

259 entrepreneurs learn exhibition skills

By Beatrice Philemon

A TOTAL of 259 entrepreneurs from Tanzania Mainland and Zanzibar have been trained on exhibition skills to assist women entrepreneurs in making the best use of trade fairs and exhibitions.

The SIDO-UNIDO programme coordinator, Happiness Mchomvu, told *The Guardian* that such skills would help them increased market access, business growth and empowerment through capacity building.

She said that the Improve

Your Exhibition Skills (IYES) training was among International Labour Organization strategies to enhance the contribution of women entrepreneurs in creating meaningful and sustainable employment opportunities and reducing poverty through trade fair, exhibition participation skills.

Last May, 35 trainers were trained in this skills by a consultant from ILO regional office and "immediately thereafter a need arose to train women entrepreneurs just

before the commencement of the 29th Dar es Salaam International Trade Fair," she said.

The courses were first planned for the five SIDO zones but then because of high demand of the skills 12 courses, including one in Zanzibar, took place for five days each. Among them were for women with disabilities.

Moreover the courses were designed to improve the impact of market access approaches in promoting women entrepreneurs and

developing women entrepreneurs' capacity to effectively use trade fairs.

Mchomvu said: "During the training participants had a chance to learn and develop marketing strategies for a trade fair, improve product designs and development skills, costing and pricing products, and identifying market constraints for women entrepreneurs."

Other topics included preparing for and getting the best from trade fair promotion, she said.