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GALLUP PAKISTAN POLL FINDINGS ON

**PAKISTANI BUSINESSMEN BELIEVE
PERSONAL CONTACTS ARE MUCH MORE
IMPORTANT THAN INFORMATION WHICH
CAN BE RECEIVED THROUGH INTERNET**

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PAKISTANI BUSINESSMEN BELIEVE PERSONAL CONTACTS ARE MUCH MORE IMPORTANT THAN INFORMATION WHICH CAN BE RECEIVED THROUGH INTERNET

Islamabad, August 31, 2001

A majority of small and medium businessmen of Pakistan believe that information received through personal contacts on subjects such as marketing, technical equipment, management and government regulations is more valuable to them compared to information which they receive or can receive through the internet on the same subjects. This finding was part of a study recently carried out by UNIDO and presented at a seminar held at the Institute of Business Administration (IBA) Karachi yesterday. The seminar was attended by a large number of professional associations from textile and leather sector, IT trainers and government agencies dealing with small businesses. Dr. Robert Gumen of UNIDO presided over the seminar. A team of experts from UNIDO, Gallup, Smeda and SBFC led the discussion. The study was carried out by Gallup Pakistan through a survey of 400 small and medium enterprises which were statistically selected from all over the country in textile and leather sector. The findings show that 40% of small and medium businessmen in these two sectors own a computer either at their business premises or at home. Among those who do not have one yet, nearly half are keen to purchase it during the next one year, if they were convinced of its benefits to their business and were assured that they can use it without much technical know how. The United Nations Survey focused on the information needs of small and medium businesses. UNIDO plans to introduce an Industrial Information system in Pakistan which could be widely used by Pakistani businesses for successfully competing with other countries in exports and for increasing their productivity at home. Interestingly, the survey findings showed that small businesses in Lahore were slightly ahead of Karachi in computer usage as 48% of them were presently using a computer compared to 45% in Karachi. It also showed that Faisalabad lagged far behind Sialkot and Gujranwala in exposure to Information technology.

Answering a question on their current sources of information nearly 60% of the respondents said personal contacts were their most important source of information on marketing, technical equipment and government regulations, compared with nearly 30% who gave higher importance to internet as an information source. A detailed Report of the study is currently under preparation and will soon be available for wider consultation through the Industrial Information Network at www.IIN.org.pk.

This Report is based on a statistical survey of 400 small and medium enterprises in six major cities of Pakistan, and its text can also be seen at: www.gallup.com.pk.