



## PPP Projects in focus

Some current PPP projects are as follows:

- Lahore Ring Road
- Theme Park in Lahore
- Iron Ore Mining (the RFP and details are on our website as well)
- Captive Coal based power generation in industrial estates of Punjab
- Small Hydropower projects

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MODEM 4

Building  
Partnerships



**PUNJAB BOARD OF  
INVESTMENT & TRADE**



# Who we are

Punjab Board of Investment and Trade (PBIT) is the provincial investment and trade promotion agency, linking Punjab to global investors. PBIT's mandate is to facilitate foreign and domestic investors in their projects, helping them navigate through federal and provincial issues. We are focused to enable our investors to take advantage of Punjab government's liberal and investor-friendly trade and investment policies. Besides helping investors, we are also tasked by the government to help our businesses increase their sales, especially export sales.

PBIT has a high quality team of professional, both from the private and public sectors, dedicated to ensure that investors face a minimum of hurdle as they invest in Punjab and provide employment opportunities to our people. The team also provides the

government policy inputs based on the needs and desires of our businesses.

Through our one-window operation we facilitate investors, both by streamlining processes and by handholding them through institutional procedures.

Punjab offers investors easy and rational rules and regulation, plentiful skilled and semi-skilled labour, very competent scientists and engineers, the best infrastructure in South Asia, a transparent legal system and enforcement of contracts, and a government keen to promote the private sector. We offer low risk and high return opportunities in mining, energy, dairy, livestock, agriculture, cold storage, light engineering, business process outsourcing, software development, health tourism, religious tourism, and many other areas.

We urge you to consider Punjab for your next investment.

# What we do

## Policy Advisory

- Advocacy for policy and regulatory reforms
- Solicit inputs on provincial and federal policies

## Investor Facilitation

- Technical, legal and regulatory advisory for business development
- Investor handholding and matchmaking at various project stages

- Sector Analysis and reports on Market intelligence

## Marketing and Image Promotion of Punjab

- Organization of and participation in foreign and local investment events, trade fairs and exhibitions
- Foreign media exposure



Member of World Association of Investment Promotion Agency

PBIT is a member of the Steering Committee and a Director for South Asia of the World Association of Investment Promotion Agencies (WAIPA), and post

we were elected to due to the high quality of service we provide to our clients from around the world. We are mandated by the Government of Punjab to provide all our services free of cost.

# Sectors in focus

## Agriculture

- World's 8th largest Citrus producing country
- World's 7th largest Wheat producing country
- World's 12th largest Rice producing country
- One of the top 10 producers for 22 horticultural commodities

## Livestock

- World's 3rd largest Milk producing country
- World's 2nd largest Buffalo population
- 81 million density of Livestock

## Textile and Manufacturing

- World's 4th largest Cotton producing country
- 8th largest exporting country of Textile products in Asia.

## Energy and Power

- Hydel potential of around 2000 MW
- 5000 Acres of land in Cholistan reserved by Government of Punjab for establishment of solar power plants

## Mines and Minerals

- 2nd largest Salt mine in the world
- Over 600 million MT of Iron Ore reserves
- Coal reserves of 501 million tons

## Retail

- Pakistan has a retail market of USD 42 Billion
- Major potential for Hypermarkets and chain stores with current foreign chain stores being Punjab centric

