

# Media Update

30 March 2016

## UNIDO

### Press Release

#### **EU/UNIDO-TRTA and Federal Ministry of Industries and Production (MoIP) have organized a Consultative Forum on Promotion of Export-led Industries**

Islamabad, March 30, 2016 - The speakers at Stakeholders' Consultative Forum organized by the Federal Ministry of Industries and Production (MoIP) have recommended to explore Dairy, Horticulture, Fisheries and Light Engineering sectors to expedite the export-led value chain development for employments and growth in the country. The two-day Consultative forum was opened today at The Marriott (Islamabad) with assistance of the Small and Medium Enterprises Development Authority (SMEDA) to compile recommendations on "Export-led development of employment and growth". The forum was conducted under auspices of European Union funded Trade Related Technical Assistance (TRTA-II) Programme, implemented by UNIDO in association with ITC and WIPO.

The Federal Secretary for Industries & Production Mr. Muhammad Arif Azim inaugurated the Dialogue. He said that it is very important to discuss the gaps and issues faced within these sectors so necessary steps can be taken to overcome them and this will take Pakistan's trade further at a global level. He also thanked all partners and stakeholders for their invaluable efforts; specially EU, UNIDO and SMEDA for supporting such initiatives. European Union Delegation to Pakistan's representative Mr Johan Sorensen and Unido representative to Pakistan Mr. Esam Alqararah also participated in the Inaugural Ceremony. Mr Sorensen appreciated all the partners' efforts and highlighted the impact it would have if the issues were effectively resolved on overall economy of the country. Mr Alqararah shared UNIDO's vision on Export-led development and the efforts UNIDO is making to promote employment and growth in Pakistan. Mr. Steffen Kaeser from Unido also participated in the forum discussions.

The main focus of the forum was to highlight key achievements made by the TRTA programs since 2004 and as it approaches closure in May 2016, what areas related to employment generation and pro-poor and rural development may be addressed as next steps to build on TRTA successes. These interventions would be in line with the government's Vision 2025 agenda.

This Forum was attended by more than 25 participants from public and private sectors, including the representatives from Ministry of Commerce, Ministry of National Food Security and Research, Ministry of Science and Technology, Ministry of Port and Shipping, Economic Affairs Division, Planning Commission, Pakistan Council of Scientific and Industrial Research (PCSIR), Trade Development Authority Pakistan (TDAP), Pakistan Institute of Trade and Development (PITAD) and "Aik Hunar Aik Nagar" (AHAN). From the private sector, representatives from the Fisheries Development Board, Fan manufacturers,



light engineering goods-automotive parts, dairy and horticulture sectors. Mr Noman Wazir from KPK and Eng. Jabbar provided keen insight on the needs and development of the industrial sectors.

As an introduction to the debate, SMEDA CEO Mr. Muhammad Alamgir Chaudhry gave a presentation on SMEDA sector studies, which was followed by overviews on Vision 2025 and TRTA achievements.

The speakers were of the unanimous view that export oriented sectors of the small and medium industries should be provided with the necessary support to fill in the gaps in production and marketing so as compete export market. They acknowledged that the 13 sectors identified by SMEDA for generating new space for exports and employment generation could play pivotal role in raising national exports and job opportunities in the country.

The speakers in this regard, recommended to apply SMEDA's SME Development strategy, targeted to generate 10 million new jobs with an addition to the exports worth US\$ 36 million within five years. Majority of the speakers agreed on a cluster based development approach of SMEDA to promote economic development of the country by improving the competitiveness of designated business sectors; Logistics, ICT & Allied Services, Gems & Jewellery, Horticulture, Construction, Fisheries, Energy, Dairy & Livestock and Engineering .

The forum has also recommended to make SME sector more competitive through common facilities, training centers, and benefits of the clusters' scale by resolving the issues to be faced in financing and marketing.

It is notable that the Ministry of Industries and Production (MoIP), through SMEDA is assisting in employment generation and value addition to the national income by helping increase the number, scale and competitiveness of SMEs and providing an enabling environment and business development services to small and medium enterprises. Further SMEDA, being a subsidiary body of MOIP is not only an SME policy-advisory agency for the Government of Pakistan, but also facilitates other stakeholders in addressing their SME development agendas.

The key output of this 2-day forum is a concept note, strategic paper on key areas of intervention in specific sectors, that may be used as a template for development of project documents that the government can then use mobilize both national and international funds.

Photos available at: <https://www.flickr.com/photos/140693669@N04/>

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## United Nations

### Media Advisory

Press conference: Pakistan Celebrates International Day of Sport for Development and Peace

**When:** Friday 01 April 2016, 11:00 am



**Where:** UNIC, ILO Building, G5/2, Near State Bank of Pakistan, Islamabad

**What:** The United Nations cordially invites you to the launch of the nationwide program for the International Day of Sport for Development and Peace, organized in partnership with the Higher Education Commission and the Pakistan Olympic Committee.

The program involves young male and female athletes and will take place as of 2 April in Islamabad, Lahore, Faisalabad and Karachi. Sports activities will include badminton, football, volleyball, baseball, handball, rock climbing and table tennis.

The aim of the nationwide celebration is to bridge cultural understanding and to promote the Sustainable Development Goals related to healthy lifestyles, peace, tolerance and partnership. The official program will be available at the press conference.

**Speakers:**

- **Mr. Farman Ullah Anjum**, Director General, Pakistan University Sport Board (PUSB), Higher Education Commission
- **Mr. Muhammad Khalid Mahmood**, Secretary General, Pakistan Olympic Association
- **Mr. Vittorio Cammarota**, Director, United Nations Information Centre

**RSVP:** By 17:30 on 31 March by email: [info.islamabad@unic.org](mailto:info.islamabad@unic.org)

Please note that for security reasons only registered participants will be admitted to the session.

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## UN Women

Press Release

### Briefing on the UN Secretary-General's High-Level Panel on Women's Economic Empowerment by Ms. Fiza Farhan, Panel Member from Pakistan

The inaugural meeting of the first-ever High-Level Panel on Women's Economic Empowerment kicked off on 15 March 2016 during the 60th session of the Commission on the Status of Women in New York. Operating under the aegis of the UN Secretary-General, the panel intends to put women's economic empowerment at the top of the international agenda, including by defining actions to speed up progress under the 2030 Agenda for Sustainable Development.

This global initiative, which the UN has called a "quantum leap" forward in the empowerment of women, aims to fully mobilize the untapped economic potential of half the world's population.



Speaking at the inaugural meeting, and during the 2016 Women's Empowerment Principles Annual Event, the UN Secretary-General, Ban Ki-moon, highlighted that "When companies invest in women, they see a range of benefits and a return on investment. It is clear that gender equality is a business issue." In acknowledging the presence and achievements of Pakistan's Fiza Farhan, Ban Ki-moon said: "I am especially impressed to hear from a leader from the next generation: Fiza Farhan, a young female entrepreneur. I am proud to have her serve on my High-Level Panel on Women's Economic Empowerment. Ms. Farhan's story is so important because she is part of the largest generation of youth in history. The Sustainable Development Goals are for them. We will never achieve these Goals without tapping into the energy, talent and expertise of young women and girls."

UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women, hosted a briefing session with Fiza Farhan in Islamabad, Pakistan on 29 March 2016 to present the outcome of some of the deliberations at the global level with specific relevance to policy and programmatic interventions in Pakistan and the region more broadly.

Neil Buhne, UN Resident Coordinator, Pakistan, congratulated Fiza Farhan on her role as one of eighteen High-Level Panel Members who will be providing innovative solutions to the challenges faced by women. In his remarks, Neil Buhne lauded the Government of Pakistan's commitments to increase economic opportunities for women, and said: "Women's economic concerns have been in the Government's key planning document Vision 2025 which commits to elevate women's labour force participation to 45% [which currently lags 26% behind the labour force participation of men]."

In her presentation Fiza Farhan shared a three-point agenda to: (i) Formalize informal women workers as formal workers including them in the formal labor force participation of the country; (ii) Incentivizing women to take up jobs in the private sector while also implementing the UN Women - UN Global Compact 'Women Empowerment Principles' in the leading corporate sector of Pakistan; and (iii) Inclusion of women in non-conventional sectors especially renewable energy and technology. Fiza also reiterated her call for action to tap into increasing opportunities within the world's businesses and promote understanding of the fact that there is an established business case towards enhancing women economic empowerment with companies reporting 37% higher Return of Equity and 28% higher Return of Sales (McKinsey Report), that have included women in leadership positions and in key decision making roles. She made a passionate urge to the Government of Pakistan to establish a 'Women Empowerment Council' within the federal and provincial

constitutions leading towards the passing of a national bill on the theme of “Equality means Business”. Fiza also deliberated on the importance of taking academia on-board to establish mentoring and counselling systems for girls to make career choices, and called for investing time and effort in media houses to promote tailored and targeted social equality campaigns to bring about a positive change in mindsets and conservative cultural norms. Further, Fiza made the most important “Call for Action” to the women themselves; *“As for the women, the nexus of women empowerment and economic justice can only be achieved if “we”, the women start believing in the strengths that reside within us.”*

Saba Gul Khattak, Senior Gender Advisor, World Bank Pakistan said: “Despite challenges of security and low economic growth rates, there are many advantages Pakistan can benefit from especially as there are a large number of educated women who actively seek employment. The private sector can play a catalyst role here through skills training and job opportunities. Pakistan’s Generalized System of Preferences (GSP) Plus status can also open up many avenues for women (as well as men) through more and better jobs making Pakistan compliant with labor and social standards, and therefore more competitive internationally.”

Joanna Reid, Head of Office, DFID Pakistan said: “The UN’s High-Level Panel on Women’s Economic Empowerment is the first initiative of its kind to stimulate action around the Global Goals – one of which focuses specifically on ending discrimination against women and girls. Women and girls are at the heart of the UK government’s development work. Investing in girls and women is transformational – for their family, their community, and for the country. No country can truly develop if half their population is left behind. Secretary of State for DFID, Justine Greening’s participation on the UN High-Level Panel highlights our belief that women’s economic empowerment is a game-changer-both for tackling poverty and for building prosperity in Pakistan.”

Sangeeta Thapa, Deputy Country Representative, UN Women Pakistan said: “Gender stereotypes, roles and traditional structures influence division of labour in the homes, in education, in the workplace and in society in general. Where a majority of Pakistan’s workforce are informal and female, home-based or domestic workers, they are mostly devoid of decent work benefits and remain invisible in the overall economy discourse. The home-based workforce’s contribution is estimated to be around PKR 400 billion, 3.8% of Pakistan’s Gross Domestic Product - legislation must be adopted to recognize these workers and their contribution to the Nation’s economy.”

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*UN Secretary-General's High-Level Panel on Women's Economic Empowerment consists of 18 Panel Members chaired by Secretary-General Ban Ki-Moon and having the Honorable Luis Guillermo Solís Rivera (President of Costa Rica) and Simona Scarpaleggia (CEO, IKEA Switzerland) as Co-chairs. Other Panelists include Jim Yong Kim (President World Bank), Christine Lagarde (Executive Director International Monetary Fund), Justine Greening (Secretary of State for International Development UK) and Guy Ryder (Direct General, and International Labor Office) amongst other prestigious leaders from the international development and political space. Over the course of one year the Panel will devise a framework to close large, pervasive and persistent gender gaps in the world of work. The Panel Secretariat is hosted by UN Women, and is backed by the World Bank Group and the Government of the United Kingdom; the Panel is scheduled to hold its next meeting in June 2016.*

Photos available at:

<https://www.flickr.com/photos/unwomenasiapacific/albums/72157666012957240>

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