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United Nations Industrial
Development Organization

Trade Related Technical Assistance (TRTA II) Programme

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PROGRESS REPORT

June 2012 – January 2013



Associated Agencies



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List of Acronyms

APLAC	Asia Pacific Laboratory Accreditation
ASLP	Agriculture Sector Linkage Programme
BIPM/CIPM	Bureau International des Poids et Mesures / International Committee for Weights and Measures
CA	Competent Authority
CBS	Competitiveness Benchmarking System
CD	Compact Disc
CMO	Collective Management Organization
COPs	Codes of Practices
CRI	Citrus Research Institute
CRS	Computer Related Services
CV	Curriculum Vitae
DFID	Department for International Development
DG	Director General
DSA	Daily Subsistence Allowance
ECO	European Cooperation Organization
EU	European Union
ACP/OCT	African, Caribbean and Pacific/ Overseas Countries and Territories
FBOs	Fisheries Business Operators
FCS	Fishermen Cooperative Society
GAP	Good Agriculture Practices
GI	Good Agriculture Practises
HACCP	Health Analysis & Critical Control Points
ICT	Information & Communication Technologies
IFAD	International Fund for Agriculture Development
IPR	Intellectual Property Right
ITC	International Trade Center
KoFHA	Korangi Fish Harbour Authority
LUMS	Lahore University of Management Sciences
MFD	Marine Fisheries Department
MILE	Masters of International Law & Economics
MoC	Ministry of Commerce
MRA	Mutual Recognition Arrangement
MRS	Mango Research Station
NA	Norwegian Accreditation
NAPHIS	National Animal and Plant Health Inspection Services
NEP	National Enquire Point
NEP	National Enquiry Point
NESPAK	National Engineering Services Pakistan
NIFSAT	National Institute of Food Sciences and Technology
NGOs	Non-Governmental Organizations
NORAD	Norwegian Agency for Development

NPO	National Productivity Organization
NPSL	National Physical & Standards Laboratory
NTBs	Non-Tariff Barriers
NUST	National University of Science & Technology
OCR	Optical Character Recognition
OEE	Overall Economic Efficiency
OIE	International Office of Epizooties
PAKGAP	Pakistan Good Agricultural Practices
PC-1	Planning Commission Planning Document 1
PHDEC	Pakistan Horticulture Development & Export Company
PDSA	Pakistan Italian Debt Swap Agreement
PITAD	Pakistan Institute of Trade & Development
PMO	Project Management Office
PNAC	Pakistan National Accreditation Council
PPD	Public Private Dialogue
PSC	Programme Steering Committee
PSQCA	Pakistan Standards & Quality Compliance Authority
DG SANCO	Directorate-General for Health and Consumers
SPS	Sanitary & Phyto-Sanitary
TBT	Technical Barrier to Trade
TEVTA	Technical Educational & Vocational Training Authority
TMR	Trade Marks Registry
TORs	Terms of References
TRTA II	Trade Related Technical Assistance Programme II
UAF	University of Agriculture Faisalabad
UNCTAD	United Nations Conference on Trade & Development
UNDP	United Nations Development Programme
UNIDO	United Nations Industrial Development Organisation
USDA	United States Department of Agriculture
UVAS	University of Veterinary & Animal Sciences
WAPS	World Academy of Productivity Sciences
WIPO	World Intellectual Property Organisation
WTI	World Trade Institute
WTO	World Trade Organisation

Executive Summary

The report covers the progress made under the three components of the EU funded TRTA II programme from June 2012 to January 2013. Over this period of seven months the programme continued its implementation, making a visible positive impact on the selected stakeholders both in the public sector and the private sector. In terms of both financial as well as output delivery the overall progress of the programme is in time and on target. The PMO, inclusive of all three implementing agencies (UNIDO, ITC and WIPO) with the support of PITAD and under the guidance of PSC, continued to perform and successfully implement programme activities.

Component 1: A major contribution that Component 1 intends to make is the strengthening of the technical capacity of government officers on trade policy issues. This is seen as important since in order to comprehend trade policy issues and design interventions to address them, policymakers need knowledge of often complex multilateral and domestic trading environments. To advance such knowledge in a sustainable, predictable and cost-effective manner, Component 1 has sought to strengthen the institutional capacity of the Pakistan Institute for Trade and Development (PITAD), who will in turn impart their expertise to government officers.

To meet this objective, during the reporting period, the programme continued to advance a range of capacity building initiatives aimed at strengthening PITAD. In particular, through the support of the World Trade Institute (WTI), a further seven PITAD master trainers and training modules were developed under the guidance of WTI mentors through a six-month process.

For the second year, the developed training modules have been utilized by PITAD in its nine-month pre-service training course for the commerce and trade section of the civil service of Pakistan, as well as in short training courses for commercial diplomat designates and officers of the Ministry of Foreign Affairs. As for 2012, a joint WTI-PITAD Certificate on International Trade Law and Commercial Diplomacy will be awarded to the successful trainees in 2013 (only for that curriculum accredited by the WTI).

Additionally, the programme provides for PITAD to hold ad-hoc training for government officers on pressing trade issues. These activities are intended to strengthen the requisite skills and understanding of government officers on trade, regulatory and negotiation issues. The training utilize the upgraded curriculum and trainers, and is therefore is a valuable chance to test the trainers and curriculum developed. As such, two trainings were conducted in the reporting period attended by 54 officers in total. Participants' results indicated the trainings had strengthened their understanding of the current trade policy issues.

More broadly, through PITAD's competency in delivering these training as well as those previously undertaken, PITAD is now generating greater demand for its upgraded training services. For instance, the Provincial government of Punjab, through its Industry, Commerce and Investment Department, as well as the Agriculture Department, have formally requested PITAD to carry out additional training sessions in Lahore as well as other cities based on the training material developed. They have also expressed the will to financially contribute to the

holding of these training sessions. Acting upon their interest, in January, 2013, the Punjab government hired the services of PITAD to conduct training on the Economics and Policy of NTMs, which was attended by more than hundred participants. The Punjab government considers further training essential to ensure their officers are better equipped and can contribute better in the policy formulation and implementation process. A further example is that of PITAD offering through the Ministry of Commerce a one week training on the modules developed under Component 1 to the officials from the Government of Tajikistan and similar training programmes will be offered by PITAD to ECO countries.

A further major contribution of Component 1 is the effort to institutionalize a more comprehensive, regular and well informed public private consultative process among stakeholders on the issues of trade policy formulation and implementation. To promote the legitimacy of the dialogue, a steering committee comprising equal representation of the public and private sectors has been established with the formal approval of the Ministry of Commerce of Pakistan. Its mandate is to oversee the planning, implementation and monitoring of PPD on key issues.

Throughout the reporting period, PPDSC members have been involved in the development of three separate public-private consultation processes which were initiated. For the three consultation processes initiated, three one day public private dialogues (PPDs) were staged to inform the consultation processes with well over 100 participants in attendance in each event. It is notable that a large number of participants for each of the PPDs submitted policy recommendations forms on specific issues.

Each public private consultation process was informed by research studies (five in total) carried out by local consultants working under the mentoring of recognized international experts. The objective is not only to ensure evidence-based trade policy formulation process but also to provide a sustainable transfer of know-how and expertise with respect to trade policy research.

A critical impact of the initiative has been the inclusion of the outcomes of PPD's for preparation of STPF 2012-15. Resultantly, the government has included a number of the recommendations emanating from consultation process held during 2011 in the STPF 2012-2015. Due to the quality of PPD conducted under the programme so far, two provincial departments of the Punjab province requested the holding of further PPDs in Lahore. They have particularly seen the relevance of staging PPD in which key sectoral interests are present in the region.

A strategic plan, devised in cooperation with PITAD, is being followed to build expertise within the institute to manage capacity building and public-private consultation processes according to international best practices independently. PITAD is very active and involved in the implementation of the activities of Component 1, and gradually their role is being further strengthened. In the later stages of the Component 1 implementation it is envisaged that ITC will assume the function of a mentor or monitor, completely transferring knowledge and expertise to PITAD.

In summary, the high level of stakeholder interest in the PPD initiative, the quality of the policy recommendations and further research stemming from it, the maintained support of the PPDSC as well as the strengthening of the role of PITAD to support this initiative, are all important steps towards the institutionalization of PPD mechanism for informing trade policy formulation and implementation. As such, this process contributes to good economic governance. A critical impact factor is the inclusion of the outcomes of PPD's.

Component 2: Upgrade the quality infrastructure in Pakistan is a major contribution that component 2 of the TRAT II programme is making. Prior to the interventions of TRTA II there was fragmentation in efforts to improve the quality infrastructure in the country and to serve this purpose NAPHIS project was being run by the government. However, due to the complexity and dynamic nature of this field the project had limited success and hence it was agreed that TRTA II should support NAPHIS in a more concerted way. As a result of TRTA II efforts a National Food Safety Animal and Plant Health Regulatory Authority (NFSAPHRA) bill has been developed and has been submitted to Ministry of Food Security and Research for approval. This bill will lay down the foundations of an efficient SPS management system in Pakistan. Moreover, to enhance capacity of human resource to manage SPS systems TRTA II programme has worked with three national universities and developed Post Graduate Diploma course in Food Safety & Controls. The first session has already begun. The programme expects to train over 500 individuals in the next two years and then same numbers will be trained on a continuous basis.

The programme has not only enhanced capacity at policy and strategy level in SPS but have also worked extensively with MFD to equip them with necessary tools and trainings so that they are in a position to resume exports of fish from Pakistan to EU. **TRTA II expects resumption of shipment to EU in early 2013.** Fish exports has resumed on 12 March 2013. This will enhance the incomes of the poor fisherman and ensure more value is added to Pakistani fish produce and improve compliance of Pakistani products to EU standards. Finally, the provincial governments, especially Punjab has been assisted in developing capacity on food safety and the newly developed authority has been continuously supported to work in line with the national legislation.

Through TRTA II Programme guidance and expert advice, the Government of Pakistan, particularly PCSIR has been able to mobile funds of Rs 2.4 million (USD 24,000) for the creation of unique facility for testing of Dioxins, PCBs, PAHs in fish and fish products at PCSIR labs Karachi particularly enabling Pakistan for catering to EU requirements of fish imports from Pakistan. This laboratory will be one of its kind in the region and will not only be able to test fisheries products for these environmental parameters, but all food products destined for export from Pakistan. The laboratory is in the final stages of competition and is scheduled for inauguration during the second week of March 2013.

TRTA II programme had a major focus on improving productivity and competitiveness of Pakistani industry. Better productivity yields more value added and hence makes a greater impact on wealth creation of the poor. National Productivity Organisation (NPO) is the key agency at federal level responsible for bringing about productivity improvements in Pakistan. Prior to TRTA II interventions, NPO as an organisation was struggling for a real role as was unable to demonstrate its presence. TRTA II supported NPO in key benchmarking for productivity activities, built its capacity by practical demonstration through pilot initiatives.

As a result of these measures NPO has been ranked as the top and preferred contender to work on benchmarking the Pakistan's garments sector using the UNIDO CBS tool provided under TRTA II. This is a major recognition of NPO by the Government of Pakistan.

Moreover, as a result of factory level interventions TRTA II programme has been able to implement lean manufacturing practices in the fan industry resulting in significant productivity gains. As a result of these visible impacts three more factories have come forward and made significant investments in their infrastructure to work with UNIDO in implementing the lean principles. The demonstration effect has been successful not only in making factories in the fan sector more aware about modern production techniques and layout, but has also triggered investments which will improve health and safety and worker conditions. It will also augment the earning of workers at all levels hence contributing to poverty alleviation. Similarly, in the cutlery sector, UNIDO through its field work identified the need for a change in technology at the polishing stage. Currently, the programme is in the process of procuring new technology that will environmentally friendly and will also improve productivity and health of workers. The analysis done was so strong that one of the factories has installed the recommended equipment. The factory has also agreed to work as a demonstration centre working with UNIDO. Finally, the programme has made deep inroads in the surgical instruments industry to improve their corporate social responsibility working jointly with CBI of Netherlands.

In the horticulture sector the programme has had major success in developing and piloting Codes of Practice in the Kinnow and the Mango farms. The timing of implementation made it possible to send trial shipments of mango from Karachi to China. The shipments were successful in meeting all compliance requirements and quality parameters. This has now developed a new market for Pakistani mango. Similar, arrangements are being done for the Kinnow sector. In the fisheries sector, 5 new product lines have been identified for exports. It is expected that Pakistan will be able to export these new line in 2013. This initiative is in line with TRTA II Programme Trade Corridor Approach to develop linkages along global supply chain. Under this approach, the TRTA II Programme is facilitating exchange programme of buyers and exporters to develop confidence among them in addition to the trial shipment.

Compliance with improved business processes and certifications are becoming essentials facets of key international buying markets and hence companies in Pakistan are under increasing pressure to spend time and money to become compliant to such requirements. To create awareness over 100 individuals from different business sectors were trained in CE Marking and ten companies involved in manufacturing of electric fans, gloves and boots have been finalized on cost sharing basis to achieve CE marking.

Finally, the above specific interventions of improving productivity, quality, compliance and certification will only be sustainable if the requisite institutional support is built to match the requirements. Hence, the programme has been able to develop sustainable capacity at PSQCA, PNAC and NPSL. All these institutions would work as the backbone of the overall quality, compliance and certification agenda of Pakistani firms going into future.

In Pakistan, several public and private sector stakeholders are involved in providing services related to the development and enforcement of standards and technical regulation. Similarly, many government policies related to different ministries include elements of standards, quality and technical regulation. This necessitated the government to strategically align standards, quality and technical regulations with international requirements, and create synergies amongst the quality related organizations and regulatory agencies for effective service delivery. Subsequently, the MOST , with the assistance and due guidance of international expert of TRTA II programme initiated the process of establishing a policy environment, i.e. a National Quality Policy and as first step a number of focus groups were made which provided its recommendations for considerations of a National Quality Forum (NQF) representing the main stakeholders. The NQF meeting devised a way forward and finalized its recommendations for the National Quality Policy Discussion Workshop scheduled for early 2013, which through its follow-up meetings would develop a draft of National Quality Policy.

Component 3: As a result of interventions implemented so far, good progress has been made in the implementation of activities in all the four result areas addressed by this Component.

Firstly, in the area of Strengthened IP Institutions, two IPO Pakistan officials participated in a LLM course on Intellectual Property at Turin. This would build capacity in the organization to analyse legal IP issues and facilitate improved inputs on specific IP law questions. Following the training workshop on HR/Financial planning, IPO Pakistan has embarked on introducing modern management practices for systematic management of the organization's program and budget. A paper on the "Establishment of a Collective Management Organization (CMO) in Pakistan" was also completed. The paper recommends measures required for having an effective CMO in the country, with a view to strengthening the music industry in Pakistan. This paper will serve as a key input in further stakeholder consultations to be held later in 2013. Progress was also made in the digitization of IP records for IPO Pakistan Registries by completing procurement of the required equipment.

Secondly, in the area of Strengthened IP Legislation and Policy Framework, a paper on "Utility Model Protection in Pakistan - An Option for Incentivising Incremental Innovation", was completed. This would contribute to a better understanding of the legal and economic issues involved in utility model protection. Following a study visit to WIPO Headquarters in Geneva, Pakistani officials are better informed on matters pertaining to the accession to the Patent Cooperation Treaty (PCT), and are now engaged in drawing up their internal position on PCT accession.

Thirdly, in the area of Improved IP Enforcement, Pakistani judges participated in a colloquium with WIPO and international experts and gained insights on key issues related to IPR enforcement. An inter-agency focus group on enforcement has been set up by IPO-Pakistan to follow up on IP enforcement issues, especially on training of enforcement officials.

Lastly, in the area of Increased Use of IP by Businesses and Research Institutions, work started on preparation of a paper on branding options for "Kinnow". A first draft of the paper shall soon be shared with the national authorities.

1. Context of the Action

- 1.1 Trade is identified as one of the principal instruments of poverty alleviation, where export-led growth has resulted in increased household incomes and employment opportunities signifying a positive trade poverty-nexus in development process. The overall objective of the TRTA II programme is to contribute to poverty reduction and sustainable economic development. The programme purpose is increased exports and economic integration of Pakistan into the global and regional economy.
- 1.2 The TRTA II programme objectives are to be achieved through three programme components dealing with (i) trade policy capacity building; (ii) export development by improving the quality infrastructure and (iii) strengthening the intellectual property rights (IPR) regime.
- 1.3 **Component 1:** The Financing Agreement stipulates that improved formulation and implementation of trade policy through:
 - Capacity building for the MOC and other ministries/agencies on specific trade topics and negotiation techniques through local training institutions
 - Support to sector dialogue between government, private sector and civil society on trade related issues and support to improve transparencies in trade and investment policies.

The consultations with stakeholders and beneficiaries were undertaken with the objective to design the programme interventions, review programme assumptions, feasibilities and finalise the implementation arrangements for the programme and propose a work plan of activities. Resultantly, it was agreed that the expected results, whilst not changing in their nature, should be expressed in a way that better reflect the focus on precise needs where the programme will intervene, as follows:

- Result area 1.1: the objective is to assess institutional capacity of PITAD in light of international standards and benchmarks and provide equipment, software and library resources as per the assessment.
- Result area 1.2: aims at conducting capacity needs assessment of the trade related ministries and departments of the government. At the same time assessment of local training institutes particularly PITAD to conduct training and research and to fill the capacity gap of PITAD through development of training modules and training of master trainers under international mentorship.
- Result area 1.3: aims at utilizing the enhanced capacity and internationally accredited training modules for the capacity building of government officials through short trainings.
- Result area 1.4: aims at conducting internationally peer reviewed research studies to inform public private dialogues (PPDs)
- Result area 1.5: aims at conducting broad based and comprehensive PPDs on issues related to trade policy and domestic regulatory reform.

- 1.4 **Component 2:** The overarching objective is export development through improvement of quality infrastructure. This is to be achieved through (i) support to strengthen sanitary and phytosanitary (SPS) management systems; (ii) support to improved quality, value addition and compliance with market requirements of supply chains of selected sectors (fisheries, horticulture and industrial products); and (iii) support to improve conformity assessment infrastructure and service.

The main output of this intervention is to improve productivity of the selected industries, namely fan and cutlery. The intervention has been designed such that it links up with interventions designed to assist NPO and other related agencies to improve competitiveness of Pakistan's industrial sectors.

- 1.5 The aim of this intervention is to work directly with selected manufacturers of fans and cutlery equipment to improve technology, implement lean manufacturing principles and enhance productivity and employment.
- 1.6 Improving Competitiveness in Horticulture Sector is a key result area of the TRTA II programme. The focus of TRTA II is on export enhancement in kinnow and mango sectors. These sectors have been selected in terms of their relevance to the high level programme objective of poverty alleviation and pro-poor sustainable growth. Nature has blessed Pakistan with an ideal climate for growing a wide range of delicious fruits. Thus a very wide range of tropical, sub-tropical and temperate fruits are grown in the country. Over the years, Pakistani experts have developed unique strains of exotic fruit varieties. Increased production and reduction in post harvest losses in the two premier fruits i.e., kinnow and mango will lead to increased exports and ultimate reduction in poverty.
- 1.7 The main output of this intervention is to present the initial framework for a CE marking procedure to be applied by fan and glove/boots manufacturers in Pakistan. This framework will include some observations on actions which could be taken within Pakistan, in order to improve manufacturing efficiency and development of local infrastructure.
- 1.8 The aim of this intervention is, by assisting manufacturers to obtain the CE marking, to give the access to the EU market. It is not the intention of this intervention to identify products likely to be successful on the EU market or to promote exports of electric fans and protective equipment and clothing.

- 1.9 **Component 3 - Strengthening of the IPRs System:** This is aimed at further strengthening and modernizing the IP regime in Pakistan. This will be achieved by strengthening IP institutions as well as the IP legislative and policy framework. Support will also be provided to achieving more effective enforcement of IP rights and enhanced capacity of business and research institutions to use the IP system.
- 1.10 The activities of the three components are coordinated, as appropriate, in order to leverage inter-component synergies and achieve coherence in implementation of the programme.
- 1.11 To synergise the activities in each of the above three components for achieving coherence in implementation of the programme the Component 1 institutions, in particular, are in the process of developing capacity and undertaking trade policy research and analytical studies relevant to activities carried out by Components 2 and 3, in the context of identifying and investigating technical barriers which are impacting the trade performance. Likewise Components 2 and 3 are addressing implementation of quality and productivity improvements and IP protection in areas where trade policy research suggest that interventions measures could be beneficial.

2 Activities Carried Out

2.1 Programme Management Office

2.1.1 The PMO continued to provide support for the successful conduct and implementation of the field operations of TRTA II programme by:

- Providing technical and logistical support to international experts fielded under the programme
- Following up on actions and issues identified by the international experts
- Maintaining continuous interactions and dialogue with key stakeholders and partner organisations in the public and the private sector
- Supporting PITAD in conducting continuous monitoring of implementation of the programme
- Establishing linkages with other donor led interventions in similar areas of TRTA II programme to avoid duplication and building synergies
- Supporting wide visibility of the EU and the TRTA II programme through newsletters, news briefs and website
- Providing administrative and operational support for smooth running of TRTA II programme activities

2.2 Component 1: Trade Policy Capacity Building

2.2.1 Strengthening of PITAD's Institutional Capacity

2.2.1.1 Activities aimed at achieving 2012 targets

The second annual assessment of PITAD equipment and library resources was conducted in February and March, 2012 in consultation with the WTI and the PITAD's officers, librarian and researchers. Books recommended by the WTI selected mentors for 2012 modules were also included in the list. A total of 71 books were provided to PITAD during the reporting period.

Similarly, a joint evaluation and assessment of PITAD's equipment needs was conducted. All functional wings of PITAD were involved in the process and the final list was reviewed at WTI and ITC. The agreed equipment was procured through UNDP Pakistan and provided to PITAD. The details of the agreed equipment along with proposed use are mentioned in the list below.

S/No	Description	Number	Current use
1	Dell Laptops i7 , 4 Gig, 500 Gig Wi-Fi, Bluetooth with bags and accessories	5	Laptops were needed for the researchers as they have to work on research studies. This'll help them to meet the deadlines and submit their work on time.
2	HP Laser Jet 1022 Printers 18PPM	5	PITAD's heavy duty network printer is very old and often has maintenance issues which affect the performance of researchers.

S/No	Description	Number	Current use
3	Fax Machine Panasonic 981	2	PITAD has only one fax machine and has no backup machine in case of failure
4	External HDD Western Digital USB 3.0	1	To save organisational data for weekly, monthly and early backups External HDD was required
5	Camera Cannon EOS 1000 D with EF-70300 MM lenses with Lenses, tripod, battery, bag	1	PITAD organize events, seminars, trainings for which they need to perform recordings for library and future references. For ISO certification PITAD conduct surveys for industrial units/ processes, environmental hazards, waste management in leather industry, Halal food certification etc.
6	IP Camera AVI 216	1	Required for web casting during training
7	Printer Toners HP Colour and black	1	Required for the printing of training certificates which are awarded to participants
8	Desktop Systems (branded) The 2nd generation Intel® Core™ i7-2600 Processor (8M Cache, 3.40 GHz) 4GB, 500GB HDD	5	Required for probationary officers for the completion of their assessments and to upgrade PITAD's computer lab.

2.2.2 Strengthening of PITAD's and other research institutes' expertise on trade policy

2.2.2.1 Achievement of targets for 2012

Pursuant to selection of topics for modules during 2012 and agreement among PITAD, WTI and ITC on policies and procedures to be followed for the development of modules, PITAD selected seven master trainers. WTI provided seven leading international mentors for guiding the master trainers for development of modules. Details of the 2012 modules, mentors and master trainers are given below:

S/N	Name of Module	Master trainer	Mentor
1	Trade-related aspects of intellectual property rights	Mr. Nauman Aslam, Director Trade Development Authority of Pakistan (TDAP)	Dr. Henning Ruse-Kahn, Max Planck Institute for Intellectual Property, Competition and Tax Law
2	Trade remedies	Ms. Maliha Quduus, Research Officer PITAD	Dr. Gustav Brink, Trade Policy Consultant
3	Dispute settlement	Mr. Khalid Hanif, Deputy Director PITAD	Dr. Christian Haeberli, WTI
4	Trade and investment	Rana Shahzad Ahmad Khan, Director TDAP	Mr. Roberto Echandi, WTI

S/N	Name of Module	Master trainer	Mentor
5	Trade, environment and climate change	Dr. Syed Kausar Ali Zaidi, Director PITAD	Dr. Arthur Appleton, WTI
6	The economics and policy of non-tariff measures	Mr. Muhammad Shafiq Haider, Assistant Director PITAD	Prof. Olivier Cadot, University of Lausanne
7	Assessing the effects of preferential trade agreements (PTAs): measurement methodologies	Mr. Hasan Shafqaat, Assistant Director PITAD	Dr. Anirudh Shingal, WTI

Collaboration between PITAD selected master trainers and WTI selected mentors continued for module development on the topics agreed between PITAD and WTI. Comprehensive exchange of resources and telephonic/Skype discussions took place among the mentors and master trainers.

Continued distance interactions resulted in all the seven draft modules being well developed before the departure of master trainers to Bern for a three weeks face to face training in August/September 2012.

An enhanced mechanism for monitoring of progress on module was carried out so that the modules are completed in time and course correction is made where required. The monitoring reports were issued on weekly basis to all concerned. During the reporting period a module initiated during 2011 on Techniques of International Trade Negotiations was also followed vigorously for completion. Master trainer and the mentor were encouraged to keep close collaboration to finalize module on such important trade policy issue.

2.2.3 A three week training for master trainers at WTI, Bern, organized

In order to design and schedule the three week Bern training for the master trainers, extensive consultation with PITAD and WTI/mentors was conducted to maximize benefits from the training. To that effect, a schedule/agenda was finalized for the course. Subsequently, all arrangements were made for the training at Bern in consultation with PITAD, WTI and master trainers.

The training took place from 22 August to 13 September at WTI Bern in which the master trainers had face to face interaction with their mentors. The master trainers were taught pedagogical methods and module delivery. The trainees not only learnt their own module but they also broadened their knowledge about the other modules. They also received evaluations and advice on the next steps that they need to do from their Mentors.

ITC representatives visited the WTI so as to hear the views of the participants regarding the training. Traininers were satisfied with their training and the module development process as well as improvements made from the 2011 similar module development process.

2.2.4 Cumulative achievement on modules (Completion of module development targets as envisaged in the IR)

The seven modules commenced during 2012 were developed throughout 2012 out of which five modules were accredited by WTI for joint certificate. Similarly the module on International Trade Negotiations was accredited during the reporting period, bringing total number of modules accredited by WTI during 2011 and 2012 for joint certificate to eleven against the six targeted in the Inception Report. Five accredited modules during the reporting period are:

- Trade and investment
- Economics and policy of non-tariff measures
- Trade related aspects of intellectual property rights
- Trade remedies
- Trade, environment and climate change

The following two training modules have also been completed which are expected to be accredited by WTI for joint WTI-PITAD certificate in the first quarter on 2013.

- Dispute settlement at WTO
- Assessing the effects of preferential trade agreements (PTAs): measurement methodologies

As envisaged in the WTI-PITAD partnership agreement, the jointly accredited modules are being delivered to the STP trainee officers, for which a Joint WTI-PITAD Certificate on International Trade Law and Commercial Diplomacy will be awarded to the successful officers in 2013. A similar joint certificate was awarded to 35 trainee officers at PITAD in 2012. The joint certificate holders will receive a waiver for the modules covered by the joint certificate should they choose to pursue Masters Programme (MILE) at WTI.

2.2.5 Strengthening of Government officers' capacity on specific trade policy and international trade negotiations

2.2.5.1 Training on Economics and Policy of Non-Tariff Measures (NTMs) conducted

A two days training on Economics and Policy of NTMs was organized at PITAD on 10-11 October 2012. This training course was jointly organized by ITC and PITAD with technical assistance from the WTI. A master trainer from PITAD trained under Component 1 conducted the above mentioned training course, with the contribution from his mentor from WTI who delivered lectures and provided support to the trainers through video conference.

The purpose of the training course was to build the capacity of the officers working in various ministries and government departments regarding the economics and policy of NTMs. The training focused on the difference between NTMs and NTBs and how the NTMs become barriers to trade. It also focused on the government motives for using the NTMs. The welfare effects of NTMs were particularly analyzed during the training. The training took an in-depth look at non-tariff measures (NTMs) which appear in many guises and serve many purposes.

26 officers and researchers from federal government ministries, provincial departments and research organizations benefitted from the training in terms of knowledge enhancement. The average score recorded for the before training was 40% whereas for the after training it was 70%. All participants that completed the evaluation indicated their satisfaction for the training.

2.2.5.2 Training on Trade and Investment conducted

A two day training jointly organized by ITC and PITAD with the technical assistance of WTI was conducted on Trade and Investment at PITAD on 13-14 November 2012. A master trainer from PITAD trained under Component 1 conducted the above mentioned training course, with the contribution from his mentor from WTI who delivered lectures and provided support to the trainers through video conference. The training was attended by 28 officers and researchers from various ministries and provincial departments. The training aimed at the capacity building of the officials working in various ministries and government implementing agencies on the issues related to Investment, investment management, investment regulations and dispute settlement in Investment treaties. The training particularly focused at the law and policy of investment, scope and standards of International Investment Agreements, and different levels of international investment regulations. Particular attention was given to analyse the dispute settlement mechanism and Pakistan's experience in that connection. The training provided an opportunity to the participants to understand issues related to investment and enabled them to effectively contribute to government policies, investment management and bilateral investment treaties of Pakistan. The pre and post training subjective tests confirmed that there was a marked improvement in the knowledge and understanding of the participants. The participants also completed an evaluation form to pronounce their satisfaction with the training.

2.2.5.3 Increased stakeholder interest in PITAD as a deliverer of trade policy training

PITAD has demonstrated competency in delivering trainings (as assessed by participant evaluation in 2012 trainings), and real demand for its upgraded training services is being shown both domestically and abroad. In this connection, the Government of the Punjab has indicated their desire and willingness to fund and organize trainings for the officials of the government of the Punjab utilizing the enhanced capacity of the PITAD which has been built under the ITC implemented Component 1 of the TRTA II programme.

The Government of Punjab has formally acknowledged the support from PITAD and stated that: “We feel that the enhanced capacity of PITAD could be effectively utilized to advance trade related training and education to the relevant stakeholder through further collaboration under the TRTA II programme and beyond.”

Furthermore, PITAD has offered through the Ministry of Commerce a one week training on the modules developed under Component 1 to the officials from Government of Tajikistan which is planned to be implemented some time during 2013 after endorsement by the JMC. Similar offers are also being made by PITAD to ECO countries. Pakistan Plastic Manufacturers Association approached the TRTA II programme and requested for copies of PITAD’s newly developed modules on “The Economics and Policy of Non-Tariff/Measures as well as “Assessing Competitiveness of Preferential Trade Agreements”. In a recent interaction with the Government of Punjab representatives, it was proposed to have an agreement between PITAD and the training academy of the government of Punjab for training of newly inducted government servants for delivery of the jointly developed modules to the trainees.

2.2.5.4 Support to Government of Punjab in organizing training on Economics and Policy of Non-Tariff Measures

A two days training on Economics and Policy of Non-Tariff Measures was organized by the Government of Punjab at Lahore on 22-23 January 2013 at Lahore. The training was fully sponsored by the Punjab Government including lecture fees to the master trainer developed under ITC implemented Component 1. The training was attended by more than one hundred participants from public sector, private sector and academia. Support was provided in design of the training and master trainer was provided to conduct the training.

2.2.6 Conducting research studies contributing to the development of a national export strategy

2.2.6.1 Research studies 2011

The four research studies which were completed and approved during 2011 following successful international peer review by leading experts to ensure quality of the research according to international standards were printed and widely circulated among the stakeholders in the reporting period. Those four research studies were:

- Assessing Pakistan’s export opportunities in Computer related services
- The Challenges in Enhancing Pakistan’s Export Potential in Transport Services
- Assessing Pakistan’s Export Potential for Professional Services
- Enhancing Pakistan’s Exports to ECO member countries in Textile Made-ups and Light Engineering Sectors

2.2.6.2 Research studies 2012

The PPDSC in its meeting held on 7 May 2012, selected five research studies for conducting to feed into the three PPDs during 2012. The titles of the five research studies are as under:

- Analysis of industrial sector to identify defensive and offensive interest and policy reform for export enhancement to India
- Analysis of agriculture sector to identify defensive and offensive interest and policy reform for export enhancement to India
- Analysis of qualified sectors for EU GSP plus scheme to define policy recommendations for export competitiveness in those sectors
- Policy reform to enhance competitiveness and export potential of livestock sector
- Policy reform to enhance exports of dairy and dairy products sector

Extensive consultation were held with the relevant stakeholders in public and private sector including the PPDSC members to define scope and objectives of the five research studies in order for the research studies and PPDs to respond to the needs and problems faced by the stakeholders.

Extensive advice was provided by the international peer reviewers at different stages of the conduct of the studies. All five research studies were carried out and presented during the three PPDs held in the reporting period to inform the stakeholders and to provide alternate policy options. The studies are under formatting and editing and would be printed in the first quarter of 2013 for wide dissemination among the stakeholders.

2.2.7 Fostering public-private dialogue for a coherent national export strategy

2.2.7.1 PPD on Enhancing competitiveness and export potential in Livestock and Dairy Sectors

A Public Private Dialogue (PPD) on "Enhancing Competitiveness and Export Potential of Livestock and Dairy sector in Pakistan" was held on 29 November 2012 in Lahore. The PPD was attended by 133 participants from public sector private sector, including representatives from universities, chambers, associations, growers and farmers, producers, importers, exporters, independent research organizations, ministries, TSIs, provincial departments etc. which made the dialogue inclusive and broad based. Importantly 29 PhDs, some CEO and heads of government organizations (Pamco, PLDDB etc.) and business firms (Nestle, Red Cow, Meat One etc.) attended the PPD which added value to the discussions. .

Earlier, a massive coordination was conducted with business associations, business firms, Federal government ministries, implementing agencies, provincial departments, research organizations, academia and NGOs so as to ensure they were well informed of the PPDs. Moreover, the concept, rationale, objectives and strategy was shared and discussed in detail with the abovementioned stakeholders for their active involvement in the process for development of coherent and inclusive trade and investment policies.

Summaries of the two research studies were communicated to the invitees of the PPD so as to initiate their thinking about the issues and recommendations concerning the two sectors to be presented during the dialogue. A feedback policy reform proposal form was also communicated to the stakeholders to provide policy recommendations. The participation of large number of stakeholders from public sector, private sector and civil society at a senior level is an indication of how important stakeholders feel the public-private consultation process. Moreover, increasingly private sector stakeholders are using it as a forum to inform policy makers of their needs for policy and regulatory reform., whereas public sector stakeholders are provided a forum for hearing their views.

The PPD was organized in close collaboration with the Lahore Chamber of Commerce and Industry, Trade Development Authority of Pakistan, Punjab Department of Commerce, Industry and Investment and Punjab Department of Livestock and Dairy Development. The findings and recommendations of the two studies were presented during the PPD which were thoroughly discussed, commented upon and analyzed. The stakeholders provided their own input and about 30 participants and representatives of organizations provided their feedback in writing by completing the Policy Reform Proposal Form. Evaluation forms received back from participants attending the event also indicated very strong satisfaction as well as knowledge enhancement on issues covered. The PPD was chaired by Mr. Fazal Abbas Maken, Additional Secretary Ministry of Commerce.

In terms of developing synergies, the PPD on Livestock and Dairy sector was directly related to SPS, food safety, packaging, labelling and branding which are expected to support the other two Components of TRTA II programme. Stakeholders and counterparts they are working with under their respective components were also involved in the PPD to create synergies. Similarly the counterparts of other UNIDO projects working in Pakistan were also invited in order to develop synergies.

The Government of Punjab has formally acknowledged the impact of the PPD and stated that the PPD was “a useful forum to inform relevant stakeholders regarding the importance of those sectors and to initiate policy debate among the stakeholders for domestic regulator reform for export competitiveness in those sectors.”

2.2.7.2 PPD on Policy Reforms to Enhance Competitiveness and Export Potential in the sectors covered by EU GSP plus Scheme

The Public Private Dialogue (PPD) on ‘Policy Reform to Enhance Competitiveness and Export Potential in the Sectors Covered by the Proposed GSP plus Scheme,’ should the GSP Plus status be granted by the EU, was organized in collaboration with the Pakistan Institute of Trade and Development (PITAD) Ministry of Commerce and in association with the Karachi Chamber of Commerce and Industry on 20 December 2012 at Karachi.

Discussions among the invited participants also took place in which representative of Federal Government Ministries, implementing agencies, provincial departments, Chambers of Commerce, trade associations, individual firms, independent research organizations and Academia discussed the issues being faced by the selected sectors and possible policy reform to overcome them. The PPD was attended by 126 stakeholders and 33 participants preferred to provide feedback by completing the Policy Reform Proposal Form. Evaluation forms received back from participants attending the event also indicated very strong satisfaction as well as knowledge enhancement on issues covered.

The technical session was chaired by Mr. Mujeeb Ahmad Khan, Head technical analysis and research wing of the TDAP and Mr. Muhammad Haroon Agar President Karachi Chamber of Commerce and Industry was the Chief Guest of the event.

In order to create synergies with other components of the TRTA II programme the stakeholders and counterparts they are working with under their respective components were also involved in the PPD. The exports of seafood to EU was discussed and the SPS requirements which need to be fulfilled to get access to EU market. These factors and policy recommendations are deemed to provide support to Component 2.

It was notable that the invited participants were not provided any travel tickets, accommodation or daily living allowances.

2.2.7.3 Public Private Dialogue on “Enhancing Competitiveness and Export Potential for Trade with India in Light of the Improved Trade Relations and Full Implementation of SAFTA”

A PPD on Enhancing Competitiveness and Export Potential for Trade with India was organized in Lahore on 16 January 2013 in association with the Investment, Commerce and Industries department Lahore, Trade Development Authority of Pakistan and Lahore Chamber of Commerce and Industries. The PPD was attended by 141 stakeholders from public sector, private sector and civil society which demonstrated enhanced confidence of the stakeholders in the process. The participants were of high calibre including some secretaries to governments, additional secretaries, heads of departments, heads of MNCs like Nestle, Toyota, etc, presidents of Chambers and chairmen of Associations, including farmers associations, and individual firms.

The inaugural session of the PPD was chaired by Senior Vice President of the Lahore Chamber of Commerce and Industry and the closing session was chaired by renowned economist Ms. Ayesha Ghaus pasha. The technical session of the PPD was chaired by Mr. Abdul Basit Khan Additional Secretary Ministry of National Food Security and Research whereas Secretary Livestock and Dairy Development, Secretary Investment, Commerce, and Industries Punjab, Vice president of FPCCI and Vice president SAARC Chamber of Commerce were some of the notable panel discussants.

An important aspect of the PPD was the unprecedented interest of the stakeholders in the PPD process despite some very precarious security situation in the country on that very day. It is notable that over 30 participants submitted policy recommendations forms on specific issues. Evaluation forms received back from participants attending the event also indicated very strong satisfaction as well as knowledge enhancement on issues covered.

The Government of Punjab has formally the impact of the PPD and stated that the PPD was “a useful forum to inform relevant stakeholders regarding the importance of those sectors and to initiate policy debate among the stakeholders for domestic regulator reform for export competitiveness in those sectors.”

2.2.7.4 Submission of policy recommendation papers emanating from the PPDs held in 2011 to the Government

All the recommendations emanating from the PPDs, those identified in the research studies and those submitted by the stakeholders in the form of a policy reform recommendation form or as position papers were compiled into two documents and after approval by PPDSC the two documents were submitted to around 30 policy making organizations at federal and provincial levels so that the recommendations are incorporated into national and regional policies. The two documents were then submitted to the MOC for consideration and potential implementation through the forthcoming Strategic Trade Policy Framework (STPF) 2012-15. Further follow-up work and awareness raising of the policy recommendations was conducted in the reporting period. For example, this included that the proposal contained in the policy papers were presented to the committees established at the MOC for preparation of STPF 2012-15 for their consideration and potential inclusion in the STPF.

Recently the Government of Pakistan has announced the STPF which includes a number of trade policy recommendations generated as a result of PPDs held in 2011.

2.2.7.5 Coordination with local research institutes and other stakeholders

Component 1 interventions aim at strengthening the institutional capacity of Pakistani research and training organizations. In turn, it is intended that the strengthened institutions will be utilised to provide trade related training and research to government ministries and line agencies to augment their optimal functioning. The identified institutes to partake in these capacity building initiatives are LUMS, IBA, TDAP and PITAD. Accordingly it was essential that active collaboration with these organizations is undertaken regarding the implementation of the interventions to devise an optimal implementation strategy and high level of understanding.

Telephone and email correspondence was undertaken on regular basis with the abovementioned institutes. An important impact of the success of the training programme is that the officials from provincial departments are invited to participate in the trainings organized at PITAD. Given the quality of the trainings, the Punjab Department of Commerce, Industry and Investment requested for utilization of the master trainers trained under the WTI mentorship and their training modules for conducting trainings at Lahore. The trainings will be fully funded by the Punjab Government, and first such training on Economics and Policy of NTMs was conducted on 22-23 January 2013.

In the context of PPDs active collaboration and engagement was ensured with various organizations which were directly or indirectly related with the identified sectors. In this connection the PPD on Livestock and Dairy sector organized at Lahore was organized in association with Lahore Chamber of Commerce, TDAP Lahore, Department of Commerce, Investment and Industry and Department of Livestock and Dairy sectors. Similarly the PPD held in Karachi was organized in association with Karachi Chamber of Commerce, Sindh Department of Commerce, IBA Karachi, and TDAP Karachi. Given the quality of the PPD held in Lahore, requests from Department of Commerce and Department of Livestock were received to hold more PPDs in Lahore. Accordingly, the PPD on Enhancing Competitiveness and Export Potential for Trade with India was organized at Lahore on 16 January 2013 in association with Punjab Department of Industries, Commerce and Investment, Lahore Chamber of Commerce and Industry and TDAP Lahore.

Discussions and consultations with the relevant ministries and PPDSC members were undertaken in the context of defining scope and objectives for the five research studies to be undertaken during 2012 with a view to make the research objectives in line with the needs of the stakeholders.

2.3 Component 2: Export Development through Improvement of Quality Infrastructure

2.3.1 Component 2.1: Strengthening SPS Management System

During the reporting period, two missions of International Experts were launched in SPS and Food Safety Systems. The details of the International Experts that were fielded are as follows:

Name of Expert	Country	Post/Activity Area	Duration (Weeks)	Dates in Field
Ian Goulding	UK/Portugal	SPS-Food Safety	First Mission: 2 weeks	7-16 June 2012
			Second Mission: 2 weeks	11-23 November 2012
Andrew Mathieson	UK	Expert in Development of Training Facilities for Food Inspectors	2 weeks	2-15 December 2012

MFD submitted a response to latest comments from DG SANCO on 17 October. This response was reviewed. It was informed that it may not sufficiently address HACCP implementation in process establishments. Although there is pressure from industry to extend controls to Korangi Harbour, this is not recommended at present.

FAO and TRTA II seek to collaborate for animal health legislation. A round table meeting with Animal Health Specialists was held at FAO office in Islamabad. It was unanimously agreed that Pakistan should apply to World Organization for Animal Health (OIE) asking them to visit Pakistan to conduct an analysis of the Performance of Veterinary Services (PVS). Prior to such a visit, the OIE will require a dossier of information on the veterinary services in Pakistan, based upon which that OIE team will then visit Pakistan and carry out the analysis. Therefore the Animal Husbandry Commissioner (AHC), through the Ministry of National Food Security & Research, will request TRTA II for hiring a National Expert in Animal Health to help in the preparation of the PVS dossier which will be then submitted to the OIE prior to the visit.

The IE in SPS delivered 6 days of training to 25 new Inspectors Food Safety Officers and Deputy Directors of the Punjab Food Authority. Sessions covered introduction to food safety, role of the inspector, food safety hazards, risk management in food inspection, integrity of inspection services, residue monitoring, sampling and testing, dealing with food safety emergencies. Three practical inspection visits were made; poultry processing, outside catering firm and bakery. The training session conclude with a lecture on Laboratory Accreditation, delivered by the TRTA II IE Laboratory Accreditation during his mission to assess the testing laboratories working under the aegis of the Government of Punjab (Food & Agriculture Departments).

2.3.1.1 Consultations with Punjab Food Authority (PFA) on strategic development

The Authority became operational in May 2012 with the recruitment of the Director General, followed by the recruitment of the technical staff – namely the Food Safety Officers. These food safety officers have an advanced in Food Technology/Sciences and lead a team of inspectors that have started their work in the 9 towns of Lahore. Based on the MoU signed on 5 January 2012 between TRTA II and the Punjab Food Department, it has been agreed that the programme will support the PFA following activities:

- Development of legislation (technical regulations and procedural/administrative) with International and National experts
- Establishing sampling and testing requirements (International Expert advise)
- Preparation of food safety database and information system (International Expert advise)

Based on these agreed activities, Secretary Food (Punjab) has requested that the programme recruit a National Consultant to work with the TRTA II International Expert to draft the technical regulations and food laws that will help govern the procedures and operations of the Punjab Food Authority.

The programme will also ask its IE in Laboratory Accreditation to visit PFA and review proposals for annual testing requirements of the PFA, required test methods and potential outsourced laboratory testing service providers, to include requirements for rapid tests and testing for official control (authorized methods in accredited laboratories) and provide an analysis of estimated guide costs of outsourced versus in-house testing approaches for the testing requirements identified. The IE will also develop and recommend an optimal and cost efficient laboratory testing strategy for the PFA, and recommend which tests should be provided in house and which should be outsourced.

Finally the IE will visit the City District laboratory and assess the laboratory for its potential to achieve accreditation, based upon which he will recommend the physical design and layout; specify equipment and critical operational requirements for the laboratory to meet the PFA needs.

The programme will also field an International Expert to provide the technical expertise to help establish database and information system at the PFA.

2.3.1.2 National Food Safety Animal and Plant Health Regulatory Authority (NFSAPHRA)

Bill was presented to all concerned stakeholders particularly the concerned provincial departments through a consultative workshop organized jointly by Ministry of Food Security and Research and TRTA II on 11 June 2012. The stakeholders voiced their concerns and provided written comments on the Daft Bill. Subsequently, certain changes were made in the Bill where applicable, and explanations were then provided to the relevant stakeholders during a focused group meeting on 17 October 2012 in where all the provinces and regions of Pakistan as well the relevant departments were invited. After this meeting the NFSAPHRA (Food Safety) Bill was finalized and submitted to Ministry of Food Security and Research for approval and further processing. The Ministry will now present the Bill to the Cabinet for approval in principal, before being vetted by the Law Division prior to submission to the Council of Common Interest (CCI). At the CCI the Bill will be debated amongst the members before submission to the Parliament through its relevant committee for enactment.

Meetings with Ministry Food Security and Research regarding a joint committee with the Ministry of Science & Technology on the role of PSQCA in food safety was held in the presence of two IEs for the TRTA II programme as well key PMO staff. Detailed discussions were undertaken on outstanding administrative barrier to the bill in order to establish a new SPS authority (duplication of controls with Pakistan Standards and Quality Control authority). During a joint meeting it was agreed that once the Food Safety is promulgated, the Ministry of Science & Technology would ask the PSQCA to revoke its orders regarding the 40 mandatory standards for food and that the technical regulations on food safety drafted by Federal and Provincial Governments would be adopt as Pakistan standards that would be issued by the PSQCA. This is in line with recommendations of TRTA II IEs who participated in the joint meeting.

Post Graduate Diploma Course in Food Safety and Controls was launched at University of Veterinary and Animal Sciences (UVAS), University of Agriculture Faisalabad (UAF) and University of Karachi (UoK).

International Expert in Development of Training Facilities for Food Inspectors held discussions with the concerned faculty members of the three universities (UVAS, UAF and UoK). The IE guided the faculty members for setting up the examination papers, assessment, etc. The course is running well at all the universities with a considerable participation from the private sector as well, particularly at the University of Karachi, which has re-scheduled its PGDC classes to take place over the weekend to accommodate the request made by candidates for the food manufacturing industry.

The IE also discussed with the faculty members about the accreditation of course with Royal Environmental Health Institute of Scotland (REHIS) and guided the universities on how to prepare the documents to be submitted to REHIS for accreditation. The universities were requested to provide the requisite information by December 2012 and applications to the REHIS would be sent on first come first serve basis. The University of Veterinary and Animal Sciences (UVAS) in Lahore was first to submit the information and upon further scrutiny by the relevant rehash staff, a meeting is scheduled for 24 April 2013 where it will be recommended that the PGDC in Food Safety & Controls being offered at Ives be accredited by REHIS. The other two universities have since submitted the required information and their application is in the pipeline.

The IE also delivered a lecture on Rapid Inspections, citing specific examples from his experiences, to the students of Post Graduate Diploma Course in Food Safety and Controls at UVAS, UAF and UoK.

2.3.1.3 Discussions with Director General Punjab Food Authority (PFA)

The graduates of the Post Graduate Diploma Course in Food Safety and Controls should serve as good human resource for the PFA. The Director General PFA agreed that Food Safety Officers of PFA should give a lecture every month to the students at University of Veterinary and Animal Sciences and University of Agriculture Faisalabad about their experiences in the field. The Food Safety Officers of PFA should also take with them the students of post graduate diploma course for inspections, so that students have practical training.

2.3.2 Component 2.2: Improved Quality, Value Addition and Compliance in Fishery, Horticulture & Industrial Sectors

Five missions of International Experts were launched during the reporting period in Component 2.2 Improved Quality, Value Addition and Compliance. The details of the expert missions are as follows:

Name of Expert	Country	Post/Activity Area	Duration (Weeks)	Dates in Field
Rodney Hine	British	Added Vale Seafood Processing	2 weeks	1-14 June 2012
Adam Pinney	British	CE Marking	First Mission: 5 weeks	01 July – 04 August 2012
			Second Mission: 2 weeks	14-27 October 2012
Kit Chan	Malaysia	Good Agriculture Practices	First Mission: 2.5 weeks	01-18 June 2012
			Second Mission: 3 weeks	31 August – 24 September 2012
			Third Mission: 2.5 weeks	26 November - 14 December 2012
			Fourth Mission: 2 weeks	2-15 January 2013
John Heap	British	Lean Manufacturing	First Mission: 2 weeks	1-14 September 2012
Dirk Heuff	Netherlands	Expert in Marketing and Exports	First Mission: 1 weeks	03-09 December 2012
			Second Mission: 1.5 weeks	03-12 January 2013

2.3.2.1 Productivity improvements in the key industrial sectors

NPO has been awarded a mega scale project to conduct benchmarking of garments industry of Pakistan. NPO is using the CBS tool provided under the TRTA II programme to conduct this benchmarking work. The sampling has already begun and TRTA II is providing on-going assistance to NPO to conduct this exercise. NPO is being further assisted to enhance the scope of the tool to add indicators such as production efficiency and total factor productivity.

As a result of the analysis conducted using the Competitiveness Benchmarking system (CBS) it was identified that cutlery sector of Wazirabad can greatly benefit from improvement in technology at the polishing stage. Currently, the polishing stage is the longest, requires the most number of workers, is inefficient, is environmentally harmful especially to worker health and causes the maximum number of injuries at work place (health and safety). Through the benchmarking exercise it was identified that two newer technologies could replace the existing process of polishing in the industry. The two processes include ‘vibrator polish machines’ and ‘roller polish machines’. The vibrator polish machines use water based techniques to polish cutlery and is completely environment friendly and has ‘zero’ risk of worker injury. This

equipment is ideal for the cutlery and tableware manufacturers. On the other hand the roller polish machine is similar in technology employed in China and is much safer than current techniques and is less hazardous to worker health. This sort of technology works better for knives and dagger manufacturers.

The case of making investments under TRTA II in improving technology was made at the previous PSC. The concurrence to make such investments on pilot basis was provided at the PSC. TRTA II team has now had meetings with the Cutlery Association to develop a mechanism to make such investments in pilot industries. These industries can then be used as demonstration units for remaining industry and to build evidence for the government to approve the already submitted PC-1 through NPO to upgrade technology in the cutlery sector.

Recommendations of lean principles were implemented in a pilot fan industry in May 2012. Significant gains in productivity and cost savings were achieved as a result. Three further units were selected for implementation of lean principles. However, this support was conditional on units making investments in improving their basic infrastructure. Two of the selected units have now made the required infrastructural changes and lean will now be implemented in those units in collaboration with trainers trained at NPO.

The fan industry was linked with NUST University to work on bringing electrical and design improvements in fan manufacturing. NUST has been working very closely with the factory recommended by TRTA II and is close to making refinements in fan design to make it more energy efficient. TRTA II will continue to support this collaboration and will ensure and facilitate trial production of the improved fans in pilot units.

TRTA II has been working closely with CBI and the surgical instruments industry to develop a work plan for improving CRS in the sector by the local experts of TRTA and CBI together with SIMAP (Surgical Instruments Manufacturers Association of Pakistan in August 2012. The implementation of the joint work plan will be initiated in March 2013 with the support of CBI International Expert on CSR.

2.3.2.2 Improving competitiveness and productivity of the horticulture sector

The development of Codes of Practice (COPs) in both Kinnow and Mango sectors is well on its way past the inception phase and the planned interventions have been introduced and being implemented to the farmers and pack house owners and under the guidance of TRTA II Project Management Office and the Research Institutions (Mango Research Station, Citrus Research Institute and University of Agriculture Faisalabad).

The International Expert in GAP was fielded thrice to assess the progress of work done by Citrus Research Institute (CRI), Mango Research Station (MRS) and University of Agriculture Faisalabad (UAF) for the development of Codes of Practice (CoPs) in kinnow and mango sectors.

The farm selection analysis for COP participation was prepared. Codes of Practice (COP) Project, aims to improve value addition of the horticulture supply chain in Pakistan. The Project was designed with the pilot implementation of cultivation best practices (Codes of Practice), focusing in the Kinnow and Mango production. The modality of the Project involves the applications of the best practices in the farms to increase productivity and quality and reduce losses. In order to achieve the impacts of the COP Project, it is imperative that the farmers willingly apply the practices as recommended by the Researchers in the fields.

CRI conducted 41 Farmer Field Schools supported by TRTA II. Farmers were trained in development of furrow irrigation system, pesticide and fungicide application, pruning etc.

MRS conducted 54 Farmer Field Schools enabled by TRTA II support. On the basis of soil and water analysis, nutrition plan was given to the farmers. In addition, farmers were trained in orchard floor management, irrigation methods, fruit drop control, fruit fly control, pruning PBZ application, etc.

Kinnow and mango farmers are using farming equipment which is archaic and not appropriate in terms of good agriculture practice. At this point of time it is imperative to introduce the modern equipment at the farms and pack houses. In this regard **Equipment worth of USD 33,000** has been purchased for the distribution to the selected farmers/processors in Kinnow and Mango sector. The list of equipment has been finalized with consultation of CRI, MRS, PHDEC and relevant stakeholders. Equipment will help Farmers and processors to produce better quality outputs and to help them work easier. In addition, equipment has been purchased for the development of model pack house in mango sector.

A concept note on the Advance Warning System (AWS) was developed to give the farmers enough time to take the necessary mitigating measures to reduce crop loss by applying the relevant insecticide, pesticide and fungicide at the most appropriate time. The IE will work with the researchers to lay down the initial ground work necessary to build an effective AWS.

A mango farm has been identified as a COP Model Farm. The aim of creating a COP model farm is to produce a demonstration where the farmer is willing to fully comply and participate in the recommendations of the Research Institutes, to invest and to allocate a substantial plot of his farm, to produce a threshold harvest volume for the export demonstration.

The farmer shall work with its Cluster members, for yield support, in this model farm development. He has allocated a 20-acre plot of 3 different varieties (to capture the marketing window) and target for air shipments by the summer of 2013. This COP Model Farm shall demonstrate the precise working of the COP Program and how the farmer utilizes the tools of the 4+1 Cluster, FFS, post harvest techniques, and the marketing channels, to achieve the objectives of better quality, yield and export potential.

Harvesting bags used in kinnow sector usually damage the fruit. UAF has finalized the design of cloth bags for workers to harvest kinnow from the trees to minimize damage to the fruit and to reduce the handling time. The TRTA II programme has also provided the farmers with cutters, as part of the ‘horticulture kits’ to facilitate the harvesting process.

Three consignments of white chaunsa mango’s variety were sent to China. Development of codes of practices aims to improve fruit quality so that it attains maximum shelf life and reaches at the export destination with minimum losses. In this regard two consignments of white chaunsa were sent to China. This was done in collaboration with ASLP. The fruit (mango) was sourced from the farm clusters receiving TRTA II support, processed at the HORTIFRESH pack house facility established by PHDEC through public-private intervention.

Advisory Panel was setup to provide guidance and recommendations to improve the implementation work of the Research Institutions with the farmers. The rationale and the Terms of Reference of the Advisory Panel and Agenda were developed. TORs for the Advisory Panel for steering the development of COPs were prepared. The newly formed Advisory Panel (AP) for the development of the comprehensive Code of Practices (CoPs) held their first meeting in Lahore, on 19 September 2012, under the chairmanship of PHDEC. The AP was attended by researchers of the RI, President of the Kinnow Growers Associations, ASLP, officers of PHDEC and the Agriculture Department, Punjab.

The IE held meetings and advised the CRI, MRS, UAF and Graphics Designer/Publisher and explained him about the composition and organization of the COP Manual. IE envisages 2 sets of the COP Manual to be produced. One would be for farmers. A second proposed Manual would be written for the Trainers. The second Manual would have contents that are more technical and the subjects more complex for the more knowledgeable instructors.

A Brochure has been designed to elaborate on the development of Codes of Practice being carried out in the kinnow and mango sectors under the TRTA II programme in collaboration with ASLP and PHDEC. A final draft has also been completed. In order to present an alternative and refreshing appeal to the Brochure, a graphic design company was commissioned to do the work. The brochure explains the role of research institutes in the development of codes of practices and practices being applied at the farms and the pack houses.

MOU between the TRTA II COP Program and PHDEC has been drawn up in order to concretize the working relationship between the PMO and PHDEC, so that the ground officers could also understand the collaboration of work.

The MOU document, describing the collaborative work between the PHDEC and TRTA II COP has been prepared and is ready to be signed.

A video clip for the harvest process of Farid Khakwani Mango and the follow through PHH process of the Mango in the Pakistan Horti Fresh Processing plant, managed by Durrani Associates, in Karachi has been contracted to Papier Maché.

The IE has given consultancy on the story line for the video filming. The voice-over scripts and the captions have been prepared to be incorporated into the video. The film crew is currently editing and transcribing work on the video.

A 12-minutes clip on the more technical handling of the Mango harvest and processing activities shall be made.

A second 6-minutes clip was shooting the TRTA II COP interventions and the impacts thereupon

In order to develop the detailed Integrated Pest Management (IPM) Program for the Kinnow and Mango Cluster farmers Dr. Ehsan ul Haq, Senior Scientific Officer of the Insectary-Biological Labs., NARC, has been identified as the contact person in NARC to assist the PMO on TRTA II COP Programme.

Dr. Eshan shall write a proposal for the IPM program, detailing the scope and modality of the program. The proposal shall be forwarded to the PMO of TRTA II COP, via the NARC.

Some analytical work on the current status of the horticulture sector in Pakistan was undertaken by PMO upon the directions of EU Delegation to Pakistan. TORs for the expert to carry out the mapping of horticulture produce of Pakistan was drafted and shared with EU Delegation to Pakistan. The mapping would be conducted to highlight the areas where different potential horticulture products are growing and potential target markets first in the neighbouring countries, and then in Far East, Middle East and other countries. The mapping will also identify the potential export markets in view of political changes taking place round the globe.

Monitoring template was prepared to track and reaffirm the verification works, by ensuring that all the recommendations of the FFS conducted by CRI and MRS and Trainings conducted by UAF have been taken up in field trials and the relevant data, generated by these trials, collected.

The development of a Fair Trade Certification scheme for mango farmers has been proposed as another approach to help the farmers to gain access to export markets through their own initiatives and efforts, with a little assistance from the COP Programme.

2.3.2.3 Improving compliance and competitiveness in the fisheries sector

A Fish Business Park is being planned and designed for the Korangi Fish harbour's (KFH) fish processing zone by the National Engineering Services Pakistan (NESPAK). The business park would allow traders to expand systematically their business and fully utilize current and added areas of KFH marked for state-of-the-art value added fish processing industry. NESPAK is also drawing up the business plan for the proposed park. In addition of developing plan for Business Park the NESPAK is also preparing a prefeasibility study to uplift the landing facilities allowing small boats as well to off load their catches at the KFH. Auction hall facilities and other services are also to be upgraded under the plan. Before the actual start of the planning NESPAK along with TRTA II PMO held discussions with public departments and processors in a focused meeting held in Karachi, early October 2012.

The feasibility studies, being conducted by NESPAK is coordinated by PMO and the end-user, the Korangi Fish Harbour Authority, and is backed by the Ministry of Ports and shipping. A Target date of end March 2013 has been set for completion of the feasibility studies. The prefeasibility studies will be reviewed for comments and improvement by TRTA II Programme (International and National Experts)

- **Fisheries Value Addition**

Following assessment in consultation with Fish Processors and other stakeholders five potential areas for value adding the fishery products were identified which are Fish Oil Extraction:- Whole Fish Sardine Matrix (Sardine – can be gutted and sold fresh or Frozen as Whole-Fish in either Block form or IQF; Sardine Can be Gutted then De-Headed & De-Tailed (processed for canning or pouch packs; Sardine head & Tail can then be Ground – Cold Pressed (to extract Oil) and mobile block freezing unit facilities, particularly along the Balochistan coast where landing takes place at a number of costal pockets with no landing infrastructure facilities such as formal jetties or pontoons.

To make these selected Technologies sustainable, the introduction however needed a systematic feasibility study so that the private sector investor feels convinced that it is both economically and technically feasible to enter into these new business lines under the umbrella of value addition in fish processing sector of Pakistan. The report has been developed by the TRTA II Programme International Experts explaining viability for two of the selected options.

- **Training of Master trainers of Balochistan Fisheries Department for training of fisherman**

Various renowned international fisheries centre including Southeast Asia Fisheries Development Centre (SEAFDEC) World Fish Centre (WFC), Shanghai University of Marine Sciences, Tokyo university of Fisheries, Network of Aquaculture Asia Pacific Centre in Asia (NACA), Centre for Resource Management Auckland (CRM) were requested to send their expression of interest for conducting master trainers course as

per the TORs specifically developed by International expert in consultation with Government of Balochistan Fisheries Department so as to enhance the capacity of the Fisheries Officers to train fishermen of the coastal region, The Tokyo university and CRM showed their interest. The university finally responded that at this stage in time, they are unable to cater to the needs under the TOR. Likewise, did the CRM. Recently the IE has indicated that Grimsby Institute of UK potentially can take up this assignment as they have the capacity for undertaking such training.

2.3.2.4 Improving Consultancy Services and certification of enterprises

Three trade associations, relevant for identifying participants for CE Marking certification under the TRTA II programme were contacted. The three trade associations, the Pakistan Electric Fan Manufacturers Association (PEFMA), the Pakistan Gloves Manufacturers and Exporters Association (PGMEA), and the Surgical Instruments Manufacturers Association of Pakistan (SIMAP) were visited by the Programme Officer together with TRTA International Expert in CE marking, Dr. Adam Pinney and were briefed on the TRTA II interventions related to CE marking. This was important to ensure the commitment of manufacturers selected for the programme.

The IE in CE marking assessed and identified Electrical laboratory of the Pakistan Council of Scientific and Industrial Research in Lahore and Cleaner Production Centre, Sialkot to be used to conduct pre-CE marking verification tests of products in Pakistan before sending to Notified body.

Two 2-days training workshops on CE Marking were organized by TRTA II Programme, one for fans and one for gloves and surgical instruments in Gujrat and Sialkot. More than 40 representatives of manufacturers, associations and public institutions attended the workshop.

The manufacturers to be supported under TRTA II programme to obtain the CE marking were selected by established criteria and a questionnaire distributed among the participants. A total of 35 questionnaires, distributed during the seminars, were returned. 26 manufacturers were pre-selected: 8 for fans, 6 for gloves and 12 for surgical instruments.

The Programme Officer and the IE in CE marking after having long negotiations with the pre-selected manufacturers and relevant associations developed the cost-sharing formula where TRTA II programme would cover the cost of pre-testing and testing abroad by notified body while manufacturers would cover the certification costs. TRTA paying for testing allows the programme to give a financial incentive to manufacturers. Manufacturers paying the certification costs indicate that they are interested in the programme, factually committing themselves in the CE marking certification.

Finally, 4 fan companies, 5 gloves manufacturers and two boots manufacturers were selected to be supported under the TRTA II programme for CE mark certification based on the cost sharing formula agreed with the concerned associations.

MOU were signed between the TRTA II programme and selected manufacturers to ensure the commitment of the manufacturers to participate in programme and share the cost as per the agreed formula.

12 Master trainers in CE Marking were also identified from the participants of the training workshops held in Gujrat and Sialkot. These selected master trainers belong to the associations, public/private institutions such as PSQCA, NPO and PCSIR. These master trainers will work in parallel with the TRTA II IE in CE marking.

A plan of action prepared for Master Trainers in CE marking for fans and protective clothing and a set of documentation, standards and trainers pack was prepared by IE in CE marking which was distributed to the 12 selected master trainers.

A road map elaborating the steps to achieve CE mark certification was prepared by the IE in CE marking on the request of Development Advisor of EUD.

Ten (10) selected manufacturers were provided with technical assistance through the IE in CE marking to develop Technical Files for their respective products which will then be submitted to the notified body for certification.

Twenty (20) EN standards were purchased and supplied to the selected manufacturers of electric fans, gloves and boots for their use to develop the Technical files for CE marking.

The TRTA II programme contacted seven (7) potential Notified Bodies for fans and the same for gloves/boots. A number of these did not reply and, consequently, were automatically excluded from consideration. A few others were eliminated for ‘technical’ reasons, e.g. evidence that they had not acted correctly as a Notified Body in the past, doubts about how they ensured their responsibility for the EC type approval certificate, and concerns that their results might not be accepted throughout Europe. From this, one body for fans and one for gloves were initially selected.

Representatives from 28 manufacturers were trained by the IE in CE marking in a half-day seminar on CE marking for glove manufacturer on Tuesday 23rd October 2012. This was delivered at the specific request of the Pakistan Gloves Manufacturers Association (PGMEA), based on information that the EU is about to become far more rigorous in its application of the Personal Protective Equipment directive, which will lead to many more Pakistani manufacturers needing to obtain the CE marking.

Baseline data for an impact assessment of the programme has been established. A questionnaire was prepared to elicit baseline data from manufacturers, which can be used to estimate possible impact. The questionnaire will therefore be sent to them once all Technical Files have been completed and manufacturers are asked to sign the MOU.

2.3.2.5 Development of business arrangement along the international supply chain

International Expert in Trade Corridor, Mr. John Heap, was fielded from 1st September to 14th September 2012 to develop the road maps for TRTA II targeted sectors to develop business linkages along the international supply chain.

Meetings with associations of selected sectors were organized to explain the Trade Corridor concept in theory, and the steps that would be taken to implement the concept.

A focus group meeting with key stakeholders in the Mango sector was organized in Multan in November 2012 to discuss practical issues with regard to Trade Corridor implementation and to seek information from the stakeholders that would allow the roadmap for the Mango Trade Corridor to be finalized. Total of 25 key stakeholders participated in the focus group meeting and time bound roadmap for mango sectors was finalized

A focus group with key stakeholders in the Kinnow sector was organized in November 2012 to discuss practical issues with regard to Trade Corridor implementation and to seek information that would allow the roadmap for the Kinnow Trade Corridor to be finalized. 36 key stakeholders participated in the focus group meeting and time bound roadmap for kinnow sectors was finalized.

A framework for export development for Kinnow exporters and processors has been designed and circulated to potential exporters for customization as per their company's priority and interests. This framework serves as a fundamental for exporters to develop their respective export development plan.

The TRTA II International Expert advised and assisted in developing an export development plan for exporters/processors of kinnow sector, in consultation with PHDEC and other stakeholders.

Initial contacts with the Pakistani trade attaches in Malaysia and Singapore has been developed with the support of PHDEC to develop linkages with the buyers/supermarkets. Trade Attaches are briefed on the TRTA II programme intervention on the subject.

MoU between the TRTA II programme and CBI signed to utilize the expertise of CBI on marketing and market access for the targeted sector of TRTA II programme.

2.3.3 Component 2.3: Improved Compliance of Export Products with Market Requirement

Eight International Expert missions were launched during the reporting period on improving compliance of export products with market requirements. The details of the expert missions are as follows:

Name of Expert	Country	Post/Activity Area	Duration (Weeks)	Dates in Field
Upali Samarajeewa	Sri Lanka	Laboratory Accreditation	First Mission: 2.5 weeks	10-27 July 2012
			Second Mission: 2.5 weeks	5-23 November 2012
			Third Mission: 2 weeks	27 January to 9 February 2013
Subadra Jayasinghe	Sri Lanka	Chemical Testing & Development of Proficiency Testing Scheme	First Mission: 2.5 weeks	10-27 July 2012
			Second Mission: 2.5 weeks	6-24 November 2012
			Third Mission: 2 weeks	27 January to 9 February 2013
Martin Kellermann	South African	Quality Infrastructure & its Socio-Economic Impact	First Mission: 2 weeks	17-22 September 2012
			Second Mission: 1.5 week	12-22 November 2012

Two Focus Group meetings were organized by PMO in Karachi and Lahore with important stakeholder groups that would play an important role in the proposed National Quality Forum deliberations to develop a National Quality Policy. The Focus Group meetings took place on 13 and 14 November 2012 in Karachi and Lahore respectively. 30-35 participants representing public and private organization participated in the focus group meetings held in Karachi and Lahore.

The National Quality Forum was held on Friday, 16 November 2012 in the Serena Hotel in Islamabad. It was organized as a whole day affair and was attended by approximately **60 representatives mostly from government**. A small number of private sector representatives attended as well as a small number from academia and civil society. Some of the participants of the Focus Group meetings attended as well providing a useful bridging mechanism. The Keynote Address was delivered by Mr. Akhlaq Ahmed Tarar, Secretary of MoST, and the Opening Address by the Hon. Mir Changez Khan Jamali, Federal Minister for Science and Technology as the Chief Guest. The closing session heard comments by Mr Munir Qureshi, Secretary of Commerce and by Mr Pierre Mayaudon, Deputy Ambassador, EU Delegation to Pakistan who both expressed their satisfaction at the lively debate and genuine search for an optimum solution.

The NQF recommended that Pakistan must develop a new National Quality Policy, taking into consideration the previous Quality Policy (2005). It was decided that although the Ministry of Science and Technology is the current line Ministry of the three fundamental NQI institutions, namely PSQCA, PNAC and NPSL, the Ministry of Commerce has a major interest in the proper implementation of a future NQP. Hence, MoST should take the issue to Cabinet and get higher political approval for the development of the NQP and a clear indication of the lead Ministry in this endeavour.

Three to Four working groups will be established to discuss the new NQP in detail. Specific areas could be the NQI (Standards, metrology, accreditation and conformity assessment), Technical Regulation Regime, Funding, and Implementation and Monitoring

2.3.3.1 Improving and streamline standardization and technical regulations practices

Secretary MOST has been briefed on the issues concerning the operationalization of TBT National Enquiry Point (NEP) at PSQCA as one stop shop for information related to TBT/WTO regulations from exporters, importers and producers.

Joint meeting of the Joint Technological Advisor, MoST and PMO staff was held with Director General of PSQCA and his team on the operationalization of NEP and agreed that NEP will shifted to the new premises of PSQCA and housed together with the standardization wing for its smooth operations.

The PSQCA agreed/committed to complete the shifting of NEP and installation of necessary equipment and LAN by the end of December 2012, in order to operationalize the NEP.

2.3.3.2 Traceable national metrology services

The on-site calibration services of NPSL for balances were assessed by PNAC in December 2012 with aim to accredit this service. Following closure of the non-conformities raised during the assessment, NPSL can now provide credible, international recognized on-site calibration services for the balances at testing laboratories throughout Pakistan.

2.3.3.3 Support to testing laboratories

Two international experts were fielded during this reproting period covering 3 missions each from July 2012 to January 2013 and they carried out the follwing activiites:

- Conducted two training workshops in Islamabad and Lahore in July addressing the topics related to sampling, proficiency testing, assessment of laboratories, interpretation of test results and culture maintenance. A total of 70 laboratory staff benefited (40 in Islamabad & 30 in Lahore)

- Resource persons for the Assessor Course in ISO 17025 conducted by PNAC in November 2012, providing key insight to assessment and laboratory auditing.
- Testing and PT (EAL lab at NPSL) laboratories were assessed for the progress towards preparation for accreditation.
- Apart from two institutions and the PT laboratory the progress was satisfactory. The IEs have recommended that the programme withdraw its support for the laboratories at the Animal Quarantine Department (Karachi) and Department of Plant Protection (Karachi) as negligible progress has been made over the past 2 years by the laboratory staff in developing their quality and technical manuals, recruitment of staff at DPP to carry out the specified activities and renovation work at AQD.
- The PT laboratory to be setup at the EAL in NPSL has also shown very little progress based on the roadmap of activities proposed by the IE in March 2011. Hence the following recommendations were made to UNIDO and Government of Pakistan by the IE during her mission in January:
 - Investigate the issues related to EAL in working towards developing to be a PT provider and if the situation requires source an alternate laboratory that could serve as a PT provider.
 - Cooperate with PMO in establishing PT laboratory in Pakistan by solving any issues hindering EAL in proceeding with establishment of this facility or identify alternate laboratory facilities.
 - A separate location has now been identified at NPSL to locate the PT laboratory; however the allocated area of two rooms (app. 650 sq ft) is not sufficient for the purpose and the DG-NPSL agreed to allocate more space consisting of five rooms of approximately 1700 sq. ft.
- The Pakistan National Accreditation Council (PNAC) through the support of the TRTA II programme conducted two ISO 17025 Assessor courses in November and December 2012 to strengthen the testing and calibration services. Thirty-five participants benefited from this course and 23 successfully completed the course and have been added to PNAC's list of external assessors.
- With respect to testing of environmental parameters for the fisheries products as required by the EU, the Programme fielded an International Expert to assess the dioxin, PCB and PAH testing facilities at PCSIR Karachi. Based on the recommendations, the PCSIR has now established a state-of-the art Dioxin, PCB, PHA and heavy metal testing facility at Karachi. Now Pakistan can provide internationally recognized testing services in the area of environmental parameters not only for fisheries products, but other food items as well.

2.4 Study Tour/Training sponsored under Component 2

2.4.1 Study Tour/Training of PNAC Staff sponsored under TRTA II Programme

PNAC Staff participated in the 19th Plenary Meeting of the Pacific Accreditation Cooperation (PAC) to allow smooth execution of MLA activity with PAC for which the evaluation mission was planned in July 2012.

Name	Designation	Department/Organization	Date/Venue
Mr. Anjum Bashir	Director General	Pakistan National Accreditation Council (PNAC)	15-23 June 2012 Hong Kong

Outcome:

- Acquire knowledge and information regarding latest approaches and strategies related to accreditation
- Sustain MRA signatory status of PNAC

2.4.2 Study Tour/Training of EMTL/PCSIR (Lahore) Staff

To facilitate the accreditation of the Electrical Testing laboratory at PCSIR Lahore, for light source, the TRTA II programme arranged for a study tour/training of two of the staff members at TUV SUB PSB laboratories in Singapore from 17-21 September 2012. The details of the participants and trainings they received are given below:

Name	Designation	Department/Organization	Date/Venue
Mr. Irfan Rabbani	Chief Engineer/ Technical Manager	Electrical Measurement & Testing Laboratory (EMTL) PCSIR Laboratories Complex, Ferozepur Road, Lahore	Training for Testing of Compact Fluorescent Lamps, LED Lamps, Tubular Fluorescent Lamps, AC supplied Electronic Ballasts and Luminaries
Mr. M. Azhar	Senior Scientific Officer/ Quality Manager		Training for Testing of switches (IEC 60669-1) Sockets and Plugs (IEC 60884-1 including specific requirement of BS-1363 and BS-546

Outcome:

- Certified training course in line with International Electro-technical Commission (IEC) requirements
- Hands-on ‘bench’ training on testing procedures for lamps/lights & switches/sockets/plugs
- Finalization of technical documents/test procedures
- Accreditation of this laboratory in March/April 2013

2.4.3 Study Tour of PSQCA Staff sponsored under TRTA II Programme

A high level delegate from Pakistan including the Secretary, Ministry of Science and Technology and Assistant Director of Pakistan Standards and Quality Control Authority (PSQCA) attended the 35th ISO General Assembly and DEVCO (Committee on Developing Countries matters) and ISO COPOLCO (Committee on Consumers Policy) to strengthen and support the developing countries as well as consumer related matter.

Name	Designation	Department/Organization	Date/Venue
Mr. Akhlaq Ahmad Tarar	Secretary	Ministry of Science and Technology (MoST)	17-22 September 2012 San Diego, California, USA
Mr. Khawaja Ghulam Mohiuddin	Assistant Director	Pakistan Standards and Quality Control Authority (PSQCA)	

Outcome:

- Comprehensive review of ISO governance since the last review took place 19 years ago
- Helped develop insight of Pakistani institutes required to fulfill the organizational needs to respond to global changes; globalization, competition technology and needs of Pakistan
- PSQCA is now more, able to strengthen MoUs with National Standards Bodies of trading countries

2.4.4 Study Tour/Training of NPSL Staff PARTIALLY sponsored under TRTA II Programme

Two NPSL staff (metrologists) trained at Korea Research Institute of Standards and Science (KRISS), Daejon, Korea from 8-19 October 2012 in the latest techniques for measurement of length, force, torque, electricity and magnetism. This will enable NPSL to expand its scope of services to include force, torque and magnetism, parameters which are required by the industry in particular. Training of NPSL Staff was partially sponsored by TRTA II Programme.

This training programme is part of the support mechanism set up by the APMP/CIPM through MoU signed between NSPL and KRISS (Korean Institute of Metrology) where scientists from NPSL are trained at KRISS for various parameters of measurement. This training is partially sponsored (room & board) by KRISS. The TRTA II programme will cover the travel cost (airfare) plus an additional ‘minimal’ allowance to cover any extraneous linked to the dietary needs of the trainees (food served at KRISS cafeteria may not be Halal).

Name	Designation	Department /Organization	Purpose of Visit /Study Tour
Mr. M. Aasim	Scientific Officer	National Physical and Standards Laboratory (NPSL)	Training in Metrology (Length, Force & Torque, Electricity & Magnetism
Mr. Abid Hussain	Scientific Officer		

Outcome:

- The metrologists will be trained in the latest techniques for measurement of length, force, torque, electricity and magnetism. This will enable NPSL to expand its scope of services to include force, torque and magnetism, parameters which are required by the industry in particular.

2.4.5 Study Tour/Training of PCSIR & NPSL Staff sponsored under TRTA II Programme

The PCSIR delegates attended first meeting of the Developing Economies Committee (DEC), Technical Committee on Length (TCL) as well as Symposium “Measuring the Measurers” and APMP General Assembly

Name	Designation	Department/ Organization	Date/Venue
Dr. Shoukat Parvez	Chairman	Pakistan Council of Scientific and Industrial Research (PCSIR)	21 November to 03 December 2012 Wellington, New Zealand
Mr. Shaheen Raja	Director General	National Physical and Standards Laboratory (NPSL)	

Outcome:

- The Technical Committees spell out chairs have been requested to process and progress the Calibration and Measurement Capabilities spell out submitted by NPSL at an early date for the timely peer evaluation by the relevant experts and forwarding the results to BIPM for uploading on the Key Comparison Database.
- Personal contacts with the Directors of various NMIs have been established. The Directors of NIMs of China, KRISS (Korea), NMIJ (Japan), NIMT (Thailand), NMC A*Star (Singapore), MSL New Zealand, NMIA (Australia) and SIRIM Malaysia have been requested to assist NPSL in various areas of its operation. All of the respected Directors have assured their unconditional and full support as and when so required by NPSL. They have also agreed to jointly work-out some mechanism and modalities to sign some documentation i.e MOUs/Joint Declaration for mutual collaborative activities to address the requirements of NPSL including the provision of unbroken chain of traceability.
- Case studies of NMIs of various economies/states of the Asia-Pacific region have been thoroughly studied and discussed. This has led to a clear understanding of the operation and functioning of metrological services in those economies and to improve the services at NPSL, accordingly.
- The DG NPSL and Chairman PCSIR also held detailed meeting with Dr. Peter Fisk, Director, NMIA (Australia) and discussed the possible areas and modalities of support that may be provided to developing NMIs.

2.5 Component 3: Strengthening of the Intellectual Property Rights System

2.5.1 Strengthened IP Institutions

The following two IPO Pakistan officials are currently following the LLM (Master of Laws) in Intellectual Property offered by the Turin University and WIPO. The program runs from June 2012 to February 2013 and is structured in three parts: distance learning, residential period at Turin, Italy and completion of research papers.

Sr. No.	Name	Designation	Organization
1	Dr. Mohammad Khurram	Director, Legal	IPO Pakistan
2	Mr. Asif Iqbal	Assistant Director	IPO Pakistan

A 2-day training workshop on Results-Based Management (RBM) and HR/Financial Planning was held from 19 to 20 September 2012 at the IPO Pakistan Head Office in Islamabad.

The following 15 officials from IPO Pakistan took part in the workshop.

Sr. No.	Name	Designation	Organization
1	Mr. Meesaq Arif	Director HR, Islamabad	IPO Pakistan
2	Mr. Inam ul Haq	Director Finance, Islamabad	IPO Pakistan
3	Mr. Nasir Ali Khan	Deputy Director, Islamabad	IPO Pakistan
4	Mr. Syed Nasrullah	Deputy Director, Islamabad	IPO Pakistan
5	Mr. Asfand Ali	Deputy Director, Islamabad	IPO Pakistan
6	Mr. Nasir Mehmood Zahid	Assistant Director, Islamabad	IPO Pakistan
7	Mr. Saif ullah	Assistant Director, Islamabad	IPO Pakistan
8	Mr. Kashif Latif	Assistant Director, Islamabad	IPO Pakistan
9	Mr. Rafaqat Ali	IT Assistant, Islamabad	IPO Pakistan
10	Ms. Saira Imdad Ali	In-Charge, Regional Office Lahore	IPO Pakistan
11	Mr. Zahoor Ahmed	Admin/Finance Officer, Regional Office Lahore	IPO Pakistan
12	Mr. Suhail Javaid Chuadhy	Patent Examiner, Patent Office, Karachi	IPO Pakistan
13	Mr. Muhammad Fayyaz	Patent Examiner, Patent Office, Karachi	IPO Pakistan
14	Mr. Aftab Alam	In-Charge Admin/Finance, Trade Marks Registry, Karachi	IPO Pakistan
15	Mr. Shahzad Zaidi	Admin Officer, Copyright Office, Karachi	IPO Pakistan

An updated paper on the “Establishment of a Collective Management Organization (CMO) in Pakistan” was prepared by the following international expert. It was reviewed by WIPO and was shared with IPO-Pakistan in November 2012.

Sr. No.	Name	Designation	Organization
1	Mr. Ang Kwee Tiang	Regional Director and Counsel	Asia-Pacific International Confederation of Societies of Authors and Composers (CISAC), Singapore

WIPO experts provided technical support to the IPO Pakistan IT team during the period June 2012 to January 2013 via videoconference on the digitization scanning tools and on troubleshooting the test installation of the IPAS Java automation system. The following members of the IPO Pakistan IT team participated in the technical support sessions.

Sr. No.	Name	Designation	Organization
1	Mr. Muhammad Rizwan Khan	Assistant Director IT, Patent Office, Karachi	IPO Pakistan
2	Mr. Mahboob Khan	Sr. IT Assistant, Trade Marks Registry, Karachi	IPO Pakistan
3	Mr. Muhammad Jabir Salman	Jr. IT Assistant, Copyright Office, Karachi	IPO Pakistan

The overall tendering process for the digitization of IP paper records of IPO Pakistan is currently in progress. The digitization tendering consists of two parts: 1) procurement of IT equipment to support digitization, and 2) procurement of services for the actual scanning, data capture and verification of a large volume of IP records. The tendering process for the equipment part of digitization has been completed and a local vendor has been awarded the contract to deliver the equipment. The tendering process for the services part is currently at the stage of publication of tender on the WIPO website.

The draft terms of reference for development of an IP web portal prepared by IPO Pakistan has been reviewed by WIPO and is currently being finalized.

Training of IPO Pakistan IT staff on IPAS Java is being organized in Q1/Q2 2013. It will be an in-depth training provided by WIPO experts on key technical aspects of the system including configuration, customization, workflow processing, operation and ongoing maintenance.

Meetings were held with IPO Pakistan in September 2012 to follow-up on the cluster of activities under “Strengthened IP Institutions”, in particular, on the planning and preparations for the digitization and automation activities.

2.5.2 Strengthened IP Legislation and Policy Framework

An analytical paper entitled “Utility Model Protection in Pakistan - An Option for Incentivising Incremental Innovation” was prepared by the following international expert, in cooperation with a national expert, and finalized by WIPO in September 2012.

Sr. No.	Name	Designation	Organization
1	Dr. Henning Grosse Ruse-Khan	Senior Research Fellow	Max Planck Institute for Intellectual Property and Competition Law
2	Mr. Ahmad Mukhtar	Program Manager	UNDP

The Utility Model paper was shared with IPO Pakistan which, subsequently, requested that the experts who had prepared the paper may present it to national stakeholders and engage in discussions on how their recommendations may be implemented. These consultations are planned to take place in end of February in Islamabad.

A consultation visit was organized for the following 5 Pakistani officials from 11 to 13 September 2012 at the WIPO Headquarters in Geneva, on matters pertaining to accession to the Patent Cooperation Treaty (PCT). The participants held discussions with WIPO experts on issues of special relevance to Pakistan’s accession to the PCT, including the steps to be taken to meet the obligations under the Treaty, and the measures required to fully benefit from it.

Sr. No.	Name	Designation	Organization
1	Mr. Sabir Gul Khattak	Controller Patents, Patent Office, Karachi	IPO Pakistan
2	Mr. Suhail Javaid Chuadhyary	Patent Examiner, Patent Office, Karachi	IPO Pakistan
3	Mrs. Nadia Zubair Shah	Deputy Director, Islamabad	IPO Pakistan
4	Mrs. Shakra Khurshid	Assistant Director, Islamabad	IPO-Pakistan
5	Mr. Hasan Irfan Khan	Advocate Supreme Court, Lahore	Irfan & Irfan, Attorneys-At-Law
Consultations are in progress for a study visit of relevant Pakistani officials to the International Union for the Protection of New Varieties of Plants (UPOV) in Geneva to discuss provisions of Pakistan’s draft law on Plant Breeders Rights (PBRs).			Pakistani officials to the International Union for the Protection of New Varieties of Plants (UPOV) in Geneva to discuss provisions of Pakistan’s draft law on Plant Breeders Rights (PBRs).

Consultations are in progress for a study visit of relevant Pakistani officials to the International Union for the Protection of New Varieties of Plants (UPOV) in Geneva to discuss provisions of Pakistan’s draft law on Plant Breeders Rights (PBRs).

2.5.3 Improved Enforcement of IPRs

A Colloquium on IPR Enforcement was organized from 26 to 27 September 2012 at the WIPO Singapore Office. It was attended by 18 participants from Pakistan including 15 judges, mainly district and session courts judges, from Islamabad, Punjab, Sindh, Balochistan and Khyber Pakhtunkhwa. Senior officials from the Federal Judicial Academy and IPO Pakistan also participated in the Colloquium. The discussions were led by WIPO experts, senior judges from South Africa and Singapore, representative from a Singaporean law firm and a national expert from Pakistan. The full list of the Colloquium participants is given below.

Sr. No.	Name	Designation	Organization
1	Mr. Sajjad Ahmad	Director General	IPO Pakistan
2	Mr. Hamid Javaid Awan	Director	IPO Pakistan
3	Mr. Parvaiz Chawla	Director General	Federal Judicial Academy
4	Mrs. Rashida Asad	District and Sessions Judge, Special Judge Anti-Corruption	Sindh High Court
5	Mr. Muhammad Azam	District and Sessions Judge, Bhakkar	Lahore High Court
6	Mrs. Uzma Akhtar Chughtai	Presiding Officer	Child Protection Welfare Bureau
7	Ms. Sher Bano Karim	District and Sessions Judge	Sindh High Court
8	Mr. Ameer Muhammad Khan	Special Judge Anti-Corruption	Rawalpindi High Court
9	Mr. Muhammad Ayub Khan	District and Sessions Judge, Swat	Peshawar High Court
10	Mr. Rashid Mehmood	District and Sessions Judge, Quetta	Balochistan High Court
11	Mr. Sohail Nasir	District and Sessions Judge / Registrar	Lahore High Court
12	Mr. Shahid Rafique	District and Sessions Judge, Jhang	Lahore High Court
13	Mr. Abdul Sattar	Member Inspection Team	Lahore High Court
14	Mr. Munawar Ahmed Shahwani	District and Sessions Judge, Khuzdar	Balochistan District Court
15	Mr. Saeed Ahmed Sheikh	District Public Prosecutor	Punjab Public Prosecution Service
16	Mr. Subhan Sher	District and Sessions Judge/ Registrar	Peshawar High Court
17	Mr. Fahim Ahmed Siddiqui	District and Sessions Judge, Member Inspection Team	Sindh High Court
18	Mr. Abdul Ghani Soomro	District and Sessions Judge, Larkhana	Sindh High Court
Speakers			
Ms. Louise van Greunen, Director, WIPO			
Hon Justice Louis Harms, South Africa			
Hon Justice Lee Seiu Kin, Singapore			
Ms. Sheena Jacob, Partner, Bird & Bird law firm, Singapore			
Mr. Muhammad Majid Bashir, Attorney at Law, Pakistan			

2.5.4 Increased Use of IP by Business/Research Institutions

A draft paper was prepared in November 2012 by the assigned international expert on branding options of a selected horticultural product (e.g. kinnow) through the use of marks and geographical indications (GIs). The draft paper is currently being reviewed by WIPO, and shall soon be shared with IPO Pakistan.

An international and a national expert have been identified for development of an IP curriculum for use by universities in Pakistan for short IP courses in business and engineering schools, and more comprehensive IP courses for law schools. An expert mission is planned to take place in end of February in Islamabad for consultations with the national education and IP authorities.

A comprehensive set of IP reference publications will be provided to IPO Pakistan for their library, as per their request. PITAD has also expressed interest in selected IP Reference publications for their library but will need it later after their relocation to new premises.

Other activities carried out include preparation of monitoring reports, articles for the TRTA II Newsletters and reports for the Program Steering Committee (PSC).

3 Key Achievements

3.1 Component 1: Trade Policy Capacity Building

3.1.1 Equipment for PITAD procured in December 2012

The second annual assessment of PITAD was carried out for providing equipment to PITAD to enable it to conduct training and research according to international standards. The agreed equipment was procured through UNDP Pakistan and provided to PITAD for use in its training and research activities.

3.1.2 Second assessment and provision of books for PITAD library completed (2012)

The second annual tranche of books and resources agreed by WTI, PITAD and ITC were procured and provided to PITAD for its library.

3.1.3 Master trainers and mentors collaboration along with monitoring mechanism established for 2012

Within the reporting period, interaction between Master Trainers and Mentors has been continued and monitored on a weekly basis through the mechanism implemented to track progress and follow up if needed.

3.1.4 Modules Development

3.1.4.1 One further developed modules upgraded in 2011 accredited by WTI

A module on Techniques of International Trade Negotiations whose development was initiated in 2011 has been accredited by WTI during the course of 2012.

3.1.4.2 Seven modules for 2012 developed

Out of those seven modules developed, five have been accredited by WTI for joint WTI-PITAD certificate and the remaining two are expected to be accredited in the first quarter of 2013.

3.1.4.3 Cumulative progress on modules

Thirteen modules have been developed so far out of which 11 modules have been accredited by WTI for joint WTI-PITAD certificate course on International Trade Law and Commercial Diplomacy against the target of six modules as reflected in the Inception Report. The annual break-up of the accredited modules by the WTI is as under:

During 2011: Five

During 2012: Five

During 2013: One

3.1.5 Joint WTI-PITAD Certificate on International Trade Law and Commercial Diplomacy awarded

For the second year the WTI-PITAD jointly developed and WTI accredited modules are being delivered to trainee officers of Commerce and Trade group at PITAD. As for 2012, a joint WTI-PITAD Certificate on International Trade Law and Commercial Diplomacy will be awarded to the successful trainees in 2013. The curriculum of this programme has been enriched by the newly accredited modules.

3.1.6 Training on Economics and Policy of NTMs conducted

A two day's training course on Economics and Policy of NTMs was conducted at PITAD on 10-11 October 2012 with technical assistance from WTI. The master trainer was trained under Component 1 who delivered lectures with the support of his mentor from WTI through video conference. 26 officers and researchers from various ministries and provincial departments attended the training. The average score recorded for the before training test was 40% whereas for the after training test it was 70%. All participants that completed the evaluation indicated that they were either satisfied or strongly satisfied for the training.

3.1.7 Training on Trade and Investment conducted

A two day's training course on Trade and Investment was conducted at PITAD on 13-14 November 2012 with technical assistance from the WTI. A master trainer from TDAP who was trained under Component 1 on the subject delivered the training with support from his mentor from WTI through videoconference. 28 officers and researchers from Federal government ministries and provincial Departments benefitted from the training. The pre and post training subjective tests confirmed that there was a marked improvement in the knowledge and understanding of the participants. The participants also completed an evaluation form to pronounce their satisfaction with the training.

3.1.8 PITAD perceived as a centre of excellence:

PITAD has demonstrated competency in delivering trainings (as assessed by participant evaluation in 2012 trainings), and real demand for its upgraded training services is being shown both domestically and abroad.

For example, the Master trainers trained under Component 1 are being engaged in delivering training at provincial level. In this connection training on Economics and Policy of NTMs was conducted on 22-23 January 2013 at Lahore. The training was fully funded by Provincial government of Punjab and was attended by more than hundred participants.

The Provincial government of Punjab, through its Industry, Commerce and Investment Department, as well as the Agriculture Department, have formally requested PITAD to carry out additional training sessions in Lahore as well as other cities based on the training material developed under Component 1. They have also expressed the will to financially contribute to the holding of these training sessions.

Furthermore, PITAD has offered through the Ministry of Commerce a one week training on the modules developed under Component 1 to the officials from Government of Tajikistan which will be implemented after a decision is taken at Joint Ministerial Commission (JMC). Similar offers are also being made by PITAD to ECO countries.

3.1.9 Four research studies for 2011 printed and circulated

The four research studies conducted during 2011, approved after conducting international peer review, were printed and widely circulated to the concerned stakeholders.

3.1.10 Five further research studies for 2012 completed

Five further research studies, completed during 2012 and approved after conducting international peer review, are being edited and formatted.

3.1.11 PPD on Enhancing Competitiveness and Export Potential of Livestock and Dairy Sectors held

A PPD on Enhancing Competitiveness and Export Potential of Livestock and Dairy Sectors was held in Lahore on 29 November 2012 in association with the Lahore Chamber of Commerce and Industry, TDAP Lahore, Punjab Department of Commerce, Industry and Investment and Punjab Department of Livestock and Dairy Development and this was attended by 133 stakeholders from public sector, private sector and civil society. Approximately thirty stakeholders submitted policy recommendations forms demonstrating the high level of interest the PPD consultation process has generated. Strong participant improved knowledge results were also recorded on the discussion issues.

It was notable that the invited participants to PPD were not provided any travel tickets, accommodation or daily living allowances. This indicated the willingness of participants to participate, which bodes well for making the process of PPD sustainable. It was envisaged for the institutionalization of the dialogue process that the stakeholders participate in the process not for any material benefit but out of motivation and responsibility to express and become better informed about issues being faced in a particular sector for policy reforms. The high ranking level and number of participants was a huge success.

3.1.12 PPD on Policy Reform to Enhance Competitiveness and Export Potential in qualified sectors to Europe

A PPD on Policy Reform to Enhance Competitiveness and Export Potential in qualified sectors to Europe was organized at Karachi on 20 December 2012 in association with the Karachi Chamber of Commerce and Industry and Sindh Department of Commerce. The PPD was attended by 126 stakeholders from public sector, private sector and civil society. Many stakeholders submitted policy recommendations forms demonstrating the high level of interest the consultation process has generated. Strong participant improved knowledge results were also recorded on the discussion issues.

3.1.13 PPD on Enhancing Competitiveness and Export Potential for Trade with India in light of the Improved Trade Relations and Full Implementation of SAFTA”

A PPD on Enhancing Competitiveness and Export Potential for Trade with India in Light of Improved Trade Relations and Full Implementation of SAFTA” was organized in Lahore on 16 January 2013 in association with the Lahore Chamber of Commerce and Industry, Department of Investment, Commerce and Industries, Punjab, and Trade Development Authority of Pakistan Lahore. The PPD was attended by 141 stakeholders from public sector, private sector and civil society which is a testimony of enhanced confidence of the stakeholders in the PPD mechanism. Approximately thirty stakeholders submitted policy recommendations forms demonstrating the high level of interest the PPD consultation process has generated. Strong participant improved knowledge results were also recorded on the discussion issues.

3.1.14 Two policy recommendation papers submitted to the Government

Following the approval of the two papers by the PPDSC on (i) enhancing Pakistan’s exports in Professional, Computer Related and Transport Services and on (ii) Enhancing Exports of Textile Made-ups and Light Engineering to the ECO countries produced through a consultation process held prior the reporting period, on 7 May 2012, the policy recommendation papers were widely circulated to the policy making ministries and departments.

Further follow-up work and awareness raising of the policy recommendations was conducted in the reporting period. For example, this included the proposal contained in the policy papers were presented to the committees established at the MOC for preparation of STPF 2012-15 for their consideration and potential inclusion in the STPF. A number of policy recommendations emanating from the PPDs held during 2011 were included by the government in the STPF 2012-15 which was announced recently. Some of those initiatives are listed below:

- The STPF is focused on Regional trade including ECO countries as suggested by the PPD on trade with ECO countries

- Under the land port authority entry points would be transformed into integrated check points under an integrated complex. For this purpose infrastructure facilities would be upgraded where needed.
- Establishment of Services Trade Development Council
- Setting up of task force for facilitating development of E-Commerce
- Strengthening of training and product development Institutes
- Overhaul trade offices abroad Trade officers manual would be updated
- Encouraging opening of retail outlets (PPD suggested opening of display centers)
- Marketing development assistance for regional countries (Market research, support to non-traditional exports and support to marketing efforts of private sector etc.)
- Strengthening of research and out-reach capacity of women chamber of Commerce (PPDs proposed strengthening of research and out-reach capacity of selected chambers of commerce and Industry

3.2 Component 2: Export Development through Improvement of Quality Infrastructure

3.2.1 Component 2.1: Strengthening SPS Management System

National Food Safety Animal and Plant Health Regulatory Authority (NFSAPHRA) Bill submitted to Ministry of National Food Security and Research (MNFS&R) for approval.

Following three additional rounds of consultative meetings, with provinces, Ministry of Science & Technology (PSQCA) and the various departments within the MNFS&R the Food Safety Bill under NAPHIS was finalized approved by the Secretary and sent to the Minister (December 2012) for further processing. The final version of the draft Bill along-with draft Summary for the Cabinet, and Background Paper have been submitted to the Ministry of National Food Security and Research for approval and for their processing i.e. to the Cabinet, Council of Common Interest, then to the Parliament through the relevant standing committee.

Post Graduate Diploma course in food security launched for the first time in Pakistan at three institutes

PGDC in Food Safety & Controls was launched in October 2012 at the following universities; University of Veterinary & Animal Sciences, Lahore; University of Agriculture, Faisalabad; University of Karachi, Karachi. These Universities are interested in converting this PGDC into a full-fledged research-based degree programme leading to MSc. and/or MPhil. This initiative underlines the value of this course and ensures suitability.

Accreditation of Post Graduate Diploma course in Food Safety and Controls with REHIS initiated

REHIS will hold a meeting on 24 April 2013 in which they will recommend that the PGDC in Food Safety & Controls be accredited.

Resumption of exports of fishery products to the EU (12 March 2013)

Expert advice was provided to MFD for meeting requirements for Removal of Restrictions on Fish Export to EU countries through trainings, review of dossier, elaboration of inspection plan, HACCP auditing of processing units, sampling plan for testing at PCSIR Karachi as well as in-house testing by MFD. Revised dossier sent to DG SANCO in October 2012.

Strengthening of SPS inspection system in the Provinces

Training of 30 Food Safety Officers, Assistant Food Safety Officer, Public Analysts and senior officials of the Punjab Food Authority was conducted. A manual/guide document on Establishing Food Safety/SPS Authorities has been prepared.

3.2.2 Component 2.2: Improved Quality, Value Addition and Compliance in Fishery, Horticulture & Industrial Sectors

NPO ranked as the top and preferred institution to work on benchmarking in Pakistan using CBS tool and TRTA approach

The Ministry of Textile, Government of Pakistan has recently launched a mega scale project to measure productivity of the garments industry. Garments industry offers employment to highest number of workers, out of which XX% are women, in the manufacturing sectors and adds the maximum value in the textile sector of the country. NPO has been selected after a competitive process by the ministry to conduct this exercise using the UNIDO CBS tool provided under TRTA II. This is a major recognition of NPO by the Government of Pakistan.

Technology Improvements in the Cutlery Sector

The sector and firm level productivity benchmarking identified a key bottleneck at the polishing stage. The current process is both time taking and have serious impact on worker's health. Under the TRTA II programme a replacement technology has been identified and the specifications have been developed in collaboration with the industry. The programme will procure and install the new technology in selected companies for demonstration.

Fan companies invest in infrastructure to implement lean manufacturing

UNIDO implemented lean principles in one fan factory last year and used the factory to train workers, master trainers and other factory owners on lean manufacturing. The demonstrated productivity benefits attracted a lot of interest and three firms have made infrastructural investments to implement lean at their units. The master trainers trained at NPO along with UNIDO national expert will work on implementing lean in these units.

TRTA II facilitates industry-academia linkage

UNIDO facilitated scientists from NUST will engage with the fan sector. Since then NUST university has developed strong linkage with the industry and are near to completion of revising fan design to enhance electrical efficiency. UNIDO is now negotiating with NUST to widely replicate this as a value added activity more broadly with the industry.

Productivity benchmarking linked with corporate social responsibility in the surgical sector

UNIDO is working closely with CBI in the surgical sector to improve CSR in the sector. The work is enforced by use of the productivity benchmarking tool developed under TRAT II and involves NPO to take the lead. Further joint activities are also being planned.

Prefeasibility Study for operationalization of Korangi Fish Harbour

The National Engineering Services of Pakistan (NESPAK) has been engaged by the TRTA II programme to undertake a feasibility study for development of Business Park along with a business plan to sustainably run the business park and up gradation of Jetties and related facilities such as auction hall, at Korangi Fish Harbour so as to operationalize this Fish harbour. This study was approved by the Korangi Fish Harbour Authority and the Ministry of Ports and Shipping.

Development of Roadmap for Trade Linkages for Fish Processing Industry

Road map for Trade linkages for fisheries processing industry was prepared by International expert in consultation with Seafood Exporters Association and representatives of Processing Industry.

Three consignments of mangoes sent to China on trial basis

This was a joint effort with ASLP and PHDEC. The fruit (mango) was sourced from the farm clusters receiving TRTA II support, processed at the HORTIFRESH pack house facility established by PHDEC through public-private intervention and exported to buyers in China identified by the ASLP. The consignment was accompanied by the ASLP supply chain management official and it was reported to have been well received.

Horticulture Kit readied for distribution to kinnar and mango farmers

On a needs based analysis, a list of equipment for the farmers was finalized with inputs from TRTA II IE, Government counterparts (research institutions) and the farmers. These equipments were then purchased, consolidated in form of a ‘kit’ and are now ready for distribution.

Code of Practices (COP) Brochure printed

This COP brochure is meant as promotional material for interventions implemented in kinnow and mango sectors under the TRTA II programme in collaboration with ASLP and PHDEC. The information contained in the brochure aims to inform potential buyers of the work being carried out in this sector to ensure the quality of the produce is compliant with international requirements of food safety, SPS measures and Good Agricultural Practices.

Mapping of Horticulture Produce in Pakistan initiated

It was rightly pointed out by the EUD to Pakistan, that the programme should assist in the mapping of horticulture produce throughout Pakistan as a means to identify potential produce for export primarily to the neighbouring, then regional and ultimately global markets. This is with reference to the recent initiative to award India with the MFN status and to explore exports to Iran, Central Asia and Afghanistan through land routes.

TORs for the expert to carry out the mapping of horticulture produce of Pakistan has been drafted and shared with the EUD.

Three training workshops on CE marking for surgical instruments, protective gloves and electric fans conducted

The programme through a self participation approach selected over 100 individuals belonging to surgical instruments, gloves and electric fan sectors. The individuals were trained on all aspects of CE mark certification and made a suitability case why the products destined for export should be CE compliant where more than 100 participants benefited.

10 Companies to achieve CE Mark

Ten companies involved in manufacturing of electric fans, gloves and boots have been selected to achieve CE mark supported by the programme. The companies' real interest in CE marking has been ensured by their agreement to share cost in achieving this certification. MOUs have been signed between UNIDO and companies to make this arrangement formal.

CE Mark awarding Notified Bodies identified

Preliminary contacts have been established with potential Notified Bodies in Europe for fans, gloves and boots. The formal quotations have been obtained from these notified bodies by sharing the initial documents related to the products selected for CE marking.

CE Mark guide book developed

A guidance document for manufacturers on how to obtain the CE marking for electric fans and protective gloves/boots including a simplified list of steps in general was prepared and circulated among the interested groups. This has made it easier for manufacturers to follow steps to achieve CE mark certification for their respective products.

Trainers Pack developed for Master trainer on CE Marking

Trainer Pack for master trainers on CE marking for fans and protective gloves/boots was prepared and distributed to selected master trainers. This initiative is to build capacity within Pakistan to help companies interested in CE mark certification. An action plan for master trainers has also been developed and is under implementation.

10 Technical Files prepared and finalized by the manufacturers

The selected companies with the support of TRTA International Expert in CE marking have developed the technical files of their respective products to achieve CE marking. The process involved capacity building of manufacturers to do this activity on their own in the future.

Twenty (20) EN standards purchased and distributed

Twenty EN standards have been purchased from Denmark Standards Body for distribution to the enterprises selected from Electric fans and protective gloves/boots sectors for TRTA support to achieve CE mark certification. These standards are copy right protected and need to be purchased for the purpose of usage.

Trade linkage approach initiated in the horticulture sector

Two focus group meetings were held in Multan and Sargodha for Mango and Kinnow sector on approach to develop linkages of Pakistani exporters with buyers. The growers as a result were made aware of the buyer requirements and a selection of more progressive growers was done to further support them in creating trade linkage.

Roadmap to implement trade corridor approach finalized

In order to ensure that trade happens in selected sectors a detailed road map has been developed on the UNIDO/TRTA approach to develop trade linkages along the global supply chain. This roadmap will help Pakistani exporters to enhance and ensure sustainable trade

Sector experts to be fielded for acquiring market information and trade contacts

Terms of Reference developed to engage and field sector specialist. These specialists will specifically work on identifying buyers, compiling market information and facilitating sellers from Pakistan to distribute their products in key identified markets.

Exporters and processors of horticulture sector trained on marketing and trade linkage

A three day training workshop was organized on Marketing and Trade Linkages for Kinnow Exporters and processors in Sargodha and Multan. As a result the exporters/processors are now more aware of the requirements of key export markets and also aware of the UNIDOs targeted approach to enhance trade.

3.2.3 Component 2.3: Improving Conformity Assessment Infrastructure and Services

Traceable National Metrology Services

The mass metrology laboratory can now provide credible, internationally recognized and traceable on-site calibration services of a range of balances (analytical & commercial) that are used in the testing laboratories as well in the industry throughout Pakistan.

PNAC is recommended for MLA Signatory Status by PAC/IAF Evaluators

PNAC was assessed by PAC/IAF evaluators for the MLA signatory status for the accreditation of certification bodies. The evaluators raised NCs which were addressed by PNAC through corrective actions and closed by PAC/IAF. The PNAC has now been recommended for MLA signatory status. This recommendation of the PAC evaluators will be considered during up-coming PAC Plenary Meetings to be held in May 2013 in Honolulu, Hawaii.

Three testing parameters at the National Reference Laboratory for Poultry Diseases (NRLPD) to be assessed for accreditation to ISO 17025 by PNAC on 24 March 2013

NRLPD has developed the following links with other international laboratories as recognition of their capabilities and improved Quality Management System and with the assistance of other donors (USDA, FAO):

- South Eastern Poultry Research Lab- SEPR, University of Georgia, USA
- Avian Influenza Research Program, The Pirbright Institute, Compton, UK
- Australian Animal Health Lab (AAHL), Geelong, Australia (this laboratory has also offered to assist in PT participation of NRLPD).

The six laboratories at PCSIR Lahore (mycotoxin and proximate analysis, pesticide residue, heavy metal, materials and electrical light courses testing laboratories) have all been prepared and ready for assessment by PNAC.

PNAC will assess these laboratories in April to coincide with their peer evaluation by APLAC/ILAC for maintenance of their accreditation status for testing and calibration laboratories.

Establishment of Dioxin Testing Laboratory at PCSIR Karachi

Through TRTA II Programme guidance and expert advice, the Government of Pakistan, particularly PCSIR has been able to mobilise funds of Rs 2.4 million (USD 24,000) for the creation of unique facility for testing of Dioxins, PCBs, PAHs in fish and fish products at PCSIR labs Karachi particularly enabling Pakistan for catering to EU requirements of fish imports from Pakistan. This laboratory will be one of its kind in the region and will not only be able to test fisheries products for these environmental parameters, but all food products destined for export from Pakistan. The laboratory is in the final stages of construction and is scheduled for inauguration during the second week of March 2013.

3.3 Component 3: Strengthening of the Intellectual Property Rights System

3.3.1 Strengthened IP Institutions

Two IPO officials studying LLM in Intellectual Property at the Turin University

After completion of the LLM course in February 2013, the two officials would acquire a deeper understanding of IP law. This would strengthen IPO's capacity to analyse legal IP issues, and facilitate improved inputs (papers, policy briefs, comments) on specific IP law questions.

Training of IPO officials on modern management practices completed

The training workshop helped develop the capacity of IPO-Pakistan's officials with modern management tools and skills for systematic management of the organization's program and budget. This would have a positive impact on the management of existing financial and human resources and on longer term planning.

Paper on the "Establishment of a Collective Management Organization (CMO) in Pakistan" completed

The paper provides an updated assessment of the economic viability of operating a CMO; evaluates recent initiatives by the private sector and the government to establish a CMO; and suggests measures required for having an effective CMO in Pakistan, with a view to strengthening the music industry in Pakistan. This paper will serve as a key input in further stakeholder consultations to be held next year.

Digitization equipment tendering process completed

As a first step in the digitization of IP records, a local vendor has been contracted in January 2013 to deliver digitization equipment as per required specification. The second and final step for procurement of digitization services (i.e. scanning, data capture, validation) is in progress

Progress made in preparation for the digitization project

IPO officials have a better understanding of the responsibilities and tasks relating to the digitization project. A project plan and standard operating procedures have been prepared for digitization.

3.3.2 Strengthened IP Legislation & Policy Framework

Paper on “Utility Model Protection in Pakistan- An Option for Incentivising Incremental Innovation” completed

The paper contributes to a better understanding of the legal and economic issues involved in utility model protection, and reasons for and against introducing it in Pakistan. The paper indicates that a tailored utility model system may potentially be useful for facilitating incremental innovation in Pakistan, for instance, in sectors such as manufacture of automobile parts, surgical instruments, and electrical home appliances.

Consultations on accession to the Patent Cooperation Treaty (PCT) completed

The Pakistani officials are better informed on matters pertaining to the accession to PCT including the legal framework, practices and procedures, international and phases, planning and preparation and measures required to benefit from the Treaty. IPO Pakistan is now engaged in an internal exercise on identifying the measures that they would need to take if they are to accede to the PCT.

3.3.3 Improved Enforcement of IPRs

Colloquium for Judges on IPR Enforcement completed

The Colloquium imparted an increased knowledge on IPR enforcement to the Pakistani judges which would strengthen capacity of the judiciary to address IP cases. Topics discussed included: scope and impact of counterfeiting; justification for criminal sanctions; strategic approach to enforcement; and capacity building needs. An inter-agency focus group on enforcement has been set up by IPO-Pakistan to follow up on IP enforcement issues, especially on training of enforcement officials.

3.3.4 Increased Use of IP by Business and Research Institutions

Draft paper on branding options for Kinnow completed

After finalization of the paper, it is expected that the government and stakeholders would be able to consider a more systematic marketing strategy for kinnows, which makes an appropriate use of IP instruments, i.e. various marks and/or GIs. The paper could also provide insights on IP issues involved in the marketing of other agricultural products as well.

4 Difficulties Encountered & Measures Taken to Overcome Problems

4.1 Component 1: Trade Policy Capacity Building

- There was a delay in implementation of some of interventions during 2012 as the financing was not obtained until midway through the year. Following this, time was required to commission the research studies; and finally the PPDs were to be spaced with appropriate time in between. However, hiring of research consultants was fast tracked following the selection of topics in the second PPDSC meeting to minimize the impact of delay. Finally, all the targets and milestones for 2012 for ITC implemented Component 1 were achieved by the end of 2012 except for holding of one PPD which was held on 16 January 2013.

4.2 Component 2: Export Development through Improvement of Quality Infrastructure

- Due to the security situation the intake of students for Post Graduate Diploma Course in Food Safety and Controls at University of Karachi was less. The University has now started evening classes to accommodate the private sector.
- There were some contractual issues and as result the national industrial expert was separated from the programme for six months from June to December 2012. This resulted in discontinuity of the activities underway in the fan and cutlery sector resulting in slowing the implementation momentum. The issue of contract has now been resolved and the national expert has resumed activities from January 2013.
- At Baba Bhit Island, TRTA II has earmarked technical assistance to the Baba Bhit Fishermen Educational Society (BES) for the development of pilot landing sites through provision of designs and expert services during construction phase along with a business plan for its viable operations. However, it appears that the BES does not have anymore the financial capacity for the investment on infrastructure development. The technical assistance related to this activity could therefore not be initiated. A decision should be made with the stakeholder on whether to maintain this activity of a feasibility study (and under which conditions) or not, and/or to shift this possible support to another area.
- Difficulties encountered during the initial phase of the horticulture sector are:
 - Belated response from the institutes causes delays.
 - Farmers, exporters and the owners of fruit processing units do not maintain the records of inputs/expenses and those who have some records, they hesitate to share.
 - Vendors supplying the farm equipment are very few.

- Difficulty in identification and recruitment of International Expert in CE marking for Surgical Instruments.
- PSQCA has taken long time then expected to shift the NEP to new premises along with standardization wing.

4.3 Component 3: Strengthening of the Intellectual Property Rights System

- Till November 2012, when IPO Bill was approved by the Senate and later became law in December 2012, IPO Pakistan was not able to make progress on certain key activities that are required to support the TRTA II digitization and automation projects. These activities include upgrading of the IT infrastructure, strengthening of the IT team after departure of two trained officials, and single-building operation for the IPO Registries in Karachi.
- IPO Pakistan has indicated recently that the strengthening of their IT team and the single-building operation in Karachi has been approved in principle and is expected to happen soon.
- Required follow-up activities by the participants of various study visits and workshops are largely taking place. However, this needs to be constantly monitored so as to ensure that specific activities actually lead to the desired outcomes. Close liaison is being maintained with the senior management of IPO Pakistan to ensure that necessary follow-up activities do take place.
- In order to facilitate effective follow up of certain activities, WIPO has financed, out of its own budget, the participation of IPO-Pakistan officials in related events – for instance, funding has been provided for participation in a regional seminar on utility models held in Malaysia in September 2012, a workshop on HR management held in Republic of Korea in October 2012, and a seminar on IP strategies held in Turkey in November 2012. There are also plans to finance expert(s) to visit Pakistan to consult on utility models protection and on IP curriculum development. All this is in addition to the regular programs for training of officials in areas such as IP examination and use of IT to enhance delivery of IP services. OK
- The security situation in Pakistan continues to pose problems for sending international experts, and alternate solutions (i.e. undertaking the activities outside Pakistan or use of videoconferencing sessions) are not necessarily as effective. This remains unavoidable till the security situation improves in the country.

5 Donor Coordination

- PITAD, with support by PMO has collected data on activities of 21 donors working in the area of trade; ADB, IFAD, FAO, IFC, ILO, IDB, UNDP, WB, AusAID, DFID, AFD, JICA, NORAD, RNE, USAID, PPAE, AAPK, BMZ, CIDA, EU, ASLP
- PITAD and PMO has developed working paper and has updated the information
- The MoC/PITAD and TRTA II Programme PMO jointly organized the Donor Coordination meeting on 8 February 2013

The Donor Coordination forum is an outcome of the initiative undertaken by the Trade Related Technical Assistance (TRTA II) Programme, funded by the EU and implemented by United Nations Industrial Development Organization (UNIDO) is being run in cooperation with the government of Pakistan, through its various organizations, to provide support to Pakistan in building its capacity to address trade related issues thereby fostering its integration into the world economy and contributing to poverty alleviation.

“The launching of donor coordination forum for trade and development by the Government of Pakistan under the Ministry of Commerce (MoC) is first step for both GoP and the donors to be able to efficiently synchronize the resources which are allocated for the trade development in Pakistan” said Mr. Tahir Mehmood Director General, PITAD. Speaking on the occasion Mr. Munir Qureshi Secretary MoC said that “Donors have generously supported the Ministry of Commerce (MoC), different agencies in the Government of Pakistan and other stakeholders with analysis on trade issues along with development of synergies and/or recommendation on mechanism how to cope with those and emerging issues”. Further, he said that there is already a certain level of realization for a coordinated support to GOP; all new country strategies and programme documents ,for instance from EU, World Bank, ADB, and USAID etc, contain a short analysis of relevant donor activities in the country which in itself provides a good start for improving donor coordination in practice. He said that building on this, creation of first ever Donor Coordination Forum under the umbrella of MoC is aimed at developing a mechanism through meetings and sub groups formation to streamline knowledge sharing among the development partners about their activities not only to help avoid overlaps but to more intrinsically promote coordination and meaningful collaboration in economic development process of Pakistan. Mr. Kausar Ali Zaidi, Director PITAD explained that to whole the working sessions of the forum focal points from donor agencies need to be appointed for consistency and effective role of sub groups that could be constituted in due course of forum sessions.

Mr. Berend De Groot, Head of Operation, EU Delegation to Pakistan emphasized that the launch of this forum indicates that government of Pakistan values much the contribution of donors and now the task is to make this forum effectively useful by setting precise agenda, themes and focused meetings.

Presentations by the donor agencies on their trade related projects were given by Asian Development Bank (ADB), United States Agency for International Development (USAID), The World Bank (WB), International Labour Organization (ILO), Japan International Cooperation Agency (JICA), Australian Pakistan Agriculture Sector Linkages Programme (ASLP), AUSAID, International Finance Corporation (IFC), International Fund for Agricultural Development (IFAD), French Development Agency (AFD), Royal Embassy of Saudi Arabia, Representatives of Economic Affairs Division, Development Adviser EU Delegation to Pakistan and TRTA II programme experts also participated in the first donor coordination meeting on Trade & Development.

Active cooperation between TRTA and the following donors:

1. ASLP/AUSAID

development of a joint code of practice along the critical points of the supply chain (farm – market) in the mango and kinnow sectors & indentifying markets for Pakistani produce

2. FAO

animal health legislation & IPM programmes

3. CBI of The Netherlands

UNIDO under the TRTA II programme is working in close collaboration with Center for Promotion of Imports from Developing Countries (CBI) of Netherlands in the surgical sector to address the CSR issues. In addition, CBI is supporting TRTA/UNIDO in developing the trade linkages not only in the surgical sector but also in horticulture and fisheries sector. CBI has provided expertise to the TRTA II beneficiaries for the training on market intelligence and marketing.

6 Activities undertaken to fulfil ROM's Observation

The EU fielded an ROM mission in July 2012 to evaluate the TRTA II Programme for the progress made. Below you will find the observations raised by the evaluators and the corrective measures/explanations made by the implementing agency to address these observations:

ROM Observations	TRTA II Corrective Measures/Comments
SPS activities and NAPHIS: what was TRTA support and achievement	<ul style="list-style-type: none"> • exposure to international good practice, intensive stakeholder consultation through regional stakeholder workshops, buy-in secured into the formulation of a modern Food safety law, regulation, management; • support to the institutional restructuring of government and provincial responsibilities, having lead to major shift in ministry responsibilities (from MoC to a newly created ministry for FS and Research) • support to formulation of FS law (ex NAPHIS bill) • Following major government restructuring/modality shift / devolution: swift reaction, adaptation by TRTA and responsive (demand driven!) provision of support to provincial level (initially not explicitly mentioned): Result: Provincial Food Safety Authorities have been supported for their establishment. <p><u>Present Challenge:</u></p> <ul style="list-style-type: none"> - Government has to pass the bill (is already in the circuit), but passing was delayed through government restructuring (not TRTA responsibility) - Timeline for establishing of Bill has impact on subsequent TRTA activities. TRTA has identified mitigating measures and reorganizes activities
Demand Orientation	<ul style="list-style-type: none"> • Programme design was established through two EU lead missions (in July-August 2007 and April-May 2008) with intensive stakeholder discussions, consultations (including with private sector). These two EU reports were the basis for the overall programme formulation;

- **TRTA 2 Programme started with intensive six month inception phase**, where international experts, accompanied by PITAD staff and PMO staff assessed demand for TRTA support and with counterparts (again including private sector), specified more detailed support within the overall programme logic.
- **Programme Steering Committee was proposed with strong private sector participation**
- Programme focus, and sector choices were defined in demand driven consultation with sector associations and government (MoC/PITAD and other ministries) clients;
- Some of the activities are partially funded by the beneficiaries and this show interest towards our support. Some of the examples of TRTA II catalytic effects so far include:
 - High Complementary Government Funding
 - Testing of Dioxins, PCBs, PAHs in fish and fish products at PCSIR labs Karachi to cater for EU requirements -Rs. 2.4 million
 - Establishment of National Proficiency Testing (PT) Scheme (Proposed PC-I)- Rs. 36 million
 - CE marking certification cost born by 10 Private Sector companies for Fan and Personnel Protection Equipment (gloves, boots and clothing)- Euro 1,000-1,500 each
 - Based on TRTA II approach the GOP has provided funds (Rs. 10 million) to NPO for carrying out benchmarking study in textile sector using IT equipment and CBS Software developed
 - Farmers/processors invested in terms of Inputs and Infrastructure based on CoPs developed by TRTA II programme
 - Fan industry improved infrastructure based on TRTA II benchmarking study and implementation of lean techniques – 3 companies invested Rs. 5.3 million
 - Cutlery industry improved productivity based on TRTA II identification of needs and already one factory has invested Rs. 5 million

Private Sector Orientation	<ul style="list-style-type: none"> • TRTA approach is strongly based on private sector needs as to enhance export potential of small and medium scale enterprises; <p>Quality infrastructure development and assistance is tailored towards the services most needed by the private sector to better compete and access foreign markets;</p> <p>In particular:</p> <ul style="list-style-type: none"> • Lab services for accreditation are selected according to private sector/exporter needs in given non-traditional product sectors with high potential (horticulture, surgical, electrical, fisheries, etc.) • MFD support is private sector driven exporters to the EU <p>Sector-specific support directly to private sector focuses on their needs to establish compliance with foreign market requirements:</p> <p>In particular:</p> <ul style="list-style-type: none"> - Good Agricultural Practices (PakGap); - Codes of Good Practices (COP) - CE marking; - CSR compliance (in cooperation with CBI) - Productivity, lean manufacturing <p>Are provided on a cost-sharing approach basis.</p> <p>As planned, the TRTA Programme assisted in formulation of an Advisory Panel establishing its TORs. The first meeting of the Advisory Panel was held in Lahore, on 19 September 2012, and was chaired by PHDEC. The AP was attended by researchers of the RI, President of the Kinnow Growers Associations, ASLP, other officers of PHDEC, and Agriculture Department, Punjab.</p>
Programme Approach	<p>Under TRTA 1, two separate contribution agreements had been in place (one with UNIDO and one with ITC, who hold the overall coordination);</p> <p>Government counterparts, mainly MoC, were not happy with this lead and the parallel arrangement; as a consequence, EU and Government decided for a <u>single</u> implementation agency with sub-contracting arrangements for the two components which were designed in cooperation with ITC and WIPO as to continue their earlier cooperation and support under TRTA1.</p> <p>The Programme approach of a single agency responsibility, while drawing on specialized</p>

	<p>experience from other agencies, can be seen as an innovative approach for a holistic, systemic technical assistance support.</p> <p>Private sector component taken out (TRTA 3) for separate implementation</p>
UNIDO Implementation Approach	<ul style="list-style-type: none"> • strongly field-based, experienced team since 2004, decentralized management through PMO, local Programme Management Office with management and sector expertise • Cooperation with other specialized Agencies, drawing on their expertise (also from TRTA 1 period) • Benefit: Proximity to clients and capitalization on last seven years, close local follow-up on activities, good shadowing of international experts and securing continuity between their missions;
High Cost of PMO	<ul style="list-style-type: none"> • Substantive initial one time investment needed for security reasons, requested by UN, approved by the EUD and similar to EU requirements, investments; • PMO Staff salaries, including Owais for Component 1, is following UN rules; • Senior staff and overall programme coordinator in HQ is not budgeted to the programme as foreseen in article 14 of General Conditions, but provided free of charge; • As happens in the case of ITC and WIPO, similarly also UNIDO recruits experts/consultants HQ based to support project management.
Programme Management Arrangements between UNIDO HQ and Field	<ul style="list-style-type: none"> • Initial set-up with international CTA, who retired after seven years of service in Pakistan, difficulties to find a replacement; • UNIDO as a mitigating measure established weekly video conferences with PMO, complemented by daily phone contacts; • Similarly, regular contacts with ITC and WIPO are maintained by UNIDO HQ, both on substantive/cooperation and financial issues;
Donor Coordination	<ul style="list-style-type: none"> • TRTA initiated a donor coordination effort as of the first PSC. It was proposed that government/MoC should take leadership to call for a meeting. • TRTA/PMO has done detailed and technical ground work on data collection, contacts with all major donors, etc. • A detailed mapping is now available; • Symbolical kick-off of the first Donor Coordination forum meeting took place on 8

	<p>February 2013.</p> <ul style="list-style-type: none"> • Robust and continuous working contacts are maintained in particular with USAID and Australia for complementary activities in the mangoes sector; Jointly Codes of Good Practice (COP) are under development. • Donor activity in the horticulture sector (mango & kinnow) <ul style="list-style-type: none"> ○ USAID-develops pack-houses and related training for farm management ○ ASLP-promotes specific training in Canopy management and desapping, conducting research on trial shipment to test post harvest disease ○ TRTA II develops comprehensive Codes of Practice (COPs) from management of the farm to process of fresh fruits, prepares farms to certification for export and identifies options for value addition and develops trade linkages
Fisheries/MFD support for DG Sanco approval	<ul style="list-style-type: none"> • TRTA support started during TRTA1 and has been continued; • Support to MFD in preparing the dossier has been provided (inspection manual, traceability, auction hall, extensive hygiene training, etc.) • After last submission, DG Sanco raised some final comments; TRTA provided additional support to cover the last remaining deficiencies, in particular dioxin testing, expert advice in inspection and pilot enterprise selection, etc. • Final dossier is now with DG Sanco for decision. • Stakeholders' feedback on the relevance of Korangi support has to be put into context. Likely this opinion has to be independently verified, as it may have been received from Karachi based processors, who would face direct competition from a new landing site in Korangi.
Visibility	<ul style="list-style-type: none"> • This area has not found notice in the evaluation report, it is however a key requirement and focus area for the EU. It is therefore worth mentioning. • TRTA has established a full-fledged visibility strategy which provides a divers mix of awareness and promotion tools on the programme, and provides high visibility for the EU as donor: • A TRTA web-site, quarterly Newsletter, a specialized SPS Newsletter are issued and

	<p>distributed in Pakistan (1,500 copies) and outside Pakistan Embassies in all EU countries, and globally through UNIDO, ITC and WIPO channels.</p> <ul style="list-style-type: none"> • A special regular Visibility Report is established on a monthly basis. • Web site visits are regularly monitored and analyzed (about 600 a month) • Press releases for events are regularly established, media coverage is high;
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<p><u>Implementation proposal/private sector orientation</u></p>	<ul style="list-style-type: none"> • TRTA has Private Sector Focus, as all activities target ultimately private sector support services. • Private Sector specific component was foreseen under TRTA 2 (but separated and is implemented as TRTA3) • Private Sector orientation is essential and is the overall intervention rationale of the present TRTA2 programme • UNIDO is strongly Private Sector experienced, has strong contacts with global retailers (Walmart, Carrefour, Metro, etc.) as well as with regional, national retailers, exporters, buyers and producers. • UNIDO has specific development approaches, programmes and projects for export consortia, cluster development, trade corridor/business linkages etc. • UNIDO is the only UN Agency with a strong global institutional partnership through the Global Food Safety Initiative (GFSI), the major global retailer initiative including the 400 major global retailers, representing three trillion of sales/annual) • The reference to the lack of UNIDO/Private sector linkages is therefore inappropriate
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7 Changes in Implementation

There have been no changes in implementation under Component 1 and 2 during the reported period. While the Component 3 work plan is reviewed and adjusted depending on the readiness of stakeholders for implementation of the activities. Wherever feasible, some activities would either be combined, or undertaken in parallel, to ensure completion of Component 3 within the timeframe of the TRTA II Programme.

8 Important Next Steps

8.1 Component 1: Trade Policy Capacity Building

- Holding of PPDSC meeting in March 2013
- Preparation of TORs for research studies and hiring of research consultants.
- Submission of policy papers to government for consideration and potential implementation
- Holding of trainings in cities other than Islamabad

8.2 Component 2: Export Development through Improvement of Quality Infrastructure

- Technical support will be provided continuously to ensure smooth execution of Post Graduate Diploma Course at the three universities (Q1, Q2).
- Support to the universities to achieve accreditation of the PGDC in food safety and controls with Royal Environmental Health Institute Scotland (REHIS), UK (Q2).
- Advice Punjab Food Authority on development of food safety rules and regulations (Q2).
- Technical support to Punjab Food Authority to establish database for food safety regulations (Q1, Q2).
- Provide technical assistance to the Animal Husbandry Commissioner for preparation of request to OIE for conduct of PVS (Q2, Q3).
- Purchase of kits for food safety inspectors/officers for use during inspection of food business operators (Q3).
- Subsequent to resumption of fish and fisheries products exports to EU on pilot basis, technical support will be provided to MFD to ensure that the fish consignments destined for Europe are in compliance with EU regulations and meet the hygiene and traceability requirements (Q2, Q3).

- Development of feasible plan for the cutlery sector for the provision of necessary equipment related to polishing of table wares and knives on cost sharing basis (Q2).
- Development of strategic plan for the establishment of e-learning platform at National Productivity Organization (NPO) for training programmes related to trade development both for public and private sector (Q2, Q3).
- Follow-up with potential international fisheries institutions for the conduct of training of master trainers of Balochistan fisheries department for the development of COPS and subsequent trainings of fishermen in good fishing and on-board handing practices of fish and fisheries products (Q2, Q3).
- Conduct of feasibility studies and follow up for value-added fish processing identified by the private sector for availing opportunities in the international markets (Q2, Q3).
- Completion of pre-feasibility study for improvement of landing sites and allied facilities along with development of Business Park at Korangi fish harbour and its submission to the GOP for its consideration and implementation to operationalize the said harbour (Q2).
- Finalization of the Critical Control Points for the development of Codes of Practice in both kinnow and mango sectors (Q3, Q4).
- Monitoring of 12 export consignments of Kinnow from Sargodha (Q1).
- Provide technical assistance for the development of Model Pack House for processing of mangoes for export (Q2).
- Submission of samples and technical files of selected 11 companies (Fans, protective gloves and boots) for the CE mark certification to the EU designated Notified body (Q2, Q3).
- Training of master trainers for the CE mark certification in order to develop local expertise for the support of industry (Q3).
- A study/learning cum business tour will be organised for selected companies from Pakistan's Kinnow and Mango sector together with representatives of various governmental organisations such as TDAP, PHDEC and PITAD to provide selected processors and exporters with a real life experience of the European market. By covering the whole chain from the import in the port of Rotterdam through to (high end) wholesalers and retailers, tour participants will experience themselves what it takes to establish successful exports to a high-end market under the guidance of International and local experts (Q2).
- Implementation of roadmaps developed to establish trade linkages in the selected sectors to enhance sustainable exports (Q2, Q3, Q4).

- Provide technical assistance to Pakistan National Accreditation Council (PNAC) to develop pool of assessors for the accreditation of laboratories, certification and inspection bodies (Q2, Q3).
- Training of PSQCA staff responsible for the operations of National Enquiry Point (Q3).
- Provide technical assistance to establish National PT scheme at NPSL (Q2, Q3, Q4).
- Continued support to selected laboratories to enable them to achieve accreditation through training of staff, provision of CRMs and participation in PT scheme (Q1, Q2, Q3, Q4).

8.3 Component 3: Strengthening of the Intellectual Property Rights System

- The digitization of IP records is expected to start in Q2 2013.
- The implementation of IPAS Java at the IPO Patent Office and the Trade Marks Registry planned to start in Q1 2013 and be completed by Q3 2013.
- The 2nd Session of Technology Training is planned to be held in Q1 2013. This would be held in Pakistan and will be on the Java platform technology.
- The identification of priority IT modules for HR/Financial systems is planned for Q2 2013
- The tendering process for development of a web portal for IPO Pakistan is planned for Q2 2013.
- Third IP official to be enrolled in a LLM course at Turin University in Q2 2013.
- National stakeholders' consultation on CMO is planned for Q3 2013.
- Consultation visit to WIPO on Plant Breeders Rights (PBRs) is planned for Q3 2013.
- National stakeholder consultations are planned on Utility Models, GIs, Madrid and PCT during the period Q1/Q2 2013.
- Development of IP curriculum for Pakistani universities is planned for Q1 2013.
- Provision of IP reference material is planned for up to two relevant Pakistani organizations in Q1/Q2 2013.

9 Visibility

9.1 Visibility specifically under Component 1

The major events undertaken during the reported period (PPDs, trainings, WTI-PITAD joint certificate) were covered extensively in the local press and on the websites of PITAD, TRTA, WTI, EC (Pakistan) and ITC. The joint certificate ceremony was particularly covered by the local press as a key milestone in the institutional capacity building of local training institutes and the close collaboration between the EU and Pakistan. The joint certificate ceremony was attended by a member of the Pakistani parliament in addition to large number of senior officers from various federal government ministries. Similarly, in the PPD on Livestock and Dairy sectors, two TV channels (Dunya News and C42) interviewed the Additional Secretary Commerce, Programme Officer TRTA II and the research consultant.

All aspects of the programme have been actively highlighted both in Pakistan and international media as follows:

Press releases - 4 event-based press releases were issued:

- European Union supports training on Trade and Investment for Pakistani Officials – 14 Nov 2012
- Policy reforms for enhancing export competitiveness of Livestock and Dairy sectors discussed among the stakeholders – 29 Nov 2012 at Lahore
- Policy Reform was discussed among the stakeholders to Enhance exports to Europe - 20 Dec 2012
- Policy Reforms for Enhancing Competitiveness and Export Potential for Trade with India Discussed Among the Stakeholders – 16 January 2013

Web coverage:

World Trade Institute website:

- Reporting from within the classroom (17 Sep 2012) <http://www.wti.org/news-archive/reporting-from-within-the-classroom/>

ITC website:

- Trade-policy training with lasting impact (17 September, 2012) <http://www.intracen.org/Trade-policy-training-with-lasting-impact/>
- Understanding NTMs means understanding trade interests <http://www.intracen.org/Understanding-NTMs-means-understanding-trade-interests/> (October 16, 2012)
- Pakistani trade officials are trained on investment (23 November, 2012) <http://www.intracen.org/Pakistani-trade-officials-are-trained-on-investment/>
- Enhancing the export competitiveness of Pakistan's livestock and dairy sectors (December 06, 2012) <http://www.intracen.org/news/Enhancing-the-export-competitiveness-of-Pakistan%20%99s-livestock-and-dairy-sectors/>

PITAD website:

- PITAD and WTI take stock of operationalization of a partnership agreement signed under TRTA II programme:

<http://www.pitad.org.pk/indexP.php?type=PITAD%20WTI%20agreement%202012>

TRTA II website:

- Master Trainers from Pakistan Trained at WTI (September 5, 2012) <http://trtapakistan.org/components/master-trainers-from-pakistan-trained-at-wti/>
- European Union supports training on Trade and Investment for Pakistani Officials (November 20, 2012) <http://trtapakistan.org/components/european-union-supports-training-on-trade-and-investment-for-pakistani-officials/>
- Policy reforms for enhancing competitiveness and export potential for trade with India discussed among the stakeholders (January 28, 2013)

EU Pakistan website:

- EU supports knowhow development on Policy implications of Non-Tariff Measures (18 October, 2012)
http://eeas.europa.eu/delegations/pakistan/press_corner/all_news/news/2012/20121018_02_en.htm

9.2 Visibility specifically under Component 2

- **Press releases** - 8 event-based press releases were issued:
 1. EU supports accreditation and certification of products according to global standards in Pakistan – 14 June 2012
 2. EU supports lab management training – 13 July 2012 (Islamabad)
 3. EU supports lab management training – 18 July 2012 (Lahore)
 4. Pakistan needs SPS Food safety legislation to ensure compliance of horticulture products for better access to global markets – 10 Sep 2012 (press release inputs provided to FAO)
 5. European Union supports Pakistan to improve Food Safety standards for better access to global markets – 26 Sep 2012 at Karachi
 6. European Union supports Pakistan to improve Food Safety standards for better access to global markets – 8 Oct 2012 at Faisalabad
 7. European Union supports Pakistan to improve Food Safety standards for better access to global markets – 9 Oct 2012 at Lahore
 8. European Union supports National Quality Policy in Pakistan to promote access to global markets – 16 Nov 2012

9.3 Visibility specifically under Component 3

- **Press releases - 1** event-based press release was issued:
 - Media briefing arranged on Intellectual Property Rights (IPRs) in collaboration with IPO – Pakistan

9.4 Overall Visibility:

- **Press Coverage:** More than 60 articles covering activities of TRTA II appeared in print media (Urdu and English) – (Annex I)
- **Trade Time – quarterly newsletter:** Of a total 7 issues published so far; 2 issues (Vol. 2 issue 2 & 3) were published during the reporting period (1500 copies). These issues were duly circulated to the stakeholders in the mailing list which is based on the updated database of the stakeholders including 106 Foreign Embassies and their consulates in Pakistan, 92 Pakistani Embassies in foreign countries and their 63 commercial offices (27 Embassies in all EU countries)
- **SPS e-Newsletter:** Of total 6 issues produced so far; issue # 6 was produced during the reporting period. This issue was duly circulated through email database of 650 stakeholders.
- **2013 Diaries and Desk Calendars** produced and distributed (1500 each)
- **Notes books for Code of Practices (COPs)** Development were designed, printed for distribution to the participants of the Farmer Field Schools for the consistency in data recording for ready reference
- **General Notebooks** for TRTA II programme printed and distributed to relevant stakeholders
- **Certificates** produced and distributed after the trainings organized by the TRTA II
- **Backdrops** produced and placed in all the trainings, workshops, conferences, forums, PPDs, etc organized by the TRTA II programme.
- **TRTA II Website: quarterly newsletter:**
 - TRTA II programme website is updated regularly
 - **SPS Newsletter # 6:** <http://trtapakistan.org/components/sps-newsletter-6/>
 - **Trade Time – Vol 2; issue 3:** <http://trtapakistan.org/newsletter/trade-time-vol-2-issue-3/>

- **Policy reforms for enhancing export competitiveness of Livestock and Dairy sectors discussed among the stakeholders:**
<http://trtapakistan.org/components/policy-reforms-for-enhancing-export-competitiveness-of-livestock-and-dairy-sectors-discussed-among-the-stakeholders/>
- **European Union supports to develop National Quality Policy in Pakistan to promote access to global markets:** <http://trtapakistan.org/news/european-union-supports-national-quality-policy-in-pakistan-to-promote-access-to-global-markets/>
- **European Union supports training on Trade and Investment for Pakistani Officials:** <http://trtapakistan.org/components/european-union-supports-training-on-trade-and-investment-for-pakistani-officials/>
- **Pesticides Residues in Exportable Horticulture Crops:**
<http://trtapakistan.org/news/pesticides-residues-in-exportable-horticulture-crops/>
- **Trade Time – Vol 2; issue 2:** <http://trtapakistan.org/newsletter/trade-time-vol-2-issue-2/>
- **Training Workshop on “Laboratory Management: Method Validation, Uncertainty & Traceability of Measurement”:**
<http://trtapakistan.org/news/training-workshop-on-laboratory-management-method-validation-uncertainty-traceability-of-measurement/>
- **World Accreditation Day 2012: “Supporting Safe Food and Clean Drinking Water”:** <http://trtapakistan.org/news/world-accreditation-day-2012-supporting-safe-food-and-clean-drinking-water/>
- **Training on implementation of the ISO 17011 and ISO 17021 Standards:**
<http://trtapakistan.org/news/training-on-implementation-of-the-iso-17011-and-iso-17021-standards/>
- **EU supports Laboratory Management trainings in Pakistan:**
<http://trtapakistan.org/components/eu-supports-laboratory-management-trainings-in-pakistan/>
- **National Workshop on Standardization and Market Requirements of Electric Fans:** <http://trtapakistan.org/components/national-workshop-on-standardization-and-market-requirements-of-electric-fans/>
- **National Food Safety, Animal and Plant Health Regulatory Authority Bill:**
<http://trtapakistan.org/components/national-food-safety-animal-and-plant-health-regulatory-authority-bill/>

- Monthly average of website visitors is approximately 600
- Visitors of website from more than 50 countries
- 78% visitors through Search Engines, 14% Direct Traffic and 08% from Referring Sites

Month	Website Visitors
July 2012	590
August 2012	534
September 2012	450
October 2012	572
November 2012	755
December 2012	570
January 2013	705



10 Summary of Achievements against Results Aimed and OVI's

Summary of achievements against OVI's is provided at Annex II.

11 Work Plan

Work plan for all three components for 2013 is provided at Annex III.

Annex I - Press Coverage and Visibility Links of TRTA II Activities

1. Deliberation on agro-food regulatory body today 12 June 2012, Dawn (<http://dawn.com/2012/06/11/deliberation-on-agro-food-regulatory-body-today/>)
2. Agricultural exports dented 12 June 2012 The News (<http://www.thenews.com.pk/Todays-News-3-113837-Agricultural-exports-dented>)
3. Dire need to reprioritise agri sector 12 June 2012, The Nation (<http://www.nation.com.pk/pakistan-news-newspaper-daily-english-online/islamabad/12-Jun-2012/dire-need-to-reprioritise-agri-sector>)
4. SPS must to bring agri produce at par with international standards 11 June 2012, Business Recorder (<http://www.brecorder.com/pakistan/business-a-economy/61591-psp-must-to-bring-agri-produce-at-par-with-international-standards.html>)
5. Workshop on National Food Safety, Animal, Plant Health. 12 June 2012, Pakistan Observer (<http://pakobserver.net/detailnews.asp?id=159728>)
6. Healthy animals, plants; secret to agricultural success. 12 June 2012, Pakistan Today (<http://www.pakistantoday.com.pk/2012/06/12/news/profit/healthy-animals-plants-secret-to-agricultural-success/>)
7. If our economy is Terminator, agriculture is Schwarzenegger 12 June 2012, Pakistan Today (<http://www.pakistantoday.com.pk/2012/06/12/news/profit/if-our-economy-is-terminator-agriculture-is-schwarzenegger/>)
8. Agriculture plays pivotal role in Pakistan's economy 12 June 2012, ONLINE (<http://www.onlinenews.com.pk/details.php?newsid=194903&catname=Business>)
9. Workshop: Draft bill on edible items postponed 12 June 2012, Express Tribune
10. 'Laws related to food security are inadequate' 12 June 2012, Business Recorder (<http://www.brecorder.com/agriculture-a-allied/183/1199646/>)
11. (<http://tribune.com.pk/story/392309/workshop-draft-bill-on-edible-items-postponed/>)
12. Strengthening linkage between educational institutions, market needed to boost economy. 26 June 2012, The News (<http://www.thenews.com.pk/Todays-News-3-116913-US-may-impose-sanctions-on-Pakistan>)
13. Picture of the Media Briefing. 27 June 2012, Pakistan Observer (<http://epaper.pakobserver.net/201206/27/business-2.php>)
14. Pakistan committed to strengthen Intellectual property rights: Hameed Afridi. 26 June 2012, APP (http://app.com.pk/en_index.php?option=com_content&task=view&id=200097&Itemid=2)
15. Boom Boom Afridi! 26 June 2012, Pakistan Today (<http://www.pakistantoday.com.pk/2012/06/27/news/profit/boom-boom-afridi/>)
16. Govt to develop industrial sector: Jamali 17 November 2012, The Nation (<http://www.nation.com.pk/pakistan-news-newspaper-daily-english-online/business/17-Nov-2012/govt-to-develop-industrial-sector-jamali>)
17. 'Competition to rise in region with implementation of MFN status to India'. 17 November 2012 (http://www.dailytimes.com.pk/default.asp?page=2012\11\17\story_17-11-2012_pg5_15)
18. Competition to rise in region with implementation of MFN status to India. 17 November 2012, Business Recorder (<http://www.brecorder.com/pakistan/general-news/90952-competition-to-rise-in-region-with-implementation-of-mfn-status-to-india.html>)

19. EU shows the path leading to global market. 17 November 2012, Pakistan Today (<http://www.pakistantoday.com.pk/2012/11/17/news/profit/eu-shows-the-path-leading-to-global-market/>)
20. Govt committed for formulating a national quality policy for socio-economic development of country: Changez. 17 November 2012, South Asian News Agency (<http://www.sananews.net/english/govt-committed-for-formulating-a-national-quality-policy-for-socio-economic-development-of-country-changez/>)
21. Government policy to ensure alleviation of poverty: Changez . 18 November 2012, The News (<http://www.thenews.com.pk/Todays-News-6-143546-Government-policy-to-ensure-alleviation-of-poverty-Changez>)
22. Concrete policies urged for livestock & dairy sector. 30 November 2012, The News (<http://www.thenews.com.pk/Todays-News-3-145636-Concrete-policies-urged-for-livestock-&-dairy-sector>)
23. Livestock and dairy products: concrete policies needed to enhance competitiveness, export: official. 30 November, 2012, Business Recorder (<http://www.brecorder.com/agriculture-a-allied/183/1262750/?tmpl=component&print=1&layout=default&page=>)
24. Export potential in dairy sector reviewed. 30 November, 2012, Pakistan Observer (<http://pakobserver.net/detailnews.asp?id=184641>)
25. Milk import restricts livestock, dairy expansion 30 November 2012, The Nation (<http://www.nation.com.pk/pakistan-news-newspaper-daily-english-online/business/30-Nov-2012/milk-import-restricts-livestock-dairy-expansion>)
26. Indo-Pak ties: Govt to consult businessmen before opening trade. January 17, 2013 Express Tribune (<http://tribune.com.pk/story/495102/indo-pak-ties-govt-to-consult-businessmen-before-opening-trade/>)
27. Stakeholders call for discussing issues before granting MFN status to India. 17 Jan, 2013, Urdu Wire (http://www.urduwire.com/en/news/stakeholders-call-for-discussing-issues-before-granting-mfn-status-to-india_nid825030.aspx)
28. Dialogue on trade policy. 17th January, 2013, Dawn (<http://dawn.com/2013/01/17/dialogue-on-trade-policy-2/>)
29. Stakeholders call for discussing issues before granting MFN status to India'. January 17, 2013, The News (<http://www.thenews.com.pk/Todays-News-3-154687-Stakeholders-call-for-discussing-issues-before-granting-MFN-status-to-India>)
ITC and PITD jointly organize dialogue on the promotion of Pak-India trade ties. Lahore World, January 16, 2013 (<http://lahoreworld.com/2013/01/16/itc-and-pitd-jointly-organize-dialogue-on-the-promotion-of-pak-india-trade-ties/>)
30. 'Pakistan and India can benefit from bilateral trade'. Business Recorder, January 17, 2013 (http://www.brecorder.com/epaper/page_2013_01_17_3.html)

Annex II: Summary of Achievements against Results Aimed and OVI's

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 January 2013
<p>1. Coherent trade policy and regulatory reform for export competitiveness</p> <p>1.1 PITAD's institutional capacity strengthened</p>	<p>PITAD's technical materials and publications assessed and procurement made of items required to carry out high-level research, analysis and training by 2011</p>	<p>First assessment of PITAD's equipment needs has been completed</p> <p>Assessment of library books requirements for PITAD has been completed jointly by PITAD, WTI and ITC. About 92 books have been provided to PITAD's library.</p> <p>Equipment needs assessment for electrical equipment, electronic equipment and computer related equipment has been finalized jointly by various wings of PITAD (Research wing, Knowledge management wing and training wing), ITC and WTI. Procurement of that equipment is at a very advanced stage</p> <p>Procurement of PITAD's equipment and books for 2011 is complete</p>

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<p>1.2 PITAD's and other research institutes' expertise on trade policy strengthened</p>	<p>Twining arrangement signed with international training institution (MOU signed by 2012)</p> <p>6 trainers and researchers trained by 2011; a further 6 researchers and trainers trained by 2012 (two batches, 12 in total)</p> <p>PITAD modules and trade policy research projects (6) are carried out and completed by 2013 and assessed to be of a high standard.</p>	<p>Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 January 2013</p> <p>Second assessment for PITAD's equipments and books have been conducted and procurement is in process</p> <p>The agreed books and library resources were provided to PITAD.</p> <p>Second annual assessment of PITAD equipment needs conducted and the agreed equipment provided to PITAD after procurement through UNDP Pakistan</p> <p>MOU for twining arrangement has been signed between PITAD and WTI.</p> <p>A survey has assessed government officers views of what sort of trade policy topics should be taught.</p> <p>7 researchers/trainers have been selected from PITAD, IBA, LUMS and TDAP and shard with WTI.</p> <p>7 WTI mentors have been selected to train Pakistani master trainers</p>

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		<p>Inception – 31 March 2011</p> <p>1 April 2011 – 30 November 2011</p> <p>1 December 2011 – 30 May 2012</p> <p>1 June 2012 – 31 January 2013</p> <p>7 modules have been jointly selected by PITAD/Pakistani research institutes and WTI for master trainers to develop the modules.</p> <p>WTI agreed that modules developed under their mentorship will receive joint certification</p> <p>Responses from government officers to a survey undertaken made clear their most desired training topic and training method</p> <p>7 researchers/trainers have been selected from PITAD, IBA, LUMS and TDAP whereas WTI provided 7 mentors to guide one master trainer each.</p> <p>Online training of those selected master trainees carried out till the end of June which resulted in the finalization of module outlines.</p> <p>The 7 master trainers were sent to WTI for three weeks training on the selected modules and to learn</p>

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		<p>pedagogical methods for module delivery.</p> <p>After the Bern training, the master trainees have started write up of their modules and 5 modules have been submitted by the master trainees for final review/approval of their mentors.</p> <p>These modules are being reviewed by WTI so as to ensure that they meet the requirements for joint certifications.</p> <p>6 training modules have been developed and finalised for 2011, 5 out of the 6 modules have been jointly certified by WTI and PITAD for joint WTI-PITAD certificate course.</p> <p>Day to day operationalization of the twining arrangement is being carried out.</p> <p>7 researchers/trainers have been shortlisted for the second training and module development at WTI</p>

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		<p>Collaboration between mentors and Master trainers has been established for module development.</p> <p>Monitoring and reporting mechanism has been established for the module development process.</p> <p>Policies and procedures and respective responsibilities of the participating agencies (WTI, PITAD and ITC) in the module development process have been defined and agreed.</p> <p>Mentor and master trainers collaboration has resulted in the finalization of outlines for the seven modules and four draft completed modules for 2012.</p> <p>Agenda for a three week training for master trainers along with their housing arrangements, travel itineraries and travel health insurance have been completed</p>

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<p>1.3 Government officers' capacity on specific trade policy and international trade negotiations strengthened</p>	<p>6 short trainings are conducted with government officers successfully completing training</p>	<p>Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 January 2013</p> <p>The PITAD-WTI jointly developed modules were delivered to 35 STP trainees and a joint certificate on “International Trade Law and Commercial Diplomacy” was awarded to the successful trainee officers.</p> <p>Three weeks training for Master Trainers organized and conducted at WTI Bern from 22 August to 13 September 2012.</p> <p>Six training modules were completed and internationally accredited during the reported period</p> <p>A survey has been undertaken to assess the capacity and desire of Pakistani universities and research institutes to carry out trade policy research</p> <p>3 day training on Trade policy formulation and Competitiveness analysis was conducted jointly by PITAD and ITC. The master trainers from IBA and PITAD who were trained by the mentors from WTI under Component 1 conducted the</p>

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		<p>training. The WTI mentors also supported and participated in the event through video conference. 32 officers from various ministries and government departments participated in the training.</p> <p>A 2 day training on Regional Integration-A comparative legal framework” was conducted by the master trainer from TDAP who was trained under Component 1 of the TRTA II programme on the subject. He was also supported by the mentor from WTI through videoconference. Thirty officers from various ministries and government departments were trained on the subject.</p> <p>A 2 days training on Trade in Agriculture was conducted which was attended by 31 officers and researchers from all the four provinces including Kashmir. Synergies were developed with other components by inviting their counterparts and providing opportunity to lecture about</p>

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1.4 Research studies contributing to the development of a national export strategy conducted	<p>At least 15 research papers that feed into public-private dialogue are produced by 2014 and are approved through peer review mechanism</p>	<p>Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 January 2013</p> <p>component 2 interventions. The lectures were, for the first time in Pakistan, webcasted. Statistical tools were involved to gauge the capacity improvement of the participants Analysis indicated a 55 % significant improvement in capacity of participants as a result of training</p> <p>Two days training on Economics and Policy of NTMs was conducted on 09-10 October 2012 which was attended by 26 participants.</p> <p>Two days training on Trade and Investment was conducted on 13-14 November 2012 at PITAD.</p> <p>Assistance was provided to Government of Punjab in holding of two days training on Economics and Policy of NTMs on 22-23 January 2013.</p> <p>Research topics for PPDs during 2011 and policy research to feed into the PPD finalized by the PPDSC</p>

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		<p>Research consultants hired to conduct five research studies at the recommendations of EC of PPDSC</p> <p>Three research studies have been completed and presented during first PPD whereas two further studies are under international peer review</p> <p>The system of international peer review established for the studies conducted by local researchers/research institutions with a secondary objective of refining the research skills of local organizations.</p> <p>4 research studies have been completed and have been approved following international peer review</p> <p>The PPDSC selected five more research studies to be conducted during 2012</p> <p>Four research studies completed during 2011 were printed and widely circulated.</p> <p>TORs including scope, methodology and objectives of the research studies</p>

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1.5 Public-private dialogue for a coherent national export strategy is fostered	<p>A core group of key stakeholders constituted to develop a national export strategy by 2012</p> <p>Approximately 10 PPDs are held by 2014</p>	<p>have been drafted in consultation with the PPDSC members and other stakeholders</p> <p>Hiring of consultants to conduct five research studies was completed and research studies were initiated</p> <p>Research studies were completed after successful peer review at various stages of their development. The studies were presented in 3 PPDs organized during the reported period.</p> <p>PPDSC has been established</p> <p>PPDs recognized as complimentary to GoP's initiative of reviving export promotion board and 2011 as year of exports</p> <p>A completed survey has indicated stakeholders most desired topics for PPDs.</p> <p>Orientation on Component 1 vision of PPD process given to PPDSC.</p> <p>Executive Committee (EC) of PPDSC established</p>

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		<p>consisting of three members, were selected to supervise the three PPDs during 2012</p> <p>Policy recommendations emanating from 2 PPDs held in 2011 were submitted to government. Proper follow up and presentation to relevant government officers were made which resulted in the inclusion of ten recommendations advanced by PPDs in the STPF 2012-15.</p> <p>PPD on Enhancing Competitiveness and Export potential of Livestock and Dairy sector was conducted at Lahore on 29 November 2012.</p> <p>PPD on Enhancing Competitiveness for Exports to Europe was conducted on 20 December 2012 at Karachi.</p> <p>PPD on Enhancing Competitiveness and Export Potential for Trade with India in Light of the Improved trade relations and full implementation of SAFTA was conducted on 16 January 2013 at Lahore.</p>

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<p>2. Improved compliance of exported products with export market requirements</p> <p>2.1 Strengthened SPS controls</p>	<p>Controls on exports of fishery products “at least equivalent” to EC by 2012</p> <p>No. of EU RASFF alerts for products of plant origin/year reduced to <10/year by 2014</p>	<p>2.1: To achieve the OVIs, the following progress has been achieved:</p> <ul style="list-style-type: none"> - National consensus achieved to establish a National Food Safety, Animal Health and Plant Health Authority - NAPHIS Bill has been re-drafted - Three local universities identified for establishing training institutes for food inspectors - Technical input provided in establishing Punjab Food safety Authority - Further refinements were made to NAPHIS Bill and the proposed organisation structure. The Bill is now ready for presentation to Cabinet for approval. - 10 participants from fish processing plants were trained in HACCP and traceability systems, 28 participants from the Marine Fisheries Department and Karachi Fishery Harbour

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		<p>Authority trained in hygiene controls along the supply chain</p> <ul style="list-style-type: none"> - Study tour to US comprising 1 delegate was conducted on SPS - Study tour to UK and Brussels on SPS issues comprising 10 delegates from relevant ministries and agencies was conducted - MOU's for partnership between TRTA II and three local institutions were finalised to develop local capacity to offer post graduate training courses in SPS - Further refinement of the NAPHIS bill and structure has been completed - Wide stakeholder consultative session on NAPHIS Bill held on 9 June 2012 - Courses for food safety inspectors designed and book lists identified - The post graduate diploma will be launched in September 2012. - National Food Safety Animal and Plant Health Regulatory Authority (NFSAPHRA) bill has

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<p>2.2 Improved quality, value addition and compliance in fishery, horticulture and industrial sectors</p>	<p>10 additional fishery establishments compliant with EC market requirements by 2014 Value of fishery/horticulture products at first sale increased by 5% in real terms by 2014 40 fishery/horticulture/fans/cutlery enterprises certified to quality, environment, food safety, GAP, CSR management systems including CE marking by 2014</p>	<p>been developed and has been submitted to Ministry of Food Security and Research for approval.</p> <ul style="list-style-type: none"> - Post Graduate Courses in food safety enrolled first set of students at 3 national universities - MFD further assisted in working closely with processors to initiate trial shipments of fish to EU - Punjab Government's food safety authority has been provided with requisite laws and procedures. - Dossier to resume fish exports to EU sent to DG SANCO - Exports of Fish & Fish products to EU resumed on pilot basis initially from two FBOs <p>2.2: To achieve the OVIs, the following progress has been achieved:</p> <ul style="list-style-type: none"> - NPO signed MOU with WNPO and WCPS - Five NPO staff trained in Benchmarking - Sector level benchmarking tool and questionnaire, and overall

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		<p>effective efficiency (OEE) tool and questionnaire for fan and the cutlery sectors developed and pretested</p> <ul style="list-style-type: none"> - Data collection in progress in fan and cutlery sectors - Strategic plan finalized for MFD to assist them in lifting EU Ban - Horticulture round table, attended by 20 key stakeholders, conducted in Lahore to discuss way forward on development and application of PakGAP - Cost of control survey in horticulture developed and pretested in the field - TORs developed and proposals received for development of Code of Practices (COPs) in horticulture - Competitiveness Benchmarking System (CBS) tool developed and launched. - 10 Staff of NPO trained in CBS Tool and software installed at NPO - CBS and benchmarking data collected in fan and the cutlery

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		<p>sector</p> <ul style="list-style-type: none"> - 3 NPO staff trained in CBS data collection in field from factory floor - 2 Benchmarking reports produced for cutlery and fan sector - 21 firm level intervention reports produced to improve value addition and productivity - The CBS has also been launched in the Surgical Instruments Industry - TRTA II fully supported NPO in conducting productivity congress in collaboration with APO (17-18 November) - Five fellowship awards were presented to five individuals from Pakistan by World Academy of Productivity Sciences (WAPS) arranged under TRTA II programme. - PC-1 for Pakistan Gap has been revised and submitted for approval to Ministry of Commerce. - Three Local technical institutions in Multan, Faisalabad and

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2.3 Improved conformity assessment infrastructure and services	<p>Internationally recognized accreditation (1) compliance testing (24), metrology (6), system certification (5) and metrology (6) services achieved by 2013 30 testing/metrology labs paying accreditation fees to PNAC by 2014</p>	<p>Sargodha have been selected and engaged under TRTA II programme to develop Codes of Practice (COPs) along the critical points of the supply chains in the kinnow and the mango sector. This activity has also been linked up with Agriculture Support Linkage Programme (ASLP) programme of AUSAID and the FIRMS programme of USAID in the said sector.</p> <ul style="list-style-type: none"> - Organized horticulture stakeholders round table meetings in collaboration with PHDEC which endorsed the approach and frame work presented for the development of COPs. - The potential local agency (NESPAK) has been identified for the award of the contract to carry out pre-feasibility studies concerning the upgradation of landing sites and developing the business park at Korangi Harbour which will help towards the operationalization of said harbour.

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		<ul style="list-style-type: none"> - Sectoral Benchmarking for Surgical Sector initiated by NPO supported by TRTA II - 25 master trainers in lean manufacturing trained from NPO, TEVTA, TUSDEC, NUST and fan sector - Over 50 workers in fan industry trained on lean manufacturing - Significant productivity impacts realised in pilot factory where lean was implemented. Production time reduced from seven to one day. Paint drying time halved and packing time improved by 80%. - COP development is in progress for Kinnow and Mango - Strategy to train 1000 fishermen has been developed - NPO has been awarded contract by Federal Ministry of Industry to replicate the TRTA II / UNIDO benchmarking technique in garments industry - 3 factories as a result of training and demonstration of lean

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		<p>manufacturing have made investments in infrastructure improvement and lean will be implemented in those factories.</p> <ul style="list-style-type: none"> - NUST is working with fan manufacturers to improve fan design and electrical efficiency - Environmentally friendly, safer for worker health and more productive technology being introduced in the cutlery sector. - COPs for citrus and mango developed and piloted in selected farms. Trial shipments based on new COPs being implemented sent from Karachi to China for mangoes - Feasibility to improve Korangi Business Zone is underway - 5 new product lines have been introduced for value added fish meals. <p>2.3: To achieve the OVIs, the following progress has been achieved:</p> <ul style="list-style-type: none"> - Assessment of 34 testing and calibration labs conducted and 24

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		<p>testing plus 6 metrology laboratories selected for accreditation under TRTA II</p> <ul style="list-style-type: none"> - Brief on conflict of PSQCA function in respect of SPS food controls and mandatory certification of food products produced and discussed with MinFA and MoST - Mock audit of mass metrology laboratory conducted and gaps identified to achieve accreditation - 67 staff from 30 laboratories trained in development of business plans (BPs) for laboratories and draft BPs produced - Three Consultative Workshops and National Conference in Lahore, Karachi and Islamabad organized on practices of standardization, setting technical regulations and conformity assessment - Two day training programme was organized for 27 staff of PSQCA on Setting National Strategies

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		<p>and assessing priorities for standardization</p> <ul style="list-style-type: none"> - 11 staff members of PSQCA associated with TBT/WTO National Enquiry Point was trained. - Action plan was developed in consultation with PSQCA staff to operationalize the NEP. - Two officials of PNAC participated in Asia Pacific Laboratory Accreditation Cooperation (APLAC) General Assembly, MRA Council and Technical Meetings held in Philippine from 12-16 September 2011 - NPSL achieve international recognition in its measurement services and signed MRA with BIPM/CIPM - NEP at PSQCA in process of being fully operational - PNAC's assessments completed and training provided for PNAC - to become national certifying accrediting body - Assessment of quality and standards manuals of laboratories

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		<p>completed.</p> <ul style="list-style-type: none"> - 6 metrology laboratories of PNAC have accredited by PNAC - PSQCA role and activities have been further strengthened - PNAC and NPSL are signatory to their required standards body and can conduct their certifying duties within Pakistan. - 24 testing laboratories closer to being certified.
<p>3. Strengthened IP system facilitating increased investment and trade in IP protected goods and services</p> <p>3.1 Strengthened IP Institutions</p>	<ul style="list-style-type: none"> • 3 IPO officials with LLM degrees by 2013 • Adoption of results based management practices in IPO-Pakistan by 2014 • Report on validation of Trademark and Patent Administration procedures by 2012 • Examiners trained on Trademark and Patent search and examination by 2012 • Upgraded IT infrastructure established by 2014 • Upgraded IP automation system (WIPO IPAS Java) deployed and streamlined IP procedures automated by 2012/2013 • IP records digitized and IP databases completed by 2014 • Back-office administrative systems identified and first 	<p>3.1 Strengthened IP Institutions</p> <ul style="list-style-type: none"> - 2 IPO officials following LLM course in Turin - Workshop on results based management completed and implementation of its recommendations is in progress - Report on Trademark and Patent Administrative procedures completed - Training of Trademark and patent examiners completed - Recommendations on upgrade of IPO IT infrastructure made and IPO is working on their

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3.2 Strengthened IP Legislation and Policy Framework	<ul style="list-style-type: none"> phase implemented by 2013 • 4 IPO IT officials with certificates in technical skills by 2013 • Availability of online IP services and interfaces by 2014 • CMO study available by 2012 	<ul style="list-style-type: none"> implementation - Work is in progress on implementation of IPAS Java at the Patent Office and the Trade Marks Registry
3.3 Improved enforcement of IPRs	<ul style="list-style-type: none"> Position paper on utility model protection by 2013 National stakeholders consultations on GIs and PBRs by 2013 National stakeholders consultations on Madrid System and PCT by 2013 National Roundtable on IP Policy by 2013/2014 	<ul style="list-style-type: none"> Tendering process for digitization of the paper IP records – equipment part completed, services part in process - 1st Technology Training of IPO IT team completed - Report on CMOs completed
3.4 Increased use of IP system by businesses and research institutions	<ul style="list-style-type: none"> Judges colloquium by 2012 Up to six (6) officials trained from FIA/Police and Customs Academy by 2012 IP enforcement training courses commenced by Police, Customs and Judicial Academies by 2012 Public information campaign (media briefings, provision of public awareness materials) commenced by 2011 Up to 15 national trainers on IP for businesses trained by 2012 Roundtable on IP and trade policy by 2012 IP modules in up to six public-private consultations by 	<p>3.2 Strengthened IP Legislation and Policy Framework</p> <ul style="list-style-type: none"> - Paper on utility model protection completed - Consultation visit on Madrid System completed - Consultation visit on PCT completed <p>3.3 Improved Enforcement of IPRs</p> <ul style="list-style-type: none"> - Colloquium for judges on IPR

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	<p style="color: red;">2013</p> <ul style="list-style-type: none"> • National Roundtable on TMOs by 2013 • E-forum on technology transfer to industry established 	<p>enforcement completed</p> <ul style="list-style-type: none"> - Training of officials from Police/FIA/Customs completed <p>3.4 Increased use of IP system by businesses and research institutions</p> <ul style="list-style-type: none"> - Training on IP for businesses for national trainers (from SMEs) completed - Draft report on Kinnows under review - Media briefings continue at regular intervals throughout the project