

Promoting Productivity-based Competitiveness in Iran

The National Iranian Productivity Organization (NIPO) of the Islamic Republic of Iran has launched a program to build a sustainable basis for national economic development. The strategy is productivity-driven competitiveness, particularly through enhancing total factor productivity (TFP). The first series of activities to be organized under this program was held earlier this year from 30 April to 2 May.

The activities comprised two one-day seminars on “Productivity and Competitiveness” and a one-day workshop on “Productivity Measurement Using COMPASS” for NIPO management and consultants. The two one-day seminars dealt with issues relating to adopting a productivity-driven rather than an input-driven strategy for enhancing economic growth, and the government’s role as the facilitator for enhancing national competitiveness. The seminars also provided a detailed exposition on the TFP concept, including: Determinants of TFP; Computation of TFP; and Linkage between TFP, employment, capital, and GDP growth. The workshop on productivity measurement for NIPO staff members was a hands-on session to acquaint them

with the use of the company productivity assessment (COMPASS) software developed by the National Productivity Corporation (NPC) of Malaysia.

Each of the two one-day seminars had more than 100 attendees. Participants in the first seminar comprised senior officials from various governmental ministries and agencies involved in national economic planning and management. The second seminar was attended by directors and deputies from all the provincial branch offices of the Management and Planning Office who came to Tehran specifically for this event. The special session for NIPO staff members had about 20 participants.

The APO deputed two experts from NPC Malaysia to provide technical support for the activities. They were NPC Director-General Mr. Mah Lok Abdullah, and NPC consultant Mr. Izani Ishak. Their involvement in the program is a reflection of the APO’s drive to promote strategic alliances and partnerships among the national productivity organizations of its member countries, as with Iran and Malaysia. 