SPECIAL REPORT

SWISS NATIONAL DAY 2024



GEORG STEINER Ambassador of Switzerland to Pakistan

It is a pleasure and an honor for me to address you today.

This year, Switzerland is again celebrating its national holiday on August 1. This day commemorates the founding of the Swiss Confederation 733 years ago. Today, Switzerland is an innovative, modern and dynamic country. Its beauty, diversity and uniqueness invite people to take a closer look and discover it.

With this in mind, the Swiss Embassy in Islamabad is delighted to celebrate this special day with Swiss and Pakistani guests and to also commemorate 75 years of diplomatic relations between Switzerland and Pakistan. In the coming months and years, we will continue to focus on goal-oriented and effective cooperation in various areas of mutual importance, exploiting existing potential and exploring promising avenues.

We are particularly pleased to see that there is a considerable number of Swiss companies in Pakistan that supply first-class products and services to customers and offer many high-quality jobs. We hope that the business environment for these companies will be further strengthened for the benefit of all stakeholders.

We will also step up efforts to encourage Swiss Small and Medium Enterprises in establishing business relations with Pakistan. For this purpose, a Road Show on Pakistan will take place in Switzerland from 26 to 30 August 2024 under the guidance of Switzerland Global Enterprise and in close collaboration with the Embassy of Switzerland and the Swiss Business Council in Pakistan.

These efforts are to be seen against the following background: Switzerland's innovative strength, stability and entrepreneurial spirit have made it one of the most successful economies in the world. It owes this excellence not only to the large companies, but also to the countless small and medium-sized enterprises that form the backbone of its economy. Their commitment and creativity are impressive and deserve recognition.

Furthermore, Switzerland is a country of diversity. With four national languages and a rich cultural heritage, the country shows that unity and diversity can go hand in hand. Its different regions and cultures all contribute to what makes Switzerland special. The ability to live together peacefully and harmoniously in a pluralistic society is a strength that must be nurtured and protected.

Direct democracy is another feature that underlines Switzerland's commitment to citizen participation and inclusiveness. The opportunity to directly influence political decisions through



JASON AVANCEÑA President – Swiss Business Council

As the President of the Swiss Business Council (SBC) in Pakistan, I extend my warmest greetings and heartfelt wishes to the people of Switzerland on the auspicious occasion of Swiss National Day.

Swiss National Day holds a special place in our hearts as we celebrate the rich history, vibrant culture, and remarkable achievements of Switzerland. It is a time for us to reflect on the values that have shaped Switzerland into a beacon of democracy, innovation, craftsmanship, and excellence.

I would like to express my sincere gratitude to the people of Switzerland for their unwavering support and cooperation. The strong bilateral ties between Pakistan and Switzerland have paved the way for mutually beneficial partnerships and collaborations across various sectors.

I am truly honored to witness the significant contributions of Swiss companies operating in Pakistan. Their presence has not only stimulated economic growth but has also fostered innovation and technology transfer. I commend the efforts of these companies in enriching the business landscape of Pakistan and contributing to its development. It gives me great pride to share that Switzerland is one of the top direct investors in Pakistan, as per the Board of Investment for the fiscal year 2023. During the year 2023 the trade between Pakistan and Switzerland was more than 490 Mio CHF.

Switzerland is also a great source of export revenue for Pakistan. In the past five years alone, since 2018, Pakistan's export volume to Switzerland has increased from CHF 166 million to CHF 257 million, marking almost a 55% increase and further strengthening the relations between the two countries. While most of this volume is textiles, agricultural products and leather goods are also exported to Switzerland from Pakistan in large volumes.

I want to particularly acknowledge the invaluable role played by the Swiss Ambassador to Pakistan, His Excellency Georg Steiner.

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KHURRAM SHAHZAD KHAN President & CEO – Habib Metropolitan Bank

Heartfelt congratulations to the people and Government of Switzerland on the occasion of the 733rd National Day of the Swiss Confederation.

As we celebrate the founding anniversary of the Swiss Confederacy, we proudly reflect on the long standing relationship between Pakistan and Switzerland. Over the course of many years, the two nations have cultivated a deep bond based on trust, cooperation and mutual respect. This relationship continues to flourish, leading to productive collaborations between our nations in areas of trade, investment, education, developmental assistance, research and innovation.

Pakistan and Switzerland continue to strengthen their mutual relationship, with steady growth in bilateral trade opportunities. Switzerland is a significant trade partner of Pakistan, exporting a variety of high-value goods including machinery, chemical and pharmaceutical products. Pakistan primarily exports agricultural and textile products to Switzerland. The two countries have fostered collaboration in agricultural technology through joint ventures, promoting sustainable practices. Leading Swiss corporations operating in Pakistan are providing employment opportunities to a substantial number of Pakistani citizens.

Moreover, the two nations have forged partnerships in research, innovation and education, exemplified by the Swiss Government's Excellence Scholarships for Pakistani researchersin partnership with Pakistan's Higher Education Commission. These collaborations promise to unlock new avenues for economic growth and prosperity for both nations.

Habib Bank AG Zurich (HBZ) embodies Swiss values of precision, excellence and reliability in every facet of its operations. It is an active catalyst for translating these principles into tangible economic benefits for both Switzerland and Pakistan. The commitment to quality, integrity and service, embodied by HBZ, is seamlessly mirrored by HABIBMETRO, as we have consistently upheld the legacy of our parent institution since our establishment in 1992.

We extend our sincere gratitude to Ambassador H.E. Georg Steiner for his invaluable contributions towards strengthening the bilateral ties between Pakistan and Switzerland. His dedication to enhancing cooperation across various sectors, including trade and investment, economic development, education, and cultural exchange between the two nations, is commendable.

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Accelerating Sustainability in Marine and Energy

Building on a century of innovation to secure the next 100 years of sustainable prosperity

In 1924, the first heavy-duty commercial turbocharger in Baden, Switzerland was delivered to boost the power of a Swiss train engine. Since then, Accelleron's unwavering commitment to innovation has seen its turbochargers set the benchmark for maximizing engine power and efficiency across the marine and energy sectors.

Today, Accelleron is a global technology leader in turbocharging, fuelinjection, and digital solutions. With an installed base of 180,000 turbochargers and a global network of more than 100 service stations and 500 service engineers, Accelleron is the preferred partner for both original equipment manufacturers and operators in critical industries. Accelleron continues to build on its legacy of innovation to help marine and energy leaders tackle the modern challenge of decarbonization in a world aspiring to net zero.

Accelleron's 3P approach to accelerating sustainability

In fact, accelerating sustainability is the core purpose shaping Accelleron's business strategy, and it is integrated into every facet of the company's operations. Accelleron's 3P approach –people, products and services, and planet – guides its efforts to enhance the social, economic, and environmental well-being of employees, customers, suppliers, and local communities.

Accelerating decarbonization through energy efficiency

Historically, Accelleron's foremost contribution to sustainability and decarbonization has been industry-leading turbochargers that offer unparalleled energy efficiency. This translates to a lifetime of greater fuel savings and lower emissions. Paired with advanced engine management, these turbochargers also significantly reduce air pollution. Accelleron ensures optimal performance throughout the lifespan of a turbocharger through unique, comprehensive service offerings that guarantee cost-effective lifecycle maintenance, rapid access to emergency spare parts, and coverage for unexpected wear and tear.

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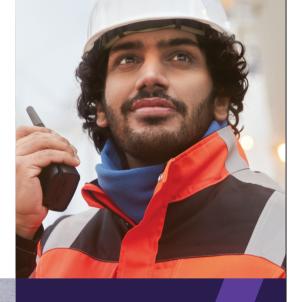


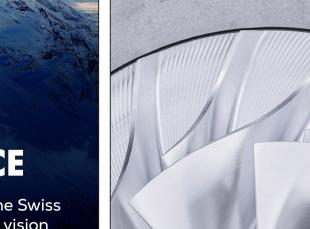
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HABIBMETRO extends warmest congratulations to the Swiss Confederation on its **733**rd **National Day**. Our shared vision inspires our commitment to fostering mutual growth and ensuring a better tomorrow.



021-111-1(HABIB)42242 STAY AHEAD



SWISS NATIONAL

Advancing a sustainable energy future for all

hitachienergy.com

Hitachi Energy is a global technology leader that is advancing a sustainable energy future for all. We are advancing the world's energy system to be more sustainable, flexible, and secure, and we collaborate with customers and partners to enable a sustainable energy future - for today's generations and those to come.

Hitachi Energy has a proven track record and unparalleled installed base in more than 140 countries, serving customers in utility, industry, transportation, data centers and infrastructure sectors. With innovative technologies and services including the integration of more than 150 gigawatts of HVDC links into the power system, we help make the energy value chain more efficient, making electricity more accessible to all.

Together with stakeholders across sectors and geographies, we enable the digital transformation required to accelerate the energy transition towards a carbon-neutral future. Headquartered in Switzerland, we employ around 45,000 people in 90 countries and generate business volumes of around \$13 billion USD.

Our Business Units

Our business provides pathways to accelerate the energy transition and deliver customer success. We are a global leader in power technologies and energy systems. Customers across the utilities, transportation, IT such as data centers, industry and Smart Life sectors trust us to deliver pioneering and digital solutions across the value chain. Our solutions help meet the growing demand for electricity - affordably, reliably, sustainably, and in a modern way.

To deliver maximum value, we have organized our operations around four global Business Units and have local offices and research centers spanning 90 countries. This highly networked design enables our experts to stay close to customers, fostering a strong awareness and knowledge of local market operating conditions. We connect the latest pioneering developments and solutions through the competence and reference points of our global Business Units.

Grid Automation

Our Grid Automation business unit has a comprehensive portfolio of solutions. These range from substation automation, communication networks, grid automation services, grid edge solutions to enterprise software solutions. These solutions



address all key segments connected to the energy system including generation, transmission distribution, industries, transportation and infrastructure sectors.

Hitachi Energy's Grid Automation business unit supports 50% of the top 250 global electric utilities. Our Grid Automation hardware, software and services portfolio unites deep domain knowledge and innovative technologies that enable customers across the globe to optimize the critical systems that power, move and connect us. Together, we're building a more productive and sustainable world.

Grid Integration

Hitachi Energy's Grid Integration business unit has delivered



HITACHI

Inspire the Next

more than 4,000 projects over the last 15 years. Our Grid Integration portfolio spans a wide range of transmission and substation applications, which facilitate reliable and efficient system integration of the future digital electric network with ninimum environmental impact.

We incorporate the integrated systems, solutions and services of our business' DC and AC fields, including HVDC, Substations, FACTS, Grid and Power Quality solutions such as offshore wind connections, and Semi-conductors We offer Power Consulting for key segments in the energy system, such as renewables, transmission distribution and as well as e-transportation solutions

High Voltage Products



Hitachi Energy is a leader in high-voltage technology, offering a wide range of high-voltage products up to 1,200-kilovolt (kV) for AC and 1,100-kilovolt for DC. We help to enhance the safety, reliability and efficiency of power networks while minimizing environmental impact with following primary offerings for switchgears, circuit-breakers, generator circuit breakers, power quality products, surge arresters, disconnectors, instrument transformers and high-voltage service. Key innovations in our High Voltage Products portfolio include active technology power quality & battery

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GEORG STEINER | Ambassador of Switzerland to Pakistan

referendums and initiatives is a privilege that we cherish. Nevertheless, there are many challenges ahead of us. The world is changing rapidly, and subject areas such as Finally, I would like to extend my heartfelt congratulations to climate change, social and migration aspects, digitalization

energy storage, eco-efficient switchgear, digital generator circuit-breaker, hybrid and integrated switchgear. Our technology leadership continues to facilitate innovations in areas such as ultra-high-voltage power transmission, enabling flexible smart grids and enhancing eco-efficiency.

Hitachi Energy

HITACHI **Inspire the Next**

Fransformers



Through our innovative and diverse Transformers team and pioneering technology, we transform energy to add social, environmental and economic value - enabling a sustainable energy future for today's generations and those to come. Hitachi Energy offers a complete range of power transformers, traction transformers, insulation and components, digital sensors and transformer services.

Our transformers have a global sales network of about 100 countries spanning applications for power generation, transmission and distribution, metals and mining, oil and gas, commercial and infrastructure projects, and mobility. With increasing complexity in the grid, our transformers are also increasingly used for improving power quality and network management. We introduced our TXpert[™] Ecosystem launching the next level for digitalization of transformers.

I wish you all a pleasant summer in Pakistan or in Switzerland and look forward to meeting you here or there. all Pakistanis on the upcoming Pakistan Independence Day

Towards a Carbon-Neutral energy future

We are advancing the world's energy system to be more sustainable, flexible and secure. For today's generations and those to come.

hitachienergy.com

Hitachi Energy



etc. are presenting us with new tasks. I am convinced that on August 14. May this day serve to highlight the beauty and Switzerland and Pakistan can benefit and learn from each other on this common journey.

history of Pakistan and to look forward with courage and confidence.

the Swiss Asian Chamber of Commerce, and the Geneva

This Country Consulting Week will address the inquires of

Swiss Companies with Business in Pakistan & Road Show

will showcase the potential sectors and opportunities in

Pakistan, fostering greater engagement and collaboration

community in Pakistan, our esteemed members, and all those

who have contributed to the success of the SBC. Your

unwavering support and dedication are vital in promoting

Swiss-Pakistan business relations. Here's to stronger

relations in the future that foster collaboration and innovation,

Lastly, I extend my warmest wishes to the Swiss

Chamber of Commerce & Industry.

fruitful for both countries.

between Swiss and Pakistani businesses.

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JASON AVANCEÑA President – Swiss Business Council

His dedication and commitment to promoting bilateral trade. Swiss Embassy in Islamabad, the Pakistani Embassy in Bern, investment, and strengthening economic cooperation between Pakistan and Switzerland have been instrumental in enhancing our relations.

As we commemorate this momentous day, let us renew our commitment to further strengthening the ties between Pakistan and Switzerland. Together, we can explore new avenues of collaboration, exchange expertise, and create opportunities for sustainable growth.

I am pleased to announce that the Swiss Business Council is organizing Country Consulting Week and a Road Show on Pakistan in Switzerland in the last week of August to further strengthen the bilateral relations between our two nations and promote trade. This initiative is being conducted in collaboration with Switzerland Global Enterprise, the

Continued from page I

KHURRAM SHAHZAD KHAN | President & CEO – Habib Metropolitan Bank

As we commemorate the 733rd Swiss Confederation Anniversary, we join the global community in celebrating Switzerland's rich heritage and remarkable achievements.

We are confident that the bond between our two nations will continue to flourish, paving the way for greater prosperity in the years to come

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ACCELERATING SUSTAINABILITY IN MARINE AND ENERGY

Maximizing resource efficiency through compact power Accelleron is also renowned for turbochargers that deliver the power of up to four engines in one, effectively eliminating the need for up to three additional engines. This saves space and weight in marine and energy applications, conserves natural resources, and mitigates the environmental impact of resource extraction, processing, production, and transportation.

Accelerating the energy transition Since the transition to scalable zero-emission fuels in the marine and energy sectors is critical to achieving a net zero future, Accelle-ron is dedicated to accelerating that transition, beginning with turbochargers that maximize energy efficiency to make the most of expensive and scarce green fuels. Accelleron's OMT high-precision fuel injectors have also become instrumental to the proliferation of dual-fuel engines, which utilize complex fuel injection systems that allow ship operators to use green fuels such as hydrogen, ammonia, and methanol when they are available, and switch to conventional fuels as needed. Dual-fuel engines support business continuity in the decarbonization process, providing a safe bridge to cross in the marine sector's energy transition.

Empowering data-driven decisions for sustainable success

Digitalization has also become a powerful driver of decarbon-ization, and Accelleron equips industry leaders with data insights that allow them to tackle environmental and commercial objectives together. Real-time insights into turbocharger and engine performance, as well as hull and propeller health, enable customers to optimize efficiency to lower fuel consumption, emissions, and costs. Carbon intensity forecasts and automated ship-to-shore reporting further streamline emissions management. Accelleron's digital modules also connect with existing ship systems and securely transmit proprietary data from anywhere in the world to a centralized, global dashboard, so that owners and operators can optimize global fleet management to address both financial and sustainability targets.

Fast-tracking sustainable success with next-generation upgrades

With mounting pressure on industry leaders to decarbonize faster, Accelleron offers next-generation upgrades that deliver immediate reductions in fuel consumption, emissions, and operating costs. This not only enables companies to comply with new emissions regulations without prematurely replacing assets, but it also preserves the long-term value of equipment



and gives businesses a competitive edge, as sustainability standards continue to evolve.

Relentless innovation for a net zero future

With a team of 185 dedicated R&D engineers, Accelleron is ceaselessly innovating for greater sustainable impact. Through groundbreaking concepts that yield even more compact, powerful, and efficient turbochargers, Accelleron continues to push the boundaries of resource, fuel, emissions and cost savings. The company is intensively developing green fuel injection systems to accelerate the adoption of scalable zero-emission fuels. In addition, engineers are exploring technologies like additive manufacturing, which could be used to forge new paradigms for sustainable business.

Joining forces for a sustainable future

Achieving net zero emissions requires a collective and sustained interdisciplinary effort. So, Accelleron is actively engaged in growing its partnership network with academic institutions, think tanks and cross-industry associations to expedite the development of a scalable zero-emission fuel infrastructure and allow the marine sector and other hard-to-abate sectors to contribute to a net zero future.

For 100 years, Accelleron has contributed to progress in the marine and energy sectors. Its purpose now is clear: to accelerate their journey to sustainability, working to ensure they can contribute to the prosperity of future generations for another 100 years.

SWISS NATIONAL DAY 2024

History of Switzerland - Pakistan bilateral relations

Switzerland recognised Pakistan's been located in Islamabad since 1968. The independence in 1947. In 1949, the two countries established diplomatic relations. During the Bangladesh conflict (1971-76), Switzerland represented Pakistan's interests in India and vice versa.

was laid in February 1992. In 1966, Switzerland and Pakistan

signed a technical cooperation agreement. The Swiss Agency for Development and The Swiss Embassy in Pakistan has Cooperation (SDC) opened a cooperation

foundation of the new Embassy building

office in Islamabad in 1977. In December 2019, after more than 50 years and investments of around USD 750 million as official development assistance, the SDC closed its aid programme in Pakistan. To date, Switzerland is a member of the core group for the support platform for the

Solutions Strategy for Afghan Refugees (SSAR) of the UNHCR in Pakistan, where particular emphasis is placed on education programmes. Moreover, small development projects in remote areas continue e.g. in Chani Ragyul (Gilgit-Baltistan)



75th Anniversary of the establishment of **Pakistan - Switzerland** diplomatic relations

Pakistan Embassy in Switzerland hosted a special reception to celebrate 75th Anniversary of the establishment of Pakistan - Switzerland diplomatic relations. Dy State Secretary Amb. **THOMAS Guerber** was the Guest of Honor. The event attended by Ambassadors, Swiss high officials, business & media persons and Pakistani diaspora. The event was held at UPU (Hqrs) in Berne. A cultural performance was also presented by two Dhol players



Business Recorder, Karachi hursday, August 01, 202

SWISS NATIONAL

Swiss Business Council

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 comprises large Swiss Multinational subsidiaries operative in Pakistan, and 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 plaving field in the country in order to promote the development of commerce between Switzerland and Pakistan.

Affiliations of SBC

The 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 inculcate people-to-people cultural ties between the two countries.

Patronized by:

As the official representa-Schweizerische Eidgenossenschaft U Confédération suisse tion of Switzerland in Confederazione Svizzera Pakistan Confederazium svi (eda.admin.ch/Islam- Embassy of Switzerland in Pakistan

abad), 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 arrange ments, science, education, and culture.

Partner of:

The SBC works in close collaboration with its partner Switzerland Global Enterprise (S-GE) in Switzerland to facilitate Swiss

Companies that want to have SWITZERLAND their footprints in Pakistan, in GLOBAL terms of finding an authorized **ENTERPRISE** distributor for them, investment, and joint ventures

Alliance with:



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:

enabling new bu

Asia Society Switzerland (ASS) -[www.asiasoci-

ety.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.

Trade Consulting Week and Road Show on Pakistan in Switzerland

SBC is delighted to share that the highly anticipated Trade Consulting Week and Road Show on Pakistan is set to take place in Switzerland in the last week of August. This series of events is organized in collaboration with S-GE, the Embassy of Switzerland in Islamabad, Swiss Asian Chamber of Commerce, Geneva Chamber of Commerce, and the Embassy of Pakistan in Bern.

The primary objective of the Trade Consulting Week and Road Show is to provide Swiss companies with comprehensive insights into the vast opportunities available in Pakistan. The events aim to showcase Pakistan's economic potential, highlight its key sectors, and facilitate networking and collaboration between Swiss and Pakistani businesses. By offering a platform for knowledge exchange and partnership development, the events aspire to attract Swiss SMEs into Pakistan, thereby contributing to the economic growth and development of both countries. The Trade Consulting Week and Road Show will be held in three major Swiss cities: Zurich, Geneva and Bern. These cities have been strategically chosen due to their prominence as economic and financial hubs, which will ensure maximum participation and engagement from the Swiss business community.

Zurich

The Zurich event will take place at the Switzerland Global Enterprise's Office on the 28th of August, 2024. This event will feature a series of presentations, panel discussions, and networking sessions. Distinguished speakers from the Embassy of



Pakistan in Bern, the Swiss Asian Chamber of Commerce, and Switzerland Global Enterprise will provide valuable insights into the current market trends, regulatory updates, and economic forecasts in Pakistan. Attendees will have the opportunity to learn about specific Business opportunities, effective market entry strategies, and how to navigate business challenges in Pakistan. The event will culminate in a networking lunch, providing participants with the chance to establish valuable connections with industry peers and experts.

Geneva

The Geneva event is scheduled for the 29th of August, 2024, and will be held at the Geneva Chamber of Commerce and Industry. This event will follow a similar format to the Zurich



Genevalies at the southern tip of expansive Lake Geneva. Having headquarters of Europe's United Nations and the Red Cross, it's a global hub for diplomacy and banking.

event, with presentations and panel discussions led by prominent figures from the Geneva Chamber of Commerce, Switzerland Global Enterprise, the Embassy of Switzerland in Islamabad, and the Embassy of Pakistan in Bern. The agenda will focus on exploring the potential sectors for

business in Pakistan, including agriculture, energy, information technology, textiles, and pharmaceuticals.

The Bern event will take place on the 30th of August, 2024, and will be hosted by Pakistan's Ambassador to Switzerland, H.E. Aamir Shouket, at his residence. This exclusive event will provide a more intimate setting for discussions on Pakistan's economic landscape and potential business opportunities. Attendees will have the unique opportunity to engage directly with Ambassador Shouket and other key stakeholders, fostering deeper connections and facilitating meaningful dialogue. The evening will include



rn, the capital city of Switzerland, is built around a crook in the Aare River. It traces its origins back to the 12th century, with medieval architecture preserved in the Altstadt (Old Town). The wiss Parliament and diplomats meet in the Neo-Rena **Bundeshaus** (Federal Palace)

a detailed presentation on Pakistan's market potential, followed by a Q&A session and a networking lunch, allowing participants to interact with influential figures from both countries.

The events will kick off with welcome remarks from key organizers and partners, followed by detailed presentations on Pakistan's economic landscape, Business opportunities, and success stories of Swiss companies operating in Pakistan. These sessions will provide participants with a thorough understanding of Pakistan's business environment and the tools needed to succeed in this promising market.

We eagerly anticipate the participation of Swiss companies and look forward to a series of productive and insightful events.



