



women in manufacturing

INVITATION

Women in Manufacturing Network 2008 Breakfast Seminar Series

Decision Making for Forging into New Markets
Friday 25 July 2008

with Aheda Zanetti
Founder of Ahiida

You may not have heard of Aheda yet, but you will definitely have heard of her product which is taking the Muslim world by storm – the 'hijood' or swimwear and athletic wear designed for Muslim women.

In a few short years, Aheda has experienced the highs and lows of growth from creating and manufacturing a new product to fill a gap she identified in Australia, to experiencing an explosion of interest across Muslim communities in the US, Europe and beyond.

Come and share some of Aheda's experiences of forging into new markets and managing sales growth in the online global environment.

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- Date:** Friday 25 July 2008
- Time:** 7.15 am for 7.30 am – 9:00 am followed by a roundtable discussion
- Venue:** Western Sydney Business Centre
NSW Department of State and Regional Development
Level 2, 470 Church Street (cnr Harold St)
North Parramatta NSW 2151
- Cost:** Free
- Further information:** Lindsay Cohen
lindsay.cohen@business.nsw.gov.au, 8843 1102
- Register:** Email dsrdparramatta@business.nsw.gov.au and include the following information:
- event name and date
 - your company name and the nature of your business
 - the name(s) of attendees
 - their positions
 - phone numbers
 - email addresses

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