

## **Women Get the Business Edge in Afghanistan**

**KABUL, July 29** (Tolu TV): The World Bank's private arm, International Finance Corporation has organized a two-day workshop on July 26-27 for women entrepreneurs, says a press release issued by the World Bank here on Thursday. 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.

Speaking at the concluding session, CEO of the Afghan International Chamber of Commerce Hamid Qaderi said all Afghans including female should join hands in economic growth and reconstruction of their war-ravaged country. Participants of the workshop appreciated the venture, saying it would prove helpful in improving their professional skills in the field of business and marketing.

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.