



Planning & Development Department
Government of Punjab



Investment Climate
Reform Unit

Investment Climate Reform Unit (ICRU) – Planning & Development Department
Office # 11, 1st floor, Park Lane Tower, 172-Tufail Road, Lahore Cantt, Pakistan | www.icru.gop.pk

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For Immediate Release

Private Sector and ICRU put their heads together to solve Intellectual Property Rights conundrum

The Investment Climate Reform Unit (ICRU), Planning and Development, Punjab, held the first session of its Working Group, to address Intellectual Property Rights(IPR) infringement and enforcement issues in the Province. The Working Group is one of the several critical ones formulated under the direction of the Chairman P&D Board, Mr. Mohammad Jehanzeb Khan upon request from the Private Sector in the recently held Public Private Dialogue(PPD) Council session convened by ICRU. The PPD Council session was Chaired by Mr. Mohammed Jehanzeb Khan, Chairman P&D Board and was convened by Ms. Maleeha Bangash, Managing Director ICRU, in her capacity as Secretary to the PPD Council. During the PPD Council session the Chairman P&D Board stated that PPD is a core function of ICRU and labelled ICRU which is an investment facilitation agency in the Province as a **“partner and friend of the private sector from the government”**.

The IPR Working Group meeting was convened in Nestle Pakistan head office where Mr. Bruno Olierhoeak - President OICCI and CEO Nestle led the session from Lahore while Mr. Saquib Shirazi CEO Atlas Honda led the Working Group through video link from Karachi. Other participants included Mr. Rizwan Ullah Khan, General Manager – Coca Cola Export Corporation Pakistan & Afghanistan Region; Mr. Irfan Aqueel, CEO - Millat Tractors Limited; Mr. Farid Ahmed Khan, CEO - HBL Assets Management; Dr. Rizwan Basharat Director/Incharge Lahore Region - Intellectual Property Organisation(IPO); Mr. Moeed Aman Rana, Deputy Secretary - (Commerce) Industries, Commerce and Investment Department.

Ms. Maleeha Bangash - MD ICRU and Secretary to the PPD Council stated that the “Private sector engagement in policy formulation and reform is a prerequisite for economic growth and creation of an enabling business environment”. Ms. Maleeha Bangash also informed the participants about her positive interaction with Mr. Mohammad Irfan Tarar, DG- IPO, in Islamabad where he assured her of extending full support in addressing the IPR issues in the Province.

During the session the Group members shared case studies regarding the impediments businesses have to face due to the infringement of IPR. It was also highlighted as a horrendous



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crime as in the case of counterfeits and spurious consumer products (e.g. food, beverages, Automobile parts, Auto lubricants, cosmetics, and so on) it poses a threat to human life. There were recommendations for inflicting strict punishment upon the infringers to curb this issue. A need to create awareness among the consumers and enforcement bodies about the IPR was also strongly proposed and accepted. Towards the end of the session the Group embarked upon certain concrete recommendations to address the matter. Ms. Maleeha Bangash expressed her appreciation to the members of the Working Group for their involvement and support to the government for bringing business reforms and assured that these recommendations will then be taken to the highest echelons of government to resolve them.

The Private sector welcomed this much needed initiative of the Public Private Dialogue by ICRU and expressed their enthusiasm and commitment to bring about business enabling environment in the Province.

For Any Inquiries Contact

Khan Shehram

Communications Consultant ICRU

Khan.shehram@icru.gop.pk

Khanshehram@gmail.com

0321 4895696