



COMPETITIVENESS ENHANCEMENT INITIATIVES

**A Presentation by
Ministry of Industries, Production & Special Initiatives
(MoIP&SI)**

Mission Statement

- Formulated Oct 2004
 - “play a leadership role in formulating and implementing a comprehensive strategy for rapid industrialization of Pakistan which aims at maximizing job creation and enhancing Pakistan’s international competitiveness.”



PILLARS OF THE STRATEGY

- Technology Up gradation and Skill Development
- Industrial Infrastructure Development
- Sector Development Strategies for SME Sector



Technology Up gradation and Skill Development

- Establishment of Technology Up gradation & Skills Development Company (TUSDEC)
 - Established as a non-profit Company on the principle of Public Private Partnership
 - To upgrade technology and skills of key and strategic industrial clusters and connect Pakistan to the global value chain
- Making a Technology “Gap Analysis”
 - Research on technologies in use in Pakistan with global benchmarking
 - Research contemporary technologies and assist industrial clusters in technology acquisition
 - Identify shortcomings in installed technology and impact on derivative products
 - Develop technology databases / skill mapping



Technology Up gradation and Skill Development

○ Progress so far

- Establishment of Tools, Dies and Moulds (TDM) Centers
 - Karachi TDM Center established
 - Completion in May, 2007
 - Gujranwala TDM Center launched
 - Completion by end of 2008.
- Establishment of CAD/CAM Centres
 - 8 CAD/CAM centres under National Institute of Design & Analysis (NIDA)
 - Locations: Lahore, Peshawar, Gujranwala, Faisalabad, Hyderabad, Multan, Quetta, and Sialkot.



Technology Up gradation and Skill Development

- Establishment of Ceramics Development Center
 - Being established in Gujranwala
 - Project approved
 - Completion by end 2008.
- Upgradation of Garment Industry
 - Provision of international experts for selected industrial units
 - To be completed by end 2008.



Technology Up gradation and Skill Development – Pipeline Projects

- Foundry Skill Development Centres
- “Technoplex” Engineering Support Centre
 - Chain of centres across the country
- Federal Institute of Material Testing & Homologation
- Materials Bank



Technology Up gradation and Skill Development

- Skill Development Centres
- Being established by TUSDEC in earthquake affected areas:
 - Muzaffarabad; Bagh; Balakot; Batgram
- Aim to improve skills in
 - Furniture Making,
 - Construction
- Will provide
 - Technical Support
 - Facility Support (Design & Manufacturing)
 - Technical Training Courses



Skill Development Initiative

- Management by a public private partner ship
- Curriculum by NAVTEC
- Sectors identified:
 - Construction
 - Auto sector
 - Hospitality
 - Dairy
 - Printing and Publishing
 - Forge, Foundry ; Machine & Fabrication
 - Steel
 - Chemical/ Fertilizer
 - Oil & Gas
 - Textile/Karachi
 - Textile/Lahore
 - Cement
 - Sugar
 - Furniture
 - Sports
 - Pharmaceuticals
 - Middle Management/ Supervisory
 - Electronics/white goods
 - Surgical, Flatware and Fans




The Target Sectors

- Construction
- Auto sector
- Hospitality
- Dairy
- Printing and Publishing
- Forge, Foundry ; Machine & Fabrication
- Steel
- Chemical/ Fertilizer
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Skill Development Initiative – Management Model

- A separate non-profit company for each Sector on Public Private Partnership model
 - Concept of sector “Champions”
 - Demand Driven Approach
 - Need Assessment
 - Setting of Standards
 - Curricula Design
 - Availability of Trainers
 - Internship
 - Placement
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Skill Development Initiative - Funding

- Training Centers
 - Centers of Excellence 20
 - Technical/Vocational Training Institutes 80
- Funding
 - Capital Cost from PSDP
 - Operational cost from WWF
- Poverty not to be a barrier for entry
- Rural dispersed industries to be used as “Engines of Skill Development in Rural Areas”
- Provision for upgrading existing workers skills



Industrial Infrastructure Development

- Establishment of National Industrial Parks Development & Management Company (NIP)
 - To develop world-class industrial parks all over the country
- Salient Features of the Industrial Parks
 - World class Industrial Infrastructure
 - One window Facilitation to all investors
 - Utilities available at the doorstep of the industrialist
 - Provision of central supporting services area
 - Meant for industrialists and not speculators



Industrial Infrastructure Development

○ Progress so far

- Establishment of Korangi Creek Industrial Park (KCIP)
 - 250 acres of centrally located land in Karachi
 - Launched by the Prime Minister on 29th July 2006.
- Establishment of Downstream Industrial Park (DSIE)
 - 930 acres on Pakistan Steel land
 - MOU finalized between Pakistan Steel and NIP
- Establishment of Marble Cities
 - MOU signed between NIP and Pakistan Stone Development Company for developing Marble Cities:
 - 100 acres of land at Risalpur
 - 200 acres of land at Mohmand Agency.



Sector Development Strategies for SME Sector

○ Priority Sectors

- Dairy
- Marble & Granite
- Gem & Jewellery
- Hunting & Sporting Arms
- Furniture
- Surgical Instruments
- Sports Goods
- Leather Products

○ Strategy will be extended to other sectors



Sector Development Strategies for SME Sector

(Cont...)

- Bringing stakeholders on one platform
- Exposure to international best practices
- Consensus on Sector Development Strategy
- Implementation mechanism through Sector Development Company in Public Private Mode
- Focused sector investment by GOP



Pakistan Dairy Development Company

- Established as non-profit Company on the principle of Public Private Partnership
- Progress so far
 - Horizon I Programme
 - Establishment of Model Farms;
 - Installation of Farm Cooling Tanks;
 - Horizon II Programme
 - Community Farms
 - Milk Pocket Development
 - Bulk Vending of Pasteurized Milk
 - Creation of Rural Entrepreneurs
 - Vocational Training
 - Modernization and Better Enforcement of Regulation



Pakistan Stone Development Company

- To make Pakistan a Globally Competitive & Leading Player of the International Dimensional Stone Industry
- Plans for the future:
 - Establishment of
 - Model quarries and schools attached with model quarries
 - Common Facility & Training Centers
 - Machinery Pools
 - Marble Cities
 - Warehouses
 - Up-gradation of existing quarries
- Coordination with Geological Survey of Pakistan and Provincial Governments
- Rs.1,980.00 million committed by the Government of Pakistan – Project approved by CDWP



Gems & Jewelry Development Company

- To establish Pakistan as an internationally competitive world-class hub for high value added precious stone cutting and jewelry manufacturing;
- Plans for the future:
 - CFTMC for Gem Mining & Jewelry Manufacturing (Karachi, Lahore, Peshawar, Quetta, Northern Areas)
 - Gems Exchanges in Major Hubs (Peshawar, Karachi & Quetta)
 - Gem Testing Laboratories (Gilgit, Quetta, Peshawar & Karachi)
 - Hallmarking facilities (Karachi, Lahore)
 - Up-gradation of Gems & Gemological Institute of Pakistan, Peshawar through affiliation with AIGS, Thailand
- Collaboration with Geological Survey of Pakistan and AIGS – Thailand.
- Rs.1,400.00 million committed by Government of Pakistan – project approved by CDWP.



Pakistan Hunting & Sporting Arms Development Company

- To build and develop the hunting and sporting arms industry of Pakistan as well as strengthen and support its technical capabilities for enhancing competitiveness.
- Plans for the future:
 - Establishment of CFTC/ Gunsmith Skill Development Centre at Dara Adam Khel (DAK) and Peshawar
 - Establishment of an Industrial Estate with modern facilities at DAK
 - Amendment in Antiquities Act and other acts necessary to facilitate DAK Initiative



Developing Engineering Sector

- Engineering Development Board repositioned
 - To give impetus to the development of Engineering Sector to lead as a driving force for economic growth.
 - To make Engineering sector part of the global supply chain
- Creation of high powered Board of Directors with majority representation from the private sector;
- EDB being further strengthened.



Developing Engineering Sector

○ Achievements:

- Replacement of auto part deletion policy by an Incentive driven Tariff Based System
- Development of Long Term Auto Policy
- Location specific development initiative
- Rationalization of import duty regime
- Leadership role in formulation and implementation of Engineering. sector export strategy
- Modernization of Trucking Sector



AIK HUNAR AIK NAGAR(AHAN)

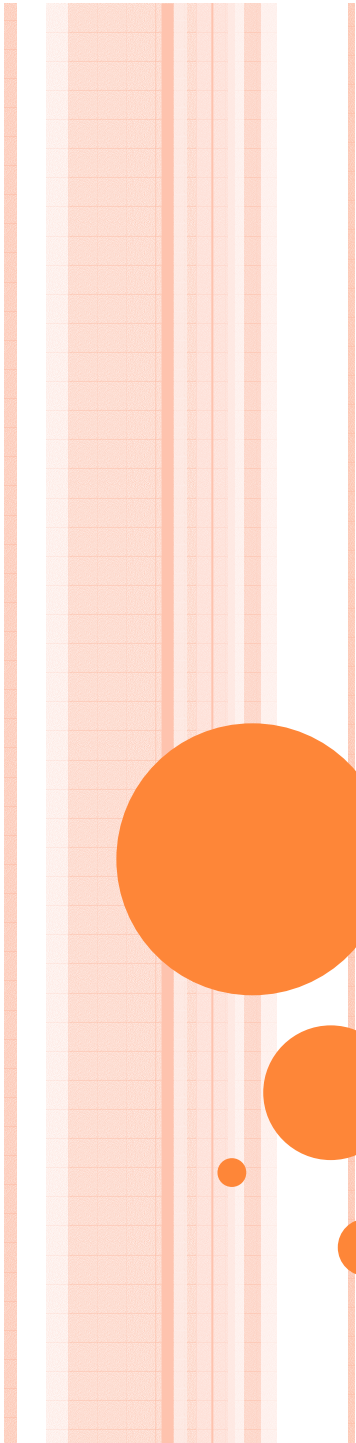
- One Village One Product Concept
- Rural Enterprise Modernization
- Direct Intervention to improve Rural Traditional Products
- Key Interventions
 - Product Development
 - Design
 - Training
 - Marketing
- 6 Pilots in operation
- 100 pilots funded from next year



Conclusion

- Though we still have a long way to go, all of the above mentioned initiatives will substantially address the major needs and constraints identified through our earlier research and sector specific investigation
- MOIP&SI's focus is on creating lasting institutions that can lead change, ensure competitiveness and are dynamic enough to adapt to future challenges





THANKS

