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NARRATIVE REPORT

1 March 2012 – 31 March 2013



Associated Agencies



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List of Acronyms

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

NPO	National Productivity Organization
NPSL	National Physical & Standards Laboratory
NTBs	Non-Tariff Barriers
NUST	National University of Science & Technology
OCR	Optical Character Recognition
OEE	Overall Economic Efficiency
OIE	International Office of Epizootics
PAKGAP	Pakistan Good Agricultural Practices
PC-1	Planning Commission Planning Document 1
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
DG SANCO	Directorate-General for Health and Consumers
SPS	Sanitary & Phyto-Sanitary
TBT	Technical Barrier to Trade
TEVTA	Technical Educational & Vocational Training Authority
TMR	Trade Marks Registry
TORs	Terms of References
TRTA II	Trade Related Technical Assistance Programme II
UAF	University of Agriculture Faisalabad
UNCTAD	United Nations Conference on Trade & Development
UNDP	United Nations Development Programme
UNIDO	United Nations Industrial Development Organisation
USDA	United States Department of Agriculture
UVAS	University of Veterinary & Animal Sciences
WAPS	World Academy of Productivity Sciences
WIPO	World Intellectual Property Organisation
WTI	World Trade Institute
WTO	World Trade Organisation

Executive Summary

The report covers the progress made under the three components of the EU funded TRTA II programme from 01 March 2012 to 31 March 2013. Over this period, the programme continued its implementation, making a visible positive impact on the selected stakeholders both in the public sector and the private sector. In terms of both financial as well as output delivery the overall progress of the programme is in time and on target. The PMO, inclusive of all three implementing agencies (UNIDO, ITC and WIPO) with the support of PITAD and under the guidance of PSC, continued to perform and successfully implement programme activities.

Component 1: A major contribution that Component 1 delivered is the strengthening of the technical capacity of government officers on trade policy issues. This is seen as important since in order to comprehend trade policy issues and design interventions to address them, policymakers need knowledge of often complex multilateral and domestic trading environments. To advance such knowledge in a sustainable, predictable and cost-effective manner, Component 1 has sought to strengthen the institutional capacity of the Pakistan Institute for Trade and Development (PITAD), who will in turn impart their expertise to government officers. To meet this objective, the programme continued during the year 2012 capacity building of initiatives aimed at strengthening PITAD. In particular, through the support of the World Trade Institute (WTI), a further seven training modules were developed under the guidance of WTI mentors through a six-month process. Seven modules developed and have been accredited by WTI. These modules have been utilized by PITAD in its nine-month pre-service training course for the commerce and trade section of the civil service of Pakistan, as well as in short training courses for commercial diplomat designates and officers of the Ministry of Foreign Affairs.

The jointly developed modules were delivered to 35 trainee officers of STP course at PITAD for which the joint certificate was awarded. The enhanced institutional capacity of PITAD and expertise of master trainers were utilized to strengthen the knowledge of policy makers on Trade in Agriculture through a focused training course attended by 31 officers. The training was webcasted to provide low cost capacity building facility. Additionally, the programme provides for PITAD to hold ad-hoc training for government officers on pressing trade issues. These activities are intended to strengthen the requisite skills and understanding of government officers on trade, regulatory and negotiation issues. As such, two trainings were conducted in the reporting period attended by 54 officers in total. Participants' results indicated the trainings had strengthened their understanding of the current trade policy issues.

More broadly, through PITAD's competency in delivering these training as well as those previously undertaken, PITAD is now generating greater demand for its upgraded training services. For instance, the Provincial government of Punjab, through its Industry, Commerce and Investment Department, as well as the Agriculture Department, have formally requested PITAD to carry out additional training sessions in Lahore as well as other cities based on the training material developed. The PITAD is offering through the MoC a one week training on the modules developed to the officials from the Government of Tajikistan.

To better inform the consultative process and to provide stakeholder driven as well as alternate policy choices, four evidenced based analytical policy studies were conducted and internationally peer reviewed to ensure quality and relevance. In the context of this process, the second public private dialogue (PPD) was conducted and attended by representatives from public sector, private sector, international organizations and civil society. The finalization of two policy recommendation papers for regional integration and trade in services and their subsequent approval by Public Private Dialogue Steering Committee (PPDSC) for submission to government for potential implementation was a major achievement. The PPDSC members have been involved in the development of three separate public-private consultation processes which were initiated; three one day public private dialogues (PPDs) were staged to inform the consultation processes with well over 100 participants in attendance in each event. Each public private consultation process was informed through research studies (five in total) carried out by local consultants working under the mentoring of recognized international experts.

Additionally, the public private dialogue (PPD) consultative mechanism initiated under Component 1 has gained strong roots and stakeholder's ownership. As a result of the PPD mechanism, ten recommendations emanating from the PPDs held in 2011 were included in the STPF 2012-15 by the government in January 2013.

In the implementation of Component 1 interventions, synergies with the other components of the programme were built. Stakeholders from other components were involved in the PPDs and the trainings organized under Component 1. Efforts were made to support the field interventions of Component 2 and 3 through involvement in the public-private consultation processes and training. As the PPD issues were often of clear relevance, stakeholders from each of the Components were invited to attend as were representatives of the Components.

Similarly, the resources available in the PITAD's library were also evaluated. So as to upgrade PITAD's library it was decided to provide the latest books concerning trade related issues, WTO matters and negotiations, etc. An assessment was conducted to determine the resources which were needed to upgrade PITAD's library.

Component 2: Prior to the interventions of TRTA II there was fragmentation in efforts to manage and implement SPS measures in the country and to serve this purpose, the government developed a NAPHIS project to help address the SPS issues in Pakistan. However, due to the complexity and dynamic nature of this field the project had limited success and hence it was agreed that TRTA II should support NAPHIS in a more concerted way. As a result of TRTA II efforts a National Food Safety Animal and Plant Health Regulatory Authority (NFSAPHRA) Bill has been developed and has been submitted to Ministry of Food Security and Research for approval. This Bill, developed through a participatory approach involving not only the key Federal departments/ ministries but also all the provinces and their relevant departments, will lay down the foundations of an efficient SPS management system in Pakistan. Moreover, to enhance capacity of human resource to manage and inspect the SPS systems, TRTA II programme has worked with three national universities and developed Post Graduate Diploma course in Food Safety & Controls. The first session has already begun. The programme expects to train over 500 individuals in the next two years and then same numbers will be trained on a continuous basis. The PGD Course will receive international recognition through accreditation by the Royal Environmental Health Institute of Scotland (REHIS).

The programme has not only enhanced capacity at policy and strategy level in SPS, but has also worked extensively with MFD to equip them with necessary tools and knowledge so that they are in a position to resume exports of fish from Pakistan to EU as of March 2013. TRTA II expects resumption of shipment to EU by August 2013. This will enhance the income of the poor fisherman and ensure more value is added to Pakistani fish produce and improved compliance of Pakistani products to EU standards. In addition, the provincial governments, especially Punjab, has been assisted in developing capacity on food safety and the newly created Punjab Food Authority has been continuously supported to work in line with the national legislation, with the development of technical regulations, capacity building of the food safety officers and strengthening of the inspection systems.

Through TRTA II Programme guidance and expert advice, the Government of Pakistan, particularly PCSIR has been able to mobilize funds of Rs 2.4 million (USD 24,000) for the creation of unique facility for testing of Dioxins, PCBs, PAHs in fish and food products at PCSIR labs Karachi, particularly enabling Pakistan to address the EU requirements of fish imports from Pakistan. This laboratory will be a one-of-a-kind facility in the region and will not only be able to test fisheries products for these environmental parameters, but all food products destined for export from Pakistan.

Improved quality, value addition and compliance in fishery, horticulture and industrial sectors is strategically the most important component for programme as it deals strongly with both public sector beneficiaries as well as private sector. As a result of activities carried out over the last year National Productivity Organisation (NPO), Pakistan is now well known to international productivity organisations and associations such as World Network of Productivity Organisations and Asian Productivity Organisation. To further strengthen NPO in conducting work at the sector level TRTA II programme has provided them with IT equipment which is now in full use as NPO replicates the TRTA II sector benchmarking methodology in the Surgical Instruments Sector. This shows sustainable capacity developed at NPO. The sector competitiveness study in the fan sector identified implementation of lean manufacturing as a key productivity improving intervention. It was identified that minimal capacity for understanding and subsequently using lean technology existed at NPO, SMEDA, TUSDEC and TEVTA – key agencies working on competitiveness of industrial sector. TRTA II has now successfully created this capacity and 25 master trainers are now available at NPO, SMEDA, TUSDEC and TEVTA to impart lean procedures in manufacturing sectors. As a result of these measures NPO has been ranked as the top and preferred contender to work on benchmarking the Pakistan's garments sector using the UNIDO CBS tool provided under TRTA II. This is a major recognition of NPO by the Government of Pakistan.

Moreover, the private sector in fan industry, as a result of implementation of lean technologies, has greatly benefitted. The major success demonstrated is enabling the fan unit able to manufacture and pack fans in one day as compared to the industry norm of 6 to 7 days. This change has not only speeded up production but has reduced the investment needs in inventory and unfinished stock by over rupees 5 million. Another major impact was achieved via simple design change at the paint shop that has reduced heating and paint drying time by half. Finally another design alteration has reduced packing of fan time by around 80%. These are major changes that once replicated industry wide will change the lives of workers and labourers involved with the sector which amount to over 150,000.

Three local institutions have been engaged to work with private sector in citrus and mango sectors to develop and implement Codes of Practices that will lower the costs of production and enhance yields. All these efforts are going to directly impact productivity and profitability of these sectors, hence contributing to more employment and higher wages result in some attribution to poverty alleviation.

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

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

Compliance with improved business processes and certifications are becoming essential facets of key international buying markets and hence companies in Pakistan are under increasing pressure to spend time and money to become compliant to such requirements. To create awareness over 100 individuals from different business sectors were trained in CE Marking and ten companies involved in manufacturing of electric fans, gloves and boots have been finalized on cost sharing basis to achieve CE marking. Finally, the above specific interventions of improving productivity, quality, compliance and certification will only be sustainable if the requisite institutional support is built to match the requirements. Hence, the programme has been able to develop sustainable capacity at PSQCA, PNAC and NPSL. All these institutions would work as the backbone of the overall quality, compliance and certification agenda of Pakistani firms going into future.

It was realised that upgrading the laboratories may not have the desired impacts if they fail to sustain their services commercially. Therefore, 30 laboratories have been extensively trained in commercial aspects and for business viability. Through this exercise it is expected that these labs will be able to run more successfully and continue to earn enough to reinvest and grow substantially. To strengthen the work carried out under TRTA I, six metrology laboratories at NPSL have been assessed by PNAC for accreditation to ISO 17025 and currently the programme is supporting them in meeting requirements of the corrective measures identified. Additional 24

testing laboratories have been supported to prepare their quality and technical manuals in accordance with ISO 17025. These are major achievements under the TRTA II. Moreover, national agencies including PSQCA, NPSL and PNAC are supported continuously to improve and strengthen their capacity and ability to meet the challenges that Pakistan face as part of a globally competitive world. As a result of this support Pakistan will have a national agency to provide internationally recognized accreditation services for laboratories, certification and inspection agencies which currently are reliant on international accreditation bodies such as UKAS, NATA, Norwegian Accreditation body etc. PNAC has already achieved the MRA signatory status ILAC/APLAC for laboratories and MLA with IAF/PAC is expected to be achieved in July 2012 after the planned evaluation by PAC. This demonstrates a major change brought about by TRTA II in Pakistan.

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

Component 3: In the area of IP legislative and policy framework, IPO Pakistan has initiated national consultations with stakeholders on accession to international IP treaties, in particular, the Madrid System for International Registration of Marks. IPO Pakistan has also established working groups on preparing for accession to the Madrid System and the Patent Cooperation Treaty, as well as for providing protection to plants breeders rights and utility models. Position papers are now being prepared by IPO-Pakistan on some of these areas. Secondly, for strengthening the IP institutional framework, the long standing integration and consolidation of the IP Registries' operations into a single building has been given top priority and is now being actively pursued. The IP Registries, especially the Trade Marks Registry, have started preparing for digitization of their large volume of IP records by filtering out the records that are no longer active, thus saving much needed office space and reducing passive backlog. This will greatly contribute to the goal of more efficient processing of IP applications. Thirdly, on IP enforcement the FIA, Customs and Police are now in a better position to introduce IP enforcement training programs in their respective organizations. Fourthly, consultations with universities, research institutions and industry have created a keen interest in strengthening university-industry linkages to generate and exploit IP for their mutual benefit. Based on these developments, IPO Pakistan was able to obtain the support of the Office of the Prime Minister for their IP initiatives which was reflected in the Prime Minister's address on the IP Day ceremony on 26 April 2012, in which he outlined specific actions which the Government intend to take in future.

In the area of Strengthened IP Institutions, two IPO Pakistan officials participated in a LLM course on Intellectual Property at Turin. This would build capacity in the organization to analyse legal IP issues and facilitate improved inputs on specific IP law questions. Following the training workshop on HR/Financial planning, IPO Pakistan has embarked on introducing modern management practices for systematic management of the organization's program and budget. A paper on the "Establishment of a Collective Management Organization (CMO) in Pakistan" was

also completed recommending measures required for having an effective CMO in the country, for strengthening the music industry in Pakistan. This paper serves as a key input for future stakeholder consultations. Progress was also made in the digitization of IP records for IPO Pakistan Registries by completing procurement of the required equipment.

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

As for the improvement/ IP enforcement, Pakistani judges participated in a colloquium with WIPO and international experts addressing key issues related to IPR enforcement. An inter-agency focus group on enforcement has been set up by IPO-Pakistan to follow up on IP enforcement issues, especially on training of enforcement officials.

In the area of Increased Use of IP by Businesses and Research Institutions, work started on preparation of a paper on branding options for “Kinnow”.

In addition to implementing the agreed log-frame activities, TRTA II programme has also been working with PITAD and other key agencies to regularly monitor the performance of the programme. PITAD working jointly with the PMO issues quarterly monitoring reports which highlight any critical issues that need urgent attention prior to PSC scheduling. Donor Coordination is another important area where PMO has been working with PITAD to organise a donor’s conference. Finally, concerted effort has been placed on the visibility of the programme and the EU through website, electronic media, published media and newsletters at regular intervals.

1. Context of the Action

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

The consultations with stakeholders and beneficiaries were undertaken with the objective to design the programme interventions, review programme assumptions, feasibilities and finalise the implementation arrangements for the programme and propose a work plan of activities. Resultantly, the results will be achieved in the following areas:

- 1.3.1 to assess institutional capacity of PITAD in light of international standards and benchmarks and provide equipment, software and library resources as per the assessment.
- 1.3.2 to conduct capacity needs assessment of the trade related ministries and departments of the government. At the same time assessment of local training institutes particularly PITAD to conduct training and research and to fill the capacity gap of PITAD through development of training modules and training of master trainers under international mentorship.
- 1.3.3 to utilize the enhanced capacity and internationally accredited training modules for the capacity building of government officials through short trainings.
- 1.3.4 to conduct internationally peer reviewed research studies to inform public private dialogues (PPDs)
- 1.3.5 to conduct broad based and comprehensive PPDs on issues related to trade policy and domestic regulatory reform.

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

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

- 1.4.1 The aim of this intervention is to work directly with selected manufacturers of fans and cutlery equipment to improve technology, implement lean manufacturing principles and enhance productivity and employment.
- 1.4.2 Improving Competitiveness in Horticulture Sector is a key result area of the TRTA II programme. The focus of TRTA II is on export enhancement in kinnow and mango sectors. These sectors have been selected in terms of their relevance to the high level programme objective of poverty alleviation and pro-poor sustainable growth. Nature has blessed Pakistan with an ideal climate for growing a wide range of delicious fruits. Thus a very wide range of tropical, sub-tropical and temperate fruits are grown in the country. Over the years, Pakistani experts have developed unique strains of exotic fruit varieties. Increased production and reduction in post harvest losses in the two premier fruits i.e., kinnow and mango will lead to increased exports and ultimate reduction in poverty.
- 1.4.3 The main output of this intervention is to present the initial framework for a CE marking procedure to be applied by fan and glove/boots manufacturers in Pakistan, This framework will include some observations on actions which could be taken within Pakistan, in order to improve manufacturing efficiency and development of local infrastructure.
- 1.4.4 The aim of this intervention is, by assisting manufacturers to obtain the CE marking, to give the access to the EU market. It is not the intention of this intervention to identify products likely to be successful on the EU market or to promote exports of electric fans and protective equipment and clothing.
- 1.5 **Component 3 - Strengthening of the IPRs System:** This is aimed at further strengthening and modernizing the IP regime in Pakistan. This will be achieved by strengthening IP institutions as well as the IP legislative and policy framework. Support will also be provided to achieving more effective enforcement of IP rights and enhanced capacity of business and research institutions to use the IP system.

- 1.5.1 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 and to synergise the activities in each of the three components for achieving coherence in implementation of the programme the Component 1 institutions are in the process of developing capacity and undertaking trade policy research and analytical studies relevant to activities carried out by Components 2 and 3, in the context of identifying and investigating technical barriers which are impacting the trade performance. Likewise Components 2 and 3 are addressing implementation of quality and productivity improvements and IP protection in areas where trade policy research suggest that interventions could be beneficial.

2 Activities Carried Out

2.1 Programme Management Office

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

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

2.2 Component 1: Trade Policy Capacity Building

2.2.1 Strengthening of PITAD's Institutional Capacity

The second and third annual assessment of PITAD equipment and library resources was conducted in February-March 2012 and 2013, in consultation with the WTI and the PITAD's officers, librarian and researchers. Books recommended by the WTI selected mentors for 2012 modules were also included in the list as those would be required by the master trainers for the development of modules during 2012.

The agreed books and library resources were procured and provided to PITAD after purchase of those resources through the ITC library at concessional UN rates. Accordingly first tranche for 2013 books needs was delivered to PITAD in February whereas the second tranche of books is under procurement through ITC library. It is pertinent to mention that about 200 books have been provided to PITAD library so far and more books are being purchased.

Additionally, a proposal is under consideration to develop an online research repository at PITAD. Technical and financial aspects are being worked out to implement the proposal if found feasible.

Similarly, a joint evaluation and assessment of PITAD's equipment needs was conducted, involving all functional wings of PITAD and the final list was reviewed at WTI and ITC. The following agreed equipment was procured through UNDP Pakistan and provided to PITAD.

The equipment assessed for provision to PITAD during the reporting period is as under:

S No.	Needs	Required for STAFF	Number of Items Required	Specification
1.	SHURE DDS 5900 Digital Discussion System with 15 wired microphones	Training	1	Fully digital audio transmission Control of up to 250 discussions units Control of up to 32 interpreter units Up to 8 simultaneous open microphones 2 interpretation channels
2.	Xerox D95/D110/D125 or equivalent Photocopier and network printer machine with extra toner	Research / Training	1	D95/D110/D125 Copier/Printer: Monochrome printing and copying, colour scanning D110/D125 Printer: Monochrome Printing Printing speed 95/110/125 ppm - 8.5" x 11" (A4)
3.	Cannon EOS 600 D Flash + Memory card for EOS 600D Camera	Training	1	Cannon EOS 600 D with EF-70300 MM lenses or equivalent
4.	SHURE Wireless microphone	Training	2	
5.	Windows 8 (Registered)	Admin/Research/ Training	10 users	
6.	Windows 7 (Registered)	Admin/Research/ Training	30 users	
7.	Windows Server 2008 (Registered)	Admin/Research/ Training	1	
8.	Office 2010 (Registered)	Admin/Research/ Training	30 user	
9.	Antivirus (Registered)	Admin/Research/ Training	60 user (3 years user licence)	
10.	UPS	Training		10 KVA with batteries
11.	Dell Laptops (i7 , 4 Gig, 500 Gig Wi-Fi, Bluetooth with accessories)		5	For facilitating researchers as they have to work on research studies.
12.	HP Laser Jet 1022 Printers 18PPM		5	To increase PITAD's efficiency

S No.	Needs	Required for STAFF	Number of Items Required	Specification
13.	Fax Machine Panasonic 981		2	A backup machine to supplement needs
14.	External HDD Western Digital USB 3.0		1	To save organisational data for backups
15.	Camera Cannon EOS 1000 D with EF-70300 MM lenses with Lenses, tripod, battery, bag		1	PITAD organize events, seminars, trainings for which they need to perform recordings and photographs
16.	IP Camera AVI 216		1	Required for web casting during training
17.	Printer Toners HP Colour and black		1	Required for the printing of training certificates for participants
18.	Desktop Systems (Intel® Core™ i7-2600 Processor (8M Cache, 3.40 GHz) 4GB, 500GB HDD)		5	To upgrade PITAD's computer lab.

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

2.2.2.1 Review and enrichment of Specialized Training Programme and other government career development programmes delivered by PITAD so as to align with international best practices

The module development process initiated during 2011 after facilitating partnership agreement between PITAD and World Trade Institute (WTI) Bern achieved further success during the reported period.

Comprehensive and intensive interaction between the master trainers and mentors on the development of training modules during 2011 and 2012 supported by weekly monitoring of the progress showed positive results. During this period thirteen modules were completed by the master trainers under the guidance of their mentors out of which ten modules were accredited by WTI for a joint WTI-PITAD certificate course on International Trade Law and Commercial Diplomacy. Two further training modules were accredited during the reported period to make the number of WTI accredited modules twelve. The details of the completed and accredited modules are as under:

- Trade in agriculture- (SPS, GMOs, organic food, subsidies, food security, etc.)
- Trade policy formulation
- Trade policy competitiveness analysis
- Regional integration: a comparative legal framework
- Trade in services law and economics and Pakistan sectoral priorities
- Techniques of international trade negotiations
- Trade and investment

- Economics and policy of non-tariff measures
- Trade related aspects of intellectual property rights
- Trade remedies
- Dispute settlement (2013 accredited)
- Trade, environment and climate change (2013 accredited)

The module on “Assessing the effects of preferential trade agreements (PTAs): measurement methodologies” (module number 13) has been completed and submitted for final review and approval by the mentor which is expected to be accredited very soon.

Collaboration between PITAD selected master trainers and WTI selected mentors started in mid-February for module development on the topics agreed between PITAD and WTI. Comprehensive exchange of resources and telephonic/Skype discussions took place among the mentors and master trainers which resulted in finalization of the outlines for the seven proposed modules by March 2012.

Further discussions, provision of reading materials and other resources took place between the mentors and master trainers once the outlines for modules were agreed. Continued distance interactions resulted in all the seven draft modules being completed before the departure of master trainers to Bern for a three weeks face to face training in August/September 2012. An enhanced mechanism for monitoring of progress on module was put in place so that the modules are completed in time and course correction is made where required.

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

In order to design and schedule the three week Bern training for the master trainers, extensive consultation with PITAD and WTI/mentors was conducted to maximize benefits from the training. To that effect, a schedule/agenda was finalized for the course. The three week face to face training took place from 22 August to 13 September at WTI Bern in which the master trainers had an opportunity to have face to face interaction with their mentors. The master trainers were taught pedagogical methods and module delivery. The master trainers not only learn their own module but also broaden their knowledge about the other modules and the delivery techniques of leading international experts present. All master trainers received evaluations and advice on the next steps that they need to do was conveyed from their Mentors. ITC representatives visited the WTI so as to hear the views of the participants regarding the training. Training participants expressed their satisfaction in the training.

2.2.4 Utilization of enriched modules in STP course

The training modules developed during 2012 together with the modules accredited during 2011 were delivered to the second batch of the trainee officers of Specialized Training Programme (STP) at PITAD. After successful completion of the training at PITAD, the trainee officers were awarded a joint WTI-PITAD certificate on International Trade Law and Commercial Diplomacy” in March 2013.

Just to flag that the first batch of 35 STP trainees received a similar joint certificate in 2012 after successful completion of the training course.

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

2.2.5.1 Training on Intellectual Property Rights (IPRs) conducted (training no. 6)

A two days training on Trade Related Aspects of Intellectual Property Rights was conducted at Lahore on 11-12 March 2013

The two day course was jointly conducted by ITC and PITAD in collaboration with Department of Industries, Commerce and Investment (IC&I) Punjab. Technical assistance was provided by the World Trade Institute (WTI). The provincial government of the Punjab province helped to organize the training and also shared the costs.

Fifty-two government officers and researchers from federal government ministries, implementing agencies, provincial departments, universities, trade associations and research organizations participated in the training to strengthen their understanding of IPRs and domestic laws for their protection.

Knowledge about IPRs is often limited in developing countries leading to owners or holders of intellectual property being unwilling to introduce their inventions to unregulated markets. As a result, enterprises and citizens often fail to benefit from new techniques and technologies and their countries don't reap the benefits of their inventions or traditional knowledge.

The training course focused on the role and importance of IPRs in today's society, IPR protection in national laws, different types of IPRs and the procedures for registering them. Case studies were presented relating to particular issues faced by Pakistan and the TRIPS multilateral agreement. The case studies included the Geographical Indication (GI) registration of the Pashmina shawl by India, which has been challenged by Pakistan as the Pashmina cloth is made both in the Indian part of the Kashmir and Pakistani Northern Areas. Other case studies included the dispute between India and Pakistan over the registration of Basmati rice and the GI protection of Darjeeling tea.

Participants benefitted from the expertise and points of view of stakeholders from four different perspectives: local and international training institutes (PITAD and WTI), the public sector (the Intellectual Property Organization of Pakistan) and the private sector (the Pakistan Basmati Growers Association). This was a unique demonstration of synergies which ITC built through this training.

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

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

2.2.5.3 ITC assisted PITAD for training of Commercial diplomats designate

Under Component 1 of the TRTA II programme, ITC and WTI are assisting PITAD in developing its institutional capacity to conduct its regular trainings including STP programme, Training for Commercial officers designate and the training for officers from Ministry of Foreign Affairs according to international standards. The programme also envisages the holding of short training programmes by PITAD for the officers working in various ministries and departments.

Component 1 achieves these objectives by providing advanced library resources and equipment for conducting research and trainings in addition to intensive training of master trainers from PITAD under the mentorship of WTI professors. Fourteen master trainers and twelve training modules have been developed and internationally accredited which were delivered in six short trainings and to two batches of STP trainee officers.

In February 2013, PITAD organized training for the newly selected commercial officers designate for posting abroad in which ITC and WTI contributed through delivering lectures and organization of the training. Mr. Pierre Sauve, Deputy Managing Director and Director of Studies of WTI lectured on Trade in Services and how the newly selected officers can contribute to the services exports enhancement from Pakistan. Similarly, Professor Gustav Brink lectured on Trade Remedies and the role that commercial officers can play in identifying and protecting the domestic industry against unfair trade practices. This was an important training as it was the biggest batch of 35 officers ever selected for posting abroad. The designated commercial officers included Commercial Secretaries, Commercial Councillors and Trade Ministers.

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

PITAD has demonstrated competency in delivering trainings (as assessed by participant evaluation), and real demand for its upgraded training services is being shown both domestically and abroad. For example, the Master trainers trained under Component 1 are being engaged in delivering training at provincial level. In this connection training on Economics and Policy of NTMs was conducted 22-23 January 2013 at Lahore. The training was fully funded by Provincial government. Furthermore, PITAD has offered through the Ministry of Commerce a two weeks training on the modules developed under Component 1 to the officials from Government of Tajikistan which is planned to be implemented some time during 2013 after endorsement by the JMC. Similar offers are also being made by PITAD to ECO countries. Further interest was shown by the Pakistan Plastic Manufacturers Association on PITAD's newly developed modules on "The Economics and Policy of Non-Tariff / Measures as well as "Assessing Competitiveness of Preferential Trade Agreements". The association approached the TRTA programme to request copies of the modules.

2.2.5.7 Training of STP trainees at WTI for one week

A one week training course for the four trainee officers of Specialized Training Programme (STP) has been organized at WTI Bern in August 2013. The training will focus at the Politics and Economics of Preferential Trade Agreements. Arrangements are being finalized for the training in consultation with PITAD and WTI.

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

Two more research studies were completed in January 2013 which were also presented during the PPD on Enhancing Competitiveness and Export Potential for Trade with India in Light of Improved Trade Relations and full Implementation of SAFTA” held on 16 January 2013.

To ensure the desired quality of work and to address the research questions of the studies in the most appropriate way an international peer review mechanism was established. The peer review of the studies was undertaken in the following order:

- Review of literature and strategy papers submitted by the researcher were internationally peer reviewed
- First draft study was internationally peer reviewed and recommendations provided to research consultants
- Final draft study was internationally peer reviewed after incorporating the recommendations of first review
- Final draft of the study was submitted by researchers after incorporating recommendations of the PPD

Nine policy research studies have been completed in total. These studies have successfully passed international peer review.

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

2.2.7.1 Third meeting of the public private dialogue steering committee (PPDSC)

The third meeting of the Public Private Dialogue Steering Committee (PPDSC) was held in the committee room of the Ministry of on 07 March 2013. The committee was co-chaired by Joint Secretary Ministry of Commerce and Director General Pakistan Institute of Trade and Development.

Recently, the Ministry of Commerce has announced STPF 2012-15 in which the policy principles and initiatives for increasing Pakistan’s exports and domestic commerce have been announced. The PPDSC agreed to assist the Ministry of Commerce in conducting policy research to complement the government initiatives.

The Committee was informed about the public private consultation processes organized during 2012 which culminated in PPDs on enhancing dairy sector and livestock export competitiveness; enhancing exports to European Union, and; enhancing the competitiveness and export potential for trade with India. The PPDs have resulted in concrete recommendations for enhancement of Pakistan's export competitiveness.

In their remarks the participants hailed the process of public private consultation and stressed the need for further strengthening the consultative process. The Director General of PITAD underscored that ten policy recommendations submitted by the PPDS to the government as a result of public private consultation processes held in 2011 have been included in the Strategic Trade Policy Framework 2012-15 announced recently by the Ministry Of Commerce. He commented that "research based policy inputs and participatory approach in the process of trade policy can put the country back on track of development."

The Ministry of Commerce acknowledged that the public private consultation processes carried out under the TRTA II programme may dovetail with the initiatives launched and the objective pursued by the government under the STPF 2012-15.

The Committee recommended Technology foresight, Domestic Commerce, Regional Integration (review of specific FTAs/PTAs) and analysis of competitiveness of key sectors for public private consultation processes during 2013.

The following research studies and PPDs were selected for holding during 2013:

S/N	Topics for PPDs	Topics for Research studies
1	Development of multilateral Negotiation strategy and enhancing exports of Services from Pakistan	<ol style="list-style-type: none"> 1. Plurilateral negotiations on Trade in Services: Factual analysis of the state of affairs and possible outcomes and its implications for Pakistan along with recommendations for optimal policy and negotiating stance by Pakistan in these negotiations 2. Development of services exports development strategy in selected sectors in light of the priorities set in the STPF 2012-15 3. Development of organizational framework for domestic Commerce
2	Regional Integration: Enhancing bilateral trade relations	<ol style="list-style-type: none"> 1. Review of Pak China and Pak Malaysia FTAs and to develop a framework to review preferential trading arrangements 2. Development of Monitoring Mechanism for Trade Officers
3	Assessing impediments and devising solutions for export enhancement in garment sector	Policy reform for export enhancement in leather and textile garments
4	Assessing impediments and devising solutions for export enhancement of Kinnow	Policy reform to enhance competitiveness and exports of horticulture (Kinnow and Mango)
5	Assessing impediments and devising solutions for export enhancement of Mango	Policy reform to enhance competitiveness and exports of horticulture (Kinnow and Mango)
6	Technology up-gradation and foresight for export competitiveness	Analysis of selected industrial sectors to put in place a policy for technology up-gradation and foresight in those sectors.

2.2.7.2 Hiring of research consultants to conduct research studies on the selected topics initiated

A comprehensive process has been initiated to select suitable research consultants to conduct research studies on the selected topics. Accordingly, in line with the recommendations of the PPDSC, job descriptions/TORs for the research consultants were developed after a detailed literature review and consultation with the relevant stakeholders and EC of the PPDSC.

In order to ensure transparency and fair competition in the selection process of the research consultants, advertisements were published in the newspapers to invite applications for the assignments on 5 May 2013. The advertisements were also placed on the TRTA II website to facilitate the candidates to apply online. Emails were sent to the potential candidates/research institutes to apply for the positions if they are interested in the assignment.

2.2.7.3 Public Private Dialogue on “Enhancing Competitiveness and Export Potential for Trade with India in Light of the Improved Trade Relations and Full Implementation of SAFTA” (PPD no. 5)

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

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

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

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

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

All the recommendations emanating from the PPDs, those identified in the research studies and those submitted by the stakeholders in the form of a policy reform recommendation form or as position papers were compiled into policy recommendation papers after proper formatting and editing. Accordingly, five policy recommendation papers were produced as a result of consultation process carried out during 2012. The policy documents were then submitted to the MOC for consideration and potential implementation after their approval in the PPDSC meetings held in March 2013.

The proposal contained in the policy papers emanating from 2011 consultative process were also presented to the committees established at the MOC for preparation of Strategic Trade Policy Framework 2012-15 (STPF 2012-15) for their consideration and potential inclusion in the STPF. In January 2013, the Government of Pakistan has announced the STPF which includes a number of trade policy recommendations generated as a result of PPDs held in 2011.

2.2.7.5 Coordination with local research institutes and other stakeholders

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

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

In the context of PPDs active collaboration and engagement was ensured with various organizations which were directly or indirectly related with the identified sectors. In this connection the PPD on Enhancing Competitiveness and Export Potential for Trade with India in Light of Improved Trade Relations and Full Implementation of SAFTA was organized at Lahore in association with Lahore Chamber of Commerce, TDAP Lahore, Department of Commerce, Investment and Industry and Department of Livestock and Dairy sectors Lahore.

Discussions and consultations with the relevant ministries and PPDS members were undertaken in the context of defining scope and objectives for the research studies undertaken under Component 1 with a view to make the research objectives in line with the needs of the stakeholders.

2.2.8 Strengthening of Government Officers' Capacity on Specific Trade Policy and International Trade Negotiations

Training on Trade in Agriculture Conducted

A two day training course on Trade in Agriculture was conducted at PITAD from 6-7 March, 2012 which was jointly organized by ITC and PITAD with technical assistance from the WTI. A master trainer from TDAP trained under Component 1 conducted this training course, along with his mentor from WTI who delivered lectures and provided support to the trainers through video conference. Policy makers and researchers, 31 in total, from various federal government ministries and provincial departments participated in the training course which was aimed at strengthening the skills, knowledge and understanding of the participants regarding trade in agriculture particularly GMOs, SPS, and the WTO Agreement on Agriculture, etc. Particular attention was given to development of synergies with other Components of TRTA II programme. Accordingly, stakeholders from Component 2 were invited to attend the training. For the first time in Pakistan, PITAD was able to webcast the training so that interested stakeholders throughout Pakistan (and globally) are able to participate in the training online with the help of TRTA II provided equipment. The last lecture of the training was also attended by the acting EU ambassador to Pakistan who also participated in questions answer session

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

A two days training on Economics and Policy of NTMs was organized at PITAD on 10-11 October 2012. This training course was jointly organized by ITC and PITAD with technical assistance from the WTI. A master trainers from PITAD trained under Component 1 conducted the above mentioned training course, with the contribution from his mentor from WTI who delivered lectures and provided support to the trainers through video conference. This training course which was attended by 26 officers and researchers from federal government ministries, provincial departments and research organizations to build the capacity of the officers working in various ministries and government departments regarding the economics and policy of non-tariff measures. It also focused on the government motives for using the NTMs. The welfare effects of NTMs were particularly analyzed during the training. The training took an in-depth look at non-tariff measures (NTMs) which appear in many guises and serve many purposes.

Training on Trade and Investment conducted

A two days training jointly organized by ITC and PITAD with the technical assistance of WTI was conducted on Trade and Investment at PITAD on 13-14 November 2012. A master trainers from PITAD trained under Component 1 conducted the above mentioned training course, with the contribution from his mentor from WTI who delivered lectures and provided support to the trainers through video conference. The training was attended by 28 officers and researchers from various ministries and provincial departments. The training aimed at the capacity building of the officials working in various ministries and

government implementing agencies on the issues related to Investment, investment management, investment regulations and dispute settlement in Investment treaties.

Increased stakeholder interest in PITAD as a delivery of trade policy training

PITAD has demonstrated competency in delivering trainings (as assessed by participant evaluation in 2012 trainings), and real demand for its upgraded training services is being shown both domestically and abroad. For example, the Master trainers trained under Component 1 are being engaged in delivering training at provincial level. In a recent interaction with the Government of Punjab representatives, it was proposed to have an agreement between PITAD and the training academy of the Govt. of Punjab for training of newly inducted government servants for delivery of the jointly developed modules.

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

Research studies 2012

The PPDS in its meeting of 7 May 2012, selected following five research studies for conducting to feed into the three PPDs during 2012. After extensive consultation were held with the relevant stakeholders in public and private sector including the PPDS members to define scope and objectives:

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

Five completed research studies passed peer review; 3 were presented in 2 subsequent PPDs.

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

2.2.10.1 PPD on Enhancing competitiveness and export potential in Livestock and Dairy Sectors held

A PPD on "Enhancing Competitiveness and Export Potential of Livestock and Dairy sector in Pakistan" was held on 29 November 2012 in Lahore, with 133 participants. This was jointly organized by the Lahore Chamber of Commerce and Industry, TDAP, the Punjab Departments of Commerce, Industry and Investment and Livestock and Dairy Development. Importantly 29 PhDs, some CEO and heads of government organizations (Pamco, PLDDB etc.) and business firms (Nestle, Red Cow, Meat One etc.), as well as representatives of universities, chambers, associations, growers and farmers, producers, importers, exporters, independent research organizations, ministries, TSIs, provincial departments etc.

Summaries of the two research studies were communicated to the participants for their thinking about the issues and recommendations concerning the two sectors to be presented during the dialogue. A feedback policy reform proposal form was also communicated to the stakeholders to provide policy recommendations. The findings and recommendations of the two studies were presented during the PPD which were thoroughly discussed, commented upon and analyzed. The stakeholders provided their own input and about 30 participants and representatives of organizations provided their feedback in writing by completing the Policy Reform Proposal Form.

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

The Public private dialogue (PPD) on ‘Policy Reform to Enhance Competitiveness and Export Potential in the sectors covered by the Proposed GSP plus Scheme’, should the GSP Plus status be granted by the EU, was organized by PITAD in association with the Karachi Chamber of Commerce and Industry on 20 December 2012 at Karachi. The PPD was attended by 126 stakeholders and 33 participants preferred to provide feedback by completing the Policy Reform Proposal Form.

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

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

After approval of the recommendations (contained in the two documents emanating from the respective PPDs) by the PPDS in its meeting held on 7 May 2012, each of the two documents was formally submitted to around 30 policy making organizations at federal and provincial levels so that the recommendations are incorporated into national and regional policies. The proposal contained in the policy papers were presented to the committees established at the MOC for preparation of STPF 2012-15 for their consideration in the STPF.

2.2.10.4 Meeting of the Public Private Dialogue Steering Committee (PPDSC)

The second meeting of the PPDSC took place on 07 May 2012. The meeting with the following agenda was co-chaired by DG PITAD and Joint Secretary Ministry of Commerce.

- Review of actions taken in pursuance of first PPDSC meeting
- Presentation of the policy recommendations stemming from two separate public private consultation processes in 2011 on:
 - Promoting Pakistan’s exports in professional, computer related and transport services
 - Enhancing regional trade with ECO) in textile made-ups and light engineering sectors
- Discussion on next steps for recommendation

- Selection of topics for three separate public-private consultation processes and research studies in 2012.
- Selection of Supervisory Committees for PPDs
- Mandate to change membership of PPDS and executive committee following 18th constitutional amendment

In a new initiative to provide great supervisory involvement of PPDS members particularly in their areas of expertise, the PPDS selected three supervisory committees to steer the process of the subsequent three PPDs. Every supervisory committee consists of three members; one from a relevant Ministry, one from the Federation of Pakistan Chambers of Commerce & Industry (FPCCI) and the DG PITAD to be the chair of all committees. Topics were selected for holding three PPDs during 2012.

2.2.10.5 Enhancing Trade in Livestock and Dairy sectors

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

2.2.11 Missions Abroad

During January 2012, the DG PITAD visited ITC Geneva and WTI Bern to:

- review the implementation of Component 1 interventions up to 2011 and subsequent interventions of 2012
- to reassess the operationalization of MOU between PITAD and WTI.
- finalize the modules to be developed during 2012 under WTI mentorship

2.2.12 Coordination with Local Research Institutes and other Stakeholders

Component 1 interventions aim at strengthening the institutional capacity of Pakistani research and training organizations with intent to utilise their services in providing trade related training and research to government ministries and line agencies. The institutes to partake in these capacity building initiatives are LUMS, IBA, TDAP and PITAD. An important impact of the success of the training programme is that the officials from provincial departments are invited to participate in the trainings organized at PITAD. As a result, the Punjab Department of Commerce, Industry and Investment has requested for utilization of the master trainers trained under the WTI mentorship and their training modules.

2.3 Component 2: Export Development through Improvement of Quality Infrastructure

2.3.1 Component 2.1: Strengthening SPS Management System

The European Union allows resumption of fisheries exports from Pakistan to the EU through two processing companies as of 12 March 2013 after accepting the guarantees provided by the MFD (CA).

The programme assisted the Competent Authority (CA) of Pakistan (MFD) to complete the dossier addressing the SPS compliance issues in the fisheries sector based on the non-compliances raised by the FVO/DG SANCO. As a result DG SANCO accepted the ‘proof of compliance’ document endorsing that the capacity of the MFD was strengthened and was now capable of carrying out its duty with due diligence. As a result, resumption of fisheries to EU from 2 approved processing plants in Pakistan was granted on a trial basis effective 12 March 2013.

During the reporting period, eight missions of International Experts were launched in Food Legislation, SPS Food Safety Systems and Database Development for Food Authorities. The details of the International Experts that were fielded are as follows:

Name of Expert	Country	Post/Activity Area	Duration (Weeks)	Dates in Field
Ian Goulding	UK/Portugal	SPS-Food Safety	First Mission: 2 weeks	09 - 22 February 2012
			Second Mission: 2 weeks	29 April – 14 May 2012
			Third Mission: 2 weeks	7-16 June 2012
			Fourth Mission: 3 weeks	11-23 November 2012
Andrew Mathieson	UK	Expert in Development of Training Facilities for Food Inspectors	First Mission: 2 weeks	23 March – 03 April 2012
			Second Mission: 2 weeks	2-15 December 2012
Paul Allen	UK	Food Legislation	2 week	20 February – 06 March 2013
Daniel Wells	UK	Expert in Development of Database for Food Authorities	2 weeks	02-16 March 2013

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

Bill was presented to all concerned stakeholders particularly the concerned provincial departments through a consultative workshop organized jointly by Ministry of Food Security and Research and TRTA II on 11 June 2012. The stakeholders voiced their concerns and provided written comments on the Draft Bill. Subsequently, certain changes were made in the Bill where applicable, and explanations were then provided to the relevant stakeholders during a focused group meeting on 17 October 2012, where all the provinces and regions of Pakistan, as well the relevant departments were invited.

After this meeting the NFSAPHRA (Food Safety) Bill was finalized and submitted to Ministry of Food Security and Research in December 2012 for approval and further processing. The Ministry will now present the Bill to the Cabinet for approval in principle, before being vetted by the Law Division prior to submission to the Council of Common Interest (CCI). At the CCI the Bill will be debated amongst the members before submission to the Parliament through its relevant committee for enactment.

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

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

2.3.1.2 Discussions with Director General Punjab Food Authority (PFA)

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

The Authority became operational in May 2012 with the recruitment of the Director General, followed by the recruitment of the technical staff – namely the Food Safety Officers. These food safety officers have an advanced degree in Food Technology/Sciences (biochemistry, microbiology etc) and lead a team of inspectors that have started their work in the 9 towns of Lahore.

Based on the MoU signed on 5 January 2012 between TRTA II and the Punjab Food Department, it has been agreed that the programme will support the PFA's activities:

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

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

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

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

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

The IE in Food Legislation prepared an overall action plan on drafting relevant administrative and technical rules/regulations for the PFA. The IE outlined the main points and issues to be addressed in each proposed measure. Technical advice was imparted on the development of administrative regulations setting out the requirements for Codes of Conduct and Ethics; Official Controls and Food Labelling and operational and

administrative procedures for implementation and enforcement of food safety rules by the Punjab Food Authority.

The IE held meetings with NAPHIS (MNFS&R) and PSQCA (MOST) to discuss policy on harmonization of technical regulations for food safety. The expert advised on institutional arrangements to support implementation of the action plan and to ensure by way of Working Groups and Workshops that the views of relevant stakeholders are taken into account.

The Expert conducted two one day workshops in Lahore and Islamabad to present the Code of Conduct, Code of Ethics, Official Controls and the action plan to be implemented by the PFA.

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

The IE in Development of Database for Food Authorities reviewed and assessed the current and planned food inspection and control data collection, storage and retrieval requirements (including the PFA control plan and the standard operating procedures)

The IE then recommends software development tools given the skills and experience of the current staff (e.g. ORACLE, MS SQL Server, MS Access). He also Specify the design, structure, and operational characteristics of an internet based database to store the above data, along with distributed data input and reporting/query/data feed functions.

Technical advice and support was proved to the PFA database manager in the preparation of the relevant modules and specific security requirements for the application were recommended. The IE also provided an estimated budget for the establishment of the database in the form of hosting/licences and hardware.

2.3.1.3 Trained individuals in food safety

A 3-day workshop (27-29 March 2012) was held in Lahore with the three universities to finalize the syllabus, book list and visibility/promotional strategy for the proposed Post Graduate Diploma Course in Food Safety and Controls. It was agreed that the course will be launched in September 2012.

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

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

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

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

A number of presentations were delivered on the importance of SPS Control system reform and value addition in horticulture the most significant of which was at the DAWN Agri-business Conference/EXPO on Value Addition in Agriculture, in Karachi (11 February 2012) and Lahore (17 February 2012).

The newly drafted food law prepared by the Ministry of Health Khyber Pakhtunkhwa Province was reviewed, and comments to support effectiveness presented.

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

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

Name of Expert	Country	Post/Activity Area	Duration (Weeks)	Dates in Field
Mike Dillon	UK	Fish Value Addition/ Productivity	First Mission: 1 week	30 January- 4 February and 8 -10 February 2012
			Second Mission: 1 week	25-30 April 2012
Rodney Hines	UK	Value added Seafood	First Mission: 20 days	31 January - 13 February 2012
			Second Mission: 2 weeks	1-14 June 2012
John Heap	UK	Lean Manufacturing	First Mission: 15 days	30 April – 14 May 2012
			Second Mission: 2 weeks	1-14 September 2012

Adam Pinney	British	CE Marking	First Mission: 5 weeks	01 July – 04 August 2012
			Second Mission: 2 weeks	14-27 October 2012
			Third Mission: 1.5 weeks	3-13 February 2013
Kit Chan	Malaysia	Good Agriculture Practices	First Mission: 2 weeks	10-26 February 2012
			Second Mission: 2.5 weeks	01-18 June 2012
			Third Mission: 3 weeks	31 August – 24 September 2012
			Fourth Mission: 2.5 weeks	26 November - 14 December 2012
			Fifth Mission: 1.5 weeks	2-15 January 2013
Dirk Heuff	Netherlands	Expert in Marketing and Exports	First Mission: 1 week	03-09 December 2012
			Second Mission: 1.5 weeks	03-12 January 2013

2.3.2.1 Productivity improvements in the key industrial sectors

The sector benchmarking in the fan and the cutlery sector was successfully concluded in December 2012. The reports were finalised and all the comments from the sector and related agencies including NPO were incorporated. The refinements in the Competitiveness Benchmarking System (CBS) software were performed and equipment needs assessment for NPO was conducted. NPO was handed over the IT equipment on 14 February 2012. The equipment was handed by Ms. Roshan Ara, Development Advisor, EU Delegation to Pakistan to Mr. Khawaja Muhammad Yousaf, Chief Executive Officer of NPO. The equipment was made operational to work on CBS and benchmarking software. A total of six state of the art laptops and one high resolution camera was provided to NPO to facilitate its working in field to collect, capture and analyse quantitative and graphic data.

NPO was further assisted to initiate sector level benchmarking in the Surgical Instruments Sector. PMO staff along with NPO staff met with the Surgical Association and presented the idea of benchmarking and shared the results from the cutlery and the fan sector. It was through these consultative meetings that Surgical association agreed with the overall approach and provided names of pilot companies where benchmarking was initiated. The equipment that was provided to NPO came is extremely useful to conduct data collection in the surgical sector. The data collection was done by NPO and was then later reviewed by the PO Benchmarking and further validated by International Expert in Benchmarking, Mr. Shaun Hannah. Based on the pilot data collected the sector diagnostic questionnaire was developed and finalised and approach to benchmarking in the Surgical Industry was finalised. NPO is now fully geared to replicate the benchmarking in the Surgical Sector.

One of the key recommendations that came out of the sector benchmarking in the fan and the cutlery industry was the implementation of lean manufacturing. The lack of lean was identified as a major productivity lag in fan manufacturing. The idea of lean manufacturing was shared with NPO and the fan sector and a consensus developed to implement lean manufacturing in pilot companies to demonstrate the productivity impact. However, to build sustainable capacity it was agreed that local master trainers will be trained in lean manufacturing. It was also agreed that these trainers whereas should predominantly be coming from or based NPO it was essential to include trainers from TEVTA, TUSDEC and SMEDA.

A three day course on lean manufacturing to train master trainers was developed by Dr. Mike Dillon (International Expert in Value Addition and Productivity), Professor John Heap (International Expert in Lean Manufacturing) and Mr. Usman Khan (Programme Officer Benchmarking & Monitoring). The course was successfully delivered by the three experts in Lahore from 03-05 May 2012. A total of 25 master trainers were trained in lean manufacturing.

The list of the individuals trained in provided below:

Sr. No.	Name	Organization
1.	Nisar-ul-Haq Asadi	NPO
2.	Nabeel Afzaal	NPO
3.	Muhammad Hamayun	Haier Group
4.	Muhammad Bashir Tahir	TEVTA
5.	Muhammad Mubeen Puri	NPO
6.	Khurram Waqas Malik	TUSDEC
7.	Fauzan Muhammad	SMEDA
8.	Engineer Waheed Piracha	TEVTA
9.	Malik Izhar	Star Co–Fan Industry
10.	Kashif Afzal	NPO
11.	Iftikhar Ali	NPO
12.	Asad Fawad	NPO
13.	Abdul Qayuum	NPO
14.	Aftab Khan	NPO
15.	Adnan Faheem	NPO
16.	Hammad Altaf	NPO
17.	Ali Ahsan	NPO
18.	Sajid Siddiq	NPO
19.	Anwar Hafeez	NPO
20.	Saba Taj Anwar	NPO
21.	Hajrah Qureshi	NPO
22.	Sarfraz Khan	NPO
23.	Muhammad Mubeen Puri	NPO
24.	Muhammad Ali	TUSDEC
25.	Muhammad Kamran	NUST

All the participants were provided with certificates on successful completion of the course. In order to expose the master trainers to the field application of lean, 8 master trainers were selected based on their performance in the course and availability to spend 4 additional days in fan factories in Gujrat. This experience was essential for the newly trained master trainers to apply their learned skills in the field.

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

As a result of the analysis conducted using the Competitiveness Benchmarking system (CBS) it was identified that cutlery sector of Wazirabad can greatly benefit from improvement in technology at the polishing stage. Currently, the polishing stage is the longest, requires the most number of workers, is inefficient, is environmentally harmful especially to worker health and causes the maximum number of injuries at work place (health and safety). Through the benchmarking exercise it was identified that two newer technologies could replace the existing process of polishing in the industry. The two processes include 'vibrator polish machines' and 'roller polish machines'. The vibrator polish machines use water based techniques to polish cutlery and is completely environment friendly and has 'zero' risk of worker injury. This equipment is ideal for the cutlery and tableware manufacturers. On the other hand the roller polish machine is similar in technology employed in China and is much safer than current techniques and is less hazardous to worker health. This sort of technology works better for knives and dagger manufacturers.

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

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

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

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

The International Expert in Lean Manufacturing visited all the selected companies in fan and the cutlery sector to finalise the identified interventions through the sector benchmarking process. Through these interventions the first major activity identified was the implementation of lean manufacturing in a pilot company. Khurshid Fan was selected as a pilot model to implement the lean approach. Several meetings were held with the management of the factory to inform them about lean manufacturing and the potential changes that they can make to their factory floor to implement some degree of lean.

In order to implement Lean Manufacturing it was also found necessary that the workers are also trained in basics of lean application. A four day course on lean manufacturing for workers of fan factory was developed by Dr. Mike Dillon (International Expert in Value Addition and Productivity), Professor John Heap (International Expert in Lean Manufacturing) and Mr. Usman Khan (Programme Officer Benchmarking & Monitoring). The course was successfully conducted from 07-10 May and around 60 workers from 4 fan factories were trained. 8 of the master trainers trained in lean manufacturing were also involved in conducting this training course at the factory. All the trainees received certification confirming their completion of the lean manufacturing course.

The training course had both theoretical and practical aspects. Under the practical aspects the lean master trainers and workers worked on various aspects of the production lines and tried to come up with improvements on the factory floor. A total 15 improvements were identified as a result of this activity. The improvements included shortening of goods movement on factory floor, change in paint rods, mechanism for testing at packing stage, improvements suggested in inventory shortage, health and safety improvements and lighting and floor layouts including placement of machinery. These improvements were then presented to the management and their concurrence was taken on things they will implement and the timeline of implementation was agreed. It was also agreed that the master trainers will keep a follow to measure the changes made and impact.

In the surgical sector the programme worked with CBI Netherlands to develop a road map to jointly implement CSR improvements in the surgical sector. Surgical sector is a major exporting industry of Pakistan, however, it fared negative publicity at hand of a BBC documentary showing poor working conditions. UNIDO under the TRTA II along with NPO was conducting the productivity benchmarking exercise in the surgical sector. CBI was in process of designing the second phase of their support to surgical sector on CSR. UNIDO under TRTA II joined hands with CBI to work jointly.

22 companies have been identified that will be trained in CSR related areas and will be the model companies for remainder of the sector to take lead from. The Surgical Association of Pakistan, which is the third partner in CSR related work stream, identified the companies. A first training session with these 22 companies was held on 14-16 March 2013. During this training the companies were introduced to protocols of CSR and were asked to develop a CSR strategy for their company.

In the fan sector, TRTA II programme conducted o key activities. Firstly, TRTA II programme identified three further factories to implement lean manufacturing. The experts for this exercise will be provided by NPO out of the pool of master trainers that were trained under TRTA II last year in July. The companies have been selected on the basis of their commitment and investment in infrastructure.

In the cutlery sector, the programme held meeting with Cutlery Association to initiate the process of technology acquisition. The Cutlery Association identified four companies for provision of pilot technology to upgrade the polishing section. Several visits were made and options for technology were identified. The companies selected agreed that this activity will be on the cost-sharing basis and the factories will freely allow demonstration to the sector for replication.

2.3.2.2 Strengthening the Capacity of Public Agencies to Enhance Competitiveness

National Productivity Organisation (NPO) was assisted in developing a survey instrument to assess the productivity results in the garments sector. NPO was awarded a project by Ministry of Textiles through competitive bidding to conduct productivity benchmarking of the textile sector. NPO in its proposal made use of the Competiveness Benchmarking System (CBS) tool to enhance its profile to win the bid. The TRTA II national experts assisted NPO in refining the survey instruments to conduct the project based on its parameters.

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2.3.2.3 Industry – Academia Linkage

Another critical weakness identified in the fan sector as result of benchmarking was the outdated electrical and mechanical techniques. The industry is still using outdated techniques and there has been no active research and development despite the existence of fan Development Institute. UNIDO under the programme introduced the issues of the fan industry with the mechanical department of National University of Science & Technology (NUST). NUST showed its extreme interest to work on the issues of the fan industry. UNIDO has facilitated the meetings between NUST and fan industry and will keep a follow up to trigger positive changes out of this marriage.

2.3.2.4 Upgrading the approach for delivery of vocational and technical skills

Meetings were held with the higher management of TEVTA Punjab and the concept of benchmarking for skills gaps and the idea of lean manufacturing was presented to them. A concept paper was also prepared for TEVTA to capture a new approach to providing skills training. The approach focused on mechanisms to improve TEVTA's linkage with industry and also on improving the credibility of TEVTA with the private sector so they see TEVTA as a value adding partner. More work will be carried out in finalising the approach with TEVTA.

2.3.2.5 Improving compliance and competitiveness in the fisheries sector

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

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

NESPAK has now engaged the services of the Institute of Business Administration (IBA) Karachi to develop the business plan for the establishment of Business Park at the Korangi harbour. Moreover, for the fisheries related inputs for the preparation of pre-feasibility study for the up gradation of Korangi harbour as alternate landing site and national expert has also been engaged.

- **Fisheries Value Addition**

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

To make these selected technologies sustainable, the introduction however needed a systematic feasibility study so as to convince the private sector investor that such initiative are both economically and technically feasible under the umbrella of value addition in fish processing sector of Pakistan. The report has been developed by the TRTA II Programme International Experts explaining viability for two of the selected options.

- **Training of Master Trainers of Balochistan Fisheries Department for training of Fisherman**

Based on the discussions with UNIDO international experts with various stakeholders it was agreed to use the resources available with the fishery department to both support the development of the master fishermen programme and the delivery of the course along the coast. Further their extension role included the support for vessel maintenance, safety and education.

After a series of in-depth meetings held by international and national experts with fishermen, boat navigational staff, fishermen cooperative society representatives, and representatives of the Government of Balochistan the TRTA II team has finalized a plan with the Fisheries Department, Government of Balochistan for development of the Code Of Practice and its delivery to the 1000 Fishermen of Baluchistan that will enable them to earn more income from their current catches and help reduce their poverty level . The TRTAII programme will be supporting a group of 10 fishery extension staff of Baluchistan Fisheries Department as Master trainers in foreign institution with repute, at Assistant Director level to join the project and support the development of the Code Of Practice (COP) and its delivery to the 1000 Fishermen of Balochistan. The master trainers will be trained, by the September 2012 at the latest, through hand-on training in a country with a coast and aiming at to drive the delivery and piloting of the COP to 1000 fishermen in year. After the training of the fishermen, their income is to be measured for income growth registered through a set of agreed parameters through the following set of activities to be followed under this programme:

- Master trainers would receive wider training programme to enable up gradation to modern systems on small vessels
- Trainers to be trained about registration system for compliant crews and vessels to be considered
- Training group to support the creation of the base code of practice including the review of previous UNIDO Code and current law
- Focus of code is on added value and would include icing, holds, boxes and handling on board vessel
- Master trainers will compulsorily take part in pilot training of fishermen in selected areas of Balochistan
- Each master trainer will mandated to deliver training programme to 100 fishermen each
- Scope of COP for small and medium vessels to be included

A benchmarking assessment was done of the fish processing industry of Pakistan by the international expert on benchmarking so as to benchmark points during processing where improvement can be brought about by interventions leading to increased productivity and subsequent increase in profits at the relevant processing plant. The assessment revealed that the current profile of the processing plants in Pakistan are largely based on product freezing and chilling only and per se there is no processing of the fish into products cooked, semi-cooked, ready to cook or processed fish, hence, at this point in time the benchmarking for enhanced productivity at processing plant level was not possible.

The options for going into value added products for export markets were comprehensively assessed by the International Expert along with the PMO team in consultation with all relevant stakeholders including Fisheries Association. The International expert also provided advice and guidance to the fish processors on specific value added product of their interest along with developing market connectivity for these added value products in international markets including possibilities of joint ventures.

Various renowned international fisheries centre including Southeast Asia Fisheries Development Centre (SEAFDEC) World Fish Centre (WFC), Shanghai University of Marine Sciences, Tokyo university of Fisheries, Network of Aquaculture Asia Pacific Centre in Asia (NACA), Centre for Resource Management Auckland (CRM) were requested to send their expression of interest for conducting master trainers course as per the TORs specifically developed by International expert in consultation with Government of Balochistan Fisheries Department so as to enhance the capacity of the Fisheries Officers to train fishermen of the coastal region, The Tokyo university and CRM showed their interest. The university finally responded that at this stage in time, they are unable to cater to the needs under the TOR. Likewise, did the CRM. Recently the IE has indicated that Grimsby Institute of UK potentially can take up this assignment as they have the capacity for undertaking such training.

2.3.2.6 Improving competitiveness and productivity of the horticulture sector

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

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

A meeting for the Development of Manual/Code of Practice and Pilot Implementation in Kinnow Sector was held at Pakistan Horticulture Development and Export Company, Chief Executive Officer PHDEC Mr. Bashir Hussain Chaired the meeting. The meeting was attended by the following Farmers, Exporters, Processors, Certification Bodies Agriculture Department, Government of Punjab, Coordinator Supply Chain Project, Government of Punjab, Star Farms, US AID and ASLP. The meeting participants agreed that TRTA II intervention regarding the development of COPs will address the key issues of Kinnow Supply Chain and as a result there be an increase in trade. A similar meeting was held for mango sector.

Sub-contract arrangements with the Agriculture Department of the Government of Punjab were finalized to involve the relevant research institutes for the development of Code of Practices (COPs) at farm level in Kinnow & Mango sector. In this regard a meeting was held with Secretary Agriculture Punjab to explain the role of Citrus Research Institute (CRI) and Mango Research Station (MRS) for the development of Codes of Practice and obtain his approval.

Contracts were signed with University of Agriculture Faisalabad (UAF) for the development of CoPs at the post harvest level in both kinnow and mango sectors.

International Expert in Good Agriculture Practice Mr. Kit Chan prepared the time bound action plans for UAF, MRS and CRI for the development of COPs. The IE also prepares the format of Milestones and Achievements Report, A Brief Guide in the Organizing and Setting up of a Farmer Field School, Checklist of Farm Operation, Daily Practices Record keeping form, Template Plant Nutrition Analysis, Template for Disease Control Guide.

Separate meetings were held with UAF, CRI and MRS and the draft time bound action plan developed for three institutions was shared with them. All the three institutions agreed to the time bound action plan.

A criterion was developed for selecting Participating Farms and Processing Units in the COP Project. Consultations were held with Kinnow and Mango Growers Associations and Processors for the selection of pilot farms and processing units. Modalities of 4+1 cluster groups with kinnow and mango farmers and the research institutes (CRI & MRS) were finalized. Selection of farms and the Pack House was finalized and contracts were signed with farmers and the Processors/exporters.

The IE in GAP has finalized the modalities of 4+1 cluster groups with kinnow and mango farmers and the research institutes (CRI & MRS), development of the Integrated Pest Management and Integrated Crop Management programs and Advance Warning System for the kinnow and mango farmers is under way.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The IE has given consultancy on the story line for the video filming. The voice-over scripts and the captions have been prepared to be incorporated into the video. The film crew is currently editing and transcribing work on the video. Whereas the 1.5 minutes Video on Mango has been completed.

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

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

In order to develop the detailed Integrated Pest Management (IPM) Program for the Kinnow and Mango Cluster farmers Dr. Ehsan ul Haq, Senior Scientific Officer of the Insectaries-Biological Labs., NARC, has been identified as the contact person in NARC to assist the PMO on TRTA II COP Programme. Dr. Eshan shall write a proposal for the IPM program, detailing the scope and modality of the program. The proposal shall be forwarded to the PMO of TRTA II COP, via the NARC.

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

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

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

2.3.2.7 Improving Consultancy Services and certification of enterprises

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

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

Two 2-days training workshops on CE Marking were organized by TRTA II Programme, one for fans and one for gloves and surgical instruments in Gujrat and Sialkot. More than 40 representatives of manufacturers, associations and public institutions attended the workshop. The manufacturers to be supported under TRTA II programme to obtain the CE marking were selected by established criteria and a questionnaire distributed among the participants. A total of 35 questionnaires, distributed during the seminars, were returned. 26 manufacturers were pre-selected: 8 for fans, 6 for gloves and 12 for surgical instruments.

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

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

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

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

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

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

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

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

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

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

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

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

The screening tests for fans had identified the need for some relatively minor design changes. These were communicated to the manufacturers and measures were put in place to ensure that, prior to send the fans for testing in Europe, the necessary changes are made. Institute of Testing and Certification (ITC), a Czech Notified Body with a branch in Pakistan, had been pre-selected as the Notified Body. A meeting took place with ITC in Lahore and, as a consequence, a financial deal was concluded to the satisfaction of both parties and which, in particular, ensures sustainability of CE marking.

Two candidates Notified Bodies for glove and boot testing had been pre-selected. The best financial offer, combined with the quality of service to be provided, came from SATRA in the UK and, consequently, they have been selected.

The three 'active' fans manufacturers were visited and the necessary improvements to their products were discussed with them. All manufacturers undertook to implement the changes and to re-submit their fans and documentation to PCSIR for final testing. All manufacturers agreed to obtain ROHS-compliant certificates from their component suppliers, to avoid the need for costly hazardous substances testing.

The seminar for Master Trainers has taken place on Monday, 11 February. 12 participants attended the first of the series of trainings and evaluation to be conducted till the end of this project.

2.3.2.8 Development of Business Arrangement along the International Supply Chain

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

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

A focus group with key stakeholders in the Kinnow and Mango sector was organized in November 2012 and January 2013 respectively to discuss practical issues with regard to Trade Corridor implementation and to seek information that would allow the roadmap for the Kinnow Trade Corridor to be finalized. 36 key stakeholders from Kinnow and 25 from Mango participated in the focus group meeting and time bound roadmap for kinnow sectors was finalized.

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

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

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

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

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

The arrangements for the study tour for selected companies from Pakistan's Kinnow and Mango sector together with representatives of various governmental organisations such as TDAP, PHDEC and PITAD was finalized. The detail programme was developed to provide selected processors and exporters with a real life experience of the European market. The participants will visit Netherlands, France and UK covering the whole chain from the import in the port of Rotterdam through to (high end) wholesalers and retailers.

Three international experts have been engaged to organize specific meetings with large retailers, supermarkets and wholesalers in Netherlands, France and UK.

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

One International Expert in Quality Infrastructure and three National Experts in Vietnam, Malaysia and Turkey were fielded to undertake a comparative study on Quality Infrastructure set ups in different countries. The study will offered the basis for a productive discussion at Policy makers' level on the subject during a specific event to be promoted in the next future.

Name of Expert	Country	Post/Activity Area	Duration (Weeks)
Martin Kellermann	South Africa	Quality Infrastructure	4 Weeks
Aziz Manan	Malaysia	Quality Infrastructure	4 Weeks
Le Huong Huong	Vietnam	Quality Infrastructure	4 Weeks
Fezal Akin	Turkey	Quality Infrastructure	4 Weeks

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

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

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

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

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

Name of Expert	Country	Post/Activity Area	Duration (Weeks)	Dates in Field
Richard Collyer	UK	Accreditation of Conformity Assessment Bodies	2 Weeks	10 -25 May 2012
Upali Samarajeewa	Sri Lanka	Laboratory Accreditation	First Mission: 3 weeks	13-23 May 2012
			Second Mission: 2.5 weeks	10-27 July 2012
			Third Mission: 2.5 weeks	5-23 November 2012
			Fourth Mission: 2 weeks	27 Jan- 9 Feb 2013
Subadra Jayasinghe	Sri Lanka	Chemical Testing & Development of Proficiency Testing Scheme	First Mission: 2.5 weeks	10-27 July 2012
			Second Mission: 2.5 weeks	6-24 November 2012
			Third Mission: 2 weeks	27 Jan- 9 Feb 2013
Martin Kellermann	South African	Quality Infrastructure & its Socio-Economic Impact	First Mission: 2 weeks	17-22 September 2012
			Second Mission: 1.5 week	12-22 November 2012

2.3.3.1 Improving and streamline standardization and technical regulations practices

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

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

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

The First TBT/National Coordination Committee (NCC) meeting was held in PSQCA on 19 December 2012. Twenty three (23) participants from all the agencies responsible for development of regulations in Pakistan attended the meeting with overwhelming participation from Balochistan. The committee decided that all participants from provinces will share their existing and recently proposed regulations with National Enquiry Point so as to harmonize the regulations and avoid duplication of work and address contradictions, if any.

2.3.3.2 Traceable national metrology services

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

2.3.3.3 Internationally recognized accredited services

- International Expert for accreditation of Conformity Assessment Bodies (CABs), Richard Collyer was fielded from 10-25 May 2012 to provide technical advice to Pakistan National Accreditation Council (PNAC) with regards to its operations for the accreditation of inspection and certification bodies and to achieve MLA signatory status with PAC/IAF.
- International expert in CABs conducted two one day trainings for the PNAC staff on ISO/IEC 17021 and ISO/IEC 17011 standards in Islamabad. Eight (08) high officials including the Deputy Director General and Director General of PNAC were trained on the above standards.
- One day training workshop on ISO/IEC 17021:2011 Standards on 23 May 2012 was organized in Karachi for the staff of PNAC, Inspection bodies and certification bodies operating in Pakistan. 25 participants representing 15 certification/inspection bodies and public sector organizations including PSQCA and NPO were trained on the said standard.
- Mock audit including thorough review of documentation of PNAC was carried out by the TRTA II international expert in CABs with the objective to identify the GAPS and to propose mitigating measures to address the Non Conformities in order to prepare PNAC prior to the evaluation of IAF/PAC for MLA planned in July 2012.

- TRTA II International expert in CABs and Programme officer also witnessed the two assessment conducted by the PNAC assessors in Karachi for the accreditation of Inspection Bodies. The International Expert in CABs guided and provided advice to the PNAC assessors to improve their inspection capabilities especially with regards to the forth coming evaluation by IAF/PAC for MLA.

2.3.3.4 Support to testing laboratories

- Two international experts were fielded during this reporting period covering 7 missions from May 2012 till February 2013 and they carried out the following activities:
 - Conducted two training workshops in Islamabad and Lahore in July addressing the topics related to sampling, proficiency testing, assessment of laboratories, interpretation of test results and culture maintenance. A total of 70 laboratory staff benefited (40 in Islamabad & 30 in Lahore)
 - Resource persons for the Assessor Course in ISO 17025 conducted by PNAC in November 2012, providing key insight to assessment and laboratory auditing.
 - Testing and PT (EAL lab at NPSL) laboratories were assessed for the progress towards preparation for accreditation.
 - Apart from two institutions and the PT laboratory the progress was satisfactory.
- The IEs have recommended that the programme withdraw its support for the laboratories at the Animal Quarantine Department (Karachi) and Department of Plant Protection (Karachi) as negligible progress has been made over the past 2 years by the laboratory staff in developing their quality and technical manuals, recruitment of staff at DPP to carry out the specified activities and renovation work at AQD.
- The PT laboratory to be setup at the EAL in NPSL has also shown very little progress based on the roadmap of activities proposed by the IE in March 2011. Hence the following recommendations were made to UNIDO and Government of Pakistan by the IE during her mission in January.
- Identification of suitable study tour for beneficiaries in laboratories to receive training aboard
- Laboratories working under the aegis of the Punjab Food Authority visited and their technical capabilities assessed
- Dioxin, PCB, POP and trace metal testing facilities/capabilities of PCSIR, Karachi assessed with the purpose of providing the MFD the necessary testing services as required by the EU for lifting of ban on fisheries
- Investigate the issues related to EAL in working towards developing to be a PT provider and if the situation requires source an alternate laboratory that could serve as a PT provider.

- Corporate with PMO in establishing PT laboratory in Pakistan by solving any issues hindering EAL in proceeding with establishment of this facility or identify alternate laboratory facilities.
- A separate location has now been identified at NPSL to locate the PT laboratory; however the allocated area of two rooms (app. 650 sq ft) is not sufficient for the purpose and the DG-NPSL agreed to allocate more space consisting of five rooms of approximately 1700 sq. ft.
- The Pakistan National Accreditation Council (PNAC) through the support of the TRTA II programme conducted two ISO 17025 Assessor courses in November and December 2012 to strengthen the by testing and calibration services. Thirty-five participants benefited from this course and 23 successfully completed the course and have been added to PNAC's list of external assessors.
- With respect to testing of environmental parameters for the fisheries products as required by the EU, the Programme fielded an International Expert to assess the dioxin, PCB and PAH testing facilities at PCSIR Karachi. Based on the recommendations, the PCSIR has now established a state-of-the art Dioxin, PCB, PHA and heavy metal testing facility at Karachi. Now Pakistan can provide internationally recognized testing services in the area of environmental parameters not only for fisheries products, but other food items as well.

2.4 Study Tour/Training sponsored under Component 2

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

TRTA II programme supported the following official from PNAC to attend the Conformity Assessment Workshop for Asian developing economies, Dhaka, Bangladesh, from 1-2 February 2012:

Sr. No.	Name	Designation	Organisation
1.	Engr. Najamuddin	Deputy Director General	Pakistan National Accreditation Council (PNAC)

A study tour for the following official was organised to attend the IAF-ILAC 2012 Joint Annual Meetings from 28 April to 2nd May 2012 in Germany.

Sr. No	Name	Designation	Organisation
1.	Anjum Bashir	Director General	Pakistan National Accreditation Council (PNAC)

The objectives to support the participation of PNAC officials in the above meetings mentioned in point IX and X are:

- To Achieve MLA signatory status of PNAC with IAF/PAC and sustain MRA signatory status with ILAC/APLAC
- To acquire knowledge and information regarding latest approaches and strategies related to accreditation
- To develop Pakistan's international links within a network of professionals/experts from other accreditation bodies

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

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

Outcome:

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

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

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

Name	Designation	Department/Organization	Date/Venue
Mr. Irfan Rabbani	<ul style="list-style-type: none"> • Chief Engineer/ • Technical Manager 	Electrical Measurement & Testing Laboratory (EMTL) PCSIR Laboratories Complex, Ferozpur Road, Lahore	Training for Testing of Compact Fluorescent Lamps, LED Lamps, Tubular Fluorescent Lamps, AC supplied Electronic Ballasts and Luminaries
Mr. M. Azhar	Senior Scientific Officer/ Quality Manager		Training for Testing of switches (IEC 60669-1) Sockets and Plugs (IEC 60884-1 including specific requirement of BS-1363 and BS-546)
			17-21 September 2012 TUV SUD PSB Pte. Ltd. Singapore

Outcome:

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

2.4.3 Study Tour of PSQCA Staff sponsored under TRTA II Programme

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

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

Outcome:

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

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

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

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

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

Outcome:

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

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

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

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

Outcome:

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

2.4.6 Study Tour/Training of Laboratory Staff at ITI Sri Lanka sponsored under TRTA II Programme

Name	Designation	Department/ Organization	Date/Venue
Dr. Sikandar Hayat	Director/Quality Man	Fisheries Quality Control Laboratory	Venue: Industrial Technology Institute Sri Lanka Dates: 18-29 March 2013
Mr. Asif Ali	Assistant Director Fis (Microbiology)	Fisheries Research and Training Institute Lahore	
Mr. Tariq Mehmood	Assistant Director Fisheries (Microbiology)		
Mr. Farid Ullah Khan	(Microbiology, Quality Manager		
Dr. Arshad Hussain	Technical Manager)	PCSIR Laboratories Complex	

Ms. Shadab Gul	Assistant Director Laboratories	Peshawar	
Mr. Zia Ur Rehman	Analyst (Microbiology)		
Mr. Ayaz Khurram	Public Analyst		
Mr. Ayaz Khurram	Public Analyst	Punjab Food Authority (PFA) Lahore	
Ms. Shadab Gul	Assistant Director Laboratories		

Outcome:

- Quality Managers will have the working knowledge of how to implement a Quality Management System in their respective laboratories
- Technical Managers will receive hands-on training in latest/relevant microbiology techniques which they will be able to duplicate in their laboratories
- This capacity building will enable the laboratory to be better placed to apply for accreditation having fulfilled the basic requirements of the ISO 17025

2.5 Component 3: Strengthening of the Intellectual Property Rights System

2.5.1 Strengthened IP Institutions

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

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

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

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

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

An international expert on Collective Management Organizations (CMOs) undertook a mission to Pakistan from 5 to 11 March 2012. Consultations were held with officials and stakeholders on CMO related initiatives in the country and relevant economic data was collected. An updated paper on the “Establishment of a Collective Management Organization (CMO) in Pakistan” was prepared by the assigned international expert. It was reviewed and finalized by WIPO and shared with IPO-Pakistan in November 2012.

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

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

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

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

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

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

2.5.2 Strengthened IP Legislation and Policy Framework

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

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

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

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

Sr. No.	Name	Designation	Organization
1	Mr. Sabir Gul Khattak	Controller Patents, Patent Office, Karachi	IPO Pakistan
2	Mr. Suhail Javaid Chuadhary	Patent Examiner, Patent Office, Karachi	IPO Pakistan
3	Mrs. Nadia Zubair Shah	Deputy Director, Islamabad	IPO Pakistan
4	Mrs. Shakra Khurshid	Assistant Director, Islamabad	IPO-Pakistan
5	Mr. Hasan Irfan Khan	Advocate Supreme Court, Lahore	Irfan & Irfan, Attorneys-At-Law

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

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

2.5.3 Improved Enforcement of IPRs

A Colloquium on IPR Enforcement was organized from 26 to 27 September 2012 at the WIPO Singapore Office. It was attended by 18 participants from Pakistan including 15 judges, mainly district and session courts judges, from all over Pakistan. Senior officials from the Federal Judicial Academy and IPO Pakistan also participated in the Colloquium. The discussions were led by WIPO experts, senior judges from South Africa and Singapore, representative from a Singaporean law firm and an expert from Pakistan. The Colloquium participants included:

Sr. No.	Name	Designation	Organization
1	Mr. Sajjad Ahmad	Director General	IPO Pakistan
2	Mr. Hamid Javaid Awan	Director	IPO Pakistan

3	Mr. Parvaiz Chawla	Director General	Federal Judicial Academy
4	Mrs. Rashida Asad	District and Sessions Judge, Special Judge Anti-Corruption	Sindh High Court
5	Mr. Muhammad Azam	District and Sessions Judge, Bhakkar	Lahore High Court
6	Mrs. Uzma Akhtar Chughtai	Presiding Officer	Child Protection Welfare Bureau
7	Ms. Sher Bano Karim	District and Sessions Judge	Sindh High Court
8	Mr. Ameer Muhammad Khan	Special Judge Anti-Corruption	Rawalpindi High Court
9	Mr. Muhammad Ayub Khan	District and Sessions Judge, Swat	Peshawar High Court
10	Mr. Rashid Mehmood	District and Sessions Judge, Quetta	Balochistan High Court
11	Mr. Sohail Nasir	District and Sessions Judge / Registrar	Lahore High Court
12	Mr. Shahid Rafique	District and Sessions Judge, Jhang	Lahore High Court
13	Mr. Abdul Sattar	Member Inspection Team	Lahore High Court
14	Mr. Munawar Ahmed Shahwani	District and Sessions Judge, Khuzdar	Balochistan District Court
15	Mr. Saeed Ahmed Sheikh	District Public Prosecutor	Punjab Public Prosecution Service
16	Mr. Subhan Sher	District and Sessions Judge/ Registrar	Peshawar High Court
17	Mr. Fahim Ahmed Siddiqui	District and Sessions Judge, Member Inspection Team	Sindh High Court
18	Mr. Abdul Ghani Soomro	District and Sessions Judge, Larkhana	Sindh High Court
	Speakers		
	Ms. Louise van Greunen, Director, WIPO		
	Hon Justice Louis Harms, South Africa		
	Hon Justice Lee Seiu Kin, Singapore		
	Ms. Sheena Jacob, Partner, Bird & Bird law firm, Singapore		
	Mr. Muhammad Majid Bashir, Attorney at Law, Pakistan		

2.5.4 Increased Use of IP by Business/Research Institutions

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

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

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

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

A draft paper was prepared in November 2012 by an international expert on branding options for a selected horticultural product (e.g. kinnow) through the use of marks and geographical indications (GIs). The draft paper was reviewed by WIPO and shared with IPO Pakistan in March 2013. The assigned international and national experts for this activity are listed below.

	Name	Designation	Organization
1	Mr. Peter Damary	GI Expert and Trainer	REDD SA, Switzerland
2	Mr. Nasir Rafique	Chief WTO and Project Director of Registration of GIs	Industries, Commerce & Investment Department, Government of Punjab, Lahore, Pakistan

An international expert undertook a mission to Islamabad from February 27 to 28, 2013 to hold consultations with national education and IP authorities for development of an IP curriculum for use by universities in Pakistan for short IP courses in business and engineering schools, and more comprehensive IP courses for law schools. The assigned international and national experts for this activity are listed below.

	Name	Designation	Organization
1	Dr. Henning Grosse Ruse-Khan	Senior Research Fellow	Max Planck Institute for Intellectual Property and Competition Law
2	Mr. Majid Bashir	Attorney at Law	Pakistan

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

2.6 Implementation Monitoring & Impact Assessment

The quarterly monitoring of the programme continued in efforts led by PITAD. The monitoring reports are presented separately by PITAD at the PSC meeting.

International Expert Professor Spencer Henson has been engaged to design the overall impact assessment scheme for TRAT II. The presentation of the first draft will be made during the fourth PSC meeting.

3 Key Achievements

3.1 Component 1: Trade Policy Capacity Building

3.1.1 Equipment for PITAD in 2012/2013

The second and third annual assessment of PITAD was carried out for providing equipment to PITAD to enable it to conduct training and research according to international standards. The agreed equipment was analyzed and procured through TRTA II/UNDP in 2012. The request for equipment for 2013 will be analyzed and purchased through the same process.

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

An assessment of books for providing to PITAD library was completed in collaboration with WTI, PITAD and ITC. The agreed books were procured and provided to PITAD.

Similarly, the library resources of PITAD were analysed and it was considered necessary to upgrade PITAD's library. First tranche for 2013 of the agreed books on international trade and trade related research have been provided to PITAD during February and another list of books is under procurement through ITC library for provision to PITAD.

3.1.3 Five completed modules upgraded in 2011 accredited by WTI

During 2011, the collaboration between PITAD and WTI resulted in the completion of five training modules; these five modules have been accredited by WTI for a joint WTI-PITAD certificate course on International Trade Law and Commercial Diplomacy". A further module on Techniques of International Trade Negotiations has been completed and accredited by WTI in 2012.

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

Seven trade policy areas were selected by PITAD and WTI during the visit of DG PITAD to WTI for module preparation during 2012. Similarly, a document outlining policies and procedures for module development during 2012 were also agreed. Seven master trainers

were selected by PITAD and partner seven mentors selected by WTI for individually assisted collaboration for module development.

3.1.5 Thirteen modules completed by 2013: Twelve accredited by WTI

The collaboration between mentors and master trainers resulted into the completion of seven modules for 2012 of which four have been accredited by WTI for joint WTI-PITAD certificate. Thus thirteen modules have been completed so far out of which 10 modules have been accredited by WTI for joint certificate course on International Trade Law and Commercial Diplomacy.

The collaboration between PITAD selected master trainers and WTI selected mentors resulted in the completion and accreditation of two more training modules during the reported period which makes the total number of completed modules as 13 and those accredited by WTI for joint certificate at 12.

3.1.6 Three weeks training of Mater Trainers held

A three weeks training was organized in Aug-Sep 2012 for the 7 Master Trainees at WTI, Bern. The Master Trainers to have face to face interaction with their mentors, learned pedagogical methods and other aspects of their modules through collaborative lecturing with their mentors.

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

The WTI-PITAD jointly developed and WTI accredited modules were delivered to the 35 trainee officers of Commerce and Trade group at PITAD and they were awarded a joint WTI-PITAD Certificate on International Trade Law and Commercial Diplomacy.

3.1.8 Training on Trade in Agriculture conducted (2012)

A two days training on Trade in Agriculture was conducted at PITAD with technical support from the WTI on 6-7 March 2012. The master trainer trained under Component 1 delivered the lectures with support from his mentor from WTI through videoconference. 31 officers and researchers were trained on the implications of trade in Agriculture and related SPS regime.

3.1.9 Training on Economics and Policy of NTMs conducted

A two day's training course on Economics and Policy of NTMs was conducted at PITAD on 10-11 October 2012 with technical assistance from WTI. The master trainer was trained under Component 1 who delivered lectures with the support of his mentor from WTI through video conference. 26 officers and researchers from various ministries and provincial departments attended the training.

3.1.10 Training on Trade and Investment conducted

A two day's training course on Trade and Investment was conducted at PITAD on 13-14 November 2012 with technical assistance from the WTI. A master trainer from TDAP who was trained under Component 1 on the subject delivered the training with support from his mentor from WTI through videoconference. 28 officers and researchers from Federal government ministries and provincial Departments benefitted from the training.

3.1.11 Second meeting of the PPDSC held

The second meeting of the PPDSC took place on 7 May 2012 at Islamabad in which the two policy recommendation papers emanating from the two PPDs were approved. Additionally, topics for PPDs during 2012 along with topics for research studies were selected. Supervisory Committees for the PPDs were established.

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

A PPD on Enhancing Competitiveness and Export Potential of Livestock and Dairy Sectors was organized at Lahore on 29 November 2012 with 133 participants in association with the Lahore Chamber of Commerce and Industry, TDAP Lahore, Punjab Department of Commerce, Industry and Investment and Punjab Department of Livestock and Dairy Development. The PPD was a main climax of extensive prior preparations- which included issue identification; raising awareness on the issues to stakeholders and their opportunity to be involved informing policy options and; an evidenced based and stakeholder drive consultation research process.

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

A PPD on Policy Reform to Enhance Competitiveness and Export Potential in qualified sectors to Europe was organized at Karachi on 20 December 2012 with 126 participants in association with the Karachi Chamber of Commerce and Industry and Sindh Department of Commerce. The PPD was a main climax of extensive prior preparations- which included issue identification; raising awareness on the issues to stakeholders and their opportunity to be involved informing policy options and; an evidenced based and stakeholder drive consultation research process.

3.1.14 Two policy recommendation papers submitted to the Government

Two policy recommendation papers; one on enhancing Pakistan's exports in Professional, Computer Related and Transport Services and the other on Enhancing Exports of Textile Made-ups and Light Engineering to the ECO countries were submitted to the Government for consideration and potential implementation.

3.1.15 Training on Intellectual Property Rights conducted (training no 6)

A two days training on Intellectual property Rights was conducted at Lahore on 11-12 March 2013 in association with Department of Industries, Commerce and Investment Department Punjab and IPO Pakistan. The training was attended by 52 participants. The Participants benefitted from the expertise and points of view of resource persons from four different perspectives: local and international training institutes (PITAD and WTI), the public sector (the Intellectual Property Organization of Pakistan) and the private sector (the Pakistan Basmati Growers Association).

3.1.16 PITAD perceived as a centre of excellence:

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

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

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

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

3.1.17 One week training course for STP trainees at WTI initiated

Arrangements for a one week training course for the four STP trainee officers of PITAD have been initiated in association with WTI and PITAD. The training will take place in August 2013 which will cover Economics and Politics of Preferential Trade Agreements.

3.1.18 Third meeting of the PPDSOC organized

Third meeting of the PPDSOC took place in the Committee room of Ministry of Commerce under the co-chairmanship of Additional Secretary Commerce and DG PITAD on 7 March 2013. During the meetings PPDSOC provided policy guidelines on the PPDs to be conducted and the attendant trade policy research in addition to formulation of Executive Committees to supervise the process when PPDSOC is not in session. The PPDSOC also approved the recommendations emanating from the consultation process held during 2012

for submission to the government. Topics for eight research studies and six PPDs were selected by PPDSOC for conducting during 2013.

3.1.19 Completion of research studies

Five research studies initiated during 2012 were completed and successfully presented during the three PPDs held in 2012 and early January 2013. Last two studies of 2012 were completed in January 2013. Those studies were edited and formatted and are being finalized for printing and wide dissemination. Completion of those research studies make the total number of studies completed and internationally peer reviewed to nine.

3.1.20 PPD on Enhancing Competitiveness and Export Potential for Trade with India in light of the Improved Trade Relations and Full Implementation of SAFTA” (PPD. 5)

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

3.1.21 Policy recommendation papers submitted to the Government

The five policy recommendation papers which resulted from the public private consultative mechanism were presented in the meeting of PPDSOC held on 07 March 2013. After the approval by PPDSOC, the papers were formally submitted to Ministry of Commerce for consideration and potential implementation.

Similarly, the two policy recommendation papers resulting from the PPD mechanism had been submitted to the government for potential implementation which was followed by rigorous advocacy for their inclusion in government policies. For example, this included the proposal contained in the policy papers were presented to the committees established at the MOC for preparation of STPF 2012-15 for their consideration and potential inclusion in the STPF. A number of policy recommendations emanating from the PPDs held during 2011 were included by the government in the STPF 2012-15 which was announced in January 2013. Some of those initiatives are listed below:

- The STPF is focused on Regional trade including ECO countries as suggested by the PPD on trade with ECO countries
- Under the land port authority entry points would be transformed into integrated check points under an integrated complex. For this purpose infrastructure facilities would be upgraded where needed.
- Establishment of Services Trade Development Council

- Setting up of task force for facilitating development of E-Commerce
- Strengthening of training and product development Institutes
- Overhaul trade offices abroad Trade officers manual would be updated
- Encouraging opening of retail outlets (PPD suggested opening of display centers)
- Marketing development assistance for regional countries (Market research, support to non-traditional exports and support to marketing efforts of private sector etc.)
- Strengthening of research and out-reach capacity of women chamber of Commerce (PPDs proposed strengthening of research and out-reach capacity of selected chambers of commerce and Industry)

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

S. N	Monitoring variable	Definition	Targets for 2013	Progress
1	Strengthening of PITAD's institutional capacity	Assessment of PITAD's technical materials and publications and procurement of the required items	Third Annual assessments	Third annual assessments of books and equipment completed and the agreed books and equipment are being procured
2	Training rate for PITAD (trainers and researchers) and LUMS, IBA, TDAP (researchers) staff	No. of trade policy officers graduating (exam based testing) from PITAD LUMS, IBA and TDAP	Target already achieved	Target already achieved. 14 (7+7) officials trained already
3	Trade policy research capacity	No. of trade policy research projects produced by LUMS, IBA, and TDAP which are deemed to be of high standard through peer review mechanism	Target already achieved	Target already achieved. 2 + 3 completed and internationally accredited
4	Trade policy course development	No. of PITAD's trade policy modules and research projects developed/enhanced and judged to be of a high	Target already achieved	Target already achieved. 3+4 Completed and internationally accredited

		standard by external review		
5	Short training course given by PITAD to government officers	No. of short training (2 to 3 days) given by PITAD to government officers	1	6 trainings have been completed- Programme targets achieved. Sixth training held in March 2013
6	Local institutions rate of research studies for PPDs	No. of research studies carried out and are approved through peer review mechanism	5	Eight research studies initiated
7	Series of public-private dialogues	No. of PPDs held	4	Preparations initiated for six PPDs in 2013.

3.2 Component 2: Export Development through Improvement of Quality Infrastructure

3.2.1 Component 2.1: Strengthening SPS Management System

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

TRTA II intervention has created significant awareness on SPS issues where very limited knowledge and capacity existed before and has also contributed towards the development of national level legislation and structure. The draft NAPHIS Bill has been further refined and shared with wider set of stakeholders to develop awareness and generate feedback and discussion on the area. Moreover, as a result of TRTA II interventions linkage between work done at the provincial level and at the federal level has been established. TRTA II acts as an important bridge between the two a support that was necessarily required in wake of the 18th Amendment.

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

3.2.1.2 Resumption of Fish export to EU

The European Union aloud two processing companies to resume fish and fisheries export to EU from March 2013 after accepting the guarantees provided by the MFD (CA).

The Secretary Food Department and the Director General of the Punjab Food Authority agreed an ACTION PLAN for the PFA on 23 February 2013.

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

The inception phase of the TRTA II programme also identified that the food inspectors in the country were not properly equipped to conduct their duties. As a result of TRTA II around 200 inspectors will be equipped and this will result in better capacity to monitor implementation of food laws.

There was no robust standard academic/ training course in the country to train food inspectors. In its efforts to establish the overall SPS management system TRTA II realized that it was necessary to have professionally trained food inspectors. As a result of efforts made under the TRTA II programme there now exists complete syllabus and book lists for the Post Graduate Diploma Course in Food Safety and Controls and agreement from three national universities to offer them as standard courses from September 2012.

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

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

REHIS has been provided all the relevant documents to initiate accreditation procedures for the PGDC in Food Safety & Controls be accredited.

3.2.1.5 Strengthening of SPS inspection system in the Provinces

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

The Working Group for Codes of Conduct and Ethics for the Members of the Punjab Food Authority and the Food Safety Officers agreed, on 28 February 2013, that the Codes be remitted to the TRTA II officers to produce a draft Rule by the end of May 2013.

The Working Groups for Official Controls and Food Labelling met on 2 March and agreed to meet again before the end of April 2013. The 2nd meeting would consider an agenda to be prepared by the UNIDO Consultant Lawyer on the legal steps and priorities required to harmonise the Provincial, Federal and EU laws in relation to Official Controls and Food Labelling.

The Workshops in Lahore on 2 March and in Islamabad on 5 March endorsed the ACTION PLAN for the Punjab Food Authority and also agreed that there was an urgent need for the NAPHS Bill to be enacted.

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

3.2.2.1 Capacity of NPO and other agencies built

NPO Pakistan was a relatively new entity struggling to make its presence in the public sector and the private sector. The surveys conducted by UNIDO during the inception phase of the TRTA II demonstrated that less than 5 per cent of the firms in fan, cutlery, surgical, sports goods and textile sectors had heard about NPO. Now, only after a year and a half of TRTA II implementation NPO is not only well known among local industrial sectors but is also recognised by various international agencies as a lead productivity organisation in Pakistan.

3.2.2.2 IT equipment provided to NPO being used in the field

With the provision of CBS tool and its related IT equipment NPO has further established its role as a key agency to conduct sector benchmarking in Pakistan. This is demonstrated through NPO's replication of sector benchmarking in the surgical sector. The equipment provided under TRTA II is already under effective use.

3.2.2.3 Master trainers in lean manufacturing provided

Lean manufacturing is the key to improving productive efficiency on factory floors. NPO and other industry related agencies in Pakistan had no capacity to implement and monitor lean productivity for manufacturing sectors. TRTA II has been able to create this capacity by training and certifying 25 master trainers in the field of lean manufacturing. These trainers will be available to NPO which can use these trainers to run lean manufacturing in any sector in Pakistan. Eight of the 25 trainers trained have already demonstrated their expertise by working in fan factory in Gujrat. NPO can now run further training programmes to train workers, factory owners and employees of related agencies in lean manufacturing. Moreover, this trained pool of master trainers can help NPO implement recommendations that come out of the further sectoral benchmarking work that NPO conducts.

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

The Ministry of Textile, Government of Pakistan has recently launched a mega scale project to measure productivity of the garments industry. Garments industry offers employment to highest number of workers, out of which over 50% are women, in the manufacturing sectors and adds the maximum value in the textile sector of the country. NPO has been selected after a competitive process by the ministry to conduct this exercise using the UNIDO CBS tool provided under TRTA II. This is a major recognition of NPO by the Government of Pakistan.

3.2.2.5 Technology Improvements in the Cutlery Sector

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

3.2.2.6 Productivity improved in the fan sector

- Fan manufacturing time reduced from 6 days to one day reducing working capital requirement by around Rupees 5 million
- 50% time saving on paint drying process
- 80% time saving on packaging and final testing stage

The benchmarking study conducted under the TRTA II identified that fan production is held in batches and one model normally takes 6 – 7 days to pack. The current process was

that each worker was working on a single process and his entire daily production got shifted to the next process the following day. This implies that at each stage of production stock amounting to the size of the entire batch (varying between 400 – 900) was left over night. And each piece / part of the fan would stay on the floor for seven days. This converts to material worth Rupees 5-6 million left on floor overnight every night. Using a simple lean manufacturing technique TRTA II programme introduced movable trolleys and trained the workers to break down their production batch to 25 pieces. In other words, each worker now works on 25 pieces and shifts the stock ahead. By making this change we were able to completely eliminate the unfinished stock. The piece that gets into processing in the morning is packed as final product. Once widely replicated the above TRTA II intervention can change the entire dynamics and scale of the Pakistani fan industry.

The design modification in the paint section was the other major success achieved. The modification allows the fan motors and rods to be painted and dried simultaneously hence reducing the production time to half and also cutting the heating costs by half. This is again a major achievement under TRTA II.

The packing section was the slowest mover and was dragging down performance in pilot factory where we implemented lean manufacturing. Now, a simple design modification had reduced the packing time by 80% and this process is now better aligned with remaining processes. TRTA II has shown the design specification to the mechanical engineers from NUST University and they will be working on more robust and safe industrial design.

3.2.2.7 Workers trained in lean manufacturing

In addition to the above twelve more changes have been identified in the pilot factory, however, they need more time to be implemented. The real success is that most of these changes have identified jointly by the master trainers and the workers that were trained on lean manufacturing under the TRTA II programme. This demonstrates immediate success and impact. The employer has also agreed to increase the wages of the workers that have been certified as lean trained by UNIDO.

3.2.2.8 Fan companies invest in infrastructure to implement lean manufacturing

The demonstrated productivity benefits of pilot implementation mentioned above attracted a lot of interest and three firms have made infrastructural investments to implement lean at their units. The master trainers trained at NPO along with UNIDO national expert will work on implementing lean in these units.

3.2.2.9 Productivity benchmarking linked with corporate social responsibility in the surgical sector

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

3.2.2.10 Industry – Academia linkage established

Six foreign qualified Pakistani engineers for NUST University visited fan industry for the first time in their careers. This represents a big step where researchers have left the university environment and walked towards the factory floor to work on real ground issues. As a result of this first engagement made possible by UNIDO efforts the engineers were able to identify several areas of mutual work and research. NUST has been provided funding by the government of Pakistan to work on industry and they are willing to work with fan industry to improve designs, electrical efficiency and mechanical performance of Pakistan fans. Over the 50 years of the establishment of the fan industry no such linkage has been created for research and development in the fan industry.

3.2.2.11 Industry academia linkage in fan sector

TRTA II programme was able to create an effective industry-academia linkage in the fan sector. A team of researchers are working with companies in the fan sector to bring improvements in mechanics and electrical performance of the fan. Engineering Development Board has established a high level committee overseeing this work. Hence, the linkage is not tri-partite with industry; academia and public sector all working together.

3.2.2.12 A more credible mechanism for delivering of technical and vocational skills

The concept paper developed for TEVTA Punjab seeks to significantly improve service delivery and credibility of TEVTA in providing relevantly trained workforce. This intervention positively comes even earlier than expected and it is likely to have a significant impact on employability of TEVTA graduates.

3.2.2.13 Fisheries Value Addition

An assessment was done in consultation with Fish Processors and other stakeholders to identify potential technologies that can be sustainably introduced for value addition in fish processing sector of Pakistan. Based on the findings of the assessments, feasibility reports are under preparation for tapping opportunities in identified added value areas such as ready-to-eat sardine in soft foils, production of smoked fish and refined fish oils and mobile block freezing etc.

3.2.2.14 Prefeasibility Study for operationalization of Korangi Fish Harbour

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

The initial and first preliminary draft of the prefeasibility study has been prepared by NESPAK.

3.2.2.15 Enhanced competitiveness of the Horticulture Sector

TRTA II interventions have strengthened the technical capacity of the three local institutes CRI, MRS and UAF to work on technical areas related to horticulture by working jointly on the development of COPs. Prior to this intervention no such experience existed at these institutes to work on highly technical issues directly linked up with growers and farmers on the field. The COPs are expected to improve yields and lower costs of production in the Kinnow and the Mango sectors. More importantly these local institutes can conduct similar exercise for other agricultures commodities replicating the skills developed under the TRTA II programme.

3.2.2.16 Documentation on cost of control established

The other achievement under the TRTA II in horticulture sector is the documentation of real costs of control. Although Pakistan has a huge agro-sector no basic data on how much it costs per harvest to control production (pesticides, irrigation etc) existed. Such data has been collected for the first time under TRTA II for the Kinnow and Mango Sector.

3.2.2.17 Development of Roadmap for Trade Linkages for Fish Processing Industry

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

3.2.2.18 Three consignments of mangoes sent to China on trial basis

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

3.2.2.19 Horticulture Kit ready for distribution to kinnow and mango farmers

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

3.2.2.20 Mapping of Horticulture Produce in Pakistan initiated

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

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

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

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

3.2.2.22 10 Companies to achieve CE Mark

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

3.2.2.23 CE Mark awarding Notified Bodies identified

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

3.2.2.24 CE Mark guide book developed

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

3.2.2.25 Trainers Pack developed for Master trainer on CE Marking

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

3.2.2.26 10 Technical Files prepared and finalized by the manufacturers

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

3.2.2.27 Twenty (20) EN standards purchased and distributed

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

3.2.2.28 CE Mark awarding Notified Bodies identified

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

3.2.2.29 Trade linkage approach initiated in the horticulture sector

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

Apart from two institutions and the PT laboratory the progress was satisfactory. The IEs have recommended that the programme withdraw its support for the laboratories at the Animal Quarantine Department (Karachi) and Department of Plant Protection (Karachi) as negligible progress has been made over the past 2 years by the laboratory staff in developing their quality and technical manuals, recruitment of staff at DPP to carry out the specified activities and renovation work at AQD.

3.2.2.30 Roadmap to implement trade corridor approach finalized

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

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

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

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

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

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

3.2.3.1 National Enquiry Point for exports close to being operational

TRTA II is supporting PSQCA to operationalize the National Enquiry Point. TRTA II programme has been able to assist PSQCA to convene the first National Coordination Committee Meeting. This meeting brought together stakeholders from all four provinces. Once the NEP is established PSQCA will be able to act as a focal point and one stop shop on all information relating to standards requirements of international markets buyers. Manufacturers, exporters and other stakeholders in Pakistan as well as importers outside Pakistan will have easy access to quality and standard requirements of their export markets through one window at PSQCA. This availability of information readily and clearly will assist manufacturer's better meet standards and enhance their exports.

3.2.3.2 Pakistan will able to certify and accredit its laboratories, testing and inspection services

Presently, inspection and certification bodies in Pakistan need to be accredited through international agencies such as UKAS, NATA, Norwegian Accreditation body etc. This is not only expensive but also takes more time to get accreditation. PNAC, the Pakistan agency is not recognised as internationally acceptable accreditation body for certification and inspection agencies. Hence, the TRTA II has been working with PNAC where their senior and relevant officers have been trained in ISO/IEC 17021 and ISO/IEC 17011. Moreover, PNAC has been evaluated through mock audit and gap analysis by international expert in Accreditation on its capacity to meet the requirements on achieving the MLA signatory status with PAC/IAF. Once PNAC receives the MLA status it will be able to accredit inspection and certification bodies.

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

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

3.2.3.3 Traceable National Metrology Services

6 Metrology laboratories of NPSL accredited by PNAC

The Metrology Laboratories of NPSL were assessed by PNAC in October 2011 and after closure of the non-conformities that were raised by both technical and lead assessors, PNAC accredited NPSL metrology laboratories for the following 6 parameters through TRTA II support:

- Mass
- Temperature
- Pressure
- Volume
- Length & Dimension
- Electrical quantities

NPSL achieves MRA Status

NPSL signed MRA with BIPM/CIPM through continued support of TRTA II programme. This has resulted in NPSL being internationally recognized as the NMI (National Metrology Institute) of Pakistan and as such can participate in all activities befitting such an NMI, such as:

- Inter-laboratory comparisons of their results with other NMIs
- Posting of their results of key comparisons on the BIPM/CIPM website.(What will this result in)

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

3.2.3.4 Support to testing laboratories

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

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

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

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

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

Establishment of Dioxin Testing Laboratory at PCSIR Karachi

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

3.3 Component 3: Strengthening of the Intellectual Property Rights System

3.3.1 Strengthened IP Institutions

Business process automation introduced at IPO

The initial training on the upgraded automation system, IPAS Java, has enabled the IPO IT team to map the business processes for automation and establish a test system to become familiar with advanced features of the system. This, along with further planned trainings, would facilitate the smooth customization, deployment and rollout of the IPAS Java system at the IPO Patent Office and the Trade Marks Registry planned for 4th quarter of 2012.

IT infrastructure being improved at IPO

Following recommendations from the IT infrastructure review, IPO is now working on locating its 3 separate registries into a single building in Karachi and establishing a consolidated data centre. This would be a major progress in the integration and management of the registries operations and also facilitate the digitization and automation system upgrade activities. These positive changes would, in turn, contribute to improved, more efficient, services to the users of the IP system.

Trademark process and procedures strengthened

Streamlining of trademark procedures was facilitated by the review conducted by the international trademark expert. Implementation of the expert's recommendations would speed up the processing time of trademark applications.

Training of trademark examiners has strengthened the Trade Marks Registry's capacity to improve the quality of search and substantial examination of trademark applications.

The System Administration technology trainings would contribute to improving the technical skills and expertise of the IPO IT team and their technical support staff to support the upgraded systems and services that are being implemented under the TRTA II Program.

With the tendering process for digitization of IP records underway, the digitization work is expected to start by 4th quarter 2012. In preparation, IPO has started to review its IP files to remove the inactive records (e.g. abandoned, expired, etc.) that have been pending action for some time. This important exercise would reduce the IP processing backlog.

The CMO study conducted by the international expert would contribute to measures that may be taken by the government to strengthen the music industry in the country, especially through distribution of royalties to rights owners.

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

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

Training of IPO officials on modern management practices completed

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

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

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

Digitization equipment tendering process completed

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

Progress made in preparation for the digitization project

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

3.3.2 Strengthened IP Legislation & Policy Framework

The IPO, and the IP attorneys, are better informed on issues involved in acceding to the Madrid Protocol, and the corresponding legislative and administrative requirements for its implementation. Following the Prime Minister's recent directive on accession to the Madrid Protocol, given on the IP Day on 26 April 2012, good progress can be expected on this matter.

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

The analytical paper on utility model protection contributes to a better understanding of the legal and economic issues involved in utility model protection, and reasons for and against introducing utility model protection in Pakistan. The study indicates that a tailored utility model system may potentially be useful for facilitating incremental innovation in Pakistan.

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

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

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

3.3.3 Improved Enforcement of IPRs

The study visit of enforcement officials has equipped them with greater knowledge of enforcement issues. They could now be able to take the lead on developing training programs on IP enforcement in their respective organizations.

Colloquium for Judges on IPR Enforcement completed

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

3.3.4 Increased Use of IP by Business and Research Institutions

Participation of the WIPO official in the Public Private Dialogue (PPD) on regional trade contributed to a better understanding of IP issues involved in improving trade in textile made-ups and light engineering sectors.

Draft paper on branding options for Kinnow completed

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

As a result of the paper on branding options for kinnow, it is expected that a more systematic marketing strategy for kinnow, that is based on an appropriate use of IP instruments, i.e. various marks and/or GIs, is eventually put in place.

Consultations held for development of a model IP Curriculum for Universities

Preparation is underway for development of a model IP curriculum for use by universities in Pakistan for short IP courses in business and engineering schools, and more comprehensive IP courses in law schools.

4 Difficulties Encountered & Measures Taken to Overcome Problems

4.1 Component 1: Trade Policy Capacity Building

There was a delay in the holding of PPDS meeting to select topics for PPDs and policy research studies due to the transfer of DG PITAD. Hiring of research consultants has been fast tracked following the selection of topics in the second PPDS meeting to minimize the impact of delay.

Delay in the release of second tranche payment has led to the delivery of the last 2012 PPD, planned for December to be postponed to early January 2013. There was a delay in implementation of some of interventions during 2012 as the instalment request verification and processing took four months by all parties involved.

4.2 Component 2: Export Development through Improvement of Quality Infrastructure

4.2.1 Component 2.1: Strengthening SPS Management System

- Following the implementation of the Devolution Plan, NAPHIS has been transferred to different ministries twice and now finally has been placed in the Ministry of National Food Security & Research (May 2012). This has led to the delay in presenting the Food Safety Bill as Ministerial ownership was lacking.
- To resolve the above issues three meetings were held with the top bureaucrats at the Ministry of Food Security (Secretary, Senior Joint Secretary & Joint Secretary) to discuss the TRTA II and create an awareness of this initiative taken by NAPHIS with the help of the TRTA II programme to draft a Bill for the establishment of a federal authority responsible for SPS policy and food safety.
- Ministry of Food Security was very receptive to proposed initiative and has now taken the lead to initiate the a procedure to table the Bill first of all to all concerned stakeholders through a consultative workshop on 11 June 2012, get written feedback by 18 June, make any changes in the Bill (if necessary) to accommodate the comments received and then to table it at the Council of Common Interest (CCI) for approval. CCI meets once every 90 days.
- TRTA II programme will continue to support NAPHIS & the Ministry to ensure timelines are respected.
- Due to the security situation the intake of students for Post Graduate Diploma Course in Food Safety and Controls at University of Karachi was less. The University has now started evening classes to accommodate the private sector.
- There were some contractual issues and as result the national industrial expert was separated from the programme for six months from June to December 2012. This resulted in discontinuity of the activities underway in the fan and cutlery sector resulting in slowing the implementation momentum. The issue of contract has now been resolved.

4.2.2 Improved Quality, Value addition and Compliance in Fishery, Horticulture & Industrial Sectors

Data availability and access for benchmarking

The progress by NPO in replicating the benchmarking work in the surgical sector was slow as the sector was not open to share data or allowing access to factory floors. Several meetings were held by PMO and NPO to better explain to the sector the purpose of the exercise and its benefit. Through strong engagement with the surgical association some pilot companies could be identified which allowed full access to data and factory floors. The work has been carried smoothly after that.

Farmers, exporters and the owners of fruit processing units do not maintain the records of inputs/expenses and those who have some records, they hesitate to share. This creates a challenge in terms of benchmarking. TRTA continue dialogise with them and complements by filling data gaps through self collection and sampling of data.

Contracting of local institutions for COP development

Belated response from the local institutes caused delay in the finalization of subcontracts for developing the COPs for Kinnow and Mango Sectors. Several meetings were held with senior officials in the Punjab Government and all the contractual issues resolved.

Commitment of government authorities for Korangi business park development

Discussions have been held with the Ministry on their commitment to take-up recommendations of an envisaged TRTA financed feasibility study, in particular the readiness of the government to finance needed upgradation of landing jetties as a pre-requisite for the business park development.

Development of Baba Bhit

At Baba Bhit Island, TRTA II has earmarked technical assistance to the Baba Bhit Fishermen Educational Society (BES) for the development of pilot landing sites through provision of designs and expert services during construction phase along with a business plan for its viable operations. However, it appears that the BES does not have anymore the financial capacity for the investment on infrastructure development. The technical assistance related to this activity could therefore not be initiated. A decision should be made with the stakeholder on whether to maintain this activity of a feasibility study or not, and/or to shift this possible support to another area.

Difficulties encountered during the initial phase of the horticulture sector:

- Belated response from the institutes caused delay.
- Farmers, exporters and the owners of fruit processing units do not maintain the records of inputs/expenses and those who have some records, they hesitate to share
- Vendors supplying the farm equipment are very few

Difficulty in identification and recruitment of International Expert in CE marking for Surgical Instruments

PSQCA has taken long time then expected to shift the NEP to new premises along with standardization wing

4.2.3 Improved Compliance of Export Products with Market Requirement

Identification of appropriate and competent International Experts in the field of Accreditation, willing to travel to Pakistan was a major difficulty encountered.

Business plans for all the labs have been developed. However, some labs could not yet implement them due to the government/departmental policy and procedures prescribing that some labs do not charge for their services.

The programme is about to launch a National Quality Forum (last quarter 2012) which also will sensitize government and policy makers on issues of sustainability of laboratories through business plans and pricing of services.

4.3 Component 3: Strengthening of the Intellectual Property Rights System

- There have been changes in some key personnel of IPO Pakistan, especially the IT staff, which can impact negatively on the major automation initiatives being undertaken at the IP Registries in Karachi. WIPO is closely consulting with IPO Pakistan to ensure the availability of the personnel necessary for full and effective implementation of TRTA II activities.
- Required follow-up activities by the participants of various study visits and workshops are largely taking place. However, this needs to be constantly monitored so as to ensure that specific activities actually lead to the desired outcomes. Close liaison is being maintained with the senior management of IPO Pakistan to ensure that necessary follow-up activities do take place.
- It is still increasingly difficult to find international IP experts to undertake missions to Pakistan even though security clearance could be obtained for them. Knowing the security situation in Pakistan before hand, only a limited number of expert missions were planned to be fielded to Pakistan. Even amongst these, only a few may be organized in Pakistan, while the rest may be substituted by some activities (e.g. study visits, training) to be carried outside Pakistan or through the use of video-conferencing sessions.
- Till November 2012, when IPO Bill was approved by the Senate and later became law in December 2012, IPO Pakistan was not able to make progress on certain key activities that are required to support the TRTA II digitization and automation projects. These activities include upgrading of the IT infrastructure, strengthening of the IT team after departure of two trained officials, and single-building operation for the IPO Registries in Karachi.
- IPO Pakistan has indicated recently that the strengthening of their IT team and the single-building operation in Karachi has been approved in principle and is expected to happen soon.
- Required follow-up activities by the participants of various study visits and workshops are largely taking place. However, this needs to be constantly monitored so as to ensure that specific activities actually lead to the desired outcomes. Close liaison is being maintained with the senior management of IPO Pakistan to ensure that necessary follow-up activities do take place.

- In order to facilitate effective follow up of certain activities, WIPO has financed, out of its own budget, the participation of IPO-Pakistan officials in related events – for instance, funding has been provided for participation in a regional seminar on utility models held in Malaysia in September 2012, a workshop on HR management held in Republic of Korea in October 2012, and a seminar on IP strategies held in Turkey in November 2012. There are also plans to finance expert(s) to visit Pakistan to consult on utility models protection and on IP curriculum development. All this is in addition to the regular programs for training of officials in areas such as IP examination and use of IT to enhance delivery of IP services.
- The security situation in Pakistan continues to pose problems for sending international experts, and alternate solutions (i.e. undertaking the activities outside Pakistan or use of videoconferencing sessions) are not necessarily as effective. This remains unavoidable till the security situation improves in the country.

5 Donor Coordination Meeting

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

The first meeting of Donors working in the area of Trade Development in Pakistan with was held on 08 February 2013 at Marriott, Islamabad. Mr. Munir Qureshi, Secretary, Ministry of Commerce, Government of Pakistan co-chaired the meeting with Mr. Berend De Groot, Head of Cooperation at the EUD.

Presentations were made by the donor agencies on their trade related projects by PITAD, EU, Asian Development Bank (ADB), United States Agency for International Development (USAID), The World Bank (WB), International Labour Organization (ILO), Japan International Cooperation Agency (JICA), Australian Pakistan Agriculture Sector Linkages Programme (ASLP), AUSAID, International Finance Corporation (IFC), International Fund for Agricultural Development (IFAD), French Development Agency (FDA), Royal Embassy of Saudi Arabia.

Representatives of Economic Affairs Division, Development Adviser EU Delegation to Pakistan and TRTA II programme experts also participated in the first donor coordination meeting on Trade & Development.

It was agreed that trade is a very broad area and increase in trade has the potential to bring prosperity to Pakistan through creation of employment and income enhancement. The EU will suggested holding more consultations with donors agencies as well as other stakeholders for the formulation of upcoming programmes in Pakistan, particularly ones which are trade related.

It was also agreed that there is a need of having more frequent and focused meetings on specific areas of trade and that sub-groups should be formed and they should meet on regular basis. The first sub-group meeting should be on 'Trade with India'.

5.1 Programme Steering Committee

The fifth meeting of the Programme Steering Committee (PSC) of TRTA II was held at 11.00 a.m. on 28 March 2013 at Marriott Hotel in Islamabad.

Mr. Kausar Ali Zaidi, Director General PITAD presented overview on the role of PITAD. His presentation addressed the progresses made by the TRTA programme in the reporting period.

Dr. Ali Abbas Qazilbash, Officer-in-Charge of TRTA II Pakistan presented the Progress Report of TRTA II Programme, covering the period June 2012 to January 2013, was given by Dr. Ali Abbas then gave a brief roundup on international and national partnerships which the TRTA programme has developed during the reporting period.

Two video documentaries to depict the interventions and achievements of the TRTA II programme in the fisheries and mango sectors were presented at the PSC.

Horticulture kit, containing essential equipment to be distributed to the farmers, along with a brochure on the Code of Practice was also displayed at the PSC. The relevant experts then explained to the participants the use of the equipment and elaborated on the Codes of Practice to be developed.

6. Changes in Implementation

There have been no changes in implementation under Component 1 and 2 during the reported period. While the Component 3 work plan is reviewed and adjusted depending on the readiness of stakeholders for implementation of the activities.

7. Important Next Steps

7.1 Component 1: Trade Policy Capacity Building

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

7.2 Component 2: Export Development through Improvement of Quality Infrastructure

- Technical support will be provided continuously to ensure smooth execution of Post Graduate Diploma Course at the three universities (Q2), 2013
- Support to the universities to achieve accreditation of the PGDC in food safety and controls with Royal Environmental Health Institute Scotland (REHIS), UK (Q2), 2013
- Advice Punjab Food Authority on development of food safety rules and regulations (Q2), 2013
- Technical support to Punjab Food Authority to establish database for food safety regulations (Q2), 2013
- Provide technical assistance to the Animal Husbandry Commissioner for preparation of request to OIE for conduct of PVS (Q2, Q3) , 2013
- Purchase of kits for food safety inspectors/officers for use during inspection of food business operators (Q3) , 2013
- Subsequent to resumption of fish and fisheries products exports to EU on pilot basis, technical support will be provided to MFD to ensure that the fish consignments destined for Europe are in compliance with EU regulations and meet the hygiene and traceability requirements (Q2, Q3) , 2013
- Development of feasible plan for the cutlery sector for the provision of necessary equipment related to polishing of table wares and knives on cost sharing basis (Q2) , 2013
- Development of strategic plan for the establishment of e-learning platform at National Productivity Organization (NPO) for training programmes related to trade development both for public and private sector (Q2, Q3) , 2013

- Follow-up with potential international fisheries institutions for the conduct of training of master trainers of Balochistan fisheries department for the development of COPS and subsequent trainings of fishermen in good fishing and on-board handling practices of fish and fisheries products (Q2, Q3) , 2013
- Conduct of feasibility studies and follow up for value-added fish processing identified by the private sector for availing opportunities in the international markets (Q2, Q3) , 2013
- Completion of pre-feasibility study for improvement of landing sites and allied facilities along with development of Business Park at Korangi fish harbour and its submission to the GOP for its consideration and implementation to operationalize the said harbour (Q2) , 2013
- Finalization of the Critical Control Points for the development of Codes of Practice in both kinnow and mango sectors (Q3, Q4) , 2013
- Provide technical assistance for the development of Model Pack House for processing of mangoes for export (Q2, 2013)Submission of samples and technical files of selected 11 companies (Fans, protective gloves and boots) for the CE mark certification to the EU designated Notified body (Q2, Q3, 2013)
- Training of master trainers for the CE mark certification in order to develop local expertise for the support of industry (Q3, 2013)
- A study/learning cum business tour will be organised for selected companies from Pakistan's Kinnow and Mango sector together with representatives of various governmental organisations such as TDAP, PHDEC and PITAD to provide selected processors and exporters with a real life experience of the European market. By covering the whole chain from the import in the port of Rotterdam through to (high end) wholesalers and retailers, tour participants will experience themselves what it takes to establish successful exports to a high-end market under the guidance of International and local experts (Q2, 2013)
- Implementation of roadmaps developed to establish trade linkages in the selected sectors to enhance sustainable exports (Q2, Q3, Q4, 2013)Provide technical assistance to Pakistan National Accreditation Council (PNAC) to develop pool of assessors for the accreditation of laboratories, certification and inspection bodies (Q2, Q3, 2013)
- Training of PSQCA staff responsible for the operations of National Enquiry Point (Q3, 2013)
- Hands-on training of Quality Managers and Technical Staff of microbiology and chemical testing laboratories in accredited laboratories overseas (Sri Lanka & Singapore) to strengthen their knowledge on the workings of accredited laboratories and enhance their skills in carrying out specific test procedures on sensitive analytic equipment (Q2, Q3, 2013).
- Provide technical assistance to establish National PT scheme at NPSL (Q2, Q3, Q4, 2013)
- Continued support to selected laboratories to enable them to achieve accreditation through training of staff, provision of CRMs and participation in PT scheme (Q2, Q3, Q4, 2013)

7.3

Component 3: Strengthening of the Intellectual Property Rights System

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

8. Visibility

The programme maintained compliance with EC guidelines for visibility in all its publicity efforts. The EU logo as well as those of GoP and implementing partners were displayed at conferences and workshops including publications, Newsletters and material produced under the TRTA II programme.

Overall Visibility:

- **TRTA II Website:**

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

- Latest News
 - Component Activities
 - Newsletters
 - Specific material relevant to Component 1
 - Workshop / Trainings / Conferences reports
 - Advertisements
 - Pictures and Video
- Monthly average of website visitors is approximately 600
 - Visitors of website from more than 50 countries
 - 78% visitors through Search Engines, 14% Direct Traffic and 08% from Referring Sites

Month	Website Visitors
Mar-12	428
Apr-12	513
May-12	557
Jun-12	578
Jul-12	590
Aug-12	534
Sep-12	450
Oct-12	572
Nov-12	755
Dec-12	570
Jan-13	705
Feb-13	581
Mar-13	799



- Trade Time – quarterly newsletter:** Of a total 8 issues since the beginning of the programme, 4 were published in 2012 (1500 copies). These issues were duly circulated to the stakeholders in the mailing list which is based on the updated database of the stakeholders (890 in Pakistan) and including 106 Foreign Embassies and their consulates in Pakistan, 92 Pakistani Embassies in foreign countries and their 63 commercial offices (27 Embassies in all EU countries)
- TRTA II Programme Brochure** was launched on 28 March 2013 at the Programme Steering Committee Meeting
- Press Coverage:** More than 80 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 (Web-links provided in Annex I)
- Desk Calendars and Wall Planners** for the year 2012 were produced 1500 copies of each and distributed to the TRTA II programme stakeholders during February 2012
- Diaries and Desk Calendars** for the year 2013 were produced before end 2012 and 1500 copies of each and duly distributed to the stakeholders in the mailing list which is based on the updated database of the stakeholders including 106 Foreign Embassies and their consulates in Pakistan, 92 Pakistani Embassies in foreign countries and their 63 commercial offices (27 Embassies in all EU countries)

- **General Notebooks** for TRTA II programme printed and distributed to relevant stakeholders
- **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, forums, PPDs, etc organized by the TRTA II programme with logos of all parties including the EU.

8.1 Visibility specifically under Component 1

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

Press releases - 7 event-based press releases were issued:

1. Trade in Agriculture: Challenges and Opportunities for Pakistan - on 06 March 2012
2. European Union supports training on Trade and Investment for Pakistani Officials – 14 Nov 2012
3. Policy reforms for enhancing export competitiveness of Livestock and Dairy sectors discussed among the stakeholders – 29 Nov 2012 at Lahore
4. Policy Reform was discussed among the stakeholders to Enhance exports to Europe - 20 Dec 2012
5. Policy Reforms for Enhancing Competitiveness and Export Potential for Trade with India Discussed Among the Stakeholders, from Lahore on 16 January 2013
6. “EU to assist Ministry of Commerce in trade policy research” in respect of PPDS meeting – 7 March 2013
7. Commerce and trade group trainees officers awarded internationally recognized training certificate under EU funded TRTA II Programme – 15 March 2013

Web coverage:

World Trade Institute website:

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

ITC website:

- Pakistani commerce and trade group trainees officers awarded internationally recognized training certificate under EU funded TRTA II programme: <http://www.intracen.org/pitad-trainees-officers-awarded-internationally-recognized-training-certificate/> (March 28, 2012)
- Agricultural training course for Pakistani trade advisors: <http://www.intracen.org/agricultural-training-course-for-Pakistan-trade-advisors/> (April 04, 2012)
- Policy recommendations stemming from Public-Private Dialogue formally submitted to Government of Pakistan: <http://www.intracen.org/policy-recommendations-ppd-formally-submitted-government-pakistan/> (April 27, 2012)
- Trade-policy training with lasting impact <http://www.intracen.org/Trade-policy-training-with-lasting-impact/> (17 September, 2012)
- Understanding NTMs means understanding trade interests <http://www.intracen.org/Understanding-NTMs-means-understanding-trade-interests/> (October 16, 2012)
- Pakistani trade officials are trained on investment (23 November, 2012) <http://www.intracen.org/Pakistani-trade-officials-are-trained-on-investment/>
- Enhancing the export competitiveness of Pakistan's livestock and dairy sectors (December 06, 2012) <http://www.intracen.org/news/Enhancing-the-export-competitiveness-of-Pakistan%E2%80%99s-livestock-and-dairy-sectors/>
- Policy reform essential for Pakistan to improve trade with India: Concrete policies are needed to enhance Pakistan's competitiveness and export potential with India, in light of improving trading relations between the two countries and the full implementation of the South Asian Free Trade Area (SAFTA). For detail: <http://www.intracen.org/layouts/three-column.aspx?Pageid=45735&id=66441&langtype=2057>
- ITC Annual report: The ITC Annual Report 2012, for details: <http://www.intracen.org/about/annual-report/>

PITAD website:

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

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

EU Pakistan website:

EU supports knowhow development on Policy implications of Non-Tariff Measures (18 October, 2012):

http://eeas.europa.eu/delegations/pakistan/press_corner/all_news/news/2012/20121018_02_en.htm

8.2 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 7 issues, 3 were produced and duly circulated through email database of 650 stakeholders. All issues are uploaded on TRTA website.
- **Video Documentary on “Mango shipment from Pakistan to China”** – (various durations i.e. 2.5minutes, 6 minutes, 12 minutes) shooting completed, editing and narrative part is in progress
- **Video documentary on “Fisheries Export to EU”** edited for some revisions in narrative. The documentary presented at the Programme Steering Committee Meeting
- **Video Documentary on “Kinnow Supply Chain”**- (various durations i.e. 2.5minutes, 6 minutes, 12 minutes) shooting completed, editing and narrative part is in progress
- **Notes books for Code of Practices (COPs)** Development were designed, printed for distribution to the participants of the Farmer Field Schools for the consistency in data recording for ready reference
- **Horticulture Sector Brochure** on COPs Programme published and distributed at the Programme Steering Committee Meeting on 28 March 2013
- **A Roll-up poster on Horticulture sector** prepared, printed and presented at the Programme Steering Committee meeting
- **Press releases** - 13 event-based press releases were issued:
 1. Press release inputs sent for the “Dawn Agri Conference” held in Lahore on 17 February 2012
 2. Press release on equipments including data recording devices, laptops, and camera, given to NPO for building further its capacity to conduct performance-based productivity analysis in the industrial sectors such as Fan, Cutlery, Surgical equipments on continuous basis. The press release issued on 14 February 2012
 3. Press release inputs sent for the “Dawn Agri Conference” held in Karachi on 11 February 2012
 4. EU supports accreditation and certification of products according to global standards in Pakistan – 14 June 2012
 5. EU supports lab management training – 13 July 2012 (Islamabad)
 6. EU supports lab management training – 18 July 2012 (Lahore)
 7. Pakistan needs SPS Food safety legislation to ensure compliance of horticulture products for better access to global markets – 10 Sep 2012 (press release inputs provided to FAO)

8. European Union supports Pakistan to improve Food Safety standards for better access to global markets – 26 Sep 2012 at Karachi
9. European Union supports Pakistan to improve Food Safety standards for better access to global markets – 8 Oct 2012 at Faisalabad
10. European Union supports Pakistan to improve Food Safety standards for better access to global markets – 9 Oct 2012 at Lahore
11. European Union supports National Quality Policy in Pakistan to promote access to global markets – 16 Nov 2012
12. “Donor Coordination Forum on Trade and Development launched by MoC with the support of EU” in respect of the Donor Coordination Meeting, held in Islamabad on 8 February 2013
13. “The National Quality Policy development process excels further” in respect of the National Quality Policy – Discussion Workshop, held in Islamabad on 26 February 2013

Web coverage:

EU Delegation to Pakistan website:

- The European Union resumes imports of Pakistani seafood to its market. For details: http://eeas.europa.eu/delegations/pakistan/press_corner/all_news/news/2013/20130227_02_en.htm - 27th February, 2013

8.3 Visibility specifically under Component 3

- **Press releases** - 2 event-based press release was issued:
 1. Media briefing arranged on Intellectual Property Rights (IPRs) in collaboration with IPO – Pakistan
 2. Process of IP Registries automation discussed: briefing to Director General IPO Pakistan - 27 March 2013

9 Summary of Achievements against Results Aimed and OVI's

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

10 Work Plan

Work plan for all three components for March 2012 to March 2013 is provided at Annex III.

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

- 1 EU team leader satisfied over TRTA programme (Daily Times, 3 February 2012), http://www.dailytimes.com.pk/default.asp?page=2012\02\03\story_3-2-2012_pg5_9
- 2 EU team leader calls for protecting IP rights (Pakistan Today, 3 February 2012) <http://www.pakistantoday.com.pk/2012/02/eu-team-leader-calls-for-protecting-ip-rights/>
- 3 Pakistan's access to EU markets to help strengthen economy: Jamali (APP, 4 February 2012) http://app.com.pk/en /index.php?option=com_content&task=view&id=177961&Itemid=2
- 4 Pakistan's access to EU markets to help strengthen economy: Jamali (Business Recorder, 4 February 2012) <http://www.brecorder.com/business-a-economy/single/672/189/1150753/>
- 5 All set for Pak Agri Expo conference (Daily Times, 11 February 2012) http://www.dailytimes.com.pk/default.asp?page=2012\02\11\story_11-2-2012_pg10_4
- 6 R&D by private sector can revolutionise agriculture (Pakistan Observer, 12 February 2012) <http://pakobserver.net/detailnews.asp?id=139872>
- 7 Govt urged to outsource agri-research programmes (The News, 12 February 2012) <http://www.thenews.com.pk/TodaysPrintDetail.aspx?ID=92248&Cat=3> Pakistan Agri Conference (Pakistan & Gulf Economist, 13-19 Feb 2012) <http://www.pakistaneconomist.com/page/pre-issu.asp>
- 8 <http://dawn.com/2012/02/18/dawn-agri-expo-opens-2/> (Dawn, 18 February 2012)
- 9 Computer related equipment provided to NPO for its capacity building to analyze Industrial Productivity (Daily Time, 15 February 2012) http://www.dailytimes.com.pk/default.asp?page=2012\02\15\story_15-2-2012_pg5_10
- 10 Food safety: curriculum being prepared (Business Recorder, 19 February 2012) <http://www.brecorder.com/general-news/172/1156844/>
- 11 EU supports training course for Pakistani officials (Pakistan Observer, March 7, 2012); <http://epaper.pakobserver.net/201203/07/economywatch.php#>
- 12 EU supports training course for Pak officials in Trade in Agriculture (Pakistan Today, March 7, 2012); <http://www.pakistantoday.com.pk/2012/03/eu-supports-training-of-pak-officials-in-trade-in-agriculture/>
- 13 EU supports training course for Pakistani officials (Business News Pakistan, March 6, 2012); <http://pakobserver.net/201203/07/detailnews.asp?id=143860>
- 14 EU wants to support through trade, says ambassador (Daily Times, March 29, 2012); http://www.dailytimes.com.pk/default.asp?page=2012\03\29\story_29-3-2012_pg5_4
- 15 EU wants to help Pakistan through trade not aid: EU Ambassador (Business Recorder, 28 March 2012); <http://www.brecorder.com/pakistan/business-a-economy/50977-eu-wants-to-help-pakistan-through-trade-not-aid-eu-ambassador-.html>
- 16 EU wants to help Pakistan through trade not aid: envoy (Business Recorder, 29 March 2012) <http://www.brecorder.com/business-a-economy/189/1170028/>
- 17 EU wants to help Pakistan through trade not aid: EU Ambassador (Associated Press Pakistan, 28 March 2012) http://app.com.pk/en /index.php?option=com_content&task=view&id=187119&Itemid=2
- 18 <http://www.onlinenews.com.pk/details.php?id=190792>
- 19 Trade officers get certificate under EU funded programme (Online international news network)
- 20 <http://www.onlinenews.com.pk/details.php?id=190792>
- 21 Coverage in: Nawa-i-Waqt (Urdu) of PITAD prize giving (29. March 2012) <http://www.nawaiwaqt.com.pk/E-Paper/Islamabad/2012-03-29/page-7;> <http://www.nawaiwaqt.com.pk/E-Paper/Islamabad/2012-03-29/page-7/detail-21>

- 22 Commerce and trade group trainee officers awarded internationally recognized training certificate under EU funded (Press Information Department, Government of Pakistan, 28 March, 2012); <http://pid.gov.pk/press28-03-2012.htm>
- 23 Commerce, trade group trainee officers awarded training certificates under EU funded TRTA II Programme (One Pakistan News);
- 24 <http://pakistan.onepakistan.com/news/city/islamabad/68327-commerce-trade-group-trainee-officers-awarded-training-certificates-under-eu-funded-trta-ii-programme.html>
- 25 Commerce, trade group trainee officers awarded training certificates under EU funded TRTA II Programme (Official.News.pk, 29 March, 2012); <http://www.officialnews.pk/press-information-department/21062>
- 26 EU wants to support through trade, says Ambassador (Time Value Enterprises, Mar 29, 2012); <http://www.realestatetimevalue.com/content/news-updates/4005/eu-wants-to-support-through-trade--says-ambassador>
- 27 UAF to begin PGD in food safety and control (Business Recorder, 3 May 2012) <http://www.brecorder.com/general-news/172/1185009/>
- 28 Higher education: UAF to start diploma in food safety (Express Tribune, 3 May 2012) <http://tribune.com.pk/story/373250/higher-education-uaf-to-start-diploma-in-food-safety/>
- 29 UAF to start food safety diploma (The News, 3 May 2012) <http://www.thenews.com.pk/Todays-News-2-106287-FAISALABAD-City-News>
- 30 Deliberation on agro-food regulatory body today 12 June 2012, Dawn (<http://dawn.com/2012/06/11/deliberation-on-agro-food-regulatory-body-today/>)
- 31 Agricultural exports dented 12 June 2012 The News (<http://www.thenews.com.pk/Todays-News-3-113837-Agricultural-exports-dented>)
- 32 Dire need to reprioritise agri sector 12 June 2012, The Nation (<http://www.nation.com.pk/pakistan-news-newspaper-daily-english-online/islamabad/12-Jun-2012/dire-need-to-reprioritise-agri-sector>)
- 33 SPS must to bring agri produce at per with international standards 11 June 2012, Business Recorder (<http://www.brecorder.com/pakistan/business-a-economy/61591-ppsp-must-to-bring-agri-produce-at-per-with-international-standards.html>)
- 34 Workshop on National Food Safety, Animal, Plant Health. 12 June 2012, Pakistan Observer (<http://pakobserver.net/detailnews.asp?id=159728>)
- 35 Healthy animals, plants; secret to agricultural success. 12 June 2012, Pakistan Today (<http://www.pakistantoday.com.pk/2012/06/12/news/profit/healthy-animals-plants-secret-to-agricultural-success/>)
- 36 If our economy is Terminator, agriculture is Schwarzenegger 12 June 2012, Pakistan Today (<http://www.pakistantoday.com.pk/2012/06/12/news/profit/if-our-economy-is-terminator-agriculture-is-schwarzenegger/>)
- 37 Agriculture plays pivotal role in Pakistan's economy 12 June 2012, ONLINE (<http://www.onlinenews.com.pk/details.php?newsid=194903&catname=Business>)
- 38 Workshop: Draft bill on edible items postponed_12 June 2012, Express Tribune
- 39 'Laws related to food security are inadequate' 12 June 2012, Business Recorder (<http://www.brecorder.com/agriculture-a-allied/183/1199646/>)
- 40 (<http://tribune.com.pk/story/392309/workshop-draft-bill-on-edible-items-postponed/>)
- 41 Strengthening linkage between educational institutions, market needed to boost economy. 26 June 2012, The News (<http://www.thenews.com.pk/Todays-News-3-116913-US-may-impose-sanctions-on-Pakistan>)
- 42 Picture of the Media Briefing. 27 June 2012, Pakistan Observer (<http://epaper.pakobserver.net/201206/27/business-2.php>)
- 43 Pakistan committed to strengthen Intellectual property rights: Hameed Afridi. 26 June 2012, APP (http://app.com.pk/en_/index.php?option=com_content&task=view&id=200097&Itemid=2)

- 44 Boom Boom Afridi! 26 June 2012, Pakistan Today
(<http://www.pakistantoday.com.pk/2012/06/27/news/profit/boom-boom-afridi/>)
- 45 Govt to develop industrial sector: Jamali 17 November 2012, The Nation
(<http://www.nation.com.pk/pakistan-news-newspaper-daily-english-online/business/17-Nov-2012/govt-to-develop-industrial-sector-jamali>)
- 46 ‘Competition to rise in region with implementation of MFN status to India’. 17 November 2012 (http://www.dailytimes.com.pk/default.asp?page=2012\11\17\story_17-11-2012_pg5_15)
- 47 Competition to rise in region with implementation of MFN status to India. 17 November 2012, Business Recorder (<http://www.brecorder.com/pakistan/general-news/90952-competition-to-rise-in-region-with-implementation-of-mfn-status-to-india.html>)
- 48 EU shows the path leading to global market. 17 November 2012, Pakistan Today (<http://www.pakistantoday.com.pk/2012/11/17/news/profit/eu-shows-the-path-leading-to-global-market/>)
- 49 Govt committed for formulating a national quality policy for socio-economic development of country: Changez. 17 November 2012, South Asian News Agency
(<http://www.sananews.net/english/govt-committed-for-formulating-a-national-quality-policy-for-socio-economic-development-of-country-changez/>)
- 50 Government policy to ensure alleviation of poverty: Changez . 18 November 2012, The News (<http://www.thenews.com.pk/Todays-News-6-143546-Government-policy-to-ensure-alleviation-of-poverty-Changez>)
- 51 Concrete policies urged for livestock & dairy sector. 30 November 2012, The News (<http://www.thenews.com.pk/Todays-News-3-145636-Concrete-policies-urged-for-livestock-&-dairy-sector>)
- 52 Livestock and dairy products: concrete policies needed to enhance competitiveness, export: official. 30 November, 2012, Business Recorder (<http://www.brecorder.com/agriculture-a-allied/183/1262750/?tmpl=component&print=1&layout=default&page=>)
- 53 Export potential in dairy sector reviewed. 30 November, 2012, Pakistan Observer (<http://pakobserver.net/detailnews.asp?id=184641>)
- 54 Milk import restricts livestock, dairy expansion 30 November 2012, The Nation
(<http://www.nation.com.pk/pakistan-news-newspaper-daily-english-online/business/30-Nov-2012/milk-import-restricts-livestock-dairy-expansion>)
- 55 EU-funded TRTA programme makes satisfactory progress (Daily Times, 6 December 2012)
http://www.dailytimes.com.pk/default.asp?page=2011\12\06\story_6-12-2011_pg5_4
- 56 Helping hand: EU-funded programme to support businesses (Express Tribune, 6 December 2012)
<http://tribune.com.pk/story/302662/helping-hand-eu-funded-programme-to-support-businesses/>
- 57 TRTA to enhance business activities in country: Afridi businesses (ONLINE News Network, 6 December 2012) <http://www.onlinenews.com.pk/details.php?id=186699>
- 58 TRTA progressing effectively businesses (Pakistan Observer, 6 December 2012)
<http://pakobserver.net/detailnews.asp?id=128862>
- 59 EU-funded project’s progress reviewed businesses (The News, 6 December 2012)
<http://www.thenews.com.pk/TodaysPrintDetail.aspx?ID=80989&Cat=3>

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

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

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 December 2012
<p>1.2 PITAD's and other research institutes' expertise on trade policy strengthened</p>	<p>Twining arrangement signed with international training institution (MOU signed by 2012)</p> <p>6 trainers and researchers trained by 2011; a further 6 researchers and trainers trained by 2012 (two batches, 12 in total)</p> <p>PITAD modules and trade policy research projects (6) are carried out and completed by 2013 and assessed to be of a high standard.</p>	<p>Second annual assessment of PITAD equipment needs conducted and the agreed equipment provided to PITAD via procurement through UNDP Pakistan</p> <p>MOU for twining arrangement signed between PITAD and WTI.</p> <p>Survey conducted to assess government officers views on types of trade policy topics to be taught.</p> <p>7 researchers/trainers selected from PITAD, IBA, LUMS and TDAP and shard with WTI.</p> <p>7 WTI mentors selected to train Pakistani master trainers</p> <p>7 modules jointly selected by</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 December 2012
		<p>PITAD/Pakistani research institutes and WTI for master trainers to develop the modules.</p> <p>7 researchers/trainers selected from PITAD, IBA, LUMS and TDAP - WTI provided 7 mentors to guide one master trainer each.</p> <p>Online training of selected master trainees carried out till the end of June, which resulted in the finalization of module outlines.</p> <p>7 master trainers sent to WTI for three weeks training</p> <p>5 modules submitted by the master trainees for final review/approval of their mentors.</p> <p>Modules under review by WTI.</p> <p>6 training modules developed and finalised for 2011, 5 out of the 6 modules jointly certified by WTI and PITAD for joint WTI-PITAD</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 December 2012
		<p>certificate course.</p> <p>7 researchers/trainers shortlisted for the second training and module development at WTI</p> <p>Collaboration between mentors and Master trainers established for module development.</p> <p>Monitoring and reporting mechanism established for the module development process.</p> <p>Outlines for the seven modules finalized and four draft modules completed for 2012.</p> <p>The PITAD-WTI jointly developed modules delivered to 35 STP trainees and a joint certificate on “International Trade Law and Commercial Diplomacy” was awarded to the successful trainee officers.</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 December 2012
		<p>Three weeks training for Master Trainers organized and conducted at WTI Bern from 22 August to 13 September 2012. Six training modules completed and internationally accredited during the reported period</p> <p>Survey conducted to assess the capacity and desire of Pakistani universities and research institutes to carry out trade policy research</p> <p>3 day training on Trade policy formulation and Competitiveness analysis conducted jointly by PITAD and ITC. 32 officers from various ministries and government departments participated in the training.</p> <p>A 2 day training on Regional Integration-“A comparative legal framework” conducted by the master trainer from TDAP who was trained under TRTA II Thirty officers from various ministries and government departments were trained on the subject.</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 December 2012
<p>1.3 Government officers’ capacity on specific trade policy and international trade negotiations strengthened</p>	<p>6 short trainings are conducted with government officers successfully completing training</p>	<p>A 2 days training on Trade in Agriculture conducted for 31 officers and researchers from all the four provinces including Kashmir.</p> <p>Two days training on Economics and Policy of NTMs conducted on 09-10 October 2012 which was attended by 26 participants.</p> <p>Two days training on Trade and Investment was conducted on 13-14 November 2012 at PITAD.</p> <p>Assistance was provided to Government of Punjab in holding of two days training on Economics and Policy of NTMs on 22-23 January 2013.</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 December 2012
		<p>Research topics for PPDs during 2011 and policy research to feed into the PPD finalized by the PPDS</p> <p>Research consultants hired to conduct five research studies at the recommendations of EC of PPDS</p> <p>Three research studies completed and presented during first PPD and two further studies are under international peer review</p> <p>The system of international peer review of research studies established</p> <p>4 research studies completed and approved following international peer review</p> <p>The PPDS selected five more research studies to be conducted during 2012</p> <p>Four research studies completed during 2011 were printed and widely circulated.</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 December 2012
<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>TORs including scope, methodology and objectives of the research studies drafted in consultation with the PPDS members and other stakeholders</p> <p>Hiring of consultants to conduct five research studies completed and research studies were initiated</p> <p>Research studies completed after successful peer review at various stages of their development. The studies were presented in 3 PPDs organized during the reported period.</p> <p>PPDSC has been established</p> <p>PPDs recognized as complimentary to GoP's initiative of reviving export promotion board and 2011 as year of exports</p> <p>A completed survey has indicated stakeholders most desired topics for PPDs.</p> <p>Orientation on Component 1 vision of PPD process given</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 December 2012
		<p>to PPDSC. Executive Committee (EC) of PPDSC established</p> <p>First PPD on Services sector export development strategy for Pakistan held</p> <p>The process of PPD and policy research to feed into the PPDs steered by the EC of PPDSC</p> <p>Second PPD on trade with ECO countries in textile made-ups and light engineering conducted</p> <p>The second PPDSC meeting was held. Policy recommendations stemming from the 2011 two PPD consultative processes were formally approved and submitted to the Government of Pakistan for consideration for potential implementation</p> <p>Three topic areas were selected for holding three separate PPDs during 2012</p> <p>Three supervisory committees, each consisting of three members, were</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 December 2012
<p>1.5 Public-private dialogue for a coherent national export strategy is fostered</p>	<p>A core group of key stakeholders constituted to develop a national export strategy by 2012</p> <p>Approximately 10 PPDs are held by 2014</p>	<p>selected to supervise the three PPDs during 2012</p> <p>Policy recommendations emanating from 2 PPDs held in 2011 were submitted to government. Proper follow up and presentation to relevant government officers were made which resulted in the inclusion of ten recommendations advanced by PPDs in the STPF 2012-15.</p> <p>PPD on Enhancing Competitiveness and Export potential of Livestock and Dairy sector conducted at Lahore on 29 November 2012.</p> <p>PPD on Enhancing Competitiveness for Exports to Europe conducted on 20 December 2012 at Karachi.</p> <p>PPD on Enhancing Competitiveness and Export Potential for Trade with India in Light of the Improved trade relations and full implementation of SAFTA conducted on 16 January 2013 at Lahore.</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 December 2012
<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 No. of EU RASFF alerts for products of plant origin/year reduced to <10/year by 2014</p>	<p>2.1: To achieve the OVIs, the following progress has been achieved:</p> <ul style="list-style-type: none"> - National consensus achieved to establish a National Food Safety, Animal Health and Plant Health Authority NAPHIS Bill has been re-drafted - Three local universities identified for establishing training institutes for food inspectors - Technical input provided in establishing Punjab Food safety Authority - Further refinements were made to NAPHIS Bill and the proposed organisation structure. The Bill is now ready for presentation to Cabinet for approval. - 10 participants from fish processing plants were trained in HACCAP and traceability systems, 28 participants from the Marine Fisheries Department and Karachi Fishery Harbour Authority trained

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

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 December 2012
<p>2.2 Improved quality, value addition and compliance in fishery, horticulture and industrial sectors</p>	<p>10 additional fishery establishments compliant with EC market requirements by 2014 Value of fishery/horticulture products at first sale increased by 5% in real terms by 2014 40 fishery/horticulture/fans/cutlery enterprises certified to quality, environment, food safety, GAP, CSR management systems including CE marking by 2014</p>	<ul style="list-style-type: none"> - Post Graduate Courses in food safety enrolled first set of students at 3 national universities - MFD further assisted in working closely with processors to initiate trail shipments of fish to EU - Punjab Government's food safety authority provided with requisite laws and procedures. - Dossier to resume fish exports to EU sent to DG SANCO - Exports of Fish & Fish products to EU resumed on pilot basis initially from two FBOs <p>2.2: To achieve the OVIs, the following progress has been achieved:</p> <ul style="list-style-type: none"> - NPO signed MOU with WNPO and WCPS - Five NPO staff trained in Benchmarking - Sector level benchmarking tool and questionnaire, and overall effective efficiency (OEE) tool and questionnaire for fan and the cutlery sectors developed and pretested

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		<ul style="list-style-type: none"> - Data collection in progress in fan and cutlery sectors - Strategic plan finalized for MFD to assist them in lifting EU Ban - Horticulture round table, attended by 20 key stakeholders, conducted in Lahore to discuss way forward on development and application of PakGAP - Cost of control survey in horticulture developed and pretested in the field - TORs developed and proposals received for development of Code of Practices (COPs) in horticulture - Competitiveness Benchmarking System (CBS) tool developed and launched. - 10 Staff of NPO trained in CBS Tool and software installed at NPO - CBS and benchmarking data collected in fan and the cutlery sector - 3 NPO staff trained in CBS data collection in field from factory floor - 2 Benchmarking reports produced for cutlery and fan sector

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		<ul style="list-style-type: none"> - 21 firm level intervention reports produced to improve value addition and productivity - The CBS launched in the Surgical Instruments Industry - TRTA II fully supported NPO in conducting productivity congress in collaboration with APO (17-18 November) - Five fellowship awards were presented to five individuals from Pakistan by World Academy of Productivity Sciences (WAPS) arranged under TRTA II programme. - PC-1 for Pakistan Gap revised and submitted for approval to Ministry of Commerce. - Three Local technical institutions in Multan, Faisalabad and Sargodha selected and engaged under TRTA II programme to develop Codes of Practice (COPs) along the critical points of the supply chains in the kinnow and the mango sector. This activity is linked up with Agriculture Support Linkage Programme (ASLP) programme of AUSAID and the

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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 30 testing/metrology labs paying accreditation fees to PNAC by 2014</p>	<p>FIRMS programme of USAID in the said sector.</p> <ul style="list-style-type: none"> - Organized horticulture stakeholders round table meetings in collaboration with PHDEC to endorse the approach and framework presented for the development of COPs. - The potential local agency (NESPAK) identified for the award of the contract to carry out pre-feasibility studies concerning the upgradation of landing sites and developing the business park at Korangi Harbour. - Sectoral Benchmarking for Surgical Sector initiated by NPO supported by TRTA II - 25 master trainers in lean manufacturing trained from NPO, TEVTA, TUSDEC, NUST and fan sector - Over 50 workers in fan industry trained on lean manufacturing - Significant productivity impacts realised in pilot factory where lean was implemented. Batch

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		<p>production duration reduced from seven to one day. Paint drying time halved and packing time improved by 80%.</p> <ul style="list-style-type: none"> - COP development is in progress for Kinnow and Mango - Strategy to train 1000 fishermen developed - NPO awarded contract by Federal Ministry of Industry to replicate the TRTA II / UNIDO benchmarking technique in garments industry - 3 factories as a result of training and demonstration of lean manufacturing have made investments in infrastructure improvement and lean will be implemented in those factories. - NUST is working with fan manufacturers to improve fan design and electrical efficiency - Environmentally friendly, safer for worker health and more productive technology being introduced in the cutlery sector. - COPs for citrus and mango developed and piloted in selected farms. Trial shipments based on

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		<p>new COPs being implemented sent from Karachi to China for mangoes</p> <ul style="list-style-type: none"> - Feasibility to improve Korangi Business Zone is underway - 5 new product lines have been introduced for value added fish meals. <p>2.3: To achieve the OVIs, the following progress has been achieved:</p> <ul style="list-style-type: none"> - Assessment of 34 testing and calibration labs conducted and 24 testing plus 6 metrology laboratories selected for accreditation under TRTA II - Brief on conflict of PSQCA function in respect of SPS food controls and mandatory certification of food products produced and discussed with MinFA and MoST - Mock audit of mass metrology laboratory conducted and gaps identified to achieve accreditation - 67 staff from 30 laboratories trained in development of business

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 December 2012
		<p>plans (BPs) for laboratories and draft BPs produced</p> <ul style="list-style-type: none"> - Three Consultative Workshops and National Conference in Lahore, Karachi and Islamabad organized on practices of standardization, setting technical regulations and conformity assessment - Two day training programme was organized for 27 staff of PSQCA on Setting National Strategies and assessing priorities for standardization - 11 staff members of PSQCA associated with TBT/WTO National Enquiry Point was trained. - Action plan was developed in consultation with PSQCA staff to operationalize the NEP. - Two officials of PNAC participated in Asia Pacific Laboratory Accreditation Cooperation (APLAC) General Assembly, MRA Council and Technical Meetings held in Philippine from 12-16 September 2011

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		<ul style="list-style-type: none"> - NPSL achieve international recognition in its measurement services and signed MRA with BIPM/CIPM - NEP at PSQCA in process of being fully operational - PNAC's assessments completed and training provided for PNAC to become national certifying accrediting body - Assessment of quality and standards manuals of laboratories completed. - 6 metrology laboratories of PNAC accredited by PNAC - PSQCA role and activities further strengthened - PNAC and NPSL are signatory to their required standards body and can conduct their certifying duties within Pakistan. - 24 testing laboratories closer to being certified.

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made Inception – 31 March 2011 1 April 2011 – 30 November 2011 1 December 2011 – 30 May 2012 1 June 2012 – 31 December 2012
<p>3.3 Improved enforcement of IPRs</p> <p>3.4 Increased use of IP system by businesses and research institutions</p>	<ul style="list-style-type: none"> • Judges colloquium by 2012 • Up to six (6) officials trained from FIA/Police and Customs Academy by 2012 • IP enforcement training courses commenced by Police, Customs and Judicial Academies by 2012 • Public information campaign (media briefings, provision of public awareness materials) commenced by 2011 • Up to 15 national trainers on IP for businesses trained by 2012 • Roundtable on IP and trade policy by 2012 • IP modules in up to six public-private consultations by 2013 • National Roundtable on TMOs by 2013 • E-forum on technology transfer to industry established 	<p>3.2 Strengthened IP Legislation and Policy Framework</p> <ul style="list-style-type: none"> - Paper on utility model protection completed - Consultation visit on Madrid System completed - Consultation visit on PCT completed <p>3.3 Improved Enforcement of IPRs</p> <ul style="list-style-type: none"> - Colloquium for judges on IPR enforcement completed - Training of officials from Police/FIA/Customs completed <p>3.4 Increased use of IP system by businesses and research institutions</p> <ul style="list-style-type: none"> - Training on IP for businesses for national trainers (from SMEs) completed - Draft report on Kinnow under review - Media briefings continue at regular intervals throughout the project