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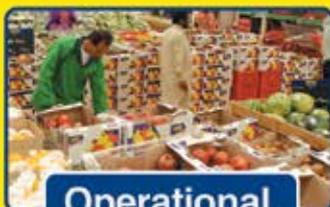
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BUSINESS DESTINATION

Inaugural Issue - 2013

Halal Market
Energizing Punjab
Special Economic Zones

Punjab Metrobus Service

REDEFINING EXCELLENCE



VISIONARY LEADERSHIP - PROGRESSIVE PAKISTAN

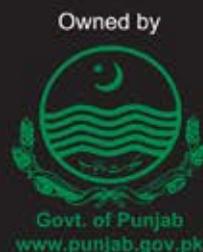


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MANAGING DIRECTOR METRO
HABIB CASH & CARRY PAKISTAN



Dear Readers,
I proudly present the inaugural issue of "Business Destination" – the first magazine of Punjab Board of Investment & Trade encompassing major trade and investment trends, news and analysis.

Through this publication we hope to reflect the true picture of Punjab to the world. Simultaneously we hope to provide an insight to aspiring businesses into untapped business prospects. Punjab offers infinite opportunities and possibilities in a host of areas including agriculture, livestock, mining, energy, and infrastructure to name a few. To exploit this abundance, Punjab Government has been working towards streamlining and reinforcing Punjab's economic development effort. Its foundation is based on business friendly public policies with emphasis on private-public alliance. As a result of this approach and prudent economic policies, Punjab has been forging ahead with full momentum and our economy has turned out to be more resistant to the recession and better managed than most of the world's developing regions.

Punjab is a perfect place to expand, relocate or start a new business. It offers several well developed industrial estates with best facilities and one window administrative arrangements in shape of PBIT for setting up an array of businesses. The province welcomes foreign and local direct investments and does not restrict the repatriation of profits and capital in line with the federal government policies.

Punjab Board of Investment and Trade is a platform where public and private sector joins hands for the economic development of the province. Our board serves as a think tank that generates innovative ideas to bring together the businessmen from both international and domestic industries on the same platform. Launching a publication like Business Destination is a step forward to fulfill our organizational goals. I commend the efforts of the entire team of PBIT who made the publication possible, especially the editorial team.

I encourage the readers to flip through the pages to find the complete story behind Pakistan's first ever state-of-the-art public transport project in the heart of Punjab, in-depth analysis of the investment climate by the Founder of TundraFond, secrets behind the success of Metro Cash & Carry and to see Punjab from the eyes of Germany's Ambassador to Pakistan and much more. We would appreciate your feedback on the issue so we can evolve our future publications based on your requirements.

Nadeem Hasan Asif
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Vice Chairman PBIT



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Chairman PBIT/ Chief
Minister Punjab

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ACKNOWLEDGEMENTS

PBIT is thankful to the gracious contributions of articles and support both from the PBIT team and the external organizations. Here I would like to extend special appreciation to Mr. Mattias Martinsson of Tundra Fonder; Mr. Samy Saadi, First Secretary, Political & Economic, Head of the Economic Section, Embassy of the Federal Republic of Germany Islamabad; Mr. Pervaiz Akhtar, Director Corporate Affairs & Company Secretary, METRO-Habib Cash & Carry Pakistan and Ms. Qurat-ul-ain Shahid, Senior Manager Public Relations, METRO-Habib Cash & Carry Pakistan; Mr. Sibtain Fazal Halim MD, Punjab Metro Authority (PMA); Mr. Sheikh Farid Ahmed, PMA; Mr. Jehanzeb Khan, Secretary, Energy Department Government of Punjab; Mr. Shakeel Ahmed, Deputy Secretary Energy Department Government of Punjab; Ms. Saniya Awais, Project Manager (Thermal) PPDB Energy Department Government of Punjab; Ms Farah Sarwar, Manager Commercial, Punjab Agriculture & Meat Company (PAMCO) for their support in realizing this magazine. I am also thankful for the support & guidance of VC and CEO PBIT and to my colleagues in PBIT especially, my editorial team members Ms. Bushra Zia and Mr. Ali Aslam, Mr. Murtaza Rai, Research Associate and Mr. Hammad Khan Deputy Manager Legal for their contributions.

Rafia Syed
Editor
Director, Marketing & Publications, PBIT



MESSAGE

Muhammad Shahbaz Sharif
Chief Minister Punjab / Chairman
PBIT

Punjab has been a hub for regional trade and commerce for over five thousand years; it has been the cradle of one of mankind's earliest civilizations, and has attracted the interest of the great cultures of both the West and the East, serving as a repository of grains, a source of spices and a route for silks throughout its history. As our infrastructure has improved and our capabilities have risen, so have the opportunities available to those who have invested their time, energy and resources in the innate potential of our soil and people.

I am pleased to inaugurate this publication by the Punjab Board of Investment & Trade (PBIT), which was established several years ago to help facilitate anyone and everyone who adopts the role of an investor in Punjab. Our commitment to free trade maintains a policy of no import or export quotas, and no limit on the repatriation of profits and capital. In our domestic economic outlook, heavy and on-going development work focused on major infrastructure projects has insulated us against much of the impact of the global recession while our consistent economic growth indicates the sound management that makes Punjab an attractive regional destination for FDI.

In each of its major agrarian products (such as milk, rice, cotton and wheat), Punjab province is one of the largest global producers in its own right. Coupled with our low transportation costs, our pool of affordable, skilled labour and our independent judiciary, this means that we have all of the essentials for a thriving business environment with substantial opportunity as we move up the value chain and shift the balance of our exports towards more processed products.

I hope that you will place your trust in us, and that these pages will continue to provide you with insights into a market which can be as rewarding for you as it has been for the countless traders who have profitably journeyed here ever since the dawn of human history.

MUHAMMAD SHAHBAZ SHARIF

PAKISTAN

THE PERFECT PERCEPTION ARBITRAGE

ABOUT TUNDRA

Tundra Fonder is a fund manager that is fully independent of the banks, and that specializes entirely in emerging- and frontier markets. Their managers are some of Europe's most experienced in the field, none having less than 10 years of experience from evaluating and investing in emerging markets.

ABOUT THE AUTHOR



Mattias is a portfolio manager and partner at Tundra Fonder. Mattias is one of Scandinavia's leading emerging market pioneers. He began his career at the former HQ Ryssland (later HQ Emerging Markets) in 1996, first as an advisor and analyst and then as head of the department. Mattias was involved in the launch of the forerunners of Russia funds, the so-called "Russia packages" in 1996, and travelled around Sweden to inform Swedish investors about the Russian stock market. In connection with the rouble crisis in 1998, focus was broadened to other emerging markets. Mattias left HQ Bank in 2006 to instead set up a subsidiary to HQ Bank, Varing Capital, a fund management company that launched Sweden's first hedge fund focusing on emerging markets, and among other things, was the first Swedish fund company to trade local Pakistani shares. Mattias was one of the founding partners of Tundra Fonder in 2011.

Tundra Fonder manage Tundra Pakistan fond which is one of the ten largest foreign shareholders in the Pakistani equity market with a Pakistan equity portfolio of USD 55 million. Our view of Pakistan thus comes from our position of a broad based investor throughout listed corporate Pakistan.

When we decided to launch a Pakistan dedicated mutual fund the first precondition – and that is far from a given one in most of the world's equity markets – was that we could. Pakistan is a well functioning equity market suitable for a daily traded mutual fund. There is no need to dilute the exposure with other markets from a liquidity standpoint as is the case in most frontier markets. In addition, disclosure standard as well as corporate governance is excellent by emerging market standards. When we are asked to describe the investment case in a few words we say that Pakistan has a similar starting point as many African countries but with financial and legal structure in place that makes it possible for you as an investor to actually take advantage of it.

Every emerging market has its own particular risks - so does Pakistan. As in Rio De Janeiro there are areas of Karachi you should not go. I agree that there are parts of Pakistan where one should be very careful while travelling or investing, but if you spend only three days in the sizzling city of Lahore, you will see businesses that are flourishing.

A frequently circulated estimate of the middle income class in Pakistan is 70 million people, which actually makes

it the fourth largest middle income class in Asia.

It is therefore less surprising that consumer spending in Pakistan has increased at a 26 percent average pace over the past three years, compared with 7.7 percent for Asia, according to data compiled by Euro-monitor International, a consumer research firm. A large part of the Pakistani economy is still informal but the success of consumer giants like Nestle and Unilever reveals a more accurate story. We are not very surprised that Unilever recently decided to acquire outstanding shares of its Pakistani subsidiary.

Outlook for external factors have improved and are likely to improve further. Oil prices in our view are very unlikely to repeat the fivefold rise from the last ten years and with the revival in textile exports combined with continued strong remittances the current account balance is improving. Few can argue else than that the political system is stabilizing. In March 2013, the parliament became the first in history to complete its 5 year mandate. The most important aspect of this in our view is not the signal sent out to western media but the signal it sends to all Pakistani politicians - You have actually 5 years to do your job. This allows for more long term political decisions. Knowing you have five years of work you dare to take hard decisions in the first two years if confident they will bear fruit in the remaining three.

The biggest long term problem for Pakistani companies is not terrorism or the resulting negative perception - but the energy deficiency.

Today 80% of all oil being consumed is imported and energy makes up almost 50% of Pakistan's total import bill. Pakistan used to be self sufficient in gas but demand today exceeds supply with at least 30%. With 80% of its electricity generation being run on oil and gas this causes a big drain of foreign currency as well as has resulted in widespread load shedding. Few businesses can run without electricity. We believe this is actually a bigger deterrent for foreign investors than terrorism. We therefore applaud the new energy policy which incentivizes maximized domestic production of oil and gas. We are also encouraged by the advanced plans of substituting some of Pakistan's currently fuel oil fired generation capacity with coal fired. Pakistan's own Thar coal project which is a plan to utilize its own (estimated to be the tenth largest in the world) coal reserves. Regardless whether in the end imported or domestically produced coal is used this will provide the country with another energy alternative. Without a long term plan for electricity supply no foreign investors will come, regardless of political regulations. For us the main ingredients of this plan are now visible and parts of it have already been implemented.

“Pakistan has the potential to be a future new darling for foreign investment.”

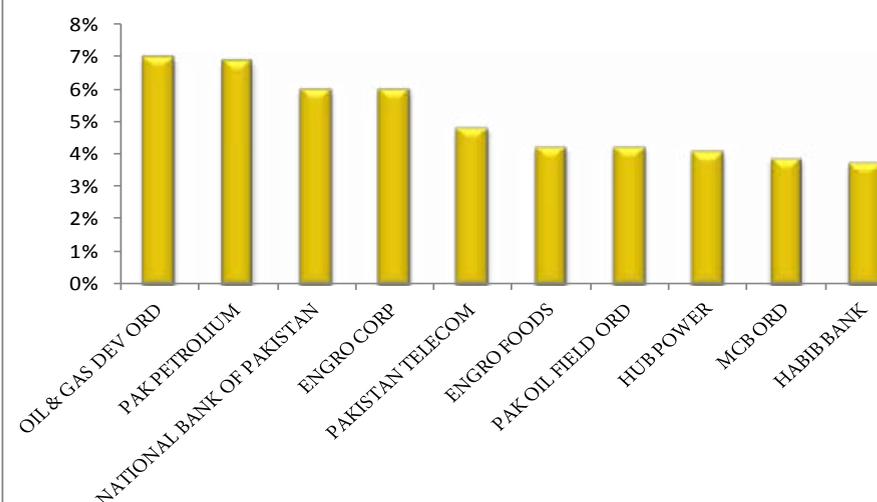
The biggest short term problem and this is our main concern as investors in the calendar year of 2013 is the risk of a new balance of payment crisis. Despite improving current account Pakistan will face a cash flow problem that needs to be adequately handled and it needs to be handled within the next few months. Currency reserves are currently just above USD 12 billion and, despite benign oil prices, growing textile exports and improving remittances, this reserve is still drained by USD 100-300 million monthly due to the still complete absence of foreign direct investments.

A current account deficit of less than 1% seems negligible but adding repayments to the IMF of USD 5 billion in FY 13-14 means Pakistan faces a real risk of a run on the rupee, just as was the case in 2008.

Devaluation does not solve anything for a country which is not freely competing in world export markets and whose current account deficit primarily comes from a structural deficit of energy. The only result will be a rapid increase in inflation (just as in 2009) and foreign investors, still only peeking inside, shutting the door. We are however encouraged of the fact that this is now a very visible problem, for investors as well as politicians. Negotiations with IMF started already last year, involving all political parties. In addition, it is very unusual for a country to make the exact same mistake twice within a 5 year span (countries tend to make new ones instead). We cannot emphasize enough the importance of all political parties handling this issue as its utmost priority. Regardless of how undervalued the rupee might be a currency's value is ultimately defined by the trust investors have in holding it. This trust will be gone by the end of 2013 unless a credible plan for how to bridge it is presented.

Pakistan has the potential to be a future new darling for foreign investment. A huge domestic market hungry for new consumer products, a young and highly motivated work force to provide the basis for a future manufacturing hub and a government highly incentivized to welcome foreign investment. From our perspective as a broad based investor throughout corporate Pakistan we can only give our warmest recommendations. For us Pakistan remains the perfect perception arbitrage. If you do not participate, make sure this was because you did do your homework and came to another conclusion. Not because you, like a true member of the herd, did not look at all.

Tundra Pakistanfond - 10 Largest Holdings



HALAL MARKET

HALAL-An industry worth more than USD 2.3 trillion, is currently one of the fastest growing global businesses across the world. Halal industry is fast gaining attention worldwide and attracting both Muslims and non-Muslims with its wholesome, hygienic and contamination-free principles of food production.

Yet contrary to common perception, the Halal market does not merely cover food and beverage. In fact, the global Halal industry extends well into pharmaceuticals, cosmetics and other consumer goods, food services, finance, logistics and even tourism.

HALAL FOOD

The Halal food market has grown quickly over the past decade, and as per the World Halal Forum report, this industry is worth an estimated USD 632 billion annually. The food sector makes up over 60% of the global market for Halal products. This includes primary meat, processed goods, bakery food and confectionary, with processed goods contributing around 35% of the total.

Muslims represent an estimated 25% of the world's population, with around 1.6 billion consumers. This large consumer market presents several opportunities for Halal products. Several multinationals, such as Tesco, McDonalds, KFC, Nestlé and others, have recognized this, and have expanded their Halal approved product lines. Halal food currently accounts for approximately one-fifth of world food trade according to Euro-monitor International, the world's leading provider of global business intelligence and strategic market analysis. Food and beverage companies across the globe are recognizing the considerable opportunities presented by an industry forecasted to grow by more than 20% over the next decade as per the International Halal Integrity Alliance.

HALAL FASHION

Fashion houses in London, Milan, New York and Paris are waking up to the commercial potential for Muslim women's clothing that respects religious values and sets new standards for style. The global Muslim fashion industry would be worth USD96 billion according to Bloomberg, if half of the world's 1.6 billion Muslims spend just USD120 a year on clothing, and so endorsed by French Fashion University Esmod, in Dubai. Brands such as Christian Dior, Hermes, Chanel and Gucci are now manufacturing matching accessories, with scarves and other products trying to penetrate into the Muslim market. The Islamic Fashion Festival started in 2006 in Kuala Lumpur and Jakarta and expanded to Dubai in 2008, with more than 200 designers participating. Islamic fashion has a potential that has "not been completely estimated yet," says Milan-based designer Alberta Ferretti. Harrods of London sees huge profits from Islamic Fashion since Qatar's sovereign-wealth fund bought the landmark store.

HALAL HEALTH PRODUCTS

Pharmaceutical companies such as the U.K.'S Principle Healthcare and Canada's Duchesnay now sell Halal vitamins free

of the gelatins and other animal derivatives. The Malaysia-based company Granulab produces synthetic bone graft material to avoid using animal bone, while Malaysian and Cuban scientists are collaborating on a Halal meningitis vaccine.

HALAL FINANCE

One of the fastest growing sectors in the Global Halal Market is Shari'ah compliant finance. Across the globe there are more than 500 Islamic Financial Institutions of varying degrees whose assets are predicted to exceed the USD 1 trillion mark by 2013. Global Islamic Assets are estimated to be growing at 15 to 20 percent per annum. More than two thirds of Islamic Finance is focused in the Middle East but there are emerging markets in Bangladesh, Brunei, Indonesia with Malaysia being the hub of Global Islamic Finance. Western banks from USA, UK, Denmark, Luxembourg, Australia and South Africa amongst the many are



now entering the market to get a slice of the 'Halal money'. Initially, Islamic Banking only offered commercial banking services to their respective clients. There has now been a gradual shift towards investment banking with Islamic Bonds (Sukuk).

HALAL PUNJAB

Globally and locally there is a growing demand for certified and hygienic Livestock produce. However the production of processed meat & dairy unable to keep pace with growing demand and the shortage is valued at USD 240 million including Meat, Dairy, and Poultry & Eggs. Pakistan is geographically located close to the Middle East and South East Asia, both of which are food deficit regions and this represents the added potential to access these markets by air and sea. It provides access to the regional Halal market of more than 360 million consumers. Punjab being at the heart of these major communication arteries can serve as an excellent central base to expand Halal business into the Middle East and South East markets.

There are tremendous opportunities in overall Halal Dairy & Livestock sector of Punjab. Opportunity lies in meat production, abattoirs and in meat processing. Even though Pakistan is the 5th largest producer of milk, only 3 percent of it is processed. We need an additional 1.5 billion litres of milk each year just to maintain prices at current levels. This poses an opportunity for investment in milk production and packaging.

More specifically for Halal, in Punjab there is availability of 40 hectares in the premises of Lahore Meat Processing Complex in the vicinity of Lahore. This provides for an excellent opportunity for by-products industries i.e. Soap, Gelatin, Cosmetics, Casing etc. as huge market for the by-products is available in Pakistan besides global halal market. Likewise lands in other cit-

ies like Faisalabad and Sialkot are also available.

The Punjab Government is giving higher priority to livestock development. It has formulated "Livestock Development Policy" and "Poultry Development Policy". Both policies are aimed at private sector led development of livestock with government providing enabling environment.

In terms of population Punjab alone holds a consumer market of 98 million people and is today witnessing rapid urbanization and a rising middle class. The population growth in Pakistan, increase in per capita income and export revenue is fueling the demand of livestock and poultry products. With a contribution of almost 60% to the National GDP, Punjab is significantly important in the economy of Pakistan. The Punjab Government is well responsive to the liberal regime of the federal government. It is all open for Public - Private Partnerships and setting up private led management business solutions.

Interestingly, over 90% of the global Halal market supply chain is controlled by non-Muslim global corporations according to Time Magazine. Australia, Brazil, Canada, France, New Zealand and USA are the Muslim world's biggest suppliers with China and India latching on, accounting for more than 80% of the supply chain from East to West. These countries are utilizing the Global Halal Market and using the Halal Brand for their economic benefit. The large population of Muslims adhering to Halal requirements has fuelled increased global demand for Halal products. Multinational corporations are well aware that from food to fashion, from finance to fast cars, the Halal shopping cart is a booming and thriving business. It goes beyond meat, beyond borders and even beyond religion. Investments in Halal are therefore most opportune and promise high profitability.

THE REALM OF HALAL CERTIFICATION HAS EVOLVED FROM JUST MEAT AND POULTRY TO COVER DOWNSTREAM PROCESSED GOODS SUCH AS DAIRY, CONFECTIONARY, PERSONAL CARE AND MEDICINE. THIS REALM HAS NOW EXTENDED BEYOND PRODUCTS AND INTO SERVICES.



TRACEABLE HORTICULTURE VALUE CHAIN

The schemes have been launched for developing, (i) Potohar as Olive production zone, (ii) Leyyah & Bhakkar as new Citrus zone, (iii) Cholistan as Grapes valley (iv) Kitchen gardening through private entrepreneurs.

PAMCO's Role - PAMCO is providing free of cost training, technical backstopping, facilitation in bar-coded tagging of mother plants to ensure traceability system, capacity building of direct stakeholders.

Traceable meat value chain; The schemes have been launched for 'enhancing quality meat production' under compliance regime such as;

- Save the Calf Scheme - Salient features are:
 - Those saving min 10 / max 100 calves of max 3 weeks may participate
 - Internationally accredited third party to certify compliance:
 - Halal feeding
 - Disease free farms
 - No chemical & antibiotic residues
 - GlobalG.A.P certification covering the certification of the whole agriculture/livestock production process of the primary product. The compliance of these standards reduces the food borne hazards at primary production level.
- Incentive program:
 - Free of cost vaccination & treatment services
 - Training of farmers & service providers
 - Rs 3,200 cash incentive after 6 months of rearing
 - Target= 30,000 calves/3 years
- Feed Lot Fattening

Present meat-production is based on conventional rearing of live-stock where there is no concept of beef breeds, commercial animal fattening system etc. Under prevailing conditions, one-year-old cattle or buffalo calf would weigh about 100-120 kg. If fed on fattening ration, it can gain 200-250 kg in the same period. Moreover, non-descript cattle breeds if crossed with exotic beef breeds, can produce additional beef in the country. Salient features are:

- Registration of Beef Fattening animals having age 1 to 2 years
- Min.10 & Max 200 animals per farm
- Training of farmers & service providers
- Provision of technical feasibility, training & technical services (vaccination & treatment)
- Rs.1500/animal after 120 days fattening period as financial support.
- Ensuring Compliance & Certification
- Free e-tagging & vaccination & technical services
- Target = 150,000 animals/ 3 years
- Beef cross breeding – Salient features are:
 - 6million non-descript & draught cattle in Punjab
 - Technological advances in farming have made these animals redundant
 - These animals can be utilized for enhanced beef production
 - PAMCO's Role - PAMCO is providing free of cost training, technical backstopping, vaccination, bar-coded tagging of animals to ensure traceability system, capacity building and subsidy to incentivize the direct stakeholders.

PUNJAB AGRICULTURE & MEAT COMPANY:

Punjab Agriculture & Meat Company, wholly owned by Government of the Punjab has been established to formalize horticulture and meat sector through R&D interventions at each tier of value chain i.e. production, processing and marketing (inland & export) under compliance of international quality standards. PAMCO has focused following areas with a Vision, "Develop each District's own agro-livestock economy"

- a. To develop integrated Halal meat value chain i.e. production, processing and marketing
- b. To develop Potohar as Olive Production Zone
- c. To develop Leyyah & Bhakkar as new Citrus Zone
- d. To develop Cholistan as Grapes valley & animal disease free zone
- e. To promote kitchen gardening through private entrepreneurs
- f. To promote compliance regime at meat & horticulture value chains



ESTABLISHMENT OF PUNJAB HALAL DEVELOPMENT AGENCY:

- Punjab Halal Development Agency is formally notified by Government of the Punjab under administrative control of Livestock & Dairy Development Department, Govt. of the Punjab with its Secretariat at Punjab Agriculture & Meat Company.
- The Agency is established for coordinating overall development of Halal Industry and devising a comprehensive strategy to spearhead the coordination & facilitation in Halal sector through R&D interventions in collaboration with national & international research institutes. Moreover, Agency has been enjoined to prescribe standards and process Halal certification of the following amongst other need based products: meat, dairy, food & beverages, fruit/vegetables, grains & oil seeds, ingredient sector, animal by-products industry (consumer care products-industrial, chemical, etc.), pharmaceuticals.

ESTABLISHMENT OF LAHORE MEAT PROCESSING COMPLEX

Lahore Meat Processing Complex is a project jointly undertaken by Punjab Agriculture & Meat Company (Punjab, Pakistan) and Mashad Meat Industrial Complex (Mashad, Iran). The facility is housed with slaughtering capacity of 18000 mutton and 1500 beef animals per day. Salient features are:

- a. First state-of-the-art slaughtering & meat processing facility
- b. Halal ritual slaughtering as per Islamic Law
- c. Mechanical equipment provided by Netherland and Iran
- d. Refrigeration and cooling system from Turkey
- e. Advanced in-house lab testing facility
- f. Trained human resource and certified Government Inspectors/Doctors
- g. Compliance of requisite certifications i.e. ISO 9001, HACCP, Halal, Environmental Approval, etc.
- h. Approved by local and foreign authorities for export of fresh and frozen meat & by-products to global Halal market
- i. Compliance of requisite standards/regulations essential to capture global Halal market
- j. Chilled Van facility available for safe & hygiene transportation of the product to wholesale markets and retail outlets
- k. Dedicated temperature controlled / refrigerated container for transportation of meat from slaughterhouse to air/sea port
- l. Trade opportunities for allied industries

METRO BUS SYSTEM (MBS) IS INARGUABLY PAKISTAN'S FIRST EVER RAPID MASS TRANSIT SYSTEM. YET AGAIN PUNJAB SERVES AS THE FORERUNNER FOR ESTABLISHING UNPRECEDENTED DEVELOPMENTAL STANDARDS IN THE COUNTRY.

With an average GDP growth of 5 percent since 2005, Pakistan has been arduously working on projects that would eventually result in the overall economic growth of the country. Introduction of the country's first ever Bus Rapid Transit System remains a great leap forward in infrastructure development and in provision of quality public transportation services.

Amidst a festive launch, the project was inaugurated on February 10, 2013 by Mr. Shehbaz Sharif, Chief Minister Punjab and H.E Bekir Bozdogan, the Turkish Deputy Prime Minister with ambassadors of a large number of countries in attendance and participants from various walks of life including donor agencies, politics, leading businesses etc.

The Rs. 30 billion project is a result of collaboration between the Punjab Government and the Turkish Government. It is to date one of the largest testaments to the bilateral ties between Turkey & Pakistan and Punjab and Istanbul in particular.

The Traffic Engineering and Planning Agency (TEPA), a subsidiary of the Lahore Development Authority (LDA), was entrusted with the task of constructing the historic Metro Bus System, an inspired model of the Bus Rapid Transit System (BRTS) of Istanbul, in collaboration with Turkish and local experts. Since Turkey was actively facilitating the project, it also ensured investment from a leading Turkish firm in operation of MBS.

MBS LAHORE - REVOLUTIONIZING QUALITY PUBLIC TRANSPORT SERVICES

The project has been completed in the short span of one year. Under the first phase of the project, 45 metro buses, each with a capacity of 160 passengers, are running along a 27km long route with 27 bus stations between Gajumata to Shahadra. The route covers dozens of residential and commercial localities along the city's main artery. An 8.3-kilometer section of the route is elevated. The system uses e-ticketing and Intelligent Transportation System wand. The system is managed by Punjab Metrobus Authority (PMA) which a dedicated statutory body is created under a provincial law for smooth operation of MBS.

The current line of MBS has the following main characteristics:

- Two dedicated bus lanes are allocated for operation of the buses in the centre of the road.
- Twenty Seven (27) Bus stations on the Metro lane.
- Approximately 63 minutes time to cover entire route
- Air conditioned articulated buses.
- Pedestrian bridges and Pedestrian underpasses along with escalators for facilitation of passengers.
- 3-4 minutes headway between buses
- Average 8 security cameras for monitoring of a single stop/station
- Each station provided with public toilet facility.

BRT system is currently functioning in 146 cities in the world with a total length of 3,658 km and moving 24 million passengers daily. The number of passengers benefitting daily from the BRT in Latin America and Asia is 15 million and 6.3 million respectively. Cities like Tehran, Ahmedabad and Istanbul many others have opted for BRT during the last 10 to 15 years on high demand corridors to reduce congestion, travel time as well as pollution mainly because it is relatively cheap, flexible, fast, efficient and easier to implement.

The introduction of BRT/MBS in Punjab, Pakistan has placed the country very prominently on the global infrastructure map.

Lahore is the second largest city of Pakistan with estimated population of 10 million. The transport demand recently estimated by Japanese International Co-operation Agency (JICA) is 12 million trips, which includes 4 million short walking trips and 8 million motorized trips, on a usual weekday. The number of vehicles registered in Lahore increased sharply from 95 vehicles in 2001 to 238 vehicles in 2008; per 1000 population.

The Metrobus System in Lahore is planned in integration with Multi-Model Intercity Bus Terminals (MIBT), one terminal to be established on either side of the corridor, with Park & Ride plazas. The overall transportation map includes integration of Metrobus System & public transport routes, sub-urban railway, LRMTS (other lines), and taxi system in Lahore.

And just to list more positives, the BRT in Lahore will serve for next 12-15 years, while its physical Infrastructure is largely compatible to metro and mono systems (LRT). It will also maximize economic benefits because of scale and serve affluent as well as poor people. Since commencement of operations, it caters to around 130,000 passengers per day.

BRT is an affordable initiative, which will go a long way in reducing emissions and traffic volume. It offers safe, reliable and comfortable transport while saving time and fuel. It will also help attracting investment, and more importantly, create a new culture of public transport and land use in a congested city.

Expansion of the BRT/MBS within Lahore and to other major cities of Punjab is in the pipeline.



SIBTAIN FAZAL HALIM

MD Punjab Metrobus Authority (PMA) On Future Plans of Metro Bus Service

“The Metrobus system has so far attained an average daily ridership of 118000 as against planned capacity of 112500 passengers per day. Success of the Metrobus project is paving the way for expansion of the system not just in Lahore but in other cities of Punjab as well. Two additional lines i.e. Thokar to MAO and Azadi to Ring Road via G.T. road are under consideration. Likewise other candidate cities of Rawalpindi, Faisalabad, and Multan are also being considered for Metrobus.”

Short Term Benefits

- Rapid and frequent operations
- Affordable fares
- A safe and secure public transport system
- Accessible public transport for the disabled, elderly and mothers with children
- A decrease in road congestion, energy consumption and vehicle emissions
- An enhanced urban environment

Medium Term Benefits

- Containing urban sprawl (spread of settlements)
- Promoting social inclusion instead of isolation
- Direct and indirect job creation in both the transportation and construction industries

Long Term Benefits

- Economic development in and around the areas of Lahore
- Reduction in pollution
- Reduction of harmful pollutants and greenhouse gases



It is an established fact that infrastructure development is one of the major determinants of economic growth, particularly in developing countries. It is considered a backbone of socio-economic

development as a country cannot be self-reliant unless it evolves a large-scale infrastructure network.

With initiation of projects such as

the MBS, one hopes that the face of investment will be revamped in the country and the economy of Pakistan overall with Punjab in particular will take on new strides of urbanization and development.





ENERGIZING PUNJAB

Primarily commercial energy sources in Pakistan include oil, natural gas, coal, hydro and nuclear energy. The overall contribution of oil and to a larger extent, that of gas has remained significant in primary energy supplies of the country.

Pakistan's total installed capacity of power generation is 23,000MW, existing total generation is about 11,000MW against the current demand of around 16,000MW. In Punjab, at present, there is a demand-supply gap of about 5,000 MW which is expected to increase. This gap coupled with burgeoning population and rapid economic growth provides an ideal opportunity for private investment in the energy sector.

Pakistan has great potential to develop alternative ways of producing electricity than relying so heavily on oil and gas. Punjab offers great opportunities in the energy sector for investments. Coal based power generation, hydropower projects, solar energy projects and power generation from biomass are some of the ready project opportunities.

POTENTIAL

Hydel



Punjab has a total low-head hydel potential of 600-1000 MW on canals and barrages.

5 small hydel projects (55MW), whose feasibility studies have been completed, are ready to be implemented under joint venture mode. These projects are to be established at the following sites: Khanki Barrage; Qadirabad Barrage; Lower Chenab Canal; Upper Chenab Canal; and Qadirabad Balloki Link Canal.

Out of three potential larger sites shared with AJK, 600 MW project can be undertaken at Mahl in collaboration with the Govt. of AJK.

Coal



Punjab has sizeable coal reserves, estimated at 595 million tons, of varying quality in Salt Range.

A coal purchase agreement has been signed for a minimum of 2800 tons/day of coal supply from Balochistan (Chamalang) for a 300 MW plant in District Muzaffargarh in JV mode.

Energy Department is seeking private sector investment in proposed 300 MW power plant at District Rahimyar Khan based on imported coal.

16 Industrial Estates under Punjab Small Industries Corporation have been targeted for establishment of dedicated power plants (10-50 MW) using mix of coal, biomass and solid waste. These will be dedicated projects with energy buy back guarantee.

POTENTIAL

Biomass, Biogas and Waste to Energy



Huge potential of biomass based power generation exists on unutilized crop residue of around 34 million tons per annum consisting of rice husk, rice straw, maize stalk and cotton stick, etc. 35 million livestock in Punjab offers substantial opportunity for biogas power projects. 12,300 tons/day of solid waste is produced in urban centres of Punjab which is a readily available source for generation of power. 32 MW Thermal Power Plant on Municipal solid waste near Faisalabad City with completed feasibility study and identified land is ready for interested investors in JV/PPP mode.

Solar & Wind



Punjab is blessed with immense solar energy resource and ample land available for harnessing this potential. In addition to creating risk mitigation initiatives, Government of Punjab has earmarked 5,000 acres (2,000 hectares) of land in southern Punjab for development of a solar cluster, where multiple solar power projects can be installed. 50 MW CSP Solar project in District Muzafargarh is planned in public sector/JV mode. Wind corridor in Kalarkahar area, around 10-20 KM wide and 250 Km long, promises considerable potential for wind power projects. Energy Department has got installed two wind masts Kalarkahar and Maari dist Rajunpur in Punjab in March 2013. These wind masts have started data collection. After two years of data Energy department shall have bankable Wind Power data.

POLICY AND INSTITUTIONAL FRAMEWORK:

The provinces in Pakistan are vested with full authority to develop power projects of any capacity through public, public private partnership or private sector and establish required regulatory framework. An independent Energy Department has accordingly been established to vigorously pursue power generation, oil and gas projects in the province.

Punjab Power Development Company Limited - The Government of Punjab has established Punjab Power Development Company (PPDCL), a government owned company registered with the Security Exchange Commission of Pakistan (SECP), to develop power projects in public sector as well as in public-private partnership mode.

Punjab Power Development Board - The Punjab Power Development Board (PPDB) has been established as "One Window Facilitator" to promote and encourage private sector's participation in the power sector.

PUNJAB POWER GENERATION POLICY

Government of Punjab has developed and an enabling power policy to facilitate investment in this vital sector. Punjab Power Policy 2009 provides a framework for the development of power plants in both public and private sector as well for joint venture projects. The policy is intended to promote all types of technologies including hydel, coal, solar, wind and bio-mass. Hydel projects in the private sector would be implemented on Build-Own-Operate-Transfer (BOOT) basis while other projects in the private sector can be established on either BOOT basis or on Build-Own-Operate (BOO) basis.

INCENTIVES

Power generation companies are allowed to import plants and equipment not manufactured locally @ 5% duty (0% for renewable energy) with exemption on sales tax. Other incentives include: income tax exemption for life; full repa-

triation of profit plus investment; international arbitration awards enforceable under law; hydrological risk borne by the government; minimum 15% ROE guaranteed net of taxes (US\$ based).

Guaranteed off-take of generated electricity through secure power purchase agreements.

To enable the private sector investment in the small power generation projects, the government of Punjab is supporting alternate arrangements to the national grid. These include:

- a. Power purchase by Industrial Estates owned by the Government of Punjab (dedicated power supply)
- b. Private power purchase by the industry (directly from the power generator)
- c. Wheeling arrangement to allow private power purchase using the distribution grid.

Given the troubles that the power sector of Pakistan is facing as a whole, Punjab Government has devised various interventions in the energy sector to facilitate investments. The purpose is to reduce the risk for investors for the power projects being developed in the province. Dedicated initiatives such as below have been devised by the Punjab Government to facilitate investments in the energy sector

PUNJAB POWER DEVELOPMENT FUND

1. Support the new sustainable power generation projects in the province
2. Support to be provided through equity placements in the private sector led project
3. Government of Punjab has capitalized the fund with around USD 65 million.

PUNJAB POWER GUARANTEE FUND

1. Backstop arrangement for alternate power purchase agreements with the private sector
2. Focus on Industrial Estates under the Government of Punjab with reputable industrial entities

3. Government of Punjab has capitalized the fund with around USD 19 million.

4. Government of Punjab is supporting alternate power purchase arrangements for small/captive power projects for dedicate supply to private consumers

There are currently many projects in the pipeline to exploit and develop the energy potential of Pakistan. Last month a deal was reached between the German energy giant AEG and Pakistani authorities. AEG is all set to develop 450MW solar power projects in Cholistan. A total of two projects will be developed, one 50MW and the other 400MW. The Punjab government has also signed two Memorandum of Understandings (MoUs) with German company Energiequelle and Austrian company Andritz Hydro for cooperation in energy sector. Under this agreement Energiequelle will built 300MW Solar Project while Andritz Hydro will cooperate in hydel power projects in the Country. Swedish experts and investors in the Green technology have reflected keen interest to visit Punjab in order to further explore and materialise the opportunities in the sector.

Given the tremendous opportunity lying untapped for energy production in Punjab, Punjab is actively seeking foreign partners and investors for financial and technical support in development of the energy sector.

Given the undisputed importance of energy in any economy and the financial prospects involved in power generation in Punjab, collaboration in energy development can lead to mutually beneficial partnerships between the Government and the aspiring investors.



SPECIAL INFRASTRUCTURE TO ATTRACT INVESTORS

Foreign Direct Investment (FDI) today is a recognized source of much needed capital and managerial, technical and marketing know-how, not only in new and viable manufacturing but also in services and resource-based industry.

In the current global environment, attracting FDI into a region has become an extremely competitive arena. Wooing the investors into a region through provision of specialized infrastructures, incentives and benefits has therefore become a basic and fundamental requirement.

This in turn has led to emergence of concepts such as free ports, export processing zones (EPZs) and free trade zones (FTZs). The main object of all such initiatives or zones has been to provide a conducive business environment by means of

provision of adequate infrastructure and tax exemption benefits etc. With the increasing global competition of attracting FDI as well as promoting domestic investment, countries across globe were urged to provide more sophisticated facilities and enhanced benefits to investor; which eventually paved way for evolution of special economic zones (SEZs).

According to World Bank estimates, there are more than 3,000 projects taking place in SEZs in 135 countries worldwide, as of 2007, accounting for over 68 million direct jobs and over \$500 billion of direct trade-related value added within zones. Among the Asian region, China took a lead in creating SEZs and it was in 1980s SEZs were established in Shenzhen, Zhuhai and Shantou in Guangdong Province and Xiamen in Fujian Province. China also

designated the entire province of Hainan an SEZ. Similarly, India is also one the forerunning countries to recognize the effectiveness of the SEZ model in promoting domestic commerce for enhanced exports by introducing a SEZ Policy in the year 2000 and a Special Economic Zones Act in 2005.

Enactment of the Special Economic Zones Act, 2012 ("SEZ Act") has now placed Pakistan on the global investment map as well. The National Assembly of Pakistan passed the SEZ Bill with intent to provide legal and regulatory framework to encourage domestic and international investors for promotion and establishment of industrial infrastructure and related matters.

The recently approved Special Economic Zones (SEZ) Act 2012 offers a great opportunity to aspiring investors into Pakistan. Under the SEZ Act businesses setting up establishments in the earmarked areas shall be entitled to exemption from customs duties and taxes for all capital goods imported into Pakistan for the development, operations and maintenance of a SEZ. Exemption from all taxes on income accruable in relation to the development and operations of the SEZ for a period of 10 years, will become affective for the investors. The provincial SEZ Authority is housed within PBIT and henceforth PBIT will play an active facilitator role for prospective local and foreign investors in months to come.

DECIPHERING THE SEZ ACT 2012

- Firstly, SEZ Act in Section 2(n) defined SEZ as "geographically defined and delimited area which has been notified and approved by the BOA. The SEZ shall be deemed to be outside customs territory of Pakistan only for purposes of this Act".
- The SEZ Act establishes Board of Approvals (BOA) as the apex body to regulate the SEZ, entrusted with powers including but not limited to accepting/rejecting SEZ applications, examining and issuing policies, review implementation of the SEZ Act etc. BOA comprises of a high level representatives chaired by the Prime Minister of Pakistan whereas other members include Chief Ministers of all provinces, Chairman BOI, Chairman Federal Board of Revenue and Governor State Bank of Pakistan.
- Sections 36 and 37 of the SEZ Act provide, to the developers and zone enterprises, exemption from all customs duties and taxes for all Capital Goods imported into Pakistan for the development, operation and maintenance of a SEZ entity. Also all taxes on income accruable in relation to the development and operation of the SEZ for a period of 10 years are exempted.

Other benefits include:

- Provision of all public utilities and infrastructure till zero point of an SEZ
- Provision of Security for protection of SEZs by the Government.

- Existing zones if approved as SEZs shall be eligible for incentives.
- Benefits under SEZ Act will not limit other benefits.
- The SEZ Act empowers BOA to grant any sort of additional benefit as it may deem appropriate, in accordance with other provision of the SEZ Act, which may include tax exemptions tax reliefs other than those mentioned in the Section 36 and 37.

SEZs in India played a significant role in its recent development as it is believed to have created over 840,000 jobs as of 2010-11. Exports through Indian SEZs grew further by 15.4% to reach INR 3.64 Trillion (roughly US\$ 66 billion). Pakistan, with newly established SEZ framework, which has more to offer than what is provided in neighboring countries like India or Bangladesh, is destined to be the choice destination for investment.

PROVINCIAL SEZ AUTHORITY & PUNJAB BOARD OF INVESTMENT & TRADE

SEZ Act authorizes provision of special economic zone authorities at provincial level (Provincial SEZA) which shall be chaired by the Chief Minister of the province or any person so appointed by him. Provincial SEZAs are the sole authority which may prepare and apply zone applications to BOA, select developers and negotiate development agreements. Government of the Punjab has already notified establishment of Special Economic Zone Authority Punjab (SEZA Punjab) since January 2013. SEZA Punjab is housed within the Punjab Board of Investment & Trade, which in turn had played significant role in devising SEZ Rules, 2013.

For the first time role and importance of provincial investment promotion agencies (IPAs) such as PBIT have been signified through any legislation. According to Section 9 of the SEZ Act provincial IPAs are required to assist operations of respective provincial SEZAs, to facilitate developers and zone enterprises and most importantly act as "focal entity" for investment promotion. The institutional framework has been daintily designed whereby role and functions of various bodies under the SEZ Act is neatly integrated. During recent consultation of PBIT, one of the World Bank consultants on SEZs acknowledged that Pakistan (Punjab in particular) in terms of institutional capacity is at advance stage than Bangladesh. It may be noted that Bangladesh passed its SEZ law (i.e. Bangladesh Economic Zones Act, 2010) two years before Pakistan.

Establishment of SEZs is also regarded as centre piece of Investment Policy 2013 which was recently issued by the Government of Pakistan. SEZA Punjab/PBIT has already initiated consultation and awareness sessions to the public and private sector stakeholders including prominent chamber, existing zones and private entrepreneurs. PBIT is overwhelmed by the positive response and excitement of the stakeholders and anticipate numerous proposals for establishment of SEZs in Punjab shortly.



PARTNERS IN DEVELOPMENT

GERMANY & PAKISTAN

Government of Punjab attaches great importance to the bilateral relations between Germany & Pakistan and is striving hard to promote increased economic cooperation with Germany.

Germany is Pakistan's largest trading partner within the European Union (EU) accounting for 16.17% of Pakistan's total exports to the EU and 23.68% of Pakistan's total imports from the EU. The bilateral trade has grown from USD 1.14 billion in 2002-03 to USD 2.210 billion in 2010-11. The volume of trade between the two countries during the last few years has been as under:

In 2002-03 balance of trade (USD 17.30 million) was in favour of Pakistan. Thereafter the balance of trade turned in favour of Germany, due to increased import of capital equipment and raw materials. In 2009-10, Pakistan's trade deficit with Germany was recorded at USD 386.321 million. However the trade balance shifted again in the favour of Pakistan in 2010-11 to the tune of USD 333.69 Million.

Pakistan's exports to Germany increased from USD 579.810 million in 2002-03 to USD 1.27 Billion in 2010-11.

Pakistan's imports from Germany increased from USD 562.501 million in

2002-03 to USD 938.477 Million in 2010-11 Pakistan has signed Avoidance of Double Taxation Agreement and Investment Treaty with Germany. The Investment Treaty was revised in 2009 to reflect current requirements.

Pakistan and the EU have three institutional arrangements for discussing bilateral trade issues including (1) Pak-EU Summit, (2) Pak-EU Joint Commission and Sub Group on Trade, and (3) Pak-EU Dedicated Dialogue.

PAKISTAN'S MAJOR EXPORTS TO GERMANY

The main items of exports to Germany include clothing of textile fabrics (28% of total exports), made-up articles of textile materials (22%), cotton fabric (woven) (7%), sports goods toys etc. (4.5%), medical/ surgical instruments, carpets & rugs, leather, chemical material & products, molasses, fabrics, rice, cotton yarn, footwear etc.

PAKISTAN'S MAJOR IMPORTS FROM GERMANY

The major items of imports include machinery & parts (56% of total imports), chemical material & products (6%), chemical elements & compounds (5%), iron and steel manufacturers thereof (4%), musical instruments & supplies, medical & pharmaceutical products, road vehicles & their parts, manufacturers of non-ferrous metals, dyeing, tanning & coloring materials, oil seeds & oleaginous fruits, measuring, checking & control. Instruments, cosmetics & perfumes,

paper & paper board articles, etc.

GERMANY'S SUPPORT TO PAKISTAN FOR ENHANCED MARKET ACCESS IN EU

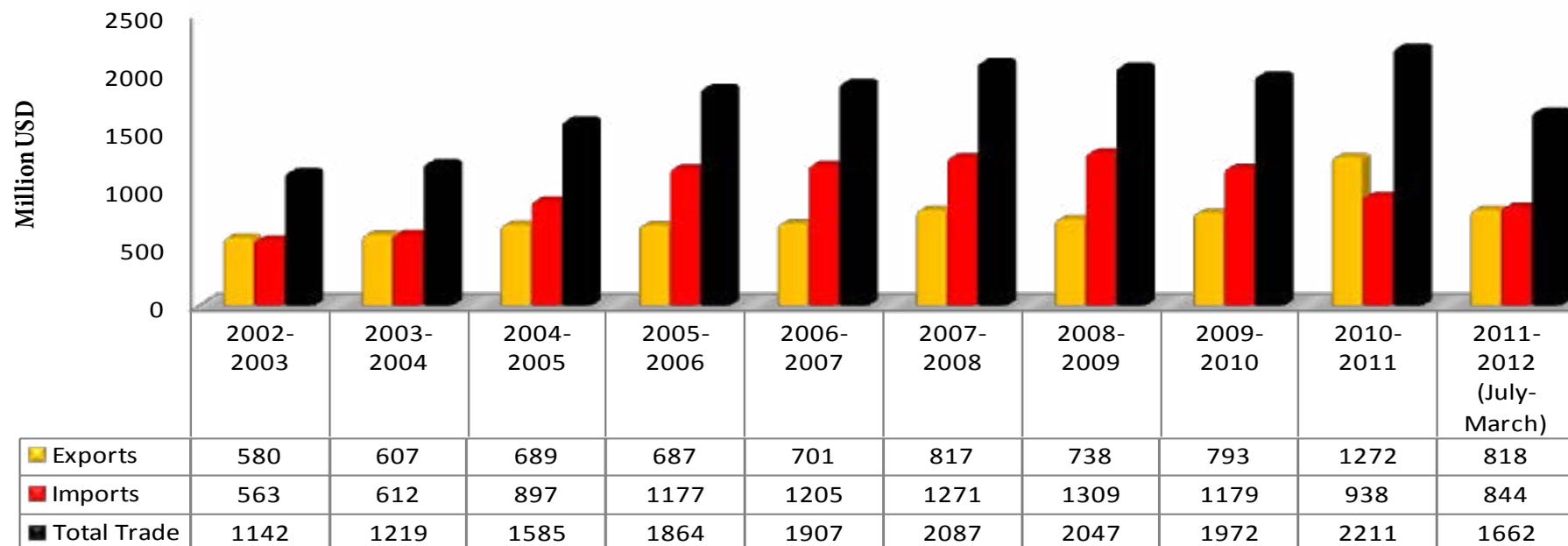
Germany has been supportive of Pakistan's efforts for enhanced market access in the EU. On the issue of Pak-EU FTA, German Chancellor Ms Angela Merkel in her capacity as President of the EU in a letter to the Prime Minister of Pakistan proposed that the EU "would like to strengthen its relationship with Pakistan within the framework of a comprehensive dialogue through the Joint Commission and a working group for trade."

PAK-GERMAN BUSINESS FORUM

Set up on 3rd December 1997, Pak-German Business Forum (PGBF) is responsible for promoting, facilitating and supporting relationship between the business communities of Pakistan and Germany. The Ambassador of Germany in Pakistan is the Patron-in-chief of this organization. It has 160 members, comprising, heads of German multinational companies operating in Pakistan, members from organizations who have Industrial and trade relationship with Germany etc.

BILATERAL AGREEMENTS

There are two main bilateral agreements between Pakistan and Germany, Bilateral Investment Treaty 1959, revised in 2009 and Avoidance of Double Taxation Agreement. German Government has granted exemption from payment of Value Added Tax (VAT) for Pakistani traders visiting Germany for business purposes, w.e.f. 1st July 2008.





H.E. Dr. Cyrill Nunn has been the Ambassador of Germany to Pakistan since July 2012. A career diplomat, previously he has served in various capacities at the Federal Foreign Office of Germany including Head of Division, export controls, DG Asian and Pacific Affairs. Dr. Nunn has remained Head of European Division, Federal Chancellery and served in Military service in German Air force before joining the Federal Foreign Office of Germany. Dr. Nunn was born on 11 March 1958 in Duesseldorf, Germany. He is married & has three children

RENDEZVOUS WITH **H.E DR. CYRILL NUNN** THE AMBASSADOR OF GERMANY TO PAKISTAN

1. Excellency we would like to know about the key initiatives of cooperation between Pakistan and Germany?

Development cooperation between Pakistan and Germany goes back to 1961, with the funding volume to date totaling some EUR 2.3 billion and additionally 1.1 billion were provided in form of market funds for development loans. The priority areas of Pakistan-German development cooperation are good governance, energy, health and basic vocational education.

Furthermore, German Government funds non-governmental organizations, which make important contributions to promoting democracy and human rights.

2. What is your opinion about Pakistan's commercial opportunities? Is currently any investor eyeing Pakistan for any future project/venture?

The German business community is looking to Pakistan, an emerging market of over 180 million people, with interest. Pakistan offers many opportunities, but there are also a number of challenges. Finding a solution to the energy crisis, improving the country's infrastructure and implementing a tax reform would greatly increase Pakistan's commercial opportunities. Even now there is a growing interest from

a number of small and medium sized German companies working in the sector of renewable energies, agro-business, information technology and machinery. The bilateral trade volume increased by 10% during the last year, therefore this is an opportune moment to work for the expansion of Pakistan – German trade and economic cooperation.

3. Energy and agriculture are two most important sectors for Pakistan, what role do you see for German companies in these fields?

Energy is a potentially significant sector as there is a big scope for business given the need to diversify energy sources in Pakistan to cope with the increasing electricity shortage. Investments are needed in Pakistan to produce solar and wind power. The Federal Republic of Germany supports Pakistan's effort to promote environmental sustainability, to expand its power supply by harnessing renewable energy sources, to supply rural areas with affordable energy and to use energy more efficiently. In September 2012, a conference in Munich highlighted the opportunities for German companies to invest in the sector of renewable energy in Pakistan. And several projects have already materialized both in the solar and wind sector.

There are increasing opportunities to intensify trade in agriculture goods between Pakistan and Germany. To take advantage of this favorable environment there should be greater focus on improving the quality and the added value of agricultural products from Pakistan with greater technological inputs. Furthermore regulatory measures should be more stringent to meet specific trade conditionalities, especially to meet environmental requirements for the sale of agricultural items. The German Metro Cash & Carry group recently established Star Farm - an agricultural consultancy firm. Star Farm provides training solutions to farmers, food producers and

and Development. German companies present in Karachi will employ young trainees, who will work for them while undergoing in-depth-training at their companies once or twice a week at the vocational training institute. In the same time we are working on increasing the trade relations between the both countries by facilitating German companies to Pakistan and by supporting PGBF on its effort to become a bilateral Chamber of Commerce.

6 . Message for existing German companies in Pakistan and the prospective German companies?

Germany has now become the largest trading partner of Pakistan in Europe and the fifth biggest source of foreign investment in the country. Several German multinationals have been successfully conducting business in Pakistan for decades. We will continue to engage with the companies in many different sectors encouraging them to invest in Pakistan and increase the bilateral trade between these two countries.

cooperative groups to achieve the Global Good Agricultural Practise Certification (GLOBAL-G.A.P), the most widely recognized and trusted standard for farmers.

4. How do you foresee Pakistan as an agri product supplier to the EU and Germany in specific?

Pakistan especially the Punjab has a great potential in agriculture. The weather and landscape combine to produce a wide variety of food products, especially rice, mangos, citrus and meat are important exports. The main problems facing Pakistan's sector is the damage or waste of products, due to lack of proper storage and transportation. In order to avoid these kind of damages and waste the conservation process of the agricultural products has to take place here in Pakistan.

5. What is your area of focus for promotion of "trade not aid" between Germany & Pakistan? Do you see trade as a predecessor to FDI?

The Consulate General of the Federal Republic of Germany in Karachi has taken the initiative of introducing a dual vocational training program in cooperation with vocational institutes and German companies. This project is supported by GIZ and German Ministry for Economic Cooperation

The German Embassy, in cooperation with the Pakistan German Business Forum (PGBF) and German-linked companies and institutions active in Pakistan held a unique exhibition titled "Germany on the Road" in different cities all over Pakistan in March / April and November 2012. Encouragingly, Germany has now become the largest trading partner of Pakistan in Europe and the fifth biggest source of foreign investment in the country. Several German multinationals have been successfully conducting business in Pakistan for decades. We will continue to engage with the companies in many different sectors encouraging them to invest in Pakistan and increase the bilateral trade between these two countries.

7. Message for the Pakistani business conducting businesses or aspiring to conduct with Germany?

Germany is one of the world's leading industrial nations and ranks as one of the world's three biggest trading nations. With its 82 million inhabitants, it also offers the largest market within the European Union. Companies interested in conducting business in Germany should contact the Pakistan German Business Forum, PGBF (pgbf@super.net.pk), which offers information, support and trade related services.



METRO CASH & CARRY IN PAKISTAN

METRO Cash & Carry is the leading international player in the self-service wholesale sector. Under the brands METRO and MAKRO it operates over 700 wholesale stores in 29 countries throughout Europe, Asia and Africa. With over 700 stores in 29 countries, METRO Cash & Carry is the international leading self-service wholesale operator with sales of around € 31 billion in 2011.

Metro Cash & Carry is the most apt example of Germany's direct investments in Pakistan, as it remains to date one of the largest investors from Germany in Pakistan and is continuously expanding in Pakistan with 5 stores in Punjab alone. Average cost of one store alone is worth 20 Million Euros.

Punjab Board of Investment & Trade is the Investment promotion agency of the Government of Punjab. A member of the World Association of Investment promotion agencies (WAIPA) PBIT offers one window facilitation/service to existing and prospecting investors. Metro Cash & Carry is represented on the board of PBIT and PBIT values highly the economic contribution of Metro Cash & Carry in Pakistan.

A recent initiative of Metro cash & Carry in Punjab had been introduction of Star Farms consultancy in Punjab that aims to build the capacity of the agriculture farmers for meeting the international standards for exports. Government of Punjab provided 50% subsidy to the potential farms to support the Star farms initiative and help it succeed.

In order to highlight this initiative Government of Punjab participated in "International Green Week" held in Berlin from 20th-29th January 2012. Participation of Punjab/Pakistan in International Green Week (IGW), Berlin Germany was essentially to showcase fully traceable agriculture and livestock products of Punjab. The event helped present

Pakistan as an emerging country of traceable products for the world to meet food supply demand of ever increasing global population. Government of Punjab exhibited products including; including mango pulp, potato, tomato, onion, cucumber, okra, bell pepper, red chilies, basmati rice and parboiled rice. Besides fresh products, fully traceable value added preparations were also showcased which included mango pulp and mango roll ups.

Ensuring production of traceable products, capacity of the producers (farmers) in compliance of Global GAP and that of the suppliers (pack houses/processing units) in compliance of IFS was built through Star Farm Pakistan.





BOUZENETH BENAOUDA Managing Director, METRO Cash & Carry Pakistan

With over 20 years of rich professional experience in retail sector, Bouzeneth Benaouda, Managing Director, METRO-Habib Cash & Carry Pakistan, has spent over 15 years in Asia and is an expert in Asian retail business. Bouzeneth also held senior leadership positions at Carrefour Group before joining METRO Group.

He is an M.B.A. in Technology and System from Aix-En-Provence Institute France also a B.A. in Finance.

Bouzeneth Benaouda, prior to taking up the position of Managing Director METRO Pakistan, has been working as Offer Management Director METRO Cash & Carry India. Also he has held positions in Carrefour as Project Director Europe Carrefour Planet Concept; Commercial & Marketing Director Carrefour India; Commercial & Marketing Director Carrefour Thailand; Merchandise Director Non-food and Food in Indonesia; Operations in Carrefour France.

The overall experience of METRO in Pakistan?

Our business experience in Pakistan has been encouraging. METRO opened its first cash & carry wholesale center in Pakistan in 2007 & expanded to 5 wholesale centers in a short span of 18 months. After the successful merger with Makro in 2012, METRO Habib Cash & Carry Pakistan now has a workforce of 2300 employees at 9 wholesale centers in major cities of Pakistan.

METRO has so far invested over 100 million euros in its stores as well as in the supply chain infrastructure hence adding a fair share in strengthening the local trade and industry.

With modern retail on the rise, small traders in emerging markets are facing increasing pressure as customer demand for better quality and wider variety of goods as a result of growing affluence. The traders Support & Partnership program guide these stores in revamping their business to better meet their customer needs and improve their competitiveness while fully respecting the independence of the shop owners involved.

For customers in HoReCa sector (Horeca (or HORECA) is the sector of the food service industry that consists of establishments which prepare and serve food and beverages. The term is a syllabic abbreviation of the words Hotel/Restaurant/Catering), METRO constantly invests in trainings, events and individual consultation to help them improve the overall standard of HoReCa.

We pay special attention towards employee training and development which are conducted on regular basis. We would proudly like to add that employees from METRO Pakistan are also working on good positions in METRO Group i.e. Germany, Japan, Singapore & Kazakhstan, while they are also invited to conduct international trainings and project handling in different countries with METRO presence where their skills are acknowledged and appreciated. So METRO is significantly raising productivity &

transfer of foreign skills and technology and therefore contributing to the long-term economic as well as human resource upgrading & development of host country.

Based on our successful model in China, Star Farms was also introduced in Pakistan in 2011 to support local business of METRO in Pakistan for quality produce & building capacity through horticulture products. In addition it also works directly with the framers and producers by building their capacity through series of interventions, Global Gap certification being one.

What conditions/factors were considered before METRO finally chose Pakistan as its investment destination?

Pakistan is a land of opportunities, particularly Punjab which provides a good agricultural base as well as a good supply source especially for fresh food items which is one of our basic requirements. This land is rich in resources; skills and labour are abundant which suits perfectly for a professional business set up. It was for this reason that we chose Pakistan for our business and based our headquarters in Lahore.

Do you consider the decision to enter Pakistan truly fruitful/profitable? Did entry into Pakistan prove to be under achieved or met the set targets or exceeded the expectations? Evaluation of retail sector of Pakistan in terms of expansion scope (is it saturated already or do you still feel a substantial markets needs to be tapped into?)

We see a big potential for our business in Pakistan. Market is still growing and we especially see an increasing demand for high quality and safe food products. Quality, hygiene & state of the art supply chain being our forte, METRO caters to the demands of the market with its international expertise and highly skilled & trained staff, big volumes of locally sourced merchandise, best prices and wide reach into metro cities with 9 wholesale centers. We run a unique B2B business concept target-

ed at professional customers from the kiriyana, hotel, catering and restaurant industry as well as small and midsized retailers and other companies and offices and we do not compromise on our wholesale concept.

Future expansion plans of METRO (if any)?

We have expanded from 5 wholesale centers to 9 centers previous year and are now running operations in Lahore, Faisalabad, Islamabad & Karachi. Talking about business growth, the opportunity is immense however, the focus in the short term is on sharpening and growing our merged businesses like-for-like, integration and remodeling of five Makro stores into METRO is our priority and this is also capital-intensive. For future expansion potential exists- going to Rawalpindi and Multan to name a few - are on the horizon.

Advice for future prospective investors considering Pakistan as an investment destination

Like I said earlier Pakistan is a land of opportunities and soon an important emerging market for doing business, in particular Punjab offers a good blend of resources, infrastructure and opportunities. For new investors it will really depend upon which business they plan to invest but one thing I must say that there are opportunities all around and these must be availed.

Pakistan is a land of opportunities and soon an important emerging market for doing business; in particular Punjab offers a good blend of resources, infrastructure and opportunities.

MAGNIFICENT PUNJAB

Punjab, spread over an expanse of 205,344 square kilometres, is situated at the heart of the communication arteries connecting vital players of the emerging global economy like India and China.

Punjab is the most populous province of Pakistan with approximately 98 million inhabitants, which is about 55% of the country's total population. It is also the most developed province in the country. Lahore the capital of Punjab is its administrative and economic hub.

Punjab has 9 administrative divisions namely; Bahawalpur, Dera Ghazi Khan, Faisalabad, Gujranwala, Lahore, Multan, Rawalpindi, Sahiwal and Sargodha Division. These divisions are further divided into administrative districts.

The province is home to five rivers and the name "Punjab" literally means Land of the Five Rivers. These rivers, Beas, Chenab, Jhelum, Ravi, and Sutlej, create the fertile alluvial bed of Punjab. Punjab is the most prosperous region of the country with well-developed agri-

culture, industry and infrastructure. Punjab boasts of a rich cultural heritage as well. It ensconces the magnificence of the Buddhist, Mogul and British architecture and its capital Lahore is known as the cultural and food capital of Pakistan. For centuries, Punjab has nurtured religions, music, literature, mysticism and celebrated its ethnic and cultural diversity. Punjab's strategic location has lured scholars, sufis, travellers and empire-builders over the millennia, who in their wake have left a unique culture imbued with unparalleled hues and richness.

Punjab has a varied landscape and a great many talents. Inhabited with hardy and industrious people it is blessed with a fertile and varied topography from the serene plains and deserts of central and southern Punjab to the hills in the north.

The province is a mainly a fertile region along the river valleys, while sparse deserts can be found near the border with India and Baluchistan. The Indus River and its many tributaries traverse Punjab from north to south. Punjab has the world's largest manmade contiguous canal network irrigating 14 million hectares. Total length of the canals is about 61,000 km with communal watercourses, farm channels, and field ditches covering another 1.6 million km. Weather extremes are notable from the hot and barren deserts in the south to the cool hills of the north. The foothills of the Himalayas bind the extreme north of the province.

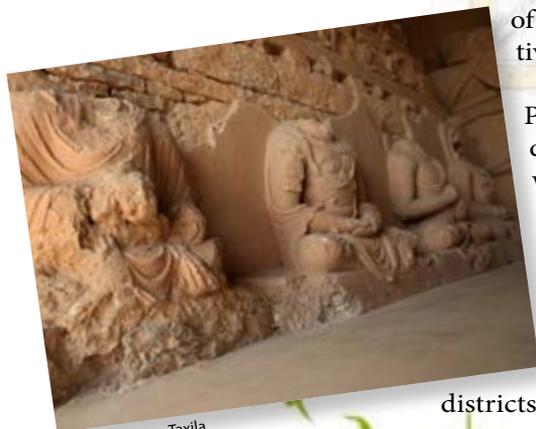
Punjab is called the food basket of Pakistan. The renowned Basmati Rice is an indigenous variety of rice produced in Punjab. It also produces a bewildering variety of fruits, vegetables and grains. With a traditionally strong agricultural base, the economy of Punjab has fast evolved into an industrial and service based economy.

Other than the capital city of Lahore, other prominent cities in Punjab include: Faisalabad, known for the world's best textile production base; Sialkot, producing renowned surgical, leather, sports goods, and light engineering products; Multan, home to the world's finest mangoes and blue pottery; Sahiwal; housing the largest milk and meat producing livestock herds; Wazirabad, producing the finest quality cutlery products; and Sargodha, land of globally famous citrus.

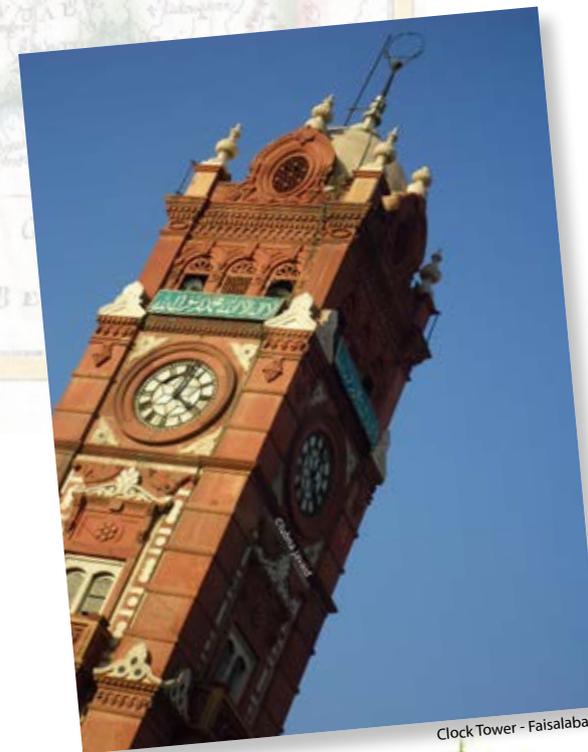
Proud of a rich heritage, Punjab is equally cosmopolitan. In addition to a vibrant cultural life, availability of modern amenities adds to the convenience of living, and makes it an exciting place.



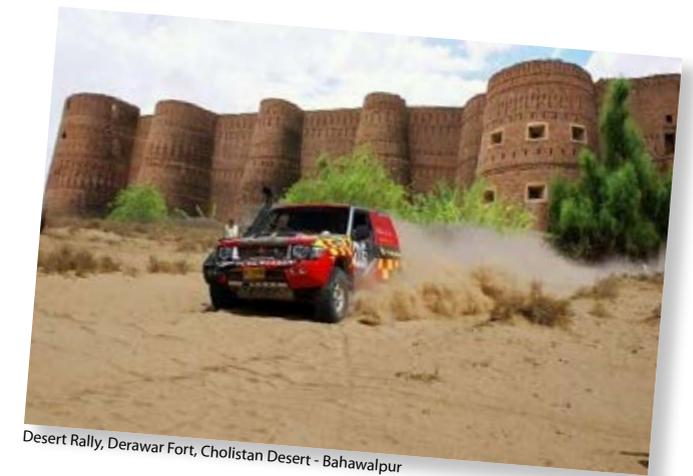
Shalimar Gardens



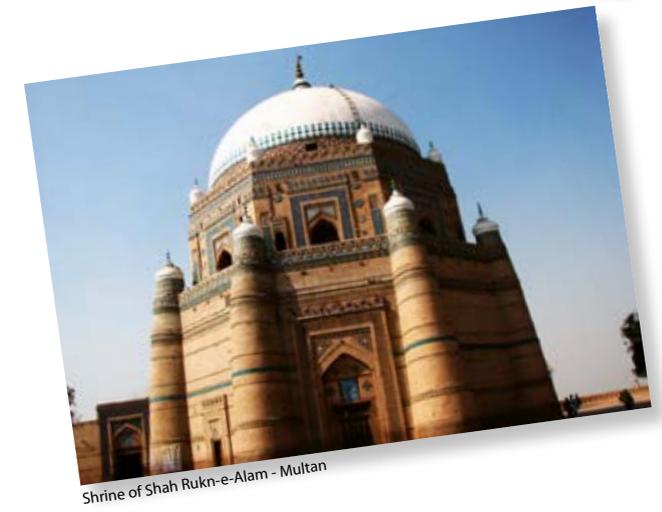
Buddhist Ruins - Taxila



Clock Tower - Faisalabad



Desert Rally, Derawar Fort, Cholistan Desert - Bahawalpur



Shrine of Shah Rukn-e-Alam - Multan



Murree Hill Station



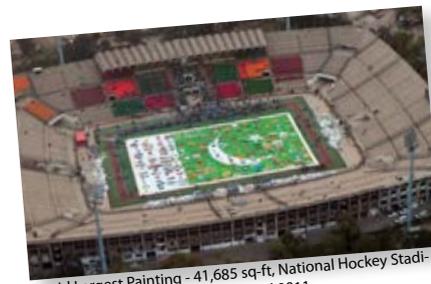
Traditional Truck Art

Punjab possesses a well-developed education infrastructure and most the advanced educational resources in Pakistan. It has over 44,000 primary schools, 75,000 middle schools, 48,000 high schools, 1,800 intermediate and degree colleges and vocational training institutes, and over 50 professional universities. According to the Pakistan Social and Living Standard Measurement (PSLM) Survey 2010-11, the literacy rate in Punjab is around 60%, and rising fast.

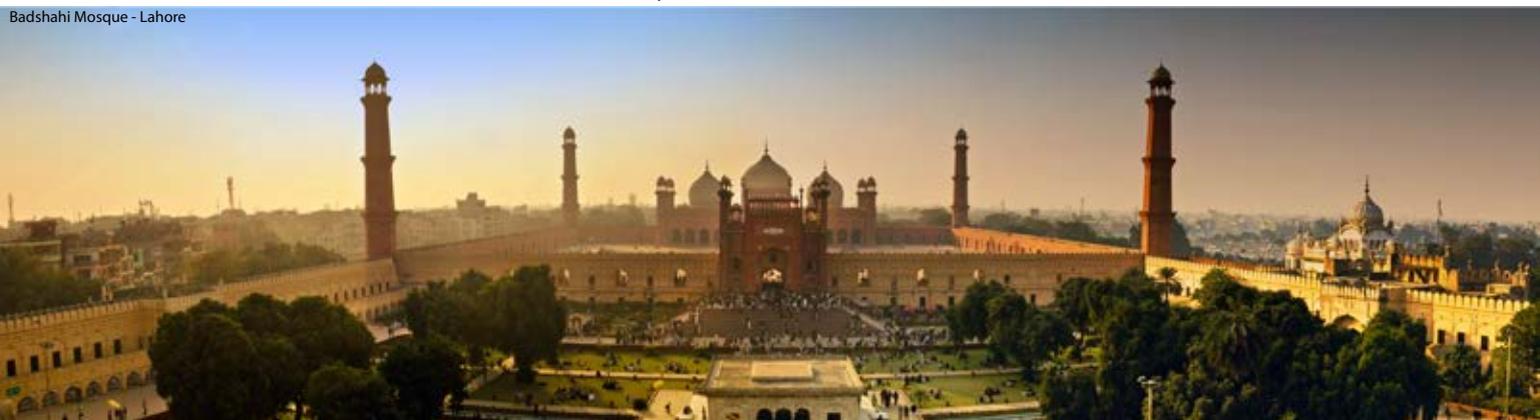
The transportation infrastructure in Punjab covers a well connected network of highways, roads, railways, dry ports and aviation, laid throughout the province. A modern rapid mass transit system, motorway network and urban ring roads represent the developed infrastructure in the province. Punjab has 2,659 km of national highways or motorways.



Katasraj Temple



World Largest Painting - 41,685 sq-ft, National Hockey Stadium - Lahore (Guinness World Record 2011)



Badshahi Mosque - Lahore



Rafi Peer Puppet Festival, Alhamra Cultural Complex - Lahore

7 international airports are located within Punjab. Most major regional and international airlines operate from Punjab. Most major cities of the Middle East, Far East, and Europe are a direct flight away.

There is a vast network of health care facilities available at primary, secondary and tertiary levels. Punjab has exceptional quality of specialist doctors and hospitals available in major cities. Specialised health care centres are present both in urban and rural areas.

Recreational facilities such as parks, sports clubs, golf clubs, cinemas, theatres, exquisite local and international cuisines, and modern shopping arenas enrich the living experience.



A glimpse from Punjab Youth Festival 2012



Noor Mahal - Bahawalpur

PBIT SERVICES

PBIT SERVICES

Punjab Board of Investment & Trade (PBIT) is the trade and investment promotion agency working under the aegis of the Chief Minister of Punjab who serves as Chairman of our board. The Government of Punjab, cognizant of the importance of the private sector in the development of the provincial economy, established PBIT in 2009. Since the inception, PBIT, steered by a dynamic Board of Directors, comprising of leaders from both the private and the public sector, has been striving towards achieving the vision of a prosperous Punjab.

As an IPA, PBIT enjoys an increasing global recognition today. PBIT is a Steering Committee member and the Director of South Asia at the World Association of Investment Promotion Agencies (WAIPA), a prestigious world association of organizations similar to PBIT created by UNCTAD.

The unique combination of public officials and private sector experts who work at PBIT helps bridge the gap between businesses and the government. We provide investors and businesses with a one-window facility and reduce their time to market. In essence, PBIT acts as a catalyst in harnessing the innate potential of Punjab.

PBIT has established its focus around delivering following set of key services

1 PROMOTING PUNJAB AS AN ULTIMATE INVESTMENT DESTINATION & CREDIBLE TRADE PARTNER

In its endeavour to put Punjab on the world map, PBIT conducts, and participates in, global and local trade and investment events. PBIT also produces research reports and promotional publications in addition to promotion through the local and international media, the World Wide Web and social media.

2 INVESTMENT ADVISORY & TRADE FACILITATION

Customized investment advisory is provided in a host of areas including infrastructure, energy, mining and agriculture including livestock and dairy. Facilitation to small and medium businesses as well as large businesses is provided in establishment of contacts in overseas markets for an expanded market share of export items.

3 POLICY ADVOCACY

PBIT undertakes policy advocacy for legislation or reforms in existing business policies with the provincial and federal governments for formulation of policies that are conducive for the business environment.

4 ALTERNATE DISPUTE RESOLUTION

A major part of making big investments or getting into the trade market involves the risk of falling into dispute with trading partners or local authorities. To minimize this risk and facilitate our local and international business community the Punjab Board of Investment and Trade has a dedicated team of professionals providing Alternative Dispute Resolution (ADR). PBIT houses two CEDR (UK) accredited negotiators to help resolve disputes amongst local and international traders. Working within the legal framework they ensure that all parties involved can settle their disputes without the need for litigation thus saving them valuable time and money.

5 ONE WINDOW FACILITY

PBIT helps the businesses achieve reduced time to market through provision of a one window facility. Any investor or trader experiencing difficulties in contacting a specific government department or finding it difficult to obtain the correct documents and licenses can contact us and our dedicated team will take their query, process it accordingly and contact the required authorities to make sure that a solution can be reached in a timely manner within the legal framework.

Testimonials

"Behind the international media image of Pakistan as a hotbed of terrorism and international threat, we have found something completely different. A young, fast-growing population, skilled executives and some of the most exciting and cheap companies we have ever encountered during our years in emerging markets..."
"...In our view, investors should have an investment horizon of at least 10 years. But rarely have we seen a market with such long-term potential that is valued so low."

Charlotte Kalin,

CEO Chamber Trade Sweden, quoting Tundra Fonder, fund manager organization in Sweden.
 [25 February 2013]

"It was indeed a great pleasure to visit PBIT. The Board is doing an impressive work in promoting investment and trade, especially with China. Look forward to having a close coordination and interaction with PBIT for promotion and enhancement of economic and commercial relations between Pakistan and China"

Babar Amin
 Consul General-designation, Guangzhou, China/
 [27 Feb 2013]

"I highly appreciate this unique opportunity and fruitful discussion I had here today. We have to continue to identify the potentials which exist for beneficial future cooperation. Thanks a lot"

István Szabó
 Ambassador of Hungary
 [29 Jan 2013]

"It is very encouraging to hear about PBIT's efforts to promote trade and investment. We look forward to working with you to develop U.S. private sector presence here!"

James Fluker
 Commercial Counselor U.S. Embassy, Islamabad
 [29 Jan 2013]

"Thank you for the splendid introduction and friendly discussions. There is a lot of scope to increase cooperation between Finland and

Pakistan"

H.E. Mr. Rauli Suikkanen
 Ambassador of Finland.
 [26 March 2013]

"Thank you for a very professional presentation on trade and investment opportunities in Punjab. Very convincing! Looking forward to future cooperation"

Lars-Gunnar Wigemark
 EU Ambassador & Rebecca Wigemark, spouse EU Ambassador.
 [15 March 2013]

"Very interesting meeting. I found a dedicated team and look forward to expanding our collaboration with a view of fastening the economic links between Punjab, Pakistan and France"

Marc Murcia
 Economic Consular, French Embassy to Pakistan
 [28 Feb 2013]



100 CEO Delegation to Turkey Led by CM Punjab (JAN, 2010)

100 CEO DELEGATION TO TURKEY LED BY CM PUNJAB (JAN, 2010): The Punjab Board of Investment and Trade (PBIT) organized a 100 member CEO entourage to accompany the Chief Minister's official delegation to Turkey. It was the first time a large Pakistani delegation of CEOs and entrepreneurs representing all chambers of Punjab went to Turkey and signed agreements and identified areas of business interests.

THE FIRST LAHORE INVESTMENT CONFERENCE (FEB 4TH, 2010): PBIT organized it with the aim to disseminate information within and outside Pakistan about the many untapped business opportunities in Punjab & provide domestic & foreign investors an opportunity for match-making.

AGRIBUSINESS CHAMBER ROAD SHOWS (MARCH 3RD – APRIL 6TH, 2010): These road shows were organized to outreach a wide spectrum of entrepreneurs through leading Chambers in the province. The chambers covered included; Lahore, Faisalabad, Gujrat, Gujranwala, Rahim Yar Khan, Sahiwal, Sialkot and Bahawalpur. The main objective of these conferences was to shed light on the agriculture sector and helped develop new strategies for the uplift and promotion of this sector.



THE PAK-TURK CEO FORUM (APRIL 1ST, 2010):

The delegation of 60 Turkish businessmen joined 200 leading CEOs from Pakistan at this business forum. This event was customized to highlight investment opportunities in Punjab to Turkish investors who accompanied the Turkish President HE Abdullah Gul on his Pakistan Tour.

KARACHI INVESTMENT CONFERENCE (MAY 3RD, 2010): Punjab Board of Investment and Trade (PBIT), with its goal of promoting investment in the country took an initiative to reach out to the Karachi-based investors through this conference. The conference was a success in attracting Karachi based businesses for investment into multiple sectors in Punjab.

PBIT FLOOD RELIEF CAMPAIGN AND DONOR CONFERENCES (JULY – OCT, 2010):

PBIT facilitated the Punjab Disaster Management Authority in its flood relief effort by organizing two Donor Conferences. Funds raised for the flood affectees both in cash and kind were collected by PDMA however PBIT as part of CSR took on arrangement of the conferences to attract donors from amongst the business community in Punjab and Foreign Missions in Pakistan. The plight of the affectees was put through to the audience in a compelling manner to catalyze relief efforts.



Punjab Investment Conference 2010

THE ENERGY ROUNDTABLE (MAY 7TH, 2010): This roundtable was organized so that all stakeholders come up with recommendations and policies that will be helpful for resolving energy crisis in the country. The discussion led to investment initiatives in the energy sector as owing to the growing demand, and the tremendous scope for improvements in energy efficiency, this sector remains very attractive in the longer term.

CHIEF MINISTER PUNJAB INTRODUCTORY MEETING WITH EU AMBASSADORS (JUNE 5TH, 2010): Ambassadors of 15 European countries interacted with CM Punjab and discussed ways to enhance bilateral trade and investment. The purpose was to market the business opportunities amongst the EU region countries and develop an ongoing and active liaison between the Foreign Missions and Punjab Government through PBIT.



Punjab Mango Festival 2012 - Islamabad

PBIT ELECTED AS SOUTH ASIA REPRESENTATIVE TO WAIPA STEERING COMMITTEE (2010 – 2012): PBIT was elected as South Asia's Representative to the World Association of Investment Promotion Agencies' (WAIPA) Steering Committee for the year 2010-2012. WAIPA was created in 1995. It was established as an Association under Swiss law. It has been registered in Geneva, as a non-governmental organization. WAIPA Members included 253 national and sub-national agencies from 162 different countries. Through its wide range of activities, WAIPA provides the opportunity for IPAs to network and exchange best practices in investment promotion and cooperate with each other.



Visit to PBIT of CP Thailand Business Delegation along with Pakistan Ambassador to Thailand

PAKISTAN BUSINESS CONFERENCE – DUBAI (DEC 12TH, 2010): Pakistan Business & Investment Conference 2010, Dubai marked the start of first international investment conference and was an initiative towards a concrete improvement in trade and investment relations between Pakistan and United Arab Emirates. Punjab Board of Investment & Trade facilitated Chief Minister Punjab visit to UAE with a delegation of key businessmen from Punjab. The visit helped promote trade & investment and explore areas of mutual investment, joint ventures and public private partnerships.



Reception of EU Ambassadors - Islamabad (mock international green week exhibition)



Iran Fair 2012 - Lahore International Expo Centre



Visit of Managing Director Pak China Investment Company Limited (PCICL) to PBIT

PBIT HOSTED IRANIAN DELEGATION LED BY GOVERNOR KHORASAN-E-RAZAVI (MAY 29, 2011): PBIT hosted Pakistan – Iran Investment & Trade Business Forum where 60 government and private officials from Iran met with 100 leading CEOs, and 100 leading government officials from Pakistan. This was the first business delegation of this size to visit Punjab led by the Governor General of Khorasan Razavi of Iran HE Dr. Mahmoud Salahi Ahmadabadi. A Lahore Declaration was concluded at the occasion wherein it was agreed to hold single country exhibitions of Iran and Pakistan on reciprocal basis in both regions. Resultantly an Iran Fair organized by PBIT was held in Lahore and a Pakistan Fair in Mashad.

A THIRTY SEVEN MEMBER PAKISTAN-BRITAIN TRADE & INVESTMENT FORUM (PBTIF) DELEGATION VISITED LAHORE from September 15 to 16, 2011 to explore, identify and commercialize, untapped & under-developed mining opportunities. It was the first time that such a large number delegation of potential investors interested in the mining sector from UK visited Pakistan: PBIT helped identify counterparts for networking which will lead to possible joint ventures in this sector.

PBIT ARRANGED HALAL FOOD CONFERENCE IN COLLABORATION WITH ROYAL THAI EMBASSY in Pakistan on September 28, 2011 at 90-SQA. The objective of the Conference was to inform the local invitees about the potential of Halal food market of Thailand.

CHIEF MINISTER, PUNJAB CALL ON (DECEMBER 16, 2011): CHIEF MINISTER HOSTED A RECEPTION FOR AMBASSADORS OF EUROPEAN COUNTRIES AT PUNJAB HOUSE, Islamabad to inform them about the participation of Punjab in the International Green Week (January 20 to 29, 2012) and other business opportunities in the agriculture sector & promote traceable agricultural produce initiative of Punjab Government amongst the EU region. At the occasion stalls of traceable products were displayed by the growers which gave them to market their product first hand to the commercial counselors of the EU region present at the reception.

PARTICIPATION IN THE INTERNATIONAL GREEN WEEK, BERLIN, GERMANY (JANUARY 20 TO 29, 2012); The government of Punjab in order to showcase the farm to consumer traceability of agricultural products in the EU Market participated in the International Green Week. It was the first ever participation of Pakistan at this prestigious event and the Chief Minister Punjab himself led the delegation to Germany. The event helped present Pakistan as an emerging country of traceable products for the world to meet food supply demand of ever increasing global population. The exhibited products included; mango pulp, potato, tomato, onion, cucumber, okra, bell pepper, red chilies, basmati rice and parboiled rice. Besides fresh products, fully traceable value added preparations were also showcased which included mango pulp and mango roll ups.

PBIT ARRANGED JANG ECONOMIC FORUM on February 6, 2012 at Pearl Continental Hotel, Lahore to boost the Pak-Iran Business Cooperation.

PBIT PARTICIPATED IN DAWN AGRI EXPO FROM FEBRUARY 17 TO 18, 2012 AT LAHORE. The purpose of the expo was promotion of innovative approaches in agriculture. The event was hosted by Dawn Media group.

PBIT HOSTED PAK-TURK FORUM ON MARCH 12, 2012 for Mayor of Istanbul Dr. Kadir Topash. Two MoUs in solid waste management & transport sector were concluded. This paved way for the Cleaner Lahore and BRT project in Lahore. It was the first time a concrete outcome was achieved from past interactions that will serve as a source of encouragement to other aspiring foreign investors.

VISIT OF IRAN BY THE MEMBERS OF THE JOINT WORKING GROUP OF MASHAD AND PUNJAB; A high level delegation from Punjab, headed by Senator Sardar Zulfiqar Ali Khan Khosa visited Iran from April 8 to 15, 2012 to promote bilateral relations with Khurasan-e-Razavi and Fars Provinces of Iran.

PBIT ATTENDED 3RD WORLD INVESTMENT FORUM (WIF) FROM APRIL 20 TO 23, 2012, organized by UNCTAD in partnership with Government of Qatar.

PBIT FACILITATED SEVERAL FOREIGN DELEGATIONS from Turkey, Spain, Italy, France, Canada, US, Korea, UAE, Japan, China, Australia etc who came here to explore investment and trade potential of Punjab.

PBIT FACILITATED SEVERAL FOREIGN JOURNALISTS' DELEGATIONS In its continued efforts to promote a softer image of Punjab and the country, PBIT invited varied delegations of Journalists from USA and Germany and briefed them about the softer and more progressive side of Punjab and Pakistan. Interactions and exchange of delegations of different countries with PBIT also helped to create a positive impression. With the right perception stemming from efforts from everyone across the country at every level, it shall be much convenient for us to be able to attract foreign investment from the world into Punjab.

PUNJAB BOARD OF INVESTMENT & TRADE ORGANIZED THE FIRST EVER SINGLE COUNTRY EXHIBITION OF IRAN; "Iran Fair 2012" in Lahore Expo from 31st May to 2nd June, 2012. The exhibition was a success because it generated a business of 50 million dollars for the businessmen of both sides and more than 50,000 visitors visited the Iran Fair.

ON 3RD MAY 2012, A CONFERENCE ON PAKISTAN-INDIA TRADE POTENTIAL WAS ORGANIZED BY PBIT; In a bid to develop a stakeholders' consensus on issue of opening up trade through Wagha border with India and impact of such trade liberalization on economy of Punjab.



International Green Week 2012 - Berlin





A SMALL ROUNDTABLE “POWERING A GREENER TOMORROW” WAS ORGANIZED BY PBIT IN JUNE 2012; wherein Dr. Rajendra Pachuri; a nobel peace prize holder visiting from India shared his knowledge in the area of Green technology and shared case practical case studies on affordable energy solutions for possible replication in Punjab.

A PUNJAB MANGO FESTIVAL WAS ORGANIZED BY PBIT AT SERENA ISLAMABAD IN CONJUNCTION WITH AGRICULTURE DEPARTMENT, ON 15TH JULY 2012. Diplomats and commercial counselors of foreign missions in Islamabad were invited to the event. Additionally mango growers and exporters had been invited to set up stalls. The occasion served as a networking platform between mango exporters and foreign commercial sections in addition to image building and showcasing of the superiority of mango in terms of flavor from Pakistan.



PBIT ARRANGED FOREIGN BUSINESS VISITS OF CHIEF MINISTER PUNJAB, FROM 26TH SEPTEMBER- 04TH OCTOBER 2012. The visits were arranged in a bid to expand Punjab’s global outreach. During the visit chief minister held discussions with the leadership of these countries regarding cooperation and investment in various sectors of Punjab. The basic purpose of his visit to Turkey, Britain and Germany was to benefit from the experiences of the developed countries. Elected representatives and officials concerned accompanied the chief minister including Col (Retd) Shuja Khanzada, Mr. Mehr Ishtiaq Ahmed, Lahore Transport Company Chairman Mr. Khawaja Ahmed Hassan, provincial secretaries of home, schools education and energy departments, Dr. Miftah Ismail, Vice Chairman, Punjab Board of Investment and Trade. The visit by non officials had no financial bearing on public funds.



A SMALL ROUNDTABLE OF DELEGATES FROM JETRO, JAPAN, LED THE AMBASSADOR OF JAPAN TO PAKISTAN WAS ARRANGED BY PBIT IN OCTOBER 2012. The purpose of visit of the JETRO delegates was analyzing the realities behind the international image perception of Pakistan and exploring possible business opportunities between Japan and Punjab.

A PAKISTAN-INDIA BUSINESS ROUNDTABLE WAS ORGANIZED BY PBIT ON OCCASION OF VISIT OF MR. SUKHBIR SINGH BADAL, THE DEPUTY CHIEF MINISTER OF INDIAN PUNJAB ON 06TH NOVEMBER 2012. This event was arranged in a bid to develop a closer understanding of economic potential between the two neighbors and carve out areas of mutual collaboration in future.

A TRADE DELEGATION WAS SENT TO IRAN BY PBIT to participate in the single country exhibition of Pakistan in Iran held on 06th November 2012; in reciprocity of the Iran Fair arranged in Lahore by PBIT in May 2012.

A SERIES OF SEMINARS OF SWEDISH GREEN TECHNOLOGIES WAS ORGANIZED BY PBIT IN LAHORE AND SIALKOT CHAMBER OF COMMERCE & INDUSTRY IN FEBRUARY 2013. Internationally, Sweden is regarded as being at the forefront of research and development into green technology and work towards achieving a sustainable environment. The Swedish experience was shared with the businessmen in Punjab with an aim to expose them to the business potential in this area with Sweden. These seminars were predecessors to visit of actual investors for joint collaboration between Punjab and Sweden, due at the end of 2013.

VC PBIT VISITED TASHKENT, UZBEKISTAN on invitation of the Uzbek Government to attend and read a paper at the “international conference on modern housing construction as a driving force of comprehensive development and transformation of rural areas, enhancing the living standards of population” held in Tashkent from 16th-17th April 2013. Additionally meetings with Mr. RASULOV Dilshod Ozadovich, Head of Department, Foreign Economic Relations Chambers of Commerce & Industry of Uzbekistan and Mr. Davron T. Dadakhonov Director of UZINFOINVEST, the counterpart agency of PBIT in Uzbekistan.

VISIT OF VC PBIT TO UAE MAY 2013. Considering the vast scope of joint ventures in the fields of food processing, between UAE & Punjab various meetings of VC PBIT with Abu Dhabi Chambers of commerce & industry as well as the departments of economic developments of both Abu Dhabi & Dubai in addition to private businessmen were arranged by PBIT with support of the Embassy of Pakistan in Abu Dhabi. During the visit possibility of developing a thematic amusement park with investment in development from UAE was discussed. Also showcased during the visit was the recently approved incentives under the Special Economic Zones (SEZ) Act 2012 which will offer a great opportunity to aspiring investors into Pakistan. Meeting of steering committee of WAIPA was also attended in Dubai after recent re-election of PBIT as director South Asia.

BUSINESS DELEGATIONS: One of the regular features at PBIT are frequent interactions and visits with numerous visiting foreign dignitaries and delegates including various ambassadors to Pakistan like Australia, Japan, China, Germany, Iran, Sweden, EU region, Finland etc.

Such Meetings serve both as means to promote business opportunities within Punjab to the foreign world and help develop a soft image of Punjab through means of documentary and actual visit. Many business delegations have been hosted by PBIT including CP Thailand, Lotte Group, Vale, AYtech, Metro Cash & Carry to name just a few.





CONSIDER a region larger than England, Netherlands and Belgium put together.

CONSIDER an economy of a hundred billion dollars, 98 million consumers with rising living and social standards.

CONSIDER an advantageous combination of four diversified seasons, rich irrigated soil deposited by five rivers over centuries and an abundant, hardworking workforce.

CONSIDER a region offering large investment opportunities in power production, financial services, development of urban and transport infrastructure, food processing, retailing and entertainment.

CONSIDER a robust and well capitalized banking sector, best in business conducive regulatory frameworks covering private power production, telecom, banking, stock exchanges and public private partnerships...

WELCOME TO PUNJAB

Every year Punjab Board of Investment & Trade (PBIT) helps businesses like yours pinpoint new opportunities then realize them. As the investment arm of the Government of Punjab, we know how important it is for your business to succeed.

Whether you are completely new to business or an experienced businessman looking to enter new business field, we offer all the advice, information and practical support you need to make it happen. PBIT looks forward to discussing the business opportunities of interest to you and to helping your business get a head start.

**LOOKING FOR A BUSINESS OPPORTUNITY?
CONSIDER;**



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