



LCCI Vice President Ms Saeeda Nazar's message



To
Women Entrepreneurs



Our culture makes it difficult for women entrepreneurs to develop and expand but if given the right platform and opportunity, nothing is impossible. Women need to be motivated and passionate about their business – they have a lot of potential and they should continue exceeding and wanting to be the best. Women should explore joint ventures, that is, partnership. Sometimes doing solo business can be difficult but by joining capital and expertise, partnership can be very beneficial for women entrepreneurs. Another thing that is very important for today's business is that women should continue to innovate their products and services – technology is advancing in an expedite manner and businesses should not remain stagnant. Woman entrepreneurs should emphasize on continuous improvement in technical and vocational s kills.

With all this being said, LCCI is working to facilitate young women entrepreneurs who want to develop their businesses. A new project, Women Entrepreneurial Growth (WEG), has been launched. The project is recruiting business women of all fields (handicrafts, clothing and accessories) and they would be guided and mentored by LCCI on how to further enhance their business skills. I am confident that this project will be a success and that LCCI will be instrumental in making these women's dreams come true. Many women fall back because they don't have the right support system and in order to prevent that I urge women to take LCCI has their support system. Henceforth I feel that Pakistani women are very talented and have a lot of potential – with just the right direction, they can do wonders.

Thank you

