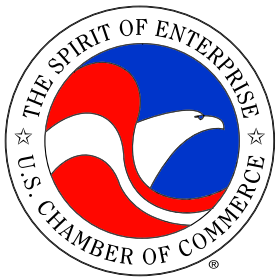




Center for International Private Enterprise **PAKISTAN**

An affiliate of US Chamber of Commerce



USAID
FROM THE AMERICAN PEOPLE

Center for International Private Enterprise

Outline of Activities **For Chambers & Trade Associations** **Developing Activity Plan**

June 14, 2007

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Work proactively to improve the sector's / region's
 profitability and competitiveness: → **R&D** *(continued...)*

- analyses the sector's profitability and competitiveness requirements
- takes action where necessary with the sector and others (including Government) to address weaknesses and build on strengths
- organises competitiveness improvement programmes, e.g. benchmarking to spread best practices, supply chain initiatives
- supports international trade and investment
- monitors Government initiatives/support, and helps members take advantage of them



**Work proactively to improve the sector's / region's
profitability and competitiveness: → R&D**

- monitors Government initiatives/support, and helps members take advantage of them
- adopts proactive approach to meeting other shortcomings identified by benchmarking activities
- identifies what standards the sector needs
- co-operates effectively on standards development, quality and conformity assessment procedures with appropriate local / international bodies.



Work effectively to represent the sector's interests at all levels of the legislative regulatory process: **Policy Advocacy** *(continued....)*

- has an effective mechanism for consulting members and understanding their views
- monitors and anticipates the legislative and regulatory process; ensures that its views on matters which significantly affects its members are taken into account at the earliest opportunity
- is proactive in shaping policies and initiatives which will benefit the sector



Work effectively to represent the sector's interests at all levels of the legislative regulatory process: **Policy Advocacy**

- puts forward to Government well-researched, cogently argued cases, and is respected as a credible and authoritative advocate for its sector
- is able to form and present a view on issues where there may be conflicting interests among members
- represent the sector's / region's interests effectively
- works to represent members effectively at the regional level
- Represents members interests Globally
- Understands and works with the WTO



Supply sound information and advice for members: **PR/Communications** *(Continued...)*

- seeks out information relevant to members, e.g. market trends, intelligence on overseas competitors, parliamentary affairs, patents, standards, etc and disseminates it on a regular basis
- arranges briefings/conferences for members on key issues that affect them
- initiates and co-ordinates relevant action
- ensures provision of sound advice on legal, employment, health and safety, environmental issues relevant to its members, co-operating as appropriate with employer or other organisations to ensure effective delivery of these services

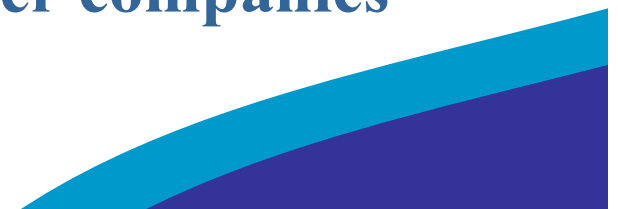
Supply sound information and advice for members: **PR/Communications**

- ensures adequate statistical information on the sector from official or other sources; if necessary, collects and disseminates the information itself or commissions others to provide it
- Liaises with Government statistical office and other bodies to ensure high quality official statistics are available on the sector
- promotes a positive public image of the sector, its products and services
- acts as a focal point for public and media enquiries on the sector, and represents the sector to the media



Promote exports and other market opportunities: **Access to Markets / Information: (domestic and International)**

- has an appropriate exports strategy in support of member companies, developed in consultation with them, taking account of investment decisions
- provides information on sources of supply from its members, e.g. buyer's guides, electronic databases and deals effectively with bespoke enquiries.
- mounts promotional events, seminars, overseas missions, trade fairs, exhibitions, etc as part of an export strategy
- takes full advantage of export services from Government and other providers to add value for member companies
- represents the sector to major customers



Promote training and education:

Seminars / Workshops / Conferences

- determines skills requirements for the sector, both short- and long-term
- works with relevant industry training organisations and other employer organisations, professional institutions and training bodies to ensure identified training requirements are met
- promotes training standards and qualifications for the sector
- identifies technology needs of the sector



Promote training and education:

Seminars / Workshops / Conferences

- co-ordinates and commissions pre-competitive research and technology work on behalf of the sector
- promotes technology transfer
- ensures appropriate technical advice is available to companies/members



Work to ensure practice of principles of good governance:

- promotes good governance principles within the chamber / association.
- helps member companies demonstrate good governance practice
- Adjudication, ombudsman and dispute resolution services for the public and member to member.



Sample / Format of Activity Plan

Year-Wise Activity Plan for XXX Chamber / YYY Association

For the Year 200—

Title of Activity:
Government Policies
and Facilitations for
Agro Sector
Industries

Category	Research & Development
Brief Description of the activity and strategic Importance	<ul style="list-style-type: none"> •Chamber / Association will analyze the government policies and facilitations on offer in the federal budget and inform its membership accordingly. •This will increase the membership awareness on how they can be benefited from government policies.
Financial Details	Estimated cost of the project: Rs xx,xxx/- (which includes, research, publication and outreach) Funding Source: 25% from R&D budget, 50% from membership contributions towards this project, 25% by organizing workshops / awareness seminars.
Human Resource	Project Leader: Name Team members with specific responsibilities:
Schedule	<ul style="list-style-type: none"> •Data / information acquisition: by July 30th •Data / information analysis: by August 15th •Submission to the sub-committee for professional comments: by August 20th •Final Draft of recommendations: by August 25th •Out reach / workshop / information dissemination: by August 30th
Expected Results	Members are fully aware of government policies / facilities available to the sector/ region
Outcome and Conclusion	<ul style="list-style-type: none"> •Details of what was achieved: what benefits / information were provided to the membership. •How many members were involved / benefited. •How many filled the follow-up / comments forms. •What was the feedback from the membership.

Looking forward to the modern
Chambers & Trade Associations
Of 21st Century



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THANK YOU

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