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PROGRESS REPORT (October 2014 - March 2015)



Associated Agencies



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List of Acronyms

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

MRA	Mutual Recognition Arrangement
MRS	Mango Research Station
NA	Norwegian Accreditation
NAPHIS	National Animal and Plant Health Inspection Services
NFSAPHRA	National Food Safety Animal and Plant Health Regulatory Authority
NEP	National Enquiry Point
NESPAK	National Engineering Services Pakistan
NIFSAT	National Institute of Food Sciences and Technology
NGOs	Non-Governmental Organizations
NORAD	Norwegian Agency for Development
NPO	National Productivity Organization
NPSL	National Physical & Standards Laboratory
NTBs	Non-Tariff Barriers
NUST	National University of Science & Technology
NVL	National Veterinary Laboratory
OCR	Optical Character Recognition
OEE	Overall Economic Efficiency
OIE	World Animal Health Organization PAKGAP Pakistan Good Agricultural Practices
PC-1	Planning Commission Planning Document 1
PCSIR	Pakistan Council of Scientific and Industrial Research
PFA	Punjab Food Authority
PGDC	Post Graduate Diploma Course
PHDEC	Pakistan Horticulture Development & Export Company
PIDSA	Pakistan Italian Debt Swap Agreement
PITAD	Pakistan Institute of Trade & Development
PMO	Project Management Office
PNAC	Pakistan National Accreditation Council
PPD	Public Private Dialogue
PSC	Programme Steering Committee
PSQCA	Pakistan Standards & Quality Compliance Authority
QI	Quality Infrastructure
REHIS	Royal Environmental Health Institute of Scotland
SPS	Sanitary & Phyto-Sanitary
STPF	Strategic Trade Policy Framework
TBT	Technical Barrier to Trade
TDAP	Trade Development Authority of Pakistan: TDAP
TEVTA	Technical Educational & Vocational Training Authority
TMR	Trade Marks Registry
TORs	Terms of References
TRIPs	Agreement on Trade Related Aspects of Intellectual Property Rights
TRTA II	Trade Related Technical Assistance Programme II
UAF	University of Agriculture Faisalabad
UAP	University of Agriculture Peshawar
UET	University of Engineering, Taxila
UNCTAD	United Nations Conference on Trade & Development
UNDP	United Nations Development Programme
UNIDO	United Nations Industrial Development Organization
USAID	U.S. Agency for International Development
USDA	United States Department of Agriculture
UVAS	University of Veterinary & Animal Sciences
WAPS	World Academy of Productivity Sciences
WIPO	World Intellectual Property Organization
WTI	World Trade Institute
WTO	World Trade Organization

Executive Summary

This report covers the progress made under the EU funded TRTA II Programme from 1st October 2014 to 31st March 2015. Over this period of six months, the Programme continued its implementation, making a visible positive impact on the selected stakeholders in both the public and the private sectors. The PMO, inclusive of all three implementing agencies (UNIDO, ITC and WIPO) with the support of MoC/PITAD and under the guidance of PSC, continued to perform and successfully implement programme activities.

Component 1:

During the reported period Component 1 continued its support to PITAD, enabling it to conduct its training and research related mandate according to international standards. This was demonstrated through trainings, independently organized by PITAD at Rawalpindi Chamber of Commerce, on EU GSP+ and statistical analysis of trade data. PITAD also increased its outreach activities by initiating MOUs with different Pakistani institutions as recommended by the roadmap prepared by Component 1 for PITAD.

Building on its previous work related to EU GSP plus, Component 1 commissioned a Business Guide on the EU GSP+ scheme for the businesses in Pakistan to understand and enhance their benefits from the preferential market access granted by the EU to Pakistan.. The Guide explains the GSP scheme and export procedures applicable to key exports sectors of interest to Pakistan and the EU. The Guide was translated into Urdu and launched in a ceremony held in Karachi.

This was followed by a series of awareness raising training sessions on GSP+ Scheme in Karachi, Lahore, Sialkot and Faisalabad, which were attended by 584 stakeholders from public and private sectors. The training helped the stakeholders, particularly the SMEs to understand the GSP+ Scheme and the procedures applicable for exporting to EU. .

More than 3000 copies of the Guide were distributed in addition to the soft copies of the Guide uploaded on the TRTA II programme and ITC websites.

A series of training sessions on the new WTO Agreement on Trade Facilitation were organized in Lahore, Karachi and Islamabad to create awareness about the WTO Agreement and to initiate a national debate on customs procedures reform. The training sessions were attended by 447 stakeholders. The trainings and subsequent reforms will help the SMEs export their goods relatively more easily and will enable them to benefit from the preferential arrangements particularly the EU GSP plus scheme.

The PPDSC was reorganized with the approval of Secretary Commerce to select new members as the old members had already completed their three years tenure. A meeting of the restructured PPDSC was held which approved the submission of seven research studies conducted during 2013-14 to the government for potential implementation. The PPDSC also mandated Component 1 to draft legislation for Trade Dispute Resolution Organization (TDRO) and conduct a further study on the use and way forward for the GSP+ scheme. .

The seven research studies conducted during 2013/2014 were finalized. The studies were placed on the TRTA II website and e-distributed. The studies are being printed for further dissemination to key stakeholders.

The two pillars for National Export Growth Strategy (NEGS) on Policy reform and Institutional reform have been finalized and internationally peer reviewed. The drafts have been shared with the Ministry of Commerce which will be further presented in PPDs for stakeholder's review before formal submission to government.

In order to realize synergies with other donors for export success, an MOU is under negotiations with the CBI. The CBI has however, contributed to the training sessions organized in different cities on EU GSP+ Scheme by providing an expert. The presentations of the CBI expert contributed to the value-added of the trainings. All costs related to the fees, travel, accommodation etc. were borne by CBI.

Activities were initiated for institutional capacity building of CCP. In this connection CCP has been linked with international institutes and competition authorities for the training of master trainers from CCP. Accordingly, one officer/master trainer from CCP is receiving a three months training at EU DG Competition and another officer/Master trainer received a three weeks training at KCL.

Two research studies have been initiated by CCP selected officers under the guidance of international experts. Collaboration between the researcher and their mentor will cover competition in freight transport and regional cooperation in financial services.

Component 2:

The TRTA II programme, under Component 2 facilitated the OIE (World Animal Health Organization) mission to conduct its PVS (Performance of Veterinary Services). The mission completed a 3 week review of animal health status and veterinary services and controls in Pakistan

The Marine Fisheries Department (MFD) has submitted the documents of additional 5 fish processing plants (M/s Seagreen Enterprises (Pvt) Ltd., M/s Aqua Pearl – January 2015; and M/s M.A Mohamdi. & Co., M/s People Fisheries (Pvt) Ltd. and M/s Seabird Fisheries – March 2015) to DG SANCO for their approval and enlisting in order to enhance fish exports to the EU.

To date, 81 consignments of fishery products have been exported to the EU valued at US\$ 8 million.

In addition, MFD has taken further steps to extend sanitary control capacity for export of fishery products to KPK (Peshawar) and Baluchistan (Gwadar) Provinces, as recommended by TRTA II.

NPO has shared final draft of the report with PMO and will validate the analysis through a seminar with Surgical Instrument Manufacturers Association of Pakistan (SIMAP). This validation seminar will be conducted in April, 2015 and suggestions and recommendations from the stakeholders will further enrich this report.

CSR and Process Control intervention produced successful results in the pilot phase where 10 companies from 3 industrial sectors including Electric Fans, Protective Gears and Cutlery & Knives witnessed huge gains in productivity (30 to 120%), quality (53 to 68%) and better working conditions for their laborers. Around 100 personnel from 10 companies were trained on 5S approach to create a cleaner and organized workplace.

Pakistan Electric Fan Manufacturers Association (PEFMA) has established a Knowledge Centre and has hired a resource person to run the center. PEFMA has provided with 12 new fan manufacturing units who are willing to share the cost of the resource person(s), while TRTA-II will provide with the expertise to train these resources.

During the second phase of the intervention pertaining to CSR and Process Control, the IE and PMO team evaluated 12 units, 9 at Gujrat and 3 at Gujranwala, and out of these 12 units 10 have been selected for CSR and Process Control interventions. Out of the 10 selected units five have been enrolled under PEFMA Knowledge Center and are being provided with technical guidance through PEFMA resource person. Data collection phase has been completed ahead of proposed timeline at the selected units in fan sector.

Interactive training workshops were held on CSR and Process Control in the surgical instruments sectors. Thirty-six (36) participants were trained on process control and CSR ready to implement tools and techniques along with pre-training assignments in order to map their process flows and present their works during the training sessions.

The IE and PMO team devised selection criteria to evaluate 13 nominated units by SIMAP from surgical sector. Out of 13 nominated units, 6 qualified for the CSR and Process Control intervention. The six selected units have been informed and PMO team has started working on the CSR and Process Control interventions with them.

Eleven (11) models of protective gloves have fulfilled all the requirements and have achieved CE marking. As a result, an increase of 30% in exports of CE marked gloves has been reported in 2014.

An additional 10 trainers have now qualified as master trainers, bringing the total to 17 (seventeen). These 17 master trainers will now be able to provide technical expertise and advice, for achieving CE Marking, to the local manufacturers deeming their products exportable to EU and other markets.

Two groups of final year Industrial and Manufacturing Engineering students have been engaged to work on in line process control and CSR at Machining and dye casting sections, respectively, of a fan manufacturing unit. The concerned supervisors of industrial engineering department of UET Lahore are on board and facilitating these students to carry out their projects under the guidance of PMO team. PMO team in collaboration with Industrial Engineering department of UET Lahore is also converting success stories in the form of research papers for local and international journals. One case study has been published in the journal of UET Taxila.

In connection with the provision of polishing machines to 4 progressive manufacturing units in the cutlery sector, an international tender was issued and a large number of queries were posted by the potential bidders. 27 February, 2015 was the last date of proposal submission by the bidders. It is encouraging that 12 bidders have shown interest in the bidding.

Subsequently, in the final bidding, five quotations were received. General, Technical and financial comparisons were made and an appropriate supplier has been identified as he was fulfilling the requirements of the cutlery polishing processes.

The final draft of Survey Based Study on Assessment and Analysis of Certification Requirements in Selected Sectors has been prepared and shared with stakeholders for comments. This study is based on a survey of exporting firms of Pakistan from seven selected sectors including Processed and Raw Meat, Surgical Instruments, Textile (Readymade Garments), Leather (Garments and Accessories), Electric Fans, Cutlery and Horticulture (Fresh and Processed Fruit and Vegetables).

Researchers from CRI and MRS, trained on international best practices of Kinnow and mango farming and post-harvest processing at University of the Philippines, have now refined and finalized the CoPs and CCPs for the Kinnow and mango sectors (farm and post-harvest levels).

The joint TDAP-TRTA II promotional campaign for Kinnow was successfully carried out in Malaysia and Singapore. Five supermarkets in Malaysia and two supermarkets in Singapore undertook the Kinnow juice sampling exercise for a period of 2 weeks. The supply of Kinnow for juice sampling and the extended promotion with promoters were fully funded by the commercial stakeholder.

Pakistani Exporters through the Rush group made direct deliveries of Kinnow to the renowned supermarket chains of Aeon-Big, Giant, Jaya Grocer, Village Grocer, Econsave in Malaysia that have not previously been stocking the Kinnow in their stores.

Similarly, the Kinnow were supplied to Mustafa Center and Sheng Siong Supermarkets in Singapore in specially designed box to celebrate the Chinese New Year.

The Ministry of Science and Technology (MoST) organized a National Quality Form where it was realized the need to develop National Quality Policy. Meeting of the Working group was held in Ministry of Science and Technology on 12 November, 2014. The final draft of NQP and implementation plan submitted by TRTA II programme was discussed in detail. The minister has now approved the policy document.

The draft National Quality Policy along with the implementation plan and its budget was approved by the MOST and published for its submission to the Cabinet.

A proposal for the re-engineering of PSQCA was developed with input from all the departments within PSQCA. This proposal will serve as the major input for the actual re-engineering of PSQCA

As of March 2015, 12 testing laboratories and 06 metrology laboratories have been accredited by PNAC and a further 08 testing laboratories have undergone pre-assessment and will achieve accreditation by June 2015. The National PT scheme (2 labs) has also submitted its application for accreditation to PNAC and will be assessed by July 2015, when PNAC launches its PT accreditation programme. The four laboratories of Ayub Agriculture Research Institute have not yet submitted their application to PNAC.

Thirty (30) testing laboratories, belonging to seven institutions namely: PCSIR, Lahore, Karachi and Peshawar, FSC&RD, NRLPD, PCRWR, and SARC are now implementing a business plan based on customer relations mechanisms and marketing strategies to ensure sustainability of their services and accreditation status. The other 19 labs (supported by TRTA) require GoP policy change in order to use a fixed percentage of their income for running the laboratory and to sustain accreditation.

The Programme supported a 13-day study tour/training abroad of 06 technical staff members working at the Federal Seed Certification & Registration Department, MNFSR, at an ISTA accredited Seed Testing Laboratory in Tasmania, Australia which also included a 2-day visit to IP Australia (Canberra). The training program/study tour was carried out by ISTA Laboratories, Tasmania from 24th November to 5th December 2014.

The delegation will meet the Plant Breeder Right's (PBR) Officers in Intellectual Property-IP Australia, located in Canberra, (04—05 December 2014) and held discussions with them on matters related to Plant Variety Protection-PVP & Distinctness Uniformity Stability-DUS testing, following the submission of the PBR and the revised Seed Act to Cabinet for approval.

Component 3

As a result of interventions conducted to date, good progress has been made in the implementation of activities in all the four result areas addressed by this Component.

In the result area “Strengthened IP Institutions”, implementation of modernization activities is already resulting in internal efficiency gains at the IPO Registries and improvement in the services provided by them to users of the IP system. More benefits are expected after completion of the few remaining modernization activities that are currently in progress. Completed activities include upgrading of the IP automation systems at the IPO Registries (Patent Office and Trade Marks Registry) and in-depth training of IPO technical team on the automation systems and supporting technologies for sustainability and self-reliance. Activities currently in progress include: digitization of IP records (patents, designs, trademarks and copyright) that is 95% completed; development of IPO Web Portal that is in its user requirements phase; and introduction of an administration system for Human Resources and Financial management at IPO that has been recently initiated.

In the area of “Strengthened IP Legislation and Policy Framework”, almost all activities have been completed prior to this reporting period. The only remaining activity, a Roundtable on Development of National IP Strategy is planned for 23-24 April 2015.

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

Lastly, in the area of “Increased Use of IP by Businesses and Research Institutions”, almost all planned activities were also completed prior to this reporting period. The only remaining activity, the development of an e-Forum (PiNET) for technology exchange is in its final stages of review by stakeholders. PiNET is aimed at strengthening linkages between research/academic institutions and industry.

Donor Coordination:

No activities in relation to TRTA II Programme were conducted during the reporting period.

Visibility:

During the period website was regularly updated; 2 quarterly Trade Time were issued; 2 SPS e-Newsletters were published; Press releases covering the events regularly featured in the media. Three research studies related to SPS (food safety, animal and Opalnt health) were published and seven research studies related to component 1 were finalized and published. Over 1700 copies of the GSP guide were printed and distributed.

1. Context of the Action

Overall TRTA II Programme

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

The TRTA II programme objectives are to be achieved through three programme components dealing with (i) trade policy capacity building; (ii) export development by improving the quality infrastructure and (iii) strengthening the intellectual property rights (IPR) regime.

The activities of the three components are coordinated, as appropriate, in order to leverage inter-component synergies and achieve coherence in implementation of the programme.

1.1 Component 1:

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

- Capacity building for the MOC and other ministries/agencies on specific trade topics and negotiation techniques through local training institutions
- Support to sector dialogue between government, private sector and civil society on trade related issues and support to improve transparencies in trade and investment policies

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

Result area 1.1: the objective is to assess institutional capacity of PITAD in light of international standards and benchmarks and provide equipment, software and library resources as per the assessment.

Result area 1.2: aims at conducting capacity needs assessment of the trade related ministries and departments of the government. At the same time assessment of local training institutes particularly PITAD to conduct training and research and to fill the capacity gap of PITAD through development of training modules and training of master trainers under international mentorship.

Result area 1.3: aims at utilizing the enhanced capacity and internationally accredited training modules for the capacity building of government officials through short trainings.

Result area 1.4: aims at conducting internationally peer reviewed research studies to inform public private dialogues (PPDs).

Result area 1.5: aims at conducting broad based and comprehensive PPDs on issues related to trade policy and domestic regulatory reform.

1.2 Component 2:

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

The Component 2 will intervene in three result areas:

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

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

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

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

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

1.3 Component 3

Strengthening of the IPR System: This 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.

The activities of the three components are coordinated, as appropriate, in order to leverage inter-component synergies and achieve coherence in implementation of the programme.

1.4 Extension of TRTA II Programme

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

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

2. Activities Carried Out

2.1 Component 1: Trade Policy Capacity Building

2.1.1. PITAD's Institutional Capacity strengthened

During this period, the report “Needs Assessment Study and Proposed Roadmap for Pakistan Institute of Trade and Development”, prepared by the international expert Malcom Bosworth for further strengthening of PITAD was presented to Secretary Commerce by the Director General PITAD. A number of recommendations emanating from the report were agreed to be initiated. For instance, PITAD started negotiations to sign MOUs with three institutes (Foreign services Academy, Pakistan Institute of Development Economics, and Customs Service Academy). Similarly PITAD has, among others, increased its outreach activities by holding seminars in chambers (Rawalpindi Chamber) and in-house in addition to issuing its Newsletter. It is flagged that all the activities planned under this result area have already been achieved.

2.1.2 PITAD's and other research institutes' expertise on trade policy strengthened

2.1.2.1 All targets planned under this result area have been achieved where 12 training modules and 18 master trainers were developed and internationally accredited.

2.1.3 Government officers' capacity on specific trade policy and international trade negotiations strengthened

2.1.3.1 PITAD assisted to deliver trainings

In November 2014, PITAD was assisted to build the capacity of government officers on data analysis and trade statistics. A Workshop on Data Extraction Analysis and use of Excel and SPSS was organized at PITAD from 25-27 November for which resource persons were provided by Component 1. The training was organized by PITAD and all costs related to the training were taken care of by PITAD. A similar training on use of STATA & Tradesift was supported in December (16-18) at PITAD where all costs and organization of training was conducted by PITAD and the resource persons including one of the master trainers trained under WTI mentorship were provided by Component 1.

PITAD also organized training on the EU GSP Plus scheme on 5 November at Rawalpindi Chamber for the private sector where Component 1 provided the GSP plus Guide free of costs. These trainings independently organized by PITAD confirmed its acquired capacity to carry out capacity building interventions by itself and gave stakeholder confidence in its training delivery capacity thanks to the assistance provided by Component 1.

2.1.3.2 Stakeholders capacity raised through series of trainings on the EU GSP plus scheme

A series of trainings on the EU GSP Plus scheme was organized in four cities of Pakistan from 10-13 November. Two international experts from the EU delivered the trainings. One of the experts was engaged by the CBI, under the proposed collaboration between Component 1 and CBI. A detailed database of the invitees was prepared in order to invite the most relevant stakeholders. The trainings were held in association with the Karachi, Lahore, Faisalabad, and Sialkot Chambers of Commerce, the Government of the Punjab, and some sectorial trade associations such as PREGMEA, PAKSEA, Textile mills Association, Fruits and vegetables producers and exporters Association, Footwear Association and Pakistan Dairy Association, with a total of 517 stakeholders attending these trainings. In order to further increase the audience, wide media attention was organized: 54 English and Urdu newspapers, 6 TV channels and radio Pakistan (in Karachi) covered the trainings.

More than 1,000 copies of the Business Guide on EU GSP plus scheme (Urdu and English versions) were distributed among the participants/stakeholders. The invitations sent for the trainings, the media coverage, participation of stakeholders, and dissemination of the Guide helped create awareness about the EU GSP+ scheme and how it can help the Pakistan's economic development. The trainings and the Business Guide were particularly focused on the SMEs as they are facing difficulties in understanding the GSP+ scheme as well as export procedures for exporting to EU under the preferential regime. The trainings and the dissemination of the Business Guide will enable new exporters, particularly from the SMEs sector, to export to EU under the GSP+ scheme.

The specific details of the trainings are as under:

- **Karachi (10 November 2014)**

Participants: 127 stakeholders from public and private sector

Guest of honor: Mr. Iftikhar Ahmed Vohra, President Karachi Chamber of Commerce and Industry

News coverage: 17 English and Urdu newspapers, 3 TV channels (ARY News, Abb Tak News, and AAJ News)

- **Lahore (11 November 2014)**

Participants: 184 stakeholders from public and private sector

Guest of honor: Mr. Arif Anwar Baloch, Secretary, Punjab Industries, Commerce and Investment Department

Mr. Farhan Aziz Khwaja, Secretary, Labor and human rights, Punjab, Mr. Ijaz Ahmad Mumtaz, President Lahore Chamber of Commerce and Industry

News coverage: 10 English and Urdu newspapers, 3 TV channels (City 42, Awaz TV, Channel 5)

- **Sialkot (12 November 2014)**

Participants: 97 stakeholders from public and private sector

Guest of honor: Senior Vice President Sialkot Chamber of Commerce and Industry

News coverage: 12 English and Urdu newspapers

- **Faisalabad (13 November 2014)**

Participants: 109 stakeholders from public and private sector

Guest of honor: Mr. Rizwan Ashraf, President Faisalabad Chamber of Commerce and Industry

News coverage: 15 English and Urdu newspapers

2.1.3.3 Series of Trainings on the WTO Trade Facilitation Agreement conducted

Following the signing of a new Trade Facilitation Agreement during the WTO Ministerial Conference at Bali, a global demand emerged for capacity building of public and private sector in the developing countries on the implications of the Agreement and how they can benefit from the improved trade facilitation regime. The Agreement provides to minimize and streamline customs procedures, improve appeal and consultation procedures, and enhance the ability of traders to access the information they require to trade their goods internationally.

Accordingly, two international experts, Dr. Manzoor Ahmad, former Ambassador of Pakistan to WTO and Ms. Edna Ramirez, International Expert on Trade Facilitation were invited to Pakistan to deliver the trainings on the new Trade Facilitation Agreement and how the private sector can increase its influence in Trade Policy formulation. The trainings were conducted in three cities of Pakistan from 24-27 November in association with relevant Chambers and Trade Associations. A total of 447 stakeholders from public sector, private sector and academia participated in the trainings. The trainings were covered by 11 TV channels and about 30 newspapers.

Specific details of the trainings are as under:

- **Karachi (24 November 2014)**

Participants: 87 stakeholders from public and private sector

Guest of honor: Vice President Karachi Chamber of Commerce and Industry

News coverage: 14 English and Urdu newspapers, 2 TV channels (Awaz TV and AAj News)

- **Lahore (26 November 2014)**

Participants: 173 stakeholders from public and private sector

Guest of honor: Mr. Ijaz Ahmad Mumtaz, President Lahore Chamber of Commerce and Industry

News coverage: 10 English and Urdu newspapers,

- **Islamabad (27 November 2014)**

Participants: 187 stakeholders from public and private sector

Guest of honor: Additional Secretary Ministry of Commerce, Deputy Ambassador, EU Delegation to Pakistan

News coverage: 8 English and Urdu newspapers, 8 TV channels (Sach TV, Royal TV, Waqt TV, Khyber news TV, channel 5, Abb tak tv, KTN tv, capital tv)

2.1.3.4 Business Guide for Pakistani Exporters on EU GSP Plus

The Business Guide on the EU GSP+ scheme finalized during September was translated and printed also into Urdu for easy understanding of the end-users. The Guide was printed in both English and Urdu and was disseminated to stakeholders widely. Copies of the Guide were circulated to more than one hundred Chambers of Commerce and Trade Associations; in addition several copies were sent to the public sector. The Guide was also posted on the websites of TRTA II and ITC to facilitate the online access. The Guide was also circulated among the Trade Counselors of 27 member states of the EU through the Delegation of the European Union. The Ambassador of the EU Delegation also presented the copies of the Guide to the EU parliamentarians visiting Pakistan.

A presentation on the Guide was also organized at the EU delegation for the development counsellors of some member states of the EU in Pakistan.

A huge demand for the printed copies of the Guide has emerged as Chambers and government organizations have requested for additional copies. The Guide was therefore reprinted in January 2015.

2.1.3.5 Reprinting of Business Guide for Pakistani Exporters on EU GSP Plus

Following the organization of trainings on EU GSP plus scheme in different cities of Pakistan in November 2014 and wide dissemination of the Business Guide on EU GSP plus scheme commissioned under Component 1, a huge demand from the stakeholders emerged for additional copies of the Guide. Initially 1000 copies each in English and Urdu were printed which was replicated by reprinting similar number of the Urdu and English versions of the Guide. The Trade Development Authority of Pakistan (TDAP), Pakistan Readymade Garments Manufacturers and Exporters Association (PRGMEA) and the Karachi Chamber of Commerce and Industry requested for additional copies of the Guide in addition to providing copies to the EU delegation in Pakistan for the parliamentary delegation. The Guide was also distributed during the Component 2 organized World Fisheries Day. The reprinted copies are also being distributed among the stakeholders to build their capacity on GSP plus scheme and exporting to the EU.

2.1.3.6 Collaboration with CBI

During the reported period, CBI was involved in the trainings organized by Component 1 on the EU GSP+ scheme. An expert from CBI contributed to the trainings by delivering lectures where all costs related to travel, fees etc. were borne by CBI.

The proposed MOU is still under consideration between CBI and the TRTA PMO and is expected to be finalized soon.

2.1.3.7 Urdu translation of the EU GSP+ Guide launched

The Urdu version of the EU GSP+ Guide, commissioned under Component 1, was launched in a ceremony organized at Karachi on 22 January 2015. The ceremony was attended by the Minister for Commerce, the Ambassador of the EU to Pakistan, the Special Assistant to the Prime Minister and head of PM Treaty implementation cell, the Chief Executive of the TDAP, the Secretary of TDAP, the Additional Secretary MOC and senior officers from business and diplomatic community.

The participants hailed the Urdu version of the Guide which according to them would enable the stakeholders to understand the GSP+ scheme and how Pakistan can benefit from the scheme. They urged further capacity building on the GSP+ scheme and wide dissemination of the Business Guide to the stakeholders.

2.1.3.8 Training on EU GSP+ scheme held in Faisalabad

In order to build the capacity of private sector to understand the EU GSP+ scheme and to maximize benefits from the scheme, a training was co-organized in Faisalabad in association with the Faisalabad Chamber of Commerce and Industry and the Trade Development Authority of Pakistan. The training was held on 28 January which was attended by 67 stakeholders from public sector and private sector. Urdu version of the EU GSP+ Guide commissioned under Component 1 was also distributed among the participants. The programme Officer (Trade Policy)/TRTA II was the trainer who introduced the scheme, the GSP+ Guide and the EU official online resources for information about exporting to EU under the GSP Plus scheme.

2.1.3.9 Cumulative achievements on trainings of stakeholders

The cumulative participation in Component 1 organized trainings can be seen in (Annex I).

2.1.4 Research studies contributing to the development of a well-informed national export strategy produced

2.1.4.1 Editing and Printing of research studies

Seven policy research studies were conducted by local experts during 2013 and 2014. The studies were also internationally peer reviewed to ensure quality of the research. Those studies were presented during the public private dialogues (PPDs) organized during 2014 to generate a debate among the public and private sectors on the policy issues and to refine the outcomes of the public private sector consultative mechanism. Once finalized the studies were placed on TRTA II website and e-disseminated to the stakeholders and submitted to the Ministry of Commerce.

The completed research studies have also been printed for further dissemination to the policy makers, public and private sector stakeholders and academic institutions. The printed copies of the research studies will be available soon.

2.1.4.2 Nation-wide consultation process for a coherent national export strategy fostered through public private dialogue

2.1.4.3 National Exports Growth Strategy (NEGS)

The national experts hired to draft two pillars/chapters of the National Export Growth Strategy (NEGS) finalized their first drafts which were internationally peer reviewed. The recommendations, observations and suggestions resulting from the international peer review were incorporated in the drafts and pre-PPD drafts have been finalized.

The drafts were shared with Ministry of Commerce for holding a PPD and the consideration of the drafts for incorporation into the forthcoming Strategic Trade Policy Framework 2015-18. Further consultations with the trade support institutions covered in the drafts are being conducted through the Ministry of Commerce and it was decided that the recommendations will be implemented through the STPF 2015-18. It is also planned that a PPD will be conducted soon in consultation with PITAD/Ministry of Commerce.

2.1.4.4 Meeting of the public private dialogue steering committee (PPDSC) took place

In the last meeting of the PPDSC it was decided that the Ministry of Commerce may review the membership of the PPDSC as the original members had completed a term of three years. Accordingly, the Ministry of Commerce was requested through PITAD to review and revise the membership of the PPDSC. The Ministry of Commerce reviewed the PPDSC membership and Secretary Commerce approved the below members for the PPDSC:

- Additional Secretary-1, Ministry of Commerce (Co-chair)
- Director General, Pakistan Institute of Trade and Development (Co-chair)
- Representative of the Federal Board of Revenue
- Representative of the Ministry of Finance
- Representative of the Ministry of Industries and production
- Representative of the Ministry of Science and Technology
- Representative of the Ministry of Textile Industry
- Representative of the Ministry of Food Security and Research
- The Vice President, The Federation of Pakistan Chambers of Commerce and Industry, Islamabad
- The President Lahore Chamber of Commerce and Industry
- The President Rawalpindi Chamber of Commerce and Industry
- The Vice Chancellor, National University of Sciences and Technology, Islamabad
- The Vice Chancellor, Pakistan Institute of Development Economics, Islamabad

Following the reconstitution of the PPDSC, a meeting of the Committee was convened in the Committee Room of the Ministry of Commerce on 19 March 2015 with the approval of Secretary Commerce. The agenda of the meeting included:

- Review of the decision taken during the last PPDSC meeting
- Review of the PPDs and research studies conducted after the last PPDSC meeting
- Selection of topics for two research studies and two PPDs
- Selection of Executive Committee of the PPDSC

The PPDSC reviewed the progress made in pursuance of the decisions taken in last meeting and the research studies and PPDs conducted during last year. The Committee approved submission of the recommendations to Ministry of Commerce and selected two topics for holding PPDs and research studies during 2015 which are:

- Further analysis and support on EU GSP+ scheme
- Preparation of draft legislation for the Trade Dispute Resolution Organization (TDRO)

2.1.4.5 TORs for TDRO Law Completed

In pursuance of the decision of the PPDS, TORs to hire a local and an international consultant for the drafting of TDRO law were completed. The TORs were shared with the Executive Committee of the PPDS and DG TDRO for their comments before launching the selection and recruitment process of the consultants.

2.1.4.6 Submission of research and PPD recommendation to government

The recommendations emanating from the PPD and research studies conducted during 2014 were shared with the Ministry of Commerce for taking appropriate policy measures. The recommendations of the PPD and the research study conducted on Regional Comprehensive Economic Partnership (RCEP) were shared with the Ministry which recommended accession to ASEAN plus. Similarly, research and analysis on Plurilateral Agreement on Trade in Services (TISA) were found helpful by the Ministry. Recommendations to avoid a possible EU ban on horticulture products (Kinnow and Mango) were shared with the stakeholders and were found useful. Additionally, close collaboration and coordination with the Trade Policy Wing of Ministry of Commerce for possible inclusion of PPDs recommendations in the proposed STPF (2015-18) is being fostered by the Programme.

2.1.5 Institutional Capacity Building of Competition Commission of Pakistan (CCP)

During the reported period, selection of CCP officers to undertake the modules and research studies were finalized. The EU Commission, through DG Competition and the King's College London (KCL) were contacted to accommodate one master trainer each for a respective period of three and one month internship supported by Component 1. Collaboration between one of the master trainers and her mentor was initiated for module development.

The three modules are now being developed and the collaboration between mentors and master trainers is closely monitored in order to ensure timely achievement.

In addition, two completing studies are currently being developed by CCP officers through guidance and peer review by international experts. These two studies respectively on the regional cooperation in competition matters in the SAARC region and on the Transport sector in Pakistan have been designed so as to enhance the CCP's scope of action both on horizontal and vertical levels.

2.1.5.1 Visit of the Chairman CCP to Geneva

A two day visit was organized for the Chairman of CCP from 20-22 January 2015 to Geneva where meetings were held with key international experts on Competition to chalk out a strategy for future growth of CCP as a premier regulatory organization on competition in Pakistan. The Chairman also attended an international conference on Competition at Geneva during his visit to showcase the activities of CCP.

2.1.5.2 Master Trainers and mentors collaboration for module development

The collaboration between mentors and master trainers was initiated for the development of three training modules as agreed with the CCP. The exchanges between the mentors and respective master trainers were closely monitored and guidance was provided where needed. The collaboration resulted in finalization of the module outlines for all the three modules which is now being followed by drafting of the modules and further capacity building of the master trainers on the subject of their modules. The selected master trainers are below:

- Ms. Rafia Kiyani, Assistant Director, CCP
- Ms. Maliha Quddus, Assistant Director, CCP
- Mr. Usman Khan, Assistant Director, CCP

2.1.5.3 Collaboration with KCL and EU DG Comp finalized

As part of the module development process, DG Competition of the European Union and Kings College London (KCL) were approached to accommodate one master trainer each for capacity building. The EU DG Competition agreed to accommodate one master trainer from CCP for three month training, whereas the KCL accommodated a master trainer for a three week training. The collaboration is expected not only to build the capacity of the master trainers on the specific topics but will also go a long way in building institutional linkages between CCP and the two institutions from EU namely; DG Competition of EU and KCL.

2.1.5.4 Master trainers face to face training started

As explained above, a three month training for a master trainer was approved at EU DG Competition and a three week training for another master trainer at KCL. Both trainings started on 02 March 2015. In this connection all possible assistance was provided to the master trainers to complete the requirements for travel, accommodation and peaceful completion of the training. . One of the master trainers has successfully completed her training at KCL, whereas the training of the second master trainer at EU DG Competition is underway.

2.1.5.5 Initiation of research study for CCP

The CCP had selected and communicated two topics for conducting research studies for which indicative TORs were also shared. One was about regional competition framework and the other was about competition within transport sector of Pakistan.

Collaboration on the transport sector was initiated and the research is to be completed by end of June. Following the selection of one researcher by the CCP, collaboration between researcher and the mentor was initiated. The details of mentor and researcher are as under

- Ms. Kishwar Khan, Assistant Director, CCP (Researcher)
- Mr. Philip Marsden (mentor) who is a non-executive director of the competition and regulatory authorities audit and risk committee chair; remuneration committee member

The second study has been initiated as well; the details of the mentor and researcher are as under:

- Ms Resham Khan, Junior Executive Offiver, CCP (Researcher)
- Mr. Philip Marsden (mentor) who is a non-executive director of the competition and regulatory authorities audit and risk committee chair; remuneration committee member

2.1.6 Coordination with Local Research Institutes and Other Stakeholders

Extensive ground work was done for each training so as to identify relevant stakeholders, raise their awareness and interest on the issues and inform them about the details of the training and its benefits.

The trainings were conducted in the reported period in association with Trade Development Authority of Pakistan (TDAP), the Chambers of Commerce of Karachi, Lahore, Sialkot, Faisalabad, Islamabad, and Rawalpindi, the Department of Industries, the Commerce and Investment, Punjab, PREGMEA, PAKSEA, Travel Agents Association of Pakistan, Pakistan International Freight forwarders Association, All Pakistan Customs Clearance Agents Association, PAKSEA, Textile mills Association, Fruits and vegetables producers and exporters Association, Footwear Association and Pakistan Dairy Association, Ethanol association etc., which ensured continuous support and interest in the programme.

During the reported period, coordination with TDAP and Faisalabad Chamber of Commerce and Industry was undertaken to conduct a training session and launch the Urdu version of the Business Guide on EU GSP+ scheme

2.1.7 Synergies with the other Components

Component 2 was involved in delivering presentation during the trainings on the achievements in SPS, lab accreditation and QL.

Stakeholders capacity was augmented on NTMs applicable to selected products in EU market as provided in the Business Guide on EU GSP plus. The applicable SPS and TBT issues were covered in the Guide and during the trainings.

2.1.8 Study Tours

- Study tour for the then Chairman CCP, Dr. Joseph Wilson was organized to Geneva from 20-22 January 2015.
- Training for one master trainer at KCL was organized from 02 March to 20 March 2015
- Training for one master trainer at EU DG Competition was organized from 02 March 2015 for a period of three months.

2.2 Component 2: Export Development through Improvement of Quality Infrastructure

2.2.1 Component 2.1: Strengthening the SPS Management System

One International Expert was fielded over the reporting period through a single mission on strengthening SPS management and controls system. The details of the expert mission are as follows:

Name of Expert	Country	Post/Activity Area	Duration (Weeks)	Dates in Field
Ian Goulding	UK	SPS & Food Safety	Mission:2 weeks	7– 21 December 2014

2.2.1.1 NAPHIS Bill

A detailed meeting was held with NAPHIS, Additional Secretary and Secretary MNFS&R, Chair of the Standing Committee on Food Security of the National Assembly, and the Joint Technical Adviser MoST, to discuss status of the “NAPHIS” Bill. This has not been considered by Cabinet since it was deferred on 15 April 2014. NAPHIS has removed two objections made by MoST (reference to standards and halal certification), but cannot address complaints regarding the overlap with the responsibilities of the PSQCA with regards to their food certification activities.

Follow up activities with MNFS&R and MoST to address the impasse on the Bill were carried out. MoC has given its support for the Bill in writing and further discussions were held with MoST. Summary has been prepared and will be resubmitted for approval at the next Cabinet meeting.

Three studies were finalized: SPS Policy paper, the Arsenic in Rice Study and Evaluation of Veterinary & Animal Health Services and submitted to MNFSR. The Ministry approved these studies following which they were printed and distributed to all relevant stakeholders.

2.2.1.2 Post Graduate Diploma Course in Food Safety & Controls

Support for the PGDC in Food Safety & Controls has been further expanded. University in KPK and another one in Sindh (Karachi) have been identified as having the potential to carry out this task and they have shown their interest. The University of Agriculture, Peshawar (KPK) and the Jinnah University of Women (Karachi) are now preparing the essential documents to initiate the launch of the PGDC by the first quarter of 2015.

The other universities which were originally supported for the PGDC have already started their second year, with UVAS and UAF enrolling students at both the Diploma and Degree levels. The graduation ceremony of the first batch of graduates at UoK was held in January where 12 graduates received their diploma certificates. All 12 of these graduates work for various food business operators in Karachi..

A meeting was held with the Acting VC and staff of the Faculty of Nutrition Sciences of the UAP. There is keen interest in developing a PG Diploma course in Food Safety & Control applying the assistance of TRTAIL, in line with the models already applied at University of Karachi, University of Agriculture Faisalabad and University of Veterinary and Animal Science, Lahore. There is a clear academic capacity to deliver the course (in fact the existing degree course in Food Science and Technology already includes modules on food toxicology and safety, food microbiology, and food law and regulation). There are strong links to industry (all students undertake food industry internships).

2.2.1.3 Strengthening SPS Management at the Provincial Levels

The governments of KPK and Baluchistan have passed the Bill leading to the establishment of the Food Authority, their respective provinces. Work with KPK is moving ahead as the three key departments (health, food & agriculture) have indicated their interest to received TRTA II support to strengthen their food safety, animal and plant health regulatory system.

Establishment of food safety controls in Sindh province was discussed with DG Special Initiative Unit, Department of Health, and Government of Sindh regarding development of. The Health Department has adopted a new nutrition strategy but no specific initiative on food safety. The DG was informed of the role of TRTAIL, and the status of sanitary and phytosanitary controls in Federal Government. He was aware of the food safety initiative in the Government of Punjab, and recognized the needs for a similar approach in Sindh. A useful suggestion was to establish the approach through the Planning and Development Department, which could address the approach to SPS Policy at a Government level. Contacts were provided and PMO is recommended to follow up.

2.2.1.4 Animal Health

Support to the MNFSR and the Animal Husbandry Commissioner lead to the arrangement of consultative meetings with key stakeholders linked to the animal health and veterinary services throughout Pakistan, in Islamabad, Lahore & Karachi. This was in preparation for the OIE-PVS mission scheduled from 24 November – 14 December 2014.

The OIE team of 3 experts evaluated the veterinary and animal health services in Pakistan based on the dossier submitted to them by the AHC. The OIE experts will visit all four provinces and regions including AJK and GB. The wrap meeting of the OIE with government counterparts and donors is scheduled for 12 December 2014.

The TRTA II programme facilitated the OIE (World Animal Health Organisation) mission for the conduct of PVS (Performance of Veterinary Services). The mission completed a three week review of animal health status and veterinary controls in Pakistan. The PVS will highlight many of the deficiencies in animal health surveillance and control (weak legislation, inappropriate organisation structure, lack of federal-provincial coordination, conflicts of interest between service and regulatory functions).

However, it also reflects the positive elements (good veterinary education, functional veterinary council, strong awareness of the OIE role and willingness to develop,). The mission was complimentary regarding the extensive preparation and mission support delivered by the Animal Husbandry Commissioner at Ministry of National Food Security and Research and TRTA. The PVS report is kept confidential and will be delivered to the Government of Pakistan after peer review by May 2015.

2.2.1.5 Fisheries

MFD has taken further steps to extend sanitary control capacity for export of fishery products to KPK (Peshawar) and Baluchistan (Gwadar) Provinces, as recommended by TRTA II. Budget is drawn on PC1 projects to establish offices and regional laboratories in these locations. Recruitment of a total of 20 new technical staff will be launched in January (all in place by June 2015). The Government of Balochistan has also agreed in principle allocate staff responsibilities regarding inspection of fishing vessels, landing sites and non-export processing establishments.

The IE advised on wording of letter from MFD to Provincial Governments regarding the nomination of responsibilities for these functions. TRTA II is recommended to deliver an intensive training 4 weeks course for these Federal and Provincial inspectors (to take place in Karachi in July 2015) responsible for sanitary controls in the fishery sector. MFD will provide a venue and pay attendance costs of staff, and TRTA II should provide IE and NE expertise, and inspection kits. The IE advised on conditions for imports of fishery products (recently allocated to the MFD after discussions with the AQD and MNFSR). Once again the IE advised that a condition of export certification (for all destinations) should be that fishery products do not pass through an auction hall (i.e. supplied direct from a vessel), and are consigned for export only from an authorised establishment. This principle will be applied to Korangi (from which one of the two establishments on a modified list submitted to the EU for approval will receive raw material).

2.2.1.6 Plant Health

The TRTA II programme has been supporting the DPP to strengthen the plant health services in Pakistan. This includes requesting the IPPC to conduct its PCE in Pakistan. This will entail recruitment of IE in Plant Health, preferably from the FAO, to carry out the preliminary tasks/preparations for the PCE and at the same time strengthen the inspection services of the DPP. The DG of DPP has written to both FAO and TRTA II asking for support to this effect.

DG DPP, formally requested TRTA II for short-term assistance regarding the assessment of the status of the Plant Health facilities and the laws related to Plant Health in Pakistan. The ToRs were adjusted and a suitable IE was identified.

2.2.1.7 Establishing a Technical Regulations Regime for SPS

NAPHIS and SARC: the need to establish a scientific and technical framework for the development of new technical regulations for the SPS area. Until now Pakistan has no system in place for the risk assessment and preparation of technical regulations. This should be developed in advance of any decisions on control institutions (i.e. it does not require the NAPHIS Bill to be passed).

The IE recommends that the PARC/SARC has the relevant core of scientific expertise and should develop a series of technical working groups in the areas of food safety, animal health and plant health. These groups would perform tasks such as risk assessment, specification of information needs for SPS risk related research, and preliminary drafting of technical SPS regulations.

There will be a need to mobilise additional relevant scientific inputs from DPP, AQD, NAPHIS, NVL, MFD etc. TRTA should support this process, in the first place by drafting a short concept paper, setting out the modalities, procedures, objectives and composition of working groups. It should also provide technical advice and support to the preparation of action plans for the drafting of regulations in specific hazard/product areas. These Technical Working Groups would also provide the foundation for the creation of the National Codex Alimentarius, Animal Health and Plant Health Committees.

2.2.1.8 Drug Regulatory Authority of Pakistan (DRAP)

Following a request for the EUD in Pakistan, TRTA II conducted a brief assessment of the Drug Regulatory Authority of Pakistan (DRAP) to ascertain the type of technical assistance that may be provided within the ambit of the Programme to strengthen this authority.

DRAP was created in 2012 (by the Drug Regulatory Authority of Pakistan Act) after devolution, enforces federal government responsibilities in relation to registration, quality, and distribution and price controls of human and veterinary drugs. Its first annual report is under preparation and will be published in 2015. Secondary legislation defining procedures across the whole range of registration, market surveillance products is out of date. It is being revised and updated, but progressing only slowly.

Control capacity of Provincial Government remains weak, with problems of unregulated pharmacies and sale of counterfeit drugs not addressed. There is no formal monitoring system for these controls, although this is one of the mandates of the Authority. Although nominated for testing, none of the three federal testing laboratories are accredited to any standard (covering Central Drug Laboratory, Karachi, National Control Laboratory for Biologicals, Islamabad and Federal Drug Surveillance Laboratory, Islamabad). TRTA II IE assessed the need for strengthening DRAP regarding controls on human and veterinary medicines.

DRAP requires Technical Assistance for planning the future development of testing capacity for alternative medicines and medical appliances, and for accreditation of testing laboratories. The IE also recommends that DRAP would also benefit from support for legal drafting of subsidiary rules and regulations governing procedures for evaluation, registration and licensing of establishments, and to set up an audit capacity as a basis for ensuring the Provincial Government performs controls in accordance with international standards.

Baluchistan

PMO held detailed meeting with the Secretary Food Balochistan to discuss the possibility of TRTA II support for the strengthening of Balochistan Food Authority Act, 2014. Director Food and concerned Section Officer also participated in the meeting. TRTA II officers briefed the meeting participants about the about the TRTA programmes in general and specially about the work done in the area of SPS management, with particular reference to the technical assistance provided by the TRTA II to the Punjab Food Authority.

The Secretary Food informed TRTA II that the Act for the establishment of Balochistan Food Authority (BFA) was passed in February 2014, yet so far Food Department has not made any further progress to establish this Food Authority. The Secretary stated that the Food Department had prepared a detailed summary for the recruitment of a DG Balochistan Food Authority and subsequent establishment of BFA. This summary was sent to the Chief Secretary but its approval is awaited. Director Food Department informed that in Balochistan the Food Safety function is split and Health Department (Public Analyst) and the City District Government is working to regulate food safety without any coordination and understanding of the regulations needed to govern food safety and controls .

TRTA II shared with the Baluchistan Food Department a copy of the MoU signed between Punjab Food Department and TRTA II and the documentation related to the details of the technical assistance provided to the Punjab Food Authority as a reference of the kind of assistance the programme may be able to provide.

The Secretary Food Department said that based on the documents provided by TRTA II and the offer to provide the Technical Assistance, the Food Department shall prepare a summary to re-submit its proposal to the Chief Secretary and appoint a DG by May 2015.

Khyber Phakhtoon Khwa (KPK)

Department of Health KPK has initiated the process of establishment of the KPK food Authority. A summary has been forwarded to the higher authorities for the appointment of Director General and the Food Safety Officers.

Launch of PGDC in Food Safety & Controls at a University in Baluchistan

A detailed meeting was held with the faculty members of Balochistan University of Information Technology Engineering and Management Sciences (BUIITEMS). The faculty members were briefed about the TRTA II interventions for the strengthening of Food Safety Controls in Pakistan.

PMO informed that TRTA II launched the PGDC at three universities (UVAS, UAF and UoK) in the first phase and now working with the UAP for the launch of PGDC in September 2015.

BUIITEMS informed that the university has 8000 students enrolled in the various faculties and, that despite that fact that the faculty of Life Sciences and Informatics has been newly established, it has a strength of fifteen (15) PhD teachers. The staff informed TRTA II that BUIITEMS would be interested in launching the PGDC in food safety & controls with the promise to run it through a sustained mechanism. This faculty had already launched a Diploma course in medical technology and have submitted a proposal for the establishment of a Department of Food Science & Technology at BUIITEMS.

BUIITEMS faculty members agreed to respond to the questionnaire to initiate the process of launching the PGDC at BUIITEMS.

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

Three missions of three International Experts were launched during the month of October-November 2014 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
Adam Pinney	UK	CE Marking	First Mission:1.5 weeks	20-31 October 2014
Kit Chan	Malaysia	GAP	First Mission:2.5 weeks	14 Nov to 04 Dec 2014
			Second Mission: 1 week	25 February – 2 March 2015
Wouter Put	Holland	Process Control	First Mission:2 weeks	24 Sept to 04 Oct 2014
			Second Mission:10 Days	10-20 December
			Third Mission: 10 Days	25 March-3 April 2015

2.2.2.1 Productivity improvements in the key industrial sectors

Surgical Instruments Sector:

- **Benchmarking study by NPO**

The benchmarking study for surgical instruments sector has been conducted by NPO, its report is being finalized after review of the first draft. The report is based on the data of near one hundred surgical instruments units using the Competitiveness Benchmarking System Tool. The study has highlighted key issues pertaining to the Surgical Instrument sector in terms of poor Branding practices, Production Management, Quality Assurance, performance measurements, energy requirements and consumption patterns, IT infrastructure and applications, technology availability, CSR, personnel training and development needs. Corporate Social responsibility (CSR) and poor branding have been identified as major issues of the surgical sector.

NPO has shared the final draft of the report with TRTA and, after reviewing the report, NPO has incorporated the suggested inputs. Furthermore NPO has been asked to organize the seminar in collaboration with the Surgical Instrument Manufacturers Association of Pakistan (SIMAP) for the validation by the stakeholders of the analysis and recommendation of the said report. The validation seminar will be conducted during April, 2015 and the suggestions and recommendations from the stakeholders will further enrich this report.

- **Training of Surgical Instruments Manufacturers on CSR and Process Control:**

In collaboration with CBI and Surgical Instruments Manufacturers Association of Pakistan (SIMAP) two training workshops, three days each, were conducted for surgical instruments sector where around thirty surgical instruments manufacturers participated. Two international and one national expert were provided by the CBI. These Experts trained the participants on contemporary tools and techniques of productivity, quality and CSR improvements. Subsequently, SIMAP and Sialkot Chamber of Commerce and Industry (SCCI) showed keen interest and requested TRTA-II and CBI.

- **Start of CSR and Process Control at six (6) Surgical Instruments Model Units:**

Following the recommendations of benchmarking study and SIMAP and SCCI's request to implement CSR and process control interventions in surgical instruments sector. Mr. Wouter Put, the IE in CSR and Process Control, along with PMO team were engaged to evaluate the 13 units nominated by SIMAP. The IE and PMO team devised selection criteria on the basis of the top management commitment, availability of team, potential of building and seriousness towards CSR improvement. Out of 13 nominated units, 6 qualified for the CSR and Process Control intervention. The six selected units have been informed and PMO team has started work on the CSR and Process Control interventions with them.

- **Data collection phase pertaining to CSR and Process Control**

TRTA team, under guidance of the IE, has started data collection and training of factory teams on different tools and techniques related to CSR, Quality and Productivity in order to establish the baseline Key Performance Indicators (KPIs). Twenty-five (25) personnel from the six selected units have been engaged. The data collected so far has brought forth several problems in terms of high quality defect and rejection rates, huge Work in Progress (WIP), lack of production planning and control, poor CSR conditions, especially in the polishing and grinding sections. All these problems put the factories always in fire-fighting modes to meet the delivery dates of shipment.

During the mission of IE in Process Control and CSR, from 25-27 March, 2015, progress review of the six selected units was carried out. During the progress review the top management personnel of the companies were engaged in order to apprise them, in view of the data collection, in terms of Key Performance Indicators (KPIs) pertaining to Productivity, Quality and CSR. The causes of the above mentioned problems were identified and the TRTA team has been able to secure a higher level of commitment from these personnel in terms of taking critical decisions that would be required during the implementation of improvement plans to tackle the prevailing issues. Overall progress is satisfactory, as these units are first time performing such exercise to raise their product quality levels, labor productivity and investing on the CSR aspects to create conducive working conditions for their workforce. Companies which have been lagging behind in data collection due to varied reasons showed greater commitment to catch up with the time schedule laid down by TRTA team.

Electric Fans Sector:

- **Success Stories Disseminated:**

CSR and Process Control intervention rendered successful in the pilot phase where 10 companies from three industrial sectors including electric fans, protective gears and cutlery and knives witnessed huge gains in productivity and quality and better working conditions for their workforce. From 30% to 120% increase in productivity and 53% to 68% improvement in quality defect rates have been observed. One hundred personnel from 10 companies were trained on the 5S approach to create a cleaner and organized workplace.

Through a dissemination seminar, the results were shared among the stakeholders and industry in order to show the power of CSR and Process Control tools and techniques and other necessary ingredients like top management commitment and team development at enterprise level, to sustain such initiatives and to instigate a sense of urgency to unveil the huge potential of cost reduction and quality improvements leading to enhanced competitiveness and growth. More than one hundred manufacturing units from different manufacturing sectors participated in the seminar and applauded the achievements of TRTA II.

- **PEFMA Knowledge Centre Established:**

Pakistan Electric Fan Manufacturers Association (PEFMA) has established a Knowledge Centre and has hired some resources. PEFMA has provided with 12 new fan manufacturing units who are willing to share the cost of these resources while TRTA-II will provide with the expertise to train these resources. This endeavor is likely to help PEFMA to carry on CSR and Process Control initiative sustainably once the capacities of newly hired resources would be developed.

- **Start of 2nd Phase of CSR and Process Control intervention in Electric Fan Sector:**

During the second phase of the intervention pertaining to CSR and Process Control, the IE and PMO team evaluated 12 units, 9 at Gujrat and 3 at Gujranwala, and out of these 12 units 10 have been selected for CSR and Process Control interventions. The factories selected at Gujrat are being provided with the guidance through the resources hired at PEFMA knowledge centre.

- **Initiation of Inline Process Control**

After the successful completion of 1st phase, where the KPIs pertaining to productivity, quality and CSR were improved at three fan manufacturing units, in the 2nd phase two factories have been selected and the implementation of the “in-line process control” was initiated. Since the sector is not following the drawing standards with engineering tolerances, the teams of these factories are being trained on measurement techniques to establish the control limits for the selected product lines. So far the dimensional data of the selected products has been measured and in a step by step approach the control limits are being established.

Once control limits are established, it would be possible to prepare drawing standards for the products under consideration with quality control data points. 6 personnel from two factories are being trained on in-line process control techniques. The replication of this pilot phase approach is being implemented also in other lines of these units as well.

The IE in Process Control and CSR along with TRTA team held progress review sessions with the top management of the two companies. Some encouraging scenarios are being witnessed in these companies including the following:

Since the engineering drawings of the fan products were not available with the companies, the basic dimensions of selected ceiling fans models have been measured as per the guidelines provided by the TRTA team. After having shared these data with the top management of these companies, they not only have understood the major weakness of not implementing the in-line process control, but also the real cause which is the, non-availability of engineering drawings necessary to formulate the quality measuring standards. As a result they have fully accepted the approach of formulating control limits, conversion of these limits into drawing specifications, evolving of the in-line process control measurement system on the basis of these drawings and then the development of necessary measurement tools and gauges and the training of the concerned personnel to ensure the conformance of developed standards. Although this is a long process but following this track a major shift in the fans sector would be witnessed.

One of these companies have replicated the approach of Process Control and CSR in Louver fans line and winding section of ceiling fans. The results of these replications are very promising.

The other company has replicated TRTA approach in its packing section and is also working on die casting section, which is at the moment is exhibiting worse scenario. PMO team has engaged UET final year students to gauge the current conditions and it is expected that after implementation of productivity tools and modification of the existing furnace the company will substantially improve fuel consumption per unit and working conditions of this section will improve many folds.

CSR and Process Control intervention at 7 new Fan Companies Started

After establishment of PEFMA Knowledge Centre, 7 new fan companies have been enrolled in the 2nd phase. During this phase factory teams are being engaged and trained on data collection, data compilation and data analyses leading to the identification of Key Performance Indicators (KPIs) in terms of quality rework and rejection rates, value added time, material travelling, no of workers used, WIP levels, line balancing efficiencies, etc. Wastages disrupting the production lines are also being quantified in order to find out labor productivity. During the process more than 50 personnel from 7 units are being provided with on the job training on quality and productivity tools and techniques implementation and 5S approach.

During the mission of IE in Process Control and CSR, from March 28 to March 31, 2015, progress review of the seven selected units was carried out. The following summary of the KPIs at the selected units reveals the potential of improvement available in the local industry and also highlights the importance of endeavors like TRTA-II to bring forward such opportunities of improvements leading to the competitiveness of Pakistani products in international market.

Intervention Area	KPIs	Unit of Measurement	Fan Sector Companies									
			1	2	3	4	5	6	7			
Quality	Defect Rate	%	2 1	6	1 3	6	2	4 2	1 4			
Productivity	WIP	Nos	6 2 7 4	8 3 7 4	5 3 4 0	1 8 4 5	5 3 4 9	7 5 8 9	8 4 5 0			
			Batch Travel Distance per day	Meters	1 1 7 3 2	2 6 1 4 5	1 9 1 0 0	5 4 0 4	6 8 7 8	8 8 0 0	8 8 8 4	
					Labour Productivity	%	2 8		5 4	3 7		
					Line Balancing Efficiency	%		3 9			3 7	2 7
	Average Production Per day	Nos	1 8 4	6 6 6	3 8 9	1 1 5	7 1 0	2 4 1	4 2 1			
	No of Workers	Nos	3 1	4 5	3 2	1 7	5 9	2 9	2 4			
	CSR	5S awareness level	Qualitative	No	No	No	Yes	No	No	No		
Red Tags		No		No	No	No	No	No	No			
Arrang't Tools and Eq.		No		No	No	No	No	No	No			
Cleaning		No		No	No	Yes	No	No	No			

It is worth mentioning here that five electric fan companies have been enrolled under PEFMA Knowledge centre. These five companies are collectively bearing the cost of PEFMA Knowledge Centre resources. During the implementation phase PMO team under the guidance of IE will prepare the improvement plan in consultation with factory teams and will improve the KPIs through implementation of productivity, quality and CSR tools and techniques. The factory teams will be able then to replicate the approach in other areas of the respective units thereby realizing sustainability at enterprise level necessary to create a continuous improvement culture.

Cutlery and knives manufacturing sector:

Provision of equipment in cutlery sector to upgrade technology as well as implement lean manufacturing principles, enhance productivity and employment in fan sector. This will increase competitiveness in the selected industrial sectors.

Following the retendering for the procurement and provision of polishing machines to the selected companies in the cutlery sector, five quotations have been received. General, technical and financial comparisons have been made and an appropriate quotation has been identified fulfilling the requirements of the cutlery polishing process. It is found that the cost of the most appropriate bid far exceeds the perceived cost estimated in 2012. The programme is looking for options for covering the high cost of the equipment or reducing the number of machines from 4 to 2.

2.2.2.2 Improving competitiveness in horticulture sector

Development of Codes of Practice (CoPs) along the critical points of the Kinnow and mango supply chains was identified as major activity in the inception report of TRTA II programme to provide comprehensive guidelines to farmers, processors, exporters and other stakeholders involved with the aim to improve quality, increase production, maximize profit, and reduce losses.

National institutions such as Mango Research Station (MRS), Multan, Citrus Research Institute (CRI), Sargodha and University of Agriculture, Faisalabad (UAF) having expertise for the development of CoPs were identified

The TRTA II programme has been providing the technical assistance through the International and National Expertise to the farmers and processors/exporters on Good Agriculture Practice (GAP) since the initiation of the programme. Over the past 3 years the programme has fielded the International Expert in Good Agriculture Practice, Mr. Kit Chan, to facilitate the Farmer Field Schools (FFSs) and hands on training of the technical staff of MRS, CRI and UAF to ensure the smooth and appropriate dissemination of relevant information to the farmers and processors/exporters.

The code of Practice manual for both Kinnow and mango and the guide book to address the critical control points along the entire supply chains were finalized.

Terms of Reference for the extension of subcontracts of Mango Research Station (MRS) and Citrus Research Institute (CRI) were prepared and shared with the institutions. MRS and CRI have submitted the proposal for the extension of the subcontracts. Mr. Kit Chan, International Expert in Good Agriculture Practice reviewed the proposals and suggested some changes. The Research Institutes (CRI and MRS) have submitted the revised proposals. These proposals were analyzed by PMO and sent to Head Office for approval.

The Codes of Practice (CoP) manuals and the guide books to address the Critical Control Points (CCPs) for the Kinnow and mango farming and post harvest processing were sent to Food and Agriculture Organization (FAO) for review and comments. FAO reviewed the CoPs and has provided its support for publication by contributing a message from the FAO Country Rep – Patrick Evans. The CoP manuals and the guides to address the CCPs are in printing.

Representatives of the European Union Delegation (EUD) to Pakistan and the Director General of the Pakistan Institute of Trade and Development visited Sargodha to witness the TRTA II activities in Kinnow sector. The delegation visited the orchards and the pack house. The delegation was given a detailed presentation about the TRTA II activities in Kinnow sector by the Director, CRI. Mr. Bernard François, Head of Cooperation, EUD in Pakistan and Ms Anjum Asad Amin (former DG PITAD) appreciated the TRTA II interventions for improving Kinnow farming and the techniques for the processing of fresh fruits.

Mr. Bernard François, Head of Cooperation, EU Delegation to Pakistan highly appreciated reduction in the cost of inputs and increase in the yield by the application of CoPs developed by the TRTA II programme after three years of pilot application in the Kinnow farm clusters.

MRS completed the process of refining the specification of Small Scale Hot Water Treatment (SSHWT) units and invited the bids for the manufacturing of SSHWT units. The lowest quoted price is higher than the estimated cost and per unit allocation of funds by Ministry of Commerce. The allocated funds sanctioned by the Ministry of Commerce shall now suffice for six units instead of ten. After the approval of Secretary MoC for the manufacturing of six SSHWT units instead of 10 MRS issued the work order. All the six units shall be delivered to MRS by the end of April 2015 and subsequently installed at the selected farm clusters in time for the upcoming mango season.

Training of Master Trainers

In order to further disseminate the CoPs beyond the 100 already assisted farms, TRTA II programme organized the Training of Master Trainers. TRTA II experts along with the officers from Research Directorate of Agricultural Dept. of Govt. of The Punjab [who developed the CoPs] conducted the training programs.

The officers of the Directorate of Extension, Pest Warning and Quality Control of Pesticides and In-service Agriculture Training Institute of the Agriculture Department of the Government of The Punjab and Pakistan Horticulture Development and Export Company (PHDEC) were trained as Master Trainers.

The CoP manuals were written for trainers in governmental and non-governmental developmental organizations who are preparing their staff to work together with farmers for the development of technologies appropriate to ecological agriculture and using few external inputs. The training programs were conceived and designed to stimulate active learning by participants who drew from their own experience an approach which mirrors the type of interaction between facilitator and farmers.

The training participants were given detailed presentations on each and every aspect of mango and Kinnow farming and processing. A field trip was organized to Multan and another one to Sargodha for the practical hands-on training at the farms and the pack houses.

The Chief Executive Officer of PHDEC participated in the opening ceremony and the Director General Research of the Agriculture Department of the Government of The Punjab participated in the closing ceremony and also distributed the certificates to the participants.

Nineteen (19) participants attended the training program on mango CoPs included the Agriculture Extension officers from major mango growing areas such as Rahim Yar Khan, Vehari, Khanewal, Muzaffargarh, Lodhran and Multan. Officers of the In-Service Agriculture Training Institute, Regional Agricultural Economic Development Centre (RAEDC) of the Agriculture Department of Government of The Punjab and PHDEC also attended the training.

Twenty-four (24) participants attended the training on Kinnow CoPs included the Agriculture officers from major Kinnow growing areas such as Toba Tek Singh and Sahiwal. Officers of the In-Service Agriculture Training Institute and Horticulture Research Institute of the Agriculture Department of Government of The Punjab and PHDEC also attended the training.

Trade Development Authority of Pakistan organized a seminar for Kinnow Promotion in Sargodha. TRTA II National Expert participated in the seminar and presented all the TRTA II activities in the horticulture sector.

2.2.2.3 Improving consultancy services and certification of enterprises

The IE in CE marking, Dr. Adam Pinney, with experience in LVD (Low Voltage Directive), EMC (Electro Magnetic Compatibility Directive) and PPE (Personal Protective Equipment) has been guiding the indigenous manufacturers for the past two years in a step by step approach to achieve CE marking certification. The scope of current mission of the IE has been to finalize the technical files of 17 fan models and 11 gloves models, compilation of CE marking procedure guides and training of master trainers. In the recent round of training, 10 additional candidates from different Public and Private Organizations have demonstrated sufficient knowledge to qualify the criteria of CE Expert Master Trainers. These Expert Master Trainers will satisfy the needs of potential manufacturing units who would be motivated to obtain CE marking. This brings the total number of master trainers in CE marking to seventeen (17).

Study on ‘Assessment and Analysis of Certification Requirements in Selected Sectors’.

TRTA programme in collaboration with National Productivity Organization (NPO) carried out a study on ‘Assessment and Analysis of Certification Requirements in Selected Export Sectors of Pakistan’ with an objective to verify the types of certifications required by the industry in Pakistan for compliance with the international standards.

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

Based on the results of the survey, the report proposes interventions for each sector in the context of its certification requirements and exports potential. This activity is a pre-requisite for the training of consultants in management systems (quality, environment, food safety, GAP, CSR) which will be carried out under TRTA II.

2.2.2.4 Development of business arrangement along the international supply chain

PMO is developing, together with TDAP, the Kinnow Promotion Program for Malaysia and Singapore. The proposed strategy includes the following:

- Presenting the Kinnow to the Malaysian and Singaporean consumers in an elevated status of quality and packaging design.
- Capturing the consumers' fascination of the Colors of Pakistan, remove the negative notions of the consumers towards the country and the business ethics. Set up the Pakistan Pavilion in the center court of a large shopping mall in Kuala Lumpur and Singapore depicting Pakistan farmers' activities, potentials of food and fiber production and images of life in the country in lively colors and displays.
- Placing the Kinnow in line of the competition with the Chinese Mandarin for the major consumption during Chinese New Year in South East Asia. This will be done with new designs of packaging boxes of Kinnow depicting the RED color and of classic Chinese designs.
- Introducing the Kinnow as a juiceable mandarin. To demonstrate the attributes of the Kinnow, for its deep color galore and the higher sugar-acid ratio that appeals to the consumers of this region. Set up booth inside the supermarket offering free freshly squeezed Kinnow juice sample to customers..
- Introducing the One Box Design for the Pakistan Kinnow Export Promotion exercise into Malaysia and Singapore. This is to create control how and what the selected exporters ship to these 2 countries. The One Box depicts a one brand in this exercise.

PMO has presented the above promotional strategy to the Secretary TDAP who has approved the strategy and requested to furnish the requisite budget to execute the strategy.

PMO has also briefed the Pakistan Fruits and Vegetable Association on the joint initiative of TDAP and TRTA programme for the promotional activities concerning Pakistani Kinnow. The Association appreciated TRTA initiative and assured its full cooperation.

The promotional campaign for Kinnow Mandarins in Malaysia and Singapore

The Kinnow was promoted in Malaysia and Singapore, as the alternative Mandarin by the Trade Development Authority of Pakistan [TDAP] in collaboration with the TRTA II Programme, Packed in a specifically designed box reflecting the spirit of the festivities, the Kinnow mandarins are being marketed in some of the main supermarkets in these two countries.

A Pakistani Pavilion was also setup in the Giza shopping mall in Kuala Lumpur with backdrops depicting the Kinnow Mandarin and the Colours of Pakistan, to introduce Kinnow/Mandarins and offer free sampling of the juice from this mandarin to the visitors.

In addition a number of in-store Kinnow juice promotions were undertaken from 7 February, 2015 in four supermarkets for two weeks. The marketing campaign was formally launched by the High Commissioner of Pakistan in Malaysia. Customers witnessed the fresh Kinnow Juice being squeezed out and were impressed by the strong orange colour and the unique sweet refreshing taste which differentiates Kinnow from other varieties of the citrus family.

While the Kinnow has been introduced in the emerging South East Asian whole sale markets for a number of years but it was not available for sale in the mainstream supermarkets.

The TDAP/TRTA Kinnow Promotion Campaign in Malaysia and Singapore aimed at raising the level of engagement of the Kinnow with the established retail chains. The strategic approach was to create the brand of Kinnow to the consumers, driving the recognition of the Kinnow through its juicing quality attributes. This was done through capturing the customers of the major shopping centers by offering free Kinnow juice sample and side by side selling the boxes of Kinnow in the adjoining supermarkets.

The marketing campaign in the supermarket chains has resulted in direct deliveries of Kinnow to the renowned supermarket chains of Aeon-Big, Giant, Jaya Grocer, Village Grocer, Eonsave that have not previously been stocking the Kinnow in their stores.

Realizing the effectiveness and results of the on-going promotion, other Supermarkets have approached the high commission in Malaysia to participate in the campaign and wished to stock up the Kinnow boxes in their stores. Despite the fact that the official Kinnow Promotion Campaign was planned initially for 3 days in Malaysia, the retailers have extended the promotion campaign in their respective supermarkets for the period of 2 weeks at their own expense.

The promotional campaign in Singapore with similar initiatives started on 11 February 2015 in Well-established and popular shopping Mall known as Mustafa Centre. The campaign was launched with the visit of the High Commissioner of Pakistan in Singapore.

The promotion and in-store juice sampling with another supermarket (Sheng Siong) in Singapore has started on 5th March 2015 for 3 days to target the customers on Chinese's Valentine's Day.

EXPO Pakistan 2015

On the recommendation of TRTA II programme TDAP sponsored the visit of buyers from Malaysia and Singapore to Pakistan. The Directors of Rush Group and MBG, and 3 members from Mydin Supermarket travelled from Kuala Lumpur to Karachi to attend the EXPO Pakistan 2015 on 26th February. These Buyers have met with other Kinnow and Mango exporters at the EXPO. Representatives of Mydin and MBG are now conducting discussion with Mango suppliers to ship Mango into Malaysia this season.

Buyer's Visit to Kinnow and Mango Pack houses in Sargodha and Multan

TRTA II programme facilitated the visit of the Director of Rush Group, Mr. Chris Lioe to the pack house of Al Rafique in Sargodha and the Zarpak Mango consortium in Multan.

In Sargodha, Chris witnesses the processing, packing and loading of Kinnow boxes into the containers. The issues of quality problems of some container arrivals were raised in the meetings. The observations of the quality arrivals in Kuala Lumpur and the in the pack house were discussed and advised Al Rafique the corrections they need to make in the monitoring and the post-harvest handling procedure.

Rush group and Al Rafique discussed how to improve the current Box in the printing design and to make the box stronger to withstand the weight during stacking. Discussion also made plans for next year's Kinnow season for greater volumes and how to improve the delivery logistics.

In Multan, Rush Group and the Zarpak Mango consortium discussed the options to ship mangoes to Malaysia. They negotiated on the payment terms, packing weights and the box sizes. There was agreement between the parties that they will undertake the deliveries through Rush.

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

2.2.3.1 The preparation of National Quality Policy under the aegis of ministry of science and Technology

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

Meeting of the Working Group was held in Ministry of Science and Technology on 12 November, 2014. The final draft of NQP and implementation plan submitted by TRTA II programme was discussed in detail. The presentation for the Minister of Science and Technology was prepared for approval of NQP.

The minister approved the policy document.

The draft National Quality Policy along with the implementation plan and its budget was approved by the MoST and published for its submission to the Cabinet.

A Study Tour for senior members of the Ministry of Science and Technology (MoST) and the Ministry of Commerce (MoC) as well as members of the Working Group is planned for April/May 2015 to visit Vietnam and the Czech Republic, both of which successfully re-engineered their NQI and technical regulation regime. Vietnam had to re-engineer in order to become a member of the WTO, and probably has one of the best technical regulation regimes in the South-East Asia. Its growth in export performance in the past fifteen years underscores this dramatically. The Czech Republic had to do the same before it could join the EU. Both countries follow a common technical regulation framework across all Ministries and have established a high level oversight or coordinating body for technical regulation development and implementation, notions that are included in the Pakistan National Quality Policy.

Following contacts with Vietnam and the Czech Republic, the NQP study tour has been postponed till September/October 2015, as the respective agencies in these countries were unable to host the tour in April/May 2015.

2.2.3.2 Support to testing laboratories

Training the laboratory personnel of AARI (12) and FQCL (9) in the areas of: laboratory management, quality control and assurance, conducting internal audits and management review meetings, participation in PT, interpretation of PT results, method validation and measurement of uncertainty.

As of March 2015, 12 testing laboratories and 06 metrology laboratories have been accredited by PNAC and a further 08 testing laboratories have undergone pre-assessment and will achieve accreditation by June 2015.

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

- The PT Scheme has now launched its second and third rounds of proficiency testing, chemical and microbiological testing where participating laboratories have contributed towards payment for their participation.
- Following approval by MoST of the PC1 for the establishment of a National PT Scheme through provision of funds for 3 years, totalling US\$550,000 (PKR 55 million), the first tranche was released and renovation work for establishing the PT labs at NPSL has commenced.
- The National PT scheme (2 labs) has also submitted its application for accreditation to PNAC and will be assessed by July 2015, when PNAC launches its PT accreditation programme. The four laboratories of Ayub Agriculture Research Institute have not yet submitted their application to PNAC.

2.2.3.4 Support to implement the developed business plans for the laboratories and develop customer relations mechanism and market strategies to improve laboratory services

Thirty (30) testing laboratories, belonging to seven institutions namely: PCSIR, Lahore, Karachi and Peshawar, FSC&RD, NRLPD, PCRWR, and SARC are now implementing a business plan based on customer relations mechanisms and marketing strategies to ensure sustainability of their services and accreditation status. The other 19 labs (supported by TRTA) require GoP policy change in order to use a fixed percentage of their income for running the laboratory and to sustain accreditation.

2.3 Study Tour sponsored under Component 2

The Programme supported a 13-day study tour/training abroad of 06 technical staff members working at the Federal Seed Certification & Registration Department, MNFSR, at an ISTA accredited Seed Testing Laboratory in Tasmania, Australia which also included a 2-day visit to IP Australia (Canberra). The training program/study tour was carried out by ISTA Laboratories, Tasmania from 24th November to 5th December 2014.

The delegation will meet the Plant Breeder Right's (PBR) Officers in Intellectual Property-IP Australia, located in Canberra, (04-05 December 2014) and held discussions with them on matters related to Plant Variety Protection-PVP & Distinctness Uniformity Stability-DUS testing, following the submission of the PBR and the revised Seed Act to Cabinet for approval.

The purpose of the Study Tour is to impart training and knowledge to the technical staff of the FSC&RD in Pakistan to enable them to better carry out their tasks and to assist them in achieving international recognition through ISTA accreditation. The duration of the training will be 08 working days for the 6 technical staff members of the seed germination, seed health and seed purity laboratories of FSC&RD.

The TRTA II Programme Officer, Dr Ali Abbas Qazilbash, responsible for the Laboratories Accreditation and Sanitary and Phytosanitary Compliance for TRTA II, will join the participants in Tasmania for the last two days of their training there and then accompany them to Canberra for the interaction with the Plant Breeder's Office to ensure that further TRTA activities related to Plant Health and Safety as well as IP rights for Plant/Seed growers are also discussed and addressed and to ensure that the proposed activities are implemented in Pakistan in a coherent and systematic manner.

Details of the participants are given below:

Names	Designations
Mr. Iftikhar Haider	Quality Manager/Director, CSTL, FSC&RD Islamabad
Mr. Nazar Iqbal	Tech. Manager/Seed Analyst, Germination Lab, , FSC&RD Islamabad
Mr. Amjad Hussain Shah	Technical Manager/SCO Seed Purity Lab, , FSC&RD Islamabad
Mr. Muhammad Farrukh Javed Bhatti	Tech. Manager/SCO, Seed Health Lab, , FSC&RD Islamabad
Dr. Nasim Begum	Dy. Dir (NAPHIS)/Seed Analyst, Seed Health Lab, , FSC&RD Islamabad
Syeda Mehmoona Kaukab	Dy. Tech. Manager/Seed Analyst, Germination Lab, , FSC&RD Islamabad
Ali Abbas Qazilbash	Programme Officer, TRTA/UNIDO- to accompany the participants for 04 days visit (1-6 December 2014) firstly to assess the quality and level of training received in Tasmania and to discuss future collaboration with ISTA lab and then to Plant Breeders Office in IP, located in Canberra, Australia. This is to ensure that further TRTA activities related to Plant Health and Safety as well as IP rights for Plant/Seed growers are discussed and addressed. Will also ensure that the proposed activities are implemented in coherent and systematic manner, developing synergies between the components of the TRTA II programme (Comp 2 & 3). Furthermore, the purpose of PMO presence is to develop a roadmap of activities with IP Australia to help strengthen PBR regimes, improve Business Environment through IPR mechanisms in Pakistan through development of linkages with IPO-Pakistan and arrange for subsequent visits of IP Australia to Pakistan within the framework of the TRTA II programme.

As part of TRTA-TDAP joint initiative a study tour was planned of the Assistant Director of TDAP Haider Zamin and TRTA Programme Officer to contribute to the implementation of the promotional campaign, meet local buyers, seize the opportunity to survey the consumer's reaction to the promotional initiatives and test the validity of the marketing strategy.

2.4 Trainings Conducted under Component 2 during the Reporting Period

The trainings conducted under Component 2 are given at Annex II.

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

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

The extensive project for digitization of IP records is about 95% completed. The digitization work consisted of: 1) scanning of over 6 million pages of IP records from Patent Office, Trade Marks Registry and Copyright Office; 2) data entry of about 25,000 patent and trademark records to bring up-to-date the IP databases; and 3) validation of IP databases.

The development of the IPO Pakistan Web Portal has started and is in progress.

Contract has been signed for customization of an off-the-shelf Admin Modules software package for IPO Pakistan's HR and Finance management. Deployment of these Admin Modules aims to enhance IPO Pakistan's service delivery and integrate its day-to-day general administration work in a timely and efficient manner in its five offices across the country.

From 3 to 11 Nov 2014, 6 IT officials from IPO Pakistan visited WIPO for further training and technical support on the WIPO tools used by IPO Pakistan (i.e. IPAS Java, WIPOScan, EDMS & Designer). The officials also visited the Swiss IP office in Bern to study their IP automation systems and share experiences. The participants of the study visit are listed below.

	Name	Designation	Organization
1	Mr. Waheed Ahmad Shaikh	Deputy Director, TMR	IPO Pakistan
2	Mr. Muhammad Rizwan Khan	Assistant Director, Patent Office	IPO Pakistan
3	Mr. Ghulam Mujtaba	Patent Examiner, IPO HQ	IPO Pakistan
4	Mr. Kashif Latif Malik	Assistant Director, IPO HQ	IPO Pakistan
5	Mr. Mehboob Khan	Sr. IT Assistant, TMR	IPO Pakistan
6	Mr. Muhammad Jabir Salman	Jr. IT Assistant, Copyright Office	IPO Pakistan

Contract documentation prepared and contract signed for development of Admin Module software for HR and Finance management of IPO Pakistan.

2.4.2 Strengthened IP Legislation and Policy Framework

The last remaining activity, “Roundtable on Development of National IP Strategy” is to be held from 23 to 24 April 2015 Improved Enforcement of IPRs

Planned activities for this result area have already been completed and were reported in earlier PSC meetings. However, consultations are being held with various stakeholders (Customs, IPO Pakistan) to ensure sustained outcomes of the implemented activities.

2.4.3 Increased Use of IP by Business/Research Institutions

A pilot version of the web-based e-Forum for technology exchanges, called PiNET, has been developed and is currently being reviewed by stakeholders.

3. Key Achievements

3.1 Component 1: Trade Policy Capacity Building

3.1.1. PITAD strengthened to carry out its mission as per international standards

As result of the Component 1 interventions, PITAD is now fully functional to conduct its mandate according to international standards. This has been demonstrated by PITAD by successfully holding training at Rawalpindi Chamber of commerce and organizing two trainings for the government officers at its premises.

3.1.2 Capacity enhanced on EU GSP plus scheme

A series of four trainings was organized in different cities of Pakistan which were attended by 517 stakeholders from public and private sector. The trainings helped the stakeholders particularly the SMEs to understand the GSP plus scheme and the procedures applicable for exporting to EU. Huge media coverage and the invitations sent to hundreds of participants, Trade associations and Chambers contributed to awareness raising about the scheme and how it can contribute to economic development of Pakistan.

A training session on EU GSP+ was delivered at Faisalabad Chamber on 28 January 2015 in association with Faisalabad Chamber and TDAP. The training was attended by 67 stakeholders from public and private sector, among whom the FCCI research wing, producers and exporters of textile, leather and other sectors

3.1.3 Trainings on WTO Agreement on Trade facilitation

A series of trainings on the new WTO Agreement on Trade Facilitation were organized in three cities of Pakistan to create awareness about the Agreement and to initiate a national debate to reform the customs procedures. The trainings were attended by 447 stakeholders. The trainings and subsequent reform will help the SMEs to export their goods relatively easily and will enable them to benefit from the preferential arrangements particularly the EU GSP plus scheme.

3.1.4 Urdu version of EU GSP+ Guide launched

The Business Guide on EU GSP+ scheme commissioned under the Component 1 was translated into Urdu and launched in a ceremony held in Karachi on 22 January 2015 which was attended by senior representatives from government, private sector and diplomatic community including federal minister for Commerce and Ambassador of the EU to Pakistan

3.1.5 Business Guide on EU GSP plus scheme widely disseminated in key sectors

The Business Guide on EU GSP plus scheme finalized in September was translated in Urdu and printed in both Urdu and English for wide dissemination.

About 1,700 copies of the Guide were distributed in addition to putting the soft copies of the Guide on the websites of TRTA II programme and the official ITC website.

3.1.6 Business Guide on EU GSP+ scheme reprinted

The initial 2,000 copies distributed of the Business Guide on EU GSP+ scheme generated a huge demand for additional copies of the Guide. Accordingly further 2,000 copies of the Guide were reprinted and distributed among the stakeholders.

3.1.7 Editing of Research Studies

The editing of the seven research studies have been completed which are now finalized.

3.1.8 Finalization of Research Studies

The seven research studies conducted during 2013/2014 were finalized. The studies were placed on the TRTA II website and e-distributed. The studies have been printed for further dissemination to key stakeholders and to the Ministry of Commerce..

3.1.9 Pre-PPD drafts of NEGS pillar finalized

The two pillars on Policy reform and Institutional reform have been finalized and internationally peer reviewed. The drafts will be presented in PPDs scheduled for the second or third quarter 2015..

3.1.10 Synergies to assist exporters in benefiting from GSP Plus Scheme are taking place

In order to realize synergies with other donors for export success, an MOU is under negotiations with CBI. The CBI has however, contributed to the trainings organized in different cities on EU GSP plus scheme by providing an expert. The presentations of the CBI expert contributed to the value-added of the trainings and all costs related to the fees, travel, accommodation etc. were borne by CBI.

3.1.11 Public private dialogue steering committee restructured

Following the recommendation of the PPDSOC in its last meeting to review the membership of the PPDSOC following completion of a term of three years, the Ministry of Commerce revised the membership of the PPDSOC with the approval of Secretary Commerce.

3.1.12 PPDSOC meeting held

A meeting of the PPDSOC took place on 19 March 2015 in the Committee Room of Ministry of Commerce which reviewed the progress made on PPDs and research studies and selected topics for further research and PPDs during 2015

3.1.13 TORs for TDRO law finalized

Following the approval of PPDSOC to prepare a draft law for the TDRO, TORs for the local and international consultants were finalized and submitted to relevant stakeholders for review. The ToRs have now been disseminated to start the recruitment process.

3.1.14 Further consultation on Pre-PPD drafts of NEGS pillar conducted

Before organizing and presenting the draft pillars in a PPD, the Ministry of Commerce conducted further consultation with the relevant departments/Trade support Institutions covered in the draft reports.

3.1.15 Collaboration on CCP module development initiated

Collaboration between three master trainers and their respective mentors was initiated which resulted in the finalization of module outlines. Work on drafting of modules is in progress

3.1.16 Research studies for CCP initiated

After selection of a researcher by CCP to conduct two research studies under the guidance of an international expert, collaboration between the CCP selected researchers and their mentor was initiated.

3.1.17 CCP collaborated with international institutes/Competition authorities

CCP has been linked with international institutes and competition authorities for the training of master trainers from CCP. In this connection one officer/master trainer from CCP is receiving a three months training at EU DG Competition and another officer/Master trainer received a three weeks training at KCL

3.1.18 Trainings organized for CCP master trainers

Travel, accommodation and other arrangements were finalized for a three week training for a master trainers at KCL and similar arrangements were made for another master trainer for her training at EU DG Comp. Both trainings started on 02 March 2015.

3.2 Component 2: Export Development through Improvement of Quality Infrastructure

3.2.1 Component 2.1: Strengthening SPS Management System

Animal Health

OIE (World Animal Health Organization) mission conducted of PVS (Performance of Veterinary Services). The mission completed a 3 week review of animal health status and veterinary services and controls in Pakistan

Fisheries

MFD has taken further steps to extend sanitary control capacity for export of fishery products to KPK (Peshawar) and Baluchistan (Gwadar) Provinces, as recommended by TRTA II.

Drug Regulatory Authority of Pakistan

Needs assessment for strengthening DRAP regarding its controls on human and veterinary medicines conducted.

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

3.2.2.1 Benchmarking study by NPO on Surgical Sector

NPO has shared final draft of the report with PMO and, after reviewing the report, NPO has been asked to incorporate the suggested inputs. Furthermore NPO has been asked now to organize the seminar in collaboration with Surgical Instrument Manufacturers Association of Pakistan (SIMAP) for the validation of the analysis and recommendation of the said report by the stakeholders. This validation seminar will be conducted during April, 2015 and suggestions and recommendations from the stakeholders will further enrich this report.

3.2.2.2 Three Success Stories at Electric Fans units and one at Gloves Manufacturing Unit has been created through Interventions in Industrial Sector on Process Control and CSR initiated

CSR and Process Control intervention rendered successful in the pilot phase where 10 companies from three industrial sectors including Electric Fans, Protective Gears and Cutlery & Knives witnessed huge gains in productivity and quality and better working conditions for their workforce. From 30% to 120% increase in productivity and 53% to 68% improvement in quality defect rates have been observed. Around 100 personnel from 10 companies were trained on 5S approach to create a cleaner and organized workplace.

3.2.2.3 PEFMA Knowledge Centre Established

Pakistan Electric Fan Manufacturers Association (PEFMA) has established a Knowledge Centre and has hired some resources. PEFMA has provided with 12 new fan manufacturing units who are willing to share the cost of these resources while TRTA-II will provide with the expertise to train these resources. This endeavor is likely to help PEFMA to carry on CSR and Process Control initiative sustainably once the capacities of newly hired resources would be developed.

3.2.2.4 Start of 2nd Phase of CSR and Process Control intervention in Electric Fan Sector

During the second phase of the intervention pertaining to CSR and Process Control, the IE and PMO team evaluated 12 units, 9 at Gujarat and 3 at Gujranwala, and out of these 12 units 10 have been selected for CSR and Process Control interventions. The factories selected at Gujarat are being provided with the guidance through the resources hired at PEFMA knowledge centre.

3.2.2.5 Start of CSR and Process Control at six (6) Surgical Instruments Model Units

The IE and PMO team devised selection criteria on the basis of the top management commitment, availability of team, potential of building and seriousness towards CSR improvement to evaluate 13 nominated units by SIMAP from surgical sector. Out of 13 nominated units, 6 qualified for the CSR and Process Control intervention. The six selected units have been informed and PMO team has started work on the CSR and Process Control interventions with them.

3.2.2.6 Finalization of CoPs and CCPs

Researchers from CRI and MRS, trained on international best practices of Kinnow and mango farming and post-harvest processing at University of the Philippines, have now refined and finalized the CoPs and CCPs in accordance with that they learned and in line with international best practices.

3.2.2.7 Protective Gloves Achieved CE Marking

Eleven (11) models of protective gloves have fulfilled all the requirements and have achieved CE marking. As a result, an increase of 30% in exports of CE marked gloves has been reported during 1st year.

3.2.2.8 All the phases for Master Trainers for CE marking has been completed

Twenty-eight (28) potential trainers took an exam conducted by the IE, Dr. Adam Pinney, on CE marking in LVD and EMC directives. This was to complement the already existing seven (7) Master Trainers who qualified earlier in 2014. As a result, an additional 10 trainers have now qualified as Master Trainers, bringing the total to 17 (seventeen). These 17 Master Trainers will now be able to provide technical expertise and advice, for achieving CE Marking, to the local manufacturers deeming their products exportable to EU and other markets.

3.2.2.9 Surgical Instruments manufacturers trained on CSR and Process Control

Interactive training workshops held on CSR and Process Control in the surgical instruments, fan and protective gears sectors. The trainers worked with each participant individually to guide him through the extensive exercises. Thirty-six (36) participants were trained on process control and CSR tools and techniques during these workshops. The participants had to complete pre-training assignments in order to map their process flow and presented their works during the training sessions. In this way, active participation was ensured and ready to be implemented tools and techniques were imparted to the participants.

3.2.2.10 Roadmap for implementation of CSR and Process Control at factory level Developed

The trainers (International and National Experts) prepared the recommendations and roadmap for implementation of CSR and process control interventions at the factory level through interaction with surgical instruments manufacturers to following the extensive trainings provided.

3.2.2.11 Rolling out of CSR and Process Control intervention at New Fan Sector Companies

7 new fan sector companies have been selected and enrolled under PEFMA knowledge centre, a step taken by PEFMA to ensure sustainability of the intervention. Data collection phase has been started at these factories through PEFMA engineer who visit these factories on daily basis under the guidance of TRTA-II IE and PMO team. This data collection phase will be completed by mid April 2015.

Data collection phase has been completed ahead of proposed time line and implementation phase is now being started. During the implementation phase PMO team under the guidance of IE will prepare the improvement plan in consultation with factory teams and will improve the KPIs through implementation of productivity, quality and CSR tools and techniques. The factory teams will be able then to replicate the approach in other areas of the respective units thereby realizing sustainability at enterprise level necessary to create a continuous improvement culture.

3.2.2.12 Collaboration with UET Lahore

Two groups of final year Industrial and Manufacturing Engineering students have been engaged to work on in line process control and CSR at Machining and die casting sections, respectively, of a fan manufacturing unit. The concerned supervisors of industrial engineering department of UET Lahore are on board and facilitating these students to carry out their projects under the guidance of PMO team.

In lieu to the engagement of students on local industry oriented projects, PMO team in collaboration with Industrial Engineering department of UET Lahore also putting efforts to publish the success stories in the form of research papers in local and international journals. One case study has been submitted to be published in the journal of UET Taxila.

Interim review of this collaboration renders good results in terms of identification of Key Performance Indicators of die casting section resulting in high commitment from top management of this unit to invest a huge amount of money to modify existing furnace and setting up ducting system with refurbishment of this section thus in the upcoming months it is expected that a harmless die casting section will be ready for demonstration. The working will be distributed among the stakeholders and industry players to take up similar initiatives for the betterment of working conditions of their labor force.

3.2.2.13 Data collection phase started related to CSR and Process Control at six (6) Surgical Instruments Model Units

PMO team, under guidance of the IE, has started data collection and training of factory teams on different tools and techniques related to CSR, Quality and Productivity in order to establish the baseline Key Performance Indicators. Around 25 personnel have been engaged from the six selected units. The data collected so far has brought forth many problems in terms of high quality defect and rejection rates, huge WIP, lack of production planning and control, poor CSR conditions, especially in polishing and grinding sections rendering factories always in fire fighting modes to meet the delivery dates of shipments.

During the progress review top management personnel of the companies were engaged in order to apprise them, in view of the data collection, in terms of Key Performance Indicators (KPIs) pertaining to Productivity, Quality and CSR. Causes of the above mentioned problems were brought forth and in response PMO team has been able to secure a higher level of commitment from these personnel in terms of taking critical decisions that would be required during the implementation of improvement plans to tackle the prevailing issues. Overall progress is satisfactory, as these units are first time performing such exercise to raise their product quality levels, labor productivity and investing on the CSR aspects to create conducive working conditions for their workforce. Companies which have been lagging behind in data collection due to varied reasons showed greater commitment to catch up with the time schedule laid down by PMO team.

3.2.2.14 Provision of Cutlery Polishing Machines

International tender has been floated and a number of queries were posted by the potential bidders. 27 February, 2015 was the last date of proposal submission by the bidders; it is encouraging that 12 bidders have shown interest in the bidding.

Five quotations, finally, has been received by the last date of submission of bids. General, Technical and financial comparisons have been made and appropriate quotation has been identified fulfilling the requirements of the cutlery polishing process.

3.2.2.15 Survey Based Study on Assessment and Analysis of Certification Requirements Finalized

The final draft of Survey Based Study on Assessment and Analysis of Certification Requirements in Selected Sectors has been prepared and shared with stakeholders for comments. This study is based on a survey of exporting firms of Pakistan from seven selected sectors including Processed and Raw Meat, Surgical Instruments, Textile (Readymade Garments), Leather (Garments and Accessories), Electric Fans, Cutlery and Horticulture (Fresh and Processed Fruit and Vegetables)

3.2.2.16 The promotional campaign for Kinnow Mandarins in Malaysia and Singapore launched

The joint TDAP and TRTA II supported promotional campaign for Kinnow in Malaysia and Singapore was successfully carried out in Malaysia and Singapore. Five supermarkets in Malaysia and two supermarkets in Singapore undertook the juice sampling exercise for a period of 2 weeks. The juice sampling Kinnow stocks and extended promotion with promoters were fully funded by the commercial stakeholder.

3.2.2.17 Direct Deliveries of Kinnow to Supermarkets in Malaysia and Singapore

Pakistani Exporters through the Rush group made direct deliveries of Kinnow to the renowned supermarket chains of Aeon-Big, Giant, Jaya Grocer, Village Grocer, Econsave in Malaysia that have not previously been stocking the Kinnow in their stores.

Similarly, the Kinnow were supplied to Mustafa Center and Sheng Siong Supermarkets in Singapore in specially designed box by Pakistani exporter.

3.2.3 Component 2.3: Improving Conformity Assessment Infrastructure and Services

3.2.3.1 The preparation of National Quality Policy under the aegis of ministry of science and Technology

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

Meeting of the **Working group** was held in Ministry of Science and Technology on 12 November, 2014. The final draft of NQP and implementation plan submitted by TRTA II programme was discussed in detail. The presentation for the Minister of Science and Technology was prepared for approval of NQP. The minister approved the policy document.

The draft **National Quality Policy** along with the implementation plan and its budget was approved by the MOST and published for its submission to the Cabinet.

Re-engineering of PSQCA

A proposal for the re-engineering of PSQCA was developed with input from all the departments within PSQCA. This proposal will serve as the major input for the actual re-engineering of PSQCA

National Quality Policy Submitted to Cabinet

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

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

As of March 2015, 12 testing laboratories and 06 metrology laboratories have been accredited by PNAC.

The National PT scheme (2 labs) has also submitted its application for accreditation to PNAC and will be assessed by July 2015, when PNAC launches its PT accreditation programme.

Thirty (30) testing laboratories, belonging to seven institutions namely: PCSIR, Lahore, Karachi and Peshawar, FSC&RD, NRLPD, PCRWR, and SARC are now implementing a business plan based on customer relations mechanism s and marketing strategies to ensure sustainability of their services and accreditation status.

3.3 Component 3: Strengthening of the Intellectual Property Rights System

3.3.1 Strengthened IP Institutions

Digitization of IP records

To date, about 95% of the overall IP digitization work (scanning, data capture and database validation) has been completed. At the end of the digitization activities, it is expected that IPO Pakistan would have a full set of electronic IP records and an up-to-date and validated database for patents, trademarks and copyrights.

IPO Pakistan IT team trained on upgraded IP automation systems and supporting technologies

The trainings helped IPO Pakistan IT team to configure, customize, test and deploy the upgraded automation system (WIPO IPAS Java) at the Patent Office and the Trade Marks Registry, as well as to support the ongoing digitization of IP records. IPAS java is now being used for end-to-end workflow processing of patents and trademarks from their application through to grant/registration in a streamlined manner with automatic generation of reports, notices, certifications and publications.

IPO Pakistan web portal development in progress

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

Implementation of Admin System for IPO Pakistan started

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

3.3.2 Strengthened IP Legislation & Policy Framework

Roundtable on Development of National IP Strategy

The Roundtable is planned from 23 to 24 April 2015.

3.3.3 Improved Enforcement of IPRs

Planned activities for this result area have already been completed and were reported in earlier PSC meetings. However, consultations are being held with various stakeholders (Customs, IPO Pakistan) to ensure sustained outcomes of the implemented activities.

3.3.4 Increased Use of IP by Business and Research Institutions e-Forum (PiNET) pilot version completed and under review

PiNET would be a central point of contact for Pakistani research/academic institutions and industry to make it easier for them to communicate, engage and collaborate with each other. This would facilitate technology transfer and commercialization of research.

4. Difficulties Encountered & Measures Taken to Overcome Problems

4.1 Component 1: Trade Policy Capacity Building

Normal difficulties as associated with projects were experienced which were solved through project management techniques.

4.2 Component 2: Export Development through Improvement of Quality Infrastructure

Impasse between MNFSR & MoST to come to a consensus on the NAPHS Bill, despite the agreement and support of MoC. TRTA II experts to hold final discussions with representatives from both ministries in December to resolve the matter. Following an indication from MoST that they would consider a phased withdrawal from food testing, the terms of a possible MoU between the parties were drafted. The Secretary MNFSAR agreed to discuss the details with Secretary MoST, re-submit Bill to Cabinet as soon as possible.

Following the retendering for the procurement and provision of polishing machines to the selected companies in the cutlery sector 5 companies have submitted their bids. After the financial and technical comparison it is found that the cost of the most appropriate bid is far exceeds the perceived cost estimated in 2012. The programme is looking for options for covering the high cost of the equipment or reducing the number of machines from 4 to 2.

4.3 Component 3: Strengthening of the Intellectual Property Rights System

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

The 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.

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

5. Changes in Implementation

In the wake of recent UNCTAD peer review of CCP, there is no need to conduct the same exercise again. Accordingly, the budget thus saved will be spent in coordination with CCP for their international orientation and capacity building as per budget heads.

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

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

6. Important Next Steps

6.1 Component 1: Trade Policy Capacity Building

- As per approved work plan interventions will be implemented both for CCP and MOC/PITAD
- Two research studies and two PPDs will be undertaken
- Support will be provided to MOC/PITAD in undertaking policy initiatives NEGS/STPF etc
- Short trainings will be undertaken

6.2 Component 2: Export Development through Improvement of Quality Infrastructure

6.2.1 Component 2.1: Strengthening SPS Management System

- Recruitment of IE to help strengthen DPP, through train of their inspectors/quarantine officers, assess the status of the Plant Health facilities and the laws related to Plant Health in Pakistan and prepare DPP for the PCE.
- Launch of PGDC at University of Agriculture Peshawar
- Provision of the necessary technical assistance to the Balochistan Food Department for the establishment of Balochistan Food Authority..
- Provision of the necessary technical assistance to the Health Department KPK for the establishment of KPK Food Authority
- Development of roadmap of activities for the possible launch of the Post Graduate Diploma Course at BUIITEMS.

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

- Supply, Install and commissioning of polishing machines to the four selected companies of the cutlery sector involved in manufacturing of table wares and knives on cost sharing basis.
- Finalization and publish of Surgical instrument report.
- Implementation of process control and CSR related interventions at the selected companies of the surgical and electric fan sector.
- Implementation of roadmaps developed to establish trade linkages in the selected sectors to enhance sustainable exports.
- Finalization and printing of report on Assessment and Analysis of Certification Requirements in Selected Export Sectors of Pakistan
- Printing of guidance charts for the CCPs and COP manuals of Kinnow and Mango
- Coordinate with MRS and MoC for the manufacturing and installation of SSHWT units at the selected farm clusters
- Recruitment of International Experts in Business Environment Improvement (BEI), Global Value Chain Analysis (GVCA) and Promotion of Regional Trade (PRT)
- Recruitment of 3 Associate National Experts/Research Associates on BEI, GCVA and PRT, housed in MoC/PITAD, to support the International Experts in their respective areas.
- Fielding of IE in Regional Trade Facilitation and Cooperation
- Printing and mass dissemination of CoP manuals and guidelines to address the CCPs.
- Issuance of subcontracts for CRI and MRS.
- Installation of the SSHWT units at the selected farm clusters.

- Initiate the process of registration of the farm clusters on which SSHWT units are installed, with DPP.
- Collection of sales data, collation of customers comments on the Kinnow fruit and Kinnow juice that were sampled to analyse impact of the promotional activities in Malaysia and Singapore
- To obtain the reactions and comments of the Buyers/supermarkets who had taken stock of the Kinnow during this Promotion in order to plan effective sales and promotion programmes next season
- Sustain contacts with the Buyers/supermarkets and discussion on the plans with them to undertake the Kinnow stocks for the next season.
- Review the production and supply chain mechanism of the export of the Kinnow from Pakistan to Malaysia and Singapore, e.g. improvement of the box design, develop monitoring system in the pack house for more stringent quality control, etc.
- Make contact with the existing Kinnow buyers to offer them the Pakistan Mango and any other product in this season 2015. Develop the quality standards and packaging specifications of delivery.
- Develop the draft Plan and Strategy for the Mango Promotion for Malaysia/Singapore and shared with TDAP for joint initiative.
- After collection of data in fan and surgical companies the improvement plans will be developed by engaging factory teams and implementation them will be carried out.
- Potential success stories will be disseminated among the sector players and other stakeholders to mint the attraction towards urgency of such initiatives as CSR and Process Control.
- As regard to sustainability in Surgical sector a Knowledge centre will be established using platform of SIMAP and SCCI and the compnies who would be enrolled in the 2nd phase will bear the cost of knowledge centre resources.
- An exhibition tour will be planned for the manufacturers of Fan sector whose products have conformed CE mark to create linkage with the developed markets like EU and

6.2.3 Component 2.3 Improved Compliance of Export Products with Market Requirements

- Holding of National Quality Conference (March/April 2015) to address:
 - Sustaining Accreditation Services: implementation of Business Plan
 - Sustaining Certification Services: Addressing Market Demand
 - Integrated SPS Management System and Border Control Mechanism – The Need for a Regulatory Framework to address Food Safety, Animal and Plant Health (NAPHIS Bill)
- A *Study Tour* for senior members of the Ministry of Science and Technology (MoST) and the Ministry of Commerce (MoC) as well as members of the Working Group is planned for February/March 2014 to visit Vietnam and the Czech Republic, both of which successfully re-engineered their NQI and technical regulation regime. Vietnam had to re-engineer in order to become a member of the WTO, and probably has one of the best technical regulation regimes in the South-East Asia. Its growth in export performance in the past fifteen years underscores this dramatically. The Czech Republic had to do the same before it could join the EU. Both countries follow a common technical regulation framework across all Ministries and have established a high level oversight or coordinating body for technical regulation development and implementation, notions that are included in the Pakistan National Quality Policy.
- Follow-up with MOST on the status of National Quality Policy
- Follow-up with PNAC for accreditation of remaining testing laboratories (8)
- Follow-up with AARI to provide advice and support and get them to submit application form to PNAC for accreditation of their labs (4)

6.3 Component 3: Strengthening of the Intellectual Property Rights System

Completion of ongoing activities under TRTA II– without additional funding (September 2014 to June 2015)

- Completion of the digitization of IP records including validation of the IP databases of IPO Pakistan.
- Completion of the development of IPO Pakistan Web portal development.
- Implementation of the Admin Modules for HR and Finance management of IPO Pakistan.
- Launch of PiNET (e-Forum) to strengthen linkages between research institutions and industry.

Implementation of new activities – with additional funding (April 2015 to June 2016)

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

7. Visibility

7.1 Overall Visibility

TRTA II Website:

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

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



– Monthly average of website visitors is approximately 1,065

Month	Website Visitors
Oct-14	1,072
Nov-14	1,189
Dec-14	1,305
Jan 15	135
Feb-15	733
Mar-15	1,516
Apr-15	1,507

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

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

S.No	Countries
1	Pakistan
2	United States
3	India
4	United Kingdom
5	Brazil
6	(not set)
7	Philippines
8	United Arab Emirates
9	China
10	Italy

- **Trade Time – quarterly newsletter:** Of a total 17 issues since the beginning of the Programme, 2 were published during the reported period (2,000 copies each). These issues were duly circulated to the stakeholders in the mailing list which is based on the updated database of the stakeholders (1,000 in Pakistan) including 106 Foreign Embassies and their consulates in Pakistan, 92 Pakistani Embassies in foreign countries and their 63 commercial offices (27 Pakistani Embassies in all EU countries)
- **TRTA II Programme Brochure** distributed to the stakeholders according to mailing list mentioned with Trade Time circulation
- **Press Coverage:** About 50 articles covering activities of TRTA II featured in print media (Urdu and English) The articles provided strong publicity of TRTA II interventions and acknowledged the positive contributions and efforts of the programme, the EU and implementing partners. Some of the recent headlines include (details provided in Annex XIII).
- **Stories** the Programme identified 12 persons whose lives have been improved through their involvement in the Programme’s activities. Theirs stories have been documented and printed in the form of folder. The folder will be shared with key stakeholders including the Donor.
- **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, fora, PPDs, etc. organized by the TRTA II programme with logos of all parties including the EU.

7.2 Visibility specifically under Component 1

Visibility specifically under Component 1

- **Invitation letters for events:** About 1500 letters of invitation were sent to Chambers, Associations, government organizations and individual firms for participation in Component 1 trainings which highlighted the TRTA II programme as well as the interventions carried out under it
- **Media coverage:** The seven trainings organized under Component 1 on EU GSP plus and the Trade facilitation were covered by about **91 English and Urdu newspapers and 17 TV Channels** in addition to Radio Pakistan. Such huge media coverage helped in disseminating the information about the TRTA II programme and the trainings organized under Component 1. (details given in table below)
- **Stakeholder's participation in events:** About **964 stakeholders** from public and private sector participated in the trainings organized under Component 1 during the reported period which contributed heavily to the visibility of the programme.
- **Distribution of GSP plus Guide:** The GSP plus Guide was printed in Urdu and English and distributed among the stakeholders. More than hundred Chambers and Trade Associations, Government officers and individual exporters and producers received the Guide which contributed to Programme and EU GSP plus scheme visibility
- **Backdrops** produced and placed in all the trainings organized by the Component 1 with logos of all parties including the EU.
- **CD covers, stickers, agendas, training materials** were printed with logos of all parties including the EU
- **Websites:** The EU GSP plus Guide was placed on the official ITC website where automatic notification emails about the Guide were generated globally to approximately 35000 ITC publications subscribers.
- **The two Guides** were placed on the TRTA II website and communicated to all Chambers of Commerce and Trade Associations for free of charge download. The Chambers further disseminated the information among their respective members.
- During the training at Faisalabad Chamber and the launching ceremony of the Business Guide on EU GSP+ scheme, visibility of the TRTA II programme was ensured.
- Distribution of GSP+ Guide: The GSP+ Guide was reprinted in Urdu and English and distributed among the stakeholders.
- The seven research studies were finalized and placed on TRTA II website and e-communicated to the stakeholders.

Details can be found at Annex III.

7.3 Visibility specifically under Component 2

- **SPS e-Newsletter:** SPS is a major intervention area under TRTA II and of significant importance for the Government of Pakistan. Its concepts and operations require to be well explained and understood by all. In order to keep a wide variety of stakeholders and interest group abreast with the programme activities and international news on the SPS, TRTA/PMO is producing and issuing a quarterly SPS e-newsletter. Of a total of 15 issues, 2 were produced and duly circulated through email database of 920 stakeholders. All issues are uploaded on TRTA website.

8. Summary of Achievements against Results Aimed and OVIs

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

9. Work Plan

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

Trainings Conducted under Component 1

S/N	Title of Training and City	Dates	# Participants
01	3 week training of 7 master trainers at on multiple trade issues (WTI, Bern, Switzerland)	July-Aug 2011	07
02	3 day training course on Trade Policy formulation and Competitiveness analysis (Islamabad)	26-28 Sep, 2011	32
03	Training course on Regional Integration: A Comparative Legal Framework (Islamabad)	16-17 November 2011	35
04	Training on Trade in Agriculture (Islamabad)	06-07 Mar 2012	31
05	Joint WTI-PITAD certificate on International Trade Law and Commercial Diplomacy (Islamabad)	26 March 2012	35
06	3 week training of 7 master trainers at on multiple trade issues (WTI, Bern, Switzerland)	22 Aug-13 Sep 2012	07
07	Training on Economics and Policy of NTMs (Islamabad)	09-10 October 2012	26
08	Training course on Trade and Investment (Islamabad)	13-14 November 2012	28
09	Training on Economics and Policy of NTMs (Assistance provided to Punjab Govt; Lahore.)	22-23 January 2013	97
10	Contribution to training of commercial diplomats designate (Islamabad)	February 2013	31
11	Training on Trade Related Aspects of Intellectual Property Rights (Lahore)	11-12 March 2013	52
12	Joint WTI-PITAD Certificate to STP (Islamabad)	March 2013	03
13	Training on Trade in Agriculture (Lahore)	10-11 June 2013	76
14	Training on Trade Remedies (Lahore Chamber, Lahore)	02-03 July 2013	68
15	One week training of STP trainees on the Politics and Economics of PTAs at WTI Bern, Switzerland	05-09 Aug 2013	04
16	Training on Economics and Policy of NTMs (Lahore)	29-30 August 2013	83

S/N	Title of Training and City	Dates	# Participants
17	Training on Trade and Investment (Karachi,)	09 September 2013	81
18	Training on Trade and Investment (Lahore,)	10-11 Sep 2013	86
19	Training on Trade and Investment (Islamabad,)	12 Sept 2013	104
20	Training on Trade in Services (Karachi,)	07 October 2013	62
21	Training on Trade in Services (Lahore)	08 October 2013	72
23	Training on Trade in Services (Islamabad)	10 October 2013	105
24	Training on Health Tourism and Export of Healthcare Services (Karachi)	15 April 2014	87
25	Training on Trade in Services	17 April 2014	59
26	EU GSP+ scheme: market Entry Procedures (Karachi)	10 November 2014	127
27	EU GSP+ scheme: market Entry Procedures (Lahore)	11 November 2014	184
28	EU GSP+ scheme: market Entry Procedures (Sialkot)	12 November 2014	97
29	EU GSP+ scheme: market Entry Procedures (Faisalabad)	13 November 2014	109
30	Training on WTO Agreement on Trade Facilitation (Karachi)	24 November 2014	87
31	Training on WTO Agreement on Trade Facilitation (Lahore)	26 November 2014	173
32	Training on WTO Agreement on Trade Facilitation (Islamabad)	27 November 2014	187
33	Training on EU GSP+ scheme (in association with TDAP and Faisalabad Chamber)	28 January 2015	67
34	Training of a CCP Master trainer at Kings College London	9-20 March 2015	01
35	Training of one CCP officer at EU DG Competition Brussels	02 March to 02 June 2015	01
Total number of stakeholders trained			2304

Trainings Sponsored under Component 2 during the Reporting Period

1. **Title: Workshop on CSR and Process Control**
Date: 29 Sep to 01 Oct, 2014; City: Sialkot; Total Participants: 20
20 Manufacturing units of surgical instruments sector participated in the training workshop
Training covered: Tools and Methodology to implement Process Control, Shop Floor Management and CSR.
2. **Title: Dissemination Seminar on Success stories in Industrial sectors (Process Control, CSR and CE marking)**
Date: 02 October, 2014; City: Gujrat; Total Participants: 250
More than 100 Manufacturing units from different industrial sectors and public institutes participated in the seminar
Training covered: Tools and Methodology to implement Process Control, Shop Floor Management and CSR.
3. **Title: Workshop on Expert Master Trainers in CE marking (2nd group)**
Date: 27-28 Oct, 2014; City: Lahore; Total Participants: 28
Potential master Trainers attended the training/workshop: 14 Master trainers from Public and Private Bodies like PCSIR, NPO, Hier, PEL.
Training covered: LVD and EMC related master Trainers for Appliances Sector.
4. **Title: Workshop on CSR and Process Control for Selected Fan Sector Companies**
Date: 18 Dec, 2014; City: Gujrat; Total Participants: 20
10 Manufacturing units of fan sector participated in the training workshop
Training covered: Approach to implement CSR and Process Control at enterprise level,
5. **Title: Training of Master Trainers on Mango Codes of Practice**
Date: 17-20 November 2014; City: Multan; Total Participants: 19
Officers of the Agriculture Extension, Pest Warning and Quality Control of Pesticides, Inservice Agriculture Training Institute, Fruit and Vegetable Development Project of Agriculture Department of the Government of The Punjab and Pakistan Horticulture Development and Export Company attended the training.
Training Covered: All the aspects of the Mango farming, harvesting and post harvest processing.
6. **Title: Training of Master Trainers on Kinnow Codes of Practice**
Date: 25-28 November 2014; City: Faisalabad; Total Participants: 24
Officers of the Agriculture Extension, Pest Warning and Quality Control of Pesticides, Inservice Agriculture Training Institute, Fruit and Vegetable Development Project of Agriculture Department of the Government of The Punjab and Pakistan Horticulture Development and Export Company attended the training.
Training Covered: All the aspects of the Kinnow farming, harvesting and post harvest processing.

Visibility specifically under Component 1

Newspaper publications

GSP+ Trainings, Karachi

- Power & gas crises affecting productions activities affecting production activities: KCCI chief <http://epaper.brecorder.com/2014/11/11/17-page.html>
- KCCI seeks EU assistance in improving infrastructure <http://www.thenews.com.pk/Todays-News-3-283422-KCCI-seeks-EU-assistance-in-improving-infrastructure>
- GSP Plus: KCCI asks for EU's help in taking advantage <http://tribune.com.pk/story/788955/gsp-plus-kcci-asks-for-eus-help-in-taking-advantage/>
- KCCI asks EU to help Pakistan in improving infrastructure <http://nation.com.pk/business/11-Nov-2014/kcci-asks-eu-to-help-pakistan-in-improving-infrastructure>
- Exporters seek EU's help in improving infrastructure to get GSP benefit <http://www.dailytimes.com.pk/business/11-Nov-2014/exporters-seek-eu-s-help-in-improving-infrastructure-to-get-gsp-benefit>
- Training on EU GSP Plus scheme – Iftikhar Vohra seeks EU's assistance in improving infrastructure
- Pak can benefit more from GSP-plus than BD, Lanka: Experts <http://regionaltimes.com/11Nov2014/3.jpg>
- <http://pakbanker.newspaperdirect.com/epaper/viewer.aspx>
- 7 Urdu articles

GSP+ Trainings, Lahore

- GSP Plus Scheme – Business people urged to step up efforts to get maximum benefit <http://www.brecorder.com/business-a-economy/s/1241367:gsp-plus-scheme-businesspeople-urged-to-step-up-efforts-to-get-maximum-benefit/?date=2014-11-12>
- Businessmen asked to make efforts to augment exports to EU <http://nation.com.pk/business/12-Nov-2014/newsbrief>
- Joint efforts urged to benefit from GSP plus
- Businessmen for maximum benefits of GSP plus status <http://www.dailytimes.com.pk/business/12-Nov-2014/businessmen-for-maximum-benefits-of-gsp-plus-status>
- 8 Urdu articles

GSP+ Trainings, Faisalabad

- Country can enhance exports up to \$1 bn by exploiting GSP Plus facility
- Training programme on GSP-Plus Status
- 16 Urdu articles

TF Workshops

- European Union is best trade partner Pakistan have
- Benefiting from GSP Plus status: EU body urged to facilitate exports from Pakistan <http://www.brecorder.com/business-a-economy/189/1245340/>
- WTO agreement to help traders <http://tribune.com.pk/story/796542/wto-agreement-to-help-traders/>

- KCCI welcomes WTO training on trade facilitation <http://www.thenews.com.pk/Todays-News-3-286192-KCCI-welcomes-WTO-training-on-trade-facilitation>
- WTO pact to deepen understanding of economy
- KCCI welcomes European Union's TRTA-II for Pakistan
- KCCI for enhancing Pak-EU economic ties
- Training on WTO trade facilitation agreement to deepen understanding of commercial, economic implications: Agha Shahab
- Public-Private partnership need of the jour: President LCCI
- Seminar on 'WTO Agreement on Trade Facilitation'
- Need for active public-private sector collaboration stressed
- Training on WTO trade facilitation agreement to deepen understanding of commercial, economic implications: Agha Shahab
- Training on WTO trade facilitation agreement to deepen understanding of economic implications
- 33 Urdu articles

Summary of Achievements against Results Aimed and OVI's

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 Nov 2013- 31 Sept 2014	Achievements made 01 October 2014 – 31 March 2015
<p>1. Coherent trade policy and regulatory reform for export competitiveness</p> <p>1.1 PITAD's institutional capacity strengthened</p> <p>1.2 PITAD's and other research institutes' expertise on trade policy strengthened</p>	<p>PITAD's technical materials and publications assessed and procurement made of items required to carry out high-level research, analysis and training by 2011</p> <p>Twining arrangement signed with international training institution (MOU signed by 2012)</p> <p>6 trainers and researchers trained by 2011; a further 6 researchers and trainers trained by 2012 (two batches, 12 in total)</p> <p>PITAD modules and trade policy research projects (6) are carried out and completed by 2013 and assessed to be of a high standard.</p>	<p>The agreed equipment was purchased and provided to PITAD</p> <p>4 new Substitute master trainers mentored for PITAD after following a comprehensive training programme so as to sustain international accreditation of modules (total master trainers mentored: under Component 1: 14)</p> <p>Printing of accredited modules initiated</p> <p>Needs and remedies for the institutionalization of PITAD identified through a road map for sustainably building its institutional capacity</p> <p>During January 2014, PITAD was assisted to build the capacity of private sector (Chambers of Commerce and Industry) in Multan, Gujranwala, Faisalabad and Sialkot on the EU GSP Plus scheme and how the private sector can maximize benefits from the scheme. Training on Health Tourism and Export of Healthcare Services was conducted at</p>	<p>Institutional capacity roadmap prepared for PITAD shared with Secretary Commerce</p> <p>PITAD initiated negotiations for MOU with local institutions</p> <p>All targets achieved</p> <p>PITAD assisted to organize three trainings in Rawalpindi chamber of Commerce and PITAD on EU GSP plus scheme and statistical trade data analysis</p> <p>Series of trainings on EU GSP plus scheme organized at Karachi, Lahore, Sialkot and Faisalabad in November 2014</p> <p>Series of trainings on WTO</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 Nov 2013- 31 Sept 2014	Achievements made 01 October 2014 – 31 March 2015
<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>Karachi on 15 April in association with Trade Development Authority of Pakistan, the Karachi Chamber of Commerce and Industry and the Pakistan Medical Association.</p> <p>Training on Trade in Services was conducted at Lahore on 17 April in association with the Industries, Commerce and Investment Department of Punjab.</p> <p>A Business Guide on EU GSP Plus scheme was prepared which provides the exporters relevant information for selected sectors/products other than tariffs. The Guide is also being translated into Urdu.</p> <p>An MOU is being discussed with CBI and TDAP to assist the Pakistani exporters to enable them to export to EU under the GSP Plus scheme.</p>	<p>Agreement on Trade Facilitation held in Karachi, Lahore and Islamabad in November 2014</p> <p>A Business Guide on EU GSP plus scheme commissioned, translated in Urdu and printed for wide dissemination</p> <p>Urdu version of GSP plus Guide formally launched in a ceremony at Karachi</p> <p>Training on GSP plus delivered at Faisalabad in January 2015</p>
<p>1.4 Research studies contributing to the development of a national export strategy conducted</p>	<p>At least 15 research papers that feed into public-private dialogue are produced by 2014 and are approved through peer review mechanism</p>	<p>Seven Policy research studies were completed, presented in PPDs and internationally peer reviewed. The studies are being edited for printing.</p>	<p>Seven policy research studies finalized and disseminated</p> <p>Work on drafting of TDRO law initiated</p> <p>Two pillars of NEGS completed</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 Nov 2013- 31 Sept 2014	Achievements made 01 October 2014 – 31 March 2015
<p>1.5 Public-private dialogue for a coherent national export strategy is fostered</p>	<p>Approximately 10 PPDs are held by 2014</p>	<p>A PPD on Technology Up-gradation and Foresight in Pharmaceutical and Surgical Instruments was organized in Islamabad on 23 December 2013 which was attended by 122 stakeholders from public and private sectors as well as civil society. A display centre for innovative products in the sector was also arranged for developing linkages between the research and industry.</p> <p>A PPD on Textile and Leather Garments was organized at Lahore in collaboration with Lahore Chamber of Commerce and Industry and the Industries, Commerce and Investment Department government of Punjab. Particular attention was given to the recent award of EU GSP Plus status to Pakistan and how the sector can benefit from the scheme which provides duty free access to EU market.</p> <p>A PPD on enhancing exports of Kinnow and mango was organized at Lahore in association with Industries commerce and Investment Department Lahore. The PPD was attended by 119 participants. The PPD clearly developed synergies between Component 1 and 2 of the TRTA II programme.</p>	<p>PPDSC restructured with the approval of Ministry of Commerce Meeting of restructured PPDSC took place in March 2015</p> <p>PPDs conducted before reviewed and proposal approved for submission to the government</p> <p>Two new PPDs and research studies approved for initiation: Beyond GSP plus and TDRO law</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 Nov 2013- 31 Sept 2014	Achievements made 01 October 2014 – 31 March 2015
		<p>A second PPD on enhancing exports of Kinnow and mango was organized at Karachi in association with Karachi Chamber of Commerce and Industry. The PPD was attended by more than 120 participants. The PPD was inaugurated by President Karachi Chamber and the technical session was chaired by Secretary TDAP.</p> <p>A PPD on Developing Negotiations and Export Development Strategy for Trade in Services was organized at Islamabad on 30 April which was attended by more than 120 stakeholders. Secretary Ministry of Commerce and the Head of Trade and Political section of the EU delegation spoke about the importance of Services trade and in this connection TISA negotiation.</p> <p>A PPD on Regional Economic Integration was conducted at Islamabad on 19 June 2014. The PPD was attended by more than 130 participants from public and private sector. Two research studies were presented during the PPD</p> <p>In a letter from MOC, the PPD mechanism and research conducted by Component 1 was appreciated and a request was made to assist in development of NEGS. Two local experts were hired to draft two pillars of the NEGS.</p>	

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 Nov 2013- 31 Sept 2014	Achievements made 01 October 2014 – 31 March 2015
1.6 Institutional capacity building of CCP	Institutional capacity of CCP is strengthened	<p>Review of CCP peer review conducted by UNCTAD carried out to refine interventions</p> <p>Selection of topics for conducting three training modules on Competition finalized with CCP</p> <p>Topics for conducting research studies and training of CCP officers on research finalized</p> <p>International consultants/institutions have been approached to guide trainees from CCP on research and module development</p>	<p>Chairman CCP conducted negotiations with international experts at Geneva for institutional capacity strengthening of CCP</p> <p>Module development: work on three modules initiated under supervision of international experts, structure of modules finalized</p> <p>Two research studies initiated by CCP selected researchers under guidance of international experts</p> <p>One officer from CCP receives three weeks training at Kings College London</p> <p>One CCP officer starts three months training at DG Competition at EU Brussels</p> <p>CCP collaborated with international institutions</p>
Component 2			
2. Improved compliance of exported products with export market requirements	<p>Controls on exports of fishery products “at least equivalent” to EC by 2012</p> <p>No. of EU RASFF alerts for products of plant origin/year reduced to <10/year by 2014</p>	<p>Exports of Fish & Fish products to EU resumed on pilot basis initially from two FBOs; documents of five additional companies sent to DG SANCO</p>	<p>Documents of 05 additional companies sent to DG SANCO by MFD for en-listing</p>
2.1 Strengthened SPS controls	10 additional fishery establishments compliant with EC market requirements by 2014	38 consignments of fisheries products exported from Pakistan to Italy, Spain & UK – all were cleared by the EU inspection system	81 consignments of fisheries products exported from Pakistan to Italy, Spain & UK – all were cleared by the EU inspection system

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 Nov 2013- 31 Sept 2014	Achievements made 01 October 2014 – 31 March 2015
<p>2.2 Improved quality, value addition and compliance in fishery, horticulture and industrial sectors</p>	<p>Value of fishery/horticulture products at first sale increased by 5% in real terms by 2014</p> <p>40 fishery/horticulture/fans/cutlery enterprises certified to quality, environment, food safety, GAP, CSR management systems including CE marking by 2014</p>	<p>Fish Exports to EU now exceed US\$ 4 million since March 2013</p> <p>NAPHIS Bill presented to Cabinet for approval and agreed to in principal Animal Health Dossier completed and submitted to MNFS&R to initiate OIE PVS evaluation mission</p> <p>OIE has accepted dossier & scheduled PVS mission from 24 November – 15 December 2014</p> <p>PGDC in Food Safety & Controls accredited by REHIS; first batch of 88 graduated have passed out; 2 employed by PFA & 2 by private sector (Nestle & Engro Food)</p> <p>REHIS has accredited this course at three universities (UVAS – June 2013; UAF – October 2013 & UoK February 2014)</p> <p>Sectoral Benchmarking for Surgical Sector initiated by NPO supported by TRTA II</p> <p>NPO capacities build to carry out Benchmarking’</p> <p>Over 75 workers in industry sectors (fan, cutlery & protective gears) trained in process control, lean manufacturing, shop</p>	<p>Fish Exports to EU now exceed US\$ 7.9 million since March 2013</p> <p>OIE conducted PVS analysis in Pakistan</p> <p>Final benchmarking report for surgical sector prepared and validation seminar conducted with SIMAP</p> <p>Three Success Stories at Electric Fans units and one at Gloves Manufacturing Unit has been created through Interventions in Industrial Sector on Process Control</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 Nov 2013- 31 Sept 2014	Achievements made 01 October 2014 – 31 March 2015
		<p>floor management and CSR</p> <p>Significant productivity impacts realized in pilot factory where lean was implemented. Production time reduced from seven to one day. Paint drying time halved and packing time improved by 80%.</p> <p>Environmentally friendly, safer for worker health and more productive technology being introduced in the cutlery sector.</p> <p>Success Story at Gloves Manufacturing Unit has been created through Interventions in Industrial Sector on Process Control and CSR initiated</p> <p>35 Master Trainers from Baluchistan trained in COPs for small vessels</p> <p>COP for small vessels in fisheries developed</p> <p>1,960 Fishermen belonging to seventeen coastal fishing villages/landing sites trained by Master Trainers.</p> <p>The final draft of the prefeasibility study prepared by NESPAK has been submitted to all stakeholders.</p> <p>COP development is in progress for</p>	<p>and CSR initiated</p> <p>PEFMA Knowledge Centre established on process control & CSR</p> <p>Start of 2nd Phase of CSR and Process Control intervention in Electric Fan Sector</p> <p>CSR and Process Control interventions initiated at six (6) Surgical Instruments Model Units</p> <p>One case study on process control published in the journal of UET Taxila.</p> <p>Thirty-six (36) Surgical Instruments manufacturers trained on CSR and Process Control</p> <p>The final pre-feasibility has been submitted to MoPS for consideration</p> <p>The illustrative COPs and CCPs for farming and post-harvest handling of Kinnows and mangoes has been finalized and published</p> <p>Four (4) Technical manuals for COP in Kinnow & Mangoes are being finalized for publication</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 Nov 2013- 31 Sept 2014	Achievements made 01 October 2014 – 31 March 2015
<p>2.3 Improved conformity assessment infrastructure and services</p>	<p>Internationally recognized accreditation (1) compliance testing (24), metrology (6), system certification (5) and metrology (6) services achieved by 2013</p> <p>30 testing/metrology labs paying accreditation fees to PNAC by 2014</p>	<p>Kinnow and Mango</p> <p>COPs for citrus and mango developed and piloted in selected farms. Trial shipments based on new COPs being implemented sent from Karachi to China for mangoes</p> <p>First draft of the COP manual completed for the horticulture sector (Kinnow & mango)</p> <p>FFSs have emerged as a resource development pool</p> <p>Mango Fruit Fly controlled effectively in pilot clusters.</p> <p>COP manual for mango and Kinnow (pre & post-harvest part) completed.</p> <p>11 models of protective gears and 17 fan models belonging to 6 companies have passed all technical testing requirements</p> <p>7 Master Trainers have successfully qualified for CE Marking Retailer Partnership for Mangoes from Pakistan established</p>	<p>19 Master Trainers trained on Mango Codes of Practice</p> <p>24 Master Trainers trained on Kinnow Codes of Practice</p> <p>Eleven (11) models of protective gloves have fulfilled all the requirements and have achieved CE marking. As a result, an increase of 30% in exports of CE marked gloves has been reported during 1st year</p> <p>An additional 10 trainers have now qualified as Master Trainers, bringing the total to 17 (seventeen). These 17 Master Trainers will now be able to provide technical expertise and advice, for achieving CE Marking, to the local manufacturers deeming their products exportable to EU and other markets.</p> <p>Survey Based Study on Assessment and Analysis of Certification Requirements Finalized</p> <p>The promotional campaign for Kinnow Mandarins in Malaysia and Singapore launched in collaboration with TDAP</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 Nov 2013- 31 Sept 2014	Achievements made 01 October 2014 – 31 March 2015
		<p>Export Consortia of four progressive farmers established.</p> <p>Pakistani exporters/progressive farmers of Kinnow & Mango presented their products at Fruit Logistica, Berlin (5-7 February)</p> <p>Pakistani Kinnow Branded as Fresh to-be-squeezed for Juicing and Mango as an Exotic Fruit</p> <p>ASDA/Walmart of UK Confirmed to Continue and Upscale the Commercial Shipments of Upcoming Mango Season 2014 from Pakistan</p> <p>14 consignments of Kinnow (over 350 tons) worth US\$110,000 supplied to supermarket in Malaysia (Econsave) through TRTA II</p> <p>supported exporters</p> <p>Business contacts established for supply of Kinnow with buyers in Ukraine and pilot shipment carried out</p> <p>Final Draft of the National Quality Policy (March 2014)</p> <p>Implementation plan of NQP developed and submitted to MoST for consideration (March 2014)</p>	<p>More than 1000 tons of Kinnow, [US\$ 05 mil], shipped to Malaysia and Singapore through TRTA II linkages</p> <p>NQP and the associated Technical Regulation Framework along with the implementation plan submitted to Cabinet for approval</p> <p>To date eighteen (18) labs (6 metrology + 12 testing) receiving TRTA II support has been accredited by PNAC</p> <p>The metrology labs at NPSL are now accredited for on-site calibration services</p> <p>3 PT rounds completed (2 chemical testing & 1 microbiology)</p> <p>PC1 for establishment of PT Scheme approved Rs 55 million</p> <p>Implementation of the Business Plans in 30 laboratories</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 Nov 2013- 31 Sept 2014	Achievements made 01 October 2014 – 31 March 2015
		<p>Proposal for re-engineering of PSQCA structure developed to complement NQP implementation</p> <p>Certification bodies in Pakistan accredited by PNAC for QMS and EMS will be allowed to operate and their certifications will be globally accepted</p> <p>An additional 16 technical assessors have qualified and been added to the pool of external assessors of PNAC, bring the total to 39 qualified technical assessors empanelled by PNAC through TRTA II support.</p> <p>To date seventeen (17) labs (6 metrology + 11 testing) receiving TRTA II support has been accredited by PNAC. The testing laboratories accredited include 5 at PCSIR Lahore, 1 (Dioxin lab) at PCSIR Karachi, 2 at PCSIR Peshawar and 3 at NRLPD, Islamabad. The metrology labs at NPSL are now accredited for on-site calibration services</p> <p>First round of PT for HM in water completed; second round initiated.</p> <p>All testing laboratories have finalized their Business plans</p>	

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 Nov 2013- 31 Sept 2014	Achievements made 01 October 2014 – 31 March 2015
		A Road map with specific milestones to be developed for key actionable points for the Implementation of the Business plan and an evaluation carried out in 4-5 month time.	
Component 3 Strengthened IP system facilitating increased investment and trade in IP protected goods and services			
3.1 Strengthened Institutions	<p>IP</p> <ul style="list-style-type: none"> • 3 IPO officials with LLM degrees by 2014 • Adoption of results based management practices in IPO-Pakistan by 2014 • Report on validation of Trademark and Patent Administration procedures by 2012 • Examiners trained on Trademark and Patent search and examination by 2012 • Upgraded IT infrastructure established by 2014 • Upgraded IP automation system (IPAS Java) deployed and streamlined IP procedures automated by 2013 • IP records digitized and IP databases completed by 2014 • Back-office administrative systems identified and first phase implemented by 2014 • 4 IPO IT officials with certificates 	<p>3 IPO officials completed Turin LLM course</p> <p>Workshop on results based management completed and implementation of its recommendations is in progress</p> <p>Report on Trademark and Patent Administrative procedures completed</p> <p>Training of Trademark and patent examiners completed</p> <p>Expert's recommendations to upgrade IPO IT infrastructure being implemented within resource constraints of IPO Pakistan</p> <p>IPAS Java operational at the Patent Office and the Trade Marks Registry with streamlined procedures</p> <p>Digitization of IP records and validation of IP databases nearing completion (80% completed)</p> <p>Contract awarded for Admin Modules and implementation being started</p> <p>7 IPO IT officials with upgraded technical skills</p> <p>Web portal development in progress</p>	<p>Digitization of IP records and validation of IP databases nearing completion (95% completed)</p> <p>Contract awarded for Admin Modules and implementation started</p> <p>Web portal development in progress which offers online IP services</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 Nov 2013- 31 Sept 2014	Achievements made 01 October 2014 – 31 March 2015
	<ul style="list-style-type: none"> • in technical skills by 2013 • Availability of online IP services and interfaces by 2014 • CMO study available by 2012 	<p>which offers online IP services CMO Study completed</p>	
<p>3.2 Strengthened IP Legislation and Policy Framework</p>	<ul style="list-style-type: none"> • Position paper on utility model protection by 2013 • National stakeholders consultations on GIs and PBRs by 2013 • National stakeholders consultations on Madrid System and PCT by 2013 • National Roundtable on IP Policy by 2013/2014 	<p>Paper and final consultations on utility model protection completed</p> <p>Consultations on GIs and Plant Breeders Rights (PBRs) completed Consultations on Madrid System and PCT completed</p> <p>WIPO tools provided for formulation of an IP Strategy; Roundtable on development of a national IP strategy planned for Sept 2014</p>	
<p>3.3 Improved enforcement of IPRs</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 2014 	<p>Colloquium for judges on IPR enforcement completed (17 judges participated)</p> <p>Training of 4 Police/FIA/Customs officials completed (7 invited but 3 no-shows)</p> <p>IP subjects being taught in Federal Judicial Academy. Similar modules in Police and Customs academies are under discussion</p>	<p>Consultations are ongoing with various stakeholders (Customs, IPO Pakistan) to ensure sustained outcomes of the implemented activities.</p>

Results Aimed (Logical Framework)	Objectively Verifiable Indicators (OVIs)	Achievements made 01 Nov 2013- 31 Sept 2014	Achievements made 01 October 2014 – 31 March 2015
<p>3.4 Increased use of IP system by businesses and research institutions</p>	<ul style="list-style-type: none"> • Public information campaign (media briefings, provision of public awareness materials) commenced by 2011 • Up to 15 national trainers on IP for businesses trained by 2012 • Roundtable on IP and trade policy by 2014 • IP modules in up to six public-private consultations by 2013 • National Roundtable on TMOs by 2013 • e-Forum (PiNET) on technology transfer to industry established 	<p>3.4 Increased use of IP system by businesses and research institutions</p> <p>Media briefings held with subsequent press coverage. IPO Pakistan given membership of WIPO Depository Library that provides continuous access to WIPO publications. IP reference publications delivered to PITAD & IPO Pakistan</p> <p>Training on IP for businesses for 12 national trainers from SMEs completed</p> <p>IP and Trade Policy incorporated in an overlapping Roundtable on a National IP Strategy planned for 23-24 April 2015</p> <p>IP input provided in requested PPDs</p> <p>Roundtable on Technology Management Offices (TMOs) completed</p> <p>e-Forum (PiNET) pilot version completed and under review by stakeholders</p>	<p>IP and Trade Policy incorporated in a Roundtable on a National IP Strategy planned for April 2015</p> <p>e-Forum (PiNET) pilot version completed and under review by stakeholders</p>

WORK PLAN