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-23

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Datum
20 January 2011

International Division

Seminar for small and medium enterprises on Focus Group Approach

Dear Sir,

Together we are stronger! – Based on this simple truth a German and a Brazilian chamber started the Focus Group approach in the 1990s to support owners of small and medium enterprises to tackle their problems jointly.

The approach has been so successful that currently 35,000 companies in Brazil are organized in Focus Groups and the approach is exported to other countries.

Bfz is bringing Focus Groups to Pakistan – be part of the success!

For more information bfz gGmbH together with APTPMA, PCMA, PHMA, PRGMEA & TMA invite you to an

INFORMATION SEMINAR ON THE FOCUS GROUP APPROACH

Date & Time: Saturday, 29th of January 2011, 2.00 pm

Venue: Zaveer Hall, Pearl Continental, Karachi

Before the seminar we will start at 1.00 pm with a buffet lunch that will be served at Zaveer Hall.

Yours sincerely

Martin Strähle
Project Coordinator

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ESPIRE

Sustainable Production for Pakistan



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Seminar for SMEs on Focus Groups

Zaveer Hall, Pearl Continental – 29.01.2011, 1.00 pm

Agenda

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| 1.00 pm | Lunch |
| 2.00 pm | Welcome note by Martin Strähle, bfz gGmbH |
| 2.05 pm | Introduction of bfz gGmbH and Espire Project |
| 2.25 pm | Introduction of Focus Group Approach |
| 2.55 pm | Experience of Associations with Focus Groups |
| 3.15 pm | Question & Answer Session |
| 3.30 pm | Hi Tea |
| 4.00 pm | Presentation on results from questionnaires |
| 4.15 pm | Identify and prioritize most important issues for which Focus Groups shall be formed |
| 4.45 pm | Consolidate interest in Focus Groups & Dates for next meetings |
| 5.00 pm | Closing |