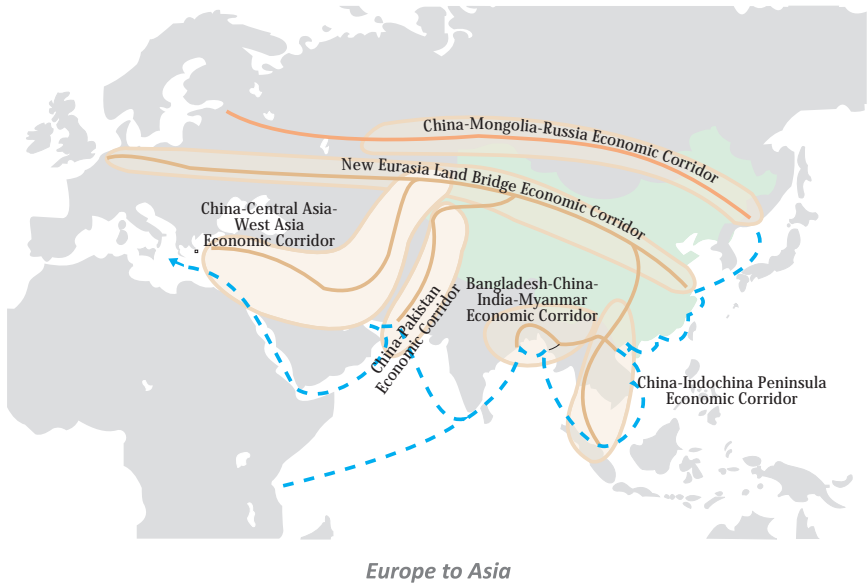


SWISS BUSINESS COUNCIL

The Belt and Road Initiative: Six Economic Corridors Spanning Asia, Europe and Africa



**Building Global Partnerships
&
Furthering Investments and Trade**

Associate of:
Swiss-Asian Chamber of Commerce

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

 **Asia
Society**
Switzerland

Table of Contents

One Team - One Mission	02
Swiss Foot Prints in Pakistan	03
Branding of Switzerland in Pakistan	05
Capitalizing on Business Opportunities	06
SBC Values its Local Partners	08
SBC Values its Global Partners	09
Events in Switzerland	
Export Dialog: Pakistan	13
Economic, Political, Social & Cultural Dynamics of CPEC ...	14
Pakistan-Switzerland bilateral discussion at SECO	15
SBC Trade Mission to Switzerland - 2017	16



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Pakistan

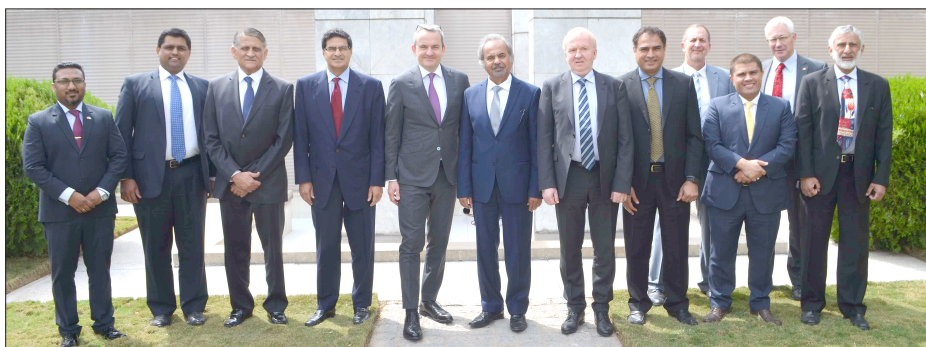


Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Consulate General of Switzerland in Karachi

ONE TEAM - ONE MISSION

'The Swiss Business Council (SBC), the Embassy of Switzerland in Islamabad & the Consulate in Karachi blend their brain power and resources to mobilize investments, develop trade and inculcate social & cultural integration between Switzerland & Pakistan'.



L-R: Fletcher P. Albert - Business Development Manager - SBC, Jordan J. Din - Dy. Head of Post - Swiss Consulate Karachi, Shahab Rizvi - VP - SBC, Asif Ikram - Director - SBC, Marc P. George - Swiss Ambassador to Pakistan & Patron in Chief - SBC, Farhat Ali - President - SBC, Philippe Crevoisier - Swiss CG in Karachi & Patron of SBC, Ahmed N. Chaudhary - Director / Secretary - SBC, Roger Kuli - Dy. Head of Mission - Swiss Embassy, Ajwat A. Khan - Advisor on Commercial Affairs - Swiss Embassy, Col. Sylvain Curteneau - Defence Attaché - Swiss Embassy & K.M. Iqbal Director / Treasurer - SBC.

SBC is governed by a Managing Committee which is elected for a three years term in accordance to rules and procedures laid out by the Security & Exchange Commission of Pakistan.

THE MANAGING COMMITTEE OF SBC

S.	NAME	DESIGNATION	ORGANIZATION
Managing Committee Members			
1.	Mr. Farhat Ali	Chairman & Executive Managing Director	Polygal NG
		President	Swiss Business Council
2.	Mr. Shahab Rizvi	CEO/Country Head	Novartis Pharma (Pakistan) Ltd.
		Vice President	Swiss Business Council
3.	Mr. Ahmed N. Chaudhary	CEO/Country General Manager	Sika Pakistan Pvt. Ltd.
		Secretary General	Swiss Business Council
4.	Mr. K.M. Iqbal	Director	Al Ameen Trading Corporation (Private) Ltd.
		Treasurer	Swiss Business Council
5.	Mr. Asif Ikram	Managing Director	SICPA Inks Pakistan (Pvt.) Ltd.
		Director	Swiss Business Council
6.	Mr. Mujtaba Rahim	President & CEO	Archroma Pakistan Ltd.
		Director	Swiss Business Council
7.	Mr. Syed F. Mazhar	Managing Director	SGS Pakistan (Private) Ltd.
		Director	Swiss Business Council
8.	Mr. Sirajuddin Aziz	President & CEO	Habib Metropolitan Bank Ltd.
		Director	Swiss Business Council
9.	Mr. Alexander Reisch	Managing Director	Philip Morris (Pakistan) Limited
		Director	Swiss Business Council
Ex-Officio Members			
1.	Mr. Marc P. George	Ambassador	Embassy of Switzerland in Islamabad
		Patron-in-Chief	Swiss Business Council
2.	Mr. Philippe Crevoisier	Consul General	Consulate General of Switzerland in Karachi
		Patron	Swiss Business Council

Swiss Foot Prints in Pakistan

'Some of the Swiss Companies have been contributing in Nation's development since the inception of Pakistan. Many joined in later, while the process continues. Today, over 21 Swiss Companies are contributing in the development of the healthcare, agriculture, industry, energy sector, infrastructure & the service sector of Pakistan through investment, transfer of technology & human resource development'.



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

Switzerland is ranked among the 5th largest investor in Pakistan with wide spread portfolio in Pharmaceuticals, Engineering, Chemicals, Agriculture, Food & Beverages, Textiles, Logistics, Banking, Service Industry & others. Presently over 21 large Swiss Companies are operative in Pakistan who, over the past decade, has invested more than CHF 1.5 billion.

The bi-lateral trade volume between Switzerland & Pakistan during 2016 increased by 15%. Main contributors to this growth are Swiss Chemicals and Pharmaceuticals exports to Pakistan that grew by 28% and 20% respectively in 2016. Pakistan's textile exports to Switzerland were also all time high at CHF 84.47 million recording an increase of 20% over last year.

Many of the Swiss Companies operative in Pakistan are the market leaders and trend setter.

Nestle of Switzerland is the world's largest food and beverages company with presence in 189 countries and 328,000 employees. Its operations in Pakistan is reported to be one of the largest overseas operation of Nestle Global. It is now the single largest foreign direct investor in Pakistan. Nestle is reported to have plans to expand its operations in Pakistan.

Sika Pakistan is the market leader in chemicals and additives used in construction industry. The exponential growth of its business in Pakistan motivates it to expand its production facilities by building new state of art facilities at Lahore and Karachi.

ABB Pakistan, a leading Global Engineering Company from Switzerland, is the market leader in energy and industry and is significantly contributing in Pakistan, endeavors to meet its growing electricity demand.

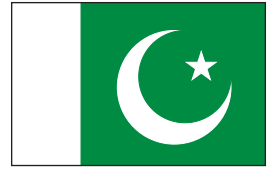
Syngenta Pakistan, serving the agriculture sector of Pakistan, has announced expansion of its production facilities in Pakistan and has announced to invest \$1.4 billion in Pakistan. The firm is considered an expert in crop protection and is currently the third largest seeds business worldwide.

Corporate Social Responsibility is the essential part of Swiss Companies.

Archroma Pakistan installed a clean water supply line at Jamshoro plant with which they provide water to neighboring community – approximately 540,000 liters per day costing Rs. 2.7 Mio per annum to the company. Clean drinking water is also provided to the inhabitants of Chakar Khan village near Jamshoro from Archroma water filtration plant.

Novartis reaches agreement with Pakistan to increase access to medicines that address the rapid rise of chronic illness among poor people in the world's sixth most populous nation.





Branding of Switzerland in Pakistan

‘Exhibition was successfully held for 100 days and nights at the Karachi International Airport. 500’000 people witnessed this first of its kind international exhibition in the country’.



‘MADE IN SWITZERLAND’, a single-country trade and investment exhibition was organized by the Swiss Consulate in Karachi, in collaboration with Switzerland Global Enterprise (S-GE) and Swiss Business Council (SBC), where more than 40 Swiss companies showcased and introduced their wide range of products and services which are well-known throughout the world for their innovation, quality and reliability. This single-country exhibition was the largest of its kind in recent history in Karachi and gave the opportunity to local businessmen to meet Swiss companies that manufacture and provide a broad spectrum of products and services. The aim of the show was to present a variety of Swiss products and companies to Pakistan for more trade opportunities and the objective of the exhibition was to portray a softer image of Pakistan and to build a business-friendly environment to attract foreign investment. The exhibition provided a concrete platform for big players of the business sector to display their products. Some of the leading companies included Archroma, Nestlé, Novartis, Roche, SGS, Swiss International Airlines, Syngenta etc. and Major Swiss textile machinery manufacturers were Mettler Toledo, Graf, Forbo, Polytex, Itema, Burchardt Compression, Man Diesel & Turbo, Ferrum AG, Strahm, Steinemann, Hunziker, Willy Grob, Rieter, Uster Technologies, Staubli, Jossi Systems Ltd, Xorella AG, Habasit AG, Santex AG, SSM AG, Rotorcraft AG, Cavitec AG and Crealet and most of them were represented by their Pakistani business partners’.





Capitalizing on Business Opportunities

'Over the last four years the economy of Pakistan has recorded a significant growth. Country's GDP growth is hovering over 5%, the status of the economy has been upgraded to emerging markets, the stock exchange of Pakistan is ranked as one of the best performing and stable exchange. China-Pakistan Economic Corridor (CPEC) adds value to the economic growth of Pakistan'.

Capitalizing on the available opportunities, SBC in collaboration with its partners embarked on the task of exposing Swiss Small & Medium Enterprises (SME) to the business potential available in Pakistan and in the process managed to introduce the foot print of six Swiss SMEs in Pakistan.

Also recognizing that CPEC and its spill over is open to all investors to benefit from, SBC opted to launch an awareness campaign to highlight its importance to European investors and for the purpose held an event at Swiss Embassy Islamabad in end March 2017, followed by a similar event at Swiss Consulate Karachi. **The event being held in Zurich on 5 July 2017 is a continuation of this series of events.**

Opportunities for European Investors in CPEC Events held at Islamabad & Karachi

Press conference at Islamabad



L-R: K.M. Iqbal, Naveed Chaudhary, Farhat Ali, Marc George, Philippe Crevoisier, Asif Ikram & Shahab Rizvi

Press conference at Karachi



L-R: Naveed Chaudhary, Farhat Ali, Philippe Crevoisier & Asif Ikram

Recognizing the importance of CPEC for economic & social development of Pakistan and the region, the Embassy of Switzerland in Pakistan and SBC organized on 28 March 2017 a session to discuss the 'Opportunities for European Investors in CPEC' followed by a similar event organized on 27 April 2017 in Karachi at the Swiss Consulate General. An intellectual mix of diplomats in Pakistan, business leaders from the corporate and public sector, leading specialists in the field & leaders of business chambers and the media deliberated on the business, social and cultural dynamics of CPEC.

Mr. Farhat Ali, President of SBC, underlined that "European companies put together are the largest foreign direct investors in Pakistan. They have historic, social and business ties with Pakistan and Asia where their impressive foot-prints in culture, social sector and business segments are visible and above all the great people to people contacts over decades. For mutual benefits, there is a need for them to capitalize on their strong credentials in these times of changing economic, social & political dynamics in Central and South Asian Region where Pakistan is geographically and strategically well positioned. CPEC is not China centric. This project of over US\$ 55 billion is all about dramatically improving the connectivity and accessibility in the country through roads network, meeting the growing energy needs of the country by setting up power plants, improve the mobility of people and goods through new infrastructure. All of this is the assets of Pakistan available to all investors to benefit from".

He underlined that "It is a positive development that foreign investors are once again looking at Pakistan with interest. Recognizing the changing trend, SBC, with the support of its partner, S-GE, which is a Trade Development Authority of Switzerland, took up the initiative and has successfully linked many Swiss and

Pakistani SMEs through investments in JV, technology transfer and business representation. Encouraged with this positive development in 2016, SBC & S-GE have marked 2017 as the year to maximize Swiss companies' foot prints in Pakistan and vice versa".

The business potential offered by CPEC is of immense interest, notably the business potential offered in infrastructure and energy projects and in the 29 Special Economic Zones being set up all over Pakistan to spur industrial and commercial activities offering potential for investments, supplies, contracting and services in power sector, oil and gas, mines and minerals, large industry, small and medium industry, healthcare sector, education, banking, hospitality industry, engineering, consultancy and construction services and others.

The Swiss Ambassador, Marc P. George emphasized that "Pakistan has reached consensus on social stability, economic development and livelihood improvement. The economic reforms have started to take effect and its advantages are filtering down to the middle class and the young and talented workforce aspiring for a better life for them. The youth of this country is an asset and needs to be capitalized by creating more jobs after providing them an education of high quality and adequate trainings. The macro economy has turned for better in Pakistan in recent years. The inflation level has been low, foreign exchange reserves have been growing and the expectation of the exchange rate has been stable. Generally speaking, the security situation in the country has improved, the economic growth has been picking up, boosting the market demand in the consumer industry, service industry, transportation and energy and other infrastructure sector. While growing, environment protection is a major challenge for this country. The development projects will have to take into consideration the environmental constraints for a better future of this country".

Mr. Crevoisier was of the opinion that many foreign investors initially considered that CPEC is mainly a China-Pakistan venture. However as the project has advanced, many new business opportunities are coming up for other countries to be part of CPEC.

CEO of KPK Economic Zones Development & Management Company - Mr. Syed Muhammad Mohsin and Director Projects of the Sindh Board of Investment - Mr. Abdul Azeem Uqaili, who spoke at the event, emphasized that under CPEC project their provincial governments are proactively facilitating existing and new foreign investors to set themselves up in the SEZs being set-up all over the country along the proximity of corridor route alignment.

Consul General of China - Mr. Wang Yu clarified that CPEC is open to all investors – a message also issued loud and clear by Mr. Xi – the President of China that China alone cannot shoulder the entire responsibility of globalization – other nations have to join in.



SBC Values its Local Partners

‘Swiss Business Council (SBC) works together with the State Authorities of Investment & Trade to mobilize Foreign Investments and develop bi-lateral trade between Switzerland & Pakistan. Through a Memorandum of Cooperation signed between SBC and Sindh Board of Investment and Punjab Board of Investment & Trade, the two entities support each other to promote, facilitate and regulate investments in the two bigger provinces of Pakistan’.



L-R, Frist-Row: Farhat Ali, Beat Ineichen, Naveed Chaudhary, Haroon Shaukat & Fletcher Albert
(Visit to Punjab Board of Investment & Trade)



Naheed Memon, Chairperson - Sindh Board of Investment, addressing the audience at an event held at Swiss Embassy in Islamabad on opportunities for European Investors in CPEC.

SBC Values its Global Partners

‘SBC works in close partnership with its associates in Switzerland to mobilize business to business contacts between Swiss and Pakistani business entities, improve the global perception of Pakistan in the circle of foreign investors and to inculcate people to people cultural ties between the two Countries’.

‘Switzerland Global Enterprise (S-GE) of Switzerland and Swiss Business Council (SBC) of Pakistan work together to mobilize Swiss Business entities to team-up with Pakistani Business entities through Foreign Direct Investments, Joint Ventures, Agency Agreements & Technology Transfer’.









Mujtaba Rahim, Chairman-Liaison S-GE & K.M. Iqbal presenting a memento to Beat of S-GE in recognition of the exemplary cooperation between SBC & S-GE



S-GE has declared SBC as the partner of the year for 2016 in its global ranking. Fletcher – SBC Business Development Manager receiving the award

On behalf of the Swiss Confederation (State Secretariat for Economic Affairs SECO) and the Swiss cantons, S-GE promotes exports and investments by helping its clients to realize new potential for their international businesses and thus to strengthen Switzerland as an economic hub. As the driver of a global network of experts and as a trusted and strong partner to clients, cantons and the Swiss government, S-GE is the first point of contact in Switzerland for all questions relating to internationalization. S-GE guides its clients on the path to new markets.

SBC and S-GE worked together to mobilize the interest of Swiss SMEs in the business potential available in Pakistan and was successful in establishing the foot prints of following SMEs in Pakistan through Joint Venture, Agency Agreements and Technology Transfer cooperation.

COMPANY	SECTOR
 Ganser CRS	Common Rail Systems.
 Glas Trosch AG FIRESWISS	Fire safety glass.
 Jamailah Switzerland	Gourmet Food.
 Leister Technologies	Hot air plastic welding equipment, process heat components, laser welding systems, gas sensor equipment and micro-optics.
 Metrohm AG	Analytical Instruments.
 Sarplast SA	Glass reinforced plastic pipes.



Swiss-Asian Chamber of Commerce



‘Swiss Business Council (SBC) with the support of Swiss-Asian Chamber of Commerce (SACC) of Switzerland regularly participate in the global events & forums to promote Pakistan’s perception, business & culture dynamics to global business & political leaders and opinion makers’. SBC, with the support of Asia Society Switzerland, aims to inculcate people to people cultural and social linkages for a sustainable long term relationships’.



Farhat Ali-President SBC with Urs Lustenberger-President SACC & the Management of SACC at World Economic Forum, Annual Meeting at Davos, Switzerland

Swiss-Asian Chamber of Commerce

The Swiss-Asian Chamber of Commerce (SACC) 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. SACC has 450 members.

Their activities facilitate the exchange of experiences and direct business contacts among its members and between its members and official bodies in Asia and Switzerland. The activities and events are fully funded through membership fees, event participation fees and sponsoring.

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

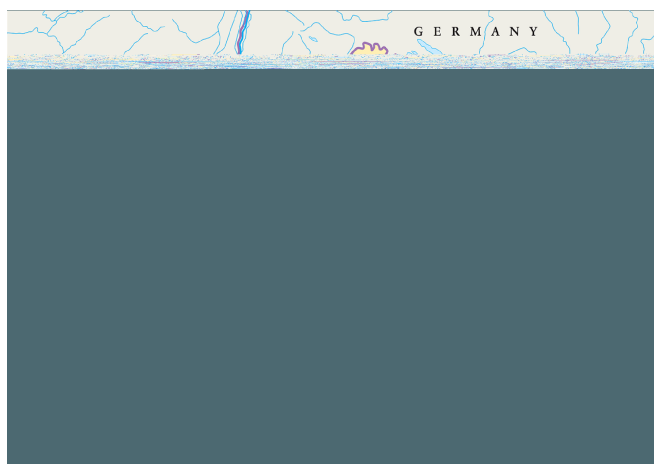
Brunei, Cambodia, Indonesia, Korea, Laos, Malaysia, Mongolia, Myanmar, Pakistan, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Timor-Leste, Uzbekistan, Vietnam.

Asia Society Switzerland

Asia Society Switzerland (ASS) 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, we provide insights, promote collaboration and contribute to a deeper understanding of a part of the world that will shape the shared future.

ASS is an independent Swiss foundation. ASS is a member of the global Asia Society family. Founded in 1956 in New York, Asia Society has developed into a thought leader on Asian issues, and a vibrant community of decision makers around the world. There are 12 independent centers spread across four continents - New York, Houston, Los Angeles, San Francisco, Washington D.C., Hong Kong, Shanghai, Manila, Mumbai, Seoul, Sydney and Zurich.

As the first Center in Europe, Asia Society Switzerland - founded in 2016 - provides a unique opportunity to become part of this global community, and to contribute to a meaningful dialogue that could shape the future.



***Events in Switzerland
4 – 6 July 2017***

4 July, 2017

'To capitalize on the success of S-GE and SBC in linking-up Swiss and Pakistani Small & Medium Enterprises (SME) through Investments, Joint Ventures, Technology Transfer and Agency Agreements, an event organized in Switzerland aims to apprise more of the Swiss SMEs on the business dynamics in Pakistan on the strength of the successes of the ones who ventured in-to Pakistan and now have their foot prints there'.



The event of 4 July is being hosted by Glas Trösch. S-GE & SBC conducted a partner search report for Glas Trösch AG FIRESWISS to find a local partner for Glas Trösch, followed by organizing their Fact-Finding Mission to Pakistan and their participation in an exhibition in Pakistan to establish their foot-print and appoint a partner. Glas Trösch is now well represented in Pakistan and is happy to have its foot print there.

EXPORT DIALOG: PAKISTAN -Opportunities in a challenging market

13:00 ARRIVAL OF PARTICIPANTS & REGISTRATION

13:30 GREETING AND WELCOME

- Mr. Christian Lehmann, Managing Director, Glas Trösch AG FIRESWISS
- Dr. Erich Trösch, Chairman, Glas Trösch

13:40 INTRODUCTION AND OVERVIEW OF EVENT

- Mr. Beat Ineichen, Switzerland Global Enterprise

13:45 FROM MARKET ENTRY TO A SUSTAINABLE AND PROFITABLE BUSINESS

- Mr. Vadim Shostik, Area Sales Manager Eastern Europe & Central Asia, Leister Technologies AG

14:15 THE CHINA PAKISTAN ECONOMIC CORRIDOR AND ITS OPPORTUNITIES

- Mr. Farhat Ali, President, Swiss Business Council

14:35 IMPRESSIONS OF A CHALLENGING MARKET

- Mr. Alessandro Ganser, CEO, Ganser CRS AG

15:05 COFFEE BREAK

15:35 READY TO EXPORT TO PAKISTAN

- Mr. Markus Wermelinger, Head Export Services, Chamber of Industry & Commerce Central Switzerland

15:55 PAKISTAN - REALITY AND OPPORTUNITIES

- Dr. Kai Viehweger, Executive Vice President Sales ROW, Metrohm AG

16:25 TOUR OF GLAS TRÖSCH AG FIRESWISS FACILITY

- Mr. Christian Lehmann, Managing Director, Glas Trösch AG FIRESWISS and Team

16:55 CONCLUSION

- Mr. Christian Lehmann, Managing Director, Glas Trösch AG FIRESWISS
- Mr. Beat Ineichen, Switzerland Global Enterprise



5 July, 2017

‘The ambition of China to lead the world in economic globalization and political integration may lead to a new world order with far reaching global economic, political, social and cultural re-alignments and in particular in Asia. Pakistan is in the midst of this looming change through China Pakistan Economic Corridor (CPEC) which is one of the six corridors under ‘One Belt, One Road’ philosophy of China’.

China-Pakistan corridor



Event in collaboration with Asia Society Switzerland (ASS) & Swiss-Asian Chamber of Commerce (SACC) on July 5, 2017 at Zunfthaus zur Meisen Münsterhof 20, 8001 Zürich.

Economic, Political, Social & Cultural Dynamics of CPEC

PROGRAM

- | | | | |
|--|-------------|---|------------------|
| | 11:15 | : | Doors open |
| | 11:30-11:45 | : | Introduction |
| | 11:45-12:30 | : | Panel discussion |
| | 12:30-13:00 | : | Q & A |
| | 13:00-14:00 | : | Flying lunch |

Introduction

- | | | | |
|--|----------------------|---|-------------------|
| | Mr. Urs Lustenberger | – | President of SACC |
| | Mr. Farhat Ali | – | President of SBC |

Moderator

- | | |
|--|---|
| | Mr. Fidelis Goetz, Managing Director of Asia Society Switzerland Foundation |
|--|---|

Panelists:

- | | |
|--|--|
| | Mr. Peter Zuellig, Chairman Pakistan Committee, SACC |
| | Mr. Arshad Chaudhry, Senior Vice President, Global Head of Nestlé Infant Nutrition |
| | Mr. Danial Lang, Director, Sika Switzerland |
| | Ms. Naheed Memon, Chairperson, Sindh Board of Investment |

State Secretariat for Economic Affairs SECO



6 July, 2017
MEETING AT SECO – BERN




Pakistan-Switzerland bilateral discussion

'It is essential for the Business Chambers like SBC to align business dynamics with political dynamics largely driven by the state functionaries. The meeting with State Secretariat for Economic Affairs at Bern shall facilitate this requirement'.



Leader of the delegation: Mr. Phillippe Crevoisier – Consul General of Switzerland at Karachi.

Meeting with: Ambassador Livia Leu-Agosti, Director of the Division for Bilateral Economic Relations at SECO.

Focused topics:

-  Overview bilateral economic relations between Switzerland and Pakistan.
-  Economic situation and developments in Pakistan.
-  Doing business in Pakistan.

Program:

-  Time - 10 - 11:00 AM
-  Venue - Holzikofenweg 36, 3003 Bern





Swiss Business Council's Trade Mission to Switzerland - 2017

Pakistan is once again surfacing as an emerging market offering attraction to foreign investors. The GDP growth of over 5 percent, growing consumer market driven by the growing middle class, functional democratic institutions in the country and substantial improvements in the security situation of the country are all positive economic indicators. The economic horizon of the country is further brightened with the successful launch of China-Pakistan Economic Corridor (CPEC) whose positive effects are now surfacing on ground.

In a positive development, CPEC is beginning to be recognized by global investors as an initiative of good value to all investors who opts to derive business benefits out of it. It is a major shift from the earlier perception that CPEC is China-Pakistan centric and tends to isolate Pakistan from the radar of other global investors.

Swiss Business Council (SBC) Pakistan, in collaboration with the Swiss Embassy and Consulate in Pakistan and its business associates in Switzerland took up the initiative to project these positive developments to global investors and in particular to market CPEC as a project of global value.

The investment events, held for the purpose in April and May 2017 at Islamabad and Karachi, were widely participated by Ambassadors, Commercial Councilors of foreign missions, business leaders and media.

As a follow-up to ground work in Pakistan, in early July 2017, a delegation of SBC Pakistan visited Switzerland to invoke Swiss investments and enhance bilateral trade between Pakistan and Switzerland much driven by the opportunities offered under CPEC.

In the events organized for SBC by its business partners in Switzerland, notably, Switzerland Global Enterprises (S-GE) on 4 July near Lucerne and by Swiss-Asian Chamber of Commerce (SACC) and Asia Society Switzerland Foundation (ASSF) on 5 July in Zurich, the changing business and political dynamics in Pakistan and the region was debated and the value addition offered to Swiss investors under CPEC was highlighted in terms of enhanced regional connectivity and accessibility to unexplored markets through state of art road and rail network, enhancement in the energy capacity of the country through an investment of over \$35 billion and establishment of over 30 Special Economic Zones all over the country.



L-R: Kalim Farooqui, MD-Technology Links, K.M. Iqbal, Director-SBC, Christian Lehmann, MD-GlasTrosch, Dr. Aman Rashid, Ambassador of Pakistan in Switzerland, Philippe Crevoisier, Patron-SBC, Beat Ineichen, Sr. Consultant-SGE, Farhat Ali, President-SBC & Asif Ikram, P. President-SBC at an event organized by S-GE at GlasTrosch

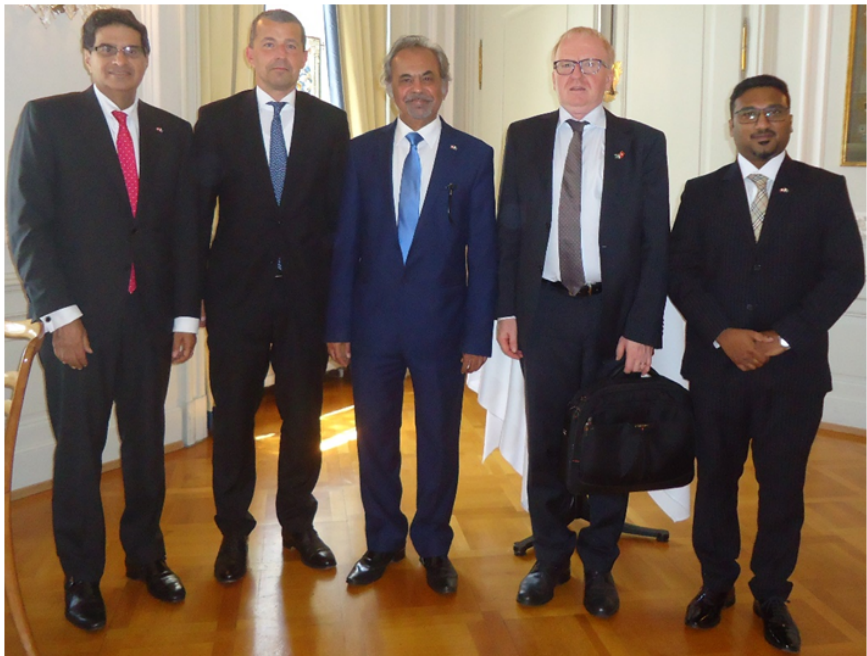
All the said events in Switzerland were remarkably well attended by the business leaders, bankers, Swiss business chambers and opinion makers signifying the growing Swiss interests. The high point of the events was a high level panel discussions on CPEC participated by a large number of business leaders, notably, from Nestle, Sika, SACC, ASSF, SBC, Pakistan's Ambassador to Switzerland and the Swiss Consul General.



L-R: Mr. Farhat Ali, President-SBC, Dr. UrsLustenberger, President-SACC & Dr. Peter Zuellig, Chairman Pakistan Committee-SACC



L-R: Mr. Farhat Ali, President-SBC & Mr. Fidelis Goetz, MD-Asia Society Switzerland



L-R: Asif Ikram, P. President-SBC, Stefan Barny, Director Global Network-SGE, Farhat Ali, President-SBC, Philippe Crevoisier, Patron-SBC & Fletcher Albert, Bus. Dev. Manager-SBC



Mr. Farhat Ali invoking the panel discussions



Ms. Barbara Mockli-Schneider, MD-SACC receiving a memento

In a meeting held at the Federal Secretariat of Economic Affairs (SECO) at Bern, the CPEC project was discussed at length and its salient features were presented. SECO is Switzerland's Ministry responsible for the economic affairs of the country.



L-R: KM Iqbal, Director-SBC, Asif Ikram, P. President-SBC, Kalim Farooqui, MD-Technology Links, Farhat Ali, President-SBC, Philippe Crevoisier, Patron-SBC, Ambassador Livia Leu-SECO, Dr. Aman Rashid, Ambassador of Pakistan in Bern, Christian Busser, Head of Section Asia/Oceania-SECO & Elise Nardin, Advisor on South Asia & Oceania-SECO

Dr Rashid, Pakistan's Ambassador to Switzerland and Mr Philippe Crevoisier the Consul General of Switzerland at Karachi, were part of the delegation with their strong presence at all of the events. Participants from SBC were Farhat Ali (President), Asif Ikram (P. President), KM Iqbal (Director), KalimFarooqi (Member) and Fletcher Albert (Business Dev. Manager).

Farhat Ali, President SBC, while concluding the Trade Mission to Switzerland stated: "it is encouraging that foreign investors have once again started to look at Pakistan with interest. In the last two years, SBC in collaboration with S-GE, has managed to secure the foot print of six new Swiss SMEs in Pakistan. The target of 2017 is to motivate the presence of an additional six Swiss SMEs in Pakistan". He further concluded "Pakistan needs more of these global initiatives to reach out to foreign investors at their door steps. The perception of Pakistan in global arena is bad and needs dramatic improvement by reaching out, one to one, to the business leaders and opinion makers to correct this perception. CPEC is something we now have in hand which must be utilized to full extent to present to the world the new positioning of Pakistan in the changing political and business dynamics in this emerging region of Asia where Pakistan has to play a significant role. European countries needs new markets and accessibility. Pakistan, being an emerging market, has a good potential to fill in these gaps and capitalize on the given situation".



SWISS BUSINESS COUNCIL

20th Floor, B.R.R. Tower, I.I. Chundrigar Road, Karachi-74000, Pakistan.

T: +92-21-35656444, info@swissbusinesscouncil.com.pk

www.facebook.com/SwitzerlandInPakistan

www.swissbusinesscouncil.com.pk