

UK PAKISTAN BUSINESS TIMES

Personality

Rt. Hon. Imran Khan
Prime Minister of Pakistan

APRIL
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I M R A N
KHAN

MR. PRIME MINISTER



Magazine By



www.ukpbc.org

UK PAKISTAN BUSINESS AWARDS INTERNATIONAL 2021

UK Pakistan Business Awards is being held at Islamabad Serena Hotel, Islamabad on 20th May 2021.

This historic event is being organised and presented by the UK Pakistan Business Council as part of its flagship launch in Pakistan.

There has been a realisation for some time now that the high achievers in business, trade and commerce sectors in Pakistan should be provided a forum in which their success stories could be propagated in order to inspire and encourage others to follow the suit, along with widening their reach to international markets. We feel that UKPBC with its specific aims and objectives is well-placed to afford that platform in Pakistan.

It is for the first time that an event of such nature is being held in Pakistan which encompasses the achievements of the cross-nation trade & business community of UK and Pakistan. We are thus providing an international platform not only to promote the brands and marques, but the personalities behind the scenes who have been instrumental in attaining the coveted positions.

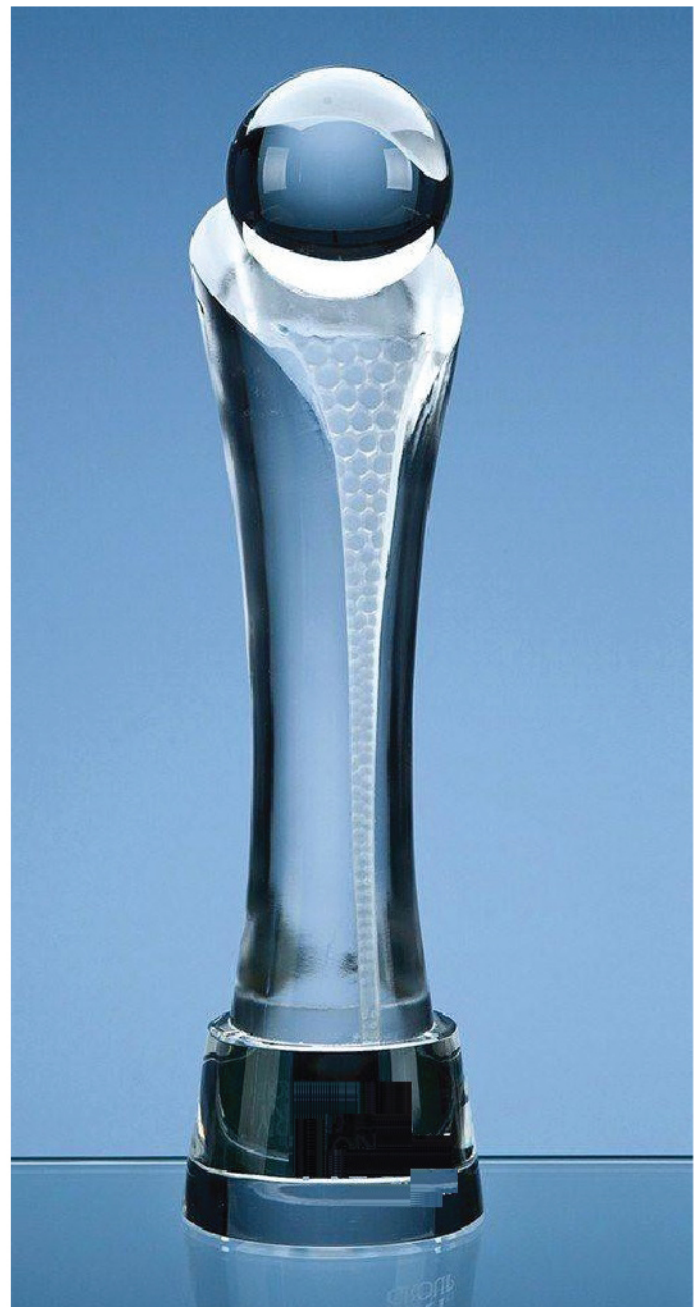
UK Pakistan Business Council has been formed to help advance the small, medium and large businesses in UK and Pakistan to develop an international business network through which the businesses at all ends can benefit from each other's knowledge, expertise and specialities.

With these objectives the Council acknowledges the fact that our lead performers, innovators and achievers in the business, commerce and industry sectors, both in UK as well as in Pakistan, must be recognised for their extra ordinary accomplishments in their relevant fields.

Whilst the current financial indicators in Pakistan are all pointing upwards, there is a wealth of opportunities for the Pakistani entrepreneurs both in UK as well as in Pakistan to seek new trading horizons in either country, thus helping to increase the general trade activity and the so much needed stimulant of international trade in our economy.

It is to this end that UKPBC is playing its vital role in encouraging the business community to excel and expand into the bilateral trade, by organizing such events as this.

For UKPBC this a modest gesture of service to our great nation and its economy-builders.





UK-PAKISTAN BUSINESS COUNCIL

Presents



UK - PAKISTAN
BUSINESS

AWARDS
— 2021 —



20TH MAY 2021



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A MESSAGE FROM
**HIS EXCELLENCY
 MUHAMMAD SADIQ
 SANJRANI**
 CHAIRMAN SENATE OF PAKISTAN

It is very heartening to see how the UK Pakistan Business Council is making sincere efforts to bring together the business communities of Pakistan and the United Kingdom. I congratulate the UKPBC for publishing this outstanding magazine as an effective means of communicating the latest ongoings and insight into the trade and business activities between Pakistan and the UK. This magazine will help the trade and business fraternity to identify common ground and to explore opportunities and the ways and means to make effective and promising investments, and enhance business-to-business relations.

Business and investment reform is the top priority agenda for Pakistan. Dividends of our resolve towards structural reforms are manifest in improvement in Ease of Doing Business, Stable economic outlook, investors' confidence in secure and incentivized business environment and higher return and 200% increase in FDIs (during last quarter of 2019). Further, China Pakistan Economic Corridor (CPEC) is set to create huge opportunities across all major sectors. These developments mean fresh opportunities for the

UK businesses to engage their R&D expertise in Pakistan collaborating with the public and private sectors. A major area of focus under CPEC is establishment of Special Economic Zones (SEZs) across Pakistan creating huge investment opportunities in the SEZs.

Brexit is likely to bring new opportunities and challenges in bilateral trade. We look forward to capitalizing on the opportunities and enhancing economic and commercial relations with the UK as both countries will continue with a trade arrangement on the lines of EU's GSP Plus Scheme.

Pakistan and UK share a common historical bond of relationship and strong trade ties can help bring people of the two sides together. With such comforting circumstance for trade and business investments, I am confident that this magazine will give a much needed boost to the trade and business between Pakistan and the UK.

I wish UKPBC the best of luck for all their future endeavors.



A MESSAGE FROM
**HIS EXCELLENCY
 MOAZZAM AHMAD KHAN.**
 HIGH COMMISSIONER FOR PAKISTAN
 TO THE UK

I wish to felicitate the UK-Pakistan Business Council (UKPBC) on publishing UK Pakistan Business Times Magazine. This indeed is a commendable initiative. I hope this Magazine would serve as a compendium of all the relevant information on Pak-UK trade, investment and economic cooperation and business opportunities.

Pakistan and the UK enjoy long standing relations based on mutual trust and common interests as reflected in growing trade and economic cooperation. In the recent months, bilateral trade and remittances to Pakistan have registered an impressive growth. There is a need to sustain this momentum through joint collaborative efforts.

Government of Pakistan has recently undertaken various initiatives for the promotion of Pakistan's trade, attracting remittances from abroad, and foreign direct investment. I would urge the UKPBC to disseminate such information among the UK businessmen, in particular, the Pakistani diaspora. Pakistani community of 1.7 million have been very instrumental in promotion of Pak-UK economic ties that can be leveraged for further strengthening of bilateral economic ties. This Magazine would, therefore, be a right step in this direction.

I wish you success in your future endeavours.





A MESSAGE FROM
**AIR MARSHAL ARSHAD
 MAHMOOD MALIK H.I (M)**
 CHIEF EXECUTIVE OFFICER, PAKISTAN
 INTERNATIONAL AIRLINES

I would like to begin by paying felicitations to the UK-Pakistan Business Council (UKPBC) for a wonderful initiative in the form of this journal and would like to acknowledge their efforts in whole heartedly promoting the bilateral cultural and commercial ties between Pakistan and the United Kingdom.

It is widely asserted in nearly every communique coming out of Pakistan, that it is the land of opportunity and untapped potential. What needs to be further elaborated is, that it's a jewel in the rough; that has the ability to outshine others, however still requiring the polishing and learning and evolving from the experiences of more developed nations. This where forums such as UKPBCI assist the country and facilitate the investments to explore the potential and worth mentioned before.

UK holds one of the largest Pakistan diasporas which has cultural and ancestral linkages to this land and thus can have the convenience which might not be the case elsewhere.

And in the mix, the ever expanding direct transport network between the two countries making it easier for the businessmen and the general public to make trips with ease and comfort, ensuring that their investments are secure.

PIA takes the centre stage in all this. Not only does PIA has a strong presence on the UK & Pakistan route and the largest market share both in Passenger and Cargo areas, we also have the largest domestic network to connect international destinations to local destinations, multiple times a day. So whether the investors are looking for opportunities in industrial sector, tourism, real estate or elsewhere, PIA will be their go-to carrier to follow through on their plans.

PIA is always available for any facilitation, alliance or business partnership and we are all set and excited to play our role in the development of this relationship between the peoples of Pakistan and UK.

Fi Aman Allah



A MESSAGE FROM
**MR. MUHAMMAD
 TARIQ WAZIR,**
 CONSUL GENERAL OF PAKISTAN,
 MANCHESTER

I would like to avail this opportunity to offer my heartiest felicitations to the UK-Pakistan Business Council on the launch of its magazine. I strongly believe that this magazine would be of great help disseminating useful information about the trade, investment and tourism opportunities in Pakistan. The magazine would also hopefully strengthen the bond of brotherhood and friendship between Pakistan and the United Kingdom.

Pakistan and United Kingdom have strong and strategic relations in all spheres. UK hosts more than 1.7 million people of Pakistani origin and is an important trading and investment partner for Pakistan. UK is the 3rd largest export destination for Pakistani products, the 3rd largest source of inward investment and also the 3rd largest source of remittances for Pakistan. Pakistani diaspora living in the UK is not only playing its due role as responsible citizens in the development of the UK but also equally contribute in the economic and social development of Pakistan.

Since UK is no more part of the European Union, it is vigorously pursuing an independent trade policy in terms of concluding Free Trade Agreements with other sovereign countries. Therefore, Pakistan must also start preparing grounds for a prospective FTA with the UK to maintain and

enlarge preferential market access for the Pakistani products. We need to explore this idea especially and look beyond 2023, when the concessions under the GSP- Enhanced Framework expire.

In this situation, UKPBC has a critical role to play to connect businesses from both sides and to increase focus on the promotion of bilateral trade, investment and tourism. The much needed increase in bilateral trade and investment would help in building a strong case for the prospective FTA between Pakistan and the United Kingdom.

I hope that the launch of a business magazine by UKPBC would go a long way in connecting businesses, sharing information and overall improving bilateral trade and investment between Pakistan and the UK. I wish every success to UKPBC.





A MESSAGE FROM
**MOHAMMAD KHURSHID
 BARLAS**
 PRESIDENT, PAKISTAN CHAPTER
 UK PAKISTAN BUSINESS COUNCIL

There is no precedent for the rapid growth of the UK Pakistan Business Council. Despite the harsh conditions in Covid-19, the way the UK Pakistan Business Council has invested in Pakistan by hosting online and zoom programs is certainly a commendable act. The role of the business community is important in the economic development of the country and authorities will try to facilitate businessmen in business promotions & business activities. Many Business related issues of the business community needed close attention from the authorities for their swift resolution. Owing to the situation emerging from the Covid-19 pandemic, businesses and industries have suffered huge losses and, in these conditions, the system should play a key role by facilitating them in investment matters for the revival of business activities. We appreciate the efforts of the Pakistan Government and their role in highlighting and issuing a journal on such an important issue. I look forward to learning more from the experience of eminent journalists,

businessmen and different stakeholders through acting rate in business matters.

I believe that Pakistan is amongst only few countries in the world having the potential to achieve great heights. Almighty Allah has blessed this part of world with natural resources, manpower, youth, intellect and beauty all of which may be utilized to achieve great economic success.

The UK Pakistan Business times Magazine, published by the UK Pakistan Business Council, will promote each other's business relationships, not just in the UK & Pakistan in all over the world.

This business magazine can play an important role in promoting Pakistan's economy and investment. Overseas Pakistanis Living not only in UK but all over the world will be able to introduce their business through this business magazine.



**A MESSAGE FROM
ATTA UL HAQ
SECRETARY GENERAL
(INTERNATIONAL)
UK PAKISTAN BUSINESS COUNCIL
www.ukpbc.org**

It is a matter of pride for me to be a part of a very professional and excellent organization as UK Pakistan Business Council and to hold an important position. UK Pakistan Business Council is working actively to serve the overseas business community.

If you want to invest from Pakistan to UK or UK to Pakistan or introduce your products in other countries. Pakistan Business Council can help you in this regard. Our organization can bridge and play an important role in assisting and strengthening your relationship.

Since the UK's withdrawal from Europe. All Pakistani businesses, small businesses or large ones, have become more open to doing business in the UK and the UK wants Pakistan and other Asian countries to take full advantage of this opportunity.

In the UK, be it property or textiles, food and beverages or the furniture sector. UK is open for business.

The UK Pakistan Business Council can play an important role in this regard as our organization keeps its members informed of all the latest developments and we provide our services wherever the members need help.

There is no precedent for the rapid growth of the UK Pakistan Business Council. Despite the harsh conditions in Corona, the way the UK Pakistan

Business Council has invested in Pakistan by hosting online and zoom programs is certainly a commendable act. The UK Pakistan Business Times Magazine, published by the UK Pakistan Business Council, will promote each other's business relationships, not just in the UK, Pakistan but extended around the world. The connection will be strong.

The business magazine can play an important role in promoting Pakistan's economy and investment. Overseas Pakistanis living not only in Pakistan but all over the world will be able to introduce their business through the business magazine. Businesses in Pakistan, the UK and around the world should take full advantage of advertising their business through UK Pakistan Business Magazine.



RESPONDING TO THE STATEMENT OF US ACTING ASSISTANT SECRETARY OF STATE, MS ALICE WELLS ON CPEC, SPOKESPERSON OF MINISTRY OF PLANNING, DEVELOPMENT AND SPECIAL INITIATIVES RESPONSE



ISLAMABAD: Responding to the statement of US Acting Assistant Secretary of State, Ms Alice Wells on CPEC, spokesperson of Ministry of Planning, Development and special Initiatives said, CPEC projects under the overarching umbrella of BRI is a well thought out initiative involving mega development projects for the economic and social development of Pakistan.

The projects completed so far in Phase-1 have already brought relief and started yielding dividends and tangible socio-economic benefits. CPEC projects will accelerate the pace of development in the country boosting economic

growth and ensuring ultimate prosperity for the people of Pakistan Pakistan being a sovereign state exercises the right to choose economic partners from around the globe on mutually beneficial basis. All related projects are being pursued as per laws and regulations of Pakistan and through an institutional mechanism wherein transparency is a priority consideration. Necessary due diligence with all financial implications is being undertaken before finalization of any projects. Pakistan's debt sustainability strategy has an endorsement of International financial institutions.

INSTITUTIONAL FRAMEWORK OF CPEC

JOINT COOPERATION COMMITTEE (JCC) (CO-CHAIRLED BY MINISTER PDR AND VICE CHAIRMAN NADR)

PLANNING
JOINT WORKING GROUP

TRANSPORT INFRASTRUCTURE
JOINT WORKING GROUP

INDUSTRIAL PARKS/ SPECIAL ECONOMIC ZONES
JOINT WORKING GROUP

INTERNATIONAL COOPERATION & COORDINATION
JOINT WORKING GROUP

AGRICULTURE COOPERATION
JOINT WORKING GROUP

ENERGY
JOINT WORKING GROUP

GWADAR
JOINT WORKING GROUP

SECURITY
JOINT WORKING GROUP

SOCIAL AND ECONOMIC DEVELOPMENT
JOINT WORKING GROUP

CPEC VISION & MISSION

To improve the lives of people of Pakistan and China by building an economic corridor promoting bilateral connectivity, construction, explore potential bilateral investment, economic and trade, logistics and people to people contact for regional connectivity. It includes:

◇	Integrated Transport & IT systems including Road, Rail, Port, Air and Data Communication Channels
◇	Energy Cooperation
◇	Spatial Layout, Functional Zones, Industries and Industrial Parks
◇	Agricultural Development
◇	Socio-Economic Development (Poverty Alleviation, Medical Treatment, Education, Water Supply, Vocational Training)
◇	Tourism Cooperation & People to People Communication
◇	Cooperation in Livelihood Areas
◇	Financial Cooperation
◇	Human Resource Development



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- Insolvency & Restructuring
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GSC 
SOLICITORS LLP
NEXT GEN

A City law firm offers support to tomorrow's business leaders

If you have not become a member of GSC's Next Gen, then this is the time for you to do so.

GSC are here to support the next generation as they acquire the knowledge, confidence and leadership skills they will need to excel in their careers. We offer a holistic approach to ensure that the next generation are well equipped for the challenges they will face as they forge their own paths in an increasingly global and complex working environment.

Today we are talking to Sana Sheikh, Senior Associate Solicitor at GSC Solicitors LLP, a Legal 500 recommended commercial law firm based in the City of London.

Sana, you are leading on the GSC's Next Generation programme. What is this initiative and who is it for?

The GSC's Next Gen initiative is aimed at the next generation of entrepreneurs, professionals and family business owners. It offers one-to-one guidance for GSC's Next Gen members tailored to each individual's or individual business's circumstances.

What help is available for members?

We do not only offer legal assistance to our members; GSC's lawyers think entrepreneurially and since 1972 we have been a trusted business partner to our clients rather than just typical lawyers. GSC's Next Gen members receive not just legal advice but also the knowledge, confidence and leadership skills they will need to excel in their entrepreneurial careers. We teach businesses and entrepreneurs how to develop their own personal brand and how to command authority in a family business, how to structure their business and guide them through all legal aspects, including commercial law, employment, immigration, litigation, IP or property.

We offer them a 'one-stop-shop' approach that is valued by members.

Can any business or any entrepreneur become a member?

Of course, we welcome anyone: an ambitious start-up, an individual entrepreneur, a professional, or a family business. GSC's international reach is quite expansive: our clients come from five continents and we are the only medium-sized City law firm that speaks over 16 foreign languages in house. We have a holistic understanding of business, of technology and of the climate in which businesses operate. We have very strong ties with the Pakistani business community in particular, both in the UK and Pakistan, and are very happy to welcome new members.



“We assist you every step of the way, no matter what your situation is”

How can one become a member?

It is easy: just drop an email to sanasheikh@gscsolicitors.com or hello@gscsolicitors.com and we will do our best to assist you every step of the way, no matter what your situation is.

We have seen an increase in businesses coming forward with matters that impacted them due to COVID-19 and we always try to guide them in the way where any crisis can become an opportunity. In these difficult times I believe that everyone deserves some good fortune in their business endeavours.

IMRAN KHAN

WRITTEN BY
SAHIBZADA JAHANGIR
 SPOKESPERSON OF
 PRIME MINISTER PAKISTAN



I have been a close friend of Imran Khan for years and have witnessed first hand his rise in stature, through his social conscience, maturity, philanthropy, spirituality and many more character building traits. He has developed into a formidable person.

There was no doubt about him as a sporting hero, a graduate of Oxford, a proud Pathan who was as happy sitting with locals at a village street vendor's eateries, sharing his food, or sleeping on the floor under the Himalayan sky and then effortlessly gliding through British high society, with none of that gawking awe, but instead with a sense of pride and purpose. He is an enigma, proud, yet humble, modern yet conservative.

I think there is hardly a person after Quaid-e-Azam who has ever strived so honestly for Pakistan as much as Prime Minister, Imran Khan.

I have been by Imran Khan's side for decades, and can testify to his dedication, and spirit of honesty. Imran Khan has always succeeded in his missions by the will of Allah, and is not a man who ever gives up.

Imran Khan has made many personal sacrifices in his service for Pakistan.

Today as I write for the Business Times of UK Pakistan Business Council, I can state with my hand on my heart that at this moment of time, there is no other person, than Imran Khan, who can lead Pakistan to greatness, inshallah. That requires faith and the support of the nation.



The rapid growth of Pakistan's trade investment, business conditions and the way in which it is making its mark in the global business market is evident. The economy is getting stronger day by day. The business of international exporters and importers is growing and Pakistan is becoming one of the safest countries for trade and investment, bolstered by the credibility and honesty of the Prime Minister, who is a trustworthy ally. International investors from all

over the world are preferring to invest in Pakistan. During the global pandemic and difficult times, Imran Khan's soldiered on with policies, which were initially questioned, but which fast became vindicated and Pakistan has been one of the few countries to escape the horrific death figures we see in the UK and elsewhere and at the same time has managed to keep the economy going. The strategy employed for managing the Covid-19 crisis has been commendable and can only be seen as a success.



The current government has certainly played a major role in supporting small and large businesses on various occasions during the Corona Outbreak, helping importers and exporters, and taking Pakistan's business market forward despite difficult times.

As a Trade and Investment spokesperson for Prime Minister Imran Khan, I see Imran Khan's genuine concern and drive to better Pakistan and to ensure investment and to promote Pakistani products all over the world. An example of this was taking ownership of Pakistani Himalayan Salt, rather than letting it be utilised by India for profits.

I would like to commend the efforts of the UK Pakistan Business Council organization as it has promoted Pakistan's trade through ZoomWebNer 'online programs and various activities during the pandemic. Its top officials and the entire team deserve tribute and I encourage them.

I assure the Overseas Pakistani diaspora and the Kashmiri community living in UK and Europe that whenever you need help with investing in Pakistan, Imran Khan and my office will support you. It is always open for you to contact us. God willing, you will be fully supported. I want to send a message to all of you that the hard work, dedication and passion with which Imran Khan is trying to bring Pakistan to the forefront, requires the business community of Pakistan as well as the overseas Pakistani business community to support him.

We should all be a voice for Pakistan in the UK, Europe and all over the world.

Support our Prime Minister and bring development and prosperity to Pakistan with our Prime Minister. Investments should be taken seriously. Big products and companies should be brought to Pakistan

We must join hands with the Prime Minister of Pakistan for the success of this project, which is one of the most historic and memorable projects in Asia, such as C-Pack. If we believe that we can do something for Pakistan, then it is time for us to stand up for Pakistan and play our part in serving and helping Pakistan. I assure you that if you take a step forward for the prime minister of Pakistan, you will not be disappointed. With the support of our people we will together make Pakistan great inshallah.



RT. HON.

IMRAN KHAN

PRIME MINISTER OF PAKISTAN

EARLY LIFE AND CRICKET CAREER

Khan was born into an affluent Pashtun family in Lahore and was educated at elite schools in Pakistan and the United Kingdom, including the Royal Grammar School in Worcester and Aitchison College in Lahore. There were several accomplished cricket players in his family, including two elder cousins, Javed Burki and Majid Khan, who both served as captains of the Pakistani national team. Imran Khan played cricket in Pakistan and the United Kingdom in his teens and continued playing while studying philosophy, politics, and economics at the University of Oxford. Khan played his first match for Pakistan's national team in 1971, but he did not take a permanent place on the team until after his graduation from Oxford in 1976.

By the early 1980s Khan had distinguished himself as an exceptional bowler and all-rounder, and he was named captain of the Pakistani team in 1982.



Khan's athletic talent and good looks made him a celebrity in Pakistan and England, and his regular appearances at fashionable London nightclubs provided fodder for the British tabloid press. In 1992 Khan achieved his greatest athletic success when he led the Pakistani team to its first World Cup title, defeating England in the final. He retired that same year, having secured a reputation as one of the greatest cricket players in history. After 1992 Khan remained in the public eye as a philanthropist. He experienced a religious awakening, embracing Sufi mysticism and shedding his earlier playboy image.



Imran Khan, in full Imran Ahmad Khan Niazi, (born November 25, 1952, Lahore, Pakistan), Pakistani cricket player, politician, philanthropist, and 22nd prime minister of Pakistan who became a national hero by leading Pakistan's national team to a Cricket World Cup victory in 1992 and later entered politics as a critic of government corruption in Pakistan.

In one of his philanthropic endeavours, Khan acted as the primary fund-raiser for the Shaukat Khanum Memorial Cancer Hospital, a specialized cancer hospital in Lahore, which opened in 1994. The hospital was named after Khan's mother, who had died of cancer in 1985.



ENTRY INTO POLITICS

After his retirement from cricket, Khan became an outspoken critic of government mismanagement and corruption in Pakistan. He founded his own political party, Tehreek-e-Insaf (Justice Movement), in 1996. In national elections held the following year, the newly formed party won less than 1 percent of the vote and failed to win any seats in the National Assembly, but it fared slightly better in the 2002 elections, winning a single seat that Khan filled. Khan maintained that vote rigging was to blame for his party's low vote totals. In October 2007 Khan was among a group of politicians who resigned from the National Assembly, protesting Pres. Pervez Musharraf's candidacy in the upcoming presidential election. In November Khan was briefly imprisoned during a crackdown against critics of Musharraf, who had declared a state of emergency.

Tehreek-e-Insaf condemned the state of emergency, which ended in mid-December, and boycotted the 2008 national elections to protest Musharraf's rule.

In spite of Tehreek-e-Insaf's struggles in elections, Khan's populist positions found support, especially among young people. He continued his criticism of corruption and economic inequality in Pakistan and opposed the Pakistani government's cooperation with the United States in fighting

militants near the Afghan border. He also launched broadsides against Pakistan's political and economic elites, whom he accused of being Westernized and out of touch with Pakistan's religious and cultural norms.

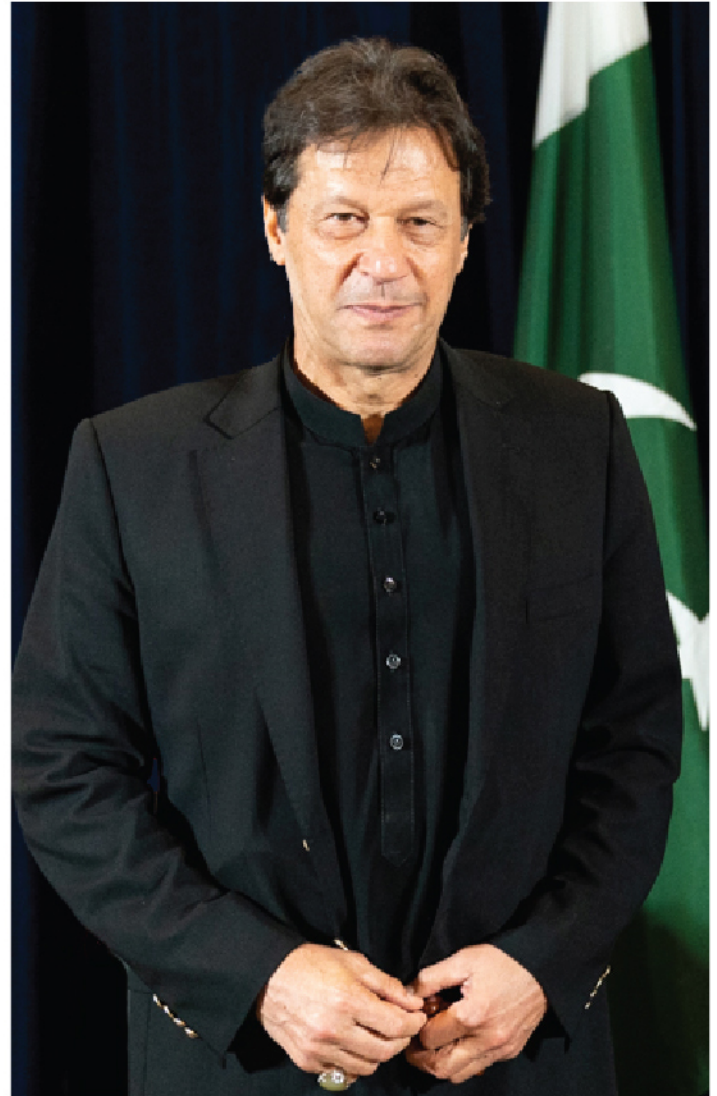
KHAN'S WRITINGS INCLUDED WARRIOR RACE: A JOURNEY THROUGH THE LAND OF THE TRIBAL PATHANS (1993) AND PAKISTAN: A PERSONAL HISTORY (2011).



POLITICAL ASCENT

In the months leading up to the legislative elections scheduled for early 2013, Khan and his party drew large crowds at rallies and attracted the support of several veteran politicians from Pakistan's established parties. Further evidence of Khan's rising political fortunes came in the form of an opinion poll in 2012 that found him to be the most popular political figure in Pakistan.

Just days before legislative elections in May 2013, Khan injured his head and back when he fell from a platform at a campaign rally. He appeared on television from his hospital bed hours later to make a final appeal to voters. The elections produced Tehreek-e-Insaf's highest totals yet, but the party still won less than half the number of seats won by the Pakistan Muslim League–Nawaz (PML-N), led by Nawaz Sharif. Khan accused the PML-N of rigging the elections. After his calls for an investigation went unmet, he and other opposition leaders led four months of protests in late 2014 in order to pressure Sharif to step down.



The protests failed to oust Sharif, but suspicions of corruption were amplified when the Panama Papers linked his family to offshore holdings. Khan organized a new set of protests in late 2016 but called them off at the last minute after the Supreme Court agreed to open an investigation. The investigation disqualified Sharif from holding public office in 2017, and he was forced to resign from office. Khan, meanwhile, was also revealed to have had offshore holdings but, in a separate case, was not disqualified by the Supreme Court.

Elections were held the following year, in July 2018. Khan ran on a platform of fighting corruption and poverty, even as he had to fight off accusations that he was too cozy with the military establishment. Tehreek-e-Insaf won a plurality of seats in the National Assembly, allowing Khan to seek a coalition with independent members of the parliament. He became prime minister on August 18.

PREMIERSHIP

As prime minister, Khan faced a mounting balance-of-payments crisis. Though the economy was experiencing growth, imports and debt commitments had skyrocketed in recent years, especially because of the China-Pakistan Economic Corridor (CPEC) initiative. Just weeks into his term as prime minister, the crisis worsened when the United States withheld \$300 million in promised military aid, saying Pakistan had not done enough to stem terrorism. Khan attempted to seek foreign aid from “friendly countries” first; because a dozen previous packages from the International Monetary Fund (IMF) had failed to solve Pakistan’s macroeconomic problems, his avoidance of an IMF bailout reflected popular fatigue with the IMF. After he was unable to secure foreign aid on favourable conditions from other countries, however, Pakistan submitted a request for emergency lending from the IMF. He continued to seek foreign aid from other sources and later received promises of investments from China, Saudi Arabia, and the United Arab Emirates.



Aside from courting foreign aid, Khan oversaw several significant developments in Pakistan’s foreign relations. The country successfully brought the Taliban to negotiations with the United States, improving relations with the country and with neighbouring Afghanistan. In February 2019, in a show of force against militants in Kashmir, who had recently staged a suicide attack killing 40 Indian security personnel, India launched an air assault in Pakistan for the first time in five decades, raising fears of a new conflict between the two countries. Pakistan downplayed the impact and appeared to avoid escalating the situation. When India again entered Pakistan’s air space, Pakistan shot down two fighter jets and captured a pilot but returned the pilot to India soon afterward. After the incident, Khan implemented a crackdown on militants, issuing arrests, closing a large number of religious schools, and promising to update existing laws to reflect international standards.



INVESTMENT OPPORTUNITIES

The construction work at Gwadar Port was started in March 2002. Gwadar Development Authority was established in October 2003 to provide necessary civic amenities to the Gwadar Port City. The Hon'ble Chief Minister Balochistan is the Chairman and the Director General, Gwadar Development Authority is the Chief Executive Officer of the Authority. The Head Office of the Organization is situated on Governor House Road Gwadar and sub office in the Civil Secretariat Balochistan Quetta Block No.9.

The initial phase of the Port Project has been completed in 2005. As this project is of immense national importance, which is also designed particularly to benefit the local people of the area such as job opportunities, improved social services delivery, venues for business and trade etc.

Investors from all parts of the country and abroad are warmly welcomed. The people of Mekran, Gwadar and other adjoining districts are particularly encouraged to invest and avail the benefits from the project.



Major Projects for Private Investors

◇	Establishment of Shipping Agencies
◇	Goods Transportation Services
◇	Proposal for starting ferry services between Gwadar, Karachi and Gulf States
◇	Large scale residential schemes, all sorts of industrial projects and big hotels
◇	Establishment of freezing and packing facilities for the fish industries
◇	Wireless Cab System can be established
◇	Establishment of large private schools and hospitals
◇	Investment in Water Desalination Plants
◇	Electric Power Generation
◇	Oil terminals
◇	Ware-housing/ Container Yards
◇	Export Oriented Industries

Major Projects for Private Investors

◇	Establishment of restaurant, play lands, boat services and water sports etc.
◇	Establishment of printing press & newspaper industry
◇	Superstores, Markets, Tourism Industries & small level fish processing units
◇	As most of the people of Mekran area are serving in military & police of the Middle East Countries on retirement can be hired by the private security agencies
◇	According to the availability of the fresh water in the adjoining areas of Gwadar District, business such as Poultry, Dairy, Fruit & Vegetable cultivation could be established
◇	Trawler/ truck Companies can be established
◇	Private houses could be hired by private companies for office accommodation and guest houses
◇	Various agencies of construction material, medicines and food items could be established
◇	Investment in energy sector Particularly renewable energy, LPG plants etc.
◇	Small ware housings.

Small Scale Projects

◇	Small Shops, restaurants, Coffee & Ice cream shops and individual cab services
◇	Law firms & Chambers
◇	Private Medical Clinics
◇	Architects/ Town Planners
◇	Business of Contractors
◇	Fish Meal Factory
◇	Avenues for Fish & Shrimp farming along the coast

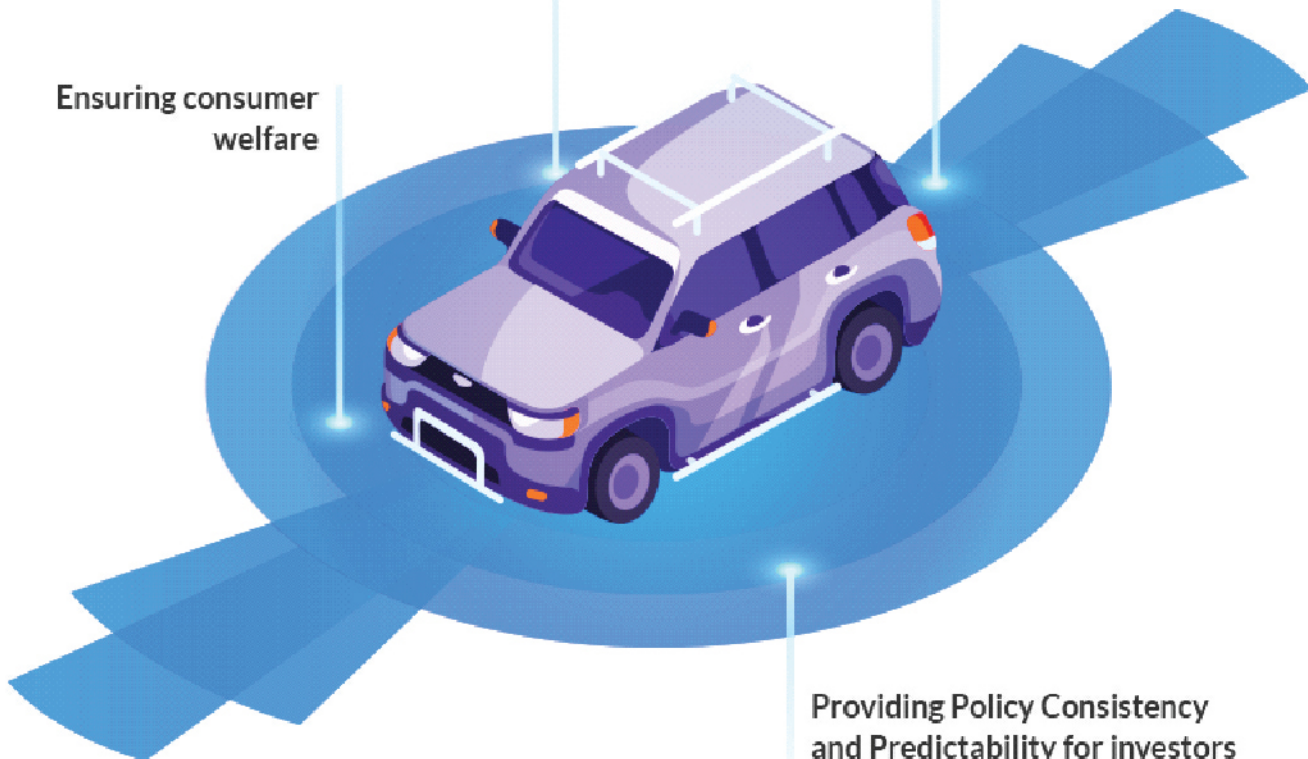
AUTOMOBILES

- Pakistan's Automobile industry contributes (2.8%) to its GDP and 30 billion rupees to the national exchequer in terms of taxes and duties.
- Pakistan is home to the world's sixth largest population with a growing middle class. There are approximately 17 million middle class households and 102 million middle class individuals as of 2018.
- Pakistan's automobile industry is fastest growing in Asia. The production and sales have both grown by 171% and 172.5% respectively between (2014 and 2018), all of which has been fueled by the Automotive Development Policy introduced in 2016.
- On the 18th of March 2016, Economic Coordination Committee (ECC) passed the "Automotive Development" Policy 2016-21", which offers tax incentives to new automakers to establish manufacturing plants. In response various car manufacturers have expressed their interest in entering the market including, but not exclusive to, Renault, Nissan, Kia, SsangYong, Volkswagen and Hyundai.

Facilitate higher volume, more investment, enhanced completion and better quality with latest technology

Creating a balance between Industrial Growth and Tariffs to ensure sustainability of all stakeholders

Ensuring consumer welfare



Providing Policy Consistency and Predictability for investors and mid-term review to cater for emerging developments

AUTOMOTIVE DEVELOPMENT POLICY GOALS ELIGIBILITY CRITERIA

The Board of Investment shall be the single point of contact for the investor with the government. Any new investor shall be required to submit a detailed business plan and relevant documents for manufacturing of vehicles to the Board of Investment. The Board of Investment shall have the Business Plan assessed by the Engineering Development Board, which shall verify the investor's in-house assembly/manufacturing facilities for the manufacture of road worthy vehicles.

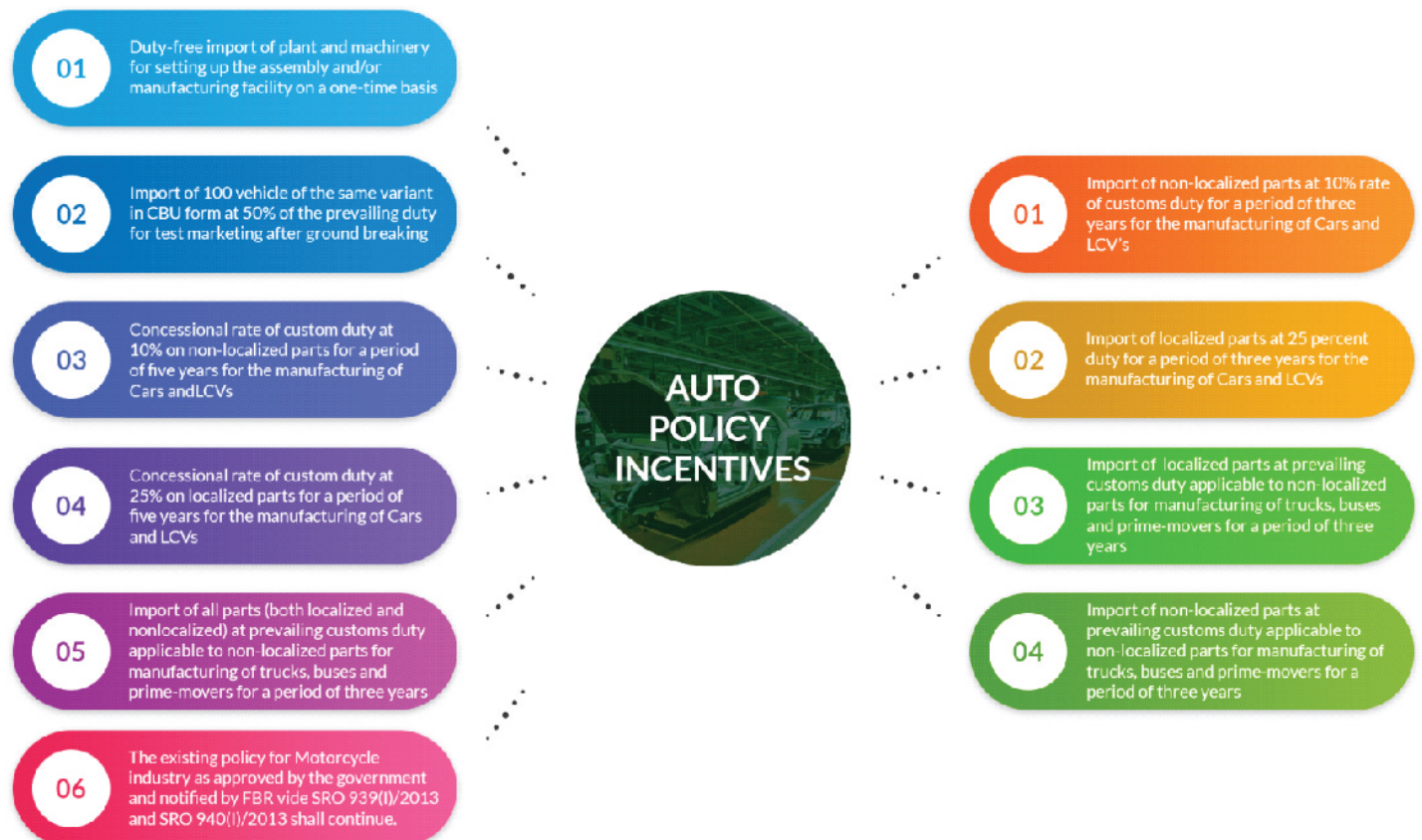
The Engineering Development Board shall determine eligibility of the applicant under the defined criteria to be declared as Category A or Category B Investor. The Ministry of Industries and Production, on recommendation of the Engineering Development Board, shall approve a new investor under the relevant category. The Auto Industry Development Committee (AIDC) and Engineering Development Board shall review results of the new investor policy once every two years and shall recommend modifications, if any.

DOCUMENTS REQUIRED

Following documents are required by a new investor to submit BOI along with an application:

- Registration with SECP
- Registration with FBR
- Detailed Business Plan on EDB format along with documentary evidences, wherever applicable, of the following:
 - Land and Building
 - Plant and Machinery
- IPO receipt of brand name and logo IV. Verified / authenticated copies of Contract Agreement (Technical Transfer / Assistance) from the following organizations:
 - Foreign Office in the country of Foreign principal
 - Chamber of Commerce & Industries in the country of Foreign principal
 - Pakistan Embassy in the country of Foreign principal
 - Federation of Pakistan Chamber of Commerce & Industry (FPCCI), Pakistan

CATEGORIES OF NEW INVESTMENT



MAJOR INVESTORS



AL-GHAZI TRACTORS LTD.



SAZGAR ENGINEERING WORKS LIMITED

FOOD PROCESSING

- Pakistan is home to the world's sixth largest population with a growing middle class. As of 2018, there are approximately 17 million middle class households and 102 million middle class individuals.
- The food and beverage processing industry is the 2nd largest industry of Pakistan after textiles, accounting for 27% of the value-added production and 16% of employment in the manufacturing sector.
- Food processing accounted for an annual average of \$223.5m in FDI from 2012-2018.
- The three major industry groups are (1) frozen food (2) value addition in major food crops and (3) fruits, vegetables and intermediate products
- Pakistan was awarded the Generalized Scheme of Preferences (GSP) Plus Status (Zero to Low Duty) by the European Union in 2014 which has the potential to greatly uplift the exports of processed food products.

HIGHLIGHTS

- 2ND LARGEST INDUSTRY IN PAKISTAN
- \$4TN ANNUAL GLOBAL FOOD RETAIL SALES
- 223.5M AVERAGE ANNUAL FDI(2014-2018)

MAIN SECTOR



MARKET STRUCTURE AND DYNAMICS

FROZEN FOODS

A growing population, coupled with an increase in urban lifestyles has been the primary driver behind the rising demand for frozen food products. Additionally a budding retail phenomenon is finding its way in the urban markets. This factor has been complemented with the rise of malls, super markets, hyper marts, drug marts e.g. Metro, Al Fatah and Hyperstar, instead of the traditional kiriyana and general stores. Local organizations such as Dawn Foods, season foods, K&N's, Sabroso & Sufi have made significant impact in the market with their frozen food products.

EDIBLE OILS AND FATS

The total availability of edible oil from all sources in Pakistan is estimated at approximately 3 million tons. 23% of oil seeds are produced domestically while the remaining is mostly imported which provides a huge opportunity for an increase in domestic production. These oil seeds are used extensively in the vegetable ghee and cooking oil industry of Pakistan which is one of the largest manufacturing industries in Pakistan. There are approximately 160 small and medium sized vegetable ghee and cooking oil units spread all across Pakistan.

VALUE ADDITION IN MAJOR FOOD CROPS

Pakistan is one of the largest producers of industrial crops such as rice and wheat. Such crops can be used in the production of a variety of different products such as cereals, macaroni, spaghetti, pasta etc. Good food processing techniques such as extrusion are being utilized in several developed countries, and are now finding its way to Pakistan as well. Currently, the extrusion technology is being utilized in Pakistan in the processing of food products like cereals, pasta, snacks etc.

BEVERAGES

The beverage processing industry's main products include dehydrated products, fruit products, including fruit juices/drinks, canned fruits and carbonated beverages. The industry has been categorized into two sectors broadly: (1) Juices, squashes and syrups and (2) Aerated beverages. Both the sectors have recorded an impressive growth with major players such as Pepsi, Coca Cola, Nestle, Mitchells, Shezan, Maza etc. Their production units are mostly located in the Punjab specifically Lahore, Sargodha and Bahawalpur.

FRUITS, DAIRY, VEGETABLE AND INTERMEDIATE VALUE ADDING PRODUCTS

Pakistan is the 4th largest milk producing country in the world which provides tremendous opportunities for value added products in the dairy sector. In the fruits and vegetable sectors, there are more than 25 processing plants. Most of these are citrus based owing to its abundant acreage. Following citrus are mangoes which are abundant in Southern Punjab and Sindh. The major processing plants are located in Peshawar, Lahore and Karachi. Value added products include jams, jellies, marmalades, squashes, canned fruits etc.

AGRI FOOD PROCESSING (PRIMARY PROCESS FOODS)

This sector includes all the agricultural food produce (primary). This sector alone accounts for 21% of Pakistan's GDP and includes the primary processing of fruits, vegetables, flour, sugar, pulses and grains. More than 22 varieties of vegetables are produced in Pakistan and there are approximately 1,400 flour mills. The country is ranked 5th in the world cane acreage and 9th in sugar cane production. Pulses are the most important source of vegetable protein in Pakistan and are cultivated on 5% of the total cropped area.

AREAS TO INVEST

- OLIVE OIL EXTRACTION UNITS
- VALUE ADDITION IN FRUITS
- DAIRY
- FROZEN FOODS(FRUITS, VEGETABLES AND MEAT)
- POTATO POWDER AND FLAKES MANUFACTURING UNIT

KEY HIGHLIGHTS OF PAKISTAN'S FOOD PROCESSING SECTOR

- 1 4TH LARGEST MILK PRODUCER IN THE WORLD
- 2 11TH LARGEST CITRUS PRODUCER IN THE WORLD
- 3 35 DIFFERENT VARIETIES OF VEGETABLES PRODUCED
- 4 MORE THAN 30 VARIETIES OF FRUITS PRODUCED.

CPEC'S SPECIAL ECONOMIC ZONES

PROJECT NAME	TYPE OF INDUSTRY
Rashakai Economic Zone, M1, Nowshera	Fruit, Food, Packaging, Textile stitching, Knitting
Bostan Industrial Zone	Fruit processing, Agricultural machinery, Pharmaceutical, Motor bikes assembly, Chromites, Cooking Oil, Ceramic Industries, Ice and Cold Storage, Electrical Appliance, Halal Food Industry
Allama Iqbal Industrial City, M3, Faisalabad	Textile, Steel, Food processing, Plastics, Agriculture, Printing and Packaging, Light Engineering
ICT Model Industrial Zone, Islamabad	Steel, Food processing, Pharmaceuticals & Chemicals, Printing and Packaging, Light Engineering

Any foreign investor looking to invest in the food processing sector in Pakistan can leverage the trade routes and Special Economic Zones that have been established as a result of CPEC. This will lead to a competitive advantage due to the lower overheads in the country, coupled with reduced transportation costs. Furthermore, China's growing population is a huge target market for food exports.

MAJOR INVESTORS



KEY INFORMATION

Foreign companies already operating in Pakistan

- NESTLE
- UNILEVER
- COCA-COLA
- PEPSI
- METRO CASH AND CARRY
- HYPERSTAR (CARREFOUR GROUP)

HOUSING AND CONSTRUCTION

- Pakistan is the 5th most populous country in the world, with 220 million citizens, more than 60 million strong labor force and a growing middle class.
- Out of total population, 36.38% resides in urban areas whereas 63.62 lives in rural parts.
- There is a growing demand for houses due to a 2.4% annual population growth rate as per census 2017.
- The country's construction industry accounts for 2.53% of Gross Domestic Product (GDP) according to the Pakistan Economic Survey. The sector employs 7.61% of the employed Pakistani labour force.
- GFCF in private sector grew by 20.6% between FY2019 and FY2020. Private sector GFCF amounted over 95% of the total.
- China Pakistan Economic Corridor (CPEC) has given a boost to the construction sector through the influx of infrastructural projects including highways, power plants, and dams.

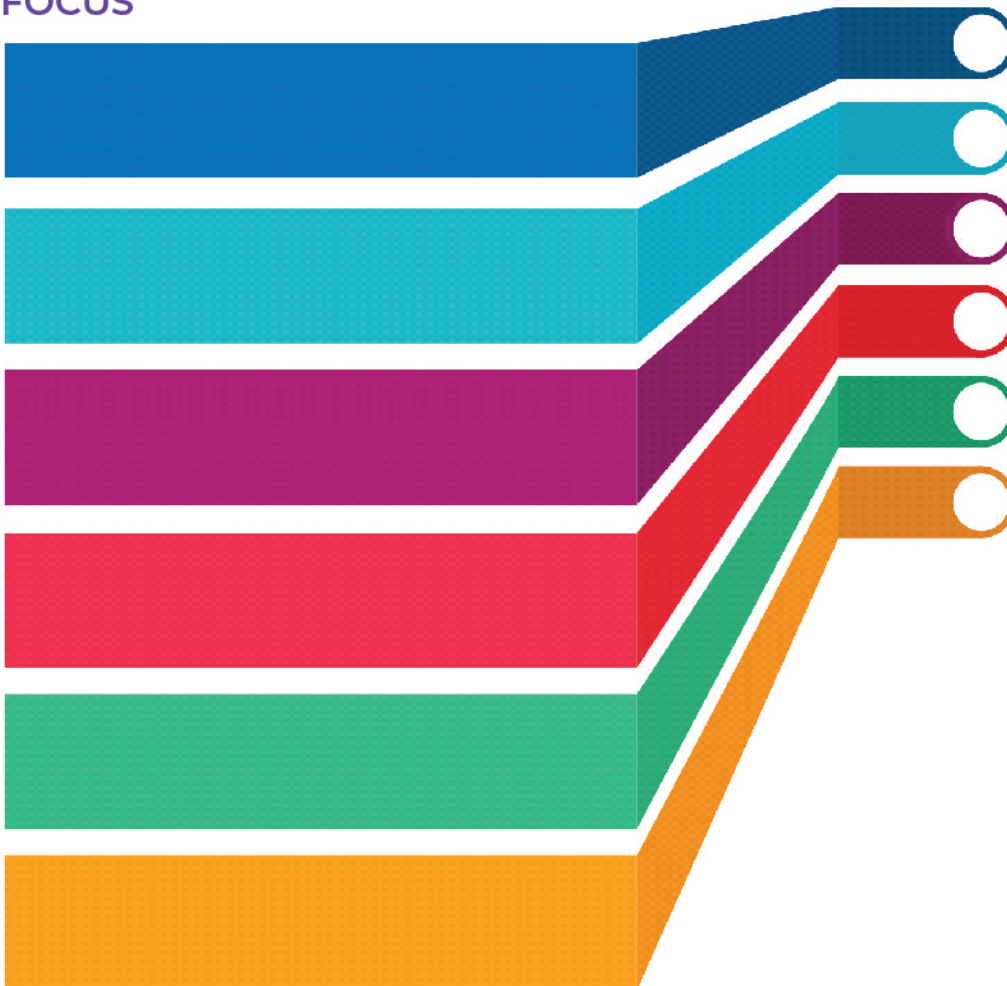
HIGHLIGHT

- **PAKISTAN IS THE 5TH MOST POPULOUS COUNTRY IN THE WORLD**
- **TOTAL POPULATION, 36.38% RESIDES IN URBAN AREAS WHEREAS 63.62 LIVES IN RURAL**
- **GFCF IN PRIVATE SECTOR GREW BY 20.6% BETWEEN FY2019 AND FY2020**
- **CHINA PAKISTAN ECONOMIC CORRIDOR (CPEC) HAS GIVEN A BOOST TO THE CONSTRUCTION SECTOR**

REASONS TO INVEST

- Pakistan's construction sector provides up to 380 billion PKR in GDP.
- According to the Association of Builders and Developers, pending cases pertaining to construction and housing add up to Rs. 1.1 trillion in monetary value.
- Fitch Solution projects an industry value of Rs.2,705.5 billion by 2028 representing the potential of the housing and construction industry.
- Construction sector has been declared an industry. With this brings tax relief to firms in the industry through the amendments to the tax ordinance. Reforms to tax policies provide numerous incentives to builders and developers as well as contractors. These include lower tax rates and the removal of numerous taxes previously hampering the ease of doing business in the sector.

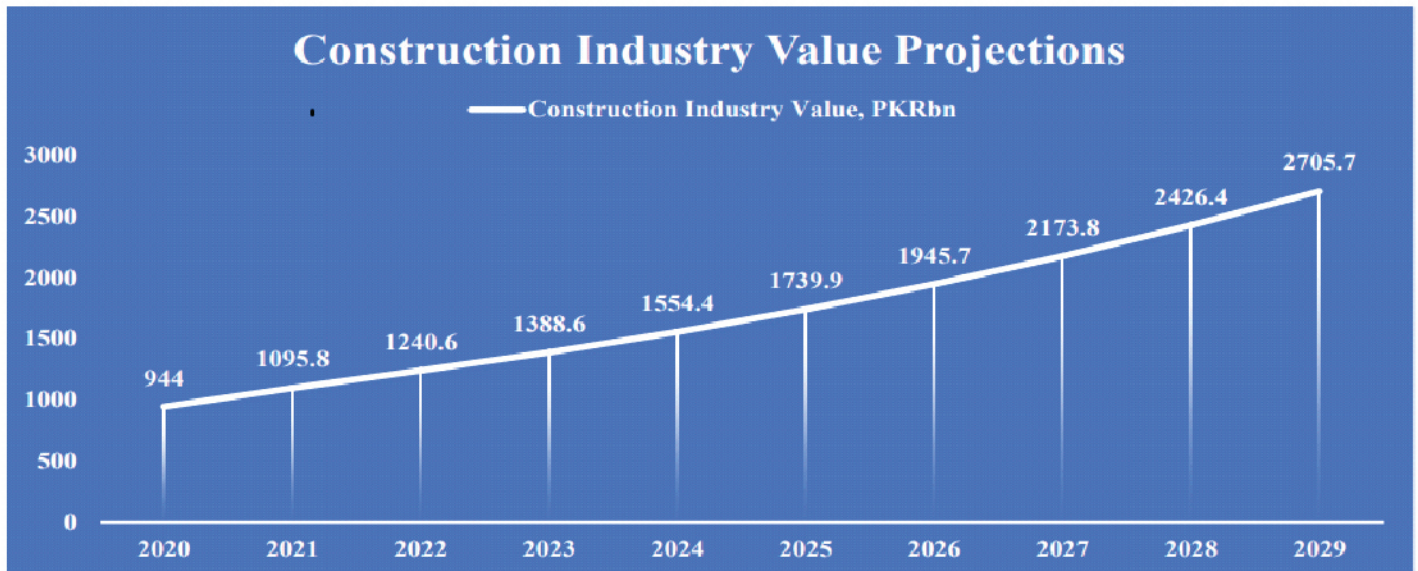
FOCUS



PROJECTED GROWTH

Despite decreases in Gross Domestic Product (GDP), public sector spending on infrastructure, and Foreign Direct Investment (FDI), the outlook remains positive due to unprecedented reforms carried out

by the government through restructuring, improvement in regulatory environment and introduction of incentives and relief packages.



INCENTIVES OFFERED BY THE GOVERNMENT

Construction Sector Granted Status of Industry The Income Tax Ordinance has been amended to declare construction sector as an industrial undertaking, making it eligible for benefits and concession available to other industries.

NEW FIXED TAX REGIME FROM TAX YEAR 2020 AND ONWARDS FOR ELIGIBLE BUILDERS AND DEVELOPERS

An optional 'Fixed tax regime' from tax year 2020 and onwards for eligible builders and developers has been introduced on the income, derived from the sale of buildings or sale of plots, from a new or an incomplete existing project. Prior to this, tax was levied on a net income basis. Rate and computation of liability is determined under rule 10 of the eleventh schedule

EXEMPTION OF WITHHOLDING TAX ON PURCHASE OF BUILDING MATERIALS

Eligible Developers and Builders shall be exempted from withholding taxes on purchase of building materials. Dividend income paid to a

person by a builder or Developer Company out of the profits and gains derived from a project shall be exempt from tax and also from tax withholding obligations.

EXEMPTION OF CAPITAL GAINS TAX

Capital gains received by an individual on the sale of residential property (personal/family) house or flat, have been exempted from income tax.

BANKS TO INCREASE CREDIT FOR FINANCING THE HOUSING & CONSTRUCTION SECTOR

With a view to promote housing and construction of buildings (Residential and Non-Residential) in Pakistan, State Bank of Pakistan (SBP) has decided to advise mandatory targets to the banks. Accordingly, each bank shall ensure that the financing for housing and construction of buildings (Residential and Non-Residential) shall be at least 5% of their domestic private sector credit by December, 2021.

MAJOR PLAYERS IN THE CONSTRUCTION SECTOR



KEY INFORMATION

- There has been a steady increase in the inbound arrivals and consequently in the inbound receipts. The increase is mainly attributed to the drastic improvements in the government's effort to provide peaceful and secure environment.
- The hotels & motels industry value consists of all revenues generated by hotels, motels and other accommodation providers through the provision of accommodation and other services.
- Foodservice is defined as the value of all food and drink, including on-trade drinks not drunk with food, for immediate consumption on the premises or in designated eating areas shared with other foodservice operators, or in the case of takeaway transactions, freshly prepared food for immediate consumption.
- The airlines industry comprises of passenger air transportation, including both scheduled and chartered, but excludes air freight transport.

INFORMATION TECHNOLOGY

- The 4th Industrial Revolution is currently taking place and it is digital. The actual size of the 2016 digital economy was \$11.5 trillion globally, which was 15.5% of the global GDP. The base digital assets comprise one-third, or \$3.8 trillion, while digital spillover effects account for the remaining two-thirds, \$7.5 trillion
- Pakistan, which has about 60% of its 200 million population in the 15 to 29 age group, represents an enormous human and knowledge capital. Pakistan has more than 2000 IT companies & call centers and the number is growing every year. Pakistan has more than 300,000 English-speaking IT professionals with expertise in current and emerging IT products and technologies, 13 Software technology parks, More than 20,000 IT graduates and engineers are being produced each year coupled with a rising startup culture.
- In accordance with Pakistan Vision 2025 and the Digital policy of Pakistan 2018, the ICT industry size is targeted to reach \$20 billion by 2025.

HIGHLIGHT

- **4TH INDUSTRIAL REVOLUTION WORTH \$11.5 TRILLION GLOBALLY**
- **+100% GROWTH IN THE VALUE OF THE IT SECTOR TO A \$3.5 BILLION**
- **\$1.06B IT EXPORTS RECORD, HIGHEST IN FY 17-18. 30% YEAR**

OPPORTUNITIES

RISING SOFTWARE EXPORTS

IT exports were recorded to be the highest in the history at \$1.067 billion in the fiscal year 2017-18

BROADBAND PENETRATION

Internet penetration increasing from 2% to close to 30% in the past 4 years

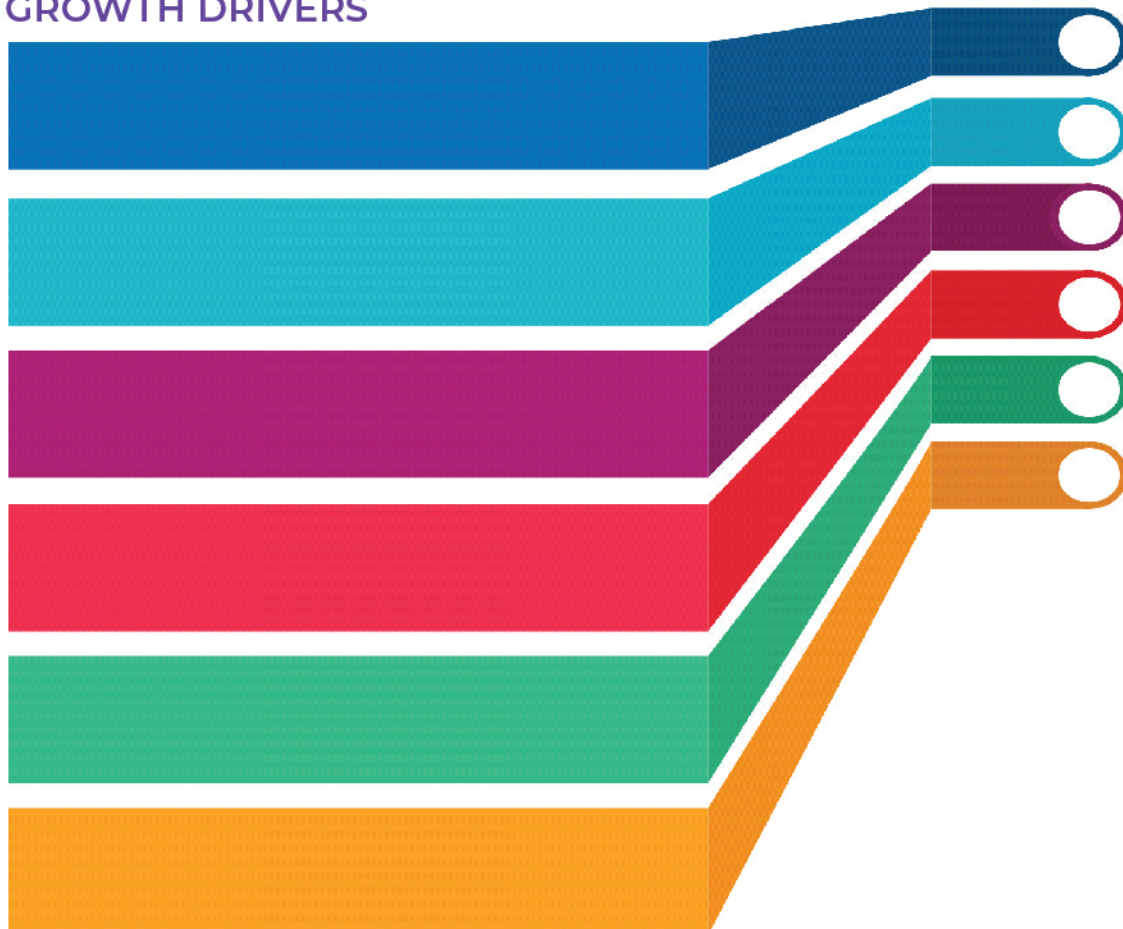
DEMAND IN THE INTL MARKET

Pakistan was ranked at number four for freelance development in the world.

SIGNIFICANT RAILWAY NETWORK


1,50,000 IT professionals available in the market

GROWTH DRIVERS






SECTOR OBJECTIVE AREAS TO INVEST

- M-COMMERCE
- E-COMMERCE
- INCUBATION CENTERS
- SOFTWARE HOUSES
- IT PARKS




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MAJOR INVESTORS



systems



BOSCH

FERTINET.

KEY INFORMATION

(VISION 2025, ANNUAL 18-19 PLAN & 11TH FIVE YEAR PLAN (2013-18))

- Logistics and transport investments are being supported through the China Pakistan Economic Corridors (CPEC) programme.
- Development of modern and efficient trade facilitation and logistics services.
- Maximising the support of the ports to external trade by reducing ports and ship handling charges, and developing port facilities that allow all types of ships to call at the country's ports
- Improve transport and communication by constructing national trade corridors and provide mass transit facilities in all major cities.

SUPPLY CHAIN MANAGEMENT

Local businesses are looking maximize the value generated by the organization, and so look towards logistics companies for outsourcing levels of their supply chain to free up their resources.

SIGNIFICANT RAILWAY NETWORK

The railway network totals 7,791 km. With the continued strong domestic economic growth and the ongoing reforms in Pakistan Railways, there exists a great potential for the rail sector to play an important role in the sector.

PUBLIC PRIVATE INITIATIVES

The establishment of the Bureau of Infrastructure Development (BID) has been proposed, which will coordinate and oversee the programme for private sector participation in infrastructure development.

STRATEGIC GEOGRAPHIC LOCATION

Located at the crossroads of Afghanistan, Central Asia, the People's Republic of China, India, and Iran, Pakistan has huge potential to become a hub for regional transport and trade.

AREAS TO INVEST

- WAREHOUSING
- COLD CHAIN LOGISTICS
- AIR FREIGHT & TRANSPORTATION
- TRUCKING
- URBAN TRANSPOR

IMPACT OF CPEC

WAREHOUSES
SUPPLY CHAIN



AIR FREIGHT
TRANSPORTATION



STORAGE AND DISTRIBUTION
SUPPLY CHAIN



COURIER SERVICES
TRANSPORTATION



TRANSPORT NETWORK
TRANSPORTATION



PORTS & SHIPPING
SHIPPING

MAJOR INVESTORS**KEY INFORMATION**

(VISION 2025, ANNUAL 18-19 PLAN & 11TH FIVE YEAR PLAN (2013-18))

- Logistics and transport investments are being supported through the China Pakistan Economic Corridor (CPEC) programme.
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- Almpove transport and communication by constructing national trade corridors and provide mass transit facilities in all major cities.

TEXTILE

- Pakistan is the 8th largest exporter of textile products in Asia.
- It is 4th largest producer and 3rd largest consumer of cotton.
- It comprises of 46% of the total manufacturing sector and provides employment to 40% of the total labor force.
- 5% of the total textile companies are listed on the stock exchange. There are 423 textile industries working in the country.
- Pakistan has supply base for almost all man-made and natural yarns and fabrics, including cotton, rayon and others. This abundance of raw material is a big advantage for Pakistan due to its beneficial impact on cost and operational lead time.

HIGHLIGHTS

- RANKED 3RD IN THE WORLD IN TERMS OF THE YARN PRODUCTION
- \$8.5% TEXTILE CONTRIBUTION TO GDP
- \$1.2 TRILLION GLOBAL TEXTILES APPAREL DEMAND IN 2017-18

OPPORTUNITIES & REASONS TO INVEST



Productivity

Better management practices can improve productivity by at least 20%



Domestic Garment Market
Rising per capita income in Pakistan during last 5 years (23% increase)



Employment

46% of total manufacturing sector, providing employment to 40% of total labor force.



Comparative Advantage

Pakistan's comparative advantage in cotton needs to be converted into a sustainable competitive advantage.

POLICY GOALS (2014-19)

- Exports of readymade garments increased 43% in value from \$1.62 billion in 2011-12 to US \$2.32 billion in 2016-17
- To double value-addition from \$1 billion per million bales to \$2 billion per million in next 5 years.
- To facilitate additional investment of \$5 billion machinery and technology
- Textiles sector will be made domestically and internationally compliant with respect to labour and environment rules and conventions
- Adopt measures to increase ease of doing business and reduce cost of business
- Improve overall technological configuration of the sector, remove critical imbalances in the value chain and achieve compliance with international standards.

MAJOR INVESTORS



QK alkaramstudio

Orient
TEXTILE MILLS KARACHI

zainab
TEXTILE CORPORATION

HSY
HASSAN SHEHRYAR YASIN

KEY INFORMATION



COLLABORATION OPPORTUNITIES

China is not only the biggest textile producer country, but also the biggest export country. Jiangsu YDText Group, Ltd is a leading company that manufactures textiles with the collaboration of local cotton and textile industry of Pakistan and YDTEXT group, huge economic profit can be obtained in this sector.



INDUSTRIAL ZONES & ENERGY PROJECTS

One of the challenges for the textiles industry has been power and energy, but with various power generation projects making up 70% of CPEC initiatives, it will enable the industry to produce to full capacity. With approximately \$33 billion expected to be invested in energy sector projects, power generation assumes an important role in the CPEC project.

CONNECTING
MINDS & IDEAS



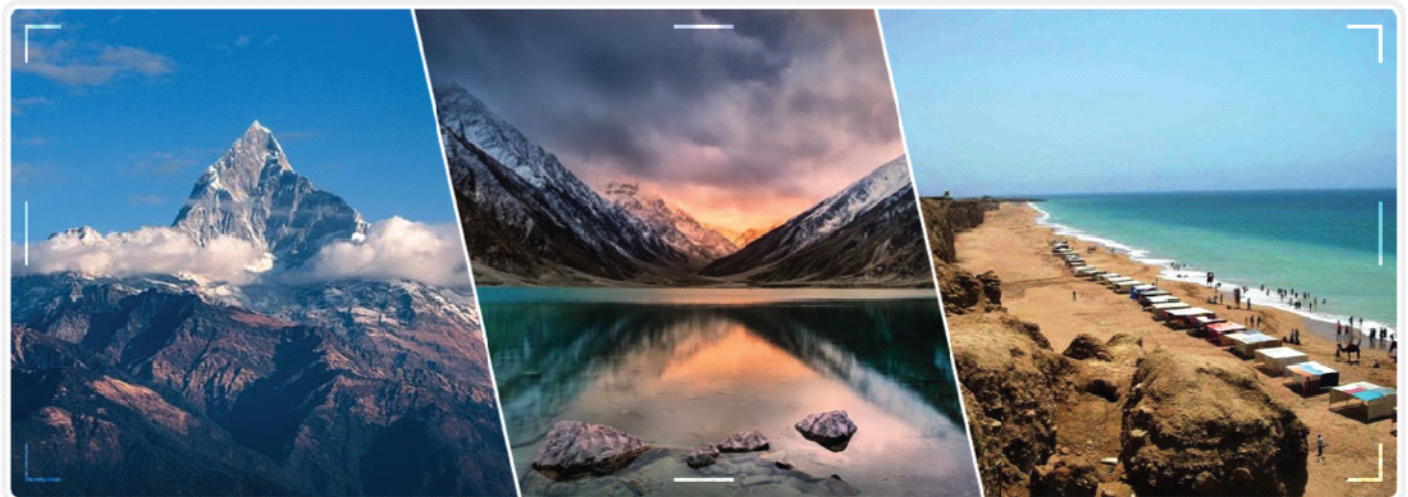
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TOURISM AND HOSPITALITY

- Pakistan is rich in its tourist destinations offering a diverse range of choices for different types of tourists. The country is home to one of the oldest civilizations in the world, has innumerable locations of scenic beauty, world's highest mountains, many religious and historic places, unique arts and crafts and a rich culture and heritage.
- The British Backpacker Society ranked Pakistan as the world's top adventure travel destination in 2018, describing the country as "one of the friendliest countries on earth, with mountain scenery that is beyond anyone's wildest imagination"
- Pakistan is home to a number of UNESCO world heritage sites like, Archaeological Ruins at Moenjodaro, Buddhist Ruins of Takht-i-Bahi and Neighbouring City Remains at Sahr-i-Bahlol, Fort and Shalamar Gardens in Lahore, Historical Monuments at Makli, Thatta, Rohtas Fort and Taxila.



PAKISTAN TOURISM POTENTIAL – “THE BEST KEPT SECRET OF ASIA”

From the mighty stretches of the Karakoram in the North to the vast alluvial delta of the Indus River in the South; Pakistan remains a land of high adventure and nature. Trekking, mountaineering, white water rafting, mountain and desert jeep safaris, camel and yak safaris, trout fishing and bird watching are a few activities, which entice the adventure and nature lovers to Pakistan.

Pakistan is endowed with a rich and varied flora and fauna. High Himalayas, Karakoram and the Hindukush ranges with their alpine meadows and permanent snow line, coniferous forests down the sub-mountain scrub, the vast Indus plain merging into the great desert, the coast line and wetlands, all offer a remarkably rich variety

of vegetation and associated including avifauna, both endemic and migratory. Ten of 18 mammalian orders are represented in Pakistan with species ranging from the world's smallest surviving mammals, the Mediterranean Pigmy Shrew, to the largest mammal ever known; the blue whale.

Pakistan is home to 108 peaks above 7,000 meters and probably as many peaks above 6,000 m. There is no count of the peaks above 5,000 and 4,000 m. five of the 14 highest independent peaks in the world (the eight-thousanders) are in Pakistan (four of which lie in the surroundings of Concordia; the confluence of Baltoro Glacier and Godwin Austen Glacier).

PAKISTAN 2019 KEY DATA



CONTRIBUTION OF
TRAVEL & TOURISM
TO GDP

5.9% OF TOTAL ECONOMY

Total T&T GDP = PKR2,285.8BN
(USD16,756.5MN)

+4.7%

2019 Travel & Tourism GDP growth
vs +3.3% real economy GDP growth



CONTRIBUTION OF
TRAVEL & TOURISM TO
EMPLOYMENT

3,881.9 JOBS (000's)

(6.2% of total employment)



INTERNATIONAL
VISITOR IMPACT

PKR116.2_{BN}

in visitor spend (3.1% of total exports)
(USD852.2MN)

MAIN SECTOR SEGMENTS

The Tourism and Hospitality sector, by virtue of not being a federal subject, is not clearly mapped. For the purpose of this document, we will consider the Tourism and Hospitality industry of Pakistan to consist of revenues generated by:

4.1- HOTELS AND MOTELS

- The hotels & motels industry value consists of all revenues generated by hotels, motels and other accommodation providers through the provision of accommodation and other services.
- The total value includes room revenue and non-room revenue, including shops and telecommunication services. The industry is segmented according to the origin of the revenues (leisure consumers and business consumers).

4.2- FOODSERVICE

- Foodservice is defined as the value of all food and drink, including on-trade drinks not drunk with food, for immediate consumption on the premises or in designated eating areas shared with other foodservice operators, or in the case of takeaway transactions, freshly prepared food for immediate consumption.
- The food service industry is valued according to total sales of all food and drink in or through accommodation outlets, full service restaurants, quick service restaurants and fast food, and other. The accommodation segment includes food and drinks sales in bed and breakfasts, guest houses, holiday parks, hostels, and hotels and motels. This segment includes food and drink sales in leisure venues, such as visitor attractions; mobile operators, such as vans and other mobile operators; retailers, such as bakeries, convenience stores, delicatessens, department stores, garden centers, service station forecourts, supermarkets and hypermarkets, and other retail sales.

REASONS TO INVEST PAKISTAN AS A DESTINATION ATTRACTS A MIXED TOURIST PROFILE

- Pakistan's with its slogan; "It's beautiful, it's Pakistan" has managed to generate interest from travelers from across the globe.
- Pakistan is working hard to eradicate its negative image and promote itself as "Emerging Pakistan", promoting a considerable tourist offer and a safe and hospitable environment.
- Along with business and leisure tourists, a large number of tourists to the country are overseas Pakistanis.
- Leisure is a major reason for travel for the vast majority of domestic tourists and a sizeable majority of inbound tourists in 2019.
- Major cities of Karachi, Lahore and Islamabad are the leading destinations for business travel.
- There is a constant rise in tourists to the northern areas of Pakistan, especially the Swat Valley, which is also known as the "Switzerland of Pakistan".



PROMOTION OF RELIGIOUS TOURISM

- Government is actively promoting 'religious tourism,' as it is one of the most significant revenue-generating businesses in the world. e.g. Kartarpur project. The government will also actively participate in the birthday celebrations of Baba Nanak.
- In the past, only 3,000 visas were issued to Sikh pilgrims. The initiative has also drawn the attention of the Sikh community around the world. A recent survey data revealed that a whopping 83 percent of the eight million diaspora Sikhs living outside India had shown interest in visiting Pakistan.
- Also, 79 percent of the 20 million Indian Sikhs expressed an interest in visiting Pakistan. In KP, which is dotted with sacred Buddhist sites the government is working with the World Bank to develop a Buddhist trail to attract Buddhists, and in particular, monks from across the globe.



MAJOR PLAYERS IN THE INDUSTRY



KEY INFORMATION

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- The airlines industry comprises of passenger air transportation, including both scheduled and chartered, but excludes air freight transport.



TRADE FOR GROWTH

To contribute to the national economy through trade facilitation and liberalization, improve export competitiveness and reduce the cost of doing business. To achieve higher market access for Pakistani products in foreign markets with the aim of increasing our share of export in the global trade.





Government of Pakistan
Ministry of Planning,
Development and Reform



People's Republic of China
National Development
& Reform Commission

CPEC

CHINA-PAKISTAN ECONOMIC CORRIDOR

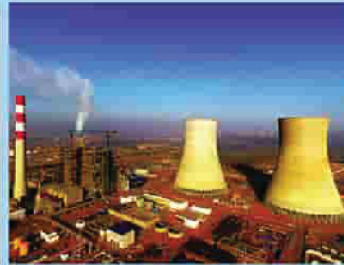
Long Term Plan for China-Pakistan Economic Corridor (2017-2030)



Signing of MOU on CPEC - July 05, 2013, Beijing



Prime Minister Shaukat Khan shaking hand with Chinese Premier Li Keqiang



6th JCC Meeting at Beijing - China on 29 December 2016



7th JCC Meeting at Islamabad on 21 November 2017



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CAN PAKISTAN BECOME A HUB OF AUTO EXPORTS?

A Pakistan-Chinese automotive joint venture, Master Changan Motors (MCM), plans to turn its \$136 million complete knock-down (CKD) assembly plant in Karachi into a hub of export for the Chinese right-hand-drive cars to the regional countries. MCM is the only joint venture where a Chinese automotive manufacturer has actually invested capital in the project whereas most Chinese Original Equipment Manufacturers (OEM) interested in exploring their chances in Pakistani market are preferring 'technical cooperation' with their local partners.

Established back in 2017 as a 70:30 joint-venture between Pakistan's Master Group and China's Changan Motors, MCM has the capacity to assemble 30,000 units a year. The company plans to enhance this capacity to 50,000 units. The company, which started by producing two pick-up trucks and a multi-purpose vehicle in 2018, has so far sold a staggering 17,000 units of Changan's compact sedan Alsvin it had launched in December last year. "Ours is the first green-field project launched under the 2016/21 Auto Industry Development Policy under the umbrella of China-Pakistan Economic Corridor 2.0," Danial Malik, MCM CEO, told this correspondent in an interview.

"Since China is a left-hand-drive market, Changan was looking to develop a right-hand-drive manufacturing base to grow outside the country and that is the opportunity we had offered them," Malik said and added, "Changan is the only Chinese carmaker to have invested equity in a JV with a Pakistani company." According to him, Bangladesh and Sri Lanka could be the potential markets for MCM vehicles.

"Other Chinese automotive companies have also been exploring markets and expanded in other countries as market growth in China is stagnating for some years. Exploring the right-hand-drive markets is one strategy the OEMs from China are pursuing. For example, DFSK went to Indonesia to set up its plant to produce right-hand-drive vehicles and another Chinese carmaker bought Malaysian Proton for the same reasons. Changan has chosen Pakistan."

"Changan, a state-owned company, agreed to our proposal to set up a plant in Pakistan to venture into other regional markets owing to close Sino-Pak relationship strengthened by the multi-billion-dollar CPEC initiative." But, he hastily pointed it out, "our near-term priority is to first create and meet the demand within Pakistan before we start exporting to the other regional countries. Moreover, we must localise our vehicles for cost-effective production in the next 2-5 years before venturing into export markets."

In recent years, China's automobile makers have evinced 'significant' interest in Pakistan's car market, launching various brands offering better technology and more safety features than their well-entrenched Japanese competition and new Korean rivals give to consumers and that too at accessible or discounted prices. Attracted by the tax incentives offered to new automakers in the 2016/21 policy, at least four Chinese firms are said by the Engineering Development Board to already have set up shop in Pakistan in collaboration with their local partner companies to sell their light commercial vehicles, passenger cars, crossovers and SUVs.

Few others are also looking to bring their brands with the help of local firms. But most of them have chosen to let their local partners assemble their brands under the 'technical licenses'. SAIC Motor Corporation, another state-owned Chinese automotive company, is also said to have teamed up with JW SEZ to make equity investments in a CKD assembly plant to produce popular British brand — Morris Garages.

"The answer to the question why Chinese automakers aren't making equity investments in Pakistan can be found in the policies of the government," Nabeel Hashmi, a leading auto vendor and exporter of auto parts from Lahore, said. "Under CPEC, our official focus has always been on the textile sector. We never tried to explore the possibility of cooperation with Chinese investors in the area of manufacturing capital goods."

An Engineering Development Board official said the Chinese car companies are exploring the Pakistani market and would start investing capital in a big way here once they are able to wean away customers from the expensive Japanese and Korean models by offering them better quality vehicles and driving experience, and lower prices. Secondly, some Chinese OEMs may need to increase their CKD production capacity before entering Pakistan, he said.

Danial Malik said it was only recently that China's automotive industry had realised how big a car market it has lost in the developing countries to their Japanese and Korean competition. "Now they are growing out of China and exploring potential overseas markets. And to beat their competition they are offering state-of-the-art technology at very accessible prices to consumers. It will take some time but, the customers will eventually become used to their products and shift to the Chinese brands once they have experienced them. Just look at our Alsvin: no other locally assembled sedan can compete with the safety and technological features it offers to the buyers at such low prices. Many features like the sunroof we have given in this sedan are available only in cars priced above Rs4m. And we pre-booked 17,000 cars in a matter of weeks!"

The MCM CEO said his company also planned to start production of electric cars in Pakistan. But, he said, "we would prepare our feasibility once the government takes a final decision on the demand of the Japanese manufacturers for the same incentives given in the recently approved EV policy for their hybrid cars. "If that happens, it will discourage adoption of the cleaner, most-efficient EV technology in the country. It will not be good for the internal combustion vehicles either," he concluded.



ISLAMABAD: Pakistan and Germany have agreed to enhance cooperation in the information technology (IT) and telecommunication sector.

The understanding was reached during a meeting between Federal IT and Telecommunication Minister Syed Aminul Haque and German Ambassador to Pakistan Bernhard Schlagheck on Wednesday.

Welcoming the ambassador at his office, Aminul Haque said Pakistan greatly values its relations with Germany and wants to enhance cooperation between the two countries in the field of IT and telecom. He said that steps were underway to fulfill the vision of Digital Pakistan.

He said that his ministry was taking concrete measures to develop the country's IT and telecom sector, which was why information and communication technology (ICT) export remittances surged 40pc to \$958 million in July–December FY21 as compared to last year.

Article continues after this advertisement

He urged the German IT and telecom companies to invest in Pakistan as the environment for investment in the latter was conducive.

PAKISTAN, GERMANY AGREE TO ENHANCE COOPERATION IN IT SECTOR

The German ambassador appreciated the IT minister's role in the development of Pakistan's IT and telecom sector.

IT & Telecommunication Secretary Shoaib Ahmad Siddiqui was also present in the meeting.

Separately, Syed Aminul Haque held a virtual meeting with International Telecommunication Union (ITU)-BDT Director Doreen Bogdan-Martin to discuss issues pertaining to connectivity and telecommunication services.

The federal minister said that the Ministry of IT & Telecom is fully committed to ending the digital divide between urban and rural areas of the country. "Steps are being taken through Universal Service Fund (USF) for the provision of broadband services in unserved and underserved areas of the country," he added.

The minister said that empowerment of women and youth was the motto of the IT ministry and that it fully supported ITU's proposed agenda to launch initiatives like Giga and Smart Villages in Pakistan.

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PM LAUDS OVERSEAS PAKISTANIS FOR 'RECORD INCREASE' IN REMITTANCES

PREMIER SAYS INDUSTRIAL SECTOR IS SHOWING SUSTAINED, DOUBLE-DIGIT GROWTH

ISLAMABAD: Prime Minister Imran Khan has lauded overseas Pakistanis for a record increase in remittances in 2021 as compared to last year. "Remittances from overseas Pakistanis were \$2.27 bn in Jan, up 19% over Jan 2020 - 8th consecutive month of remittances above \$2b," the premier said in a Twitter post. "To date in this fiscal year they are up 24% compared to last year," he said and added, "this is a record for our country and I thank our overseas Pakistanis." Earlier today, in another tweet, the premier said that the industrial sector is witnessing significant growth.



"Good news from industrial sector also, showing sustained growth," he said. "Large scale manufacturing saw another double digit growth month in December 2020 - 11.4% growth vs Dec 2019." The premier added, "cumulative July to Dec growth [is] above 8% now." Last month, during his visit to Sahiwal, the premier said that efforts were underway to turn Pakistan into an industrial state and an agro-based economy, to ensure sustainable development and prosperity.

KARACHI PORT HANDLES 894,017 TONNES OF CARGO

KARACHI: Cargo handling operations remained active at Karachi port and Port Qasim during the outgoing week.



A total volume of 894,017 tonnes was handled at the Karachi port in which the share of imports and exports were 676,689 tonnes and 217,319 tonnes respectively.

In the import category, the share of oil and liquid cargo and containerised cargo stood at 298,082 tonnes and 251,340 tonnes followed by 21,066 tonnes of bulk cargo, 36,404 tonnes of soyabean seeds, 45,444 tonnes of wheat, 23,576 tonnes of iron and steel scrap and 786 cattle.

Export cargo handling at the Karachi port stood at 146,845 tonnes of containerised cargo followed by 1,069 tonnes of bulk cargo, 21,250

tonnes of cement, 29,000 tonnes of clinkers, 17,155 tonnes of iron ore and 2,000 tonnes of oil and liquid cargo. Around 35 ships took berth and 27 ships sailed out during the last week.

At Port Qasim, a total cargo volume of 862,621 tonnes were handled comprising 632,814 tonnes of import and 229,843 tonnes of export during the last week.

Imported cargo comprised of steel coil, coal, palm oil, motor gasoline, LNG, wheat, chemical, project cargo and containerised cargo. Goods exported included cement and containerised cargo.



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POST BREXIT UK'S GSP SCHEME AND POTENTIAL FOR PAK-UK TRADE WEBINAR

PAKISTAN TO CONTINUE GETTING GSP PLUS FACILITY FROM UK AFTER BREXIT: HIGH COMMISSIONER MOAZZAM AHMAD KHAN

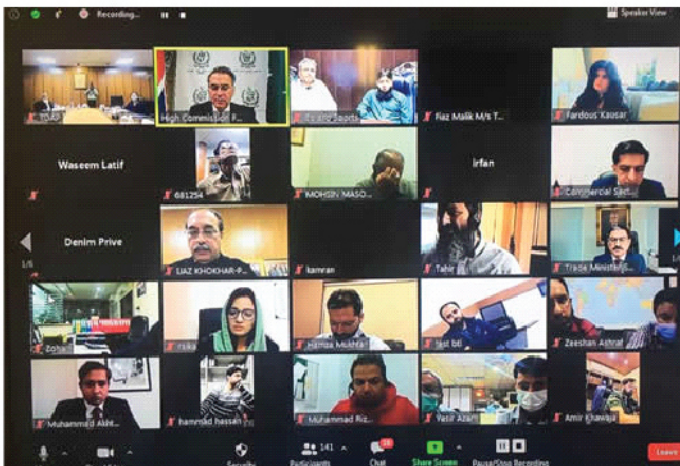


LONDON: Pakistan High Commissioner Moazzam Ahmad Khan shared with the business community that Pakistan would continue to benefit from the UK's trade preferences scheme at par with the EU GSP Plus facility after Brexit. He was delivering a key-note address at a Webinar on "Post-Brexit UK's GSP Scheme and Potential for Pak-UK Trade", jointly organised by the Pakistan High Commission, Trade Development Authority of Pakistan (TDAP), and Ministry of Commerce on 07 December 2020. Besides officials of the Ministry of Commerce, TDAP, and Chambers of Commerce & Industry, a large number of businessmen from Pakistan and UK attended the webinar.

While speaking during the event, the High Commissioner highlighted the significance of the UK market for Pakistan and stated that the duty-free access to Pakistan on more than 90% of Pakistan's exports is a good omen for UK-Pakistan future trade and investment relations. To make effective utilisation of the concessions available to Pakistan, and increase its market share post Brexit, he underlined the need for a comprehensive strategy, and effective public-private cooperation to leverage this potential. Mr Khan apprised the participants about the efforts undertaken to address regulatory and non-tariff barriers on Pakistan products. He also shared his outreach plan to create awareness about the trade and investment potential of Pakistan.

the buyers, develop compliance mechanisms, and acquire certifications. He shared that given the potential of the UK market, products like pharmaceutical, healthcare & PPE, surgical instruments, IT enabled services, processed food and, agriculture products possess immense potential and need to be exploited. He assured all possible assistance and facilitation from the Mission to the Pakistani business community in their marketing efforts.

Earlier, Minister (Trade), Mr. Shafiq Shahzad made a comprehensive presentation on the UK's trade preferential scheme for Pakistan & other developing countries, and highlighted potential for enhanced trade between Pakistan and the UK. Mr Kamal Shahryar, Adviser TDAP spoke about the issues related to compliance with international conventions and rules of origin. During the event, Ex-Chairman PREGMEA, Mr. Ijaz Khokhar, Mr. Amjad Pervez, Chairman JumpStart Pakistan, and Mr. Atta ul Haq, Secretary General, Pakistan-Britain Business Council shared their views and gave proposals for expansion of UK-Pakistan trade and economic ties in the post Brexit period.



The High Commissioner stated that it was encouraging to see remarkable growth in Pakistan's exports to the UK and increased remittances to Pakistan during the current fiscal year. In order to sustain the current momentum, he urged the Pakistani businesses to diversify export products, establish long term business contacts with



PAKISTAN'S FIRST INTERNATIONAL VIRTUAL TEXTILE EXPO 2021

PAKISTAN'S EXPORT TO THE UK TOUCH ONE BILLION DOLLAR HISTORIC MARK DURING SIX MONTHS: MOAZZAM AHMAD KHAN

LONDON: High Commissioner Moazzam Ahmad Khan has noted with appreciation that Pakistan's exports to the UK have increased by 22% touching the historic mark of one billion dollar in six-month period despite the Covid-19 pandemic and lockdowns. He was delivering his inaugural speech at Pakistan's First International Virtual Textile Expo 2021, 01 February 2021.

The event was organized by Trade Development Authority of Pakistan (TDAP) in collaboration with the Economic and Trade Wing London. The purpose was to create awareness about the potential of Pakistan textile sector, demand in the UK market and connect buyers and sellers through this virtual platform. Virtual Expo is a one stop sourcing event for home textiles, readymade garments and apparels,

High-end Fashion Garments, Fabrics and Personal Protective Equipment (PPE) amid Covid-19 challenge. Around 100 leading businessmen from Pakistan and the UK attended the Webinar. Congratulating the organizers of the event, the High Commissioner said that the Textile sector of Pakistan constitutes around 60% share in Pakistan's total exports and is also one of the very few countries of the world which houses the entire value chain of textile products. He said Pakistan's exports to the UK market enjoy duty free access which resulted in exponential growth in the exports of textile products which reflects an upward trajectory in Pakistan-UK trade relations. He urged the UK businessmen to take advantage of Pakistan's friendly investment policies and liberal trade and investment regime.

During the event Trade and Investment Minister Shafiq A. Shahzad made a brief presentation on the Tariffs and Trade of Textile sector between the two countries and highlighted the potential for enhanced trade between Pakistan and the UK. Other speakers deliberated on the capacity of Pakistani Manufacturers and compliance related factors.

Mr Saeed Khilji, Chairman Textile Manufacturing Association Leicester and Ms Faryal Sadiq, Vice President Sales & Marketing, Interlope highlighted emerging demand of Pakistan's wide range of textile and apparel products in the UK market, and underlined the need for compliance of standards to increase its market share.

In the end, buyers and sellers exchanged their company profiles for B2B meetings and future engagements.



WHY PAKISTAN



PRESIDENT'S MESSAGE

DR. ARIF ALVI

PRESIDENT, ISLAMIC REPUBLIC OF PAKISTAN

With its unique geo-strategic location, vast human resources and a huge untapped growth potential, Pakistan provides attractive incentives and liberal policies for investment in all sectors of the economy for foreign and local investors. The traditional as well as non-traditional sectors of our economy offer the business community great opportunities to invest in the country and to have maximum dividends on their investments.

The value-added textiles, food processing, information technology, logistics, automobiles and tourism sectors are some of the areas where great potential exists for investment to the mutual benefit of all. The Government of Pakistan is cognizant of various challenges to its economy and is undertaking every possible effort to overcome these challenges and ensure a business friendly climate. I invite you to visit Pakistan and to take advantage of investment opportunities in the country.



PRIME MINISTER'S MESSAGE

IMRAN KHAN

PRIME MINISTER, ISLAMIC REPUBLIC OF PAKISTAN

With over 210 million inhabitants, Pakistan offers its investors a strong and large consumer market with an ever expanding middle class. Strategic location at the crossroads of South Asia, Central Asia and West Asia and close proximity to the Gulf countries, makes Pakistan a promising regional hub and an important market for intra and inter-regional trade and investment. Pakistan as an investment destination, offers investor friendly policies with the commitment to resolve and enhance the business competitiveness in the region.

Pakistan has an edge over all its regional competitors. The country offers equal opportunities to foreign and local investors. As an emerging economy, Pakistan offers the opportunity of diversification to global players with strong intention to structural reforms in various sectors of the economy. Pakistan presents vast investment opportunities with lucrative returns to investors.

Almost all sectors of economy are open to investment with attractive incentives and liberal policies to give investors a competitive and thriving business environment.

The Government, as a policy leader, has significant role of facilitating entrepreneurs to enhance ease of doing business. We have mandated the Board of Investment to serve as facilitator to investors and I am sure that there will be facilitation to the investors at the highest level of the Government as well. I strongly believe that this is the right time to invest in Pakistan - don't miss the opportunity.



ADVISOR'S MESSAGE **ABDUL RAZAK DAWOOD**

ADVISOR ON INVESTMENT WITH THE STATUS OF
FEDERAL MINISTER, BOARD OF INVESTMENT

The Board of Investment (BOI) is Pakistan's premier investment promotion body, responsible for attracting, facilitating and promoting both local and foreign investment in Pakistan. Despite the downturn in the global economy, Pakistan has experienced the return of foreign investment, structural reforms implementation, improvement in the overall fiscal and monetary situation. It is typical for a developing country, such as ours, to be faced by challenges. However, international investors appreciate the fact that Pakistan is one of the first amongst its regional competitors to liberalize both its economy and investment policy.

Government of Pakistan lays great emphasis on sustainable economic development and, therefore, the Foreign Direct Investment (FDI) will play a fundamental role in energizing Pakistan's economy. As Advisor Investment, I intend to further our endeavors and mobilize private investments, both domestic and foreign.

Our strategy, complementing our robust FDI framework, will lead not only to non-financial contributions that come along with FDI but also to increased economic development.

Systematically, we aim to achieve our objectives by further liberalizing Pakistan's regulatory environment to make it easier for domestic and foreign entities to start up and develop. We aim to streamline and formalize business procedures and to elevate Pakistan's ranking in "Ease of Doing Business Ranking Index" and increase global competitiveness. BOI has a strong history of actively engaging and facilitating the flow of FDI in Pakistan through speedy and transparent processing of applications, implementation of SEZs Act and execution of Investment Policy and Strategy. We welcome investors to make their businesses a success in the most lucrative investment destination of the world, i.e. Pakistan. BOI provides a professional one-window interface for all investors, local as well as international.

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ISLAMABAD: PRESIDENT (PAKISTAN CHAPTER) UK PAKISTAN BUSINESS COUNCIL KHURSHID BARLAS HOSTED A BRUNCH AT HIS RESIDENCE IN HONOR OF THE AMBASSADORS AND MEMBERS OF THE ECONOMIC JOURNALISTS FORUM,

ISLAMABAD: President (Pakistan Chapter) UK Pakistan Business Council Khurshid Barlas hosted a brunch at his residence in honor of the Ambassadors and members of the Economic Journalists Forum, with Federal Minister for Railways Azam Khan Swati as the Chief Guest, Group Leader Sohail Altaf, RCCI. President RCCI Nasir Mirza, Ambassador of Nepal H.E Mr. Tapas Adhikari, Ambassador of Yemen Muhammad Mohahar Al-Ashbi, Ambassador of Turkmenistan Atadjan Mulamov, Ambassador of Tajikistan Junonov Serali were present. Due to good governance and attractive incentives, international organizations are giving priority to investment in Pakistan and bilateral trade is being significantly increased by promoting contacts at the diplomatic level, he said in Islamabad. Addressing a reception hosted by UK Pakistan Business Council President Khurshid Barlas in honor of foreign ambassadors to

Pakistan, he said that Pakistan is currently the center of attention of the world and Prime Minister Imran Khan's best strategy. Federal Minister for Railways Azam Khan Swati has said that as a result of corrective measures taken by the government, every aspect of life is improving and relief is being provided to the people. He said that it is being achieved in Pakistan Signing new trade agreements with various countries and implementing a number of programs to promote regional trade with the African region. He appreciated the efforts of Muhammad Khurshid Barlas in this regard and said that he is a brand ambassador of Pakistan. He also lauded the services of the Rawalpindi Chamber of Commerce and Industry in this regard. The President of the Rawalpindi Chamber of Commerce and Industries Nasir Mirza addressed the gathering. Informed about the performance of Jampur and said that traders and industrialists are being provided opportunities for business development.

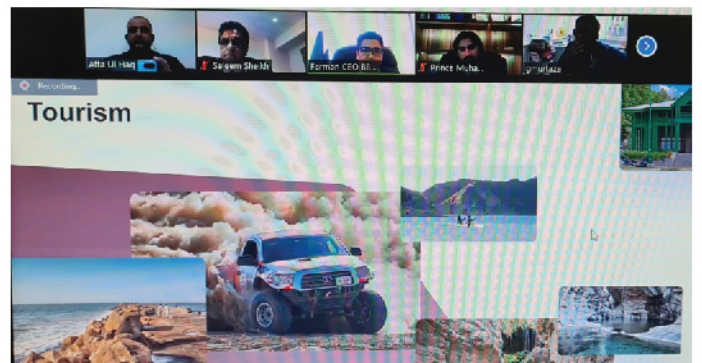




INVESTMENT IN BALOCHISTAN WILL BE BENEFICIAL IN EVERY WAY. THE FUTURE OF BALOCHISTAN IS VERY BRIGHT. SPEAKERS

Investment in Balochistan will be beneficial in every way. The future of Balochistan is very bright. Speakers London (Special Representative) The UK Pakistan Business Council and the Board of Investment Balochistan jointly organized the Balochistan Investment Forum 2021 online zoom program few days ago. Mr. Farman Ullah Zarqoon, CEO, Balochistan Investment Board, Mr. Shafiq Shehzad, Minister for Trade and Investment, Pakistan High Commission, London, Amb. Javed Malik, Chairman, UK Pakistan Business Council, President (UK) UKPBC Mr. Saleem Sheikh, Head of Advisory Board UKPBC, Dr. Ghulam Murtaza, CEO, The Truth International Prince Muhammad Fahad Fahim, and President (Pak) UKPBC expressed their views. The speakers said that in terms of investment in Balochistan, it is a great opportunity for the overseas community and investors to grow their business by investing in various sectors within Balochistan. In this online Zoom Investment Forum, Farmanullah Zarqoon, CEO, Balochistan Investment Board, while giving details, said that at present, Balochistan has huge reserves. Whatever the sector, we believe that Balochistan is bringing a lot of opportunities where investment can be made. Elaborating further, Farmanullah Zarqoon said that Gold, Cop, Iron, Sulfur, Land, Electricity, Soup, Agriculture, Livestock, Tourism, Phishing, Solar, Small Hydel Power

Generation, Wind Power Plants, IT Information, Title There are power plants and many other sectors in which there are numerous investment opportunities. Farmanullah Zarqawan said that we welcome all the business community to Balochistan. Investment Board Overseas Community assure all kinds of cooperation and also assure that whatever investment will be made in the near future. Other speakers said that there is no doubt that Balochistan has been neglected in the past while there have been many grievances regarding rights but at present the future of Balochistan is very bright and the future of Balochistan is bright is going to be on the path of development. The biggest example of this is the C-Pack project in Gwadar, which is one of the largest projects in Asia. The speakers said that apart from all the sectors mentioned by Farman Ullah Zarqoon, there are many other sectors in which investment can be made. On this occasion, the UK-Pakistan Business Council will play an important role in ensuring investment in Balochistan. The speakers also reiterated that the UK-Pakistan Business Council will soon visit Balochistan with a delegation. Where investment opportunities can be better introduced around the world. Inshallah this will continue because the bright future of Balochistan is our bright future.





THE SPEAKERS SAID THAT PAKISTAN'S CAPITAL MARKET IS CURRENTLY ON THE PATH OF DEVELOPMENT.

Investing in Pakistan's capital market is very safe and profitable. Speakers

London: Special Representative, Yesterday, the UK Pakistan Business Council and AKD Group Pakistan jointly organized the Zoom Online program in connection with the Investment Opportunities Pakistan Forum. The online program emphasized on ensuring investment in the capital market within Pakistan. In addition, the speakers spoke about the benefits of investing in the capital market within Pakistan to the overseas business community.

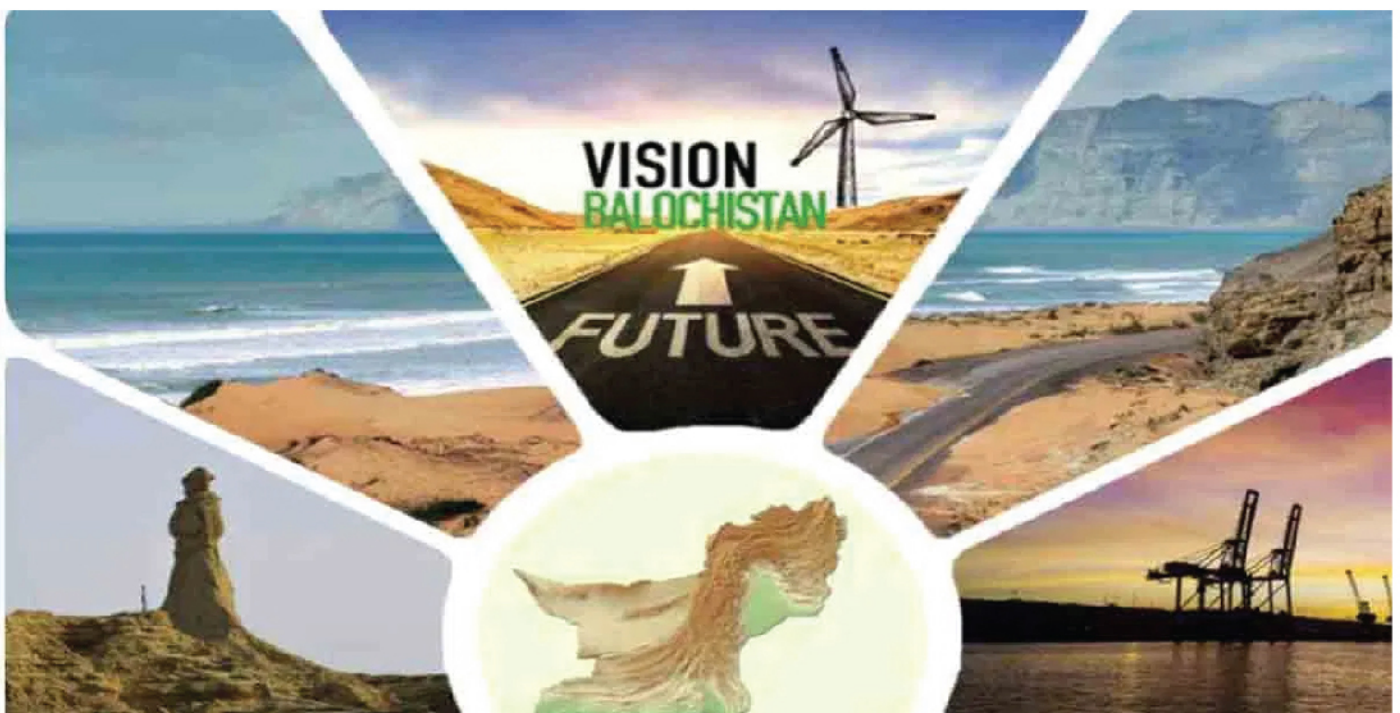
The speakers said that Pakistan's capital market is currently on the path of development. The speakers also said that investing in the capital market in Pakistan is beneficial, safe and profitable in all respects. In this online zoom program, AKD Securities CEO Mr. Farid Aslam, Chairman UK Pakistan Business Council Ambassador Javed Malik, Executive Director AKD Securities Mr. Usman Zahid, Head of Advisory Board UK Pakistan Business Council Dr. Ghulam Murtaza, President UK Chapter UK Pakistan Business Council Mr. Saleem Sheikh, President Pakistan Chapter UK Pakistan Business Council Mr. Khurshid Barlas and Secretary General Mr. A. Haq expressed their views on this important zoom program.

The speakers also said that at present the market of Pakistan is developing in spite of the most difficult conditions in any sector, the

credit of which goes not only to the present government but also to the business community in Pakistan. Assures that investment in Pakistan is safe and profitable. The speakers of the program said that the capital market is the only source of investment in which you do not have to invest millions or crores of rupees but if you can start investing even with a few thousand or a few hundred dollars and in no time at all you will realize how safe and profitable your investment is.

The speakers said that when it comes to investing in Pakistan, the overseas business community always has the same concern as to what will be the guarantee of investment security in Pakistan. "Investing in stock exchanges in the capital market is the most profitable and safest," he said. UK Pakistan Business Council assures all possible support to AKD Group and all business community in Pakistan.

The spokesperson of UK Pakistan Business Council also said that we want the UK based business community or overseas business community to work with various trusted companies of Pakistan to ensure investment in Pakistan and this effort of Pakistan Business Council. Whatever the sector, the business relationship between Pakistan and the UK should be greatly strengthened and investment should be ensured, especially within Pakistan. Cooperation with will be required.



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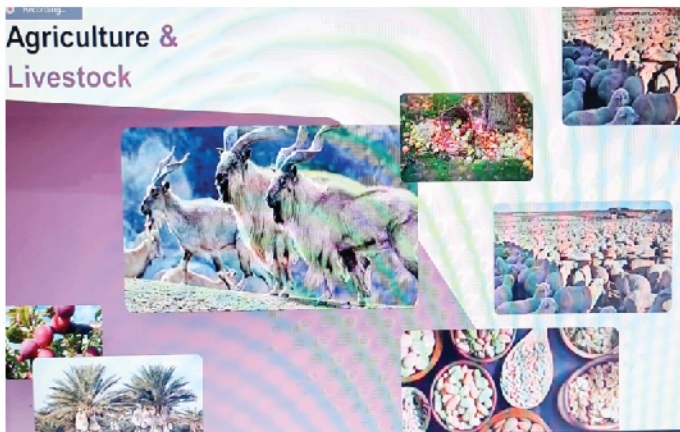
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HIGHLIGHTS OF BALOCHISTAN INVESTMENT OPPORTUNITIES FORUM 2021 ORGANISED BY UK PAKISTAN BUSINESS COUNCIL

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UK PAKISTAN BUSINESS COUNCIL TEAM MR. NASEER AHMED, SVP. MR. A. HAQ, SECRETARY GENERAL AND MR. ZEESHAN ANWAR, JOINT SECRETARY VISITED DUNYA TV UK STUDIO.

UK Pakistan Business Council Team Mr. Naseer Ahmed, SVP. Mr. A. Haq, Secretary General and Mr. Zeeshan Anwar, Joint Secretary visited Dunya TV UK studio. UKPBC working hard to promote investment in Pakistan and to support all local businesses in UK and Pakistan. Do join us today. www.ukpbc.org





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