

No. 2(4)/2011-Admn-I  
Government of Pakistan  
Ministry of Commerce



Islamabad, the 8<sup>th</sup> March, 2013

**C I R C U L A R**

Copy of the JICA letter No. JICA/02-22002/TA-G/2013 dated 22-02-2013 is forwarded with the request that the nominations of the **two suitable /eligible officers(Alternate & Principal)** fulfilling the eligibility criteria duly recommended/approved by their respective Senior Officers may kindly be furnished to Admn-I Section latest by **14-03-2013** positively. **This program is offered to those “who implement SME promotion policies in Governmental and Public organizations or Chambers of Commerce and Industry “and “related or engaged in the SME promotion from a global view point of expanding exports within SAARC region and to other regions”.** The other relevant details & information of the training course may be available on the Ministry of Commerce’s website: **www.commerce.gov.pk** whereas the JICA prescribed application form can be downloaded from JICA website: **www.jica.go.jp/pakistan/english/index.html**.

  
(MARIA KAZI)

Section Officer (Admn-I)



**JAPAN INTERNATIONAL COOPERATION AGENCY  
PAKISTAN OFFICE**

JICA/ 02-22002 /TA-G/2013

February 22, 2013

Ms. Shagufta Iqbal  
Section Officer (JPN-II)  
Economic Affairs Division  
Government of Pakistan Islamabad

Dear Ms. Iqbal,

I have the pleasure to inform you that Japan International Cooperation Agency (JICA) will hold a Group Training Course/Seminar J-13-04106 (33) in:

**Empowerment of Export through Promotion of Small and Medium  
Enterprises in SAARC Region**

under the Technical Cooperation programme from **June 09, 2013** to **June 29, 2013**

I request you to advise the Government of Pakistan to nominate its candidate (s) for the above Course in accordance with enclosed Requirement for Application as per the following conditions:

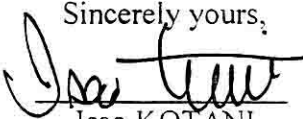
1. Five (5) Copies of prescribed Application Form duly filled-in and signed along with a **copy of Passport (if available) and National Identity Card (NIC)** should be submitted to this office **NOT LATER THAN April 12, 2013**.
2. In case the Forms do not reach JICA Office on above due date, you may inform this office about (a) nominees (b) sex, (c) age, (d) educational background, (e) present job, (f) job description, (g) experience in field of said course, (h) English language ability necessary for pre-screening.

Although Pakistan is allocated only **Two seats** (s) for this course, more than one candidate(s) may be nominated indicating priority order such as Principal, Alternate.

4. The candidate must submit One (1) copy of the "**Country or Job Report / Questionnaire / Organization Chart**" with the application form to this office as advised in the G.I. Booklet.
5. The nominees must contact Section Officer, Economic Affairs Division (EAD), Government of Pakistan, Block-C Secretariat, Islamabad ( Ph: 051-9206167 ) for General Information (G.I) Booklet regarding the subject course.
6. Please **read** the enclosed terms and Conditions for the applicants **carefully** before applying / nominating. The applicants not fulfilling the mentioned criteria will simply not be entertained.

**Enclosed:** 1) New prescribed Application Forms.  
Also available on [www.jica.go.jp/pakistan/english/index.html](http://www.jica.go.jp/pakistan/english/index.html)  
2) Eligibility of Applicants

Sincerely yours,

  
Isao KOTANI  
Representative

CC:

1. Secretary, Ministry of Industries, Production and Special Initiatives, Government of Pakistan  
Islamabad

✓ 2. Secretary, Ministry of Commerce, Government of Pakistan, Islamabad

3. Joint Secretary (Exports), Ministry of Commerce, Government of Pakistan, Islamabad

4. Chairman, Federal Board of Revenue, Government of Pakistan, Constitution Avenue,  
Islamabad

5. Chief Executive Officer (CEO), Engineering Development Board (EDB), Constitution  
Avenue, Government of Pakistan, Islamabad

6. Chief Executive Officer (CEO), Trade Development Authority of Pakistan (TDAP)  
5th Floor, Block-A, Finance and Trade Centre, Shahr-e-Jamhuriat, Karachi

7. Chief Executive Officer, Small and Medium Enterprises Development Authority (SMEDA),  
6th Floor, LDA Plaza, Egerton Road, Lahore



# **TRAINING AND DIALOGUE PROGRAMS**

**GENERAL INFORMATION ON  
Region Focused Training Program  
EMPOWERMENT OF EXPORT THROUGH PROMOTION OF  
SMALL AND MEDIUM ENTERPRISES IN SAARC REGION  
地域別研修「SAARC 諸国における輸出力強化のための中小企業振興」  
JFY 2013**

**<Type: Solution Creation / 類型: 課題解決促進型>**

**NO. J13- 04106 / ID. 1384145**

**From May 2013 to July 2013**

**Phases in Japan: From June 9, 2013 to June 29, 2013**

This information pertains to one of the Training and Dialogue Programs of the Japan International Cooperation Agency (JICA), which shall be implemented as part of the Official Development Assistance of the Government of Japan based on bilateral agreement between both Governments.

# ***I. Concept***

## **Background**

On SAARC Summit in April 2007, it was declared that South Asian Free Trade Area (SAFTA) should be implemented effectively. Based on this, the Indian customs duties shall not be imposed on five surrounding LDCs except some items.

Meanwhile main exports of SAARC countries are primary commodities such as textile products and agricultural processed goods, and the similarity of the products among these countries is one of the obstacles for expanding exports to SAARC region.

Therefore, SAARC countries are expected not only to improve goods quality but also to develop distinctive products through promotion of Small and Medium Enterprise (SME) so that they can strengthen export competitiveness and mutually complementary relations of industries by taking the advantage of these free trade systems in SAARC region.

## **For what?**

This program aims to share Japanese knowledge about competitive products and discuss about mutual complementary relations of industry in SAARC region so that participants can implement SME promotion policies effectively.

## **For whom?**

This program is offered to officials or staffs who implement SME promotion policies in Governmental and Public organizations or Chambers of commerce and industry.

Those people who are related or engaged in the SME promotion from a global view point of expanding exports within SAARC region and to other regions are eligible participants.

## **How?**

Participants shall have opportunities in Japan as follows:

- 1) to understand the history and experiences how Japanese SMEs developed products and improved export competitiveness after World War II (Lectures and Observations),
- 2) to learn the basic knowledge on the total management system of companies,
- 3) to discuss how to strengthen export competitiveness and mutual complementary relations of industry.

Participants will also formulate Action Plans describing what they will do after going back to their home countries based on the knowledge and ideas acquired and discussed in Japan.

For formulating the practical Action Plan, participants are expected to clarify their specific issue(s) and their purpose of participation before coming to Japan.

## II. Description

**1. Title (J-No.): Empowerment of Export through Promotion of Small and Medium Enterprises in SAARC Region (J1304106)**

**2. Period of program**

<b>Duration of whole program:</b>	May 2013 to July 2013
<b>Preliminary Phase:</b> (in a participant's home country)	May 2013 to June 2013
<b>Core Phase in Japan:</b>	June 9, 2013 to June 29, 2013
<b>Finalization Phase:</b> (in a participant's home country)	July 2013

**3. Target Regions or Countries**

Countries in SAARC region (Bangladesh, Nepal, Pakistan)

**4. Eligible / Target Organization**

Governmental and Public organizations or Chamber of commerce and industry which implement SME promotion policies.

**5. Total Number of Participants**

7 participants

**6. Language to be used in this program:** English

**7. Program Objective:**

To share Japanese knowledge about competitive products, to discuss about mutual complementary relations of industry in SAARC region and to formulate the practical Action Plan for empowerment of export through promotion of SMEs.

**8. Overall Goal**

The Action Plan for promoting export competitiveness in SAARC region shall be implemented.

**9. Expected Module Output and Contents:**

This program consists of the following components. Details on each component are given below:

There may, however, be minor changes in several subjects.

<b>(1) Preliminary Phase in a participant's home country</b> (May to June 2013 ) <i>Participating organizations make required preparation for the Program in the respective country.</i>	
Expected Module Output	Activities
To understand the current situation of SMEs in respective countries.	Prior Learning: Participants shall prepare information such as economic indicator, current situation of import and export etc. Please see the section III-5 for the detail.

<b>(2) Core Phase in Japan</b> (June 9, 2013 to June 29, 2013) <i>Participants dispatched by the organizations attend the Program implemented in Japan.</i>		
Expected Module Output	Subjects/Agendas	Methodology
1 ) To understand the history and experiences how Japanese SMEs developed products and improved the export competitiveness after World War II.	History of Japanese industrial growth.	Lecture
	History of Japanese SME promotion policies after WWII. Credit guarantee/insurance system for SME.	Lecture
	Examples of Japanese corporation grown up from small company.	Lecture and Observation
2 ) To learn the basic knowledge on the total management system of a companies.	Importance of corporate management policy/principle.	Lecture
	Japanese Industrial structure.	Lecture
	Production management, Quality control, Financial management, Human resource management, Marketing.	Lecture and Observation
3 ) To study how to strengthen SMEs' export competitiveness and mutual complement relations of industry.	Prior Learning Report: Current situation of respective countries.	Presentation and Discussion
	What kind of measures should be taken for mutual complement relations of industry.	Discussion
	Practical Action Plan for promoting SMEs' product competitiveness putting the knowledge and ideas acquired and discussed through the program.	Preparation and Presentation

<b>(3)Finalization Phase in a participant's home country</b> <i>Participating organizations produce final outputs by making use of results brought back by participants. This phase marks the end of the Program.</i>	
Expected Module Output	Activities
To share the knowledge and ideas acquired and discussed in Japan.	Report the Action Plan to their colleagues and revise it based on their comments and submit it to JICA as "Final Report" by the end of July 2013.

#### 10. Follow-up Cooperation by JICA:

In this training and dialogue programs, JICA might extend follow-up support to participating organizations that intend to develop the result of the project further. Please note that the support shall be extended selectively based on proposals from the participating organizations.

### ***III. Conditions and Procedures for Application***

#### **1. Expectations for the Participating Organizations:**

- (1) This program is designed primarily for organizations that intend to address specific issues or problems identified in their operation. Participating organizations are expected to use the program for those specific purposes.
- (2) This program is enriched with contents and facilitation schemes specially developed in collaboration with relevant prominent organizations in Japan. These special features enable the program to meet specific requirements of applying organizations and effectively facilitate them toward solutions for the issues and problems.
- (3) As this program is designed to facilitate organizations to come up with concrete solutions for their issues, participating organizations are expected to make due preparation before dispatching their participants to Japan by carrying out the activities of the Preliminary Phase described in section II -9 .
- (4) Participating organizations are also expected to make the best use of the results achieved by their participants in Japan by carrying out the activities of the Finalization Phase described in section II -9.

#### **2. Nominee Qualifications:**

Applying Organizations are expected to select nominees who meet the following qualifications.

##### **(1) Essential Qualifications**

- 1) Current Duties: Official or staff who implements SME promotion policies in Governmental and Public organizations or Chambers of commerce and industry.
- 2) Experience in the relevant field: more than three (3) years.
- 3) Educational Background: be university graduates or possess equivalent technical qualifications in this field
- 4) Language: have a competent command of spoken and written English which is equal to TOEFL CBT 250 or more ((This program includes active participation in discussions, action plan (interim report) development, thus requires high competence of English ability. Please attach an official certificate for English ability such as TOEFL, TOEIC etc, if possible)
- 5) Health: must be in good health, both physically and mentally, to participate in the program in Japan.
- 6) Must not be serving any form of military service.

##### **(2) Recommendable Qualifications**

- 1) Those persons are desirable who can implement policies practically from a global view point of expanding exports within SAARC region and to other regions.



2) Age: less than 45 years old.

### 3. Required Documents for Application

- (1) **Application Form:** The Application Form is available at the respective country's JICA office or the Embassy of Japan.
- (2) **Nominee's English Score Sheet:** to be submitted with the application form. If you have any official documentation of English ability (e.g., TOEFL, TOEIC, IELTS), please attach it (or a copy) to the application form.
- (3) **Questionnaire:** to be submitted with the application form. Fill in ANNEX I of this General Information, and submit it with the Application Form.

\*The format should be

-typewritten

-A4 size (21cm x 30cm) \*Please write in English

#### \*Pregnancy

Pregnant participants are strictly requested to attach the following documents in order to minimize the risk for their health.

- ① letter of the participant's consent to bear economic and physical risk
- ② letter of consent from the participant's supervisor
- ③ doctor's letter with agreement of his/her training participation.

Please ask National Staffs in JICA office for the details.

### 4. Procedure for Application and Selection:

#### (1) Submitting the Application Documents:

Closing date for application to the JICA Center in JAPAN: April 19, 2013.

**Note: Please confirm the closing date set by the respective country's JICA office or Embassy of Japan of your country to meet the final date in Japan.**

#### (2) Selection:

After receiving the document(s) through due administrative procedures in the respective government, the respective country's JICA office (or Embassy of Japan) shall conduct screenings, and send the documents to the JICA Center in charge in Japan, which organizes this project. Selection shall be made by the JICA Center in consultation with the organizations concerned in Japan based on submitted documents according to qualifications. *The organization with intention to utilize the opportunity of this program from the organizational view point will be highly valued in the selection.*

#### (3) Notice of Acceptance

Notification of results shall be made by the respective country's JICA office (or Embassy of Japan) to the respective Government by **not later than May 10, 2013.**

**5. Document(s) to be submitted by accepted participants:**

**Prior Learning Report – to be submitted by May 24, 2013:**

Before coming to Japan, the accepted participants are required to prepare and submit a Prior Learning Report. Detailed information is shown in ANNEX II.

The Prior Learning Report would be used as reference for Prior Learning Report Presentation scheduled at the beginning of the course.

\*The format of this report should be

-typewritten

-A4 size (21cm x 30cm) \*Please write in English

\* Presentation time of the Prior Learning Report for each presenter will be around 30 minutes including a 10-minute Q&A session. Each presenter are suggested to prepare Power Point material and bring to Japan Power Point Data for presentation.

**6. Conditions for Attendance:**

- (1) to observe the schedule of the program,
- (2) not to change the program subjects or extend the period of stay in Japan,
- (3) not to bring any members of their family,
- (4) to return to their home countries at the end of the program in Japan according to the travel schedule designated by JICA,
- (5) to refrain from engaging in political activities, or any form of employment for profit or gain,
- (6) to observe Japanese laws and ordinances. If there is any violation of said laws and ordinances participants may be required to return part or all of the training expenditure depending on the severity of said violation,
- (7) to observe the rules and regulations of their place of accommodation and not to change the accommodation designated by JICA, and
- (8) to participate the whole program including a preparatory phase prior to the program in Japan. Applying organizations, after receiving notice of acceptance for their nominees, are expected to carry out the actions described in section II -9 and section III-5.

## ***IV. Administrative Arrangements***

### **1. Organizer:**

(1) **Name:** JICA Yokohama

(2) **Contact:** Ms. Minako SAKURAI (jicayic-training1-as2@jica.go.jp)

### **2. Implementing Partner:**

(1) **Name:** KANAGAWA IGUREN

(2) **URL:** <http://www.kanagawa-iguren.com/> (in Japanese only)

### **3. Travel to Japan:**

(1) **Air Ticket:** The cost of a round-trip ticket between an international airport designated by JICA and Japan will be borne by JICA.

(2) **Travel Insurance:** Term of Insurance: From arrival to departure in Japan. The traveling time outside Japan shall not be covered.

### **4. Accommodation in Japan:**

JICA will arrange the following accommodations for the participants in Japan:

JICA Yokohama International Center (JICA YOKOHAMA)

Address: 2-3-1 Shinkou, Naka-ku, Yokohama-shi, Kanagawa-ken  
231-0001, Japan

TEL: 81-45-663-3251 FAX: 81-45-663-3265

(where "81" is the country code for Japan, and "45" is the local area code)

If there is no vacancy at JICA YOKOHAMA, JICA will arrange alternative accommodations for the participants.

### **5. Expenses:**

The following expenses will be provided for the participants by JICA:

(1) Allowances for accommodation, living expenses, outfit, and shipping

(2) Expenses for study tours (basically in the form of train tickets).

(3) Free medical care for participants who become ill after arriving in Japan (costs related to pre-existing illness, pregnancy, or dental treatment are not included)

(4) Expenses for program implementation, including materials

For more details, please see p. 9-16 of the brochure for participants titled "KENSU-IN GUIDE BOOK," which will be given to the selected participants before (or at the time of) the pre-departure orientation.

### **6. Pre-departure Orientation:**

A pre-departure orientation will be held at the respective country's JICA office (or Japanese Embassy), to provide participants with details on travel to Japan, conditions of the workshop, and other matters.

## **VI. ANNEX:**

### **ANNEX I**

#### **QUESTIONNAIRE FOR Country Focused Training EMPOWERMENT OF EXPORT COMPETITIVENESS IN SAARC REGION**

**\*Fill in the blanks the appropriate items**

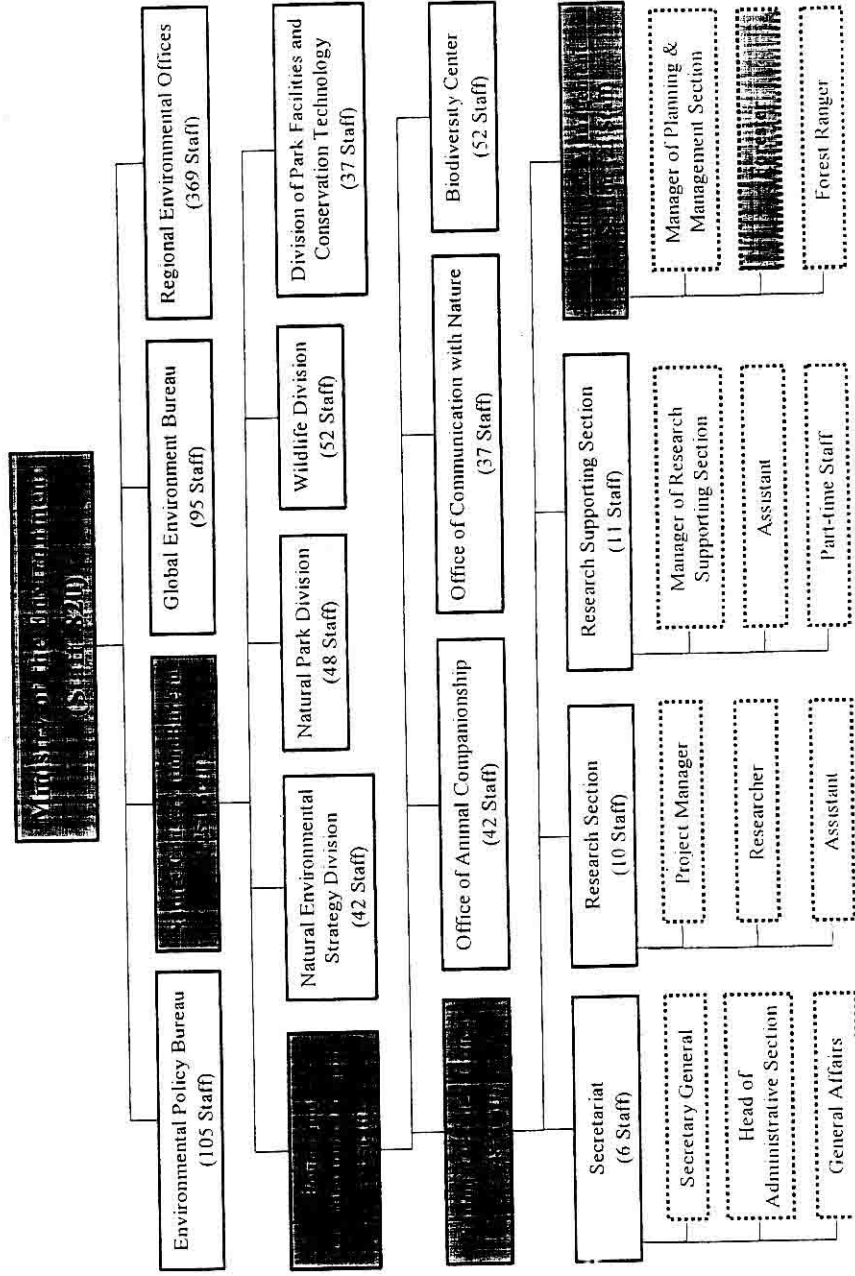
Name of Applicant:

Country:

1. Name of organization, organization chart and its roles.  
(Please attach the organization chart, the example is shown below.)
  
2. Applicant's present duties.
  
  
  
  
  
  
  
  
  
  
3. Applicant's interests in this training
  - (1) Topics to learn  
(Please describe the topics which applicant wants to study most and the reason why he or she thinks so.)
  
  
  
  
  
  
  
  - (2) Facilities to observe  
(Please describe what type of facilities applicant wants to observe most and the reason why he or she thinks so.)

# Organization Chart (Example)

\* Please attach or draw an organization chart, starting from the lowest level of the organization with the number of staff members who belong to each department.



## ANNEX II

### ITEMS OF PRIOR LEARNING REPORT

1. The following should be included in the Prior Learning Report.

- 1) Name of training course
- 2) Name of participant
- 3) Economic Indicator: the examples are shown below.
  - Gross domestic product
  - Manufacturing Part of Gross domestic product
  - Exports and Imports of goods and services
  - Exports of goods and services
  - Imports of goods and services
- 4) Current situation and specific issue(s) of SMEs of applicant's country  
(Please outline the specific SMEs' issue(s) from the viewpoint of what is the bottleneck(s) for expanding exports.)
- 5) Activities of your organization and your duties
- 6) Specific problems awaiting solution of your organization in terms of promotion of SMEs

2. Please send the report to the following E-mail address by May 24, 2013.

<jicayic-training1-as2@jica.go.jp>

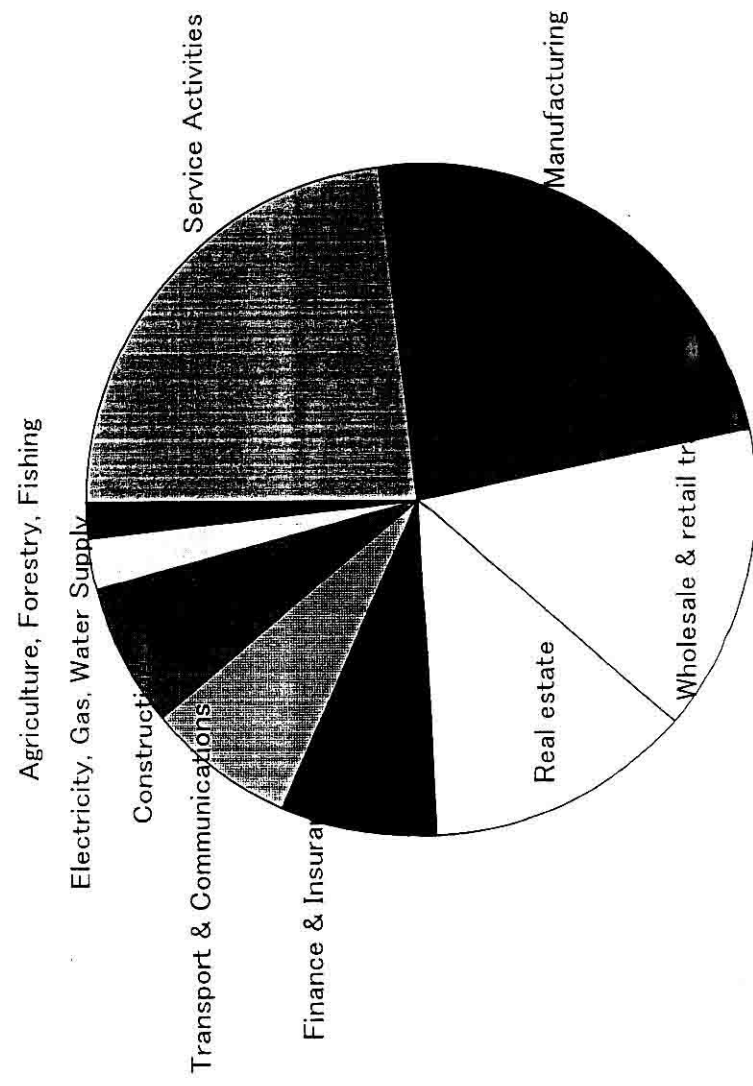
C/O Ms. Minako SAKURAI

Economic Indicator (Examples)

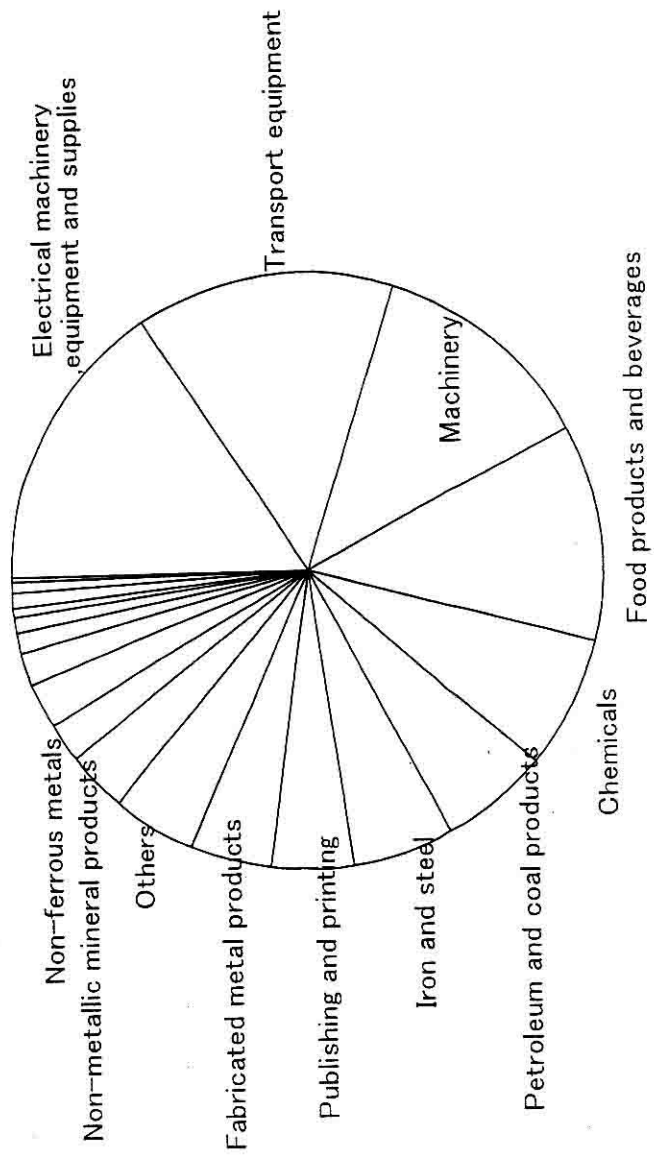
\* Please prepare and attach the economic indicators to the PRIOR LEARNING REPORT.

\* Examples' Source: <http://>

**Gross Domestic Product (0000 Calender Year)**

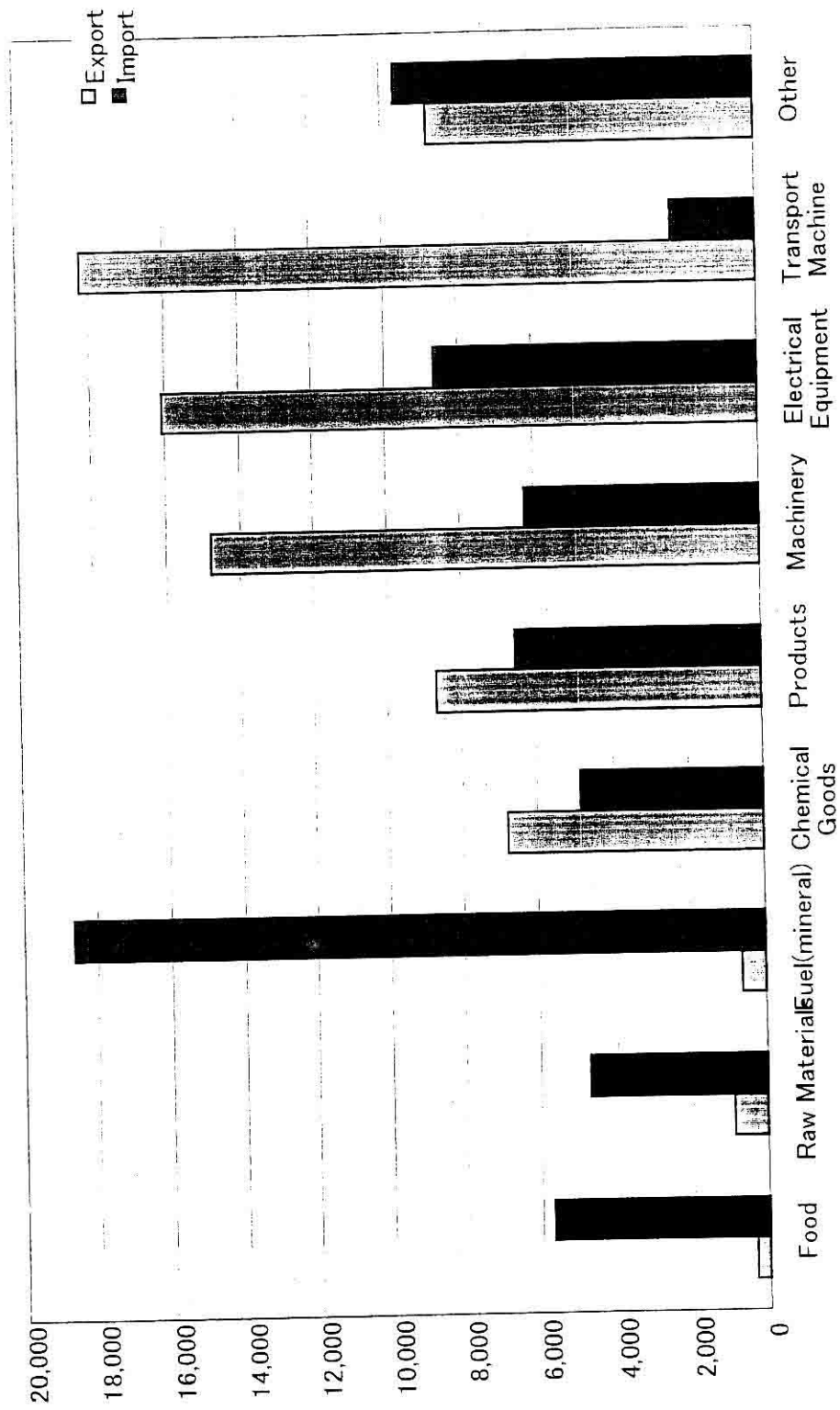


**Manufacturing Part**  
**Gross Domestic Product (0000 Calendar Year )**

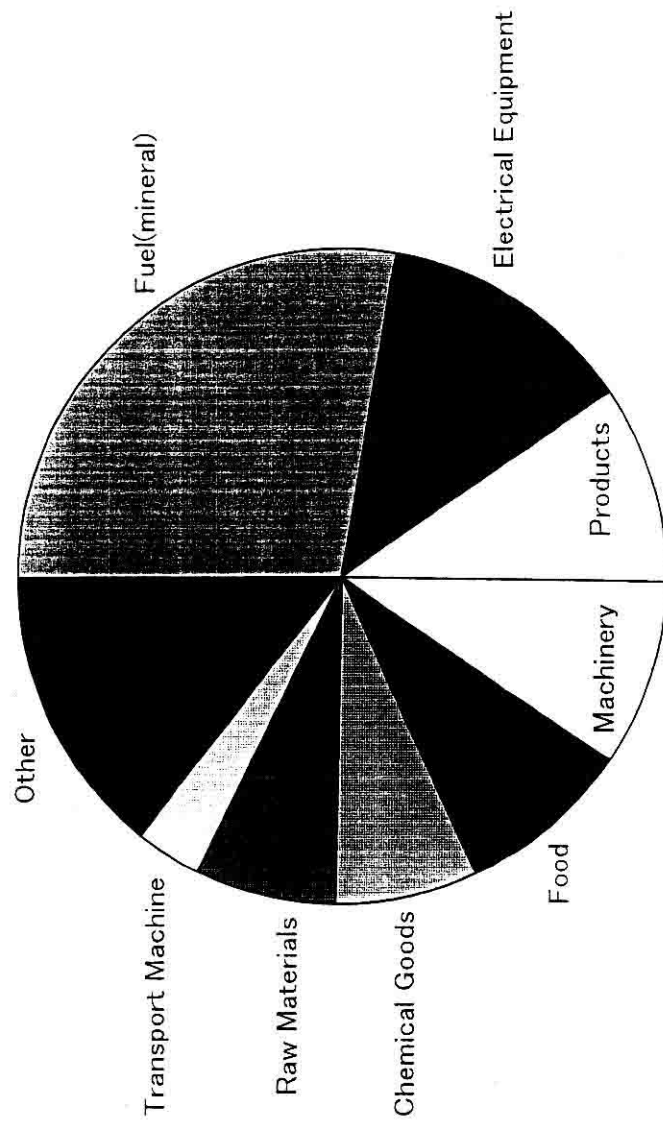




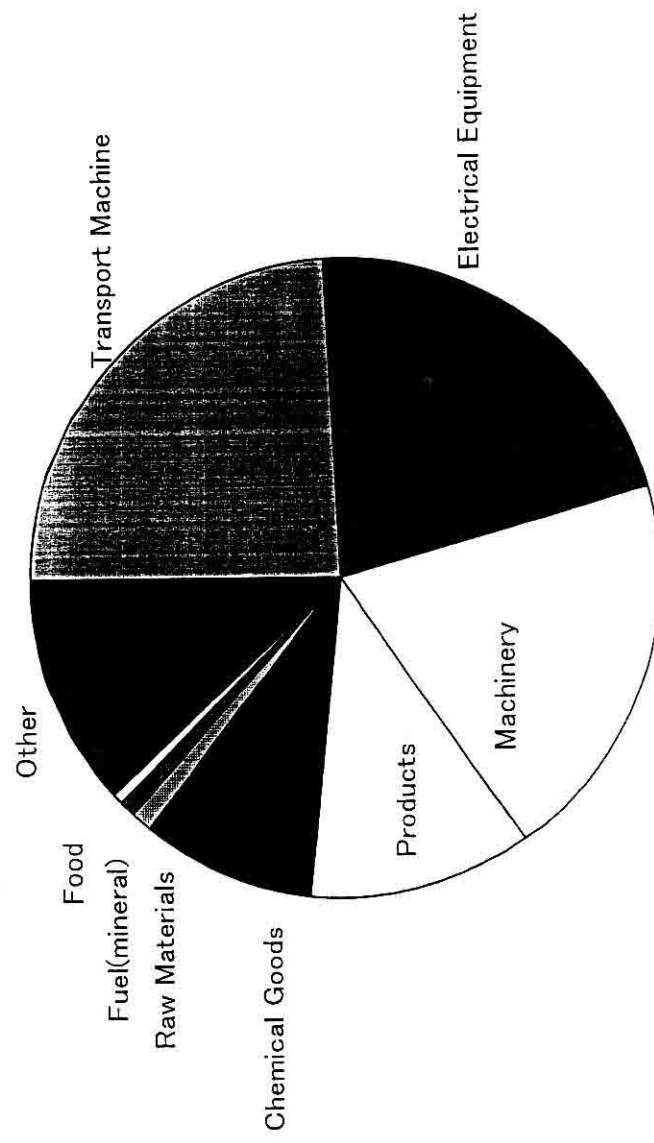
Export/Import (0000 Calendar Year ) U: Billion Yen



## Import(0000 Calender Year )



## Export (0000 Calender Year )



## *For Your Reference*

### **JICA and Capacity Development**

The key concept underpinning JICA operations since its establishment in 1974 has been the conviction that “capacity development” is central to the socioeconomic development of any country, regardless of the specific operational scheme one may be undertaking, i.e. expert assignments, development projects, development study projects, training programs, JOCV programs, etc.

Within this wide range of programs, Training Programs have long occupied an important place in JICA operations. Conducted in Japan, they provide partner countries with opportunities to acquire practical knowledge accumulated in Japanese society. Participants dispatched by partner countries might find useful knowledge and re-create their own knowledge for enhancement of their own capacity or that of the organization and society to which they belong.

About 460 pre-organized programs cover a wide range of professional fields, ranging from education, health, infrastructure, energy, trade and finance, to agriculture, rural development, gender mainstreaming, and environmental protection. A variety of programs are being customized to address the specific needs of different target organizations, such as policy-making organizations, service provision organizations, as well as research and academic institutions. Some programs are organized to target a certain group of countries with similar developmental challenges.

### **Japanese Development Experience**

Japan was the first non-Western country to successfully modernize its society and industrialize its economy. At the core of this process, which started more than 140 years ago, was the “*adopt and adapt*” concept by which a wide range of appropriate skills and knowledge have been imported from developed countries; these skills and knowledge have been adapted and/or improved using local skills, knowledge and initiatives. They finally became internalized in Japanese society to suit its local needs and conditions.

From engineering technology to production management methods, most of the know-how that has enabled Japan to become what it is today has emanated from this “*adoption and adaptation*” process, which, of course, has been accompanied by countless failures and errors behind the success stories. We presume that such experiences, both successful and unsuccessful, will be useful to our partners who are trying to address the challenges currently faced by developing countries.

However, it is rather challenging to share with our partners this whole body of Japan’s developmental experience. This difficulty has to do, in part, with the challenge of explaining a body of “tacit knowledge,” a type of knowledge that cannot fully be expressed in words or numbers. Adding to this difficulty are the social and cultural systems of Japan that vastly differ from those of other Western industrialized countries, and hence still remain unfamiliar to many partner countries. Simply stated, coming to Japan might be one way of overcoming such a cultural gap.

JICA, therefore, would like to invite as many leaders of partner countries as possible to come and visit us, to mingle with the Japanese people, and witness the advantages as well as the disadvantages of Japanese systems, so that integration of their findings might help them reach their developmental objectives.



***CORRESPONDENCE***

For enquiries and further information, please contact the JICA office or the Embassy of Japan. Further, address correspondence to:

**JICA Yokohama International Center (JICA YOKOHAMA)**

**Address: 2-3-1 Shinkou, Naka-ku, Yokohama-shi, Kanagawa-ken 231-0001, Japan**

**TEL: 81-45-663-3251 FAX: 81-45-663-3265**