

**NATIONAL PRODUCTIVITY ORGANIZATION**  
**Ministry of Industries and Production**  
**Government of Pakistan**

\*\*\*\*\*

**(Concept Paper)**

**Celebrating 50 years of Productivity Movement in Asia  
Pacific through International Productivity Congress**

**Congress Title:** Competitiveness through Productivity

**Timing & Duration:** Two Days – 17-18 November 2011, 10:00 am – 5:00 pm

**Venue:** Islamabad

**National Implementing Organization:** National Productivity Organization (NPO) – Pakistan

**International Implementing Organization:** Asian Productivity Organization (APO) Japan

**National Collaborating Public and Private sector partners:**

Ministry of Industries, Federation of Pakistan Chambers of Commerce and Industry, Chamber of Commerce & Industry (Islamabad, Rawalpindi, Lahore, Karachi, Multan, Faisalabad, KPK, Baluchistan and Sialkot), Industrial/ Sectoral Associations (Tanners, Gloves, Garments, Steel, Surgical, Textile etc.) Higher Education Commission (HEC), Public sector Universities, Private Sector Universities, Skill Development Council and Capital Development Authority (CDA) etc.

**International Collaborating Bodies:**

WCPS, WNPO etc

**Possible International Sponsors/ Funding/ Donors:**

UNDP, UNIDO, ABB Group, Coca Cola, PEPSI, Nestle, Google, Unilever, British High Commission, and Mole

**Possible National Sponsors (Companies):** Pakistan Tobacco Company (PTC), Mughal Steel, Volta Batteries, Silver Lake Foods, Thal Engineering, Rastgar Engineering, U-fone, Mobilink, Telenor, Fauji Fertilizer, ENGRO, PTCL, Peak Freanes, Shield, Habib Bank Ltd, ASIAN, HRM Network, Haleeb, Rozee, Philips, House of Habib, Haweri, Descon, Samsung, Mandvi, Hino Pak Islamabad, MCB, Bank Al-Falah, etc.

**Chief Guest:** Prime Minister of Pakistan

**Guest of Honor:** Secretary General, Asian Productivity Organization, Tokyo- Japan  
President, World Confederation of Productivity Science

**Special Guest:** Federal Minister and Advisor for Industries, Ambassadors of Foreign  
Embassies operating in Pakistan

**Expected Number of Participants:** 150 - 350

**Print Media Partner:** Express / Nawai Waqt / Business Reader / Dawn /Business Plus

**Electronic Media Partner:** PTV/ GEO / Express / Nawai Waqt / Saama TV / AAJ

**Radio Partner:** Radio Pakistan, FM 91

**Congress Organizing Committee:** Mr. Ejaz Rasul Ch. GM-NPO (Chairman)  
Ms. Rabia Jamil, Manager IR (Secretary)

**Congress President:** Secretary General, Asian Productivity Organization, Japan  
President, World Confederation of Productivity Science

**Congress Vice President:** Khawaja Muhammad Yousuf (CEO-NPO)

**Congress Secretary:** Manager IR

## **Congress Background:**

For the past five decades “Productivity Movement” has been the prime objective of the Asian Productivity Organization (APO) through its 20 member countries. APO has done commendable work in the fields of Agriculture, Energy, Environment, Food Safety, Green Productivity, and Organic Farming by applying tools of Lean, Six Sigma, Balance Scorecard, TQM etc. in public & private sector for achieving sustainable economy.

After going through such a long journey, today, it is need of the hour to effectively disseminate the vast amount of new insights gathered since 1961. In this context, contributions of Asian countries under the ambit and guidance of APO- Japan is highly appreciable and cannot be ignored for widely disseminating the knowledge in a wider circumference.

National Productivity Organization, Pakistan is not far behind the race among the member countries for the development of the Industry/Economy. Hence, NPO-Pakistan is organizing an ***International Productivity Congress*** and will gather renowned achievers National/International from different fields of life to share their success stories in their designated areas. This congress will be the first of its kind in Asia to celebrate the special occasion of 50<sup>th</sup> Anniversary of Asian Productivity Organization, Japan and further strengthen public and private partnership at international and national level.

Congress would primarily focus on three areas Manufacturing, Services and Agriculture which are the major contributors to economic uplift. We are prone to constantly changing world that is subject to fierce competition and the only way to survive is to mobilize our existing resources and create synergy through value creation.

However, there is relatively little awareness among university managers and regulators about the specific roles and techniques universities employ to participate in regional economies and promote cluster development. The need is to provide a common platform where Educational Institutions can learn from Industries, Healthcare can learn from Private Business, SME’s and Government sector can learn from Multinational Companies and Agriculture can learn from International Agri-best practices.

Moreover, there is an absence of a mechanism of effective research, which ideally needs to involve researchers from different fields of life in discrete & continuous results in term of improvement of product and processes that impacts on overall GDP of an economy and endeavor to address the gap between general expectations and detailed management techniques.

### **Congress Objectives:**

The objective would be:

- To share success stories of Productivity tigers for launching “***Productivity Movement***” and to highlight problems, obstacles and impediments encountered during Productivity awareness campaigns and celebrating 50 years of Productivity Journey.
- To Share frameworks for sustainable productivity improvement programs in Academia, Manufacturing, Agriculture and Service Sector by experts through **latest productivity approaches** and chalk a **mechanism for productivity improvement strategy** in the key economic areas for improving **World Competitiveness Index** ranking of Asian countries.
- To fortify public private partnerships through **tripartite relationship** for creating breakthrough levels of productivity improvement also creating new cooperation opportunities, meaningful interaction between different groups and establish the base for consideration of **partnership between nations, organizations and individuals**.
- To share **research oriented activities** and **enterprise development programs** and to identify the role and responsibility of the “**Facilitator**”
- To enable APO/WNPO member countries to **pool their resources** for a more effective exchange of information, knowledge and expertise in support of productivity movement. Through this, countries will be **able to benchmark their productivity practices** against one another and improve their skills and techniques.

### **Congress Methodology:**

- Presentations by renowned and eminent Professional Speakers, Practitioners, Business Leaders and Educational Institutions professors.
- Group Discussions
- Panel Discussions
- Movies

**Congress Expected Outcome:**

- Productivity Enhancement Strategies and Productivity Vision 2020
- Road Map for Competitiveness Ranking Improvement
- Productivity Charter signed by the Prime Minister of Pakistan in the presence of SG APO and President WCPS
- Universities – Government – Industry tripartite linkages with NPOs role as a “Facilitator”
- Facilitate the integration of Asia-Pacific countries and European countries through raising their international cooperation standards on productivity and cultural affairs
- Enhance Regional and South-south co-operation among member and non-member countries
- Identify key leaders and organizational benchmarks from respective sectors on their “productivity accomplishments”

## **Congress Implementation Plan**

### **Focus Areas / Topics for Presentations & Papers:**

- Workplace Innovation
- Industrial Competitiveness
- Education System
- Cluster & Network Development
- Public Policy
- Agri-Business and Agro Industry Development
- Entrepreneurship Success Stories
- International Linkages Development for promoting local industry and vice versa
- Capacity Building
- Social Entrepreneurship
- Tourism
- Sustainable Innovation
- Knowledge Economy / Knowledge Management
- Global Economic Crisis and Strategies to Overcome the Crisis
- Sharing wealth-creating opportunities
- Green Productivity
- New productivity policies and frameworks for effective implementation
- Sustainable use of natural resources
- Public sector productivity enhancement model
- Poverty Reduction (Community based livelihood recovery)
- Business Excellence
- Leadership and its role for enhancing productivity
- Creating & Building Sustainable Wealth-Creating Enterprises

### **Targeted Applicants:**

Priority will be given to candidates who have practically implemented best practices or formulated solutions for their respective organizations to improve productivity and stand as a benchmark for similar Industry. Moreover, their frameworks have influenced the development of policies and strategies and contributed to their effective implementation consequently resulting in the development of the industry and sustainable economy.

### **Selection Process:**

- 1. Themes and Topics Selected & Finalized**
- 2. Call for Nominations** – Format will be circulated to the respective NPOs along with the Application Form. Nominations & Papers will be invited from prospective individuals based on theme and topics. (Circulations will be sent to

- NPOs and related associations and they will be asked to nominate 1-2 candidates/organizations based on their success stories)
3. **Screening & Selection of papers** – Received nominations and papers will be screened out by the selection committee to select the best practice and success story in respective fields.
  4. **Final call and confirmation of selected authors** – Finally selected individuals will be informed accordingly. Invitation letters will be sent and confirmation will be received. (In case of organizations, letters will be sent to their respective heads for further processing at their end.)

### **Action by Selected Participants**

The selected Individuals will submit their presentations and Paper in Power Point format two weeks after their selection.

### **Correspondence / Contact Person**

All the Queries should be forward to the below Personnel for clarification

- Ms. Rabia Jamil  
International Relations  
National Productivity Organization  
Pakistan  
Phone: 051-2823304

### **Financial Arrangements:**

#### **To be borne by NPO**

- NPO will bear Local Boarding/Lodging of all the selected candidates (3 nights stay)
- Per Diem to the Participant to cover meals and incidental expenses of overseas participants during the official period of the congress
- All other Local Implementation Cost
- Pick and Drop from Airport to Venue

#### **To be borne by Participant**

- Selected Participants will bare their Air Fare
- Any Fee related to Visa Fee and Airport Taxes
- Any expenses incurred by the Participant/Expert for stop over on the way and from the Project venue as well as for extra stay at the project venue before and/or after the official period on account of early arrival or late departures