women entrepreneurs.
- The challenges hindering the connectivity between women entrepreneurs of both countries need to be catered and solutions are to be provided.
- Customized training sessions focusing on legal, business development, logistics, finance management, etc. aspects must be organized for women entrepreneurs to develop better understanding of national ecosystem and the requirements of each other (Pakistan and Uzbekistan).
- Exhibitions and Fashion shows must be organized in both the countries to bring awareness regarding the textile sectors of each other and understand similarities present.
- Collaborative textile projects leading to Joint Fashion Show must be initiated in both, public and private sector
- To promote the connectivity between the textile sectors of both the countries, exchange programs must be initiated for the students of textile and fashion designing.
- Collaborative Research Projects between renowned public sector universities of Uzbekistan and Pakistan must be initiated in order to identify the challenges faced by women entrepreneurs of both sides. Hence, the extensive research can be done and solutions can be provided.
- Customized Short Courses can also be designed for textile students. Textile experts from Pakistan can be sent to renowned universities of Uzbekistan to teach the students. This can be done on reciprocal basis.
- In order to initiate collaborative textile projects, MoU signing can be facilitated to support these projects.

ACKNOWLEDGMENTS



Ms. Palwasha Nawaz, Project Executive, CGSS, and Ms. Minahil Shawal Afridi, Research Executive, CGSS presenting Letter of Appreciation to Ms. Kamola Tashmatova, Senior Researcher, Institute of History, Uzbekistan



Ms. Minahil Shawal Afridi, Research Executive, CGSS, and Ms. Palwasha Nawaz, Project Executive, CGSS presenting Letter of Appreciation to Ms. Odilbekova Dilnoza Muradaliyeva, Business Coach, Uzbekistan Business Women Association, Tashkent



Lt. Col Saadullah Tashmatov, Chargé d'affaires, Embassy of Uzbekistan, Pakistan presenting a Letter of Appreciation to Ms. Palwasha Nawaz, Project Executive, CGSS for her arranging and organizing the Online Training Week

MEDIA COVERAGE

1. National Herald Tribune

<https://dailyiht.com/epaper/main.php?action=epaper&id=main&page=3&dt=20-11-2020>

OPENING CEREMONY OF "PAKISTAN-UZBEKISTAN WOMEN ENTREPRENEURS IN TEXTILE INDUSTRY"

Training in Textile Industry will help in bridging the gap between the women entrepreneurs from Pakistan and Uzbekistan: Gulnora Makhmudova

Training is a great effort of CGSS, WCCI and UBWA in enhancing bilateral entrepreneurial ties between Pakistan and Uzbekistan: Dr. Shehla Javed

NHT Report

ISLAMABAD, November 19: The inaugural session of the Online Training Week "Pakistan-Uzbekistan Women Entrepreneurs in Textile Industry" was jointly organized on Thursday by the Center for Global & Strategic Studies (CGSS), Islamabad, Women Chamber of Commerce & Industry (WCCI), Lahore Division, and Uzbekistan Business Women Association, Tashkent.

The Inaugural session was attended by prominent speakers from the Ministry of Study Organizations, Uzbekistan, and Uzbekistan Business Women Associations.

Ms. Gulnora Makhmudova, Chairperson, Uzbekistan Business Women Association in her opening remarks stated that the Online Training Week "Pakistan-Uzbekistan Women Entrepreneurs in Textile Industry" is a great collaborative initiative of CGSS, WCCI, and Uzbekistan Business Women Association. Ms. Gulnora further mentioned that initiatives like these will help in bridging the gap between the women entrepreneurs from Pakistan and Uzbekistan. Ms. Makhmudova also stated that for a state to develop, the participation of



women at all levels is imperative. So, there is a dire need to spread awareness and provide the appropriate platforms to women especially to help them in exploring new business opportunities for women entrepreneurs from both countries. For this, we have gathered here today with remarkable women from this field not only in Pakistan but Uzbekistan also.

The representative speaker of the Center for Global & Strategic Studies (CGSS), Islamabad Ms. Minahil Shawal Afridi, Research Executive, CGSS mentioned that entrepreneurship contributes greatly to the global economy as well as enhancing productivity and capacity of the economy. Women's participation in economic activities is extremely significant and it plays a vital role in the national development and social well-being of a society, and the country at large. Ms. Afridi also mentioned that women are very determined and very dedicated to move ahead and to work hard to achieve suc-

cess in their lives and to do something beneficial for not only themselves but for their families and their country. However, they are not always given the right platform to excel and prove themselves.

Dr. Shehla Javed, Founder of All Pakistan Women Chamber of Commerce & Industry, representing Women Chamber of Commerce & Industry, Lahore Division appreciated the active role of CGSS in initiating projects where women are provided opportunities for empowerment and developing linkages between women entrepreneurs from Pakistan and rest of the Eurasian Region. Furthermore, Dr. Shehla highlighted the significant role played by WCCI in empowering women from all backgrounds and having diverse expertise. Dr. Shehla further mentioned that the Online Training Week "Pakistan-Uzbekistan Women Entrepreneurs in Textile Industry" is a great collaborative effort of CGSS, WCCI, and Uzbekistan Business Women Association in enhancing bilateral entrepreneurial relations between Pakistan and Uzbekistan.

The inaugural session was also addressed by other entrepreneurs from Uzbekistan and attended by 76 participants from both countries.

Online Training Week on "Pakistan-Uzbekistan Women Entrepreneurs in Textile Industry" jointly organized by CGSS, Islamabad, WCCI, Lahore Division and UBWA, Tashkent
Dr. Sumaira Jawad highlights that it will be beneficial to strengthen industrial and academic ties at the int'l level between Pakistan & Uzbekistan

Business partnership of Uzbekistan and Pakistan needs to focus on the main areas where trade brings a lucrative amount of profit: Major Gohar Zia (Retd)



SALEEM RAIS

ISLAMABAD, November 20: Online Training Week on "Pakistan-Uzbekistan Women Entrepreneurs in Textile Industry" was jointly organized by the Center of Global and Strategic Studies

(CGSS) Islamabad, Women Chamber of Commerce & Industry (WCCI), Lahore Division, and Uzbekistan Business Women Association, Tashkent. The training session aimed to equip the business and entrepreneurship community of Uzbekistan and Pakistan with

the basics of entrepreneurship and innovative ideas to enhance their business profiles beyond borders. Dr. Sumaira Jawad, Principal, University College of Arts and Design, University of the Punjab, Lahore discussed, "Enhancing Textile corporation through academic linkages". She discussed the role of textile institutions in Pakistan and stated that now the textile markets are pervasive and provide great opportunities for corporations, institutions, and even the academic platforms to collaborate. In this way, the textile industries of Uzbekistan and Pakistan can enhance their capacity building and maximize the benefits in this field. She also suggested that, in the academic domain, the textile cooperation and institutions should give chances to students to come up with innovative ideas. She also highlighted that it will be beneficial to strengthen industrial and academic ties at the international level between both states.

Major Gohar Zia (Retd), Director of Business Development and Logistics, Uzbekistan Pakistan Business Council, explained the concepts of business development, logistics support, and market process to the participants. He highlighted that marketing is based on sales targets and budgets. i.e. two types of budgets: a) higher budget and, b) lower budget. He also elaborated on the strategic partnership in the process of business development. He emphasized the aspect that the business partnership of Uzbekistan and Pakistan needs to focus on the main areas where trade brings a lucrative amount of profit. Mr. Tariq Khattak, Business Development Specialist, CGSS gave a detailed presentation on "business beyond boundaries". He further discussed the textile and fashion industry of Uzbekistan. He also elaborated the vision that an entrepreneur should have and explained the core

steps that are needed to be followed to adopt better market policies. He briefly elaborated on different business models and emphasized the significance of the business plan. He also enlightened the audience by explaining the legal perspective of the registration and taxation of companies. A video portraying the fashion and textile industry in Pakistan was also shared by CGSS to display Pakistan's enriched culture and fashion industry. The online training session was attended by 70 participants from Uzbekistan and Pakistan including women entrepreneurs and business experts. The session was moderated by Ms. Palwasha Nawaz, Project Executive, CGSS & Director, Women Wing, Uzbekistan Pakistan Business Council, and Ms. Odilbekova Dilnoza Muradaliyeva, Business Coach, Association of Business Women, Tashkent, Uzbekistan.

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ONLINE TRAINING WEEK ON "PAKISTAN-UZBEKISTAN WOMEN ENTREPRENEURS IN TEXTILE INDUSTRY" JOINTLY ORGANIZED BY CGSS, ISLAMABAD, WCC, LAHORE DIVISION, AND UWVA, TASHKENT

Pakistan and Uzbekistan enjoy brotherly ties and we look forward to enhance them further with the help of women entrepreneurs from both the countries: Uzbek Charge d'Affaires



'IT IS IMPORTANT TO SHARE KNOWLEDGE BETWEEN WOMEN ENTREPRENEURS IN TEXTILE INDUSTRY IN BOTH COUNTRIES'

ISLAMABAD: November 23. Online Training Week on "Pakistan-Uzbekistan Women Entrepreneurs in Textile Industry" was jointly organized by the Center of Global and Strategic Studies (CGSS) Islamabad, Women Chamber of Commerce & Industry (WCCI), Lahore Division, and Uzbekistan Business Women Association, Tashkent.

The session aimed to bring together women experts and women entrepreneurs from Uzbekistan and Pakistan on a platform to discuss and exchange views on the strengthening of bilateral ties between the business communities in both countries. The session was conducted with a panel discussion with speakers from Uzbekistan and Pakistan and was moderated by Ms. Tabasum Nawaz, Project Executive, CGSS & Director, Women Wing, (Uzbekistan) Pakistan Business Council, and Ms. Gulshara Olimova, Business Growth, Head, Pakistan Women Chamber of Commerce & Industry, Uzbekistan.

The discussion was initiated by Ms. Anamara Nazim, Chairman from Pakistan. She stated that it is very important to develop a relationship between the entrepreneurs of Pakistan and Uzbekistan. In the past few years, the bilateral ties are increasing and we are thankful to our friends in Pakistan and Uzbekistan, the women and they had a successful interaction with women entrepreneurs of Lahore during the fact-finding work. She appreciated the session and suggested that we must organize more joint online conferences as well.

Ms. Gulshara Olimova, Coordinator, Women Entrepreneur Seat, WCCI highlighted that Pakistan is one of the largest manufacturers in the Textile Industry. It is one of the most important sectors for the economy of Pakistan. She mentioned that because the news of COVID-19 is such a huge issue in Pakistan compared to other countries, Pakistan has been involving many international experts. She stated that the Pakistan government has given important initiatives to the Women Chambers. She emphasized that Pakistan and Uzbekistan must work together for trade enhancements and inter-governmental projects in various sectors. Uzbekistan is the best online producer and Pakistan is the best in manufacturing so should consider our strengths to enhance our economies.

Prof. Dr. Akmal Khalid, Head of Design Department, College of Arts and Design, Punjab University, Lahore discussed that there are a lot of blogs and articles that must be shown and displayed on the mainstream media. Talking about the media perspective he mentioned that we are searching for inspiring stories from the women entrepreneurs of Uzbekistan and Pakistan that display the culture of both countries. He highlighted that it is important to share stories of both sides so students can relate to the textile and entrepreneurs of Uzbekistan and Pakistan.

Ms. Shah Faiz, CEO, Millier & Shabbas Official, Pakistan suggested including exchange programs for the designers of Pakistan and Uzbekistan. She stated that this may help in better understanding the culture and traditional designs of Uzbekistan.

Ms. Shah Faiz emphasized that the government of Uzbekistan and Pakistan should collaborate to initiate a brand that represents the cultures of both countries. She also advised the panel for improved online platforms for better people to people contact.

Ms. Kamola Tashmurova, Senior Researcher, Institute of History, Uzbekistan, discussed the history of the textile industry in Uzbekistan. She discussed that since the beginning of time, Uzbekistan has been on the main route of the Silk Road. She highlighted that the Uzbek cotton and Uzbek fabrics are internationally and we will be glad to further strengthen our trade with Pakistan.

Ms. Anis Mahashov, Assistant Professor of Textile Design, College of Arts & Design, Punjab University, Lahore highlighted the significance of involving academia in discussions. She stated that Punjab University, Lahore is one of the oldest institutions in the region and we have talented students who are willing to showcase their work in Uzbekistan. She invited entrepreneurs from Uzbekistan to visit Punjab University, Lahore, and interact with the students and faculty of the College of Arts and Design.

Dr. Saadia Anwar, Associate Professor, College of Arts & Design, University of Lahore discussed the similarities between the cultural and languages of Uzbekistan and Pakistan. She suggested exchange programs for the students and professors of Pakistan to visit Uzbekistan and learn about the culture and traditions there. She also welcomed

academy members from Uzbekistan's Universities to Punjab University, Lahore so students in Pakistan can be familiarized with the cultural significance of specific online motifs and accessories in Uzbekistan's textile and fashion.

Prof. Dr. Farida Masim, Head of Fine Arts Department, University College of Arts & Design, appreciated the discussion and highlighted that students and professors must learn about the new techniques and technologies in the textile industry. She specifically suggested increasing the exchange of information from the experts in Uzbekistan and Pakistan through symposiums, seminars, joint workshops, lectures, and interactive sessions.

Ms. Hasina Akram, Assistant Professor, College of Arts & Design, Punjab University, Lahore stated that the academia of Uzbekistan and Pakistan is not intensive textile designing as a subject from the primary level. She stated that students should learn about the basic and simple techniques, designs, and knowledge regarding this sector. He further suggested that students from Pakistan and Uzbekistan should be introduced to the cultural similarities of both countries for enhanced cooperation in the textile and academic sectors.

Ms. Jannat Siddiqui, Third Secretary, Embassy of the Republic of Uzbekistan discussed the statistics of Pakistan and Uzbekistan trade in the past few years. He discussed that we have seen a significant rise in the trade volume. He further suggested that Uzbekistan is willing to trade its East cotton and fabric as well as patterns in Pakistan. The women entrepreneurs and busi-

ness community from the Republic of Uzbekistan highly appreciated the participation from Pakistan and welcomed all kinds of cooperation in the field of textile, fashion, and academia as well. They extended gratitude to the Center for Global & Strategic Studies (CGSS), Islamabad, Pakistan for organizing this informative session.

The session was concluded by showing remarks by Lt. Col. Kamaluddin Tashmurova, Charge d'Affaires, Embassy of Uzbekistan, Pakistan. He stated that this online training week was a milestone in developing relations between the entrepreneurs and business communities of Pakistan and Uzbekistan. He highlighted that Pakistan and Uzbekistan enjoy brotherly ties and we look forward to enhancing them further with the help of our women entrepreneurs of Pakistan and Uzbekistan.

Ms. Minali Shoval Afrak, Research Executive, CGSS in her concluding remarks, thanked the panelists and participants from Pakistan and Uzbekistan and stated that CGSS will be organizing more conferences and seminars for our sisters in Uzbekistan and Pakistan.

The Online Training Week was concluded by presenting certificates of appreciation to the organizers including Ms. Gulshara Olimova, Marjandeva, Business Growth, Association of Business Women, Tashkent, Uzbekistan, Ms. Kamola Tashmurova, Senior Researcher, Institute of History, Uzbekistan and Ms. Tabasum Nawaz, Project Executive, CGSS & Director, Women Wing, Uzbekistan (Pakistan Business Council).

The online training session was attended by 20 participants from Uzbekistan and Pakistan including women entrepreneurs and business experts.

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2. Islamabad Post

<https://t.co/GE8hvOKDvI>

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Pakistan-Uzbekistan Women Entrepreneurs training held

The session aimed to bring together business experts and women entrepreneurs from Uzbekistan and Pakistan on one platform to discuss and exchange ideas for the strengthening of bilateral ties between the business communities of both countries

DNA

ISLAMABAD: Center of Global and Strategic Studies (CGSS) Islamabad, Women Chamber of Commerce & Industry (WCCI), Lahore Division, and Uzbekistan Business Women Association, Tashkent jointly organized the Online Training Week on "Pakistan-Uzbekistan Women Entrepreneurs in Textile Industry" on Saturday.

The session aimed to bring together business experts and women entrepreneurs from Uzbekistan and Pakistan on one platform to discuss and exchange ideas for the strengthening of bilateral ties between the business communities of both countries.

The session was commenced with a panel discussion with speakers from Uzbekistan and Pakistan and was moderated by Ms. Palwasha Sawaz, Project Executive, CGSS & Director, Women Wing, Uzbekistan Pakistan Business Council, and Ms. Odilbekova Dilnoza Muhammadaliyeva, Business Coach, Association of Business Women, Tashkent, Uzbekistan.

The discussion was initiated by Ms. Yunusova Zamira Gafarova



from Uzbekistan. She stated that it is very important to develop a relationship between the entrepreneurs of Pakistan and Uzbekistan. In the past few years, the bilateral ties are increasing and we are thankful to our friends in Pakistan and Uzbekistan. She mentioned they had a successful interaction with women entrepreneurs of Lahore during the fashion week. She appreciated the session and suggested that we must organize more joint online conferences as well. Ms. Qaisra Sheikh, Coordinator, Women Entrepreneur Seat, FPCCI

highlighted that Pakistan is one of the largest manufacturers in the Textile industry. It is one of the most important sectors for the economy of Pakistan. She mentioned that because the wave of COVID-19 is much lesser in Pakistan compared to other countries, Pakistan has been receiving many international orders. She also stated that the Pakistan government has given important initiatives to the Women Chambers. She emphasized that Pakistan and Uzbekistan must work together for trade enhancements and inter-governmental projects in vari-

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The women entrepreneurs and business community from the Republic of Uzbekistan highly appreciated the panelists from Pakistan and welcomed all kinds of cooperation in the field of textile, fashion, and academia as well. They extended gratitude to the Center for Global & Strategic Studies (CGSS), Islamabad, Pakistan for organizing this informative session.

The session was concluded by closing remarks of Lt. Col Saadullah Tashmatov, Chargé d'affaires, Embassy of Uzbekistan, Pakistan. He stated that this online training week was a milestone in developing relations between the entrepreneur and business communities of Pakistan and Uzbekistan. He highlighted that Pakistan and Uzbekistan enjoy brotherly ties and we look forward to enhancing them further with the help of our women entrepreneurs of Pakistan and Uzbekistan.

3. The Daily Mail International

<https://dailymailnews.pk/2020/11/23/session-on-pakistan-uzbekistan-women-entrepreneurs-in-textile-industry-held/>

Session on Pakistan-Uzbekistan Women Entrepreneurs in Textile Industry held

By **Ajmal Khan** November 23, 2020

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-CGSS, WCCI jointly organize online training workshop

4. Diplomatic News Desk

<https://dnanews.com.pk/online-training-week-on-pakistan-uzbekistan-women-entrepreneurs-in-textile-industry-organized/>



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Online training week on “Pakistan-Uzbekistan Women Entrepreneurs in Textile Industry” organized

DNA News | November 21, 2020



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<https://diplomaticnewspk.blogspot.com/2020/11/businesswomen-of-uzbekistan-pakistan.html?m=1&s=09>

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5. CENTERLINE

<https://centreline.com.pk/2020/11/21/online-training-week-on-pakistan-uzbekistan-women-entrepreneurs-in-textile-industry-organized/>

Home > DIPLOMATIC NEWS

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Pakistan

Online training week on “Pakistan-Uzbekistan Women Entrepreneurs in Textile Industry” organized

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