



Mohsin Ali Nathani

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

Thank you for the support extended to the Swiss Business Council (SBC) as it brings together Swiss and Pakistani companies on a common platform. We are confident that the Council's efforts will amplify the business prospects and performance of the member companies while promoting bilateral trade and economic relations between the two countries. The post-pandemic era has brought new challenges and opportunities for businesses – now more than ever, there is a need to collaborate and work together for continued progress.

On behalf of SBC's Executive Committee (EC), I take this opportunity to warmly welcome to Pakistan His Excellency Mr. Georg Steiner, the Patron-in-Chief of the SBC and Ambassador of Switzerland to Pakistan & Afghanistan. We are grateful to him for extending his patronage and support to the SBC. We look forward to closely working with him in creating opportunities for sustainable development and bilateral trade promotion between Pakistan & Switzerland.

The alliances built by the SBC with the provincial governments have been fruitful, and the members of the SBC are availing preferred access to the Special Economic Zones. In the coming months, we will focus on developing Small & Medium Enterprises (SMEs) in partnership with Switzerland Global Enterprise (S-GE) wherein Pakistani entrepreneurs will be invited by the S-GE to explore commercial prospects. SBC aspires to link SMEs to partner companies for smoother growth trajectories.

The SBC is also co-hosting a fact-finding mission in the near future – wherein delegates from Swiss companies will explore opportunities for doing business in Pakistan. Participants will be able to meet key representatives of various industries and organizations, as well as the relevant ministries, in order to get a first-hand understanding of the business potential in Pakistan.

It is a great source of motivation for us that Switzerland continues to invest in Pakistan and is the third largest direct investor. Our members, too, are leaders in their respective sectors. This exchange of skills, knowledge, and ideas will drive long-term sustainable development in Pakistan.

It is heartening to see how the members of the Council have stepped forward to show solidarity with the flood affectees. More details about various flood-relief initiatives taken by member companies are in this news magazine.

The SBC is endeavoring to strengthen the economy with the cooperation of its members – be it on the industrial, services, or socio-economic side. Once again, thank you for your support and efforts in delivering this impact.



H.E. Georg Steiner

Patron-in-chief
Swiss Business Council

I am pleased to address the readers of this publication as the new Ambassador of Switzerland to Pakistan and Afghanistan. I am thankful to the management of the Swiss Business Council for giving me this opportunity and congratulate them on publishing this informative document. This newsletter is indeed an excellent continued effort of the Swiss Business Council to apprise the business communities of Switzerland and Pakistan of its activities as well as the commitments of their member companies in Pakistan.

I am happy to learn that Swiss companies have been operating successfully in Pakistan and are amongst the leading investors in this country. The volume of bilateral trade between Switzerland and Pakistan is also encouraging and has been registering positive growth in the past years. In order to augment these promising business relations between Switzerland and Pakistan, the Embassy, in collaboration with the Swiss-Asian Chamber of Commerce in Zürich is planning to bring a delegation of Swiss businesspersons to Pakistan this year for exploring further the potential in the local market.

I would like to take this opportunity to assure Swiss companies and the Swiss Business Council of the continuous support of the Embassy in safeguarding Swiss business interests in Pakistan and promoting bilateral economic relations between the two countries.

I would conclude by expressing my best wishes to the members of the Swiss Business Council and the readers of this Newsmagazine in their future endeavors.

Patron-in-Chief:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Pakistan

Alliance:

Swiss-Asian Chamber of Commerce



Associate of:



**Asia
Society**

Switzerland

Swiss Business Council Executive Committee



H.E. Georg Steiner

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



Mohsin Ali Nathani

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



Samer E. Chedid

Vice President – Swiss Business Council &
MD/CEO, Nestle Pakistan Ltd



K.M. Iqbal

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



Hafsa Shamsie

Treasurer – Swiss Business Council &
Managing Director, Roche Pakistan Limited



Farhat Ali

Director – Swiss Business Council &
Chairman, Polygal AG Pakistan

Swiss Business Council Executive Committee



Mujtaba Rahim

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



Shaikh Imtiaz Hussain

Director – Swiss Business Council &
Managing Director, Imtiaz Enterprises



Asif Ikram

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



Zeeshan Hasib Baig

Director – Swiss Business Council &
Country General Manager, Syngenta Pakistan



Fletcher P. Albert

Business Development Manager
Swiss Business Council



Faizan Faisal

Office Manager
Swiss Business Council

Embassy of Switzerland in Pakistan

News from the Embassy

New Ambassador of Switzerland to Pakistan

H.E. Mr. Georg Steiner has been appointed the new Ambassador of Switzerland to Pakistan and Afghanistan. Ambassador Steiner was the Ambassador of Switzerland to Nigeria with concurrent accreditations to Niger, Chad and ECOWAS prior to his current assignment. He has also been the Ambassador of Switzerland to Libya and held positions abroad in Washington D.C. (World Bank; Swiss Executive Director's office), Vienna (Delegation of Switzerland to the OSCE) and

Tehran (Deputy Chief of mission at the Embassy of Switzerland) as well as in Bern including the Head of the Crisis Management Centre of the Federal Department of Foreign Affairs.

Ambassador Steiner was born and grew up in Lucerne, possesses a university degree in the discipline of law from the University of Fribourg and is admitted to the bar in Switzerland.



Ambassador Georg Steiner presented his credentials to the President of the Islamic Republic of Pakistan, H.E. Dr. Arif Alvi, in Islamabad on the 3rd of October 2022.

SWISS GOVERNMENT ASSISTANCE FOR FLOODS IN PAKISTAN

In relation to the floods, Switzerland has responded with a CHF 3 million contribution in support of emergency relief measures. The Swiss government has also sent a Rapid Response Team to support the humanitarian response on the ground. This team is assisting Pakistani populations in the flood-affected areas of the province of the Khyber Pakhtunkhwa through the facilitation of the Embassy.



Meeting of Mr. Alberto Groff and the Swiss Rapid Response Team with the Federal Minister for Planning, Development & Special Initiatives of Pakistan

BILATERAL RELATIONS

Courtesy Call of the Ambassador on the Foreign Minister of Pakistan

Ambassador Georg Steiner called on the Foreign Minister of Pakistan, H.E. Mr. Bilawal Bhutto Zardari. During the meeting at the Foreign Ministry, both sides reaffirmed their commitment to further strengthening the ties between the two countries. They also exchanged views on several issues of mutual interest.



Meeting of Mr. Alberto Groff, Charge d’Affaires a.i. of Switzerland with H.E. Mr. Ahsan Iqbal, Federal Minister for Planning, Development & Special Initiatives

Mr. Alberto Groff had a meeting with H.E. Mr. Ahsan Iqbal on 1st September 2022 where bilateral issues of mutual interest including the CPEC and Free Trade Agreement between the two countries were discussed.



Ambassador Benedict de Cerjat’s visit to Peshawar

The then Ambassador of Switzerland to Pakistan, Ambassador Bénédict de Cerjat met with key officials of the government of Khyber Pakhtunkhwa including the Governor, the Speaker of the Provincial Assembly and the Finance/Health Minister in January 2022 in Peshawar to discuss the entire gamut of bilateral relations between Switzerland and Pakistan.



11th Round of Bilateral Political Consultations

Ambassador Raphael Nägeli, the Assistant State Secretary for Asia-Pacific of the Federal Department of Foreign Affairs of Switzerland, met with the Additional Secretary Europe, Dr. Muhammad Tariq at the Ministry of Foreign Affairs in Pakistan on 12 November 2021 to hold the 11th round of bilateral Political Consultations between Switzerland and Pakistan.

In addition to bilateral political relations, the talks focused on economy, trade, cooperation in science, education, technology, security, migration as well as regional dynamics and multilateral issues.

The Swiss delegation also paid courtesy calls to the Foreign Secretary, Mr. Sohail Mehmood, the Additional Secretary Asia Pacific, Mr. Asim Iftikhar Ahmad, and the Special Assistant to the Prime Minister on CPEC affairs, Mr. Khalid Mansoor, to discuss issues of mutual interest.

To conclude the bilateral Political Consultations, both sides expressed their willingness to remain constructively and meaningfully engaged for strengthening relations between Pakistan and Switzerland.



Visit of Senior Swiss migration official to Pakistan to assess Afghan Refugee Situation

A Swiss delegation led by Ambassador Vincenzo Mascioli, Director of International Cooperation at the Swiss State Secretariat for Migration, visited Islamabad from 21-22 October 2021 to hold meetings with high-level Pakistani government officials and international partners. The objective of the visit was to assess the situation of Afghan refugees in Pakistan.



Swiss delegation from the State Secretariat of Migration with the Secretary, Ministry of States and Frontier Regions

ECONOMIC DIPLOMACY

Meeting with the Minister of Commerce of Pakistan

The then Ambassador of Switzerland to Pakistan, Mr. Bénédict de Cerjat met with the Federal Minister for Commerce & Investment of Pakistan, H.E. Mr. Syed Naveed Qamar. Issues of bilateral and mutual economic interest of Switzerland and Pakistan were discussed during the meeting. While mentioning notable investments of Swiss companies in Pakistan, the Ambassador also communicated their few concerns while doing business in the country.



Agreement between Switzerland and Pakistan concerning the Debt Service Suspension Initiative (DSSI)

The World Bank and the IMF had urged the G20 countries to suspend temporarily debt-service payments of 73 developing countries affected by COVID. While recognizing this DSSI, Switzerland as a bilateral creditor to Pakistan had also extended debt relief to Pakistan by signing three agreements concerning the extension of the DSSI.



Signing of third agreement between Switzerland represented by Ambassador Bénédict de Cerjat, and the Ministry of Economic Affairs of Pakistan (EAD), represented by the Federal Secretary, Mr. Mian Asad Hayauddin.

Presentation by Dr. Reza Baqir, the then Governor of the State Bank of Pakistan, at the Swiss Embassy in Islamabad

The then Ambassador of Switzerland, Mr. Bénédict de Cerjat, hosted an address by the then Governor of the State Bank of Pakistan, Dr. Reza Baqir, on "the Economy of Pakistan" at his residence in February 2022. Governor Baqir stated that despite the challenging global environment during the COVID-19 pandemic, Pakistan comparatively fared better than most other countries. In terms of the outlook, Governor Baqir outlined inflation and the current account deficit as challenges to the economy and linked them to the global surge in commodities prices, especially energy prices.

The event was well-attended by members of the Swiss Business Council, Ambassadors of multiple countries, and Parliamentarians. The audience took advantage of this opportunity and actively took part in discussions during the event.



Webinar on 'Doing Business in Pakistan – Perceptions and Realities'



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Pakistan

Swiss-Asian Chamber of Commerce



Bahrain • Bangladesh • Brunei • Cambodia • Indonesia • Kazakhstan • Korea • Laos
Malaysia • Mongolia • Myanmar • Pakistan • Philippines • Singapore • Sri Lanka
Taiwan • Thailand • Timor-Leste • United Arab Emirates • Uzbekistan • Vietnam

Doing Business in Pakistan – Perceptions and Realities

Tuesday, 7 December 2021, 10:30hrs to 12:30hrs (Swiss Time)
14:30hrs to 16:30hrs (Pakistan Time)



Switzerland



Pakistan

Taking advantage of the virtual sphere, the Embassy of Switzerland in Pakistan, in collaboration with the Swiss-Asian Chamber of Commerce (SACC) in Zürich, organized a webinar entitled “Doing Business in Pakistan – Perceptions and Realities” on 7 December 2021.

Well-attended by around 50 participants, the webinar focused on Pakistan as a country of opportunities for Swiss companies and SMEs. After the welcome address by Ambassador Bénédict de Cerjat, the keynote speakers including Mr.

Christoph Sprung of SACC, Mr. Peter Spirgi from Rieter Machine Works, Mr. Christian Herter, MD, xtendum, Mr. Ahmed Naveed Chaudhary, former CEO, Sika Pakistan, and Mrs. Heike Van de Kerckhof, CEO, Archroma International AG shared their experiences and perspectives.

Concluding the webinar, the Embassy proposed to organize the visit of a Swiss Business delegation soon to tap the potential of the Pakistani market.

CULTURAL DIPLOMACY

Swiss National Day

National Day of Switzerland was celebrated at the Serena Hotel on 1st of August 2022. The Federal Minister for Power, H.E. Mr. Khurram Dastgir Khan, was the Guest of Honor on this occasion. While congratulating Switzerland on the National Day, the Federal Minister appreciated Switzerland's role in promoting peace, inter-faith harmony and support to Afghan refugees in Pakistan. He also called Switzerland a critical partner and stressed that a free trade agreement (currently under review) between the two countries could prove to be the gateway to Europe. Furthermore, the Chargé d'Affaires a.i. of Switzerland, Mr. Alberto Groff, highlighted that Switzerland has become a non-permanent member of the United Nations Security Council this year and looks forward to actively contributing to peace and stability. In this context, he also mentioned the Ukraine Recovery Conference held in Lugano, Switzerland in July and Switzerland's role in providing good services and mediation activities for countries in conflict.



Francophonie Festival

To celebrate the Francophonie Festival in Pakistan, the Embassy of Switzerland in Islamabad and the Foundation for Arts Culture and Education (FACE) jointly hosted two screenings of Swiss films, namely Schellen-Ursli (A Bell for Ursli) and La Femme et Le TGV (The Railroad Lady) on 17th March 2022. Schellen-Ursli is the most famous Swiss children's book after Heidi. The story has touched generations and has been world-famous for more than seven decades. La Femme et Le TGV received nominations for many industry awards, including the Academy Award for Best Live Action Short Film. Inspired by factual events, the movie explores loneliness and human connections.

The students and teachers of various schools, journalists and diplomats attended the event.

Each year in March, the Embassy of Switzerland and the Francophone community in Islamabad celebrate the richness of the French language and cultural diversity of the Francophone countries. The Francophonie Festival brings together people who not only speak French but also feel, in one way or another, connected to the Francophone community.



To celebrate La Fête de la Francophonie, the Embassy of Switzerland in Islamabad displayed its Stall along with other Francophone Missions in Pakistan at Alliance Française Islamabad on 19 March 2022. The Swiss Stall showcased cultural facets, food, products and informative brochures about the country. The Ambassador of Switzerland, Mr. Bénédict de Cerjat, appreciated the organizers for showcasing the diversity of the Francophone countries. The guests showed keen interest in the event and enjoyed the musical concert and sampling of the regional food at the stalls.

EDUCATION DIPLOMACY

Swiss Government Excellence Scholarships Alumni Get Together

The Chargé d'Affaires, a.i. of Switzerland, Mr. Alberto Groff, hosted a reception for the Swiss Government Excellence Scholarship Recipients at his residence on the 2nd of September 2022.

The students shared their academic achievements and thanked the Government of Switzerland for supporting them through endowed scholarships enabling them to share their gained expertise and knowledge through working in various capacities in the country.



Relaunch of EHL – Serena Hotels Hospitality Education Program

In an exclusive gathering, Ambassador Mr Bénédicte de Cerjat, co-hosted a reception with Serena Hotel, Islamabad to celebrate the relaunch of the Serena Hotels Executive Education Programme in collaboration with École hôtelière de Lausanne (EHL) at the Embassy of Switzerland on 15 February 2022. Founded in 1893 in Lausanne, EHL is seen as the world's first hospitality management school.

Mr. de Cerjat lauded Serena Hotels for capacity building through world-class training in the hospitality industry in partnership with EHL and stressed that this initiative is in line with the government's vision to improve tourism and service sectors. The event was well-attended by government officials, the business community and professionals in the tourism and service sectors.



Geneva Centre for Security Policy (GCSP) – 5th Global Alumni Networking Night in Islamabad

Islamabad joined 34 cities around the globe to celebrate the 5th GCSP's Global Alumni Networking Night at the residence of the Deputy Head of Mission of Switzerland, Mr Alberto Groff. The Global Alumni Networking Night (GANN) is a unique event that takes place in numerous cities around the world. The Swiss Embassy in Pakistan encourages the support and participation of an active group of GCSP's Pakistan Alumni who tackle today's and tomorrow's global challenges.



INTERFAITH HARMONY EFFORTS

As part of its Human Rights engagement in Pakistan, the Embassy in February 2022 supported an initiative to promote interfaith harmony in Pakistan through fine arts in collaboration with the Implementation of Minority Rights Forum (IMRF) and the Sustainable Peace and Development Organization (SPADO) at the Governor's House in Lahore.

The art exhibition/competition brought together young Pakistani talent of different faiths (Muslims, Hindus, Christians, Sikhs, etc.) from schools, colleges, and universities across the country.



Economic Relations between Switzerland and Pakistan

including provisional figures of 2021

Switzerland's Exports to Pakistan (in Mio CHF)

Description	2017	2018	2019	2020	2021	%
Pharmaceuticals	158.6	199.5	170.5	201.4	175	-13.1
Machines	85.9	63.3	78.9	49.1	58.2	+18.5
Chemicals	34.6	27.7	19.1	35.7	33	-7.6
Dyeing Extracts and Colours	20.2	29.9	31.7	30	33	+10
Watches	23.12	22.9	21.2	19.3	27	+40
Others	50.8	55.1	52.2	31.1	37.8	+21.5
Total	373.3	398.4	373.7	366.6	364	-0.7
% change from 2020						

Source: Swiss Federal Customs Administration

Switzerland's Imports from Pakistan (in Mio CHF)

Description	2017	2018	2019	2020	2021	%
Textiles	109.9	122.3	127.2	151.5	195.7	+29.2
Leather Articles	15.2	13.8	15.6	15	18.1	+20.7
Agricultural Products	8.2	13.8	11.1	19.2	13.3	-30.7
Others	12.1	16.1	15.1	15.7	17.9	+14
Total	145.4	166	169	201.4	245	+21.6
% change from 2020						

Source: Swiss Federal Customs Administration

Investments of Swiss Companies in Pakistan (in Mio USD)

Year	Net Investment	Rank
FY 2017	101.7	7
FY 2018	78.5	6
FY 2019	21.2	10
FY 2020	61.8	6
FY 2021	73.5	7
July – December 2021 (FY 2022)	55.3	6

Source: Board of Investment of Pakistan

News of the Swiss Business Council



The Swiss Business Council (SBC) was established in 2008 as a legal entity under an act of the Securities & Exchange Commission of Pakistan. The members' segmentation comprise of large Swiss Multinational subsidiaries operative in Pakistan, Swiss Small & Medium Enterprises operative through joint ventures, agencies & dealership arrangements in Pakistan.

Mission & Vision

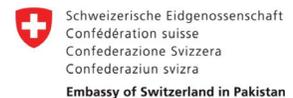
To protect and promote Swiss Economic interests; To encourage and stimulate new investments; To introduce and inculcate best practices and strive to establish a level playing field in the country in order to promote the development of commerce between Switzerland and Pakistan.

Affiliations of SBC

"SBC works in close partnership with its associates in Switzerland to mobilize B2B contacts between Swiss and Pakistani business entities, improve the global perception of Pakistan in the circle of foreign investors and to inculcate people to people cultural ties between the two Countries:

Patronized by:

The official representation of Switzerland in Pakistan (eda.admin.ch/Islamabad), the embassy covers all matters concerning diplomatic relations between Pakistan and Switzerland. It represents Swiss interests in the areas of political, economic and financial affairs, legal arrangements, science, education and culture.



Partner of:

"SBC works in close collaboration with its partner Switzerland Global Enterprise (S-GE) in Switzerland to facilitate Swiss Companies, wants to have their foot prints in Pakistan, in terms of finding an authorized distributor for them, Investment, Joint ventures. SBC inculcate people to people cultural ties between the two Countries.



Alliance with:

The Swiss-Asian Chamber of Commerce (SACC) – [www.sacc.ch] is a private organisation, providing a forum for all firms, institutions, government bodies and individuals interested in the economic and business relations between Switzerland and Asia.



The activities of the Chamber cover the following countries and economic regions:

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

Associate of:

Asia Society Switzerland (ASS) – [www.asiasociety.ch] is committed to exploring Asia's role in a multilateral world and to advancing the dialogue and strengthening partnerships among individuals and institutions in Switzerland and Asia. Across the fields of arts, culture, education and policy, they provide insights, promote collaboration and contribute to a deeper understanding of the most dynamic and fastest-growing region in the world.



FOCUS 2022-2023

The Swiss Business Council (SBC) made its utmost efforts in maintaining its physical & virtual activities, also maintaining its presence to serve the Swiss & Pakistani Business community across borders.

The President and Executive Committee Members of the SBC rendered an exclusive attention to the investment and trade promotion between Pakistan and Switzerland.

Swiss Foot Prints in Pakistan

Some of the Swiss Companies have been contributing in Nation's development since the inception of Pakistan. Many joined later, while the process and progress continues. Today, over 50 member companies of SBC are contributing to the development of the healthcare, banking, agriculture, food, industry, energy sector, infrastructure & the service sector of Pakistan through investment, transfer of technology & human resource development.



Switzerland is ranked amongst the 3rd largest Foreign Direct Investor in Pakistan with wide spread portfolio in Pharmaceuticals, Engineering, Chemicals, Agriculture, Food & Beverages, Textiles, Logistics, Banking, Service Industry & others. Presently over 22 large Swiss Companies are operative in Pakistan who, over the past decade, has invested more than CHF 1.5 billion.

Growth of Swiss Companies in Pakistan

Capitalizing on the available opportunities, SBC in collaboration with its partners embarked on the task of exposing Swiss Companies to the business potential available in Pakistan and in the process managed to introduce the foot prints of Eleven (11) Swiss Companies in Pakistan.

The SBC and Switzerland Global Enterprise (S-GE) worked together to mobilize the interest of Swiss Companies in the business potential available in Pakistan and was successful in establishing the foot prints of the following Companies in Pakistan through Joint Venture, Agency Agreements and Technology Transfer cooperation in a short-span of eight (08) years after its partnership with S-GE in 2014:

Company	Sectors
 APPENZEL NATURAL COSMETICS	Natural Cosmetics
	Food Processing
 COMMON RAIL SYSTEMS	Common Rail Systems.
	Fire safety glass.
 GF Piping Systems	Gas and liquid transport
 Homöopathie Phytotherapie	Health Care
 SWITZERLAND	Gourmet Food.
 SWITZERLAND	Hot-air plastic welding equipment, process heat components, laser welding systems, gas sensor equipment & micro-optics.
	Analytical Instruments.
 established in 1973	Glass reinforced plastic pipes
 BUILDING TRUST	Construction

Patron-in-Chief:



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



Visit of the Deputy Head of Mission to Karachi

After assuming the charge at the Embassy in August 2021 the Deputy Head of Mission (DoHM) visited Karachi for the first time at SBC's office, to assess and discuss the opportunities for the Swiss Companies in the Pakistani Market. During his stay in Karachi he also visited two members of the SBC Roche Pakistan & SGS Pakistan.



Facilitation to the Swiss Companies Rotoflex AG

Rotoflex AG, a Swiss Company, producer of Packaging Inks, approached SBC through their distributor in Pakistan i.e. M/s. Cloud Packaging, (a member of SBC), where the CEO of Cloud Packaging, Mr. Imran Rehman, accompanied Rotoflex in their every meeting. Rotoflex's concern was to get duty free import on their ingredients and machines which they will export to Pakistan from Switzerland. The Swiss company wanted to have

a Joint Venture in Pakistan, as the SBC facilitated SIKA Pakistan is setting up their plant in Pakistan.

SBC facilitated the Swiss company in organizing their meetings with the Board of Investment (BOI), Sindh Board of Investment (SBI), Punjab Board of Investment (PBIT) & Mr. Ahmed Naveed Chaudhry, former head of SIKA Pakistan, to share his experience for the Joint Venture.



Rotoflex's Meeting with the Board of Investment



SBC organized the participation of Rotoflex in the e-Kachery hosted by BOI, where the ex-Secretary General of BOI, Ms. Fareena Mazhar, listened the case of Rotoflex for the tax holiday and asked Mr. Lars Lieb, Sales Manager Rotoflex to share the details of the imports they will be making

Secretary BOI,
Ms. Fareena Mazhar
 will Hold
E-Kachery
 to address questions and
 concerns of the
Business Fraternity

on Tuesday,
 February 8th, 2022
 at 4:00 pm to 6:00 pm

Join us via Zoom Session
 or Dedicated Phone Line

Meeting ID: 983 0801 4710
 Passcode: 124795

Telephone : 051- 9203182

Rotoflex's Meeting with the Sindh Board of Investment



Rotoflex also shared the case with the Sindh Board of Investment (SBI), and they agreed to facilitate Rotoflex with the Joint Venture opportunities in Sindh.

Mr. Abdul Azeem Uqaili, CEO, Special Economic Zones, Mr. Abrar Ahmed Shaikh, Project Director & Mr. Mehboob UI Haq, Managing Director, Sindh Enterprise Development Fund were very kind to host the delegates of Rotoflex, Cloud Packaging & Mr. Fletcher P. Albert, Business Development Manager, SBC.



Meeting with Mr. Ahmed Naveed Chaudhry

The delegates of Rotoflex & Cloud Packaging traveled to Lahore for their meeting with Mr. Ahmed Naveed Chaudhry, Former Head of Sika and former President of the SBC.

Mr. Chaudhry shared his experience in setting up Sika Pakistan Pvt. Ltd. as a Joint Venture in Pakistan.





Meeting with the Punjab Board of Investment

Rotoflex had its meeting with the Punjab Board of Investment & Trade (PBIT), where Mr. Chaudhry accompanied them to their meeting, where the PBIT facilitated Rotoflex with the

Joint Venture opportunities in Punjab PBIT management briefed them about the possibilities where they can build their local production facility.



Herbamed AG: Recruitment of Brand Ambassadors Team in Pakistan



The SBC after completing a market study on import of international homeopathic medicines in Pakistan, Herbamed asked the SBC that they want to have a team of Brand Ambassadors in Pakistan. Two for Karachi & one for Lahore, to promote Herbamed in Pakistan.

16 - Candidature Received



8 - Shortlisted



6 - Interviewed



3 - Appointed



Since the appointment the team is extensively working for the marketing of Herbamed in Karachi & Lahore by conductive seminars and visits to the Homeopathic doctors every week.



Karachi



Lahore

Flood Relief Activity by Brand Ambassadors Team

As Pakistan is currently facing devastating flooding due to the unprecedented rains. This climate change nightmare has made millions homeless, and thousands have lost their lives. The Brand Ambassador Team organized a free medical camp for the flood affectees in Hyderabad, Pakistan.



Product Range Training in Switzerland

The Brand Ambassadors Team was invited to Switzerland for the product range training of Herbamed AG in St. Gallen. Mr. Fletcher Pasque, Business Development Manager of SBC also accompanied for the training & led the team in Switzerland.



Georg Fischer Piping Systems Authorized Distributor in Pakistan

A two hundred (200) year old company, working in the sector of liquid transfer, wanted to have its presence in Pakistan. The SBC, organized their meetings with the companies who had potential in becoming their authorized distributors in Pakistan.



Meeting with SAI Company



Meeting with MAQ International



Meeting with BETA Pipes



Meeting with SBC

The delegates of Georg Fischer, had meetings with three (03) different companies and desired to work with BETA Pipes in Pakistan. SBC staff presented them Ajraks, which is a traditional cloth design in Sindh province.

Ambassadors Farewell

SBC hosted a farewell in honour of the Former Swiss Ambassador to Pakistan H.E. Bénédicte de Cerjat together with the Executive Committee (EC) of the SBC at a Local Hotel in Karachi.

The Former Ambassador addressed the EC during the meeting and shared his beautiful memories in Pakistan.

H.E. Bénédicte de Cerjat arrived in Pakistan to start his assignment as the Ambassador of Switzerland to Pakistan in July 2020. After completion of his tenure of about two years, he is headed towards his next assignment. The Council extended its best wishes to H.E. Benedict de Cerjat for his future endeavors.



The Former Ambassador of Switzerland in Pakistan, H.E. Mr. Bénédicte de Cerjat, visited Karachi from 7 to 8 June 2022, to say goodbye to the Swiss business community in Karachi.

S-GE Trade Promotion Seminar

S-GE headquartered in Zurich, organized a three day seminar on the Trade and Business Promotion, where the trainees from 30 different countries, including Pakistan were present. Mr. Fletcher P. Albert, Business Development Manager of the SBC, represented Pakistan in the Trade Promotion Seminar and shared his experience facilitating the Swiss Business Community in Pakistan & Switzerland.

In a three-day seminar, the cooperation was strengthened and experiences as well as best practices were shared.



During the seminar S-GE enlighten the trainees with the following:

- ❖ S-GE's Global Network and Export Promotion
- ❖ Investment Promotion
- ❖ Swiss Economy Overview
- ❖ Trade Fairs & Swiss Pavilions
- ❖ S-GE Digital Services & GoGlobal Cockpit
- ❖ Partner Inputs & Collaboration with the Swiss Representatives
- ❖ S-GE CleanTech Mandate
- ❖ S-GE's Go-to-Market Strategy and Customer Programs.



During the meeting with S-GE's CEO, Ms. Simone Wyss Fedele, Mr. Fletcher gave her an overview of Pakistan and also invited her to visit Pakistan.

Market Reports

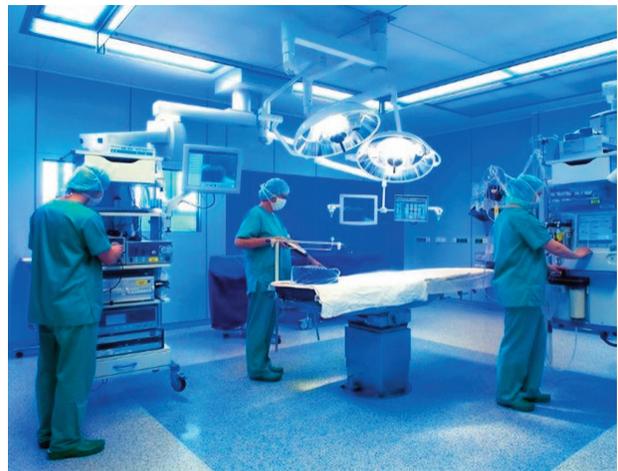
MedTech & Digital Health Care Post-COVID-19: 2022-23 & Beyond

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

- ❖ With a population of over 220m, Pakistan is a fifth most populous country in the world - with an annual estimated population growth rate of 2.07%.
- ❖ The key factors driving Pakistan's growing demand for healthcare solutions & medical technologies are:
 1. **Rapid population growth:** By 2030 there will be an estimated 263m people living in Pakistan.
 2. **An aging population:** By 2030 people >65 years age may make up to 9.3% of Pakistan's population and being limited resourced country, it may pose a great challenge to deal with this medically and socially vulnerable population.

Ranked sixth amongst high-disease burden countries, Pakistan is currently facing double the burden of infectious and lifestyle diseases.

- ❖ As per World Health Organization's non-communicable diseases (NCDs) country profile it is estimated that NCDs are projected to account for 58% of all deaths in Pakistan
- ❖ The Aga Khan Development Network e-Health Resource Centre, provides strategic digital health support. - Commission on Science and Technology for Sustainable Development started a 1st of its kind healthcare delivery mechanism.
- ❖ In response to changing demographic & demand driven trends, Pakistan is re-modeling its healthcare system by integrating new technologies.
- ❖ Pakistan's annual healthcare expenditure has increased by 38% over the past decade and is forecasted to grow continuously.
- ❖ The Ministry of Information Technology & Telecommunication (MITT) has developed a HealthTech for application of organized knowledge and skills in the



form of devices, medicines, vaccines, procedures & systems to solve health problems and improve quality of lives.

- ❖ Leverage access to qualified specialists by building an online network of doctors and paramedical staff working directly or remotely with them. Promote digitization and automation of existing hospitals to develop a network across the country to facilitate nationwide integration of health related records and data through a central health database/s.

Opportunities in 2023 and beyond

- ❖ Establishment of Digital health platforms in different cities of Pakistan like MARHAM, Sehat Kahani, DoctHERS, NewLife, Oladoc and many others, enabling people to shift their medical consultations & purchases to online platforms.



Doing Business in Pakistan 2023



Strength of Pakistan



Size of Pakistan compared to Europe

- ❖ Energy demand in Pakistan has created highly profitable opportunities for Swiss companies to offer their solution and technology in renewable, hydel and clean technology power generation projects. After the development of Iran-Pakistan gas pipeline, & Saudi Arabia's decision to double the oil facilities for Pakistan, energy sector in Pakistan offers lucrative opportunities to Swiss Companies.
- ❖ Industrial growth has sparked massive demand in all facets of Pakistan's air, sea, rail, road and physical infrastructure. Apart from this, there is an immense potential in development of tourism infrastructure.
- ❖ Pakistan Railway was once the only enterprise providing rail service in the country, now Pakistan has comfortable luxury buses, covering the distance across the country. The road network has been expanding constantly. New motorways and expressways made throughout the country have significantly reduced the time it takes for goods and people to reach their destinations, which is also attracting international firms to set up their manufacturing plants for luxury buses. New initiatives like the establishment of Gwadar Port the construction and upgradation of new airports around the country and further expansion of the highway network have great potential for Swiss companies.
- ❖ Pakistan is building a train line which will connect Gawadar with rest of the country. An Oman based company Anvwar Asian Investments, expressed a keen interest in developing a 1,087 km railway line worth \$2.3 billion between Gawadar and Jacobabad, which will help Swiss companies who'll work in Gawadar to connect their routes with the rest of the country.
- ❖ In a major development, massive three billion tonne coal

- deposits were discovered in Sindh's Thar, earlier in this year (2022). Thar's coal can produce cheap electricity for next 400 years.
- ❖ The Gateway between South Asian and the Central Asia, since Pakistan is located at the crossroads of Central Asia & South Asia.
- ❖ Pakistan's Single Window, an initiative led by Pakistan Customs aims at reducing the time and cost of doing business by digitalizing Pakistan's cross border trade and eliminating paper based manual processes.
- ❖ The Gateway between South Asian and the Central Asia, since Pakistan is located at the crossroads of Central Asia & South Asia.
- ❖ According to ADB, the proportion of population using safely managed drinking water is 36% in Pakistan. A Swiss company, Nestlé is successfully providing clean drinking across Pakistan, whereas the other Swiss companies may find the same potential market in clean water management as Nestlé has find In Pakistan. Pakistan is the birth place of the Nestlé Pure Life brand as this is where this tremendously successful global brand was first launched in 1998.
- ❖ Development of International Airport in Gawadar, The Greenfield Airport built across an area of 4,300 acres is the biggest in Pakistan and will become Pakistan's second airport capable of handling A380 aircraft. It will be operational from December, 2022 and will connect east and the west.

News of the Member Companies

ABB Pakistan



ABB Pakistan donates to Akhuwat Foundation for Flood Victims

ABB Pakistan has donated PKR 5,000,000/- to Akhuwat Foundation to provide relief for flood victims in Pakistan.

Torrential monsoon rains triggered the most severe flooding in Pakistan's recent history, washing away villages and leaving around 3.4 million children in need of assistance and at increased risk of waterborne diseases, drowning and malnutrition.

"Monster" monsoon floods have washed away 45 per cent of country's cropland, mainly in Sindh and caused around \$10 billion in damages on the whole, according to Climate Change Minister Sherry Rehman

As floodwaters slowly recede, the sheer scale of damage is being revealed. Hundreds of thousands of homes have been damaged or destroyed, while many public health facilities, water systems and schools have been destroyed or damaged. Young children are living out in the open with their families, with no drinking water, no food, and no livelihood, exposed to a wide range of new flood-related risks and hazards, including from damaged buildings, and drowning in floodwaters.

ABB Pakistan has been able to extend its support to the flood victims in collaboration with Akhuwat Foundation, Thanks to Motion, Electrification and Process Automation teams.

"In these testing times we should all try to help our fellow countrymen in any way possible. It is our responsibility to con-

tribute back to the society and aim to provide a more sustainable future for everyone. We hope our contribution can help in relieving the suffering of the effected people and give them strength to come back even stronger than ever" says Hashim Shahid Ghaus, Country Holding Officer, ABB Pakistan.

Promoting social progress is one of the three key pillars of ABB's 2030 sustainability strategy. As part of the strategy, we want to reinforce our long-standing commitment to community engagement by providing impactful support for community-building.

Akhuwat, in line with its philosophy of 'Mawakhat' is supporting people adversely affected by recent floods across Pakistan. To help provide immediate relief to thousands of deserving individuals and families affected by floods, Akhuwat has set up a "Flood Relief Fund"

Akhuwat foundation is immediately engaged in the following relief activities as per need of the affected families:

- ❖ Cash Assistance to affected families
- ❖ Providing Food Supplies
- ❖ Food/Meal Distribution
- ❖ Medical camps setups in affected areas.

But much more is needed to ensure relief and rehabilitation to all families displaced by floods and help them overcome this climate disaster.



Akhuwat Foundation- Lahore Pakistan: Hasseb Anwar Sales Specialist-EL, Fawad Aamir Malik Country Business Head- MO, Hashim Ghaus Country Holding Officer- MO, Dr. Muhammad Amjad Saqib- Chairman Akhuwat Foundation, Shahzad Akram-Chief Credit Officer Akhuwat Foundation.



AI Ameen
Trading Corporation
(Private) Ltd.

YOUR PARTNERS IN PROCESS
& ENGINEERING



JOURNEY ALONG THE HUES

74 years of partnership with **ARCHROMA**
LIFE ENHANCED
through trust & support by the industry for the industry



Karachi



Lahore



Faisalabad



Multan



Sialkot



+92 21 3 2582732 - 33, +92 21 3 2580546



+92 334 222 3866



chemicals@alameen.com.pk

www.alameen.com.pk

Archroma Pakistan



Archroma Internship program completes 25 years

Almost in every Engineering Universities where faculties offer academic education in Textiles, Archroma Center of Excellence has played a pivotal role in providing hands-on technical education to students in our Labs. The internships have become a mandatory feature and our six weeks theory & practice is much sought after training amongst the institutions and students. Our course completion certificate is highly recognized and is a criteria in placements in the job market mainly in textile mills.

The internship program was initially started in 1996 and is successfully run round-the year. Students are given practical demos in Textile Wet Processing alongwith tutorials and tests at the end of internship. To-date more than 8000 students have participated In our program and are working on responsible positions within the textile Industry. 25% of our interns are female students.



Hands on experience in labs at Archroma Center of Excellence

Archroma Pakistan



Tree Plantation Campaigns

It is our goal to make our neighbouring area clean and green. From the very onset when Archroma came into existence, regular tree plantation campaigns are organized mainly during spring and monsoon seasons.

In addition, Archroma also partners with schools, colleges and universities and closely work with students motivating them to plant trees and also adopting their designated areas to monitor the saplings planted by them. This gives the students

a sense of responsibility towards nature and environment. Students are given lectures and demos on the importance of green environment. We closely collaborate with government departments, environmental protection agencies as well as civic bodies. Archroma employees have also planted trees within our precincts towards "Employee volunteering". Hundreds of trees have been planted in the adjoining areas of Jamshoro and Landhi sites.



Tree plantation held in April 2022 in schools

Sustainable Effluent Treatment Plant takes care of neighbourhood

Sustainable Effluent Treatment (SET) Plant @ Zero Discharge facility in Jamshoro is unique in the world of textile dyes and chemicals manufacturing. At SET plant, water is recycled and reused @ 80%. Water thus saved is helping to improve the aquatic and community life.

An Effluent Treatment Plant is also functioning at our Landhi site since 2002. Water is effectively re-cycled and used for utilities and gardening. Here too, a large open space is available wherein fruits and vegetables are grown through an organic method.



Sustainable Effluent Treatment Plant at Jamshoro



Clean drinking water collected by villagers at Jamshoro site



Effluent Treatment Plant at Landhi

Archroma Pakistan



Emergency Response - Floods

Archroma Pakistan shouldered their responsibility in the time of acute crisis when devastating floods hit Sindh in August 2022. More than 500 ration bags, mineral water and cooked food was distributed amongst the flood afflicted families in the areas of Jamshoro, through the office of Deputy Commissioner's office.

We also mobilized relief supplies, in the form of 2,000 liters of purified drinking water on daily basis through the Deputy Inspector General of Police Hyderabad.

On the other hand we joined hands with Department of Community Medicine, Liaquat University of Medical & Health Sciences (LUMHS), Jamshoro to arrange emergency medical camps in flood affected areas of Jamshoro. We provided free medication to the flood-hit families who have been inundated by the relentless monsoon rains. Focused on the health needs of flood affectees, doctors from LUMHS volunteered their services and performed comprehensive check-ups on patients. We played a proactive role in times of national emergency.



Partnering for Educational Cause

Improving Literacy rate is a national cause. Archroma strives to enhance the academic standards by taking various educational initiatives. Partnering with Citizens Foundation is one such step in this direction. In July 2022, we provided financial

assistance in installation of solar power supply to TCF School. This will ensure uninterrupted electricity to the school specially ensuring relief during summers and added motivation for school children and teachers.



Happy & bright faces of TCF school children destined for better future

Archroma Pakistan



Support towards Fire Safety

“Safety First” is a way of life at Archroma supported by Safety Rules. We provided assistance to the Landhi Association of Trade & Industry by donating a sizeable amount that will go towards purchase of Fire Engines catering to the industrial areas with large manufacturing units mainly textile mills. Our

own production site is also situated in Landhi area. By helping the Association we have strengthened our commitment of being a responsible corporate citizen. The fire engines are stationed in vicinity and will be available with rapid speed in case of fire emergency.



Fire Engines parked ready to take off in emergency response

Occupational Safety, Health & Wellness Award 2021

After a tough nationwide contest, Archroma Pakistan won 3rd position in Occupational Safety, Health & Wellness Awards for the year 2021 in the Chemical & Allied Sector category. The Awards were organized by Employers Federation of Pakistan on 21st May 2022 at Hotel Marriott, Karachi. The President of Pakistan, Dr. Arif Alvi was Chief Guest at the occasion and presented the Award to Mr. Qazi Naeemuddin, Head of Operations, Jamshoro site in well attended ceremony..



Dr. Arif Alvi, President of Pakistan presenting the Award to Mr. Qazi Naeemuddin

Archroma Pakistan's Ranked Amongst Top 25 Companies and Annual Report Receives 'Best Corporate Report' Certificate from Pakistan Stock Exchange

Archroma Pakistan won the coveted 5th position at Pakistan Stock Exchange amongst Top 25 Companies for the year 2020. This is our 19th win in last 20 years. The criteria is was well attained by Archroma. Consecutively for the 2nd year, the Annual Report of Archroma Pakistan received Certificate of Appreciation from Pakistan Stock Exchange.



Mr. Irfan Chawla received the Best Corporate Report Certificate



ONE WAY / Towards sustainable textiles.
Uniting ecology and economy.



Archroma Pakistan Ltd. | 1-A/1, Sector 20, Korangi Industrial Area, Karachi-74900, Pakistan | UAN: +92 21 111 275 786

Buhler Pakistan (Pvt) Ltd.



As all knows these days Pakistan has been struck with unprecedented and most devastating flood in the recent history, which has led to massive losses of lives, livelihoods, and infrastructure. In all, more than 33 million people have been impacted by the floods, according to the government. The Ministry of Planning and Development says the disaster has cost the Pakistani economy some \$10 billion.

In this hard time Buhler Pakistan (Pvt) Ltd. also contribute 2.5 million Pakistani rupees for providing relief and rehabilitation to the affected of torrential rains and flash floods in many parts of the country.

Buhler Pakistan Pvt Ltd. provide this donation to a very renowned welfare foundation named Alkhaidmat Foundation Pakistan which is Non-Political & Non-profit organization. Alkhidmat is taking donations to flood affected people in Balochistan, Punjab, Sindh & GB. Emergency need of cooked food, tents, medicine, and other non-food essential items for quick recovery of Peoples & infrastruc-ture.

We extend our heartfelt condolences and sympathies to the families of the victims, injured and the af-fectees of this natural calamity. Our prayers are with those who are still suffering because of this natu-ral disaster. We pray for their early and safe recovery.

Best Wishes from Buhler Pakistan (Pvt) Ltd. and hope for speedy recovery of effected peoples.



BASHIR PIPE INDUSTRIES (PVT) LTD.

Manufacturers of MS & GI Pipes [$\frac{1}{2}$ "-18" diameter, 1.2mm-10 mm thickness]
Square and Rectangular Tubes [$\frac{1}{2}$ "x $\frac{1}{2}$ "- 8"x8", 0.6mm-10 mm thickness]
Conforming to BSEN, ASTM, API, & JIS Standards.

Approved by:

NESPAK, DHA, PEC, HUD&PHED, DW&CE, E-in-C's (MES), CDA, SSGC, SNGPL, PPL, PAEC

Utilization in:

Agriculture Sector, Cement Industries, Sugar Mills, Chemical Industries, Oil & Gas Transmission Lines,
Water Supply Networks, Domestic Consumption/Utilization



Manufacturer of Poles:

Single Arm / Double Arm Octagonal, Conical, Stepped, Tubular, LT/HT, Street Light, Garden Light and High Way Poles in Different Lengths From 4 to 14 Meters.

The Largest Range of Steel Pipe Manufacturer in Pakistan

Head Office:

99-Railway Road, Lahore.

Tel: +92-42-37635930-33, Fax: +92-42-37633101

Factories:

Unit - 1

13-km, Sheikhpura Road, Lahore.

Tel: +92-42-37164361-66 Fax: +92-42-37164467

Unit - 2

Off. 20-Km, Sheikhpura Road, Lahore. Tel: +92-42-37168791-97

Pole Unit - 3

15-Km, Sheikhpura Road, Lahore. Tel: +92-42-37332194-95

Website: www.bpi.com.pk

Email: info@bpi.com.pk



HABIBMETRO

Flood relief efforts by HABIBMETRO

Helping Pakistan in its time for need

The recent spell of monsoon in Pakistan can easily be categorized as the worst in well over a decade. Numerous districts in Sindh, Balochistan, Punjab, and KPK faced severe flash floods, leading to extreme destruction and the displacement of over 33 million people, while more than 13,000 were injured and over 1400 people lost their lives.

As a result of the calamitous situation, the international community also extended its support to the Pakistani nation and the world came together to provide support, relief goods and aid to the flood victims. Apart from the government, the corporate sector has also been playing its part to help the flood victims.

With one-third of the country underwater, in this time of need, HABIBMETRO- one of the fastest growing banks in Pakistan- came to Pakistan's aid, like it always has, and donated generously. The 4 main organizations HABIBMETRO worked with on its flood relief initiative included KRT (Karachi Relief Trust), Indus Hospital, JDC Foundation, Saylani Welfare Trust, KPSIAJ and HOPE.

To extend care and support to the families displaced due to the recent floods in Sindh, HABIBMETRO Bank deployed a mass campaign and highlighted the importance of donations and supporting relief initiative at this crucial time.

ORGANISATION	AMOUNT DONATED
Karachi Trust Fund	PKR 10,000,000
Indus Hospital	PKR 5,000,000
JDC Foundation	PKR 1,500,000
Saylani Welfare Trust	PKR 1,500,000
Khoja (Pirhai) Shia Isna Asheri Jamaat Karachi	PKR 2,650,000
HOPE	PKR 1,650,000

The Bank also facilitated its customers and account holder NGOs by collecting donations via digital banking.

HABIBMETRO also launched a program, whereby the employees donated one days' salary for the relief of the staff and their families who were affected by the flood. In totality, 10 million was collected by our employees as donation.

Apart from lack of basic sustenance, people in flood-hit areas are facing diseases like malaria, dengue fever, acute respiratory infections, and typhoid. To aid these people, HABIBMETRO initiated a ration and food distribution drive. Through this, the flood affected people were able to boost their immune system and combat diseases more easily. HABIBMETRO also partnered with Indus Hospital to conduct medical camps in 86 locations. The HABIBMETRO staff also participated in packing and distribution of ration to the flood affected areas.



HABIBMETRO



SATH HAI KOI TU MUMKIN HAI HAR BAAT



APKA HABIB AAPKE SAATH

DIGITAL BANKING | SAVING PLANS | HOME & AUTO FINANCE
CARDS & DISCOUNTS | PAYROLL BANKING



111-1-HABIB(42242) | www.habibmetro.com

STAY AHEAD



(Incorporated in Switzerland 1967)

<https://www.habibbank.com>

IWC

International watch company

— SINCE 1950 —

CERTIFIED PRE-OWNED

FIND THE PERFECT WATCH

WWW.IWC.COM.PK





WE MADE IT TO THE LIST AGAIN!

Proud to receive Top 25 Companies Award 2021 three times in 10 years

Recognised for excellence and awarded for performance, Jubilee Life has earned the prestigious Top 25 Companies Award 2021 by the Pakistan Stock Exchange. We are proud to be the Company that is celebrated by all and take this opportunity to thank our customers and business partners for their trust and confidence that has helped us to excel repeatedly.



www.jubileelife.com | UAN: (021) 111-111-554 | [f /JubileeLifeInsurance](https://www.facebook.com/JubileeLifeInsurance)

Martin Dow Group

Flood Relief Medical Camps

Martin Dow, a leading multinational pharmaceutical group, is committed to providing ongoing relief to the areas affected by floods through its medical camps where health care professionals are managing communities with immeasurable care whilst providing free medication following free diagnosis.

We are providing all sorts of medical assistance nationwide, diagnosis and free medication to flood victims.

As well as catering to the situation where Vector borne diseases are spreading rapidly, we are providing prevention kit like mosquito repellents, safety nets etc. We have conducted



Pishin	Basti Laashari, Taunsa, DG Khan
Qilla Saifaullah	Gambat
Jafarabad	Hala
Naseerabad	Badin
Nushki	D I Khan

15 camps until now in three provinces, catering 1500-2000 patients on each camp on a regular basis. Our work for flood victims will continue as long as it is necessary.

Some areas where Martin Dow conducted medical camps.



WORLD
ECONOMIC
FORUM

Our patriotism
& dynamism
reflects our
commitment
to the nation

Martin Dow
Creating Distinction for Life



Our passion is to uplift
the underprivileged
through education



Our
determination lies
in providing quality
health for all -
**Martin Dow Flood
Relief Program**

Empathy & *Dynamism*

Our philanthropic
mission covers
health, education &
environment



Our commitment
is in aiding our
future
generations
to thrive





SUSTAINABILITY PRIORITY PROTECTING THE ENVIRONMENT.

[msc.com](https://www.msc.com) >



MOVING THE WORLD, TOGETHER.



Nestlé Pakistan

Creating Shared Value

Nestlé Pakistan, as part of its global and local obligations, believes in Creating Shared Value (CSV) for the communities in which it works and operates. It is our belief that for a company to be able to create value for its shareholders, it must also create value for society. At Nestlé, social responsibility does not end with a few philanthropic activities. Instead, CSV is embedded in our business model - where direct engagement and support to communities is extended across the value chain. This adds value to the business and supports socio-economic development for the communities.

We at Nestlé touch billions of lives worldwide; from the farmers we work with, to the individuals and families who enjoy our products, the communities where we live and work, and the natural environment upon which we all depend. Their challenges are our challenges. Their success is success which we all share.

Nestlé for Healthier Kids



Pakistan has been reported to have one of the highest prevalence of child malnutrition compared to other developing

countries. A focus on the quality of diet and nutrition awareness is extremely essential to prevent stunting, wasting and other forms of malnutrition.

This was the impetus behind the launch of Nestlé for Healthier Kids (N4HK) program in Pakistan in 2010. Nestlé for Healthier Kids is a global initiative which empowers parents, caregivers, and educators to foster healthier eating, drinking and lifestyle habits among school-age children. The program equips children with nutrition education to enable them to make better nutrition decisions from an early age to promote a healthier future.

The program supports public health objectives and empowers schools to improve nutrition knowledge and promote healthy habits among children through teaching the importance of balancing good nutrition and healthy hydration with an active lifestyle. Nestlé for Healthier Kids is a curriculum-based program, comprising of a book designed by Oxford University Press (in both English and Urdu), which provides basic knowledge on nutrition and encourages physical activity and the intake of a balanced diet.

To date, the program in Pakistan has educated more than 285,000 children in rural, suburban and urban areas, and has trained over 1,500 teachers on nutrition in 340 schools.

Sustainability

In December 2020 Nestlé announced its intention to halve absolute emissions by 2030 and bring them to net zero by 2050. To achieve this, we will need to address emissions throughout our value chain and implement regenerative agriculture and nature-based solutions such as agroforestry and land restoration.

To ensure that we have a clear roadmap to achieve the goal we have set ourselves, all Nestlé markets, including Nestlé Pakistan, have finalized a 2025 Roadmap that will help us transform the way we operate, helping us to inspire change and deliver impact.

Our 2025 Roadmap has four pillars*:

2025 Roadmap

Our 2025 Roadmap has four pillars:



CLIMATE ACTION



SUSTAINABLE PACKAGING



CARING FOR WATER



RESPONSIBLE SOURCING

Nestlé Pakistan



Nestlé BISP Rural Women Sales Program: Empowering the rural women of Pakistan

Nestlé Pakistan in partnership with Benazir Income Support Program (BISP), as part of the Ehsaas Program, launched the Nestlé BISP Rural Women Sales Program in 2017 to provide livelihood opportunities to BISP beneficiaries.

The main premise of Nestlé BISP Rural Women Sales Program was to work for the upliftment of the rural women of Pakistan and put them on the path to prosperity. To date, this program has enrolled over 2200 BISP beneficiaries as Sales Agents. Nestlé Pakistan has also partnered with Akhuwat Pakistan (the largest interest-free microfinance program) whereby, improving access to finance, micro-loans worth PKR 2 million have been disbursed as part of this program to many women looking to scale their business.



This program has shown that economic upliftment can lead to wider social empowerment. Traditionally, women of rural Pakistan have been unable to participate in any structured economic activity. This intervention has helped these women get into the business of retail hence paving the way for economic empowerment. Furthermore, this project is allowing for greater financial inclusion, by improving financial access for these 'poorest of the poor' women.

Climate Change

Import of High-yield Cows

In Pakistan, a lot of the farmers get their milk supply from local cows, which are not efficient; the amount of resources and money that goes into feeding and maintaining them is disproportionately high when we compare it to the output the farmers get from them. That is why we decided to help the farmers replace inefficient cows with efficient ones.

Biogas and Solar Units

Nestlé Pakistan contributed to the installation of solar energy systems at 10 dairy farms to encourage farmers to switch to renewable energy. We also helped with the installation of 10 biogas digesters, which will reduce greenhouse gas emissions resulting from cow dung.

Sustainable Packaging

In 2018, we announced our commitment to make 100% of our packaging recyclable or reusable by 2025. In January 2019, we

set out our broader vision for a waste-free future and announced a series of specific actions to meet our commitment.

Designed for Recycling Packaging

We are eliminating unnecessary packaging and phasing out materials that are not recyclable or are hard to recycle. We are investing more in the development of mono-material packaging, as well as alternative materials. As of 2021, 88% of Nestlé Pakistan's packaging is designed for recycling.

Shifting to Paper

In order to improve the environmental performance of our packaging, we introduced paper straws across our entire ready-to-drink product range. This makes Nestlé Pakistan the first food and beverage company in Pakistan to do so. The initiative has eliminated over 400 million plastic straws in 2021 alone, marking a breakthrough in our sustainable packaging transformation journey.

Waste-Free Future

Working towards our vision of a waste-free future, we have partnered with external organizations for projects that increase the volume of packaging waste that is collected and recycled. Another important aspect of our projects is to drive new behavior by creating awareness amongst society about everyone's role in helping tackle plastic waste – from industry to the consumers, from packaging manufacturers to the government.



Nestlé Pakistan

Clean Gilgit and Hunza Project

Gilgit and Hunza, located on Karakoram Highway, are two famous tourist destinations in Gilgit-Baltistan region. With a combined population of approximately 400,000 plus, Gilgit and Hunza have become a popular attraction for local and foreign tourists with more than 1 million tourists visiting the area annually.

In line with our global vision of a waste-free future, Nestlé Pakistan partnered with the respective District Councils and Gilgit Baltistan Waste Management company (GBWMC), to launch the Clean Gilgit and Hunza Project. The initiative is being supported by our leading brands; NESTLÉ FRUITA VITALS and NESTLÉ PURE LIFE.

Clean Gilgit and Hunza Project focuses on waste segregation and recycling systems for Gilgit and Hunza. We have installed two bailing machines, one in Hunza and the other in Gilgit, that have encouraged waste management of around 200,000 kgs of plastic and paper packaging waste in 2021, eventually leading up to 1000 tons by 2025 to make the region waste-free and promote sustainable tourism in the region. The project, which is the first of its kind at such high-altitude tourist locations, shall make a positive environmental impact at both local and national level.



Caring for Water

The Caring for Water-Pakistan (C4W-Pakistan) is a blueprint for gauging collective action and bringing different partners together to discuss and find solutions for the existing water challenges faced by Pakistan. Launched in 2017, our water stewardship efforts under C4W-Pakistan were reinforced in 2021 with the launch of the Water Pledge, where we committed to regenerating the water used by our Waters Business and have a net positive impact by 2025.





Nestlé Pakistan

We have undertaken several activities under three overarching pillars of the C4W-Pakistan initiative: **Factories, Communities, and Agriculture.**

In our **'Factories'**, we have continuously improved water efficiency by reducing withdrawals and reusing water, wherever possible. Doing so has enabled us to reduce per ton consumption of product by **14.05%** in 2021 compared to 2015. We are also the first market within Nestlé to have all our sites certified for the Alliance for Water Stewardship (AWS) Standard. In the **'Communities'** we have a presence in, we have established **6 Safe and Clean Drinking Water Facilities.** These facilities provide free access to clean and safe drinking water to **60,000** people every day.

However, more than **90%** of Pakistan's water resources are used in **'Agriculture'** and **50%** of that water is wasted. To meet our Pledge, we needed to address water wastage in agriculture. In this regard, with the help of our Waters Business, we helped farmers embrace technological solutions to reduce water wastage across 653 acres in 2021 with plans of scaling up. We have helped farmers install drip irrigation in partnership with the Agriculture Department, Government of Punjab and the World Bank, and smart soil moisture sensors that measure sub-surface moisture, developed in partnership with the Center for Water Informatics and Technology (WIT), LUMS. We are also working with Pakistan Agriculture and Research Council (PARC) and University of Veterinary and Animal Sciences (UVAS) by showcasing High-Efficiency Irrigation System (HEIS). This site showcases best farm practices.

Our internal evaluations suggest that by the end of 2021, we have been able to help regenerate equivalent to 49% of the water volume used by our Waters Business. With continued effort, we will take it to 100% regeneration and then a net positive impact by 2025.

Humanitarian Assistance

At Nestlé, we care deeply for people and for the communities in which we operate, and we believe we have an essential role to play during challenging times. Recently, Pakistan has been devastated by severe floods, affecting 80 districts in all the provinces affecting more than 33 million people.

Nestlé Pakistan extended in kind support of 325,000 liters of water and 10,000 liters of milk to National Disaster Management Authority for distribution among the flood affectees.

We have also donated PKR 22 million rupees worth product (more than 700,000 servings of Nestlé BUNYAD) to meet the nutritional needs of affectees in its response to the flood relief efforts in Sindh.

Nestlé Pakistan has also invited all its employees to step forward and contribute for supporting people going through hard times; these donations have been matched 1:1 by the company. These funds will be used to support rehabilitation efforts for flood affectees. Nestlé Headquarter in Switzerland has also extended a corporate donation that will be used in collaboration with government to increase access to nutrition for children in affected communities through our nutritious products.





NEW



DELIGHTFUL FUSION OF
SODA & FRUIT JUICE!
NOW IN APPLE



Searle Company limited

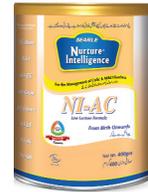


Swiss infant formulas - For more than a decade

Health of all infants and children is Searle's highest aim. The Searle Company limited, Pakistan & Hochdorf, Switzerland have been providing highest-quality Swiss infant formula.

Searle import premium products from Switzerland for whole Pakistan. The products contain all the nutrients that support the healthy growth and age-appropriate development of babies and children. The product range meets all the requirements of the WHO and country-specific legislation.

Searle specializes in providing healthy formulas for expecting mothers as well as new born babies, infants and pre-school children (junior milks). The wide range also includes organic milk for children from birth to preschool age, which gives Searle a special market position, as well as a complete range of specialist and medical nutrition.



About Searle:

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

The experience, knowledge and creativity of the Searle family permit us to identify and develop compounds with great therapeutic potential. Our diverse portfolio spans antibiotics, nutritional/ food supplements, infant milk formulation, and many biotechnology products.

Hochdorf - A company with more than 100 years of expertise



The HOCHDORF Group is one of the Swiss market leaders in the development, production and marketing of valuable foods and ingredients made from milk. HOCHDORF started producing and selling infant formula in Switzerland in 1895. Today, the range of infant formulas has increased. Even more than 100 years later, many parents worldwide still trust high-quality Swiss infant formulas.



SEARLE



WE ARE WINNERS FOR **PAKISTAN**

The Searle Company Limited is proud to accept the Asia Corporate Excellence & Sustainability (ACES) Award 2021, the most prestigious leadership & sustainability award of Asia.

SEARLE



Keeping **Pakistan** Healthy

Asiamoney's award for the
"Most Outstanding Company in
Pakistan Healthcare Sector" for
the second time.

SGS Pakistan (Private) Limited



SGS Pakistan was established in 1952 and is the largest inspection, verification, testing & certification company and has evolved into a dynamic team of 1000+ specialists in the related disciplines of quality verification, supported by state-of-the-art testing laboratories and advanced technology enabling us to ensure quality, reliability of the commodities product & services.

Our Focus Areas

The SGS focus areas are strategically aligned with global megatrends affecting society today. Each focus area develops and maintains world-class expertise to support the evolving needs of our customers. Due to our capabilities, we are able to provide solutions to the challenges they face across the globe

- ❖ Natural Resources
- ❖ Industries & Environment
- ❖ Health & Nutrition
- ❖ Connectivity & Products
- ❖ Knowledge

Redefine your Sustainability objectives through Integrated Sustainability Solutions by SGS

We are living in a complex world, where megatrends are increasingly shaping consumer and company behavior. Companies of all sizes are facing a growing social and regulatory focus on climate, natural resources, health and wellness, responsible consumption, and sustainable urbanization. SGS has been a leader in sustainability solutions and ESG services for over 30 years. With expertise in all major industries, the company understands each sector's pain points and has the technical expertise and logistical capabilities to ensure realistic sustainability outcomes.

SGS Sustainability Solutions

SGS Sustainability Solutions are a wide range of services that help organizations to implement better and more efficient processes, address stakeholder concerns, address risks and accomplish their sustainability goals. No matter the level of maturity of an organization's sustainability journey, our Sustainability Solutions offer multiple integrated options to improve environmental, social and governance performance, reduce risks and negative impacts, and increase its own Value to Society.



Our Solutions are based on our own leading sustainable practices and our expertise in supporting companies in all sectors worldwide.

Services can be selected individually, to address one specific environmental, social or governance topic, in one or more pillars. We can also provide a comprehensive framework to address sustainability in a holistic way and accompany an organization in its sustainability journey.

Sustainable Energy

Our solutions help you increase energy efficiency, generate, or use renewable energy, and reduce greenhouse gas emissions. We benchmark clean energy practices utilizing our powerful Sustainability Engine.

Featured Services

- ❖ Energy Audits and Optimization
- ❖ Energy Savings Measurement and Verification
- ❖ Inspection and Monitoring Services for Renewable Energy Systems
- ❖ Self-Consumption Feasibility
- ❖ GHG Verification Against Corporate Voluntary Schemes
- ❖ Greenhouse Gas Accounting and Verification (ISO 14064)
- ❖ Product Carbon Footprint

Sustainable Use of Natural Resources

Our solutions increase efficiency in the use of natural resources, maximizing their utility and value end-to-end thus contributing to their protection

Featured Services

- ❖ Precision Agriculture
- ❖ Quality Testing of Grains and Oilseeds

SGS Pakistan (Private) Limited

- ❖ FSCTM and PEFC Certification
- ❖ Tailing and Effluent Treatment for the Mining Industry
- ❖ Soil and Water Monitoring and Testing
- ❖ Water Footprint Certification
- ❖ Fugitive Emissions Testing

Sustainable Production

Our solutions help you track impacts across the entire value chain, allowing you to increase health & safety and traceability, promote sustainability in your supply chain and contribute to a circular economy.

Featured Services

- ❖ Life Cycle Assessments
- ❖ Zero Waste to Landfill
- ❖ Supply Chain Management
- ❖ Supplier Audit Programs
- ❖ Environmental Management Systems
- ❖ Workplace Health and Safety Management Systems
- ❖ Wellbeing and Mental Health Assessments

Sustainable Infrastructures

Our solutions enable you to address the inclusion of sustainability concerns in the development and use of buildings or in relation to transportation.

Featured Services

- ❖ Construction Safety
- ❖ Green Building Services
- ❖ Building Contaminants Testing
- ❖ Building Information Modeling Services (BIM)
- ❖ Road Safety Services
- ❖ Renewable Transport Fuel Obligation Verification
- ❖ E-mobility Services

Sustainable Living

Our solutions help you ensure the quality and safety of your products for final consumers, improving health and well-being.

Featured Services

- ❖ REACH & RoHS
- ❖ R&D Support for the Health Industry
- ❖ Medical Device Audit & Certification
- ❖ Food Safety and Compliance
- ❖ Toxicological Risk Assessment

- ❖ blue sign® Certification
- ❖ Toy Testing and Certification

Sustainable Business Practices

Our solutions allow you to make your commitment to sustainability more tangible and identify areas of opportunity related to sustainable finance, risk management, ethical practices, efficiency, and productivity.

Featured Services

- ❖ ESG Assurance, Consulting and Due Diligence
- ❖ Cybersecurity
- ❖ SGS Digi Comply
- ❖ TCFD Consultancy
- ❖ CSR Management Systems
- ❖ SGS Academy
- ❖ Lean Management

As a purpose-driven company, our goal is to add long-term value to society across our whole value chain. This means that we are committed to using our scale and expertise to spread positive impacts beyond our company and accompany our clients on their own journey towards value creation. Our commitment to maximizing our positive impact and extensive experience in accompanying organizations on their sustainability journeys are our best credentials for offering best-in-class sustainability services across all sectors.

Industrial Energy Auditing for Increased Sustainability



Energy transition and decarbonization of industrial processes is the talk of the town and is rapidly being practiced due to climate change. There are options available for industries to choose and prioritize for an effective energy transition. Solar PV, solar thermal, and biomass feedstock are some supply side options to decarbonize the industrial processes. Demand side measures to reduce emissions and utility energy costs include setting and achieving targets by mapping fac-

SGS Pakistan (Private) Limited



ity's energy consumption, implementing energy conservation and energy efficiency projects, and by updating the factory's energy monitoring, targeting, and reporting system.

An integrated approach for demand side energy management should be done by providing consultation, energy auditing, capacity building, implementation support for energy projects and monitoring of impacts. Objectives of comprehensive energy audits are to identify and prioritize the energy conservation, energy efficiency and demand management opportunities to meet the company's sustainability and business

competitiveness. Completing an energy audit gives a better picture of energy consumption and identifies opportunities for improvement, often delivering immediate cost savings. Energy audit project includes the technical energy review, on-site inspection & performance assessment of all systems and subsystems followed by a report. All subsystems including electrical systems, electric motors, pumping system, compressed air system, HVAC&R, lighting system, gen sets, cooling tower, boiler, steam network, and process heating system are thoroughly inspected and tested with portable tools. Energy audit report lists the energy saving measures, including required CAPEX, and associated paybacks. Findings are presented in an interactive setup with all stakeholders.

Findings of energy audit report helps us to design a customized energy management program for the company to implement the projects of energy conservation, energy efficiency, energy analytics system, optimization of systems and subsystems, and measurement and verification (M&V) of energy savings resulting from capital intensive projects. We help clients in project design and development, project management, M&V of energy savings and training and capacity building of staff to successfully implement the customized energy management program. Thus, we facilitate in conducting the comprehensive energy audit of industries and implementation of resulting energy savings measures to unlock energy and costs savings.

SGS first accredited Fumigator in Pakistan by the Grain & Feed Trade Association (GAFTA).



As per the new contract requirement of GAFTA - rule 132 for fumigation, which makes mandatory for fumigators to be approved by GAFTA. Hence, we are delighted to announce that SGS Pakistan has successfully obtain the status of accredited fumigator by the Grain & Feed Trade Association (GAFTA).

SGS Pakistan is now listed as one of the fumigation companies by meeting the new requirements of this body.

SGS fumigation services prevent the spread of pests and minimize the risk of damage to goods. SGS carries out quality checks in the supply chain to ensure that our customers' agricultural products, at every stage, meet all quality and safety requirements.

For more information and to download the new guide to good fumigation practices, visit www.gafta.com/fumigators

Natural Resources - Minerals

SGS Pakistan NR-Mineral services in Pakistan offer a complete range of services for minerals sector including geological services, geo chemical analysis, product inspection, bulk vessel draft survey, bulk cargo quantity estimation, process assessment, support in grade enhancement by beneficiation process and technical assistance that work across markets and geographies.

Our global network and expertise provide a single, consolidated source that can help to reduce risk, improve efficiency and ensure compliance to contractual or regulatory requirements in all mineral exploration, processing and trade activities. Along with other services below services has been upgraded utilizing new state of the art methods and equipment.

- ❖ Stock Inventories / Quantity Estimation through drone and other latest technologies.
- ❖ Mine site surveys / analysis utilizing modern scientific methods & equipment like XRF & other Geophysical Instruments.
- ❖ Providing facilitation in whole Coal supply chain from mine to end users ensuring Quality & Quantity received as dispatched.



ENERGY MINERALS PRODUCTS



MINERAL EXPLORATION & RESOURCE DEVELOPMENT

Contact

For further information, contact SGS in Pakistan:

Address: H-3/3, Sector 5, Korangi Industrial Area, Karachi, 74900 Pakistan

UAN: 021- 111-222-747, **Tel:** +92-21-35121388-97

Website: www.sgs.com

E-mail: pkindiv.mkt@sgs.com, mineral.pakistan@sgs.com, fumigation.khi@sgs.com, pk_cpq_enquiry@sgs.com

SICPA Pakistan (Pvt) Ltd.

SICPA Pakistan has transitioned from the conventional CSR to align its social and environmental projects in line with the United Nations Sustainable Development Goals (UN SDGs). Some of the projects undertaken were :

Efforts to maintain Good Health and Well-being in line with UN SDGs # 3 Good Health & Well-Being and #6 Clean Water & Sanitation:

SICPA Pakistan collaborated with Hisaar Foundation to install a solar bore system and two hand pumps in three villages in Tharparkar. This investment has resulted in providing access to clean water to an estimated population of 1000 persons and their 600 livestock. These projects would also benefit residents from adjoining villages.

SICPA Pakistan supported Fatimid Foundation by bearing the medical expenses of a Thalassaemia (major) girl patient aged 2 years.

Partnering with Fatimid Foundation, a blood donation camp was organized for employees, whereby 54 employees donated blood. As SICPA Pakistan is registered with Fatimid Foundation, employees and their families are facilitated in emergency cases of blood requirement.

SICPA Pakistan has also supported The Kidney Center and Layton Rahmatullah Benevolent Trust (LRBT).

Efforts to secure the Environment in line with UN SDG # 12 Responsible Consumption & Production and #13 Climate Action

SICPA Pakistan's strategy is to work on both energy efficiency as well transfer of our energy needs to renewable energy.

We started the transition to renewable energy with a 200 KW solar system in 2020, resulting in reduction of carbon foot-

prints by 180 tons of CO2 in a year. With the success of the first phase, an additional 157 KW were added in 2021 to bring annual carbon reduction to 326 tons of CO2 annually.

Currently, around 45% of our energy needs are being fulfilled by solar energy. We intend to further add 250 KW solar energy to our system by 2024 to shift completely to solar energy as a primary source of energy.

We have established a comprehensive system to manage environmental risks and ensure our operations comply with environmental good practices.

Efforts to improve lives in line with UN SDGs # 4 Quality Education, #8 Decent Work & Economic Growth

As SICPA Pakistan firmly believes that education is vital for a country to progress, we have continued to support its worker's children through its 'Education Assistance Program' (EAP) that was initiated in 2018. This initiative aims to provide financial support for the education of the worker's children. The focus of this program is to encourage girl students to further their academic studies. This program is now extended to workers children pursuing their higher studies as well. There are 94 students enrolled in this program with 46 boys vs. 48 girls.

Supporting the disadvantaged in line with UN SDG #10 Reduced Inequalities

SICPA Pakistan collaborated with Special Olympics Pakistan to support 5 differently-abled athletes for the World Winter Olympics games. To concentrate on our policy to support women empowerment, 4 athletes were females.

SICPA Pakistan participated in the NFEH, 14th International CSR Summit & Awards and was awarded in the category 'Best Practices in CSR'.



ENABLING TRUST

Every day, governments, companies and millions of people rely on us to protect the integrity and value of their currency, personal identity, products and brands. Contributing to the development of a world more secure for the citizens is our business purpose and the ultimate motivation of all our people.



Sika Pakistan



Pakistan is currently facing devastating flooding due to the unprecedented rains. This climate change nightmare has made millions homeless, and thousands have lost their lives.

The most severe flooding in recent Pakistani history was caused by torrential monsoon rains, which also washed away villages and left about 3.4 million children in need of assistance and more vulnerable to waterborne illnesses, drowning, and malnutrition.

The displaced people are looking for shelter, food, and medical care. Since the prevalence of diseases increases in flood-affected areas due to the lack of clean water and sanitation, Sika Pakistan is arranging free medical camps in some of the most impacted parts of the country. Sika made every effort to assist affected children and families and safeguard them from the ongoing risks of waterborne diseases by providing medical aid.

Sika Pakistan considers this its corporate responsibility to serve the victim as one nation. Therefore, number of medical camps were set in different flood effected areas of Pakistan to assist men, women and children. Team Sika Pakistan went with all medical aid to help and rescue people. Sika Pakistan is going to continue its efforts in helping around Pakistan and hit different areas. Sika is working to provide both immediate and long-term aid to children and families and will continue this effort in the long run.

Our free medical camps and food distribution helped a lot to those who are starving and suffering from a wide range of diseases and injuries. Sika Pakistan considers that Regaining health is the first essential step that needs to be taken to recover from the devastation caused by floods. We hope to play a vital role in helping flood victims survive.



ESSENTIAL BUILDING PRODUCTS FOR YOUR MODERN HOME

WATERPROOFING

Sika offers a wide variety of high performance cementitious and acrylic waterproofing solutions to protect interior and exterior surfaces of your house.

TILING

Sika offers premium tiling products in it's tiling range. High performance tile adhesive & high quality grout for protection of various tiling gaps. (Available in 16 colors).

BONDING

Sika offers multipurpose bonding and repairing solutions for old and new concrete bonding and concrete crack repairing.

AVAILABLE IN ALL LEADING BUILDING MATERIAL, PAINT & TILE SHOPS



Presenting our complete range of products essential to build your new dream home. Whether you are making a new house or even just renovating it, our products and their material processes are essential and durable to last generation after generation. With complete trust and peace of mind, *Sika* helping you complete your modern home.

LAHORE | ISLAMABAD | KARACHI | FAISALABAD

HELPLINE **0321 Sika360**
(03217452360)

✉ **Email:** information@pk.sika.com

🌐 **Web:** pak.sika.com

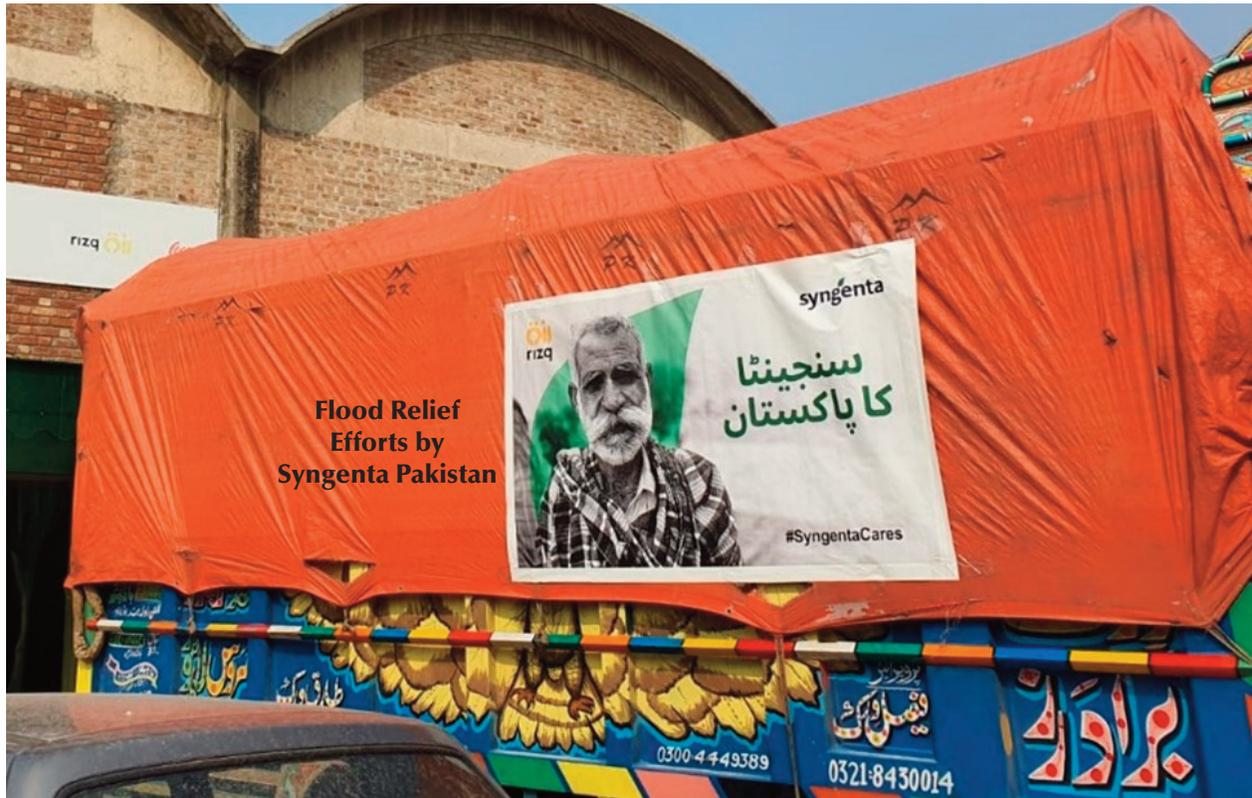
📘 **facebook.com/SikaPakistan.Pvt**

🐦 **twitter.com/SikaPakistan**

📷 **instagram.com/sikapakistan**

BUILDING TRUST





Syngenta Pakistan supports local farmers through innovative flood relief efforts

Syngenta Pakistan stands with the people of Pakistan during these difficult times and considers it our duty to extend a helping hand towards our fellow citizens being affected by the floods. In this regard, three main initiatives are being undertaken by the company. To cope up with the food insecurity issue among the flood-affecteds who need immediate assistance, we have launched a flood relief campaign in collaboration with a local NGO for provision of food items to the flood-affecteds in far flung areas.

This campaign is an effort by Syngenta Pakistan, its employees, and associated partners to step forward and help millions of people, that have been affected by the recent floods across Pakistan and are in dire need of our support. Not only this but all donations made by Syngenta employees under this campaign will be equally matched by Syngenta. Secondly, our field teams were mobilized immediately to provide emotional and technical support to our farmers.

These field teams are working diligently on ground and are advising our farmers on how best to revive their lands and prepare the affected farms for the next cropping season. Lastly,

we are also creatively thinking about ways through which we can further support our farmers and provide relief packages for their upcoming crops with a special focus on wheat, vegetables and fruits.



Syngenta Pakistan



Syngenta Pakistan contributes to country's exports through Exportable Rice Initiative

As the world population continues to grow, the production of food is gaining prime importance especially in the context of food security challenges. Furthermore, agricultural products play an important role in a country's economy.

In Pakistan, rice is one of the main agricultural exportable commodities of the country which has contributed over \$ 2.5 Billion to the country's exports during FY 2021-22 alone.

However, meeting import tolerance limits of main export markets such as EU and USA has been a challenge for our rice farmers and exporters. At the same time, the produce of the local farmers is being negatively impacted by climate-change, lack of technology and injudicious use of pesticides, while post-harvest losses are also reducing the growers' livelihood.

To proactively deal with these challenges of farmers and rice exporters, Syngenta Pakistan - the market-leader in agricultural technology and innovation, has launched a resourceful initiative since 2020, to enrich the rice production in the country. As part of this initiative, Syngenta Pakistan is collaborating with the rice value chain partners to produce exportable rice that fulfills maximum residue limits (MRLs) and export regulations of the biggest markets including Europe and USA.



This initiative has already been implemented at 14 locations to improve rice farming practices on over 8000 acres of land in the rice-belt of the Punjab province and has trained almost 1000 farmers and over 130 government officials on Syngenta's rice protocols, safe and responsible use of crop protection products and international export laws on pesticide residues.



بڑھائیں ایک قدم آج ایک نئے کل کے لئے

اپنے قریبی نیا سویرا سے آرڈر کرنے کے لئے واٹس ایپ پر میسج کریں



0800-23567

shop.syngenta.com.pk



نیا سویرا

*ڈیلیوری کی یہ سہولت فی الحال
لاہور اور حیدرآباد میں دستیاب ہے۔

syngenta®

Turbo Systems Pakistan (Pvt) Ltd **Accelleron**

We are Accelleron

At Accelleron, we innovate turbocharging technologies that accelerate growth at sea, on land and beyond to help you succeed and move further. We help the world move further, more efficiently and more sustainably. As a global leader in high power turbocharging, our pioneering innovation and cutting-edge technology supports industries that are critical to modern life.

While its historical roots are in ABB Turbocharging, Accelleron is a new brand, with an entirely new look and a refreshed vision. Charge! spoke to the company's head of communications, Magdalena Okopska, to understand more about the genesis and appearance of the Accelleron brand.

Our products and services

We develop, produce and service turbochargers and digital solutions: these make engines more powerful and efficient, while also reducing emissions. Our advanced products are used in a wide-range of sectors including marine, energy and rail. These industries make our world turn and we power them, reliably and sustainably, while also helping them decarbonize.

Our operations

Based in Baden, Switzerland, we have a well-established track record: we've been around for the past century as a trusted supplier to manufactures and operators. Our extensive international network of service stations means we can be there for our customers wherever they are, whenever they need us. Our dedicated team of experts provides 24/7 support, 365 days a year.

About us

We've built a great momentum and have no intention of slowing down. We're innovators in our field with a preeminent research and development function, providing the products and services that make a real difference to our customers. This gives us a strong financial profile with significant growth potential, positioning us as the partner of choice, both now and far into the future.

- ❖ 100+service stations worldwide
- ❖ 180K turbochargers globally
- ❖ 118 patent families
- ❖ 10K turbochargers delivered annually
- ❖ +6K annual customers
- ❖ ~2,5K employees globally

In Pakistan we are having two fully equipped, state of the art service stations with latest Balancing Machines located at Lahore & Karachi. Both Service Facilities are manned with Foreign trained Sales & Service Engineers which are serving Turbocharging customers 24/7 nationwide around two decades.

A//

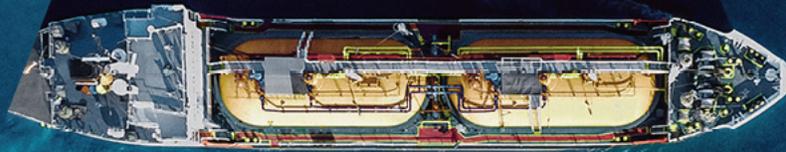


ABB Turbocharging
is becoming
Accelleron.

RADO

SWITZERLAND

RADO.COM

MASTER OF MATERIALS



CAPTAIN COOK HIGH-TECH CERAMIC DIVER

Feel it!

The Legend

OFFICIAL SALES & SERVICE IN PAKISTAN
KARACHI 35205108

WHATSAPP NUMBER (0300-2162078)
WWW.LEGEND.COM.PK

TIMESHOP • KARACHI: DOLMEN MALL TARIQ ROAD 34528179, INTERNATIONAL WATCH COMPANY THE FORUM 35824375, KAHF INTERNATIONAL DOLMEN MALL, CLIFTON 35293667-68, PARK TOWERS 35823413, INTERNATIONAL WATCH COMPANY SADDAR 35671350, ZAIBUNNISSA STREET, SADDAR 35670632 • HYDERABAD BOULEVARD MALL 3413148 • LAHORE: EMPORIUM MALL 325292244, KINGSON MALL 35871370, KAHF INTERNATIONAL PACKAGES MALL 38914244 • RAWALPINDI INTERNATIONAL WATCH COMPANY BANK ROAD 8744313 • MULTAN: CHENONE TOWERS 4580825 • FAISALABAD: INTERNATIONAL WATCH COMPANY LYALLPUR GALLERIA 6078857 • GUJRANWALA CITI CENTER 3252593-94 • QUETTA: JINNAH ROAD 2831784

AUTHORIZED DEALER • AL-FATAH STORE 042-32307777 • KARACHI: COM 3 SHOPPING MALL • LAHORE: DHA, GOLD CREST, HUSSAIN CHOWK, JOHAR TOWN • GUJRANWALA MALL OF GUJRANWALA • SIALKOT: CANTONMENT SADDAR • FAISALABAD: JARANWALA ROAD • ISLAMABAD: THE CENTAURUS MALL

Members



BUILDING TRUST



Members



PHILIP MORRIS
(PAKISTAN) LIMITED



Givaudan



Acce/eron



Noor International



Hitachi Energy



The Legend



Swiss Business Council

20th Floor, B.R.R. Tower, I.I. Chundrigar Road Karachi-74000, Pakistan
T: +9221-35656444 - F: +9221-35221627
info@swissbusinesscouncil.com.pk