



**European Union's TRTA
programme for Pakistan**

Project Steering Committee Meeting Report

**European Union Delegation
Islamabad**

29 September 2005



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ITC, UNIDO, WIPO

MINUTES OF MEETING

Second meeting of Project Steering Committee, EU- Trade Related Technical Assistance Programme for Pakistan Islamabad, 29 September 2005

Chairman: Mr. Thorsten Bargfrede, Second Secretary, EC Delegation

A. Morning session

1. After a brief introduction of the members, European Commission's Ambassador to Pakistan, Mr. Ilkka Uusitalo delivered the welcoming remarks. He informed that during his recent visit to Brussels, TRTA was discussed at the EC headquarters and the Commission reaffirmed its deep commitment to the program. TRTA has come to be regarded as just TRA (Trade Related Assistance) now within the EC, which signifies that assistance may not be limited only to technical areas. He noted that the Commission attaches great importance to the activities under the program because the experiences and outcomes shall feed into the future strategy that the EC envisions for Pakistan. The Chairman, Mr. Thorsten Bargfrede, Second Secretary, EC Delegation, consequently made some opening remarks and informed the participants about the agenda of the project steering committee meeting with the remarks that the proceedings of the meeting would provide feed back to the trade related issues.
2. Mr. Bargfrede asked the representative of the Ministry of Commerce (the principal client ministry for components 1 and 3 of the TRTA) to say a few words before formal presentations on various components of the project took place. Mr. Manzoor Kayani, Deputy Secretary MoC noted that assistance should focus on training of trade negotiators in specified fields. This requires a more sophisticated level of instruction. Mr. Kayani also expressed that the recently approved sectoral studies under the project will be a very useful exercise. He mentioned that the Ministry would like to stay informed about the progress of these studies. He furthermore noted that the Ministry and the EPB have received the report/proposal prepared by ITC about the establishment of a WTO cell in the EPB headquarters and that a response will be sent after due deliberations on the subject.
3. The joint Technical Advisor (JTA), Ministry of Science and Technology (MOST) indicated its appreciation for the work of UNIDO under Component 2 of TRTA Project on the up-gradation of MSTQ organizations in Pakistan and ISO 17025 accreditation of Testing Laboratories in the country. He specially referred to up-gradation of National Physical and Standards Laboratory (NPSL) drawing the attention of H.E. Ambassador to his presence at NPSL for Handing over of Primary Mass Standards, provided by UNIDO to NPSL, and Foundation Stone laying ceremony by him for renovation of NPSL building which would house the primary standards for various measurements, donated under TRTA project after environmental conditioning by UNIDO. The Executive Coordinator, THE NETWORK, commented that UNIDO Component of TRTA Project has done good work in Pakistan.
4. The chair invited the representative of ITC to make a presentation about the progress in components 1 and 3 of the project. Mr. Eric Alvarez Gurza, Chief, Office of Asia Pacific, Latin America and the Caribbean then presented an overview of the progress achieved under component 1, which included the following completed activities:
 - a) Establishment of a Reference Centre on Multilateral Trading System (MTS) in Export Promotion Bureau (November 2004)
 - b) WTO Seminar on Dispute Settlement Understanding (December 2004)
 - c) Establishment of ITC Project Office (March 2005)
 - d) Establishment of WTO Reference Centre on Multilateral Trading System (MTS) in LCCI at Lahore (April 2005)
 - e) Launch & Training of ITC Market Analysis Tools, in Islamabad Karachi and Lahore (May 2005)

- f) Symposium on Services in Karachi (May 2005)
 - g) Services Training for 13 officials of Export Promotion Bureau in Karachi (June 2005)
 - h) Training Program for Trade Officials and Negotiators from Pakistan (Negotiations on Agriculture) (June 2005)
 - i) Training Program for Trade Officials and Negotiators from Pakistan (Negotiations on Services) (June 2005)
 - j) Successful Services Exporting Training for Government officials, private businesses and trade associations in Lahore and Karachi (September 2005)
 - k) General Training on WTO Trade Related Matters & Doha Negotiations in Islamabad and Karachi (September 2005)
 - l) Establishment of Reference Centre on Multilateral Trading System MTS in Islamabad WTO wing, MoC (September 2005)
5. Mr. Alvarez explained that the market analysis tools have been developed by the ITC and they provide online market research methods, which could be very useful for businesses interested in expanding in overseas markets. These tools and the related software have been provided in all three WTO reference centers in Pakistan from where others can also access it by applying for and obtaining a password. Mr. Alvarez explained that Pakistan is the only country in the world that has three WTO Reference Centers (RFCs). The representative of the Ministry of Science and Technology noted that project authorities should coordinate with the Higher Education Commission (HEC) and also universities to disseminate the database available in the RFCs, especially the Market Analysis Tools.
 6. Mr. Alvarez then briefed the meeting on the various ongoing activities of component 1 of the project, i.e.: (i) the Services Capacity Assessment Report; (ii) Customization and translation of short practical guides; (iii) Sectoral studies; (iv) public-private consultation mechanism; and (v) Establishment of WTO cell in Export Promotion Bureau. After these clarifications, the participants were briefed about the upcoming activities under component 1 of the project.
 7. In consultation with stakeholders, five sectors have been selected for studies aiming at making recommendations for improving their exports. The sectors are Furniture, Automobiles, Footwear, Pharmaceuticals and Sports Goods. The chair asked about details of the proposed sector studies. ITC representative informed the meeting that these sectors were chosen in consultation with MoC, EPB, Trade Associations and keeping in view the work which other donor funded projects are doing in order to avoid duplication and waste of resources. It was informed that studies would aim at making recommendations for increasing exports from these sectors. Another purpose will be to see how Pakistan's participation in the WTO influences these sectors, what challenges are thrown up and what needs to be done to meet them. Representative of the Ministry of Industries said that his Ministry would like to give its inputs towards the formulation of ToRs for the sector studies. He also said that Small and Medium Enterprise Development Authority as well as National University of Science and Technology are already engaged in some sectoral studies and their input should also be solicited. National project Coordinator, TRTA, said that draft ToRs will be sent to the Ministry of Industries, SMEDA and NUST for their comments. Representative of the Consumers' organization, the Network, said that civil society should be involved in the work on sectoral studies. He also said that the findings of the studies should be shared with the consumer community. This suggestion was supported by the chair and ITC representative made note of it. A tentative schedule was given for completion of the studies: i.e. start of the five studies in November/December 2005, followed by the first roundtable meetings in May/June 2006 to discuss the respective draft reports.
 8. Mr. Eric Alvarez Gurza, informed the house about the two broad clusters that comprises of component 3 of the project, which aims to strengthen the IPR regime in the country. The first component relates to the support of integrated management of IP. This cluster includes the development of a National IP strategy, a study visit to selected IP offices around East Asia and provision of office equipment to IPO Pakistan (IPOP). The second cluster is related to the strengthening of IP systems/offices. This includes activities pertaining to the Protection of Geographical Indications (GIs), Trade Marks, Patents, Industrial designs, Enforcement of IP, Copyrights, Fellowships at University of Turin and other IP awareness activities. Mr. Alvarez also

- referred to the recent establishment of IPOP, and noted that the TRTA program, through various activities, had contributed to this significant institutional development in the area of IP in Pakistan.
9. The representative of the IPOP stated that a workshop on copyrights would be the first preference of the IPOP in the upcoming events. He highlighted the fact that there is a tremendous lack of awareness about IPR issues in Pakistan and particularly among the general public. The IPOP representative said that it is absolutely essential that an awareness campaign be run in the print and electronic media in Pakistan to raise awareness levels. This he said requires a large financial outlay. He requested the EC to consider funding such a campaign either under the TRTA or with some other arrangement.
 10. The chair agreed with the fact that IPRs are a very crucial and sensitive subject. However, funding an awareness campaign will be considered by the EC in the context of its future plans. Possibility of doing this under the Asia Trust fund could be explored in consultation with the Ministry of Commerce as the MoC is the focal point for the ATF. The IPOP representative invited Mr Uusitalo to visit their office and meet with the Director General of the Organization.
 11. The Committee was informed that a roundtable on IPR was organized in Islamabad, which was meant to strengthen coordination amongst all relevant organizations. The IPOP representative emphasized on the need for holding these roundtables for awareness raising as well.
 12. The representative of The Network on behalf of the WTO Watch Group and the civil society, said that there is growing concern among the NGOs about IPRs implementation in Pakistan. He mentioned that seven different NGOs in Pakistan and many international organizations have voiced similar concerns. The Network representative was advised by the NPC of TRTA to share these concerns with the NPC so that they are taken into consideration in future and coordination amongst the PSC Members is strengthened. The Network representative agreed to comply.
 13. At the end of his presentation, Mr. Alvarez distributed a copy of the 2^d edition of the TRTA Pakistan Newsletter, which contained useful information and updates about the project. He also informed the participants about a new website being developed by the project which is soon to be launched. The website contains information about the project, its various events, substantive documents and FAQs. Suggestions and feedback can be given through the website.
 14. The Industrial Development Officer of UNIDO, Mr. Steffen Kaeser, presented a summary of activities under Component 2 pointing out that UNIDO interventions under this component would have two fold benefits: reducing the cost of export of selected product groups and increase in productivity of the exporting companies. The areas of metrology, standards, testing and quality are being strengthened to upgrade local support services to international best practices. Pakistan Standards and Quality Control Authority has been strengthened by providing expertise in consumer participation in standards development, standardization and certification by fielding experts in these areas. PSQCA is now taking initiatives to establish consumer liaison office at PSQCA and a certification body in collaboration with The Federation of Pakistan Chambers of Commerce and Industry (FPCCI) and Export Promotion Bureau (EPB). At present, the exporters need to go to foreign laboratories for testing of their products for compliance to the requirements of the standards of the importers. The laboratories in agro products, fisheries, textile and leather are therefore now being upgraded to international standards so that testing certificates from these internationally recognized ISO 17025 accredited laboratories could be accepted by the importers. Such would result in significant saving in the cost of product testing and hence in the cost of the export.
 15. The Industrial Development Officer mentioned the work done by UNIDO in improving the Fisheries sector in Pakistan. Earlier this year, the EU inspectors had pointed out various deficiencies in the Fisheries sector, which led to a self-suspension of the export of fisheries products to EU countries by Government of Pakistan. In addition to the already on-going strengthening of Marine Fisheries Department (MFD) for ISO 17025 accreditation, UNIDO fielded three additional international experts in Fisheries sector who reviewed and analyzed the findings of EU inspection team and supported MFD in its efforts to remove the deficiencies pointed out by the EU inspectors. These interventions of UNIDO had a catalytic impact as the national counterparts are working themselves now to improve the hygienic conditions in the fisheries sector. UNIDO provided experts stimulating on a pilot basis 150 Hilla boat owners to invest Rs.25,000 per boat and owners of 25 shrimp traveler to invest Rs. 50,000 per trawler, to upgrade the hygienic

- conditions at these boats. UNIDO also collaborated with the World Bank on a policy study for export competitiveness also covering the fisheries sector.
16. He then referred to UNIDO intervention to strengthen Pakistan National Accreditation Council (PNAC) to achieve international recognition so that certification and inspection bodies and testing laboratories, accredited by PNAC, could also receive international recognition. UNIDO is encouraging PNAC to outsource lead and technical assessors and would start training of PNAC staff and assessors in collaboration with NA/NORAD to seek complementarity. UNIDO is actively pursuing the integration of its technical assistance into national strategies and activities such as the National Quality Policy and Plan of Pakistan, the Senate Special Committee on WTO, the Medium Term development Framework, etc
 17. The Chief Technical Advisor (CTA) of UNIDO, Mr. Zawdu Felleke, then made a detailed technical presentation on the activities, carried out under the UNIDO component. He explained the operations of Project Management Office (PMO) as field and operational arm for TRTA/Component 2 with management backing from UNIDO HQ in Vienna. The activities of PMO included preparation of indicative annual and detailed semi-annual work plans. Status Reports had been developed also for Needs Assessment of partner institutions involved with metrology (NPSL), standards (PSQCA), testing (MFD, PARC, PCSIR, PCRWR) and accreditation (PNAC) to provide guidance for interventions.
 18. Pakistan Institute of Development Economics (PIDE) was subcontracted for Survey on Challenges for Trade participation. PIDE surveyed 153 enterprises in textile (77), leather (34), agro-food processing (27) and fisheries (15) sectors. A draft report was produced and four regional validation workshops were conducted followed by a National Seminar in Karachi. Final report of the Survey is under preparation.
 19. Twelve Expert Missions were carried out in the fields of metrology, microbiological and chemical testing, standardization, certification and fisheries. These experts provided Technical advisory Services (TAS) and Hands-on training.
 20. Local training was provided on Standard Operating Procedures (20 trainees) and HACCP (51 trainees). Five technicians were sent abroad for training in microbiological testing and three officials were sent on study tours abroad in the fields of standards, metrology and fisheries. In addition, eighteen Testing Laboratories (6 microbiological, 5 chemical, 3 textile, 3 leather and 1 electrical) are being prepared for ISO 17025 accreditation.
 21. Support has been provided to PSQCA for establishment of Consumer Liaison Office (CLO) and Systems Certification Body (under development in collaboration with FPCCI and EPB), WTO Enquiry Point and in standards development and product certification. NPSL was supported by fielding International expert for full technical assessment, identification of required lab equipment, preparation of TOR for environmental conditioning, training of staff and preparation of quality documentation for ISO 17025 accreditation. Expertise was also provided for renovation of NPSL laboratories, which would house primary standards, to be provided by UNIDO, for various measurements. PNAC was assisted in elaboration of its Master Plan, identification of training needs (UNIDO/TRTA and NA/NORAD complementarity) for capacity building of PNAC in ISO 17011, ISO 17020 and ISO 17025 and development of a pool of external technical and certified assessors in areas of metrology and testing laboratories in agro-food products, fisheries, leather and textile. Also were discussed critical issues faced in the preparation of testing laboratories for accreditation and in strengthening of PSQCA, PNAC and NPSL and work plans were provided for 2006 for these organizations and accreditation of laboratories.
 22. In the discussion following the presentations, JTA, MOST, asked about developing a pool of technical assessors in PNAC and its progress also on MRAs. The Industrial Development Officer, UNIDO, replied that the training of technical assessors with complementarity of NA/NORAD would be a main activity of UNIDO. The MRAs may go beyond the timeline of the programme because PNAC is so far only a formally subscribed member of IAF and ILAC. The UNIDO TRTA component will associate PNAC in accreditation of laboratories of MFD, PCSIR etc., which are being prepared for accreditation. The international accreditation body has not yet been decided (need for international bidding). NA would also be invited. UNIDO is considering various accreditation bodies as NPSL may get accredited by UKAS.

23. H.E. Ambassador of EU appreciated the work of UNIDO mentioning that the support provided to the fisheries sector is an example of how TRTA could intervene to provide help in a crisis. The Executive Coordinator, THE NETWORK, commented that UNIDO Component of TRTA Project has done good work in Pakistan.
24. After the formal briefing on the activities of the three components, Mr. Alejandro de La Pena, former Mexican Ambassador to the WTO shared his experiences of the training seminars on WTO, trade related matters and Doha Negotiations, he delivered in three cities in Pakistan from 16 September onwards. The purpose of this presentation was to inform the meeting about his experience of conducting this type of interactive seminar and invite suggestions to improve similar activities under the project in the future. In his presentation the former Ambassador indicated his appreciation of the level of understanding by the senior level officials from the government of Pakistan. He stressed the need for more exposure to such events for middle and lower level officers. He also advised that all the relevant Ministries in the government should be encouraged to participate. Private sector participation was equally important. He noted that such trainings should be demand driven and the prospective audience should first be asked about what they need to learn. This would facilitate the design of the seminars and make them more effective. Mr. De La Pena said that the press and media representatives need a special session on these matters because if they are properly educated about these issues they can better disseminate information among the public.

B. Afternoon session

25. The Additional Secretary, MINFAL, expressed the gratitude of the Ministry to EU for work in Fisheries Sector. MINFAL appreciates technical support extended by UNIDO under TRTA towards SPS-TBT management, which would go a long way towards developing competence in competitiveness of fish exports from Pakistan. MINFAL would like UNIDO to keep on working closely with it not only in fisheries sector but also in SPS-TBT management of livestock and meat and horticulture sectors. MINFAL proposes technical assistance for improvement of remaining auction halls, improvement of fishing boats and accreditation of laboratories of plant protection, animal quarantine department and seed testing, training of staff in HACCP and developing close contact with its WTO unit. (Speech in annexe)
26. The Director General, MFD, Mr. Syed Qamar Raza then made a presentation on Securing Fish Export, Pakistan's Response to FVO Report. He informed about the Fisheries potential in Pakistan, which may increase from present \$ 150 M, p.a. to 600M in next two years with estimated potential of \$ 1 Bn going to \$ 2.1Bn with aqua-culture.
27. He mentioned the visit of FVO inspection mission in Jan-Feb. 2005 to visit MFD laboratories, 17 processing plants, landing sites, chill room and fishing boats at Karachi Fish Harbour (KFH). The Mission acknowledged the efforts of MFD in improving its microbiology and chemical laboratories but found unhygienic conditions at fishing boats and Karachi Fish Harbour. In response to FVO Mission Report, GOP voluntarily suspended exports to EU countries from 4 February 2005 and requested UNIDO for support to improve entire fisheries chain. UNIDO provided technical assistance by fielding two experts for upgrading microbiology and chemical testing laboratories and three experts to improve the fisheries chain. These experts proposed an action plan for strengthening MFD, identifying all stakeholders and building up their consensus for improvement, up-gradation of landing site, creation of upgraded auction hall for EU exports (K-1), quality improvement in processing plants and training of personnel of MFD, KFHA, fishermen and processors in hygiene, inspection and quality practices. Following this action plan, with technical assistance from UNIDO, KFHA invested Rs. 3 million on renovation of Auction hall (K-1) and Quay area while boat owners improved 150 Hila and 25 shrimp trawlers and 11 processing plants were improved to meet EU requirements. The staff of processing plants, KFHA, FCS and MFD was trained in hygiene and quality practices. The Auction Hall (K-1) was inaugurated and became operational. These improvements led to lifting of the suspension of sea food export to EU countries from 8 August 2005. The Director General, MFD, went on study visit to Grimsby to obtain training in traceability and audit of processing plants and visited Auction Hall and 2 processing plants at Grimsby Harbour, UK, and briefed DG, SANCO about Pakistan action plan, achievements and

- TRTA contributions. He indicated the Way Forward by renovation of remaining auction halls, quay area and infrastructure at KFH, up-gradation of remaining fishing boats, construction of tri-generation plant, elimination of boat congestion, control of environmental pollution at KFH and operationalization of Korangi Fish Harbour by renovating the Auction Hall.
28. In the discussion following the presentation, the Chairman asked whether these improved facilities would remain limited to EU exports. The Director General, MFD, replied that KFHA is preparing a project to bring the whole fish harbour in accordance with International standards. The Additional Secretary, MINFAL, remarked that a delegation from Spain has expressed interest to help fisheries industry with EU collaboration. He further pointed out that improvement should come to the whole fisheries sector and GOP could make investment with some help from EU. The Chairman then enquired that how it is made sure that fish products for the EU would always be treated according to EU requirements. The D.G., MFD replied that Auction Hall, K-1 is assigned only for exports to EU.
 29. Mr. Arif Ahmed Khan, National Program Coordinator for TRTA, informed the members that the project envisages the establishment of a WTO cell in Pakistan, preferably within the EPB. The purpose is to develop in house expertise on complex issues relating to international trade, particularly pertaining to various agreements concluded by the WTO as well as the ongoing negotiations in that forum. Mr. Khan informed the meeting that in this connection an expert mission of the ITC visited Pakistan in July 2005 and met with a number of stakeholders including officials of the EPB. Based on their observations and consultations, the team has prepared a detailed report with specific recommendations. This report has been submitted to the Ministry of Commerce as well as to the Export Promotion Bureau. The main recommendation of the report is that the proposed cell should be created as an autonomous entity within the EPB with a separate budget. The personnel should be hired from among the best available in the country and be compensated along market based salary structures. The structure and functions of the cell have also been suggested in the report. It is proposed that the Government agrees to fund the recurring expenditure of this cell from the Export Development Fund available with the Ministry of Commerce. The Ministry has been requested to respond to ITC with their views so that further work can be started. The NPC requested the MoC representative to respond to ITC within four weeks on this matter. The MoC representative, Mr. Kayani agreed and promised that he will have it expedited within his Ministry accordingly.
 30. Discussion then focused on public-private sector consultation. The representative of the Intellectual Property Organization, Pakistan noted that already a consultation mechanism exists between the public and the private sector, which should be looked into before suggesting a new mechanism. The meeting was informed that the national consultant engaged for writing the initial draft of this mechanism would definitely take into account the existing practices. In addition, an international consultant has been hired to carry out research on best practices in the field. Consequently, a first roundtable on the subject is planned for November in collaboration with the Lahore University of Management Sciences. It was decided to discuss this mechanism in greater detail in the next PSC when substantial groundwork is expected to be completed.
 31. The Chief, ITC, Mr. Eric Alvarez, thanked the EC and the members of the PSC for their inputs and the EC for inviting them to the meeting. He drew attention to the priorities for the coming period: i.e. training events in Pakistan, Geneva and Brussels, sectoral studies, public-private sector consultation, and the establishment of the WTO Cell. Similarly, The Industrial Development Officer, UNIDO, Mr. Steffen Kaeser thanked EU for invitation to participate in the Second PSC meeting as it was a good occasion to know what other components were doing and to talk about our work specially in Fisheries sector. He thanked the Ambassador for his appreciation especially of the work for the fisheries sector. He also draw the attention on the big challenge to finish our work in time at the end of the next year as we started the project late but we hope to do significant work next year to complete the project on schedule.
 32. In closing the meeting, the chair indicated that the EC was considering to commission a mid-term evaluation of the programme, tentatively to be conducted around the spring of 2006. The month of March 2006 was proposed for the next PSC meeting.
 33. A list of participants is attached to this report.

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Annexes:

- Annex 1: List of participants
- Annex 2: Newsletter
- Annex 3: ITC presentation: components 1 and 3
- Annex 4: UNIDO presentation: component 2
- Annex 5: UNIDO narrative report component 2
- Annex 5: Speech Additional Secretary, MINFAL
- Annex 6: Workplan 2005, component 1
- Annex 7: Workplan 2005, component 2 (detailed second half 2005 and 2006)
- Annex 8: Workplan 2005, component 3
- Annex 9: pictures of meeting

Annex 1: list of participants

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