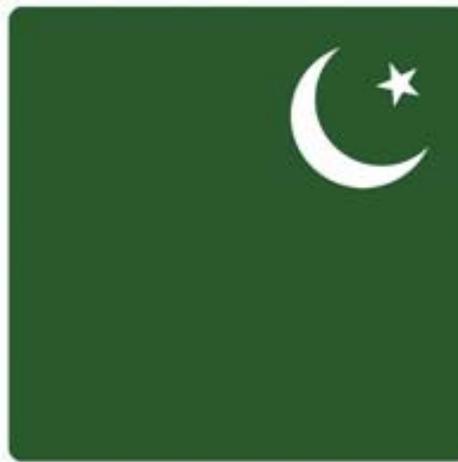


Partner of:



Furthering Trade

Exploring Opportunities



Swiss Business Council

Issue No. 14 | October 2020 | Pakistan

Patron-in-Chief:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Embassy of Switzerland in Pakistan

Partner:



Alliance:

Swiss-Asian Chamber of Commerce



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Asia
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Switzerland

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Office Manager

Disclaimer

The materials and information included in this publication are provided as a service to you and do not necessarily reflect endorsement by the Swiss Business Council (SBC). The SBC is not responsible for the accuracy of information provided from outside sources.

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Messages



H.E. Bénédicte de Cerjat

Patron-in-chief – Swiss Business Council & Ambassador of Switzerland to Pakistan & Afghanistan

It is my pleasure to address the readers of this publication as the new Ambassador of Switzerland to Pakistan. This newsletter is being published by the Swiss Business Council amid coronavirus pandemic to update the business communities of Switzerland and Pakistan about the activities and commitments of Swiss companies in Pakistan. I congratulate the management of the Swiss Business Council for accomplishing this task successfully.

It is indeed a source of pride for me to learn that Swiss companies have been among the leading investors in Pakistan and that over the past 10 years, Swiss investments in the country have increased by more than USD 1 billion. I am glad that the subsidiaries of Swiss companies in Pakistan are operating successfully.

The bilateral trade figures between the two countries are also promising but I see here room for improvement. It is pertinent to mention here that to achieve this objective, the Swiss Business Council and Switzerland Global Enterprise have recently signed a revised target-oriented service performance agreement.

I would avail myself of this opportunity to assure the management of the Swiss Business Council of the support of the Embassy towards strengthening further the business relations between Switzerland and Pakistan.

While concluding, I would like to extend my sincere wishes to the Swiss Business Council and all its member companies in their future endeavors towards promoting bilateral relations between the two countries and wish the readers of this newsletter to undertake profitable business activities despite these difficult times.



Mujtaba Rahim

President – Swiss Business Council & President & CEO, Archroma Pakistan Ltd.

Taking an innovative lead this year, we are delighted to present E-News Magazine of Swiss Business Council. We are hopeful that with this endeavour, our magazine will gain higher readership and faster communication.

On behalf of SBC managing committee, I thank Excellency Mr. Thomas Kolly, Ambassador of Switzerland on completion of his highly eventful tenure in Pakistan. He graciously supported SBC membership in solidifying business ties and developmental projects. I take this opportunity to warmly welcome the new Ambassador, Excellency, Mr. Bénédicte de Cerjat to Pakistan. We look forward to closely work with him specially on post covid changing business outlook amongst our members.

Our member organizations promptly aligned themselves with the impact of Covid-19 pandemic adhering strictly to health & safety guidelines. Many members have also extended their scope of Covid-19 preventive measures for public as part of their corporate social responsibility.

In the coming months, we will have added focus on development of SMEs in partnership with S-GE. SMEs reinforce the middle strata of economic development. SBC aspires to link them with Swiss counterparts in the best possible manner.

The alliances build by SBC with the provincial governments have been fruitful too. SBC members are given preferential access to special economic zones. SBC is endeavouring to strengthen the economy with the cooperation of its robust membership.

We have full confidence in the capabilities of our Pakistani talent and look forward to full-scale economic activities.

Swiss Business Council Managing Committee



H.E. Bénédic de Cerjat

Patron-in-chief – Swiss Business Council &
Ambassador of Switzerland to Pakistan & Afghanistan



Mujtaba Rahim

President – Swiss Business Council &
President & CEO, Archroma Pakistan Ltd



Ahmed N. Chaudhary

Vice President – Swiss Business Council & CEO / Country
General Manager, Sika Pakistan (Pvt.) Limited



K.M. Iqbal

Secretary General – Swiss Business Council &
Director, Al Ameen Trading Corporation (Pvt) Ltd.



Mohsin A. Nathani

Treasurer – Swiss Business Council &
President & CEO, Habib Metropolitan Bank Ltd



Asif Ikram

Director – Swiss Business Council & Managing Director,
SICPA Inks Pakistan (Pvt.) Ltd.

Swiss Business Council Managing Committee



Farhat Ali

Director – Swiss Business Council &
Chairman, Polygal AG Pakistan



Imtiaz Hussain

Director – Swiss Business Council &
Managing Director, Imtiaz Enterprises



Farrukh Rehan

Director – Swiss Business Council &
Managing Director / CEO, Roche Pakistan Ltd.



Fletcher P. Albert

Business Development Manager
Swiss Business Council



Breat J. Nathaniel

Office Manager
Swiss Business Council

The period 2019-20 was marked by a reduction of activities due to the COVID-19 pandemic and by a change of Ambassador during the summer 2020, with the departure of Ambassador Thomas Kolly in June and the arrival of Ambassador Bénédict de Cerjat in July. Here are a few highlights of the Embassy's activities:

Visit of the President of Council of States of Switzerland (November 2019)

A three member delegation of the Swiss Council of States (upper house of the Swiss Parliament) led by Mr. Jean-René Fournier, President of Council of States, visited Pakistan from 5 to 8 November 2019 on the official invitation of Mr. Saleem Mandviwala, Deputy Chairman of the Senate of Pakistan. The visit was aimed at strengthening further the parliamentary ties between Switzerland and Pakistan. During the visit, the delegation met with top dignitaries of Pakistan including President, Prime Minister, Chairman of the Senate, and Chief of the Army Staff.



A group photo of the delegation with H.E. Dr. Arif Alvi, President of Pakistan.



Meeting of the delegation with H.E. Mr. Imran Khan, Prime Minister of Pakistan.

Visit of Ambassador Thomas Kolly to Karachi (December 2019):

Ambassador Thomas Kolly visited Karachi from 25 to 28 December 2019. During the visit, he paid a courtesy call on H.E. Mr. Imran Ismail, Governor of the province of Sindh. During the meeting, issues related to bilateral trade and investment were discussed. Ambassador Kolly also visited the Mangrove Trees Plantation Project, implemented by the International Union for Conservation of Nature (IUCN) in the mangroves alongside Port Qasim in the Arabian Sea.



Meeting of Ambassador Kolly with Governor Sindh.



Ambassador Kolly with the team of IUCN Pakistan while planting trees at the Mangroves.

Visit of Ambassador Thomas Kolly to Lahore (March 2020):

Ambassador Thomas Kolly undertook his farewell visit to Lahore from 4 to 6 March 2020. During the visit, Ambassador Kolly met with Mr. Ahsan Bashir, CEO, Suraj Cotton Mills, a client of Rieter Switzerland and Head of PM Imran Khan's task force on Textile Industry. Mr. Bashir briefed Ambassador Kolly on his recommendations to the government of Pakistan for the growth of the textile industry in Pakistan. Ambassador Kolly also visited the manufacturing site of OmyaPack Pvt. Ltd., a 50/50 joint venture between Omya of Switzerland and Packages of Pakistan. The facility produces Calcium Carbonate for industrial purposes.



Ambassador Kolly's farewell lunch with the CEOs of the Swiss companies based in Lahore.



Ambassador Kolly with the management of OmyaPack.

Phasing out of the Swiss Cooperation Office in Pakistan (December 2019):

In December 2019, after more than 53 years, the Swiss Agency for Development and Cooperation (SDC) closed its bilateral and humanitarian aid programme in Pakistan. From 1963 to 2019, Switzerland contributed over 695 million CHF as official development assistance. During the last 10 years, SDC contributed over CHF 155 million, focusing on the North Western regions (KP and FATA) on water, local governance, Disaster Risk Reduction (DRR), school reconstruction after natural disasters (earthquake/flooding), and support for Afghan refugees, including protection. Switzerland will remain present in Pakistan through its Embassy and its availability in case of major events through the Swiss Humanitarian Aid is ensured.



INSPIRING MOMENTS
SWITZERLAND IN PAKISTAN OVER DECADES

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Agency for Development
and Cooperation SDC



New Ambassador of Switzerland to Pakistan and Afghanistan:



Meeting of Ambassador, H.E. Bénédicte de Cerjat with H.E. Dr. Arif Alvi, President of Pakistan.

H.E. Mr. Bénédicte de Cerjat has been appointed as the new Ambassador of Switzerland to Pakistan and Afghanistan. In July 2020, H.E. Dr. Arif Alvi, President of the Islamic Republic of Pakistan, accepted his credentials. On September 29, 2020, Ambassador de Cerjat had his first courtesy call on President Alvi at the Aiwan-e-Sadr in Islamabad. On October 10, 2020, Ambassador de Cerjat presented his credentials to H.E. Mr. Ashraf Ghani, President of the Islamic Republic of Afghanistan, in Kabul.

Prior to his incumbent assignment, Ambassador de Cerjat was the Assistant Secretary for the Americas at the Swiss Federal Department of Foreign Affairs in Berne from 2016 to 2020. Ambassador de Cerjat has been the Ambassador of Switzerland to Belgium, with parallel accreditation as the Head of the Swiss Mission to NATO in Brussels, from 2011 to 2015, to Poland (with parallel accreditation to Belarus) from 2007 to 2011, and to Vietnam from 2004 to 2007. Ambassador de Cerjat possesses an LL.M. degree and has command on international languages as German, French, Spanish and English. During his career in the Swiss Foreign Service, Ambassador de Cerjat also held positions abroad in Ottawa, Lima, and Washington as well as in Berne including the Deputy Head of Political Division II (Asia, Africa, Oceania, and Latin America). Ambassador de Cerjat has been a keen sportsman with a fervent interest in skiing. He is an ardent reader of books and enjoys exploring nature.



Ambassador, H.E. Bénédicte de Cerjat presenting credentials to H.E. Ashraf Ghani, President of Afghanistan.

Meeting of Ambassador of Switzerland with the Chairman, Board of Investment of Pakistan (September 2020):



Ambassador Bénédicte de Cerjat met Mr. Atif R. Bokhari, Minister of State and Chairman of the Board of Investment of Pakistan (BOI) on 28 September 2020. During the meeting, the Chairman identified seven sectors to invite future investments namely, construction, tourism, textiles, logistics, food processing, IT, and automobiles manufacturing. The BOI also highlighted tax holidays to be available to the firms operating in the Special Economic Zones being set up under the aegis of the China-Pakistan Economic Corridor.

Meeting of Ambassador of Switzerland with the Federal Secretary of Industries & Production (October 2020):

Ambassador Bénédicte de Cerjat held bilateral discussion with Mr. Afzal Latif, Federal Secretary of the Ministry of Industries and Production on 1 October 2020. The Ambassador was briefed about the initiatives being taken by the government to revive the manufacturing sector in Pakistan. The Ministry invited Swiss collaboration in the fields of automobile parts, industrial machinery & equipment, cutlery & kitchenware, surgical instruments, iron & steel pipes, product development & design centre, and testing lab for pumps and motors.

Small projects supported by the Embassy: Water Sanitation and Hygiene (April 2020):

The Embassy of Switzerland in Pakistan in collaboration with Sangtani Women Rural Development Organization (SWRDO) helped install water wells with hand pump machines in District Rajanpur, Punjab in April 2020. The 'Water Sanitation and Hygiene (WASH)' project intends to increase access to sustainable, safe water and environmental sanitation for poor and vulnerable communities and reduce the prevalence of WASH-related diseases, including (bacteria, arsenic, fluoride and nitrate free) through the promotion of clean water facilities.



Provision of Personal Protective Equipment (PPE) to ensure safety of doctors and paramedics in the fight against Covid-19 (July 2020):

The Embassy of Switzerland in Pakistan provided 2000 high quality Covid-19 protection suits to Pakistan Institute of Medical Sciences (PIMS) in July 2020 to ensure the safety of doctors and paramedics in the fight against coronavirus. PIMS Joint Executive Director Dr. Minhajus-Siraj, while receiving the suits, said that it was an extremely valuable contribution that would help in keeping healthcare workers safe from infection. The virus protection suits were delivered at an appropriate time when the tertiary care hospitals of the capital, especially PIMS, was gearing up to restore its outdoor services for the public. These services were withheld in the wake of spread of COVID-19 since four months.



Cultural Events at the Embassy: Islamabad Art Festival (November 2019)

Pakistan National Council of Arts (PNCA) in collaboration with Hunerkada lead consortium, of artist bodies and national institutions held first Islamabad Art Festival (IAF-19) from 18-30th November 2019 in the capital. The Embassy of Switzerland invited three Swiss artists to participate in the Islamabad Art Festival 2019. Swiss cultural geographer and academic Professor Dagmar Reichert gave a lecture on 'Art at Risk: Creative Work in Challenging Contexts'. Swiss artist Mrs. Francoise Caraco featured a video "Forgotten & Remembered", while Ms. Eliane Rutishauser exhibited a large photoprint on textile.



Human Rights Reel Film Festival (December 2019)

To mark the International Human Rights Day in 2019, the Embassy of Switzerland together with the United Nations in Pakistan EU and UN member states organized the 5th edition of the Human Rights Film Festival in Pakistan from 1-10th December 2019. The Embassy screened two movies during the festival. The Embassy hosted its first screening “Wolkenbruch” with a message of tolerance and freedom on 9th December at the Swiss Residence.

To mark the closing event and to celebrate the Human Rights Day, the Embassy of Switzerland and United Nations Pakistan screened a documentary “Dick Marty, A Scream for Justice”, followed by a panel discussion with eminent experts on human rights on December 10, 2019 at the Pakistan National Council of Arts (PNCA). The director of the movie Mr. Fulvio Bernasconi was also invited from Switzerland to attend the closing event. Apart from participating in the panel discussion and closing event, Mr. Bernasconi gave a lecture on film-making to the media students of the Riphah International University in Rawalpindi.

STAND UP FOR HUMAN RIGHTS
#STANDUPFORHUMANRIGHTS

Dick Marty, a Scream for Justice
DIRECTED BY FULVIO BERNASCONI

10 Dec, 2019 05:00 p.m.

DICK MARTY, A SCREAM FOR JUSTICE
Fulvio Bernasconi, Switzerland, United States, 2018, 51'

MAIN AUDITORIUM, PAKISTAN NATIONAL COUNCIL OF ARTS (PNCA)

How to participate
RSVP by December 09 at info.islamabad@unic.org

Hosted by
Embassy of Switzerland
United Nations Pakistan

Synopsis
After September 11, the CIA signed a secret agreement with several European States that allowed the kidnapping and torture of suspected Islamists. When the Washington Post reveals the case in 2005, the Council of Europe mandates Swiss citizen, Dick Marty to lead the investigation. With minimal means but armed with formidable tenacity, Marty defied America, Europe and Switzerland. Fulvio Bernasconi brings us a breathless investigation and the portrait of a quite extraordinary man.

#HRReel19
www.unic.org.pk/filmfest19

United Nations
Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun Svizra

اسلام آباد

9 Dec, 2019 05:30 p.m.

WOLKENBRUCH
Michael Steiner, Switzerland, 2019, 90'

EMBASSY OF SWITZERLAND, DIPLOMATIC ENCLAVE, ISLAMABAD

How to participate
due to the limited space available, participation to this screening is upon personal invitation only

Hosted by
Embassy of Switzerland

Synopsis
So far, Motti has always done well what his Jewish Orthodox mame dictates to him. Bearded and inconspicuously dressed, Motti is a keen student at the University of Zurich and works part-time in his father's business. When the mother wants to marry her son and invites all young women, Motti deviates from the traditional path. He falls in love with Laura- who is a shiksa - a non-Jewish woman. Assailed with doubts, Motti starts to think: Is his predefined path of a Jewish orthodox marriage really right for him?
Based on Swiss author Thomas Meyer's debut novel, Wolkenbruch's Wondrous Journey into the Arms of a Shiksa, Michael Steiner, adapts the novel and sends Motti on a journey to an unknown and uncertain world.

#HRReel19
www.unic.org.pk/filmfest19

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun Svizra

Movie Screening “Stray Dogs Come Out at Night” at the Swiss Residence (December 2019)

The Embassy organized a film screening event at the Swiss Residence on December 12, 2019. On this occasion Ms. Sophie Bourdon (Head of Open Doors and Deputy Head of Locarno Pro) who was in Pakistan, gave an informal talk on Locarno Open doors and its mission of discovering the talents of the region. After the talk, a short movie “Stray Dogs Come Out at Night” by the director Hamza Bangash (a Pakistani-Canadian director and screenwriter - selected for the Locarno Filmmakers Academy and the Asian Film Academy in 2019) was showcased.





Furthering Trade; Exploring Opportunities

The Swiss Business Council (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 and Medium Enterprises operative through joint ventures, agencies & dealership arrangements in Pakistan.

Mission & Vision

To protect and promote Swiss Economic interests; To encourage and stimulate new investments; To introduce and inculcate best practices and strive to establish a level playing field in the country in order to promote the development of commerce between Switzerland and Pakistan.

SBC Values its Global Partners

SBC works in close partnership with its associates in Switzerland to mobilize B2B 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) – [www.s-ge.com] is the official Swiss organization for export and investment promotion with offices throughout Switzerland and in 31 countries'.

Partner:



The Swiss-Asian Chamber of Commerce (SACC)

The Swiss-Asian Chamber of Commerce (SACC) – [www.sacc.ch] 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.

Their 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, Kazakhstan, Korea, Laos, Malaysia, Mongolia, Myanmar, Pakistan, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Timor-Leste, Uzbekistan, Vietnam.

Alliance:

Swiss-Asian Chamber of Commerce



Asia Society Switzerland (ASS)

Asia Society Switzerland (ASS) – [www.asiasociety.ch] 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, they provide insights, promote collaboration and contribute to a deeper understanding of the most dynamic and fastest-growing region in the world.

ASS is an independent Swiss foundation. They 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 13 independent centers spread across four continents – New York, Houston, Los Angeles, San Francisco, Washington D.C., Hong Kong, Manila, Mumbai, Seoul, Sydney, Tokyo and Zurich.

As the first Center in Europe, ASS 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.

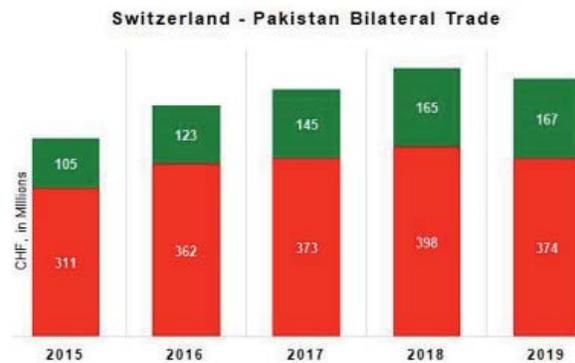


FOCUS 2019-2020

Trade & Investment Promotion

In 2019, Swiss exports to Pakistan amounted to CHF 373.7 million and consisted mainly of machinery, chemical, pharmaceuticals, and luxury watches.

Imports from Pakistan – mainly textiles and agricultural products – amounted to CHF 166.8 million. Switzerland invested USD 21.2 million in Pakistan in the fiscal year July 01, 2018 to June 30, 2019.



Regular Monthly Managing Committee Meetings

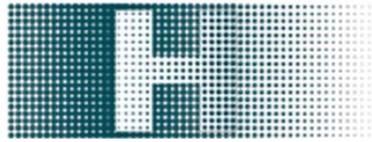
In spite of the pandemic, SBC continues its monthly Managing Committee Meetings virtually:





The SBC organized a visit of IR Group (Member-SBC) and members of the Flexible Packaging Association of Converters of Pakistan (FLEXPAC) to Al Ameen Trading Corporation (Pvt.) Ltd. (Member-SBC) to brain-storm on and discuss the various issues and opportunities, the Members of SBC and FLEXPAC are seen in the photograph:





heliograph
HOLDING

VP of Heliograph Holding Group visits Pakistan

A get-to-gather was organized by M/s. IR Group (Member-SBC) in honour of the visiting Vice President of a Swiss Company - M/s. Heliograph Holding Group, Cristian Karg from Switzerland to Pakistan. Imran Rehman, Tariq Rehman Fazlee, Saad Habib, Saleem Khan Tanoli, F. A. Toosy, Bilal Chipa, Asim Fazal, Faisal Shamsi, Nasir Rajori, Mohsin, Engr. Tahir Siddiqui, Engr. Muhammad Yousuf & Breat Jackson are seen in the photograph:



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 50 Member Companies of SBC are contributing in the development of the health-care, 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 22 large Swiss Companies are operative in Pakistan who, over the past decade, has invested more than CHF 1.5 billion.

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



High security inks & brand protection

Dyes & specialty chemicals

Textile chemicals & spindles

Specialty chemicals for construction & industry

Healthcare & pharmaceuticals

Precision & watches

Growth of Swiss SME's 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 eight (08) Swiss SMEs in Pakistan.'

The 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 in a short-span of six (06) years after its partnership with S-GE in 2014:

Company	Sector
Appenzeller Naturkosmetik AG	Natural Cosmetics.
DÜBÖR Backtrennmittel und Apparatebau AG	Food Processing.
Ganser CRS	Common Rail Systems.
Glas Trosch AG FIRESWISS	Fire safety glass
Jamailah Switzerland	Gourmet Food.
Leister Technologies	Hot-air plastic welding equipment, process heat components, laser welding systems, gas sensor equipment & micro-optics.
Metrohm AG	Analytical Instruments.
Sarplast SA	Glass reinforced plastic pipes.

Extension of Cooperation with S-GE

The SBC extended its cooperation with Switzerland Global Enterprise to further solidify its strategic partnership and promoting investment and trade between Pakistan and Switzerland.



Post-COVID-19: 2021-23 and beyond

The SBC has prepared the following Market-Snapshot on Digital-Health / MedTech Sector to entice the Swiss Companies for collaboration with Pakistani Companies:

With a population of over 220 million, Pakistan is the 5th most populous country in the world with an annual estimated population growth rate of 2.07%.

The key factors driving Pakistan's growing demand for healthcare solutions & medical technologies are:

- ❖ Rapid population growth: By 2030 there will be an estimated 263m people living in Pakistan.
- ❖ An aging population: It is predicted that people aged 65+ will make up to 9.3% of Pakistan's population by 2030 and for a country with limited resources, dealing with a medically and socially vulnerable population may pose a great challenge.
- ❖ Ranked 6th amongst high-disease burden countries, Pakistan is currently facing double the burden of infectious and lifestyle diseases.
- ❖ According to WHO it is estimated that non-communicable diseases are projected to account for 58% of all deaths.

Opportunities

The digital health market is growing rapidly in Pakistan. Pakistanis are shifting their medical consultations and purchase to online platforms like DVAGO Pharmacy & Wellness Experts and Daawai. Pakistan's emerging digital health landscape provides a wide range of **opportunities for Swiss digital health solutions** and areas for business partnerships and collaborations.

In response to changing demographic and demand trends, Pakistan is looking to re-model its healthcare system by integrating new technologies.

- ❖ Pakistan's annual healthcare expenditure has increased by ~38% over the past decade and is forecasted to grow continuously.
- ❖ Challenges of low funding, huge workforce gap, inefficient institutional alignment and governance, urging the need for a renewed approach towards public health especially in the present time of Covid-19 pandemic and beyond.



True Size of Pakistan compared to Europe.



Source: www.thetruesize.com



- ❖ Public-Private collaborations will be encouraged by providing a strong platform to R&D institutions to liaise with Industry and Academia for the improvement and commercialization of their end-products.
- ❖ Ministry of Information Technology & Telecommunication (MITT) is also in the process to develop biotechnology focused science & technology-park close to Islamabad.

Examples of current initiatives:

Government of Pakistan has taken initiatives to embrace new technologies as Pakistan's IT sector and social media has gone through a historic move in the past few years.

- ❖ Establishment of Digital health platforms in different cities of Pakistan like MARHAM, Sehat Kahani, DoctHERS, NewLife and many others.
- ❖ The Aga Khan Development Network e-Health Resource Centre, since 2011, provides strategic digital health support.
- ❖ In 2019, new vistas of robotic surgery in the country were opened after successful robotic surgery at Sindh Institute of Urology and Transplantation.

Pakistan's large population is increasingly becoming more digital savvy and urbanization also creates opportunities for innovative health solutions to be offered.

Swiss companies with proven, advanced digital health solutions and medical technologies are encouraged to explore current opportunities in more detail and to consider visiting the market:

- ❖ Key industry events in 2021 include Health Asia in Lahore (06-08 April) for Swiss Companies to participate and visit.

Strategic Plan 2021-23



The SBC has prepared a strategic business plan for its partner in Switzerland with focus on following sector for promotion of investment and trade between Pakistan and Switzerland:



Focused Sectors	SECTOR				
	Construction & Infrastructure	Power	Roads	Railways	Ports
Chemicals	Specialty	Textiles: Dyes & Pigments	Leather: Coloring	Generic Pharmaceutical	
Digitization / IT	Agriculture	e-Governance	e-Commerce	Healthcare	
Tourism	Geo-mapping	Hospitality	Tour operating	Chair-lifts	
Textile	Spinning	Weaving	Processing	Printing	
Logistics	Freight Forwarding	Retail stores	Shipping	Railways	
Food processing	Dairy	Livestock & Fisheries	Packaging	Fruits & vegetables	
Automobiles	Automotive parts	Engineering Equipment	Tunneling	Road Building Machines	

Swiss Investment & Joint Venture in Pakistan

Together with a Pakistani member company of SBC having expertise in plastic, printing & the packaging industry, providing best possible machinery, equipment, and turn-key solutions with intelligent resources worldwide. A Swiss leading brand manufacturing inks and coatings for flexible packaging having customers all around the Globe is planning to bring strategic investment in Pakistan in early 2021.



Joint Business Forums invite Governor of State Bank of Pakistan for an interactive session

Multilateral Business Forums met Dr. Reza Baqir to discuss the economic scenario with respect to the business development in the representative countries in December 2020. These included German Pakistan Chamber of Commerce & Industry (GPCCI), Pakistan Japan Business Forum (PJBF), Pakistan Malaysia Business Forum (PMBF), Pak Korea Business Forum (PKBF), Pakistan France Business Alliance (PFBA), Swiss Business Council (SBC), Pak Russia Business Forum (PRBF), Pakistan Australia Business Forum (PABF), and Pakistan Belgium Luxembourg Business forum (PBLBF). The session was largely attended and took up many intricate financial issues related to foreign exchange and interest rates as well as inflationary trends. The Governor assured that the measures taken by the government were timed with the current economic situation of the country and current risks were already well assessed which will enable the economy to ease out soon. He directed his concerned departments to address grievances of the business forums on priority basis.



Aazaan International Karachi



Indoor air quality issues can be a source of major problems for businesses and working environments. From public health related issues especially COVID-19 epidemic to malfunctioning of sensitive equipment and maintaining strict quality standards, air quality can make all the difference.

At Aazaan International, as a partner of IQAir Switzerland we believe in providing our clients with 180 degree diagnostics and solutions. Our products and solutions are globally recognized for being highly effective and having the highest recognition in their class. Since the past 15 years Aazaan International has been satisfying clients 100% for the following areas:

- ❖ Infection control in medical, dental and laboratory environments
- ❖ Control of particulate matter in cleanroom-type research and manufacturing facilities
- ❖ Particulate & corrosive substance control in data centers, computer & electronics industries
- ❖ Chemical substance & odor / fumes control in medical, laboratory & research facilities
- ❖ Smog / General pollution & tobacco smoke control in domestic and office environments

IQAir quality/ health care products, from IQ Air Switzerland, which have proved to be very effective against COVID-19 pandemic, indoor particulate & gaseous contaminants. Their use allows conduct of all types of organizational activities like meetings, conferences and indoor training sessions with utmost safety. These products are equally important for the safety of Operational Staff of base/ field health care Units, Installations and Hospitals. Currently many national and international Enterprises/Hospitals are confidently using these products. Some of the recommendations from Office/ home/ technical and medical areas are attached as ready references.

- ❖ The IQ Air Purifiers remove particles as small as 0.003 Microns using Patented Hyper HEPA Filters.
- ❖ This technology traps particles 100 times smaller than through conventional HEPA technology including/covering all Viruses specially Corona Virus which has a size from 0.08 to 0.11 micron (The efficiency was independently verified by a leading German aerosol test laboratory)
- ❖ Other purifiers Filters up to max 0.3 micron unable to filter Coronavirus
- ❖ IQAir air purifiers are already assisting healthcare institutions across Asia and in many other parts of the world to protect their staff and patients against infections, including nosocomial infections with high mortality rates. Several hundred IQAir HealthPro and IQAir Cleanroom systems are currently being deployed in healthcare institutions in South Korea, Hong Kong and China in the fight against SARS-CoV and COVID-19

Many Corporate/ Govt /Armed forces institutions used and are using IQAir units for Corona virus infection spread for Healthy Environment too numerous to be listed.

CEO Haider Raza
Aazaan International Karachi

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www. aazaan.net

ABB Ltd

Taking Charge for an Electric Future

On World EV Day, (9th September) drivers from more than 60 countries have made a firm commitment to transition to an electric vehicle.

The online pledge campaign, which was launched by ABB and Green.TV as part of World EV Day, encourages drivers to recognize the crucial role that electric vehicles (EVs) can play in advancing sustainable mobility, making a commitment that the next car they drive will be electric.

Results to date are already indicating which countries are in the driving seat when it comes to taking action. The United Kingdom is currently leading the way with 29 percent of sign ups. This is closely followed by India (13 percent) and United States of America at 11 percent.

ABB's headline partnership with World EV Day amplifies the company's existing title partnership of the ABB FIA Formula E Championship – the world's first global all-electric motor racing series. ABB Formula E exists to drive progress in e-mobility by accelerating technical innovation in a competitive environment.

Tarak Mehta, President of ABB Electrification, commented: "Today marks an important milestone in the history of e-mobility with the world's first EV Day. As headline partner, ABB is delighted to see so many individuals from around the globe taking positive action by signing the pledge."

"At ABB we are committed to inspiring drivers towards a sustainable electric future. As such we have launched an ABB fleet electrification pilot program, starting in the UK and with other countries including the Netherlands set to follow."

World EV Day has attracted many partners and industry leaders in celebrating the progress made in e-mobility and accelerating efforts to build greater support for EVs. The online event has provided virtual seminars on the topics that matter including the Green Recovery and the marketing of electric vehicles. Through social media and Worldevday.org, the event provides a useful hub for e-mobility resources and insight on driving an electric future.

Ade Thomas, Founder, and Green.TV, said: "The rapid transition to electrified, sustainable mobility has never been more urgent. With World EV Day, we are hopeful that we have helped energize and highlight the need to decarbonise transport and encourage everyone to look to electric as a way to continue to build prosperity, enable access and deliver a sustainable way of life."

As a global leader in e-mobility, ABB is committed to driving innovation in the sector, supporting greater adoption of electric vehicles. ABB has unrivalled expertise in electrification,



having sold more than 14,000 DC fast chargers across more than 80 countries. ABB recently received the Global E-mobility Leader 2019 award for its role in supporting the international adoption of sustainable transport solutions.

There is still time to take the pledge. Simply visit: www.worldevday.org/ev-pledge. The pledge campaign will be further amplified on World EV Day itself through the events global network of partners and supporters, with further updates on sign ups to come.

The top 10 countries for sign-ups to date as part of the World EV Day pledge campaign include:

ABB (ABBN: SIX Swiss Ex) is a leading global technology com-

Ranking	Country	% of Total Sign UPS
1	United Kingdom	29%
2	India	13%
3	USA	11%
4	Finland	6%
Joint 5 th	Canada	4%
	Sweden	4%
Joint 7 th	Germany	3%
	Australia	3%
Joint 9 th	New Zealand	2%
	Italy	2%

pany that energizes the transformation of society and industry to achieve a more productive, sustainable future. By connecting software to its electrification, robotics, automation and motion portfolio, ABB pushes the boundaries of technology to drive performance to new levels. With a history of excellence stretching back more than 130 years, ABB's success is driven by about 110,000 talented employees in over 100 countries. www.abb.com

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HITACHI ABB

Hitachi ABB Power Grids Powering Good for Sustainable Energy

The Hitachi ABB Power Grids joint venture is founded on two iconic companies with a combined pioneering technology heritage of almost 250 years. We have a business volume of around USD 10 billion. We are a truly global company, head-quartered in Switzerland and employing around 36,000 people in around 90 countries.

Our customers, across utilities, industries, transportation and infrastructure, benefit from our extensive global footprint and scale, which has helped us to build an unparalleled installed base. To serve our customers effectively, we are organized across four business units: Grid Automation, Grid Integration, Transformers and High Voltage Products.

Our domain expertise is exemplified by more than 5500+ sales and field service engineers. Technology and innovation are key differentiators and we employ more than 2000 engineers and scientists in Research & Development – with a significant number engaged in software related development.

Our Purpose is powering good for a sustainable energy future, with pioneering and digital technologies, as the partner of choice for enabling a stronger, smarter and greener grid. We help to increase access to affordable, reliable and sustainable energy.” (Aligned with the United Nations’ Sustainable Development Goal 7.)

In Pakistan, the local unit is 100% subsidiary of Hitachi ABB Power Grids Switzerland. For more than 28 years, we have

Hitachi ABB



been serving the local utilities, industry and infrastructure customers, and emerging areas like sustainable mobility, smart cities, energy storage and data centers. With a proven track record, global footprint and unparalleled installed base, Hitachi ABB Power Grids balances social, environmental and economic values, and is committed to powering good for a sustainable energy future. Our local customers include NTDC, K-Electric, WAPDA, IPPs and many more.

Hitachi ABB Power Grids recently launched the game-changing EV charging system for large scale e-Mobility. This grid-to-plug EV charging system is designed for public transport and commercial operators, will enable the mass adoption of clean transport in cities across the world. More importantly, it will limit the environmental impact of transport and contribute to cleaner air and an enhanced quality of life for today’s generation and those to come.

“We are excited to embark on this new journey as a global technology leader, remain committed to serving our customers and partners in Pakistan by offering the global expertise and local experience and capabilities Powering Good for a sustainable energy future, with pioneering and digital technologies, as the partner of choice for enabling a stronger, smarter and greener grid”, comments Country Managing Director Najeeb Ahmad, Hitachi ABB Power Grids in Pakistan.



Memorandum of Understanding With Dice Foundation

Archroma started first day of the year 2020 by signing an MoU with DICE Textile, Innovation Platform of DICE Foundation, USA. The term 'DICE' stands for Distinguished Innovations, Collaborations and Entrepreneurship and is a non profit organization. The vision of DICE program is to foster innovation, entrepreneurship of indigenous product development in Pakistan and to provide a platform for academia, industry, government and entrepreneurs to interact, share knowledge and collaborate on capability building, innovation development & commercialization and textile policy input.



Fighting COVID-19 pandemic

In line with our sustainability vision to help community, a swift assessment was made on the impact of shortage of hand sanitizers during continuance of COVID-19 pandemic on communities. As a CSR initiative, we aimed to help fight the virus and contain its spread by producing hygiene products that supported needs of patients, doctors, paramedical staff, sanitary workers and general public.



Kieralon® research and testing in progress at Archroma Center of Excellence



Kieralon® in small packs

In record time, our R&D at Archroma Center of Excellence formulated a world class Hand Sanitizer Kieralon® based on WHO recommended guidelines. Since June 2020, Kieralon® is being produced at our Landhi site in bulk and small packs.

Through this initiative we are able to play our part in containing COVID-19 pandemic in Pakistan defeating the worsening hygiene situation and ensuring smooth supplies for the community.

Al-Ameen Trading Corporation (Pvt.) Ltd.

JOURNEY THROUGH 4 GENERATIONS

Chemicals

Textiles

Engineering

Industrial Utilities

Today... Al Ameen stands as a multidimensional organization with quest to offer quality, competitiveness, safer products, processes and plants enabling partnership with our customers and principals known for experience, innovation and commitment.

We have legacy of long association with them based on trust emanating from transparency, professionalism and service.

Not just meeting their expectations, we desire to enable their drive forward.



Al Ameen Trading Corporation (Private) Ltd.

Engineering T : +92 21 35070635 E : machinery@alamoon.com.pk
Chemicals T : +92 21 32568848 I : chemicals@alamoon.com.pk

Cloud Packaging Pvt. Ltd. (IR Group)



Speedy Assistance from IR Group of Companies Pakistan

The Corona-Pandemic required increased hygiene measures from all of our employees. The health department rules were explained and implemented immediately. The demand for disinfectants increased. We as IR Group implemented all the SOPs with measures with policy of Work from home.

The Digital Media was especially given a good alternate and we were able to support our customers with Virtual Reality programs.

On December 9 2019, Dinner reception hosted in Karachi Pakistan Mr. Cristian Karg, Vice President, Daetwyler Graphics Switzerland, Mr. Tariq R. Fazlee Chairman FlexPac, Members of Flexpac and Swiss Business Council represented by Mr. Breat J. Nathaniel

Mr. Cristian Karg – Daetwyler Graphics visited Pak Laser Engravers to thank Mr. Hafeez Ur Rehman and his team, for investing in Swiss Made latest state of the art Turn Key Project of Daetwyler Graphics for Rotogravure Cylinder Making project. The facility is developed with Swiss Standards.





Mr. Pascal Diemand
 Geschäftsführer / CEO, Switzerland
**Mr. Thomas Marte, Mr. Lars Lieb and
 Mr. Imran Rehman – CEO,
 Cloud Packaging Pvt. Ltd. (IR Group),**
 The Swiss company agreed to start
 cooperation to introduce
 flexo-gravure inks in Pakistan.



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Mr. Cristian Karg, Mr. Hafeez-ur-Rehman & Mr. Imran Rehman.

Glimpse of the year



Women's Day Celebration with Staff



Independence Day



Independence Day



PPE Kit Distribution in 6 Hospitals



Rs.20 mn Contribution To PM's COVID-19 Relief Fund



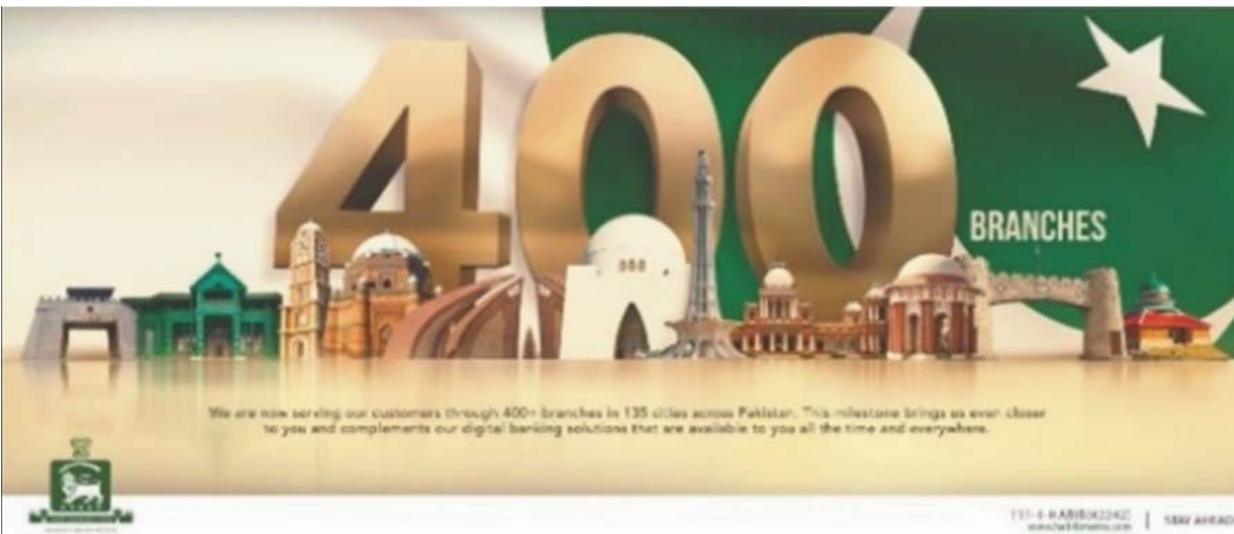
100 Laptops Donated To Development in Literacy (DIL)



GDIB Award 2020 (Diversity, Inclusion & CSR)



GIFA 'Best Islamic Banking Brand 2020'



Milestone – 400 Branches

Hakimsons (Impex) (Pvt.) Ltd.



We, Hakimsons (Impex) (Pvt.) Ltd., are pleased to introduce ourselves as a firm involved in the import, marketing and distribution of specialized pharmaceutical products, from global sources. We are currently working in the areas of infectious diseases, gynecology, cardiology, neurosurgery and oncology.

We had been working with a Swiss Company, namely Swiss Serum and Vaccines (Berna) since 1961, which unfortunately closed down. We have also worked with Octapharma AG for a while as well. Currently we are working with CSL Behring AG, whose facility is based in Berne. We have been actively importing from CSL Behring's Swiss manufacturing facility since 2005. Our agreement with CSL has been signed through their regional office in Hong Kong. From CSL Behring AG, we have been importing sizable volumes of human plasma derived products.

We are keenly interested in expanding our scope of work with other Swiss Companies. Our current area of interest is finished pharmaceuticals and biological products.

The Swiss Business Council provides an ideal forum for knowledge sharing, and building of sustainable business relationships. Its focus on bringing people closer through economic, cultural, and intellectual activities, which is highly commendable. We at Hakimsons (Impex)(Pvt.) Ltd. are looking forward to the continued cooperation with the Swiss Business Council to enhance business activities and contribution to the develop further commercial activities with prospective Swiss companies.

Jubilee Life Insurance



Jubilee Life Insurance incorporated in Pakistan in June, 1995 and over the years has grown to be the leading life insurance company in the private sector. The business offers conventional and takaful (Shariah-compliant) variants of life and health insurance policies, which are especially curated for its customers. With over two decades in the industry of providing premium service to its customers, Jubilee Life Insurance has built a strong reputation and a loyal customer base.

The company is known for upholding the pillars of its core values which include: teamwork, integrity, excellence, and passion. Each of these values are visible in the manner they are conducting business, dealing with stakeholders and contributing to the society.

Recent times have been challenging for every company, regardless of their industry. There have been some companies that took on the challenge straight ahead, learned from the situation and came out even stronger. Jubilee Life is one such example that can be mentioned considering their initiatives pertaining to COVID-19 and some noteworthy achievements of the year 2020.

It was a stressful time during the COVID-19 outbreak, both individuals and organizations went in shock and immediately panicked due to the uncertainty of the disease. Economic activity was at a halt and job concerns were at its peak. During this time, as part of the Aka Khan Development Network's (AKDN) initiative, Jubilee Life Insurance played its role of giving back to the society by conducting a Ration Drive to help feed those who were on a daily wage system and heavily affected due to lockdowns.

Building its credibility over the years, it was a great honor for Jubilee Life to be awarded with the Sector Wise Award in the Insurance Category at the MAP 35th Corporate Excellence Awards 2020. This award is an acknowledgment of the effort that an organization makes for promoting good management practices in the country as well as setting the highest standards for corporate excellence.

Effie Awards are known by advertisers and agencies globally as the pre-eminent award in the industry, and recognize any and all forms of marketing that contribute to a brand's success. It honors the most significant achievement in marketing communications: ideas that work. Effie Awards have gained far-fetched recognition in Pakistan over a short period of time for their honest recognition of talent. They select and evaluate those entities that have made strong impact and difference through the work they do. At this year's ceremony, Jubilee Life Insurance was the first ever insurance company to have won the prestigious Effie Award 2020 in the Insurance Category. The award-winning campaign revolved around three focus areas being health, education and marriage which consumers of the insurance sector place most importance towards.

After receiving recognition at the Effie Awards, Jubilee Life was once again identified for its out-of-the-box digital marketing campaign to reach out and engage with its audience in the most creative and trendy manner. This recognition was made through winning the Best Social Media Campaign (Facebook) for Cricket at the Pakistan Digital Awards 2020. The year 2020 has been difficult for all, but Jubilee Life Insurance has made its utmost effort to lead and make a difference to the society.



MARTIN DOW COVID-19 INITIATIVES

Home Patient Services
Medicines home delivery and patients online medical consultation

CME for HCPs
Continuous Medical Education on COVID-19 protocols to healthcare professionals

Employee Safety
Followed work from home policy to ensure safety

Screening test for all Martin Dow employees

Clinics Disinfection
Disinfected 1000+ clinics nationwide to keep the paramedical premises virus-free

Online Series
Conducted multiple episodes on various concerning issues in relevance with COVID-19

COVID-19 Testing Kits
Presented 5,760 Coronavirus testing kits to Indus Hospital

PPE for Doctors
Provided protective gears to our front line heroes

Public Awareness Initiatives
Organized COVID-19 awareness on leading channels



www.martindow.com | www.martindowmarker.com | www.martindow.fr

Mövenpick Hotel Karachi



Mövenpick Hotel Karachi launches Accor's cleanliness and prevention #ALLSAFE label



Welcoming, safeguarding, and taking care of others is at the very heart of what we do and who we are. The health, safety, and well-being of our guests, and staff remains our utmost priority as the world goes through this unprecedented time.

For us, knowing how to best take care of our guests and reassure them a safe welcome in our hotel is part of our DNA and comes naturally. Due to Covid-19 pandemic and to ensure the safety of our guests and employees, Mövenpick Hotel Karachi has implemented elevated hygiene and safety protocols by launching a unique cleanliness and prevention label by Accor: **ALLSAFE**.

At each touchpoint along the guest journey through **Mövenpick Hotel Karachi** extensive measures have been taken to protect our guests and team members:

- ❖ Hands-on training for all employees, a dedicated on-property rollout committee, and a formal audit program, validated under the global ALLSAFE Cleanliness label, ensure initial and continued compliance.
- ❖ The appointment of specially trained '**ALL Safe Officers**' to oversee all cleaning-related hotel operations, preventative measures and to handle guest inquiries
- ❖ Free health support with AXA, including access to medical professionals and consultations by phone or on the location
- ❖ Body temperature of guests is checked on every arrival at the entrance of the hotel
- ❖ Social distancing marks throughout the hotel and dining outlets
- ❖ Masks and gloves provided to guests and worn by all employees (changed every 4 hours)
- ❖ Assisted contactless check-in and check-out
- ❖ Virtual restaurant and in-room dining menus
- ❖ In-room dining is available through our room service by ordering from our digital menu following all hygiene and safety standards
- ❖ Housekeeping services have been reduced. All rooms are disinfected and cleaned prior guest's arrival



Sanitizer Stations



Social Distancing Marks



Digital In-Room Menu

- ❖ Seating in Restaurants and equipment in our Spa & Health Club have been rearranged to establish social distancing
- ❖ Implementation of a dedicated **WhatsApp channel (+91 333 2768560)** to ensure all of our guests have a seamless and contact-less experience during their stay

At **Mövenpick Hotel Karachi**, we are also looking ahead, through, and past the COVID-19 pandemic, to ensure that our valued guests and employees will always be looked after with the highest degree of safety, care, and comfort.



Nestlé Pakistan supports vulnerable communities with 100 million rupees in COVID-19 pandemic



To meet the nutritional needs of both affectees and frontline workers during these times, Nestlé Pakistan donated 100 million rupees worth of nutritious products in the national response to the COVID-19 pandemic. As part of the pledge, Nestlé Pakistan gave product and cash donations, that included 4 million servings of milk, iron fortified dairy products, baby cereals, water and juices.

Highlighting the efforts, Samer Chedid, CEO, Nestlé Pakistan said, “We mobilized relief to medical facilities (quarantine centers) and food-delivery organizations serving vulnerable families, worth 100 million rupees, in the form of product and cash donations, through national and provincial disaster management authorities and local governments,” according to a press release issued by the company.

As part of its PKR 100 million commitment to support vulnerable communities affected by the COVID-19 pandemic, Nestlé Pakistan also partnered with leading non-governmental organizations Akhuwat, Saylani Welfare International Trust, Shahid Afridi Foundation, Salman Sufi Foundation and RIZQ to support them in their relief activities.

“We also joined hands with reputable NGOs in response to their COVID 19 emergency appeals to support deserving people across Pakistan. We invited all our employees to step

forward and donate one day's salary for supporting people going through hard times. The donation intimations by employees were matched 1:1 by Nestlé Pakistan,” Chedid was quoted as saying.

Talking about the efforts, Waqar Ahmad, Head of Corporate Affairs, Nestlé Pakistan, said, “We mobilized relief to food-delivery organizations serving vulnerable families, in the form of product donations to meet the nutritional needs of both affectees and frontline workers during these times.”

Nestlé Pakistan's product donation towards government and non-government organisations, included 4 million servings of





Good food, Good life



milk, iron fortified dairy products, baby cereals, water and juices, to be incorporated in ration bags prepared in response to COVID-19 emergency appeals for deserving people across Pakistan.

Meanwhile, Nestlé Pakistan also stepped up its national response to COVID-19 pandemic by partnering with Pakistan Red Crescent Society (PRCS). Whereas PRCS has unmatched presence and expertise in providing first-aid, emergency response and epidemic control. This contribution by Nestlé Pakistan of PKR 5 Million included installation of hand hygiene stations at public places, quarantine and health facilities across Baluchistan and KPK.

As part of this partnership, Nestlé Pakistan extended support to PRCS for promoting well-being for all age groups during the pandemic particularly, amongst the vulnerable communities in Baluchistan and Khyber Pakhtunkhwa (KPK). This included improving the hand washing practices widely to prevent transmission of COVID-19 and improving access and utilization of essential and quality hygiene aids to vulnerable communities.

The company also undertook additional safety measures internally. "We made sure that we keep our employees healthy and



safe, and that they follow the most stringent safety protocols at all our manufacturing and warehouse facilities, as advised by the World Health Organization," the CEO said.

Nestlé Pakistan has worked tirelessly to ensure that much-needed food and beverage products are available for our consumers across Pakistan, in commitment to the strategic roadmap laid out by Prime Minister Imran Khan and respective provincial leaderships.

Noon International (Pvt) Ltd

(Measures taken and still in implementation during Covid – 19)



- ❖ M/s Noon International Pvt Limited, as one of the leading trading organization in Pakistan always takes pride to be the flag carrier in professionalism.
- ❖ We being the exclusive representatives of many International Companies and having a state off the art production facility for Textile Weaving Reeds manufacturing, have to be extreme cautious since the start of Pandemic
- ❖ Immediately, we have to follow the Government Instructions to close our offices by End of March, 2020.
- ❖ However, by the time, Textile and other manufacturing Units resumed their partial operations, we have to get back to our job just after 10 days.
- ❖ We resumed our Production Facility and started our partial activities for Trading Sector, since we have to provide Sales and After Sales support to our all valued customers
- ❖ As initial steps, we followed and implemented all Government Standard SOP's including Mask,



Temperature Check by Thermal Guns, Sanitizers, Social Distancing etc.

- ❖ We minimised presence of our staff in offices and requested some of members to operate from home as





- ❖ well as implemented Rotational Presence in offices.
- ❖ By the grace of Almighty Allah, we retained all our staff, however some measures were taken to curtail operating expenses.
- ❖ Since, our Service Team Members were more exposed as they were visiting customers in order to ensure trouble free operations of our installed equipment, we stationed them at our back offices, in order to minimise their interaction with others, thus ensuring their as well as others safety.
- ❖ Our Work Shop Team Members followed SOP's , even their job became more tough, wearing masks while performing tasks, however we ensured safety and health of our valued team members.

- ❖ Only Very important visits were done by Sales Teams, while low priority meetings were done virtually.
- ❖ Sales delegate visits from abroad were discouraged. Complete SOP's were implemented during their presence.
- ❖ Customers training remained a Hallmark of Noon International, and even during Covid, we carried out ONLY important trainings as per our valued customers requests. Our professional team members ensured complete implementation of SOP's while conducting all the trainings.



Noor International

Noor International Contributions in Fight Against Novel Covid-19



The coronavirus pandemic began in December 2019 and within a few months, it spread all over the world, approximately 100 above countries reported on the verge of the disease and Pakistan was also among them. As we were working in the field of health care for many years, being a Service provider, the massive responsibility thus raised on Noor International to fight against the pandemic, Covid-19. The inciting panic was raised for various reasons among the people, which eventually created confusion about treatment. Being the lead supplier of intensive care products, it was our responsibility for providing and facilitating the patients in an alarming situation.

With the support of our principal Hamilton Medical, Medela (Switzerland) and others, we tried our best to fight against Covid-19 by providing ventilators in mostly covid-associated hospitals of Pakistan. Our team worked day in day out for providing on-spot training in the health care department/hospital and assist the clinical staff via demonstration as well as quick deliveries and installations of the equipment. We managed to distribute the highly required products all over the country with the help of the dedicated team, which in turn benefits fighting the Novel Covid-19. Our motto was to facilitate the healthcare department with the Ventilators, Respiratory products, and consumables including breathing circuits, viral filters along with other accessories.

Despite the challenges faced during Covid-19, our team works 24/7 to meet the requirements, and, fulfill the requirements with their endless efforts. Noor International has dedicated their Respiratory Therapists specifically for the intensive care units who played their role in providing continuous support to the paramedical Staff. Nevertheless, the on-call availability of the service engineer played a vital role in providing assistance to hospitals. We ensured the maximum utilization of the available resources during such pandemic.

Novartis Caring and Curing



Company on COVID-19

At Novartis, we recognize our CSR (Corporate Social Responsibility) as our responsibility to bring a positive impact by helping the community.

Novartis has always remained on the forefront when it comes to CSR (Corporate Social Responsibility).

During the challenging time of COVID-19 pandemic, Novartis has donated Rs. 41.25 Million to Pakistan Red Crescent Society (PRCS) for testing kits of COVID-19 and PPE. The support package was towards the procurement of Personal Protective Equipment (PPE) kits for medical workers and COVID-19 Testing kits. Testing Kits & PPEs Novartis will be distributed to the Health Care staff in the area most severely affected across all the provinces.



CPO Message: Dr. Imran Rasheed

“We feel proud to stand with our Healthcare Professionals at their hour of need and hope to mitigate and contain this deadly infection as soon as humanly possible”



Any Other News:

Novartis is committed to provide the best medicines to patients and develop ways on how access to these quality medicines is simplest to improve patient lives.

Through Novartis Patient Access Programs, a total of PKR 90.41 billion worth medicines are distributed since the Access Programs has been evolved. These Patient Oriented Access Programs targeted over 10+ NCD (Non Communicable Disease) areas such as Chronic Myeloid Leukemia, Myeloproliferative Neoplasms (MPNs e.g. Polycythemia Vera &



Novartis Pakistan (Mr. Ziad Chowdhrey (CFO Novartis Pharma (Pakistan) Ltd) Presenting donated check of Rs. 41.25 Million to Pakistan Red Crescent Society (PRCS).



The e-processing software inauguration at Pakistan Institute of Medical Sciences Islamabad was attended by Special advisor to Prime Minister - Mr. Zafar Mirza, Managing Director Pakistan Bait ul Mal - Mr. Aun Abbas Bappi, Head of Commercial Execution – Dr Muhammad Shiraz, Digital Transformation Manager - Ms. Najam Fatema, Sr. Key Account Manager - Asif Joseph from Novartis Pakistan

Myelofibrosis), Gastrointestinal stromal Tumor (GIST), Immune thrombolytic Purpura (ITP), Severe Aplastic Anemia, Gastroenteropancreatic Tumors (Carcinoids) including Breast Cancer, Renal Cell Carcinoma and more. In 2019 alone, Novartis has dispensed PKR 17.95 billion worth of medicines as FOC.

The total impact for the above is about 16,800 patients across 110+ cities of Pakistan

Furthermore, the Global Novartis Access program was launched in Pakistan in 2020 which includes a portfolio of 15 molecules to treat cardiovascular diseases, diabetes type 2,

respiratory illnesses and breast cancer, which is provided for USD 1 dollar per month per treatment (ex-factory). The Novartis Access program is aimed towards the un-affording patients to provide access to quality & affordable medicines.

Recently in 2020, Novartis Pakistan provided a grant worth around PKR 10 Million to launch the first ever fast track digitally integrated system at PBM (Pakistan Bait ul Mal). The new e-processing system brought the efficiency and transparency through automation, which resulted in fast & timely availability of funds for the patients, ultimately reduced the time of the overall patient journey from 60 days to 7 days.



Novartis Pakistan (Dr.Imran Rasheed (CEO / Country President) & Mr. Shahzad Furqan (Head Novartis Access, Asia & NSB, Pakistan) signed a MoU & Service Agreement with Prof. Abdul Basit, Vice Chairman (Health Promotion Foundation) & Director, Baqai Institute of Diabetology & Endocrinology (BIDE) for the implementation of Novartis Access Program.

OmyaPack (Pvt.) Ltd.

Good Safety-Practice Award' for OmyaPack



OmyaPack (Private) Limited, a joint venture between Packages Group, Pakistan and Omya Group, Switzerland, commenced the greenfield project in 2016 and started its operations in 2018. The company produces and sales high quality calcium carbonate products for polymer, paper and paint industry.

To promote Safety Culture at the production sites and to share learnings across teams in various countries, the management of Omya has initiated a quarterly "Good Safety-Practice Award" in '2020 for its 45 plants in the region.

It was a proud moment for OmyaPack (Private) Limited when Omya RAP Safety Management Committee announced that OmyaPack is the first entity which has been selected for this award!

The "Good Safety-Practice Award" was handed over to CEO OmyaPack by Mr. Richard Lowe, VP Sustainability, while Omya' senior management and all plant managers of the region joined the live session through a video call.

OmyaPack was selected for this award because of early adoption of "bottom-loading of slurry-tank" and implementation of Level-1 control i.e. elimination of 'fall from height risk'.



VP Sustainability Omya RAP, Mr. Richard Lowe with the Plant team"



Philip Morris (Pakistan) Limited – COVID-19 Relief Work

SESWA Donation

PMPKL has made a donation to SESWA (Shewa Educated Social Workers Association) in August 2020 of PKRs.142,451,0/- for 400 food packages to families in dire need in the Swabi and Mardan regions.

Projects with a Heart Pakistan Pilot

In order to facilitate PMPKL employees for donations and voluntary relief projects, PM Pakistan under the umbrella of global Philip Morris Projects with a Heart (PwH) team to create a tool that would allow employees to donate directly from their salaries. During the month of July, the global pilot for the “Donate from Salary widget” for PwH was launched in Pakistan. This initiative helped trigger donations from PM Pakistan employees directly towards a project raised by their colleagues.

Support to Vulnerable Groups

KARACHI, April 16, 2020: “Supporting vulnerable groups such as frontline workers, healthcare staff and first responders as well as those who have lost livelihoods due to the pandemic is at the heart of our relief efforts,” shared Roman Yazbeck, Managing Director, Philip Morris (Pakistan) Limited (“PMPKL”).

PMPKL has launched a comprehensive project comprising of monetary and in-kind donations across Pakistan in collaboration with **Kashf Foundation and Paiman Alumni Trust (PAT)**.

Roman Yazbeck adds, “The safety, health and livelihoods of our employees is a priority for us and we will continue to ensure that. At the same time, we are also cognizant of the fact that the communities we live and operate in. In these unprecedented times, it is imperative that we come together to serve those in need.”

The country wide COVID-19 related restrictions impacted the livelihoods of many individuals. PMPKL partnered with Kashf Foundation to provide relief to the impacted groups along with distribution of food rations and hygiene kits. Moreover, our employees voluntarily participated actively to deliver food rations to those most in need whilst ensuring their own health and safety.

PMPKL also partnered with PAT to provide over 35,000 PPEs including masks, gloves, face shields, goggles and coveralls to various hospitals and supporting awareness drives to educate marginalized groups on basic measures to avoid contraction of COVID-19.

Through the project, PMPKL supported relief efforts to impact 70,000 individuals in Karachi, Sahiwal, Lahore, Bahawalpur, Mardan, Swabi, Malakand, Ghotki and Shor Kot.

Globally, Philip Morris International has also been actively working amidst this pandemic since its outbreak, with ongoing and planned relief efforts through various initiatives in more than 60 countries.

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 inclusive of pharmaceuticals, textile, paper, personal care, food products and others.

Polygal AG facilities located at Export Processing Zone Authorities (EPZA) at Karachi produce specialized products for supply to its market in China and Asia.



A significant step towards helping the patients

Roche Pakistan's partnership with a Patient Advocacy Group in Khyber Pakhtunkhwa led to the passing of a resolution to enact Breast Cancer Prevention & Control Program in the province. This is the first time that any provincial assembly has passed a resolution that will help breast cancer patients in their journey.

The committee will work towards the planning and implementation of a comprehensive Breast Cancer Control Program. This will result in the availability of resources for awareness, screening, diagnosis and treatment of breast cancer patients in the province.



Syngenta Pakistan

Leadership in Pandemic Team - Syngenta Pakistan

Fighting the COVID 19 as team – Our Endeavors

Leadership Commitment & Employee engagement	<ul style="list-style-type: none"> • Daily Zoom meeting with Emergency Management Team • Zoom calls with employees & franchises • Advisories to employees and customers (pictures, animated etc.) 	
Administrative & Preventive Measure	<ul style="list-style-type: none"> - Temperature monitoring at all work locations - Masks, Gloves & Hand Sanitizers for employees & Business Partners - Installation of sanitizers in office - "Work From Home" initiated where appropriate - Stoppage of F2F meetings - Distancing at workplaces - Split shift and intermediate breaks at all locations 	
Employee Wellbeing	<ul style="list-style-type: none"> - Syngenta Pakistan has partnered with Sehat-Kahani (a leading e-care provider in Pakistan), who are providing E-health services to our employees across the country. - Immunity boost pack for field based employees (honey & dry fruits) 	

Strategy to ensure "Zero Incidence"

Looking Ahead....

Maintaining a distance yet even closer.....

- ✓ Not to lower our guards
- ✓ Continue to be abreast of the local & global trends and situations
- ✓ Think global act local
- ✓ Continue to benefit from the global Syngenta family
- ✓ Maintaining the mandated regimes and Connection & education with the team
- ✓ Continue to stay connected. Build on the collective wisdom to enable business with Safety



SICPA Pakistan

COVID-19 – Sustaining the under-privileged



SICPA Pakistan has always recognized its responsibility of giving back to the society in which it operates and beyond. One of SICPA's core value is to help alleviate hunger amongst the under-privileged masses. This was evident during the COVID-19 crises that struck Pakistan as much as it did across the world.

In order to mitigate the sufferings of the people affected by the lock-down that was put in place by the government to contain the spread of the virus, SICPA Pakistan partnered with an NGO APNA Malir Association to distribute ration bags and other essential items amongst the daily wagers and needy residents of Malir, who reside near-by our office.

The company also extended support to SOS Village who have been in a prevalent precarious situation due to the lockdown. The ration bags contained basic food and hygiene items

At the onset of COVID-19, SICPA Pakistan took several measures to curb the impact of the virus and implement SOPs at its work premises. SICPA Pakistan put in place elaborate precautionary measures to ensure a safe work environment for its staff.

The measures include providing proper guidance to employees about their protection from infections, making the workplace safe for everyone. These measures put into place included, temperature checks at entrances for all employees and visitors coming to SICPA Pakistan facilities. Furthermore, wearing of masks and gloves has been deemed mandatory within the company premises. All employees and visitors coming into the facilities were provided with masks and gloves at all entrances.

Sanitizers have proved to be an effective tool in disinfection. SICPA Pakistan has its in-house production unit of manufacturing sanitizers which have been provided to its employees

to use at all times. Lastly, all the offices and the equipment at SICPA Pakistan are regularly disinfected and sanitized on a timely basis.

At SICPA Pakistan, the well-being and safety of its employees, clients and communities are their top priority.



Inauguration of 157KW Solar On-Grid Generation

SICPA Pakistan recently completed the installation of a Solar Energy system at its factory in Karachi. Mr. Haroon Rasheed, Managing Director, Pakistan Security Printing Corporation, who is also the Chairman of the company's Board of Directors, was invited to inaugurate the Solar On-Grid Generation on May 12, 2020.

With an annual generation of 245 MWH, this project will on average generate 671 KWH daily, meeting 25% of electrical energy demand of SICPA Pakistan by Green Energy. This will reduce the company's Carbon Footprint by reducing 148 tons Carbon Dioxide every year. The operating life of the system is 25 years.

The project was completed in a short period of four months despite challenges presented by the COVID-19 city lockdown.



Eye Test for Non-Management

The Layton Rahmatulla Benevolent Trust (LRBT) is the largest Non-Governmental Organization (NGO) operating since 1984 in Pakistan. Through its state-of-the-art equipment, LRBT Tertiary Eye Hospital provides free eye care to the people who live around the poverty line. LRBT has successfully given the gift of sight to over 44 million poor patients through its network.

SICPA Pakistan for the first time organized free eye tests for its non-management staff on February 15, 2020 at LRBT Hospital as part of its CSR program.

Sixty-one employees participated in this activity. They underwent a screening procedure that included Visual Acuity and Intra Ocular Pressure (IOP) check followed by a diagnosis by their doctor. Thirty-five employees were advised correction of glasses, five employees were prescribed medication and glasses and 21 employees had a 6/6 vision. One employee also underwent a laser treatment.

Sonraj International Pvt Ltd.



The Sonraj family comes from a Memon family in Gujrat renowned for jewelry in India with a history of over 100 years. The word Sonraj means Gold King, with "Son" being Gold and "Raj" being King.

In 1976, Sonraj became the official agent of Swiss and Japanese watches. In 1991, Rameez Sattar, son of Abdul Sattar, took over the business. Through his father's vision and the dynamics of the changing

market, Rameez Sattar ventured into bringing a wide range of premium watch brands to Pakistan.

Today, Sonraj is the preeminent leader of luxury watches and accessories in Pakistan and aims to grow its retail network in the upcoming years.

Covid-19: Trying times or Trying times?

When the world was struck with this pandemic, faced with a new normal, we at Sonraj decided to turn things around and take this time out for self-reflection and work towards a strategy to not just survive, but go the extra mile.

While businesses were downsizing, we not only retained our human resource but also hired new ones. One-on-one sessions and trainings of our employees were conducted to develop self-awareness and tactics to deal with the situation we'd been faced with. Looking at how things changed during 2020, we found opportunities that would retain business in Pakistan, generate revenue for the country and work towards a new buyer-seller relationship. We established a liaison with numerous brands across the world who have aligned themselves with us to represent them in Pakistan. We developed new Marketing strategies that not only were received locally but internationally. My visit to Geneva Days made me realize that there is still a lot of hope and positivity within people from all walks of life as well as keen interest in being represented in Pakistan.

Another milestone that we achieved during this time is our Sonraj Bulletin, which has a fortnight circulation to more than 15 countries and 400 recipients. The positive news shared consists of new achievements of Pakistan as well as new developments in the luxury industry.

We also are in the process of launching our Omega Boutique at DMC, Karachi- a new store, a new beginning. A plan is underway towards opening 3 more stores in strategic locations, giving us the largest footprint in Pakistan.

We don't just stop here; the last quarter of 2020 is full of surprises for our partners, customers and stakeholders.

Sonraj- It's passion for us!



Rameez Sattar; CEO

SGS Pakistan's



SGS Pakistan's Efforts During the Pandemic – Contribution towards Resilient Pakistan

SGS Pakistan during the peak of the pandemic did work of facilitation for the companies producing medical devices, surgical masks and gowns. Our consumer, retail testing labs developed new testing parameters for face mask, sanitizers, gowns etc which fulfilled the market need and also meeting global requirements as most of Pakistan's local textile & apparel industry started working on Medical PPEs and needed technical support & guidance on regulatory requirements. We were able to adequately fulfil this market need by spreading knowledge to support textile industry in their crucial time that helped in the national economy for exports to other countries.

During this period our manpower was trained to meet the need of inspecting the medical devices as well, the demand from Romania and Morocco for surgical masks, gowns from Pakistan was facilitated by our inspection and certifications. A new medical equipment which is an alternative of ventilator produced by one of the companies in Pakistan has also undergone our inspection services certifying them to help them for their exports.

We were able to conduct free webinars for our existing and new potential customers on different buyer protocols and Medical PPEs (Face Mask, Gowns, Sanitizers, etc.) regulatory requirements to stay in close contact with the local industry and to address their needs in these critical time all of our team members made sure they are in close contact with clients just to assure them that SGS Pakistan is available to provide services even in this pandemic situation.

Special updates were shared with the employees on the various webinars during the pandemic on various topics utilizing the slow down time and boosting morale of the employees.

S. Ejazuddin



"We are well aware of the Covid-19 pandemic & virtually all over the world every country is affected. In the beginning of Covid-19 in Pakistan we had followed all SOPs in our offices, homes & while moving outdoors.

We had provided face mask to all our staff members & have kept Sanitizers at home & office for regular use. Of course social distancing is also part of daily life."

Smart Scale Energy Solutions

Smart Scale Energy Solutions Electrical Systems

Energize the electrical system by identifying saving potentials



System load with Memograph M

Smart Scale Energy Solutions - Electrical Systems

Rising electricity prices and more stringent environmental laws make the energy needs the top theme of each industrial company.

The Challenge

To identify and allocate the most electricity consuming assets and processes, measuring and collecting data are essential to have a base for further improvements.

The Solution

The electricity meter EngyVolt in combination with the energy and data manager Memograph M delivers all relevant energy values.

By defining the right KPIs it helps you to evaluate:

1. Motor efficiency,
2. Electrical efficiency,
3. System and phase load,
4. Real power compensation.

1. Motor Efficiency

Two thirds of the electrical energy in industry is consumed by electrical motors.

When looking into the total life cycle costs of an electrical motor, energy costs are the biggest part. Therefore, investments in energy efficient motors or frequency inverters have a very fast payback.

But to quantify the real electricity consumption and savings of a motor exchange, real-time consumption data is relevant.

2. Electrical Efficiency

Although an average saving of electrically driven systems is 25-30%, companies often fail to optimize their various production components. Using electrical efficiency helps to identify this saving potential. The electrical efficiency is the relation between useful power output and total power input.

Besides the energetically reasons electrical efficiency helps to:

- Evaluate status and remaining lifetime,
- Find out the ideal point of operation,
- Avoid damages by constant monitoring.

30% of the motor driven applications are pumps. To calculate the electrical efficiency of a pump it is essential to measure the flow and pressure in the volume flow. Additional, the electrical input needs to be measured. By using the electrical efficiency of pumps optimization potentials could be identified:

- Oversized pumps installed,
- Eliminate bypass flows for control,
- Install high efficiency motors,
- Split volume flow to several pumps as a reaction of changing demands.

3. System and Phase Load

Nowadays, adaptations and enhancements of production facilities are often required. This means that additional single phase consumers are often installed which leads to different loads of the phases.

To identify and compensate asymmetrically phase load it is mandatory to monitor the electrical network which helps to:

- Evaluate and run the electrical system with a symmetrical phase load,
- Indicate asymmetrical loads,
- Decide where and if additional electrical components could be installed,
- Avoid system problems and unscheduled downtimes.

Real Power Compensation

When high amounts of reactive power are created compensation is often needed.

Benefits

Monitoring and analyzing the electrical system helps to:

- Intervene early when limits are exceeded
- No longer have additional costs by keeping the terms and conditions of the electricity supplier contract
- Identify load peaks
- Quantify benefits of system modifications and improvements

Supervising the real power compensation asset helps to:

- Avoid problems and unscheduled downtimes of the compensation asset due to uncontrolled phase load.
- Prevent unplanned costs because of breaching the terms and conditions of the electrical supplier.

Memograph M Analysis

The energy and data manager Memograph M collects, stores and displays all the required data necessary for the monitoring of different electrical systems and consumers. By using the intuitive Field Data Manager software (FDM) it can be accessed from the desk and processed into a user friendly and meaningful format.

System Performance and Trends:

- Load peaks
- Power factor
- System load
- Load factor
- Efficiency of e.g. pumps or compressors

✓ Payback Calculation Example:

Replacement purchase of a motor for ventilation system.

Situation:

Existing motor:

- Nominal capacity: 7.5 kW
- Efficiency class IE 1 ($\eta=87.6\%$)
- Operating time: 7,000 hours/a
- Electricity costs: 0.15 €/kWh
- Energy consumption IE 1: 59,914 kWh/a

New high efficiency motor:

- Efficiency class IE 2 ($\eta=90\%$)
- Energy consumption IE 2: 58,333 kWh/a

Additional costs for high efficiency motor IE 2: 150 €

Savings:

59,914 kWh/a – 58,333 kWh/a = 1,581 kWh/a

1,581 kWh * 0.15 € = 237 €/a

Payback:

150 € / 237 € = 0.63 years

! The payback period is less than 8 months.

Technology Links (Pvt.) Ltd.

Technology Links fights COVID 19



It became imperative when the number of cases started rising in Pakistan that Technology Links take active and prudent steps to protect its employees from the novel Corona Virus. As such, the company in its first phase divided its work force into two teams which would operate on alternate days. This was done to contain the infection if it occurred within a particular team, so that only that team would be isolated. This was also helpful in maintaining social distance within the workplace to reduce the chances of infection.

In the next phase, when a few positive cases emerged in the workforce, Technology Links took the immediate step to test its entire workforce so that individuals with a positive result could be efficiently isolated with a mandatory quarantine period of 14 days.

In the final phase, when the Sindh Government announced a complete shutdown, Technology Links transferred its operations online and asked its workforce, both essential and non-essential, to work from home. By strictly abiding by these policies, Technology Links was able to keep the rate of infection low within the workplace and at the same time keep its operations running with minimal downtime.

Technology Links continues to implement these policies as COVID 19 remains a threat. Even though the number of cases has dropped significantly, we must not let our guard down. We hope everyone stays safe and observes SOP's to protect themselves and their loved ones from COVID 19.



The Searle Company Limited

SEARLE

Research in the service of mankind

The Searle Company Limited is the second largest pharmaceutical company of Pakistan having eight state-of-the-art manufacturing facilities in Karachi, Lahore & Liege (Belgium). The Company was incorporated in Pakistan as a private limited company on October 5, 1965, as a subsidiary of G.D. Searle & Company U.S.A.

Karachi: The world has never seen a pandemic of such magnitude as the COVID-19. The contagion has wreaked havoc on human health and led to millions of infections, hundreds of thousands of deaths and put strain on already precarious public health system. The virus triggered closure of borders and businesses, put restrictions on personal space and mobility and recession in business and economic activities. Millions have taken the toll, lost their living and applied for govt and charity grant. The virus spiraled down the economic activities and companies and countries had to go for bail out.



Syed Nadeem Ahmed, Group M.D and CEO

As the virus entered in the country and slowly started spreading, panic, anxiety and stress has set in and the pressure on Govt to take steps to stop the spread. The epidemic in Pakistan has severed as half of its population lives below the poverty line and putting strain on commercial activities will further make their life difficult and makes it even harder to meet their ends. Adding to the misery is the treacherous and perilous Public Health System of Pakistan which lacks in Hospitals, Healthcare Providers, essential services and Personal Protective Equipment's. The epidemic has taken the precious lives of hundreds of doctors and paramedics in the country and is still posing very serious threat to the strained healthcare system.

The Searle Company Limited responded to such a calamity with a wit and immediately device a strategy to equip our first line fighters with both personal protection equipment and by making available the medicine recommended by various prestigious global health guidelines.

The first gigantic task at hand was the safety and well-being of healthcare providers, doctors and nurses, community members, its employees and Patients at large. Searle has taken a road less traveled and decided to rise to the situation by initiating a rigorous and intense drive to produce and provide Personal Protective Equipment's, testing kits, screening and detection tools for the healthcare providers, employees and community members.

For Searle, the safety of Healthcare Providers, Doctors and Nurses and its employees is of paramount priority and Searle has taken some of most stringent steps to slow the spread and

save the lives. Sensing the threat in the early stage, Searle has sent, 100% of its Field Force and 50% of Operation Staff home without any layoffs and deductions and allowed them to work from home, developed an intense prevention & awareness campaign for community and employees, thermal and RT-PCR screening and provision of WHO specified Personal Protective Gears, Latex and Nitrile Gloves, Hand Sanitizers, Goggles, Face Shields and disinfectants for the Healthcare Providers particularly those managing patients in isolation wards and emergencies.

Searle takes the pride in taking the initiative and providing millions of PPE including Hazmat Suits, Hand Sanitizers, Latex and Nitrile Gloves, N95 masks and others. Searle's Sales Team also steered the drive to disinfect Hospitals and Clinics and provide them with thermal screening and UV tools.

The second task was way tougher as this involve bringing in solutions for COVID-19 and maintaining smooth supplies of life saving medicines like Dexamethasone (Decadron) which was listed in the Recovery Trial conducted in UK on COVID-19. In spite of limiting economic situation and work force, Searle's Techno-Commercial team immediately responded and assure the availability of these medicines despite all challenges.

Furthermore, Searle partners with Beximco Bangladesh to bring the antiviral drug Remdesivir (Bemsivir) in Pakistan, which proved to be a lifesaving drug for critically ill COVID-19 Patients. Being socially responsible company, we assured the product availability on no Profit basis.

Searle wants to pay its homage and tribute to all the Healthcare Providers particularly those who are in the line of COVID-19 fires and stand with them on the face of adversary. Searle has a resolute pledge to continue to shoulder the burden and play its part in awareness, prevention, detection and management of COVID-19 disease. Searle and the people of Pakistan stands with the compassionate medical fraternity and together we will sail through this tide and will come out triumphantly Insha Allah.

TML (Pvt.) Ltd



From start of COVID-19, TML is emphasizing resource safety at 1st priority to continue smooth operation with employee's safety.

We should have to follow guide line shared by WHO for protection and precaution against COVID-19 and also Suppliers has to follow TML shared SOPs.

Please see below guidelines and follow them on true essence.

Guidelines for Supplier Field Activities:

- 1) Continuous sharing of **awareness guidelines and arrange training** to educate field teams.
- 2) **Daily Health Check**, and upload COVID-19 PPE pictures in EHS task for approval.
- 3) No Field team allowed to work, without wearing the COVID-19 protective kits as per the Zone Definition.
- 4) Teams to **maintain social distancing** while travelling and working and ensure minimum interaction with other persons.
- 5) Teams to ensure wearing of **Face Shield**, while working in Red Zone as well as in the areas sealed by Government due to **COVID Hot Spots**.
- 6) **No team member allowed to share his PPEs** with other team members and ensure to keep them in good hygiene.

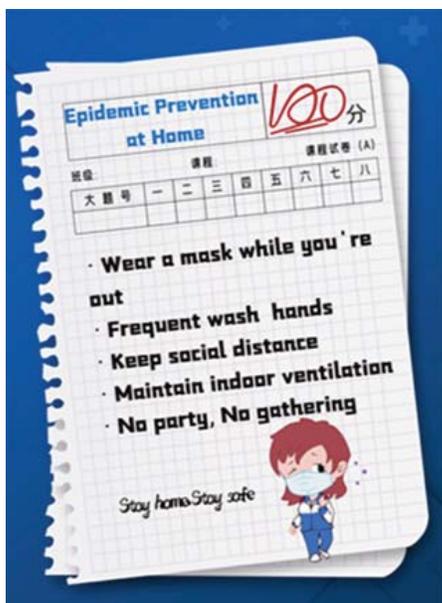
Guidelines for Supplier Accommodation:

- 1) Limited number of resources to stay at a single location **max 3 teams**.
- 2) **Dedicated Floors or rooms** must be allocated to each team with not more than 2 persons/room.

- 3) Availability and regular **usage of disinfectant** to keep residence clean.
- 4) Availability of **Thermometer & temperature check of each resource daily** while leaving from or returning to residence.
- 5) **Outsiders shouldn't be allowed to enter residence**, in case if there is some special requirement than must wear COVID-19 PPEs and follow social distancing SOPs.
- 6) Nominate **and assign one Accommodation In charge** to check field team's health, and in case of any suspect take proper immediate measure of Isolation and COVID-19 testing.

COVID Case Monitoring and Reporting:

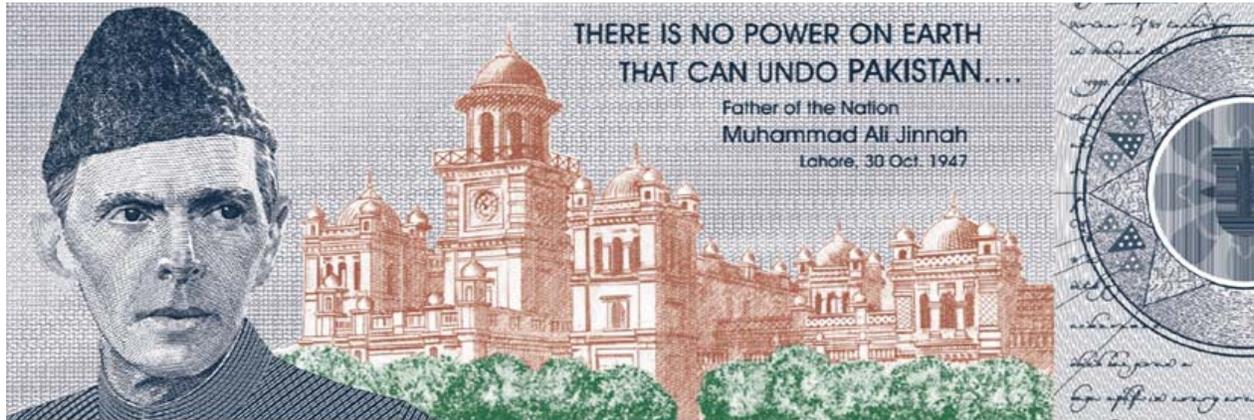
- 1) Supplier must nominate one resource to keep on monitoring the health status of each employee belongs to **Logistics, Finance, Admin, Drivers, Security persons, janitorial staff** and share the report to TML on daily basis.
- 2) If any employee is feeling sick or having symptoms like, Cold, Flue, Temperature, headache, breathing problem, cough etc. must be highlighted in the daily report.
- 3) For any employee, if **COVID Test report appears to be positive**, than supplier must ensure to immediately inform TML in real time within **30 mins SLA** and immediately isolate the employee himself and also his recently in contact persons.
- 4) In case of delay or no intimation to **TML Warning letter/Penalty** will be issued to the supplier.



COVID Awareness:



Ultracoat Pakistan



ULTRACOAT PAKISTAN

It is indeed a matter of great pleasure to be a Pioneer of UV technology in Pakistan since 1990. All praise and Thanks to ALLAH (S. W. T) and HIS blessings that today over 90% of the printing industry is using different UV coatings. It is a result of a long journey which I took in 1962, in pursuit of excellence and to add value to this industry. We are overwhelmed with joy on this achievement which has given a huge uplift in every area of the printing industry in Pakistan.

Iqbal Hussain Jaffri C.E.O.

ULTRACOAT is the first company in Pakistan, offering customized solution to leading brands against counterfeiting and product tampering.

We are continuously introducing next generation technologies to protect the brands of our customers and the integrity of their products.

Our philosophy is to provide high-end security solutions for protection of brands and documents of everyday life. Innovative approach combined with constant research and development are the key factors contributing to our success.

BRAND PROTECTION

Our High-Tech security elements find application in the pharmaceutical, automotive and all other consumer products, including imported products where the brand image needs to be secure. Furthermore, all essential security systems are in place at our production facilities.

CUSTOMIZED SOLUTIONS

We adopt world's top brand security and protective technologies to match specific needs of various industries. Our services also include solution for label application as per customer requirements.

New Edition 2020, World's 1st Flip Flop (MFT) Security Technology Application for Printed Sheets & Seal for All Typs of Bister Packaging.

VPL Limited

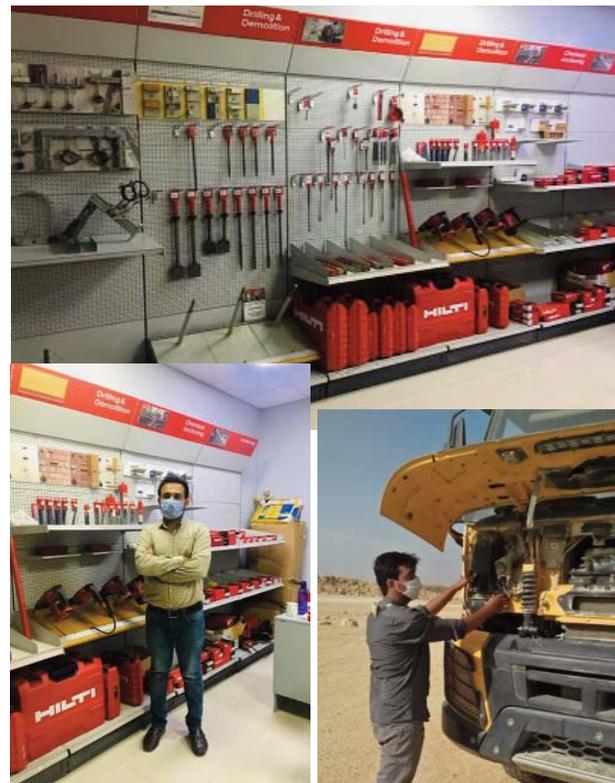


VPL Limited was established in 1996 as one of the premium Operating Companies of the distinguished Panasian Group. The company functions today as the market leader in products, services and solutions provided to a diversified set of customers in the Transportation, Construction, Cement, Mining, Oil & Gas and Power segments of Pakistan.

To this effect, over the past four decades, VPL Limited has evolved as a leading solutions provider of Commercial Vehicles, Construction & Mining Equipment, Power Products and Tools & Equipment through its wide range of premium brands including Volvo & UD Trucks, Buses, Construction & Equipment, Volvo Penta, Sandvik Mining & Rock Technology and HILTI.

Response to Covid-19 Outbreak

As COVID-19 continued to spread to countries around the world our management had been closely monitoring the situation to minimize the risk of employees contracting and spreading the virus. The health and safety of our employees, our customers and the general public is our main priority. The company immediately issued three phase plan as COVID response action plan based on level of severity of virus spread across Pakistan.



Action plan 1: Disinfection of all offices and facilities was carried out, all office related and personal international and domestic travel was discouraged. Sanitizers and masks were placed in all office premises and social distancing was ensured between all employees.



Action plan 2: This included voluntary closure of offices subject to indication of virus amongst employees at our offices. Strict compliance of SOP's across all offices saved us from taking up the plan 2. Action plan 3: This plan directed all offices closure in case Corona virus becomes a pandemic and Government authorities instruct a lockdown. This plan was followed as per Government instructions.

BUSINESS PRACTICES DURING COVID-19

In these extra ordinary times where social distancing and special hygiene care demanded people to stay at home. We assured our clients that despite the unprecedented challenges we are committed to providing them complete support on sales and service. Our sales staff provided remote consultations while the front end warriors, our service staff, ensured complete service support throughout this period while following all SOP's set by WHO and the Government.

Our Power Business unit played a pivotal role in the construction of 250 bedded Quarantine Hospital in Islamabad by supplying 1.25 MVA backup power plant. Our team played an active part in bringing relief for the corona virus patients in the form of uninterrupted power supply at this dedicated Quarantine Hospital.



Members



Members

Partner of:

**SWITZERLAND
 GLOBAL
 ENTERPRISE**
 enabling new business



The Legend



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