

PBIT NEWSFLASH

APRIL 2019

23-AIKMAN RAOD, G.O.R - 1, LAHORE - PAKISTAN

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PBIT Hosts BUSINESS FORUM 2019 AT EXPO CENTRE, LAHORE



Punjab Board of Investment and Trade hosted a Business Forum on April 12, 2019 in Expo Centre Lahore in collaboration with the Government of Punjab and Federal Ministry of Commerce, Textiles and Industry on the side lines of TEXPO 2019. The Business Forum was co-hosted by Minister for Industries, Commerce & Investment, Punjab Mian Aslam Iqbal and Minister for Finance, Punjab Makhdoom Hashim Jawan Bakht. The Forum was attended by a large number high-profile dignitaries like Chinese Consul General Mr. Long Dingbin, Managing Director Pakistan Stock Exchange Mr. Richard Morin, Member PM's Business Advisory Council Mr. Shahid Hussain and potential investors from USA, Saudi Arabia, France, UAE, Turkey and China. Moreover, delegates from various renowned foreign and local companies were also present at the forum which made the event more interactive and successful. The objective of the Business Forum was to promote Punjab as the investment hub in the region and help its institutional entities to represent and promote the potential investment opportunities and to strengthen business ties with local and International delegates coming from across the globe.

PBIT Hosts BUSINESS FORUM 2019 AT EXPO CENTRE, LAHORE



PBIT HOSTS BUSINESS FORUM 2019

AT EXPO CENTRE, LAHORE



KEY TAKEAWAYS FROM MR. SHAHID HUSSAIN'S PRESENTATION CEO SERVICE SALES CORPORATION (PVT) LTD.

Mr. Shahid Hussain, CEO of Service Sales Corporation (Pvt.) Ltd. has played an instrumental role in the growth of Service Industries Limited (SIL) which is the Pakistan's largest manufacturer and exporter of footwear and

products. While addressing the Business Forum, he stated that footwear sector in current situation has huge prominence and is extremely pertinent in current situation for attracting investment.

"Footwear is one of those sectors that have a huge potential for employment generation and exports, but we as an industry has failed to exploit on the global model", so I wish that the policy makers understand its growth potential by forming medium term to long-terms policies for the well-being of the domestic industry, as the industry is in constant touch with the developments occurring in the modern footwear industry.

Talking about the production side, he said that Pakistan world production is quite low. It should be heightened in order to compete with all other substantial exporters such as China, which is amongst the top ten exporters in the world. China is a leading example that is working on value addition to improve the exports further, therefore collaboration with Chinese shoemakers can help the domestic industry access new technology and improve labor skills. Vietnam and Indonesia are making all efforts to boost their footwear industry.

PBIT Hosts BUSINESS FORUM 2019 AT EXPO CENTRE, LAHORE



CHINESE COMPANIES INK AGREEMENT TO INVEST IN TEXTILE SECTOR

Recognizing Pakistan's potential as the 4th largest cotton producer of the world, Chinese investors announced garments and textile industry investment in Pakistan in Punjab from China. Signing of the Cooperation Framework Agreement took place China Railway 20 Co. Pakistan (Private) Limited, Shanghai Yuanyi Industry Company Limited, Pak China Investment Company Limited and The Punjab Board of Investment and Trade in the presence of Minister Industries Commerce and Investments Punjab and Chinese Consul General Longdin Bin.

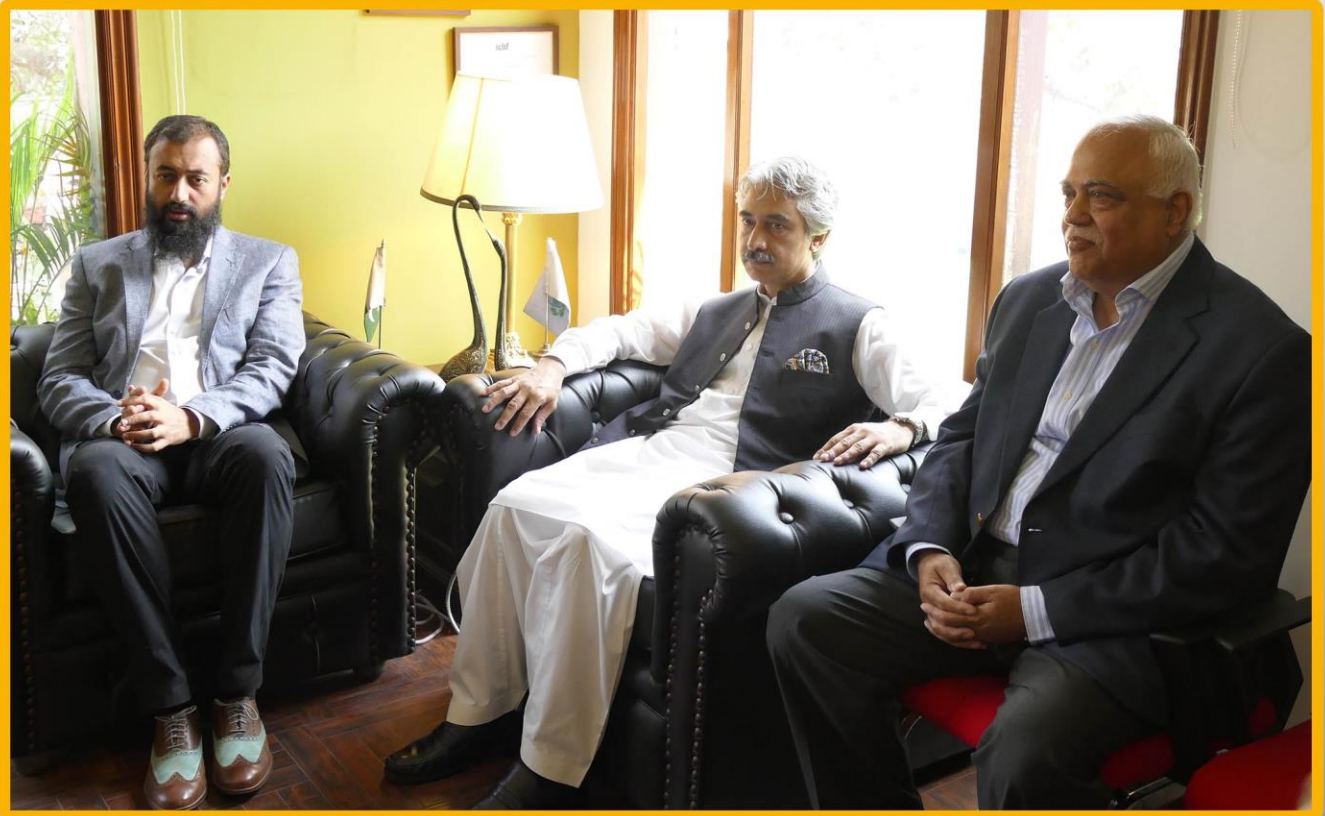


A GERMAN DELEGATION LED BY HONORARY CONSUL DR. PENTIS C. POETIS VISITED PBIT



A German Delegation led by Honorary Consul Dr. Pentis C. Poetis visited the Punjab Board of Investment & Trade to discuss the business opportunities in Punjab. The delegation discussed the plausible investments openings regarding Establishment of Expo Centers in Punjab, Technology Parks, Startups & Entrepreneurship. PBIT assured maximum facilitation and investment advisory to the German businessmen.

PROPARCO KNOCKS ON PBIT



Mr. Theophile from Proparco' a French Development Finance Institution visited PBIT. The agenda of the meeting was to discuss housing, water & healthcare sector as they are keen to Invest in Pakistan. Minister Industries, Commerce & Investment Mian Aslam Iqbal was also present at the meeting.



MINISTER INDUSTRIES, COMMERCE & INVESTMENT
MIAN ASLAM IQBAL MET UBER TEAM AT PBIT
TO DISCUSS BUSINESS AVENUES IN PUNJAB, PAKISTAN



MINISTER INDUSTRIES, COMMERCE & INVESTMENT MIAN ASLAM IQBAL MET MD JC DECAUX

Minister Industries, Commerce & Investment Mian Aslam Iqbal met MD JC Decaux at PBIT to discuss investment opportunities in Punjab, Pakistan. CEO PBIT, Mr. Jahanzeb Burana was also present in the meeting.



STEERING HIGH POWERED COMMITTEE MEETING HELD AT PBIT



Steering committee meeting held at PBIT co chaired by Minister Industries, Commerce, Investments and Skill Development and Minister Finance Punjab to review the final arrangements of the Business Forum to be held on 12th April at Expo Center Auditorium.



CHAIRMAN PBIT RECIEVES AWARD IN DUBAI CONFERENCE



Punjab Board of Investment and Trade is proud to announce that it has become the only organisation in Pakistan to receive an award for attracting International Investment. The award was received by Chairman PBIT, Sardar Tanveer Ilyas Khan in Dubai.

CEO DHABI GROUP MET CHIEF MINISTER PUNJAB & CHAIRMAN PBIT



CEO Dhabi Group, Miss Dominique Russo met Chief Minister Punjab, Sardar Usman Buzdar and Chairman Board of Investment & Trade Punjab, Sardar Tanveer Ilyas Khan. She briefed them about her company's projects i.e. Bank Alfalah, Wateen, Warid, Financial Institution and IT related projects. She assured Chief Minister Punjab that her Group is interested in further investments in Punjab. On that occasion, Chief Minister Punjab assured her of full support on behalf of Punjab Government, whereas Chairman PBIT also assured her the same and said full support and cooperation will be extended on behalf of Chief Minister Punjab. On that occasion Senior Government officials were also present.



CHAIRMAN PBIT VISITED WOMEN EXPO BY WOMEN CHAMBER OF COMMERCE & INDUSTRY.



A stall was set up by PBIT at Women Expo by Women Chamber of Commerce & Industry. Chairman PBIT, Sardar Tanveer Ilyas Khan graced the occasion and ensured women entrepreneurs of complete support for development of their businesses.



CHAIRMAN PBIT MEETS AMBASSADOR OF KAZAKHSTAN

Chairman PBIT, Sardar Tanveer Ilyas Khan met Ambassador of Kazakhstan H.E. Mr. Barlybay Sadyko and discussed bilateral economic and trade relationship between both the countries. CEO PBIT Mr. Jahanzeb Burana and COO PBIT Mr. Haroon Shaukat were also present at the meeting.



CHAIRMAN PBIT INAUGURATED THE MASTER GROUP SHOWROOM AT TERNOL



Sardar Tanveer Ilyas Khan, Chairman PBIT Inaugurated the Master Group Showroom at Ternol which is leading in foam and heavy vehicles assembling. On that occasion owner of the group Mr Nadeem Malik presented shield to the Chairman.



PAK UK CHAMBER OF COMMERCE DELEGATION MEETS CHAIRMAN PBIT



Pak UK Chamber of Commerce Delegation under the leadership of Mr. Amjad Khan, Mayor of Brent UK, Mr. Arshad Mehmood, General Secretary, Barrister Waheed Ur Rehman and Mr. Sardar Shafqat along with other directors and senior representatives of Pak UK Chamber of Commerce met Chairman PBIT. Bilateral trade and enhancement of exports was discussed as core issues.

CHAIRMAN PBIT INAUGURATED SYEDA WARSY FOUNDATION BUILDING

Chairman Punjab Board of Investment and Trade, Sardar Tanveer Ilyas Khan inaugurated Syeda Warsy Foundation Building, a charity organization named 'SAWERA'. Syeda Warsy, a Former Minister of UK was also present.



5TH MEETING OF STUDENT ADVANCEMENT FUND



Chairman PBIT, Sardar Tanveer Ilyas Khan attended 5th meeting of student advancement fund endowment committee at International Islamic University Islamabad as an Alumni member. Other faculty members of the university were also present.



CHAIRMAN PBIT INAUGURATES RAWAL EXPO EXHIBITION



SARDAR TANVEER ILYAS KHAN Inaugurates Rawal Expo Exhibition



CHAIRMAN PBIT VISITED WOMEN CHAMBER OF COMMERCE & INDUSTRY.



**CEO PBIT, MR. JAHANZEB BURANA MET WITH
HER EXCELLENCY Ms. WEDY GILMOUR,
HIGH COMMISSIONER & COMMERCIAL COUNSELOR CANADA**



A DELEGATION FROM CHENGDU AERONAUTIC POLYTECHNIQUE VISITED PBIT

A delegation from Chengdu Aeronautic Polytechnique visited PBIT to explore opportunities of technical and vocational institutes in Punjab. PBIT assured them of facilitation. Tianjin University is already a big example of Pak-China relations. They are also assured of full cooperation in Punjab for any other business venture.



DELEGATION FROM CHINA CIVIL ENGINEERING CONSTRUCTION COMPANY (CCECC) VISITED PBIT

A delegation from China Civil Engineering Construction Company (CCECC) visited PBIT to explore the potential of Special Economic Zone (SEZ) development in Punjab. They are interested to develop Quaid-e-Azam Apparel Park (QAAP) and Allama Iqbal industrial City (AIIIC), the declared SEZs in Punjab. PBIT assured them of full facilitation.



LEATHER INDUSTRY IN PAKISTAN



MR. MUDASSAR MASOOD

**CHAIRMAN, PAKISTAN LEATHER GARMENTS
MANUFACTURERS AND EXPORTERS ASSOCIATION**

Q. PLEASE TELL US ABOUT YOUR COMPANY AND THE PRODUCTS YOU ARE PRODUCING?

My company's name is Leatherage and currently I am Chairman of the Pakistan Leather Garments Manufacturers and Exporters Association. As far as the product of my company is concerned, we deal mainly in leather garments like leather jackets, gloves, saddle bags and tool bags for motorcyclists etc. We specialise in biker leather garments as well. One hundred percent of our products are exported and we have an office in New Jersey, USA. The manufacturing offices are in Pakistan while the marketing office is in New Jersey. The weather conditions in Pakistan are such that winters are not too severe, especially in Punjab. Therefore, the demand for leather garments in Pakistan is not that high relative to the rest of the world.

Q. ARE ALL OTHER PRODUCTS IN YOUR RANGE ALSO EXPORT-ORIENTED?

Our unit is 100% geared towards exports. People are beginning to afford leather products in Pakistan therefore there is a rising trend in leather goods consumption in the country.

Q. PLEASE EXPLAIN THE HISTORY OF LEATHER INDUSTRY IN PAKISTAN?

Leather Production in Pakistan started around the mid-1950s but leather production in the Indian Sub-continent can be traced back to the 1800s. Because of the weather conditions, leather in Pakistan is of very high quality, however, there have been several small and large recessions in the industry. Currently we are going through a recession which began in 2015. Unfortunately we lack state-of-the-art technology to improve the leather industry. Manufacturing of leather has never been the focus area in government policies of the past. Exports have floundered while we import

LEATHER INDUSTRY IN PAKISTAN

substantially from other countries. This is mainly because local industry has never been supported. Government policies vis-à-vis trade should be such that consumer demand for our exports should be created. Speaking of leather, its availability and production is different from other products as it is essentially a by-product which is produced after an animal is killed and its skin/hide removed therefore it is a challenge to produce more leather or make it readily available in the international markets. Since the production of leather is not in control so even if there is excess demand, there will always be a shortage. In the recent years, demand and production of artificial material and leather alternatives have been on the rise. Fabric products have also started replacing leather. We need to adopt technologies therefore focused research is needed in this area. In Pakistan leather shoes are in high demand. We request the government and especially the Punjab Board of Investment and Trade to focus on the enhancement of exports of this sector.

Q: WHAT ARE LEATHER'S VARIOUS USES AND THEIR RESPECTIVE DEMAND IN TERMS OF PRODUCTION.

42% of total leather produced is used for handbags and other kinds of leather products. Remaining percentage is used for gloves and shoes etc. which is a big share. Workmanship is also important. In my view, skill development institutions like TEVTA can play a vital role in training labour for this industry.

Q: WHICH TYPE OF LEATHER IS THE TRADEMARK OF PAKISTAN?

We use the skin of four animals, namely goat, sheep, cow and buffalo. The fifth animal which is rarely used for leather is camel. Since supply of camels is higher, we therefore use camel skins for leather nowadays. Pakistani buffalos are unique due to the weather conditions in Pakistan as their hides are strong and durable.

Q: WHAT ABOUT OSTRICH LEATHER PRODUCTS?

Ostrich leather processing is different. The leather is very unique. We do not have the expertise to process it.

Q: WHAT TECHNOLOGICAL ADVANCES ARE NEEDED FOR PAKISTAN TO EXPORT TO THE WORLD?

LEATHER INDUSTRY IN PAKISTAN

Leather Working Group (LWG) certification is required for Pak leather industry companies to excel. Right now, there are only 10 Pakistani industries that have this certification.

Q: WHAT WORKING CONDITIONS AND WORK ENVIRONMENT LWG EMPHASISES ON?

They do not prioritise quality but definitely emphasise on the conditions of workers.

Q: WHAT ARE THE MAIN ISSUES FACED BY THE LEATHER INDUSTRY?

Environmental hazards are a big issue including lack of government support. We do not have proper leather processing mechanism. Diploma courses and heightened interest in the leather sector must be encouraged so that the new generations in Pakistan become interested as well. Government policies must be skewed towards giving diplomas to skilled workers for further development in this sector. Demand for hand-made products will never wane therefore their production should be increased.

Q; DO YOU THINK THAT THE LEATHER INDUSTRY IN PAKISTAN IS COMPETENT ENOUGH TO COMPETE IN THE INTERNATIONAL MARKET?

As far as the material is concerned, we are the best in the world. However, we are lagging behind in terms of technology; the government must help in technological up gradation in the sector. Workmanship is also a huge issue which must be worked on.

People leave the leather work mainly because of the low respect and prestige attached with leather production and craftsmanship. This paradigm must be changed.

Q: DO YOU THINK LEATHER ASSOCIATIONS ARE TRUE REPRESENTATIVES OF PAKISTAN'S LEATHER INDUSTRY?

Being the chairman of this association, my priority would be to build leather production capacity and assist in government policy on leather. Unfortunately, this is not the case and instead, I spend most of my time trying to resolve petty issues regarding theft and unexpected supply shortages due to negligence of third parties etc. The government should help to minimise these issues.

LEATHER INDUSTRY IN PAKISTAN

Q: IT IS A COMMON BELIEF IN THE WORLD THAT ASSOCIATIONS ARE PRESSURE GROUPS. HOW DO YOU SEE THIS?

I would say that this is correct but as long as pressure is not applied to the government, nothing tangible is achieved. The pressure group is also in response to government negligence. This fact is embedded in society and can be witnessed in everyday life in Pakistan.



Q; WHAT FUTURE DO YOU SEE OF THE LEATHER INDUSTRY IN PAKISTAN AT THE NATIONAL AND INTERNATIONAL LEVEL?

In Pakistan, due to abundance of raw materials, leather industry in Pakistan has a bright future but efforts are needed to export worldwide and make leather products more attractive abroad. Value-addition is needed; technology should be imported.

LEATHER INDUSTRY IN PAKISTAN

Q: WHAT DO YOU THINK PAK LEATHER INDUSTRY CAN GAIN FROM CPEC?

As soon as any foreign company enters Pakistan, they should not be allowed to take low value raw material. Instead, Pakistan should add value to the raw materials and then sell the products to other countries. We should try to add the maximum amount of value before exporting. For example, Pakistan tends to process cotton to yarn. Any foreign partner country is not above the law; a request to the government is that proper law-making and implementation is needed, especially in the case of laws vis-à-vis investment by foreign countries. I have seen several Chinese Companies commit fraud yet leave the country unscathed. Investment should be a win-win situation.

Q: PLEASE GIVE US YOUR THOUGHTS ON PBIT AND THE WORK DONE SINCE 2009?

PBIT's formation has resulted in healthy inter-province competition as the provinces compete for local and foreign direct investment. PBIT's IPA scheme should be brought to a local district level. Industrial zones are the new world initiative. I request PBIT to declare the zoning of sectors. For instance, Kasur area which is famous for leather production can be declared a 'leather zone'. Pakistan right now, should not focus on re-inventing the wheel. This is because our technology is not so developed. We should instead try to find the best model followed by a successful country, copy it, and implement it in our production process. Zoning should at least be done for SMEs. Any revenue generation will be beneficial for the government and will also increase competition. Thus, approximately 50 to 100 kilometres from Lahore, specialised industrial zones should be declared.

PBIT AT WOMEN EXPO BY WOMEN CHAMBER OF COMMERCE & INDUSTRY.

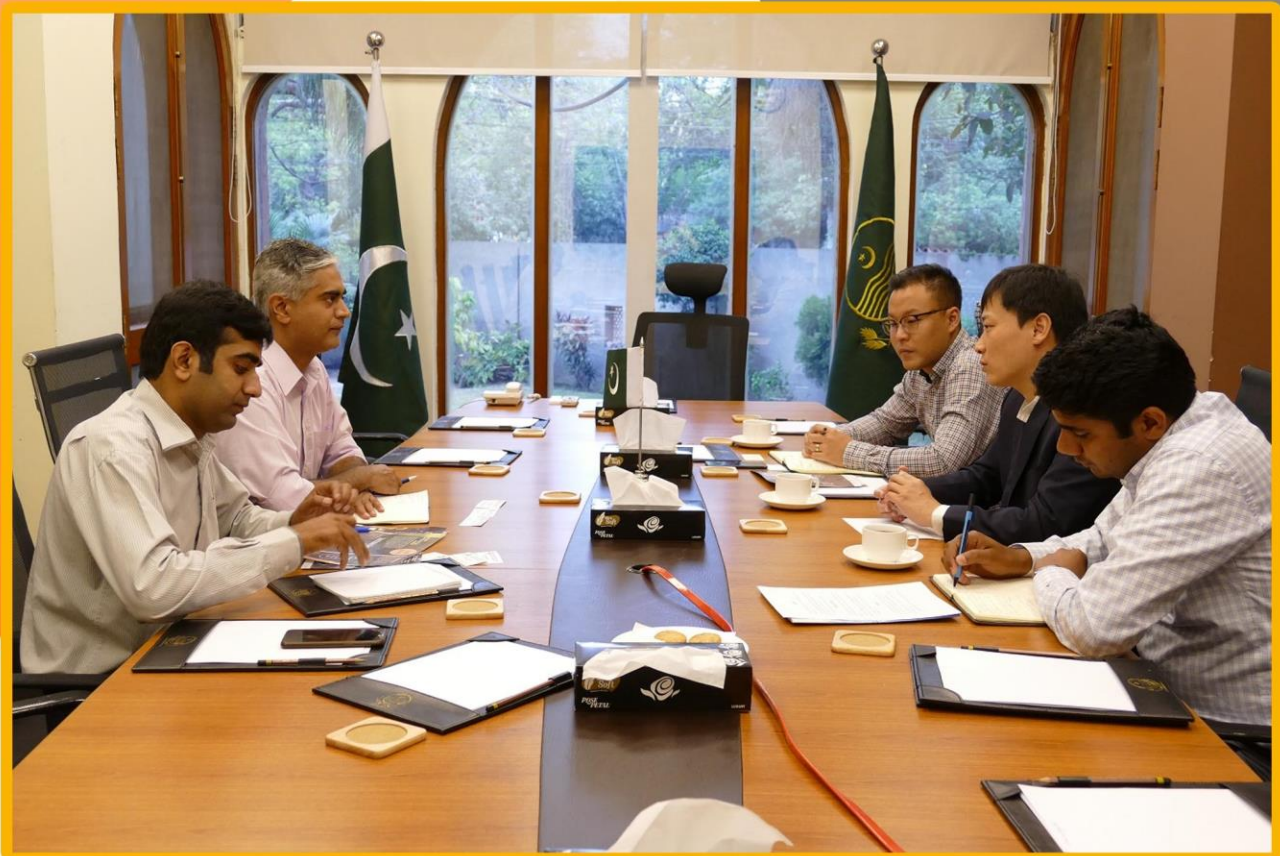


A stall was set up by PBIT at Women Expo by Women Chamber of Commerce & Industry. Punjab Board of Investment and Trade giving out information to the attendees regarding investment and trade.

A DELEGATION FROM SHANDONG HI SPEED COMPANY VISITED PBIT



A delegation from Shandong Hi Speed Company visited PBIT to explore the opportunities in housing and real estate sectors in Punjab. They were briefed about the opportunities of private and public sectors with the investment regime in Punjab. The meeting ended with the decision that the delegation will come up with a concrete proposal and PBIT as investment promotion agency will fully facilitate them.



A CHINESE DELEGATION FROM DIFFERENT SECTORS VISITED PBIT

A delegation from different Chinese groups related to shoe and textile industry visited PBIT. The main objective of their visit was to explore the opportunity of opening buying house and introduce Chinese products to Pakistan. We encouraged them to invest in manufacturing sector instead of trade. The delegation will meet with several private groups in Punjab and move forward. PBIT will facilitate them at each step.



DELEGATION FROM CHINA RAILWAY 17TH BUREAU GROUP CO. LTD. VISITED PBIT

A delegation from China Railway 17th Bureau Group Co. Ltd. visited PBIT to explore opportunities for industrial development. PBIT shared the opportunities and assured them of full facilitation.



M/s FUZHOU JULITAIHE INTERNATIONAL CO. LTD. VISITED PBIT



Two delegates of M/s FUZHOU JULITAIHE INTERNATIONAL CO. LTD. visited PBIT to seek investment opportunities in Punjab in steel sector. They briefed on SEZs and procedure of starting business in Punjab.



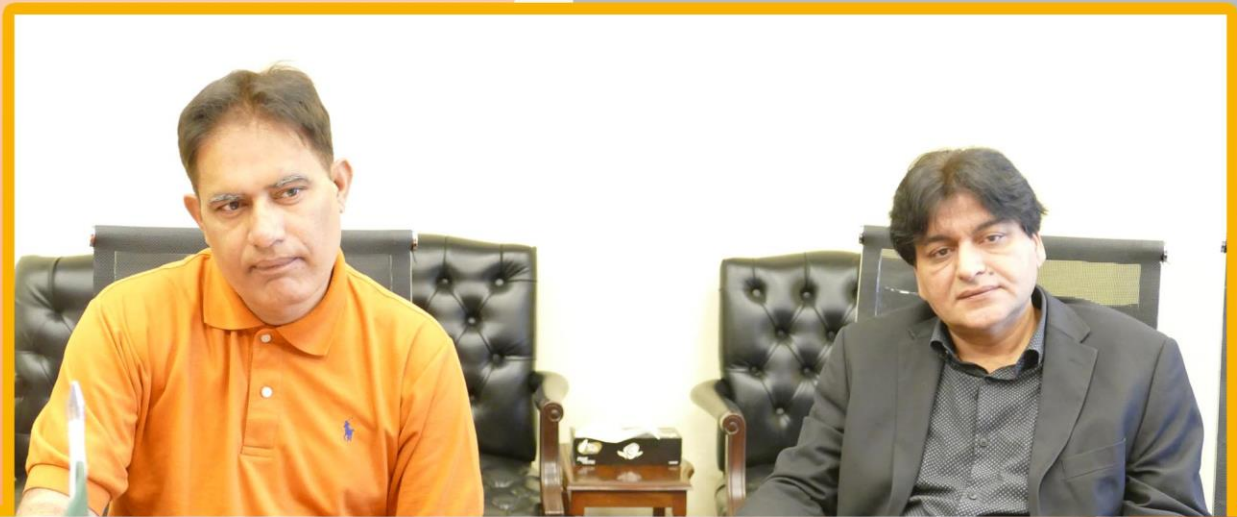
MALAYSIAN DELEGATION VISITED PBIT



Malaysian Delegation visited PBIT to discuss investment opportunities in tourism sector Punjab, Pakistan. Team at PBIT welcomed them & ensured full facilitation

EXPATRIATES KEEN TO INVEST IN PUNJAB

Mr. Muhammad Tariq an expert from Norway visited PBIT and met with Dr. Suhail Saleem, Director Facilitation PBIT. Mr. Muhammad Tariq has shown his interest to invest in energy and waste management projects. PBIT's facilitation team briefly discussed the business opportunities in those sectors and assured them of full facilitation in this regard.



HORIZON GROUP (SALAAR TECH)

VISITED PBIT



Horizon Group (Salaar Tech) visited PBIT to discuss their mega online virtual mall to facilitate both local and international clients to sell their products via online portal. They are investing USD 5 Million into this project.

PLAN-9 INTERACTS WITH Ms. PHILOMENA POETIS, MD MEMBERS MUNICH



Plan-9 interacts with Ms. Philomena Poetis, MD Members Munich, Germany to discuss various startup opportunities and marketing of their products in Germany and Europe. More than 15 startups participated and pitched their projects.



VENUE HUB VISITED PBIT



Venue HUB visited PBIT to identify various business opportunities in Punjab. The startup is working since 2016. PBIT plans to facilitate and scale up the startups in Pakistan.

INGRAM.ID VISITED PBIT



Ingram.ID visited PBIT. They are a tech startup. PBIT intends to help the startups and entrepreneurs in Punjab and plan to market boost the beginners.



News Buzz

1) REMITTANCES UP 8.74PC IN 9 MONTHS

Overseas Pakistani workers remitted \$16096.33 million in the first nine months (July to March) of FY18, showing a growth of 8.74% compared with \$14802.96 million received during the same period in the preceding year.

The Nation

2) LATEST TECHNOLOGY BEING INTRODUCED IN POWER SECTOR

Minister for Power Omar Ayub Khan Monday said that the latest technology was being introduced to improve the efficiency of the power sector in the country. Talking to PTV news channel, minister said transmission system was also being improved to meet electricity demand in the coming summer season. The action has been taken against the power pilferage, he said, adding thirty thousand cases were registered and about three thousand people involved in the pilferage were sent behind the bars.

The Nation

3) IRAN FAVOURS \$5B TRADE VOLUME WITH PAKISTAN

Minister of Industry, Mines and Trade Reza Rahmani called for raising the volume of trade exchanges with Pakistan to \$5 billion by 2021. Addressing a ceremony marking Pakistan Day in Tehran, he hoped the goal will be materialized by establishing banking ties and finalization of free trade memorandum of understanding. He said that Iran and Pakistan boast of numerous commonalities in various sphere including religion, culture and history.

The Nation

News Buzz

1) EASYPAISA, ZONG 4G JOIN HANDS

Easypaisa, the first and largest mobile financial services (MFS) provider in the country, has joined hands with Zong 4G, Pakistan's No.1 Data Network, to provide direct integration between Easypaisa and Zong 4G. This collaboration between the two companies who have been recognized for their digital innovations will enhance consumer experience with superior value, convenience and promises to be a catalyst for the vigorous growth of the mobile and branchless banking industries in Pakistan. The all-encompassing goal between Easypaisa and Zong 4G is to provide value and convenience to the people of Pakistan.

The Nation

2) CABINET APPROVES 'BETTER' FREE TRADE ACCORD WITH CHINA

The Federal Cabinet which met in the chair of Prime Minister Imran Khan gave its go-ahead to the government to sign Free Trade Agreement (FTA) with China in order to protect the interest of the local industry. Briefing reporters after the meeting, Special Assistant to Prime Minister on Information Dr Firdous Ashiq Awan said that a better Free Trade Agreement will be signed with China in order to protect our local industry.

The Nation

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