

# Swiss Business Council

## News

SBC presents its heartfelt congratulations to the Government and people of Switzerland on the auspicious occasion of their 720th National Day.



**Word from  
the Ambassador of Switzerland  
to Pakistan & Afghanistan**

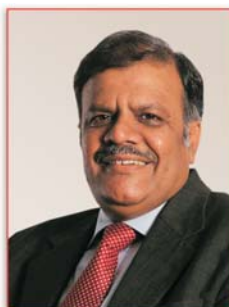
I am pleased to address the readers of this publication of the Swiss Business Council (SBC), aimed to provide a snapshot of the economic and social activities of SBC member companies in further strengthening the bilateral economic relations between Pakistan and Switzerland. The year 2011 marks the 720th National Day of Switzerland and on this very occasion I would like to highlight some aspects of the ever increasing bilateral friendly relations between our two countries.

Bilateral relations were established between Switzerland and Pakistan soon after the latter's birth. The first diplomatic mission of Switzerland was opened in Pakistan in 1949. Bilateral relations between the two countries are based on trust and good will, and I am glad to state that these relations continue to strengthen further with the passage of time.

Throughout the years, cooperation between our two countries has been growing stronger. A number of bilateral agreements have been signed to achieve legal and operational framework in important areas like avoidance of double taxation and mutual protection of investments.

Apart from trade, Switzerland has also been offering aid to Pakistan since 1966

*Continued on page 5* ➤



**Word from  
the President of Swiss Business  
Council in Pakistan**

Dear Members,

It gives me tremendous pleasure addressing the valued members of the Swiss Business Council Pakistan (SBC) on the auspicious occasion of the 720th National day of Switzerland. The exemplary standards of good governance over a span of seven centuries and a long standing tradition of Swiss transparency and excellence in the space of trade and commerce offers a wide spectrum of opportunities for others to emulate, especially for us in Pakistan. In Pakistan, business and corporate leaders are realizing that they need to play a much more proactive role in policy making and exercising a more concerted corporate social and political responsibility.

Though currently there is much apprehension amongst the business leaders in Pakistan due to the dismal law and order scenario, especially in the industrial and commercial hub of the country, Karachi; there are some positive bit of optimistic news also. The recent news of the highest ever national export targets, in excess of \$25 billion, gives much hope in these otherwise bleak times. Robust wheat and bumper cotton crops have given strength to the quintessential agriculture sector and opened up new

*Continued on page 5* ➤



**Word from  
the Consul General of  
Switzerland in Karachi**

Dear Readers,








It gives me great pleasure to welcome you to the 5th Edition of Swiss Business Council's newsletter which coincides with the 720th National Day of Switzerland.

Swiss national day is only just over a century old, and it was only in 1993 that the hardworking Swiss agreed that they could all take the day off, but the event it commemorates took place 720 years ago, and at the heart of the celebrations is a custom which doubtless goes back into the mists of time.

The day was chosen because August 1st 1291 was the date on which three Alpine cantons (provinces) swore the oath of confederation, an act which later came to be regarded as the foundation of Switzerland. The representatives of Schwyz, Unterwalden and Uri met on the Rütli field, high above Lake Lucerne, to swear a bond of brotherhood, and agree to act jointly if their freedoms were threatened by outside aggressors. So, it's not surprising that the official part of the August 1st celebrations take place on the Rütli even today, with a public gathering addressed by the Federal President. Indeed, it's a

*Continued on page 5* ➤

## In this issue

-  Ambassador's Message
-  President's Message
-  Consul General's Message
-  Swiss Business Council's News/Events
-  News from the Embassy of Switzerland in Pakistan
-  News from the Consulate General of Switzerland in Karachi
-  News from the Swiss Agency for Development and Cooperation
-  News from the Member Companies
-  Switzerland at a Glance

## Editorial Board

-  Syed Farukh Mazhar  
President
-  Mujtaba Rahim  
Vice President
-  Yasmin Peermohamed  
General Secretary
-  Fletcher P. Albert  
Manager

# Bones Strong tu mein Strong!

NESVITA gives you more Calcium than  
regular milk and less than 1% fat.  
What better way to keep your bones strong  
and your body beautifully fit!





# The Team

## Swiss Business Council in Pakistan



*(From left to right)*

**Fletcher P. Albert**, Manager, Swiss Business Council  
**Aslam Pervez**, Ex-Officio Member of the Managing Committee  
**Yasmin Peermohamed**, General Secretary  
**Arshad Saeed Husain**, Treasurer  
**Dr. Ahmad Faraz**, (sitting) Chairman Subcommittee  
Business Development/Business Delegation

**Khatri Muhammad Iqbal**, Member of the Executive Committee  
**Farhat Ali**, (sitting), Director  
**Didier Boschung**, Patron  
**Mujtaba Rahim**, Vice President  
**Syed Farukh Mazhar**, President

A STAR ALLIANCE MEMBER



Swiss  
International  
Air Lines

Every one of our mountains is unique.  
The same goes for our guests.



**Personalised service that caters to your individual desires.** SWISS Business introduces new fully flat beds with adjustable air cushions that enable you to select your ideal seat comfort. So you can count on enjoying your time on all long-haul flights as of mid 2011. SWISS offers daily and convenient connections from Pakistan to Switzerland via Dubai with optimum connections to 48 other European destinations. Welcome to the world of SWISS. For reservations, please call your travel agent or call SWISS at Karachi: 021 3522 1521, Lahore: 042 587 2701 or Islamabad: 051 222 8022.

**AWARD WINNING:  
NEW SWISS BUSINESS  
WITH FULLY FLAT BED**

YOUR FLIGHT, **SWISS** MADE.

**SWISS.COM**

## Word from the Ambassador of Switzerland to Pakistan & Afghanistan

► *Continued from page 1*

through Swiss Agency of Development and Cooperation (SDC), one of the wings of Federal Department of Foreign Affairs of Switzerland to disperse aid.

It gives me immense pleasure to state that SDC has invested over time more than 700 million USD in Pakistan through its development programs. Besides direct support, SDC is also supporting international organizations such as the ICRC, WFP, UN-HABITAT with funds and seconded staff. SDC through its development programs also helped the reconstruction in the towns of the province of the Khyber Pakhtunkhwa after the massive destruction caused by earthquakes in 2005. SDC also was in the forefront to provide rescue services during the floods last year. In this regard, Swiss government provides 10 helicopters to the National Disaster Management Authority (NDMA) to cope with such emergency situations in the future. New development and humanitarian assistance programs are also launched by SDC to provide support after the floods. Besides SDC, Swiss population also donated over 50 million USD

through Swiss NGOs to the flood victims in Pakistan

I would like to take this opportunity to congratulate Swiss Business Council (SBC) in organizing a delegation of Pakistani business leaders in May 2011 to Switzerland in collaboration with the Consulate General of Switzerland in Karachi and Swiss Asian Chamber of Commerce (SACC) in Zurich. The delegation successfully highlighted trade and investment opportunities in Pakistan and provided useful information to business community of Switzerland with an aim to attract more Swiss investment into the country.

I wish Swiss Business Council success in its endeavors to further strengthening bilateral and economic relations between Pakistan and Switzerland.

*Christoph Bubb*

## Word from the President of Swiss Business Council in Pakistan

► *Continued from page 1*

avenues for local as well as foreign investments.

Compared to last year economic growth is positive and is improving. Foreign exchange reserves are at all time high, balance of payment and trade deficit continues to show positive trends and are projected to remain stable. SME sector and privately held companies have shown great resilience and all around growth which is contributing tremendously to overall value addition and the much needs employment creation. Investment environment though remains depressed, continues to show good indicators and potential in non-traditional sectors like energy production and alternate energy sector development. I would emphasize that we all need to actively engage with government bodies as well as trade and business associations.

We recently took a 22 member Trade and Investment Delegation to Switzerland

with the sole object to enhance the bilateral trade between the two countries. The areas of interest focused with the consultation of our Swiss Counterparts i.e. Swiss-Asian Chamber of Commerce (SACC) were Machinery, Mining of speciality metals/gems and stones/minerals, Finance (Stock Exchange), Textiles and Agro based products. This was the first initiative taken in support of the Consul General of Switzerland in Karachi and I am positive that in the long and medium run it will be beneficial for both the countries.

In the end I would like to express my gratitude and thanks to all the supporters especially the Embassy in Islamabad, Consulate General in Karachi, SACC, members of SBC for their continued support.

*Syed Farukh Mazhar*

## Word from the Consul General of Switzerland in Karachi

► *Continued from page 1*

day for speeches, with politicians at all levels, from Federal Councillors to the heads of communes, addressing meetings all over Switzerland.

For most people, August 1st means bonfires and fireworks and barbecues in the garden or brunch on the farm. Long before the government decided in 1891 to declare the day Switzerland's national day, people had celebrated summer by lighting bonfires.

On the occasion of this very special National Day of Switzerland, I would like to convey through this publication a message of friendship and peace from the government and people of Switzerland to the government and people of Pakistan and look forward to furthering our friendly relations.

*Didier Boschung*

# Swiss Business Council's News/Events

## Briefing Session on Pakistan's Economic Outlook for 2010-2011

A briefing session was organized at the SGS Pakistan (Private) Limited for the members of the Swiss Business Council and their guests to discuss the Pakistan's Economic Outlook for 2010-2011. The session was conducted by Mr. Yaseen Anwar, Acting Governor of State Bank of Pakistan, Karachi. Mr. Yaseen evoked that a moderate recovery in Pakistan's economy during fiscal year 2010 was supported by both monetary and fiscal policies, as well as, good fortune in the form of declining international prices. Improvement in domestic demand and pick-up in export demand in the latter half of the year drove the industrial recovery, which eventually led the demand for services.



It is heartening that Switzerland has become the fourth leading foreign investor in Pakistan with a significant number of Swiss multinationals successfully operating here especially in pharmaceutical business. During FY10, foreign direct investment (FDI) from Switzerland was US\$ 170 million to push Singapore to 5th position. Some major Swiss companies, operating in Pakistan include; ABB, Clariant, Credit Agricole (Suisse) S.A., Fracht, Gate Gourmet, Habib Bank AG Zürich, Nestlé, Nexus Telecom, Novartis, Parazelsus, Polygal Habib Gums NV, Roche, SGS, SICPA Inks, Sika Pakistan and Syngenta. These companies provide direct employment to about 10,000 persons and a multiple number of third party contract workers.





## Swiss Business Council's (SBC) team briefed on KSE working

The SBC in Pakistan met the deputy managing director and senior management of the Karachi Stock Exchange (KSE) on March 8, 2011.

Mr. Haroon Askari, deputy managing director of the KSE, presented a brief overview of Pakistan's economy, and highlighted efforts made by the KSE management for development of capital market and steps taken for seeking new listing at the KSE.

Syed Farukh Mazhar, President, SBC and Mr. Didier Boschung, Consul

General of Switzerland in Karachi and Patron, SBC who led the delegation, appreciated the KSE management and agreed to liaise between the KSE and Swiss Stock for mutual cooperation.

Furthermore, Mr. Mazhar and Mr. Boschung invited the deputy managing director and the senior management of the KSE to join the Trade & Investment Delegation to Switzerland to which Mr. Askari agreed and joined the trade delegation to Switzerland.



## Handing over Ceremony of the houses constructed by Clariant Pakistan for the families of Chakar Khan Village, Jamshoro

**Clariant Pakistan's flood Relief efforts:** In the 2nd half of 2010, Pakistan was devastated by severe floods in the rivers caused by extreme weather situation upstream. Approximately one-fifth of Pakistan's total land area (the geographical size of England) was underwater, affecting about 20 million people, mostly by destruction of property, livelihood and infrastructure and a death toll of hundreds of people.



In line with our tradition to fulfill our social commitments, the Management of Clariant Pakistan decided to arrange for the provision of clean water and shelter for the homeless in the flood affected area in the vicinity of



our Jamshoro site. Clariant and its employees contributed generously towards the cause and with the available funds we were able to install a water treatment plant for the nearby Chaker Khan village of about 500 inhabitants and also constructed housing facilities for 9 flood affected families. These were handed over by Mr. Didier Boschung, Consul General of Switzerland in Karachi, on 7th April 2011 in a ceremony also attended by Mr. Thomas Winkler, Mr. Norbert Wester, Members of the Swiss Business Council in Pakistan, local dignitaries and Clariant's employees.

## Trade & Investment Delegation to Switzerland – 2011

The Swiss Business Council (SBC) in collaboration with the Consulate General of Switzerland in Karachi and the Swiss-Asian Chamber of Commerce (SACC) in Zurich recently organized a twenty-two member trade and investment delegation to Switzerland on a three days visit. The delegation comprised of Chief Executives of leading industries/organizations from Pakistan as well members from the Korangi Association of Trade & Industry, Karachi and the Chambers of Commerce & Industry of Faisalabad and Hyderabad.

The objective of the visit was to present a true picture of Pakistan to the Swiss business partners, the Govt. of Switzerland and to subsequently highlight the trade and investment opportunities that Pakistan offers to the Swiss Entrepreneurs and trading partners.

A conference was held at Kongresshaus, Zurich where some members of the Pakistani delegation gave their presentation on some of the potential sectors for FDI i.e. Financial Sector (Stock Exchange), Mining & Minerals in particular Precious Metals and Stones, Tools and Machinery, Textiles etc. with regards to the Pakistani exports to Switzerland, textiles and Food/Agro Based Products were the main features beside some other avenues of cooperation.

Syed Farukh Mazhar, President-SBC and Managing Director of SGS Pakistan evoked a brief introduction to SBC; he said that, "Swiss Business Council, Pakistan has established business-to-business relations between the two countries and provided strong linkages for exchange of business related information. Introducing the Managing Committee, Mr. Mazhar informed that country heads of Al-Ameen Trading Corporation, Clariant Pakistan Ltd., Roche Pakistan Ltd, SGS Pakistan Ltd and Swiss International Air Lines Ltd. had personally participated in this delegation.

Mr. Didier Boschung, Consul General of Switzerland in Karachi delivering the keynote address on Pak-Swiss Trade at the event, said, "Pakistan will be one



*Kirchenfeld Restaurant, Bern*

Syngenta are well-known Swiss companies presently operating in Pakistan and doing successful business. This proves that Pakistan has the potential to be an attractive location for Foreign Direct Investment.



*SBC delegates networking*

Mr. Farhat Ali, Chairman of External Affairs-SBC and President of Global Power invoked the "Investment Opportunities in Pakistan," He said, 'In the constant challenging and dynamic environment Pakistan continues to be a Land of Untapped Opportunities' based on it's strategic location, natural resources – most of which remains un-explored, talented man – power resources and above all the resilient business community of Pakistan. The



*Visit to the watch factory "La Montre Hermès"*

of the world's drivers of growth in years to come, notwithstanding some of the challenges of the present. There are significant opportunities for partnership between Swiss and Pakistani firms and encouraged Swiss businesspeople to explore these. A large number of Swiss multinational companies are operating in Pakistan. They do not only market their world class products and services, but are also creating thousands of attractive jobs in the country".

He pointed out that for the fiscal year 2009-10, Switzerland was ranked the fifth largest Foreign Direct Investor into Pakistan by investing 170.6 million US dollars. He also said that companies like ABB, Clariant, Credit Agricole (Suisse) S.A., Fracht, Gate Gourmet, Habib Bank AG Zurich, Habib Metropolitan Bank, Nestle, Novartis, Nexus Telecom, Parazelsus, Philip Morris International, Polygal AG, Roche, SGS, SICPA, Sika, Swiss International Air Lines Ltd. and





***Asphalt Mine - Neuchatel***

Chairman, External Affairs further resolved that, SBC should work closely with the SACC to invoke FDI and improve the perception of Pakistan in Switzerland.

Mr. Haroon Askari, Deputy Managing Director & Head of Operation, The Karachi Stock Exchange (Guarantee) Ltd (KSE) presented a brief overview of Pakistan's economy, and highlighted efforts made by the KSE management for development of capital market and steps taken for seeking new listing at the KSE. He also informed the participants that "Pakistan's stock market is one of the best performing in the world. Yet it still remains one of the most attractive priced in terms of regional Price to Earning multiples".

Mr. Mirza Talib Hassan, the then Director General of Geological Survey of

Pakistan and CEO of Hasan Geo-min Associates briefed on Mining – Precious Metals, Minerals and Stones and Mr. Mehtab Uddin Chawla, CEO, Al-Karam Towel Industries briefed on Textiles.

Mr. Markus Haefeli of Parazelsus Ltd and Mr. Peter Schiessl, Regional Head Middle East & Africa, Clariant Ltd. showcased the success stories of their investments in Pakistan and their continued further investments in these challenging times.

Mr. Shahid Bashir-Ambassador and Pakistan's permanent Representative at WTO Geneva, high-lighted Pakistan's trade potentials and the issues related to WTO.

The delegation visited the Trade & Mode Center (TMC) in Zurich, Federation of the Swiss Watch Industry and a Swiss Watch Company in Bienne, State Secretariat of Economic Affairs (SECO) and the Swiss Parliament in Berne, besides various other institutions and organizations.

Of great significance was the visit of the delegation to Berne and Neuchatel. At the Lunch hosted, for the delegation at Berne, by Ambassador Eric Martin of State Secretariat for Economic Affairs discussions were held to have better economic and political understanding between the two traditional partners. Likewise at the great visit to the historic parliament of Neuchatel discussions of mutual business and political interests were held with the Minister-in-waiting to meet our delegation.

SECO will consider organizing a business delegation to Pakistan in early 2012.

In conclusion the visit invoked better understanding of mutual business interests, the issues and the way forward in these difficult times in Pakistan.



## **Comment/Feedback from the Delegates**

“It was indeed prideful for me to be a member of the delegation representing Swiss Companies in Pakistan.

The overall response by Swiss-Asian Chamber of Commerce, Secretariat for Economic Affairs and participants at the seminar was commendable. I hope this initiative by Swiss Business Council will act as a seed for Economic development between the two countries.

My sincere thanks to Mr. Didier Boschung, the Consul General of Switzerland for his excellent organization and making this visit memorable.”

***Mujtaba Rahim***  
***President & CEO, Clariant Pakistan Ltd.***



“Visit to Switzerland was positive in the sense that audience from varied sectors could get first hand information on state of economy in Pakistan and very importantly knowing about happy experiences/success stories from Swiss companies already operating in Pakistan.

The occasion provided opportunity to meet representatives of Swiss companies. Keeping in view the current scenario of Pakistan, I believe similar events in future would make an impact.”

**K.M. Iqbal**

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

“In these difficult times for our nation, we definitely left a positive impact at all levels in Switzerland which shall yield its dividends in due course of time. There is a lot where we can capitalize out of this great visit and many good contacts. This all has the potential to substantially up-grade the status of Pakistan in Switzerland.

Moreover it was great fun to be all together for four full-days, thereby building-up team work and relations.

My sincere compliments to Mr. Didier, Mr. Farukh, Dr. Faraz, Mrs. Yasmeen, Mr. Mujtaba and all the colleagues who made tremendous efforts, over a long period of time, in making this happen.”

**Farhat Ali**

**Resident Director, EMR Energy & Management Resource Group & Director, Swiss Business Council**

“I have the privilege to be a part of the business delegation, who visited Switzerland in May of this year. This visit was arranged by the Swiss Business Council in collaboration with the Consulate General of Switzerland in Karachi and the Swiss-Asian Chamber of Commerce in Zurich.

I offer my sincere compliments to His Excellency Didier Boschung the Consul General of Switzerland in Karachi for his unflinching help in making this visit very successful. His Excellency presented Pakistan's case in a very effective way which would help in boosting the image of Pakistan. The delegation met many key business personalities at Switzerland.

This visit would definitely help in bringing the businessmen of two countries closer and opening new venues for trade.”

**Syed Johar Ali Qandhari**

**Chairman, Korangi Association of Trade & Industry**

“It was great opportunity to meet people who wish Pakistan well and are prepared to do business with us. The warmth of the welcome was amazing and shall be remembered forever.

My visit to the country made it clear to me that Switzerland is one country with which we can plan our long term business and cultural relationship. We can use their hospitality to bridge the gap where it exists between the two cultures.

I believe that Switzerland is one of the best places for Pakistani import, export, investment and trade. We should reciprocate their friendliness toward Pakistan and Pakistanis and take full advantage of their eagerness to do business with Pakistan. Visit to Zurich Stock Exchange was very informative and the similarities between the two stock Exchanges were significant.

I wish well for all our friends in Switzerland and thank them for their hospitalities shown during our recent visit to the cleanest country in the world. I miss seeing the bottom of the lake and its sparkling clean water and fresh air.”

**Haroon Askari**

**Deputy managing Director, Karachi Stock Exchange**

“We take this opportunity to thank relevant officials for arranging wonderful programme for Delegation trip to Switzerland under the flag of Swiss Business Council in Pakistan in collaboration with the Consulate General of Switzerland in Karachi and the Swiss-Asian Chamber of Commerce in Zurich which no doubt provided opportunities to visit a number of institutes/organisations/sites which otherwise was not possible had we travelled on our own basis. The trip to Switzerland for Alsons Industries was first which in our opinion paid off as it provided opportunities to know the country Switzerland with alien language, culture its people and acquaintance with the prevailing systems of Organisational Operation.

We were able to establish couple of links during the conference who may be a help to track the relevant contacts.

Worth mentioning advantage was the establishment of relationship amongst the participants and information about their operations, which most believe was one of the big gains of the delegation.

In the last but not least the display of solidarity between the two Countries (Switzerland & Pakistan) specially by Mr. Didier Boschung, Consul General of Switzerland in Karachi is worth mentioning in particular. We were much impressed by the friendly attitude and magnetic personality of Mr. Boschung.”

**Fazlur Rahman**

**Director Eng. and Development Department  
Alsons Industries (Pvt.) Ltd.**

“A four member delegation from the Hyderabad Chamber of Commerce & Industry (HCCI) including myself participated in the Seminar arranged by the Swiss Business Council in collaboration with the Consulate General of Switzerland in Karachi and the Swiss-Asian Chamber of Commerce in Zurich. The arrangements and the program of the seminar were excellent and very fruitful. We are highly thankful to your good-self for all the cooperation and help provided to this Chamber for participation in the seminar. This type of highly informative programs for trade delegations from Pakistan would certainly prove beneficial for promotion of bilateral trade between Pakistan and Switzerland.

Kindly accept our heartfelt congratulations for making such nice arrangements of this international seminar to promote bilateral trade between our two countries.”

**Gohar Ullah**

**President of HCCI & Chairman of Fateh Group of Industries**

“I would like to congratulate you for the successful event lead by your visionary leadership, resulting in a number of new avenues of cooperation. I would also like to thank you for your cooperation, hospitality and enthusiasm, which made this visit wonderful and worth remembering. We gained lot of information during the visit and hope it will be much more beneficial for both the countries than conceived.

I wish you best of luck for your future endeavors and again thank you for providing a wonderful opportunity of vision enhancement.”

**Rashid Ahmad Siddiqui**

**Chairman, Afeef Group**

“It has been a pleasure and rewarding experience to be a part of Swiss Business Council (SBC) trade and investment delegation in Zurich from 16th to 19th May 2011. It was an excellent opportunity to interact and share the experiences and opportunities with Swiss Business Group and chamber of commerce in different sectors of economy particularly, financial (stock exchange), mining and mineral potential, tools and machinery and export opportunities in food and textiles.

It was first time that SBC invited presentation on mining and mineral potential of Pakistan with special emphasis on precious stones and metallic minerals. Presentation on geological metallogenic environment, its potential and mineral endowment with production mining and exploration activities was made and well received. Hopefully, it will usher a new era of business activity in mineral and mining sector of the two countries. Continuation of exchanges in follow up conferences on mining and mineral will help in generating interest for a win win situation for business community of both the countries.

**SGS is already playing an active role in analytical and certification services of mineral sector in Pakistan.**

On this auspicious occasion of Swiss National Day I wish success in this effort of Swiss Business Council and greater role of activity in future for both the countries.”

**Mirza Talib Hassan**

**Former Director General, Geological Survey of Pakistan.  
CEO - Hasan Geomin Associates, Advisor - Deep Rock Drilling (Pvt.) Ltd.**



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Karachi

## National Conference on Peace through Business

The Consulate General of Switzerland in Karachi, Swiss Business Council (SBC) and the UN Global Compact Pakistan Local Network jointly organized a “National Conference on Peace through Business” on June 15th 2011 at a local hotel in Karachi.

The objectives of the conference were to promote the ten principals of UN Global Compact and to invite the businesses to join the UNGCPLN, highlighting that businesses can contribute substantially in bringing peace in the society by embracing the principles of UN Global Compact.

Held at time when Pakistan is experiencing the absence of peace, the event attracted presence of Mr. George Kell Executive Director UN Global Compact who travelled all the way from New York - USA and Mr. Christoph Bubb, Ambassador of Switzerland in Islamabad. There were about 200 dignitaries from the industry, academia, NGO sector, and distinguished representatives of civil society and workers' community along with very senior media people and the Vice President of the Federation of Pakistan's Chambers of Commerce & Industry - FPCCI. It is pertinent to quote that almost all the Swiss companies participated in the event and among them representatives of Nestle and Sika Pakistan travelled from Lahore to Karachi to attend the conference.

The following personalities addressed the audience urging them to join hands with the UNGCPLN in spreading peace by practicing principals of UN Global Compact; Mr. Ahsan Ullah Khan, President of UNGCPLN, Mr. F. K. Siddiqui, Secretary UNGCPLN, Mr. Farukh Mazhar, President of SBC & Managing Director of SGS Pakistan (Pvt.) Ltd., Mr. George Kell Executive Director, UN Global Compact and Mr. Javaid Jabbar, Former Senator, Federal Minister for Information, CEC Regional Vice Chairman, IUCN Regional Councillor was a key note speaker.

Mr. Christoph Bubb, Ambassador of Switzerland in Islamabad was the chief guest on the occasion. He also communicated his thoughts on the topic and highlighted the bilateral friendly relations that Pakistan and Switzerland enjoy since the establishment of diplomatic relations between the two countries. He also emphasized the role of SDC in the socio-economic development and particularly in the rehabilitation and reconstruction of 2005 earthquake and

2010 flood hit areas in Pakistan. Furthermore, he mentioned that Switzerland is among the leading foreign investors in Pakistan and a number of Switzerland based multinational companies are operating in Pakistan, making significant contribution in the social and economic development of the country.

After the speeches of above mentioned personalities and a short tea break, the second session of the conference commenced which consisted of panel discussions followed by questions and answers with the audience. The panelists generated ideas on what business could do for promoting internal and external peace and emphasized upon the role of government and impact of its foreign policy on socio-economic stability of the country. The participants raised interesting issues relating to role of business in bringing peace and demonstrated a high degree of enthusiasm in responding to the theme of the Conference.

The panel was consisted of prominent Media Representative Mr. Ghazi Salahuddin, Business Representatives Mr. Kader Jaffer (President, Pak Japan Business Forum), Mr. Saifuddin N Zoomkawala (Pak German Business Forum), Mr. Khwaja Nauman (Vice President, Employers' Federation of Pakistan), Ms. Khadeeja Balkhi (Chairperson, FPCCI, CSR Standing Committee), Workers representative Mr. Khurshid Ahmed (General Secretary, Pakistan Workers Federation & member of the ILO Governing Body), NGO Representative Ms. Ambreen Waheed, Executive Director, Responsible Business Initiative.

A notable scholar Professor Dr. Abdul Wahab, President, Muhammad Ali Jinnah University, concluded the conference by advising to choose between good and evil and use humanistic values in business practices to promote peace.

The subject initiative was a moment to remember and to record the event, commemorative edition of a folder carrying literature on UN Global Compact, specially prepared pencils, ball pens, and a notebook – bearing title of the conference – were presented to all participants besides presenting mementos to the chief guest, speakers and panelists.

The initiative was very much appreciated by the participants and concluded with a massive show of raised hands in favor of joining Global Compact and embracing its 10 Principles.



SBC members



Together

Al Ameen & Clariant

- a history of trust and service...

- with a will to serve customers

today and tomorrow



Al Ameen  
Trading Corporation  
(Private) Limited.

Established 1947



**Clariant**

Clariant is a leading manufacturer of pigment,  
dyes & speciality chemicals operating worldwide.  
21,000 people contribute to its success.

The high quality of the products &  
know-how play a decisive role in the  
manufacturing processes and upgrades  
the end product of our customers.

**Pigment, Dyes & Speciality Chemicals deptt.**

**Al Ameen**

**Trading Corporation (Private) Limited.**

F-2 /Z-7, S.I.T.E., P.O.Box: 5488

Karachi - 75730. Pakistan.

Tele: (021) 32580545/46 - 32568849

32580684/85 - 32582732/33

Fax: (021) 32568848

email: chemicals@alameentrading.com

**At Al Ameen you can be sure of  
one thing: the customer comes first.**

Celebrating

63

years of association  
with Clariant



It all spells  
**success**



## Afeef Group of Companies

An entrepreneurial journey that has lead Group to grow in Printing and Packaging, Furniture and Fixture to Trading and Construction. Afeef as an growing organization demonstrates, devotion in picking the right opportunities-market and deliver upto the customer need and satisfaction.

Afeef Group believes in maintaining long term relations with their customers by providing quality and assurance.

### Afeef Builders



has shown remarkably successful provision in the history of construction by renovating and constructing Restaurants, Banks, Private Residence and Housings. Moreover Afeef Builders possess high potential multidisciplinary architecture and interior design consultancy firm which provide perfection for the customers comfort.

### Afeef Printing & Packaging



provides premium packaging solutions for exceptional value to individuals and businesses. We are the leading packaging facility in Pakistan offering a complete range of packaging solutions to individuals and businesses.

### Afeef Trading & Furniture



has carved niche as a reliable supplier importing vast variety of items such as; furniture, building materials, generators, tools, electronic and hardware items, gifts and giveaways. Afeef Furniture's offers style and comforts for customers by providing all kinds of furnishings for home, offices and restaurants.

### Jones Tea



Jones Tea is being marketed and distributed in Pakistan by Afeef Group, as their sole agent. Available at all leading stores.

## Presence Successfully In Multiple Industries



Head Office: Plot # 27, Sector 19,  
Korangi Industrial Area Karachi, Pakistan.  
[www.afeefgroup.com.pk](http://www.afeefgroup.com.pk)

UAN: +92-21-111-323-333  
Tel: +92-21-5069967-68  
Fax: +92-21-5069970

Email: [afeefp@cyber.net.pk](mailto:afeefp@cyber.net.pk)  
[info@afeefgroup.com.pk](mailto:info@afeefgroup.com.pk)





## News from the Embassy of Switzerland in Pakistan

### Visits to the Local Chambers of Commerce & Industry

During the year, delegations from the Embassy of Switzerland visited the chambers of commerce and industry in Lahore, Gujranwala, Rawalpindi, Multan and Islamabad. The visits also included interactions with the business community of respective cities were arranged by the chambers. The businessmen were provided information on the role of Switzerland in the economy of Pakistan, contribution of Swiss companies to the investments in Pakistan, role of Swiss Business Council and Swiss aid to the development in Pakistan



**Visit of H.E. Mr. Christoph Bubb, Ambassador of Switzerland to Pakistan, to the Lahore Chamber of Commerce & Industry**

On the other side, the business community of Pakistan invited Swiss investment in the sectors of alternative energy resources, corporate farming, pharmaceuticals manufacturing, cheese & milk products manufacturing and agro-based industry.



**Visit of a delegation of the Embassy of Switzerland to the Multan Chamber of Commerce & Industry**



**Visit of a delegation of the Embassy of Switzerland to the Islamabad Chamber of Commerce & Industry**

### Small Projects Supported by the Embassy

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

### Silent Heroes—Invisible Bridges:

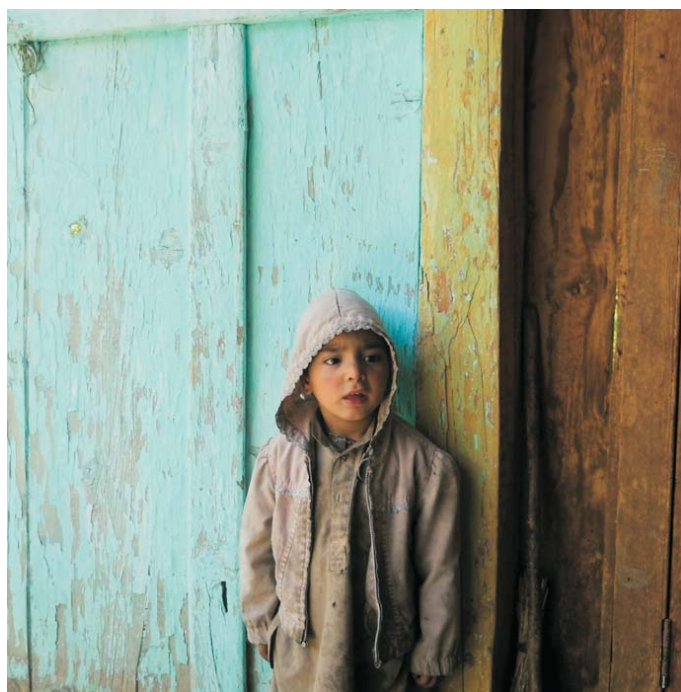
The Silent Heroes-Invisible Bridges project promotes human rights and peace through inter-cultural, cross-religious and cross-border interaction stories. The initiative is meant to promote and disseminate experiences of those individuals or entities which quietly made selfless contributions in these realms. The stories of these "Silent Heroes" may be new to their respective country, region, province or locality but aimed at helping to change minds and remove prejudices after their publication/teletcast/broadcast. These stories acted as bridge-building tool between various cultures and society, acting as such as "Invisible Bridges". The project is being implemented by an organization, 'Silent Heroes Invisible Bridges' registered in Turkey and represented by Mr. Navid Ahmad, an investigative journalist in Pakistan. [www.silent-heroes.tv](http://www.silent-heroes.tv)





### Swat View Photo Project:

Swat valley is one area in Pakistan severely affected by the on-going war on terrorism and recent floods. People of the valley are affected by poverty. Swat View Photo Project, lead by a team of Swiss and Korean photographers, aims at two components. Firstly to provide financial relief to the victims of recent tragedies in the valley by handing out cameras to individuals (from elders to children) who would be taking photos of personal interest, surroundings and daily life situation. People are being given PKR 5 for every picture taken and PKR 10 for great pictures—an expected average of PKR 2,000.00 per week. The duration of photos collecting is 3 months. Regular workshops are being conducted to impart the art of photography. The second goal of the project is to publish a book, from these photos illustrating the valley's Pathan culture, with the aim of raising awareness about one of the most misunderstood cultures in the world and convey a visage of humanity for the people of Swat, contributing to break the prejudices associated with the Pathan culture and the Taliban conflict affected image of the valley. [www.swatview.org](http://www.swatview.org)



*Picture taken by one of the participants of Swat View Photo Project*

### Kaghan Memorial School Medical Camp 2011:

The Kaghan Memorial School (KMS), which started its operations in September 2008 in Village Kawai, Kaghan Valley, District Mansehra, Khyber Pakhtunkhwa Province, is being run by the Kaghan Memorial Trust (KMT). The KMT was established on 31 December 2005 and is dedicated to the memory of children who lost their lives to the earthquake of October 2005. The KMS provides education free of cost to disadvantaged children from the Kaghan Valley. It has 276 children enrolled for the academic year 2011. The students are aged between 4 and 8 years. The children of the Kaghan valley receive little medical attention or treatment from qualified professionals. This often leads to curable diseases and poor hygiene resulting in long-term ailments. Many of the children suffer from nutritional deficiencies as a consequence of the inadequate diets available to their low-income households. To address these problems amongst the students enrolled at KMS, KMT organizes medical camps at the school each year, in which students are comprehensively checked by teams of 5-6 specialist doctors supported by medical technicians. These annual medical camps aim at increasing awareness of basic medical issues,

hygienic practices and preventive health care. Suitable and quality controlled medicines and dietary supplements to the students are also provided during the camps. This year, the medical camp was organized on 09 and 10 July. [www.kmt.org.pk](http://www.kmt.org.pk)



*Visit of a Delegation of the Embassy of Switzerland to the Kaghan Memorial School Medical Camp (09-10 July 2011)*

### Charitable Events Held by the Embassy

#### Fistula Support Day:

Obstetric Fistula is a painful disease which results from the complications of child birth, pelvic diseases and their treatment. Around 5000 young women in Pakistan contract this disease every year but most of them are unable to get the treatment available owing to poverty. Dr. Shershah Syed of Koohi Goth Women's Hospital, Karachi and his trained staff is providing facilitating care to deserving women, suffering from Obstetric Fistula, pro bono. PKR 2,000.00 is the cost of one fistula repair surgery excluding the surgeon's fee as the surgery will be performed by Dr. Syed without charging his fee. To support this noble cause, the spouses of the Heads of Mission of Australia, Canada, France, Spain, Switzerland, Turkey, the United Kingdom, and the United States of America took the initiative to co-host a fundraising event on Fistula Awareness Day at the UK High Commissioner's Residence on 21 March 2011. Donations exceeding PKR 2 million were collected during the event. Swiss companies in Pakistan also contributed generously to this cause.



*Spouses of the Heads of Missions of Australia, Canada, Spain, Switzerland, Turkey, the United Kingdom, and the United States of America with Dr. Shershah Syed of Koohi Goth Women Hospital on the eve of Fistula Awareness Day.*



## News from the Consulate General of Switzerland in Karachi



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Consulate General of Switzerland in Karachi

### Summary of the Survey - 2011 Conducted by the Consulate General of Switzerland among the Swiss Based Multinational Companies Operating in Pakistan

Switzerland is among the leading foreign investors in Pakistan with a remarkable number of Swiss multinationals successfully operating here and contributing substantially to the economic and social development of the country. These companies provide direct employment to over 12,150 persons and a multiple number of third party workers.

In the month of April 2011, the subject survey was conducted among 18 Swiss multinational companies to get an outlook about their business and investment activities and their views on the general economic situation in the country as well as particular challenges in doing business in Pakistan.

The survey was returned by all the companies and revealed that the investment of Swiss companies in Pakistan during last seven years crossed Pak Rs. 110 Billion and their contribution to the national exchequer during the fiscal year 2009-10 (June 2009-July 2010) stood over Pak Rs. 32 Billion which makes 1.53% of the total revenue (Pak Rs. 2,078.2 Billion) generated by the Government of Pakistan during the corresponding period.

Being responsible foreign investors, Swiss companies have disbursed over Pak Rs. 244 Million during the fiscal year 2009-10 for social and economic up-lifting of the communities in the areas they operate. Furthermore, these companies have been very active in providing emergency relief and rehabilitation to the victims of July-August 2010 catastrophic rainfall and

flood, followed by reconstruction of some affected villages.

All the companies expect growth in their business volume during the fiscal year 2011-12 and majority of them (about 56%) will increase their manpower while rest will keep it static. On the investment side, about 44% are doing substantial and about 32% will be opting for marginal investments during the fiscal year 2011-12. Over a period of next three years (2012-2014), about 32% have planned substantial and 40% have planned marginal investments.

It was learnt that major challenges faced by businesses in Pakistan are law and order, energy deficiency, political uncertainty, cost of operations, bureaucracy and fluctuation of Rupee-Dollar/CHF parity among others.

Regarding the economic outlook of the country, companies are of the view that despite the abovementioned challenges, Pakistan has great potential for growth. The economic outlook is sluggish at the moment but brighter in the long term prospects.

When compared with the findings of the last survey conducted in April 2009, the current survey depicts significant upward trends in the fields of investment and business development. However, the companies are less optimistic about short term economic outlook.

## News from the Swiss Agency for Development and Cooperation (SDC)



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Swiss Agency for Development  
and Cooperation SDC

### Switzerland to Continue its Support to the Vulnerable Populations in Pakistan

Switzerland reiterated its commitment to support the vulnerable populations in Pakistan. On his three-day visit (3-5 March 2011), the Director General of the Swiss Agency for Development and Cooperation (SDC), Mr. Martin Dahinden, emphasized that Switzerland's humanitarian and development projects are going full steam ahead. "We have been active in Pakistan for 44 years and we will certainly continue our humanitarian and development work as long as it will be needed," Mr. Dahinden said during his visit, which is the first such visit in five years.



*SDC's Martin Dahinden at the opening of a water scheme in the Swat Valley (Billi Bierling)*

Mr. Dahinden met the Prime Minister, high-level officials of the Foreign Ministry and Economic Affairs Division, the National Disaster Management Authority (NDMA) as well as UN organizations in Islamabad. He also held discussions with the Chief Minister and the Governor of Khyber Pakhtunkhwa Province (KPK), where more than one million people were displaced following the military operations in Malakand Division. He took part in the inauguration

of the new Child Protection Centre in Peshawar, established by the Ministry of Social Welfare and Women Development, Government of KPK, with UNICEF support and funding provided by the Government of Switzerland. The Director General also travelled to Swat, where he visited Swiss-funded projects - reconstruction sites of three schools, a drinking water supply scheme and an adult literacy centre in Madyan.

For the past four decades, Switzerland has been mainly committed to development work in the country. However, in times of crisis, SDC also provides humanitarian aid, like the reconstruction of 100 schools post-2005 earthquake. Similarly, following the floods that inundated Pakistan at the end of July 2010 and affected around 20 million people, Switzerland was quick to provide humanitarian assistance. "SDC took immediate action and provided emergency relief delivering drinking water, food and hygiene kits for thousands of affected people in the first few days of the disaster," Dahinden commented. Overall Switzerland contributed US\$ 10.7 million to flood-related humanitarian projects in the Pakistan, not included the CHF 42 million raised by the Swiss Solidarity for the victims.

So far, in 44 years of cooperation, SDC has invested approx 700 million Swiss francs for its development programmes in Pakistan. Priority areas for new projects are mainly in KPK and the Federally Administered Tribal Areas (FATA) and focus on the reconstruction of infrastructure, provision of safe water, development of rural infrastructure and disaster risk reduction, which has become an integral part of the agency's Livelihood Programmes. "As Pakistan's economy depends primarily on agriculture and livelihoods, we have to do our utmost to minimize the damage caused by natural hazards, such as floods and earthquakes, which this country is very prone to," Mr. Dahinden concluded.



*Alkaram Towel Industries*

*(PVT) Ltd.*

Manufacturers & Exporters

Of Terry Towels and Allied

Made Ups



D-7, SITE, Super Highway, Karachi - Pakistan.

Email: [AKTI@alkaramtowel.com](mailto:AKTI@alkaramtowel.com)

Web: [www.alkaramtowelindustries.com](http://www.alkaramtowelindustries.com)



## Clariant receives the Top 25 Companies Award



Clariant Pakistan Limited received the Top 25 Companies Award from Karachi Stock Exchange. This is the 9th time consecutively in a row that Clariant is honored with this prestigious position.

Karachi Stock Exchange acknowledges the performance of the winning companies on the basis of comprehensive criteria, which includes dividend payout, return on equity, compliance with listing regulations and good corporate governance. The award also is a recognition of the excellent financial and managerial performance of these companies.

This year the award distribution was held in a august ceremony on May 23rd at the President House in Islamabad where the President of Pakistan Mr. Asif Ali Zardari handed over the trophies of 2008 and 2009 to the recipients of the Top 25 Companies listed with the Karachi Stock Exchange.



## Visit of the Ambassador and the Consul General of Switzerland in Pakistan to Clariant and Novartis factories in Jamshoro

Mr. Christophe Bubb, Ambassador of Switzerland to Pakistan and Afghanistan and his wife Mrs. Regula Bubb together with the Mr. Didier Boschung, Consul General of Switzerland in Karachi visited Clariant Pakistan Limited and Novartis factories in Jamshoro on 14th June, 2011.

Accompanied by the President & CEO, Mr. Mujtaba Rahim & the Management of Clariant Pakistan Limited, they inaugurated the houses constructed by Al-Ameen Trading Corporation, Distributor of Clariant



Pakistan Limited for the flood victims in Chakkar Khan village and handed over the keys to the affected people.

They also visited the houses, water filtration plant and the supply system built by Clariant for the flood victims and inhabitants of Chakkar Khan village in Jamshoro. The water filtration plant has a supply system capacity of 30,000 gallons drinking water per day.



Mr. Christophe Bubb and his wife Mrs. Regula Bubb also planted Mango seedlings at Clariant & Novartis.

## SWISS named Best Airline in Western Europe

Swiss International Air Lines has been voted "Best Airline - Western Europe" in this year's Skytrax World Airline Awards. The distinction is based on the latest annual survey of several million air travellers conducted by the UK-based Skytrax consultancy.

The 2011 Skytrax poll to determine the world's best air carriers extended to travellers from over a hundred countries. Once again, SWISS scored top marks for the quality of its services in the air and on the ground.



"We are delighted to receive this award, because it demonstrates to us that our product and service strategy is well appreciated by our customers," said Frank Maier, Head of Product & Services at SWISS, accepting the distinction during today's awards ceremony at Le Bourget, where the Paris Air Show is currently being held. "We aim to provide our customers with a travel experience that is as pleasant, smooth and seamless as possible, with consistently high-quality service on the ground and in the air. And we will carry on doing everything we can to

A STAR ALLIANCE MEMBER



offer our travellers continually high quality standards."

SWISS previously earned the title of "Best Airline: Europe" for both short- and long-haul services in the 2009 Skytrax awards. The carrier was also named number one in Europe for "Staff Service Excellence" in the 2010 Skytrax poll.



## Nestlé Committed to further invest in Pakistan

Nestlé Pakistan Ltd is a subsidiary of Nestlé S.A. - a company of Swiss origin headquartered in Vevey, Switzerland. It is a food processing company, for ten years in a row, the company has won a place among the top 25 companies of the Karachi Stock Exchange.

Headquartered in Lahore, the Company operates four production facilities. Two of its factories in Sheikhpura and Kabirwala are multi product factories. One factory in Islamabad and one in Karachi produce bottled water. Nestle ensures that its products are made available to consumers whenever, wherever and however.

Nestlé Pakistan operates in many ways but people, products and brands are the main flag bearers of the Company's image.

Nestlé Pakistan now operates the biggest milk collection system in Pakistan, Currently, Nestlé Pakistan collects milk from an estimated 190,000 farmers spread over 146,000 sq Km's in the province of Punjab and Sindh.

Nestlé believes in creating shared value and is committed to the communities it works and lives with. In Pakistan, the company is working closely with the communities in areas related to Nutrition, Water and Rural Development, and continues to enhance the quality of life of people throughout its value chain. Till date (in 22 years) Nestlé Pakistan has invested over 50 Billion PKR and had an annual turnover of Rs 51 Billion PKR in 2010.

Nestle Pakistan, as part of its commitment to the local communities has always worked as a front liner during natural calamities i.e.,



during last year floods nestle provided clean drinking water, food packages to more than 50,000 people and more than 100 farmers help camps to provide free veterinary services, animal vaccinations and other allied agricultural support services.

As part of its school nutrition program, Nestle donates milk to under privileged remote schools on regular basis.

Nestlé is committed to Pakistan and will continue to invest and work in the future as well.



## Environmental Services

In the wake of current developments due to the environmental legislation SGS Pakistan Environmental services has launched a fully automated state of the art Air Monitoring Stations that can continuously record ambient air and weather quality. Being first of its kind in the private sector, these mobile units cover the entire country from north to south.

The automated sensors installed in the stations record the environmental data and detect the level of pollution and hazardous material present in the atmosphere present even in parts per billion.

Recording of authentic data is an essential part of Environmental and social Impact assessment projects. The data generated by these stations add value to the EIA reports by assessing accurate environmental baselines in the area of operations.



## Consumer Testing Services

It has been another exciting & emergent year for SGS Pakistan – CTS services. In addition to textile, leather and packaging our clients can now benefit from our new seamless solutions that we offering in food supply chain, glassware, ppe's, footwear etc.

SGS now offers food chemistry and food microbiology testing which meets CODEX, EU, CANADIAN, US-EPA, PS, FSANZ requirements following AOCA, ICUMSA, AACC, FDA - BAM, ISO, IUPAC, AOCS, standards: Where food safety issues are under the scrutiny of regulators and consumers; SGS have made producers, retailers and processors realize the need and reliance on SGS food services with the introduction of food chemistry and food microbiology labs that offers testing in all principal segments of the food chain.

### CE Marking for Personal Protective Equipments:

SGS Pakistan - CTS has now achieved knee depth in meeting the challenges of EU market. We are assisting manufacturers in meeting the requirements of CE marking. We have introduced EN 388 & EN420 standards for gloves.

### Heavy metal testing in glassware

We are offering testing in hardlines to meet the requirements mandated by Kenyan bureau of standards. Goods undergo a combination of verification activities where CTS laboratories offer heavy metal testing for glasswares.

Footwear testing services as per the regulatory requirements of UAE, Saudi Arabia & Kenya. A full range of physical & chemical testing is offered to cater the footwear industry and meet the regulatory requirement of UAE, Saudi Arabia and Kenya.







Fateh Textile Mills Ltd.

Plot # A/4, Hali Road, S.I.T.E., Hyderabad, Pakistan.

Tel : (0092) 22-3880463-66, 3880700-01.

Fax : (0092)22-3880514, 3880711.





# Switzerland at a Glance

## Facts



**Capital** Bern  
**Languages** German, French, Italian, Rumantsch  
**Population** 7,785,800  
**Area** 41,285 km<sup>2</sup>



Switzerland.

## The people of Switzerland

Switzerland has a population of about 7.78 million. Foreigners account for around 22% of the resident population. The average age is increasing, as people live longer and have fewer children. Lifestyles are changing as the Swiss adapt to new demands.

Religious belief has declined in recent years, but the religious landscape has diversified.

Switzerland has four unevenly distributed languages and a wealth of dialects.



## Swiss Geography

The geography of Switzerland is notable for its great diversity. Switzerland's three main geographical regions are the Jura, Plateau and the Alps.

The geography of Switzerland means that the climate varies greatly from one region to another. Depending on the area and the time of year, Switzerland experiences conditions reminiscent both of Siberia and of the Mediterranean.

Even the major towns of their own distinctive character.



*The Trift glacier near the Grimsel pass.*



*The Rhine shortly after it has flowed out of Lake Constance.*

## Swiss Business Council

10, Sasi Town, Abdullah Haroon Road, Karachi, Pakistan  
Tel: +92 21 3522-1627, Fax: +92 21 3614-0649  
info@swissbusinesscouncil.com.pk  
www.swissbusinesscouncil.com.pk

Building land is in short supply, but planning regulations aim to preserve the appearance of towns and villages.

## Climate and seasons

The diversity of Switzerland is reflected in its climate, despite its small size. The Alps are an important factor here. They act as a barrier, so the weather in the north is often quite different from that in the south. It is noticeably milder in winter in the south than in the north.

## Education in Switzerland

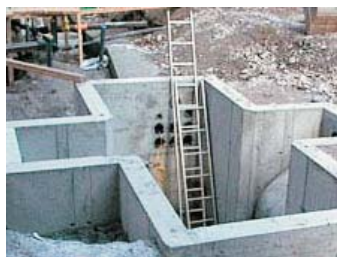
Switzerland prides itself on its high standard of publicly-funded education. As a country with few natural resources, its prosperity depends to a large extent on its brain power. Most people continue studying after the years of compulsory education, and many take further courses throughout their lives. At the same time, the education system has to deal with new challenges in the face of changes in society and the world.



*University of Bern*

## Swiss politics

Switzerland's existence as a modern federal state dates back to 1848. The government is made up of seven members, elected by the Federal Assembly. The government members take it in turns to act as president. The Swiss people can influence political affairs through the highly developed system of direct democracy.



*Switzerland was not built in a day...*



*Swiss Parliament Building*

## The Swiss economy

Switzerland's economy is based on a highly qualified labour force performing highly skilled work. The main areas include microtechnology, hitech, biotechnology and pharmaceuticals, as well as banking and insurance know-how. The service sector now employs the greatest number of people.



*Sulzer steam turbine*



*Nestlé headquarters in Vevey, on Lake Geneva*

Source: swissworld.org

Designed & Produced by HANNOVER



# How do we feed a growing world population?



▣ Farm new land

▣ Get more from existing farmland

**syngenta**

The world needs more food. By 2050, there will be another 2 billion people on our planet. How do we provide enough high-quality food and preserve our environment? At Syngenta, we believe the answer lies in the boundless potential of plants. We develop new, higher yielding seeds and better ways to protect crops from insects, weeds and diseases. So farmers can get more from existing farmland and take less new land into cultivation. It's just one way in which we're helping growers around the world to meet the challenges of the future: to grow more from less. To find out more, please visit us at [www.growmorefromless.com](http://www.growmorefromless.com)

# Join the Sika Experience!



Sika Experience enables students and young professionals to immerse themselves into fascinating jobs on multifaceted projects. Seize the chance and apply for one of Sika Experience's valuable offers – **a unique stepping stone for your career.** Welcome to your future!

Discover the current offers as well as blogposts here:

[www.sika.com/experience](http://www.sika.com/experience)

**Innovation & Consistency** since 1910

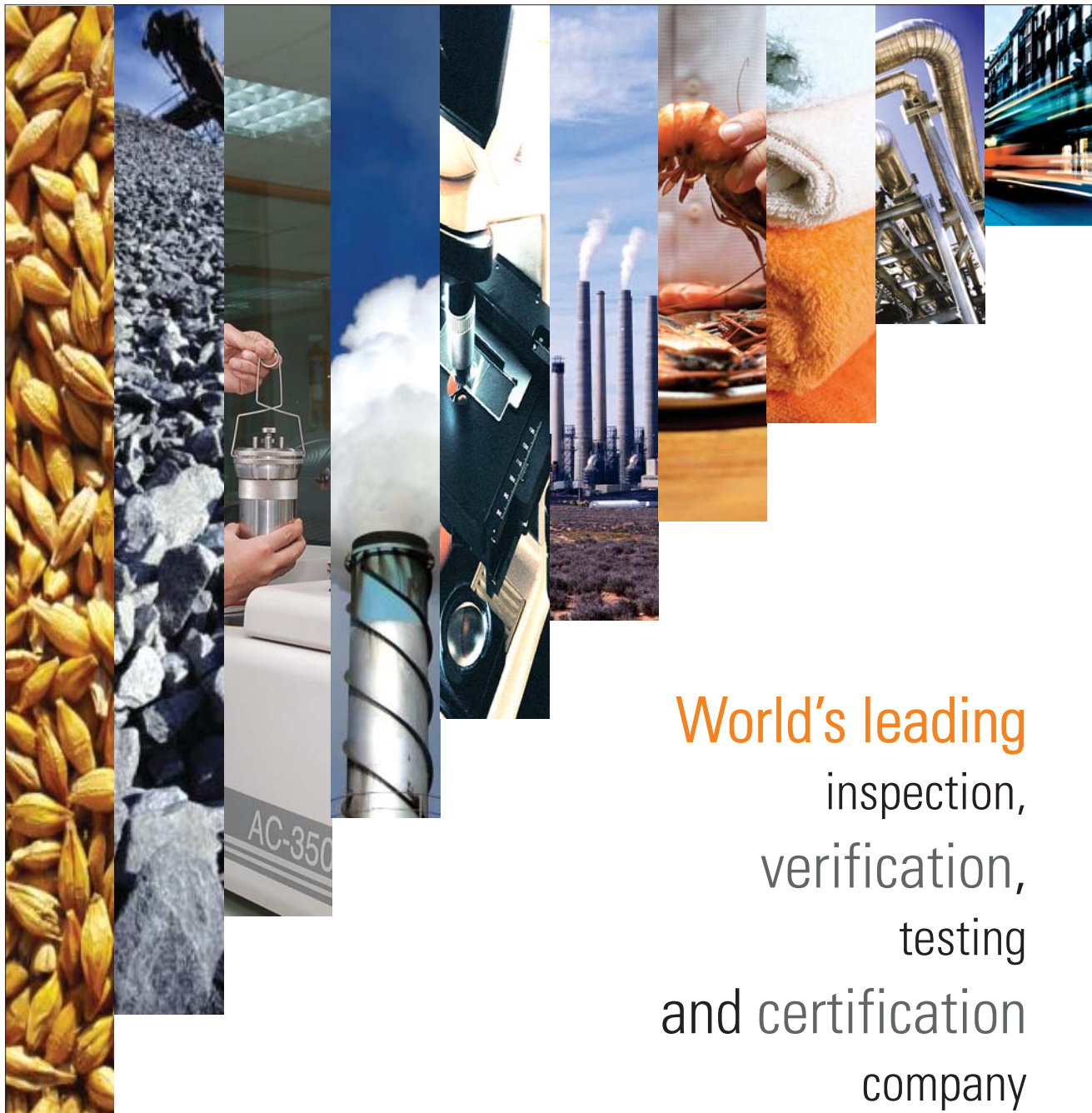


**Sika Pakistan Pvt. Ltd.**  
Head Office: 141 CCA, DHA Phase IV  
DHA Lahore Pakistan Post Code: 54792  
Tel: +92 42 3569 4266-67, Fax: +92 42 3569 4268

**Southern Region**  
Mezzanine Floor, Plot # 20, Sector 16,  
Korangi Industrial Area, Karachi, Pakistan  
Tel: +92 21 3505 2323, Fax: +92 21 3505 2324

**Northern Region**  
2nd Floor, City Plaza, Near Gate # 1  
DHA Phase 2, Islamabad-Pakistan  
Tel: +92 51 814 6444, Fax: +92 51 814 6445





World's leading  
inspection,  
verification,  
testing  
and certification  
company

**SGS Pakistan (Private) Limited**  
H-3/3, Sector 5,  
Korangi Industrial Area, Karachi.  
Tel: 021-35121388-97  
UAN: 021-111 222 747  
Fax: 021-35121386  
[www.sgs.com](http://www.sgs.com)

**WHEN YOU NEED TO BE SURE**

**SGS**





## They're always a team effort

Outstanding performance is always backed by the knowledge of seasoned professionals working closely together in support just as much as in specialty chemicals, where Clariant is acknowledged as one of the most innovative companies worldwide. Clariant stands for innovative synthesis, colors and surface effects geared to the needs of sector such as Textile Chemical, Leather Services, Paper Specialty, Masterbatches, Emulsions, Pigments, Additives, Detergents & Intermediates, Industrial & Consumer Specialty and Oil & Mining Services. What's more, we're close enough to provide a solution to your problem on the spot. Wherever in the world you are.

Clariant is close to you. Any time Any place.



Exactly your chemistry.

[www.clariant.pk.com](http://www.clariant.pk.com)

Clariant Pakistan Limited  
Plot # 1-A/1, Sector 20,  
Korangi Industrial Area,  
Karachi, Pakistan