

# Media Update-2

11 July 2018

## UNIDO

Press Release

### Market driven development of surgical cluster Sialkot under Punjab cluster development initiative (CDI) supported by UNIDO

The United Nations Industrial Development Organization (UNIDO) jointly with Punjab Small Industries Corporation (PSIC) are implementing “Cluster Development Initiative (CDI)” programme, under the framework of the World Bank’s “Jobs & Competitiveness Program for Results” (J&C P for R).

The programme has been envisioned to create linkages of high growth clusters of Punjab with global value chain by bridging up the gaps in terms of productivity, good manufacturing practices (lean manufacturing, green manufacturing, etc.), skills development, and integration with international compliance regime. The objective is to create impact in terms of value addition, export integration, job creation and inclusive growth in line with Sustainable Development Goal (SDG-9) while addressing challenges faced by Industry with the active cooperation of relevant associations and support institutions of the clusters. The programme will help in creating an enabling environment for growth and prosperity of industries, to facilitate better quality of life through economic uplift in Punjab and to up-grade technology and enhance productivity, quality and profitability of local industries through innovation.

The surgical cluster of Sialkot is one of the prioritized industrial clusters of Punjab where UNIDO is providing technical assistance under the CDI programme through well accepted and proven UNIDO cluster development methodology. CDI in consultation with Surgical Instruments Manufacturers



Association of Pakistan (SIMAP) has developed a pilot project on “Market driven development of surgical cluster Sialkot”.

The objective of this intervention is to provide surgical cluster companies with technical assistance in developing their capacities on market intelligence, co-creation, marketing plans development and marketing related business development services providers etc. UNIDO have engaged experienced int'l experts to provide cluster companies with world class export marketing related services for a period of more than one year. Under the aforesaid intervention an awareness seminar has been conducted in Sialkot on July 04, 2018. UNIDO's Int'l Experts Mr. Peter Hurst and Mr. Warner imparted knowledge to more than one hundred surgical manufacturers and business development service providers present in the seminar on importance of marketing and branding in the contemporary world export markets vis-à-vis apprised participating companies on scope of this intervention, participation criteria for the companies and potential benefits for the participating companies.

Choudhary Qaiser (Chairman SIMAP), Mr. Jehangir Babar Bajwa (Ex-chairman SIMAP), Mr. Hamid Mehmood Malhi (Additional Project Director, CDI) and Mr. Badar ul Islam (National Project Coordinator, UNIDO) graced the occasion and collectively emphasized the cluster companies to gain maximum knowledge and benefit from the int'l experts to develop their export market related capabilities during the project period to better compete in the global market.

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