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The International Finance Corporation, the private sector arm of the World Bank Group, recently organized a two-day workshop on "**How to Market your Business**" for 40 women entrepreneurs in Kabul. The event, which was held July 26-27, is part of a larger IFC regional program to strengthen women-owned small and medium enterprises.

The workshop was designed for women who have some experience in formal small and medium-sized businesses and who seek innovative, nontraditional and growth-oriented approaches to their enterprises. It was delivered using IFC's Business Edge management training methodology and expertise.

The training series aims to increase productivity, profitability, and growth in small businesses by improving their financial, operational, and marketing management. It also focuses on the soft skills needed for effective human resource management and sound leadership. In particular, the Kabul workshop focused on the introduction to marketing concepts, the targeting of markets, and pricing.