

# FOCUS PAKISTAN

# #3

The newsletter from the European Commission Trade-Related Technical Assistance Programme



## Editorial

Welcome to the third issue of **Focus Pakistan**. It illustrates once again how the EC-TRTA project is building capacity within government agencies, institutions and the private sector to help improve the performance of Pakistan's exports to world markets.

The newsletter shows how, with UNIDO assistance, Pakistan managed to upgrade Karachi's Fisheries facilities, allowing the Pakistan's Marine Fisheries Department (MFD) to lift its self-imposed suspension of fish exports. Technical barriers to trade are issues that Pakistan is, with help of the EC-TRTA, now seriously addressing, and was the subject of a national seminar based on a survey of 150 enterprises.

Supported by ITC, a major event in Lahore provided an opportunity for the national business community to discuss, debate, clarify and understand the General Agreement on Trade in Services (GATS). The Lahore conference brought together some 400 private sector participants who also learned of the findings of an ITC draft Services Capacity Report on Pakistan.

The newsletter also reports how the EC-TRTA further enhanced institutional capacity in intellectual property through support to the newly created Intellectual Property Organization of Pakistan (IPO-Pakistan). The new entity provides a strong institutional basis of modern, effective management of Intellectual Property ■

### In this issue:

**Pakistan resumes fish exports to the EU**

p2



**Strengthening accreditation of laboratories**

p3-4



**Outstanding attendance at Lahore GATS event**

p7



**Support for Pakistan's Integrate Management of Intellectual Property**

p8





## Pakistan resumes fish exports to the EU

*Improvement in the fisheries chain allows for fish exports to resume*

Upgraded Auction Hall (K-1)



Some recent important upgrades to Karachi's fisheries. Among them, the Karachi Fish Harbour Authority's (KFHA) newly compliant auction hall (K-1). The hall is specifically designed to handle fish destined for markets in the EU - and has allowed the Pakistan's Marine Fisheries Department (MFD) to lift its self-imposed suspension of fish exports, in place since 8 August 2005.

The upgrades resulted from a close analysis and detailed technical recommendations by five international experts fielded by UNIDO. The experts, in close cooperation with MFD, KFHA, the Fishermen's Cooperative Society (FCS) and the Pakistan Seafood Industries Association (PSIA) looked at the entire fisheries chain from catching and storage of fish on boats, through handling at the landing site, sorting and auctioning to distribution to various processing and packaging enterprises. The UNIDO experts then identified how to achieve compliance with requirements of international markets, in particular hygiene requirements.

All stakeholders have now signed-up to a commitment to apply Standard Operating Procedures (SOPs) and improved hygiene practices. The first concrete results include the upgrade of 150 hila boats and 50 trawlers, with boat owners raising their own funds of

between Rs. 25,000 to 50,000 per boat. Other improvements were carried out on landing sites, and in auction halls and processing plants. Hygiene inspection has been aligned to international good practice and improved inspection manuals and procedures put in place. In addition, fisheries personnel have sharpened their skills through training in Standard Operating Procedures (SOPs) and internationally recognised HACCP (Level I and Level II) Courses certified by the Royal Institute of Public Health, UK.

One key issue for sustaining fish exports is the ability to trace a fish product from catch to producer to retailer. In the light of this, UNIDO experts installed PC-compatible barcode and scanner tracing systems at eleven EU-approved fish processing plants to replace the previous paper-based system. They also provided comprehensive staff training in all and conducted a sector-wide "Training Workshop on Traceability" for stakeholders in the fisheries chain.

UNIDO's continued efforts to develop MFD microbiology and chemical testing laboratories have resulted in procurement of additional equipment valued at USD 16,000. The Director General of MFD participated in a study tour of the Humber Institute of Food and

Inauguration ceremony of K-1 attended by senior officials of Sindh Government, Marine Fisheries Department, Fishermen's Cooperative Society, UNIDO, among others



Fisheries in Grimsby, UK, and visited DG SANCO at EC Headquarters in Brussels. In Brussels, he discussed the improvements by Pakistan's fisheries in response to the EU-FVO inspection report and presented the Pakistan action plan to EU officials, including information on the support provided by UNIDO for its implementation ■



UNIDO expert installing the traceability software at a fish processing plant



## Developing Pakistan's Exports: Strategic Analysis of SPS Compliance

*UNIDO and World Bank join forces*



Fish destined for export, processed in compliance with SPS requirements

UNIDO and the World Bank have issued a joint report on Pakistan's Agro-based Exports and International SPS Compliance focusing on the three sectors: agriculture, meat / livestock and fisheries. UNIDO provided the main elements for the part on fisheries.

Sanitary and phyto-sanitary (SPS) issues are increasingly likely to become significant barriers to trade as

other barriers fall as a result of ongoing trade negotiations within the context of the Doha Round.

The report follows a study to identify problems, discuss policy options and propose priorities for public and private sector actions to enable exporters to comply with international sanitary and phytosanitary (SPS) requirements ■

## Accreditation support provided to testing laboratories

*Preparation in progress of selected testing laboratories for accreditation to ISO 17025*



The EC-TRTA programme is targeting eighteen laboratories engaged in microbiology, chemical, leather, textile and electrical testing for accreditation to ISO 17025. UNIDO has provided the laboratories with technical literature, reference materials and equipment. The project provided support for five Pakistani microbiologists, hosted by

the Industrial Technology Institute in Colombo, Sri Lanka, for two weeks of technical training at the microbiology-testing laboratory, internationally accredited (by SWEDAC). Similar training for a second batch of microbiologists is scheduled for the first quarter of 2006 ■



Laboratory participating in PT scheme conducting tests on samples



Mr. Steffen Kaeser, UNIDO Project Manager, hands over laboratory equipment to Cdre. (R) Syed Qamar Raza, Director General, MFD

### SUCCESSFUL PARTICIPATION IN INTERNATIONAL PROFICIENCY TESTING (PT) SCHEME

Four Pakistani laboratories – MFD, NARC, PCSIR & PCRWR – have, since May 2005, carried out sample testing in the first round of an international Proficiency Testing (PT) scheme operated by the Food Analysis Performance Assessment Scheme (FAPAS) of the UK. UNIDO arranged their participation under the TRTA.

PT is necessary to assess, in comparison with a reference group of other international laboratories, the ability of the laboratories to competently perform specific tests/measurements.

The Pakistani labs passed the PT test, with their results of May 2005 found to be acceptable within the limits established by FAPAS.







## UNIDO and NA join hands to strengthen accreditation of laboratories

*Pool of skilled technical laboratory staff and assessors to be developed*



A strategic alliance between UNIDO and Norwegian Accreditation (NA) has been created to strengthen the national accreditation system, operated by PNAC. The aim is two fold: To develop a pool of technical laboratory staff, and to train laboratory assessors to assess laboratory compliance with ISO 17025.

measurement traceability, these skills being essential to developing laboratory performance in compliance with international good practice.

Two additional courses are to be provided for two groups of 24 laboratory assessors, one in Karachi and one in Islamabad.

Training course participants –some 85, with some taking part in more than one course– came from selected microbiological, chemical, textile, leather and electrical testing laboratories, as well as from the metrology (calibration)

laboratories operated by the National Physical and Standards Laboratory (NPSL) ■

### UK ACCREDITATION SERVICE (UKAS) PROVIDES TRAINING ON ISO GUIDE 62 TO PNAC STAFF

*PNAC Director of Certification Bodies and the Deputy Director of Engineering and Calibration Laboratory participated in UKAS training on ISO Guide 62. This will enable PNAC to develop its own team of certified auditors engaged in accreditation of certification bodies operating in Pakistan.*

## Continued strengthening of Pakistan's national measurement service

*Availability of international traceable measurement system is key to the expansion of trade and industry*



As part of the EC-TRTA programme's objective to upgrade the National Physical and Standards Laboratory (NPSL), UNIDO has provided a state-of-the-art 1 kg Mass Comparator for NPSL's calibration services, in addition to the E1 Class Weights already delivered in May 2005. The mass comparator will enable NPSL to calibrate measurement equipment with a precision of 1 µg for weighing capacity of up to 1 kg. NPSL's measurement and calibration services are critical factors in supporting Pakistan's commercial, industrial, scientific and technological growth and development.

to acquaint himself with NPL measurement services and its metrology laboratories' environmental conditioning.

The EC-TRTA programme is continuing to build NPSL's capacity through provision of expert advice, staff training and metrology equipment for mass, dimensional, volume, temperature, pressure and electrical measurements. Further, UNIDO is in the process putting out to tender additional metrology equipment and environmental conditioning, thereby contributing to NPSL metrology laboratories' efforts to achieve accreditation from an internationally recognised Accreditation Body. laboratories operated by the National Physical and Standards Laboratory (NPSL) ■



Mr. Michael Dale, Counsellor and Head of Operations of the EU Delegation in Pakistan, hands over the Mass Comparator to Dr. Farid Khawaja, DG of NPSL



UNIDO also organised a study tour for the Director of NPSL at the National Physical Laboratory (NPL) in the UK



## Standards development work in progress

*Standardization activities at PSQCA assessed*

The Pakistan Standards and Quality Control Authority (PSQCA) has just benefited from the services of an international UNIDO expert in standardisation. He assessed PSQCA operations and advised on effective measures to improve the development and delivery of PSQCA programmes and services.

The expert's mission included a two-day Workshop on Standardization and Certification on 1 and 2 September 2005 in Islamabad, to present and discuss the constraints and strategic choices for the conduct of PSQCA operations and indicate the way forward for developing standardisation activities in Pakistan.

The international expert's findings and recommendations provided guidance for ongoing PSQCA technical capacity building and helped articulate a business plan for PSQCA operations.

In addition, the Authority's Director General undertook a study tour to the German Standards Institute (Deutsches Institut für Normung, DIN) in Berlin, Germany, to familiarise himself with DIN's operations.

The Pakistan Standards and Quality Control Authority (PSQCA) is a key

partner institution and beneficiary of the EC-TRTA programme. The progressive growth of PSQCA and relevance of its operations depend on dynamic institutional development and adjustment in service related standards formulation, product certification and provision of information on national and foreign standards and technical regulations ■



H.E. Chaudry Nouraz Shakoor Khan, Federal Minister of Science and Technology, delivering the opening address at the Workshop on Standardization and Certification

## Pakistan Systems Certification Body (PSCB) launched

*PSQCA spearheads creation of PSCB*

An international UNIDO expert in systems certification has paid two visits to Pakistan to assess certification related activities and develop the modalities for establishing a credible Pakistan Systems Certification Body (PSCB). The expert consulted with private and public sector stakeholders to develop its modus operandi and business plan. Stakeholders included PSQCA, the Federation of Pakistan Chamber of Commerce and Industry (FPCCI) and the Export Promotion Bureau (EPB).

The emerging proposals were then presented and further discussed at

the Interactive Meeting of Stakeholders on 26 August 2005 in Karachi. Subsequent consultations with key stakeholders, lead to an agreement on the modalities for the establishment and operation of the PSCB together with a business plan for an initial three-year period.

PSQCA, as lead public institution responsible for certification matters, is now expected, with UNIDO support, to move forward the creation and operationalisation of the PSCB. PSCB operations will concentrate on the certification of ISO 9000 Quality Manage-

ment Systems (QMS), Hazard Analysis Critical Control Points (HACCP), ISO 14000 Environmental Management Systems (EMS) and SA 8000 Social Accountability Systems ■



Director General of PSQCA, General Secretary of FPCCI, UNIDO CTA and Experts at stakeholders meeting





## Survey on Barriers to Trade completed

*UNIDO conducted National Seminar on survey findings*

The launch of the preliminary draft report on Barriers to Trade took place at a National Seminar held on 26 September 2005 in Karachi, in collaboration with the Federation of Pakistan Chambers of Commerce and Industry (FPCCI) and the Pakistan Institute of Development Economics (PIDE). Participants included representatives from Ministries, various support institutions and from the private sector who, following a technical presentation by the



Mr. Steffen Kaeser, Project Manager, addressing the opening session of the National Seminar

DG of PIDE, provided comments and recommendations, which will be taken into account in the final report to be published soon.

The report is based on a UNIDO survey on Barriers to Trade conducted by PIDE among more than 150 enterprises. The collected data was verified through a series of four validation workshops held throughout Pakistan ■

## WTO Reference Centre set up in Islamabad

*Government officials brush up on their knowledge of WTO issues, and receive increased access to relevant trade-related information*

A third WTO Reference Centre has opened in Islamabad under the EC-TRTA programme for Pakistan. This brings to three the number of WTO Reference Centres in Pakistan. The first opened at the Export Promotion Bureau in Karachi in November 2004, the second at the Chamber of Commerce and Industry in Lahore end March 2005.

The opening ceremony of the new third Reference Centre, located in the WTO Wing of the Ministry of Commerce, took place on 27 September 2005 in the presence of Mr Manzoor Ahmad Kayani, Deputy Secretary of the

Ministry of Commerce, Mr. Mazhar Hussain, Director General of the Foreign Trade Institute, Mr. Eric Alvarez Gurza, Chief, ITC, and WTO Counsellor Mr. Gerard Tourette. In their brief presentations, Mr. Kayani and Mr. Alvarez Gurza stressed the important role of the WTO in trade affairs and the need for the Pakistan Ministry of Commerce to participate fully in all ITC technical activities.

Access to WTO public and restricted databases was made operational using the codes provided to the Ministry of Commerce by the Pakistan Mission to the WTO in Geneva.

Supplies to the centre included three computers, installed with WTO databases and computer-based training (CBT) modules and set up to interface with 17 computers in the Ministry of Commerce's Local Network. Training modules included the Doha Development Agenda and related materials. A two-day training session, with 26 participants, was dedicated to guidelines on the operations of the centre, to

materials installed on the computers, to other materials available on the WTO website (public and member-only), and to training supports supplied in CD-ROM and DVD format. The training sessions took place at the Pakistan's Foreign Trade Institute (FTI) in Islamabad.

The WTO Reference Centre in Islamabad will be managed by a Coordinator and two assistants under the responsibility of Mr. Mansoor Ahmad Kayani, Deputy Secretary, Ministry of Commerce ■



Participants of the training that marked the establishment of the ITC/WTO reference centre at the Ministry of Commerce



Mr. Gérard Tourette, Counsellor, WTO, delivering opening remarks



## Outstanding attendance at Lahore business event

*An ambitious programme brings together 400 private sector participants in Lahore to focus on the GATS*



Local commentators qualified as "outstanding" the attendance at a November conference in Lahore, Pakistan: some 400 private sector participants came together to discuss, debate, clarify and understand the General Agreement on Trade in Services (GATS).

The event, organized by the Government of the Punjab, took place on 14 and 15 November, under the watchful eye of WTO Advisor, Mr. Inaamul Haque, Planning and Development Department and in partnership with the Export Promotion Bureau, UNDP and ITC.

The ambitious programme attracted a wide range of providers of services -financial and legal, construction and engineering, information technology, tourism, health, transportation, and education- clearly reflecting the importance of services negotiations to Pakistani firms.

Among the attendees were representative from the Small and Medium Enterprise Development Authority (SMEDA), part of the Ministry of Industries, Production and Special Initiatives,

Government of Pakistan. The SMEDA, established in 1998, provides business development services to SMEs, helping them with their business plans, and providing support for training, policy and planning, and legal issues.

The conference ran along the lines of an already tried and tested formula, with working groups set up to focus on specific service sectors, and facilitators nominated from academia, public sector and business persons from a wide variety of service sectors. ITC held a day of facilitator briefings in advance of the conference dedicated to a review of the major components of the GATS and to ways of encouraging participants to zoom in on the trade constraints they



Participants of the working group on Medical Services

Mr. Arif Ahmed Khan, ITC National Project Coordinator, addressing the Conference on Services in Lahore

encounter in carrying out their business activities.

The conference was also an opportunity to brief attendees on the findings of an ITC draft Services Capacity Report on Pakistan. This report, based on interviews with local companies, provides an overview on barriers to trade in five service sectors -information technology, financial, construction, professional, and medical and health services- and details how service industry coalitions and trade associations can break down the barriers and support expansion of service exports.

Of further interest was a presentation of the draft future ITC Service Export Roadmap whose intent is to expand exports through an increase in institutional support, a streamlined regulatory environment, a strengthened input infrastructure, and better information on trade in services.

The ITC conference on GATS wound up on 15 November with a final session including recommendations from working group spokespersons and a conference synthesis by ITC Project Coordinator Mr. Arif Khan together with tie-ups to ITC TRTA in general.

The TRTA services project takes off again in 2006 with a Service Export Roadmap Roundtable, to include an assessment on the state of play as a result of the Hong Kong WTO ministerial (13 to 18 December 2005), and identify further activities during the year, for example in regulatory issues or services trade statistics ■





# IP Support for Pakistan's Integrated Management of Intellectual Property

The creation of IPO-Pakistan is creating the basis for a coherent and integrated approach to the management of IP in Pakistan

The EC-TRTA project is carrying out a range of activities in support of the Intellectual Property Organization of Pakistan (IPO-Pakistan). IPO-Pakistan was set up in 2005 and is providing for a new, integrated approach to management of IP in the country.

Activities to strengthen IPO-Pakistan include:

- >> Preparing a working paper on "Integrated Management of IP in Pakistan", with a focus on the organisational aspects of managing IP;
- >> Convening a Roundtable on challenges and best practices for management of "unified" IP Offices. Participants included senior officials of selected "unified" IP Offices as well as a broad range of users of the IP system from within the country;
- >> Organising a study visit of six senior IP officials to advanced IP offices in the region: (Australia, Republic of Korea and Singapore);
- >> Preparing a working paper on a National IP Strategy, which will serve as an input to IPO-Pakistan's own strategy formulation;
- >> Providing computers and office equipment;
- >> Assisting in the development of a user friendly website to enable IPO-Pakistan to reach out to IP users in the country, and provide them a number of online service



Chairman IPO-Pakistan Mr. Munnawar Hamid addressing the roundtable meeting

IPO-Pakistan's headquarters are in Islamabad. Its creation is the result of a bold move by Pakistan's policymakers to modernise the intellectual property (IP) regime and pave the way to a modern and effective IP system fully in accordance with the country's development objectives.

### Fragmented system

The new organisation replaces a previous fragmented IP system, managed through three different IP offices: Trademarks Registry, Patent Office, Copyright Office, each reporting to a separate Ministry, with yet another government agency responsible for coordinating activities with external partners.

This fragmentation precluded an integrated, strategic view of IP, and made it difficult for decision makers to give adequate consideration to how IP instruments might be used to enhance

trade and investment, promote technological development, foster cultural industries, and leverage IP to achieve crucial social objectives in areas such as health and education.

The existence of three independent offices also made it difficult to use a more holistic approach to IP: protection of software, traditional medicines and folklore, for example, cannot be considered exclusively from the perspective of patent, trademark or copyright.

Finally, the previous system had a negative effect on the provision of traditional IP services i.e., the timely processing of applications and granting of rights. This was largely because the relatively low profiles of the separate IP offices made it difficult to secure the resources needed to upgrade their operations. Consequently, rights holders were not fully satisfied with the services provided and potential IP users had little incentive to actually use the system.



Registered



Patented

Continued on page 9



Mr. Michael Dale, Head of Operations of the EC Delegation, in Pakistan delivering opening remarks

### Autonomous

The newly established IPO-Pakistan aims to remedy these shortcomings. It has an autonomous status (allowing it to determine its financial and personnel regulations), reports directly to the Cabinet, and has the mandate to deal with all IP matters. The three pre-existing IP Offices are now part of this unified Organisation. A Policy Advisory Board, comprising representatives from the private and public sectors, has also been set up. It will meet at least twice a year and provide guidance to IPO-Pakistan on policy issues.

The positive effects of IPO-Pakistan are already evident. IP issues have greater visibility, and figure higher on the policy makers' agenda. Additional financial resources have been secured for the operation of the IP system. Equally important, the revenues generated by the IP Offices can be retained by them in their entirety. More highly qualified personnel may now be recruited because of improved terms of employment.

New initiatives are being taken at policy level too. An exercise is underway to formulate a comprehensive national IP strategy that would identify measures for effective utilisation of the IP system to achieve development goals, including recommendations for policies to promote innovation, strengthen intellectual asset development, and stimulate cultural industries. A comprehensive automation plan to improve the quality of services has also been initiated ■



Participants at the Roundtable meeting on Integrated Management of Intellectual Property in Islamabad

### IP INTEGRATED MANAGEMENT ROUNDTABLE

The World Intellectual Property Organization (WIPO) organized a roundtable in Islamabad on 29 and 30 August 2005. The theme of the event, held in cooperation with IPO-Pakistan, Government of Pakistan and with the assistance of the European Union, was Integrated Management of Intellectual Property. Its objective was to provide a forum for sharing views and experiences on the organisation, financing and optimal management practices of integrated IP Offices, and, thereby, contribute to IPO-Pakistan's adoption of effective management practices.

Roundtable participants included heads and senior officials of the integrated IP offices of Indonesia, Malaysia, Philippines, Singapore, Thailand and the United Kingdom, as well as an observer from Afghanistan. Local participants included senior officials of IPO-Pakistan, relevant government officials, IP lawyers, and stakeholders from the private sector.

A number of important points emerged. Modern IP offices, it was noted, have broad mandates, such as promoting competitiveness, innovation and development and are viewed, in fact, not merely as technical agencies but as development organizations. For this reason, it is useful for them to have a Mission Statement and IP Strategy documents.

Roundtable discussion highlighted the need to view IP Offices as service providers and "enabling" institutions rather than as "regulating" institutions. This often requires a change in the traditional mindset of IP Offices.

The principle of "less is best" should prevail, with the need for IP Offices to do more with fewer resources.

The Roundtable also looked at human resource issues, noting that tools such as work volume forecasting, business process and workload analysis should be used to establish IP Office work force/staffing levels. In addition, staff should benefit from structured learning programs with continuing upgrading of skills and training.

It was further noted that, the heads of IP Offices need maximum latitude to implement the policies suggested by their Boards, which should comprise of an appropriate mix of private and public sector representatives and, necessarily, some IP experts, i.e. persons conversant with IP law and economics of IP.

With the result of the meeting to be factored into the short-to-medium term organisational plans of IPO-Pakistan, the Roundtable will have contributed to strengthening integrated management of IP in Pakistan.

Copyright







## Public-private consultation mechanisms

*Pakistan expert presents a snapshot of current opinion on Pakistan's public-private trade policy consultation mechanisms at Lahore event*

The EC-TRTA kicked off a process of discussion and debate on existing public-private trade policy consultation mechanisms in Pakistan with a roundtable in Lahore on 26 November 2005. The aim of the process is to see how current trade policy consultation mechanisms might be strengthened.



Ms. Mehnaz Shiraz, ITC national expert

Roundtable participants, representing a good range of federal and provincial government agencies and private sector chambers of commerce and business associations, looked at the different aspects of consultation mechanisms, including their purposes, participation, design and risks involved. The presentation by Peter Gallagher, an ITC international expert, drew on examples from consultation mechanisms developed in a number of other countries: Brazil, Canada, China, India, Malaysia, Mexico, Philippines, and United States.

While different national consultation mechanisms seem to have certain basic "building blocks" in common, they are actually characterised more by their differences than their similarities, reflecting the need for local solutions to meet local situations. Rather, the key value in looking at consultation mechanisms in other countries is the demonstration of the much greater prominence given to this activity by many economies over the past decade.

A national expert, Ms. Mehnaz Shiraz, presented a snapshot of current opinion on Pakistan's public-private trade policy consultation mechanisms, following a series of interviews with over 40 stakeholders. Ms Shiraz's study found a difference of opinion on the efficiency and effectiveness of the

government's trade policy consultation process. The business sector, in particular, saw the current annual request for input into the development of the government's Trade Policy as too top-down and distant from the reality of their market situations.

The roundtable concluded that further work was needed. The biggest challenge was not to increase the number of contacts between stakeholders but to improve the timely and continuous two-way flow of information on trade policy and the market. This, in itself, would help improve the capacities of both business and government to understand the complex environment within which trade policy is made. A high priority was also placed on current plans to build better partnerships with academic institutions, to ensure better future access to both expert advice and trained personnel.

The Lahore roundtable was the first in a series of planned activities. The next step is to circulate the roundtable conclusions to participants and other interested parties. These conclusions will be discussed at a further meeting, to be held in the first quarter of 2006, with a view to defining how consultation mechanisms can be most effectively strengthened ■

### TRADE POLICY-MAKING

*The main benefits of an effective trade policy-making machinery are more accurate identification of trade opportunities, improved capacity to negotiate market access, more meaningful implementation of domestic trade reforms, a more attractive environment for domestic and foreign investment, and lower costs for local traders and exporting businesses, leading to greater competitiveness in international markets.*

*According to the OECD's Development Assistance Committee (DAC), the formulation of trade policy must be broadly inclusive, involving significant contributions from governments, the enterprise sector and civil society:*

*>> "Governments must have a sophisticated understanding of the principal regional and multilateral agreements to which they are parties and of the international commercial developments that affect their economies. They must have the data collection and analysis capacities to understand the strengths and weaknesses of their economies as a whole, and the particular challenges facing individual sectors.*

*>> Enterprises must have an understanding of their own competitiveness problems and a sense of the opportunities available to them in international markets.*

*>> Civil society groups need a capacity to monitor the economic and social impact of trade-related policies and developments. The preparation of negotiating positions and strategy also needs to be broadly inclusive".*

## WTO expert speaks at training seminars

*Three training seminars provide detailed background on WTO and the current Doha Round*



Former Ambassador Mr. Alejandro De La Peña, ITC expert, delivering the training in Islamabad

The EC-TRTA training program moved forward again in September 2005 with a series of seminars in three cities: Islamabad, Karachi and Lahore. Invited expert speaker was Mr. Alejandro De La Peña, former Mexican Ambassador to the WTO, with audiences comprising government, private sector and academia.



All three seminars sought to give a basic grounding in international trade issues, covering a wide variety of WTO-related issues. These included, according to audience, explanation of certain principles such as Most Favoured Nation, National Treatment and subjects such as Dispute Settlement, the background to the various multilateral trade agreements, market access and schedule of concessions, the structure of the General Agreement for Trade in Services, Trade-Related Aspects of Intellectual Property Rights and the Doha work programme.

Attendance at the Islamabad seminar from 21 to 23 September was almost entirely middle managers from vari-

ous government ministries and departments, well informed on a number of trade-related issues. Participants at the second seminar, held in Karachi from 26 to 28 September, were from a wide range of private sector businesses and from the public sector, mainly the Export Promotion Bureau. This audience engaged in a lively debate fielding questions notably about customs valuation, subsidies, anti-dumping measures and intellectual property rights. The third seminar, held in Lahore on 1, 2 and 4 September, attracted participants from both public sector, notably the Export Promotion Bureau and the Small & Medium Enterprise Development Authority, (SMEDA) which has its headquarters in Lahore, and from private business firms. Again, they sought more information on WTO-related issues, in particular the impact of the WTO on developing countries, and posed a number of questions on anti-dumping measures.

Mr. De La Peña observed that senior government officials' level of understanding of issues was good and

stressed the need for participation in such events by middle and junior officials. "All relevant Ministries in the government, should be encouraged to participate, as should members of the private sector" said Mr. De La Peña.

Mr. De La Peña also stressed that a special seminar session should be devoted to the press and media: if they are well educated on the issues, they can disseminate better quality information to public. Field officers later commented, in the light of issues raised at the seminars, the way forward for such events might be to devote time to helping develop negotiating skills, with focus on how specific issues are raised and discussed at WTO, how information is obtained or prepared by parties in trade disputes, what role coalitions play, disadvantages of developing countries and how they can be remedied and other similar other issues close to actual negotiations. These aspects, they added, would be particularly useful for government officials but also to advocacy groups ■



## EC-TRTA project launches sector-by-sector studies



What is the potential of specific sectors of the Pakistan economy to export products and services? And what impacts do World Trade Organization (WTO) agreements have on these sectors?

These are questions that studies, being prepared under the EC-TRTA, will attempt to answer.

The sectors selected by the Pakistan

Ministry of Commerce for analysis are footwear, automotive parts, sports goods, pharmaceuticals, and furniture. Studies will focus on obligations and rights derived from related WTO agreements, and the advantages to be gained for each of the chosen sectors, as well as potential threats, together with some hands-on guidance to exporters.

ITC launched the sub-project in Octo-

ber 2005 with an expert mission developing a working relationship with the trade association of each selected sector. A team of international experts and national experts will conduct the studies sector-by-sector.

A series of roundtable meetings, planned from June 2006 onwards, will see the study findings discussed and their recommendations submitted for validation ■



## Website on EC-TRTA Pakistan

<http://www.accesspakistan.org>

More information on the EC-TRTA Programme for Pakistan can be found on [www.accesspakistan.org](http://www.accesspakistan.org). It provides up-to-date information on the respective activities that take place in the context of the programme and gives you the opportunity to respond with your comments and suggestions.

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|-------------------------------|-----------------------------|
| <a href="#">PROGRAMME</a>     | <a href="#">SUGGESTIONS</a> |
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| <a href="#">PAST EVENTS</a>   | <a href="#">GALLERY</a>     |
| <a href="#">ARCHIVES</a>      | <a href="#">CONTACT US</a>  |
| <a href="#">COMMITTEE</a>     | <a href="#">HIGHLIGHTS</a>  |



## Upcoming events

- **Specialized Training on Trade Defense Instruments**  
Brussels, 27-30 March 2006
- **Mission of International Expert in Chemical Testing to prepare labs for accreditation**  
Islamabad and Karachi, March / April 2006
- **Training Course for Patent Examiners**  
Karachi, April 2006
- **Specialized seminar on Agriculture**  
Lahore, April 2006
- **Workshop for Customs and Police Officials on Enforcement of Intellectual Property**  
Islamabad, April 2006
- **Third Project Steering Committee meeting**  
Islamabad, May 2006

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