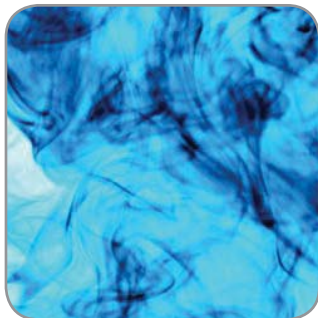


# News Magazine



## Furthering Trade - Exploring Opportunities



Speciality Chemicals



Air Lines



Pharmaceuticals & Healthcare



Precision & Watches



Diagnostics & Diabetes Care



Inspection, Verification Testing & Certification Services



Security Inks & Brand Protection



Textile Chemicals, Machineries & Accessories



**INTRODUCING** / Archroma, A new brand with  
a trusted heritage.

**ARCHROMA PAKISTAN LTD.**  
(Formerly Clariant Pakistan Ltd.)

1-A/1, Sector 20,  
Korangi Industrial Area,  
Karachi 74900  
Pakistan  
Phone +92 21 111 275 000  
Fax +92 21 35046710 - 19

**WWW.ARCHROMA.COM**



# Hospitality as legendary as our landscape.

Warm hospitality. Friendly service. Fine cuisine. It's easy to fall in love with Switzerland – before you even catch a glimpse of the Alps. SWISS offers daily and convenient connections from Pakistan to Zurich and beyond via Dubai. For reservations, please call your travel agent or contact SWISS at Karachi: 021 3522 1621, Lahore: 042 3587 2701, Islamabad: 051 486 2282, or visit [swiss.com](http://swiss.com)



A STAR ALLIANCE MEMBER 

Our sign is a promise.





# Management Committee



(L-R)  
Jordan James Din, Ex-Officio Member | Fletcher P. Albert, Manager | Arshad Saeed Husain, Director | Syed F. Mazhar, Director | Mujtaba Rahim, President | Emil Wyss, Patron | Yasmin Peermohamed, Vice President | Dr. Ahmad Faraz, Director | Farhat Ali, Director | Asif Ikram, General Secretary | K. M. Iqbal, Treasurer | Kimberley D'Souza, Team Assistant





# CONTENTS

Message from the Ambassador of Switzerland to Pakistan	01
Message from the Consul General of Switzerland in Karachi	01
Message from Regional Director Asia Pacific and Member of the International Executive Board, S-GE Zurich, Switzerland.	01
Message from the President of Swiss Business Council in Pakistan	01
Swiss Business Council Member Companies	04
News from the Swiss Business Council	07
News from the Embassy of Switzerland in Islamabad	12
News from the Consulate General of Switzerland	16
News from the Swiss Agency for Development & Cooperation	19
News from the Swiss Business Council's Members	20
Switzerland-Pakistan Bilateral Trade Relations	28
Switzerland: Paradise on Earth?	30

## EDITORIAL BOARD

Mujtaba Rahim  
President

Yasmin Peermohamed  
Vice President

Asif Ikram  
General Secretary

K. M. Iqbal  
Treasurer

Fletcher P. Albert  
Manager

Kimberley D'Souza  
Team Assistant

## DISCLAIMER

The materials and information included in this publication are provided as a service to you and do not necessarily reflect endorsement by the Swiss Business Council (SBC). The SBC is not responsible for the accuracy of information provided from outside sources.

### Swiss Business Council

10 – Sasi Town, Abdullah Haroon Road, Karachi-75530, Pakistan

Tel: +9221-35656444 | Fax: +9221-35221627

info@swissbusinesscouncil.com.pk





**H. E. Mr. Marc Pierre George**  
Ambassador - Designate  
Embassy of Switzerland  
in Pakistan

I am pleased to address the readers of this magazine, published by the Swiss Business Council (SBC) in Pakistan, for the first time as the Ambassador-designate of Switzerland to Pakistan. As the newly appointed head of the Swiss mission in Pakistan, I take this opportunity to present the contemporary status on the bilateral relations between Switzerland and Pakistan, and current political and economic situation in the country.

Cooperation between Switzerland and Pakistan continued to grow and Switzerland remained the top foreign direct investor in Pakistan for the first nine months of the last fiscal year. Two more subsidiaries of the Swiss companies as Givaudan and Mövenpick also started their operations in Pakistan. These indicators reflect the tremendous achievement of the Swiss business community. I would also like to congratulate SBC and Switzerland-Global Enterprise for signing an MOU for further strengthening trade relations between the Swiss and Pakistani business communities.

Another field of mutual progress is education. I am pleased that, in 2012, Pakistan was included amongst the countries, which are offered Swiss Government Excellence Scholarships for doctorate and post doctorate researches. As till the end of current year, 19 Pakistani bright students will be availing themselves of the opportunity to start postgraduate studies in Switzerland.

At the end of November, Switzerland and Pakistan will have a chance to review their bilateral relations during a session of their regular political dialogue. I would also like to mention that besides the development assistance offered by the Swiss Agency for



**Mr. Emil Wyss**  
Consul General  
Consulate General of Switzerland  
in Karachi

Dear Members of the Swiss Business Council!  
Asalam-o-alaikum!

At the outset, I wish to express my sincere gratitude to you all for being the true Ambassadors of Switzerland in Pakistan. Without your support, the bilateral trade relations between Switzerland and Pakistan, in terms of promoting trade and investments, may not have been possible.

With recent achievements like the Made in Switzerland exhibition and the SBC's service performance agreement with Switzerland Global Enterprise (S-GE; Switzerland's official trade promotion and investment agency), I am happy to see that the Council has turned over a new leaf and it is now more proactively providing quality services to Swiss SMEs to explore Pakistani market opportunities. The Managing Committee and all the bonafide Members of the Council well deserve commendation for this excellent work.

But is this all what we wish to achieve? I allow myself to give us all a challenge to make the fullest use of our capacities. Pooling in our best resources will give even better results. Since my arrival, I have noticed that there are several opportunities in which Switzerland can support Pakistan. I and my entire Team at the Consulate General are leading few incubator projects, which I am confident will surely help the Council build its capacity and broaden its business network.

I sincerely wish you all continued success. Kindly do feel free to share your comments and ideas with which we can work together to further enhance Swiss-Pak bilateral relations.

Bohat bohat shukriya!



**Mr. Wolfgang Schanzenbach**  
Regional Director Asia Pacific &  
Member of the International  
Executive Board  
Switzerland Global Enterprise  
Zurich, Switzerland.

Dear Reader,

I would like to reaffirm Switzerland Global Enterprise (S-GE)'s business vision for Pakistan. The country is now firmly on the map as one of our target markets in the South Asian region. Early this year S-GE signed an agreement with the Swiss Business Council (SBC), which is acting as an extended arm in the country. This move further solidifies S-GE's presence and determination to promote the interests of Swiss Small and Medium Sized Enterprises (SME's) in areas such as waste-water management, hydro-power, food processing technologies, construction and infrastructure development.

In June S-GE held its Impulse Asia 2014 event in Zurich, where Pakistan and business opportunities in the area of food processing were presented along-with the success stories of Archroma Pakistan Ltd. and Bühler Pakistan. It was the first event where Pakistan figured prominently.

S-GE is committed to push Pakistan as an attractive export destination for Swiss companies, especially SME's. The S-GE and SBC in collaboration with the Embassy of Switzerland in Islamabad and the Consulate General of Switzerland in Karachi, are aiming to come up with a Fact Finding Mission latest in 2015, ideally under the leadership of State Secretariat for Economic Affairs (SECO) in Bern, Switzerland.

We are excited about the business opportunities Pakistan presents for Swiss SME's and are confident that together with our partner-network we are well positioned to assist our clients in taking advantage of them.



**Mr. Mujtaba Rahim**  
President of Swiss Business  
Council and President & CEO of  
Archroma Pakistan Limited  
(Formerly Clariant Pakistan Ltd.)

The Swiss Business Council (SBC) is pleased to publish the Ninth edition of its Newsmagazine. On behalf of the Management Committee of SBC, I would like to take this opportunity to welcome you to go through this publication providing update and interesting information on member companies. The contents of this magazine will further provide you a glimpse of the activities carried out by the Embassy of Switzerland in Pakistan, the Consulate General of Switzerland in Karachi, the Swiss Agency for Development and Cooperation, the SBC and its members.

The SBC, since its official inception in early 2008 has been working diligently, under the patronage of the Embassy of Switzerland in Pakistan and Consulate General of Switzerland in Karachi to enhance the bilateral trade & investment relations between Pakistan and Switzerland.

A high-level economic Fact Finding Mission from Switzerland in April last year to Pakistan followed by the visits of representatives of Switzerland Global Enterprise (S-GE) during the course of 2013 & 2014 is an encouraging sign in view of intensified economic relations.

The addition of new chapter, the cooperation between SBC and S-GE will act as catalyst in the process of galvanizing the business activities between Pakistan and Switzerland and also market Pakistan as land of opportunities by attracting SMEs in Switzerland to explore potential of our country. I take this opportunity to thank S-GE, for their noteworthy support and endeavor for bringing

Continued from page 1 ►►

## H. E. Mr. Marc Pierre George

Development and Cooperation (SDC), the Embassy is also undertaking several small action projects for development and for the protection of human security.

Availing myself of this opportunity, I am glad to announce that after the success of Swiss Watch Fair 2012, the Embassy will organize a 2014 edition of the fair at its premises in November this year by extending an exclusive opportunity to the authorized distributors of the Swiss watches to showcase their products.

2013 brought changes in the political environment of this country. Transition of the government took place from one elected government to another for the

first time in history of the country. This positive change was further endorsed by taking important decision of launching a full scale operation by the present government against non-state armed groups in the North Waziristan Agency. I am hopeful that this decision will bring positive results for the rule of law and political and economic climate of this country. It is worth mentioning that the newly elected government declared the development of economy as its top priority but there are issues as political instability, prevailing law and order situation, and energy crisis, which need to be resolved concretely for the economic advancement of this country.

While concluding, I would convey the readers of this publication my best wishes for future.

Continued from page 1 ►►

## Mr. Mujtaba Rahim

Pakistan on the map of focused countries of SG-E.

It was heartening to see the gamut of Swiss brands shining, in the "Made in Switzerland" Exhibition, reported as the biggest single country exhibition in the history of Pakistan in December 2013.

It was indeed an immense pleasure and honor for SBC to partner this event of great importance which was also supported by S-GE.

The great exhibition, not only paved the way and opened new vistas to further enhance possibilities, but also portrayed an important role in projecting our country Pakistan as a moderate and progressive country with high resilience and umpteen potential.

It is pertinent to mention here, that Pakistan is an important export market for Swiss SME's in Asia and in this context, an event in Switzerland was recently organized by S-GE titled S-GE Impulse: Asia, which gave the participants the possibility to improve their understanding of this region and informed about upcoming market opportunities in Pakistan.

Pakistan is one of the world's largest growth markets – in terms of area, population, economic potential as well as the diversity of business opportunities, as demonstrated by S-GE during Impulse: Asia, over 150 attendees enjoyed the two days of expert guidance from S-GE, supported by numerous partners from the Asian network of S-GE and other renowned insiders to the Asian business scene. The topics covered included the markets, trends, developments, needs and expectations of working on the Indian subcontinent, the Far East and ASEAN zone, as well as the written and unwritten laws of doing business there.

A variety of voices and perspectives provided insight into the Asian markets. Certain industries and market segments were also singled out for more detailed investigation, which included the release of market study on Pakistan's food processing sector carried out by the Institute of Business Administration, Karachi - commissioned specifically for this event along-with the demonstration of success stories of Archroma Pakistan Ltd. and Bühler Pakistan. News

from political and business events in these areas was mixed with discussions with respect to concrete business opportunities — both ongoing projects and those in planning — as well as thoughts on the notorious problems of day-to-day business in Asia.

S-GE Impulse: Asia, also offered a range of individual consultation sessions, the chance to mingle with other attendees and venues to engage in captivating discussions with renowned experts on Asia. There was also a series of Impulse sessions and seminars to address individual topics and aspects of Asia as a growth market in greater depth.

Pakistan's main exports to Switzerland are Textiles and Agricultural products and Switzerland's main exports to Pakistan are Pharmaceuticals, Chemicals, Machines and Watches, etc.

The Swiss companies play a key role in the economic development of our country by creating thousands of jobs, supporting exchequer through taxes and duties and also take active part in Corporate Social Responsibilities.

According to the State Bank of Pakistan report, the highest FDI came from Switzerland which was about \$193m during the nine months (March 2014) - at 1st position and it is also leading the league as the largest investor for the period H1 + Q3 of current FY.

**Before concluding, I would also like to take this opportunity to warmly welcome M/s. Clariant Chemical Pakistan (Pvt) Limited, M/s. Mövenpick Hotel Karachi, M/s. Remington Pharmaceutical Industries (Pvt.) Ltd, M/s. Swiss Solar Energy and M/s. Imtiaz Enterprises who have recently acquired the membership with SBC.**

Finally, I would also like to express my immense gratitude towards the continuous support and firm patronage of H.E. Mr. Marc P. George, Ambassador of Switzerland to Pakistan, Mr. Emil Wyss, Consul General of Switzerland in Karachi, our partner in Switzerland the S-GE, the Management Committee and the valued members for the never-ending cooperation to make this Council a Forum of progress and prosperity in the years to come.



# JOURNEY THROUGH 4 GENERATIONS

## 1920's

**INITIATION OF TEXTILE  
PRODUCTION WITH DOBBY &  
JACQUARDS**

Hand woven bed sheets, table covers, kitchen towels...

Quest for quality, competitiveness and safety of products and processes bring us partnership with our principals and customers known for innovative technology and commitment.

Transparency, professionalism and service are prerequisites by customers. Not just meeting their expectations, we desire to enable their drive forward.

With principals and many customers we have decades of relationship history. ...All adds value to sustainability.

## 1965

**ENGINEERING**

Specialization in stainless steel fabrication.

## 1947

**GENERAL TRADING/ INDENTING/  
REPRESENTATION OF TEXTILE  
MACHINERY AND ACCESSORIES**

Supply of individual machines to complete plant.

## 1992

**TEXTILE PRODUCTION**

Service to industry with singed, mercerized, dyed yarn and socks.

## 1948

**DISTRIBUTORS OF SANDOZ (NOW  
CLARIANT) – SWITZERLAND**

Specialty chemicals, dyes and pigments for textile, leather and paper.

## 2005

**INDUSTRIAL MART**

Compressors, bearings, lubricants, filters, material handling equipment. Special conveyer and transmission belts.

## 2007

**FMCG**

Distribution of fast moving consumer products.



**Al Ameen  
Trading Corporation (Private) Ltd.**

Plot # 28, Sector # 19, Korangi Industrial Area, Karachi.

Phones : + 92 213 5070639, 5070635 – 37

+ 92 213 5057119, 5055443, + 92 300 2024897

Fax : + 92 213 5055625

E-mail : Engineering [alame@cyber.net.pk](mailto:alame@cyber.net.pk)

Chemicals [chemicals@alameentrading.com](mailto:chemicals@alameentrading.com)



Swiss Business Council

Members:



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Embassy of Switzerland in Pakistan



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Karachi



PHILIP MORRIS (PAKISTAN) LIMITED





**+** SWITZERLAND  
GLOBAL  
ENTERPRISE  
enabling new business

Swiss-Asian Chamber of Commerce

 Brunei · Cambodia · Indonesia · Korea · Laos  
Malaysia · Mongolia · Myanmar · Pakistan · Philippines  
Singapore · Sri Lanka · Thailand · Vietnam



parazelsus

**BUHLER**

**SWISS**

**MAQ International**



Gategourmet  
a gategroup member



**ABB**

**NOVARTIS**



**ULTRACOAT PAKISTAN**  
Pakistan's 1st Brand Protection Providing Company

**Nestlé**  
Good Food, Good Life

Leather Products **SADAF** Leather Garments  
INTERNATIONAL

**HILTI**

**Martin Dow**  
Pharmaceuticals for a Changing World

**CLARIANT**



**Remington**  
Your Health - Our Commitment

**Galaxy**

**MÖVENPICK**

**NOON**

**PHG**  
Polygal Habib Gums N.V.

# HABIBMETRO



A Legacy of Trust

## CARRYING THE LEGACY FORWARD

In this journey of progress that we have undertaken together, your patronage has been our most valuable asset and a source of constant support. Our relationship started with your choice to bank with us – and has evolved into the strong partnership we share today. As you continue to place your confidence in HABIBMETRO, we further fortify our commitment to safeguard your trust.



STAY AHEAD

0800 HABIB (42242)  
[www.habibmetro.com](http://www.habibmetro.com)



## SBC participated in S-GE Impulse: Asia - a two-day journey across Asia



Pakistan, Southeast Asia and the Far East are the world's largest growth markets – in terms of area, population, economic potential as well as the diversity of business opportunities. Two days was the tight time frame to understand these huge regions. But it was certainly enough, as demonstrated by S-GE Impulse: Asia, which was held at GDI Rüslikon between 23 and 24 June, 2014.

Over 150 attendees enjoyed two days of expert guidance from Switzerland Global Enterprise (S-GE), supported by numerous partners from the Asian network of S-GE and other renowned insiders to the Asian business scene. The topics covered included the markets, trends, developments, needs and expectations of working on the Pakistan, sub-continent, the Far East and ASEAN zone, as well as the written and unwritten laws of doing business there.

A variety of voices and perspectives provided insight into the Asian markets. Certain industries and market segments were also singled out for more detailed investigation, which included the release of market studies commissioned by Swiss Business Council (SBC) in collaboration with Institute of Business Administration (IBA) specifically for this event along-with the success stories of Archroma Pakistan and Buhler Pakistan. News from political and business events in these areas was



mixed with discussions with respect to concrete business opportunities — both ongoing projects and those in planning — as well as thoughts on the notorious problems of day-to-day business in Pakistan and Asia.

S-GE Impulse: Asia also offered a range of individual consultation sessions, the chance to mingle with other attendees and venues to engage in captivating discussions with renowned experts on Asia. There was also a series of Impulse sessions and seminars to address individual topics and aspects of Asia as a growth market in greater depth.





# SBC Hosted a Farewell Reception in honour of the outgoing Consul General of Switzerland in Karachi Mr. Didier Boschung





## SBC and S-GE sign service performance agreement to further enhance bi-lateral trade and investment between Pakistan and Switzerland

Switzerland Global Enterprise (S-GE) in Zurich and the SBC have signed a service performance agreement for co-operation in the field of trade enhancement and investment promotion between Switzerland and Pakistan.

S-GE (equivalent to TDAP and BOI) 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, President of SBC and Chief Executive Officer & President of Archroma Pakistan (formerly Clariant Pakistan) and representative of S-GE signed the agreement in the presence of the representative of the Consulate General of Switzerland in Karachi and members of the SBC.



## SBC partnered the “Made in Switzerland” Exhibition



The event, with 40 participants and 54 stalls, was one of the largest exhibitions being organised in Karachi since 1983.

The aim of the show was to present a variety of Swiss products and companies to Pakistan for more trade opportunities. Foreign diplomats participated in order to eliminate the negative image of Pakistan.

The investment sector had strengthened and over a period of seven years, bilateral trade volume has amounted to more than \$1.5 billion. Imports from Switzerland to Pakistan mainly comprised pharmaceuticals, chemicals, machinery and watches.

President of SBC Mr. Mujtaba Rahim said that food processing technology was one of the markets being targeted by Switzerland in the country, adding that the country’s expertise in the food industry could help Pakistan. The President-SBC said that the objective of the exhibition was to portray a softer image of Pakistan and to build a business-friendly environment to attract foreign investment.

“We have the support of the Switzerland Embassy in Islamabad, the Consulate of Switzerland in Karachi, and now S-GE has extended its support to set a higher standard for trade opportunities.”

Speaking about the GSP Plus status, President-SBC said that Pakistan had relatively better production facilities than other Asian countries. He added that the GSP Plus status would help the economy prosper and will also pave the way for a textile industry boom during 2014-15.

The exhibition provided a concrete platform for big players of the business sector to display their products. Some of the leading companies included Archroma,



Swiss International Air Lines, SICPA Inks, Al-Ameen Trading Corporation, Roche Pakistan, SGS Pakistan, Abbott Laboratories, Novartis and Nestle along with leaders in the watch industry.

## SBC held its 5th Annual General Meeting

The fifth (5th) Annual General Meeting of the Swiss Business Council in Pakistan was held in October 2013 at the Sindh Club, followed by a business networking luncheon. The achievements, challenges and opportunities that the organization came across during the year 2012-2013 were highlighted and plans for moving ahead were determined. Financial Statements/Auditor’s Report for the fiscal year ended on June 30, 2013 was also presented and recommendations generated.



## A Swiss economic delegation visited Pakistan

This delegation was co-organised 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 sectors of the economy.

The delegation was led by then Ambassador Eric Martin, Delegate of the Federal Council for Trade Agreements, Head of Bilateral Economic Relations, and State Secretariat for Economic Affairs (SECO) Federal Department of Economic Affairs.

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



During the visit, the delegation met senior government officials and businessmen. The main objective of their visit was to further deepen official and B2B contacts between Pakistan and Switzerland to explore mutually beneficial business opportunities.

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



They also visited the facility of SGS Pakistan in Korangi Industrial Area, had meetings with Acting Governor and Directors of State Bank of Pakistan, President and members of the Managing Committee of Overseas Investors' Chamber of Com-



merce and Industry (OICCI) and paid a courtesy visit to the Governor Sindh Dr. Ishratul Ebad.

In Islamabad, they had discussions with the representatives of ministry of finance, ministry of commerce, Planning Commission besides some diplomats and business community.

Mr. Martin said that it was his first visit to Pakistan and his perception about this country changed within few hours after landing in Karachi.

He further added that the members of the delegation were very much impressed to discover the resilience and economic potential of this country and were fully convinced of the opportunities - despite all the challenges and difficulties - to further deepen the bilateral economic relations between Pakistan and Switzerland.





To Mövenpick Hotel Karachi, simply being good is not good enough. We insist on premium quality so that every minute of your stay exceeds your expectation. For us, hospitality also means that the guest is a friend of the house at all times. Located in the bustling central business district of Karachi, just 17 kilometers from Quid-e-Azam International Airport, our five-star hotel is a haven of serenity and elegance.

Passionately Swiss.™

**MÖVENPICK**  
Hotel Karachi

Mövenpick Hotel Karachi  
P.O. Box 3918, Club Road  
Karachi-75530, Pakistan  
Phone +92 21 35633333  
Fax +92 21 35633225  
hotel.karachi@moevenpick.com

[www.moevenpick-hotels.com](http://www.moevenpick-hotels.com)



Karachi and a Swiss welcome.

## Changes in the Embassy

### Ambassador



H.E. Mr. Marc Pierre George has been appointed as the new Ambassador of Switzerland to Pakistan and Afghanistan. Mr. George had been functioning as the Deputy Head of Mission at the Swiss Embassy in Islamabad prior to replacing H.E. Mr. Christoph Bubb, who completed his assignment in Pakistan in June 2014. Mr. George possesses three Masters Degrees in the disciplines of Law, Political Science, and Humanitarian Assistance and has a command on international languages as French, German, Italian, and English. During his career in the

Swiss Foreign Service, he held key positions in Belgium, Yemen, Palestine, Switzerland, Burundi, and Rwanda. He also served as a legal advisor to International Committee of the Red Cross and Bank JP Morgan, Geneva prior to his diplomatic service career. Mr. George is a keen horse rider and an ardent reader of books.

### Deputy Head of Mission

Mr. Roger Martin Kull has been appointed as the new Deputy Head of Mission at the Embassy. He will assume his functions in October this year and will replace Mr. Marc George, who has been appointed as the Ambassador of Switzerland to Pakistan. Mr. Kull possesses degree in commercial studies and speaks German, French, English, and Spanish fluently. Mr. Kull joined the Federal Department of Foreign Affairs in 1984 and served in Havana, Montreal, Accra, Lima, Istanbul, Los Angeles, Sydney, Jamaica, and Wellington. During his spare time, he loves to read and enjoys cinema, theatre, and music performances. In sports, he enjoys sailing, diving, golf, tennis, and squash.



## Activities of the commercial section of the Embassy

A delegation of the Embassy of Switzerland visited the Nestlé Sheikhupura factory. The delegation visited the manufacturing sections of the factory and was also informed in detail about the latest products of Nestlé.



*Visit of the delegation of the Swiss Embassy to Nestlé Sheikhupura factory.*

## Small projects supported by the Embassy

The Embassy also supported small action projects to promote peace and development in the country during the period.

### Getting Children to School

Located in the north of Pakistan, the Kaghan Memorial School is a singular endeavor providing free of cost, meaningful education to the disadvantaged children of the Kaghan Valley. Due to the rugged and mountainous terrain and the fact that it serves communities within a radius of 25-30 kilometers, the school remained inaccessible to many children of the area. The Embassy of Switzerland teamed up with the Kaghan Memorial Trust for a project 'Getting Children to School' aimed at facilitating the movement of the children to and from the school. Affecting the lives of sixty-four children, the Embassy has sponsored the operation of two jeeps for a period of five months for these children with the belief that they will one day



**Transportation Made Easy: Yet another school-day for the children of Kaghan Memorial School**

become agents of positive change and sustainable development for their families, their communities and Pakistan.

### Women Crafts' Business Point

Literate Masses is a not-for-profit organization based in Swat aiming at the uplift of the underdeveloped and marginalized segments of the population through the creation of livelihoods' opportunities. A tourist spot, Swat is known for its traditional handicrafts. The rationale behind 'Women Crafts' Business Point' was to highlight this particular aspect of Swat valley and to hone the skills of 150 local



**Women Empowerment and Livelihoods' Improvement: Women Crafts' Business Point in Swat**

craftswomen through skill development workshops. Through this project, the Literate Masses established an open market space for women where they could display their crafts with retail price tagged. This empowered the ladies to get the full price for their crafts without any dependence on (and subsequent financial exploitation of) the local shopkeepers.

### Wrongful Executions Project

In the realm of Human Security, the Embassy of Switzerland supported a Lahore-based human rights organization, Justice Project Pakistan (JPP), to implement its 'Wrongful Executions Project'. With the basic purpose of providing legal assistance to prisoners on death row while simultaneously raising public awareness on death penalty, the project aims at facilitating trial for detainees facing death penalty. The Embassy collaborated on two of the project's objectives: ensuring investigative assistance only in cases where issues of mental illness, ineffective assistance of counsel and juvenility arose and "humanizing death row" by raising awareness on these three issues. Till date, JPP has participated in and organized many events, with one of them being the staging of a play 'Lorilei', in collaboration with two leading Pakistani actresses. After a resounding success in Lahore in May 2014, the play is planned to be shown in other cities by the end of this year. Through such innovative ideas - coupled with traditional advocacy techniques - the project is making positive contributions to the lives of death row prisoners who are either juvenile or mentally ill or have ineffective assistance of counsel.





## Events hosted by the Embassy

### Swiss National Day 2014

The Ambassador of Switzerland hosted a reception on 25 June 2014 to celebrate the 723th National Day of Switzerland. More than 500 guests from all walks of life attended the event. In his address, H.E. Mr. Christoph Bubb acclaimed the contribution of Switzerland to the economy of Pakistan and lauded the hospitality of Pakistani nation. Traditional Swiss music was played on the occasion and delightful Swiss dishes like Raclette were served.



H.E. Mr. Christoph Bubb addressing the audience



(L-R) H.E. Mr. Christoph Bubb, Swiss Ambassador, H.E. Mr. Muhammad Khan Achakzai, Governor of Balochistan, Mrs. Muhammad Khan Achakzai, H.E. Ms. Cecilie Landsverk, Norwegian Ambassador, Mrs. Regula Bubb, and H.E. Rudolfo J. Martin-Saravia, Argentinian Ambassador and Dean of Diplomatic Corps.

### Swiss Food Festival 2013

The Embassy of Switzerland organized the Swiss Food Festival on 02 November 2013, providing an opportunity for Pakistanis to have a true taste of Swiss hospitality. More than one thousand guests from the business community, government, academia, NGOs and diplomatic community attended this colorful event which was held in the premises of the Embassy. The event offered a wide range of Swiss



Traditional cheese dish of Switzerland is being prepared in a traditional way



Kid enjoying herself at the Swiss Food Festival



H.E. Ambassador Christoph Bubb and Mrs. Regular Bubb announcing the winners of the lucky draw



Mrs. Regular Bubb, wife of H.E. Christoph Bubb in the traditional dress of Switzerland

products and authentic Swiss food items to the interest of the visitors. The exotic delicacies included Raclette (a melted cheese dish), Buendnerfleisch (dried beef meat), sausages, indulgent chocolates variety of famous Swiss cheese and other delectable treats.

Business enterprises as Wilsons and Co, Qatar Airways, Swiss Air, Nestlé, Nexus Telecom, New Era Watches, Kahf International, Victorinox, Feldschlösschen, SIGG, Bell, Gerry's Travel, Baba International, Nippa Travels, Edelweiss and UPM supported the event. The proceeds from the festival were donated to Mashal Model School in Islamabad that provides education to marginalized children.

### Lunch in the honour of the sponsors of Swiss Food Festival 2013

H.E. Mr. Christoph Bubb, Swiss Ambassador to Pakistan, hosted a lunch in the honour of the sponsors of the Swiss Food Festival 2013 at his official residence. He thanked the sponsors for their generous support to the festival for making it a successful event. The sponsors were also presented with mementos in commemoration of their valuable contribution.



Group Photo of the Sponsors of the Swiss Food Festival 2013 with H.E. Ambassador Christoph Bubb during the lunch hosted by him.

### Celebrations of Francophonie Week

Ambassador of Switzerland H.E. Mr. Christoph Bubb hosted a closing reception of Francophonie week at his residence. During the reception Mr. Pascal Thinon, who especially flew from France for the event, sang beautiful French classical songs which were well appreciated by the audience. Speaking on this occasion Ambassador of Switzerland highlighted the importance of celebrating Francophonie week, which he said focuses on promotion of French culture and dialogue. He further added that "The International Organization of La Francophonie" represents one of the largest linguistic zones in the world with 57 members and 20 observers for whom the sharing of a common language is a starting point for cultural, political and economic cooperation among its members.



Mr. Pascal Thinon while performing French classical songs





**(L-R): H.E. Mr. Christoph Bubb, Swiss Ambassador, Mrs. Regula Bubb, Mr. Pascal Thinon, and Mr. Marc Pierre Gorge, Swiss Deputy Head of Mission**



**Scholarship candidates for academic year 2014-15 on the eve of Hi-Tea hosted in their honour by H.E. Mr. Marc Pierre George, Ambassador-designate of Switzerland**

## Swiss government excellence scholarships

The Swiss government included Pakistan in 2012 amongst the countries which are offered excellence scholarships in the fields of research after Masters, PhD, and Post-Doctoral research at various public universities in Switzerland. In this regard, 05 bright Pakistani students were awarded the scholarship for the academic year 2013-14 and 14 students have been given the scholarship for the academic year 2014-15.



**Scholarship candidates for academic year 2013-14 with H.E. Mr. Christoph Bubb, Swiss Ambassador to Pakistan**



# Nestlé in Society

## Creating Shared Value

It is our firm belief that for a company to be successful over time and create value for its shareholders, it must also create value for the society.



### Nestlé Healthy Kids



More than 50,000 school going children taught about their nutritional requirements



### Water & Environment

Eco-efficient use of resources and zero waste throughout our Value Chain



### Milk Collection and Dairy Development

PKR 20 billion paid to 200,000 farmers from whom we procured milk in 2013



### Nestlé-NH&MP Drivers Training Institute

More than 14,000 drivers trained under the Drivers Safety Training Programme



### Chaunsa Project

Helping farmers increase mango yield and quality

### Executive Certificate in Agribusiness Management (ECAM)

Creating a cadre of skilled agribusiness professionals in partnership with LUMS



**Nestlé**

**Creating Shared Value**

Nutrition | Water | Rural Development



**Nestlé**

Good Food, Good Life



## Mr. Emil Wyss - Brief Profile



Born on 22nd November 1954 in the Canton of Zug, Switzerland.

After his studies and 10 years of professional activities in the private sector, Mr. Wyss joined the Foreign Service in 1987 and was initially posted in Prague and London.

In 1990, he was posted as Attaché to the Swiss Mission in United Nations in New York where he additionally obtained a degree in International Studies at New York University.

International Studies at New York University.

Mr. Wyss' next two appointments were at the head office in Bern. Later, after serving for 5 years as Consul at the Consulate-swissnex Boston, a public-private partnership active in the field of higher education, innovation and technology, he took his assignment in 2010 as Swiss Deputy Consul General in Toronto.

In 2012, he took over the Foreign Interests Section of the Swiss Embassy in Tehran.

Since May 2014, Mr. Emil Wyss has assumed his duties as the Consul General of Switzerland in Karachi.

Mr. Wyss is married and has two children.

## Made in Switzerland Exhibition and Swiss Culinary Week



"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 Swiss Business Council and Switzerland Global Enterprise. The exhibition com-



menced on 25th November 2013 at the Marquee Hall of PC Hotel and concluded on 27th November 2013.

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. More than 40 companies were showcased who



introduced their wide range of Swiss products and services which are well-known throughout the world for their innovation, quality and reliability. This single-country exhibition was one of the largest of its kind in recent history in Karachi and was an ideal platform for businessmen to meet Swiss companies that manufacture and provide a broad spectrum of products and services.

Extensive pre and post-event coverage (both print and electronic) was done by local media. More than 2'500 people visited the exhibition (the entrance was limited to professionals). About 10'000 people liked the event's Facebook page and over 2'000 hits were recorded on the event's website. Swiss MNCs: SGS, Archroma (ex-Clariant), Novartis, Swiss International Airlines, Roche, Nestlé, SICPA, Syngenta



also actively participated. 2 new Swiss companies, excelling in the field of infant nutrition and clean water / waste management, were also present. B2B focused meetings with public and private stakeholders were organized during the exhibition.

The exhibition provided a unique opportunity to explore the latest range of companies and brands displayed their products included all real factors of Switzerland economy: Swiss watches, chemicals, pharmaceuticals, food products, auto parts, automation, cutlery, tourism, airline, cargo services, travel, milk & juices, engineering, textile machinery, and insurance. The target audience of Made in Switzerland Exhibition 2013 at Karachi was purely Business to Business.





the Pakistani business community to use the B2B matchmaking questionnaire.

## 723rd National Day Celebrations News

The Consulate General of Switzerland in Karachi organized the 723rd Swiss National Day on 6th August 2014 at the Mövenpick Hotel, Karachi. Theme of the event was to promote "Swissness". A Swiss Alphorn Player welcomed and greeted the distinguished guests. 08 Exhibition Booths were set up; Archroma, Clariant, Nestlé, Novartis, Searle, and SWISS were among the exhibitors. Guests were escorted to join the Consul General, his spouse, President of the Swiss Business Council, and the Commercial Officer for a Souvenir Photograph.

Swiss musicians made a live performance, which was a world premiere, of Pakistani and Swiss national anthems on their traditional musical instruments. Raffles for Swiss gifts were drawn. In food, "Raclette" was also served. A goodie bag, with Presence Swiss gifts, promotional material from the sponsors was presented to all the distinguished guests. Special Supplement on Switzerland (published nationwide in DAWN of 6th August 2014 under the Consulate General's patronage) was also distributed.

The Consulate General efficiently engaged 21 sponsors. Out of which, 11 were Swiss companies directly present in Pakistan. Over 500 people including members

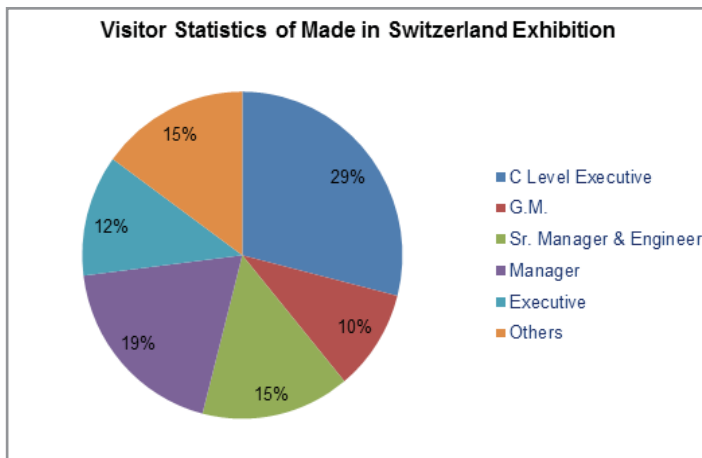


of the diplomatic corps, Swiss nationals, leading businessmen (which included Senior Management of Swiss companies in Pakistan), and media attended the event. 200'000 copies of National Day Special Supplement (designed and published under the Consulate General's patronage) reached DAWN readers across Pakistan. Business Recorder and Express Tribune published their special reports on Switzerland. 41'024 people liked the Pakistani national anthem video, which was posted on the Consulate General's Facebook page, « Made in Switzerland ». 6 newspapers and 3 magazines covered the exclusive highlights of the event.

Also, the Consul General's "special congratulatory Facebook message on the occasion of 68th Independence Day of Pakistan was very well received and liked by over 25'000 people.

A "Swiss Culinary Week" also held on the sidelines of the exhibition at the Swiss Chalet (Marco Polo Restaurant), Pearl Continental Hotel, from 26th to 29th November. For this particular event, a Swiss Chef and 4 musicians were flown-in from Switzerland in collaboration with Swiss International Air Lines Ltd.

## Prominent Visitors



## B2B Matchmaking Project

The Consulate General has initiated a project to provide fast-track B2B services for Pakistani businesses to establish positive contact with their Swiss counterparts. Under this initiative, a simple questionnaire is available on the Consulate General's 1) Facebook and 2) LinkedIn pages. For all trade and investment related queries, the Consulate General of Switzerland in Karachi cordially invites interested members of





# parazelsus

Parazelsus Pakistan (Private) Limited



**Parazelsus** is one of the leading Distributor and Service Provider to the health care and FMCG Industry in Pakistan. In-depth industry knowledge, Established Sales and Supply chain network, State of the art IT infrastructure, Distribution expertise and a professional Management Team provide the pillars for our success.

**Parazelsus** stands for **Quality, Transparency and Efficiency.**

## Committed to the highest international standard, Parazelsus Pakistan offers:

- ✓ One of the largest direct distribution services across Pakistan of Pharmaceutical (including cold chain products) and food supplements (multi vitamins etc.).
- ✓ First time in distribution industry of Pakistan; Parazelsus provides the Order booking solutions through Real time order taking with the help of GPRS enabled Smartphones.
- ✓ MIS reporting through online web portal, a technological edge compare to other service providers of Pakistan.
- ✓ PARAMEDICUS: Value added services including products registration, promotion, merchandising, agency representation and market intelligence for new launches and end -of-life-cycle products

### Our Centralized:

**TOLL FREE CUSTOMER SERVICE CENTRE: [0800-ASKPZ (0800-27579)]** performs telesales activities and assists our customers in case of products or order inquiries.

Registered and Head Office:  
Parazelsus Pakistan (Private) Limited  
2nd Floor, CSA House, 19 Timber Pond,  
Keamari East Wharf, Karachi 75620

Contact Number and Website Address:  
0213-2863790-93 (04 Lines)  
[www.parazelsus.com](http://www.parazelsus.com)





## Swiss Agency for Development and Cooperation helps strengthens justice system in Malakand

Militancy in Malakand Division for three years caused immense damage to already weak justice and security institutions, including parallel justice systems like jirgas. The security situation also prevented the population in general and women in particular from accessing legal services adequately. In addition, several socio-cultural reasons have traditionally limited women's entry into the formal legal field. On the other hand, informal justice systems like jirgas remain a largely masculine affair. This is despite the fact that women in Malakand Division need legal aid for issues of inheritance, family matters, and land disputes similar to their male counterparts.

This highlighted the need for an effective justice system promoting both formal and informal mechanisms with particular attention to women and the most vulnerable. The Swiss Agency for Development and Cooperation (SDC) along with other international donors funded the Strengthening Rule of Law in Malakand (SRLM) project which was initiated in 2011. The project is being implemented by the UNDP, and apart from general support to the justice systems, several measures have been taken to enhance women's access to justice and promote their entry into the legal field.

Among the barriers to female justice seekers and providers (lawyers etc.) observed and reported on various occasions were lack of an enabling environment, considerations of geographical access, as well as lack of other adequate facilities, such as gender-segregated waiting areas for female litigants. To this end, the project supported female lawyers and female law students, and also helped in making arrangements for socio-cultural barriers to women's accessibility to legal aid.

The SRLM project established the first ever female bar room in the region formally inaugurated by Mian Fasih-ul-Mulk, former Chief Justice of the Peshawar High Court in March 2014 in response to the long standing demand of the female lawyers for provision of dedicated space within the local bar offices.

A mission comprising representatives of the SDC, the UNDP, and international donors, visited the newly established female bar room in April 2014. Representatives of the bar welcomed the mission members, and appreciated the rule of law partners for their continuous support and partnership with the legal fraternity. The



female lawyers present on the occasion appreciated the project for ensuring the continuation of their studies and apprenticeships, and enabling them to start legal practise. The mission also visited district Buner to inaugurate the facilities which included separate waiting areas for women. Female lawyers were present on this occasion as well.

At the service end, the project has so far supported 11 female legal practitioners to participate in the legal machinery, in addition to providing 22 scholarships to female law students and supporting 12 female law graduates for the completion of their apprenticeships. Today, every district of the division has at least one or two practising female lawyers who in addition to their regular duties support the project in legal awareness in their respective project districts.

On the demand side, 19 legal aid desks were established in all districts of Malakand, both at district level and sub division level with 583 mobile legal aid clinics reaching out to 28,555 (12,736 female) community members. In these clinics, legal advice and consultations pertaining to different legal issues were provided to 2,271 community members including 1,029 females. So far the project has helped 638 individuals including 345 women to file suits on a variety of issues like inheritance, family matters, and land disputes.



# News from the SBC Members

## Archroma - Life Enhanced!

Archroma Pakistan Limited formerly: Clariant Pakistan Limited formed in October 2013. It is a worldwide color and specialty chemicals company headquartered in Switzerland, representing 5 continents and more than 35 group companies, employing approximately 3,000 people. The company has experience and knowledge spanning more than 120 years. The company is dedicated to innovation, quality, service and sustainability.

Archroma as growing business, join forces with local entrepreneurs to give consumers a specialized performance in order to meet their needs with enhanced products and enhanced colours.

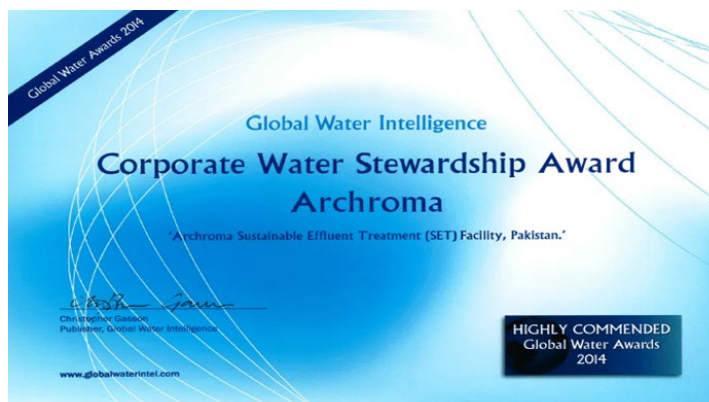
A Company with a mission; to push limits and surpass; alongside a purpose to 'touch and color people's lives every day, everywhere'. We want to develop innovations by combining knowledge, market insight to talent management, commitment and the specialty materials and chemical sector, combined with a rich tradition of material excellence.

Archroma operates with three businesses: Textile Specialties, Paper Solutions and Emulsion Products. At Textile Specialties, the product enriches the properties of clothing and other textiles in diverse uses such as fashion, home textiles and special technical textiles. Paper Solutions provides expertise in the management of whiteness, coloration, etc. for all kinds of paper. By enhancing the optical and functional quality of paper through our paper experts around the world, we meet consumer requirements by offering them tailor-made alternatives as solutions to their problems. Emulsion Products Business provides solutions for a wide range of purposes such as paints, adhesives and construction to the textile and paper industries through state-of-the-art, environmentally responsible and sustainable product options.

Archroma Pakistan Limited has been honoured for the 12th consecutive year in a row with prestigious Top 25 Companies Award by Karachi Stock Exchange. The National Forum for Environment and Health awarded Archroma, the Environment Excellence Award for 2013 for following the best practices for environment protection. Archroma has also been declared the winner of the Annual Environment Excellence Award 2014. The 7th time in a row our company has received the Award.

Archroma Pakistan Limited has the honor to receive the Fire Safety Award 2013 arranged by the Fire Protection Association of Pakistan in collaboration with National Forum for Environment & Health. This is 3rd time consecutively in a row that company is honored with this prestigious recognition. It shows our sound fire safety arrangements in an organized manner and awareness in the field of fire safety.

Our quality & environmental management is globally certified to the ISO 9001: (Quality Management System) ISO 14001 (Environment Management System) and OHSAS 18001 (Occupational Health & Safety Assessment System) standards, thus guaranteeing our customers internationally established standards of quality for products and business processes and of environmental protection.



Archroma takes water scarcity very seriously and therefore is constantly exploring new and environmentally compatible solutions. Archroma Pakistan established the Sustainable Effluent Treatment (SET) plant in Jamshoro with an investment of 371 million PKR. The SET plant is a one of its kind facility in the chemical manufacturing sector to have zero liquid discharge in the world. The textile and chemicals industry is always under scrutiny due its major water use, thus it shows how companies like Archroma are always searching and aiming for more sustainable solutions.

Archroma Pakistan has been awarded for the Corporate Water Stewardship Award 2014, in the Global Water Summit (Paris, France, April 7-8, 2014), which brought together the highest level delegates from around the world: Ministers, top executives and best practitioners, to determine water's key role in the future of sustainable economic growth.

"We are truly honored to have been shortlisted for the Global Water Award's Corporate Water Stewardship Award. Our sustainable effluent treatment facility based on zero liquid discharge in Jamshoro, Pakistan, started with the dream to save water, save the world, because every drop counts. We had the vision to safeguard the future of our company, our stakeholders and coming generations. As Pakistan is declared as water stressed country by global agencies, saving water resources becomes a prime responsibility to ensure the sustainability of operations, and moreover it is vital for the communities we live in and with," comments Mujtaba Rahim, CEO of Archroma in Pakistan.

Archroma participated in the international Textile Asia Exhibition held at Karachi Expo Centre in March 2014. Archroma's participation at Textile Asia was one of its endeavors to serve its customers and present the new image of Archroma Pakistan with a confidence to serve valued customers in the industry with same sentiment and zeal.





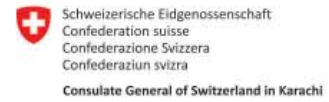
# HAWK

Advertising & Communication Consultant

Shaheen Foundation PAF

# 37

Years of  
Excellence



**Head Office:** 117 First Floor, The Plaza, Do Talwar, Clifton, Karachi-75600 Tel: 021-99251767-9, Fax: 021-99251786  
**Branch Office:** HO Shaheen Foundation, Sector-E -9/1, PAF Complex, Islamabad. Tel: 051-8354311-320, Fax: 051-8354:  
**Lahore Office:** Suit No. 514, 5th Floor, National Towers, Egerton Road, Lahore. Tel: 042-36376411  
E-mail: hawkkarachi@gmail.com Web: www.hawkadvertising.com

# Habib Metropolitan Bank Limited



Habib Metropolitan Bank was incorporated in Pakistan as a Public Listed Company in 1992 under the name, Metropolitan Bank Limited. The Bank commenced, duly licensed, full scheduled commercial-banking operations in October 1992.

Metropolitan Bank, from October 1992 to September 2006, remained a highly rated bank and, established as a distinguished provider of trade finance services. On October 26, 2006 Habib Bank AG Zurich's Pakistan Operations merged into Metropolitan Bank Limited and the merged entity was named Habib Metropolitan Bank Limited. Demonstrating a strong commitment to Pakistan economy, HBZ is the principal shareholder of HABIBMETRO.

With a branch network of 214 branches/sub branches (including Islamic Banking branches), Bank provides full range of banking services including cash management services, e-salary services for corporate employees, on-line utility bills payment solutions on its ATMs and through our 24-hour call centre, on-line instant fund transfer facilities, SWIFT, teleinfo, web-banking and mobile banking alerts (GSM) to the customers. The Bank plans to open more branches during the year and continue with its program for upgrading existing branches to provide better services.

Despite challenging conditions, by the Grace of Allah, HABIBMETRO exhibited a resilient performance during the quarter ended March 31, 2014. HabibMetro's deposit base and advances stood at Rs. 270 billion and Rs. 120 billion respectively. Assets increased to Rs. 397 billion as against Rs. 311 billion at the previous year-end, while investments have increased to Rs. 229 billion at the end of current period.

The Bank posted a Profit Before Tax (PBT) of Rs. 1,396 million for the quarter end-

ed March 31, 2014 as compared to Rs 1,113 million in the same period last year with post-tax earnings per share of Rs. 0.95. At end of current period, the Bank's net equity stands at Rs. 26.261 billion with a comfortable 16% capital adequacy level (Basel II) against the required 10%.

HABIBMETRO operates in all major cities of the country. The Bank ranks within Top 10 in Pakistan with a strong vision to be the most respected Financial Institution. HABIBMETRO has its primary focus on retail banking and trade finance and also offers highly innovative E-Banking solutions and Consumer Banking to its customers. The Bank's Islamic Banking Division is fully capable of catering to customers seeking Shariah compliant products.

The HBZ Group is heir to a rich tradition of banking and commerce dating back to more than 160 years. Habib Bank AG Zurich entered Top 1000 World Banks list in the year 2000 when it was ranked 862. Its ranking has continued to improve steadily over the years and as per latest issue of the "The Banker: July 2013." Habib Bank AG Zurich's world ranking is now 573. Whereas, in soundness, the Bank is ranked as 129th Soundest Bank of the World. With Headquarters in Switzerland, the HBZ Group also operates in Hong Kong, Singapore, United Arab Emirates, Kenya, South Africa, United Kingdom and North America.

The Bank continues to enjoy AA+ (Double A Plus) ratings for long term and A1+ (A one plus) ratings for short term by the Pakistan Credit Rating Agency Limited (PACRA) for the 13th consecutive year. The review was undertaken by PACRA in the second quarter of this year. These ratings denote a very high credit quality, a very low expectation of credit risk and a very strong capacity for timely payment of financial commitments.

## SOTAX: Solutions for Pharmaceutical Testing



SOTAX is a global leader in providing high-quality dissolution testing systems, automated sample preparation workstations for content uniformity, assay and blend uniformity testing, as well as physical tablet testing instruments for the pharmaceutical, dietary supplement, medical device and biopharmaceutical industries.

Since its foundation in 1973, SOTAX has grown considerably from a small engineering company to its current position as a global leader in tablet testing technologies; SOTAX still remains a privately owned independent company. Globally, the SOTAX Group is represented by local SOTAX subsidiaries (USA, Canada, Switzerland, Germany, France, Italy, Great Britain, Czech Republic, India and China) and distributors dealing with sales, service and validation of instrumentation. SOTAX also offers technical and analytical services.

Continued growth has been cemented by the acquisition in 2008 and 2013 of the Zymark (Fully Automated Dissolution & Sample Preparation Workstations) and Dr. Schleuniger® Pharmatron (Physical Tablet Testing Technologies) brands respectively.

The success of SOTAX can be attributed to the strong commitment for continual product improvement. SOTAX design concepts allow for customization of the pharmaceutical testing systems for specific needs.

For example the new Xtend™ Dissolution Line for tablet testing:

For customers, the ability to flexibly respond to permanent change in today's fast-paced pharmaceutical environment can make the difference between success and failure. Fast time-to-market requirements, outsourcing, relocations, shift of manufacturing capacities and short return on investment considerations ask for equally flexible testing solutions in R&D and quality control laboratories. The new and fully modular and scalable Xtend™ concept is 100% based on this basic premise and allows lab scientists to tailor tablet dissolution testing to both their current and future needs – making their investment future-proof. This new concept consists of new individual and standardized Xtend™ modules which can be flexibly combined for different customer requirements. For more information, visit [www.sotax.com](http://www.sotax.com) or its distributor in Pakistan [www.technologylinks.com.pk](http://www.technologylinks.com.pk)

Technology Links in Pakistan are the exclusive distributor for SOTAX having regional offices in all major cities and providing services through their experienced and trained personnel for both sales and service. Having celebrated their Silver Jubilee earlier this year, Technology Links have earned a respectable name in the trade and providing solutions to a wide cross section of industry in Pakistan for their applications related to research, quality assurance and production.





TECHNOLOGY LINKS  
(PVT) LTD.

**25 Years**  
1989 - 2014  
*of Commitment to Pakistan*

### **Reaching Milestone is a Journey and not a Destination!**

Technology Links is a prominent distributor of globally renowned manufacturers and suppliers of high-tech equipment catering to the needs of technical and vocational education, health, research, quality control and related engineering sectors.

We take pride in our 25 years of impressive portfolio of having successfully completed projects; thus making vital contribution in the development of Pakistan with outreach extending to the Far East, Indo-China, Central Asia and Africa.

We pledge to use our resources and expertise to leverage lives of thousands of people through our contribution and experience in the social sectors, such as health and education, and therefore continue to help build a strong and resilient Pakistan for our coming generations.

4-11/12, Rimpa Plaza, M.A. Jinnah Road, Karachi-Pakistan  
**Tel:** (021) 3273 4260-61 **Facsimile:** (021) 3273 0728  
**Website:** [www.technologylinks.com.pk](http://www.technologylinks.com.pk)

## Accu-Chek Learn Corporate Citizenship of Pakistan's Diabetic Coterie



The name means sweet but it isn't a sweet picture; Diabetes Mellitus-thousands of years old disease currently affects approximately Seven to Eight Million people in Pakistan and people who still do not know about their disease are to the same tune. Known to cause symptoms like Frequent Urination, Weight Loss and Extreme Thirst, this disease is progressive and leads to severe complications. At the speed it's spreading the disease has taken the shape of a Pandemic and ready to create more havoc especially in areas with less awareness about it.

IDF and other bodies dealing with this dreaded condition have labelled awareness to be the linchpin in protecting the sufferers and their caregivers. Patient empowerment is at the heart of diabetes management that cannot be possible without making patients aware about the condition and its devastating impact.

The situation in Pakistan is further aggravated by the huge patients per doctor ratio, where doctor is not able to take out time exclusively to create the desired awareness.

With this in mind, we at Roche Diabetes Care Pakistan decided to take a concrete steps to circumvent the challenge and to fill the gap identified by creating Accu-Chek Learn; An Initiative towards Diabetes Education. Diabetes is a disease that does not discriminate, so our strategy has been a 360 approach at all touch points in Diabetes Treatment and Management.



The Motto of our CSR is to provide comprehensive awareness eliminating Myths surrounding Diabetes, to provide assistance in Managing Complications, Diet and Everyday Routines by Enabling Diabetes Management. The Health Care Professionals, Patients with Diabetes and their Families all are reached out by virtue of a presenter to create awareness about the Disease itself, the hazards of not managing Blood Glucose Levels, about the complications that may arise due to non-compliance on the part of the PWD and also how to benefit from SMBG (Self-Monitoring of Blood Glucose), Diet Control, Exercise specific to Diabetics and Regular visits to HCPs. There are various tools used in this scenario e.g. Plate Model, Patient Advisory Booklet, Diet Charts, Power Point Presentations, Patient Packs (Trinkets to teach them how to have small meals during the day e.g. Milk, Biscuits, Fruits etc).

There are no barriers to be benefited by this program therefore patients from all walks of life are welcomed to attend. As the Mortality Rate Globally being 6 seconds, we strive hard to make difference in life of people with Diabetes empathising



and providing practical solutions applicable to their surroundings inculcating hope and urge to empower to control and rise above this Disease.

A milestone has been the 5 Animated Modules made for teaching PWDs that encompass all the issues faced by the Patient; Understanding Diabetes, Importance of Diet and Exercise, Complications, Self-Blood Glucose Monitoring, Managing Special occasions. These modules are interactive and have been made in the native Language Urdu and translated later into English as they are used for Diabetes Education in other Roche countries as well. Roche Diabetes Care Pakistan has received accolades in the past for this creative effort paving the way to its recognition on the Global Roche forefront by being denoted as an Effective CSR.



Another feather in the cap is the capacity building exercises we do with the Para-Medical Staff and the Retailers. These two segments of the Diabetes clan are the most intimate contact points for PWDs and the Payers or Family Members. Not only are they taught about Meter Handling for better use, they are also educated about Diabetes and their role in its management. This application of Learn is vastly utilised across Pakistan with institutions appreciating this effort.

Using the same principle we also take it up to ourselves to edify Practising Doctors about Structured testing Protocols of Blood Glucose Measurement and its significance in the Management of Diabetes. We align here with International Diabetes Federation, American Diabetes Association and other bodies who all accept the benefit of testing patients on a structured Pattern to analyse and implement action plan accordingly.

This road is less travelled by Multi nationals, albeit difficult and long; Accu-Chek Learn will continue traversing this path and gain a larger momentum while doing so.





## *Doing now what patients need next*

We believe it's urgent to deliver medical solutions right now – even as we develop innovations for the future. We are passionate about transforming patients' lives. We are courageous in both decision and action. And we believe that good business means a better world.

That is why we come to work each day. We commit ourselves to scientific rigour, unassailable ethics, and access to medical innovations for all. We do this today to build a better tomorrow.

We are proud of who we are, what we do, and how we do it. We are many, working as one across functions, across companies, and across the world.

**We are Roche.**



**Roche Pakistan Limited**  
P.O. Box No. 20021, Karachi-75400.

**Understanding the forest product Chain of custody certification standard – SGS Pakistan has the capability to facilitate its valued clients and to promote the forestry conversation in Pakistan**

From logs, to lumber, to furniture to wood pulp, it's becoming more and more important to know exactly where your materials have come from. Added to that, mandatory requirements are becoming more stringent and consumers, aware of environmental issues, are demanding wood from well-managed forests. It's a challenge, but it's also an opportunity for companies to prove their responsibility and provide traceability of information right through the supply chain.

The Forest Stewardship Council (FSC) runs the only credible forest certification program. The FSC is an independent, international nonprofit organization whose membership is comprised of more than 500 environmental groups, progressive companies, forestry professionals, social scientists and groups representing labor, church and indigenous people's interests.

New laws requiring U.S. and European importers to demonstrate the legality of their products (ref. EUTR) - FSC CoC certificate is one way to make sure that wood product (paper and paper products is also include in this category) which is being sold out is made from legal timber.

FSC is a powerful branded trust mark and product labelling system that recognizes responsible forest management in the market place. The FSC label provides a credible link between responsible production and consumption, enabling the consumer to make socially and environmentally responsible purchasing decisions. The Forestry Chain-of-Custody certification enables you to demonstrate your commitment to traceability in your supply chain and satisfy customer demand, as well as continuously improving your corporate image.

Almost everything made from wood and other forest products is available with the FSC label. The range of FSC products covers paper and lumber, furniture, jewelry, guitars, footballs, cosmetics, and more. The FSC label gives corporations and consumers the assurance that the wood and wood-based products they purchase were sourced responsibly. FSC conserves forests, respects the rights of workers and communities, and is good for business.



**WHY SGS?** SGS is the world's leading certification body in Forest Management with over 1 500 Chain-of-Custody certifications worldwide. SGS is also the only global certification body that certifies wood from forest to market, against the most recognised forestry standards (FSC®, PEFC,SFI).

With Chain-of-Custody certification from SGS, anyone, anywhere in the world, can quickly determine the origins of your wood products and the processes through which they have been. It plays an important role in ensuring the traceability of wood from its origin through the entire supply chain. Auditors of SGS can perform audits under the terms of accreditation held by SGS South Africa (Pty) Ltd (FSC-ACC-015) on behalf of the SGS Group. SGS Pakistan has developed the local expertise of the field to assist clients and to promote the forestry conservation in

Pakistan. Due to the locally available auditor, cost of the certification is now very affordable. What's more, the process is simple, efficient and can be completed within 20 days but depending on the type of audit and response time to our proposal.

**SGS Pakistan Oil Gas & Chemical (OGC) Lab Excels in Proficiency Program**



SGS Pakistan OGC laboratory participated in the following inter laboratory performance evaluation test organized by the Institute for Inter Laboratory Studies, Spijkenisse, Netherland.

- Jet Fuel A1,
- Gasoil ULS, winter (diesel)
- Ethanol (Fuel-/Bio)
- Natural Gas (Methane)
- Ethanol (95%, Ren-& Food)
- Fuel Oil
- Gasoline, Summer (ASTM)
- Base Oil
- Lubricating Oil (unused)
- Lubricating Oil (Used)

OGC lab has been rated excellent as judged by a statistical comparison of result with industry reproductively criteria. This certification is a true reflection of dedication, professionalism, performance and excellence of OGC team.

**OGC Lab Accreditation**

Pakistan National Accreditation Council (PNAC), has issued ISO/IEC 17025 accreditation to OGC Lab.





## Corporate Social Responsibility Initiatives



### Education



*The Citizens Foundation – Spreading the light of Education*

SICPA Pakistan joined hands with The Citizens Foundation (one of the largest non-profit institutions in the field of education) for operational support of a primary school in Saudabad. This school will educate 148 children of the area.

### Health

SICPA Pakistan has partnered with The Kidney Centre (a non-profit institution), to provide comprehensive and quality renal care to non-affording patients entirely free or largely subsidized.



*Security Guard being vaccinated with Hepatitis-B vaccine.*

Moreover SICPA created awareness among employees on Hepatitis-B, Dengue Fever and Cardiovascular diseases and its preventive measures. Company conducted Hepatitis-B campaign and arranged vaccinations for all employees.

### Community Development

One-year apprentice program was launched to provide opportunities to fresh graduates from various recognized technical institutes to gain practice work experience at SICPA. This program aims at creating opportunities for the aspiring youth of our country.

### Environment

SICPA Pakistan contributes to a cleaner environment by undertaking various initiatives at its plant. Some key initiatives are:

- For conservation of energy we are utilizing surplus capacity of existing industrial chiller.
- Analysis on emissions from generators, pumps was carried out and found to be below the limit of environmental standards.
- Safe disposal of hazardous wastes.
- Inventory of white spirit reduced to zero in warehouse to reduce risk of fire.
- Replace parking lot with planting a garden.



*Awareness session on cardiovascular diseases being conducted by Doctor of Aga Khan University Hospital.*

## Sika Pakistan (Pvt.) Ltd.



Sika Applicator's Club –“Barhay Aamdni – Bharosay Kay Saath”: An initiative to enhance the skill-set of Applicators (the ‘mistris’) – Free of Cost

Sika Pakistan, a Switzerland based multinational dealing in specialty chemicals for construction and industry; conducted a training seminar for the rather under-privileged segment of applicators/fixers (the ‘mistris’) in Lahore (event details mentioned below), to train them with some of the modern techniques of construction. This one-of-its kind activity was also the first-of-its kind and was instrumental in achieving the following objectives:

- Enhance the applicators' skill sets so that they may increase the chances of earning more income – under everyday bulging inflationary pressures “Barhay Aamdni – Bharosay Kay Saath”
- Do away with conventional construction techniques in the local industry and aligning them with international standards – which eventually would aid in developing localities very much in line with that of developed countries – a face changer for Pakistan.
- Trained Labor would be beneficial not for the local industry, but would also enhance the chances of their acceptance abroad – which could be treated as a source of foreign exchange in shape of a stream of home remittances.

Sika AG, founded in 1910, has started its operations in Pakistan in 2010 on its 100th anniversary; and is committed to bring the Pakistani construction standards to the international level. The umbrella brand Sika together with some 790 Sika product trademarks, sharpen the company's competitive edge - catering to the needs of 7 target markets (Concrete, Waterproofing, Sealing & Bonding, Refurbishment, Roofing, Flooring and Industry).

Sika Pakistan's Applicators' Seminars initiative would definitely be a Value-Additive for the labor of Pakistan; as at no-cost, they would be gaining the benefit of learning modern-techniques of construction. Sika Pakistan plans to replicate this seminar in other cities of Pakistan in the near future – a step towards enhancing the capability of Pakistan's labor force vis-à-vis improving their chances of earning more income to support their families.



## SWISS becomes the world's first certificated "allergy-friendly" airline



Swiss International Air Lines introduced a number of ground and inflight products from May onwards that are specifically designed to enhance the air travel experience for allergy sufferers. These innovations include new alternative (lactose- and gluten-free) food and drinks, along with changes to the cabin interior.

SWISS has teamed up with the European Centre for Allergy Research Foundation 1 (ECARF) to offer its guests an even more individualized service product that is particularly geared to travellers with allergies. The new product, which was introduced from the beginning of May onwards, will see lactose- and gluten-free food and beverage alternatives (such as lactose-free coffee cream and a lactose-free version of the popular SWISS chocolate bar) offered as standard on all SWISS flights.

Depending on the length of the flight, SWISS guests with allergies or other intolerances may further request special snacks (candy bars, yoghurt or cakes) that pay due and full regard to their condition. Alternative dairy and bread products will also be available in all SWISS Lounges in Switzerland. And, as at present, allergy sufferers will be able to order special meals tailored to their needs in all seating classes on long-haul services and in Business Class within Europe up to 24 hours before their scheduled departure.



for an air travel environment that pays due regard to any allergic conditions," explains Frank Maier, SWISS's Head of Product & Services. "So we've been working with ECARF to provide a concrete response to these demands and make every one's air travel experience as pleasant and problem-free as possible."

"The numbers of people suffering from allergies have been increasing throughout the industrialized world for several years now," adds Professor Torsten Zuberbier, the Director of ECARF, which is based in Berlin. "Over 30 per cent of Europe's population are directly affected by one or more allergies – not to mention those indirectly affected, such as their families. Yet only around ten per cent of sufferers get the right medical treatment; and allergies are still often not taken seriously, even by the sufferers themselves."

SWISS is the first airline in the world to meet the ECARF criteria for 'allergy-friendly' airlines. As a result, SWISS can now place the ECARF seal of approval on its service product range.

### ECARF in brief

The European Centre for Allergy Research Foundation (ECARF) has been bestowing its quality seal of approval on products and services that pay due and full regard to the needs of allergy sufferers since 2006. Some 1,200 such approvals have been awarded to date, and the ECARF quality seal is now available in 12 different languages. The charitable ECARF foundation was established at Berlin's Charité University Hospital in 2003, with the aim of engineering a change in the perceptions of allergies and an improvement in their treatment both within Europe and beyond. ECARF is administrated by the Stifterverband für die Deutsche Wissenschaft (Association of Foundations for the German Sciences), and is committed to helping to secure a better and simpler life for allergy sufferers.

SWISS's ECARF certification has been awarded in collaboration with the Service Allergie Suisse of the aha! Allergiezentrum Schweiz foundation. Aha! Allergiezentrum Schweiz has been working within Switzerland for years – and with sizeable success – to improve the lives of those suffering from allergies and other intolerances.



SWISS is making allergy-friendly modifications to its cabins, too. First and Business Class passengers will now be offered pillows stuffed with synthetic materials as an alternative to the down-filled version. SWISS is also ceasing its use in the cabin of decorative flowers and air fresheners that might cause nose and throat irritations; and the on-board toilets will now feature soaps that are particularly gentle on the skin.

"We have seen a steady increase over the past few years in our customers' need





## Switzerland-Pakistan Bilateral Trade Relations

Switzerland and Pakistan have strong bilateral trade ties concentrating in niche areas. When it comes to Swiss exports to Pakistan, pharmaceuticals, specialty chemicals, textile machinery, and luxury goods (including watches) top the list. According to Swiss Customs Administration, in 2013 Switzerland exported 6.4% more to Pakistan compared to 2012, in which pharmaceuticals posted a 38.5% increase. The other most significant sector was chemicals that registered 7.6% growth. Total value of Swiss exports was CHF 278 Million. With respect to Swiss imports from Pakistan, in the same period, textile goods increased by 2.1% while business in other sectors (including commodities and other goods) grew by 16.2%. Value of Pakistani exports to Switzerland in 2013 was CHF 97.5 Million. Thus the total bilateral trade volume between the two countries was CHF 375.5 Million.

The most cherished factor that has over the years strengthened trade relations between Switzerland and Pakistan is the level of mutual trust. Switzerland has invested CHF 1.4 Billion over the past decade, which is why the Swiss Confederation is among the top 5 direct foreign investors. In 2013, Swiss direct investment to Pakistan stood at CHF 175 Million.

Currently 26 Swiss companies are directly working in Pakistan. ABB, Archroma, Bühler, Crédit Agricole, Clariant, Fracht, Gate Gourmet, Givaudan, Habib Bank AG Zürich, Habib Metropolitan Bank, Hilti, Mövenpick, Nestlé, Nexus Telecom, Novartis, Parazelsus, Phillip Morris, Polygal Habib Gums, Roche, SGS, SICPA, Sika, SWISS and Syngenta; all are success stories as each of them has its unique Swiss way of doing business and they are well founded in their respective sectors. They offer Swissness, which is the hallmark of quality, precision, and innovation. In addition to these directly present companies, about 90 Swiss companies (mostly world famous brands in textile machinery and luxury goods (like watches) are being represented by Pakistani business partners.

As of 2012, bilateral trade cooperation has turned over a new leaf. S-GE, Switzerland's official Agency for Export Promotion and Investment (equivalent of Trade Development Authority of Pakistan and Board of Investment) has prioritized Pakistan as a significant market in South Asia region and therefore an important destination to promote Swiss exports and attract investment in and from Switzerland. S-GE is collaborating with the Swiss representations in Pakistan (Embassy, Consulate General) and the SBC.

Earlier this year, SBC signed a service performance agreement with S-GE and SBC is now working as S-GE's extended arm for further cooperation in the field of trade enhancement and investment promotion between the two countries. In Zürich, during June this year, S-GE also organized a special session on Pakistan to provide Swiss firms the relevant information about doing business in the country. An exclusive report on agro-food processing, prepared by the Institute of Business Administration (IBA) Karachi was also presented. During 2013 and this year, visits of S-GE key representatives were successfully organized and more are planned.

The "Made in Switzerland" exhibition, the largest, single-country, B2B event ever held last year in Karachi, was a milestone of Switzerland's new and improved business development program with Pakistan.

### Doing Business the Swiss Way

Switzerland is a land locked country, has virtually no mineral resources and depends for its wealth on foreign trade. The relatively small size of its domestic market has encouraged Swiss manufacturers to look abroad: they need foreign markets in order to make investments in research and development worthwhile. Most businesses in Switzerland are small or medium-sized. More than 99% of enterprises have fewer than 250 full-time workers, employing about two-thirds of the total work force.

Very recently, a Pakistani company chose Switzerland to enter into a business venture with a Swiss company for production of highly quality baby nutrition formula.

Why Switzerland? Switzerland is the world's most competitive economy. Innovation and technology, a liberal economic system and political stability are some of its advantages. The country is inextricably linked to foreign economies, and offers first-class education and healthcare, excellent infrastructure, high quality of life and a competitive tax system; all the more reasons for companies to settle in Switzerland. The traditional robustness of the Swiss Franc represents on one hand a challenge for Swiss companies exporting to Pakistan and offers on the other hand interested Pakistani companies stable parameters for investments in Switzerland - a country with a highly trained, multilingual workforce in the heart of Europe.



### Furthering Business Cooperation

Pakistan continues to have numerous opportunities for sustainable advancement; food management and its processing (including value addition) for example is one of them. Wastage of milk, which unfortunately currently is about 40%, can easily be slashed to 20% just by applying new equipment, and most important of all transfer of knowledge. As agriculture is a pillar of the Swiss economy, joint collaboration in this highly lucrative sector is very much possible for the benefit of both countries. In the field of textiles, many of the Pakistani textile houses have state-of-the-art, high-end Swiss machinery known all over the world for their quality of production, reliability and energy efficiency.

More than 20% of the energy consumed in Switzerland comes from renewable sources. So to assist Pakistan in meeting its electricity demand, Swiss companies can offer solutions and services in the cleantech sector focusing on energy efficiency, production, its transportation and storage by means of solar, mini-hydel, and other sources such as biomass, and wind.

Understanding Pakistan local market needs, Swiss companies are eager to extend all possible technical cooperation in terms of products and services as well as knowledge transfer to their Pakistani clients in the areas of agro-food processing, textile machinery, renewable energy, waste water management, building & construction, urban transport and, public infrastructure. Next year, certain focused fact finding missions and B2B trade delegations, comprising of Swiss SMEs will visit Pakistan. As Switzerland equally encourages bilateral trade, S-GE, under mandate from the State Secretariat for Economic Affairs (SECO), also facilitates initiatives of import as well as investment.

### Sustainable Capacity Building

This is a very important area. Switzerland has a strong dual (academic and vocational) education system. Switzerland has one of the most skilled work force, which is in fact the main recipe of Swiss innovation. From its own experience, Switzerland recognizes the significance of sustainable capacity building. Just to share: 2014 is the official year of vocational training in Switzerland! Vocational training at higher technical schools is also part of tertiary level education. There are more than 100 such schools recognized at federal level. These schools are regulated by the central government and their exams are set by the relevant professional body. Qualifications can be gained for more than 150 professions. Graduates are expected to have the expertise to become middle-level management. The Swiss representations in Pakistan proactively have timely contributed to this cause. The Pak-Swiss Training Centre, established in 1965, is a specialized facility offering technical training in precision mechanics and instrumentation leading to a diploma qualification. Thousands of Pakistani youth have acquired the technical knowledge and they are now working abroad and at home.

### Major Sectors of Swiss Economy

The mechanical and electrical engineering industries known collectively in German as the MEM industries are one of the major branches of the Swiss economy. The industries cover four main areas: metallurgy, mechanical engineering and vehicle construction, electrical engineering and electronics, and precision instruments. Nearly 80% of the output is exported, accounting for over 35% of Switzerland's visible exports. Relatively high costs at home have led a number of companies to relocate part of their production abroad including to Pakistan. The engineering industry has its roots in the textile industry, which development spinning and then weaving machines. The output of today's MEM industries includes household goods, machine tools, construction plant, and highly specialized microelectronic apparatus. Switzerland is among the world's leading producers of chemicals and pharmaceuticals. The chemical and pharmaceutical industries export 85% of their output. Also Switzerland is one of the world's largest watch manufacturers.

# Switzerland: Paradise on Earth?

Switzerland lies at the centre of Western Europe. It borders Germany in the North, Austria and Liechtenstein in the East, Italy in the South and France in the West. With a surface area of 41,285 km<sup>2</sup> and measuring 220 kilometers from North to South and 350 kilometers from West to East, Switzerland is one of the smallest countries in the world.

What Switzerland lacks in size, it more than makes up for with a highly varied landscapes. Lake Maggiore is the lowest point above sea level, with an altitude of 193 metres. At the other extreme, there are mountain peaks rising 4,000 metres above sea level and snow-capped all year long. Standing 4,634 metres above sea level, Dufour Peak in the canton of Valais is the highest mountain in Switzerland.

## Language

Switzerland is a multicultural and multilingual country. This is due, in no small part, to geography, as Switzerland shares its borders with three major European cultures — German-speaking Europe, France, and Italy.

Switzerland has four national languages, some of which are spoken more widely than others.

- German (65.6%): Two-thirds of the population live in Switzerland's 17 German-speaking cantons. In addition to speaking standard German, each canton has its own distinct Swiss-German dialect.
- French (22.8%): Western Switzerland ("Romandie") is home to the country's native French speakers. The cantons of Geneva, Vaud, Neuchâtel and Jura are exclusively French-speaking, while the cantons of Berne, Fribourg and Valais are bilingual (French and German).
- Italian (8.4%): Italian is the official language of Ticino and the southern valleys of Graubünden. However, the Lombard dialect is generally spoken in rural areas and in some towns.
- Rumantsch: This language is descended from Vulgar Latin and is spoken in the only trilingual canton, Graubünden. The other two languages spoken there are German and Italian. Only 0.6% of the Swiss population are native Rumantsch speakers, making it the least spoken of the four national languages.

Most Swiss speak more than one language, be it another national language or English. Foreign nationals living in Switzerland have brought with them their own languages too.

The different cultures within Switzerland are strongly influenced by the countries which border them and whose language they share. Each of Switzerland's four linguistic regions has its own radio programmes and newspapers.

Most Swiss speak more than one language, be it another national language or English. Foreign nationals living in Switzerland have brought with them their own languages too.

## Energy Policy

Switzerland has very few traditional energy sources, with the exception of hydroelectric power and firewood. This means that it has to import 70% of its energy.

The energy consumed in Switzerland comes from a variety of sources: 44% of energy needs are covered by crude oil products, one-quarter comes from nuclear power, while hydroelectric power and natural gas each cover 10%. More than 20% of the total energy consumed in Switzerland is from renewable sources.

In 2000, the Swiss parliament approved the Federal 002 Act which aims to cut Switzerland's carbon dioxide emissions to 80% of their 1990 level by 2020. Besides these targets, the Swiss federal government wants to maintain the country's high level of energy security even without nuclear energy in the medium term. As things stand, existing nuclear facilities will be decommissioned when their operating licence expires. In order to guarantee energy supply in the future, Switzerland will focus on improving energy efficiency, expanding hydropower and shifting to renewable energy sources. As part of the second round of Bilateral Agreements with the EU, Switzerland became a full member of the European Environment Agency in 2006.

## Direct Democracy

Switzerland is a federal republic with a system of direct democracy in which the people are sovereign. All Swiss citizens over the age of 18 have the right to vote. They get to exercise this right regularly, as they are called on three to four times a year to take part in popular votes on a variety of political issues. The instruments of direct democracy are:

- The popular initiative gives citizens the right to propose an amendment or ad-



*A beautiful view of combination of nature and development of ski resort.*

dition to the Constitution. 100,000 signatures of people who are eligible to vote must be collected over a period of 18 months. Once there are enough valid signatures, the initiative is put to a popular vote.

- The optional referendum gives citizens the right to demand that any bill approved by parliament be put to a nationwide vote. 50,000 signatures must be collected in 100 days. Once there are enough valid signatures, the new law must be put to a popular vote.
- Mandatory referendum: all constitutional amendments approved by parliament must be put to a nationwide vote. Voters are also required to approve Swiss membership of international organisations, such as the United Nations and the European Union.

In recent times voter turnout has averaged out at around 40%. An overwhelming majority of Swiss people vote by mail ballot. E-voting is currently being trialed in a number of cantons.

## School System

The Swiss education system is decentralised, with responsibilities shared primarily between the cantons and municipalities. The 26 members of the Swiss Conference of Cantonal Ministers of Education ensure the coordination of the primary and secondary education system. Higher education is generally a joint cantonal-federal responsibility.

Switzerland has three levels of education: primary, secondary and tertiary. The primary and lower secondary levels are compulsory, and together usually take nine years. This is followed by post-compulsory education (upper secondary level). Switzerland operates a "dual system": students can opt for either the vocational education and training route (apprenticeship) or for the general academic one, which will prepare them for the Matura (Swiss baccalaureate) and ultimately attendance at university. Around 60% of young people opt for the apprenticeship route, which can take up to four years. There are over 250 professions to choose from. Technical training courses are most popular among young men. While young women tend to choose health-related courses and professions in the personal service sector.

## Sports in Switzerland

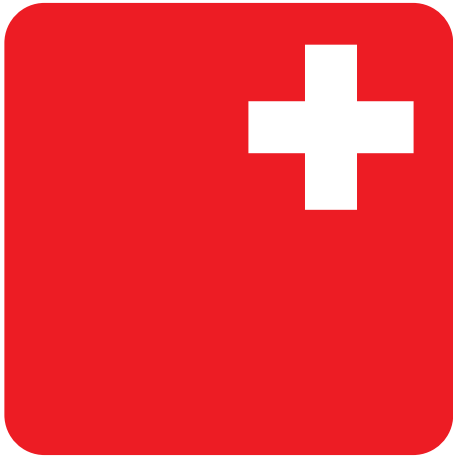
Two-thirds of the Swiss population take part in some sporting activity at least once a week. The most popular sports are skiing, rambling, soccer, ice hockey, basketball, cycling, swimming, tennis, gymnastics, and walking. The Swiss national sports are Schwingen (traditional alpine wrestling) and Hornussen (a cross between baseball and golf).

Switzerland is synonymous with winter sports. Its many ski resorts are popular with the locals and overseas visitors alike. Other favourite winter pastimes include snowshoeing, snow-boarding, tobogganing and iceskating. Rambling and hiking are particularly popular in the summer months. Switzerland has over 50,000 kilometres of signposted hiking trails.

## International Sports Federations

Switzerland is the headquarters of a number of international sports federations, such as the International Olympic Committee in Lausanne (IOC), the International Federation of Association Football (FIFA) and the International Ice Hockey Federation (IIHF) in Zurich, the International Cycling Union (ICU) in Aigle and the Union of European Football Associations (UEFA) in Nyon.

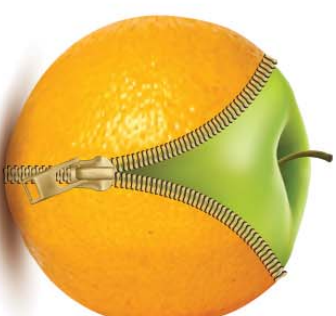




# Swiss Business Council

**Furthering Trade - Exploring Opportunities**

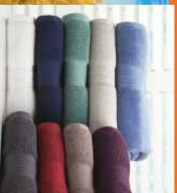
# NO SURPRISES !



## WORLD'S LEADING INSPECTION, VERIFICATION, TESTING AND CERTIFICATION COMPANY



AGRICULTURAL



CONSUMER TESTING



GOVERNMENTS & INSTITUTIONS



INDUSTRIAL



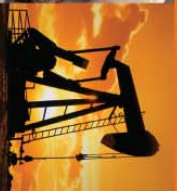
MINERAL & ENVIRONMENT



OIL, GAS & CHEMICALS



SYSTEM & SERVICES CERTIFICATIONS



**SGS Pakistan (Private) Limited**

Head Office: H-3/3, Sector 5, Korangli Industrial Area, Karachi.

UAN: 021-111 222 747, Tel: 021-35121388-97, Fax: 021-35121386

[www.sgs.com](http://www.sgs.com)

WHEN YOU NEED TO BE SURE

# SGS

creativedge