



Jason Avanceña

President – Swiss Business Council and
President & CEO of Nestlé Pakistan

Thank you for the unwavering support extended to the Swiss Business Council (SBC) as it brings together Swiss and Pakistani companies on a common platform. We are confident that the Council's efforts will amplify the business prospects and performance of the member companies while promoting bilateral trade and economic relations between the two countries. This tough time has brought new challenges and opportunities for businesses – now more than ever, there is a need to collaborate and work together for continued progress.

On behalf of SBC's Executive Committee, I'd like to thank H.E. Mr. Georg Steiner, the Patron-in-Chief of the SBC and Ambassador of Switzerland to Pakistan & Afghanistan for his continuous support in these trying times. We are grateful to him for extending his patronage and support to the SBC. Our collaboration with the Embassy remains instrumental in creating sustainable development opportunities and fostering bilateral trade promotion between Pakistan and Switzerland.

The alliances of the SBC with federal and provincial governments are available to members of the SBC with access to the Special Economic Zones. In partnership with the Switzerland Global Enterprise (S-GE), SBC hopes to continue promoting Small and Medium Enterprises (SMEs) and invite them to explore commercial prospects. The recent visit of S-GE's delegation to Pakistan also created multiple collaboration opportunities, where the SBC aspires to link SMEs to partner companies for lucrative growth trajectories.

The Council is also exploring possibilities of co-hosting a fact-finding mission in the near future – wherein delegates from Swiss companies will explore opportunities in various sectors in Pakistan.

It is a great source of motivation for us that Switzerland continues to invest in Pakistan and is the fourth largest direct investor. Agriculture was the pick of the sectors in Pakistan's exports to Switzerland as it increased 81% in 2022 as compared to 2021. Our members, too, are leaders in their respective sectors. This exchange of skills, knowledge, and ideas will drive long-term sustainable development in Pakistan.

It is heartening to witness the proactive steps taken by our Council's members towards sustainability. More details regarding the various sustainability initiatives undertaken by our member companies can be found, in this news magazine.

The SBC remains steadfast in its dedication to strengthening the economy in collaboration with its members, spanning the realms of industry, services, and socio-economic aspects. Once again, thank you for your support and efforts in delivering this impact.



H.E. Georg Steiner

Ambassador of Switzerland to Pakistan and Afghanistan,
and Patron-in-chief of Swiss Business Council

First of all, I would like to congratulate the leadership of the Swiss Business Council in taking out another informative edition of their newsmagazine and thank them for giving me the opportunity to express my views.

The year 2023 marked the successful visit of the Foreign Minister of Switzerland, H.E. Federal Councillor Ignazio Cassis, to Pakistan on the invitation of the then Prime Minister Shehbaz Sharif. During the visit, bilateral relations between the two countries strengthened further by signing a Memorandum of Understanding (MOU) on mutual cooperation in the field of Disaster Risk Management. As a testament to recognise the importance of Swiss business community in Pakistan, Federal Councillor Cassis and his high-level delegation including members of the Swiss Parliament also travelled to Karachi to meet them. Taking this forum, I would also like to thank the members of the Swiss Business Council for taking out time to participate in the lunch with the Foreign Minister. My special thanks go to Mr. Mujtaba Rahim of Archroma Pakistan and Mr. Asif Ikram of SICPA Inks for facilitating the visit in Karachi.

I am aware that the current economic situation in Pakistan is also affecting Swiss companies beside domestic and other foreign companies. I am pleased to reiterate the support of the Embassy in safeguarding Swiss business interests and facilitating Swiss firms in Pakistan.

I would like to conclude my message by wishing health, prosperity, and happiness to the readers of this magazine and the members of the Swiss Business Council.

Patron-in-Chief:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Pakistan

Alliance:

Swiss-Asian Chamber of Commerce



Associate of:



**Asia
Society**

Switzerland



Swiss Business Council Executive Committee



H.E. Georg Steiner

Ambassador of Switzerland to Pakistan and Afghanistan,
and Patron-in-chief – Swiss Business Council



Jason Avanceña

President – Swiss Business Council and
MD & CEO of Nestlé Pakistan



Hafsa Shamsie

Vice President – Swiss Business Council &
Managing Director, Roche Pakistan Limited



K.M. Iqbal

Secretary General – Swiss Business Council &
Director, Al Ameen Trading Corporation (Pvt) Ltd.



Shaikh Imtiaz Hussain

Treasurer– Swiss Business Council &
Managing Director, Imtiaz Enterprises



Farhat Ali

Chairman, S-GE Liaison Committee -
Swiss Business Council & Chairman, Polygal AG Pakistan

Swiss Business Council Executive Committee



Mujtaba Rahim

Chairman, Membership Committee - Swiss Business Council and President & CEO, Archroma Pakistan Ltd.



Asif Ikram

Chairman, Business Development & Events - Swiss Business Council & Managing Director, SICPA Inks Pakistan (Pvt.) Ltd.



Khurram Shahzad Khan

Director - Swiss Business Council and President & CEO - Habib Metropolitan Bank



Zeeshan Hasib Baig

Director - Swiss Business Council & Country General Manager, Syngenta Pakistan



Fletcher P. Albert

Business Development Manager
Swiss Business Council



Faizan Faisal

Office Manager
Swiss Business Council

Embassy of Switzerland in Pakistan

News from the Embassy

Visit of the Foreign Minister of Switzerland

H.E. Federal Councillor Ignazio Cassis, Foreign Minister of Switzerland, visited Pakistan from 7 to 9 July 2023 on the official invitation of the then Prime Minister of Pakistan, Mr. Shehbaz Sharif. The Foreign Minister was accompanied by his wife, members of the Swiss Parliament: Mrs. Elisabeth Schneider-Schneiter, Ms. Greta Ilaria Gysin and Mr. Christian Wasserfallen, and high-level officials of the Swiss Federal

Department of Foreign Affairs. During the visit, Federal Councillor Cassis met Prime Minister Shehbaz Sharif and signed an MOU on behalf of the Swiss government with the National Disaster Management Authority of Pakistan on mutual cooperation in the field of disaster risk management. The Foreign Minister and his delegation also travelled to Karachi to meet the members of the Swiss Business Council.



Visit to the Sialkot Chamber of Commerce and Industry

Ambassador Georg Steiner visited the Sialkot Chamber of Commerce & Industry and had a fruitful exchange of information with the business community of Sialkot. The Ambassador also visited factories producing sports goods, textile articles and surgical instruments.



IGATEX-2022

Ambassador Georg Steiner co-inaugurated the Textile Machinery Exhibition IGATEX-2022 in Lahore. More than 15 delegates from Switzerland representing Swiss firms, including Rieter, Uster, SWINSOL, SSM, Xorella, and Graf+Cie AG, operating in the textile machinery sector participated in the exhibition.



Cultural Events at the Embassy

JAZZ Music Night at the Embassy

Ambassador Georg Steiner hosted the Jazz music night on 2 December 2022 in collaboration with Pro-Helvetia and the Foundation of Arts, Culture and Education at the Swiss Residence. The Swiss artists, Simon Wyrch and Rodrigo Aravena, captivated the audience with different jazz styles, including swing, blues, and bossa nova. They also performed in the 7th edition of International Jazz Festival, organized at the Pakistan National Council of Arts in Islamabad from 2-3 December 2022.



Fusion Music Concert at the Swiss Residence

Swiss and Pakistani musicians showed off their skills at the Fusion Music Concert, held at the Swiss Ambassador's residence on 27 January 2023. Mark Hauser on saxophone, Loris Peloso on guitar, and Wajih Nizami on Sitar, Irfan Khan on Tabla and Simair Emmanuel on drum enthralled the audience with their skills, talent, and a blend of enchanting music from Switzerland and Pakistan. The event brought two cultures together through the universal language of music and paid tribute to the unsung heroes of Pakistan through mesmerizing performance and creativity.



Celebration of International Women’s Day at the Swiss Residence

To celebrate International Women's Day on 8 March 2023, an insightful documentary, "From the Kitchen to the Parliament", featuring Swiss women's struggles for their rights was organized at the residence of the Swiss Ambassador. On the occasion, the Chairperson of the National Commission for Human Rights, Mrs. Rabiya Javeri Agha commented, "Women's rights are human rights", "Let's work together to support gender equality around the globe".



Francophonie Week in Islamabad

Francophone countries, Switzerland, France, Canada, Belgium and Vietnam as well as Francophiles in Islamabad celebrated Francophonie week from 17-20 March, joining millions worldwide. The events in this respect included special interviews of the Ambassadors of the respective countries with the PTV World, selected movie screenings from Switzerland and Canada at the Swiss residence, language and art competitions, musical performances, and feasts offering exceptional variety of food from the Francophone countries.

SWITZERLAND AND LA FRANCOPHONIE			
<p>1970 Founding institution of La Francophonie established</p>	<p>1996 Switzerland joins the institution of La Francophonie</p>	<p>2005 Creation of the Organisation internationale de la Francophonie (OIF)</p>	<p>2010 13th Summit of Heads of State in Montreux</p>
<p>MISSION AND VALUES</p> <p>Promotion of the French language and cultural and linguistic diversity</p> <p>Promotion of peace, democracy and human rights</p> <p>Support for education and research</p> <p>Development of cooperation</p>		<p>88 MEMBERS</p> <p>The OIF is composed of 54 full members, 7 associated members and 27 observers.</p>	
<p>SWITZERLAND AND THE OIF</p> <p>Switzerland uses the OIF to multiply the impact of its foreign policy.</p>		<p>Priority themes for Switzerland:</p> <ul style="list-style-type: none"> Peace Democracy Human rights Multilingualism Education <p>Switzerland is the joint 3rd biggest contributor to the OIF after France and Canada, alongside Belgium.</p>	
<p><small>© OFPA, Protona Switzerland, 2022. Source: Federal Department of Foreign Affairs. For further information: https://www.dfaa.admin.ch/dfaa/en/1654/1654/foreign-policy/international-organizations/foi.html</small></p>			



National Day of Switzerland

Ambassador Georg Steiner hosted the National Day of Switzerland (August 1) reception for the Swiss compatriots in Pakistan at his residence. A large number of Swiss nationals attended the event to commemorate rich history, culture and diversity of the Swiss Confederation.



Economic Relations between Switzerland and Pakistan

Switzerland's Exports to Pakistan (in Mio CHF)

Description	2018	2019	2020	2021	2022*	%
Pharmaceuticals	199.5	170.5	201.4	175	118.3	-32.4
Machines	63.3	78.9	49.1	58.2	44.2	-24
Dyeing Extracts and Colours	29.9	31.7	30	33	28.9	-12.4
Watches	22.9	21.2	19.3	27	28.2	4.4
Chemicals	27.7	19.1	35.7	33	24.5	-25.7
Others	55.1	52.2	31.1	37.8	35.3	-6.6
Total	398.4	373.7	366.6	364	279.4	-23.5
% change from last year						

Source: Swiss Federal Customs Administration

Switzerland's Imports from Pakistan (in Mio CHF)

Description	2018	2019	2020	2021	2022*	%
Textiles	122.3	127.2	151.5	195.7	198.6	1.5
Agricultural Products	13.8	11.1	19.2	13.3	24.1	81.2
Leather Articles	13.8	15.6	15	18.1	16.4	-9.4
Others	16.1	15.1	15.7	17.9	17.9	0
Total	166	169	201.4	245	257	5
% change from last year						

Source: Swiss Federal Customs Administration

(CY-2022)

News of the Swiss Business Council



The Swiss Business Council (SBC) was established in 2008 as a legal entity under an act of the Securities & Exchange Commission of Pakistan. The members' segmentation comprises large Swiss Multinational subsidiaries operative in Pakistan, and Swiss Small & Medium Enterprises operative through joint ventures, agencies & dealership arrangements in Pakistan.

Mission & Vision

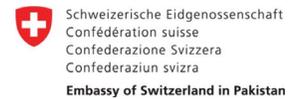
To protect and promote Swiss Economic interests; To encourage and stimulate new investments; To introduce and inculcate best practices and strive to establish a level playing field in the country in order to promote the development of commerce between Switzerland and Pakistan.

Affiliations of SBC

"The SBC works in close partnership with its associates in Switzerland to mobilize B2B contacts between Swiss and Pakistani business entities, improve the global perception of Pakistan in the circle of foreign investors, and inculcate people-to-people cultural ties between the two countries:

Patronized by:

As the official representation of Switzerland in Pakistan (eda.admin.ch/Islamabad), the embassy covers all matters concerning diplomatic relations between Pakistan and Switzerland. It represents Swiss interests in the areas of political, economic, and financial affairs, legal arrangements, science, education, and culture.



Partner of:

The SBC works in close collaboration with its partner Switzerland Global Enterprise (S-GE) in Switzerland to facilitate Swiss Companies that want to have their footprints in Pakistan, in terms of finding an authorized distributor for them, investment, and joint ventures.



Alliance with:

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



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

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

Associate of:

Asia Society Switzerland (ASS) – [www.asiasociety.ch] is committed to exploring Asia's role in a multilateral world and to advancing the dialogue and strengthening partnerships among individuals and institutions in Switzerland and Asia. Across the fields of arts, culture, education, and policy, they provide insights, promote collaboration, and contribute to a deeper understanding of the most dynamic and fastest-growing region in the world.



FOCUS 2023-2024

The SBC made its utmost efforts in maintaining its activities, also maintaining its presence to serve the Swiss & Pakistani Business community across borders.

The President and Executive Committee Members of the SBC rendered an exclusive attention to the investment and trade promotion between Pakistan and Switzerland.

Swiss Foot Prints in Pakistan

Some of the Swiss Companies have been contributing to the Nation's development since the inception of Pakistan. Many joined later, while the process and progress continued. Today, over 50 member companies of SBC are contributing to the development of the healthcare, banking, agriculture, food, industry, energy sector, infrastructure & service sector of Pakistan through investment, transfer of technology & human resource development.



Switzerland is ranked amongst the 4th largest Investor in Pakistan with wide spread portfolio in Pharmaceuticals, Engineering, Chemicals, Agriculture, Food & Beverages, Textiles, Logistics, Banking, Service Industry & others. Presently over 22 large Swiss Companies are operative in Pakistan who, over the past decade, have invested more than CHF 1.5 billion.

Growth of Swiss Companies in Pakistan

Capitalizing on the available opportunities, SBC in collaboration with its partner embarked on the task of exposing Swiss Companies to the business potential available in Pakistan and in the process managed to introduce the footprints of about Eleven (11) Swiss Companies in Pakistan.

The SBC and S-GE worked together to mobilize the interest of Swiss Companies in the business potential available in Pakistan and were successful in establishing the footprints of the following Companies in Pakistan through Joint Venture, Agency Agreements, and Technology Transfer cooperation in a short span of eight (08) years after its partnership with S-GE in 2014:

Company	Sectors
 APPENZEL NATURAL COSMETICS	Natural Cosmetics
	Food Processing
 COMMON RAIL SYSTEMS	Common Rail Systems.
	Fire safety glass.
 GF Piping Systems	Gas and liquid transport
 Homöopathie Phytotherapie	Health Care
	Gourmet Food.
	Hot-air plastic welding equipment, process heat components, laser welding systems, gas sensor equipment & micro-optics.
	Analytical Instruments.
	Glass reinforced plastic pipes
	Construction

Patron-in-Chief:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra
Embassy of Switzerland in Pakistan



Gulfood Manufacturing – World Trade Center, Dubai



Fletcher Pasque, Business Development Executive of the SBC visited the Gulfood Manufacturing Exhibition (GME) in Dubai at the World Trade Center in November, 2022 where a number of Swiss companies exhibited a wide range of solutions. Engaging with the Swiss Companies at the Exhibition, Fletcher presented them with the market opportunities Pakistan is offering in the Food Technology Sector.

With sustainability being one of the central themes of Gulfood Manufacturing, Swiss companies exhibiting at the event were enlightened with the market dynamics of a country with over 240 Million Population.



Fletcher Pasque at Swiss Pavilion

VISIT TO LAHORE

Market Check for Herbamed



The representatives of the SBC, Fletcher Pasque, and Faizan Faisal, Office Manager of SBC along with the Brand Ambassador of Herbamed, Dr. Daniel Bashir visited Lahore in November 2022 for multiple activities, one of them was to check the market of a Swiss Homeopathic Company, Herbamed AG. SBC did a market visit to one of the busiest Homeopathic Markets of Lahore, Gawalmandi, and met with Doctors and Pharmacists, who are happy to prescribe Herbamed in Lahore.



L-R: Dr. Bashir, Faizan & Fletcher with Dr. Riaz



L-R: Fletcher, Kashif – Pharmacist, Faizan & Dr. Bashir



L-R: Faizan, Dr. Bashir & Fletcher LCCI

SBC also had meetings with potential companies who shared their interest in becoming the importer of Herbamed in Pakistan. One of the potential importers was Mr. Nauman Kabir, former President of the Lahore Chamber of Commerce and Industry (LCCI).

Dinner hosted by H.E. Georg Steiner for Lahore Based Members of the Council:

H.E. Georg Steiner, Ambassador of Switzerland to Pakistan and Afghanistan, hosted the Lahore-based members of the SBC over a dinner at a local hotel, along with the representatives of the SBC and the Brand Ambassador of Herbamed in Pakistan.



Brainstorming Session with Nestle Pakistan for the Business Plan:

Representative of the SBC, Fletcher Pasque, and Faizan Faisal visited Nestle's Head Office in Lahore to discuss the Business Plan of SBC for the year 2023-24

Mr. Waqar Ahmed, Head of Corporate Affairs & Sustainability at Nestle Pakistan welcomed the representatives of SBC. Discussion for the business plan was mainly focused on the facilitation to the Swiss SMEs and the interaction of SBC with its members. The business plan of SBC was also focused on promoting sustainability within the organization and in its member companies



Fletcher & Faizan in discussion with Waqar at Nestle



IGATEX Participation:

Ambassador Georg Steiner co-inaugurated Textile Machinery Exhibition IGATEX-2022 and hosted the visiting Swiss delegates in Lahore. To explore the potential of the textile sector in Pakistan, many Swiss companies including (Graf, Swinsol, RIETER etc.) and several interested representatives from Switzerland participated in the exhibition in Lahore.



Later that H.E. organized a nice evening for the delegates of the Swiss companies, participating at IGATEX. The representatives of the SBC also joined the evening for a dinner with the delegates.

Amendment Through Finance Bill:

The SBC was approached by the Securities and Exchange Commission of Pakistan and invited the members of the SBC to share their proposal for reforming existing tax policy for its review and analysing the way the proposed policy will impact Pakistan. The majority of the members shared their proposals with the SBC which SBC gathered and shared the same with the SECP in the following format:



No. Proposal	Existing Provisions	Proposed Amendments	Rationale	Impact of the Proposal
			<p>Rationale should cover: The legal nature of the existing policy.</p> <p>2. Detailed factual Description</p>	<p>Benefit / Impact to Business and Persons</p>

GULFOOD 2023:

The biggest edition in Gulfood's history brought together over 5,000 leading food and beverage companies, showcasing 100,000 new products from more than 125 countries. Filled with countless networking opportunities to develop new business relationships and strengthen existing ones, Gulfood offered a bigger platform to make new partnerships, deals, collaborations, signings, and announcements.



The Council engaged with many of the exhibitors and shared its expertise while making valuable connections at Gulfood. Fletcher Pasque, representing the Council presented the Market Opportunities, Pakistan is offering in the Food sector to the exhibitors at the Gulfood.



Fletcher with representative of Sapal SA



Booth of SGS (Member-SBC) at Gulfood

Herbamed's Participation In The Flower Show:

The SBC facilitated the participation of Herbamed in the 72nd Annual Flower Show, held at Clifton Beach in Karachi.

The Brand Ambassadors Team distributed Herbamed's brochures, flyers, and leaflets and educated the audience about Herbamed and how it is effectively working in Pakistan. Herbamed's remedies were also sold during the event. Most of the customers expressed their interest in visiting Herbamed's Office for consultancy and inquired about the availability of medicines at pharmacies, to which the team informed them about the availability of the medicine at Mehar Impex, Importer of Herbamed, and a few other stores and the team also actively promoted the social media page of Herbamed.



Booth of Herbamed at Flower Show

President of the Council:

SBC welcomed Mr. Jason Avanceña as President of the Council.

Mr. Avanceña joined the SBC with over 25 years of experience with Nestlé in the Philippines, Indonesia, and, Switzerland with a strong background in Dairy and Nutrition.



Visit of the Delegates of S-Ge:

SBC's partner S-GE's delegates visited Karachi to meet the Swiss Business Community in Karachi. The previous responsible Mr. Beat Ineichen, ex. Sr. Consultant South Asia, Oceania, and Project Head of Medical Technology was retiring from his position in S-GE. His successor Mr. Suhail el Obaid, has now been given the responsibility of ME, Pakistan, and Afghanistan. The delegates visited Karachi to have a real experience of the Economic Outlook of Pakistan. The SBC arranged the meetings of the S-GE's delegates with the Swiss Business Community and the major Chambers of Commerce in the Country to let them interact and analyze the situation of the business environment.



Visit to Technology Links:

Mr. Suhail el Obaid, Sr. Consultant ME, Pakistan, and Afghanistan, accompanied by Fletcher Pasque, Business Development Executive, Swiss Business Council, visited the Technology Links's Office in Karachi.

Managing Director of Technology Links, Mr. Kalim Farooqi, welcomed the delegates and briefed them on the economic outlook of Pakistan by presenting the potential of the market along with the current challenges.



Mr. Suhail having discussion on the Economy with Mr. Farooqi



Group photo with Mr. Farooqi

Visit to Mediterranean Shipping Company

Mr. Akram Ali, Managing Director, and Mr. Ayub Khan, Deputy Managing Director of MSC Agency Pakistan, hosted Suhail and Fletcher at their office and gave a brief overview of the shipping sector and their company.

The delegates were pleased to learn about one of the biggest investors in Global Trade, the MSC, and its growth since its foundation in Pakistan in 2006.



Discussion on MSC's operations in Pakistan



Suhail & Fletcher with Mr. Akram and Mr. Ayub

Visit to Habib Metropolitan Bank

Next stop was the banking giant, Habib Metropolitan Bank (HMB), the colleagues of the Council at Habib Metro Bank, Ms. Sheeza Ahmed, Head of Marketing HMB, Mr. Khurram Shahzad, Group Executive HMB and Ms. Sarah Masood, Unit Head HMB gave a brief overview of the banking system, its legacy along with its strengths.

The hosts presented them with an overview that how the bank is performing continuously despite economic challenges in Pakistan. In customer's portfolio of HMB, it has 7 companies from the Swiss Business Community which are also members of the SBC, as follows:

- i.) Archroma Pakistan
- ii.) Turbo Systems Ltd.
- iii.) MSC Agency Pakistan
- iv.) SICPA Inks
- v.) Louis Dreyfus Company
- vi.) Nestle Pakistan
- vii.) Syngenta Pakistan

HABIBMETRO



Mr. Suhail having discussion with Mr. Khurram on the economy



L-R: Mr. Khurram, Mr. Suhail, Ms. Sarah, Ms. Sheeza, and Fletcher

Meeting with Hakimsons Impex in Karachi



Mr. Zulfiqar Ali Hakim, CEO Hakimsons Impex, hosted the delegates over a dinner to have a candid and casual discussion including the Economic Outlook of Pakistan and a brief overview of his organization and work structure.



Group photo with Mr. Zulfiqar



Meeting with Roche at Avari Towers

In the afternoon, Beat Ineichen joined Suhail and the SBC's Team, Faizan Faisal and Fletcher Pasque for the engagements at Avari Towers in Karachi. Mrs. Hafsa Shamsie, MD Roche & Vice President of SBC, along with her team, Mr. Abdul Qayyum, Country Manager Pakistan & Afghanistan Diagnostics Division Roche, Mr. Sohail Akhtar, Head of Diabetes Care Pakistan and

Bangladesh Roche, and Mr. Farhan Dhaggi, Chief Financial Officer Roche, hosted the two delegates over lunch and briefed the delegates on the scope and demand of Medical Technology in Pakistan, along with the Health Care landscape of Pakistan and the role of Roche in the Medical sector of Pakistan.



Mr. Shakeel briefing the delegates



L-R: Beat, Suhail, Sohail, Abdul, Farhan, Faizan, and Fletcher

Meeting with Kuehne + Nagel at Avari Towers



Mr. Shakeel Muhammad, Managing Director, Kuehne + Nagel along with his team, Mr. Amir Jaleel, GM Sea Freight, Mr. Ashfaq Amin, Manager of Airfreight, Mr. Irfan Rashid, GM of Airfreight, and Mr. Jahanzaib Shafique, Assistant Manager,

Customer Care, came at Avari Towers to meet the delegates from S-GE and briefed them on the shipping and logistics sectors of Pakistan. Mr. Shakeel gave a brief overview on the operations of Kuehne + Nagel in Pakistan.



Roche's team briefing the delegates



Group photo with Kuehne + Nagel's colleagues

Meeting with Syngenta at Avari Towers

A leading agriculture, innovative and technology company, Syngenta Pakistan came to meet the delegates and briefed them on how Syngenta is providing crop protection, biologicals, seeds, and crop enhancement products while keeping priority to Sustainability.



Syngenta team with the delegates



Ms. Uzma Farooqui, CFO of Syngenta, and her colleagues, Ms. Humaira Ahmad, Country Head HR, Mr. Nasir Shams, Production and Supply Lead Pakistan, and Mr. Hamza shared with the delegates on the New farming ecosystem of Syngenta and the Sustainability objectives.

The team of Syngenta also presented the souvenirs to the delegates



L-R: Hamza, Uzma, Humaira, Fletcher, Suhail, Faizan, Beat, Nasir

Meeting with CEO, Dawood Group and SBC at B.R.R. Tower

CEO Dawood Group, Mr. Ayaz Dawood, hosted the Swiss delegates at its office in B.R.R. Tower.

Mr. Dawood gave a brief overview on the Economic Outlook of Pakistan, mainly discussing the key points on the Sectorial Analysis, Infrastructure Development, Risk, and Opportunities.



Soon after the meeting the delegates visited the office of SBC.

A colleague from the Brand Ambassadors Team of Herbamed, Dr. Jessica Johnny also was present to welcome the delegates at SBC's office.

Meeting with OICCI



The largest chamber of Pakistan by having the most foreign members, the Overseas Investors Chamber of Commerce and Industry (OICCI), hosted the delegates at their office and presented them with the Economic front with Challenges and Opportunities for Swiss companies in Pakistan. Mr. Abdul

Aleem, Chief Executive OICCI, Mr. Kashif Shafi, Executive Director OICCI & Mr. Rehan Shaikh, Vice President OICCI were present from the OICCI team to welcome the delegates of S-GE.



Discussion with OICCI



L-R: Fletcher, Kashif, Rehan, Beat, Abdul, Suhail

Meeting with KCCI

The delegates were further hosted by the Karachi Chamber of Commerce & Industry (KCCI) at their office. The colleagues at the KCCI were keen to present them with the business environment being offered to the Business Community in Karachi, as a majority of the Swiss business community is located in Karachi. Mr. Tariq Yousuf, President KCCI, Mr. Tauseef Ahmed, Senior Vice President KCCI, Mr. Muhammad Haris, Vice President KCCI, Mr. Abdul Sattar, Public Relations Officer KCCI and Mr. Shaikh Wasim Ahmed, Member Managing Committee of KCCI were present.



Mr. Tariq Yousuf briefing Beat on the Economy



President KCCI presenting a memento to the outgoing Consultant S-GE – Beat Ineichen

Meeting with Board Members of SBC at Avari Towers

The Board Members of the SBC had a meeting with the Swiss Delegates at Avari Towers. Fletcher Pasque presented a brief overview of Pakistan as a potential market for the Swiss SMEs.

The delegates were taken on a brief overview of each potential sector with the SWOT analysis of each sector for Swiss companies wanting to enter the Pakistani market.



Fletcher reflecting upon the journey of outgoing Beat



Fletcher presenting a brief overview on Pakistani market

The Council also bid a farewell to the outgoing colleague Mr. Beat Ineichen by sharing the memories spent with him throughout his tenure and welcomed Mr. Suhail el Obaid as his successor by presenting him and Beat momentous.



The incoming Consultant presented with a souvenir



L-R: Hafsa Shamsie, Faizan Faisal, K.M. Iqbal, Beat Ineichen, Suhail el Obeid, Sh. Imtiaz Hussain

Visit to Novartis

Mr. Arif Tahir, President Novartis along with his colleague welcomed the Swiss delegates at their office in Karachi. Mr. Tahir,



presented a brief overview of the Medical Technology Sector of Pakistan along with the Market potential for the Swiss SMEs.



Mr. Arif Tahir briefing the delegates on MedTech



Group photo at Novartis



Visit to Nestlé

The delegates were hosted by Nestlé Pakistan at their Corporate Resident Office by Mr. Rahat Hussain, Corporate Manager Public Affairs & Media Relations. Mr. Jason Avanceña, CEO & MD Nestlé Pakistan and President SBC, joined online and shared the sustainability and regeneration commitments of Nestlé Pakistan.

Further, it was taken by Mr. Ajwat Arslan Khan, Advisor on Commercial Affairs at the Swiss Embassy in Islamabad, who also joined the meeting online, and presented the SWOT analysis of the Pakistani market to the delegates along with the Swiss and Pakistani bilateral trade figures for 2022.



Group Photo at Nestlé

Dinner with Diplomats at Avari Towers hosted by the President of SBC



British Deputy
High Commission
Karachi



Liberté • Égalité • Fraternité
RÉPUBLIQUE FRANÇAISE

CONSULAT GÉNÉRAL DE FRANCE

À

KARACHI



The Council organized an evening with the Diplomats for the Swiss Delegates at Avari Towers over a dinner which was hosted by the President of SBC. Consul General of France, Mr. Alexis Chahtahinsky, and Oman's Consul General, Eng. Sami Abdullah Al Khanjari were present along with the Deputy

Head of Mission at the British Deputy High Commission, Mr. Martin Dawson.

The agenda of the evening was to have a casual dinner and discuss the Economic situation of Pakistan.



Visit to Archroma

Mr. Mujtaba Rahim, CEO of Archroma and Director of SBC hosted visit of the delegates at Archroma Center of Excellence, Korangi, Karachi. Mr. Rahim briefed the delegates on the business portfolio of Archroma and shared the exciting highlights

of their Jamshoro plant where Aniline-free Indigo is produced for the denim industry. Sustainable Effluent Treatment @ zero liquid discharge facility is also situated at Jamshoro site.



Group photo at Archroma Pakistan



Mr. Rahim presented souvenir to Mr. Suhail



Visit to Al Ameen

Mr. Khatri Muhammad Iqbal, Director Al Ameen, in the sector of Textile and Secretary-General of SBC hosted the delegates at his office in Karachi. Al Ameen took the delegates and briefed them on their principal line of business and their journey as 4th generation family business.



Meeting with the delegates



Visit to the warehouse of Al Ameen



Briefing Mr. Beat on the product line



Group photo at Al Ameen

Visit to SICPA Inks

Market leader in security inks, SICPA Inks, hosted the delegates at their office in Karachi over a working lunch and briefed them on their worldwide operations, and showed them their production facility of Inks.

Mr. Tanviruddin Ahmad, Director Operation SICPA Inks, Mr. Zulfiqar Ali, Head of Technical and Ms. Mubashra Sattar, Head of Finance represented SICPA Inks and shared the brief overview of the Joint Venture between SICPA Inks and Pakistan Security Printing Corporation.



Meeting with the delegates



Visit to the warehouse of Al Ameen

The delegates were also briefed on the market opportunities for Swiss SMEs in Pakistan by Mr. Tanviruddin..



L-R: Group photo with Mubashra, Tanviruddin and Zulfiqar

Visit to SGS Pakistan

SGS Pakistan, In the sector of testing, inspection, and certifications hosted the delegates at their office in Karachi. The visit to the facilities at SGS Pakistan was led by Mr. A. R. Lakhani, Managing Director of SGS Pakistan.

The colleagues at the SGS along with Mr. Lakhani took on a short site visit and briefed the delegates on each of their facilities and the services being offered by SGS Pakistan.



Mr. Lakhani took the delegates on a facility visit



Dinner at Mr. Danial Baweja's residence, CEO Regent Group

Regent Group CEO, Mr. Danial Baweja, hosted a dinner for the delegates at his residence in Karachi. Mr. Danial, along with his wife and Mr. Farooq Afzal, CEO ITN Group of Companies, dis-

cussed the possible opportunities to explore and interact with Swiss companies in Switzerland in the sector of Hospitality and Tourism to do business in, via the Swiss Business Council.



Group photo at Danial's resident

Visit to Spring Store and Dolmen Mall



The delegates visited the Spring store and Dolmen Mall in Karachi to see the products of the Swiss companies being shelved at the store and the mall.

A large amount of Swiss products was being selling at the mall and store including the Swiss Chocolates.



Swiss Chocolates proudly selling in the market

Lunch hosted by the Secretary-General of SBC



The Secretary-General of the SBC, and his family hosted a farewell lunch for Beat Ineichen, and highlighted the memories they've gathered through Beat's tenure, and wished him best wishes for his new chapter of life.



Retirement Present to Beat

SBC presented a book, Journey Through Pakistan to Mr. Ineichen, which is one of the best-selling books.

It was published by Camerapix in Nairobi and printed in Singapore. Towering mountains, unspoilt beaches, awe-inspiring deserts, lush green fields, pulsating cities, traditional villages and their crafts, lively men, women and children, have all been brilliantly captured in crisp language and eye-catching photographs in Journey Through Pakistan, all of which in combination makes a great gift for Mr. Ineichen to read after his retirement.



Visit to Mohatta Palace Museum

SBC took Mr. Ineichen over a short tour to Mohatta Palace Museum, which was once a home to Mother of Pakistan, Ms. Fatima Jinnah until her passing in 1967.



See you soon Beat!

The team at the SBC went to see off Mr. Beat and wished him happy retirement before he left for Switzerland.



President Hosted the Dinner at Avari



After assuming the charge as the President, Mr. Jason Avancena, flew to Karachi to meet the colleagues of the Executive Committee (EC) of the SBC. He hosted the EC members of the SBC over a dinner at Avari Towers, Karachi.

During the evening EC members also bid farewell to Mr. Fletcher P. Albert, Business Development Manager of SBC for his new endeavors in the UK. EC members thanked Mr. Fletcher for his services in the Council and wished him all the very best for his new ventures.



Group Photo after the Dinner

Lunch With the Swiss Foreign Minister

President of SBC, Jason Avanceña, presented the Sindhi Ajrak and Cap to the Foreign Minister of Switzerland His Excellency Ignazio Cassis, during his recent bilateral visit to Pakistan, along with other members of the Swiss Parliament, where he engaged with the Government of Pakistan and interacted with members of the SBC in Karachi before his departure. President SBC thanked the Swiss Government for supporting Pakistan in the aftermath of last year's devastating floods and acknowledged his government's leadership for significantly contributing to the strengthening of the longstanding relations between the two countries. Foreign Minister Ignazio Cassis expressed his gratitude to the people of Pakistan for their cooperation and emphasized how strong bilateral ties between Pakistan and Switzerland have paved the way for mutually beneficial partnerships and collaborations in various sectors.



Welcome on Board, Mr. Khurram of HMB:

HABIBMETRO

The SBC welcomed Mr. Khurram Shahzad Khan, President & CEO of HABIBMETRO Bank, as he joins the Board of the SBC.

This addition occurred during the 179th Executive Committee Meeting of the SBC, which convened at the SBC's office in Karachi. Present at the meeting were Mr. Jason Avancena, CEO of Nestlé and President of the SBC, along with Ms. Hafsa Shamsie, MD of Roche, and Vice President of the SBC, Mr. Farhat Ali, Chairman of Polygal AG, and Chairman of the S-GE Liaison Committee of SBC, and Mr. Faizan Faisal, Office Manager of the SBC.

Together, they warmly welcomed Mr. Khurram Shahzad Khan as he assumed the role of Director on the Council.

Mr. Khurram is a seasoned banker with over 30 years of experience spanning risk and credit management, corporate, investment, and transaction banking in local and multinational financial institutions, including Banque Indosuez and Standard Chartered Bank, where he served as Country Chief Risk Officer & Chief Credit Officer.



L-R: Mr. Khurram, Mr. Farhat, Ms. Hafsa, Mr. Jason, and Mr. Faizan

Courtesy Breakfast with the Ambassador:

It is with great courtesy that we shared the delightful occasion of a breakfast meeting with H.E. Georg Steiner, Ambassador of Switzerland to Pakistan and Afghanistan.

In the course of the Ambassador's visit to Karachi, we had the privilege of engaging in a courteous breakfast meeting with him, along with another colleague from the Embassy of

Switzerland in Pakistan, Mr. Ajwat Arslan Khan, Advisor on Commercial Affairs.

This event took place at a hotel in Karachi, providing a valuable opportunity for discussions primarily centered around the business landscape of Pakistan.



Accelleron Industries

Accelleron Industries listed in Six Swiss Exchange formally (ABB Turbocharging) is a market leader in turbocharging technology. We help industries to become more efficient and environment-friendly, whether on land or at sea. Our dedication to innovation and advanced tech supports important parts of modern society. We keep moving forward and are known for our expertise and top-notch research in turbocharging technologies. Our products and services make a real difference for our customers. We are present in Pakistan since 1996, actively engaging in the country's job market while delivering valuable services to our customers in all industrial segments of Pakistan. Accelleron develop, produce, and service turbochargers and digital solutions and at the same time help industries to decarbonize.

Our core mission focuses on turbochargers and digital solution development. These innovations not only boost engine performance and efficiency but also play a significant part in emissions reduction. Our cutting-edge products have wide-ranging applications in industries like marine, energy, and rail, which drive global progress. We take on a pivotal role in supplying these industries with reliable, sustainable power while actively supporting their environmental efforts. To achieve this mission, we offer a comprehensive suite of services tailored to the unique needs of our global and local clients.

To learn more, please delve into our offerings at www.acceleron-industries.com.



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Introduction to Intellectual Property Rights

Intellectual Property is an all-encompassing term for intangible property, which is a product of human intellect. It is divided into two categories: 1) Industrial Property which includes patents for inventions, trademarks, industrial designs and geographical indications and 2) Copyrights which covers literary, dramatic, musical and artistic works (such as novels, poems and plays, drawings, paintings, photographs, sculptures) and architectural designs.

An owner or creator of the aforesaid intellectual property is afforded Intellectual Property Rights (IPR) by virtue of their creations, which does not differ from any other property rights and confers the status of property on the above-mentioned intangible items.

IPR refers to exclusive rights that either a person or a company have acquired to use their ideas, concepts and intangible property for a specified period of time. The Laws relating to Intellectual Property provide certain exclusive rights to the inventors or creators of that property, in order to enable them to reap commercial benefits from their creative efforts or reputation and also prevent others from dealing with or using their property, without prior permission, in an unlawful manner.

In simple terms, Intellectual Property can be referred to as the creation of the mind. Such a creation can be conceiving a unique and distinctive name for a brand and/or business (Trade Mark), an invention related or unrelated to technology (Patent), works related to arts (Copyright) and devising a unique ornamental and/or aesthetic aspect of an article (Industrial Designs) or generally protecting confidential and/or proprietary information from disclosure (Trade-Secrets).

Growth and Importance of IPR:

IPR has increasingly been recognized as being important for nations to grow and emerge as knowledge-based economies and is the catalyst for nations to enhance innovations and competitiveness in the economy.

The use of formal IPR mechanisms by firms has increased in importance globally during the past 40 or so years, due to the rise of the knowledge economy and the increasing importance of intangible assets in new economic sectors such as technology and R&D. IP Protection provides an incentive and recognition to the creators of new ideas and innovations whilst protecting the commercial and legal interests of the creator and ensuring a material reward by adding immense

commercial value and availability of genuine and original products. The ways in which IPR encourages innovation and drives economic growth in certain sectors of the economy is detailed below:

IPR, Businesses and Branding

The protection of intellectual property has become a leading concern in the corporate world. The degree of expenditure involved in Research and Development, Marketing, Production and Management, imposes the need for large firms to ensure their Intellectual Property is protected, not only from potential piracy but from those whom attempt to take a “free ride” on the reputation of internationally recognized Companies.

It is important to note that in this day and age a companies’ intellectual property portfolio is their largest asset and can account for as much as 70% of their corporate value. By aggressively expanding on their patent portfolios or establishing a Registered Trademark, large corporations are in a position to ensure two essential factors - first, a secure place in the market, and second, to become the leaders in the battle against infringement.

Almost all companies are known by the brands that they build and develop which forms an integral part of their intellectual property assets. If a company does not protect its brands by seeking out intellectual property protection, then it is more vulnerable to competition threats and is unlikely to be taken seriously in the marketplace. Not protecting intellectual property also makes it hard for a company to attract new investors or business partners as for example if an infringing product, which imitates a company’s products are being sold for a lower price there is nothing that can be done to prevent that if the company had not taken prior steps to protect their brand.

An example of the importance of intellectual property rights can be seen in Google’s acquisition of Motorola for \$12.5 billion before selling the company to Lenovo (minus its valuable IP in smartphone technology) for \$2.91 billion. The huge drop in the price directly correlates to the valuable intellectual property asset that Google held onto in the sale.

IP rights therefore help businesses to protect their market shares and IP value depends on how well it is utilized. Adopting a systematic understood approach for the effective commercialization of an innovation reduces the risks and maximizes the chance that their investment will generate a

Ali & Associates

good return. Furthermore, IP rights have a value per se and can be directly sold or “rented” through licensing to other businesses or professionals. It is therefore clear that IPR Protection helps companies to gain value and maximize their revenue streams.

IPR and Public Health

Innovation, the discovery of new treatments and the development of new medicines is an integral part of our society in which IPR plays an important role. Intellectual Property has enabled the research and development of today’s medicines and is at the heart of most countries health systems as it sustains the financing model for research and development.

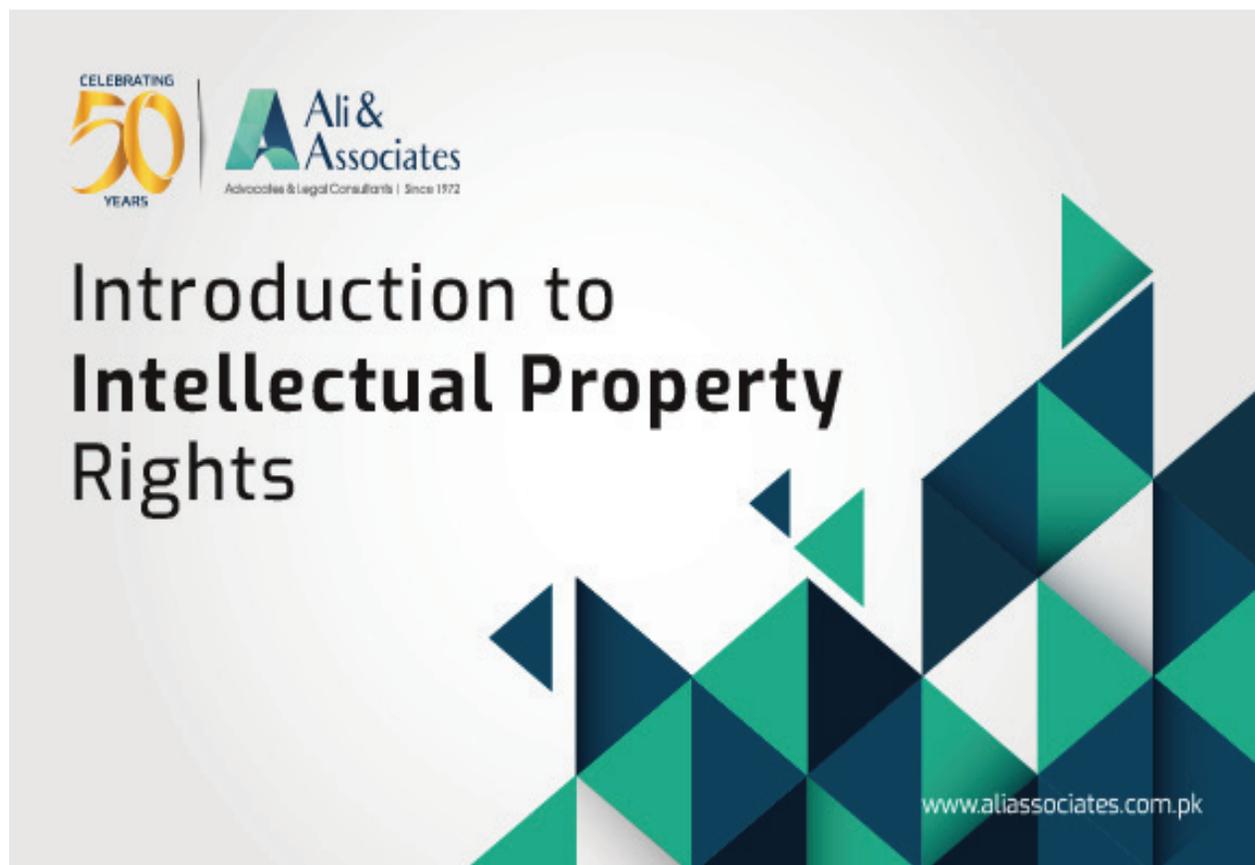
Through the protection of intellectual property many pharmaceutical companies are able to recover their investments and continue to invest in new research, without this there would be no private funding of research and they would no longer be able to fulfill their mission.



Pakistan’s take on Intellectual Property:

Confirming to the intensifying convention of recognition and protection of Intellectual Property globally, Pakistan has been consistently modernizing its existing laws and enacting new ones in accordance with internationally accepted standards. Intellectual Property in Pakistan include (but are not limited to) Copyrights, Patents, Trademarks and Industrial Designs. Each aspect of Intellectual Property is governed through its own Laws designed to protect the brand, the inventions, the design and/or literary, dramatic, musical and artistic works (as the case may be) from unauthorized use or exploitation by third parties.

In addition to the domestic laws, Pakistan is also a signatory to various international Treaties, the aim of which is to formulate policies relating to IP which can be implemented by each member country and ensure consistency and unanimity of the basic principles. Needless to state that prior to such Treaties it was difficult to protect and enforce one’s IP rights in various countries because of the diversity of their Laws.



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Archroma Pakistan



Poster competition held @ TCF school students

School children made some very exceptional poster designs highlighting environment. The poster competition was held between two Citizens Foundation Schools from the site neighbourhood of Landhi & Korangi. Our visiting Group CEO, Mr. Mark Garrett interacted closely with the students and gave away prizes to the winners on 3rd October at Landhi site. Children were delighted to present their poster themes.



TCF school children with their trophies and certificates

Best Corporate Report 2022 - Archroma Pakistan completes hat trick

The Annual Report of Archroma Pakistan received Best Corporate Report Certificate of Appreciation consecutively for the third time on 12th October 2023. The Certificate was presented by the Chairman, Securities & Exchange Commission of Pakistan and CEO, Pakistan Business Council. The nationwide

contest is organized to rate the quality of information, attractive layout and easy readability of Annual Reports published by 25 best performing companies at the Stock Exchange. @Irfan Chawla received this accolade.



Mr. Irfan Chawla, CFO, Archroma Pakistan receiving the Best Corporate Report Certificate

Archroma Pakistan



Swiss Foreign Minister visits Archroma Center of Excellence

The Foreign Minister of Switzerland, H.E Mr. Ignazio Cassis alongwith high-level delegation of Swiss Parliamentarians & Government officials visited Archroma Center of Excellence at Karachi on 9th July. The Foreign Minister and CEO Archroma Pakistan, Mujtaba Rahim inaugurated "Archroma Wall of Pride" that displays our accolades, recognitions & awards. The dele-

gation toured three storied Research & Technology, Application, Analytical Labs & Training Academy at the Center of Excellence. The delegation was given detailed briefing on best sustainable practices relating to Aniline-Free* Indigo and Zero Liquid Discharge Sustainable Effluent Treatment Plant at Jamshoro site by Mr. Mujtaba.



H.E. Mr. Ignazio Cassis and Mr. Mujtaba Rahim inaugurating "Archroma Wall of Pride"



H.E. Mr. Ignazio Cassis felicitating Mr. Mujtaba Rahim on the accolades of Archroma Pakistan



Members of high level Swiss delegation at Archroma Wall of Pride



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HABIBMETRO

HABIBMETRO – The Legacy Continues

HABIBMETRO

HABIBMETRO has a rich legacy of banking service that dates to over a century when the HABIB brand laid the foundation of banking as we know it today. Over the course of the last five years, Mr. Mohsin Ali Nathani has upheld this trusted legacy, and strengthened it with steadfast commitment and a remarkable spirit of teamwork. His tenure at HABIBMETRO was marked by tremendous growth and an unwavering dedication to customer fulfillment, leaving an indelible mark on the Bank's history. After a successful stint at HABIBMETRO, Mr. Mohsin Ali Nathani has embarked on a new chapter in his career, taking on the role of Regional CEO at Habib Bank AG Zurich.

In a poignant tribute to the Bank's heritage and Mr. Mohsin Ali Nathani's remarkable leadership, Mr. Muhammad H. Habib, President, Habib Bank AG Zurich and Mr. Mohamedali R. Habib, Group CEO, Habib Bank AG Zurich and Chairman HABIBMETRO, recently hosted an event in Karachi on behalf of HABIBMETRO's Board of Directors. The memorable event brought together cherished clients and stakeholders to celebrate the continued success of HABIBMETRO and welcome its new President & CEO, Mr. Khurram Shahzad Khan.

Mr. Khurram is a seasoned banking professional and has been an integral part of HABIBMETRO's journey. With his background as Group Executive Corporate and Transactional Banking, he brings a deep understanding of the Bank's opera-



tions and its commitment to providing unparalleled services to its customers. Under his leadership, the Bank is poised to embrace the future while holding steadfast to the principles that have made it a beacon of trust in the banking industry.



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Nestlé Pakistan

Creating Shared Value

Nestlé Pakistan, Punjab Workers Welfare Fund inaugurate N4HK room for nutrition awareness

Nestlé Pakistan inaugurated the Nestlé for Healthier Kids (N4HK) room in Punjab Workers Welfare Fund (PWWF) Higher Secondary Girls School at Sahukimalian near Sheikhpura to foster and promote nutrition awareness. N4HK is Nestlé’s global nutritional awareness initiative which supports, teachers and caregivers on their journey to raise healthier kids through a curriculum-based education program promoting healthy nutrition, hydration, hygiene and active lifestyle.

Talking about the partnership, Jason Avanceña, CEO, Nestlé Pakistan said, “Our association with PWWF goes back more than 5 years and it’s a testament to our larger creating shared value efforts to be a force for good in our communities.

He added, “We started N4HK trainings at PWWF Girls School Multan in early 2016 and since then we have jointly worked together to strengthen this partnership with every passing year with more teacher trainings and development of N4HK room in Lahore and now here in Sahukimalian.”

This inauguration is part of PWWF and Nestlé Pakistan’s earlier collaboration to launch the N4HK program in 14 schools across Lahore, Sheikhpura, Warbourton, Multan, Kasur, Faisalabad, Layyah, Muzaffargarh and Rawalpindi to promote





Nestlé Pakistan

healthy nutrition by training more than 500 teachers reaching out to 15,000 students till 2024.

The N4HK program is part of Nestlé's commitment to United Nations Sustainable Development Goal (SDG) 3 of Good Health and Well-Being, to ensure that children understand the value of nutrition as they grow older. So far, the program has reached about 320,000 children and 1,750 teachers, in Pakistan.

Nestlé Pakistan and Clean Gilgit-Baltistan Project

Nestlé Pakistan has stepped up its efforts towards managing packaging and plastic waste in the region of Gilgit Baltistan under its Clean Gilgit-Baltistan Project. The project launched in 2020 is a partnership between Govt of Gilgit Baltistan and Nestlé Pakistan with the aim and objective to promote collection and recycling in line with our vision for a waste-free future. It aims to facilitate recycling of up to 1000 tons by the end of 2023, with plans to scale this further up in coming years.

Since 2020, in collaboration with GBWMC, Nestlé has installed, three baling and compressing machines (with fitted peter engines) at the dumping sites of GBWMC in three districts, starting with Aliabad – Hunza, followed by Gilgit city and Skardu city in successive years.

Acknowledging the environmental and societal benefits of the project for the communities in Gilgit-Baltistan region, in early 2021, the project was unanimously approved by the Gilgit Baltistan Cabinet with extension of the project to all major districts of GB. Early this year, the project was also renewed by signing a 5-year agreement with GBWMC to extend until 2027. It is worthy to note that 48 Benches and 48 Bins (developed



from recycled plastics) were installed at tourist hotspots in Gilgit, Hunza and Skardu for instance Gilgit City Park, Attabad Lake and Hussaini Bridge – Hunza, Upper Kachura Lake, Lower Kachura Road, Viewpoint Sadpara Lake – Skardu, among others. We also trained 30 Master Trainers from GBWMC in Lahore in 2021 to operate the compressing and baling machines that were installed in the three districts.

Under the Nestlé For Healthier Kids Program, the company also trained 130 teachers in Gilgit, Skardu, Shigar and Kharmang, to reach out to 12000 children on nutrition and sustainability practices in the area during 2023-24.

Nestlé's vision is none of its packaging, including plastics, ends up in landfill or as litter. The company aim that above 95% of its plastic packaging will be designed for recycling by 2025, with the ambition of getting to 100% recyclable or reusable packaging. The company is also reducing our use of virgin plastic by one third by 2025





Nestlé Pakistan

World Water Week: 'Reducing water wastage and improving productivity critical in light of climate change'

Experts at a panel discussion organized by Nestlé Pakistan LUMS, agreed on the need for innovative irrigation solutions to improve agricultural productivity through efficient water management and modern irrigation methods. The discussion was aligned with this year's World Water Week theme focusing on innovative solutions for a water-wise world.

Former Senator and Minister Irrigation, Punjab, Mr. Mohsin Leghari emphasized that stakeholders must collaborate on innovative solutions specific to Pakistan's agriculture challenges. "In light of climate change, increasing food security issues, and considering we are an agrarian economy, it is imperative to improve agricultural productivity through efficient water management and modern irrigation methods."

Highlighting Nestlé's flagship Caring for Water-Pakistan (C4W-Pakistan) initiative, Sheikh Waqar Ahmad, Head of Corporate Affairs and Sustainability, Nestlé Pakistan said, "C4W-Pakistan is a blueprint for gauging collective action and has three pillars: factories, communities, and agriculture. Nestlé has so far made significant progress in all domains, specifically in agriculture by assisting farmers to shift to drip irrigation on 139 acres, and installing Smart Soil Moisture Sensors on 548 acres in Punjab. Drip irrigation is currently being scaled up in Sindh."

"We launched the Waters Pledge in 2021 under which our Waters Business has committed to lead regeneration of water cycle to create positive impact by 2025. We have helped



regenerate 58% of the water volume used by our waters business in 2022, and are on track to meet our Waters Pledge," he added sharing Nestlé's commitments that are in line with United Nations Sustainable Development Goals 6, 13 and 17.





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OmyaPack



OmyaPack: Pioneering Growth and Sustainability in Pakistan's Specialty Chemicals Industry

OmyaPack: A Tale of Remarkable Growth and Innovation

OmyaPack, a 50-50 joint venture between Omya International and Packages Limited, has witnessed phenomenal growth since its inception in 2017. Today, OmyaPack stands as a stronger and more resilient entity with an extensive customer geographical coverage across Pakistan. With an unwavering commitment to providing one-stop complete solutions, OmyaPack is the leading GCC and specialty chemicals solution company in Polymers, Construction, Paper & Board, and Environmental & Consumer Goods applications.

Key Achievements and Future Endeavors

- ❖ **Unparalleled Customer Reach:** OmyaPack's extensive geographical coverage across Pakistan has positioned it as the go-to choice for businesses in need of high-quality specialty chemicals and solutions.
- ❖ **Industry Leader:** OmyaPack has set the industry standard in providing up-to-date and innovative solutions in the fields of Polymers, Construction, Paper & Board, and Environmental & Consumer Goods applications.
- ❖ **Expanding Horizons:** Building on its success in distributing specialty chemicals to Polymers, Construction, and Paper & Board sectors, OmyaPack is now set to penetrate the Environmental & Consumer Goods segment. This move is driven by the recognition of enormous potential in Pakistan's consumer goods market.

Commitment to Sustainability and Innovation

OmyaPack is not only dedicated to providing top-notch specialty chemicals but is also committed to sustainable and environmentally friendly solutions. This commitment is rooted in the belief that the future lies in eco-conscious practices and products.

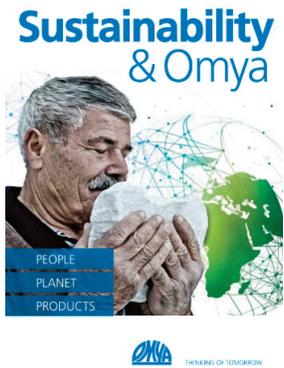


OmyaPack - Leading the Way in Specialty Chemical Solutions

With this in mind, OmyaPack's foray into the Environmental & Consumer Goods segment aims to introduce innovative, eco-friendly solutions that will meet the growing demand for sustainable products in Pakistan. As part of this expansion, OmyaPack is determined to be at the forefront of this transformative wave.

Transforming Industries, One Solution at a Time

In the ever-evolving landscape of specialty chemicals and solutions, OmyaPack continues to be a force to be reckoned with. Its unwavering dedication to innovation, quality, and sustainability positions it as the partner of choice for businesses seeking reliable solutions. As OmyaPack embarks on its journey into the Environmental & Consumer Goods segment, it's clear that the company's commitment to excellence and sustainability is stronger than ever.



Empowering Pakistan's Future with Sustainable Solutions

OmyaPack envisions a future where the boundaries between quality and sustainability are blurred. By delivering eco-conscious products and innovative solutions, OmyaPack is shaping a more sustainable and prosperous future for Pakistan. As the journey continues, the company remains steadfast in its pursuit of excellence, innovation, and environmental responsibility.

Partner with OmyaPack for a Sustainable Tomorrow

OmyaPack invites businesses across Pakistan to join hands in creating a more sustainable future. Together, we can revolutionize the specialty chemicals and solutions industry while contributing to a greener and more prosperous Pakistan.



Roche

Awareness to Action

In times of change and challenge, it becomes ever more important to keep our commitment and to uphold what makes us who we are. We are foremost a company that puts patients at the heart of everything we do - from our constant drive for innovative treatments, to our ambition to shape healthcare ecosystems that deliver more widely and more deeply.

In Pakistan, our four decade footprint across multiple disease areas has seen us bring standard-of-care treatments to thousands of Pakistanis suffering from various forms of cancer; initiatives for early diagnosis and detection; awareness building, support and treatments for patients of rare diseases such as Spinal Muscular Atrophy, Multiple Sclerosis, and Hemophilia.

What we are also very cognizant of is that Pakistan still remains largely an out-of-pocket market despite the introduction of the universal healthcare Sehat program. Moreover, in the current economic milieu, treatments for such life threatening or life debilitating diseases as cancer and rare disease can be major hurdles for patients to get the quality care they deserve. To help patients access care, our Patient Support Program has been a pillar of our commitment and pride over the last five years. Through this program we have been able to help close to 25,000 patients meet their affordability challenges.

Our stake in the ground of the country's health landscape remains firm - and with resolve and readiness we are confident of delivering better health outcomes for patients across Pakistan.





Roche

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SICPA Pakistan (Pvt) Ltd.

As a strong advocate of the transformative power of education and social responsibility, SICPA Pakistan continues to lead the way in making a positive impact on society. Some of its key initiatives in 2023 were:

Advancing education for sustainable development in line with UN SDG # 4 Quality Education and # 8 Decent Work and Economic Growth

In 2018, the company launched the Education Assistance Programme (EAP) to support the education of employees' children. The programme started by supporting one child per worker and was later expanded to two children, reflecting the company's commitment to nurturing future generations.

The EAP has always placed a special emphasis on girls' education, recognising the key role they play in shaping a progressive society. The EAP's latest figures are a testament to its success: 47 boys and 46 girls are enrolled in this programme.

In line with the United Nations Sustainable Development Goals, SICPA Pakistan expanded the EAP in 2021 to support employees' children to pursue higher education. This initiative further consolidated the company's commitment to creating opportunities for personal growth and development through education. Employees have expressed deep gratitude for this initiative, knowing that SICPA Pakistan is investing in their children's future and fostering a culture of empathy and strong values.

To celebrate the achievements of the children enrolled in the EAP, SICPA Pakistan organised an enchanting awards ceremony and carnival. The event brought together employees, leadership teams, and key partner organisations to create an atmosphere of appreciation and joy. The evening was filled with awards, certificates of recognition, and appreciation for the hard work and dedication of the employees.

Promoting inclusivity in sport in line with UN SDG # 10 Reduced Inequalities

SICPA Pakistan proudly supported Sadia Junaid, a talented athlete representing Special Olympics Pakistan (SOP) at the World Games in Berlin in June 2023. Sadia demonstrated exceptional tennis skills and brought honour to Pakistan by

winning a silver medal in the women's singles event. SICPA Pakistan's sponsorship showcased the company's commitment to supporting inclusive sport and promoting remarkable individuals.

Promoting well-being in line with UN SDG # 3 Good Health & Well-Being

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

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

Promoting Environmental Responsibility in line with UN SDG # 12 Responsible Consumption & Production

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

CSR Award

Recognising the importance of Corporate Social Responsibility (CSR), SICPA Pakistan received the 16th National Forum for Environment and Health (NFEH) Award 2023 for 'Best Practices in CSR'. This recognition at the Annual CSR Summit-2023, organised by NFEH, reaffirmed the company's unwavering commitment to make a meaningful difference in society.



ENABLING TRUST

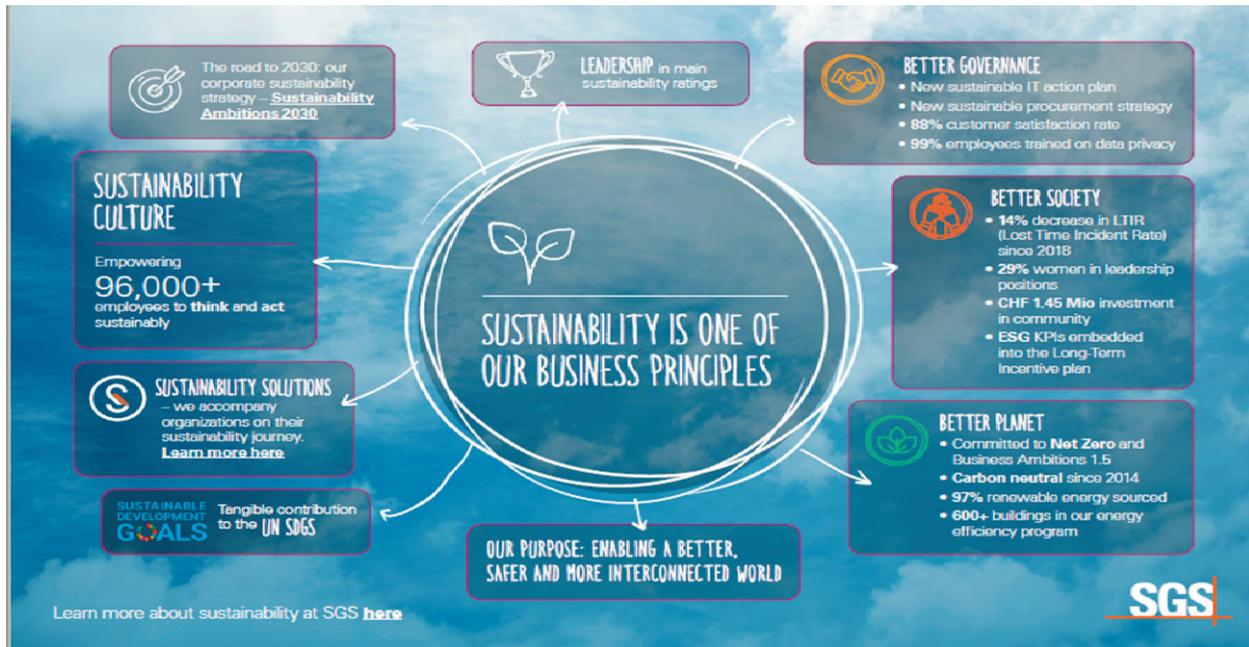
SICPA is a long-trusted partner to governments, central banks, high security printers and the industry: a market leader in security inks for banknotes and a leading provider of secured authentication, identification, traceability and supply chain solutions. Every day, governments, companies and millions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

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



SGS in Pakistan

SGS Pakistan - Sustainability Solutions - Our Focus Areas



Sustainability is embedded in our culture and the way we do business

As sustainability leaders, we are committed to promoting best-in-class practices in our sector and beyond. We are committed to adding value to society. With more than 98,000 employees, operations around the world, an extensive global supply chain and services provided in all sectors, we are determined to make a positive, long-lasting impact.

Building on the success of our Sustainability Ambitions 2020, we have defined specific short-term and long-term targets for 2023 and 2030 respectively in three areas: better governance, a better society and a better planet. Our Sustainability Ambitions 2030 address our entire value chain both locally and globally. This enables us to focus not only on the value we create in our direct operations and supply chain management, but also the value we enable through our Sustainability

Solutions. The final aim of our Sustainability Ambitions 2030 is to deliver a measurable contribution to the United Nations' Sustainable Development Goals (SDGs) and, ultimately, bring value to society unanimously.

Our Sustainability Solutions

Our Sustainability Solutions are a wide range of services that help organizations to implement better and more efficient processes, address stakeholder concerns, address risks and accomplish their sustainability goals. No matter the level of maturity of an organization's sustainability journey, our Sustainability Solutions offer multiple integrated options to improve environmental, social and governance performance, reduce risks and negative impacts, and increase its own Value to Society.

Our Sustainability Solutions are founded in driving better and safer business practices across six pillars

Sustainable Use of Natural Resources	Sustainable Energy	Sustainable Production
Featured Services <ul style="list-style-type: none"> ❖ Precision Agriculture ❖ Quality Testing of Grains and Oilseeds ❖ FSC and PEFC Certification ❖ Tailing and Effluent Treatment for the Mining Industry ❖ Soil and Water Monitoring and Testing ❖ Water Footprint Certification ❖ Fugitive Emissions Testing 	Featured Services <ul style="list-style-type: none"> ❖ Energy Audits and Optimization ❖ Energy Savings Measurement and Verification ❖ Inspection and Monitoring Services for Renewable Energy Systems ❖ Self-Consumption Feasibility ❖ GHG Verification Against Corporate Voluntary Schemes ❖ Greenhouse Gas Accounting and Verification (ISO 14064) ❖ Product Carbon Footprint 	Featured Services <ul style="list-style-type: none"> ❖ Life Cycle Assessments ❖ Zero Waste to Landfill ❖ Supply Chain Management ❖ Supplier Audit Programs ❖ Environmental Management Systems ❖ Workplace Health and Safety Management Systems ❖ Wellbeing and Mental Health Assessments

Our Sustainability Solutions are founded in driving better and safer business practices across six pillars

Sustainable Infrastructures	Sustainable Living	Sustainable Business Practices
Featured Services <ul style="list-style-type: none"> ❖ Construction Safety ❖ Green Building Services ❖ Building Contaminants Testing ❖ Building Information Modeling Services (BIM) ❖ Road Safety Services ❖ Renewable Transport Fuel Obligation Verification ❖ E-mobility Services 	Featured Services <p>REACH & RoHS</p> <ul style="list-style-type: none"> ❖ R&D Support for the Health Industry ❖ Medical Device Audit & Certification ❖ Food Safety and Compliance ❖ Toxicological Risk Assessment ❖ bluesign® Certification ❖ Toy Testing and Certification 	Featured Services <ul style="list-style-type: none"> ❖ ESG Assurance, Consulting and Due Diligence ❖ Cybersecurity ❖ SGS DigiComply ❖ TCFD Consultancy ❖ CSR Management Systems ❖ SGS Academy ❖ Lean Management

The Ambassador of Switzerland to Pakistan Visits SGS Office and Testing Facility in Karachi

His Excellency Mr Georg Steiner, Ambassador of Switzerland to Pakistan, paid a visit to SGS office and testing facilities in Karachi.

In this visit he was accompanied by Ajwat Arslan Khan, Advisor on Commercial Affairs from the Swiss Business Council

Headquartered in Geneva, Switzerland, SGS has been one of the major international companies operating in Pakistan for over 70 years with the mission of making the world better, safer and more interconnected.

Mr Ambassador was welcomed by Abdul Razak Lakhani, Managing Director of SGS Pakistan, as well as by Business Managers Muhammad Aqeel, Naeem Minhas and Faisal Nisar.

The visit included a detailed tour around the SGS facilities and explanations regarding SGS testing, inspection and certification capabilities for various industries and markets.

At the end of his visit, Mr Ambassador left his kind feedback in the SGS Visit Log. He praised the diverse accreditation scope and the outstanding qualification of the SGS team in Pakistan.



Syngenta Pakistan



Syngenta Pakistan recognized by the President of Pakistan for its contribution towards female farmers

Syngenta Pakistan Limited, a leading agriculture innovation and technology company that provides crop protection, seeds, biologicals and digital services to millions of Pakistani farmers, has been recognized for its efforts for the farming communities and female farmers in a high-powered award ceremony, organized by the Women Business Network (WBN)

Pakistan, at the President's House in Islamabad. During the event, the Honorable President of Pakistan conferred the "Rising Women 2023" Award to Syngenta Pakistan in recognition of company's strong commitment and efforts for empowering female farmers and farming communities. Dedicating this award to all female farmers and workers, Mr. Zeeshan Hasib Baig – Country GM Syngenta Pakistan – emphasized the inclusion of women as a pivotal catalyst to unleash Pakistan's true economic potential for a healthier and economically vibrant society.



1st time in Pakistan!

Farmer's new best friend!

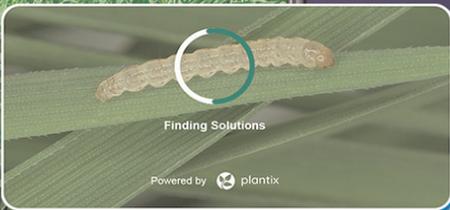
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Together Committed to Pakistan's Progress

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As a responsible corporate citizen, 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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