

# **GUIDELINES FOR SPONSORING TRADE DELEGATIONS ABROAD**

## **1. OBJECTIVES:**

Trade delegations are an important promotional tool for the implementation of export strategy (Annex I). To maximize returns it is essential that the organization of delegations be focused, well organized and properly followed up. These guidelines seek to ensure this. These guidelines and criteria will form the basis of trade delegations where EPB funding / contribution is involved. The overall objectives to be achieved are:-

- a. To maximize exports and market shares with the help of experienced exporters with critical mass/product range & a proven track record.**
- b. To promote new & medium to small size exporters having a successful track record of aggressive growth, irrespective of the size of current level of export.**
- c. To increase geographical spread in developed countries, of our exports in the core and developmental categories, with the help of experienced & medium to large size exporters with an aggressive track record of growth.**
- d. To increase geographical spread in non-developed countries for the core products with the help of medium to large size and small, but aggressive, entrepreneurial exporters.**
- e. To increase exports of our developmental categories in selected geography with exporters/businessmen of medium to large size with proven track record of success in similar geographical areas abroad or in Pakistan as far as possible.**
- f. To support maximization of Pakistan's exports in regional trade blocks.**
- g. To encourage women entrepreneurship.**
- h. To project a correct, modern & enterprising image of Pakistan as an exporting country with the motto whatever we do, we do with excellence.**

## **2. GENERAL CRITERIA**

### **2.1 General**

**Keeping budgetary provisions in view, delegations shall be sponsored on the following basis.**

- a. Preferably product specific rather than general (except for reasons of bilateral relations).**
- b. Preference will be given to products and markets in close alignment with current export strategy (Annex I).**
- c. Selection of destinations will essentially be of those that diversify exports and not on the basis of historical visits (except for reasons of bilateral relations).**

### **2.2 Criteria for selection of delegates.**

**(Note:A year will mean Fiscal year July to June)**

#### **2.2(1)General**

For all applicants the following will apply:

- a. No exporter will be eligible for EPB's support in excess of two (2) events in a year.**
- b. Adequate production capacity, quality of products (ISO & SA certified companies will be preferred), availability of brochures & literature (especially in language of host country).**
- c. Any instance of misconduct, unjustified absence OR poor presentation in a previous event will render applicant ineligible.**
- d. Adverse decision in a trade dispute by a commercial court will render applicant ineligible.**
- e. Advertisement of all planned events will be made in leading news papers every six months for the coming next 18 months schedule.**

- f. Advertisement of each event will be released 4 months before the date of the event.**

## **2.2(2) Core Product Categories (including Textiles & Garments)**

- a. Out of the applicants 70% will be selected on the basis of level of certified exports as an average of the last 3 years in descending order. These will be from amongst applicants responding to the advertisement released by EPB. Where the response from such press advertisements is insufficient, EPB will select on its own, and as far possible, in consultation with the trade.**
- b. Registered/Branded product exporters (registered in a region/country of destination) will be preferred {irrespective of level of exports}. This excludes brand for others under franchise.**
- c. 15% of participants will be from amongst small & medium exporters (SMEX). They will be selected on the basis of the rate of compound growth per annum based on a maximum for last 3 years exports – irrespective of level of exports. Two definitions of Small & Medium Exporters are available on record. One, defined vide serial No.280(g) of Customs Rules as “an export unit having export upto US\$ 2.5 million per annum”, while the second by SMEDA, Small as having employees between 10-35 & productive assets ranging between Rs. 2-20 million; and Medium between 36-99 employees & productive assets from Rs.20-40 million. A suitable insertion, in this regard, will be made in all the advertisements asking the exporters to indicate the category against which they intend to apply.**
- d. 15% of participants will be new exporters or women entrepreneurs where preference will be given to manufacturing exporters. At least one-women entrepreneur will be encouraged to join every event as a delegate. Method of selection as for © above. (New Exporter means a firm which intends to enter the field of exports).**

## **2.2(3)Developmental Categories**

- (a) For export Enhancement**

- i. Based on applications received exporters/businessmen will be selected in descending order of their last year's exports OR local sales in the case of new exporters.
- ii. Product range should be appropriate to the market.
- iii. Must have acceptable level of quality control, grading, packaging facilities & production capacity to support emerging export opportunities. This will be verified by an EPB officer through personal visits giving reasons in writing for selection or otherwise.

#### **2.2(4) All other Product Categories**

Criteria same as for Developmental Categories. The exporters that EPB will subsidize, however, will be of product sectors that have registered a growth rate of minimum of 10% p.a. in the last 5 years on total Pakistan basis.

#### **2.2(5) Geographic Diversification**

Product range to support will consist of Core or Developmental products and any other that the local Mission may suggest as capable of "significant" import into the country as per country product portfolio or focus.

#### **2.2(6) Regional Trade Alliances**

As for Geographic Diversification.

### **3. ROLE OF PROJECT OFFICER AND THE RESPECTIVE EMBASSY.**

- (a) For each trade delegation EPB shall designate a Project Officer as soon as it is included in the calendar of events.
- (b) The role of Project Officer is detailed at Annex IV and that of Trade Officer/Pakistan Embassy at Annex V. (It is not however necessary for EPB to nominate project officers to visit every destination assigned to them).

## **Methodology**

**3.1 Participation methodology will follow the planning calendar as per Annex VIII.**

**3.2 All applicants shall provide their particulars in prescribed form (Annex II).**

**3.3 Selected applicants will attend a pre-participation briefing, at their own cost, on a date and place determined by EPB. Anyone absent without an acceptable reason may be debarred from future participation.**

## **4. DELEGATIONS INITIATED BY CHAMBERS/ASSOCIATIONS**

### **4.1 Selection**

- a. In consultation with relevant Trade Bodies (a term that includes FPCCI, chambers and Trade Associations) EPB shall determine which delegations will be organized by the nominated Trade body and partially subsidized by EPB. After conclusion of the visit, the Trade Body will submit a detailed report on the visit. Any Trade Body which fails to provide the report within one month of the conclusion of the visit will not be allowed any further support from the EPB for any future event, until the matter is resolved to the satisfaction of the EPB.**
- b. Trade Body will be required to avail themselves of the sponsored visit allocated to it. Failure to utilize the opportunity without timely intimation to EPB, will lead to the Trade Body's disqualification for a period of two years.**

### **4.2 Selection of Delegates**

- a. Criteria for selection of participants by the Trade Body will be as per 2.2 above.**

- b. **Details of delegations will be provided to the EPB 6 months before the commencement of the visit on the format at Annex VI.**
- c. **The planning process at Annex VIII will be followed by the Trade body and copy provided to EPB 6 months prior to commencement of the fair.**
- d. **Proper sales literature will be prepared (EPB can make random check).**
- e. **One of the delegates shall be designated as Team Leader.**

#### **4.3 Reporting**

- a. **Within 30 days of the conclusion of the visit, the Team Leader shall provide to EPB a Visit Report as per Annex VII. Failure to provide the report, may lead to the Trade Body's disqualification for any further support from EPB until the matter is clarified and report rendered to the satisfaction of EPB.**
- b. **Trade Officer/Pakistan Mission shall also send a report to EPB within 15 days of the conclusion of the visit, covering its effectiveness, presentation and conduct of participants, and Embassy's recommendations regarding future visits.**

#### **5. FREE CHOICE DELEGATIONS**

- a. **Trade Bodies may organize at their own initiatives trade delegations that are neither managed nor allocated. Their intent to take a delegation abroad however, must be conveyed to EPB and the Pakistan Mission at least three months in advance. If they do not do so, they will not be allowed to use Pakistan's name.**

- b. The Trade Body will ensure that the delegates are of respectable standard and carry a positive reputation, worthy of our national image.**
- c. The Trade body and the Pakistan Mission shall send Visit Report to EPB within ten days upon conclusion of the Fair and list of delegates as per Annex III.**
- d. Matters covered under Delegations Initiated by Chambers/Associations, as far as applicable to planning and execution of Free Choice Fairs, may be considered “guidelines”.**

## **6. FINANCIAL SUPPORT**

Subsidy for Trade Delegations – ALL TYPES (EXCEPT THE FREE CHOICE DELEGATIONS):

50% of the return economy airfare on the shortest route to and from the destination/destinations of the delegation

US\$ 100 per day per delegate for the approved duration.

**Note: A Rs.5,000/= deposit is required to be submitted with applications in the form of Pay Order / Bank Draft in favour of Accounts Officer EPB, Karachi. This amount is refundable in case the delegate is not selected and also refundable to all selected delegates after submission of Visit Report.**

## Vision

Providing Leadership, Direction, Pro and Re-active Facilitation, to an aggressive national drive for sustainable growth of Pakistan's Foreign Trade.

## Pakistan Export Strategy

### Preamble

Based on an evaluation of the world demand of goods and services, the Strategy aims to prioritize those where Pakistan has or can achieve a competitive edge, sourced from within or outside Pakistan and facilitate the achievement of the desired levels of profitable exports via a 'demand led' strategy, as opposed to the previous 'supply led' efforts. The 7-point strategy is as follows:

### Strategy

1. World Market Share:  
Enhance world market shares of the Core Product Categories via
  - 1.1 Increased penetration of our best performing Core Product Categories in the top 10 respective countries.
  - 1.2 Selectively increase the penetration of the Core Product Categories in the next top 10 countries.

<b>Core Categories</b>	<b>Other Core Categories</b>
<ul style="list-style-type: none"> <li>➤ Textile &amp; Garments</li> <li>➤ Raw Cotton Yarn (all types)</li> <li>➤ Fabrics</li> <li>➤ Garments</li> <li>➤ Made up(excluding towels)</li> <li>➤ Towels</li> <li>➤ Art silk &amp; synthetic textiles</li> </ul>	<ul style="list-style-type: none"> <li>➤ Rice</li> <li>➤ Leather &amp; Leather products</li> <li>➤ Sports goods</li> <li>➤ Carpets &amp; Wools</li> <li>➤ Surgical instruments</li> <li>➤ Petroleum products</li> </ul>

2. Value Addition:

**Pursue enhancement of manufacturing and marketing capabilities and efficiencies with a view to achieve value addition and increased competitive strength for our core product categories.**

Core categories: As above;

3. Export Diversification:

Pursue with national alignment and focused resource application, selected development export opportunities where Pakistan currently enjoys, or can achieve, a strong competitive edge. The identified Categories are:

Developmental Categories

- |                             |                     |
|-----------------------------|---------------------|
| ➤ Fisheries                 | ➤ Gems & Jewellery  |
| ➤ Poultry                   | ➤ Engineering goods |
| ➤ Fruits/Vegetable & Wheat. | ➤ Chemicals         |
| ➤ I.T- Software & Services  | ➤ Healthcare        |
| ➤ Marble & Granite          | ➤ General Service   |

4. Geographic Expansion:

**Pursue in the less explored Geography, exports of our Core Products Categories and Services and any other, but significant opportunities. The geographic areas identified are:**

- |                  |                                   |
|------------------|-----------------------------------|
| ➤ Africa         | ➤ Central Asian Republics         |
| ➤ South America  | ➤ Oceania ( Australia/New Zealand |
| ➤ Eastern Europe |                                   |

5. Women Entrepreneurship:

**To energise the Women Entrepreneurship in support of developing and realizing Pakistan's export capabilities and potential, and enhance overall economic value addition.**

6. Traditional Partner Countries:

**Bilateral Trade Enhancement would be achieved with countries where Pakistan traditionally/potentially enjoys close relationships**

7. Leverage International Trade Blocks/Agreements:

**Enhance market access based on proactive and innovative management of current or emerging world economic/ trading blocks and bilateral trading arrangements. These would initially be pursued with:**

- EU
- D-8
- ECO
- OIC
- SAARC
- Bilateral Trade Agreement





**DELEGATES REPORT FORM**

Destination

Date of the Visit

1. Name & complete address of Company with telephone & fax numbers

2. Products promoted

3. Number of enquiries received by you during the Visit

4. If some enquiries received during the Visit did not materialize into actual business; what were the reasons?

- (a) Price?
- (b) Quality?
- (c) Credit terms?
- (d) Transport?
- (e) Productive capacity of the Delegates?

5. Major opportunities

6. How many existing customers did you meet during the Visit?

7. How many worthwhile new business contacts did you make during the Visit?

8. Who were our potential competitors & their method for doing marketing?

9. Orders booked during the Visit (Please give value in US dollars)

10. Future orders / prospects

11. How would you access the Overall result for your Company in this Visit?

12. Do you think it is worthwhile to visit the destination again?

13. suggestions, if any, for improving future visit.

14. Comments on:
- (a) No of Meetings arranged
  - (b) Quality of Meetings
  - (c) Response from Counterparts
  - (d) Assistance from trade Officer/Mission

## **DUTIES OF THE PROJECT OFFICER**

### **Before the visit**

- To plan, organize & progress all arrangements.
- To help in selecting suitable parties.
- To familiarize himself with rules, regulations and procedures of the host country.
- To brief the selected participants and ensure that all pre-delegation arrangements are complete.
- To ascertain before leaving the country the arrival dates of the participants at the destination and inform Pakistan Embassy of these dates.
- To obtain addresses of importers of the country of Destination and circulate them to the selected delegates for advance contact.
- To arrange contact, meetings with prospective buyers for each participant and inform the participants of this about one month in advance of departure.

### **Upon reaching the destination**

- To contact the Embassy and check the overall arrangements.
- To brief the delegates about their duties and responsibilities and code of conduct.

### **During the Visit**

- To assist, along with the Trade Officer / Ambassador's representative, the participants in all reasonable manner.
- To ensure timely attendance of all meetings by all delegates.

### **At reaching Pakistan**

- To submit TA / DA adjustment bill within a fortnight.

- To submit within 10 days detailed report on the Visit highlighting the following points:
  - (i) Economic Profile of the host country
  - (ii) Overall impression on the Visit and its management.
  - (iii) Performance of Trade Officer-orders booked, new contacts made, long term arrangements by each delegate.
  - (iv) Performance of competitor countries.
  - (v) Overall conduct of the delegates.
  - (vi) Achievements.
  - (vii) Shortfalls.
  - (viii) Recommendations.
  
- To make a presentation to the "Review Group" headed by the Vice Chairman on the quality of participation and recommendations for future delegations.

## **DUTIES OF COMMERCIAL SECTION**

### **Before the Visit**

- To fix dates of the visit of the delegation in consultation with EPB .
- To identify the product groups which have potential for exports of our goods.
- To prepare / send budget for the visit.
- To send profiles of the delegates to potential buyers seeking their convenience for meetings.
- To arrange to send the address of the potential Importers to our selected delegates for advance contacts.
- To send the information about custom Rates and Regulation of host country.
- To provide the information about the hotels for delegates.

### **During the Visit**

1. To arrange meetings of the delegates with the potential buyers.
2. To ensure timely attendance of all meetings by all delegates.

### **After the Visit**

1. To send report about the Visit and detailed accounts alongwith vouchers / receipts within 10 days after the Visit.
2. Any other matter relating to the Visit of the delegation.

**DELEGATION INITIATED BY CHAMBERS / ASSOCIATIONS**

**DELEGATES DETAILS TO BE PROVIDED TO EPB**

(At least six months before commencement date)

S.No.	Name of delegates with Address/Tel / Fax Nos.	NTN	Exports during last three years verified by bank	Visits during last three years	Products to be promoted
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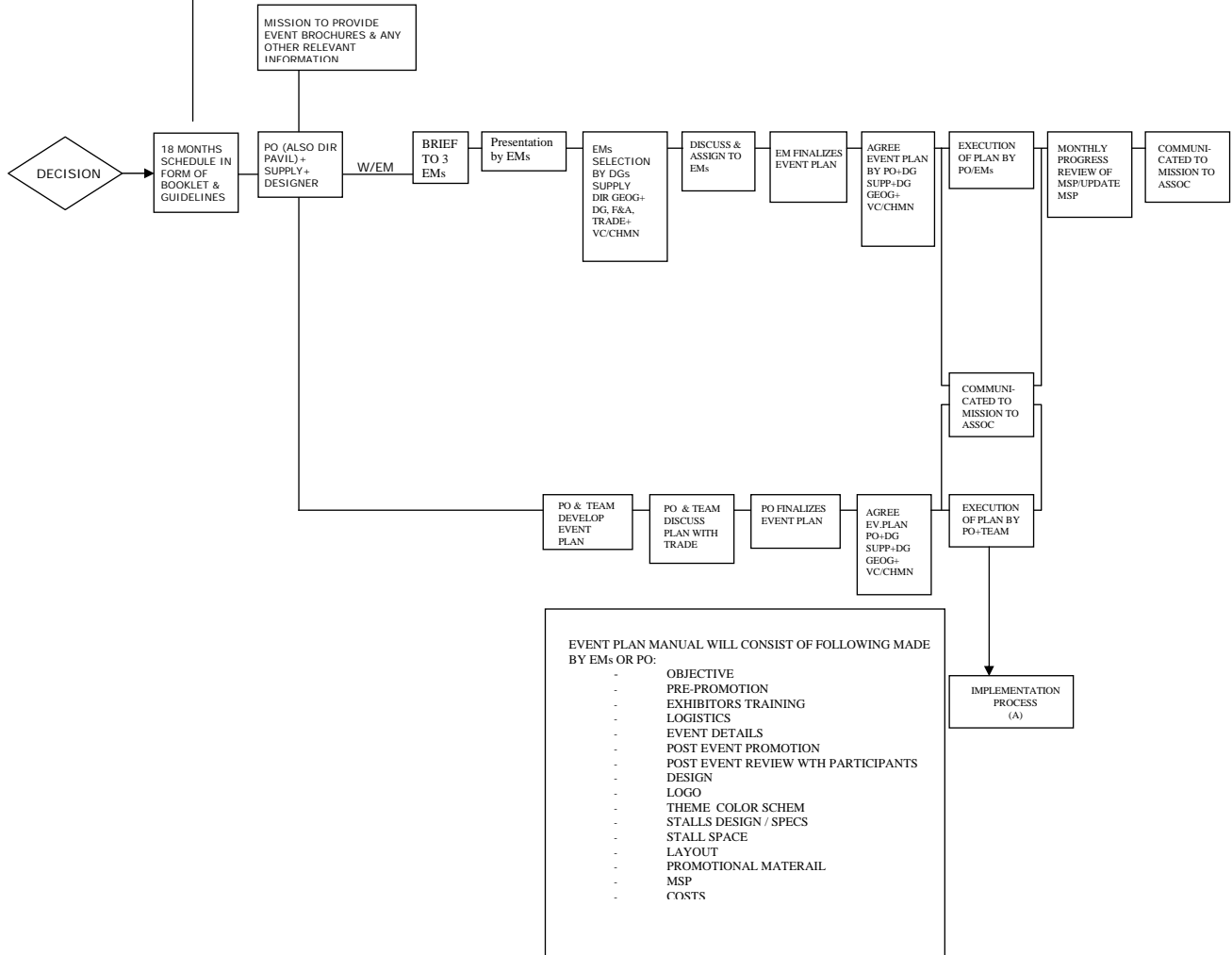
**DELEGATION INITIATED BY CHAMBERS / ASSOCIATIONS**

**VISIT REPORT OF THE TEAM LEADER**

(To be sent to EPB within 30 days of conclusion of Visit)

1. Destinations visited	
2. Date of the Visit	
3. No. of Companies Participated	
4. Items promoted	
5. No. of meetings held	
6. No. of enquiries received	
7. Items where Pakistan can be competitive	
8. No. of new contacts made	
9. Orders booked	
10. Suggestions	

COMMUNICATED VIA PRESS, EPB WEBSITE, INT'L WEBSITE, LETTER, FAX ON DEMAND ETC:  
MISSIONS, REGIONAL OFFICES, ASSOC. CHAMBERS, MOC, MOFA, MOST, BOI, LOCAL MISSIONS IN PAKISTAN,  
PROVINCIAL MINISTRIES ETC.



EVENT PLAN MANUAL WILL CONSIST OF FOLLOWING MADE BY EMs OR PO:

- OBJECTIVE
- PRE-PROMOTION
- EXHIBITORS TRAINING
- LOGISTICS
- EVENT DETAILS
- POST EVENT PROMOTION
- POST EVENT REVIEW WTH PARTICIPANTS
- DESIGN
- LOGO
- THEME COLOR SCHEM
- STALLS DESIGN / SPECS
- STALL SPACE
- LAYOUT
- PROMOTIONAL MATERAIL
- MSP
- COSTS

EM = EVENT MANAGER  
PO = PROJECT OFFICERS  
MSP = MILESTONE PLAN