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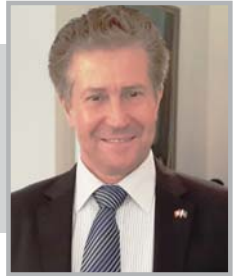
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H.E. Mr. Marc P. George, Patron-in-Chief – Swiss Business Council & Ambassador of Switzerland to Pakistan & Afghanistan

Mr. Emil Wyss, Patron – Swiss Business Council & Consul General of Switzerland in Karachi, Pakistan



Mrs. Yasmin Peermohamed, President – Swiss Business Council & Country Manager Pakistan – Swiss International Air Lines Ltd.



Mr. Asif Ikram, Vice President & Secretary General – Swiss Business Council & Managing Director – SICPA Inks Pakistan (Pvt.) Ltd.



Mr. K.M. Iqbal, Treasurer – Swiss Business Council & Director – Al Ameen Trading Corporation (Pvt) Ltd.



Mr. Mujtaba Rahim, Chairman Liaison with Switzerland Global Enterprise – Swiss Business Council & President & CEO – Archroma Pakistan Ltd.



Mr. Farukh Mazhar, Chairman Business Development
Swiss Business Council &
Managing Director – SGS Pakistan (Private) Limited



Mr. Farhat Ali, Chairman External Affairs
Swiss Business Council &
Resident Director – EMR – Consult



Mr. Arshad Saeed Husain, Director – Swiss Business Council
& Managing Director – Abbott Laboratories (Pakistan) Ltd.



Mr. Jordan James Din, Ex-Officio Member – Swiss Business Council &
Head of Commercial Section – Consulate General of Switzerland in
Karachi, Pakistan



Mr. Fletcher P. Albert, Manager
Swiss Business Council



Mrs. Kimberley D’Souza, Team Assistant – Swiss Business Council
& Secretary – Consulate General of Switzerland in Karachi, Pakistan



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 Switzerland Global Enterprise	17
News from the Embassy of Switzerland in Islamabad	22
News from the Consulate General of Switzerland	25
News from the Swiss Business Council's Members	30

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

It gives me pleasure to address the readers of this newsletter which is published to apprise business communities of Switzerland and Pakistan about the activities and commitments of Swiss companies in Pakistan. I would take this opportunity to highlight some key features of the economy of Switzerland and bilateral trade ties between the two countries.

Switzerland has one of the most competitive economies of the world. The economy of Switzerland continued to rank 1st according to the latest Global Competitiveness Report published by the World Economic Forum. A secure legal system and long-term stable fundamentals for investors and the proximity to research institution make it the location of choice in Europe for businesses offering high quality products and services. As the Swiss domestic market is rather small and the country is lacking in natural resources, Swiss companies have been searching for key markets abroad since the advent of industrial production. Thanks to this necessity to open the country to the outside world, Switzerland is an important player in world trade. Switzerland is a co-signatory of the WTO Agreement and has continually championed market liberalization through its free trade agreements, as a member of the EFTA (European Free Trade Agreement) and through bilateral agreements with the European Union. As a result of its consistent market liberalization policy, Switzerland has become an efficient trading center and a market of economic significance.

Switzerland is not just strongly linked internationally when it comes to the trading of goods and services but in its investment relationships, it is also strongly committed to foreign countries. In absolute terms, Switzerland

Continued on page 2 ▶▶



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

Dear Readers:

I am very pleased to share that, since the last publication, so many initiatives have been taken. Most of the important achievements include the signing of the Memorandum of Understanding between SBC and the Punjab Board of Investment and Trade (PBIT), and the ongoing "Pakistan-Switzerland Friendship Exhibition", co-organized by SBC, at the Karachi International Airport for 100 days.

In the past months, SBC's cooperation with Switzerland Global Enterprise (S-GE) has as well been rewarding. Thanks to this working relationship, SBC now has a new success story for Leister AG, a Swiss SME, who was able to efficiently appoint a Pakistani business partner.

The Consulate General and SBC, in close collaboration with S-GE, are in the planning phase to organize a fact finding mission later this year for Swiss companies, working in the fields of food processing, life style, energy, infrastructure and transport, and who are interested to have B2B meetings with potential local partners.

On the management side, I am also happy to note that in order to provide useful services to its North Chapter members, SBC will nominate a Representative from a Lahore-based member company to the Managing Committee.

For all the above achievements and upcoming endeavors, I and my team at the Consulate General heartily congratulate SBC's Managing Committee and all the Council members for their persistence and determination to proactively further economic interests of the two countries.

Pakistan-Switzerland Dosti Zindabad!



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

Dear Reader,

Switzerland Global Enterprise (S-GE) works in partnership with the Swiss Business Council (SBC) in Pakistan and all over the world to support Swiss companies and to promote Switzerland as a business location. S-GE's role as a center of excellence for internationalization is to foster exports, imports and investments, to help Swiss companies develop new potential for their international businesses and to strengthen Switzerland as an economic hub. S-GE is a strong and trusted partner for its clients, the cantons and the Swiss government, with a global network of experienced advisers and experts.

In parallel with various private initiatives, S-GE helps in particular small and medium-sized enterprises (SME's) to identify and pursue sales opportunities abroad and positions Swiss exporters as internationally competitive providers to foreign markets. Services are based on the degree of internationalisation of the individual client. During basic consulting, S-GE and the company analyse concrete export plans together. The SME thus benefits from the S-GE's consultants' years of export experience, as well as from the targeted use of efficient analytical methods. These results serve as the basis for detailed consulting, during which companies receive individual advice on their internationalisation plans. Typical services include market analyses and evaluation, contacts to business partners, and participation in major international fairs abroad as part of the SWISS Pavilion,

Continued on page 2 ▶▶



Mrs. Yasmin Peermohamed
President of
Swiss Business Council &
Country Manager of Swiss International Air Lines Ltd.

Dear Reader,

On behalf of the Managing Committee and Members of the Swiss Business Council (SBC), I would like to avail this opportunity to invite you to explore the contents of this newsmagazine, being published on the commemoration of the 724th National Day of the Swiss Confederation and to celebrate the success of a one-of-its-kind Pakistan-Switzerland Friendship 100 Days and 24/7 Exhibition at the Jinnah International Airport, Karachi, organized by the Consulate General of Switzerland in Karachi and co-organized by the SBC.

As you must have noticed on the cover-page, this publication is dedicated to the Pakistan-Switzerland Friendship Exhibition.

The SBC is a non-profit legal entity, registered by the Securities & Exchange Commission of Pakistan, established in 2008, partner of Switzerland Global Enterprise (S-GE) in Pakistan and has an alliance with the Swiss-Asian Chamber of Commerce (SACC) in Zurich, Switzerland. The SBC interacts very closely with its Patron-in-Chief - Swiss Embassy in Islamabad and Patron - Swiss Consulate General in Karachi.

The objective of the SBC is to support bilateral trade and investment relations between its members and to promote economic and social relations between Pakistan and Switzerland by providing following services to its members in Pakistan and partner in Switzerland:

- Information about the local market, market research and

Continued on page 2 ▶▶

Continued from page 1 ►

H. E. Mr. Marc Pierre George

is the sixth largest direct investor in the world. Switzerland remained one of the leading investors in Pakistan with an investment of 226.3 million USD. A number of globally operating Swiss enterprises have subsidiaries in Pakistan and are very successful in their business activities. The Swiss brand carries high quality value and prestigious position in Pakistan. Watches, chemicals, pharmaceuticals, food products are considered as premium leading brands. In 2014 Swiss exports to Pakistan fell by 1.5% to just under 274 million Swiss francs according to the current provisional figures. Imports, however, rose by 10.5% to approximately 108 million Swiss francs. There are numerous bilateral agreements in fields as wide-ranging as investment protection, debt consolidation, aviation, double taxation and disaster relief.

Besides investment, Switzerland is and will continue to be active in the field of development and cooperation through Swiss Development and Cooperation Agency. Main focus areas of SDC are rural development, local governance in connection with water, the protection of human rights and humanitarian commitments. In addition to this, Embassy of Switzerland in Pakistan also undertook small action projects in order to contribute to the development of Pakistan by supporting civil society projects, Human Rights organizations and think tanks, etc.

Since 2012, Switzerland has been providing scholarships for research after Masters, doctorate and post-doctoral research to Pakistani students. The scholarships program highlights the strong development partnership between Switzerland and Pakistan and gives an opportunity to young Pakistanis to develop capacities and leadership skills so that they can contribute to the development of their country and its economy.

I would also like to mention the activities of the Embassy of Switzerland in Pakistan. Delegations of the Embassy visit to Chambers of Commerce and Industries in various cities at regular intervals to interact with the local business community. The Embassy will also organize a "Sculpture Exhibition" in the premises of the Embassy to promote and support young and talented artists of Pakistan in October this year. The Embassy is also planning to organize Swiss Watch Fair in Lahore in November 2015, together with the authorized watch dealers in Pakistan.

I commend the efforts and contribution of the Swiss Business Council in pursuing its activities to further strengthen bilateral economic relations between Pakistan and Switzerland.

Continued from page 1 ►

Mr. Wolfgang Schanzenbach

an exhibition booth concept under the Swiss flag.

Furthermore, I would like to reaffirm S-GE's business vision for Pakistan. S-GE and the SBC entered into a service performance agreement last year. This move solidified S-GE's presence and determination to promote the interests of Swiss SME's in areas such as food processing technologies, construction and infrastructure development, hydro-power, waste-water management and many others.

Immediately after entering into a service performance agreement, the SBC and S-GE provided its services to a Swiss company specializing in plastic welding technology, resulting in finding a distribution partner in Pakistan.

Moreover, S-GE in collaboration with the SBC has completed its second man-

date for a fire protection glass company and aims to organize a Fact-Finding (FF) mission to Pakistan for them in 2015. The third mandate in progress is a distributor search for a fiberglass pipes company, with the same objective of finding a partner for them in Pakistan.

S-GE is committed to promote Pakistan as a potential export and trading destination for Swiss companies, especially SME's. To this end for example, S-GE and the SBC, in collaboration with its Patron-in-Chief, the Embassy of Switzerland in Islamabad, and the Consulate General of Switzerland in Karachi, are planning a FF mission for Swiss SME's to the country towards the end of 2015.

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 support our clients in taking advantage of them.

Continued from page 1 ►

Mrs. Yasmin Peermohamed

analysis.

- Reports about business opportunities in relevant industry sectors.
- Active support for identification of qualified business partners.
- Contacts with local trade associations and public authorities.
- Organization of trade fair participation and events in Pakistan and Switzerland.
- Organizing Fact-Finding (FF) missions to Pakistan for Swiss SMEs.
- Assists Pakistani companies interested in establishing business in and with Switzerland.
- Link Pakistani companies to S-GE and SACC in Switzerland.
- B2B networking meetings with Swiss Companies.

The SBC entered into service performance agreement with S-GE last year and immediately after entering into agreement, the SBC provided partner-search services to S-GE for M/s. Leister Technologies (a Swiss company).

Leister Technologies is now successfully launched and represented by M/s. Dynamic Solutions in Pakistan. The company also participated in exhibitions in Karachi and Lahore together with its partner this year. The results were very positive in terms of lead generation and resulting sales.

The SBC in collaboration with S-GE having completed another partner search for a fire protection glass company - aims to organize their FF Mission to Pakistan in 2015.

Moreover, the Patron of SBC-Swiss CG in Karachi - mobilized the signing of an MoU between SBC and Punjab Board of Investment and Trade (PBIT) and establishment of Pak-Swiss Facilitation Desk at the PBIT this year.

Together with S-GE, the SBC generated twenty one (21) concrete business leads, resulting in an equal number of preliminary market studies and three completed mandates last year.

I feel pertinent to mention here, that a team from SBC and Swiss Consulate in Karachi participated in an important Pakistan Event during World Economic Forum – 2015 in Davos, Switzerland.

For 2015-2016 together with our partner – SBC we will continue to "sell" Pakistan as a potential and lucrative market for investment from SMEs in Switzerland. In later this year together with our partner, we are planning to organize a FF mission from Switzerland to Pakistan, under the auspices of Patron-in-Chief in Islamabad and the Patron in Karachi.

I would like to thank H.E. Mr. Marc P. George, Ambassador of Switzerland to Pakistan and Mr. Emil Wyss, Consul General of Switzerland in Karachi for their patronage and continuous support. I take this opportunity to also thank the Managing Committee, Members and our Partner – S-GE for their valued cooperation in all the endeavors of the SBC – now and in the years to come.

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JOURNEY THROUGH 4 GENERATIONS

1920's

**INITIATION OF TEXTILE
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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.

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**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
singled, mercerized, dyed yarn
and socks.**

1948

**DISTRIBUTORS OF ARCHROMA &
CLARIANT - SWITZERLAND**

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

2005

INDUSTRIAL MART

**Compressors and its filter,
bearings, lubricants, material
handling equipment, active
harmonic filter, variable
frequency inverter. Special
conveyor & transmission belts.**

2007

FMCG

**Distribution of fast moving
consumer products.**



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First Lady President and Office Bearers

- Mrs. Yasmin Peermohamed, Country Manager Pakistan of Swiss International Air Lines Ltd., was unanimously elected the 1st Lady President of the Swiss Business Council (SBC).
- Mr. Mujtaba Rahim, President & CEO of Archroma Pakistan Ltd. stepped-down from the President-ship and was elected the Chairman for liaison with Switzerland Global Enterprise.
- Mr. Asif Ikram, CEO of SICPA Inks Pakistan (Pvt.) Ltd, was elected the Vice President & Secretary General of SBC.
- Mr. K.M. Iqbal, Director of Al Ameen Trading Corporation (Pvt.) Ltd, was re-elected the Treasurer of SBC.
- Mr. Farukh Mazhar, M.D. of SGS Pakistan (Pvt.) Ltd, was elected the Chairman of Business Development & Membership of SBC.
- Mr. Farhat Ali, Resident Director of EMR-Consult, was re-elected the Chairman of External Affairs.
- Mr. Arshad Saeed Husain, M.D. of Abbott Laboratories (Pakistan) Ltd, was elected the Director of SBC.
- Mr. Emil Wyss, Consul General of Switzerland in Karachi is Patron of SBC
- Mr. Jordan James Din, Head of Commercial Section of the Consulate General of Switzerland in Karachi is an Ex-Officio Member of SBC.



Fact-Finding (FF) Mission of Leister Technologies AG to Pakistan



The Managing Committee of SBC in collaboration with its Partner – Switzerland Global Enterprise, organized the FF Mission of Mr. Vadim Shostik, Area Sales Manager – Eastern Europe & Central Asia, Leister to Karachi and Lahore in November 2014.

Visits in Karachi



Visit to SBC's Member: Technology Links (TL) with Mr. Kalim Farooqui, M.D. TL



Visit to the K Group of Companies



Mr. Vadim visited the SBC Office and was honored with the traditional Sindhi Cap & Ajrak.



Visit to Engro Polymers & Chemicals Ltd.



Visit to Matrixx (Construction) Company

Visits in Lahore



Visit to Lucky Plastic Industries



Visit to ATS Synthetic (Pvt.) Ltd.



Visit to OTC Vitalizing Industry Partner of Dynamic Solutions



Visit to SBC's Member: Sika Pakistan with Mr. Ahmed Naveed Chaudhary, Country G.M., Sika Pakistan



Courtesy call on Hon. Consul of Switzerland in Lahore

Inauguration of the Conference Room of Swiss Business Council



The President and Patron together with the Managing Committee – inaugurated the Conference Room of the Swiss Business Council.

A Swiss Company specialized in plastic welding participated in the ITIF Asia – 2015



The 12th ITIF Asia 2015 International Exhibition and Conference was inaugurated by Mr. S.M. Muneer, CEO of Trade Development Authority of Pakistan at Karachi Expo Centre, as at least 47 delegates from 11 countries attended the event.

According to the event's organisers, Ecommerce Gateway Pakistan, more than 104 international and domestic exhibitors showcased their products and services at the exhibition. While more than 35,000 visitors, mostly from corporate sector, visited the three-day event.

The Swiss Business Council in collaboration with its partner in Switzerland provided following services to the Swiss Company:

- Market analyses.
- Distribution search.
- Pricing information.
- Product purchase (i.e. tools for plastic welding, applications for process heat and technology for laser plastic welding).
- Tax/duty and import information/regulations.
- Market research.
- Profile and main duties of a business partner.
- Provided a list of Pakistani companies.
- Interviews of shortlisted companies.
- Visits of the company to potential distributors in Pakistan.



A Delegate in Traditional Kurta with head of Dynamic Solutions

- Dynamic Solutions in Pakistan was selected for distributions in Pakistan.
- Training from Swiss company was given to the representative of Dynamic Solutions in Switzerland.
- Officially launched in Pakistan.

The same company Participated in Food Technology Asia – 2015



The 9th Food Technology Asia 2015 International Exhibition allowed the local market to benefit from the latest technologies available from all over the world in the food industry and incorporate value addition in their products.

Over 200 stalls with more than 125 international and domestic exhibitors showcased their products and services. A total 57 foreign participants graced the event from more than 10 countries including Hungary, Switzerland, China, India, Turkey, UK, UAE etc. More than 25,000 visitors visited the event during the 3-day exhibition. The Food Technology Asia has become an annual meeting place for representatives of relevant businesses, experts and analysts around the region. Patron of SBC & Consul General of Switzerland, Mr. Emil Wyss also visited the exhibition and appreciated the efforts of the Ecommerce Gateway Pakistan in providing an excellent platform for the industry.



SBC was represented in the Pakistan Event at the World Economic Forum – 2015



The SBC was represented by the President, Patron, Ex-Officio Member and Manager of SBC in the Pakistan Breakfast Event at the World Economic Forum – 2015 in Davos, Switzerland.



A Selfie in Davos!

COMMITTED TO IMPROVING THE STATE OF THE WORLD

SBC & PBIT signs MoU



Punjab Board of Investment and Trade (PBIT) and Swiss Business Council (SBC) have signed a Memorandum of Understanding (MoU) to expand bilateral trade and investment flows for the period of one year.

The goals and areas of cooperation included in the MoU are to identify and develop business and investment opportunities in the respective regions for private/public alliances, develop linkages between investors and businessmen of both countries and the establishment of Pak-Swiss Facilitation Desk (PSFD) at PBIT to look after matters pertaining to trade and investment between Pakistan and Switzerland.

Collaborative efforts to promote vibrant image of Pakistan in Switzerland and nomination of focal persons from both sides to address the concerns of Swiss

companies based in Punjab are other major goals of the agreement.

Both the parties will jointly arrange relevant investment/trade conferences and seminars for furthering their goals both domestically and internationally.

Chief Executive Officer, PBIT, Mohammad Ilyas Ghauri and President, SBC, Yasmin Peermohamed signed the agreement.

Mr. Emil Wyss, Patron of SBC, Chaudhry Muhammad Shafique, Minister of Industries Punjab, Suleman N Khan, Honorary Consul of Switzerland, Abdul Basit, Chairman PBIT, Kimihide Ando, CEO Mitsubishi, and Ms. Seema Aziz, Managing Director Seefam were also present on the occasion.



MoU signing ceremony between SBC & PBIT

Visit to Member Company - S. Fazal Ilahi & Sons in Lahore



S.F.S. have been exporting textile product, yarns and other goods all over the world for about five decades. With this wealth of experience one can be assured that their products are delivered punctually and in optimum condition ready for consequent production lines in whatever part they are required.

The Company was established in 1947 dealing in textiles. In 1956 processing and export of textile waste was started. Gradually the facility has been modernized and expanded to cater to quality requirements and meet customer demands. It soon established itself as leading processor and exporter of processed textiles and its by-product.

In the late 70's spinning facility was set-up to produce specialized yarns for special requirements. Since the inception of the Company there has been a constant effort to improve on products and to develop new ones.

In 2003 production of Bleached Absorbent Cotton was started in a purpose built premises with special attention to efficiency and economy of production for a quality product that meets with the internationally required specifications.



Mr. Ikram Ilahi of S.F.S. hosted a visit of SBC's team to its cotton products plant in Lahore.

Visit to Member Company Remington Pharmaceutical Industries (Pvt.) Ltd



The SBC team visited the state-of-the-art national pharmaceutical company who also represent a Swiss pharma company – M/s. Parazelsus in Pakistan.

With over two decades of serving their healthcare needs and Pakistan's Pharmaceutical Market, a vision to enhance the quality of life, Remington Pharmaceuticals is one of the leading Pharmaceutical companies, committed to providing with best healthcare solutions. They develop and manufacture pharmaceutical formulations which includes Eye / Ear drops and Ointments, Tablets, Capsules, Dry powder and Suspensions, Nasal spray, through their dedicated R&D team and ensures not only a healthier today but also, a healthier tomorrow.

With a diligent team and a cGMP compliant, 150,000 sq. ft. manufacturing facility equipped with latest technology, Remington is devoted on ensuring that it deliv-

ers and fulfils its commitments to the fullest. Strictly adhering to international maintenance and monitoring standards and stringent quality control checks, the company has established an edge over its competitors enabling it to become the industry benchmark. According to the IMS, Switzerland (Q3, 2010), Remington is ranked among the top 17 companies from 681 pharmaceutical companies in Pakistan in terms of unit-wise sales.

The company has also been working towards providing healthcare services to those who are impoverished and in places where they are non-existent. They believe in giving back to the society and for that purpose, the company helped establish Pakistan's first private pharmaceutical college and has also been funding a number of NGOs and other non-profit organization such as Red Cross and Ameer Begum Welfare Trust.



Visit to Remington Pharmaceutical Industries (Pvt.) Ltd



H.E. Marc P. George, Patron-in-Chief visits SBC office



The Managing Committee of the Swiss Business Council (SBC) welcomed H.E. Mr. Marc P. George, Patron-in-Chief of SBC and Ambassador of Switzerland to Pakistan at the SBC Office in Karachi, Pakistan.



SBC Hosted a dinner in honor of H. E. Marc P. George, Patron-in-Chief



The Swiss Business Council hosted a networking-dinner in honor of H.E. Mr. Marc P. George, Patron-in-Chief of SBC and Ambassador of Switzerland to Pakistan, on the occasion Mr. Mark Pey, Country Manager Oman & UAE of Swiss International Air Lines Ltd was also present.





An Evening on a Dhow.

The President of SBC, Mrs. Yasmin Peermohamed, hosted a farewell reception on a dhow in honour of Dr. Ahmad Faraz, then President and Chairman Sub-Committees for Trade Delegations, Business Development & Membership. Dr. Faraz volunteered his time and services to the SBC with fervor and dedication. Dr. Faraz was associated with the SBC since 2009. The SBC family is seen together in the group-photo.

Co-Organizers of Pakistan-Switzerland Friendship Exhibition

Pre-event Press Conference of Pakistan-Switzerland Friendship Exhibition:

Addressing the media in an exclusive Press Conference held at the Swiss Consulate General, Mr. Emil Wyss - the Patron of SBC & Consul General of Switzerland announced that "Pakistan-Switzerland Friendship Exhibition" will start from 29th May 2015 at the Jinnah International Airport (JIAP), Karachi.





100 Days & 24/7: Pakistan-Switzerland Friendship Exhibition

The Consulate General of Switzerland in collaboration with the Swiss Business Council as a co-organizer has organized this unique exhibition at the Jinnah International Airport, Karachi.

During the exhibition, a life-size model of Swiss cow painted by a team of Phool Patti in traditional Pakistani truck art is also being put on display which will be used as a guest book. The cow will later be auctioned for charity at the end of three months.

This exhibition will be beneficial for the sponsors, the image of Karachi airport, and in particular for Pakistan and Switzerland.





President signing the Cow of Fame!

Visit to Glas Trösch



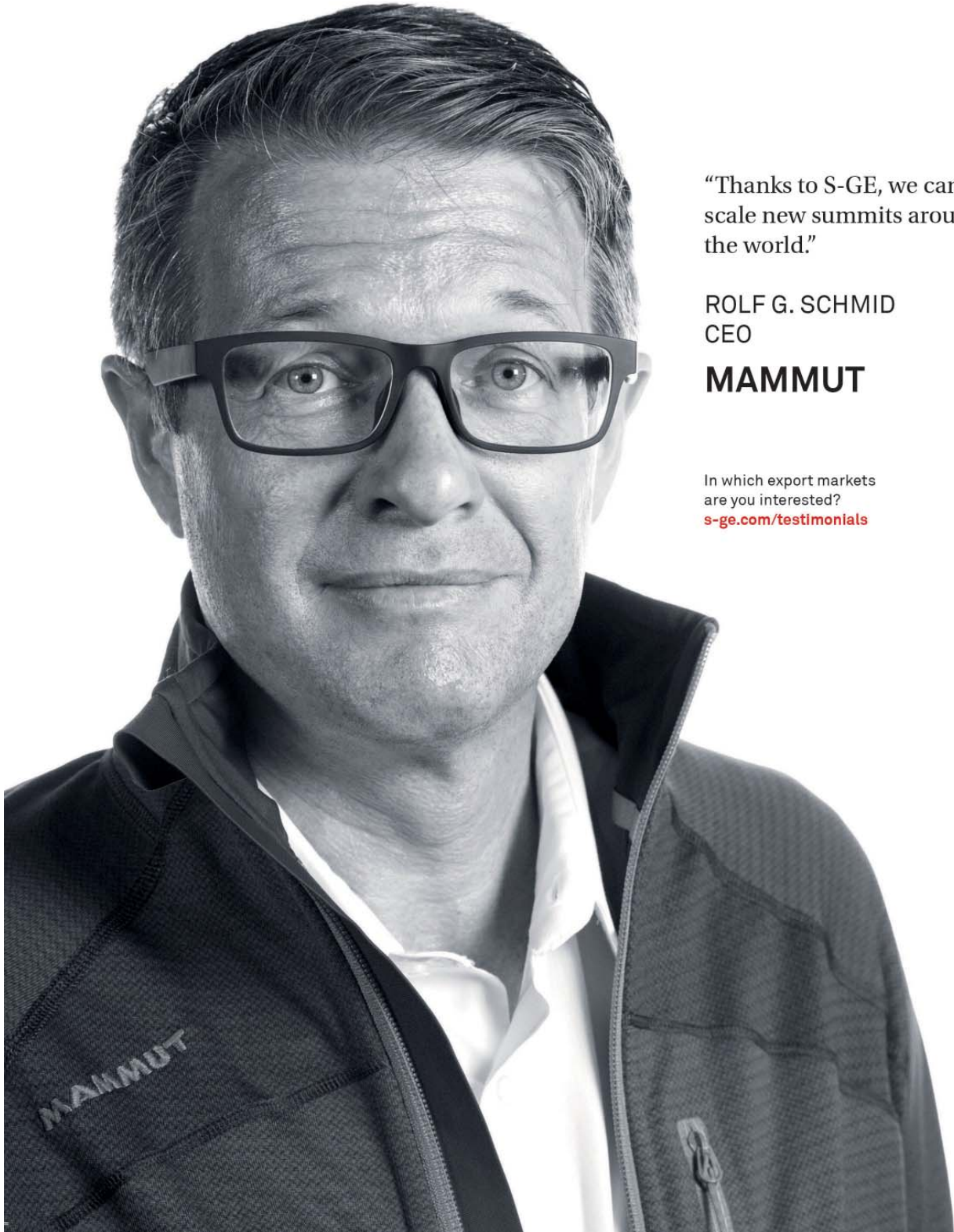
The Manager SBC visited the Fire Protection Glass Company in Switzerland to present Pakistan as a lucrative market for Fire Protection Glass.

Energy Conservation Awareness Seminar

The Swiss Business Council (SBC) & Consulate General of Switzerland in Karachi recently co-organized an interactive seminar on "Energy Conservation Awareness in Pakistan" at the Swiss Consulate General. Mrs. Nida R. Farid, Chief Engineer at NRF Engineering, in her presentation gave various tips for long-term, efficient energy consumption in the country.



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“Thanks to S-GE, we can
scale new summits around
the world.”

ROLF G. SCHMID
CEO

MAMMUT

In which export markets
are you interested?
s-ge.com/testimonials

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SWITZERLAND – INNOVATION-DRIVEN AND TECHNOLOGY-FOCUSED



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Switzerland’s economic success and sustained prosperity as a nation stems from its propensity for innovation. Swiss global corporations, as well as numerous small and medium-sized companies, habitually thrive to make improvements to their products, services and processes by investing heavily in research and development. This has meant that Swiss companies have been able to maintain their competitiveness over the last few years despite the strong Swiss Franc.

Coupled with its key strengths in cutting-edge technologies, highly educated workforce, and a business-friendly climate, Switzerland has established its leading expertise in various sectors, including information and communications technology (ICT), clean technology and financial technology (fintech).

Information and communications technology

Information and Communication Technology (ICT) represents a key area for the Swiss economy. ICT applications permeate the economic and social fabric of the country and are an important driver for improvement in productivity throughout many industries.

Switzerland is extremely well-placed thanks to the adaptability of its companies in relation to new ICT solutions and the extensive ICT expertise of its employees. Top-class specialists

undergo training in the talent pipeline of the Computer Science departments at the Swiss Federal Institute of Technology Zurich (ETHZ) and the EPF Lausanne (EPFL), the result of which contributes to a thriving startup and spin-off scene.

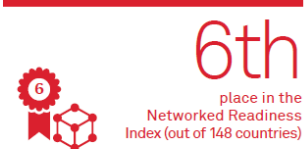
Switzerland’s growing importance as a centre for ICT has seen international corporations such as IBM, Google, Microsoft, Siemens, Disney, and HP set up home near Swiss universities and research institutes. The Swiss ICT industry is highly innovative in relation to other countries. According to the Patent Cooperation Treaty (PCT), Switzerland places sixth worldwide for ICT patents regarding registered patents per capita (out of 148 countries).

Clean technology

Switzerland is uniquely equipped to position itself credibly as a cleantech nation. The biggest difference between Switzerland and most other countries is that, in Switzerland, cleantech is not just about a few companies working in the environmental technology field, but it is part of everyday life.

The population’s respect for the environment is evident in various aspects: from waste collection standards, and MINER-GIE® standards which guarantee energy efficient buildings, to households connected to wastewater treatment plants, and

KEY FIGURES



Sources: BFS, 2011/2012 and WEF, 2014

the use of all waste to generate energy.

Having to comply with laws and regulations has facilitated the growth of the cleantech industry in Switzerland, allowing the industry to develop an inherent expertise. The sector is wide-ranging in its practical knowledge, leading to partnership projects beyond Switzerland's borders, including solar (e.g. Megasol), waste water energy recovery (e.g. InfraWatt), green building technology (e.g. Keller Technologies), and biodegradable plastic bags (e.g. BioApply).

Financial technology

Switzerland is one of the world's leading financial centres and is characterized by its innovative ability, stability and security. The vastly diversified financial sector includes a high density of banks and financial service providers spanning different fields of activity.

Against the backdrop of one of the world's most modern financial infrastructures, Switzerland's fledgling financial technology (fintech) sector is riding the macro wave of financial digitization.

As the latest noteworthy development in the financial world, fintech encapsulates a wide range of services from digital wealth management to apps for financial activities. According to Accenture, fintech start-up investments tripled last year to \$12.21 billion (CHF11.3 billion), and the figure is set to increase, especially with technology giants like Google and Alibaba expected to join the fray.

With start-ups increasingly active in this field, the Swiss fintech industry provides solutions across various aspects, including mobile payment (e.g. OneSnap), wealth management (e.g. True Wealth), and client advisory (e.g. eVoja).

In Switzerland, the launch of two fintech incubators, in Zurich and Geneva respectively, now offers a ready-made platform to ensure that fintech solutions meet the needs of the industry. This development coincides with UBS' partnership with technology park BlueLion to invest in fintech start-ups, and its recent start-up competition in Singapore in late 2014.

Almost half of Swiss workers are engaged in knowledge-intensive industries. And with over 3% of its GDP invested in R&D, it is no wonder that Switzerland has the capabilities and know-how to take on the challenges of modern-day globalization.



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For thousands of years, people—and, later, corporations—have been buying from and selling to each other in lands at great distances, such as through the famed Silk Road across Central Asia that connected China and Europe during the Middle Ages. Likewise, for centuries, people and corporations have invested in enterprises in other countries. Policy and technological developments of the past few decades have spurred increases in cross-border trade, investment, and migration so large that many observers believe the world has entered a qualitatively new phase in its economic development. Since 1950, for example, the volume of world trade has increased by 20 times, and from just 1997 to 1999 flows of foreign investment nearly doubled, from \$468 billion to \$827 billion. This has brought a higher focus in this time by countries for establishing organizations and companies for better managing and establishing their respective countries on the global market. The Switzerland Global Enterprise (SGE) has been doing just that since the last 8 decades.

S-GE was founded as a non-profit association in Lausanne in 1927. It informs, advises and guides SMEs from Switzerland and Liechtenstein in their international business ventures. It links companies, experts and private and public organizations around the world, thus facilitating efficient promotion of foreign trade. Apart from export promotion, S-GE has also been responsible for promoting Switzerland as a business location abroad since the beginning of 2008, as well as for promoting imports from selected developing and transition countries. In addition, S-GE runs 21 Swiss Business Hubs abroad, most of which are based in Swiss embassies. These offices provide guidance to Swiss exporters on four continents and promote Switzerland as a business location abroad.

The organization's role is segmented into three (03) key performance mandates

which are Exports, Imports and Investments. It informs, advises and assists clients with international business projects and link companies, experts and both private and public organizations around the world. The people at S-GE are professionals in touch with the market realities around the world and the ability to identify wherever they can connect and enable their clients within any one of those three parameters i.e. exports, imports and investments.



Mr. Daniel Küng, CEO, S-GE

Exports - In parallel with various private initiatives, S-GE helps small and medium-sized enterprises (SMEs) in particular to identify and make use of sales opportunities abroad and positions Swiss exporters as internationally competitive providers to foreign markets. Services are based on the degree of internationalization of the individual client. Initial information provides SMEs with preliminary information on their export vision free of charge. Typical services include market analyses and evaluation, contacts to business partners, and participation in major international fairs abroad as part of the SWISS Pavilion.

Imports – S-GE works on behalf of SECO to support SMEs from selected partner countries, facilitating market access and opening up new business opportunities in Switzerland and the European Union. In this way, S-GE helps to strengthen the competitiveness of the companies' concerned and foster cooperation and trade relations between Switzerland, the EU and the partner countries. Importers in Switzerland and Europe benefit from contacts with reliable suppliers in the partner countries.

Investments – S-GE plays a role in encouraging foreign companies to locate in Switzerland by implementing measures to promote the country as a business location. Encouraging foreign companies to settle in Switzerland is a joint undertaking conducted at both federal and canton level. S-GE's Swiss Business Hubs open the door to Switzerland and its public authorities abroad. In close cooperation with various partners from the private sector and the network of the cantons' economic promotion boards, foreign companies are helped in making contacts with regional and canton investment boards, meeting legal and administrative requirements, establishing partnerships with Swiss companies in their business sector, organizing work and residence permits and explaining the Swiss tax system amongst other things. The results of 2014 have been strong for S-GE and CEO Daniel Kung in particular pointed out to the agreement with China in an interview published in their 2014 Annual Report.

Mr. Kung says: 'One figure which has particularly stayed with me comes from our estimate of the potential of the free trade agreement (FTA) with China, which entered into force on 1st July, 2014: the Swiss economy can save 5.8 billion Swiss francs once all of the customs reductions have come into force in 2028. And this figure is based on a realistic assumption of an annual export growth of 5% and the utilization rate of 60%.

Mr. Kung also pointed out in his interview with Pakistani journalist that the overall work of the S-GE is for the benefit of traders and business of all means. He said SMEs with fewer resources will benefit as well. 'We now carry out a study for virtually every new agreement to show precisely which industry can save how much and when. Informing SMEs how they can get the most out of a FTA is one of our main tasks. In 2014, we introduced many more measures to do this. Our Trade4Free online tool makes it possible to establish, by means of a step-by-step check, which FTAs are worthwhile and how. Our employees in Export Help answer all potential operational questions as part of the Public Service. We will of course continue these efforts in 2015.'

S-GE and Swiss Business Council, Pakistan - S-GE has a very optimistic outlook on Pakistan in terms of opportunities for Swiss companies. Pakistan offers an excellent opportunity for business and growth potential. Swiss products have excel-

lent sales opportunities on the subcontinent, particularly in quality-conscious and brand-conscious niche markets. However, given the size of these markets, talking about a niche market here is rather misleading. That is because in (almost) every niche there are as many potential consumers as there are in the total market in other countries. The building services engineering, construction materials and fittings, MEM precision instruments, medtech, cleantech, rail (metro), processed foods and luxury goods industries are of particular interest to Swiss companies.

In 2014 the S-GE organized a focused session on Pakistan being one of the most important South Asian destinations for SMEs to do business in. On the occasion, Swiss companies already working in Pakistan shared their success stories. The S-GE has played a key role in working with the Embassy of Switzerland in Pakistan, Consulate General of Switzerland, Karachi and the Swiss Business Council (SBC), Pakistan to boost trade.



Mr. Ineichen Beat, Senior Consultant South Asia, S-GE

The SBC was launched on May 5, 2008, by renowned Swiss multinational companies operating in Pakistan - under the patronage of the Embassy of Switzerland in Pakistan and the Consulate General of Switzerland in Karachi, to develop and facilitate the bilateral trade and business relationship between Pakistan and Switzerland. The SBC provides its members and business associates value addition in terms of business to business contact facilitation, networking in Pakistan and Switzerland; as well addressing the issues which broadly affect the business of its members. Mr. Emil Wyss, Patron of SBC and Swiss CG in Karachi and Mr. Marc P. George, Patron-in-Chief of SBC and Swiss Ambassador to Pakistan are active partners with the SBC to build business and social relationship between Switzerland and Pakistan.

SBC recently signed an MoU with the Punjab Board of Investment and Trade (PBIT) and established a Pak-Swiss Facilitation Desk at the PBIT for furthering trade ties between the two countries. The cooperation between S-GE and SBC facilitates the Swiss SMEs to do business with partners in Pakistan - the land of opportunities.

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ENGAGEMENTS OF THE AMBASSADOR

Visit to the Senate of Pakistan:

Ambassador Marc Pierre George visited the Senate of Pakistan and held a meeting with the Chairman Senate, H.E. Mr. Mian Raza Rabbani. Ambassador was briefed on the 18th amendment to the Constitution of Pakistan, 1973 during the meeting.



Courtesy Call on the Governor of the Punjab:



Ambassador Marc Pierre George called on the newly appointed Governor of the Punjab, H.E. Mr. Malik Muhammad Rafique Rajwana in Lahore. The honourable governor was apprised of the commitments of Switzerland towards the economy and society of Pakistan during the meeting. Mr. Suleman N. Khan, the Honorary Consul of Switzerland in Lahore was also accompanying the Ambassador.

Visit to the Lahore Chamber of Commerce & Industry:

A delegation of the Embassy led by Ambassador Marc Pierre George visited the Lahore Chamber of Commerce & Industry. During the visit, the chamber arranged the interaction of Swiss delegation with the business community of Lahore. The businessmen were provided information on the role of Switzerland in the economy of Pakistan, contribution of Swiss companies to the investments in Pakistan, role of Swiss Business Council and Swiss aid to the development in Pakistan. On the other side, the businessmen desired to enhance bilateral interaction between the business communities of Switzerland and Pakistan.



SMALL PROJECTS SUPPORTED BY THE EMBASSY

A Glance into the Embassy's Small Projects



School and Community Development: Ensuring the Respect for Human Rights

The Embassy of Switzerland has a small projects' fund that has, over the years, been catering to projects in the development as well as the human rights' fields. With the basic aim to provide support to the NGOs that do not otherwise have access to normal sources of finance, the small projects have been focused on diverse areas, such as, education, health, women's rights, due process of law, skills' development and youth.

Youth Empowerment Project

The Youth Together for Human Rights Education is a not-for-profit organization working in the field of human rights since 2009. Its collaboration with the Embassy of Switzerland led to the initiation of the 'Youth Empowerment Project' in Karachi (Sindh province), with the aim to sensitize people about their basic human rights. The project followed a two-tiered approach and targeted students and community members separately via its "school programme" and "community development programme", respectively. Awareness sessions were conducted on vital topics, such as: basic human rights, gender discrimination, conflict resolution, etc. During its peace walks and television programs, the project addressed questions about the role of parents and teachers in raising children aware of their rights. The Youth Empowerment Project should directly impact the lives of at least 560 students and more than 1000 teachers and parents.

Lighting a Million Lives



Keeping the energy needs of Pakistan in view, the Embassy teamed up with the Buksh Foundation with the objective to light up the lives of the members of electricity deprived communities. Resultantly, solar energy access was provided to a rural, un-electrified village of Bahawalnagar in the province of Punjab. The project provided 250 individuals

the access to chargeable solar energy. By adding more productive hours to the lives of the people of this village, the project aimed to facilitate children with their



Clean solar energy guaranteed to the inhabitants of an un-electrified village of Bahawalnagar

studies and to improve the health and sanitary conditions of the village. Also, as a local lady was selected as the "Roshna Bibi", the project set to ensure women empowerment. Apart from this, as solar lamps provide clean energy, a sustainable and green environment was guaranteed.

Rehabilitation of Government High School Gurial Jagran, District Neelum, AJ&K



Building Capacities and Infrastructure: High School Gurial Jagran, AJ&K

The Embassy of Switzerland in Islamabad partnered with the well-known Mountain and Glacier Protection Organization to rehabilitate the Government High School Gurial Jagran in Azad Jammu and Kashmir (AJ&K). Destroyed during the floods in 2010, the school building was successfully renovated with the construction of toilets, rehabilitation of the water supply system and general maintenance. Together with this, in order to ensure community ownership and a participatory approach, workshops to build the capacity of teachers and parents were also held. Thus, the project not only catered for an improved physical environment but also enhanced citizens' engagement and forged productive linkages between the communities and the education department to achieve shared objectives.

Basic Education and Life Skills for Urban Working Children

Located in district Lodhran of the province of Punjab, the Organization for Public Interest pioneered a singular endeavour of providing free of cost, meaningful education to disadvantaged children through the 'Basic Education and Life Skills for Urban Working Children' project. The driving force behind the initiative was to



Preparing the Vulnerable to Face the World

provide basic education and life skills to 150 urban working children aged between 12 to 18 years. Six learning centres were established, with each serving an average number of 25 working children. Today, at least 153 children have graduated from the learning centres equipped with education and life skills that will go a long way in their lives.

Legal Aid for Women in Jails

In the realm of human security, the Embassy of Switzerland supported a Lahore-based women's rights organization, The Voice Society, to implement its 'Legal Aid for Women in Jails' project. With the basic objective to provide legal access to the most vulnerable women in six major jails of the Punjab province, the project aims at facilitating women prisoners with fair trial and humane treatment. The project is continuing to give free legal aid to women in a wide variety of cases including, but not limited to, domestic violence, bonded labour, harassment at work places, forced detention and forced prostitution, etc. Perhaps the added merit of the project lies in the fact that it is for all vulnerable women prisoners.

EVENTS HOSTED BY THE EMBASSY

Celebrations of Francophonie Week:

Ambassador Marc P. George co-hosted two French storytelling events of Greek origin stories with the Ambassador of Greece, H.E. Dimitrios Zoitos at his official residence. Pakistani students, representatives of the local institutions involved in teaching and promoting French language and culture, members of the diplomatic



community and Francophiles attended the events. The Embassy of Switzerland invited Swiss storyteller Mr. Gilles Decorvet to present the fairy tales that he meticulously translated from Greek to French language. These events are part of the Francophonie Festival that is celebrated each year from 16-22 March all over the world to showcase the diversity of the francophone world and nurture cross-cultural dialogue.

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, 26 bright Pakistani students have been awarded the scholarship since 2012.



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A) Various Initiatives of the Consulate General

Trade and Commerce:

The Consul General visited the Bin Qasim Association of Trade & Industry (BQATI). He also met with delegations of i) Pakistan Automobile Spare Parts Importers & Dealers Association (PASPIDA) - to further market for Swiss firms like Jakob Müller AG, and ii) Sindh Board of Investment (SBI), which is interested to enter into a Memorandum of Understanding (MoU) with the SBC to improve bilateral trade.

The Commercial Section updated and presented basic publications to Switzerland Global Enterprise (S-GE) namely i) Pakistan Trade Fairs and Exhibitions, ii) Basic Addresses Pakistan, and iii) Pakistan Business Guide.



The SBI Delegation



The Consul General co-inaugurated Clariant Pakistan's New Masterbatches Laboratory in its Karachi Korangi Industrial Zone facility.

Business Development:

Representatives of the Embassy and the Consulate General met last September in Islamabad with Mr. Malik Riaz (Bahria Town). Following this, the Consulate General facilitated business contact between ETH Future Cities-Singapore and Bahria



Town-Karachi for possible technical collaboration in areas of urban planning, environmental sustainability.

For a mega dairy farming and food processing project by Fauji Bin Qasim Limited (based in Karachi), the Consulate General approached Emmi AG and ELSA-MIFROMA.

The Consul General met with the Chairman of Pakistan International Airlines for business collaboration with Gate Gourmet (JV for flight catering kitchen at Lahore International Airport).

Cultural Activities:

The Consulate General participated in the 4th International CSR Summit & Awards 2015 and showcased CSR contribution of Swiss companies in Pakistan in the areas of health, education, environment, infrastructure, financial support etc.



The Consul General took active part in events organized by Educate-a-Girl project of the Ladies Fund, Make-a-Wish Foundation to grant wishes of terminally ill children, and Alamgir Welfare Trust International for distribution of items.

In collaboration with the LADIESFUND led by Ms. Tara Uzra Dawood, the Consulate General celebrated the International Women's Day at the Swiss Residence. At the event, the participants shared their experiences of how they became successful in their endeavors

For the first time ever, the Swiss Representation along with student facilitators from various educational institutions actively took part in "My Karachi-Oasis of Harmony" Exhibition, which was organized by the Karachi Chamber of Commerce and Industry (KCCI) from 10.04 - 12.04.2015 at the Karachi Expo Centre.





At the Consulate General, World Thalassemia Day was observed on 08.05.2015 in collaboration with the Afzaal Memorial Thalassemia Foundation (AMTF) for blood donation by Consul Generals, Honorary Consul Generals, and other prominent personalities. At the camp, total thirty (30) units of blood were collected to support lives of ninety (90) thalassemia major children under treatment at the AMTF.

Public / Media Relations:

The Consulate General in collaboration with Switzerland Tourism and SWISS facilitated the media trip for Money Mag / Nigaar to visit Switzerland and publish a special publication. On 30.04.2015, the Ambassador of Switzerland to Pakistan, Mr. Marc Pierre George, and the Consul General in Karachi, Mr. Emil Wyss, visited the Mausoleum of the Father of the Pakistani Nation (Quaid-e-Azam), Mr. Muhammad Ali Jinnah and paid respect to the great leader.



The Consul General along with his wife, and Head of Commercial Section, also made an official visit to the cities of Jamshoro, Hyderabad, Umerkot, and Mirpurkhas from 09.05- 10.05.2015. Highlights of the trip included visit to i) Centre of Excellent Art & Design, Mehran University of Engineering and Technology, Jamshoro, ii) Department of Sindhology, University of Sindh with guided tour of the Sindhology Museum, iii) Eagles' Foundation, Hyderabad, iv) visit of Fort of Umerkot, its historical museum, memorial of martyrs of 1971 war, and birth place of Emperor Akbar, v) in Mirpurkhas, inauguration of "Dolphin Water Park" project, meeting with delegation of Mirpurkhas Rural Development Program and Rotary Club, and vi) in Hyderabad, meetings with prominent personalities of the civil society including academicians, politicians, non-governmental organizations, and media.



B) Pakistan-Switzerland Friendship Exhibition

"Pakistan-Switzerland Friendship Exhibition", which is the first-of-its-kind informative exhibition, to be ever held in Pakistan, started with an impressive inauguration ceremony at the Jinnah International Airport on 29.05.2015. The Consulate General of Switzerland is organizing this unique event at the airport in collaboration with the SBC as co-organizer, Pakistan Civil Aviation Authority (CAA) as Venue Partner and with Badar Expo Solutions as Event Manager.



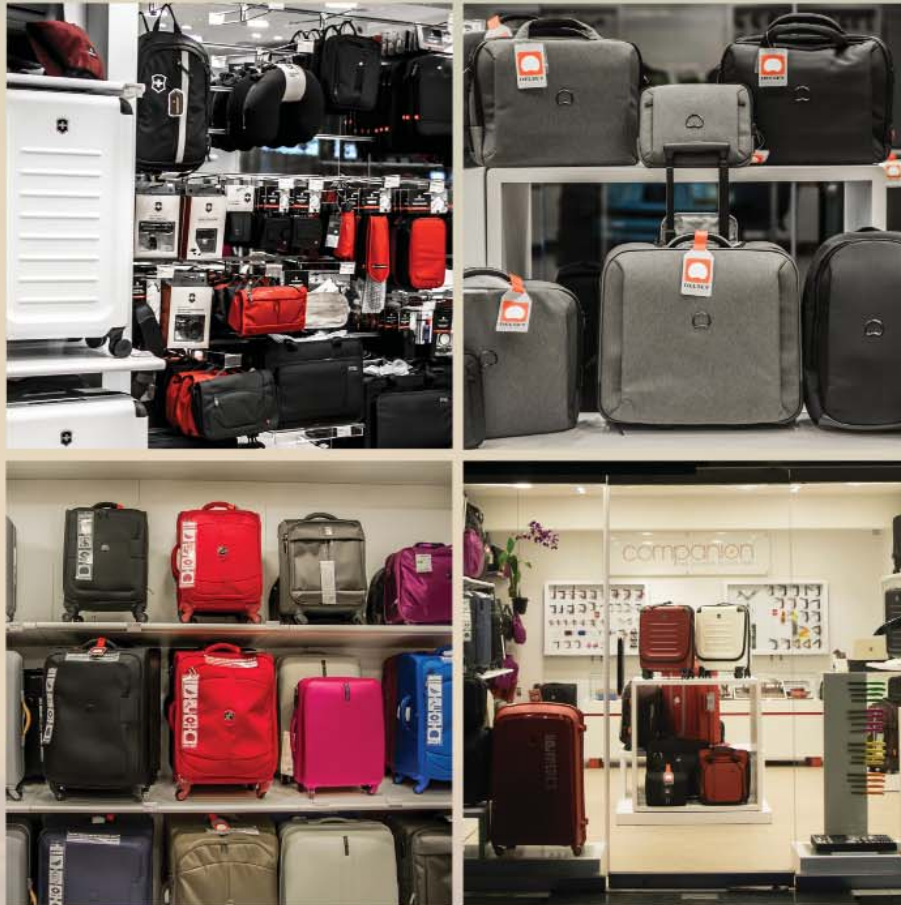
The objective of this activity is to celebrate the long, friendly, bilateral relations between the two countries, to promote the positive image of Pakistan, and to ultimately attract more foreign direct investment to the country. Twenty-four (24) brands are actively participating in the exhibition. SBC and its members are also sponsors of the event. To create awareness, weekly contests are also being held in which visiting passengers and people follow the Consulate General's Facebook page-www.facebook.com/SwissConsulateKarachi- take part and win exciting prizes.

The two life-size models of Swiss cows painted in the traditional Pakistani truck painted by team of Phool Patti in international and domestic satellite areas are the center of attraction. Captain Shujaat Azeem, the Special Advisor to the Prime Minister for Aviation was among the notable personalities (among many politicians, government officials...), to sign the cow for charity. In order to empower the Pakistani youth talent, the Consulate General has also engaged nine (9) bright and dynamic student facilitators to be able to interact with the visiting passengers and provide them useful information. Since the inauguration, over 250'000 visitors including passengers, airport and airlines staff have visited and shown interest in the exhibition. 5'000 people 'liked', 'followed', and 'shared' the Consulate General's Facebook page, which now has over 33'000 followers.



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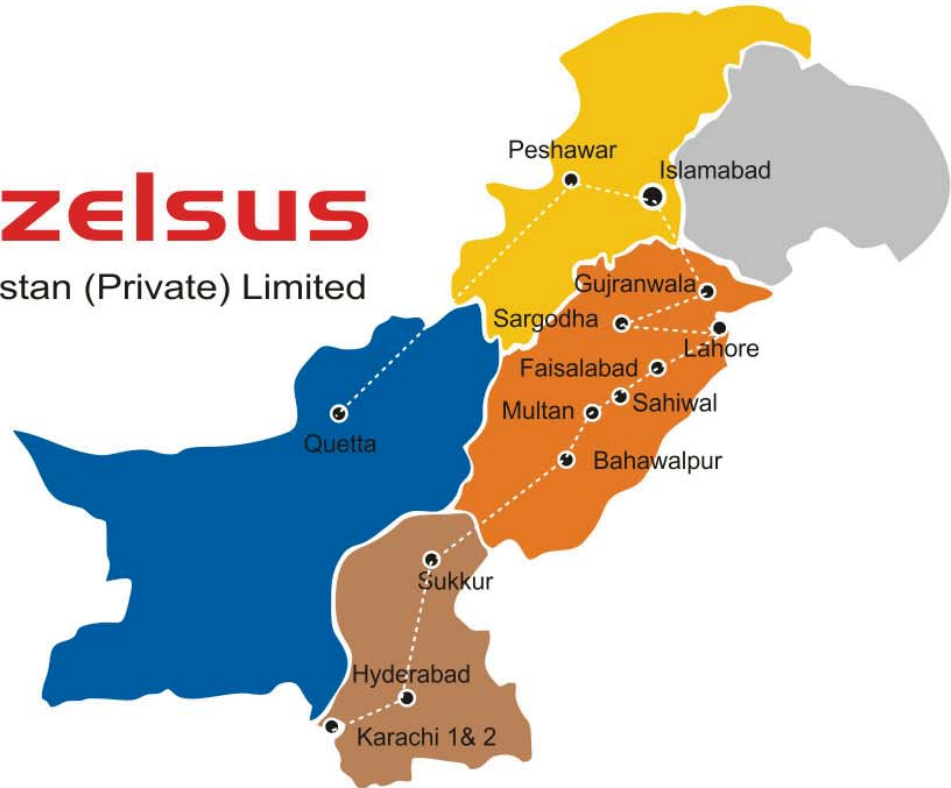
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ARCHROMA COMPLETES ACQUISITION OF BASF TEXTILE CHEMICALS BUSINESS

Archroma, a global leader in specialty chemicals for the textile, paper and emulsions sectors, announced that it has closed the acquisition of BASF’s global* textile chemicals business. The acquisition further solidifies Archroma’s position as a clear industry leader in supplying chemicals and dyes to the global textile industry. Archroma is a portfolio company of US-based private investment firm SK Capital Partners.

This is the second strategic transaction by Archroma following its corporate carve-out from Clariant in 2013, after previously acquiring a stake in the textile dyes and chemicals manufacturer M. Dohmen in 2014.

The BASF business delivers products and technologies across the entire textile chemicals spectrum, with particular strengths in printing, finishing and coating chemicals. The acquisition strategically complements Archroma’s product portfolio and geographical presence that will now include BASF’s strong market positions in Asia and several other high-growth markets. The combined textile chemicals businesses will continue their history of maintaining a strong commitment to innovation and sustainability.

“The textile industry is undergoing transformational change resulting from macro supply and demand shifts as well as a growing customer demand for sustainably-oriented solutions” said Alexander Wessels, CEO of Archroma. He added: “The operational and intellectual synergies between BASF and Archroma will allow us to offer our customers the full breadth and depth of innovation, quality, reliability, expertise and market coverage they need to prosper in these market conditions.”

About 225 employees globally* are in the scope of the transaction, of which approximately 175 are located in Asia. The combined textiles businesses will remain headquartered in Singapore, close to customers in Asia’s fast-growing textile markets.

*The closing of the transaction for the legal entity BASF Pakistan (Private) Ltd., Karachi in Pakistan is expected to take place in end of July 2015.

ARCHROMA STARTED FIRST LIQUID INDIGO PLANT IN PAKISTAN

“Bringing indigo back to its roots”

Archroma in Pakistan commissioned the first liquid Indigo Plant.



Liquid Indigo production facility at Jamshoro site

Now the mills will have a choice, the greatest advantage is the availability at the door step within few days from placing the order instead of months. The other relief is that there is no pressure on cash flow and no money is tied up in inventory. During Indigo imports, the total supply chain pipeline is about six months. One has to plan in advance to ensure continuity of production which can take up to million dollars. A million dollars means about a crore rupees that are tied up just for one product. With the availability of

Liquid Indigo locally the mills can get the product from Jamshoro in couple of days.

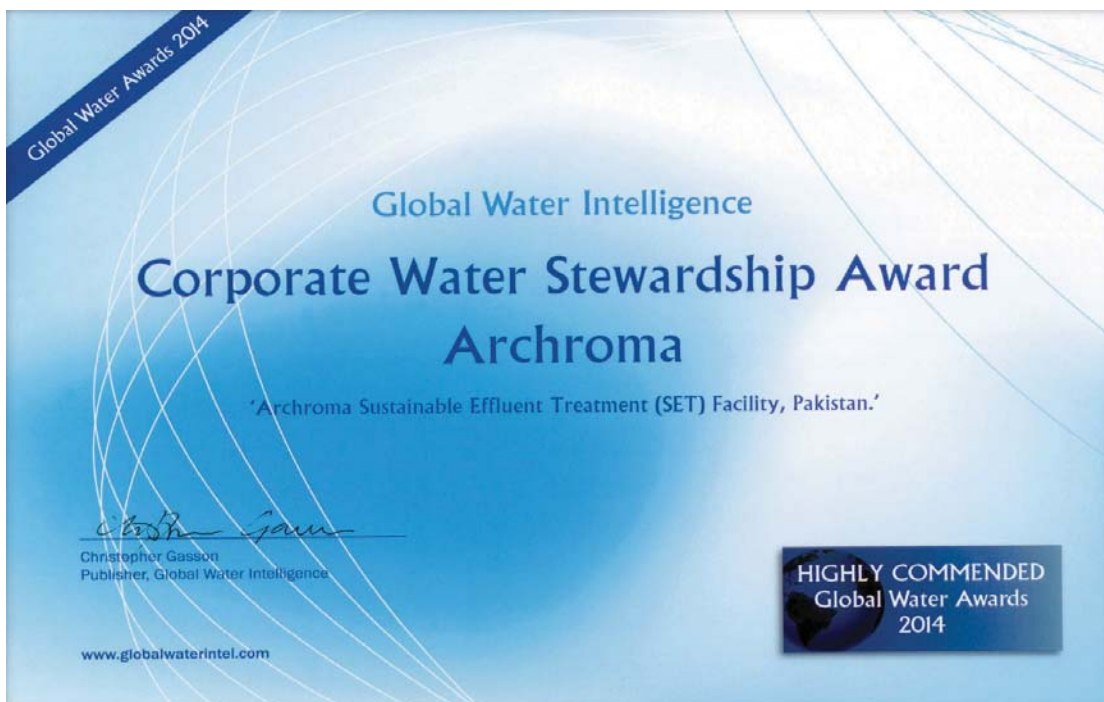
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**ARCHROMA PAKISTAN YET AGAIN RECEIVED THE PRESTIGIOUS
"TOP COMPANY AWARD" FROM KARACHI STOCK EXCHANGE**



KARACHI: Prime Minister, Mian Muhammad Nawaz Sharif has awarded Archroma Pakistan Limited (formerly Clariant Pakistan Limited) the 'Top Companies Award' of the Karachi Stock Exchange for its financial and Managerial performance for 2010, 2011 and 2013. This is the 13th consecutive time that Archroma was honoured with this recognition, as the company's position improved to the 4th number among the Top Companies in 2013.

ARCHROMA PAKISTAN RECEIVES INTERNATIONAL ACCOLADE





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CLARIANT IN PAKISTAN GROWS TOGETHER WITH COMMUNITY



The growth of industrial sector of any country directly relates with the growth of community in that region. Sustainable economic activity combines the success and growth of the company and its growth with the need of society, each individual and the environment. This permanent optimization attempt is a process which strives to reconcile demand, production, and availability of resources as well as technological and institutional changes. With this in mind, a company behaves in a sustainable manner if it completely integrates this understanding into its business process and adjusts its economic actions accordingly.

While supporting community to go along with the business, Clariant in Pakistan took the leading role in all such community sustainable activities.



Starting from providing clean and healthy water to some educational institution to the level of becoming partner of community by providing workable waste disposal solutions for clean environment, the management always encouraged such initiative. The upcoming pipeline projects of supporting some primary educational institutions by providing better infrastructure and also awarding scholarships to needy and talented pupils are a few portfolios where management is continuously supporting the local community to grow along with them.



Clariant provided clean water as well as waste disposal solution to Govt School



Ms. Asma, the Head Mistress of Durrani Govt School, acknowledged Clariant's support in providing clear drinking water solution as well as providing other equipment for the school as ongoing CSR activities.

Clariant's belief to take the people and the whole community along with their growth will create sustainable foot-steps in the country's future growth and simultaneously upgrade the human assets of the country.



CLARIANT PAKISTAN INAUGURATES ITS NEW MB LAB AT KORANGI KARACHI

After the divestment of 3 businesses, Textile, Paper and Emulsion as part of Clariant's Global activity in 2013, Clariant Chemical Pakistan (Pvt) Ltd, a wholly owned subsidiary of Clariant International AG., Switzerland started focusing their core business in Pakistan which includes Masterbatches, Pigments, Additives, Industrial & Consumer Specialty and Catalyst. The new management is fully committed to grow by investing and supporting in the already existing portfolios.



Mr. HansUlrich, Regional Head, BU Masterbatches IMEA, along with other foreign delegates witnessing the inauguration of the Lab

Clariant Pakistan has fulfilled its promise of bringing the cutting edge technology in Pakistan by inaugurating the State-of-the Art Laboratory of its Business Unit Masterbatches which is equipped with the most modern technology which will offer unmatched standard of customer services, analytical and quality assurance to the plastic industry.

As part of their ongoing investment activities in the country on March 25, 2015, the new Masterbatches Laboratory was inaugurated. This was followed by a grand gathering of customers, guests from affiliates, former CEO of Clariant and the Swiss Consul General, Mr. Emil Wyss, at this State-of-the-Art Masterbatches and Polymer testing laboratory. With this the CEO & Country Head, Mr. Atba Waheed Farooqui fulfilled the promise he made two years back when the 2nd Masterbatches production building and the Liquid and Paste coloration technology was inaugurated that our next goal would be to build a modern Masterbatches laboratory at Korangi, Karachi.

The Clariant management in Pakistan is fully committed to drive the country's GDP by investing in its existing and new business.

As part of their expansion strategy in Pakistan in February 2015 Clariant also added an additional extrusion line at the Thoker Niaz Baig Site in Lahore by the expansion of RRU Lahore to a full fledged independent Masterbatches Production Plant from powder pigment is truly reflecting the management's vision.

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Hilti Pakistan (Construction division of VPL limited) is locally incorporated company in Pakistan under Panasian group of companies. The purpose is to offer Hilti products and services with all marketing and after sale services according to Hilti international standards.

Hilti has been working in Pakistan from last 22 years with a history of satisfied customers. To optimize and increase in service level, bring expertise to our customer and projects were some of the reasons behind establishing Hilti in Pakistan. Moreover Hilti provides one-step solution to its customer that will ultimately increases the consumer productivity.

In continuation of our efforts to enhance the level of support provided to, and broaden the portfolio of products and services offered to our valued customers, we are pleased to announce that the business relating to the Hilti brand is being transferred to one of our very well established group companies, VPL Limited. VPL is a very well respected and leading company working under the head of Panasian group and is a supplier of Trucks, Buses, Construction & Mining Equipment, Engines and Generators along with comprehensive after-sales support and value added services.

We have our head office in Lahore and our regional offices in Karachi and Islam-



abad. We follow direct sales model that is covering the whole country comprehensively. We also have our AMS support office for the repairing of Hilti tools and a Ware house for the inventory of Hilti products. Customers can also visit Hilti Centers where hilti products are readily available with proper demonstrations and technical support.

We believe in customer satisfaction and create success by offering productive solutions and value added services. Hilti research and development department is continuously working on innovative and cutting edge solutions based on customer needs. That's how "We passionately create enthusiastic customers and build a better future."

In Hilti we are focused in delivering best value added services to our customer in terms of free engineering services. Our dedicated engineering teams are closely working with consultants, designers and specifiers from all business trades. Our Sales and support functions are readily available for supporting our customer in selection of right product, training and development, pull out test or any other support needed by the customer.

We can be contacted at our customer services number 0800 44584 and on the following Addresses.

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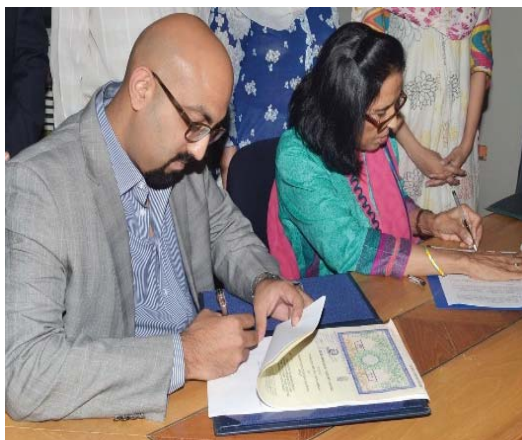
Technology Links & Dadabhoy Institute



(Memorandum of Understanding)

Technology Links (Pvt.) Limited, a member company of Swiss Business Council, achieved yet another milestone by signing an MOU with Dadabhoy Institute of Higher Education (DIHE) in May. The MOU signed by Professor Dr. Shahana Urooj Kazmi, Professor and Vice Chancellor, Dadabhoy University & Rector DIHE and Amir Farooqui, General Manager and Head of Analytical Instruments Division at Technology Links (TL). The memorandum aims at opening up of TL's application laboratory to the students of DIHE for them to get hands on experience on High-Tech instruments and study about the application of such sophisticated equipment in industry, research and various professions.

Present on the occasion, besides the initiators and signers of the MOU, were Maria Fletcher, Application & Business Development Manager at TL, Abdullah Dadabhoy, Chancellor & President DIHE along with senior faculty members as also Senior Staff Members of Technology Links. It is pertinent to note that such an MOU is first of its kind between an educational organization and a supplier of instrumentation which TL considers as their Corporate Social Responsibility to extend cooperation to youth towards learning and research. Technology Links represents a number of manufacturers and suppliers from across the world including, Switzerland, as their exclusive distributor in Pakistan and has a state of the art application laboratory.





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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. In achieving this position, we owe extreme gratitude to our global business partners whose names are icons in their respective business fields:



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SGS'S Industrial Services and Oil, Gas & Chemicals Services Jointly Hosted an Inaugural LNG Awareness Seminar Focusing on Achieving Excellence and Reducing Complexity

More than 100 local stakeholders and clients joined SGS's inaugural liquefied natural gas (LNG) industry awareness session in Karachi, Pakistan.

Achieving excellence, reducing complexity, and getting answers from field to fuel were the themes of SGS's inaugural liquefied natural gas (LNG) awareness session hosted in Karachi, Pakistan, on February 6, 2015. Mr. Farrukh Mazhar, Managing Director SGS gave the opening remarks followed by Mr. Abdur Razzak Lakhani, Director Operations Industrial Services and Mr. Shahnawaz Ullah Khan Director Operations Oil, Gas & Chemicals Services who discussed the topic and gave the session's brief respectively.

Jointly hosted by SGS Pakistan, Industrial Services and Oil, Gas & Chemicals Services, more than 100 local stakeholders and clients joined the company's experts at the Pearl Continental Hotel, for an awareness session on 'LNG - Achieving Excellence from Design through Product Operations' to explore the inspection requirements for both LNG storage terminals and distribution networks.

Incorporating the themes of 'Getting Answers from Field to Fuel' and 'Reducing Complexity to Manage Your Processes' the seminar was presented by Muhammed Aqeel, Manager Operations, SGS Pakistan and SGS's Global LNG Manager, Sven Lataire.

The objective of the seminar was to enhance stakeholder's knowledge of the LNG industry at stages ranging from design to procurement, from construction to commissioning and product receipt to delivery operations.

SGS's Global LNG Manager, Sven Lataire had a special focus on LNG sales and purchase agreements, measurement criteria, quality testing and certifications, selecting gauging devices, determination Composition LNG (+ Vapour), Calculation Section, Measurement Procedures followed by Visual Tour.

"Every LNG project has its own specific characteristics and all our clients have different needs," said Mr. Aqeel, Operations Manager, SGS Pakistan. "To meet our clients' needs we continually refine our services to meet their individual technical and contractual requirements. This event helps demonstrate how we help clients to manage the industry's challenging combination of verification, inspection, testing and surveillance, while at the same time assuring safe working conditions."

SGS offers LNG services including:

- Product Measurement and Inspections Services.
- Tailored Solutions for Procurement, Storage and Distributions Networks



SGS Pakistan Management and guests swap over their views on the subject of current and future business opportunities and challenges faced by the International Business Community. Whilst having a round of our offices and laboratories, Mr. George greatly admired the overall set up and the services being provided by SGS Pakistan. His comments given in our comments book are reproduced below.

"Thank you very much for this extensive and fascinating visit! Thank you to promote with our "Swissness" Passion.
Mr. Marc Georg

Magnification in Food Services

Along with our regular services (inspections/audits/trainings/social audits/gap assessment), SGS also focused over importance of growing food sector in Pakistan. SGS Pakistan has established its Food Testing Facility and we are now able to cover the Entire Food Production Chain in all principal food segments including food products (meat, sea food, dairy products), plant origin food products (fruits & vegetables) and bread, beverages and meals, cereals, spices etc. In addition to food testing, food services cover food inspection, training, and consultancy services throughout the country. The product's compliance with regulations/laws for local and export needs Private label support programs

- Specifications
- Test programs for private labels
- Supplier auditing programs
- Fact sheets
- Supplier comparison
- Brand protection
- Sustainability



Swiss Ambassador Visit to SGS Pakistan

Mr. Marc Pierre George, Ambassador of Switzerland to Pakistan visited SGS Pakistan on 30th April, 2015. He was accompanied by Mr. Emil Wyss, Consul General, and Mr. Jordan James Din, Head of Commercial Section, Consulate of Switzerland. Orientation on the overall functions of SGS Pakistan was given to the dignitaries.

Yet another Milestone for SGS Pakistan!

PNAC HALAL Accreditation

SGS Pakistan is the First and the ONLY Certification Body in the world to achieve HALAL Accreditation from PNAC!

ALHUMDOLILLAH - with immense pleasure we would like to announce that PAKISTAN is the first country in the world to award HALAL Accreditation to Certifying bodies / organizations to be eligible to certify Halal products. SGS Pakistan (Pvt) Limited became the first ever Certification Body awarded the HALAL Accreditation from PNAC (Pakistan National Accreditation Council) - a subsidiary of Ministry for Science and Technology-Pakistan.

The Accreditation certificate was awarded at an event organized by Pakistan National Accreditation Council (PNAC) on the occasion of World Accreditation Day on June 9., 2015 at Ramada Hotel Islamabad. The Certificate was presented by the Federal Minister for Science & Technology Mr. Rana Tanveer Hussain to Mr. Farrukh Mazhar, Managing Director & Mr. Khawaja Faisal Javed (Sr. Manager Operations), who were representing SGS Pakistan in the event. Others present at the event were Director General PNAC Ms. Ismat Gul Khattak, Federal secretary Mr. Kamran Ali Qureshi and other Government officials and Industry professionals. It was reiterated that by attaining the Accreditation, the Halal Certification by SGS will gain worldwide acceptance.

SGS Pakistan (Pvt) Ltd embarked on this journey of Halal Certifications back in 2012 through the rigorous / dire efforts of its highly professional team and in this short span of time SGS has certified more than 10 industries throughout Pakistan.



The primary concern is quality rather than the quantity. For any Industry to gain Halal Certification it is a requirement that the certification has to be endorsed by a team of qualified professional Auditors, Technical experts and mostly importantly the Shariah Alims – who authenticates the religious requirements to be met. SGS Pakistan believes that apart from commercial aspects Halal certification is more of a religious obligation conferred to us – which we will try to meet to the best possible manner InshAllah.

Bird's Gender Identification

Birds outlines over 10,000 species of the Animal Kingdom, mostly belonging to the Amazon, African and North American origin, these full-of-colour creatures adds ensign and beauty to the Mother Nature and creates a majestic sense through their glory tunes and songs and so attract pet lovers throughout the world.

One major Benefit pet lovers enjoys is through breeding of their lovely birds, enjoying more younger chicks and if carefully paired, yields young ones containing selected characters through selective breeding programs. All these depends on the correct and accurate determination of the bird's gender which in case of majority fails due to no physical differences between the male and female members and un-scientific practices for gender determination. The DNA-based Gender Identification thus presents a solution for the whole case and thus helps breeders, farmers, Importer and exporters and bird lovers to make concerned and informed decision while purchasing, selling and/or pairing their birds.

Pakistan, with vast diversity in terms of nature and climate holds more than 786 species of birds present locally. Many internationally traded birds are also farmed in Pakistan due to welcoming and suitable environment. This in turn has made



Pakistan a favourite place for the bird lovers to establish a central point of trade through which a number of species are traded globally.

SGS Pakistan has initiated 'Gender Identification test in Birds' to identify accurately



and to notify with precision to the bird owners at the very beginning of the bird's life about its gender at the DNA level by using Molecular Biology techniques such as PCR (Polymerase Chain Reaction) and Capillary Gel Electrophoresis providing 100% accurate results based on bird's sex chromosome.

Thus, this new development of SGS Pakistan will facilitate the bird's growers, farmers, breeders and traders in having all their decisions set on the basis of Gender Identification test. This one parameter will thus change the scenario and will boost up the confidence and thus the volume of this colorful industry.

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- * Mall of Lahore (PLT), LHR
- * Qaddafi Stadium, LHR
- * Xinhua Mall, LHR

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- * Beach Luxury Hotel, KHI
- * DA Country & Golf Club, KHI
- * Faletti's Hotel, LHR
- * Café Zouk, KHI & LHR
- * Mini Golf Club, ISB
- * BBQ Tonight, ISB

Retail Stores:

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- * Imtiaz Super Store, KHI
- * Naheed Super Store, KHI
- * Agha's Super Store, KHI
- * Farid's Super Store, KHI
- * Tee Emm Mart, KHI
- * Alfatah Stores, LHR / ISB
- * HKB (DHA), LHR
- * Shams, ISB



SWISS has unveiled further details of its new Bombardier CSeries aircraft fleet, which it is acquiring for its European short- and medium-haul network. The attractive cabin interior and innovative new passenger seat were presented during the first visit to Zurich of the state-of-the-art new twinjet, of which SWISS is launching customer. SWISS expects to take delivery of the first of its new CSeries aircraft – in the CS100 version – in mid-2016.

Zurich Airport, 18 June 2015 First-ever visit of new twinjet for Europe

The first Bombardier CSeries aircraft to visit Zurich Airport – a CS100 – landed in Kloten on 17 June evening. The totally-new twinjet, which SWISS is acquiring for its European short- and medium-haul network, arrived on schedule at 19:16. To the delight of the many aviation fans who had turned up for the event, the landing was preceded by a low pass along the airport’s Runway 16, and was followed by a traditional “water salute” from the airport fire service and a special welcoming ceremony by a SWISS delegation.

Official hangar presentation

Next morning saw the SWISS-liveried aircraft presented to officials, politicians and media representatives in the airport’s hangars. SWISS CEO Harry Hohmeister was joined by Fred Cromer, the President of Bombardier Commercial Aircraft and Ernst Stocker, President of the Canton Zurich Government Council, to formally welcome the new CSeries, which boasts particularly impressive low-noise, fuel efficiency and inflight comfort credentials. The arrival of the new CSeries between 2016 and 2018 will also add over 150 new positions to the SWISS workforce, and will give SWISS one of the youngest European fleets.

SWISS also used the occasion of the new Bombardier CSeries’s first visit to Zurich to unveil details of the new twinjet’s interior in the SWISS design. The prime features here include a bright and appealing cabin and enhanced travel comfort through more generous space, lower noise levels and the innovative new seats from manufacturer ZIM. All the details of the new SWISS Bombardier CSeries – including its cabin interior – are also available in the “World of SWISS” online experience at www.world-of-swiss.com/en/cseries. These webpages will also be regularly updated, enabling visitors to follow the entire arrival process for the new Bombardier CSeries fleet.



SWISS is both launching customer and first operator of the Bombardier CSeries, and expects to receive its first deliveries of the new twinjets in mid-2016. SWISS has ordered 30 CSeries aircraft in total. Ten of these will be CS100s, and ten will be the larger CS300. The versions for the final ten aircraft will be decided at a later stage.

In addition to the World of SWISS site, extensive media documentation on the new Bombardier CSeries will be found at <http://www.swiss-cseries.com/en/> from 19 June onwards.

Swiss International Air Lines (SWISS) is Switzerland’s national airline, serving 106 destinations in 49 countries from Zurich and Geneva and carrying over 16 million passengers a year with its 95-aircraft fleet. The company’s Swiss WorldCargo division provides a comprehensive range of airport-to-airport airfreight services for high-value and care-intensive consignments to some 120 destinations in over 80 countries. As “The Airline of Switzerland”, SWISS embodies the country’s traditional values, and is committed to delivering the highest product and service quality. With its workforce of some 8,250 personnel, SWISS generated total operating income of CHF 5.2 billion in 2014. SWISS is part of the Lufthansa Group, and is also a member of Star Alliance, the world’s biggest airline network.

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