

Ambassador

PAKISTAN'S FIRST DIPLOMATIC MAGAZINE

August 2023



Special Edition on 732nd National day of Switzerland



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Confederation on its 732nd National Day.



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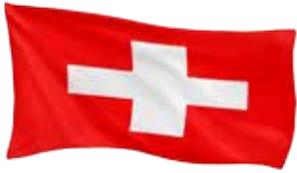
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 Swiss Business Council



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Members of SBC:





2023



Message from
H.E. Georg Steiner
Ambassador of Switzerland to Pakistan & Afghanistan



Dear Reader

As you may know, August 1, 2023, marks the 732nd National Day of Switzerland.

This day reminds of a historic alliance between the founding cantons of Uri, Schwyz and Unterwalden in 1291. The Federal Charter from early August 1291 is Switzerland's oldest constitutional document.

Nowadays, on August 1, the Swiss come together as a nation to honour their rich history, direct democracy, diverse culture and shared values. It is also a family day, filled with joy and laughter.

I am very happy that in close vicinity to this important day, the Swiss Foreign Minister, H.E. Ignazio Cassis, visited Pakistan upon the invitation of the Prime Minister of Pakistan, H.E. Shehbaz Sharif.

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

climate change and create sustainable win-win solutions for both countries.

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

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

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

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

Pakistan-Switzerland Friendship Zindabad!



Message from
Mr. Jason Avanceña
President
Swiss Business Council



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

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

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

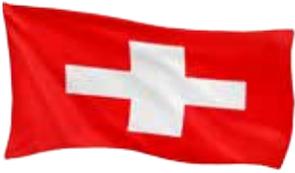
I am truly honored to witness the significant contributions of Swiss companies operating in Pakistan. Their presence has not only stimulated economic growth but has also fostered innovation, and technology transfer. I commend the efforts of these companies in enriching the business landscape of Pakistan and contributing to its de-

velopment. It gives me great pride to share that Switzerland is one of the top direct investors in Pakistan, as per the Board of Investment, for the fiscal year 2022, Switzerland's foreign direct investment in Pakistan was USD 146.2 million, the third highest after China and USA.

Furthermore, I would like to acknowledge the invaluable role played by the Swiss Ambassador to Pakistan, His Excellency Georg Steiner. His dedication and commitment to promoting bilateral trade, investment, and strengthening economic cooperation between Pakistan and Switzerland have been instrumental in enhancing our relations.

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

I also extend my warmest wishes to the Swiss community in Pakistan, our esteemed members, and all those who have contributed to the success of the SBC. Your unwavering support and dedication are vital in promoting Swiss-Pakistan business relations.



2023



Message from
Khurram Shahzad Khan
President & CEO
HABIBMETRO



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

Pakistan and Switzerland share a long-standing bilateral relationship built on trust, cooperation, and mutual respect. This bond has strengthened over time, through collaborative efforts in various areas such as trade, investment, development assistance, education, and research and innovation. Switzerland remains a key trading partner of Pakistan, for a diverse range of products, including pharmaceuticals, machinery, chemicals, energy, engineering, food/beverages, luxury and other goods. Exports from Pakistan to Switzerland include agricultural produce, leather articles, and textile/clothing. Switzerland's commitment to investing in Pakistan fosters economic opportunities in Pakistan, contributing to the socio-economic devel-

opment of our country. This demonstrates Switzerland's confidence in Pakistan's potential as an emerging market.

As a subsidiary of Habib Bank AG Zurich, HABIBMETRO envisions a strengthened Pak-Swiss relationship. We carry forward the long-standing legacy of our parent entity and embody the Swiss values of precision, excellence, and reliability in our business practices. I would like to extend my sincere appreciation to the Ambassador of Switzerland to Pakistan, H.E. Georg Steiner for his dedicated efforts toward strengthening the relationship between our countries and his commitment to enhancing bilateral cooperation across all sectors. I, along with the team at HABIBMETRO, extend our heartiest wishes to the people of Switzerland. May this celebration be a reminder of the lasting relationship between our nations and herald more collaborative achievements in the years to come.



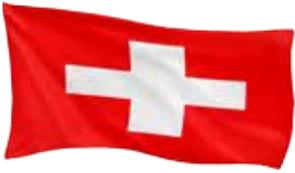
Prime Minister invites Swiss companies to invest in Pakistan's renewable energy, IT sectors

Prime Minister Shehbaz Sharif has invited Swiss companies to invest in renewable energy and IT sectors of the country. He was talking to Swiss delegation led by its Foreign Minister Ignazio Cassis in Islamabad on Saturday.

Both sides agreed to use G2G and B2B channels to build collaboration in tourism and development of related infrastructure. It was also decided to convene a meeting shortly to further spell out modes of cooperation in this regard.

It was further agreed to enhance bilateral ties, especially in the areas of climate change, trade and investment, development cooperation, higher education and vocational training between Pakistan and Bern.

On this occasion, Minister for Climate Change Sherry Rehman gave presentation regarding living Indus initiative and Delta blue carbon project which will resume over three hundred thousand hectares of mangrove wetlands reducing 147 million metric tonnes of carbon and bringing revenues of 250 million dollars.



2023



Earlier, the Prime Minister welcomed Foreign Minister Cassis and his accompanying delegation and reiterated high importance Pakistan attached to its relations with Switzerland which are based on shared belief in fundamental principles of democracy and the rule of law. Shehbaz Sharif also thanked the Swiss Government for providing support to Pakistan in the aftermath of last year's devastating floods. It is pertinent to mention that this is the first bilateral visit of Swiss Foreign Minister to Pakistan accompanied by three members of the Parliament in last seventeen years. Meanwhile, in a tweet, Prime Minister Shehbaz Sharif said he had a productive discussion with Foreign Minister of Switzerland Ignazio Cassis on expanding cooperation in trade and investment, climate change, disaster management, risk reduction, early warning, higher education and building tourism infrastructure.

He appreciated Switzerland's advocacy for climate responsible sustainable development.



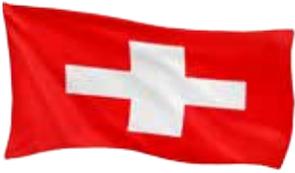


Swiss Foreign Minister Calls on PM Pakistan – Signs MoU on Management of Natural Disaster Risks

ISLAMABAD: Prime Minister Shehbaz Sharif received Minister of Foreign Affairs of the Swiss Confederation, Federal Councillor Mr. Ignazio Cassis. The Swiss Foreign Minister, accompanied by three members of the Parliament, is on a bilateral visit to Pakistan from 7-9 July 2023 at the invitation of the Prime Minister. This is the first bilateral visit to Pakistan by a Swiss Foreign Minister in the last 17 years. The visit of Councillor Cassis has helped reinforce the existing friendly ties between the two countries.

Swiss Foreign Minister Mr. Ignazio Cassis and the head of Pakistan's disaster management authority, Lieutenant General Inam Haider Malik, signed a Memorandum of Understanding at the Nathia Gali resort, located some 85 kilometers from Islamabad, to cooperate on ways to manage natural disaster risks.

The Prime Minister welcomed Foreign Minister Mr. Ignazio Cassis and his accompanying delegation on their first visit to Pakistan. He reiterated the high importance Pakistan attached to its relations with Switzerland which are based on shared belief in fundamental principles of democracy and the rule of law.



2023



Both sides reaffirmed their commitment to further enhance bilateral ties, especially in the areas of climate change, trade and investment, development cooperation, higher education and vocational training.

The Prime Minister thanked the Swiss Government for providing support to Pakistan in the aftermath of last year's devastating floods. He also appreciated the Swiss businesses' approach to the resolution of issues and their work ethic, and invited more Swiss companies to invest in Pakistan, particularly in the renewable energy and IT sectors.

The two sides also agreed to collaborate in tourism promotion including eco-tourism and development of related infrastructure using both the G2G and B2B channels. In this regard, it was agreed that a meeting would be convened shortly to further spell out modes of cooperation.

The Prime Minister also witnessed the signing of an MoU on "Disaster Management" between Pakistan and

Switzerland. The MoU envisages bilateral cooperation in disaster risk management including preparedness, response and recovery aimed at reducing the adverse impact on the people and the economy.

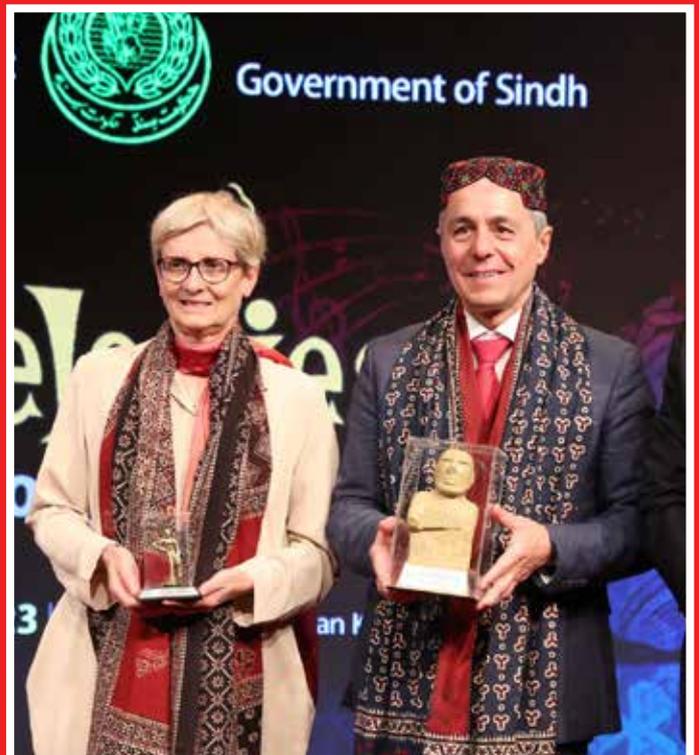
Pakistan's Minister for Climate Change made a detailed presentation on the country's Climate vulnerability and onset of an accelerated climate crises pushing the country into recovery-resilience trap.

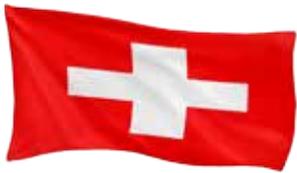
The Minister explained that the adaptation costs are very high but Pakistan is rebuilding as much as it can. The Minister presented Pakistan's flagship program including living Indus initiative and Delta blue carbon project which will resume 350000 hectares of mangrove wetlands reducing 147 million metric tonnes of carbon and bringing revenues of US\$ 250million. Both agreed on disaster management, early warning and Carbon market collaboration. Pakistan and the Swiss Confederation enjoy cordial relations grounded in cooperation at the international forums with the common aim to contribute towards global peace and prosperity.



Recognition of Cultural Richness and Prestige of Indus Civilization:

Foreign Minister of Switzerland H.E. Ignazio Cassis participated in an event held at Arts Council of Pakistan, Karachi titled "Melodies of Sindh. Some memorable moments from the 'Melodies of Sindh' captured during remarkable celebration of Sindh's cultural treasures, featuring traditional music & folk dance. The event was in honor of His Excellency Mr. Ignazio, Switzerland's Foreign Minister and was attended by Swiss delegates. Various Ministers including Syed Nasir Ali Shah, Syed Sardar Shah and Mayor Karachi Murtaza Wahab participated in the event. Souvenirs were also presented to guests by Culture Department of Sindh in collaboration with Arts Council of Pakistan, Karachi.





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Foreign Minister of Switzerland visits Archroma in Pakistan



Foreign Minister of Switzerland H.E. Mr. Ignazio Cassis and CEO, Archroma Pakistan Mr. Mujtaba Rahim inaugurating “Archroma Wall of Pride”

Pratteln, Switzerland, July, 2023 – Archroma, a global leader in specialty chemicals towards sustainable solutions, was highlighted for its advanced sustainable practices and innovation in Pakistan by the Swiss Embassy. Foreign Minister of Switzerland, Mr. Ignazio Cassis who was on an official state visit to Pakistan visited Archroma Center of Excellence at Karachi on 9 July 2023 along with high-level officials and three Members of Swiss Parliament.

Mr. Ignazio Cassis was greeted by Archroma employees at the Archroma Center of Excellence. He inaugurated the company’s “Wall of Pride”, an impressive collection of recognitions, accolades and honors earned by Archroma in Pakistan since the company’s inception in October 2013.

Mr. Cassis visited the Research & Technology (R&T), Application, Analytical Laboratories & Training Academy

spread on three floors at the Archroma Center of Excellence and saw the developmental work in progress. He was shown printing of multi-colored fabrics along with research based developmental analysis in the laboratories. The globally acclaimed ‘Zero Liquid Discharge Sustainable Effluent Treatment Plant’ and the aniline-free* indigo produced at Jamshoro were the two of the main highlights showcased as best-in-class sustainable practices in the industry. Presentations and discussions were held on continued enhancement of these landmarks with the local industry.

“Sustainable practices of Archroma are most befitting for a specialty chemical company. We are delighted to get oriented with measures taken by Archroma Pakistan not only towards saving water by Zero Discharge Plant but also combating water pollution by producing aniline-free indigo. High standards



Foreign Minister of Switzerland H.E. Mr. Ignazio Cassis felicitating Mr. Mujtaba Rahim at the inauguration of “Archroma Wall of Pride”

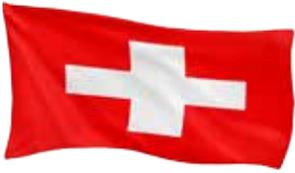
of quality in the labs can be compared with any other global institution.”, commented Foreign Minister of Switzerland Ignazio Cassis.

“Archroma is a torch bearer in saving natural resources and bringing the advantages of sustainable practices to the

industry as well as the local community. The textile industry is emulating our best practices in their mills. We are therefore honored that Ignazio Cassis visited us and appreciated our engagement to transform our industry”, Mujtaba Rahim, CEO of Archroma Pakistan, said in his address.



High level delegation from Switzerland at “Archroma Wall of Pride” © 2023 Archroma



2023



Swiss Foreign Minister Mr. Ignazio Cassis visited the Swiss chemical company ARCHROMA in Karachi, which is a leading innovator in the textile industry. A symbol of Swiss excellence: competitive, high-tech and sustainable.



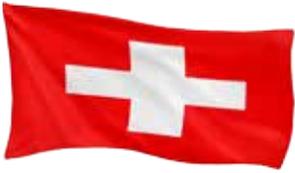


Swiss Embassy in Islamabad



Senator Saleem Mandviwalla calls for expanding ties with Switzerland. H.E. Mr. Georg Steiner to expedite trade and robust ties between both the countries. The discussion encompassed a range of vital topics, including parliamentary ties also.





2023



Swiss Embassy in Islamabad



Minister of State Hina Rabbani Khar received Ambassador of Switzerland discussed Bilateral ties & cooperation between Pakistan and Switzerland.



Ambassador H.E. Georg Steiner had the privilege of meeting with the Chairman NDMA, Lt. Gen. Mr. Inam Haider Malik in his office, who shared the vision of a secure future for Pakistan in line with the “International Conference on Climate Resilient Pakistan” in Geneva.



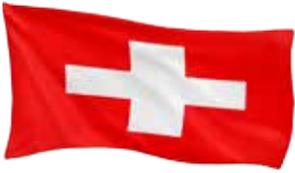
Swiss Embassy in Islamabad



Ambassador Georg Steiner was delighted to visit the SHARP (Society for Human Rights and Prisoners' Aid) Pakistan office. He much appreciated SHARP's work for the Vulnerable of society, especially the refugee community in Pakistan!



H.E. Georg Steiner, Patron-in-Chief of the Swiss Business Council & Ambassador of Switzerland to Pakistan & Afghanistan hosted a dinner for Swiss companies based in Lahore.



2023



Introduction of Swiss Business Council



H.E. Mr. Georg Steiner
Patron-in-Chief of SBC
Ambassador of Switzerland to Pakistan



Mr. Jason Avanceña
President of SBC
CEO/MD Nestlé Pakistan



Hafsa Shamsie
Vice President of SBC
Managing Director Roche Pakistan



Khatri Muhammad Iqbal
Secretary-General of SBC
Director Al Ameen Trading Corporation



Swiss Business Council is a non-profit organization, registered with Securities & Exchange Commission of Pakistan and partner of Switzerland Global Enterprise (S-GE), (S-GE is a trade & investment promotion authority of Swiss Govt.); SBC is patronized by the Embassy of Switzerland in Islamabad, has an alliance with Swiss-Asian Chamber of Commerce & associate of Asia Society Switzerland Foundation in Switzerland.



Farhat Ali

*Chairman, S-GE Liaison Committee of SBC
Chairman of Polygal A.G. Pakistan*



Mujtaba Rahim

*Chairman Membership Committee of SBC
President & CEO of Archroma Pakistan Ltd.*



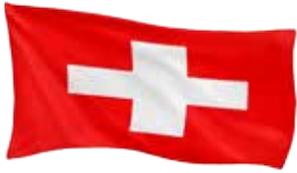
Asif Ikram

*Chairman Business Development & Events of SBC
Managing Director of SICPA Inks Pakistan.*



Mohsin Ali Nathani

*Director of SBC
President & CEO Habib Metropolitan Bank*



2023



Shaikh Imtiaz Hussain

Treasurer

Managing Director Imtiaz Enterprises



Zeeshan Hasib Baig

Director

Country General Manager Syngenta Pakistan



Fletcher P. Albert

Business Development Manager

Swiss Business Council



Faizan Faisal

Office Manager

Swiss Business Council



Swiss Business Council welcomes Mr. Jason Avanceña

Swiss Business Council welcomes Mr. Jason Avanceña as President of the Council. Mr. Jason Avanceña has been appointed as President of SBC for the remaining term of 2023.

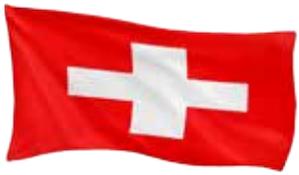
He was serving Nestlé in Sri Lanka and Maldives. Now he is serving Nestlé Pakistan as CEO. Previously the position of the President in the SBC was handled by his predecessor Mr. Samer Edmond Chedid, who has worked for Nestlé in the Pakistani market for around three years.

Nestlé Pakistan is one of the leading FMCG in Pakistan with a diversified range of products. Mr. Jason joins the SBC with over 25 years of experience with Nestlé in the Philippines, Indonesia, and, Switzerland with a strong background in Dairy and Nutrition.



The 14th Annual General Meeting (AGM) of the Swiss Business Council





2023

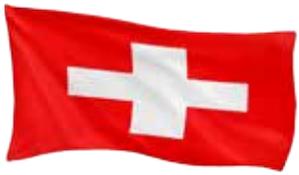


The Glacier Express: Switzerland's Train With a View





Ambassador



2023

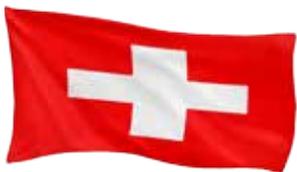




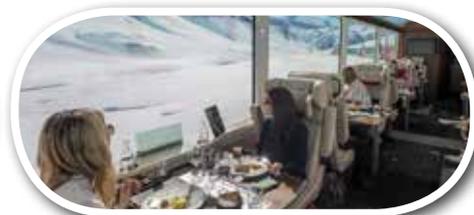
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2023



Switzerland chosen to host Women's Euro in 2025

Switzerland have been chosen as hosts for the Women's Euro in 2025.

The Swiss bid was selected at a meeting of UEFA's executive committee in Lisbon on Tuesday.

Switzerland overcame bids from France, Poland and a combined bid from four Nordic countries – Denmark, Finland, Norway and Sweden. The Swiss Football Association replied to UEFA's tweet confirming the news by posting: "Happy to welcome you all at home! See you then!"

Switzerland, which is the home of UEFA and of football's world governing body FIFA, co-hosted the 2008 men's European Championship alongside Austria, and hosted the 1954 men's World Cup.

England will head into the tournament in just over two years' time as holders after the Lionesses' triumph on home soil last summer.

Swiss FA president Dominique Blanc said: "This is a historic day for Switzerland, the association and women's football.

"This big step will shape the development of women's football at all levels. I would like to thank everyone involved who made this project possible, especially those responsible at the federal government, the cantons and the host cities, who have supported us from the start."

The tournament will be staged in June and July 2025, with the Swiss bid proposing matches would be hosted in Basel, Bern, Geneva, Zurich, St Gallen, Sion, Lucerne and Thun.

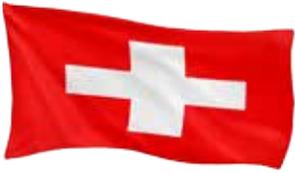


Switzerland recovered from a sloppy first period to defeat France 5-2 and remain in top spot in Group A with a perfect 6-0 record. The last time they started a World Championship with six wins was 2013, when they won nine in a row en route to a silver medal.

Nico Hischier had two goals and an assist while Dean Kukan had a goal and two helpers. The Swiss finish their preliminary round with a game against Germany which will determine first place in the group.

“You want to win every game,” said Swiss forward Philipp Kurashev said. “That’s going to be our mindset, to win, have a good game before the quarter-finals, so we’re ready.”

France remains in sixth place with five points, and they can neither climb nor fall in the standings. They will play their final game against Canada on Tuesday and then fly home, disappointed they won’t be in the playoffs but happy they will remain in the top division for 2023.



2023



Swiss National Day: Ambassador of Swiss Confederation to Pakistan, H.E. Georg Steiner hosted a National Day of Switzerland reception on August 1, at his residence with Swiss compatriots in Pakistan attending to commemorate the rich history, culture and diversity of the Swiss Confederation





Ambassador



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August 1st, 2023



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in Pakistan

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