

Capacity building of entrepreneurs stressed

Pakistani products enjoy quality-edge when they are compared with products of other countries but are falling short of getting a respectable place in the global market only because of lack of awareness about their branding and marketing. This was stated by LCCI President Mian Muzaffar Ali while speaking at one-day training workshop on “Capacity Building” jointly organised by LCCI Standing Committee on Women Entrepreneurs and Centre for International Private Enterprise (CIPE) at the Lahore Chamber of Commerce and Industry on Thursday. Ms Aasia Saail Khan, Convener LCCI Standing Committee on Women.

Entrepreneurs, Senior Programme Manager CIPE Hammad Siddiqui and renowned trainer Ashraf Chaudhry also spoke on the occasion. The workshop discussed various learning experiences starting from idea generation to developing Marketing Plan and from creating brands to delivering experience.

The LCCI President said that a little focus on the capacity building of entrepreneurs could do miracles on the both the branding and the marketing fronts. Mian Muzaffar Ali said that at individual level, the private sector was doing the needful for the capacity building of its workforce but to attain the desired goals, the government would have to play a role. Elaborating his point, the LCCI President said that the government would have to join hands with the private sector to acquire the services of master trainers for the proper training of the workforce available in the country. He said that the Lahore Chamber of Commerce and Industry would continue to conduct such workshops and seminars for creating awareness among the entrepreneurs.

Speaking on the occasion, Ms Aasia Saail Khan, Convener LCCI Standing Committee on Women Entrepreneurs, said that the objective of the workshop was to help the LCCI members to get a better marketplace for their products. Senior Programme Manager CIPE Hammad Siddiqui, while addressing the participants, said that the market reforms through private enterprise were one of the objectives of the Center for International Private Enterprise (CIPE). He said that for the last over two decades, the CIPE has worked with business leaders and policymakers to build the civic institutions vital to a democratic society. CIPE’s key program areas include anti-corruption, advocacy, business associations, corporate governance, democratic governance, access to information, the informal sector and property rights, and women and youth.

He said that the CIPE was launching a radio programme being developed to help women entrepreneurs.

He said that the CIPE partners with business associations, think tanks, and other private sector organizations in countries where there is both a need for progress and an opportunity for reform. CIPE’s institutional approach to development recognizes that changes will not occur overnight and a long-term commitment is needed for reforms to succeed. CIPE recognizes that successes in one region may provide a model approach for another. CIPE and its partners continue to apply lessons learned across regions, creating new approaches in countries at various stages of democratic reform.