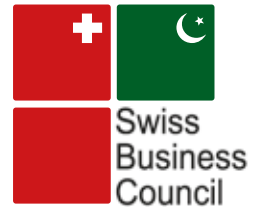
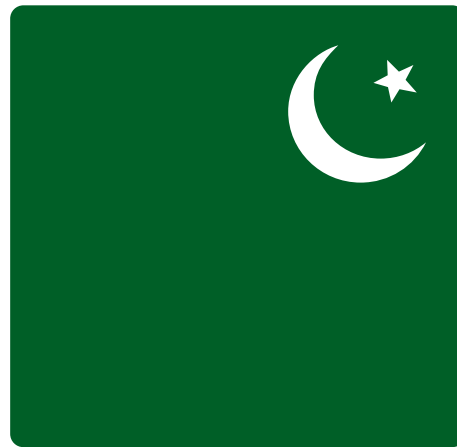
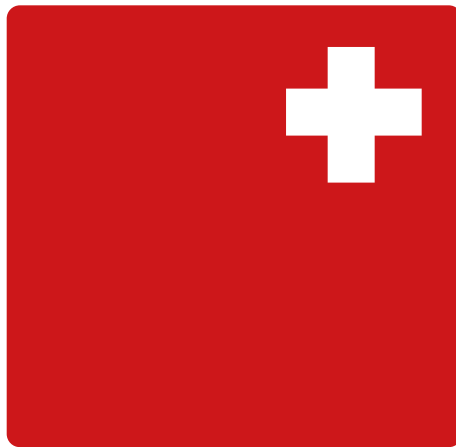


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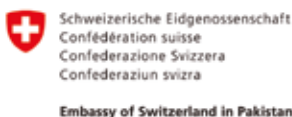


Furthering Trade Exploring Opportunities

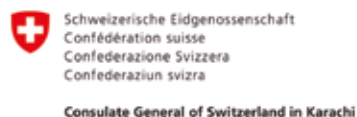


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Messages

Ambassador of Switzerland to Pakistan

It gives me immense pleasure to address you through this publication, which is being published to celebrate the completion of 10 years of Swiss Business Council in Pakistan. I would extend my heartiest congratulations to the management and the members of the Swiss Business Council on this remarkable achievement.

It's an honour for me to be the Patron-in-Chief of this esteemed organization, which is an umbrella association of 20 local subsidiaries of the Swiss companies and more than 35 Pakistani companies having Principal-Agency agreement with the companies in Switzerland.

For the last 10 years, the Swiss Business Council in close collaboration with the Swiss Embassy in Islamabad and the Swiss Consulate General in Karachi has been working hard for safeguarding the business interests of Switzerland in Pakistan. I feel pride in mentioning that during these 10 years, the Swiss investments in the country increased by 1.5 billion US Dollars and bilateral trade also showed positive trends. I am confident that this constructive role of Switzerland in the economy of Pakistan will flourish further in the future and bring the two countries more close.

While concluding, I would like to extend my sincere wishes to the management of the Swiss Business Council in their future endeavors to further promote the bilateral relations between Switzerland and Pakistan.



Thomas Kolly

President of Swiss Business Council

It was in the summers of 2008, that the Chief Executives Officers of Swiss companies operative in Pakistan & the Consul General of Switzerland met for a brainstorming session focused on enhancing economic cooperation between Pakistan and Switzerland. It concluded on the decision that the objectives can be best achieved by establishing an entity which is well structured and sustainable to pursue the ambition-consequent to which Swiss Business Council (SBC) was established & registered as a legal entity with the Security & Exchange Commission of Pakistan.

The year 2018, is the year of the celebration of 10 years of SBC's formation. The decade long journey has been rewarding - each year marked with achievements.

During these exciting years SBC established alliances with global and local partners. It established partnership with Swiss-Asian Chamber of Commerce (SACC) in Zürich and together we held investment conferences in Switzerland to invoke investments and work on the positive perception of Pakistan.

SBC's partnership with Switzerland Global Enterprise (S-GE) in Zürich resulted in achieving the foot prints of Swiss SMEs in Pakistan through investments, technology transfer and partnerships with Pakistani entrepreneurs. The introduction of Swiss SMEs in Pakistan is one of the high point of SBC's endeavors.

SBC's cooperation agreement of 2017 with Asia Society Switzerland shall usher in cultural and social cooperation between the two great countries.

SBC's cooperation agreement with Punjab Board of Investment & Trade and with Sindh Board of Investment aims to complement each other in invoking and facilitating Swiss investments in Pakistan.

I am happy to state that SBC is well positioned to continue to play a significant role in the years to come on the strength of its transparent organizational structure, the motivation of its members & the strong support of its partners.



Farhat Ali

Consul General of Switzerland in Karachi

At the outset, please accept my many congratulations on the 10 years anniversary of the Swiss Business Council!



Philippe Crevoisier

As the Consul General I am happy to know that the Consulate General, back in 2008, was part of the initiative to create the Council. Throughout these past years, I highly appreciate the strong collaboration the SBC has maintained with the Consulate General. We, as a team, have co-achieved so many milestones that have paved the way to further improve Swiss-Pak bilateral trade relations.

For me, also as the Patron of the SBC, it is always a matter of great satisfaction to hear from many of my colleagues in the diplomatic corps and through other bilateral business fora that the SBC is one of the most efficient and professional organizations in Pakistan.

Heartily felicitating all of you on this august occasion, and assuring you of my and my team's continued success for all your future endeavors.

SBC Presidents 2008 – 2018

‘SBC compliments its team leaders, who over the years, steered the organization towards its objectives of excellence in building economic cultural and social ties between Switzerland & Pakistan’.



Farhat Ali
2008-2010



Syed Farukh Mazhar
2010-2011



Dr. Ahmad Faraz
2011-2012



Mujtaba Rahim
2012-2014



Yasmin Peermohammad
2014-2015



Asif Ikram
2015-2016



Farhat Ali
2016-2017



Shahab Rizvi
2017- April 2018
(upto April 2018)



Farhat Ali
(after April 2018)



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A Walk Through 10 Years of Swiss Business Council 2008 to 2018

‘Ten Years of SBC has been years of achievements in building up an organization conforming to excellence in its operation in accordance to transparent and fair business practices, aligning itself with business chambers in Switzerland and Pakistan to pursue its objectives of invoking foreign investments in Pakistan & building up the positive perception of Pakistan, Partnering of Swiss & Pakistani business enterprises, Mobilizing the foot prints of Swiss SMEs in Pakistan & inculcating cultural ties between Switzerland & Pakistan’.

Inauguration of Swiss Business Council Office - 2008



L-R: Mujtaba Rahim, Farid Khan, Farhat Ali, Yasmin Peermohammad, Martin Bienz, Farukh Mazhar & Rita Khursheed

The Swiss multinationals operative in Pakistan and the Swiss Consulate in Karachi conceived the birth of SBC with the mandate to promote and facilitate business, social and cultural ties between Pakistan and Switzerland.

SBC was launched in early 2008 and within the first year of its establishment it achieved the essential milestones of establishing its own office, structured itself as a legal entity and registered itself with the Securities & Exchange Commission of Pakistan to enable it to conduct its operations with-in the frame work of the regulations of the two countries.

Pakistan – Economic Potential & Opportunities Conference – 2009

The growing trend of Pakistan's economy which touched its peak in 2007 by recording a GDP growth of 7%, being one of the highest in the region, and, an impressive foreign direct investment (FDI) of \$8 billion, started to slow down with GDP growth and FDI nose diving. SBC volunteered to move Pakistan out of economic slowdown by invoking FDI being one of the prime movers of the economy.

SBC organized a conference at Karachi to project Pakistan as a land of opportunities for foreign investors. The event was widely participated by government functionaries, diplomats and business chambers representing the economic interests of Switzerland, Germany, USA, France, Japan and Malaysia.

The Chairman of Trade Development Authority of Pakistan, the Chairman of Board of Investment and advisor to the government on textiles presented the export and investment policies and incentives for the exporters and investors.

The Business Councils from Germany, USA, France, Japan and Malaysia presented their strategy for facilitating FDI in Pakistan & furthering trade with Pakistan.

The president of SBC and Consul General of Switzerland presented an extensive strategy on the subject.



L-R: Farukh Mazhar, Mohibullah Shah, Martin Bienz, Saleem Mandviwalla, Farhat Ali & Mirza Iftikhar Baig



L-R: Farukh Mazhar, Farhat Ali, Saleem Mandviwalla, Martin Bienz, Yamin Peermohammad & Aslam Perwaiz

Annual Dinner of Swiss Business Council – 2010

The annual dinner of SBC was held at the Consulate General of Switzerland. The event was hosted by President of SBC and Consul General of Switzerland. The function was also attended by then Ambassador of Switzerland Mr. Markus Peter.



L-R: Martin Bienz, Markus Peter, Farukh Mazhar, Farhat Ali, Mujtaba Rahim, Yasmin Peermohammad, Dr. Ahmad Faraz & K.M. Iqbal

SBC Trade & Investment Delegation to Switzerland – 2011



The delegation participated in investment conferences and conducted B to B meetings in Switzerland.

To project the business and investment potential of Pakistan and its perception, SBC in collaboration with the Consulate General of Switzerland in Karachi and Swiss-Asian Chamber of Commerce (SACC) Zurich organized a twenty-two member trade delegation from Pakistan to Switzerland.

The delegation comprised of members of SBC, the CG of Switzerland, CEOs of

corporate sector from Pakistan and members of the Korangi Association of Trade & Industry, Karachi and the Chambers of Commerce & Industry of Faisalabad and Hyderabad.

The delegation participated in investment conferences, conducted B to B meetings, met the members of Swiss Parliament and the Swiss Government functionaries.



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SBC delegation visits PBIT in Lahore – 2012



The Managing Committee of SBC and the management of PBIT meet in Lahore

Punjab Board of Investment & Trade is the trade and investment promotion agency of the province of Punjab.

SBC volunteered to support PBIT in its endeavors to invoke Foreign Direct Investment (FDI) in Pakistan. The two agreed to sign an agreement to support and complement each other in invoking and facilitating FDI in Punjab. Under the agreement PBIT shall also provide assistance as per need to Swiss Companies operative in Punjab.

PBIT Chairman said Swiss based multinational companies had invested billions of dollars in Pakistan in various sectors including food processing, pharmaceuticals, chemicals, machinery, engineering and banking thus providing over 10,000 jobs and both countries had stepped up efforts to increase bilateral trade and investment.

PBIT

Punjab Board of Investment & Trade is the trade and investment promotion agency of the province of Punjab.

PBIT is a provincial trade and investment promotion agency established by the Government of Punjab in 2009. In today's global economy, trade and investment play an increasingly important role in generating means for transformative change. PBIT strives to ensure that this transformative change is sustainable and more impactful. PBIT is committed to enhancing the global competitiveness of Punjab and its business. To this end, they work to attract new investments in the region and strengthen the existing ones by promoting local investment opportunities, facilitating businesses and highlighting the distinct advantages of Punjab as a business location.

Ambassador Eric Martin of SECO visits Pakistan – 2013



A delegation led by Ambassador Eric Martin of State Secretariat of Economic Affairs – SECO, Switzerland visited Pakistan. It was joined by members of SBC. It met the government functionaries, business chambers and the corporate sector of Pakistan.

This delegation was co-organized by the Embassy, the Consulate General of Switzerland and SBC in order to portray Pakistan as an economic partner having great potential for investment and business ventures in several sector of the economy.

It was a high profile public and private sector delegation visiting Pakistan after many years.

The main objective of their visit was to further deepen official and B to B contacts between Pakistan and Switzerland to explore mutually beneficial business opportunities.

The delegates exchanged views with Switzerland based multinational companies operating in Pakistan and had fruitful meetings and discussion with Board of Investment and Trade Development Authority of Pakistan.

They also visited the facility of SGS Pakistan, had meetings with Governor and Directors of State Bank of Pakistan, President and Managing Committee members of Overseas Investors Chambers of Commerce &

Industry and paid a courtesy visit the Governor of Sindh.

The delegates from Switzerland opined that it was their first visit to Pakistan and their perception about the country changed within few hours after landing in Karachi.

The members of the delegation were very much impressed to discover the resilience and economic potential of the country and were fully convinced of the opportunities – despite all the challenged to further deepen the bilateral economic relations between Pakistan and Switzerland.

SBC co-sponsors 'Made in Switzerland' Exhibition at Karachi – 2013

SBC & S-GE (Trade Development Authority of Switzerland) joins hands to promote the foot-prints of Swiss SME's in Pakistan.



Switzerland.



MADE IN SWITZERLAND EXHIBITION



Marquee Hall, Pearl Continental Hotel Karachi

40 leading companies from Switzerland show cased their products and businesses at the 54 stalls set up by them at a leading hotel in Karachi. The event was rated as one of the largest single country exhibitions being organized in Karachi since 1983.

The aim of the exhibition was to present cross section of Swiss products and companies to Pakistan for trade opportunities. Mr. Mujtaba Rahim, Director of

SBC highlighted that food processing technology was one of the markets being targeted by Switzerland in the country, adding that Swiss expertise in the food industry could help Pakistan.

"MADE IN SWITZERLAND", a 3-day single country trade and investment exhibition was organized by the Consulate General of Switzerland in Karachi in collaboration with the SBC and Switzerland Global Enterprise.

E-Commerce Gateway Pvt. Ltd, one of the leading event organizers in Pakistan was the event manager of "Made in Switzerland" exhibition and Pearl Continental Hotel was the host of the event.

Switzerland is among the top five largest investors in Pakistan. Over 23 Swiss companies are successfully operating in Pakistan and have long-term plans for further investments.

SBC & Switzerland Global Enterprise (SG-E) joins hands – 2014



L-R: Fletcher P. Albert, Mujtaba Rahim, Beat Ineichen, Jordan James Din

Swiss companies operating in Pakistan are fully aware of the national market.

Switzerland Global Enterprise (S-GE) and SBC entered into a service performance agreement in 2014 for cooperation in the field of trade enhancement and investment promotion between Pakistan and Switzerland.

S-GE considers Pakistan as a significant market in South Asian region and therefore, an important destination to promote Swiss exports and attract investment in and from Switzerland.

Mr. Mujtaba Rahim, Director of SBC and Chief Executive Officer / President of Archroma Pakistan and Mr. Ineichen

signed the agreement in the presence of the representative of the Consulate General of Switzerland in Karachi and members of the SBC.

“Mr. Rahim opined that “Swiss companies operating in Pakistan are fully aware of the national market demand and with this agreement SBC, in close collaboration and patronage of the Embassy and the Consulate General of Switzerland, will work more efficiently as an extended arm of S-GE to introduce new and improved products and services from Swiss companies as well as attract Pakistani entities to do business in Switzerland”.

SBC & PBIT signs the agreement of Co-operation – 2015



Emil Wyss, Yasmin Peermohammad, Ch. Muhammad Shafique & Mohammad Ilyas Ghauri

**SBC & PBIT
compliments
each other in
facilitating
investment &
trade between
Switzerland &
Pakistan.**

Punjab Board of Investment and Trade (PBIT) and Swiss Business Council (SBC) signed the agreement for bilateral trade and investment between Pakistan & Switzerland.

The goals and areas of cooperation are to identify and develop business and investment opportunities in the

respective regions for private/public alliances, develop linkages between investors and businessmen of both countries and the establishment of Pak-Swiss Facilitation Desk at PBIT to look after matters pertaining to trade and investment between the two countries.

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‘Pakistan-Switzerland Friendship Exhibition’ at Jinnah International Airport, Karachi – 2015



The Swiss Consulate in Karachi in collaboration with SBC as a co-organizer organized this unique exhibition at Karachi airport to show case Swiss Companies' foot prints in Pakistan.

The exhibition was successfully held for 100 days and nights. 500'000 people witnessed this first of its kind international exhibition in the country.

On the occasion of the Closing Ceremony of "Pakistan-Switzerland Friendship Exhibition", the former Consul General of Switzerland in Karachi - Mr. Emil Wyss shared with the distinguished guests that the exhibition, which was

the first-of-its-kind informative event in Pakistan, has successfully completed its 100 days and nights activity at Jinnah International Airport (JIAP), Karachi.

During the exhibition, 02 life-size Swiss cows painted in traditional Pakistani truck art were used as Guest Books for charity. 10 themes (showcasing Pakistani hospitality to Swiss innovations) were presented. 24 Pakistani and Swiss companies proactively participated in this project. Through the Event Manager and in cooperation with the Sponsors, the Consulate General also engaged 09 young and dynamic Students who around-the-clock interacted with the visiting passengers.

The outcomes of this memorable initiative are overwhelming: 53 business-2-business (B2B) leads were generated, 60 lucky winners won exciting prizes during 08 weekly draws, 4,000.- US\$ from signatures on Swiss cows were collected as charity; US\$ 250.- each were distributed among 16 Pakistani NGOs.

The Consul General also mentioned that as a result of this effort, Pakistan is back on the priority list of Swiss companies, who will during 2016 take part in several B2B fact-finding missions to and from Pakistan.

SBC and SBI inks co-operation agreement - 2016

Sindh Board of Investment (SBI) and Swiss Business Council (SBC) entered into an agreement of co-operation.

Under the agreement, SBI at its offices has established a Pak-Swiss Facilitation Desk, to carry-out activities inter alia facilitate Swiss companies, look after matters of bilateral trade and investment.



L-R: Emil Wyss, Asif Ikram, Iftikhar Shallwani & Naheed Memon

SBC renews its Cooperation with PBIT - 2016

SBC and PBIT renewed the cooperation agreement for another two years. Chairman - PBIT, Mr. Abdul Basit and Director of SBC, Mr. Asif Ikram signed the agreement.

Dy. Head of Mission - Embassy of Switzerland in Islamabad, Mr. Roger Kull and CG Emil Wyss were present to witness the ceremony.

“The board has recently helped the Swiss company - Sika Pakistan to acquire a land of 3.61 acres to set up its new factory in the Sunder Industrial Estate in Lahore”.



L-R: Farhat Ali, Asif Ikram, Abdul Basit & Emil Wyss

SBC AT WORLD ECONOMIC FORUM - DAVOS 2008-17 (Support Partner – SACC Switzerland)



Swiss Business Council (SBC) with the support of Swiss-Asian Chamber of Commerce (SACC) of Switzerland frequently participates in the global events & forums to promote Pakistan's perception and investment opportunities. The World Economic Forum at Davos, Switzerland is one such forum where world business leaders meet every year providing a great networking opportunity.

The President of SBC and SACC together with the management of SACC meets in Davos



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Opportunities for European & other Foreign Investors in CPEC

Events organized by SBC at Islamabad & Karachi - 2017

Recognizing the importance of CPEC for economic & social development of Pakistan and the region, the Embassy of Switzerland in Pakistan and SBC organized a session to discuss the 'Opportunities for European Investors in CPEC' followed by a similar event organized at Swiss Consulate Karachi. An intellectual mix of diplomats, business leaders, opinion makers and media deliberated on the business, social and cultural dynamics of CPEC.

It was underlined that the European companies put together are the largest foreign direct investors in Pakistan. They have historic, social and business ties with Pakistan and Asia where their impressive foot-prints in culture, social sector and business segments are visible and above all the great people to people contacts over decades. For mutual benefits, there is a need for them to capitalize on their strong credentials in these times of changing economic, social & political dynamics in Central and South Asian Region where Pakistan is geographically and strategically well positioned. CPEC is not China centric. This project of over US\$ 65 billion is all about dramatically improving the connectivity and accessibility in the country through roads network, meeting the growing energy needs of the country by setting up power plants, improve the mobility of people and goods through new infrastructure. All of this is the assets of Pakistan available to all investors to benefit from".

"It is a positive development that foreign investors are once again looking at Pakistan with interest.

Recognizing the changing trend, SBC, with the support of its partner, S-GE, which is a Trade Development Authority of Switzerland, took up the initiative and has successfully linked many Swiss and Pakistani SMEs through investments in JV, technology transfer and business representation. Encouraged with this positive development in 2016, SBC & S-GE have marked 2017 as the year to maximize Swiss companies' foot prints in Pakistan and vice versa".

The business potential offered by CPEC

is of immense interest, notably the business potential offered in infrastructure and energy projects and in the 29 Special Economic Zones being set up all over Pakistan to spur industrial and commercial activities offering potential for investments, supplies, contracting and services in power sector, oil and gas, mines and minerals, large industry, small and medium industry, healthcare sector, education, banking, hospitality industry, engineering, consultancy and construction services and others.

Press conference at Islamabad



L-R: K.M. Iqbal, Naveed Chaudhary, Farhat Ali, Marc George, Philippe Crevoisier, Asif Ikram & Shahab Rizvi

Press conference at Karachi



L-R: Naveed Chaudhary, Farhat Ali, Philippe Crevoisier & Asif Ikram

Swiss Business Council's Trade Mission to Switzerland – 2017



L-R: Kalim Farooqui, K.M. Iqbal, Christian Lehmann, Dr. Aman Rashid, Philippe Crevoisier, Beat Ineichen, Farhat Ali & Asif Irfan

Event held at Luzern in collaboration with Switzerland Global Enterprise on the subject "Export Dialog to invoke the interest of Swiss SME's in Pakistan.

Event held at Zurich in collaboration with Swiss-Asian Chamber of Commerce & Asia Society Switzerland Foundation on "Economic, Political, Social & Cultural Dynamics of CPEC in the region.

In a positive development, CPEC is beginning to be recognized by global investors as an initiative of good value to all investors who opt to derive business benefits out of it. It is a major shift from the earlier perception that CPEC is China-Pakistan centric and tends to

isolate Pakistan from the radar of other global investors.

Swiss Business Council (SBC) Pakistan, in collaboration with the Swiss Embassy and Consulate in Pakistan and its business associates in Switzerland took up the initiative to project these positive developments to global investors and in particular to market CPEC as a project of global value.

The investment events, held for the purpose in April and May 2017 at Islamabad and Karachi, were widely participated by Ambassadors, Commercial Councilors of foreign missions, business leaders and media.

As a follow-up to ground work in Pakistan, in early July 2017, a delegation of SBC Pakistan visited Switzerland to invoke Swiss investments and enhance bilateral trade between Pakistan and Switzerland much driven by the opportunities offered under CPEC.

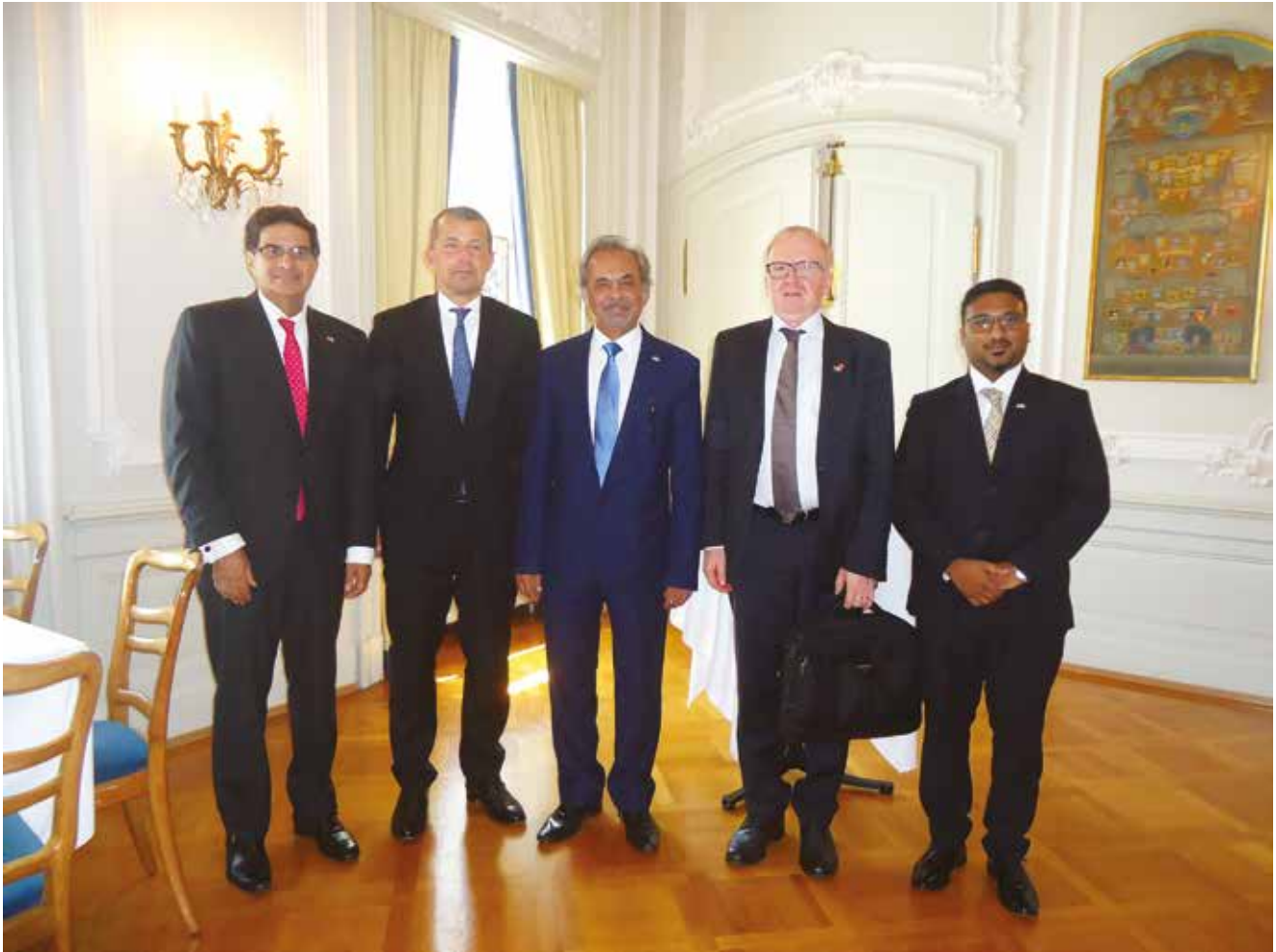
In the events organized for SBC by its business partners in Switzerland, notably, Switzerland Global Enterprises (S-GE) on 4 July near Lucerne and by Swiss-Asian Chamber of Commerce (SACC) and Asia Society Switzerland Foundation (ASSF) on 5 July in Zurich, the changing business and political dynamics in Pakistan and the region was debated and the value addition offered to Swiss investors under CPEC was highlighted in terms of enhanced regional connectivity and accessibility to unexplored markets through state of art road and rail network, enhancement in the energy capacity of the country through an investment of over \$35 billion and establishment of over 30 Special Economic Zones all over the country.

All the said events in Switzerland were remarkably well attended by the business leaders, bankers, Swiss business chambers and opinion makers signifying the growing Swiss interests. The high point of the events was a high level panel discussions on CPEC participated by a large number of business leaders, notably, from Nestle, Sika, SACC, ASSF, SBC, Pakistan's Ambassador to Switzerland and the Swiss Consul General.



L-R: Fidielis Goetz, Farhat Ali, Daniel Lang, Arshad Chaudhary & Peter Zuellig

SBC renews its partnership agreement with S-GE – 2017



L-R: Asif Ikram, Stefan Barny, Farhat Ali, Philippe Crevoisier & Fletcher P. Albert

Switzerland Global Enterprise (S-GE) guides its clients on the path to new markets. On behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO) and the Swiss cantons, S-GE promotes exports and investments by helping its clients to realize new potential for their international businesses and thus to strengthen Switzerland as an economic hub.

As the driver of a global network of experts and as a trusted and strong

partner to clients, cantons and the Swiss government, S-GE is the first point of contact in Switzerland for all questions relating to internationalization.

S-GE is represented abroad by Swiss Business Hubs. These local teams are based at a Swiss Embassy or Swiss Consulate-General. The Swiss Business Hubs support Swiss companies expanding their activities in their respective countries and inform

foreign companies about the advantages of Switzerland as a business location. All hubs have a first-rate network of contacts abroad on account of their official status.



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Incorporated in 1989, Noor International has been a member of the Swiss Business Council since its inception in 2008. Delighted to be a part of this 10 year journey with SCB, Noor International would like to extend its heartfelt congratulates to the entire council on this milestone anniversary!

Noor International is a prominent distributor and service provider of medical equipment, disposables and healthcare solutions across the Pakistan and has brought several innovative technologies and renowned medical brands in Pakistan over the years. Specializing in quality after-sales service, Noor International has played a major role in the development of the entire value chain of the medical industry and is proud to have contributed in healthcare improvement at the grass root level across Pakistan.

The core values of the company encourage employees to pursue high standards of business ethics and to seek continual improvement in meeting customer expectations in full compliance with the requirements of ISO 9001:2015 and GDPMD standards.

We would like to once again congratulate SCB and make a special mention of our SWISS partners on this occasion:

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Tel: 051-5178182-3

Lahore:
Noor House 107, Tariq Block
New Garden Town, Lahore
Tel: 042-35914751-53

Peshawar:
Flat # 10, 2nd Floor, Spinzar Plaza,
Jahangirabad, Uni.Road, Peshawar
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SBC renews its agreement of association with SACC in Zurich, Switzerland – July 2017



L-R: Farhat Ali, President-SBC, Urs Lustenberger, President-SACC & Peter Zuellig, Chairman Pakistan Committee-SACC

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

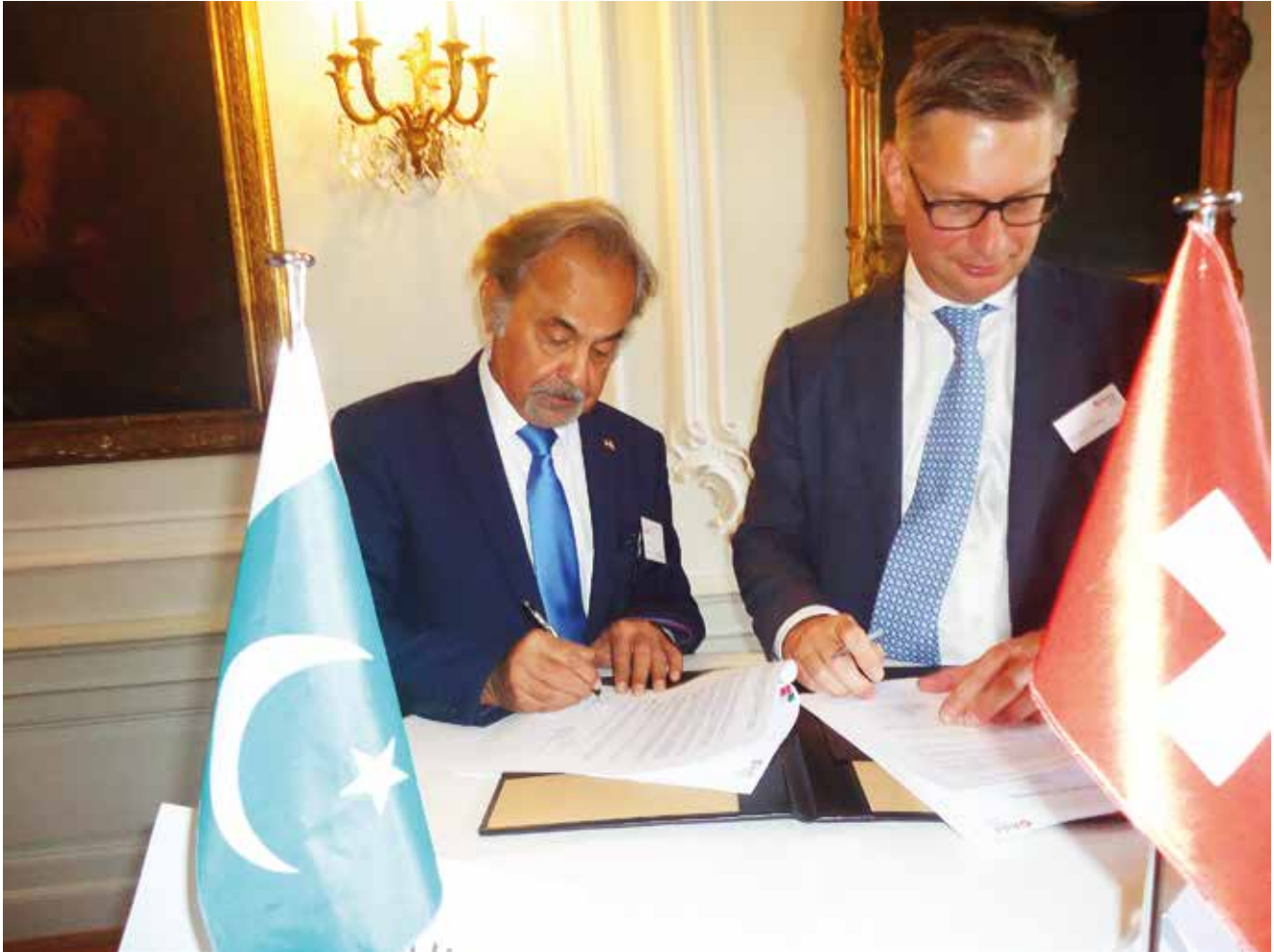
Their activities facilitate the exchange of experiences and direct business

contacts among its members and between its members and official bodies in Asia and Switzerland. The activities and events are fully funded through membership fees, event participation fees and sponsoring.

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

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

SBC & Asia Society Switzerland join hands – July 2017



L-R: Farhat Ali, President-SBC, Fidelis Goetz, MD-Asia Society Switzerland

Asia Society Switzerland 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 a part of the world that will shape our shared future.

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Asia Society Switzerland is an independent Swiss foundation. We are a member of the global Asia Society family. Founded in 1956 in New York, Asia Society has developed into a thought leader on Asian issues, and a vibrant community of decision makers

around the world. There are 12 independent centers spread across four continents - New York, Houston, Los Angeles, San Francisco, Washington D.C., Hong Kong, Shanghai, Manila, Mumbai, Seoul, Sydney and Zurich.

As the first Center in Europe, Asia Society Switzerland - founded in 2016 - provides a unique opportunity to become part of this global community, and to contribute to a meaningful dialogue that could shape our future.

SBC renews its cooperation with SBI - 2017



L-R: Naheed Memon, Manzoor Ali Sheikh, Farhat Ali & Philippe Crevoisier

SBC & SBI compliments each other in facilitating investment & trade between Switzerland & Pakistan.

The SBC and Sindh Board of Investment (SBI) renewed their cooperation through a Memorandum of Understanding (MoU) signed by Farhat Ali, the President-SBC and Manzoor Ali Shaikh, Director-SBI at the ceremony held at the Consulate General of Switzerland in Karachi in the presence of Philippe Crevoisier, Swiss Consul General in Karachi and Naheed Memon, Chairperson-SBI, SBC Managing Committee Members and other business leaders.

Mr. Ali underlined, that, under the said agreement, SBC, through the support of its business partners in Switzerland, shall mobilize Swiss Investors' interest in Pakistan, whereas, Ms. Memon stated that SBI shall facilitate these investors' through its one window facilitation operation on matters related to government procedures such as permits, land acquisition, legal framework and similar.

SBC - 10th Anniversary Event at Islamabad – April 2018



Dr. Salman Shah, addressing the audience

Former Finance Minister Dr. Salman Shah was the keynote speaker at an event hosted by the Swiss Ambassador on the occasion at Swiss Embassy Islamabad.

While addressing the audience of diplomats, multilateral financing entities and media Dr. Shah presented a holistic trend of the economy of Pakistan highlighting the challenges and opportunities. He presented that Pakistan's establishment and political parties are both on the same page that the country required improved GDP growth and to maximise benefits out of China-Pakistan Economic Corridor (CPEC).



"Pakistan will have to improve its governance after which the size of the economy could touch \$700 to \$1000 billion by 2025 from existing size of \$300 billion with the help of fate changer CPEC," Dr. Shah, who is also under consideration for incoming caretaker setup, told the participants.

Dr Shah assessed that the trade volume could touch \$700 billion, Foreign Direct Investment (FDI) to \$50 billion with 50 percent coming from China by 2025. He foresees that several agreements between Govt. to Govt. and government to business as well as business to business could be signed between Pakistan, MNCs and China over the next one decade. He said that 25 million new jobs could be

created with this activity under the CPEC and Pakistan could become hub of economic activities in Asia and many countries including European could get benefits.

He presented an analysis portraying that the size of agriculture economy stood at \$50 billion in Pakistan and by adapting technology and efficient use of water it could go up to \$300 billion. He said that Pakistan would have to construct water storages as history of last three to four hundred years informed us that without water availability there was no light and prosperity.



L-R: Fletcher P. Albert, Jordan J. Din, Philippe Crevoisier, Asif Ikram, H.E. Thomas Kolly, Mujtaba Rahim, Ajwat A. Khan & Bernhard Furger

SBC - 10th Anniversary Event at Karachi – May 2018



Philippe Crevoisier – Swiss CG

To mark the 10th anniversary of the establishment of SBC in Pakistan, the Consulate General of Switzerland in Karachi in collaboration with the SBC hosted an exclusive event at the Consul General's residence in Karachi.

The Consul General Mr. Philippe Crevoisier in his welcome address to a gathering of diplomats, businessmen and media stated that only if Pakistan could effectively present to the international community the country's on-ground realities and business

potential, many more foreign investors will consider to invest in Pakistani. He also mentioned that Swiss-Pak bilateral trade (CHF 518.5 Million in 2017) is on the rise for the past three years.

SBC's President - Mr. Farhat Ali gave an overview of the Council's achievements over the past decade most prominent of which is the Council's partnership with Switzerland Global Enterprise (S-GE). He stated that SBC and S-GE's collaboration is rewarding by virtues of which, in the past two years, six small and medium size enterprises from Switzerland have successfully embedded their foot prints in Pakistan".

Highlight of the event was keynote address by the Dean and Director of the Institute of Business Administration (IBA) Karachi - Dr. Farrukh Iqbal who presented his views on Pakistan's macroeconomic matters in perspective of the challenges and opportunities for foreign investors. "Pakistan has performed below its growth potential



Farhat Ali -- Preident SBC

for many years now. In particular, the private investment rate has been stuck at a low level of 10% of GDP for almost a quarter century now. This reflects a pessimism on the part of domestic investors that go beyond energy shortages and security conditions. Among factors to consider more deeply are the quantity and quality of education and health services available to the population to enable them to play a more productive role in the economy of the future", Dr. Iqbal mentioned in his presentation.





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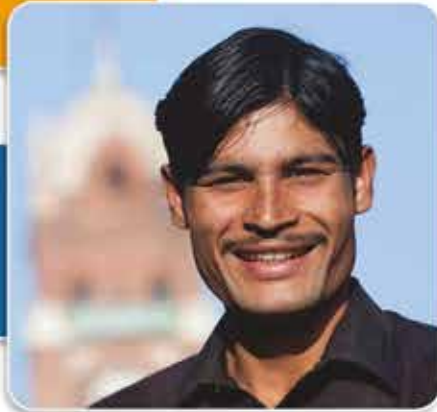
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