



PHOTO & CAPTION

Ringling Up Holiday Sales



Photo Credit: USAID/Tyfa Hassan Zakiyev

From December 8-9, Afghan businesswomen from around the country gathered in Kabul for a two-day exhibition. The event, which was sponsored by USAID's Trade Access and Facilitation for Afghanistan (TAF) program, enabled the businesswomen to sell their quality products to a diverse clientele consisting of Afghans and expatriates.

Ms. Weeda Sarfarazy (pictured left), works for a Herat-based company called Negin Saffron. She sold \$250 of the spice at the exhibition. Saffron, one of Afghanistan's many high-value agricultural products, flourishes in western Afghanistan.

Other products featured at the exhibition included intricate wooden and marble sculptures, paintings, calligraphy, handmade dolls, jewelry, dried fruit and nuts, clothes, and carpets.

The exhibition was part of USAID's efforts to recognize and increase women's participation in the private sector economy.

An Afghan businesswoman sells saffron at a two-day exhibition organized by USAID.