

Women Get the Business Edge in Afghanistan

KABUL, July 29 (Afghan National TV): The International Finance Corporation, the private arm of the World Bank, has organized a two-day workshop on July 26 for women entrepreneurs. Held at the Afghan International Chamber of Commerce (AICC), the speakers invited women to come forward and work side by side with their male partners in the business and marketing sectors.

The workshop, designed to help women to learn and share innovative approaches to business growth, was attended by more than 40 Afghan women entrepreneurs. Special focus was directed on developing marketing concept, identifying target markets and pricing of products and services.

The training was delivered using IFC's global Business Edge Management training methodology and expertise aimed at increasing productivity, profitability and growth in Small and Medium Enterprises (SMEs) by enhancing management performance in a number of areas including financial, operational and marketing management.

The workshop is part of a larger IFC regional programme to strengthen growth-oriented women-owned Small and Medium Enterprises (SMEs) soon to be launched.