



Swiss National Day

1st August

MESSAGE



Georg Steiner
Ambassador of Swiss Confederation to Pakistan

As you may know, August 1, 2023, marks the 732nd National Day of Switzerland. Nowadays, on August 1, the Swiss come together as a nation to honour their rich history, direct democracy, diverse culture and shared values. It is also a family day, filled with joy and laughter. I am very happy that in close vicinity to this important day, the Swiss Foreign Minister, H.E. Ignazio Cassis, visited Pakistan upon the invitation of the Prime Minister of Pakistan, H.E. Shehbaz Sharif.

On the occasion of this successful visit, many interesting exchanges took place and an important Memorandum of Understanding (MoU) in the field of Disaster Risk Management was signed between the two countries. It underlines Switzerland's strong partnership with Pakistan to enhance preparedness and resilience in the face of potential disasters and natural calamities. Furthermore, our bilateral partnership will continue to channel common efforts to address climate change and create sustainable

win-win solutions for both countries.

As a core group member of the support platform for the Solutions Strategy for the Afghan Refugees (SSAR) of UNHCR in Pakistan, Switzerland is actively working with other international partners to sustain engagement with the Government of Pakistan to foster concrete and tangible solutions for Afghan refugees.

I would also like to underline that Switzerland has continuously been ranked among the top Foreign Direct Investors in Pakistan. Major Swiss companies are successfully operating in various sectors, such as food and beverages, energy, chemicals, pharmaceuticals, and textile machinery, employing around 15,000 people.

The Embassy of Switzerland in Islamabad is very much looking forward to further strengthening the bilateral relationship between Pakistan and Switzerland, counting on our host country's friendship and continued support in this respect.

I conclude by wishing Pakistan and its wonderful people peace, prosperity, happiness, and a very nice 76th Pakistan Independence Day on August 14.

Pakistan-Switzerland Friendship Zindabad!



Alain Berset
President of the Swiss Confederation

MESSAGE



Khurram Shahzad Khan
President & CEO
HABIBMETRO
Warmest congratulations

to the people and Government of Switzerland on the 732nd National Day of the Swiss Confederation.

Pakistan and Switzerland share a long-standing bilateral relationship built on trust, cooperation, and mutual respect. This bond has strengthened over time, through collaborative efforts in various areas such as trade, investment, development assistance, education, and research and innovation.

Switzerland remains a key trading partner of Pakistan, for a diverse range of products, including pharmaceuticals, machinery, chemicals, energy, engineering, food/beverages, luxury and other goods. Exports from Pakistan to Switzerland include agricultural produce, leather articles, and textile/clothing.

Switzerland's commitment..... on page II

MESSAGE



Jason Avanceña
President, Swiss Business Council

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

The 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 in 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 2022. Switzerland's foreign direct investment in Pakistan was USD 146.2 million, the third highest after China and USA.

Furthermore, I would like to acknowledge the invaluable role played by the Swiss Ambassador to Pakistan, His Excellency Georg Steiner. His dedication and commitment to promoting bilateral trade, 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 & Switzerland. Together, we can explore new avenues of collaboration, exchange expertise, and create opportunities for sustainable growth.

I also extend my warmest wishes to the Swiss 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.

HABIBMETRO

CELEBRATING A SHARED VISION

HABIBMETRO Bank congratulates the Swiss Confederation on its 732nd National Day.

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Switzerland-Pakistan diplomatic relations

Switzerland and Pakistan have good, long-standing relations. The two countries have signed a range of economic agreements that have helped to develop bilateral trade.

Key aspects of diplomatic relations

There are numerous bilateral agreements between Switzerland and Pakistan covering a range of areas including investment protection, debt consolidation, aviation, double taxation as well as an exchange of information on financial accounts. Switzerland also engages in a regular political dialogue with Pakistan. The eleventh round of talks were held in November 2021 in Islamabad.

Economic cooperation

Switzerland and Pakistan enjoy good trade and economic relations. Switzerland has always been one of the top seven foreign direct investors in Pakistan. Major Swiss companies are present in Pakistan employing around 15,000 people. In 2021, Swiss exports to Pakistan amounted to approx. USD 398 million and consisted mainly of machinery, chemical and pharmaceutical products, and watches. Imports from Pakistan – mainly textiles, leather articles, and agricultural products – amounted to approx. USD 268 million.

In the framework of the Debt Service Suspension Initiative (DSSI) of the World Bank and the IMF, Switzerland has extended a delay in repayment of more than USD 9 million of debt to Pakistan.

Switzerland takes the problem of illicit financial flows very seriously. Switzerland is an active proponent of international standards to combat abuse and has implemented a number of measures to ensure the integrity of its financial centre. In 2021, the tax authorities of both countries implemented the automatic exchange of financial information (AEOI).

Cooperation in education, research and innovation

A joint event by the Embassy of Switzerland and the Ministry of Foreign Affairs of Pakistan was held under the Science Diplomacy Initiative of the latter on agricultural technologies related innovations for sustainable agriculture in August 2021. Swiss and Pakistani start-ups, experts from major universities in Switzerland and Pakistan joined the event.

Researchers and artists from Pakistan can apply to the State Secretariat for Education, Research and Innovation (SERI) for Swiss Government Excellence Scholarships.

Export and investment promotion

Switzerland provides effective support where needed to help Swiss companies with their international activities via the instruments of commercial diplomacy and export promotion.

As a trade-oriented, medium-sized economy, Switzerland is reliant on the open markets, legal certainty and predictability of a rules-based global economic system. In addition to the multilateral system, Switzerland concludes bilateral agreements – including free trade agreements, bilateral investment promotion and protection treaties and double taxation agreements – to enhance its access to foreign markets.

Switzerland's representations abroad are involved in negotiating and implementing these agreements. They can also advise and support individual Swiss companies in the context of export promotion and consular protection.

Free trade agreements

Free trade agreements (FTAs) are essentially intended to facilitate trade by reducing or eliminating trade barriers between two or more countries. Minimizing customs tariffs is a central element of FTAs. Many of them also govern services, investments and public procurement and contain provisions on sustainability.

SECO maintains an up-to-date list of countries with which Switzerland has signed an FTA.

Bilateral investment promotion and protection treaties

Bilateral investment promotion and protection treaties (BITs) promote investment by ensuring a certain degree of protection against non-commercial risks. These include state discrimination against investors from a partner country in favour of domestic investors, unlawful expropriation and unjustified impairment of payment and capital flows.

To date, Switzerland has signed over 120 BITs with countries in Africa, Latin America, Asia and Europe. SECO maintains an up-to-date list of Switzerland's BITs with other countries.

Double taxation agreements

Double taxation agreements (DTAs) prevent natural persons and legal entities from being taxed twice by dividing taxation rights in respect of the various types of income and assets between the signatory states. They are thus vital to the promotion of international economic activity.

Switzerland currently has DTAs with over 100 countries and continues expanding its treaty network. The Federal Tax Administration maintains a data base with state-related tax information.

Export promotion

Switzerland supports Swiss companies in developing their international business through the federally mandated export promoter Switzerland Global Enterprise (S-GE) as well as through its representations abroad.

S-GE's services are geared to small and medium-sized enterprises (SMEs). Its ExportHelp team is the first point of contact for administrative export-related issues of all kinds, but companies can also contact one of S-GE's country advisers directly.

The FDFA operates a network of

Swiss Business Hubs in selected focus countries together with S-GE. These are integrated into embassies and consulates general and offer a wide range of services, including in-depth market analysis, business partner searches in target markets, and support for product approval.

S-GE – Offices around the world

Even in countries without a Swiss Business Hub, Swiss embassies and consulates general offer a selection of basic services comprising information, advice, referral, support for events and delegations, and consular protection. For more information on basic services, please see the tab «Services – Trade promotion for companies».

Promotion of Switzerland as a business location

On behalf of the federal government, Switzerland Global Enter-

prise (S-GE) informs potential foreign investors about Switzerland's specific strengths and operating conditions for business.

The Swiss Business Hubs are the first point of contact for foreign investors. Targeted communication is addressed to promising companies in industries such as robotics, artificial intelligence, advanced manufacturing, personalised health, and blockchain.

Foreign investors in countries without a Swiss Business Hub can contact S-GE in Switzerland directly.

Switzerland's engagement worldwide

Swiss international cooperation is driven by the vision of a world without poverty and in peace, for sustainable development. Switzerland has earmarked CHF 11.25 billion for international cooperation in the 2021–24 period.

Swiss international cooperation alleviates need and poverty, reduces global risks and promotes peace. In Switzerland's International Cooperation Strategy 2021–24, the Federal Council has set out four objectives of equal importance:

1. Economic development
Contributing to sustainable economic growth, market development and the creation of decent jobs.

2. Climate change and the environment

Addressing climate change and its adverse effects and managing natural resources sustainably.

3. Human development
Saving lives, ensuring quality basic services (especially in relation to education and healthcare), and reducing the causes of forced and irregular migration.

4. Peace and governance
Promoting peace, the rule of law

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Exports from Switzerland to Pakistan 2022		Imports from Pakistan to Switzerland 2022	
Pharmaceuticals	42%	Textiles	77%
Machines	16%	Leather Articles	6%
Dyeing Extracts	10%	Agro-Products	9%
Watches	10%		
Chemicals	9%		

MESSAGE

Khurram Shahzad Khan

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ment to investing in Pakistan fosters economic opportunities in Pakistan, contributing to the socio-economic development of our country. This demonstrates Switzerland's confidence in Pakistan's potential as an emerging market.

As a subsidiary of Habib Bank AG

Zurich, HABIBMETRO envisions a strengthened Pak-Swiss relationship. We carry forward the long-standing legacy of our parent entity and embody the Swiss values of precision, excellence, and reliability in our business practices.

I would like to extend my sincere appreciation to the Ambassador of Switzerland to Pakistan, H.E. Georg Steiner for his dedicated efforts

toward strengthening the relationship between our countries and his commitment to enhancing bilateral cooperation across all sectors.

I, along with the team at HABIBMETRO, extend our heartfelt wishes to the people of Switzerland. May this celebration be a reminder of the lasting relationship between our nations and herald more collaborative achievements in the years to come.

ABB Pakistan celebrates 30 years of excellence

The year 2022 marks the 30-year anniversary of ABB's presence in Pakistan. 30 years is a long period – it's even called a generation. Over the past three decades, we have strived for excellence and are seeking to live it every day. Excellence is our attitude – each and every employee contributes with their ideas so that we can always improve in our way

pany. The celebration included cricket matches, volleyball matches, family activities, water activities and fun filled magic show for kids and much more. Speaking about the event, Hashim Ghaus Shahid, Country Holding Officer - ABB Pakistan said, "As we reflect on our journey over the past three

Motion Business Lead - ABB Pakistan mentioned. "It is a proud moment as we celebrate 30 incredible years of our company's journey and reflect on the remarkable achievements we have accomplished together. Our resilience, unity and relentless pursuit of excellence have carried us through every trial, reinforcing the fact that we are not just a company, but a family.

Thank you all for being an integral part of this incredible journey. Here's to the next 30 years of success, growth and making a difference!"

While addressing the event Farhan Imdad, Electrification Business Lead said: "Congratulations to whole team on this very big occasion. It has been a wonderful journey altogether. You have taken us to a whole new height with all the successes in all these years. We started with a few but now we are many, not only in numbers but also in talents and creativity. Let's make this day a big one for each one of us!"

Pakistan is actively addressing its energy requirements with projects focusing on renewable and thermal energy. ABB Pakistan is involved in many of the on-going projects. These are part of the \$62

billion energy and infrastructure projects developed under the China-Pakistan Economic Corridor (CPEC).

ABB's operations in Pakistan fall under the umbrella of the company's UAE and oversight cluster.

On the industry side, ABB is the market leader in providing control, automation, instrumentation, and energy efficiency solutions for all verticals including food & beverage, pulp & paper, oil & gas, chemicals, cement, metals, textile etc.

ABB is fully prepared to support its utility customers on all ongoing and future for upgrade and reinforcement of transmission networks including HVDC (High Voltage Direct Current) and 800kV AC transmission in Pakistan.

ABB (ABBN: SIX Swiss Ex) is a technology leader in electrification and automation, enabling a more sustainable and resource-efficient future. The company's solutions connect engineering know-how and software to optimize how things are manufactured, moved, powered and operated. Building on more than 130 years of excellence, ABB's 105,000 employees are committed to driving innovations that accelerate industrial transformation.



of working and collaborating with internal and external stakeholders.

We celebrated the event at different locations of ABB in Pakistan. The event day was a chance for the company to show their appreciation for the efforts of not just ABB employees but also their families. As part of the event, ABB Pakistan presented "You Made a Difference Award" to various employees in recognition of their special contribution and dedication to the success of the com-

decades, we are filled with immense gratitude for the incredible accomplishments we have achieved as a team. From our humble beginnings to our current position as an industry leader, we have navigated countless challenges, adapted to dynamic market conditions, and embraced emerging technologies. Our unwavering commitment to excellence has been the driving force behind our accomplishments. Fawad Amir Malik-



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SICPA Pakistan: Empowering the future through education and social impact

As a strong advocate of the transformative power of education and social responsibility, SICPA Pakistan continues to lead the way in making a positive impact on society. In 2018, the company launched the Education Assistance Programme (EAP) to support the education of employees' children. The programme started by supporting one child per worker and was later expanded to two children, reflect-

receiving a quality education, that will not only benefit them individually, but also uplift their families and communities.

In line with the United Nations Sustainable Development Goals, SICPA Pakistan expanded the EAP in 2021 to support employees' children to pursue higher education. This initiative further consolidated the company's commitment to creating opportunities for per-

event brought together employees, leadership teams, and key partner organisations to create an atmosphere of appreciation and joy. The evening was filled with awards, certificates of recognition, and appreciation for the hard work and dedication of the employees.

Promoting inclusivity in sport

SICPA Pakistan proudly supported Sadia Junaid, a talented athlete representing Special Olympics Pakistan (SOP) at the World Games in Berlin in June 2023. Sadia demonstrated exceptional tennis skills and brought honour to Pakistan by winning a silver medal in the women's singles event. SICPA Pakistan's sponsorship showcased the company's commitment to supporting inclusive sport and promoting remarkable individuals.

Promoting Well-being

At SICPA Pakistan, the well-being and growth of the community are our paramount objectives. The company remains committed to ensuring the safety and well-being of its employees, partners, and the community at large. Through its dynamic CSR initiatives and unwavering support for education, healthcare and sports, SICPA Pakistan stands as a flagbearer of Corporate Social Responsibility and sustainability, making a positive impact on the lives it touches.

The company regularly organises health awareness sessions, contributing to the cause of a healthier and more informed community. The commitment extends to raising awareness about blood donation, diabetes and promoting eye health with sessions conducted in collaboration with LRBT, Fatimid Blood Bank and the Kidney Centre Karachi.

Promoting environmental responsibility

As part of its ongoing efforts to reduce its environmental impact, SICPA Pakistan implemented a solar energy installation. This green energy project has continued to expand and now provides 70% of the company's electricity needs. The impact has been remarkable and sets an inspiring exam-

ple of environmental responsibility.

Recognising the importance of Corporate Social Responsibility (CSR), SICPA Pakistan received the 15th National Forum for Environment and Health (NFEH) Award 2023 for 'Best Practices in CSR'. This recognition at the Annual CSR Summit-2023, organised by NFEH, reaffirmed the company's unwavering commitment to make a meaningful difference in society.

ABOUT THE COMPANY

Founded in 1927 in Lausanne, SICPA is a Swiss family-owned technology company with an international footprint, operating sites, production facilities and Centres of Excellence on all continents, whose purpose is to Enable Trust through constant innovation. SICPA offers state-of-the-art technologies based on a unique expertise combining material and digital security features

Market leader of ink-based security features for banknotes, identity and value documents, SICPA is a long-trusted partner to governments, central banks and high security printers. The company protects the majority of the world's banknotes including leading currencies such as the euro, US dollar and Swiss franc.

SICPA employs over 3,000 people from more than 75 nationalities globally. The staff includes high level experts in numerous technical and scientific disciplines, such as chemistry, physics, optics, cryptography, engineering or computer science. With strong innovation capabilities, the company holds more than 5,000 patents.

In 1995, SICPA Pakistan was established as a joint venture between SICPA SA, Switzerland, and Pakistan Security Printing Corporation, representing the organisation's commitment to collaborating with local stakeholders and nurturing a sense of security and trust within the nation. Situated in Karachi, SICPA Pakistan operates state-of-the-art facilities that manufacture security inks for printing all denominations of currency notes and other essential value documents, including passports, postage stamps,

and stamp papers.

Beyond currency notes and official documents, SICPA Pakistan also focuses on safeguarding brands and products against the threats of counterfeiting, forgery, and piracy. The company's brand protection solutions employ cutting-edge technologies to ensure that consumers can confidently trust the authenticity and quality of the products they purchase. This commitment to protecting brands not only safeguards businesses but also safeguards consumers, ensuring that they receive genuine and safe products.

At the heart of SICPA's success lies a relentless pursuit of innovation. The organisation consistently invests in research and development to stay at the forefront of technological advancements, effectively countering the evolving challenges of security threats. This continuous pursuit of excellence empowers SICPA to deliver adaptive, customised, and future-proof solutions

that address the unique security needs of governments, businesses, and citizens.

With an unwavering focus on customer satisfaction, SICPA Pakistan nurtures strong partnerships with its customers, understanding their specific requirements and collaborating closely to deliver tailored solutions. The company's ability to provide end-to-end security solutions has earned it the trust and respect of a diverse range of industries, including finance, government, telecommunications, and healthcare.

As SICPA continues to forge ahead in its mission to protect the integrity of value documents and currency, personal identities, and brand integrity, it remains firmly committed to its core values of integrity, innovation, and collaboration. The organisation embraces challenges as opportunities for growth, and with a visionary outlook, it seeks to create a world where trust and security are paramount.



ing the company's commitment to nurturing future generations.

The EAP has always placed a special emphasis on girls' education, recognising the key role they play in shaping a progressive society. The EAP's latest figures are a testament to its success: 47 boys and 50 girls are enrolled in this programme. SICPA Pakistan is proud to know that these young minds are

receiving a quality education, that will not only benefit them individually, but also uplift their families and communities.

To celebrate the achievements of the children enrolled in the EAP, SICPA Pakistan organised an enchanting awards ceremony and carnival. The



ENABLING TRUST

SICPA is a long-trusted partner to governments, central banks, high security printers and the industry; a market leader in security inks for banknotes and a leading provider of secured authentication, identification, traceability and supply chain solutions. Every day, governments, companies and millions of citizens rely on our expertise, which combines material-based covert features and digital technologies, to protect the integrity and value of their currency, personal identity, value documents, e-government services, as well as products and brands.

By enabling trust, we contribute to a safer world for all.





Swiss Foreign Minister Ignazio Cassis meets members of Swiss Business Council at Karachi

Switzerland-Pakistan diplomatic relations

President Swiss Business Council (SBC) Jason Avanceña, presented the Sindhi Ajrak and Cap to Foreign Minister of Switzerland His Excellency Ignazio Cassis, during his recent bilateral visit to Pakistan, along with other members of the Swiss Par-

liament, where he engaged with the Government of Pakistan and interacted with members of the Swiss Business Council in Karachi before his departure. President SBC thanked the Swiss Government for supporting Pakistan in the

aftermath of last year's devastating floods and acknowledged his government's leadership for significantly contributing to the strengthening of the longstanding relations between the two countries. Foreign Minister Ignazio

Cassis expressed his gratitude to the people of Pakistan for their cooperation and emphasized how strong bilateral ties between Pakistan and Switzerland have paved the way for mutually beneficial partnerships and collaborations in various sectors.

..... from page II and gender equality Through these objectives, Switzerland is also pursuing longer-term interests: a just and peaceful international order, stable economic conditions that support investment, a reduction in the causes of forced and irregular migration, and sustainable development worldwide.

Economic development Switzerland's economic development cooperation seeks to contribute to economic growth and lasting prosperity. Decent jobs are a crucial part of this. Switzerland uses its own dual vocational education and training system as a point of reference in its development cooperation efforts in this field. In doing so, it fosters the skills that are in demand on the various labour markets in developing countries.

Climate change and the environment Continued climate change is affecting millions of people. It can exacerbate extreme poverty and famine with phenomena such as natural disasters, rising sea levels and extreme drought. Switzerland spends around CHF 400 million a year in this area in its international cooperation activities – an increase of CHF 100 million compared to the last period (2017–20) and around 15% of the entire international cooperation budget. It is therefore bolstering its commitment to mitigating climate change and adapting to its effects in developing countries.

Human development Switzerland endeavours to save lives, ensure quality basic services in education and healthcare in particular, and to reduce the causes of forced and irregular migration. More than 70 million people worldwide have been forced to leave their homes as a result of armed conflict and persecution. Of these, 85% are in developing countries. Switzerland has an interest in reducing forced and irregular migration and in ensuring that refugees and migrants are better protected in their countries of origin and transit. International cooperation also addresses the root causes of irregular and forced migration, including poverty, armed conflict, poor governance, and the impacts of climate change. Switzerland is thus creating long-term prospects for local populations.



Peace and governance Through its international cooperation, Switzerland promotes peace, the

rule of law and gender equality. Respect for human rights, gender equality and equal opportunities for the disadvantaged, and a functioning state under the rule of law, are important to sustainable development. In its work, Switzerland also expects its partner governments to take responsibility, and helps them to fight corruption, clientelism and mismanagement. In doing so it strengthens civil society organisations in developing countries so that they are able to demand accountability from their governments and are better able to monitor the state's activities.

In addition, international cooperation fosters dialogue between conflicting parties engaged in peace processes. Switzerland always works towards achieving lasting peace that is acceptable to all of those affected. It has internationally sought-after expertise in areas such as mediation, federalism and dealing with the past.

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The Swiss Business Council (SBC) on behalf of its members is delighted to extend its heartfelt congratulations to the people of Switzerland on the occasion of Country's 732nd National Day!

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Confédération suisse
Confederazione Svizzera
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