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United Nations Industrial
Development Organization

Trade Related Technical Assistance (TRTA II) Programme

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PROGRESS REPORT

01 April - 31 October 2015



Associated Agencies



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List of Acronyms

ACP/OCT	African, Caribbean and Pacific/Overseas Countries and Territories
APLAC	Asia Pacific Laboratory Accreditation
AHC	Animal Husbandry Commissioner
AJK	Azad Jammu & Kashmir
AQD	Animal Quarantine Department
ASEAN	Association of Southeast Asian Nations
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
CCP	Competition Commission of Pakistan
CD	Compact Disc
CMO	Collective Management Organization
COPs	Codes of Practices
CRI	Citrus Research Institute
CRS	Computer Related Services
CSR	Corporate Social Responsibility
CV	Curriculum Vitae
DFID	Department for International Development
DG	Director General
DPP	Department of Plant Protection
DSA	Daily Subsistence Allowance
DG SANCO	Directorate-General for Health and Consumers
ECO	European Cooperation Organization
EU	European Union
FAO	Food & Agriculture Organization
FBOs	Fisheries Business Operators
FCS	Fishermen Cooperative Society
FDI	Foreign Direct Investment
GAP	Good Agriculture Practices
GB	Gilgit Baltistan
GI	Geographical Indications
GSP+	Generalized System of Preferences Plus
HACCP	Hazard Analysis & Critical Control Point
IBA	Institute of Business Administration
ICT	Information & Communication Technologies
IE	International Expert
IFAD	International Fund for Agriculture Development
IIAS	International Institute for Asian Studies
IPO	Intellectual Property Organization
IPR	Intellectual Property Right
ITC	International Trade Centre
KCL	Kings College London
KoFHA	Korangi Fish Harbour Authority
LUMS	Lahore University of Management Sciences
MFD	Marine Fisheries Department
MILE	Masters of International Law & Economics
MNFSR	Ministry of National Food Security & Research
MoC	Ministry of Commerce
MoST	Ministry of Science and Technology
MRA	Mutual Recognition Arrangement

MRS	Mango Research Station
NA	Norwegian Accreditation
NAPHIS	National Animal and Plant Health Inspection Services
NFSAPHRA	National Food Safety Animal and Plant Health Regulatory Authority
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
NVL	National Veterinary Laboratory
OCR	Optical Character Recognition
OEE	Overall Economic Efficiency
OIE	World Animal Health Organization
PAKGAP	Pakistan Good Agricultural Practices
PC-1	Planning Commission Planning Document 1
PCSIR	Pakistan Council of Scientific and Industrial Research
PFA	Punjab Food Authority
PGDC	Post Graduate Diploma Course
PHDEC	Pakistan Horticulture Development & Export Company
PIDSA	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
QI	Quality Infrastructure
REHIS	Royal Environmental Health Institute of Scotland
SPS	Sanitary & Phyto-Sanitary
STPF	Strategic Trade Policy Framework
TBT	Technical Barrier to Trade
TDAP	Trade Development Authority of Pakistan: TDAP
TEVTA	Technical Educational & Vocational Training Authority
TMR	Trade Marks Registry
TORs	Terms of References
TRIPs	Agreement on Trade Related Aspects of Intellectual Property Rights
TRTA II	Trade Related Technical Assistance Programme II
UAF	University of Agriculture Faisalabad
UAP	University of Agriculture Peshawar
UET	University of Engineering, Taxila
UNCTAD	United Nations Conference on Trade & Development
UNDP	United Nations Development Programme
UNIDO	United Nations Industrial Development Organization
USAID	U.S. Agency for International Development
USDA	United States Department of Agriculture
UVAS	University of Veterinary & Animal Sciences
WAPS	World Academy of Productivity Sciences
WIPO	World Intellectual Property Organization
WTI	World Trade Institute
WTO	World Trade Organization

Executive Summary

This report covers the progress made under the EU funded TRTA II Programme from 1st April 2015 to 31st October 2015. Over this period, the Programme continued its implementation, making a visible positive impact on the selected stakeholders in both the public and private sectors. The PMO, inclusive of all three implementing agencies (UNIDO, ITC and WIPO) with the support of MoC/PITAD and under the guidance of PSC, continued to perform and successfully implement programme activities.

Component 1:

During the implementation period, the institutionalized PPD mechanism, fostering evidence-based input and private sector perspective in Pakistan's policy reform agenda, has proven to be sustainable. The Public Private Dialogue Steering Committee (PPDSC) has been articulating and feeding the policy reform agenda through analyzing the needs for its technical inputs.

This achievement was acknowledged during the most recent PPDSC meeting during which the Additional Secretary to the Ministry of Commerce stressed the importance of the mechanism to enhance the public private partnership in trade policy formulation and implementation. The Additional Secretary's perspective was followed by the Vice President of the Federation of Pakistan Chambers of Commerce and Industry (FPCCI), who highlighted the positive achievements of the process.

Pointing to the inherent legitimacy of this process, the Additional Secretary to the Ministry of Commerce also emphasized that the recommendations emanating from the Public Private Dialogue (PPD) workshops, planned through the PPDSC, have been included by the Government of Pakistan in the Strategic Trade Policy Framework (STPF 2012-2015). Additionally, the Ministry of Commerce has further expressed, through an official letter, its intention to use the recommendations stemming from the PPDs in the next STPF (2015-2018).

Following this most recent PPDSC meeting, the line of conduct has been decided for future action that Component 1 will continue to support. The two main areas of action to pursue the public-private dialogue process are the development of a draft law for the Trade Dispute Resolution Organization and to further analyze the possible competitiveness and exports enhancement under the EU GSP+ scheme. These two sets of actions have been strategically selected to ensure a public-private consensus to achieve balanced policy reforms, as they will have a major impact on the private sector.

Beyond strategic planning through the PPDSC platform, Component 1 has been focused on fostering the implementation of policy decisions through a two pronged approach:

1. The preferential GSP+ scheme has been promoted by increasing the awareness of the private sector on its modalities of operationalization. Significant achievements have been made in this area; there is concrete evidence of enhanced interest as shown by the increased requests of the GSP+ business guide. The business guide has caught the interest of a very large audience and NGOs have been distributing it in their own networks. A GSP+ documentary is to be aired as well, to further reach out to the Pakistani stakeholders at large.
2. In addition, Component 1 has initiated activities aimed at monitoring the developments related to the GSP+ (e.g. actual use of the preferences, gaps of competitiveness in the eligible sectors, sectors with export potential under the scheme, ways and means required to ensure that the measures which need to be implemented maintain the preferences). The study and PPD, which have been undertaken, will inform the policy makers how to ensure continuous benefits (hence predictability to exporters and investors) resulting from the preference given by the EU.

Furthermore, Component 1 has also been actively assisting governmental institutions in enhancing their trade related capacities. Despite the current difficulties encountered in the work with PITAD and the Ministry of Commerce to establish the latter's training needs, the elaboration of a training agenda is being pursued and PITAD is constantly associated in all technical studies. Additionally, the work with the CCP has helped in identifying the training and technical gaps faced by the institution. The will of the CCP combined with the technical assistance provided to reinforce the institution's capacity has ensured the relevant outcome. On one hand, the studies developed enabled it to cover sectors in which only limited technical capacities were available. On the other, the mentorship program has enabled CCP to enhance its work through (i) its functioning; CCP has been provided with insights of the EU and US functions, and (ii) its role; CCP is currently seeking to partner with renowned universities and institutions in Pakistan to deliver trainings on the academic aspects of competition law.

Component 2:

NAPHIS Bill

The TRTA II programme, under Component 2, met with Minister MNFSAR, Secretary and Additional Secretary MNFSAR, and NAPHIS. Discussions have been held between Minister MNFSAR and Minister MoST, which indicate that MoST will not raise objections to the bill when it is next presented to the Cabinet. The Bill has not been considered by Cabinet since it was deferred on 15 April 2014. The intention is to submit the Bill to Cabinet as soon as possible. A subsequent meeting between Secretary MoST, Secretary MNFSAR and key senior officials from both the Ministries was held on 21 August 2015, where TRTA II was also invited. At the meeting, it was agreed that MoST would support the NAPHIS Bill based on the proposal from TRTA II to gradually phase out PSQCA's activities related to SPS with possibility of absorbing the key staff from the CA section of PSQCA in the National Food Safety Animal Plant Health Regulatory Authority, once it is established.

PGDC

As of October 2015, the graduates of the PGDC, MSc and MPhil courses in Food Safety & Controls collectively have exceeded 150 at the UoK, UAF/NIFSAT and UVAS, respectively. A further 150 are currently enrolled cumulatively at these universities and are expected to graduate by May-June 2016.

A Post Graduate Diploma Course in Food Safety and Controls was launched at the Agriculture University of Peshawar within the Department of Food Science and Technology in October 2015. Documents have been sent to REHIS to seek accreditation of this course.

Two other universities in Punjab, have launched a similar course, based on the PGDC syllabus for Food Safety and Controls, developed by TRTA II. The Government College University and Forman Christian College, both in Lahore, have launched this course on their own expense. This clearly shows the demand for this course as well as the commitment of academic institutions to further expand food safety regime amongst the populous.

SPS

The Marine Fisheries Department (MFD) has been effectively carrying out all sanitary, traceability and HACCP inspections along the entire fisheries supply chain, autonomously. This is evident after DG MFD decided to suspend exports to the EU due to unhygienic conditions at the fish harbour and auctions halls. The relevant stakeholders (KHFA and FSC) have been given two weeks to improve the conditions and practices, after which the MFD would re-open the market for exports to the EU following its verification.

As of 9th September 2015, 150 consignments have been exported to the EU (UK, Spain & Italy) valued at US\$ 14.5 million, with zero rejection.

Industrial Technical Assistance

Surgical Instruments

The benchmarking study for surgical instruments sector has been conducted by NPO, its report has been validated by SIMAP [Surgical Instruments Association]. After the validation and incorporation of the recommendations elaborated by SIMAP, the report has been printed.

TRTA team, under the guidance of the IE, has collected and analyzed data in order to identify the base line KPIs in terms of Productivity, Quality and CSR. Out of 6 selected surgical units, the 2 units which have implemented CSR and Process Control techniques have witnessed up to 61% improvement in quality defect rate and improvement in labour productivity up to 114%. Two other units are in the process of constructing new halls based on the recommendations provided by TRTA-II team and will implement the proposed improvement plan by end of 2015.

Electrical Fans

Out of 9 selected fan sector companies, 7 companies have been able to achieve substantial gains in terms of Productivity, Quality and CSR improvements during a period of 10 months starting from January 2015 to October 2015.

Five of these companies were enrolled under PEFMA knowledge centre. The selected units in fan sector witnessed quantitative gains in terms of quality improvement from 44% to 81%; batch travel distance from 52% to 86%; Work in Process (WIP) from 30% to 71%; labour productivity from 70% to 103%; line balancing efficiency, from 105% to 240%; average production per day from 9% to 280%; and number of workers from 6% to 26%. As a result of CSR implementation, the companies saved PKR 6.3 million along with the training of 150 personnel on shop floor management techniques.

PMO team along with the IE conducted a study on die casting section in the fan sector and found that a number of best practices are missing. By adopting these best practices the companies can save up to PKR 0.9 million per furnace per year. Conservatively, if there are 250 furnaces in operation in the fan sector, the potential saving will be more than PKR 225 million per year.

Two companies were also provided with guidance on standardization of products through collection control limits data and development of engineering drawings. This working was then converted into Process control planning and development of work instruction sheets for the operators and QC staff.

Electrical fans - Study Tours

TRTA II Programme supported an 8 day study tour for the electric fan sector involving companies having CE marked electric fans. The study tour participants visited Hong Kong Electronics Fair and Canton Fair China. These two locations are the major sources of export to the EU and other appliances markets of the globe. Under the guidance of the IE, the study tour participants established an in depth understanding, in terms of exposure, on how to market fan products internationally, in order to compete in the global market. In addition to this, they learnt how to identify opportunities and potential for Electric Fan Products and appliances to high-end markets, especially the EU. They also learnt how to identify and approach new potential markets of Fans, to develop appropriate strategies to market, distribute Pakistani electric fans throughout the EU and to strive for Excellence in the Export Business.

Cutlery – Study Tours

A Purchase Order has been issued to the most appropriate bidder and a two-member group visited the manufacturing facility in China in order to ensure the quality of the machines. Within the next twelve weeks, the machines will be commissioned and the beneficiary units will be projected as model units to spread the technology adoption model in the whole sector.

Horticultural - Mangoes

The joint TDAP-TRTA II promotional campaign for Mangoes was successfully carried out in Malaysia and Singapore. Twelve supermarkets in Malaysia and two supermarkets in Singapore participated in the promotion campaign for 6 weeks. The mangoes utilized for sampling and for the promotion with consumers were fully funded by the commercial operators involved in the campaign.

Some Pakistani exporters through Rush Group and Chop Tong Guan (CTG) made direct deliveries of mangoes to the renowned supermarket chains of AEON, TESCO, Econsave, NSK, Mydin, Giant, SAM's Groceria, Village Grocer, MBG, ISETAN, Max Value and Sunshine in Malaysia, that have sold the Pakistani mangoes in their stores.

Similarly, mangoes were supplied to Sheng Siong and Cold Storage Supermarkets in Singapore in specially designed boxes.

National Quality Policy

The draft National Quality Policy along with the implementation plan and its budget was prepared with the support of the TRTA Programme. This draft was then approved by the MoST and submitted to the Cabinet for consideration and approval.

Conformity assessment

As of October 2015, 17 testing laboratories and 6 metrology laboratories have been accredited by PNAC and a further 2 testing laboratories have undergone pre-assessment and will achieve accreditation by April 2016. The four laboratories of Ayub Agriculture Research Institute have not submitted their application to PNAC yet.

The renovation work for the National PT scheme (2 labs) will be completed in the first week of November 2015, the equipment for the labs will be installed during the second and third week of November. PNAC is scheduled to conduct its pre-assessment for ISO 17043 accreditation by the end of November with the final assessment to be carried out in December 2015. Therefore, it is expected that the PT scheme will be accredited to ISO 10743 by the first quarter of 2016.

30 testing laboratories, belonging to 7 institutions namely: PCSIR, Lahore, Karachi and Peshawar, FSC&RD, NRLPD, PCRWR, and SARC continue to implement their business plans based on customer relations mechanisms and marketing strategies to ensure sustainability of their services and accreditation status. The other 15 labs (supported by TRTA) are still awaiting GoP policy change in order to use a fixed percentage of their income for running the laboratory and to sustain accreditation.

TRTA Extension

Business Environment Improvement

In order to implement interventions related to business environment reforms, consultative meetings were conducted involving public and private stakeholders. It was jointly decided that two pilot interventions would be implemented in Mango and Kinnow Mandarins sectors. For the said purpose, a Technical Working Group comprising of representatives from PHDEC, DPP, PMG, MGCS, KGA, MRS, CRI and CGPPE, drafted a summary paper containing a list of major constraints in the horticulture sector. Based on the summary paper, an advocacy agenda and strategy for horticulture was developed, identifying key priorities where the government should focus in order to enhance the business environment of the horticulture sector. The Technical Working Group will hand over the agenda and strategy to the government.

Regional Trade

The objective of the Regional Trade component is to identify options to improve cross border mutual recognition and flow of goods, including the means to recognise compliance assessment and other options to facilitate export, import and transit trade. The International Expert in Regional Trade proposed a Business Process Analysis (BPA) to plot the export product supply chain and identify redundancies, which can be eliminated to expedite trade via land borders. The BPA is being carried out in the surgical instruments and rice supply chain, with a focus on the trade process followed while exporting to India, China, Iran, and Afghanistan. Surgical instruments from Pakistan have gained acclaim worldwide for their quality and competitiveness and rice is one of the major exports of Pakistan. There is potential for growth in regional exports for both sectors. TRTA is also establishing a computerised SPS border clearance system for imported and exported consignments of food and agricultural products in Pakistan. An SPS module will be developed for the WEBOC system (Web Based Customs Clearance), with a view to improving effectiveness and efficiency in the application of SPS measures at Pakistan's borders.

Global Value Chain

Under the initiative on Global Value Chain, the TRTA II Programme has conducted a broad institutional mapping of all public and private institutions to identify a potential organization where a permanent research unit can be established. After consultative sessions with the TRTA II Chief Technical Adviser, Programme Officer, National and International expert, TDAP has been identified as the organization for the establishment of the permanent research unit. Members from this organization have been trained on the methodology to carry out the Global Value Chain Analysis. Two potential sectors will be selected for GVC analysis through consultative sessions with key public and private stakeholders. The central objective of this program is to train a group of professionals for independently carrying out value chain analyses on different sectors, which in turn will provide policy advice to the government and investment opportunities for members of the private sector.

Component 3

Implementation of Component 3 is in its final stage with all planned activities completed except two that are currently under development and expected to be wrapped up by end of 2015.

In the result area "Strengthened IP Institutions", implementation of the modernization activities is already resulting in internal efficiency gains at the IPO Registries and improvement in the services provided by them to users of the IP system. More benefits are expected after completion of the few remaining modernization activities that are currently in progress. Key completed activities include digitization of large volume of IP paper records (patents, designs, trademarks and copyright), upgrading the IP automation systems at the IPO Registries (Patent Office and Trade Marks Registry) and in-depth training of IPO technical team for

sustainability and self-reliance. Activities currently in progress include the development of IPO Web Portal, that is in its development stage and introduction of an administration system for Human Resources and Financial management at IPO, that is now nearing completion.

In the area of “Strengthened IP Legislation and Policy Framework”, all activities have been completed including a Roundtable on Development of National IP Strategy that was held in April 2015.

In the area of “Improved IP Enforcement”, all planned activities were completed prior to this reporting period. As part of sustainability, consultations are ongoing with various stakeholders (Customs, IPO Pakistan) to ensure sustained outcomes of the implemented activities.

Lastly, in the area of “Increased Use of IP by Businesses and Research Institutions”, all planned activities were also completed prior to this reporting period. Further work is planned under the TRTA II Program Extension on the web-based e-Forum, known as PiNET, for its promotion and functional enhancements. PiNET is aimed at strengthening linkages between research/academic institutions and industry.

1. Context of the Action

Overall TRTA II Programme

Trade is identified as one of the principal instruments of poverty alleviation, where export-led growth would lead to increased household incomes and employment opportunities, signifying a positive trade poverty-nexus. The overall objective of the TRTA II programme therefore is to contribute to poverty reduction through sustainable economic development. The purpose of the programme is to increase exports and economic integration of Pakistan into the global and regional economy.

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 quality and infrastructure and (iii) strengthening the intellectual property rights (IPR) regime.

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.

1.1 Component 1:

The Financing Agreement stipulates that improved formulation and implementation of trade policy through enhanced capacity of the Ministry of Commerce (MOC) and improved participation of the private sector in this process would be the expected results of the Component 1. Similarly, it identifies two broad activities for Component 1, which were further elaborated and refined after detailed consultations with the relevant stakeholders during the Inception Phase, preceding implementation of the programme. They are:

- 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, 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 reflects 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 to 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. Simultaneously, assessments of local training institutes, particularly PITAD, to conduct training and research, 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 enhanced capacity and internationally accredited training modules, to build the capacity 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.

Result area 1.6: aims at building the capacity of the Competition Commission of Pakistan (CCP) through a pilot programme.

1.2 Component 2:

The primary 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 in selected sectors (fisheries, horticulture and industrial products); and (iii) support to improve conformity assessment infrastructure and service.

The Component 2 will intervene in three result areas:

Result Area 2.1: Strengthening SPS controls, that aims at development of a Federal Food Safety Animal and Plant Health Regulatory Authority with implementing arms in the provinces. This will also help the Pakistani agro-based industry to prove compliance to SPS measures, reduce rejection rates and allow better market access.

Result Area 2.2: Aims at improving quality, value addition and compliance in fisheries, horticulture and selected industrial sectors. The focus of this component is twofold. First, export development in agro-products (Kinnow, mangoes and fisheries) through ensured SPS compliance and dissemination of good agriculture practices. Second, regarding the industrial sectors (fan, surgical, protective gears, cutlery), improved quality and value addition through addressing productivity, process control, CE marking and CSR issues. CE marking will be introduced in the fan, protective equipment and clothing sectors.

Business linkages between local producers and international buyers will be promoted for fisheries, horticulture and selected industrial products.

Result Area 2.3: Improved conformity assessment infrastructure and services that aim to develop and streamline standardization and technical regulations practices as well as traceable national metrology services. This will lead to internationally recognized National accreditation as well as testing and calibration services.

In order to establish an overall strategic framework for quality infrastructure and services, the programme also supports the development of a National Quality Policy

1.3 Component 3

Strengthening of the IPR System: This aims at further strengthening and modernizing the IP regime in Pakistan, which will be achieved by strengthening IP institutions as well as the IP legislative and policy framework. Support will also be provided to achieve more effective enforcement of IP rights and enhanced capacity of business and research institutions to use the IP system.

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.

1.4 Extension of TRTA II Programme

The overarching goal of this extension is to address issues of economic growth and employment creation. The goal stems directly from the current needs of the country and is in line with the broader EU cooperation strategy. This addendum to the original cooperation agreement now incorporates the structure of this extension programme. This extended period will be spent to complete few of the lagged activities to deepen some of the successes of TRTA II, to bring them to a logical conclusion and to develop a strategy for EU intervention beyond this period.

Four additional activities: (i) Support for Competition Commission of Pakistan and (ii) Business environment improvement, (iii) Global Value Chain competitiveness, and (iv) Regional Trade in South Asia will be addressed.

2. Activities Carried Out

2.1 Component 1: Trade Policy Capacity Building

Approach to implementation

As part of the implementation strategy and as provided in the inception report, some key arrangements were completed before the carrying out the interventions:

To achieve result areas 1.1, 1.2, and 1.3, a memorandum of understanding (MOU) for twinning arrangements was facilitated between the World Trade Institute (WTI) and the PITAD with the purpose of strengthening the capacity of PITAD in-line with a “train the trainers” approach. The MOU provided for the training of 14 master trainers from PITAD and other local training and research institutes during 2011, 2012 and 2013, under WTI mentorship, in order to develop local expertise on selected trade topics. The knowledge and expertise acquired was disseminated to the policy makers working in various trade-related ministries, through short trainings commissioned under the programme. These master trainers were also engaged to deliver lectures in a PITAD-WTI joint certificate programme on international trade law and commercial diplomacy, which forms a part of an upgraded PITAD Specialized Training Programme. For result areas 1.4 and 1.5, the 15 member-Public Private Dialogue Steering Committee (PPDSC) was established with the formal approval of Ministry of Commerce (MoC). The objective was to ensure local ownership of the dialogue process as well as it being tailored to the specific needs of Pakistan. A total of 11 PPD consultative processes were conducted on various trade policy issues and regulatory reform with the intention of building a partnership among the public sector, private sector and civil society and form inclusive and coherent trade policies. To feed into the public-private consultation processes, a number of research studies are to be undertaken through local research organizations and individuals on selected topics. To instill the benefits of evidenced based trade policy formulation, a mechanism for international peer review has also been put in place, which, on one hand, refines the skills of local researchers and on the other, provides research based policy options in accordance with international standards for the PPDs. Through better-trained policy makers and constant public private consultation continuously informed by evidenced based research, the objective is to constructively inform the trade policy formulation process. A three-stage approach is being followed for the implementation of Component 1 interventions, where initially the lead role was played by ITC to plan and design the implementation of interventions. There was then a transition period, in which PITAD took over the lead role and finally, ITC’s role was reduced to that of a mentor and for monitoring. This approach is aimed at ensuring the sustainability and local ownership of the initiatives undertaken.

In the extension phase of the programme, a new goal was added which was to build the capacity of the Competition Commission of Pakistan (CCP) following a similar approach to that for PITAD. The first step was to conduct an institutional assessment, which was not necessary, as UNCTAD had already conducted a similar assessment. Component 1, in a cost-effective approach, built on the needs identified in that assessment and a pilot programme is currently being implemented to enhance the internal capacity of CCP and broaden the scope of its action. A comprehensive approach to international mentorship is being developed, as training modules are being developed by CCP master trainers and research studies being conducted by CCP officers. To ensure that the process concretely meets the set objective, Component 1 has ensured the cooperation of international cooperation authorities with CCP through experience sharing, to provide CCP with effective examples of competition law implementation.

2.1.1. Strengthening PITAD's institutional capacity (Output 1.1)

Although it is stressed that all activities planned under this result area have been achieved, following the previously developed “Needs Assessment Study and Proposed Roadmap for Pakistan Institute of Trade and Development” (cf. 8th progress report 2.1.1 PITAD's institutional capacity strengthened) and PITAD has been following the set of recommendations.

During the reporting period, there has been positive mention of PITAD in the development of trade related studies in the press (<http://tribune.com.pk/story/875391/institute-discourages-used-car-imports/>) (April 2015).

PITAD has engaged in negotiations (May 2015) to conclude training agreements with a number of stakeholders who indicated their willingness to collaborate with PITAD to provide advanced trade policy trainings and research. PITAD is currently negotiating with the Punjab Board of Investment and KPK Board of Investment, and is in the process of developing training agendas for Afghan Commercial Officers.

Additionally, PITAD has been associated with the participation of preparatory inter-ministerial meeting for EU-portfolio review and in the review itself (June 2015).

Lastly, PITAD, with the support of Component 1, has started to develop, in consultation with the governmental stakeholders, a training agenda to address the permanent and *ad hoc* needs of the government.

2.1.2. Strengthening of PITAD's and other research institutes' expertise on trade policy (Output 1.2)

It is stressed that all the activities planned under this result area have been achieved. Following the interaction and mentoring process between PITAD selected master trainers and WTI mentors twelve training modules have been completed:

- Trade Policy Formulation
- Trade Policy Competitiveness Analysis
- Trade in Agriculture
- Trade in Services
- Regional Integration: Comparative Legal Analysis
- International Trade Negotiations
- Trade and Investment
- Economics and Policy of Non-tariff Measures
- Trade Related Aspects of Intellectual Property Rights
- Trade Remedies
- Dispute Settlement
- Trade, Environment and Climate Change

These modules were delivered to the STP trainees during their STP courses and to the public and private sector stakeholders through short training organized by PITAD in several cities in Pakistan. To have a permanent record of these training modules, formal editing is being carried out. The formatted modules will be shared with PITAD for their perusal and subsequent trainings.

2.1.3 Strengthening of government officers' capacity on specific trade policy and international trade negotiations (Output 1.3)

All activities planned under this result area have been achieved.

2.1.4 Conducting research studies contributing to the development of a national export strategy (Output 1.4)

2.1.5 Revision of draft policy reforms study and trade institutional reforms study

The two policy reforms and trade institutional reforms studies are two main pillars of the National Export for Growth Strategy of the Ministry of Commerce.

The objective of the institutional reforms study, conducted by Mr. Asaf Ghafoor, is to analyze and develop a roadmap for the following:

- Rationalizing the regulatory burden on export sector
- Increasing competitiveness through policy reform
- Providing clearly set out and articulated recommendations

The objective of the policy reforms study, conducted by Mr. Zaheeruddin Dar, is to analyze:

- The coordination mechanism for synchronization of efforts of ministries, departments, organizations and provincial governments, directly or indirectly supporting the export sector;
- The professionalization of trade promotion organizations/departments e.g. TDAP, PHDEC, EDB, PSEB, DEPO, SMEDA etc.;
- The overhauling of Pakistan Trade Offices abroad in all three stages - (a) merit-based selection process, (b) effective monitoring & evaluation, and (c) utilization of services of Trade Officers on the supply side after market-side experience;
- To propose a method aligning export development priorities within and across public and private sector, civil society institutions and donor-funded development organizations;
- To provide clearly set out and articulated recommendations.

Following additional comments received from the private sector, and various institutional organizations, including Trade Development Authority of Pakistan, the policy reforms study has been completed and is now being edited for formal transmission to the Ministry of Commerce. The trade institutional reforms study is currently being revised and will be completed shortly.

2.1.6 Identified studies by the latest PSC meeting and Ministry of Commerce being carried out

Component 1 supported and coordinated the establishment of a Public Private Dialogue Steering Committee with the formal approval of the Ministry of Commerce to supervise the PPDs and develop Trade Policy research studies to feed the dialogues (PPDs are recorded under output 1.5).

In order to assist the PPDSC in choosing the topics considered to be most pressing and in need of reform under Component 1, a review of relevant literature and consultations with relevant stakeholders in public and private sector are conducted to prepare a list of possible topics of trade related issues that would require further research. Once the topics for research studies and PPDs are selected by the PPDSC, the ITC, in consultation with international and local experts, prepares documents outlining the issues faced in those sectors and disseminates the documents to relevant stakeholders for their comments and feedback. Later on, draft ToRs for the research studies are prepared and shared with the relevant stakeholders and the

PPDSC for finalization, which is followed by a comprehensive selection process of the relevant research topics.

Upon selection, the research studies are conducted through an international peer review mechanism to ensure accuracy and to inform the PPDs.

During the latest PPDSC meeting, the following topics were selected for conducting policy research studies:

- Development of a draft law for the recently established Trade Dispute Resolution Organization (TDRO)
- EU GSP plus scheme: use and way forward

In addition to the identified needs, the Ministry of Commerce has made an urgent request to develop a study on the possible impact of the GSP plus scheme on poverty in Pakistan.

2.1.7 TDRO draft law

Following a thorough screening process, a national and an international consultant were recruited to develop a complete draft law for the TDRO through an inclusive and consultative process.

The objective of this draft law is to provide the legal basis of TDRO's mandate so it can fulfill its objective of overcoming the shortcomings and revamping the Trade Dispute Resolution system in Pakistan. The draft law is therefore being developed to ensure that the TDRO is established as per international standards so that predictability, efficiency and merit are ensured in enforcement of commercial contracts and dispute resolution in addition to minimizing the costs and delays associated with lengthy litigation processes.

The recruited team in charge of this endeavor is comprised of the most highly qualified national and international lawyers in trade dispute settlement:

- Mr. Toby Landau, Barrister and Arbitrator in independent practice at Essex Court Chambers since 1994, both as counsel and arbitrator he has argued over 280 major international arbitrations worldwide and has appeared in many foreign courts, including the Pakistan Supreme Court in the HUBC v. WAPDA case; Mr. Landau is assisted by two eminent barristers/lawyers Ms. Nudrat B. Abd al-Majeed and Mr. Ahmad Imran Ghazi; and
- Mr. Yasir Siddique Mughal, Barrister, expert in commercial and civil litigation disputes, he has also appeared before a wide range of Courts, including high courts, trial courts, and also before tribunals and in arbitration proceedings.

Following the early phase of the recruitments, ITC participated in the "Seminar on revamping the mechanism of resolution of trade dispute in Pakistan" on 11 June 2015 to seek early inputs from private stakeholders and to assess their needs in order to accommodate them in the TDRO law.

On this basis, the team has been highly dedicated and many consultations have been coordinated in order to ensure that the TDRO's needs and perspectives are being incorporated and respected. The consultations were held on:

- 6 August 2015, Lahore, the consultations defined the main direction to be given to the draft law;
- 16 September 2015, Lahore, the consultations gathered a clear understanding of the details of the law;
- 7 November 2015, Lahore, the meeting reviewed the developed model and delineated the separate functions of the TDRO.

The draft TDRO law is currently being finalized and will be subject to a thorough review during a PPD in order to raise consensus on this process and ensure that the draft law is in line with private sector's inputs.

2.1.7.1 EU GSP plus scheme: use and way forward

Following a thorough screening process, a national and an international consultant were recruited to develop a research study aimed at analyzing the conditions to maintain the GSP plus status and further benefit from the scheme.

An international peer-review mechanism has been established between:

- Mr. Tippu Sultan, Head of the Trade Research Division for Yunus Brothers Group and previously Head of the Advisory Services Unit within the Trade Development Authority of Pakistan; Mr. Sultan provides deep insight and extensive knowledge of the functioning of Pakistan's trade policy framework and international trading system; and
- Mr. Paolo Vergano, lawyer and partner at FratiniVergano international law firm; Mr. Vergano has been involved in many WTO dispute settlement procedures. He is involved in a multitude of projects on WTO, EU and ASEAN law and procedures, and doing extensive work on international trade issues such as market access questions, technical barriers to trade, rules of origin determinations, and preferential tariff arrangements.

The aim of the study is to analyse:

- The use of the EU GSP plus scheme by Pakistani exporters in 2014;
- The way the GSP plus scheme has fostered inclusive economic development in Pakistan
- The potential products to enhance the exports to the EU in the perspective of export diversification, including an identification of actionable points to best exploit the GSP+; and
- The implementation of the United Nations 27 convention within the Pakistani context in order to establish recommendations on; (i) the work of the Treaty Implementation Cell in Pakistan that is mandated to monitor the implementation of these conventions, and (ii) on the possible mechanisms to be put in place to develop a public private partnership for implementation of the 27 UN conventions and inclusion of the private sector in the monitoring process.

This study has been used to inform a public-private dialogue during which some recommendations have been made and are currently being incorporated in the final version.

2.1.7.2 EU GSP plus potential impact assessment on poverty

Even though the analysis of the possible impact of the GSP plus scheme on poverty cannot be assessed after only a year of implementation, a study is being conducted (following a request from MoC) to take stock of the current poverty situation in a sector with high growth potential under the GSP plus scheme, namely the textile sector in Karachi.

Following an analysis of the methodology to be implemented, ITC has been collaborating with an expert trained with the Grameen Foundation, the NGO who has developed the Progress out of Poverty Index (PPI). The objective of this study is to identify benchmarks to analyze the situation/progress over the years. The accredited expert of the PPI methodology has been contracted to train our local GSP plus expert, Mr. Aamir Hussain Siddiqui, who has been working with the Trade Development Authority of Pakistan as well as a Pakistan Readymade Garments Manufacturers and Exporters Association, to promote textile & garment trade and industry based research.

The experts have already delimited the methodology and area, and following the training, Mr. Siddiqui will conduct the interviews and carry out the analysis.

2.1.8 Fostering public-private dialogue for a coherent national export strategy (Output 1.5)

The PPDs workshops are a part of a wide scheme to inform proper public-private dialogue mechanism. Indeed, to inform stakeholders on the PPD mechanism and enhance their knowledge on the addressed topics, for coherent and inclusive trade policy design and implementation, a comprehensive strategy has been systematically followed for each PPD. A nationwide consultation was held prior to the PPD through hundreds of letters and emails along with briefs that were sent under the guidance of Executive Committee of PPDSC.

The main findings of research studies feeding the PPDs were summed up and communicated to the stakeholders (including chambers of commerce, trade associations, trade enterprises, trade related federal government ministries, federal government implementing agencies, provincial government departments, universities, independent research organizations and NGOs) to inform them about the process.

2.1.9 Submission of PPD recommendations for STPF 2015-18

The recommendations emanating from the past PPDs, and hence from research studies that informed the PPDs, were formally submitted to the Ministry of Commerce, after approval of PPDSC, for taking appropriate policy measures.

Following an invitation from the Ministry of Commerce, ITC has been coordinating with the Additional Secretary-1 and the Trade Policy Director General to consider the incorporation of recommendations in the STPF 2015-18.

2.1.10 Continuous dissemination of Business Guide for Pakistani Exporters on EU GSP Plus

Following the organization of PPDs/trainings on EU GSP plus scheme in different cities in Pakistan and wide dissemination of the Business Guide on EU GSP plus scheme, a further increased demand from the public and private stakeholders emerged for additional copies of the guide.

Accordingly, an additional 1000 copies each of Urdu and English versions of the guide were printed and disseminated to the stakeholders including the Trade Development Authority of Pakistan (TDAP), Pakistan Readymade Garments Manufacturers and Exporters Association (PRGMEA) and the Karachi Chamber of Commerce and Industry.

Copies of the guide were also provided to the Democracy Reporting Inc. (DRI) which is implementing a German government project in Pakistan on EU GSP plus scheme for dissemination in their national seminar organized in Islamabad. Joint efforts of TRTA and DRI have been conducted to create awareness of EU GSP plus scheme.

Within the reporting period, additional 40 copies of the GSP plus Business Guide were downloaded from ITC website. The TRTA website does not permit the tracking of downloads.

2.1.11 Awareness and consultative seminars on Alternative Dispute Resolution conducted

As part of the draft law development process for the Trade Dispute Resolution Organization of Pakistan (TDRO), seminars were conducted in Peshawar, Quetta and some other cities.

The seminars were organized jointly by TDRO and ITC to inform the participants about global trends in ADR and the technical assistance provided by the ITC. Participants included, among others, representatives from the Chambers of Commerce & Industry, product associations, Federal Board of Revenue/Customs, Anti -Narcotics Force (ANF) and Trade Development Authority of Pakistan. The

underlying objective of the seminars was to create awareness among the stakeholders regarding ADR mechanisms and to receive their feedback on effective enforcement of ADR and potential contours of the draft law for Pakistan.

The seminars have fed into the drafting of the law for TDRO in terms of the problems faced by business community in amicable resolution of trade disputes.

2.1.12 PPD - Institutional and Policy Reform

“Institutional reform and coherence in policy where all government agencies work towards achieving common goals and policy objectives, are necessary for export success”; this was the message given by Mohammad Shahzad Arbab, Secretary Ministry of Commerce, while addressing the inaugural session of a Public Private Dialogue (PPD) in Islamabad on 29 July 2015. As part of the institutionalization of PPD mechanism for trade policy formulation, the PPD on “Institutional and Policy Reform for Export Success” was organized by PITAD and the International Trade Centre (ITC) under the EU funded TRTA II program and was attended by more than eighty stakeholders from public sector, private sector and civil society.

Mr. Arbab underscored that there is a need to analyze and rectify coordination mechanisms for synchronization of efforts of ministries, departments, organizations and provincial governments which are directly or indirectly supporting the export sector. He hoped that this would enable them to support and advance the trade promotional efforts instead of duplicating them or working in isolation. Mr. Arbab hailed the process of PPD mechanism, which ensures participation and debate among all stakeholders and is informed by internationally reviewed policy research.

The EU delegation head of Economic Growth Mr. Bazin Benoist also spoke at the occasion. He highlighted the deep-rooted friendly relations between Pakistan and the EU and vowed that EU would continue to provide support and assistance to Pakistan for economic development. He briefly elaborated on the cooperation that EU delegation has been providing to Pakistan in different areas of economic development. He highlighted the EU GSP plus scheme and stressed that Pakistan should develop its productive capacity to fully benefit from the scheme. He showed his satisfaction over the establishment of PPD mechanism that is forming firm roots in Pakistan. He suggested that there is a need to break the compartments and collaborative efforts are undertaken to achieve national development goals. The policy coherence, knowledge creation and implementation coordination are effective tools to address the stagnation of exports and achieve more robust growth and economic development; he added.

Dr. Mohammad Saeed, Senior Advisor Trade Facilitation and Policy for Business, ITC Geneva and Mr. Azher Ali Chaudhry Director General PITAD also addressed the audience and shared with them the rationale, objectives and outcomes of the PPD mechanism. Mr. Chaudhry also introduced PITAD, which is providing policy inputs and training on trade policy issues since its inception in 1989. He flagged the role of PITAD in TRTA II program in general and Component 1, which is about trade policy capacity building in particular. Dr. Saeed shared the global experience and technical support that ITC is providing with the participants. He informed that ITC has successfully contributed to the institutionalization of a PPD mechanism in Pakistan (through the PPDS established by Ministry of Commerce) to hold public private consultation and provide policy proposals for trade policy formulation.

The inaugural session was followed by a technical session, which was chaired and moderated by Mr. Azhar Ali Chaudhry, Additional Secretary Ministry of Commerce. Two research studies conducted by independent researchers and internationally peer reviewed were presented during the session that covered Institutional reforms and policy reforms for export success. Salient features of the studies including issues, challenges and recommendations to overcome them were covered during the presentations. The presentations were followed by comments from leading experts and institutional representatives including Secretary TDAP, CEO PHDEC, DG CCP, Vice President FPCCI, Vice Executive Director SDPI and Advisor ERU, Ministry of Finance. The panel discussions highlighted views on the research reports, indicated recommendations for improvement and provided insights about the institutional landscape in the country. An open house discussion followed where the stakeholders were allowed to ask questions,

provide recommendations or comments and raise issues hindering institutional and policy coherence etc. The participants were also requested to complete a policy reform proposal form so that they have an opportunity to provide their feedback, recommendations or highlight issues in writing.

2.1.13 PPD - Beyond the EU GSP plus: Enhancing Benefits from the scheme

For prior PPDs, the PPDSC and Ministry of Commerce have mandated a public private dialogue informed by a research study which was commissioned under Component 1 to assess the possible ways of further improving the use of the scheme in Pakistan and ensuring that the legal conditions to maintain the status are met.

Following the completion of the study, a PPD was held on 7 October 2015 during which the findings of the study on Pakistan's exports to the EU following the implementation of the GSP plus status were presented along with recommendations for sustainable development of trading relations with the EU. The presentations also proposed ways forward for product diversification for exports to the EU and effective implementation of the 27 core conventions through the Treaty Implementation Cell.

This PPD received great interest and was attended by over a hundred participants and included representatives from Pakistan Business Council, Chakwal Chamber of Commerce and Industry, Pakistan footwear manufactures association from Lahore, number of private actors and a wide range of governmental organizations. Mr. Muhammad Shahzad Arbab, Secretary Commerce, was the chief guest of this PPD.

Mr. Arbab appreciated the contribution of Component 1 of TRTA program in analyzing the scheme and building the necessary capacity to benefit from the improved market access to EU. He urged a concerted effort to comply with the requirements of the scheme and to enhance exports to the EU.

2.1.14 Institutional Capacity Building of the Competition Commission of Pakistan (CCP) (Output 1.6)

In the extension period of TRTA II program, ITC has been tasked to conduct capacity building initiatives for the Competition Commission of Pakistan (CCP) so that it is able to conduct its functions according to international standards. After a number of consultative meetings with Chairman CCP and CCP staff, the interventions for the CCP under Component 1 were finalized.

2.1.15 Training capacity of CCP enhanced

During the reported period, work on the training modules mentioned below was carried out under mentorship mechanism, which included a CCP officer develop a training module under the supervision of an international expert.

This mentorship is a comprehensive mechanism that has been developed to ensure collaboration between a master trainer (who is a designated officer from partner institution) and the mentor (who is an international expert on the topic). The objective is for the master trainer to undergo a full research process (approximately 8 months) to produce a written document (a training module). This process features, among others, an internship within a competition authority/governmental institution complying with best international standards. This process aims at building the capacity of the master trainer on the topic so that he/she is able to deliver training independently.

- **Module on competition authority operations:** this module broadly covers the operations of a standard competition authority. It includes how cases should be handled, including communication of notices etc.

This module has been supervised by Ms. Hilary Jennings; former Head of Global Relations program in the OECD's Competition Division and currently Visiting Senior Scholar and Research Fellow at the University of East Anglia in the UK; and developed by Mr. Ahmed Qadir; CCP Director-General of the Strategic Planning, Outreach, and External Relations Department.

In addition to the mentorship, Mr. Ahmed Qadir attended a two-week informative training at the US competition authority, the US Federal Trade Commission (FTC). This informative training was co-financed by Component 1 and CCP. Following this informative training, the module will be completed to also integrate the US best practices.

- **Module on academic aspects of competition:** This module would be taught to other CCP officers, in educational institutions, government training organizations etc., for capacity building on competition law.

This module has been supervised by Dr. Christopher Townley, lecturer at the King's College London and holds a Ph.D. from the European University Institute and developed by Ms. Maliha Quddus, CCP Deputy Director, Cartels and Trade Abuses.

Following a three weeks training at the King's College London, and a total of an 8 months mentorship program, this module has been completed, internationally peer reviewed, formally edited and shared with CCP during the reporting period.

A jointly held session between the mentor and the master trainer was conducted to train junior CCP officers on October 28-30 as a pilot training.

CCP is currently seeking to conclude training agreements with other institutions, such as NUST Business School, NUML and the Foundation University to hold further training sessions within their respective curriculum.

- **Module on substantive enforcement of competition law:** it aims at mainly covering the core aspects of Competition Law Enforcement issues, such as merger review or investigation techniques.

This module has been supervised by Ms. Hilary Jennings, and developed by Ms. Rafia Kiani (Assistant Director CCP).

Following three-month training at the European Commission, DG Competition, and a more than 10-month mentorship program, Ms. Kiani has completed the narrative of the module and is currently completing the training presentations.

In preparation to a visit from FTC, a training on the introductory elements of this module was organized and Ms. Kiani held the presentations for the junior staff of CCP (November 2nd).

This module is planned to be taught at the CCP, in cooperation between the mentor and the master trainer and in two different cities in Pakistan (Lahore and Karachi), for the public and private sectors. This module will also be used to hold a press conference in order to enhance the media's knowledge on these issues.

2.1.16 CCP research capacity enhanced

In addition to the training modules, another mentorship program has been established to assist CCP in developing its research capacity.

Two topics have been identified, in cooperation with CCP, as of immediate interest and have been developed in cooperation between a CCP officer and an international expert.

Dr. Philip Marsden, has been recruited to supervise these two studies. He is a competition lawyer, Professor at the College of Europe and Non-Executive Director on the Board of the Channel Islands Competition and Regulatory Authorities UK.

The first study "Towards a South Asian Competition Network" aims at analyzing the competition authorities in the South Asian Association for Regional Cooperation (SAARC) region and their level of

development in the implementation of competition law to find a common ground for the implementation of a South Asian Competition Network. Ms. Resham Khan, who is in charge of the Inquiry Reports on Deceptive Marketing Practices and Handling Complaints filed to the CCP, is developing this study.

The second study is titled “Road Freight Transport Sector & Emerging Competitive Dynamics”, and analyzes the competition issues of transport sector in Pakistan. This study has found that the current legal framework for road transport services has created an anti-competitive environment that hampers the growth of private sector companies. This study has now been completed and the CCP chairperson has requested a presentation on this topic of utmost importance. Ms. Amina Gilani, Assistant Director (Mergers) Competition Commission of Pakistan has been drafting this study.

2.1.17 Study Tours/Missions Abroad

- One master trainer completed three months training at EU DG Competition Brussels in June 2015
- One master trainer (co-sponsored by CCP) completed two weeks training at US FTC, from 12 to 23 October 2015.

2.1.18 Visibility

- The Public Private Dialogues were widely covered by the national print media.
- News items regarding Component-I activities were regularly uploaded on the TRTA II Programme website
- A video highlighting the benefits of EU’s GSP+ status for Pakistan was prepared and shared with the stakeholders during the Public Private dialogues.
- The GSP+ documentary will be aired on 23rd November on main Pakistan channels.

2.2 Component 2: Export Development through Improvement of Quality Infrastructure

2.2.1 Component 2.1: Strengthening SPS Management System

Three missions of two International Experts were launched over the reporting period. The details of the expert missions are as follows:

Name of Expert	Country	Post/Activity Area	Duration (Weeks)	Dates in Field
Ian Goulding	UK	SPS & Food Safety	Mission: 2.5 weeks	5-23 May 2015
			Mission: 2.5 weeks	26 Sept to 13 Oct 2015
Andrew Mathieson	UK	Development of Training Facilities for Food Inspectors	Mission: 1.5 weeks	04-15 May 2015

2.2.1.1 Strengthening SPS Management & Control systems at Federal & Provincial Levels

- TRTA II experts provided the technical assistance to help UAP launch the PGDC in Food Safety & Controls, based on the MoU signed between the University and TRTA II. AUP has adopted a syllabus for a PGDC in Food Safety & Control developed by TRTA II, in line with the models already applied at University of Karachi, University of Agriculture Faisalabad and University of Veterinary and Animal Science, Lahore. AUP with the support of TRTA II will develop a submission for accreditation and subsequent launch of the course in September 2015. Links to industry will also be strengthened. TRTA II has delivered the books and equipment required, and the course is expected to start in the forthcoming semester.
- A meeting was held with Director, Foreign Cooperation, Planning and Development Department, Government of Sindh (acting on behalf of the secretary) regarding development of food safety controls in Sindh. The Government of Sindh is aware of the food safety initiative taken by the Government of The Punjab, and recognised the needs for a similar approach in Sindh. A dossier of relevant documents was provided (model provincial Food Act, National SPS Policy, NAPHIS Bill). Government of Sindh Planning and Development Department is recommended to prepare a Provincial policy note for discussion between Secretaries and proceed with legislation as soon as possible, otherwise food safety institutions are likely to be operational in Federal Government and in all major Provinces, with the exception of Sindh.
- A meeting was held with DG and Director Health Services, Department of Health Khyber Pakhtunkhwa Government. The KP Food Safety Authority Act was passed on 24th March 2014. The Authority will come under the Health Department and a provisional total budget development envelope of PKR 100 million has been indicated (but not allocated). An Acting DG will be appointed in the due course of time, an allocation will be inserted in the 2015/16 budget request and recruitment of key staff (DG and team, and one food inspector in each 25 districts) will be launched as soon as this is approved.
- TRTA II has shared a draft MoU with the Health Department for technical assistance to build the capacity of the food safety system of the Khyber Pakhtunkhwa Food Safety Authority, established by an Act of the Provincial Assembly in 2014. A request was received to provide technical assistance for the preparation of a road map to set up and launch the Authority. A meeting was held with DG, Deputy Director and key staff of Health Services, Department of Health Khyber Pakhtunkhwa Government, along with other colleagues from the Government of KPK representing Agriculture and Livestock and Food Departments. Discussions were held and advice delivered. A draft strategic action plan was delivered to include: a) new legislation on technical regulations b) design of the organisation structure, functions and recruitment plan; c) role of laboratories d) equipment and e) implementation and organisation of the control system.
- A one-day workshop was conducted with a wider group, including stakeholders from industry and consumer groups. The workshop reviewed the draft plan, adjusted it to meet precise requirements, and endorsed the plan for adoption by the KPK Government. It was recommended and decided that implementation of the plan be developed through an inter-disciplinary working group, to be formally established under the invitation of Secretary Health, which will include stakeholder from industry and consumer groups. This approach has provided the best possible starting point for the KP Food Safety Authority, and although progress is slow, it is proceeding suitably.
- TRTA II received a request for technical assistance from the DG Punjab Food Authority, (PFA) with regard to training of staff, and strengthening and expanding operations while maintaining a scientific base and adopting best international practices. The consultant met with Acting DG, management and inspectors, and gathered updated data across the full range of activities; legislation, inspections, check lists, operational procedures, inspection methods, results in terms of notices served, fines, closures of premises. Financial data was also collected. The consultant accompanied two inspections (a poultry slaughter and processing establishment, and a small-scale restaurant) and observed procedures.

- A draft report was prepared evaluating the performance of the PFA, containing a critical and wide-ranging review of PFA. This addressed policy, legislation, strategic planning, documentation of the control system, training and capacity of inspectors, organisation structure and functions, coordination with other governmental functions, inspection processes and non-compliance responses, monitoring indicators, sampling, selection and use of laboratories, validity and reliability of control decisions, impacts on food safety and enterprises. Actionable recommendations were prepared in all of these areas. In the case of the inspection system (risk profiling, checklists, and non-compliance responses) the recommendations were refined and agreed with 22 Food Safety Officers and Assistant Food Safety Officers during a training workshop.
- The draft report was presented to the DG PFA and the Secretary Food, as well as Director Technical and Director Operations of the PFA and detailed discussions were held on the rationale and implementation issues involved. The report is in the process of being revised accordingly, with a view to finalization in the short term. Comments received so far indicate that most of the recommendations are accepted, except for suspension of the anti-adulteration campaigns in districts of the Punjab outside Lahore (where until now no food safety controls have been applied) and which is implemented at the instruction of the Chief Minister.
- The TRTA II IE also delivered a three-day training course to 22 Food Safety Officers and Assistant Food Safety Officers (also attended by Director Technical and Operations). Almost all of the participants had attended training under TRTA II in November 2012. Day 1 of the course reviewed previous materials and addressed any implementation matters that had arisen in the inspectors work. Day 2 comprised group work on the drafting of key elements written standard operating procedures and revision of checklists. Drafts were prepared previously by TRTA but never adopted or applied, except for one inspection checklist. The original TRTA II proposals were amended in the light of the inspectors inputs based on experience, and these were incorporated in the recommendations for the PFA. Day 3 of the training was practical training on advanced food inspection techniques, which took place in an external catering contracting unit.

2.2.2.2 Strengthening Food Inspection System & Launching of PGDC in Food Safety & Controls at KPK

After signing the MoU with AUP for the launch of PGDC in Food Safety and Controls, the TRTA II programme has delivered two sets of 17 reference text books to AUP. In addition, the TRTA II Experts provided the necessary technical inputs and assistance on the following:

- Three day pedagogical training of AUP faculty members of the Department of Food Science and Technology involved in the delivery of PGDC in Food Safety & Controls). The prime focus of the training was on teaching methodology and learning objectives of PGDC in Food Safety and Controls.
- A three-day training of the officers of the Food and Health Department of KPK on practical inspection of food and food establishments, including use of using food inspection kits, was conducted at AUP. Around 20 officials of Food and Health Department and 10 academics from the Department of Food Science and Technology, AUP attended the training.
- The TRTA II IE also supported the faculty members of the Department of Food Science and Technology at AUP for the preparation of documentation and application for accreditation of the PGDC in Food safety and Controls with Royal Environmental Health Institute of Scotland.
- The IE also discussed with AUP faculty members on the strategy to maintain long-term links between Universities in Pakistan delivering the PGDC/MSc/MPhil courses in Food Safety and Controls and to facilitate legacy relations with REHIS and these Universities in Pakistan.

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

One mission of an International Expert was launched during the month of October-November 2015 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
Wouter Put	Holland	Process Control	Fourth Mission: 7 days	4-8 Oct 2015

2.2.2.1 Productivity improvements in the key industrial sectors

Surgical Instruments Sector:

- **Benchmarking Study by NPO**

The benchmarking study for surgical instruments sector has been conducted by NPO, its report has been validated by SIMAP. After validation and incorporation of recommendations of SIMAP the report has been printed. The report is based on the data of almost one hundred surgical instruments units using the Competitiveness Benchmarking System Tool. The study has highlighted key issues pertaining to the Surgical Instrument sector in terms of Poor Branding Practices, Production Management, Quality Assurance, Performance Measurements, Energy Requirements and Consumption Patterns, IT Infrastructure and Applications, Technology Availability, CSR, Personnel Training and Development Needs. Corporate Social responsibility (CSR) and Poor Branding have been identified as major issues of the surgical sector.

- **Implementation of CSR and Process Control at selected Surgical Instruments Manufacturing Units**

TRTA team, under guidance of the IE, has collected and analysed data in order to identify the base line KPIs in terms of Productivity, Quality and CSR. Improvement plans were then developed and factory teams were engaged in the implementation of these improvement plans. Out of six selected surgical units, two have implemented the improvement plans whereas two more units are in the process of construction of new halls. By December 2015, these units will have implemented the proposed layouts and will ascertain gains in productivity, quality and CSR.

The units who have implemented CSR and Process Control techniques have witnessed up to 61% improvement in quality defect rate, up to 114%, improvement in labour productivity, up to 96% improvement in batch travel distance, up to 167% in line balancing efficiency, up to 76% average production per day and manufacturing lead-time reduction up to 93%.

The table describing the overall results of surgical sector companies being provided with technical guidance on CSR and Process Control is under Component 2 - Annex I.

Electric Fans Sector:

- **2nd Phase Completion of CSR and Process Control**

Nine companies in the fan sector received guidance on CSR and Process Control as a result of this intervention. Seven units have been able to achieve substantial gains in terms of Productivity, Quality and CSR improvements during a period of 10 months starting from January 2015 to October 2015. Five of these companies were enrolled under PEFMA knowledge centre. As a result of this intervention, the selected units in fan sector witnessed quantitative gains in terms of quality, 44% to 81% Batch Travel Distance, 52% to 86% Work in Process (WIP), 30% to 71% Labour Productivity, 70% to 103% Line Balancing Efficiency, 105% to 240%, Average production per day, 9% to 280%, and Number of Workers 6% to 26%. Due to this CSR implementation, the companies saved PKR 6.3 M along with training of 150 personnel on shop floor management techniques.

The PMO team along with the IE conducted a study on die casting section in fan sector and it was found that a number of best practices are missing. By adopting these best practices the companies can save up to PKR 0.9 M per furnace per year. Conservatively, if there are 250 furnaces in operation in fan sector the potential of saving will be more than PKR 225 M/year.

Two companies were also provided with the guidance on standardization of products through collection control limits data and development of engineering drawings. This working then converted into Process Control Planning and Development of Work Instruction Sheets for the operators and QC staff.

The tables depicting the overall results achieved in the fan sector are in Component 2 – Annex II.

- **Cutlery and Knives Manufacturing Sector:**

A Purchase Order has been issued to the most appropriate bidder and a two-member delegation visited the manufacturing facility in China in order to ensure the quality of the machines. Within next twelve weeks or so, the machines will be commissioned and the beneficiary units will be projected as model units to spread the technology adoption model in the whole sector.

In this connection, the two beneficiary cutlery units are completing the renovation works, in their respective factories, to segregate the designated work areas and the arrangement of materials and equipment, refurbishing of production facility with proper flooring, cleaning and lightening of working area and establish a mechanism to sustain these changes as recommended by the TRTA-II team.

2.2.2.2 Improving Competitiveness in Horticulture Sector

The UNIDO Head Office approved proposals for the extension of the subcontracts of CRI and MRS and two subcontracts were issued. CRI and MRS have signed the subcontracts in July 2015 and started the process of selection of Master Trainers (Agriculture extension officers trained as master trainers by the TRTA II programme) and the farm clusters for the conduct of Farmer Field Schools (FFSs).

The Director, Fruit and Vegetable Development Project, Agriculture Department, Government of The Punjab, organized a meeting. Representatives of TRTA II programme, CRI and MRS participated in the meeting. The Director discussed and finalized the modalities of the FFSs. The Master Trainers selected for the conduct of FFSs in the new farm clusters were also directed by the Agriculture Department to start the conduct of FFSs. It was also agreed that the researchers of CRI and MRs should monitor the conduct of FFSs.

The research institutions (CRI and MRS) will themselves monitor the conduct of FFSs in the newly selected farm clusters. This activity has developed a good relationship between the research and extension

that shall ensure the regular transmission of knowledge from researchers to the extension officers ensuring that farmers benefit from the research.

The European Union Delegation (EUD) to Pakistan visited Multan on the 19th of August to observe the support provided by the EU funded (TRTA II) programme for the mango sector in Pakistan. The delegation comprised of Development Advisors for Trade and Economic Cooperation, Mr. Michele Rizzi and Ms. Roshan Ara.

The delegation paid a visit to the Joiya Fruit Farm in Jalalpur Pirwala. At Joiya Fruit Farm, the delegation witnessed the operations of the Small Scale Hot Water Treatment Unit (introduced by the TRTA II Programme). The delegates appreciated the efforts of the TRTA II Programme for introducing the Small Scale Hot Water Treatment Unit at the farm clusters situated in the rural areas. At Joyia Farm, the EU delegates also witnessed various farm activities like harvesting, pruning and fertilizer application. The delegates also visited the Mango Research Station (MRS) in Shujabad. At MRS, Mr Abdul Ghaffar briefed the delegates about the TRTA II interventions in Mango Sector. Following the briefing at MRS, the delegates visited the ZARPAK mango processing facility. At ZARPAK, the EU officials witnessed the mango processing procedures for export purposes.

Installation and operationalization of SSHWT Units

MRS and TRTA II experts completed the process of refining the specifications of Small Scale Hot Water Treatment (SSHWT) units and six SSHWT units were manufactured and installed under the supervision of both, the MRS and TRTA II experts. In the mango season of 2015, the farmers and processors used the SSHWT units for processing the mangoes for both domestic and export markets. The hot water treated mangoes were sent to different export destinations including USA. Some processors are also selling the hot water treated mangoes in the local market. This SSHWT unit has brought a positive change in the Pakistan mango industry. On one hand the country is sending safe (hot water treated-fruit fly free) mangoes to high end markets, and on the other hand the concept of safe mangoes has also been introduced in the Pakistani markets. This will surely assist the farmers/processors/exporters to increase the shelf life of mangoes thereby reducing the overall post-harvest losses.

Training of Master Trainers

In July 2015, TRTA II signed an MoU with ASF, which is also working on the improvement of Kinnow Sector in Pakistan, to avoid duplication of work, collaborate and make joint efforts for the development of Kinnow Sector. Recognizing the importance of the CoPs developed by the TRTA II programme, it was agreed that both the programs should collaborate for the dissemination of CoPs in the Kinnow Sector and for the promotion of Pakistani Kinnow in high-end markets.

As a result of the signed MoU, TRTA II, in collaboration with ASF, conducted the Training of Master Trainers from 13-16 October 2015 at Serena Hotel, Faisalabad. 35 participants were trained as Master Trainers. The training participants included officers from the directorate of Agriculture Extension, Agriculture Marketing of the Government of The Punjab, Kinnow farmers, processors/exporters, intermediaries and research scholars from the University of Agriculture Faisalabad.

The TRTA II National Expert in Horticulture and the CRI researchers conducted the training. Mr Altaf-ur-Rehman Khan, Director, Citrus Research Institute, participated in the opening session and Mr Bruno Valanzuolo, Chief Technical Advisor of the TRTA II programme, participated in the closing session and distributed certificates amongst the participants. The training participants were given detailed presentations on all aspects of Kinnow farming, processing and export. In addition, the Critical Control Points (CCPs) of the entire Kinnow supply chain were discussed in detail. The training participants appreciated the TRTA II programme's initiative to identify the CCPs and the development of guidelines to address the CCPs.

A field trip to Sargodha was organized on the last day of training for a practical hands-on training at a Kinnow farm and the pack-house. At the pack-house, the participants were briefed on the Kinnow harvest and processing for export purposes. At the farm, different farm practices were demonstrated to the participants. The participants showed keen interest in Furrow Irrigation System developed by the researchers of CRI. The Kinnow farmers of Sargodha face shortage of irrigation water, particularly in the summers. The scientists of CRI demonstrated to them that the Furrow Irrigation System saves at least 40% water and contributes to keep the plants healthy. All the farmers agreed to develop furrow irrigation system at their farms.

2.2.2.3 Improving consultancy services and certification of enterprises

TRTA II programme launched an international tender for conduct an intervention by providing trainings to consultants and others on numerous certification systems based on sector-wise needs, as identified in the study carried out under the programme on “Assessment and Analysis of Certification Requirements” in selected export sectors of Pakistan.

This study is based on a survey of exporting firms of Pakistan from seven selected sectors including processed and raw meat, surgical instruments, textile (readymade garments), leather (garments and accessories), electric fans, cutlery and horticulture (fresh and processed fruit and vegetables).

Two proposals were received from the renowned certification bodies operating in Pakistan. The technical and financial comparison was prepared and the most appropriate certification body has been recommended for sub-contract to conduct certified trainings on the selected disciplines.

2.2.2.4 Development of Business Arrangement along the International Supply Chain

A PMO was developed and executed, together with TDAP, for the Mango Promotion campaign for Malaysia and Singapore. The objective was to formulate a branding strategy for Pakistani Mango promotion and the activities associated with this objective. The theme for the promotion was agreed as positioning the mango in the supermarket stores as a premium product and further activities were planned to support this theme.

- **TDAP advertisement of the Mango Promotion for Pakistan Media**

TDAP announced the mango promotion campaign for Malaysia and Singapore to the Pakistani stakeholders by putting an advertisement in the local media. The artwork for the advertisement was prepared by the TRTA programme. The advertisement drew greater participation from the exporters and gained more support from the local growers for the promotional campaign.

The strategic approach of the Promotion Model was implemented with the following plans:

- i. To encourage the participation of all the major supermarket chains in Malaysia.**

This move was planned to take the Pakistan Mango to a wider scope of retail markets (besides the wholesale market and the South Asian ethnic community) and a deeper level of consumers (high-end retail stores and local supermarket stores in the cities besides Kuala Lumpur).

The mid-range (customer income) supermarket chains included, Giant, TESCO, NSK, Econsave, Mydin, Sunshine (Penang) and Sheng Siong (Singapore). The high-end chain stores were Cold Storage (Malaysia and Singapore), AEON, SAM’s Groceria, Village Grocer, MBG, Isetan and Max Value. These stores were approached for the promotion campaign since the start of April 2015. Some of the communications with the supermarkets occurred through the International Expert, while others were made through the Malaysian importers.

ii. Raise knowledge, information and awareness of the Pakistani mango to the consumers.

Trends in the fruit and vegetable sector are often initiated at the supermarket stores. The middle income supermarket customers in Malaysia and Singapore are discerning and well-informed. With their high articulation with social media and accessibility to their smartphones, these customers appreciate the product better when they can connect the information offered to them at the point-of-sale against an exotic display / presentation in the supermarket stores. The mango product is a well-liked fruit with these customers. But this promotion campaign was to convince the customers that the Pakistan mango stands above all other mangoes. The print materials for the promotion displays were designed with these captions in mind. This advertising material ran in tandem with the product because the Pakistani Mango does have a stronger fragrance/aroma than most other mangoes produced in the South East Asian countries.

iii. Build the Brand of the Pakistan mango for the Malaysia and Singapore customers

The average price of Pakistan Mango in Malaysia sells at about RM15.00 per kg (USD\$4.00 per kg) is not a small amount even by Malaysian standards. In contrast, the Thai mango sells on average @ RM7.00 per kg. The customers must very much believe that they are getting their money's worth from the purchase of the Pakistan Mango.

• Design of the Booth Stand and Print Materials for Sampling

Specifically designed Booth Stands were prepared and a station was created in the supermarket store to attract the customers towards Pakistani mango as they enter the Fruits and Vegetable (F&V) section. The Booth Stand was conceived to be an independent unit where customers can see the fruits displayed, read the print messages from the booth stand itself with leaflets describing the special features of the mango, how to select and how to keep the fruit at home for best eating quality.

During the weekends the promoters were also deputed at the flagship stores along with a sampling station where mango fruit sampling was provided to passing customers. Besides offering fruit sampling, the promoters also provided further information and answered questions from customers. TRTA programme organized and conducted briefings to the promoters on the technical aspects of the fruit and the post-harvest handling features that they can provide correct information to the customers.

• Launching of mango promotion campaign in Kuala Lumpur and Penang

The Pakistan High Commission in Kuala Lumpur took the launch of the campaign further to promote the Pakistan mango to the diplomatic circles and the local media. Two launch events were conducted, one in the supermarket of Village Grocer in Giza Mall, Kuala Lumpur. This mall is located in the high-end commercial/residential area of Damansara in the city.

A similar launch event took place in the Sunshine Supermarket in Penang. The Honorary Consul of Pakistan who resides in Penang, Dato Haji Abdul Rafique bin Abdul Karim, lent great support in bringing the dignitaries to the event, and this has helped pull in the local media to cover the event as well.

12 supermarkets in Malaysia and 2 supermarkets in Singapore participated in the promotion campaign for six weeks. The supply of mangoes for sampling and the promotion with promoters were fully funded by the commercial stakeholder.

Pakistani Exporters through the Rush Group and Chop Tong Guan (CTG) made direct deliveries of mangoes to the renowned supermarket chains of AEON, TESCO, Econsave, NSK, Mydin, Giant, SAM's

Groceria, Village Grocer, MBG, ISETAN, Max Value, Sunshine in Malaysia, that have sold the Pakistani mangoes in their stores.

Similarly, the mangoes were supplied to Sheng Siong and Cold Storage Supermarkets in Singapore in specially designed boxes.

CTG bought about 15 tonnes of Chaunsa for the promotion participation. CTG also bought about 20 tonnes of Sindhri and Bagan Pali. The promotional material was then distributed to the stores to buff up the promotion display in TESCO, Max Value, Sunshine, Mydin and Cold Storage.

Similarly, Rush Group bought a total of almost 10 tonnes of Pakistan Mango. These were supplied to AEON, Village Grocer, Isetan, Mydin, SAM Groceria and Urban Fresh.

2.2.2.5 The preparation of National Quality Policy under the aegis of Ministry of Science and Technology

The Ministry of Science and Technology (MoST) organized a National Quality Forum where the need to develop National Quality Policy was realized. Details of activities undertaken with reference to NQP are as follows:

The final draft National Quality Policy with its implementation plan has been submitted by the Ministry of Science and Technology to the Cabinet for consideration and approval.

2.2.2.6 Support to testing laboratories

As of October 2015, 17 testing laboratories and 6 metrology laboratories have been accredited by PNAC and a further 2 testing laboratories have undergone pre-assessment and will achieve accreditation by April 2016. The four laboratories of Ayub Agriculture Research Institute have not yet submitted their application to PNAC.

30 testing laboratories, belonging to seven institutions namely: PCSIR, Lahore, Karachi and Peshawar, FSC&RD, NRLPD, PCRWR, and SARC continue to implement their business plans based on customer relations mechanisms and marketing strategies to ensure sustainability of their services and accreditation status. The other 15 labs (supported by TRTA) are still awaiting GoP policy change in order to use a fixed percentage of their income for running the laboratory and to sustain accreditation.

2.2.2.7 Support to establish a National Proficiency Testing Scheme in Pakistan at NPSL

The renovation work for the National PT scheme (2 labs) is to be completed in the first week of November 2015, equipment for the labs to be installed during the second and third week of November. PNAC is scheduled to conduct its pre-assessment for ISO 17043 accreditation by the end of November with the final assessment to be carried out in December 2015. It is therefore expected that the PT scheme will be accredited to ISO 17043 by the first quarter of 2016.

2.2.3 New areas of intervention during the extension period

2.2.3.1 Business Environment Improvement

UNIDO commissioned Dr Simon White as an international expert to review the work of the TRTA-II Programme and identify opportunities for supporting business environment reform (BER) in the selected Programme sectors through a review of Programme documentation and consultations with National Expert on Business Environment Improvement, partners and business representatives. Dr White undertook a

mission to Pakistan from 29th June to 3rd July 2015 to consult with key actors and to identify two pilot BER projects that the TRTA-II can support.

Dr. Simon's mission involved consultations with public and private stakeholders in order to select a sector in which two pilot interventions could be implemented. The recommended pilot BER interventions have sought to address key BER priorities. They seek to provide a catalytic and strategic input into the reform process. Both interventions focus on the horticulture sector.

First, it was recommended that the Programme should support the development of a business advocacy agenda and strategy in the horticulture sector. The advocacy strategy will be divided into short, medium and long-term priorities in the horticulture sector.

A Technical Working Group (TWG) comprising of representatives from key public and private stakeholders in the horticulture sector was created. TWG will post efforts in lobbying government for horticulture reforms and come up with suggestions on how to go forward with lobbying for issues in the future.

Several meetings of the TWG were organized in Lahore, Sargodha and Multan in order to formulate a summary paper concerning major constraints in the horticulture sector related to policies, regulatory and legal framework. A summary paper was drafted by the TWG with the following list of constraints in the horticulture sector:

- Duplicity of work among public departments
- Lack of public-private consultation
- Weak intra-private sector coordination
- Weak quality control implementation
- Outdated quality control standards
- Lack of government appreciation for adopting GAP
- Weak enforcement of Codes of Practices
- Certification of nurseries
- Lack of demand driven and future oriented research
- Poor quality and highly priced fertilizers
- No mechanism for dispute resolution
- Lack of MRL labs in research agencies

Secondly, it was recommended that the Programme support the improvement and facilitation of access to dispute resolution in the horticulture sector. For the said purpose, Mediation Centre at the Lahore Chamber of Commerce and Industry and National Centre for Dispute Resolution Karachi were consulted. It was observed that both the centres lack experience in dealing with cases related to horticulture sector of Pakistan.

Based on the approved summary paper, the National Expert on Business Environment Improvement prepared an advocacy agenda and strategy for the horticulture sector of Pakistan. The advocacy agenda and strategy contains ways to influence the formulation and implementation of horticulture public policies with a focus on the following aspects:

- Improving public-private consultation mechanisms
- Effective quality control implementation
- Appreciation for adopting Good Agricultural Practices (GAP)
- Proper management of essential utilities
- Registration and certification of nurseries
- Promotion of demand driven research
- Improving access to high quality fertilizers and pesticides
- Effective and efficient dispute resolution mechanism
- Promotion of export led agriculture policy
- Assigning roles and responsibilities to departments with clear mandates
- Improving quality control policies and standards
- Formulation of a national infrastructure development and maintenance strategy

The detailed advocacy agenda and strategy is under Component 2 – Annex III.

2.2.3.2 Global Value Chain for Competitiveness

The TRTA II Programme advertised the position of Associate National Expert in Global Value Chain and recruited Ms. Fakhia Nadeem, who has joined the programme from 1st September, 2015.

In the first phase, institutional mapping of all relevant public and private institutions was carried out. The mapping exercise has identified Trade Development Authority of Pakistan (TDAP) and Pakistan Institute of Trade and Development (PITAD) as potential organizations for capacity building.

TRTA II programme fielded an International expert; Mr. Manuel Albaladejo, from 4-9 October 2015. Manuel Albaladejo is an international expert on GVC Analysis and has worked in different countries for the implementation of GVC tools and methodologies. He holds consultations with all the relevant stakeholders on the need and effectiveness of continuous analysis for the development of coherent trade policy.

- **Workshop: Sectoral Competitiveness, Value Chain and Market Analysis**

The TRTA II programme in collaboration with the Trade Development Authority of Pakistan (TDAP) organized the workshop titled 'Sectoral Competitiveness, Value Chain and Market Analysis' on 6th October, 2015 at the UNIDO headquarters in Islamabad. The aim of the workshop was to raise awareness about the tools and methodologies required to carry out Global Value Chain (GVC) Analysis.

Mr. Manuel emphasized on the need to establish permanent research cells and wings in the public and private sector organizations which have the expertise to produce sector profiles and market analysis for policy makers, local and foreign investors and all other stakeholders to make informed decisions.

Ms. Rabiya Javeri Agha, secretary TDAP ensured their full support and cooperation towards the initiative. Participants of this workshop included the representatives from organizations such as Trade Development Authority Pakistan, Small Medium Enterprises Development Authority, Pakistan Institute of Trade And Development, Islamabad Chamber of Commerce and Industry, National Productivity Organization, Engineering Development Board, Rice Exporters Association Pakistan, Pakistan Horticulture Development Export Company, Technology Upgradation and Skill Development Company and many others. Educational institutes such as Pakistan Institute of Development Economics and University of Agriculture Faisalabad also participated in the workshop.

- **Two weeks training on Sectoral and Value Chain Analysis:**

The International expert Mr. Manuel Albaladejo conducted the interviews of the potential candidates from TDAP and PITAD for a two-week training on Sectoral and Value Chain Analysis in Vienna. These candidates will be trained on the methodology to carry out the GVC Analysis which will aid policy makers and members of the private sector in decision making.

2.2.3.3 Regional Trade

TRTA II commissioned two International Experts during the reporting period. Dr. Ian Goulding, International Expert on SPS and Food Safety, visited Pakistan twice for 2.5 weeks on each occasion. Mr. Jan Tomczyk, International Expert on Regional Trade, visited Pakistan for two weeks.

The outputs of these missions and the subsequent related activities, based on key recommendations are as follows:

- IE on Regional Trade held meetings and conducted seminars concerning non-tariff measures, non-tariff

barriers, and trade facilitation for regional trade with stakeholders from Federal Government, Sindh and Punjab Provincial Governments, private sector business interest and Lahore University of Management Science.

- External factors which impact significantly on regional trade are unfavourable cost structures and existence of lists of “sensitive products” applicable to non-Least Developed Countries, under the SAFTA Agreement.
- Pakistan’s SPS measures are not expressed according to HS nomenclature. Moreover, the measures are not yet integrated within the WeBOC platform. Two PC1 applications from AQD (value Rs 38 million) and DPP (Rs 7 million) for computers, software and ICT staff are under consideration by the Ministry of Commerce.
- There are no offices, refrigeration facilities, sample storage or simple laboratory for rapid tests and sample preparation for SPS checks. A proposed ADB investment of US\$247 million at Wagah, Torkham and Chamam border control points will include new SPS border inspection facilities; design is proceeding but SPS authorities have not yet been consulted regarding requirements.
- Pakistan’s SPS measures continue to be ineffective. Pakistan is reported to be experiencing an outbreak of Panama disease, a highly contagious and damaging fungal disease of bananas, detected in March 2015, although not reported yet to IPPC. It is not known how the disease was introduced, but it is likely due to import of infected fruit or soil.
- With regard to India, Directorate of Plant Protection, Quarantine and Storage of the Ministry of Agriculture lists 15 standards and operational guidelines for exporters and importers on their website. There is an online import application and processing system in place. The Animal Quarantine and Certification Service also publishes procedures and standards for import of animals and products of animal. Pakistani exporters complain of delays caused by excessive zeal and detailed and arbitrary treatment by Indian SPS authorities at the Wagah border.
- TRTA II recommendations to GoP include: formally transfer setting of SPS import export measures from to NFSAPHRA when established; developing SPS platform under WeBOC; revoking the notification for the mandatory standards applied to food and agricultural products by PSQCA; computerising the SPS requirements under the WeBOC system; adopting new import export measures based on HS codes, and origin, and setting out green (documentary), amber (integrity) and red (physical) checks based on risk.
- A number of initiatives have started at the Federal level in Pakistan which together should help to reduce exporter and importer transaction costs, improve time delay and transparency. These initiatives should address on making the Pakistan part of the supply chain more predictable and safe.
- The ADB has started a border crossing improvement project which will invest about US\$247 million at the Wagha, Torkham and Chaman border crossing points. The FBR worked with USAID to harmonize the Pakistan Customs Act with the provisions of the Revised Kyoto Convention and to start developing a Customs risk management system (RMS).
- Furthermore, the FBR vision to improve trade facilitation includes: (i) the development and implementing of the Authorised Economic Operator (AEO) method which would certify complaint exporting and importing companies enabling Customs to give them a number of privileges reducing the time getting their product to market; (ii) the introduction of the World Customs Organization (WCO) SAFE method; and (iii) the adoption and implementing of the recent WTO Agreement on Trade Facilitation.
- The associations communicated their opinions about regional trade issues such as the India Sensitive List, the inability to use road transport for the import of certain products and instead are made to use rail for a journey of about 30 kilometres, and the fear of Indian products entering the Pakistan domestic market in the case of Pakistan giving India Most Favoured Nation (MFN) status and in effect implementing trade liberalization.
- During the seminars several companies expressed an interest to be involved with the project in case the project carries out a business process analysis to identify documentary, regulatory, and infrastructure challenges.
- TRTA II identified several external factors which impact significantly on regional trade. Most important of these are:

- Unfavourable cost structures and existence of lists of “sensitive products” applicable to Non-Least Developed Countries, under the SAFTA Agreement. India specifies 614, and Pakistan specifies 936. Sensitive products are not subject to tariff reduction, and are designed to maintain protection for domestic sectors. They act as effective trade bans (effectively a negative list). Agricultural subsidies and sensitive lists are considered to be outside the scope of TRTAII Component II. Issues such as non-tariff barriers, trade facilitation and supply chain challenges are addressed by the IE Regional Trade. FPCCI listed a number of non-tariff barriers such as problems in land transportation (61 %) and some Pakistan products must be transported by rail and not by road;
- The business opportunity is no longer available by the time the visa is obtained due to delay in getting the Indian Business Visa.
- Problems in handling at ports and dealings of Customs, etc. (20 to 60 %): regardless of the customs import and export procedures the NLC insists on 100% weight and X-Ray scanning at Wagha and for all Afghan containers going from Karachi port to the Torkham border crossing. The unloading and loading by hand creates delays on average of 3 to 7 hours inside the customs zone of the Wagha border crossing and this is in addition to the amount of time spent by trucks waiting on the BCP approach road. Customs has a state of the art X-Ray scanning system in Karachi on all containers going to the USA;
- Subsidies for India farmers making their products cheaper in comparison with Pakistan farming products: agricultural associations expressed their fear of trade liberalization which would open the Pakistan market to Indian produce. The opportunity to improve the supply chain for Pakistan fruit and vegetables need to be explored.
- Using sea transport: Pakistan products go via maritime transport to India adding extra cost to the transaction;
- Problems at the port of entry (30 %): delays reportedly as a result of non-availability of handling equipment, rail wagons, delays processing documents add unpredictability;
- Problems in banking transactions (23 %): insufficient Pakistan banks in India and Indian banks in Pakistan, and delays getting monies back to Pakistan; and
- Problems in certification requirements (21 to 37 %): requirements are reportedly not easily available and are subject to change. Proactive due diligence might help get the correct information but the information must be made easily available by all regional trading partners.

The impact of non-tariff barriers is lack of predictability in exporting and importing, little transparency, inconsistent application of rules, discriminatory treatment, few business opportunities and relatively higher costs of doing business for Pakistan traders.

TRTA II Recommendations

- Carry out a business process analysis (BPA) on a selected number of products to plot the export product supply chain. The BPA will describe where time and cost could be reduced. Countries such as Mauritius and Thailand which have carried out BPA on the export of perishable products and rice and who have auctioned the findings increased export of that product by between 13% and 17%.
- Prepare the regional trade and trade facilitation part of the national expert terms of reference, which might include a list of meetings needed to get carried out to obtain extra information and statistics, business process analysis, report on trade and customs policy changes, and report on the objectives and

results of related donor institution programmes and Government and association initiatives.

- Consultations continued with regard to integration of Pakistan’s SPS measures within the WeBOC platform.
- The next steps are to specify SPS measures for codes relevant to regional trade as the first stage. A second stage will be to add desirable SPS measures not presently addressed in the specific legal framework. Outline of the risk management process and procedural flow charts will be drafted, along with data specifications for data entities proposed. Furthermore, a working group should be established to further develop the project. The output will be a spreadsheet specifying SPS measures (animal health, plant health and food safety) to be applied for each product (defined by HS8 code) and origin, for both export and import.

Detailed information on TRTA interventions in the frame of integrating Pakistan into the regional trade and economy is under Component 2 - Annex IV.

2.3 Study Tour sponsored under Component 2

- **Fan sector Study Tour to Hong Kong Electronics Fair and Canton Fair China:**

As a result of the UNIDO-led, European Union (EU) funded, Trade Related Technical Assistant programme (TRTA II), 17 electric fan models have conformed CE marking and are now in a position to export to Europe or elsewhere, based on the use of the EU’s “CE” conformity assessment marking. The CE marking is compulsory for many products sold in Europe, and this is the case for electric fans, the areas where UNIDO has concentrated its efforts. To tap high end markets like the EU it is necessary to understand the supply channels. For this reason the Programme supported an 8-day study tour, consisting of seven personnel including the IE ,for the electric fan sector companies having CE marked electric fans. The study tour participants visited Hong Kong Electronics Fair and Canton Fair China. These two locations are the major source of export to the EU and other appliances markets of the globe.

Under the guidance of the IE the study tour participants established in depth understanding in terms of exposure on how to market fan products internationally, in order to compete in the global market, identify opportunities and potential of Electric Fan Products and appliances to high end markets, especially the EU. They learnt how to identify and approach new potential markets of Fans, and develop appropriate strategies to market and distribute Pakistani electric fans throughout the EU and how to strive for Excellence in Export Business.

The list of participants who participated in the fan sector Study Tour to Hong Kong Electronics Fair and Canton Fair China is under Component 2 - Annex V.

- **Study Tour to China for Technical assistance to the Cutlery sector:**

Two sets of polishing machines are under production in China and will be delivered in January/February 2016 to Wazirabad. TRTA II programme arranged a Study Tour of 1 person from Mabson Industries and 1 person from TRTA II/UNIDO to China Shanghai and Guangzhou from 10-16 October 2015. The delegation visited the manufacturing unit in China to check the quality and gain the first hand knowledge about the working of cutlery polishing machine, its operation, trouble shooting, maintenance and parts requirements.

2.4 Trainings Conducted under Component 2 during the Reporting Period

The trainings conducted under Component 2 are given in Component 2 – Annex VI.

2.5 Component 3: Strengthening of the Intellectual Property Rights with Market Requirement

2.5.1 Activities carried out under Component 3 of the TRTA II Programme:

Activities are reported by result area and by topic during the reporting period.

2.5.2 Strengthened IP Institutions

The extensive project for digitization of IP records was completed in May 2015. The digitization work consisted of: 1) scanning of over 6 million pages of IP records from Patent Office, Trade Marks Registry and Copyright Office; 2) data entry of about 25,000 patent and trademark records to bring up-to-date the IP databases; and 3) validation of IP databases containing over 300,000 trademarks and 50,000 patents.

Development of the IPO Pakistan Web Portal is currently underway. The System Requirements Specifications (SRS) document has been completed and web design is under review.

The customization of an off-the-shelf Admin Modules software package for IPO Pakistan's HR and Finance management is nearing completion and awaiting deployment of the required hardware (network server) which has already been purchased by IPO Pakistan.

2.5.3 Strengthened IP Legislation and Policy Framework

The last remaining activity for this Result Area, "Roundtable on Development of National IP Strategy" was held from 23rd to 24th April 2015. The objectives of the Roundtable were to: (i) review the overall aims and key elements of IP strategies; (ii) discuss the possible linkages between a national IP strategy and key policy areas (e.g. trade, innovation, health, etc.); (iii) exchange views on methodologies of formulating and implementing IP strategies; and (iv) identify measures that may be taken by the national authorities to develop an IP strategy for the country. The list of officials who participated on 23rd April 2015 (Day 1) and 24th April 2015 (Day 2) are under Component 3 - Annex I and Annex II respectively.

2.5.4 Improved Enforcement of IPRs

Planned activities for this result area have already been completed and were reported in earlier PSC meetings.

2.5.5 Increased Use of IP by Business/Research Institutions

Planned activities for this result area have been completed. The web-based e-Forum for technology exchanges, called PiNET, has been developed and currently its database is being populated with research and technology information by some universities.

3. Key Achievements

3.1 Component 1: Trade Policy Capacity Building

3.1.1 PITAD equipped to carry out its mission as per international standards

The edited modules are aimed at ensuring the institutionalization of the enhanced knowledge built through these training modules.

The editing of the modules enables PITAD to share high quality material with cooperating institutions to further build its reputation as a leading trade policy institution while further building the capacity of other research institutes in its domain.

3.1.2 Consultation process on policy formulation informed with evidence based studies

Raising awareness among the stakeholders regarding PPD conducted

Prior to PPD awareness raising efforts

Hundreds of letters and emails along with study briefs were sent to various stakeholders for their involvement in the process. The process and prospects of the PPD mechanism for the development and implementation of trade policies were laid out to prepare them to provide inputs in the PPDs for potential inclusion in trade policy formulation.

This effort has been rewarded with a huge stakeholder turnout in PPD events with over 200 participants attending the two PPDs carried out within the reporting period. It is notable to mention that the invited participants to the PPDs were not provided any travel tickets, accommodation or daily living allowances. This clearly indicates the willingness of participants to attend the PPD and demonstrates the potential sustainability of the process.

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 success.

Post-PPDs study revisions and enhanced trade policy recommendation

i. Revision of studies and transmission to the PPDS

Following PPDs, revision of drafted research studies are conducted to ensure that policy recommendations from stakeholders are incorporated for enhanced trade policy formulation.

Following past practice, the final versions of the studies will be conveyed to Ministry of Commerce after international peer-revision of the study. This mechanism has allowed Component 1 with high quality evidence-based recommendations derived from international best practices. Hence, following the PPDs and revisions, the institutional and policy reforms, EU GSP+ poverty assessment, and TDRO draft law, will be formally shared with the PPDS for further action.

During the reporting period, the recommendations emanating from the PPDs informed through the research studies have more than once been acknowledged by the Ministry of Commerce (letters were received and public endorsement during the PPDs). In addition, envisaged inclusion of the recommendations by the Ministry of Commerce in the formulation of the STPF 2015-2018 reflects the fact that the recommendations emanating from the research studies are taken into consideration in the formulation of trade policy.

Finally, the PPDS in its latest meeting approved the submission of all policy recommendations emanating from the PPDs and research studies. The Committee appreciated the process and quality of the dialogues and endorsed the recommendations to be conveyed to the decision-making authorities.

ii. Continuous trade information diffusion contributing to policy implementation

Following the awareness raising activities on trade policy issues, there has been a growing demand for this topic and related studies. Indeed, during the reporting period, governmental agencies (Ministry of Commerce, TDAP Lahore, EU Delegation, Ministry of Textile) have requested over 500 copies of the GSP+ Guide. The private sector (among which, Chambers of Commerce, PREGMEA Karachi and Sialkot) have requested more than 500 copies as well. Furthermore, the Democracy Reporting International, have also taken interest in the GSP+ Business Guide to increase the awareness among its stakeholders on the scheme and they have received 40 copies of the guide.

This brings the GSP plus guide being shared to more than 4000 copies since the beginning of its distribution. Furthermore, the continuous distribution of other research studies, during the organized public-private dialogues during this reporting period has enabled Component 1 to ensure the awareness raising and building the capacity of stakeholders.

Through these capacity building and awareness raising actions with the continuous dissemination of the GSP+ Business Guide, it has been noted that there is an increasing interest of the private sector stakeholders for the use of the scheme.

3.1.3 PPD on Institutional and Policy Reforms for export success (PPD 12)

The PPD was held on 29th July 2015 at Islamabad. Over 80 stakeholders from public sector, private sector and civil society participated in the event and discussed the issues being faced for institutional and policy reforms. Research based policy options were presented to the participants through the two research studies that were conducted and commissioned for the purpose. During the technical session, the participants provided their recommendations for policy and institutional reform for export success.

3.1.4 PPD on Beyond the EU GSP plus scheme: Enhancing benefits (PPD 13)

The PPD on “Beyond the EU GSP plus scheme: Enhancing benefits” was held on 7th October 2015 in Islamabad. More than 120 participants from public sector, private sector and civil society participated in the event and discussed the issues being faced by the private sector in detail.

The PPD was intentionally kept broad so that all the stakeholders are properly involved in the process. Research based policy options were presented before the participants through the research study conducted and commissioned for the purpose.

3.1.5 Consultative seminars on TDRO conducted

TDRO, in cooperation with Component 1, organized consultative seminars in Peshawar and Quetta and some other cities that keep on informing the development of the draft law for TDRO.

3.1.6 Foundations for institutional capacity building of CCP have been laid

The developed modules and studies have allowed CCP to enlarge their outreach activities.

With respect to the training modules, each of them has enhanced CCP capacities in their respective domains. The module on competition authority operations will provide the CCP with the international best practices on the conducts of competition authorities. This module, developed to be presented to CCP senior strategic planning officers, will provide the necessary tools to envisage, if needed, possible means of reforms or ways

to enhance CCP's work. In addition, training has already been held by CCP senior management for Afghan officers from competition related authorities.

The module on academic aspects of competition has increased CCP's pool of training tools and enables it to hold negotiations with other training institutions of Pakistan to further diversify and extend its activities. The module on substantive enforcement of competition law has also provided CCP with a training tool, but mainly aimed at CCP officers; in order to ensure that they have the required minimum knowledge to have a global understanding of the core activities of the CCP. In addition, this module also enables CCP to provide better understanding to the private sector of this discipline to promote competition law and warn them of the potential consequences, not only as a fraudulent but also as producers who would face increased prices.

The two research studies, on the SAARC competition network and transport sector, have strengthened CCP in their advocacy role. Indeed, these two topics have the particularity of having underdeveloped competition related attention, or for the transport sector to have a lack of competition regulation. Both studies provide CCP's recommendations and ways forward on how to proceed to address the situation.

3.2 Component 2: Export Development through Improvement of Quality Infrastructure

3.2.1 Component 2.1: Strengthening SPS Management System

- Road map for the setting up and launch of the KPK Food Authority prepared and submitted to the Health Department, KPK.
- A draft report evaluating the performance of the PFA, containing a critical and wide-ranging review of PFA prepared. The draft report was presented to the DG PFA and the Secretary Food, as well as Director Technical and Director Operations of the PFA and detailed discussions were held on the rationale and implementation issues involved.
- Three day training conducted and 22 Food Safety Officers and Assistant Food Safety Officers of PFA trained on advanced food inspection techniques.
- Three day pedagogical training of AUP faculty members on teaching methodology and learning objectives of PGDC in Food Safety and Controls conducted.
- 20 officials of Food and Health Department and 10 academics from the Department of Food Science and Technology trained on practical inspection of food and food establishments, including use of using food inspection kits.
- Documentation and application for accreditation of the PGDC in Food safety and Controls at AUP with Royal Environmental Health Institute of Scotland prepared

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

3.2.2.1 Benchmarking study by NPO on Surgical Sector

The benchmarking study for surgical instruments sector has been conducted by NPO, its report has been validated by SIMAP. After validation and incorporation of recommendations of SIMAP the report has been printed. The report is based on the data of near one hundred surgical instruments units using the Competitiveness Benchmarking System Tool. The study has highlighted key issues pertaining to the Surgical Instrument sector in terms of Poor Branding practices, Production Management, Quality Assurance, Performance Measurements, Energy Requirements and Consumption Patterns, IT Infrastructure and Applications, Technology Availability, CSR, Personnel Training and Development Needs. Corporate Social Responsibility (CSR) and Poor Branding have been identified as major issues of the surgical sector.

3.2.2.2 Creation of 7 Success Stories in Electric Fans Sector using Process Control and CSR intervention

9 companies in the fan sector received guidance on CSR and Process Control as a result of this intervention. 7 units have been able to achieve substantial gains in terms of Productivity, Quality and CSR improvements during a period of 10 months starting from January 2015 to October 2015. 5 of these companies were enrolled under PEFMA knowledge centre. The selected units in fan sector witnessed huge gains in terms of quality, 44% to 81%, Batch Travel Distance, 52% to 86%, Work in Process (WIP), 30% to 71%, Labor productivity, 70% to 103%, Line Balancing Efficiency, 105% to 240%, Average Production per day, 9% to 280%, and Number of Workers, 6% to 26%. As a result of CSR implementation the companies saved PKR 6.3 mil along with training of 150 personnel on shop floor management techniques.

3.2.2.3 Saving potential of PKR 225 million Identified

PMO team along with the IE conducted a study on die casting section in fan sector and it was found that a number of best practices are missing. By adopting these best practices the companies can save up to PKR 0.9 M per furnace per year. Conservatively, if there are 250 furnaces in operation in fan sector the potential of saving will be more than PKR 225 M/year.

3.2.2.4 Development of Process Control Plans based on Engineering Drawings and Standardization:

Two companies were also provided with the guidance on standardization of products through collection of control limits data and development of engineering drawings. This working then converted into Process control planning and development of Work instruction sheets for the operators and QC staff. This exercise has helped the companies to standardize their products and processes by converting the implicit knowledge into the explicit one through documentation and training of the qualified staff.

3.2.2.5 Implementation of CSR and Process Control at selected Surgical Instruments Manufacturing Units:

TRTA team, under guidance of the IE, has collected and analyzed data in order to identify the base line KPIs in terms of Productivity, Quality and CSR. Improvement plans then developed and factory teams were engaged in the implementation of these improvement plans. Out of six selected surgical units two have implemented the improvement plans whereas two more units are in the process of construction of new halls. By December 2015 these units will have implemented the proposed layouts and will ascertain gains in Productivity, Quality and CSR.

The two units who have implemented CSR and Process Control techniques have witnessed up to 61% improvement in quality defect rate and improvement in labor productivity up to 114%, improvement in batch travel distance up to 96%, line balancing efficiency up to 167%, average production per day up to 76% and manufacturing lead time reduction up to 93%.

3.2.2.6 NPO personnel trained on CSR and Process Control tools and techniques:

During the implementation of CSR and Process Control intervention in Industrial Sectors NPO personnel have been engaged and were thoroughly trained on how to execute CSR and Process Control at Sector and factory level. The personnel from NPO travelled along with the PMO team on weekly basis to the factories in Fan, Surgical and Cutlery units. Now NPO resources are in a position to take up such initiatives on their own and can facilitate the sustainability of CSR and Process Control intervention in the long run.

3.2.2.7 Installation and operationalization of SSHWT Units

Six SSHWT units were manufactured and installed at the selected farm clusters. In the mango season 2015, the farmers and processors used the SSHWT units for processing the mangoes for both domestic and export markets. The hot water treated mangoes were sent to different export destinations including USA. Some farmers/processors also sold the Hot water treated mangoes in the local market.

3.2.2.8 Training of Master Trainers in Kinnow Sector

Thirty Five (35) persons including the officers from the directorate of Agriculture Extension, Agriculture Marketing of the Government of The Punjab, Kinnow farmers, processors/exporters, middlemen and the research scholars of the University of Agriculture Faisalabad were trained as master trainers in Kinnow.

3.2.2.9 Provision of Cutlery Polishing Machines

The Purchase Order has been issued to the most appropriate bidder and a two member group visited the manufacturing facility in China in order to ensure the quality of the machines. Within next twelve weeks or so the machines will be commissioned and the beneficiary units will be projected as model units to spread the technology adoption model in the whole sector.

3.2.2.11 Training of consultants on Certification System

Based on the results of Survey Based Study on Assessment and Analysis of Certification Requirements in Selected Sectors an intervention for the training of consultants on selected certification systems has been initiated. An international tender has been launched for the engagement of certification body for the certified trainings.

3.2.2.12 Promotional Campaign for Pakistani Mangoes in Malaysia and Singapore launched

TRTA II programme, in collaboration with TDAP, has successfully developed and executed the Mango Promotion Campaign in South East Asian market. Twelve supermarkets in Malaysia and two supermarkets in Singapore participated in the promotion campaign lasting 6 weeks. The supply of mangoes for sampling and the promotion with promoters were fully funded by the commercial stakeholder.

3.2.2.13 Direct Deliveries of Mangoes to Supermarkets in Malaysia and Singapore

Pakistani Exporters through the Rush Group and Chop Tong Guan (CTG) made direct deliveries of mangoes to the renowned supermarket chains of AEON, TESCO, Econsave, NSK, Mydin, Giant, SAM's Groceria, Village Grocer, MBG, ISETAN, Max Value, Sunshine in Malaysia that have sold the Pakistani mangoes in their stores.

Similarly, mangoes were supplied to Sheng Siong and Cold Storage Supermarkets in Singapore in specially designed boxes.

A total of 25 metric tonnes were shipped to Malaysia and Singapore through the TDAP and TRTA supported mango campaign.

3.2.2.14 Establishment of a permanent research desk at Trade Development Authority of Pakistan (TDAP)

A permanent research desk has been established in Trade Development Authority of Pakistan for the analysis based on the approach provided by TRTA II programme. The desk consists of research analysts who will carry out sectoral competitiveness, value chain and market analysis for public stakeholders and policy makers.

3.2.2.15 Seminar to create awareness on Sectoral Competitiveness, Value Chain and Market Analysis

The seminar titled 'Sectoral Competitiveness, Value Chain and Market Analysis' created awareness about the tools and methodologies required to carry out value chain analysis research methodologies. The seminar was attended by representatives from chambers, associations, ministries and educational institutions.

3.2.3 Component 2.3: Improving Conformity Assessment Infrastructure and Services

3.2.3.1 The preparation of National Quality Policy under the aegis of Ministry of Science and Technology

National Quality Policy Submitted to Cabinet

The National Quality Policy along with the implementation plan and its budget has been submitted to the Cabinet by Ministry of Science and Technology for consideration and approval.

3.2.3.2 Accreditation of testing laboratories and implementation of the Business Plans in 30 laboratories

As of October 2015, 17 testing laboratories and 6 metrology laboratories have been accredited by PNAC and a further 2 testing laboratories have undergone pre-assessment and will achieve accreditation by April 2016. The four laboratories of Ayub Agriculture Research Institute have not yet submitted their application to PNAC.

The renovation work for the National PT scheme (2 labs) is to be completed in the first week of November 2015, equipment for the labs to be installed during the second and third week of November. PNAC is scheduled to conduct its pre-assessment for ISO 17043 accreditation by the end of November with the final assessment to be carried out in December 2015. It is therefore expected that the PT scheme will be accredited to ISO 10743 by the first quarter of 2016.

Thirty(30) testing laboratories, belonging to seven institutions namely: PCSIR, Lahore, Karachi and Peshawar, FSC&RD, NRLPD, PCRWR, and SARC continue to implement their business plans based on customer relations mechanism s and marketing strategies to ensure sustainability of their services and accreditation status. The other 15 labs (supported by TRTA) are still awaiting GoP policy change in order to use a fixed percentage of their income for running the laboratory and to sustain accreditation.

3.3 Component 3: Strengthening of the Intellectual Property Rights System

3.3.1 Strengthened IP Institutions

Digitization of IP records completed

The IP digitization work (scanning, data capture and database validation) has been completed. IPO Pakistan now has a full set of electronic IP records and an up-to-date and validated database for patents, trademarks and copyrights for internal use as well as for online publications.

IPO Pakistan web portal development in progress

Existing IPO Pakistan website will be upgraded to a comprehensive and dynamic web portal which would include: online Patent Gazettes and Trademark Journals; public search of IP databases; online checking of IP application's processing status; registration and online access codes for IP Attorneys and applicants; and an intranet for internal communication and sharing of information between the five offices of IPO Pakistan, located in Karachi, Lahore and Islamabad. The Portal would also serve as a gateway to other relevant IP resources in Pakistan and elsewhere in the world.

Implementation of Admin System for IPO Pakistan started

Admin Modules software package for HR and Finance management of IPO Pakistan is in an advanced stage of implementation by the selected vendor. Deployment of these Admin Modules aims to enhance IPO Pakistan's service delivery and integrate its day-to-day general administration work in a timely and efficient manner in its five offices across the country.

3.3.2 Strengthened IP Legislation & Policy Framework

Roundtable on Development of National IP Strategy completed

A number of useful suggestions were generated that could be incorporated in an eventual strategy document. Some of the invited national experts volunteered to be part of any drafting exercise for a IP strategy that could be used as a basis for further national consultations. IPO Pakistan supported this suggestion.

3.3.3 Improved Enforcement of IPRs

All planned activities for this result area have already been completed and were reported in earlier PSC meetings. As part of sustainability, consultations are ongoing with various stakeholders (Customs, IPO Pakistan) to ensure expected outcomes of the implemented activities.

3.3.4 Increased Use of IP by Business and Research Institutions

All planned activities for this result area have already been completed and were reported in earlier PSC meetings. The web-based e-Forum for technology exchanges, called PiNET, is currently being populated with research and technology information by some universities. PiNET would be a central point of contact for Pakistani research/academic institutions and industry to make it easier for them to communicate, engage and collaborate with each other. This would facilitate technology transfer and commercialization of research.

4. Difficulties Encountered & Measures Taken to Overcome Problems

4.1 Component 1: Trade Policy Capacity Building

Since the beginning of the implementation of the program, seven DG PITAD have been appointed and each transition included a period ranging from a day to two months where no DG was appointed.

4.2 Component 2: Export Development through Improvement of Quality Infrastructure

Following the issuance of the Purchase order for the procurement of two sets of polishing machines for the cutlery sector in Pakistan, the Chinese supplier has requested for the extension of delivery time because of unavoidable issues with the manufacturing unit in china.

4.3 Component 3: Strengthening of the Intellectual Property Rights System

Personnel and organizational issues in IPO Pakistan continued to impact on ability to obtain optimal outcomes. Inadequate staffing in key areas (IT, examination, legal, and administrative) have posed programme implementation challenges. Intensive liaison has been maintained with the senior management and the project team and interventions have been made to address these challenges.

The security situation in Pakistan continues to pose problems for sending international experts.

5. Changes in Implementation

A discrepancy from the extension of the TRTA II program has to be noted. Indeed, due to budget cuts required to cover PMO related costs, some activities described in the work plan are not going to be carried out: the communication strategy of CCP that was to be developed in cooperation between a CCP officer and an international consultant will not be developed. Instead, advocacy through sensitization of the Medias on the importance of competition law, the benefits it provides to the economy, and the role of CCP will be organized.

There have been no changes in implementation under Component 2 during the reported period.

The Component 3 work plan has been reviewed and adjusted depending on the readiness of stakeholders for implementation of the activities. Wherever feasible, some activities are being either combined, or undertaken in parallel, in order to ensure effective implementation of Component 3 within the timeframe of the TRTA II Programme.

6. Important Next Steps

6.1 Component 1: Trade Policy Capacity Building

The main next step will be the following:

- The TDRO draft law PPD that will aim to modify and/or validate the draft that is currently being produced to enable TDRO to submit it for adoption/ratification; and
- One-week training program on CCP module on enforcement of competition law: the trainings will be held in Islamabad, Lahore and Karachi. They will be aimed at the private and public sectors and will be followed by a press-café to build the capacity of the media on these topics

6.2 Component 2: Export Development through Improvement of Quality Infrastructure

6.2.1 Component 2.1: Strengthening SPS Management System

- Approval of NAPHIS Bill
- Launch of PGDC at AUP
- Accreditation of PGDC by REHIS

6.2.2 Component 2.2: Improved Quality, Value addition and Compliance in Fisheries, Horticulture and Industrial sectors

- Supply, Install and commissioning of polishing machines at the four selected companies of the cutlery sector involved in manufacturing of tablewares and knives on cost sharing basis.
- MoU between PEFMA and NPO on CSR and Process Control Sustainability Mechanism for Electric Fan Sector
- MoU between SIMAP and NPO on CSR and Process Control Sustainability Mechanism for Surgical Instruments Sector
- Implementation of Process Control and CSR related interventions at the selected companies of the surgical and electric fan sector.
- Finalization of detail plan with the selected certification body for the certified trainings on certification system
- To contact the Buyers/supermarkets who had taken stock of the Kinnow during last year Promotion in order to plan effective sales and promotion programmes for coming season
- Sustain contacts with the Buyers/supermarkets and discussion on the plans with them to undertake the Kinnow stocks for the next season.
- Review the production and supply chain mechanism of the export of the Kinnow from Pakistan to Malaysia and Singapore, e.g. improvement of the box design, develop monitoring system in the pack house for more stringent quality control, etc..
- Develop the draft Plan and Strategy for the Kinnow Promotion and shared with TDAP for joint initiative.
- Preparation of success stories and its dissemination among the sector players and other stakeholders to mint the attraction towards urgency of continuation of initiatives on CSR and Process Control
- A two week training on 'Sectoral Competitiveness, Value Chain and Market Analysis is scheduled to take place from the 2nd of November, 2015 to the 14th of November, 2015 in Vienna, Austria. The team of five participants from TDAP, PITAD and PMO will participate in the training.
- Carry out the global value chain analysis of the two selected sectors based on the training on GVC.
- Presentation of the findings on bottlenecks, challenges and opportunities for the development of these sectors to the sector and government through workshops and focus group discussions.
- Initiation of Farmer Field Schools in the newly selected farm clusters in Kinnow and mango sectors.
- Conduct and finalize the BPA for surgical and rice sectors
- Submit SPS requirements for integration into WeBoc system at border controls to ensure compliance of import and export products

6.2.3 Component 2.3 Improved Compliance of Export Products with Market Requirements

- Approval of National Quality Policy
- Accreditation of National PT Scheme

6.3 Component 3: Strengthening of the Intellectual Property Rights System

Completion of activities in progress – without additional funding (September 2014 to May 6, 2016)

- Completion of the development of IPO Pakistan Web Portal development.
- Completion of the Admin System for HR and Finance management of IPO Pakistan

Implementation of new activities – with additional funding (April 2015 to May 6, 2016)

- National Training Workshops on patent drafting and IP valuation and/or licensing.
- National event to promote use of PiNET e-Forum by businesses.
- Further development of PiNET e-Forum functionality and database.

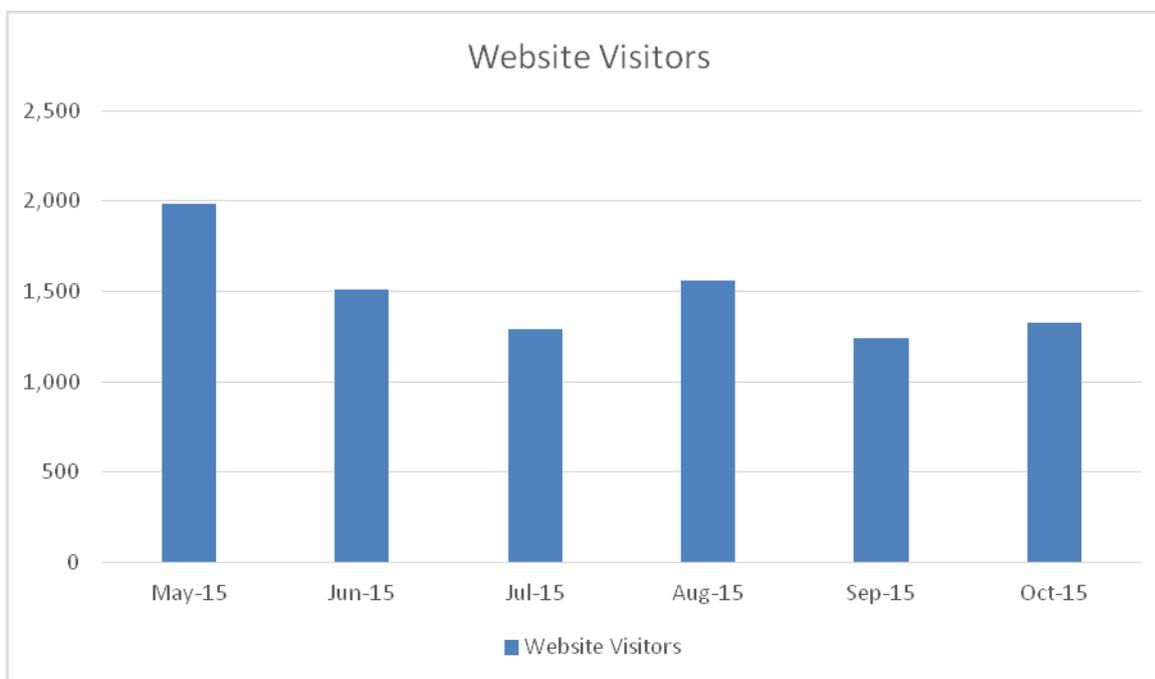
7. Visibility

7.1 Overall Visibility

TRTA II Website:

TRTA II programme website is being updated on a regular basis to cover:

- Latest News
- Announcements
- Component Activities
- Newsletters
- Workshop / Trainings / Conferences reports
- Advertisements
- Pictures and Video



- Monthly average of website visitors is approximately 1,486

Month	Website Visitors
May 2015	1,986
June 2015	1,508
July 2015	1,290
August 2015	1,559
September 2015	1,244
October 2015	1,330

Top Ten Countries (W.R.T Website Visitors)

Visitors come from total **126 countries** and top ten countries with respect to website visitors of our site are given below:

S. No	Country
1	Pakistan
2	United States
3	Russia
4	India
5	United Kingdom
6	China
7	Brazil
8	Kenya
9	Netherlands
10	United Arab Emirates

- **UN70 Panel Discussion:** On the occasion of United Nations’ 70th anniversary, TRTA hosted a panel discussion. The theme of the discussion was “UNIDO-EU TRTA: Pakistan’s Integration to Global Trade”. This was aimed at highlighting the Programme’s efforts and the impact it has made to the trade in Pakistan, while discussing it’s sustainability for the future. Renowned panelists participated in this discussion from academia, public and private sectors, in addition to senior government officials and the deputy ambassador to EU Delegation to Pakistan. The discussion concluded on a positive note commending the achievements and initiatives consolidated under the TRTA Programme and the impact it has created in the sustainable growth and development of industries. The event was attended by 200 guests from all sectors of trade.
- **Trade Time – quarterly newsletter:** Of a total 19 issues since the beginning of the Programme, 2 were published during the reported period (2,000 copies each). These issues were duly circulated to the stakeholders in the mailing list which is based on the updated database of the stakeholders (1,000 in Pakistan) including 106 Foreign Embassies and their consulates in Pakistan, 92 Pakistani Embassies in foreign countries and their 63 commercial offices (27Pakistani Embassies in all EU countries).

- **SPS e-newsletter:** Of a total 18 issues of the SPS e-newsletter since the beginning of the Programme, 2 were published during the reported period. PMO, whilst implementing the EU's TRTA project, have tried to provide news, not only on SPS matters of topical interest to Pakistan, but also to illustrate principles of SPS management which could be applied in Pakistan, should the Government decide to develop an effective and efficient system of SPS management.
- **TRTA II Programme Brochure** distributed to the stakeholders according to mailing list mentioned with Trade Time circulation
- **Press Coverage:** About 20 articles covering activities of TRTA II featured in print media (Urdu and English) The articles provided strong publicity of TRTA II interventions and acknowledged the positive contributions and efforts of the programme, the EU and implementing partners. Some of the recent headlines include (details provided in Annex XIII).
- **Exit Strategy:** A folder pertaining to the exit strategy of the TRTA II Programme has been created and uploaded on the TRTA website, concerning the catalytic effect, impact and sustainability of the interventions made under the programme. TRTA II further highlighted the 12 selected beneficiaries whose lives have been improved through their involvement in the Programme's activities. The stories have been placed on the website, printed versions compiled in a folder to distribute with publications and they have been presented in the form of standees to place at events hosted by TRTA, in order to provide visibility to the positive contributions and efforts of the programme.
- **Certificates** produced and distributed after the trainings organized by the TRTA II, with logos of all parties, including the EU.
- **Backdrops** produced and placed in all the trainings, workshops, conferences, PPDs, etc. organized by the TRTA II programme with logos of all parties including the EU.

7.2 Visibility specifically under Component 1

- **Invitation letters for events:** About 700 letters of invitation were sent to Chambers, Associations, government organizations and individual firms for participation in Component 1 PPDs, which highlighted the TRTA II programme as well as the interventions carried out under it.
- **Media coverage:** Two PPDs organized under Component 1 on EU GSP plus and the Trade facilitation were covered by the print media. Media coverage like this has helped in disseminating the information about the TRTA II Programme to a wider audience.
- **Stakeholder's participation in events:** About **225 stakeholders** from public and private sector participated in the trainings organized under Component 1 during the reported period, which contributed heavily to the visibility of the programme.
- **Backdrops** produced and placed in all the PPDs organized by the Component 1 with logos of all parties including the EU.
- **CD covers, stickers, agendas, training materials** were printed with logos of all parties including the EU
- **Websites:** The news about the activities under the Component I were regularly updated on the TRTA II and PITAD website.
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- The seven research studies were finalized, placed on TRTA II website, and e-communicated to the stakeholders.
- A video highlighting the benefits of EU GSP+ status for Pakistan was prepared and shared with the stakeholders during the Public Private Dialogue.

7.3 Visibility specifically under Component 2

- **SPS e-Newsletter:** SPS is a major intervention area under TRTA II and of significant importance for the Government of Pakistan. Its concepts and operations require to be well explained and understood by all. In order to keep a wide variety of stakeholders and interest group abreast with the programme activities and international news on the SPS, TRTA/PMO is producing and issuing a quarterly SPS e-newsletter. Of a total of 18 issues, 2 were produced and duly circulated through email database of 920 stakeholders. All issues are uploaded on TRTA website.

8. Sustainability, Catalytic Effect and Impact of TRTA II programme

8.1 Component 1

A major contribution of Component 1 is the strengthening of the technical capacity of government officers on trade policy issues. This has always been considered important as 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, the programme built-in a sustainable, catalyst and cost-effective approach as it was decided that TRTA II (under Component 1) was to seek to strengthen the institutional capacity of the Pakistan Institute for Trade and Development (PITAD), which in turn is to impart their expertise to government officers (under output 1.1, 1.2 and 1.3).

PITAD's skills and tools aligned to international best standards

- Through close mentoring of the World Trade Institute (WTI), fourteen master trainers and thirteen training modules were developed under the guidance of WTI mentors. The module development methodology has been designed in such a manner, which leaves sufficient time for the master trainers to become fully acquainted with their topic and extensively deal with the issues at stake. As a result, each module took on average seven to nine months to develop.
- An additional four substitute master trainers were coached through the same mentoring approach, following the posting of two master trainers as Commercial Counsellors in Japan and Argentina by the Government of Pakistan for continuous availability of resource persons to teach the developed training modules.
- Training modules developed under the ITC's technical assistance have been accepted as to be used as training material for the STP by the Federal Public Service Commission of Pakistan.
- Last three batches of Pakistani civil servant attending the PITAD Special Training Programme (nine-month pre-service training course of the commerce and trade group of the civil service of Pakistan) trained by the coached Master Trainers, based on the developed training modules.
- Pakistani commercial diplomat designates trained by coached Master Trainers based on the developed training modules.
- A new joint WTI-PITAD Certificate Course on International Trade Law and Commercial Diplomacy, internationally accredited has been established within PITAD (based on the 13 training modules developed).
- As of November 2015, the joint WTI-PITAD Certificate has been awarded to the three batches of STP trainees of PITAD.
- Through an impact analysis survey, the joint certificate holder STP trainees indicated the acquired knowledge instrumental in performing their official functions. 100% respondents showed satisfaction and a great majority specified the immediate use and dissemination of the acquired knowledge during their official endeavours.
- PITAD strengthened its client-oriented services by providing a response to the immediate trade policy capacity needs expressed by policy makers (ad-hoc trainings for government officers on pressing trade issues intended to strengthen the requisite skills and understanding of government officers on trade, regulatory and negotiation issues). The trainings were delivered using the upgraded curriculum and master trainers. As of November 2015, 18 trainings were conducted which were attended by more than 2200 stakeholders.
- Participants' evaluation indicated that the trainings had strengthened their understanding of the current trade policy issues.
- As a result, PITAD has been generating greater demand for its upgraded training services. A number of public and private sector organizations have requested PITAD to conduct trainings for them. These include the Provincial government of Punjab, through its Industry, Commerce and Investment Department; as well as the Agriculture Department, Trade Development Authority of Pakistan (TDAP);

The Federation of Pakistan Chambers of Commerce and Industry (FPCCI) Rawalpindi Chamber, Multan Chamber, Faisalabad Chamber; Pakistan Plastic Manufacturers Association etc. PITAD has successfully organized trainings for the Punjab Government, the Chambers of Commerce of Rawalpindi, Multan, Faisalabad, Gujranwala, Sialkot etc., and have further organized trainings on Data Analysis in their own premises.

Impressed by their improved capacity, CBI Netherlands has also organized joint training with PITAD in Islamabad.

- A further example of this enhanced capacity of PITAD is that to advance its technical services at the regional level, PITAD has offered its technical trainings to Afghanistan, Nepal and some other countries under Pakistan Technical Assistance Programme through Economic Affairs Division of Pakistan.
- PITAD has initiated negotiations with three local Institutes namely PIDE, Pakistan Customs Academy and Foreign Service Academy of Pakistan for signing MOUs for extending PITAD capacity building services and conducting of joint research. Other outreach activities, as recommended by the consultant were also initiated such as issuance of PITAD Newsletter etc.
- PITAD's officers/researchers are presenting research papers on different forums including Quaid e Azam University, Islamabad.

Policy formulation/implementation is informed through a regular public private consultative process

For the last 5 years, trade policy formulation process has been informed by evidence-based researches and national wide public private consultation process under the auspice of a Public Private Dialogue Steering Committee comprising equal representation of the public and private sectors (PPDSC) established with the formal approval of the Ministry of Commerce of Pakistan. PPDSC has been co-chaired by MoC and PITAD. The programme has built local capacities and know-how to conduct in a sustainable fashion public private consultations for policy formulation. All critical parameters for efficient PPDs have been addressed (output 1.4 and 1.5).

- Legitimacy of the dialogue has been ensured through the establishment of a steering committee (hereafter PPDSC) comprising equal representation of the public and private sectors with the formal approval of the Ministry of Commerce of Pakistan. Its mandate of the PPDSC is to oversee the planning, implementation and monitoring of public private dialogue (PPD) on key issues.
- Throughout the programme, PPDSC members have been involved in thirteen separate public-private consultation processes that were initiated. For each consultation processes initiated, a large number of stakeholders was informed about policy issues/reforms under consideration and encouraged to engage by submitting their position. The consultation process concludes with public private dialogues 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 (nineteen 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 expertise with respect to trade policy research.
- The high-level interest of stakeholders 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.
- The commissioned 16 policy research studies have contributed to government policies on trade negotiations, sectoral competitiveness and regional integration. The PPD policy recommendations and the commissioned research studies were printed and disseminated in particular through the PPDSC to a large number of stakeholders for consideration and potential implementation.
- A critical impact of the initiative has been the inclusion of the outcomes of PPD's for preparation of Strategic Trade Policy Framework (STPF) 2012-15. Consequently, the government has included a number of the recommendations emanating from consultation process in the STPF 2012-2015. The

Government of Pakistan, through a letter to the Executive Director of ITC recognized the contributions of the programme particularly through the PPD process.

- Additionally, the government is considering including a number of policy research recommendations in the proposed STPF 2015-18. Acknowledging the effectiveness of the policy research and PPD mechanism, the Ministry of Commerce in two separate letters requested Component 1 to assist in the capacity building of the Services Trade Development Council (STDC) and to contribute to drafting the National Export Growth Strategy (NEGS). Accordingly, two local researchers were hired for the drafting of two chapters of the NEGS in consultation with the working groups established by the Ministry of Commerce. The drafts of Institutional and Policy reform components/ studies have been submitted to the government, which are being considered for inclusion in the STPF 2015-18.
- In addition, acknowledging the effectiveness of the policy research and PPD mechanism, Component 1 was requested to draft through this approach a draft bill for TDRO (ongoing).
- The studies/PPDs contributed in advocating for a number of policy decisions to be made. For instance, as recommended in the “Enhancing Pakistan’s Export to ECO Member Countries in Textile Made-ups and Light Engineering Sectors” study, the Ministry of Commerce has been reported in 2015 to have acceded to the Customs Convention on the International Transport of Goods (Pakistan deposited its instrument of accession in August 2015). The study also suggested that Pakistan ought to join the Russia-led custom union (the government has officially announced considering it - Dawn, 11/8/2015).
- Ministry of Commerce has reported that ongoing trade negotiations of Pakistan such as the Trade in Services Agreement (TISA) have been informed by stakeholders’ views and researches articulated/conducted under Component 1.
- Component 1 has provided solid support to assist Pakistan in anticipating and operationalizing the benefits of the GSP+ scheme. As early as 2012, Component 1 conducted a research study and held a PPD in 2012 to help the stakeholders better understand the scheme and assist them with the compliance procedure to gain admission to the scheme. Building on that work and on the recommendations from the PPDSC, Component 1 developed in 2014 a Business Guide on EU GSP Plus scheme which aims at helping the exporters comply with market entry requirements in the selected export sectors of interest to Pakistan. The Guide has been translated into Urdu, at the request of the Ministry of Commerce and other stakeholders, and printed in large quantities for the distribution among the stakeholders. Further activities aimed at fostering the use of the preference are being carried out. As such, Component 1 is being instrumental in the implementation of the unilateral preferential regime granted by the EU. Finally, it was reported that following the PPD on the EU GSP+ with a focus on the Treaty Implementation Cell (TIC), the EU has engaged discussions with the MOC on a potential 2-3 years for a human right environment programme.
- The possibility of an MOU had been envisaged between the CBI and ITC. The objective was for CBI to mobilize its resources to identify and train new enterprises on issues such as market entry requirements and CSR, to enable them to export to EU under the GSP Plus scheme in the sectors covered by the Business Guide developed by Component 1. However, in order to achieve a more integrated cooperation between TRTA II and CBI, the consultations are now conducted by UNIDO for the conclusion of a holistic MOU between CBI and TRTA II programme. In the meanwhile, CBI has contributed to the holding of trainings on GSP plus in different cities of Pakistan.

CCP’s skills and tools aligned to international best standards

The extension phase of the programme includes a number of actions aimed at strengthening the institutional capacity of the Competition Commission of Pakistan (CCP) through a built-in sustainable, catalyst and cost-effective approach. A work plan has been designed in close cooperation with CCP. While doing so, the peer review of CCP conducted by UNCTAD in 2013 was reviewed so as to align Component 1 intervention.

- CCP officers have been closely coached in developing training modules and research studies. Through this training of trainers approach, initial drafts of three training modules and two studies have been finalized.

- A particular feature of this approach is the partnerships implemented with international leading institutions and competition authorities including the DG Competition of the European Union, the Kings College of London (KCL), Federal Trade Commission of USA (FTC) and the UK competition authority. These partnerships included a three month internship of one CCP officer within DG Competition of the EU so as to provide practical experience on issues related to the module being developed by the CCP Officer; a similar internship at KCL for another CCP Officer in charge of the development of another training module.
- CCP Master Trainers have already been involved (using training modules being developed) in the delivery of CCP run courses such as the one conducted to the Board of Afghanistan's Competition and Consumer Protection Department in Istanbul (10-14 August 2015) on the module on the competition authority operations.
- CCP has established a Training and Outreach Department so that it can continue to build on the capacity enhanced under the Component 1.

8.2 Component 2

Fisheries

- After the completion of TRTA programs' intervention the competent authority Marine fisheries department Karachi [MFD] has been carrying out all sanitary, traceability and HACCP inspections along the entire fisheries supply chain, autonomously.
- Applications for 5 additional fish processing plants were submitted by MFD to DG SANCO: 2 in January 2015 and 3 in March 2015 thereby expanding the platform for export.
- 2 Planning Commission 1 [PC1] projects of the MFD approved for expansion of sanitary controls at Korangi and in Baluchistan and KPK (Rs. 500 Mil/USD 5 Mil)
- March 2013: Resumption of fisheries exports to the EU
- As of 09 September 2015, 150 consignments of have been exported to the EU (UK, Spain & Italy) valued at US\$ 14.5 million, with zero rejection
- Government of Pakistan/Government of Sindh and the private sector (boat owners, fish processing plant owners) provided funds for the renovation work for the auction halls (Euros 270,000), more than 800 boats (lining with food-grade fibreglass @Euros 300/boat); 10 processing plants (Euros 50,000/plant)

Codes of Practice along supply chain for Kinnow & Mango (farm, harvesting & processing/ packaging levels)

- Agriculture Department (Punjab) through its designated institutions (MRS, CRI) have taken complete ownership of the COP manuals and the guide to address CCP along the entire Kinnow & Mango supply chain [developed with the support of TRTA II].
- Agriculture Department (Punjab) has initiated the process to include these manuals and guides as part of the curriculum for the in-service agriculture training institute to disseminate this knowledge on a regular basis to all its extension officers.
- The extension officers trained by TRTA II will conduct Field Farm Schools in their various districts under the direct supervision of MRS and CRI. After the conclusion of TRTA II, the cost of these FFS is will be covered through the regular budget allocated to the Agriculture Department.
- Federal Government through its independent subsidiary companies (ASF, PHDEC) have also adopted these guides and manuals and have independently trained and disseminated these documents, with the TRTA II collaboration, amongst farmer, processors, exporters and commission agents.
- 25% increase in yield & 9% reduction in inputs cost, improved quality of mangoes and Kinnow/mandarins with rejections reduced significantly.

Market Linkages

- TDAP & the private sector contributed more than 63% towards cost of Mango and Kinnow promotional campaigns & have agreed to replicate the market approach elaborated with TRTA II also in other countries. The model will be cost-shared with private sector intervention.
- 43,000 boxes of mangoes [US\$ 200,000] shipped directly to ASDA-Walmart, UK 12,000 boxes of mangoes and > 1000 tons of Kinnow, [US\$ 05 mil], shipped to Malaysia and Singapore through TRTA II linkages
- Pakistani farmers/processors continue to participate in trade fairs regularly after visit to Berlin Fruit Logisitica
- Promotion campaign aimed for 3 days was extended by exporters and buyers for an additional two weeks at their own expense.

Accredited Testing & Calibration services

- 19 testing labs accredited by NA in 2007;
- 22 testing labs accredited by PNAC by 2015;
- 6 metrology labs accredited by PNAC 2013 for on-site calibration services
- Accredited testing services within Pakistan now cater for nearly 80% of all export products from Pakistan at a reduced cost (>50% less)
- Reduced turn-around time and increased consumer confidence
- Government of Pakistan mobilized funds for the renovation work to upgrade laboratory infrastructure and provision of equipment
- State-of –the-art Dioxin, PCB and POP testing laboratory established in Pakistan
- Accredited testing services of these environmental parameters not only for fisheries but also for other food items as well
- Government of Pakistan/Ministry of Science & Technology provided funds for the renovation work to setup the Dioxin/POP/PCB laboratory (Euros 25,000)
- Within months of its establishment (March 2013), the laboratory achieved accreditation (September 2013) and generated revenue (Euros 17,000) through increase in clientele
- Business Plans for 49 testing laboratories and 06 metrology labs developed
- 30 labs are implementing this BP and they are self-sustained; the remaining labs need policy change at GoP level to allow for certain percentage (60-70%) of the revenue generated to be re-utilized by the labs to cover their operational costs. Implementation of the future National Quality Policy will facilitate this policy change.

Proficiency Testing Scheme National PT Scheme launched in January 2014

- Cost of participation in PT reduced by 70% & reduced turnaround time
- Saving of foreign exchange
- PC 1 MoST project to support the establishment of PT Scheme approved for 3 years (Rs. 55 Mil/USD 500K)
- 3 PT rounds completed (2 chemical & 1 microbiological)

Accreditation Services

- The international recognition of PNAC for its accreditation services (ISO 17025 & ISO 17020) has contributed toward income generation leading to the self sustainability
- PNAC continues to accredit testing, calibration labs, CBs & IBs
- 19 testing labs accredited by NA – 2007
- 27 technical assessors empanelled by PNAC – 2007

- PNAC signs MRA with APLAC/ILAC for accreditation services (ISO 17025) – 2009
- 6 metrology labs of NPSL accredited by PNAC for on-site calibration – (2013)
- 19 labs re-accredited jointly by NA & PNAC – 2010
- PNAC signs MLA with IAF/PAC for accreditation services of CBs (QMS & EMS) – 2013
- 23 technical assessors empanelled by PNAC – 2014
- 22 testing labs accredited by PNAC (2014/15)
- PNAC launched PT accreditation (2015)
- PNAC key implementation partner of National Quality Policy (2015)

Food Safety Inspection service: Post Graduate Diploma Course in Food Safety & Controls

- Post Graduate Diploma Course in Food Safety & Controls launched at 04 Universities (02 in Punjab, 01 each in Sindh & KP)
- PGDC accredited by REHIS (international recognition) valid till 2016/17
- 02 universities have converted the Diploma course into degree programme (UVAS & UAF);
- UoK in Karachi prefers to keep it as a Diploma course as it offers the course in the evening and exclusively to those working in the food industry
- To date over 150 graduates: more than 80% employed by the public and private sectors in Pakistan and abroad; others enrolled for further studies
- PGDC & Degree programmes approved by HEC and incorporated as regular feature in the university programme

Industrial Sectors

- An MoU being worked out between NPO and PEFMA to hand over Process Control and CSR intervention to NPO as NPO personnel have been trained on these techniques during the programme and can now take up the task independently. Similar kind of MoU will be signed between NPO and SIMAP.

National Food Safety, Animal & Plant Health Regulatory Authority (NAPHIS Bill)

- NAPHIS Bill has been re-submitted to Federal Cabinet for approval following consultations and agreement with all stakeholders and concerned ministries (particularly MoST)

National Quality Policy (NQP)

- NQP Bill & Technical Regulations Regime along with implementation plan & associated budget submitted to Cabinet for approval

8.3 Component 3

8.3.1 Strengthened IP Institutions

Modernization impact

Average time to acquire an IP Rights has decreased:

- from 5 to 3 years for International Patents
- from 5 to 2 years for Domestic Patents
- from 30 months to 12 months for Trademarks

Internal Efficiency:

- Trademark examiners examine 3 times more applications than before
- IP Publications available on time and online instead of several months delay
- Work backlog reduced from several months to few weeks

Revenue impact

- Faster workload processing and throughput resulted in increased revenue for IPO by around Rs 50 million per year

Collective Management Organization

- Recommendations made for operationalization of a Collective Management Organization (CMO) for distribution of royalties to composers, lyricists and performers

Sustainability

- IPO should continue recruitment of adequate manpower (IT, Examiners, support staff, etc.) for IP Registries which are currently understaffed and retention of trained staff, in particular its IT team, to ensure sustainability
- Requirement for ongoing capacity building of IPO's IT staff on the upgraded automation systems and IT infrastructure
- IPO needs to allocate adequate budget for maintaining the upgraded automation infrastructure and systems (network, servers, workstations, scanners, Internet, security, databases, etc.)
- IPO to facilitate operationalization of the newly formed CMO

8.3.2 Strengthened IP Legislative and Policy Framework

- Enhanced knowledge and understanding in IPO on issues involved in accession to the Madrid System for registration of International Marks - IPO is in ongoing consultations with national stakeholders and WIPO on measures to be taken for accession
- Recommendations made on protection of Geographical Indications (GIs), Plant Breeders Rights (PBR) & Utility Models - Position papers to be further elaborated by IPO on the way forward for protection of GIs, PBR and Utility Model
- Stakeholders sensitized on possible elements of a national IP Strategy, and consensus developed on a methodology for developing an IP Strategy document - IPO to take the lead in drafting exercise, and eventual submission of an IP Strategy paper to relevant authorities

8.3.3 Improved Enforcement of IPRs

- Initiation of IP enforcement teaching module in the Federal Judicial Academy (FJA)
- Discussions underway on introducing IP modules in training academies of Customs and Police/FIA
- Regular consultations between IPO and enforcement agencies on IP enforcement issues
- IPO to facilitate introduction of regular courses on IP enforcement by the Customs and Police/FIA Academies, and strengthening IP courses in the FJA
- Institutionalization of the consultation process between IPO and the enforcement agencies

8.3.4 Increased Use of IP by Business/Research Institutions

- Creation of an Islamabad based forum of ORICs (Offices of Research, Innovation & Commercialization) on strengthening of Technology Management Offices in the country - Increased frequency of meetings of the Islamabad ORICs Forum, and replication of similar fora in other major cities
- Establishment of a knowledge based e-Forum (PiNET) for strengthening of linkages between research institutions and industry - Population of PiNET database by universities and its use by industry
- Ownership of ORICs fora and PiNET initiatives by the Higher Education Commission (HEC) and IPO

9. TRTA II Exit Strategy

The Trade Related Technical Assistance (TRTA II) Programme is going to end in May 2016. The PMO, inclusive of the three implementing agencies (UNIDO, ITC and WIPO) have devised a set of responsibilities/ownership for the respective government departments for the result areas under component 1, 2 and 3. The exit strategy is as below:

	Responsibility/ Ownership	Proposed Deadline (of handing over responsibility)
Component 1 - Result Area		
1.1 Strengthening of PITAD's institutional capacity - Assessment of PITAD's equipment needs - Provision of updated tools and publications - Advice on these tools and publications	PITAD/MoC	2013
1.2 Strengthening of PITAD's and other research institutes' expertise on trade policy - Needs assessment of ministries and implementing governmental agencies - Survey of key institutes, LUMS, IBA, and TDAP, to obtain their current expertise and potential for trade policy research - Review and enrichment of Specialized Training Programme and other government career development programmes delivered by PITAD so as to align with international best practices - Upgrading and development of PITAD's training modules and initiate research projects by TDAP, LUMS and IBA staff members under international mentoring - Training of Pakistani trainers and researchers by international training institute for ad hoc courses	PITAD/MoC	2011 2011 2014 2015
1.3 Strengthening of Government officers' capacity on specific trade policy and international trade negotiations - Series of training for policy makers conducted by PITAD with technical support as appropriate, from IBA, TDAP and LUMS	PITAD/MoC	2015
1.4 Conducting research studies contributing to the development of a national export strategy - Studies carried out to support the public private dialogue undertaken under output 1.5 in order to establish a coherent framework for trade policy and regulatory reform for a national export strategy; peer review mechanism established	PPDSC/MoC/ PITAD	2015

	Responsibility/ Ownership	Proposed Deadline (of handing over responsibility)
1.5 Fostering public-private dialogue for a coherent national export strategy <ul style="list-style-type: none"> - Orientation on the framework/methodology for developing national export strategy - Series of public-private consultations 	PPDSC/MoC/ PITAD	2015
1.6 Strengthening the analysis and enforcement capacity of the CCP <ul style="list-style-type: none"> - needs assessment undertaken to uncover the training needs of the CCP and public and private sector - thematic modular learning programs and masters trainers selected from CCP on competition developed under international mentoring - Master trainers receive international training/ short traineeship - Research wing of the CCP is strengthened - Series of short trainings organized for public sector and private sector - Sensitization workshops held on major thematic competition issues in diverse Pakistan cities - Capacity of media (journalists/ editors) is built through CCP on technical issues through specialized training/ briefing prior to sensitizations workshop/ trainings 	CCP TDRO	2016 2016
Component 2 - Result Area		
2.1.1 Strengthening the SPS management system <ul style="list-style-type: none"> - SPS Policy Development (Federal & Provincial) - SPS Policy workshops (3) and drafting of NAPHIS Bill - Development of New Food Safety and Phytosanitary Laws (2) - Development of Model Technical Regulations (3) - Strengthening of SPS Management Capacities - SPS systems planning studies 	MNFSR & NAPHIS (Federal) Punjab, KPK and Baluchistan Food Authorities	Upon passing of NAPHIS Bill Punjab (2014) KPK (2015) Baluchistan: upon establishment of Food Authority
2.1.2 More effective application of food safety controls <ul style="list-style-type: none"> - Development of inspection guidelines, manuals and checklists - Provision of inspection equipment - Building technical capacity of food safety inspection staff 	UVAS, UAF/NISFAT, UoK, AUP	2014 2014 2015 2016

	Responsibility/ Ownership	Proposed Deadline (of handing over responsibility)
2.2.2 Improving competitiveness in selected pro-poor manufacturing sectors <ul style="list-style-type: none"> - Pilot application of Improved manufacturing practices(Key drivers) in 2 groups of enterprises - Build manufacturing capacity to meet market requirements - Identification of Export requirements - Firm level interventions - Identify interventions for value added production 	NPO	2013
2.2.3 Improving competitiveness in the fishery sector <ul style="list-style-type: none"> - Development of code of practice workshops (2) - Code of practice workshop to get sector buy-in - Dissemination of code of practice training - Technical framework for landing sites in Balochistan - Feasibility study for Korangi business park - Options for value added production 	FDB MoPS PAKFEA	2013 2014 2013
2.2.4 Improving competitiveness in the horticulture sector <ul style="list-style-type: none"> - Support PHDEC in developing PAKGAP and pilot implementation in kinnow & mango sectors - Dissemination of code of practice to farmers - Implementation of standards/CoPs - Options for value added production 	PHDEC/MoC MRS, CRI, ASF/MNFSR PHDEC/MoC	2012
2.2.5 Improving consultancy services and certification of enterprises <ul style="list-style-type: none"> - Training and qualification of trainers / consultants (30) in management systems (quality, environment, food safety, GAP, CSR) in collaboration with NPO - Preparation of 40 enterprises to achieve certification in above management systems - Assistance to 10 selected enterprises to achieve CE Marking of products 	NPO, PCSIR/MoST	2016
2.2.6 Development of business arrangements along the international supply chain <ul style="list-style-type: none"> - Facilitate business linkages - Trade Corridor visits from delegations - Development of freight forwarding 	TDAP/MoC	2015
2.3.1 Improving and streamlining standardization and technical regulations practices <ul style="list-style-type: none"> - Consultations on development of voluntary standardization and technical regulations - Operationalization of PSQCA National Enquiry Point - Strengthening of Consumer Liaison Office at PSQCA 	PSQCA/MoST	2014

	Responsibility/ Ownership	Proposed Deadline (of handing over responsibility)
2.3.2 Traceable national metrology services <ul style="list-style-type: none"> - Development of traceable temperature, measurement and calibration capabilities - Assistance to achieve internationally recognized accreditation of mass metrology laboratory - Support to NPSL to achieve MRA signatory status with CIPM - Development of National PT Scheme 	PCSIR/NPSL MoST	2013
2.3.3 Internationally recognized national accreditation services <ul style="list-style-type: none"> - Strengthen the pool of external assessors - Support to PNAC to achieve MLA signatory status with IAF - Accreditation National Proficiency Testing (PT) Schemes - 	PNAC PNAC	2013 2015
2.3.5 Support to testing laboratories <ul style="list-style-type: none"> - Support to 20 accredited testing laboratories (surveillance, PT, CRMs, reference cultures & calibration) - Support to achieve internationally recognized accreditation of 24 testing laboratories - Facilitate in PT participation, provision of Certified Reference Material /Reference cultures to the testing laboratories targeted for accreditation - Assistance in development of business plans to commercialize testing services of the laboratories to ensure sustainability (2 Training Workshops) 	PCSIR/MoST MNFSR Fisheries Dept Punjab	2014 2014 2016
Component 3 - Result Area		
3.1 Strengthening IP Institutions <p>a) IPO Pakistan</p> <ul style="list-style-type: none"> - Strengthening IPO's policy and planning capacity - Strengthening IP administration and examination capacity - Upgrading ICT infrastructure - Streamlining and automation of IP procedures - Digitization of IP Records - Upgrading IP Automation Systems - Improving financial/human resources management systems - Improving technical skills and expertise to support automation - Developing online IP Services & Interfaces <p>b) Collective Management Organization (CMO)</p> <ul style="list-style-type: none"> - Conducting study on the establishment of Collective Management Organization 	IPO IPO & COMP (newly formed CMO)	2015, except for the two remaining activities currently in progress which will be 2016 2015

	Responsibility/ Ownership	Proposed Deadline (of handing over responsibility)
3.2 Strengthening IP Legislative and Policy Framework <ul style="list-style-type: none"> - Development and implementation of New IP Laws - Facilitation of Accession to International IPR Agreements - Inclusive planning and policy development 	IPO IPO IPO	2014 2014 2015
3.3 Improving enforcement of IPRs <ul style="list-style-type: none"> - Organizing an IP colloquium for the judiciary - Training of trainers from the Customs, Police/FIA and the Judicial Academies - Support for training courses for Customs, Police/FIA and the Judicial Academies 	IPO IPO IPO / FJA, Customs, Police	2013 2013 2015
3.4 Increasing use of IP systems by businesses and research institutions <ul style="list-style-type: none"> - Improved Public Awareness of IP - Improved businesses awareness of IP - Strengthened IP linkages between Research Institutions and Industry 	- IPO - IPO / SMEDA - IPO / HEC	2014 2014 2016

10. Summary of Achievements against Results Aimed and OVIs

A matrix providing a summary of achievements against results aimed and key objectively verifiable indicators (OVIs) is provided in Annex I of this report.

11. Work Plan

Work plan for all three components for 2015 is provided at Annex II.

Component 1 Annex I

The achievements as per log frame are indicated in the table below

Indicator No.	Monitoring variable	Unit	Target	Achievement	Target	achievement	Target	achievement	Target	Achievement
			2011		2012		2013		2014	
1	Strengthening of PITAD's institutional capacity	Binary	Yes	Achieved	Yes	achieved	Yes	achieved	No	No
2	Training rate for PITAD (trainers and researchers) and LUMS, IBA, TDAP (researchers) staff	No./ year	6	7 master trainers trained	6	7 master trainers trained	-	-	-	4 Substitute Master trainers trained
3	Trade policy research capacity	No./ year	2	3 completed and accredited	3	3 completed and accredited	-	-	-	-
4	Trade policy course development	No./ year	3	3 completed and accredited	3	3 completed and accredited	-	-	-	3 training modules updated.
5	Short training course given by PITAD to government officers	No./ year	1	2 trainings conducted	3	3 trainings conducted	2	10 completed	-	2
6	Local institutions rate of research studies for PPDs	No./ year	4	4 research studies completed	5	5 research studies completed	6	7 in progress	-	7 completed
7	Series of public-private dialogues	No./ year	2	2 completed	3	3 completed	3	1 done 5 in process	1	5 completed
8	STP enriched and MOU signed between PITAD and International training institute	Binary	Yes	Yes, MOU signed	No	No but MOU signed in 2011 being implemented	No	No. But the MOU signed in 2011 implemented	No	No

Component 1 Annex II

Key Milestones and their achievement status (Component 1) – As per extension log-frame

Activities	Key milestones	Description	Status
COMPONENT 1: Trade Policy Capacity Building			
<ul style="list-style-type: none"> - Assessment of PITAD's equipment needs - Provision of updated tools and publications - Advice on these tools and publications 	Provision of updated tools and publications as well as advice given on their use	3 annual reviews of PITAD software and hardware needs have been conducted and the agreed equipment and resources have been provided to PITAD along with advice on use where needed	Achieved completely
1.2 Strengthening of PITAD's and other research institutes' expertise on trade policy			
<ul style="list-style-type: none"> - Needs assessment of ministries and implementing governmental agency - Survey of key institutes, LUMS, IBA, and TDAP, to obtain their current expertise and potential for trade policy research 	Survey is produced, and key outcomes are derived	Survey was conducted at the start of the programme, which helped in identifying key outcomes. The survey can be seen on TRTA II website	Achieved completely
<ul style="list-style-type: none"> - Review and enrichment of Specialized Training Programme and other government career development programmes delivered by PITAD so as to align with international best practices 	Diagnostic assessment of PITAD's needs for module improvement and research to be undertaken	PITAD training courses were reviewed jointly with WTI at the start of programme and annually afterwards during meetings between WTI, PITAD (DG) and ITC.	Achieved completely

- Upgrading and development of PITAD's training modules and initiate research projects by TDAP, LUMS and IBA staff members under international mentoring	Contents of PITAD's course modules are designed/revised; research projects are designed	Module development process and research projects contributing to PITAD training modules/curriculum was initiated, monitored and steered under international mentoring to complete 13 training modules and international accreditation of 12 modules for a joint WTI and PITAD certificate course on International Trade Law and Commercial Diplomacy.	Achieved Completely. 12 training modules were internationally accredited against the target of 6 modules
- Training of Pakistani trainers and researchers by international training institutes for ad hoc courses	Trainings are successfully completed; attendees pass course	14 masters trainers were trained during 2011 and 2012 under international mentoring at WTI Switzerland 4 substitute master trainers were trained in 2014 who also updated three training modules	Achieved completely. 14 master trainers were trained against the target of 12 master trainers. 4 additional substitute master trainers were trained
1.3 Strengthening of Government officers' capacity on specific trade policy and international trade negotiations			
- Series of training for policy makers conducted by PITAD with technical support as appropriate, from IBA, TDAP and LUMS	Trainings are successfully completed	33 trainings have been conducted against the target of 6. More than 2000 stakeholders (2302) participated in the training activities.	Achieved completely
1.4 Conducting research studies contributing to the development of a national export strategy			

<ul style="list-style-type: none"> - Studies carried out to support the public private dialogue undertaken under output 1.5 in order to establish a coherent framework for trade policy and regulatory reform for a national export strategy; - Peer review mechanism established 	<p>Research studies are completed and pass peer review</p>	<p>16 Research studies have been completed which passed international peer review against the target of 15 research studies.</p> <p>2015 – edited/initiated: 2+2+1 more research studies during reporting period</p>	<p>Achieved completely</p> <p>Additional 5 research studies edited/initiated during the reporting period</p>
<p>1.5 Fostering public-private dialogue for a coherent national export strategy</p>			
<ul style="list-style-type: none"> - Orientation on the framework/methodology for developing national export strategy 	<p>PPD mechanism is established</p>	<p>PPDSC established with the approval of Ministry of Commerce. PPDSC and other stakeholders orientated on the mechanism of PPD</p>	<p>Achieved completely</p>
<ul style="list-style-type: none"> - Series of public-private sector consultations 	<p>PPDs are held in various cities on different issues and include a wide range of participants; Discussions feed into government decisions on trade policy</p>	<p>13PPDs have been conducted in different cities against the target of 10+2 PPDs, which resulted in concrete policy recommendation. Some recommendations were incorporated in Government policies.</p>	<p>Achieved completely</p> <p>Additional one final PPD on TDRO draft law will be hold (December 2015)</p>

<p>1.6 Institutional capacity building of CCP</p>	<p>Three training modules developed through an international mentorship program (8 to 12 months)</p>	<p>The three training program strengthen the institutional capacity of CCP through providing it training modules with different and complementary scopes. The module on Competition authority operations aims at providing CCP with the means to reforms/strengthen its institutional proceedings in competition law, the module on academic aspects of competition provides it with a training tool both for junior staff and the academia (mainly to expend its activities), and the last module on substantive enforcement also aims at training junior staff but also provides CCP with greater means of informing the private sector on competition related issues and the ways anticompetitive practices are dealt upon within CCP.</p>	<p>On-going: one module completed and two draft modules produced.</p> <p>Master trainers have all carried out their respective internship.</p>
	<p>Two research studies developed through international peer-reviewing mechanism</p>	<p>The two research studies, on the SAARC competition network and transport sector, have strengthened CCP in their advocacy role as they provide CCP's recommendations to enhance the competition related situation in these fields.</p>	<p>On-going: one study finalized (being endorsed by CCP senior management) and one study drafted.</p> <p>The two studies will be edited before January 2016</p>
	<p>Trainings on the developed modules</p>	<p>The first sets of trainings have been held on the module on academic aspects of competition. The trainings have given the necessary confidence to the trained officer to duplicate on her own the training session, which is part of the process to enable CCP to organize training sessions for other institutions.</p>	<p>On-going</p> <ul style="list-style-type: none"> - trainings for the substantive enforcement of competition law will be organized in December 2015; - trainings for the CA effective implementation will be organized in January/February 2016.

Component 2 Annex I

Process Control & CSR				KPI values Surgical Sector Companies				
Intervention Area	KPIs	Unit of Measurement	Observation interval	Company A	Company B	Company C	Company D	Company E
Quality	Defect Rate	%	June 2015	13	4	10.5	41.1	6.2
			October 2015	5		In Process	In Process	No Response
			% Improvement	62				
Productivity	WIP	Nos	June 2015	600	13096	17388	12604	2165
			October 2015	200	4680	In Process	In Process	No Response
			% Improvement	67	64			
	Manufacturing Cycle Time	Days/Order	June 2015	45		11	37	43
			October 2015	3		In Process	In Process	No Response
			% Improvement	93				
	Batch Travel Distance per day	Meters	June 2015	13000	2841	5790	9235	1240
			October 2015	500	300	In Pro	In Process	No Response
			% Improvement	96	89			
	Labour Productivity	%	June 2015	35	43.6	47	55	42
			October 2015	75	89	In Process	In Process	
			% Improvement	114	104			
	Line Balancing Efficiency	%	June 2015	30		40	18	
			October 2015	80		In Process	In Process	
			% Improvement	167				
	Average Production per Day	Nos	June 2015	50	1133	1807	730	
			October 2015	100	2000		In Process	
			% Improvement	100	77			
No of Workers	Nos	June 2015	20	98	61	40		
		October 2015	12	80				
		% Improvement	40	18				
Shop Floor + CSR	5S awareness level	Qualitative	Oct 2015	Done	Done	Done	Done	Done
	Arrang't Tools and Eq.		Oct 2015	Done	Done	Done	Done	Done
	Cleaning		Oct 2015	In Process	Yes	In Process	In Process	No Response

Component 2 Annex II

				KPI values Fan Sector Companies – Phase I						
Intervention Area	KPIs	Unit of Measurement	Observation interval	1	2	3	4	5	6	7
Quality	Defect Rate	%	March 2015	21	6	13	6	2	4.2	1.4
			October 2015	12	2	7	1.12		1	
			% Improvement	43	67	46	81		76	
Productivity	WIP	Nos	March 2015	6274	8374	4590	1845	5349	7589	8450
			October 2015	3000	3000	1327	625		5310	
			% Improvement	52	64	71	66		30	
	Batch Travel Distance per day	Meters	March 2015	11732	26145	19100	5404	6878	8800	8884
			October 2015	3500	3860	4242	2756		4250	
			% Improvement	70	85	78	49		52	
	Labour Productivity	%	March 2015	28		54	37			
			October 2015	57			63			
			% Improvement	104			70			
	Line Balancing Efficiency	%	March 2015		39	22		37	27	38
			October 2015		80	75			56	
			% Improvement		105	241			107	
	Average Production per Day	Nos	March 2015	184	666	389	115	710	241	421
			October 2015	280	922	500	125		325	
			% Improvement	52	38	29	9		35	
No of Workers	Nos	March 2015	31	45	32	17	59	29	24	
		October 2015	26	42	27	13		29		
		% Improvement	16	7	16	24		0		

				KPI values Fan Sector Companies – Phase I							
Intervention Area	KPIs	Unit of Measurement	Observation interval	1	2	3	4	5	6	7	
Shop Floor + CSR	5S awareness level	Qualitative	March 2015				Done				
			October 2015	Done	Done	Done	Done	Done	Done	Done	
	Red Tags		March 2015								
			October 2015	Done	Done	Done	Done	Done	Done	Done	Done
	Savings		PKR 0.4 M	PKR 1 M	PKR 0.7 M				PKR 4.2 M		
	Arrang't Tools and Eq.		March 2015								
			October 2015	Done	Done	Done	Done	Done	Done	Done	Done
	Cleaning		March 2015					Done			
October 2015		Done	Done	Done	Done	Done	Done	Done	Done		

Process Control & CSR			Implementation Status Fan Sector Companies – Phase II	
Intervention Area	Major Initiatives	Activities	8	9
Quality	Implement in-line Process Control	Develop <ul style="list-style-type: none"> • Control Limits Data • Component Drawings • Finalization of Specification Limits • Process Control Plan • Process and Work Instruction Sheets • Identification of gauges and measuring tools Train <ol style="list-style-type: none"> 1. Training of QC staff on data collection and analysis 	Done	Done

Productivity	<p>Replication of Phase I: implement the LEAN concept</p> <p>Establishment of Industrial Engineering Department</p>	<p>1. Production Standards Implementation in</p> <ul style="list-style-type: none"> • Plastic Injection Moulding • Body Machining Shop • Blade Press Shop • Blade Paint Shop • Armature Winding Shop <p>2. SoPs and Work Instruction Sheets</p> <ul style="list-style-type: none"> • SOPs for Blade Paint Section • SOPs for Die Casting Section • SOPs for Armature winding section 	Done	Done
Shop Floor + CSR	Replication of Phase I	Continued 5S implementation	Done	Done
	<p>Gap Analysis Best Practices</p> <p>Renovate Die Casting Section</p>	<p>Technical improvements</p> <ol style="list-style-type: none"> 1. Zircon Coating 2. Use of Flux 3. Silicon based Coating 4. Improving Stoichiometric ratio 5. Degassing 6. Use of Variable speed motors 7. New design of furnace 8. Potential Savings PKR 0.9 M/Furnace 9. PKR228M/250 Furnaces in Fan Sector 	In Process (Target Date: Dec 2015)	In Process (Target Date: Dec 2015)

Business Advocacy Agenda 2016-2018

THE AGENDA

Technical Working Group (TWG) is comprised of public and private representatives and stakeholders in the horticulture sector of Pakistan. Through the Business Advocacy Agenda 2016-2018, TWG calls on Government to improve the regulations, conditions and business environment in which horticulture organizations operate.

We need a better business environment and regulatory framework. Pakistan's business environment and regulatory framework of the horticulture sector is in urgent need for reform if we are to have a more competitive, diverse and sustainable horticulture sector.

Key priorities requiring Government attention are:

- Improve public-private consultation mechanisms
- Improve quality control implementation
- Appreciation for adopting Good Agricultural Practices (GAP)
- Proper management of essential utilities
- Registration and certification of nurseries
- Demand driven research
- Easy access to high quality fertilizers and pesticides
- Effective and efficient dispute resolution mechanism

We need a more coherent and integrated national policy framework. TWG calls upon Government to improve the coherence of its national agriculture development policy framework and to improve the implementation of its policies and programmes.

- Promotion of export led agriculture policy
- Assign roles and responsibilities to departments with clear mandates
- Update quality control policies and standards

We need a better investment climate. TWG notes the declining competitiveness of Pakistan's investment climate and calls on Government to improve the planning, design, budgeting and project management of infrastructure and utilities projects.

- Formulate a national infrastructure development and maintenance strategy

Public-Private Consultation

Agenda Item 1: Improve public-private consultation: Technical Working Group calls on Ministry of Commerce, Ministry of Industry, Ministry of Sciences and Technology and the respective agriculture departments of the provinces to create a consultation committee with 50% membership from the private sector horticulture organizations for consultation and collaboration on different issues and concerns related to horticulture sector in Pakistan.

Quality Control Implementation

Agenda Item 2: Improve quality control implementation: Technical Working Group calls on Ministry of National Food Security and Research and respective provincial agriculture departments to enhance the capacity of the Marketing Committee by recruiting technical experts having the command on Food technology and Quality Assurance and safe handling of produce. These committees should comprise on merit and

professional wisdom and in no way be politicized. Furthermore, due role of all stakeholders including farmers in markets should be ensured. TWG should also call on government to pass the NAPHS Bill and enforcement of food standards should be carried out by a Food Security Authority.

Adaptation of Good Agricultural Practices

Agenda Item 3: Promote Good Agricultural Practices: Technical Working Group calls on the provincial agriculture departments to draft a strategy to analyze costs involved in different stages of good agricultural practices and conduct appreciation campaigns and provide technical as well as financial assistance to practitioners of GAP. Provide incentives for quality produce and marketing.

Management of Essential Utilities

Agenda Item 4: Promotion of national geographical indication of crops: Technical Working Group requests the Ministry of Commerce to promote national geographical indication for Mango and Citrus. Geographical indications (GIs) will not only resolve the water management concerns as Mango and Citrus producing regions will be recognized as “Mango Producing Regions” and “Citrus Producing Regions”, but will also facilitate higher and more stable export earnings, and will make a positive contribution to rural development, the preservation of diversity, the quality of products and local jobs. Technical Working Group calls on government to measure GIs over the long term, making sure that it has effective legal protection, with a solid national regulatory framework to protect GIs.

Registration and certification of nurseries

Agenda Item 5: Promote proper registration and certification of nurseries: Technical Working Group calls on the Ministry of National Food Security and Research to include registration and certification of nurseries in the mandate of its Federal Seed Certification & Registration Department.

Research in Horticulture

Agenda Item 6: Promote demand-driven research: Technical Working Group calls on the provincial agriculture departments to direct the research wings to draft a strategy and form a “Research Committee”, involving other research agencies representatives and growers of Mango and Citrus to prioritize the horticulture research work. This committee should meet on monthly basis and submit a quarterly monitoring report to the agriculture department on the progress of research conducted on the issues agreed in the monthly meetings of the Research Committee.

Fertilizers and Pesticides

Agenda Item 7: Improve access to high quality fertilizers and pesticides: Technical Working Group calls on the provincial agriculture departments to implement stringent action against hoarders and black marketers against supply of adulterated fertilizer or pesticide without approved price, manufacturing and expiry dates. A vigilant complaint registration body, easily accessible to farmers, should be created with a clear mandate to check selling of expired and over priced fertilizers and pesticides.

Dispute Resolution Mechanism

Agenda Item 8: Improve access to time and cost effective dispute resolution mechanism: Technical Working Group calls on Ministry of Commerce to include national dispute resolution in the mandate of Trade Dispute Resolution Organization (TDRO). A Memorandum of Understanding (MoU) should be signed under the guidance of Ministry of Commerce among Trade Dispute Resolution Organization (TDRO), Mediation Centre in Lahore Chamber of Commerce and Industry (LCCI) and National Centre of Dispute Resolution (NCDR) Karachi, to facilitate and improve access of farmers to dispute resolution mechanism.

Agricultural Policies and Programmes

Agenda Item 9: Promote export-led agriculture policies, strategies and programmes: Government is requested to better align its policies towards export oriented agriculture development. We call on the Ministry of Commerce to liaise with us in a review of all policies, laws and regulations affecting national exports and to provide practical responses that promote export-readiness across agriculture business community.

Roles and responsibility of public departments

Agenda Item 10: Assigning clear mandate to public departments: Technical Working Group calls on Ministry of Commerce, Ministry of Sciences and Technology and Ministry of National Food Security and Research to form a functional and efficient committee including representatives from all concerned public sector horticulture departments to coordinate, prioritize and distribute the work in order to avoid duplicity of work.

Quality control policies and standards

Agenda Item 11: Update quality control policies and standards: Technical Working Group calls on Ministry of National Food Security and Research to form a functional and efficient committee for the revision of quality control policies and standards.

BUSINESS ADVOCACY STRATEGY

ADVOCACY STRATEGIES

Technical Working Group's Business Advocacy Agenda will be taken forward by the following strategies:

- **Streamlining Public-private Consultation Mechanisms:** TWG will instigate a review of current Public-private consultation structures and processes. It will approach government and request that a joint review of PPD structures and processes be undertaken to assess their effectiveness and to propose recommendations for improvement. The review should consider ways in which these structures and processes can be streamlined and monitoring and reporting on PPD agreements can be improved.
- **Building a Constituency:** TWG receives its mandate for representation and advocacy from the business community. However, we recognize that this mandate extends beyond our membership base. We should represent the interests of all businesses in the country and while we would like to see all these become formal, we recognize there will always be some businesses that choose not to participate in these structures. Despite this, it is important that business advocacy consider the needs, aspirations and challenges of the entire horticulture sector. We seek to create a broad constituency of businesses that support reform in the Pakistan business environment and investment climate. This will be achieved by integrating advocacy issues into the services provided to the members of Technical Working Group.
- **Monitoring Government:** Business is concerned with the slow pace of implementation of government plans and agreements to improve the business environment and investment climate in Pakistan. To address this, TWG will establish a government monitoring mechanism that will identify and track a selection of key government decisions and agreements with the aim of publicly reporting on the progress of implementation.
- **Using Social Media:** TWG will develop a social media strategy for its Business Advocacy Agenda 2016-2018. The strategy will endeavour to build a community of interest in horticulture business advocacy issues. While this community will focus on businesswomen and men, it will also include the full range of people involved in the public sector and civil society. The social media strategy will promote public debate on key issues and concerns in the horticulture sector of Pakistan. It will also be used to identify future concerns for advocacy beyond 2018.
The use of social media will involve the development of organizational profiles on FaceBook, and Twitter. These pages will include the monitoring reports and the activities carried out by the TWG. The social media strategy will build a community of interest across these platforms, stimulating debate, gauging interest and creating coalitions around topics of interest and concern.

Challenges in Regional Trade and Solutions Proposed by TRTA II

Border crossing slow procedures

<p>Challenges</p> <ul style="list-style-type: none"> • Long import and export dwell times: average between 3 and 7 hours, with a maximum 11 hours; • Manual processing while transshipping loads at Wagha • Most BCP agencies are using paper documents; • Lack of modern materials handling equipment; • Manual trans-shipment of all cargo at Wagha BCP; and • NLC demands 100% scanning and weighing where equipment available 	<p>Suggested solutions</p> <ul style="list-style-type: none"> • Automated WeBOC – electronic import and export declaration and registration leading to a national Single Window System (SWS); • Palletisation; • Containers instead of open top trucks; • Pre notification; • Risk management: Customs and SPS; • Radio Frequency Identification technology • WeBOC developed in Karachi and now rolled out at Wagha BCP
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Equipment and technology issues

<p>Challenges</p> <ul style="list-style-type: none"> • Where scanners exist they are old and not enough of them; • Scanners not owned by the agencies operating them; • Perishable product manually handled in the open resulting in wastage and lowering product shelf life; • Lack of CBRN scanning equipment; and • Lack of vehicle secondary inspection tools 	<p>Suggested Solutions</p> <ul style="list-style-type: none"> • New vehicle X-Ray scanners • Chilled perishable product handling areas; • Plug in for “reefer” trucks; • Shade canopies; • CBRN detection equipment; • Secondary inspection equipment for high risk cargo and high risk traders and their intermediaries; and • Materials handling equipment
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Security issues at border crossings and along transport corridors

<p>Challenges</p> <ul style="list-style-type: none"> • Terrorism • Narcotics • Smuggling • Trafficking • Criminal activities • HRM: salary levels, career patterns, hiring policies, training, retention 	<p>Suggested Solutions</p> <ul style="list-style-type: none"> • Layered security • Risk management: border guard, Customs and SPS • Surveillance • Blast proofing physical infrastructure • Protecting staffs and users and pedestrians • Modern detection equipment • Fencing and lighting • Vehicle number plate scanners • Connectivity between BCP agencies • Common radio communications • RFID and GPS tracking of cargo and trucks and containers
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Border crossing design and layout

One of the more neglected areas which can improve trade facilitation and help reduce non-trade barriers. Pakistan plans to develop a new Land Port Authority (LPA) to build and manage border crossing infrastructure.

Challenges	Suggested Solutions
<ul style="list-style-type: none"> • Traditional linear layout results in congestion and delay and lower staff performance • Lack of investment and maintenance • Lack of BCP layout and design skills • Export, import and transit trade volumes forecast to increase • Lack of safe and secure BCPs • Lack of joined-up BCP strategy and annual planning, although the new ITMS is aimed to rebuild three BCPs: Wagha, Chaman and Torkham 	<ul style="list-style-type: none"> • Multi-lane layout with electronic gates • Segregated traffic lanes for trucks, buses, and pedestrians • Fast track lanes for perishable products • BCP Design Unit • Secondary Customs inspection area complete with tools • Chilled fruit and veg facilities • Segregated SPS inspection area for cargo selected as a result of SPS risk management • Animal quarantine area at relevant BCPs

International Conventions

Pakistan has not yet acceded to and ratified a number of multilateral conventions. Implementing the international conventions will help link Pakistan with the global trading world and help Pakistan develop supply chains. The FBR vision includes developing a transport across Afghanistan to Kazakhstan and its achievement will be helped by the use of the following international conventions:

- (i) Transport Internationaux Routiers Convention 1975 (TIR);
- (ii) Harmonized Frontier Control of Goods Convention 1982 and Annex;
- (iii) Customs Container Convention 1972;
- (iv) Customs Treatment Pallets 1960;
- (v) Customs Pool Containers 1994;
- (vi) SMGS Transit by Rail 2006;
- (vii) Dangerous Goods by Road (ADR) 1957;
- (viii) Protocol to ADR 1993;
- (ix) Perishable Foodstuffs (ATP) 1970; and
- (x) Temporary Importation of Commercial Road Vehicles 1956.

Getting goods to market faster

Using a number of international good practices helps reduce delays and lowers cost and introduces more predictability to the export supply chain.

- Authorised Economic Operator (AEO);
- Single Window System and WeBOC;
- 24 hour notification of cargo to BCP enabling Customs to carry out;
- Risk Management by Customs and SPS and other border crossing agencies. Eliminating 100% scanning and using risk based selectivity by identifying high risk cargo, risk entities including non-compliant traders, brokers, freight forwarder, trucking companies and other intermediaries. Real time entity based risk management is preferable to transaction based risk management;
- Information and Intelligence sharing between border crossing and trade agencies;
- Inland clearance instead of carrying out the export process at the BCP
- Advance rulings;
- Binding tariffs;
- Post Clearance Audits (PCA);

- Modern and efficient national logistics;
- Modern end to end supply chains;
- Carry out Business Process Analysis (BPA) on important export and import items;
- Customs to carry out periodic Time Release Studies (TRS) at all BCPs;
- Start a Pakistan Custom and SPS due diligence method on a number of companies which understand compliance check lists;
- WCO Safe and WTO Aft; and
- Whole-of-Government approach: joined-up response by all border crossing and trade related agencies to solving challenges

China Pakistan Economic Corridor (CPEC): is it a game changer?

<p>Challenges:</p> <ul style="list-style-type: none"> • Cheaper Made in China products entering Pakistan domestic market; • How to use the empty containers to send Pakistan exports to China; • Need for modern rail flatbeds and trucks with trailers to take containers • Competitiveness stimulus or protection 	<p>Opportunities:</p> <ul style="list-style-type: none"> • Filing empty containers with back loads to China should give Pakistan traders competitive transport rail and truck rates; • Opportunity for Pakistan truck companies for containerization; • Modernise Pakistan logistics: pallets, packaging, multimodal terminals, third party operators; • Modernise Pakistan rail and road transport: flatbeds, block trains; • Transit fees; and • Increased connectivity
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Tomato exports and imports with India



Manual unloading and loading of gypsum and tomatoes at the Wagha BCP. Many labourers are used which might be replaced by modern material handling equipment in the future. Note the wastage on the ground and the use of wooden boxes, which might harbour pests and diseases.

Component 2 Annex V

Sr. No	Name	Designation	Organization
1	Mr. Azhar Aslam	Chairman	Pakistan Electric Fans Manufacturers Association (PEFMA)
2	Mr. Taimur Rafique	Director	Royal Fans
3	Mr. Mubin Ilyas	Director	GFC Fans
4	Mr. Malik Izhar Ahmad	Director	STARCO Fans
5	Mr. Irfan Ahmad Rabbani	Chief Engineer	PCSIR Laboratories Pakistan
6	Mr. Qasar Wasique Ahmad	Sector Expert Industries	UNIDO

Trainings Sponsored under Component 2 during the Reporting Period

1. Title: **Academic Development Workshop (Pedagogical Training) with Main Focus on Development of Teaching and Presentation Skills of Educators from The University of Agriculture Peshawar engaged in Delivery of The PG Diploma Courses**
Date: 07-09 May 2015
2. Title: **Training on Practical Inspection of Food and Food Establishments, including Use of Food Inspection Kits**
Date: 11-13 May 2015
3. Title: **Training of the Food Safety Officers of PFA to Strengthen their Skills to Inspect a Food premises, sampling, licensing, interaction with Food Business Operators and ranking of the premises based on risk assessment**
Date: 05-07-October 2015
4. Title: **Training on Institutional Development of the KPK Food Authority**
Date: 30 September 2015
5. Title: **Workshop on “Study Tour Preparation for HKEF and Canton Fairs”**
Date: 07 October, 2015; City: Gujrat; Total Participants: 7
Participants trained on what and how to observe at a fair.
Training covered: how to market fan products internationally, identify opportunities and potential of Electric Fan Products and appliances to high end markets, development of appropriate strategy to market Pakistani electric fans.
6. Title: **Training of Master Trainers on Kinnow Codes of Practice**
Date: 13-16 October 2015; City: Faisalabad; Total Participants: 35
Officers of the Agriculture Extension, Pest Warning and Quality Control of Pesticides, In-service Agriculture Training Institute, Fruit and Vegetable Development Project of Agriculture Department of the Government of The Punjab and Pakistan Horticulture Development and Export Company attended the training.
Training Covered: All the aspects of the Kinnow farming, harvesting and post harvest processing.

Component 3 Annex I

List of officials who participated on 23rd April 2015 (Day 1)			
	Name	Designation	Organization
1	Mr. Kazim Hasnain	Chairman IPR, Legal & Govt. Relations Subcommittee	American Business Council (ABC)
2	Dr. Henning Grosse Ruse-Khan	Expert	Cambridge University
3	Mr. Umer Ashraf Sheikh	Chief Executive Officer	Collective Organization for Music Rights in Pakistan (COMP)
4	Dr. Fahim A Qureshi	General Manager	COMSATS Institute of Information Technology (CIIT)
5	Mr. Muhammad Raza Ahmad Khan	General Manager (UIL/TT)	COMSATS Institute of Information Technology (CIIT)
6	Dr. S.T.K. Naim	Consultant	COMSTECH
7	Mr. Hamid Javed Awan	Deputy Director	Directorate General of Public Relations
8	Mr. Ijaz Ahmad	Deputy General Manager (Business Development)	Engineering Development Board (EDB)
9	Mr. Tariq Ejaz Chaudhry	Chief Executive Officer	Engineering Development Board (EDB)
10	Mr. Bernard Francois	Head of Cooperation	European Union Delegation to Pakistan
11	Ms. Roshan Ara	Development Advisor	European Union Delegation to Pakistan
12	Ms. Noshaba Awais	Deputy Director (R & D)	Higher Education Commission (HEC)
13	Dr. Farzana Shaheen	Associate Professor	Hussain Ebrahim Jamal (HEJ) Research Institute of Chemistry
14	Mr. Muzzamil Hussain Sabir	President	Islamabad Chamber of Commerce and Industry (ICCI)
15	Mr. Naeem Siddiqui	Former Executive Member	Islamabad Chamber of Commerce and Industry (ICCI)
16	Mr. Fuad Ishaq	President	Khyber Pakhtunkhwa Chamber of Commerce & Industry (KPCCI)

List of officials who participated on 23rd April 2015 (Day 1)			
17	Mian Muhammad Zaka Ur Rehman	M/s Schazoo Laboratories	Lahore Chamber of Commerce & Industry (LCCI)
18	Mr. Atiq-ur-Rehman	Director General (Domestic Commerce)	Ministry of Commerce
19	Prof. Dr. Anwar-ul-Hassan Gilani	Chairman (PCST)	Ministry of Science and Technology (MoST)
20	Mr. Shaharyar Nashat	Country Counsel - Pakistan, Citibank Pakistan	Overseas Chamber of Commerce and Industry (OICCI)
21	Ms. Anam Fatima Khan	Company Secretary, Indus Motors	Overseas Chamber of Commerce and Industry (OICCI)
22	Mr. Hasan Irfan Khan	Advocate UTPS	Pakistan Industrial and Intellectual Property Rights Association
23	Mr. Abdul Wahab	Former Executive Member	Quetta Chamber of Commerce & Industry (QCCI)
24	Prof. Dr. Arshad Ali	Principal	School of Electrical Engineering & Computer Sciences (SEECs)
25	Mr. Shaheen Tahir	Manager (M & E)	Small and Medium Enterprises Development Authority (SMEDA)
26	Dr. Asif Ali	Director (ORIC)	University of Agriculture
27	Prof. Dr. Ghulam Abbas Anjum	Dean Faculty of Architecture & Planning	University of Engineering & Technology (UET)
28	Dr. Nasir Mahmood	Assistant Professor	University of Health Sciences
29	Mr. Inayet Syed	TRTA Consultant	World Intellectual Property Organization of Pakistan
30	Mr. Mansur Raza	Deputy Director (ASPAC)	World Intellectual Property Organization of Pakistan
31	Mr. Mujeeb Khan	Trade Policy Consultant/Advisor	Ministry of Commerce (MoC)
32	Ms. Shandana Gulzar Khan	Trade Policy Consultant	Ministry of Commerce (MoC)
33	Mr. Bruno Valanzuolo	CTA	UNIDO / TRTA-II
34	Mr. Badar-ul-Islam	Program Officer	UNIDO

List of officials who participated on 23rd April 2015 (Day 1)

35	Mr. Muhammad Aurangzaib	National Expert	UNIDO
36	Dr. Umer Farooq	Member Social Sciences	Pakistan Agriculture Research Council (PARC)
37	Dr. Ali Abbas Qazilbash	PO	UNIDO
38	Ms. Asma Khattak	Deputy Director	Trade Development Authority of Pakistan (TDAP)
39	Mr. Shakeel Ahmed	Deputy Chief	Pakistan Council for Science & Technology (PCST)
40	Dr. Tariq Bashir	Head (Science Section)	Pakistan Council for Science & Technology (PCST)
41	Mr. Ateeq-ur-Rehman	PRO	Ministry of Commerce (MoC)
42	Dr. Shaukat Hameed Khan	Coordinator General	COMSTECH
43	Mr. Zahoor Sarwar	Deputy Director (UIL)	Institute of Space Technology (IST)
44	Mr. Shahid Rashid	Chairman	IPO-Pakistan
45	Engr. Aamir Hasan	Director General	IPO-Pakistan
46	Mr. Meesaq Arif	Director	IPO-Pakistan
47	Chaudhry Asfand Ali	Deputy Director	IPO-Pakistan
48	Ms. Nadia Zubair Shah	Deputy Director	IPO-Pakistan
49	Mr. Ghulam Mujtaba	Assistant Director	IPO-Pakistan
50	Mr. Kashif Latif Malik	Assistant Director	IPO-Pakistan
51	Mrs. Shakra Khurshid	Assistant Director	IPO-Pakistan
52	Mr. Saifullah Khan	Assistant Director	IPO-Pakistan

Component 3 Annex II

List of officials who participated on 24th April 2015 (Day 2)			
	Name	Designation	Organization
1	Dr. Henning Grosse Ruse-Khan	Expert	Cambridge University, UK
2	Mr. Umer Ashraf Sheikh	Chief Executive Officer	Collective Organization for Music Rights in Pakistan (COMP)
3	Dr. Muhammad Aslam	Chief Executive Officer	Drug Regulatory Authority of Pakistan (DRAP)
4	Dr. Shakeel Ahmed Khan	Director General	Federal Seed Certification & Registration Department (FSC&RD)
5	Mr. Saeed Iqbal	Seed Certification Officer	Federal Seed Certification & Registration Department (FSC&RD)
6	Dr. Farzana Shaheen	Associate Professor	Hussain Ebrahim Jamal (HEJ) Research Institute of Chemistry
7	Mian Muhammad Zaka Ur Rehman	M/s Schazoo Laboratories	Lahore Chamber of Commerce & Industry (LCCI)
8	Mr. Aftab Soomro	Secretary	National Book Foundation (NBF)
9	Mr. Shaharyar Nashat	Country Counsel - Pakistan, Citibank Pakistan	Overseas Chamber of Commerce and Industry (OICCI)
10	Ms. Ameena Saiyid OBE	Managing Director	Oxford University Press (OUP)
11	Mr. Hasan Irfan Khan	Advocate UTPS	Pakistan Industrial and Intellectual Property Rights Association (PIPRA)
12	Ms. Amina Gul	Deputy Director (Visual Arts)	Pakistan National Council of Arts (PNCA)
13	Mr. Abdul Wahab	Former Executive Member	Quetta Chamber of Commerce & Industry (QCCI)
14	Dr. Asif Ali	Director (ORIC)	University of Agriculture, Faisalabad
15	Prof. Dr. Ghulam Abbas Anjum	Dean Faculty of Architecture & Planning	University of Engineering & Technology (UET)
16	Dr. Nasir Mahmood	Assistant Professor	University of Health Sciences, Lahore
17	Mr. Inayet Syed	TRTA Consultant	World Intellectual Property Organization of Pakistan
18	Mr. Mansur Raza	Deputy Director (ASPAC)	World Intellectual Property Organization of Pakistan
19	Mr. Haroon Rashid	Singer	Unicorn Black + Taazi.com

20	Mr. Areeb Azhar	Singer	
21	Mr. Shahid Qureshi		Pharma Bureau
22	Mr. Atiq-ur-Rehman	Director General (Domestic Commerce)	Ministry of Commerce (MoC)
23	M. Suleman Mahsud	Assistant Director	Ministry of Commerce (MoC)
24	Serrein Asad	Assistant Director	Ministry of Commerce (MoC)
25	Mr. Mujeeb Khan	Advisor	Ministry of Commerce (MoC)
26	Ms. Noshaba Awais	Deputy Director (R & D)	Higher Education Commission (HEC)
27	Mr. Qadeer	PO-MER	Agha Khan Foundation
28	Dr. S.T.K. Naim	Consultant	COMSTECH
29	Mr. Samad Talib Khan	Section Officer	Ministry of Commerce (MoC)
30	Mr. Bruno Valanzuolo	CTA	UNIDO / TRTA-II
31	Dr. Ali Abbas Qazilbash	PO	UNIDO
32	Ms. Sophia Saif	Producer	CNN International
33	Ms. Sara Farid	Photographer	UN
34	Prof. Dr. Anwar-ul-Hassan Gilani	Chairman (PCST)	Ministry of Science and Technology (MoST)
35	Mr. Zahoor Sarwar	Deputy Director (UIL)	Institute of Space Technology (IST)
36	Mr. Meesaq Arif	Director	IPO-Pakistan
37	Chaudhry Asfand Ali	Deputy Director	IPO-Pakistan
38	Ms. Nadia Zubair Shah	Deputy Director	IPO-Pakistan
39	Mr. Ghulam Mujtaba	Assistant Director	IPO-Pakistan
40	Mr. Kashif Latif Malik	Assistant Director	IPO-Pakistan
41	Mrs. Shakra Khurshid	Assistant Director	IPO-Pakistan

Summary of Achievements against Results Aimed and OVI's

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 October 2014 – 31 March 2015	Achievements made 01 April 2015 – 31 October 2015
<p>1. Coherent trade policy and regulatory reform for export competitiveness</p> <p>1.1 PITAD's institutional capacity strengthened</p> <p>1.2 PITAD's and other research institutes' expertise on trade policy strengthened</p> <p>1.3 Government officers' capacity on specific</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>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 the trade policy research projects (6) are carried out, completed by 2013, and assessed to be of a high standard.</p> <p>6 short trainings are conducted with government officers successfully</p>	<p>Institutional capacity roadmap prepared for PITAD shared with Secretary Commerce PITAD initiated negotiations for MOU with local institutions</p> <p>All targets achieved</p> <p>PITAD assisted to organize three trainings in Rawalpindi chamber of Commerce and PITAD on EU GSP plus scheme and statistical trade data analysis Series of trainings on EU GSP plus scheme organized at Karachi, Lahore, Sialkot and Faisalabad in November 2014 Series of trainings on WTO Agreement on Trade Facilitation held in Karachi, Lahore and Islamabad in November 2014 A Business Guide on EU GSP plus scheme commissioned, translated in</p>	<p>1.1 Achieved completely. Additional assistance to PITAD to consult stakeholders to develop a training agenda.</p> <p>1.2. Achieved completely.</p> <p>1.3. Achieved completely</p>

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<p>trade policy and international trade negotiations strengthened</p>	<p>completing training</p>	<p>Urdu and printed for wide dissemination Urdu version of GSP plus Guide formally launched in a ceremony at Karachi Training on GSP plus delivered at Faisalabad in January 2015</p>	
<p>1.4 Research studies contributing to the development of a national export strategy conducted</p>	<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>Seven policy research studies finalized and disseminated Work on drafting of TDRO law initiated Two pillars of NEGS completed</p>	<p>1.4 Achieved completely</p> <p>5 research studies edited/initiated during the reporting period:</p> <ul style="list-style-type: none"> - Institutional Reforms for Export Success - Structural Reforms for Export Success - Beyond the EU GSP Plus Scheme: Enhancing Benefits - TDRO draft law in progress - EU GSP Plus, Potential Impact Assessment on Poverty initiated
<p>1.5 Public-private dialogue for a coherent national export strategy is fostered</p>	<p>Approximately 10 PPDs are held by 2014</p>	<p>PPDSC restructured with the approval of Ministry of Commerce Meeting of restructured PPDSC took place in March 2015 PPDs conducted before reviewed and proposal approved for submission to the government Two new PPDs and research studies approved for initiation: Beyond GSP plus and TDRO law</p>	<p>1.5 Achieved completely</p> <p>Additional,</p> <ul style="list-style-type: none"> - Institutional and policy reform PPD conducted - Beyond the EU GSP+ scheme: enhancing benefits, PPD conducted - Consultations for the drafting of the TDRO draft law conducted in preparation of the PPD (PPD will be hold in December 2015)
<p>1.6 Institutional capacity building of CCP</p>	<p>Institutional capacity of CCP is strengthened</p>	<p>Chairman CCP conducted negotiations with international experts at Geneva for</p>	<p>1.6 Ongoing</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 October 2014 – 31 March 2015	Achievements made 01 April 2015 – 31 October 2015
		<p>institutional capacity strengthening of CCP</p> <p>Module development: work on three modules initiated under supervision of international experts, structure of modules finalized</p> <p>Two research studies initiated by CCP selected researchers under guidance of international experts</p> <p>One officer from CCP receives three weeks training at Kings College London</p> <p>One CCP officer starts three months training at DG Competition at EU Brussels</p> <p>CCP collaborated with international institutions</p>	<ul style="list-style-type: none"> - Three training modules initiated, one approved and two in process of finalization. - Training on the module on Academic aspects of competition law conducted for CCP officers - Training on the module on CA effective operations conducted by CCP master trainer to the Board of Afghanistan's Competition and Consumer Protection Department in Istanbul (10-14 August 2015) - Two research studies completed, one concluded within the reporting period (both will be edited by January 2016) - The three master trainers (CCP officers developing the modules) have completed their trainings within international institutions and received international mentorship
<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>10 additional fishery establishments compliant with EC market requirements by 2014</p> <p>Value of fishery/horticulture products at first sale increased by 5% in real terms by 2014</p>	<p>Documents of 05 additional companies sent to DG SANCO by MFD for en-listing</p> <p>81 consignments of fisheries products exported from Pakistan to Italy, Spain & UK – all were cleared by the EU inspection system</p> <p>Fish Exports to EU now exceed US\$ 7.9 million since March 2013</p> <p>OIE conducted PVS analysis in Pakistan</p>	<p>As of 09 September 2015, 150 consignments of have been exported to the EU (UK, Spain & Italy) valued at US\$ 14.5 million, with zero rejection</p> <p>To date over 150 PGDC/MSc/MPhil graduates in food safety & controls: more than 80% employed by the public and private sectors in Pakistan and abroad;</p> <p>PGDC & Degree programmes approved by HEC and incorporated in</p>

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<p>2.2 Improved quality, value addition and compliance in fishery, horticulture and industrial sectors</p>	<p>40 fishery/horticulture/fans/cutlery enterprises certified to quality, environment, food safety, GAP, CSR management systems including CE marking by 2014</p>	<p>Final benchmarking report for surgical sector prepared and validation seminar conducted with SIMAP</p> <p>Three Success Stories at Electric Fans units and one at Gloves Manufacturing Unit has been created through Interventions in Industrial Sector on Process Control and CSR initiated</p> <p>PEFMA Knowledge Centre established on process control & CSR</p> <p>Start of 2nd Phase of CSR and Process Control intervention in Electric Fan Sector</p> <p>CSR and Process Control interventions initiated at six (6) Surgical Instruments Model Units</p> <p>One case study on process control published in the journal of UET Taxila.</p> <p>Thirty-six (36) Surgical Instruments manufacturers trained on CSR and Process Control</p>	<p>the university curricula</p> <p>The Government College University and Forman Christian College both in Lahore have launched this PGDC course at their own expense.</p> <p>Corporate Social responsibility (CSR) and poor branding were the major issues identified of the surgical sector.</p> <p>Nine companies in the fan sector received guidance on CSR and Process Control because of this intervention. 7 units have been able to achieve substantial gains in terms of Productivity, Quality and CSR improvements during a period of 10 months starting from January 2015 to October 2015.</p> <p>Five of these companies enrolled at PEFMA knowledge centre.</p> <p>The selected units in fan sector witnessed huge gains in terms of quality, 44% to 81%, batch travel distance, 52% to 86%, Work in Process (WIP), 30% to 71%, Labor productivity, 70% to 103%, Line</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 October 2014 – 31 March 2015	Achievements made 01 April 2015 – 31 October 2015
		<p>The illustrative COPs and CCPs for farming and post-harvest handling of Kinnows and mangoes has been finalized and published</p> <p>Four (4) Technical manuals for COP in Kinnow & Mangoes are being finalized for publication</p> <p>19 Master Trainers trained on Mango Codes of Practice</p> <p>24 Master Trainers trained on Kinnow Codes of Practice</p>	<p>balancing efficiency, 105% to 240%, Average production per day, 9% to 280%, and number of workers, 6% to 26%.</p> <p>Because of CSR implementation, the companies saved PKR 6.3 mil along with training of 150 personnel on shop floor management techniques.</p> <p>Companies can save up to PKR 0.9 M/furnace/year. Conservatively, if there are 250 furnaces in operation in fan sector the potential of saving will be more than PKR 225 M/year.</p> <p>NPO now is in a position to take up such initiatives on their own and can facilitate the sustainability of CSR and Process Control intervention.</p> <p>Six SSHWT units were manufactured and installed at the selected farm clusters. In the mango season 2015, the farmers and processors used the SSHWT units for processing the mangoes for both domestic and export markets.</p> <p>The hot water treated mangoes sent to different export destinations including USA.</p>

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		<p>Eleven (11) models of protective gloves have fulfilled all the requirements and have achieved CE marking. As a result, an increase of 30% in exports of CE marked gloves has been reported during 1st year</p> <p>An additional 10 trainers have now qualified as Master Trainers, bringing the total to 17 (seventeen). These 17 Master Trainers will now be able to provide technical expertise and advice, for achieving CE Marking, to the local manufacturers deeming their products exportable to EU and other markets.</p> <p>Survey Based Study on Assessment and Analysis of Certification Requirements Finalized</p> <p>The promotional campaign for Kinnow Mandarins in Malaysia and Singapore launched in collaboration with TDAP</p> <p>More than 1000 tons of Kinnow, [US\$ 05 mil], shipped to Malaysia and Singapore through TRTA II linkages</p>	<p>Some farmers/processors have initiated the use of this Hot water treatment for the local market.</p> <p>Thirty Five (35) persons including the officers from the directorate of Agriculture Extension, Agriculture Marketing of the Government of The Punjab, Kinnow farmers, processors/exporters, intermediaries and the research scholars of the University of Agriculture Faisalabad were trained as master trainers in Kinnow in collaboration with ASF.</p> <p>Twelve supermarkets in Malaysia and two supermarkets in Singapore participated in the promotion campaign 6 weeks arranged by TRTA II in collaboration with TDAP. The supply of mangoes for sampling and the promotion with promoters were fully funded by the commercial stakeholder.</p> <p>Pakistani Exporters through the Rush group and Chop Tong Guan (CTG) made direct deliveries of mangoes to the renowned supermarket chains of AEON, TESCO, Econsave, NSK, Mydin, Giant, SAM's Groceria, Village Grocer, MBG, ISETAN, Max</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 October 2014 – 31 March 2015	Achievements made 01 April 2015 – 31 October 2015
		<p>NQP and the associated Technical Regulation Framework along with the implementation plan submitted to Cabinet for approval</p> <p>To date eighteen (18) labs (6 metrology + 12 testing) receiving TRTA II support has been accredited by PNAC</p> <p>The metrology labs at NPSL are now accredited for on-site calibration services</p> <p>3 PT rounds completed (2 chemical</p>	<p>Value, Sunshine in Malaysia that have sold the Pakistani mangoes in their stores.</p> <p>The mangoes were supplied to Sheng Siong and Cold Storage Supermarkets in Singapore in specially designed box.</p> <p>A total of 25 metric tonnes were shipped to Malaysia and Singapore through the TDAP and TRTA.</p> <p>A permanent research desk has been established in Trade Development Authority of Pakistan for the analysis based on the approach provided by TRTA II programme. The desk consists of research analysts who will carry out sectoral competitiveness, value chain and market analysis for public stakeholders and policy makers.</p> <p>As of October 2015, 17 testing laboratories and 06 metrology laboratories have been accredited by PNAC</p> <p>The renovation work for the National PT scheme (2 labs) was completed in the first week of November 2015,</p>

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<p>2.3 Improved conformity assessment infrastructure and services</p>	<p>Internationally recognized accreditation (1) compliance testing (24), metrology (6), system certification (5) and metrology (6) services achieved by 2013</p> <p>30 testing/metrology labs paying accreditation fees to PNAC by 2014</p>	<p>testing & 1 microbiology) PC1 for establishment of PT Scheme approved Rs 55 million Implementation of the Business Plans in 30 laboratories</p>	<p>equipment for the labs installed during the second and third week of November.</p> <p>PNAC is scheduled to conduct its pre-assessment for ISO 17043 accreditation by the end of November with the final assessment to be carried out in December 2015.</p> <p>Thirty (30) testing laboratories, belonging to seven institutions namely: PCSIR, Lahore, Karachi and Peshawar, FSC&RD, NRLPD, PCRWR, and SARC continue to implement their business plans based on customer relations mechanism and marketing strategies to ensure sustainability of their services and accreditation status.</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 October 2014 – 31 March 2015	Achievements made 01 April 2015 – 31 October 2015
3.1 Strengthened Institutions	IP <ul style="list-style-type: none"> • 3 IPO officials with LLM degrees by 2014 • 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 (IPAS Java) deployed and streamlined IP procedures automated by 2013 • IP records digitized and IP databases completed by 2014 • Back-office administrative systems identified and first phase implemented by 2014 • 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 	<p>Digitization of IP records and validation of IP databases nearing completion (95% completed)</p> <p>Contract awarded for Admin Modules and implementation started</p> <p>Web portal development in progress which offers online IP services</p>	<p>Digitization of IP records and validation of IP databases completed</p> <p>Customization of Admin System nearing completion</p> <p>Development in progress for Web Portal which offers online IP services</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 October 2014 – 31 March 2015	Achievements made 01 April 2015 – 31 October 2015
3.2 Strengthened IP Legislation and Policy Framework	<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 		Roundtable on development of an IP Strategy held on 23-24 April 2015
3.3 Improved enforcement of IPRs	<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 2014 		Consultations are ongoing with various stakeholders (Customs, IPO Pakistan) to ensure sustained outcomes of the implemented activities.

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3.4 Increased use of IP system by businesses and research institutions	<ul style="list-style-type: none"> • 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 2014 • IP modules in up to six public-private consultations by 2013 • National Roundtable on TMOs by 2013 • e-Forum (PiNET) on technology transfer to industry established 	<p>IP and Trade Policy incorporated in a Roundtable on a National IP Strategy planned for April 2015</p> <p>e-Forum (PiNET) pilot version completed and under review by stakeholders</p>	<p>e-Forum (PiNET) database being populated with research & technology info by universities</p>

WORK PLAN