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ESTABLISHMENT OF APPAREL DESIGN & RESEARCH CENTRE BY PSIC AND UNIDO IN COLLABORATION WITH PRGMEA UNDER CLUSTER DEVELOPMENT INITIATIVE

Export oriented Small and Medium sized Enterprises (SMEs) face the challenge of design and product development in Pakistan due to human and financial resource constraints. In order to build the capacity of the Readymade Garments cluster SMEs in terms of design, product development and market intelligence, United Nations Industrial Development Organization (UNIDO) and Punjab Small Industries Corporation (PSIC) in close collaboration with Pakistan Readymade Garments Manufacturers & Exporters Association (PRGMEA) have established Apparel Design and Research Centre (ADRC) in Lahore. ADRC will serve the readymade garment cluster through an array of customized services including, collection preparation, range development, training and development, market intelligence, exhibition support and international collaboration. UNIDO has also engaged MODINT, the Dutch fashion association, as international partner for the ADRC. ADRC will act as a catalyst to transform local garment industry to the next levels of original design and brand producers.

UNIDO’s international experts, Ms. Leontine Wagenaar & Ms. Sinette Hesselink, visited Lahore, Pakistan from 4th – 14th November 2019. In addition to the soft launching of ADRC, the experts carried out trainings of ADRC staff and developed service portfolio of the centre. The experts also participated in the 35th International Apparel Federation (IAF) Convention as panel speakers and members of the jury for 1st ever sustainable fashion competition in Pakistan on behalf of CDI Project and UNIDO. ADRC has been introduced at the IAF convention to the local industry as well as to the foreign delegates who have attended the IAF convention. The local and foreign companies have shown keen interest in the ADRC services.
UNIDO consults stakeholders for the development of 1st Renewable Energy and Energy Efficiency (R3E) Cluster in Pakistan


Dr. Sardar Mohazzam, Managing Director, National Energy Efficiency and Conservation Agency (NEECA), on behalf of Ministry of Energy appreciated the efforts and role of UNIDO in promoting energy efficiency and renewable energy in the industrial sector of Pakistan. He briefed the participants on the activities of NEECA and the way forward for the promotion of energy efficiency in Pakistan. He assured NEECA’s support and eagerness to collaborate with UNIDO for the formation of the Cluster, in consultation with the provincial energy departments to ensure the success of this cluster.

Mr. Abdur Rehman, Representative of Punjab Energy Efficiency and Conservation Agency (PEECA) described the importance of Renewable Energy and Energy Efficiency and their projects especially project of solarizing all the Universities in Punjab. On Behalf of Baluchistan Energy Department, Mr. Agha Hassan highlighted the enormous potential of the province of Baluchistan and that their department was keen to be involved in the cluster program with the support from UNIDO and PEECA.

Mr. Badar ul Islam, Officer in Charge, UNIDO elaborated on the role and activities of UNIDO in the context of industrial development and the cluster
based activities of UNIDO for the promotion of energy efficiency and renewable energy in Pakistan.. He mentioned the project’s activities linking the need of the Cluster development with all the project interventions taken so far and highlighted the strategic importance of this cluster initiative, especially in reference to the initiatives taken by UNIDO for its sustainability.

The workshop concluded with remarks from Dr. Carlos Chanduvi, Senior Coordinator, UNIDO Headquarters in Vienna who thanked the participants and dwelled on the global perspective and strategic importance of cluster initiative. Determining the role of public sector in the development and sustainability of the R3E cluster at National and Provincial level was discussed and group discussions were held on assessing and aligning the needs of the industry and how the R3E cluster could add value through providing effective support in terms of implementing RE & EE technologies and approaches. The structural model and sustainable approach was also discussed. The workshop was attended by officials from the industry, public and private sector, academia, financial institutions, international organizations and regulatory authorities.

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