



#### Ambassador's Message

I am pleased to address the members and friends of the Swiss Business Council (SBC) by means of this publication.



To begin with, I would like to Congratulate Mr. Farukh Mazhar, Managing Director of SGS Pakistan, for being re-elected as President of the Swiss Business Council. I wish him and members of the SBC Managing Committee plenty of success.

Availing this opportunity, I take the liberty to update the readers of this publication about the current trends of the Swiss economy.

According to the latest economic outlook and forecast of the Federal Department of Economic Affairs of Switzerland, the economic recovery in Switzerland has continued throughout the course of the current year with strong GDP growth, registering the economic output to its pre-recession levels. *Continued on page 3*

#### Former Ambassador's Message

Farewells are a firm part of diplomatic life. Sometimes they are easy, sometimes they are not. Evidently, this depends on many factors. The period I had the privilege to serve as Ambassador of Switzerland in Pakistan was characterized by serious challenges of all possible kinds. And yet, I very much regret that my stay has come to an end after almost four years and a half in October 2010.



The experience of life my wife and I could make in Pakistan are beyond words and the precious friendships offered to us from many people of various wakes of life in all the regions of Pakistan are beyond anywhere else we have served during our thirty two years of diplomatic life. We are most grateful for these expressions of acceptance and we will preserve our respect and love for Pakistan despite all the difficulties the country has to face deep in our hearts. *Continued on page 3*

#### President's Message

It gives me great pleasure in assuming the President's Office for the year 2010 – 2011. I thank all the members of the Council on the continued trust they have shown on me.



Firstly I would like to welcome Mr. Didier Boschung, Consul General of Switzerland in Karachi and hope that the Swiss Business Council will get all his support in future. I wish him a successful and pleasant stay in Karachi.

Pakistan is going through a challenging time with the recent flood in the country and the law and order situation in major cities. The availability of electricity and gas to run the industrial units is also a matter of concern. The business community has lot more responsibility towards the country and to strengthen its economic condition and to reduce the negative perception about Pakistan, especially through International Media. We at Swiss Business Council are committed in every respect to contribute for the betterment of the country. *Continued on page 3*

#### Consul General's Message

I feel honoured to address for the first time the members and partners of the Swiss Business Council (SBC) since I took my new function at the Consulate General of Switzerland in the beginning of September 2010.



First of all, I would like to thank my predecessor, M. Martin Bienz, for his important contribution and pro-active participation in the SBC. From the many comments I received within the business community, I can say that he was very well appreciated and that he made a remarkable effort to keep the excellent image of Switzerland in Pakistan. I wish him and his spouse all the best for his new assignment in Chicago/USA.

I am taking up my duty in Karachi in a time of troubled economy and natural disasters. The current Pakistani economy is facing tough challenges and many companies are affected by the global financial crisis and the continual depreciation of the rupee. Nevertheless, I have already learned that Pakistani people and businesses are very resilient and will overcome, once again, the existing challenges. *Continued on page 3*

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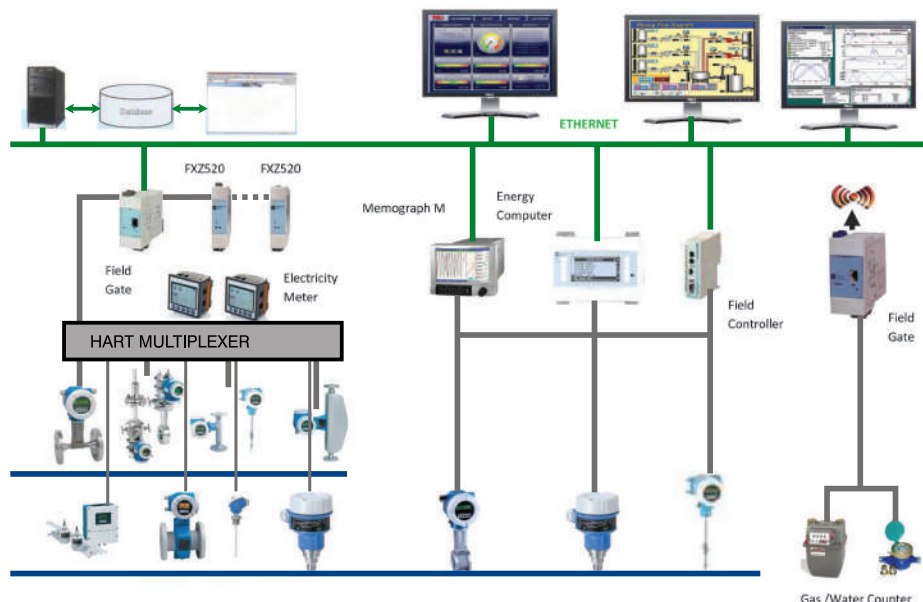
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## Ambassador's Message

Continued from page 1

However, a gradual slow down is expected from the high growth rate, implying that growth for 2010 will probably be far stronger than previously expected. The GDP growth forecast for 2010 has thus been increased significantly to 2.7% (previously 1.8%). The upward revision is mainly the result of past trends such as the very lively economic recovery up to the middle of the year. The prospects for the coming year 2011 are less positive than the current year as a significant slowdown in GDP growth to 1.2% is predicted (previously 1.6%).

The export engine in particular is expected to lose momentum in 2011 compared to 2010. Even though the export of goods and services are predicted to expand once again, however only by 2.2% (after 7% in 2010), which is partially the result of the relatively modest economic forecast for Europe and US but also to the expected decline in demand from developing countries. Furthermore, the gain of Swiss franc in value not just against the euro but also against numerous other currencies such as US dollar will also cause a significant drop in export growth.

Notwithstanding the current economic challenges, I encourage the Swiss companies, local corporations and entrepreneurs to join their efforts to explore new avenues and bring Pakistan and Switzerland even closer for the benefit of people of both the countries.

I am sure that our combined efforts will help us to reach our common goals. With this vision, I wish the SBC every success for its future endeavour and look forward to a fruitful cooperation.

**Mr. Christoph Bubb** - Ambassador of Switzerland to Pakistan.

## Former Ambassador's Message

Continued from page 1

One of the landmarks of my stay in Pakistan was the establishment of the Swiss Business Council. Thanks to the initiative of an enterprising group of Swiss-Pakistani businessmen under the leadership of Mr. Farhat Ali and our Consul General in Karachi, Mr. Martin Bienz, SBC was launched on May 5, 2008. The foundation of this Council was and still is a most convincing proof that the Swiss-Pakistani Business community has confidence in the future of Pakistan's economy.

At the same time SBC demonstrates – now more than ever – that common problems must be faced and solved together.

At the end of every assignment there remain some regrets. One of my regrets is the fact that I, as your Patron-in-Chief, did not participate more often at your meetings and functions. I am sorry for that. I am sure that my successor will quickly realise the important role SBC is playing in our bilateral economic relations and – together with our new Consul General, Mr. Didier Boschung – will lend all his support for the further strengthening of SBC.

Let me use this occasion to express once more my sincere gratitude to the founding President of SBC, Mr. Farhat Ali, for his untiring efforts to bring such an impressive group of businessmen together in order to foster Swiss-Pakistani relations. I also would like to present my wishes and best thanks to his successor, Syed Farukh Mazhar, for his successful endeavours to further strengthening the scope of the Council.

Let me conclude by wishing you and your families all the best. Your personal wellbeing is the best guarantee for successful business activities and thus for a prosperous economic environment in Pakistan.

**Markus Peter** – Former Ambassador of Switzerland to Pakistan

## President's Message

Continued from page 1

Let me apprise you of some achievements we have made during the recent past which includes:

- Field Visits to the offices and factories of our members to learn and understand their businesses and to promote them.
- Meeting with the Chief Executive of Trade Development Authority of Pakistan (TDAP) to discuss ways and means of increasing Pakistani exports in Western European markets and attracting investment in export oriented industries of Pakistan.
- Annual Dinner was arranged whereby members had the opportunity to meet the diplomatic, business and government functionaries.

The Business Council has an uphill task to enhance the bilateral trade between the two countries and to support the business entrepreneurs in various ways.

We are planning the business delegation to Switzerland in early next year. This will not only project the positives about Pakistan but will also give the opportunity to business community to interact and meet their potential counterpart and related Government Officials. We will increase our interaction with the financial and economical managers of the Country to ensure the continuous development of our member Companies.

In the end I would like to thank the support of Embassy and Consulate of Switzerland. My very special thanks to our outgoing Consul General of Switzerland in Karachi Mr. Martin Bienz for the support he has given during his term in the office. I also thank the Managing Committee Members for their guidance and support during the last term and I look forward to their continued support during the coming year.

**Syed Farukh Mazhar** - President

## Consul General's Message

Continued from page 1

The recent trade volume between Pakistan and Switzerland did in fact go down in the last two years, compared to the record level recorded in 2008, due mainly to the global recession. Nevertheless, Pakistan's exports to Switzerland have shown an increase of 4% during the first 8 months of the current year, compared to the same period of last year. I am hopeful that the situation will further improve in the near future.

It is precisely in such difficult times that the strong presence of SBC is duly appreciated. I had the opportunity to meet the members of the Managing Committee and I was very impressed by their commitment and motivation towards the SBC. I have no doubt that its present dynamic will continue and even be greater in the years to come.

Unfortunately, the perception of Pakistan in the West is not at its best at the moment. Therefore, we are all dedicated to change this negative image and to promote business ties between our two countries. Furthermore, we will do our best to encourage potential Swiss business people to come personally to Karachi in order to explore the vast trade and investments opportunities.

Rest assured that as the new Swiss representative in Karachi, I am committed to perpetuate the excellent relations and collaboration between the Consulate General and the SBC. The presence of so many Swiss companies and investments is a proof that Pakistan is indeed a country of business opportunity and a very important trade partner of Switzerland.

I am looking forward to a long and successful relation with the SBC and the business community of Karachi.

**Didier Boschung** – Consul General of Switzerland in Karachi.

## Annual Dinner of Swiss Business Council

The annual dinner of Swiss Business Council (SBC) was held at the Consulate General of Switzerland on May 6, 2010. The event was hosted by Mr. Syed Farukh Mazhar, President SBC and Mr. Martin Bienz, the then Consul General of Switzerland. The function was also attended by the then Ambassador of Switzerland Mr. Markus Peter.



MC of SBC with distinguished guests.



(L-R) Mr. Syed F. Mazhar, President SBC, Mr. Markus Peter, Former Ambassador of Switzerland to Pakistan and Mr. Martin Bienz, Former Consul General of Switzerland in Karachi welcomes the guest.



Mr. Markus Peter, Former Ambassador of Switzerland to Pakistan addressing the guests.

## Briefing Session on Financial and Tax issued as announced by Govt. of Pakistan in the budgeted 2010-2011

A briefing session was organized on June 15, 2010 at Clariant's Auditorium for the members of SBC and their guests to discuss the financial and tax issued as announced by the Govt. of Pakistan in the budgeted 2010-2011. The session was conducted by Mr. Shabbar Zaidi, Sr. Partner of A.F. Ferguson & Co. Partner.



Members of SBC and their guests.



Mr. Shabbar Zaidi, Sr. Partner of A.F. Ferguson & Co. Partner addressing the Members of SBC and their guests.



MC of SBC with Mr. Shabbar Zaidi, Sr. Partner of A.F. Ferguson & Co. Partner

## Signing of MOU between SBC & UNGCPLN

The Swiss Business Council in Pakistan and the UN Global Compact Pakistan Local Network will collaborate in promoting 10 principles of UN Global Compact relating to human rights, labour, environment and anti corruption among their business partner companies and supply chain in Pakistan.

This was stated in a Memorandum of Understanding signed between the Swiss Business Council in Pakistan and UNGCPLN at a formal ceremony held for the purpose at the Consulate General of Switzerland on 11th August, 2010 at Karachi.

The 10 principles of Global Compact launched by UN in the year 2000 as a strategic policy initiative for business has emerged, in the last 10 years, as the world's largest voluntary corporate sustainability initiative with over 8000 business participants and non-business stake holders from 165 countries. So far, 88 business companies including SMEs and NGOs have joined the Global Compact initiative in Pakistan.

The UNGCPLN has embarked on an aggressive campaign to bring a large number of Pakistani firms located in business cluster cities particularly in export-oriented industries, within the Global Compact initiative by engaging the multinational companies and their subsidiaries in Pakistan.

The Swiss Business Council in Pakistan will use its influence by engaging the multinational sponsors and their subsidiaries in supporting local efforts to promote and boost UN Global Compact principles in Pakistan.

Mr. Martin Bienz, the then Consul General of Switzerland in Karachi, speaking on the occasion, extended the support of the Swiss Government to this initiative by funding a 2 year program in Pakistan to strengthen the significant principles through the Global Compact Pakistan Local Network. He made a clarion call to Pakistani and multinational companies to join this meaningful campaign which may unleash a new era of integrated socio economic development in Pakistan.

Mr. Syed Farukh Mazhar, President, Swiss Business Council and Mr. Ahsanullah Khan, President Global Compact Pakistan

termed the event as a landmark development aimed to mobilize business enterprises throughout Pakistan to engage in CSR and Global Compact in the larger interests of achieving competitiveness and sustainability for Pakistani business in the global market.

Mr. Fasihul Karim Siddiqi, Secretary Global Compact Pakistan, Mr. Pervez Ghias, MD and CEO Indus Motor Company and Ms Ambreen Waheed of Responsible Business Initiative (RBI) mentioned about the New York Declaration by Business following the UNGC Leaders Summit in June 2010 which expressed commitment of over 1,200 business leaders from around the world of building a new era of business sustainability and expressed the hope that Pakistani business was ready to collectively demonstrate a socially responsible behavior by responding to this call and joining the Global Compact in large numbers.

A number of CEOs of Swiss and Pakistani businesses apart from the representatives of FPCCI, Employers Federation of Pakistan, Local Press and Media participated in the event.



*the signing ceremony of Memorandum of Understanding (MOU) between the Swiss Business Council (SBC) and the UN Global Compact Pakistan Local Network (UNGCPNL).*



## A Farewell Dinner in Honour of Mr. Martin Bienz, former Consul General of Switzerland in Karachi

A Farewell cum Ifftar Dinner was held on August 25, 2010 at the residence of Mr. Farukh Mazhar, President, Swiss Business Council in honour of Mr. Martin Bienz, former Consul General of Switzerland in Karachi.



## Managing Committee Meeting at SBC Office

The Managing Committee Meeting was held on August 26, 2010 at the SBC Office and the Managing Committee presents a souvenir to the outgoing Consul General of Switzerland.



*Mrs. Yasmin Peermohamed, Secretary of SBC and Country Manager of Swiss International Airlines Ltd, presenting a Farewell souvenir to Mr. Martin Bienz, Former Consul General of Switzerland.*



*MC of the SBC*

## Dinner in Honour of newly arrived Consul General

A dinner was hosted on September 23, 2010 at the residence of Mr. Farukh Mazhar, President of Swiss Business Council in honour of Mr. Didier Boschung, Consul General of Switzerland in Karachi.



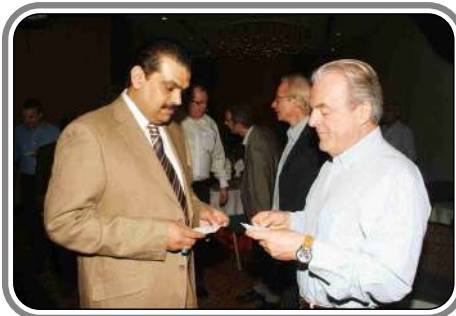
## Visit of Ambassador of the Swiss Agency for Development and Cooperation (SDC)

The Consulate General of Switzerland hosted a dinner at a local hotel on the occasion of the visit of Ambassador Toni Frisch, Deputy Director General of the Swiss Agency for Development and Cooperation (SDC) & Head of the Swiss Humanitarian Aid Division. Ambassador Frisch came to Pakistan together with several experts to help with the planning and delivery of Swiss emergency relief.



(L-R) - Shahab Rizvi Country President & Chief Executive, Novartis Pharma Pakistan, Yasmin Peermohamed, Country Manager, Swiss International Air Lines, Mr. Farukh Mazhar, President, Swiss Business Council, Syed Hasan Nasim Ahmed, Country Chief Representative of Habib Bank AG Zurich, Arshad Syed Hussain, President Director, Syngenta Pakistan Ltd., Consul General of Switzerland Didier Boschung, former Consul General of Switzerland, Martin Bienz, Qazi Asad Abid and Ms. Elizabeth Bucher, Vice Consul at the Consulate General of Switzerland in Karachi.

Seen in the group photographs taken on the occasion are:



(L-R) - Syed Hasan Nasim Ahmed, Country Chief Representative, Habib Bank AG Zurich and Mr. Ernesto Morosin, Head of Humanitarian Aid and Assistant Country Director, Swiss Agency for Development and Cooperation (SDC) are seen exchanging views and business cards.



(L-R) - Ambassador Toni Frisch, Deputy Director General of the Swiss Agency for Development and Cooperation (SDC) & Head of the Swiss Humanitarian Aid Division, exchanging views with Mr. Arshad Saeed Hussain, Country Head, Syngenta Pakistan Ltd, and Mr. Faukh Mazhar, President Swiss Business Council and Managing Director SGS Pakistan (Pvt) Ltd.



(L-R) - Mr. Ernesto Morosin, Ambassador Toni Frisch, Ms. Elizabeth Bucher and others.

## SBC 2nd Annual General Meeting

Swiss Business Council held its second Annual General Meeting on October 16, 2010. Mr. Syed Farukh Mazhar welcomed the members and delivered a speech on behalf of the Managing Committee, giving a brief overview of achievements, challenges and opportunities that the organization came across during the year. Mr. Syed Farukh Mazhar, President of Swiss Business Council, highlighted the Council's achievements since its establishment in May 2008 and plans for the current year. Annual and financial reports were also discussed and recommendations generated.





Newly arrived Ambassador of Switzerland to Pakistan Mr. Christoph Bubb visited the Swiss Business Council (SBC) Office for the first time along-with the Consul General of Switzerland Mr. Didier Boschung on December 7, 2010. Also seen in the photograph are Members of the SBC - Managing Committee.



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### The Government of Switzerland's assistance to flood victims in Pakistan

In the month of July Pakistan received heaviest monsoon rains which caused devastating floods through the country. Swiss Agency for Development and Cooperation (SDC) started its humanitarian aid and flood relief response on 28th July 2010, as soon as there were indications that the extent of the flooding would take on disastrous dimensions.



The first emergency assistance was provided in Khyber Pakhtunkhwa province where 12'000 flood victims received food, clean drinking water and hygiene packages in DI Khan and Karak for immediate survival. In Swat valley, SDC provided together with its long-standing partner Intercooperation (a Swiss Non-Governmental Organisation) 1'000 families with shelter kits, comprising plastic sheets, wood and tools in order to be able to build provisional shelters, together with household and hygiene sets.

Shortly after, a Rapid Response Team of experts from the Swiss Humanitarian Aid Unit (SHA) was deployed to Pakistan to support the SDC Cooperation Office in Islamabad in planning and implementing the Swiss emergency relief. They were sent off to different locations to assess the situation and to extend the flood relief operation from the northern to the southern provinces with priority on remote and underserved villages. The deployment of members of SHA amounted up to 16 experts to support the 5 permanent SDC expatriate staff in Pakistan.

The additional staff distributed as one of the first agencies 1'000 tents in the southern province of Sindh along with beddings and other household items and hygiene products in cooperation with Swiss Red Cross and Pakistan Red Crescent Society. The unfailing support of the General Consulate of Switzerland in Karachi was a crucial factor for the successful implementation of SDC activities in the south of Pakistan. In Punjab province, SDC works in a Private Public Partnership with Nestlé to provide relief and rehabilitation for flood affected people in remote villages by ensuring access to safe drinking water as well as water for agricultural use, setting up veterinary camps and providing seeds for human food and animal fodder. Seeds are also provided in the Swat valley to prevent people missing the harvest next year which would increase their dependence on external aid for an even longer period.

Another important pillar of the Swiss assistance is the water cleaning and disinfection projects which have been launched in various regions. In Charsadda and Nowshera districts, SDC with a local partner launched pilot projects for well cleaning and chlorification. For chlorification, a simple procedure is used to produce chlorine on the spot and measure chlorine content of the water with simple equipment, which was developed by a Swiss NGO. During this project, 2'000 wells will be cleaned and 200 staff of the Public Health Engineering Department (PHED) trained.

At the same time, the capacity of the local communities are strengthened to enable them maintaining their wells and therefore, ensuring safe drinking water. Water equipment has been donated to Solidarités International and Mercy Corps which used them for drinking water supply in camps for displaced people. Approximately 250'000 people will have access to clean drinking water by the completion of the projects in various parts of the country.

Besides the direct bilateral aid (CHF 2.5 mio), SDC is supporting international organizations such as the ICRC (CHF 5 mio), WFP (CHF 1 mio) and UN-HABITAT with funds and seconded staff. Moreover, 10 helicopters of the type Alouette III have been donated by the Swiss Government to the Pakistani Government to strengthen its rescue capacity in disaster situations.

In the coming weeks and months, SDC will enforce its activities in KPK with a cash program to support the affected population to survive the winter. Future projects might include reconstruction of public infrastructures such as water supply systems, schools, hospitals or health centres as well as assistance for reconstruction of houses. These activities will be accompanied by appropriate prevention and mitigation measures to minimise damages in future; broadly, participatory and environmentally friendly approach will be a common feature of all reconstruction projects.

## **SUMMARY OF THE SURVEY CONDUCTED AMONG PARTNERS/REPRESENTATIVES OF SWISS COMPANIES/PRODUCTS IN PAKISTAN**

During the first half of current year, the Consulate General of Switzerland in Karachi conducted a survey among local representatives of Swiss companies in Pakistan to gather some basic information about their business activities related to their alliance with companies in Switzerland. Majority of the Swiss companies represented in Pakistan pertain to the machinery and equipments, watches, pharmaceutical and chemicals sectors.

The survey revealed that despite the slowdown in most industrial sectors of the country and several challenges including the domestic law & order situation, the representatives of Swiss companies managed to maintain and slightly increase their businesses and revenues (except machinery sector) when compared with previous years. However, owing to the fact that the Swiss products are of high quality, most reliable and have maintained high reputation in the market, they see a bright future for Swiss products in Pakistan. The respondents have also mentioned that they have long lasting and excellent rapports with their principals in Switzerland who provide them full support when it comes to the matter of business expansion and after sale services. However, they expect more constant and frequent visits of the sales and services personnel from Switzerland which have been reduced to an extent due to security concerns and the negative perception of Pakistan created by the international media.

About 90% of the companies who returned the survey are interested to represent additional Swiss companies. Many of them have also mentioned that they are expanding their businesses in diverse fields and are very much interested to partner with Swiss companies.

Responding to a question whether they are interested to take part in single country exhibition (in Pakistan) to showcase Swiss products, about 90% have expressed keen interest. The companies assume that the exhibitions and symposiums could be one of the appropriate means to promote products/companies from Switzerland and the brand “Swiss made”.

About 70% of the companies have shown interest to join a business delegation to Switzerland to explore additional business ventures/partners to further enhance the bilateral trade between both countries. They believe that the exchange of business delegations would also provide a true picture of the business environment in Pakistan and would give confidence to Swiss entrepreneurs about the market potential.

Most of the companies have appreciated the creation of Swiss Business Council (SBC) and are interested to become a member. Some of the companies who responded to the survey are already member of the SBC. The companies are confident that the SBC would provide them an additional platform for networking and exchange of information.

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SGS Food testing services covers multiple parameters to analyze the composition and safety of food. Consumer testing Laboratory has been in accordance with the requirements of ISO/IEC 17025 accredited by the Pakistan National Accreditation Council (PNAC). Our comprehensive services help you to manage your food products to reach customers

1. **Testing**
2. **Inspection**
3. **Assessments and Certification**

Food manufacturers, ingredient suppliers and other players within the complex supply chains are often under pressure to satisfy various customer requirements. Complex supply chains can mean multiple, parallel requirements for suppliers and lead to duplicate systems, audits and paper work. Food Sectors covered:

**Fruit & Vegetable Processing Industries**  
**Sea Food (marine) Processing Industries**  
**Agricultural Industries**  
**Dairy & Confectionary Industries**  
**Processed Food Plants**  
**Food Packaging industries**

#### A Brief on Food Services:

Food safety and quality are increasingly under the scrutiny of regulators and consumers. Products that meet these high expectations prevent costly recalls and protect brand reputation. Primary producers, processors, retailers and catering establishments now recognize the need for independent monitoring of their products, processes and services.

#### 1. Testing

This covers multiple chemical, biological, physical and organoleptic parameters to analyze the composition and safety of food. Testing parameters includes

**Sensory Physical Examination** (sensory analysis, Weight, Count & size, Net mass & component parts relationship, Appearance, tightness & inner surface condition)

**Chemical Testing** (TVBN and Protein content, Nitrogen amine-ammonia content, Moisture content, Sodium chloride content, Alkalinity and acidity content, Hydrogen sulfide, Total sulfide content, H/P Ratio, Antibiotics etc),

**Microbiological Testing** (Total Plate Count, Salmonella, Total Coliforms, Shigella, Faecal Coliforms, Vibrio Parahaemolyticus, Escherichia coli, Staphylococcus aureus, Anaerobe sulphite reducing Clostridia, Listeria monocytogenes) and

**Special analytics** (Aflatoxins, Cholesterol, Sugar analysis, Heavy metals, Drugs, Pesticides, Additives, Antibiotics, BSE, Dioxins, Nitro amines, Vitamins etc).

#### 2. Inspection Services

Product inspection involves statistical selection of production samples to check visual and organoleptic aspects including labelling, marking and packing requirements. SGS product inspection services cover the complete supply chain of a product and involve visual evaluation of statistically selected samples. Inspections include:

- **Pre-Production**
- **Initial Production**
- **During Production**
- **Final Random**
- **Loading Supervision**

#### Pre-Production Checks (PPC)

Material, components, labels, user manuals and alike are checked before processing, in order to reduce the risk that production is jeopardised by insufficient or sub-standard supply of material and components.

#### Initial Production Check (IPC)

This inspection is at the early stages of production, when the first batch of product has been produced. This inspection is to ascertain conformity to basic product specifications and permits timely corrections of any non-conformities detected.

#### During Production Check (DUPRO)

This inspection is conducted mid way through production to ascertain that initial discrepancies have been rectified and allows evaluation of the average product quality during manufacturing.

#### Final Random Inspection (FRI)

This inspection is conducted after the product is 100% completed and covers product appearance, workmanship quality, size measurements, functionality assortment, accessories, labelling and packing. We follow the inspection method by attributes ANSI/ASQC Z1.4 (ISO 2859-1) and issue detailed inspection reports based on defined AQL's. Inspection certificates are issued if stipulated in the letter of credit.

#### Loading Supervision (L/S)

This inspection is conducted to ensure that the consignment previously inspected is actually shipped and to check the precise number of loaded shipping cartons/ packages. Inspection certificates are issued if stipulated in the letter of credit.

#### RETAIL STORE CHECKS

Our retail store check services cover the visual collection of retail conditions of Brand or Private Label products as per client's specific requirements. These allow independent verification of display conditions, sell-by dates, prices of defined products and can involve sample selection.

We may also look at competitor's products in stores and other specialized points of sales.

This systematically collected data can improve the management of your products on-shelf, where they are born to real life and challenged by competitors.

#### 3. Assessment & Certification Services

Factory assessments are conducted to evaluate the warehouses, suppliers, manufacturers and these assessments include:

- **Capabilities/ capacity assessment**
- **Hygiene assessment**
- **Food Safety assessment**
- **Technical assessment**

Certification Services include Food safety Management Systems such as ISO 22000, PAS 220, HACCP, GMP, SQF 2000 and so on.



Clariant in Pakistan has been honored for the 9th year in running with prestigious Top 25 Companies Award for the year 2008 & 2009 by the Karachi Stock Exchange (KSE). Every year, KSE honors performance of Top 25 Companies listed on the Stock Exchange on the basis of a very comprehensive criteria, which includes Dividend payout, Return on Equity, Compliance with listing regulations and Good Corporate Governance.

Clariant exists in Pakistan since 1963 & happens to be the preferred supplier of Specialty Chemicals with a robust Market Leadership position and brand image. It has a strategic network of 7 sites spread across the Country with 2 manufacturing sites at Jamshoro and Karachi. Major business areas are Textile, Leather, Paper, Emulsions and Masterbatches with an annual turnover of over USD 100 million.

In addition the Company has also been awarded with the following awards this year:

- Occupational Safety, Health & Environment Trophy 2010 for the year 2009.
- Environment Excellence Award 2009 by the National Forum for Environment and Health on following best practices for Environment protection.



## SWISS First Wins Best Seat Design Award

Swiss International Air Lines Ltd., captured the Best Seat Design Award for SWISS First as announced today by Global Traveler magazine in its seventh consecutive year of the GT Tested Reader Survey drawing from more than 25,000 frequent and luxury travelers worldwide.

“We’re delighted to be there, of course. To earn this award for the second year running is not just an honor and a reward for our continuous investments in our First Class product; it’s an incentive to maintain these endeavors, too,” said Markus Binkert, SWISS Managing Director of Product and Services. “Our First Class is a cornerstone of the SWISS product range. Needless to say, it’s also an area in which we attach paramount importance to offering top-quality service – as one would expect from a Swiss-based airline. The feedback we receive from our US customers is especially vital to us here: after all, North America is our most important market outside Europe,” Binkert said.

The Global Traveler survey is an open-ended survey of its readers done to determine the best in 62 travel-related categories. The survey was conducted from January 1, 2010 to August 31, 2010. “The success of the GT Tested Reader Survey has been staggering,” said Francis X. Gallagher, publisher and CEO of Global Traveler. “Each year, more and more responses are received. Our readers certainly value the airlines, hotels and products they honor year after year,” said Gallagher.



In 2009, SWISS first introduced the new First Class cabin in conjunction with its fleet renewal program. The new SWISS First seat offers an exclusive design, superb comfort, and extensive privacy. The seat can be reclined at the touch of a button into a totally lie-flat bed that is more than six feet long. It is also equipped with a down-filled duvet, and incorporates an innovative pneumatic air cushion that can be adjusted to individual preferences in any seating position. Further extras include a 23-inch (currently the world’s biggest) inflight entertainment screen, and generous work surfaces and storage facilities.

Spacious surroundings and adjustable sidewalls contribute to passenger privacy, while sophisticated lighting and the contemporary-yet-warm SWISS design combine to create a pleasant sense of space. There is also an ottoman that can be used as a guest seat, complete with backrest and armrests, enabling the First Class passenger to dine or work with a fellow traveler at a generously-proportioned table.

New for 2011 will be further improvements to the SWISS premium cabin. “We’ll be unveiling further First Class product and service enhancements as well as having a SWISS First cabin aboard every single aircraft of our long-haul fleet,” Binkert said.



## SWISS to expand its Zurich and Geneva services in Winter 2010/11

**Swiss International Air Lines** will be adding further capacity to selected routes in its 2010/11 winter schedules. From Zurich **SWISS** will be offering additional frequencies to both European and intercontinental destinations. In Europe these will include more daily flights to Stockholm, Valencia and Belgrade; and on the long-haul network Bangkok, Delhi and Mumbai will all enjoy new daily service. **SWISS's** Geneva-based network will also be expanded with the addition of a new Madrid route and a third daily Barcelona flight.

**SWISS** will be further raising its capacity in response to market demand in its 2010/11 winter schedules. Compared to the prior-year period, European production will be increased by some six per cent, while the **SWISS** intercontinental network will see its capacity raised by around 15 per cent. **SWISS** will thus operate some 130 flights a week more this winter than in the prior-year period, with a total of 2 894 weekly flights.

In its coming winter schedules, **SWISS** will serve 72 destinations (48 European and 24 intercontinental) in 39 countries with a fleet of 87 aircraft (including eight operated under wet-lease arrangements). More than 25 further points will be served from Zurich in collaboration with codeshare partners, and over 20 more destinations will receive non-stop service with Edelweiss Air.



### Expansion in Europe

**SWISS** customers will enjoy a wider range of European services from Zurich with the coming winter schedules. A new daily lunchtime flight to Stockholm will be added from 17 December onwards, permitting morning, afternoon or evening arrivals in Sweden's capital. Valencia also receives a further daily frequency, as does Belgrade. Both destinations will now enjoy twice-daily service. Thanks to its collaboration with Helvetic Airways, **SWISS** has also added Bari to its network. The new daily codeshare service from Zurich was introduced on 6 September.

**SWISS's** services between Geneva and Spain will see the addition of two new daily flights to Madrid from 17 December. A third daily service will also be added on the existing Geneva-Barcelona route. **SWISS** will serve eleven destinations from Geneva using its own aircraft in the winter schedules. A further 16 points will be served under codeshare arrangements with partner carriers, and one additional seasonal destination can be reached with Edelweiss Air.

**SWISS** will serve nine destinations with its own equipment and a further five under codeshare agreements from Basel in the 2010/2011 winter timetable period.

Further demand-driven adjustments on intercontinental routes On the **SWISS** intercontinental network, Delhi receives two additional weekly frequencies and Mumbai gains a further weekly flight, establishing daily service to both of **SWISS's** Indian destinations. Service between Zurich and Bangkok is expanded to daily with the addition of a further weekly flight. The Zurich-Shanghai route, meanwhile, will see its service reduced by one weekly frequency in the winter period. Four of **SWISS's** 15 Airbus A340-300s will have been fitted with the new **SWISS** Business Class cabin by the start of the winter schedules, enabling the new product to be offered on services to San Francisco, Boston and Hong Kong.

### Edelweiss Air and SWISS leisure services

Customers from Zurich have further choice for their leisure-travel activities, too, thanks to the close collaboration between **SWISS** and Edelweiss Air. The Edelweiss Air winter schedules will see the addition of new vacation destinations such as Kilimanjaro (Tanzania) and Mauritius. Service will also be offered to Goa, as it was last winter.

The winter timetable period runs from 31 October 2010 to 27 March 2011. Full details are available on [SWISS.COM](http://SWISS.COM)

## Flood Relief Efforts by Roche

The 2010 Pakistan floods began in July 2010 following heavy rains in the , , and regions of . Present estimates indicate that over two thousand people have died and over a million homes have been destroyed since the flooding began.



Roche, Basel coordinated its support for the flood victims through Roche Pakistan Limited. Roche made direct donations to three local organizations providing disaster assistance, namely Pakistan Red Crescent Society (the local member of the Federation of Red Cross and Red Crescent Societies), The Citizens Foundation and Pakistan Medical Association.



Employees of Roche Pakistan Limited also made personal contributions which was spent on relief work especially procurement of food items/rations for flood affected population in parts of Sind and Balochistan.



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