

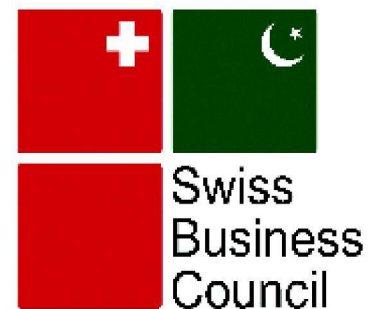
Front Tittle Page

FURTHERING TRADE EXPLORING OPPORTUNITIES



News Magazine

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President

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Business Development Manager

Alan F. George
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MESSAGES



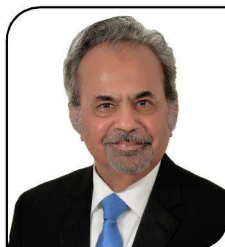
H.E. Thomas Kolly
Patron-in-Chief - Swiss Business Council &
Ambassador of Switzerland to Pakistan & Afghanistan

I am pleased to address the readers of this magazine, published by the Swiss Business Council in Pakistan, for the first time as the Ambassador of Switzerland to Pakistan.

As the newly appointed head of the Swiss mission in Pakistan, I am glad to know that Switzerland is one of the top foreign direct investors in the country and the subsidiaries of the Swiss companies in Pakistan are successfully operating here. Indeed, the Swiss Business Council, under the patronage of the Embassy and the Consulate General, has also been playing a significant role in this achievement.

I will take this opportunity to renew the pledge of the Embassy in extending support to safeguard the business interests of Switzerland in Pakistan not only with an active but with a proactive approach. In this regard, I look forward to cooperating closely with the Swiss Business Council and the Swiss Companies. The Swiss representations in Pakistan will also continue to provide their support to the Swiss Business Council in strengthening the economic relations between the two countries.

While concluding, I would like to congratulate the Swiss Business Council in taking out another informative edition of the magazine and wish them success in their future endeavors to further promote the bilateral relations between Switzerland and Pakistan.



Farhat Ali
President - Swiss Business Council &
Chairman, Polygal N.V. Pakistan

The years 2016 & 17 have been exciting and rewarding years for Swiss Business Council (SBC). The focus has been to mobilize the foot prints of Swiss SMEs in Pakistan and branding of Pakistan as an attractive destination for business. SBC and Switzerland Global Enterprise (S-GE) have a partnership agreement under which S-GE market and mobilize the interest of Swiss SMEs in Pakistan, whereas, SBC facilitates the induction of them in Pakistan through feasibility studies, business to business contacts and hand-holding the Swiss investor till the very end. This seamless cooperation between S-GE and SBC provided the right level of comfort to investors at both ends and proved to be a success story resulting in the footprints of six new Swiss SMEs in Pakistan. The target for 2018 is to add-on six more SMEs. SBC is also associated with Swiss-Asian Chamber of Commerce (SACC) & Asia Society Switzerland Foundation (ASSF) in Switzerland. The three have joined hands to develop business, social and cultural relations between the two countries leading to promising branding and perception of Pakistan. China-Pakistan Economic Corridor (CPEC) is a catalyst for the economic growth of Pakistan. The upgrade of Pakistan's infrastructure, energy sector, mobility and accessibility to new markets under CPEC is available to all investors and businesses to benefit from. SBC, in collaboration with the Swiss Embassy in Islamabad and the Swiss Consulate in Karachi held events early this year to showcase the potential of CPEC to European Investors and Businesses. This was followed by SBC events in Switzerland, held in July 2017 in collaboration with S-GE, SACC and ASSF, to invoke the interests of Swiss SMEs in Pakistan and Pakistan branding through the prism of CPEC.

Switzerland is among the first five largest Foreign Direct Investors in Pakistan and many Swiss Companies are market leaders in Pakistan, in fields such as, Pharmaceuticals, Chemicals, Energy, Precision and Specialty industry. SBC is well on its target to bring together the business, social and cultural ties between the two great countries.



Philippe Crevoisier
Patron - Swiss Business Council &
Concul General of Switzerland in Karachi, Pakistan

I am very glad to share with you that year 2016-17, which also marks my first year of posting as the Consul General in Karachi and as Patron of the Swiss Business Council (SBC), has been promising given the fact that Swiss-Pak bilateral trade increased by 15% (2016). Looking at the Council's engagements with the Consulate General, I commend the overall efforts and acknowledge the cooperation of the Council's Management Committee and of its members. It was my pleasure to meet and host some networking events for the Swiss companies who visited Karachi (and later other cities) as part of the fact finding missions organized and executed by Switzerland Global Enterprise (S-GE) and SBC.

Most recent collaboration between the Swiss Representations in Pakistan (the Embassy and the Consulate General) and the Council was visit of a high-profile Pakistani delegation, comprising of SBC members, I led to Switzerland in July.

The then Honorable Pakistani Ambassador in Berne H. E. Dr. Aman Rashid was graciously present throughout all the engagements. The delegation met several Swiss companies and presented to them the business opportunities, notably China-Pakistan Economic Corridor (CPEC), as well as challenges in the Pakistani market.

The Head of the Bilateral Economic Relations Division at the State Secretariat for Economic Affairs (SECO) of the Swiss Federal Department of Economic Affairs Ambassador Livia Leu also very kindly met the delegation and appreciated SBC's commitment to assist Swiss small and medium size enterprises to do business with Pakistani customers.

With this, I heartily congratulate the entire team and members of SBC for yet another successful year. Last but not the least; I would also like to reassure the Council of my and my team's best cooperation with SBC to further promote Swiss-Pak bilateral trade relations.

MESSAGES



Stefan Barny
Director Global Network
Switzerland Global Enterprise

Switzerland Global Enterprise (S-GE) was founded as a non-profit association in 1927, based on a specific export promotion mandate from the State Secretariat of Economic Affairs (Switzerland). S-GE, being a partner of Swiss Business Council (SBC) in Pakistan, has worked together to support Swiss companies and to promote Switzerland as a business location. S-GE's role as a center of excellence for internationalization is to foster exports, imports of designated focused countries and investments; to help Swiss companies develop new potential for their international businesses and to strengthen Switzerland as an economic hub.

I would like to reaffirm S-GE's business vision for Pakistan. S-GE and the SBC entered into a service performance agreement in 2014. This move solidified S-GE's presence and determination to promote the interests of Swiss SME's in areas such as food and beverages, engineering, high-end precision products, construction and infrastructure development, energy-sector, waste-water management and many others.

The SBC was declared partner of the year for 2016 in S-GE's global ranking and was awarded as partner of the year in December 2016.

In coordination with various private resources, S-GE helps particularly small and medium-sized enterprises (SME's) to identify and pursue trade opportunities abroad and positions Swiss exporters as internationally competitive providers to foreign markets. Services are based on the degree of internationalization of the individual client. During basic consulting, S-GE and the company analyze concrete export plans together. The SME thus benefits from the S-GE's consultants' years of export experience, as well as from the targeted use of efficient analytical methods as well as the S-GE partner network around the globe. These results serve as the basis for detailed consulting, during which companies receive individual advice on their internationalization plans.

In July this year, the SBC and S-GE organized an event "Export Dialog: Pakistan" in collaboration with a Swiss company specializing in fire protection glass at their facility, having their foot-prints in Pakistan to present Pakistan as a lucrative market to Swiss companies by Swiss companies who have already visited Pakistan and are doing business in Pakistan.

We are excited about the business opportunities Pakistan offers to Swiss SME's and are confident that together with our partner-network, we are well positioned to support our clients in taking advantage of them.



Dr. Urs Lustenberger
President
Swiss-Asian Chamber of Commerce

The Swiss-Asian Chamber of Commerce (SACC) is a private, Non-Profit-Organisation inaugurated on 16th November, 1994, whose membership, which numbers over 500, is drawn from leading Swiss multinational corporations and small and medium sized enterprises (SMEs), as well as expert individuals.

Its main purpose is to promote and facilitate economic and business relations between Switzerland, Southeast Asia (ASEAN countries), Bahrain, Korea, Mongolia, Pakistan, Sri Lanka, Taiwan, Timor-Leste and Uzbekistan, based on the principle of reciprocal benefit.

SACC is proud to be associated with the Swiss Business Council in Pakistan and to enhance the dialogue and scope for business opportunities between Pakistan and Switzerland for many years.



Fidelis Goetz
Managing Director
Asia Society Switzerland

Asia Society Switzerland is committed to exploring Asia's role in a multilateral world and to advancing the dialogue and strengthening partnerships among individuals and institutions in Switzerland and Asia.

Across the fields of arts, culture, education and policy, we provide insights, promote collaboration and contribute to a deeper understanding of a part of the world that will shape our shared future.

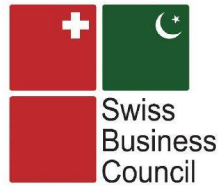
Asia Society Switzerland is an independent Swiss foundation.

We are a member of the global. Asia Society family. Founded in 1956 in New York, Asia Society has developed into a thought leader on Asian issues, and a vibrant community of decision makers around the world.

There are 12 independent centers spread across four continents.

As the first Center in Europe, Asia Society Switzerland - founded in 2016 - provides a unique opportunity to become part of this global community, and to contribute to a meaningful dialogue that could shape our future.

Asia Society Switzerland is proud to be associated with the Swiss Business Council in Pakistan and to enhance the dialogue between Pakistan and Switzerland.



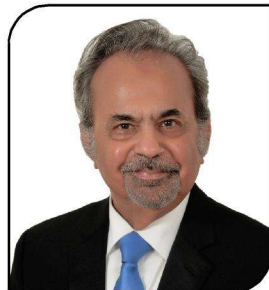
Swiss Business Council Managing Committee



H.E. Thomas Kolly
Patron-in-Chief - Swiss Business Council & Ambassador
of Switzerland to Pakistan & Afghanistan



Philippe Crevoisier
Patron - Swiss Business Council &
Concul General of Switzerland in Karachi, Pakistan



Farhat Ali
President - Swiss Business Council & Chairman / EMD
Polygal N.V. Pakistan



Shahab Rizvi
Vice President - Swiss Business Council & Country
President/Cheif Executive, Novartis Pharma (Pakistan) Ltd.



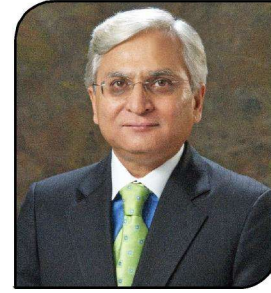
Ahmed N. Chaudhary
Secretary General - Swiss Business Council &
CEO / Country General Manager,
Sika Pakistan (Pvt.) Limited



K.M. Iqbal
Treasurer - Swiss Business Council &
Director, Al Ameen Trading Corporation (Pvt) Ltd.



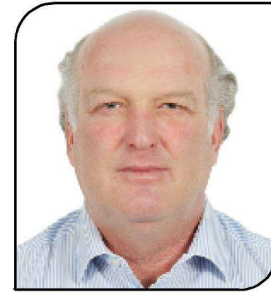
Asif Ikram
Director - Swiss Business Council &
Managing Director, SICPA Inks Pakistan (Pvt.) Ltd.



Mujtaba Rahim
Director - Swiss Business Council &
President & CEO, Archroma Pakistan Ltd



Sirajuddin Aziz
Director - Swiss Business Council &
CEO, Habib Metropolitan Bank Ltd.



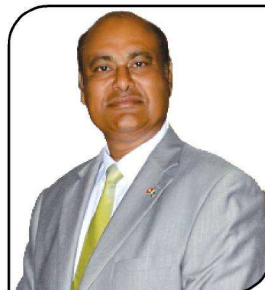
Alexander Reisch
Director - Swiss Business Council &
Managing Director, Philip Morris (Pakistan) Ltd.



Jordan James Din
Ex-Officio Member - Swiss Business Council & Deputy
Head of Post/Head of Commercial Section, Consulate
General of Switzerland in Karachi



Fletcher P. Albert
Business Development Manager - Swiss Business Council



Alan F. George
Office Manager - Swiss Business Council



INTRODUCTION OF SWISS BUSINESS COUNCIL

One Team One Mission

'The Swiss Business Council (SBC), the Embassy of Switzerland in Islamabad & the Consulate in Karachi blend their brain power and resources to mobilize investments, develop trade and inculcate social & cultural integration between Switzerland & Pakistan'.

SBC was established in 2008 as a legal entity under an act of the Securities & Exchange Commission of Pakistan. The members segmentation comprise of large Swiss Multinational subsidiaries operative in Pakistan, Swiss Small & Medium Enterprises operative through joint ventures, agencies & dealership arrangements in Pakistan.

Switzerland is ranked among the 5th largest investor in Pakistan with wide spread portfolio in Pharmaceuticals, Engineering, Chemicals, Agriculture, Food & Beverages, Textiles, Logistics, Banking, Service Industry & others. Presently over 21 large Swiss Companies are operative in Pakistan who, over the past decade, has invested more than CHF 1.5 billion. Additionally over 80 Swiss SMEs have their footprints in Pakistan through Joint Ventures, and agency and dealership arrangements.



L-R: Fletcher P. Albert - Business Development Manager - SBC, Jordan J. Din - Dy. Head of Post/Head of Commercial Section - Swiss Consulate Karachi, Shahab Rizvi - VP - SBC, Asif Ikram - Director - SBC, Marc. P. George - Former Swiss Ambassador to Pakistan, Farhat Ali - President - SBC, Philippe Crevoisier - Swiss CG in Karachi, Ahmed N. Chaudhary - Secretary General - SBC, Roger Kull - Former Dy. Head of Mission - Swiss Embassy, Ajwat A. Khan - Advisor on Commercial Affairs - Swiss Embassy, Col. Sylvain Curtenaz - Defence Attaché - Swiss Embassy & K.M. Iqbal, Treasurer - SBC



SBC Values its Global Partners

'SBC works in close partnership with its associates in Switzerland to mobilize business to business contacts between Swiss and Pakistani business entities, improve the global perception of Pakistan in the circle of foreign investors and to inculcate people to people cultural ties between the two Countries'.

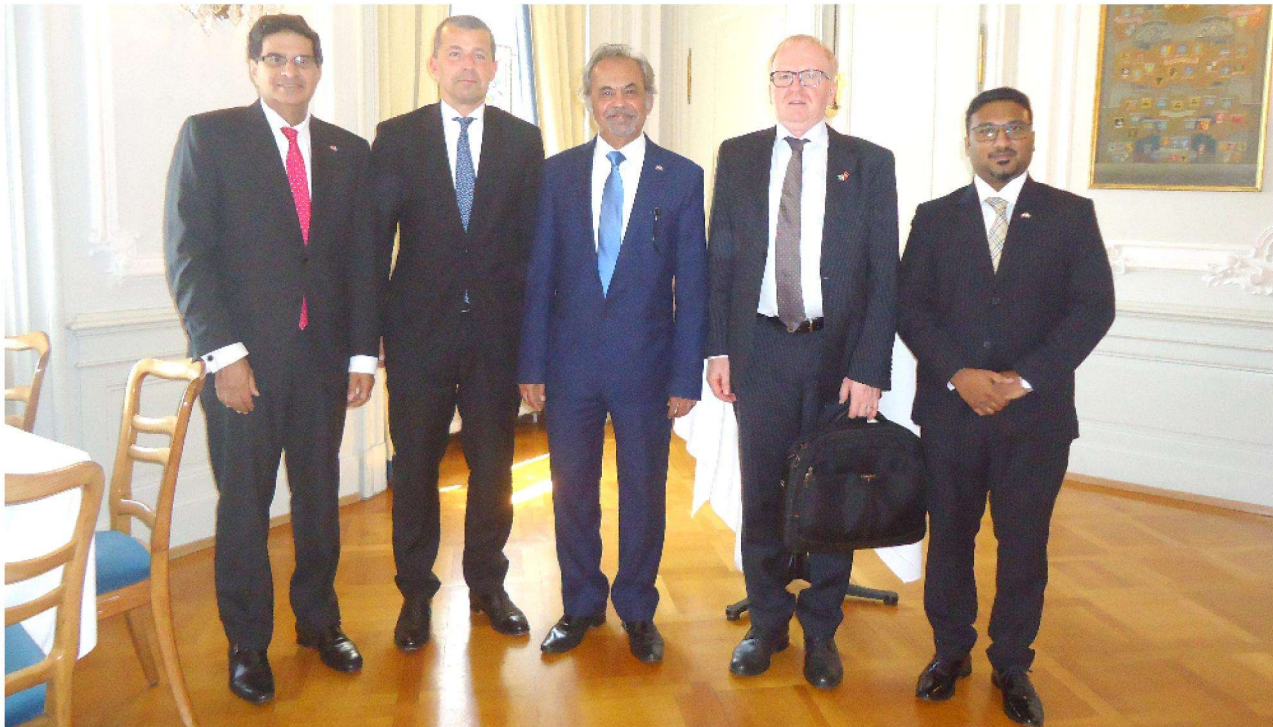


Switzerland Global Enterprise (S-GE) guides its clients on the path to new markets. On behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO) and the Swiss cantons, S-GE promotes exports and investments by helping its clients to realize new potential for their international businesses and thus to strengthen Switzerland as an economic hub.

As the driver of a global network of experts and as a trusted and strong partner to clients, cantons and the Swiss government, S-GE is the first point of contact in Switzerland for all questions relating to internationalization.

S-GE is represented abroad by Swiss Business Hubs. These local teams are based at a Swiss Embassy or Swiss Consulate-General. The Swiss Business Hubs support Swiss companies expanding their activities in their respective countries and inform foreign companies about the advantages of Switzerland as a business location. All hubs have a first-rate network of contacts abroad on account of their official status.

SBC renews its partnership agreement with S-GE in Zurich, Switzerland - July 2017



L-R: : Asif Ikram, Past President-SBC, Stefan Barny, Director Global Network-SGE, Farhat Ali, President-SBC, Philippe Crevoisier, Patron-SBC & Fletcher P. Albert, Business Development Manager-SBC

**Associate of:
Swiss-Asian Chamber of Commerce**



The Swiss-Asian Chamber of Commerce (SACC) is a private organisation, providing a forum for all firms, institutions, government bodies and individuals interested in the economic and business relations between Switzerland and Asia.

Our activities facilitate the exchange of experiences and direct business contacts among its members and between its members and official bodies in Asia and Switzerland. The activities and events are fully funded through membership fees, event participation fees and sponsoring.

The activities of the Chamber cover the following countries and economic regions:

Brunei, Cambodia, Indonesia, Korea, Laos, Malaysia, Mongolia, Myanmar, **Pakistan**, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Timor-Leste, Uzbekistan, Vietnam.

SBC renews its agreement of association with SACC in Zurich, Switzerland - July 2017



L-R: Farhat Ali, President-SBC, Dr. Urs Lustenberger, President-SACC & Dr. Peter Zuellig, Chairman Pakistan Committee-SACC

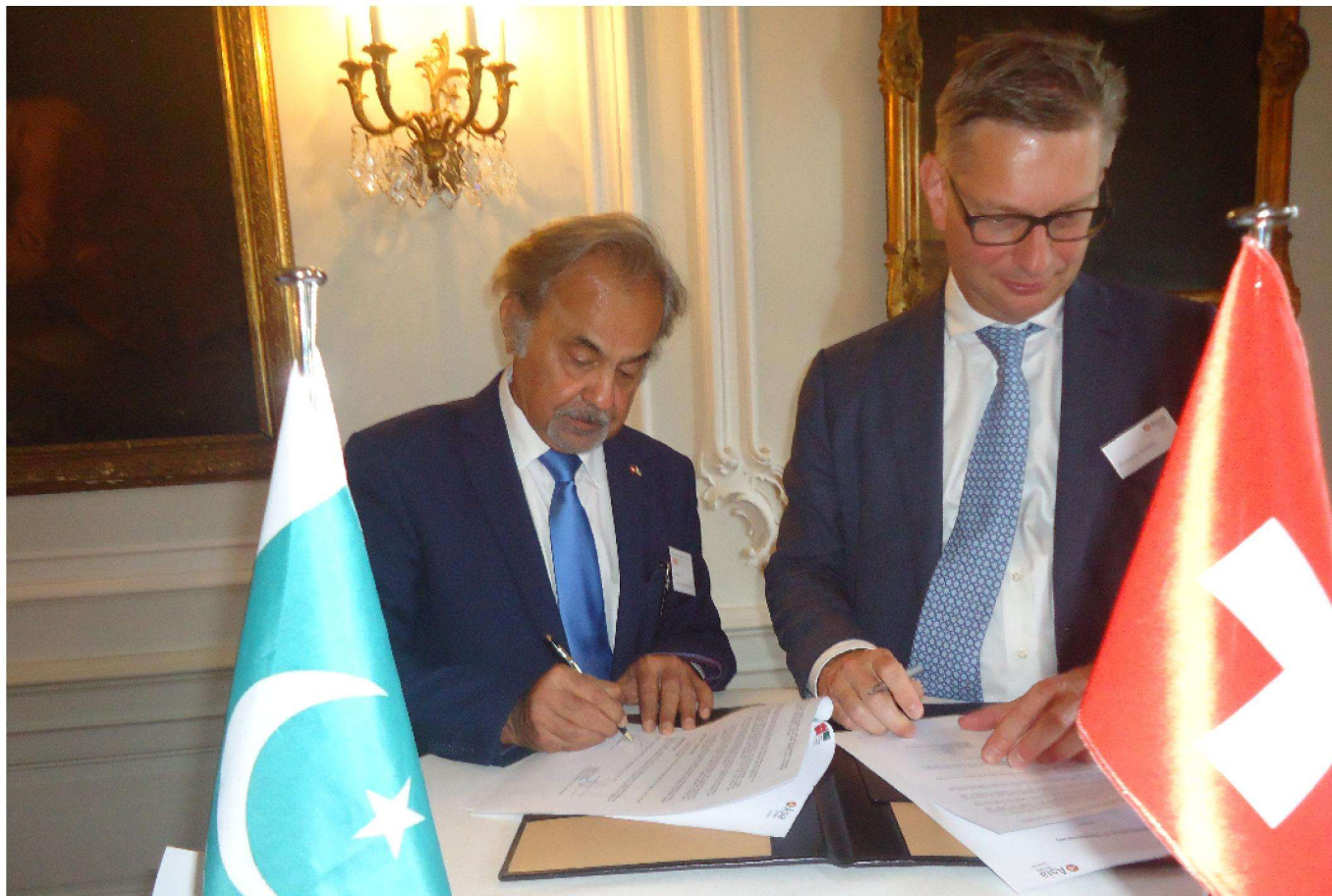


Asia Society Switzerland is committed to exploring Asia's role in a multilateral world and to advancing the dialogue and strengthening partnerships among individuals and institutions in Switzerland and Asia. Across the fields of arts, culture, education and policy, we provide insights, promote collaboration and contribute to a deeper understanding of a part of the world that will shape our shared future.

Asia Society Switzerland is an independent Swiss foundation. We are a member of the global Asia Society family. Founded in 1956 in New York, Asia Society has developed into a thought leader on Asian issues, and a vibrant community of decision makers around the world. There are 12 independent centers spread across four continents - New York, Houston, Los Angeles, San Francisco, Washington D.C., Hong Kong, Shanghai, Manila, Mumbai, Seoul, Sydney and Zurich.

As the first Center in Europe, Asia Society Switzerland - founded in 2016 - provides a unique opportunity to become part of this global community, and to contribute to a meaningful dialogue that could shape our future.

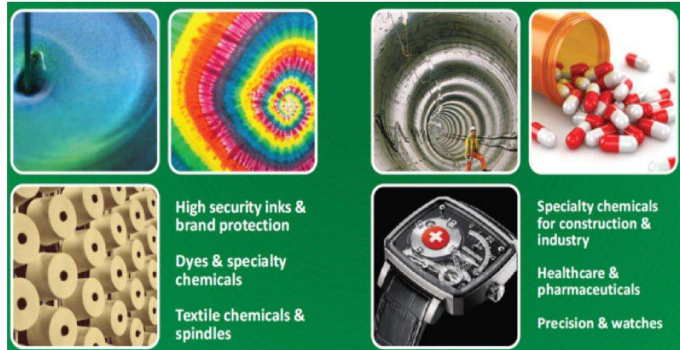
SBC signed-up a new agreement of association with Asia Society Switzerland in Zurich, Switzerland - July 2017



L-R: Farhat Ali, President-SBC & Fidelis Goetz, MD-Asia Society Switzerland

Swiss Foot Prints in Pakistan

'Some of the Swiss Companies have been contributing in Nation's development since the inception of Pakistan. Many joined in later, while the process continues. Today, over 100 Swiss Companies are contributing in the development of the healthcare, agriculture, industry, energy sector, infrastructure & the service sector of Pakistan through investment, transfer of technology & human resource development'.



Switzerland is ranked among the 5th largest investor in Pakistan with wide spread portfolio in Pharmaceuticals, Engineering, Chemicals, Agriculture, Food & Beverages, Textiles, Logistics, Banking, Service Industry & others. Presently over 21 large Swiss Companies are operative in Pakistan who, over the past decade, has invested more than CHF 1.5 billion.

The bi-lateral trade volume between Switzerland & Pakistan during 2016 increased by 15%. Main contributors to this growth are Swiss Chemicals and Pharmaceuticals exports to Pakistan that grew by 28%

and 20% respectively in 2016. Pakistan's textile exports to Switzerland were also all time high at CHF 84.47 million recording an increase of 20% over last year.

Many of the Swiss Companies operative in Pakistan are the market leaders and trend setter.

Growth of Swiss SMEs in Pakistan

'Capitalizing on the available opportunities, SBC in collaboration with its partners embarked on the task of exposing Swiss Small & Medium Enterprises (SME) to the business potential available in Pakistan and in the process managed to introduce the foot prints of six Swiss SMEs in Pakistan'.

SBC and S-GE worked together to mobilize the interest of Swiss SMEs in the business potential available in Pakistan and was successful in establishing the foot prints of following SMEs in Pakistan through Joint Venture, Agency Agreements and Technology Transfer cooperation:

COMPANY	SECTOR
Ganser CRS	Common Rail Systems
Glas Trosch AG FIRESWISS	Fire safety glass
Jamailah Switzerland	Gourmet Food
Leister	Hot air plastic welding equipment, process heat components, laser welding systems, gas sensor equipment and micro optics.
Metrohm AG	Analytical Instruments
Sarplast SA	Glass reinforced plastic pipes.

Jamailah Switzerland in Pakistan



Capitalizing on Business Opportunities

'Over the last four years the economy of Pakistan has recorded a significant growth. Country's GDP growth is hovering over 5%, the status of the economy has been upgraded to emerging markets, the stock exchange of Pakistan is ranked as one of the best performing and stable exchange. China-Pakistan Economic Corridor (CPEC) adds value to the economic growth of Pakistan'.

Recognizing that CPEC and its spill over is open to all investors to benefit from, SBC opted to launch an awareness campaign to highlight its importance to European investors and for the purpose held an event at Swiss Embassy Islamabad in end March 2017, followed by a similar event at Swiss Consulate Karachi. The larger events held in Zurich on 5 July 2017 by SBC and its partners was a continuation of this series of events.

Opportunities for European & other Foreign Investors in CPEC Events held at Islamabad & Karachi

Press conference at Islamabad in March - 2017



L-R: K.M. Iqbal, Naveed Chaudhary, Farhat Ali, Marc George, Philippe Crevoisier, Asif Ikram & Shahab Rizvi

Press conference at Karachi in April - 2017



L-R: Naveed Chaudhary, Farhat Ali, Philippe Crevoisier & Asif Ikram

Recognizing the importance of CPEC for economic & social development of Pakistan and the region, the Embassy of Switzerland in Pakistan and SBC organized in March 2017 a session to discuss the 'Opportunities for European Investors in CPEC' followed by a similar event organized in April 2017 in Karachi at the Swiss Consulate General. An intellectual mix of diplomats in Pakistan, business leaders from the corporate and public sector, leading specialists in the field & leaders of business chambers and the media deliberated on the business, social and cultural dynamics of CPEC.

Farhat Ali, President of SBC, underlined that "European companies put together are the largest foreign direct investors in Pakistan. They have historic, social and business ties with Pakistan and Asia where their impressive foot-prints in culture, social sector and business segments are visible and above all the great people to people contacts over decades. For mutual benefits, there is a need for them to capitalize on their strong credentials in these times of changing economic, social & political dynamics in Central and South Asian Region where Pakistan is geographically and strategically well positioned. CPEC is not China centric. This project of over US\$ 55 billion is all about dramatically improving the connectivity

and accessibility in the country through roads network, meeting the growing energy needs of the country by setting up power plants, improve the mobility of people and goods through new infrastructure. All of this is the assets of Pakistan available to all investors to benefit from".

He underlined that "It is a positive development that foreign investors are once again looking at Pakistan with interest. Recognizing the changing trend, SBC, with the support of its partner, S-GE, which is a Trade Development Authority of Switzerland, took up the initiative and has successfully linked many Swiss and Pakistani SMEs through investments in JV, technology transfer and business representation. Encouraged with this positive development in 2016, SBC & S-GE have marked 2017-18 as the year to maximize Swiss companies' foot prints in Pakistan and vice versa".

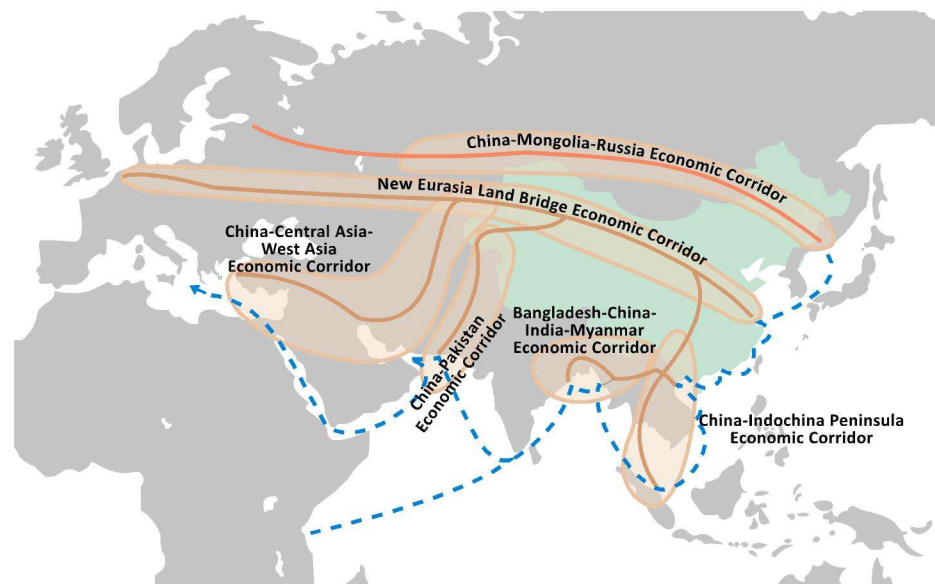
The business potential offered by CPEC is of immense interest, notably the business potential offered in infrastructure and energy projects and in the 29 Special Economic Zones being set up all over Pakistan to spur industrial and commercial activities offering potential for investments, supplies, contracting and services in power sector, oil and gas, mines and minerals, large industry, small and medium industry, healthcare sector, education, banking, hospitality industry, engineering, consultancy and construction services and others.

The former Swiss Ambassador, Marc P. George emphasized that "Pakistan has reached consensus on social stability, economic development and livelihood improvement. The economic reforms have started to take effect and its advantages are filtering down to the middle class and the young and talented workforce aspiring for a better life for them. The youth of this country is an asset and needs to be capitalized by creating more jobs after providing them an education of high quality and adequate trainings. The macro economy has turned for better in Pakistan in recent years. The inflation level has been low, foreign exchange reserves have been growing and the expectation of the exchange rate has been stable. Generally speaking, the security situation in the country has improved, the economic growth has been picking up, boosting the market demand in the consumer industry, service industry, transportation and energy and other infrastructure sector. While growing, environment protection is a major challenge for this country. The development projects will have to take into consideration the environmental constraints for a better future of this country".

Mr. Crevoisier was of the opinion that many foreign investors initially considered that CPEC is mainly a China-Pakistan venture. However as the project has advanced, many new business opportunities are coming up for other countries to be part of CPEC.

CEO of KPK Economic Zones Development & Management Company - Syed Muhammad Mohsin and Director Projects of the Sindh Board of Investment - Abdul Azeem Uqaili, who spoke at the event, emphasized that under CPEC project their provincial governments are proactively facilitating existing and new foreign investors to set themselves up in the SEZs being set-up all over the country along the proximity of corridor route alignment.

Consul General of China - Wang Yu clarified that CPEC is open to all investors - a message also issued loud and clear by Mr. Xi - The President of China that China alone cannot shoulder the entire responsibility of globalization - other nations have to join in.



SBC Values Its Local Partners

'Swiss Business Council (SBC) works together with the State Authorities of Investment & Trade to mobilize Foreign Investments and develop bi-lateral trade between Switzerland & Pakistan. Through a Memorandum of Cooperation signed between SBC and Sindh Board of Investment and Punjab Board of Investment & Trade, the two entities support each other to promote, facilitate and regulate investments in the two bigger provinces of Pakistan'

In July 2017, the SBC and Sindh Board of Investment (SBI) renewed their cooperation through a MoU signed by Farhat Ali, President-SBC and Manzoor Ali Shaikh, Director-SBI at the ceremony held at the Consulate General of Switzerland in Karachi in the presence of Philippe Crevoisier, Swiss Consul General in Karachi and Naheed Memon, Chairperson-SBI, SBC Managing Committee Members and other business leaders.



L-R: Naheed Memon, Manzoor A. Shaikh, Farhat Ali & Philippe Crevoisier

Mr. Ali underlined, that, under the said agreement, SBC, through the support of its business partners in Switzerland, shall mobilize Swiss Investor's interest in Pakistan, whereas, Ms. Memon stated that SBI shall facilitate these investor's through its one window facilitation operation on matters related to government procedures such as permits, land acquisition, legal framework and similar.

SBC has similar cooperation agreement with other provinces such as Punjab Board of Investment & Trade (PBIT).



L-R, 1st Row: Farhat Ali, Beat Ineichen, Naveed Chaudhary, Haroon Shaukat & Fletcher P. Albert

SBC's 55 members companies, with 23 of them as large multinational companies, have their foot prints in Pakistan in the fields of healthcare, engineering, energy, water, cement, textile, pharmaceutical, chemicals, food and agriculture, banking, hospitality, education, infrastructure and similar. The landmark achievement of SBC in the last two years has been the addition of the foot prints of six new Swiss SMEs in Pakistan through Swiss investments, Joint Ventures, Technology Transfer and bilateral trading. SBC's target is to mobilize the foot prints of six more Swiss SMEs in Pakistan in the year 2017-18.

It is encouraging that foreign investors are once again looking at Pakistan with interest specially the SMEs who consider Pakistan as a growing market with expanding consumer base. CPEC has spurred the business environment in the country.

Mr. Crevoisier at one of the event said that the response of the Swiss Investors and business leaders at number of Business and Investment events organize by SBC's Business delegation to Switzerland in July 2017, in collaboration with the Business Chambers of Switzerland, was very encouraging. The level and quality of participants was meaningful and promising which cumulated in better understanding of the changing business and political dynamics in Pakistan and the region, and the benefits which CPEC offers to foreign investors.

Swiss Business Council's Trade Mission to Switzerland - July 2017

'Pakistan is once again surfacing as an emerging market offering attraction to foreign investors. The GDP growth of over 5 percent, growing consumer market driven by the growing middle class, functional democratic institutions in the country and substantial improvements in the security situation of the country are all positive economic indicators. The economic horizon of the country is further brightened with the successful launch of China-Pakistan Economic Corridor (CPEC) whose positive effects are now surfacing on ground'.

In a positive development, CPEC is beginning to be recognized by global investors as an initiative of good value to all investors who opt to derive business benefits out of it. It is a major shift from the earlier perception that CPEC is China-Pakistan centric and tends to isolate Pakistan from the radar of other global investors.

Swiss Business Council (SBC) Pakistan, in collaboration with the Swiss Embassy and Consulate in Pakistan and its business associates in Switzerland took up the initiative to project these positive developments to global investors and in particular to market CPEC as a project of global value.

The investment events, held for the purpose in March and April 2017 at Islamabad and Karachi, were widely participated by Ambassadors, Commercial Councilors of foreign missions, business leaders and media.

As a follow-up to ground work in Pakistan, in early July 2017, a delegation of SBC Pakistan visited Switzerland to invoke Swiss investments and enhance bilateral trade between Pakistan and Switzerland much driven by the opportunities offered under CPEC.

In the events organized for SBC by its business partners in Switzerland, notably, Switzerland Global Enterprises (S-GE) on 4 July near Lucerne and by Swiss-Asian Chamber of Commerce (SACC) and Asia Society Switzerland Foundation (ASSF) on 5 July in Zurich, the changing business and political dynamics in Pakistan and the region was debated and the value addition offered to Swiss investors under CPEC was highlighted in terms of enhanced regional connectivity and accessibility to unexplored markets through state of art road and rail network, enhancement in the energy capacity of the country through an investment of over \$35 billion and establishment of over 30 Special Economic Zones all over the country.



L-R: Kalim Farooqui, MD-Technology Links, K.M. Iqbal, Director-SBC, Christian Lehmann, MD-Glas Trosch, Dr. Aman Rashid, former Ambassador of Pakistan in Switzerland, Philippe Crevoisier, Patron-SBC, Beat Ineichen, Sr. Consultant-SGE, Farhat Ali, President-SBC & Asif Ikram, Past President-SBC at an event organized by S-GE at Glas Trosch

All the said events in Switzerland were remarkably well attended by the business leaders, bankers, Swiss business chambers and opinion makers signifying the growing Swiss interests. The high point of the events was a high level panel discussions on CPEC participated by a large number of business leaders, notably, from Nestle, Sika, SACC, ASSF, SBC, Pakistan's Ambassador to Switzerland and the Swiss Consul General.

Event on Economic, Political, Social & Cultural Dynamics of CPEC held in Zurich, Switzerland - July 2017



Mr. Farhat Ali invoking the panel discussions



Ms. Barbara Mockli-Schneider, MD-SACC receiving a memento



Speakers receiving the memento

Meeting at State Secretariat of Economic Affairs SECO - July 2017

'SBC's Management, accompanied by the Pakistan's Ambassador to Switzerland and the Swiss Consul General based at Karachi, held meetings at the Federal Secretariat of Economic Affairs (SECO) at Bern and exchanged information on the changing business and political dynamics in South East Asia and Pakistan. Of interest, in particular, was the change emerging out of CPEC which was discussed at length and its salient features were presented. SECO is Switzerland's Ministry responsible for the economic affairs of the country'.



L-R: K.M. Iqbal, Director-SBC, Asif Ikram, Past President-SBC, Kalim Farooqui, MD-Technology Links, Farhat Ali, President-SBC, Philippe Crevoisier, Patron-SBC, Ambassador Livia Leu-SECO, Dr. Aman Rashid, former Ambassador of Pakistan in Bern, Christian Busser, Head of Section Asia/Oceania-SECO & Elise Nardin, Advisor on South Asia & Oceania-SECO

Dr. Aman Rashid, Pakistan's former Ambassador to Switzerland and Mr. Philippe Crevoisier the Consul General of Switzerland at Karachi, were part of the delegation with their strong presence at all of the events. Participants from SBC were Farhat Ali (President), Asif Ikram (Past President), K.M. Iqbal (Director), Kalim Farooqi (Member) and Fletcher P. Albert (Business Development Manager).

Farhat Ali, President-SBC, while concluding the outcome of the Trade Mission to Switzerland stated: "It is encouraging that foreign investors have once again started to look at Pakistan with interest. The level and quality of participation at each of the events in Switzerland adds credentials to the changing trend of the investors in favor of Pakistan. In the last two years, SBC in collaboration with S-GE, has managed to secure the foot prints of six new Swiss SMEs in Pakistan. The target of 2017-18 is to motivate the presence of an additional six Swiss SMEs in Pakistan". He further concluded "Pakistan needs more of these global initiatives to reach out to foreign investors at their door steps. The perception of Pakistan in global fraternity is not favorable and needs dramatic improvement by reaching out, one-to-one, to the business leaders and opinion makers to correct this perception. CPEC is something we now have in hand which must be utilized to full extent to present to the world the new positioning of Pakistan in the changing political and business dynamics in this emerging region of Asia where Pakistan has to play a significant role. European countries need new markets and accessibility. Pakistan, being an emerging market and strategically located has a good potential to fill in these gaps and capitalize on the given situation".

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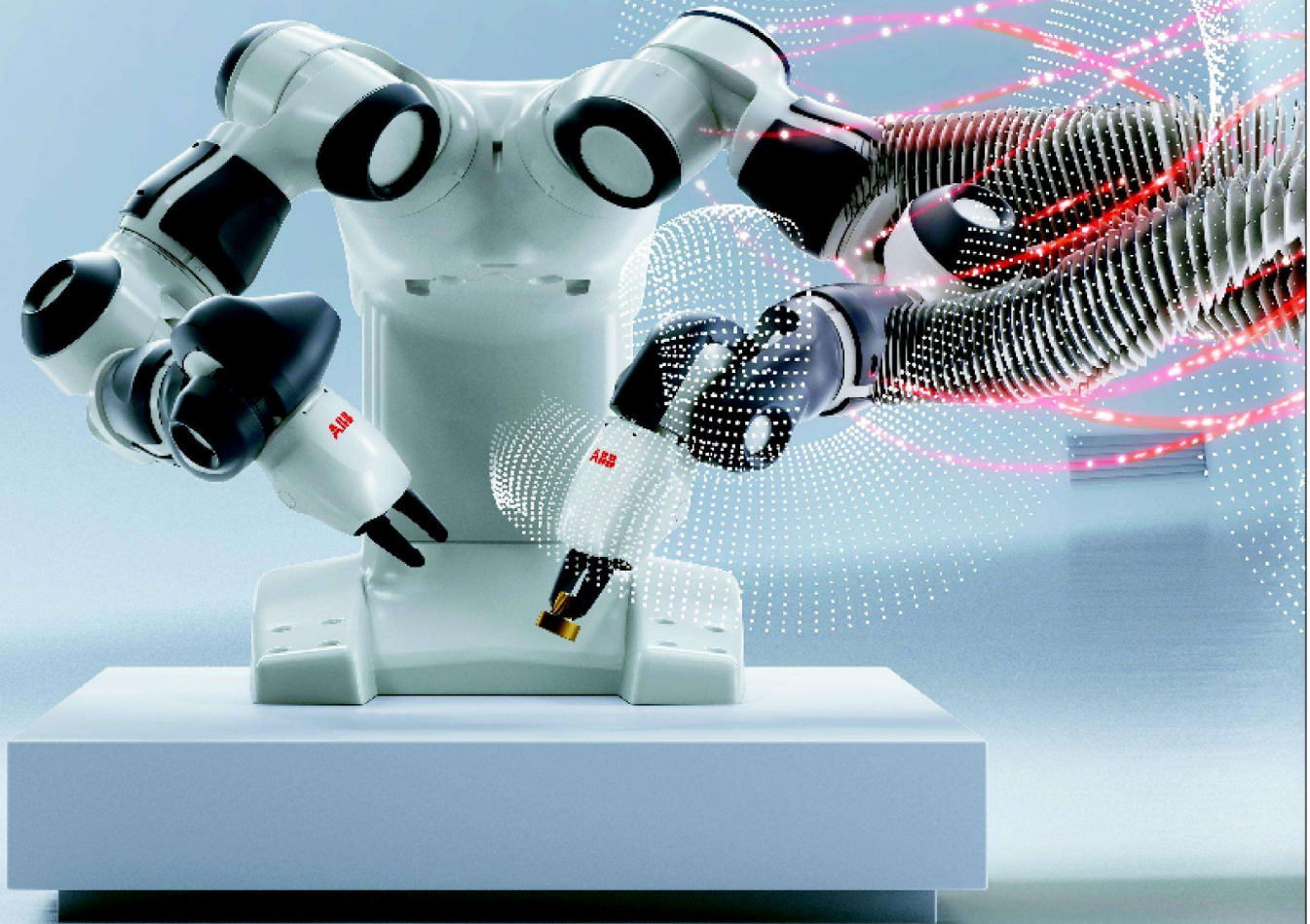


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JOURNEY THROUGH 4 GENERATIONS

1920's

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Hand woven bed sheets, table
covers, kitchen towels...

1947

**GENERAL TRADING/ INDENTING/
REPRESENTATION OF TEXTILE
MACHINERY AND ACCESSORIES**

Supply of individual machines
to complete plant.

1948

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Transparency, professionalism and
service are prerequisites by customers.
Not just meeting their expectations, we
desire to enable their drive forward.

With principals and many customers we
have decades of relationship history.
...All adds value to sustainability.

1965

ENGINEERING

Specialization in stainless
steel fabrication.

1992

TEXTILE PRODUCTION

Service to industry with
singed, mercerized, dyed yarn
and socks.

2005

INDUSTRIAL MART

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Changes in the Embassy:



H.E. Mr. Thomas Kolly has been appointed the new Ambassador of Switzerland to Pakistan and Afghanistan. Ambassador Kolly was the Swiss Ambassador to Spain with accreditation to Andorra prior to his incumbent assignment and had

been the Swiss Ambassador to Guatemala with accreditations to Honduras and El Salvador before his previous appointment. Ambassador Kolly possesses two university degrees in the disciplines of law and advanced European studies and has command on international languages as German, French, English, Spanish, and Dutch. During his career in the Swiss Foreign Service, Ambassador Kolly also held key positions abroad in Paris, Washington, and Den Haag as well as in Berne including the Head of International Affairs Department of the Swiss Federal Office for the Environment. Ambassador Kolly is a keen sportsman with a fervent interest in skiing, hiking, and cycling. Ambassador Kolly is an ardent reader of books and enjoys cinema, arts and cultural performances.



Mr. Bernhard Furger has been appointed the new Deputy Head of Mission at the Embassy. Mr. Furger was in the same position at the Swiss Embassy in Algiers before his current assignment. Mr. Furger possesses a university degree in international relations and speaks Romansh, German, English, French, Italian, and Spanish fluently.

Mr. Furger joined the Swiss Federal Department of Foreign Affairs in 1986 and also served in Norway, Luxembourg, Libya, USA, Czech Republic, Haiti, Uruguay, Sudan, and Australia. Mr. Furger is a lover of modern art and likes to read and enjoys cinema during spare time. In sports, Mr. Furger enjoys hiking and fitness exercises.

Activities of the Commercial Section:

Promoting the best practices of the Swiss companies in Pakistan:

The Swiss Embassy took an initiative to promote the best practices implemented by the Swiss companies in Pakistan in the fields of Human Resource Management, Corporate Social Responsibility, and Environment Protection & Safety. A special edition of the magazine, Evolve-Business Insight was published in this regard. Big names like, Nestlé, Archroma, SICPA Inks, Sika, Bühler, Nexus Telecom, Novartis, and Habib Bank AG Zürich participated in this initiative.



Holding the 104th meeting of the Managing Committee of the Swiss Business Council:

The Swiss Embassy organized the 104th meeting of the Managing Committee (MC) of the Swiss Business Council (SBC) on 28 March 2017 at the official residence of the Swiss Ambassador in Islamabad. It is quite pertinent to mention that this was the very first meeting of the MC of the SBC taking place in Islamabad.



Organizing an event in collaboration with the Swiss Business Council to identify opportunities for the European Investors in the China-Pakistan Economic Corridor:

The Embassy in collaboration with the Swiss Business Council organized a session on 28 March 2017 to discuss the subject of 'Opportunities for the European Investors in China-Pakistan Economic Corridor (CPEC)'. An intellectual mix of diplomats in Pakistan, business leaders from the corporate and public sector, leading specialists in the field & leaders of business chambers participated in the event.



Mr. Farhat Ali, President, Swiss Business Council, sharing his views during the press conference on the eve

Visits to the Local Chambers of Commerce & Industry:

Delegations of the Embassy visited the chambers of commerce located in Faisalabad and Sialkot to further promote the bilateral trade relations between Switzerland and Pakistan and be informed on the socio-economic conditions of the region. While interacting with the members of the chambers, information was provided on the role of Switzerland in the economy of Pakistan, Swiss companies in Pakistan, Swiss Business Council, Switzerland Global Enterprise, and Swiss Agency for Development & Cooperation (SDC).



Visit of the delegation of the Swiss Embassy to the Faisalabad Chamber of Commerce & Industry



Former Ambassador of Switzerland to Pakistan, H.E. Mr. Marc P. George addressing the members of the Sialkot Chamber of Commerce & Industry

Visit of the delegations of the Swiss Embassy to the Swiss companies based in Lahore:



Group photo of the delegation of the Swiss Embassy with the management of Nestlé Pakistan



Delegation of the Swiss Embassy at the ABB Pakistan



Former Ambassador of Switzerland to Pakistan, H.E. Mr. Marc P. George with Mr. Ahmed Naveed Chaudhary, CEO, Sika Pakistan

Visit of Mr. Beat Ineichen, Senior Consultant (South Asia & Oceania), Switzerland Global Enterprise, to Islamabad:

Mr. Beat Ineichen visited Islamabad in December 2016 on a fact finding mission to promote further the Swiss exports to Pakistan. During his stay in Islamabad, meeting with the Afghan Ambassador, and visits to the Kwick High Tech Solutions, Plumgrid, Panasian Group of Companies, Commercial Section of the Royal Danish Embassy, Ministry of Railways, Ministry of Planning & Development, and Fauji Foundation were organized by the commercial section of the Embassy. The then Ambassador of Switzerland to Pakistan, H.E. Mr. Marc P. George also hosted a dinner in the honour of Mr. Beat Ineichen at his official residence. The dinner was attended by the elite business community of Islamabad.



Organizing a networking breakfast to promote the business of a Swiss company, Global Message Services (GMS) AG:

On the request of a Swiss Company, Global Message Services AG, the then Swiss Ambassador hosted a breakfast at his residence on 12 July 2017 in honour of a delegation of the company, led by its President & CEO, Mr. Iurii Makeranko,

visiting Pakistan on a follow up mission. The breakfast was attended by the top management of all the cellular services providing companies in Pakistan.



Donating Laptops to Living Education:

The Embassy donated seven used laptops to a charity, Living Education, being run by a Pakistani Swiss for the uplift of marginalized community of Bara Kahu-a small town adjacent to Islamabad on the way to Murree. The laptops were purchased from the unutilized portion of the fund, contributed by the authorized local agents of the Swiss watches in Pakistan for organizing the second edition of the Swiss Watch Fair in Lahore.



A Glance into the Embassy's Small Projects:

The Embassy of Switzerland has a small projects' fund that has, over the years, been catering to projects in the development as well as the human rights' fields. With the basic aim to provide support to the NGOs that otherwise have limited access to sources of finance, the small projects have been focused on diverse areas, such as, education, health, women's rights, human security, due process of law, skills' development and youth.

Empowering the Kalasha Communities through Safeguarding their Intangible Cultural Heritage

The Embassy of Switzerland in Pakistan partnered with the Trust for History Arts & Architecture (THAAP) and United Nations Educational, Scientific and Cultural Organization

(UNESCO) for a project called "Empowering the Kalasha Communities through Safeguarding their Intangible Cultural Heritage". Being a society rich in ethnic, linguistic, and cultural diversity, Pakistan has a living legacy of socio-cultural knowledge expressed through multiple media. The project aimed at protecting the cultural heritage of the Kalasha communities of Birir and Rumbur Valleys. This was done through capacity building of the Kalash youth and the concerned officials of provincial and national governments. Thus, the project not only created a fertile ground for the better safeguarding of the rich Kalash culture but also enhanced the coordination and linkages between the local youth and government officials.



Helping Safeguard Kalash Valley's Cultural Heritage

NAP Tracker:

The Centre for Research and Security Studies (CRSS) is an independent think tank established by members of Pakistan's civil society in 2007. Its collaboration with the Embassy led to a project, the NAP Tracker, which was completed in two phases. Pakistan launched its National Action Plan (NAP) in January 2015 to crack down on terrorism. Signed in 2017, the NAP Tracker provides an appraisal of all parameters of the National Action Plan. Two reports thus produced were disseminated to an extended, well-researched list of individuals and institutions that could benefit from the knowledge. The report was also uploaded on the organization's website to increase the knowledge base of anybody wishing to keep track of the implementation of NAP.

THE NAP TRACKER



Adding to Pakistan's Knowledge Repository

Enhancing Engagement with Human Rights Institutions for Protection of Rights

In the realm of human security, the Embassy of Switzerland supported a Lahore-based human rights organization, the Centre for Social Justice. The basic objective of the project was to augment the knowledge of minority councillors to identify human rights violations and engage appropriate national/provincial human rights institutions to get issues addressed. Through four trainings in four different cities of the Punjab province, the project ensured improved access of Pakistani citizens to complaint redressal mechanisms.



Enhancing Engagement with Human Rights Institutions

Child Marriage Awareness Workshops

The Embassy of Switzerland in Pakistan teamed with Aizan Development Foundation for this project with the objective to increase awareness about the issue of child marriages. Nine child marriage awareness workshops were conducted across Punjab to reach out to vulnerable individuals and educate them on the disadvantages of getting their children (especially girls) married off at an early age. The workshops sensitized at least 900 people - including policemen, marriage registrars, clerics, religious leaders, community leaders and parents of out-of-school children - on early child marriage, birth registration, Child Marriage Restraint Act 1929 and the Right to Education. The attendees were informed about the law, the penalties and other punishments attached with early child marriage.



Increasing Awareness about Child Marriages

Documentary Production Training on Human Rights and Peacebuilding

In an unprecedented professional collaboration between journalists from Afghanistan and Pakistan, the Embassy collaborated with the Centre for Excellence in Journalism (CEJ), Fondation Hironnelle, the United Nations Information Centre (UNIC) Pakistan and International Film Festival and Forum of Human Rights in Geneva. The overall objective of this project was to facilitate and enhance promotion of human rights and peacebuilding through documentaries and to increase professional relations between young Pakistani and Afghan documentary filmmakers and radio producers. The project imparted high quality training to eight young video and radio journalists from Pakistan and Afghanistan in documentary filmmaking and radio production. The documentaries produced by these eight documentary makers were later screened in Karachi.



Documentary Production Training to Promote Human Rights and Peacebuilding

Our Girls, Our Pride

Seeking to raise voice for the basic rights of Pakistan's child brides, "Our Girls, Our Pride" is a Swiss Embassy-funded initiative that is being implemented by the South Asian Capacity Development Foundation (SA-CDF). In a first-of-its-type endeavor, the project aims to introduce the issue in the wider human rights narrative of the country – especially among its political parties – through a national conference. The organisation will also launch an advocacy campaign by holding one-on-one meetings with leaders of all major political parties to get the issue of forced marriages included in their party manifestoes. This will not only introduce new laws in Pakistan but is also set to ensure better implementation of the country's existing laws.

CULTURAL EVENTS AT THE EMBASSY

National Day of Switzerland

The Embassy of Switzerland celebrated 726th National Day with the Swiss community and the representatives of the Swiss companies in Lahore and Islamabad on Monday, 31st July at the Swiss Residence. On this occasion former Ambassador of Switzerland Mr. Marc P. George thanked the Swiss community for their presence and stated, "Almost 775,000 Swiss nationals around the globe make up the "Fifth Switzerland" - they all help to convey a picture of Switzerland as a modern country, open to the world and leading in innovation while holding fast to its traditional values"

Speaking about the bilateral relations, he added, "Pakistan and Switzerland enjoy excellent relations. The two countries are not only united by a series of bilateral agreements but also engage in regular political dialogues at the highest level. Switzerland and Pakistan signed a new double taxation agreement (DTA) with respect to taxes on income. It contains improvements with regard to the taxation of service fees and capital gains resulting from the sale of qualifying participations. These rules promote economic exchange in bilateral relations.

Francophonie:

The Francophonie Festival is celebrated between 16-22 March each year in collaboration with Francophone countries in Pakistan. The objective of these events is to share with the Pakistani people and Francophiles the diversity of Switzerland and the richness of French language and culture. Embassy actively participates in the events through movie screening, food stalls and other activities. The teachers and students of institutes involved in promoting French language actively participate in the series of events hosted by the Embassy.

The Power of Words - Le pouvoir des mots- was the official theme of the 2016 Francophonie celebrations as chosen by the Organisation internationale de la Francophonie. Given that democracy and human rights are important themes for La Francophonie, it included discussion on how the power of words has influenced and shaped the evolution of democracy and rights in Francophone countries. The discussion was held with the students and teachers of National University of Modern Languages and Allama Iqbal Open University in Islamabad.

Keeping up with the tradition the Embassy showcased a movie "La Femme et le TGV" on March 21, 2017. The movie was based on the notion that our lives evolve in fate's hand until there's simply nowhere left to go is replaced by one of optimism and promise for the future. Past tragedies are just that: the past. Life forever remains possible, happiness in reach if only one is willing to grab hold. The screening was followed by interactive Q & A session with the Pakistani cinematographer of the Ms Nausheen Dadabhoy, who joined the audience from New York through Skype.



We the Peoples, We the Arts Project:



In connection with the completion of 50 years of SDC in Pakistan, an art competition project, 'We the Peoples, We the Arts' was launched together with the Swiss Embassy to promote 'Zero Hunger' theme of the Sustainable Development Goals in Pakistan through artwork created by young artists. The opening exhibition and award ceremony was hosted at the Swiss Residence in November last year. A jury comprising Swiss and international art experts, the Embassy of Switzerland and the United Nations selected a winner for each category. Fast Facts of the Project:

- 5 leading art schools participated in the competition
- 64 art pieces submitted in total
- 23 qualified in the first round
- 3 won the final prize

Human Rights through Cinematography:

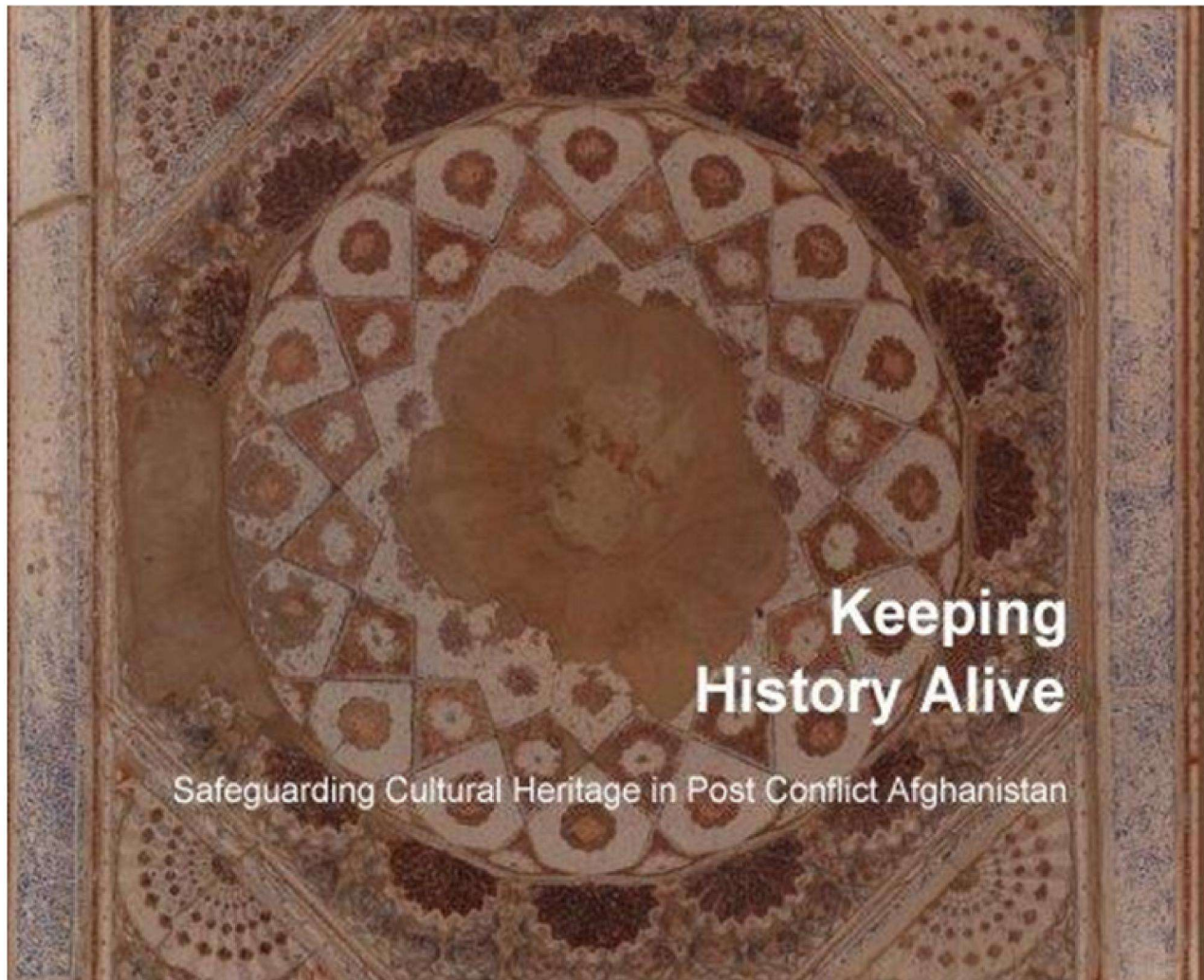
Fostering respect for Human Rights is the cornerstone of the Switzerland's foreign policy. Embassy has been hosting Human Rights Screenings in collaboration with UNIC for the last two years. The movies featured migration, democracy, forced marriages, domestic violence, and freedom of press, honour killings, decent work and women's empowerment among other human rights issues. More than 20 selected documentaries/films were screened in Gujrat, Islamabad, Karachi, Lahore, Peshawar and Quetta with students and human rights activists engaged in interactive sessions with the directors of the selected movies.

Book Launch "Keeping History Alive- Safeguarding Cultural Heritage of Afghanistan:

The Embassy hosted a book launch followed by an exhibition at the official residence in October last year-The main purpose of this book launch was to open the door for the exchange of experience and knowledge between Afghanistan and Pakistan, stimulate collaboration among archaeological experts and scholars, as well as highlight the efforts of the Swiss Government and UNESCO for the preservation of endangered cultural heritage". Former Ambassador of Switzerland, Mr. Marc P. George welcomed the guests and stressed on the need for promotion and preservation of cultural heritage and its significant role in promoting peace, education, reconstruction, economic opportunity and poverty reduction.

The publication reflects on the efforts of UNESCO and other individuals and institutional actors, who since 2002 had been actively working and supporting the Government of Afghanistan its effort to safeguard Afghanistan's diverse and rich cultural heritage.

The Ambassador of Afghanistan, H.E. Hazrat Omar Zakhilwal and the Programme Manager of UNESCO, Ms. Sara Noshadi gave brief presentations on the importance of culture heritage and preservation of tangible and intangible heritage.



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SBC Collaboration with the Consulate General

Interactive Session on China - Pakistan Economic Corridor (CPEC)

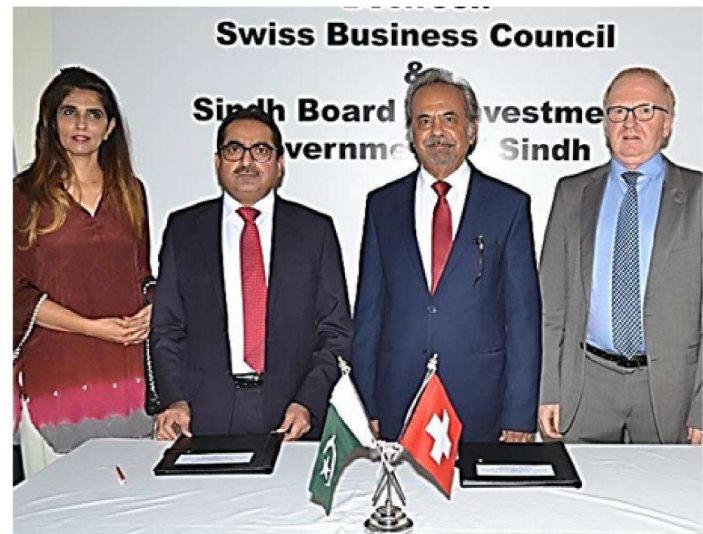
Recognizing importance of CPEC for the economic and social development of Pakistan and the region, the Consulate General and SBC organized an interactive session to discuss "Opportunities for Foreign Investors in CPEC" in Karachi in the month of April. A similar event was organized in March by the Embassy, in Islamabad.



Patron and President SBC at CPEC Press Conference

Renewal of MoU between SBC & SBI

The Consulate General hosted a ceremony to renew the Memorandum of Understanding (MoU) between SBC and the Sindh Board of Investment (SBI). With the MoU's renewal, SBI will strengthen Pak-Swiss Facilitation Desk (PSFD) at SBI, which will carry out activities inter alia facilitate Swiss companies, look after matters of bilateral trade and investment. SBI will support SBC to attract Swiss investment in Sindh province by identifying potential trade opportunities.

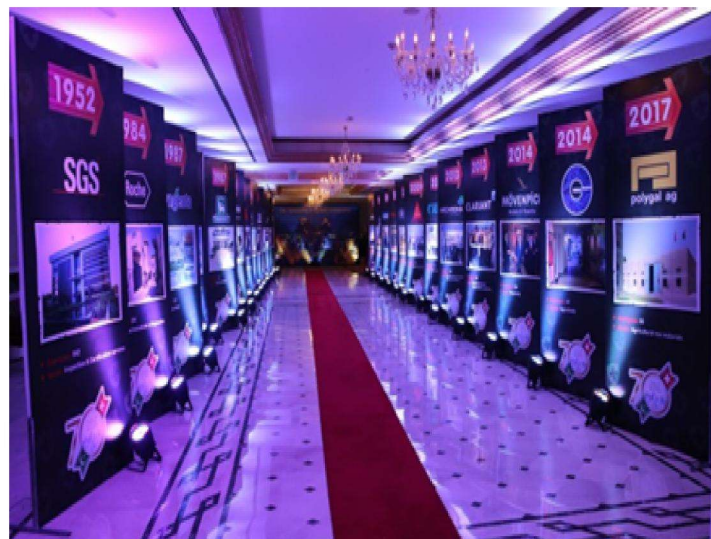


SBC & SBI MoU Renewal Signing Ceremony

726th Swiss National Day Celebrations

The Consul General hosted an exclusive dinner reception to celebrate the 726th National Day of the Swiss Confederation and to mark 70 years of friendly bilateral relations between Switzerland and Pakistan. More than 200

guests including Swiss community, diplomats, expatriates, CEOs of Swiss companies in Pakistan, SBC members, leading Pakistani businessmen, politicians, and media representatives, attended it. SBC members, as sponsors, actively took part in the event.



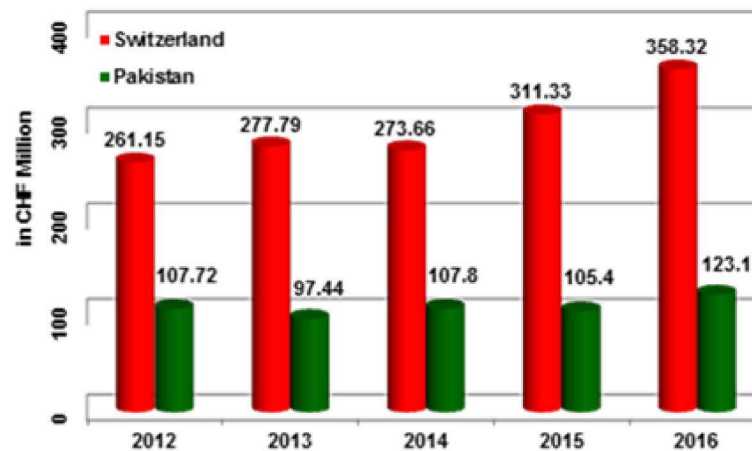
Presentation of Swiss companies in Pakistan

USEFUL NEWS

Bilateral Trade

In 2016, Swiss-Pak total bilateral trade volume was CHF 481.42 Million. From 2015 through 2016, bilateral exports between Switzerland and Pakistan increased by 15.1% and 16.8% respectively. In percentage change compared to 2015, last year's main Swiss exports to Pakistan (CHF 358.82 Million) were: pharmaceuticals (+20.7%), machines (-3.4%), chemicals (+28.2%), watches (+12.3%), and other goods (+24.3%). From Pakistan (exports worth CHF 123.10 Million): textiles (+19.8%), agricultural products (+3.1%), and other goods (+15.3%).

In the past ten years Switzerland, through these Swiss companies, has invested over CHF 1.5 Billion and thus is among top five foreign direct investors in Pakistan. As many as 80 Pakistani companies are also representing Swiss principals (textile machines, watches, food products...) in the local market. Crédit Suisse AG and Banque Cantonale de Genève (BCGE) are among some of the leading Swiss financial institutions who actively collaborate with their Pakistani partner institutions. Central Depository Company (CDC) in Pakistan also works in close confines with Zürich-based International Securities Services Association (ISSA



Source: Swiss Customs Administration

@SwitzerlandinPakistan - Facebook Page

The Embassy in Islamabad, the Consulate General in Karachi and the SDC Office in Pakistan (integrated with the Embassy) now have a joint, rebranded official Facebook page - /SwitzerlandinPakistan. "Like", "Follow", and "Share" the page, which has over 150'000 followers.



URL: <https://www.facebook.com/SwitzerlandinPakistan/>

Recent Initiative

The Commercial Section of the Consulate General since April 2017 is compiling "Pakistan Trade & Business News"; a newsletter published and circulated bi-monthly to keep Swiss business community especially SMEs sector abreast of the most recent relevant news from the Pakistani market. Latest editions covered agro-foods sector, Special Economic Zones, and CPEC.





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News from the Member Companies



ARCHROMA PAKISTAN RATED AMONGST TOP 25 BEST PERFORMING COMPANIES BY PAKISTAN STOCK EXCHANGE

Archroma Pakistan was honoured by Pakistan Stock Exchange and adjudged amongst 25 Best Performing Companies of Pakistan. This prestigious recognition was received the 14th time - indeed a rare feat.

The Award is an endorsement of best practices followed in financial management, corporate ethics, legal

compliance of all regulatory guidelines, environment protection and corporate citizenship. A rigorous management criteria is religiously being followed at all sites which enabled Archroma to reach this coveted position.

ARCHROMA ATTRACTS BIG CROWDS AT IGATEX PAKISTAN

With a well decorated arena at the 10th International Garment, Textile Machinery & Accessories Exhibition & Conference (IGATEX), Archroma booth remained center of attraction throughout the Exhibition, one of the largest and most awaited events of the textile sector in Pakistan.

Archroma showcased its solutions towards more innovative and sustainable textiles, in applications such as apparels, home textiles, technical textiles, carpet and transportation industry. Displays were available for visitors to find inspiration for trendy and creative effects.

Talk sessions by James Carnahan, Global Sustainability Manager at Archroma, were popular with textile manufacturers. Udo Schmitt, Global Head of Business Development for Cellulosic Dyes at Archroma ran discussions with customer groups to present the company's innovative reactive dyes.

Archroma's stall had one of the highest footfall rates of over 1000 exhibitors, from members of business community associated to textiles, government officials and the general public.



Mr. Mujtaba Rahim, CEO, Archroma Pakistan receiving the Award from Mr. Nawaz Sharif, Former Prime Minister of Pakistan



Inauguration of Archroma's booth at IGATEX 2017)

MONSOON TREE PLANTATION

Enthusiastic employees happily participated in planting saplings at their respective work place. Officials of Sindh Environment Protection Agency (SEPA) joined the events at Jamshoro and Karachi.

Trees reduce global warming, carbon footprint and pollution making our environment cleaner and safer. We plan to make our offices and sites greener by planting more trees.

ARCHROMA RECEIVES ECO-INNOVATION AWARD FOR SUSTAINABILITY INITIATIVES FROM WWF PAKISTAN

Eco-innovation Award is a recognition of Archroma's continuous efforts to foster sustainable innovations aimed at preserving dwindling ground water reserves, and developing eco-efficient processes that reduce energy, process time and resource consumption.

"We are continuously creating powerful new processes and products that support our and our customers' sustainability ambitions. Our innovative teams are raising the bar on environmental standards and production

cycles in our industries. Our Earth Colors sulfur dyes are developed from natural waste such as walnut and almond husks and agricultural crop waste, replacing the oil-based raw materials to create warm shades of brown on cotton fabrics. Our "Sustainable Effluent Treatment" plant at Jamshoro, Pakistan, operates at zero liquid discharge in our production processes saving enormous amounts of water." said Mujtaba Rahim, CEO of Archroma Pakistan.



Qazi Naeemuddin, Head of Production, Jamshoro site and his team ready to plant saplings



Iffat Zahra and Arshad Mehmood, Archroma Pakistan receiving the WWF Pakistan Eco-Innovation Award from Naeem Mughal, Director General, Sindh Environmental Protection Agency, Government of Pakistan

ARCHROMA JOINS HANDS WITH MEHRAN UNIVERSITY TO FOSTER RESEARCH IN TEXTILES

A Memorandum of Understanding (MoU) was signed between Mehran University of Engineering & Technology (MUET) and Archroma Pakistan for a five-year period.

The partnership will explore research projects on basic indigenous textile dyes at MUET towards smart methodologies in processing of textile dyes. Students of MUET will also get access to hands-on training

programs at Archroma Center of Excellence at Karachi.

Through this initiative of mutual cooperation, Archroma will be able to share latest knowledge and technical developments with the research team of MUET and strengthen scholarly collaboration between MUET and Archroma. Industrial liaison of students will create confidence and the training, internships and working sessions will benefit them in their career development.

ARCHROMA RECEIVES 'CORPORATE EXCELLENCE AWARD'

Archroma Pakistan was presented with the Corporate Excellence Award in the "Chemical Category" by the Management Association of Pakistan in Karachi - sixth time in a row!

The Award was granted in recognition of Archroma's best practices in all management functions mainly relating to strategic leadership, good governance, finance, marketing techniques, human resource development, industrial peace, environment conservation and social responsibility.

Speaking at the award ceremony, Mujtaba Rahim, CEO of Archroma Pakistan, commented: "We can see every day that Archroma is emerging as a highly sought-after employer. Our best practices in all the areas are built with a winning mind set and team work resulting in strengthening Archroma's market position in Pakistan."



Mujtaba Rahim, CEO of Archroma Pakistan Limited, and Prof. Dr. Mohammad Aslam Uqqaili, Vice Chancellor of Mehran University of Engineering & Technology signing documents of the Memorandum of Understanding at a ceremony held in Jamshoro

ARCHROMA JOINS GLOBAL COMPACT INITIATIVES

The 10 point Declaration of Global Compact was signed at Karachi under the aegis of Employers Federation of Pakistan. UN Representative of Global Compact and The 10 universal principles of Global Compact streamlines actions to be taken by corporate sector in Principles of Human Rights, Labor Relations, Environment Protection, Anti-Corruption measures in Business. Consul General of Switzerland witnessed the signing ceremony.



Naveed Kamil, Head of Human Resources, Archroma Pakistan signing in the Global Compact Declaration



Mujtaba Rahim, CEO, Archroma Pakistan receiving the MAP Corporate Excellence Award

ARCHROMA RECEIVES WOMEN IN BOARDROOMS AWARD

Gender diversity is one of the focal points within Archroma and it includes providing equal opportunities in career, training and development empowering females to excel within its purview. In addition to that, Archroma is one of the few organizations in Pakistan that have Women representation on its Board of Directors. As a recognition to that special inclusion initiative Women on Board Pakistan Trust presented Archroma with an appreciation at a high profile meet in Islamabad.



Viqar Arif, Director Finance receiving commemorative Plaque from Justice (R) Nasira Iqbal and Zafar Hijazi, Chairman, Securities & Exchange Commission of Pakistan

Buhler Group

The headquarters of the Bühler Group are in Uzwil, along with the main production site and a customer training center.

Every day, billions of people use Bühler technologies and solutions to satisfy their basic needs for food, mobility, or communication.

The company holds globally leading market positions in technologies and methods for processing grain into flour and feed, as well as for the production of pasta and chocolate, in die casting, wet grinding and surface coating.

Offices in 140 countries and total manufacturing sites.

Buhler Pakistan

Bühler Pakistan is your competent partner when it comes to machines, plants and services for the grain and food processing and advance materials. Bühler has been operating in the country since 2010 and in 2015 inaugurated a modern office and workshop complex in Sundar Industrial Estate just outside of Lahore.



Strong local presence

More than 30 employees are taking care of the individual needs of all customers based in Pakistan and Afghanistan. The strong local presence allows fast response to any kind of enquiry and enables short delivery times. Trained specialists are available for after sales service throughout the life cycles of production plants. Bühler Pakistan coordinates all sales activities and handles the entire customer service in the region.



For individual solutions

As the market leader, Bühler Pakistan offers comprehensive solutions and systems to suit specific customer needs. It provides the entire range of products and services of the Bühler Group, with its main activities being in wheat, rice and feed processing. An on-site exhibition of our latest machinery allows you to see and feel our quality. Customers also benefit from modern local service facilities including a roll refurbishment workshop, a spare parts stock and internationally trained service engineers. If upgrades or green-field projects are being considered, Bühler offers customers assistance with feasibility calculations and financial solutions. Since customer needs vary greatly across the region, Bühler Pakistan provides individually optimized solutions in order to guarantee maximum customer benefit.

Solutions for the Local Market

- Grains (Wheat, Rice, Maize) cleaning and storage
- Rice Processing and Sorting
- Lentils and spices cleaning and sorting
- Seeds cleaning and sorting
- Wheat Milling (Roller Flour Milling and PESA Whole Wheat Atta Milling)
- Multi Grains Milling
- Barely, Maize, and wheat porridges
- Breakfast cereals.
- Animal Feed Milling (Poultry, Cattle, Aqua etc)
- Pasta and Noodles
- Chocolate mass and bars, cereal bars
- Grinding and Dispersion (paint, ink, agro and various non-food grinding applications)
- Various Surface coatings

Besides this

- State of the art Rolls service station
- Spare parts stocking
- Ready to buy stock machines
- 24 hrs. online support on PLC plant
- Trained Sales and Service for consultancy and know how on various Buhler related businesses.

Bühler Pakistan (Pvt.) Ltd.

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Welcome to Polygal AG



Polygal AG is the global leader in the research and utilisation of vegetable hydrocolloids for various industrial applications. Customers from around the world are supplied from our four production facilities in the vicinity of the most important areas for raw materials and sales. For more than 60 years and in more than 70 countries around the world, Polygal has been synonymous with a high standard of quality and expertise in application technology.

Polygal AG was founded with the objective of researching, isolating and refining vegetable hydrocolloids in order to make their unique properties available to industry. Due to our extensive experience - which includes the procurement and selection of the raw materials, the mechanical and chemical modification of the polysaccharides and the formulation of compounds - we are able to offer high-quality products that have beneficial uses in a wide variety of industrial applications.



Polygal AG also has its foot prints in Pakistan, namely Polygal NV, which is now a fully owned company of Polgal AG. The products produced at its state of art facilities at Export Promotion Zone Karachi meets the world standards of specifications and quality.

The facilities at Karachi over the years has developed expertise to be self sufficient in this specialised technology and quality management. Its products dedicated to textile, paper and allied industry is fully exported to customers around the globe.



Contact us

Polygal AG
Weinfelderstrasse 13
CH-8560 Märstetten
Switzerland

Polgal NV
Export Processing Zone (EPZ)
Landhi, Karachi
Pakistan

Novartis - Changing Lives!

Novartis, which is headquartered in Basel, Switzerland, provides innovative healthcare solutions that address the evolving needs of patients and societies. Novartis Group companies employ approximately 118,000 full-time-equivalent associates in more than 180 countries around the world. It focuses on growing healthcare sectors where innovation plays an important role: pharmaceuticals, eye care and generic medicines covering a wide range of therapeutic areas such as Hypertension, Diabetes, Respiratory, Cancer and Ophthalmology. Novartis works to improve access to healthcare globally and makes corporate responsibility an integral part of how the company operates.

Novartis Pharma (Pakistan) Limited is a key player in the healthcare sector of Pakistan. The company has had a presence in Pakistan for over 50 years, since the establishment of a manufacturing setup by Ciba-Geigy in Karachi during the fifties and Sandoz at Jamshoro. Novartis was formed after the merger of the two Swiss Companies during 1996. The company markets its international quality medicines in the local Pakistan markets as well as for exports to other countries.

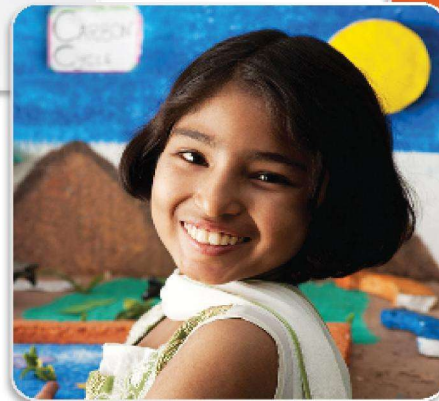
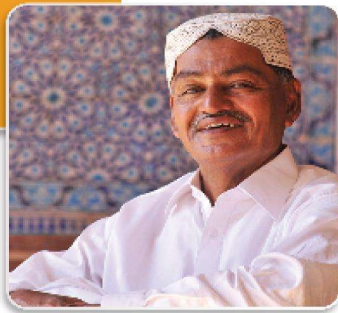
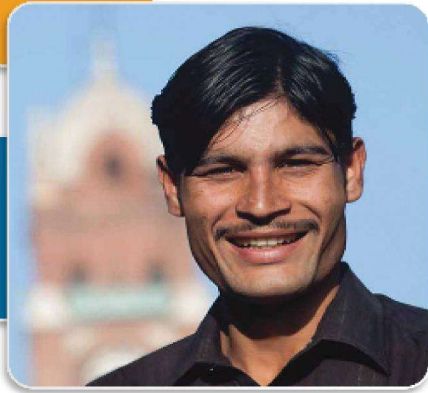
Novartis appreciates that access to its internationally recognized products may be restricted in countries where adequate social nets do not exist and many patients may not be able to afford expensive products. It is for this very reason Novartis continues to strive and forge partnerships with other stakeholders in finding and implementing solutions to help close the access gap. Novartis in Pakistan is proud of its association with a number of stakeholders (public & private) and has been successful in extending the access of its modern and quality medicines to a wider patient group throughout Pakistan during the past 10 years. The investment in such social uplifting & sustainable endeavors has reached over USD 45 million per year, covering a broad spectrum of therapeutic areas in cancer. In addition to Oncology, Novartis is now working with the Government of Pakistan to extend this access program to an additional four non-communicable disease areas.

In recognition of these efforts, the President of Pakistan presented Novartis with an Outstanding Achievement Award while appreciating this unique initiative, regarded as 'second to none' within the pharmaceutical industry in Pakistan.



Signing of an MOU on the Novartis Access Program with the Ministry of National Health, Services & Regulations, Islamabad

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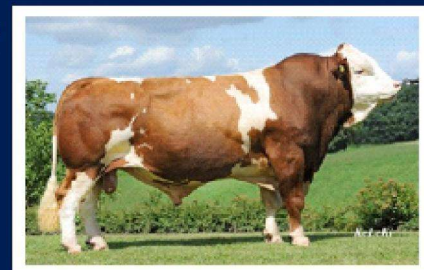
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PAKISTAN'S FIRST LEED CERTIFIED CONSTRUCTION CHEMICAL MANUFACTURING PLANT

Sika Pakistan's new manufacturing facility is the first construction chemical plant in Pakistan which has been awarded LEED Certification by USGBC (United State Green Business Council). LEED (Leadership in Energy and Environmental Design), it is an International rating system for buildings which evaluates the environmental performance of building and award points across several areas that address sustainability. Sika's sustainable solutions enhance the utility of the project. Each of Sika's products has unique LEED certification which helps user to gain value during each phase of construction. All of this has been achieved by using Sika products during the construction which reflects Sika's commitment towards environment.



The manufacturing facility is the first ever Construction chemical plant in Pakistan which is fully automated. Sika is committed to reduce the risk and resource consumption. The strategic target of Sika is to focus on sustainable solution, energy, water/waste and occupational safety. Being a LEED certified building, Sika's new factory will be resource efficient as a result of which it will be saving 20% Energy and 50% of water efficiency in comparison to any other industrial facility in Pakistan. The vicinity has been built using 75% local indigenous building & construction materials. It has 30% better Indoor Air quality, having a substantial green area which will be providing Sika workers a safer and cleaner environment to work. By LEED certification Sika is successful to achieve its goals of having more value with less impact on environment, thus contributing to cleaner Pakistan.

Sika expanded its supply chain footprint in Pakistan by inaugurating its new manufacturing facility. The new production facility in Sundar Industrial Estate represents a milestone with a production capacity of its Powder Plant at 40,300 per Annum and Liquid Plant at 29,200 per Annum successively. This latest investment worth CHF 7 million will enable Sika to meet the needs of Pakistan's booming construction market, expand its local product portfolio and continue its strong growth. It will not only help Sika meet local product demand but, it will also contribute in the local economy through employment generation. Sika's new factory will create 150 (Direct) and 1000 (Indirect) jobs for Pakistani's.



Corporate Social Responsibility Initiatives October 2016 to September 2017

Education

SICPA Pakistan supports The Citizens Foundation in Karachi, and has adopted a primary school (morning shift) located in Saudabad, Karachi, having a total strength of 183 children.



April 27, 2017: Collaborated with SOS Children's Villages, Malir, Karachi, whereby a group of SICPA volunteers gave a presentation to students of secondary level on 'Understanding Banknotes' followed by a short quiz. Winners were given prizes and goody bags were given to all participating students.



May 4, 2017: Employees volunteered to spend the day with students of Grades III, IV and V, engaging them in various competitions: Spelling, Connecting the Dots, Coloring and Short Drama Skits including Singing Skills.



August 2017: SICPA Pakistan recently helped an organization running Street Schools in Pakistan committed to providing basic education and healthcare to underprivileged children in Pakistan for a better future. SICPA Pakistan donated chairs to the children for this cause.



Healthcare

November 2016: SICPA Pakistan donated Rs.1,000,000/- to Kidney Centre that would be utilized to treat the poor and needy patients suffering from kidney related diseases. It would also be used towards expansion of the hospital in all spheres.

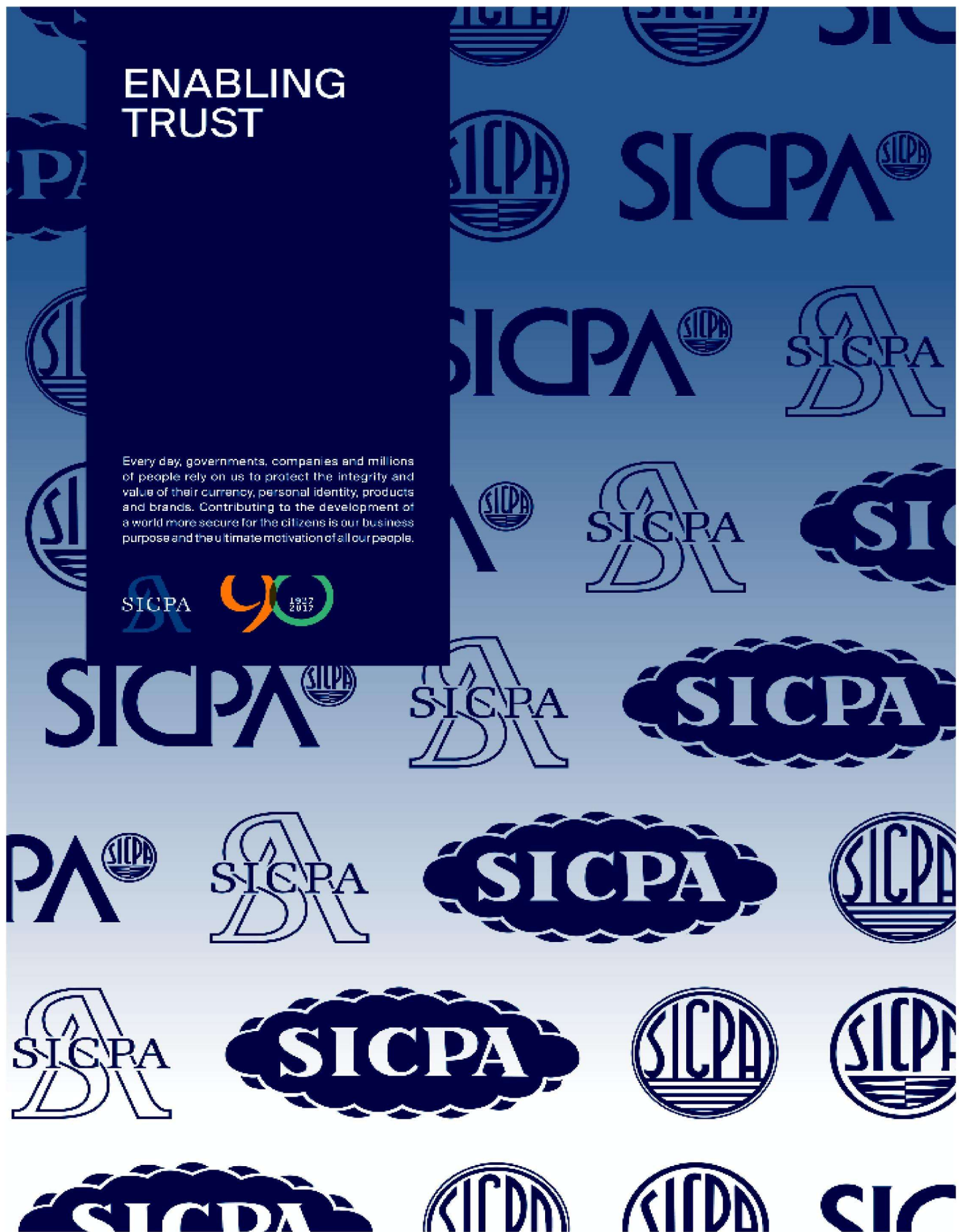
December 2016: SICPA Pakistan donated Rs.500,000/- to JPMC to support their new OPD project.

May 2017: Donated a Color Doppler Ultrasound System to JPMC that would treat on an average 30 patients free of charge per day.



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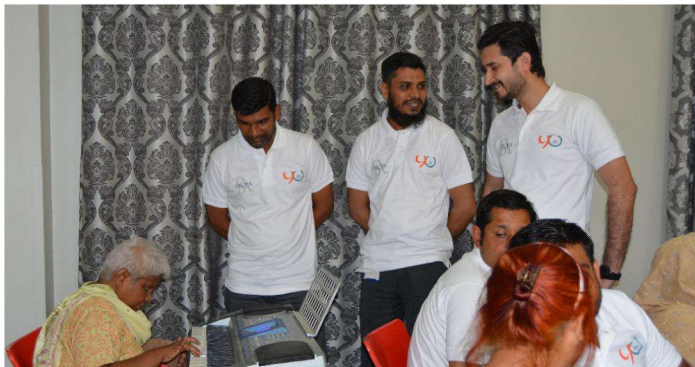


Community Development

March 28, 2017: SICPA Pakistan staff members visited and spent time with the Senior Citizens living at Dar-ul-Sukun. The Volunteers were impressed by the interesting life experiences and talents of these senior citizens. The senior citizens were then grouped to play games like Passing the Pillow and Aiming at the Dart. They also participated in a lively Dance Competition.



The winners were awarded prizes. The most awe-inspiring moment was when the Volunteers got to hear a talented blind senior citizen playing the piano and singing in a melodious voice.



Later on, while some volunteers spent time with the inmates doing their routine exercises, some others spent time with the elderly citizens who had not been able to join the activities as they were bed bound. They were very happy and excited to talk to the volunteers and share with them their life stories.



A delicious lunch was then served by the volunteers to all the inmates. In the end, group pictures were taken with the senior citizens.



SICPA Pakistan wins a CSR Award

SICPA Pakistan participated for the first time in the National Forum for Environment & Health (NFEH), 9th International CSR Summit & Awards in the category of 'Best Practices in CSR'. It was a detailed and comprehensive review of the company's CSR initiatives covering employees' involvement in CSR activities, Energy Conservation, Environmental Audits, Customer Complaints, Awareness programs on Health and Safety, and initiatives and achievements towards protecting the environment.



It was an overwhelming feeling to receive an intimation from NFEH that SICPA Pakistan had been awarded the Winner's position in the category participated. The Awards Ceremony was held on January 19, 2017

in Islamabad attended by Mr. Iqbal Zafar Jhagra, Governor, Khyber Pakhtunkhwa province and Mr. Ahsan Iqbal, Federal Minister for Planning, Development and Reforms. Various keynote speakers shared their experiences and insights on the importance of CSR in today's world.



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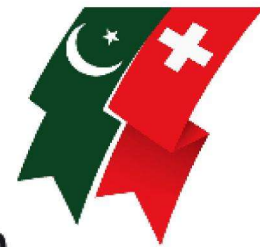
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2016
CONTRIBUTIONS
450,000 USD
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30,000
 (approx.)



Philip Morris (Pakistan) Limited (PMPKL), an affiliate of Philip Morris International Inc (PMI), partners with NGOs across the country to provide community investments that improve the living conditions of people in areas where our employees live and work, and in the agricultural regions from where we source tobacco.

PMPKL's Contributions program focuses across four key areas, namely:

1. Access to education
2. Providing economic opportunity
3. Empowering women
4. Disaster relief and preparedness

Since its acquisition in 2007, PMPKL has invested an overall amount of USD 700 million, making it one of the largest foreign investment in the consumer goods sector of Pakistan.

Philip Morris (Pakistan) Limited has joined Global Compact Network Pakistan (GCNP) to promote UN Global Compact (UNGC) Charter principles and practices, and implement Sustainable Development Goals (SDG's) in Pakistan.

An affiliate of Philip Morris International Inc. (PMI), PMPKL is a public limited company listed on the Pakistan Stock Exchange. PMPKL has head office in Karachi, two factories, one green leaf threshing plant, 16 regional sales offices and more than 1000 employees. The contribution to government revenue by PMPKL amounts to USB 230 million (approx.) (FED and Sales Tax 2016).



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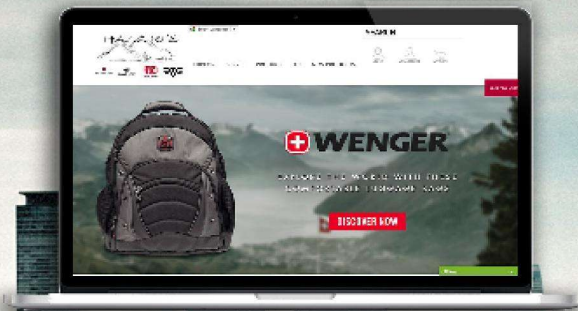
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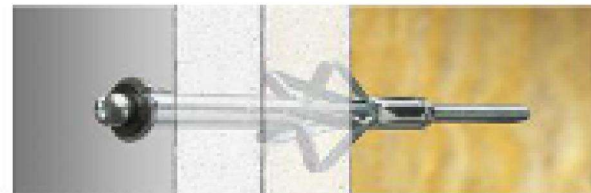
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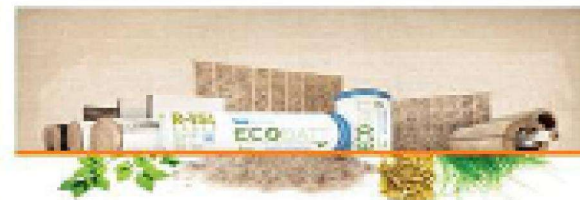


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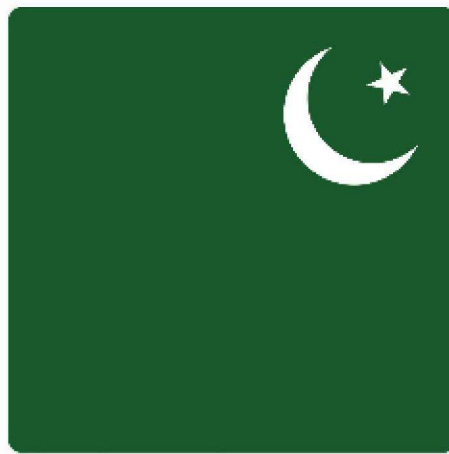
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