

# News Magazine



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### Swiss Business Council

10 – Sasi Town, Abdullah Haroon Road, Karachi-75530, Pakistan  
Tel: +9221-35656444 | Fax: +9221-36140649  
info@swissbusinesscouncil.com.pk



**Message from  
the Ambassador of Switzerland  
to Pakistan**

2012 was another challenging year for Pakistan. Shortcomings in the energy sector, precarious security situation in many parts of the country, sectarian violence, low economic growth and high inflation remained at the forefront of our concerns.

2013 will bring about important developments in the country. The drawdown of foreign troops in Afghanistan will create an environment of new uncertainty and it remains to be seen in how far the ongoing attempts for a peaceful transition, involving the stakeholders of different walks of life, will come to a fruitful conclusion. In order to achieve regional stability, war-torn Afghanistan has to get back on the road of recovery and peace.

In Pakistan, we will see elections being held in spring, after the incumbent government concludes its full term. This is a remarkable achievement in the light of the history of Pakistan. These elections will determine the path and direction of the country in the coming years. It will be upon the next government to tackle rapidly the numerous challenges, load shedding being arguably the most urgent one, given the paramount significance of energy for the economy and the daily life of all citizens.

The cooperation between Switzerland and Pakistan is growing stronger by the day. The year 2012, was marked by a political discussion between a delegation led by H.E. Ambassador Beat Nobs, the Assistant State Secretary for Asia / Pacific and Special Representative for Afghanistan and Pakistan, and high level officials of the Government of Pakistan.

*Continued on page 3* ▶



**Message from  
the President**

The Swiss Business Council (SBC) in Pakistan is pleased to publish the Eighth edition of its biennial bulletin. On behalf of the Managing Committee of the SBC, I would like to take this opportunity to invite you to go through this edition, which will show you some interesting facts of its member companies. The contents of this magazine will further provide you a glimpse of the activities carried out in promoting the bilateral trade and investment between Pakistan and Switzerland.

The SBC was officially launched in May 2008 under the patronage of the Embassy of Switzerland in Islamabad and the Consulate General of Switzerland in Karachi to foster and enhance business relationships between Pakistan and Switzerland and also formed an alliance with Swiss-Asian Chamber of Commerce in Zurich (SACC). This was the first time that Pakistan was officially represented in a Chamber of Commerce in Switzerland.

Switzerland enjoys the distinction of encompassing many European cultures – A country that enjoys world fame in banking sector, specialty chemicals, precision works like world famous Swiss watches, dairy products, tourism industry and heavy engineering industry which compliments rich and high potential agriculture, textiles, leather, gems & stones industries of Pakistan.

We at SBC are committed to further the bilateral trade by acting as bridge between the business communities of the two countries to exploit their fullest potential. Carrying the same zeal, Swiss Business Council Pakistan together with its associate Swiss-Asian Chamber of

*Continued on page 3* ▶



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

Hoping that you had a good start of the New Year, I wish you happy and successful remaining months of the year 2013. I am always pleased to convey at this time of the year a message of peace and goodwill from the people of Switzerland to the people of this beautiful country “Pakistan” where I am enjoying representing my country for the last two and a half years.

My office, together with the Swiss Business Council (SBC) is doing its utmost – though challenging in the present situation - to portray Pakistan a lucrative place for doing business. In this context, the news magazine of SBC is a value addition, duly appreciated by its readers in Pakistan and Switzerland. I am sure you will enjoy reading the articles of this issue which gives a humble account of activities carried forward by the SBC member companies including some information and peculiarities of my country.

The yesteryear has been challenging for the businesses around the world. The prevailing financial situation in the euro zone has spread to other regions of the world, including the emerging economies. The economic activity in Switzerland also slowed down during the year 2012, but the growth in GDP clearly remained in positive territory (forecast 2012 +1%).

In Pakistan, besides the effects of weakened global economy, businesses have to face a number of domestic challenges e.g. energy shortfall, political instability, security issues, etc. However, it must be acknowledged that despite all the challenges, the spirits of the local business community and their trust in the true potential of this market remains high.

*Continued on page 3* ▶

**Message from the Ambassador of Switzerland to Pakistan**▶ *Continued from page 2*

In the development sector, the Swiss Agency for Development and Cooperation (SDC) launched a new programme dubbed as the “Pakistan Hindukush Programme” which is aimed at improving livelihoods in Khyber Pakhtunkhwa. In the economic arena too, Switzerland figured at the 04th position among the leading investors in Pakistan. It is heartening to see the relations between the two countries growing not only at the governmental level but also in the sphere of people-to-people contacts.

I conclude by wishing all the readers a peaceful, prosperous and happy New Year.

**Christoph Bubb****Message from the President**▶ *Continued from page 2*

Commerce, Zurich (SACC) participated in the key events at World Economic Forum meeting at Davos this January 2013 where it played a significant roll to facilitate business relations between Switzerland and Pakistan. World Economic Forum meeting at Davos is the world’s largest annual event where global business and political leaders, economist and environmentalist gel together and network to discuss global issues, opportunities and establish strategic partnerships in the serene sky resort of Davos.

Mr. Farhat Ali, Chairman External Affairs Committee and Director on Board represented and showcased SBC Pakistan at this important event and played significant role in meeting the business leaders with interest in Pakistan and answering their concerns and questions.

To overcome the current economic and political challenges, I encourage the entrepreneurs and officials in Pakistan and Switzerland to make concerted efforts to explore new opportunities through value creation for benefit of the people of both the countries.

Before concluding, I would like to take this opportunity to **warmly welcome M/s. Technology Links (Pvt) Ltd and M/s. Hansa Management & Marketing Services** who have recently acquired membership with the SBC.

Finally, I would also like to express my gratitude towards the never ending support and strong patronage of H.E. Mr. Christoph Bubb, Ambassador of Switzerland to Pakistan and Afghanistan, Mr. Didier Boschung, Consul General of Switzerland in Karachi and thank my predecessor Dr. Ahmad Faraz, Managing Director of Roche Pakistan, the Managing Committee and valued members for their continued support to make this Council a Forum of progress and prosperity in the years to come.

Wishing you and your families all the very best for 2013.

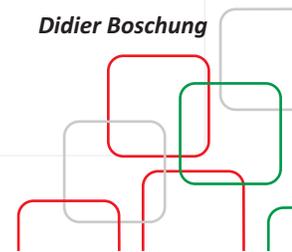
**Mujtaba Rahim****Message from the Consul General of Switzerland in Karachi**▶ *Continued from page 2*

The same spirit is also reflected in the actions of Switzerland based companies operating here as some of them have chosen Pakistan to be regional manufacturing hub and are also exporting their products out of Pakistan. Majority of them are continuously investing in expanding their businesses here. According to the State Bank of Pakistan’s latest figures on foreign direct investments during the first half of the fiscal year 2012-13, Switzerland ranks 3rd among the leading foreign investors in Pakistan.

A quick review on the bilateral trade between our two countries shows continue decline after reaching a record level in 2008. Nevertheless, a positive trend has been observed on Pakistan’s exports to my country which is increasing on year over year basis. I am hopeful that the improved global economic situation and local business environment will surely bring back the positive trend in our bilateral trade.

Availing this opportunity, I would like to congratulate Mr. Mujtaba Rahim, President & CEO, Clariant Pakistan for being elected as President of the SBC. At the same time, I would like to thank Dr. Ahmad Faraz, outgoing President of SBC and the Managing Committee of SBC for their valuable time and dedication for the development of SBC.

I am pleased to conclude my message by announcing that a high level business delegation is expected to visit Pakistan during the first half of 2013. This forthcoming event is of course the result of our persistent efforts but most importantly because of the convincing facts about business opportunities available in Pakistan.

**Didier Boschung**

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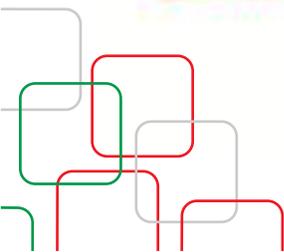
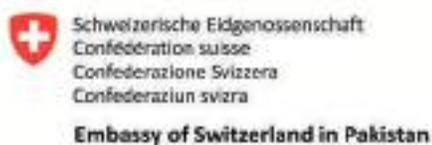


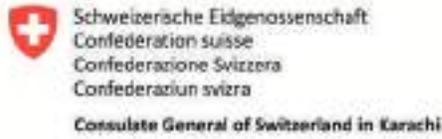
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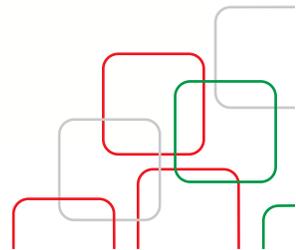
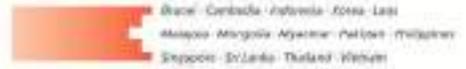
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Swiss-Asian Chamber of Commerce



## News from the Swiss Business Council



### Swiss Business Council at World Economic Forum – 2013, Davos

Swiss Business Council Pakistan (SBC) together with its associate Swiss-Asian Chamber of Commerce Zurich (SACC) participated in the key events at World Economic Forum (WEF) annual meeting at Davos this January 2013. Both played a significant role at the event to facilitate business relations between Switzerland and Pakistan.

Swiss Business Council was represented by Mr. Farhat Ali - its Founder President and current Director of SBC board, whereas, SACC was represented by its President Dr. iur. Urs Lustenberger, the Co-Chairman of Pakistan and Philippine chapter Dr. Peter Zuellig, Secy General Ms. Barbara Mockli-Schneider and other board members of SACC. A large number of Swiss Business personalities, many with business interests in Pakistan, participated in the event.



**Farhat Ali, Director Swiss Business Council Pakistan, Barbara Mockli-Schnieder Secy. General Swiss Business Chamber Zurich and Imran Khan, Chairman PTI in discussions at WEF 2013, Davos**

World Economic Forum annual meeting at Davos is the world's largest annual event where global business and political leaders, economist, invormnist and others who matters gel to-gather and network to discuss global issues, opportunities and establish strategic partner-ships in the serene sky resort of Davos.

The 2013 event was participated by all the major countries of the world notably by the Emerging Markets eager to register themselves as potential markets to reckon with. Significant was the large and over-whelming presence of India, Malaysia, Indonesia, Philippines, Thailand and other similar emerging markets. They all show-cased their countries and its potentials through remarkable social and business events blended with the imposing presence of their political and business leaders at all business forums. SBC and SACC jointly participated in many of these events at Davos.



**A joint team of SBC and SACC at WEF 2013, Davos**

Peter Zuellig, Co-chairmen Pakistan SACC, Nik Glatthard Young Entrepreneur SACC, Dr. iur. Urs Lustenberger, President SACC, Farhat Ali, Director SBC, Barbara M Schneider, Secy. General SACC, Barbara Lietz, Director SACC

The Luncheon hosted by Mr. Ikram Sehgal in honour of Mr. Imran Khan at Davos was very well attended and appreciated by a good blend of global participants. The event drew a great interest in what Imran Khan has to say about geo political and economical situation in Pakistan and its surrounding.

There appeared a reasonable Swiss entrepreneurs' interest in Pakistan. SBC and SACC, on the occasion, played a significant role in meeting the business leaders with interest in Pakistan and answering their concerns and questions.

Pakistan is also an emerging market with significant potential and above all a very resilient business segment which merited a better political and business presence



**Dr. Lustenberger, President SACC and Farhat Ali, Director SBC interacting with participants.**

of Pakistan at Davos not with-standing the fact, that, it is today bogged down with many issues and non-issues. The occasion provided the right venue and rare opportunity to build up country's perception by showcasing many of its achievements, its potentials, transparency of the issues and their solutions and the road map for success. With Pakistan's depleting FDI with corresponding negative impact on its GDP, the country needs this global exposure very much. It is expected that their will be a better official and private sector presence of Pakistan at Davos next year. SACC assures its continued support as a facilitator to make this happen.

The WEF 2013 event at Davos also provided an opportunity to consolidate SACC and SBC great association. Swiss-Asian Chamber of Commerce Zurich has pledged its continued support to SBC in its endeavours. SECO official delegation to Pakistan, with the participation of SACC, in April 2013 is a very positive step in this direction.

## SBC held its 4th Annual General Meeting

AGM

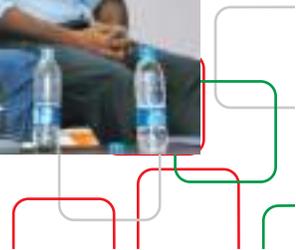
Karachi—The fourth (4th) Annual General Meeting of the Swiss Business Council Pakistan was held in October 2012 at the Sindh Club, followed by a business networking luncheon. The achievements, challenges and opportunities that the organization came across during the year 2011-2012 were highlighted and plans for moving ahead were determined. Financial Statements/Auditor's Report for the fiscal year ended on June 30, 2012 was also presented and recommendations generated.



## SBC Supported the 3rd LADIESFUND Entrepreneurship Conference

Karachi—The Swiss Business Council Pakistan supported the 3rd LADIESFUND Entrepreneurship Conference-2012 (LEC 2012) through its Member Company M/s. Roche Pakistan Ltd where over five hundred entrepreneurs, students & journalists

converged at Bahria Auditorium to attend the 3rd LEC 2012 having Cutting Edge Entrepreneurship as its theme.



## News from the Embassy of Switzerland in Pakistan

### Activities of the Commercial Section of the Embassy

A delegation lead by H.E. Mr. Christoph Bubb, Swiss Ambassador to Pakistan visited the SAARC Chamber of Commerce & Industry in September 2012. The delegation was apprised of the activities of SAARC chamber in promoting trade relations amongst the SAARC countries. On the other hand, the Swiss delegation informed the chamber about the role of Switzerland in the economy of Pakistan, contribution of the Swiss companies to the investments in Pakistan, role of Swiss Business Council and Swiss aid to the development in Pakistan.



*H.E. Mr. Christoph Bubb during his visit to the SAARC Chamber of Commerce & Industry.*

In December 2012, a delegation of the Embassy of Switzerland visited the Nestlé Sheikhpura factory. The delegation visited the manufacturing sections of the factory and was also informed in detail about the latest products of Nestlé.



Moreover, delegations of the Swiss Embassy also visited successful business organizations like Heavy Mechanical Complex in Taxila, Fecto Cement in Sangjani, and Mitchell's Fruit Farms in Okara.



*Visit of the delegation of the Swiss Embassy to Fecto Cement*



*Visit of the delegation of the Swiss Embassy to Mitchell's Fruit Farms*



*Mr. Dr. Muhammad Ashraf Butt, MD, Heavy Mechanical Complex, presenting souvenir to Mr. Nicolas Plattner, Swiss Deputy Head of Mission*



*Visit of the delegation of the Swiss Embassy to Heavy Mechanical Complex*

## Small Projects Supported by the Embassy

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

### Demographic Issues in Muslim Countries – focusing on Pakistan

Recognizing the ever-increasing role of demography in the process of a country's development, the Embassy of Switzerland teamed up with the Population Council for a population-centric project. The event took place in October 2012 and comprised of the launching of a book and a panel discussion on the issues of demography in the country. Aiming to widen the horizons of population dynamics in the world, the book "Population Dynamics in Muslim Countries – Assembling the Jigsaw", with a galaxy of articles on demographic issues ranging from Maghreb to Indonesia, was launched in Pakistan. The launch was followed by a panel discussion on "Demographic Issues in Muslim Countries,

focusing on Pakistan" and was well-attended by seasoned practitioners from the industry. Speaking on the occasion, the Ambassador of the Embassy of Switzerland in Pakistan H.E. Mr. Christoph Bubb apprised the audience that the linkages between the Embassy and the Population Council originated from the recognition that poverty could not be erased unless demography and sustainability were balanced. He hoped the panel discussion would prove to be another milestone towards a deeper realization of the issue and the book would add to the knowledge database available for researchers and students in Pakistan.



*The Ambassador of the Embassy of Switzerland in Pakistan, H.E. Mr. Christoph Bubb speaking at the launch of "Population Dynamics in Muslim Countries – Assembling the Jigsaw" in Pakistan*



### Stitching, Embroidery and Screen Printing Skill Development – a Financial Inclusion Program for Deaf Women and Men

During the last quarter of 2012, the Embassy of Switzerland, through its Consulate in Karachi, collaborated with the Family Educational Services Foundation (FESF) which has been working in Pakistan since 1984. The objective of this project was to make the Deaf financially self-reliant by marketing products made by them in the local as well as the export market. High-end vocational workshops for sewing, embroidery and screen printing were supported by the Embassy to make this goal a reality. Today, the sewing and

embroidery labs have been fully set-up while the screen printing lab has been partially completed. Moreover, students concluded three months of training for stitching and embroidery and one-month training for screen printing – focusing on handling machinery and equipment, vocabulary, introduction to stitching and embroidery. In the realm of workshops, two shifts are held per day and the students practice stitching and embroidery basics in alternate sets. Similarly, two regional capacity building training sessions for teachers have been held to ensure that more students will impact from the knowledge transfer. Also, the first quarter products are being currently tested in the market through FESF's retail stalls while a permanent stall is in the pipeline.



*Professional Deaf trainer gives a hands-on lesson on gents' tailoring*



*Students show their art-pieces during an embroidery class*

### Mashal Model School

Located in the suburbs of Islamabad, Mashal Model School is a singular, not-for-profit and the first-of-its-type endeavour aimed at providing free of cost education to the children of the Bari Imam area. Currently, the school caters for the education needs of about 460 children and offers afternoon sewing classes for the community women, mothers of students and young girls. The school is aimed at inculcating a sense of dignity amongst the non-privileged segments of the society and provides them with better choices of life. Appreciating the driving factor behind the school and considering that education is every child's right, the Embassy joined hands with the administration of the Mashal Model School. Together with providing desks for the school's Matric level classes, the Embassy also supported the procurement of sewing machines and steel doors. Due to the electricity problem in the area and the children's inability to study during loadshedding, a UPS, a stabilizer for eight computers and pedestal fans were also provided.



*Yet another day of learning for the senior section children of the Mashal Model School*

## Events Organized by the Embassy

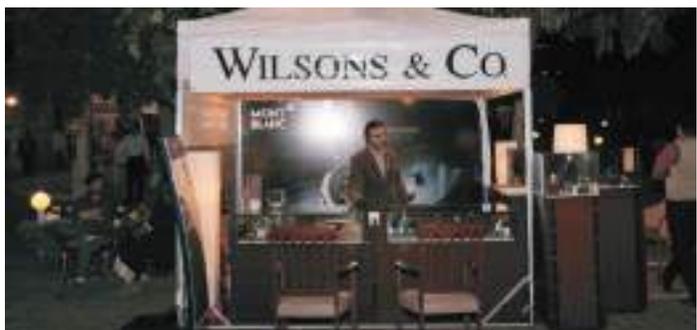
### SWISS Watch Fair 2012:

Swiss Watch Fair was organized in collaboration with the authorized Swiss watch dealers in Pakistan at the Embassy premises on November 17, 2012 to showcase the latest design, innovation and technology that Swiss watches are renowned for. The watches ranged from classic and beautiful to chic and modern. Rolex, Omega, Tag Heuer, Tissot, Rado, Victorinox, Chopard, Raymond

Weil, Piaget, Titoni, Longines, Continental, Calvin Klein, MontBlanc, Roamer, Perrelet, Hautlence, Cartier, Baume & Mercier, Frederique Constant were on display to the penchant of visitors from varied walks of life. Up to 1000 visitors attended the event. The visitors also enjoyed Swiss delicacies like Raclette and Movenpick Ice Cream.



*Group Photo of Authorized dealers of Swiss Watches in Pakistan and Swiss Ambassador, H.E. Mr. Christoph Bubb and his wife Mrs. Regula Bubb*





#### Hi-Tea to promote Tumoro Herbal Green Tea:

The Embassy of Switzerland funded "Tumoro Herbal Green Tea Project". The amount of PKR 535,200 was allocated for packaging the green tea. Tumoro is native wild thyme found in mountains surrounding of Hunza valley. The project immensely benefited the women of valleys, who collect the young leaves of the tea for packaging and further distribution. To promote the tea in Islamabad spouse of the Ambassador of Switzerland, Mrs. Regula Bubb hosted a hi-tea at her residence on Monday 19th November, 2012. Spouses of diplomats, government officials, Ministers and senators as well as businesswomen attended the event. The guests also took keen interest in the products from the Hunza valleys that were on display at the residence. Mr. Nicolas Plattner, Deputy Head

of Mission of the Embassy of Switzerland in his opening remarks welcomed the guests and thanked for their participation in the event. He further added that "the Swiss Embassy is proud to support "Tumoro Herbal Green Tea Project"; the project not only is sustainable but also has yielded benefits for the local community in terms of employment and betterment in livelihood." The representatives of Hunza Gallery gave a brief presentation on the project and other products made by the women of Hunza. The representative of the Hunza Gallery thanked the Swiss Embassy for sponsoring the packaging of tea. He said that "such initiatives are excellent examples of fruitful cooperation with local communities that can supplement development in remote areas of the country."



*Mrs. Regula Bubb, spouse of the Swiss Ambassador and Mr. Nicolas Plattner, Deputy Head of Mission at the Swiss Embassy with the representatives of Hunza Gallery*





Schweizerische Eidgenossenschaft  
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Consulate General of Switzerland in Karachi

# News from the Consulate General of Switzerland in Karachi

## Outcome of the Survey Conducted among Partners/Representatives of Swiss Companies/Products in Pakistan

### Executive Summary

Initiated in 2008, the subject survey has become a biennial exercise of this representation to update its records pertaining to the local partners and representatives of Swiss companies and to gather some basic information about their business activities related to their alliance with companies in Switzerland. The survey was sent during the second half of the year 2012 to 85 companies representing about 200 Swiss companies/brands in Pakistan.

Comparing with the last survey conducted in 2010, it has been observed that seven (07) new companies have entered the Pakistani market. However, the views of the companies regarding the general economic situation in the country and trade opportunities have not changed much.

The survey revealed that despite the slowdown in most industrial sectors of the country and several challenges including the shortage of energy and domestic law & order situation, the representatives of Swiss companies managed to maintain and slightly increase their businesses and revenues. Nevertheless, they expressed that gaining strength of Swiss franc affects their competitiveness.

Owing to the fact of high quality and being most reliable, Swiss products have maintained high reputation in Pakistani market, therefore, have brighter business prospects. The respondents have also mentioned that they have long lasting and excellent rapport with their principals in Switzerland who provide them full support when it comes to the matter of business expansion and after sale services. However, they expect more constant and frequent visits of the sales and services personnel from Switzerland which have been reduced to an extent due to security concerns

and the negative perception of Pakistan created by the international media.

About 95% of the companies who returned the survey are interested to represent some additional Swiss companies. Many of them have also mentioned that they are expanding their businesses in diverse fields and are very much interested to partner with Swiss companies.



Responding to a question whether they are interested to take part in single country exhibition (in Pakistan) to showcase Swiss products, a considerable number of companies (almost 98%) have expressed keen interest. The companies assume that the exhibitions and symposiums could be an appropriate mean to promote products/companies from Switzerland and the brand "Swiss Made".

About 80% of the companies have shown interest to join business delegations to Switzerland to find additional business partners to further enhance the bilateral trade between Switzerland and Pakistan. They believe that the exchange of business delegations would provide a true picture of the business environment in Pakistan and would give confidence to Swiss entrepreneurs about the market potential.

With regards to their interest in joining the Swiss Business Council (SBC), majority of the companies have appreciated the creation of SBC and are interested to become a member. Some of the companies who responded to the survey are already member of the SBC.

## Swiss financial sector and economy

The financial sector is very important to Switzerland. It employs around 6% of the working population and contributes over 10% to Switzerland's economic performance. Today, Switzerland has one of the best regulated and monitored financial sectors in the world.

Switzerland is working closely with other countries to combat organized crime and terrorism. It employs internationally binding sanctions, in particular sanctions imposed by the United Nations. Banking secrecy does not apply where criminal activities such as money laundering, corruption or tax evasion are suspected.

### Banking secrecy

Swiss banking secrecy protects the privacy of bank clients. But its validity is not unlimited. If there are suspicions of criminal activities such as terrorism, organized crime, money laundering or tax fraud, it is lifted – and the authorities are given

access to banking information. Based on newly concluded double taxation agreements Switzerland also commits itself to exchange information in individual cases with partner states following a specific and justified request, not contingent upon the existence of a tax offence.

In addition, tax evasion is countered by means of a 35% withholding tax and other measures (e.g. as part of the tax-assessment procedure). This withholding tax is the highest of all the member countries of the Organisation for Economic Cooperation and Development (OECD). One loophole has been closed by the agreement with the European Union (EU) on the taxation of savings interest. This imposes a tax retention on all interest income from foreign sources accruing to natural persons resident for tax purposes in an EU member state.

No anonymous accounts exist in Switzerland. The bank is obliged to know the identity of the account holder, and of the actual financial beneficiary if applicable.



## Swiss ceramist's participation at 4th ASNA Clay Triennial in Karachi

Three Swiss ceramists participated at the 4th ASNA Clay Triennial which began at the V.M. Art Gallery, Rangoonwala Community Centre, Karachi on Friday 11th January 2013 with a ceramic show titled 'Light and Lightness'.



ASNA Clay Triennial was a three-week long series of events continued till 31st January 2013, comprising an exhibition, a seminar, a two-day dialogue with a panel of ceramists and a number of workshops.

On the occasion of the opening ceremony, the eminent Swiss ceramist Mrs. Claude Passet delivered the keynote address. Impressed by the large gathering and their enthusiasm for art, Mrs. Passet donated her art-work to Karachi. Besides her, other two Swiss ceramists Mr. Dimitri Broquard and Mr. Bastien Aubry (both professional graphic designers – but fascinated by clay)

also displayed their combined clay work titled "In the beginning it was humid".

A wide variety of ceramic works of 60 artists from 16 countries had aesthetic charm and philosophical content and was generously appreciated by the visitors.

The ASNA Clay Triennial is being organized since 2000 by ASNA, an organization formed in 1997 by artist Mehr Afroz, art critic Nilofur Farrukh and designer Shanaz Siddiq, to explore the similarities between contemporary art and crafts.



*Ms. Claude Passet, a renowned Swiss ceramist.*



*(L to R) Bastien Aubry, Sheharzad Alam, Claude Passet and Dimitri Broquard*

The event was well attended and has played an important role in promoting the cultural side of Pakistan. The Swiss participation was sponsored by the Pro Helvetia ([www.prohelvetia.ch](http://www.prohelvetia.ch)), Switzerland's cultural organization and organized by Ms. Elizabeth Bucher, Vice Consul at the Consulate General of Switzerland in Karachi. Ms. Bucher also hosted a dinner at her residence in honor of the artists and organizers of ASNA Clay Triennial.

## Swiss film "Marcello Marcello" at the "XII Settimana della lingua italiana nel mondo" (12th week of Italian language in the world) in Karachi.

Language is an integral part of a country's culture, but it is also more than that. It is a communication tool which disseminates culture across national borders.

The Week of the Italian Language in the World – started in the year 2000 - is an initiative of the l'Accademia della Crusca, the major research institution for the Italian language, and the Italian Ministry of Foreign Affairs (General Directorate for the Promotion and Cultural Cooperation of Italy). The common denominator of the events during this week – held in the month of October - is the promotion of the study of the Italian language.

In connection with this week, a series of activities took place in Karachi. The Consulate General of Switzerland in collaboration with the Italian consulate in Karachi, screened a Swiss film (in Italian language) "Marcello Marcello" to the students of Media Sciences at the Shaheed Zulfikar Ali Bhutto Institute of Science & technology – SZABIST. The objective of this event was to promote the interest and goodwill among the students towards Italian language and culture.

"Marcello Marcello", is a light love story comedy film directed by Denis Rabaglia. The film was produced in 2008 and was presented at Film Festival Locarno. The film is set in the epoch of 50s in a small town called Amatrelo on the shores of the Tyrrhenian Sea. A fisherman's teenager son Marcello disrupts his life and that of the whole town to wind beautiful Elena, daughter of the town Mayor. The film was partly shot in Italy and Switzerland.

The week of Italian language provides an excellent opportunity to present and to illustrate the multicultural and multilingual aspects of Switzerland while promoting one of its national languages. That is why; the Swiss - together with the Italian representations - celebrate the Week of the Italian language throughout the world.



## 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

### Swiss Agency for Development and Cooperation to bring Energy and Security through Microhydels in District Chitral Pakistan.



**Micro-Hydel Water Channel Construction at Laspur Project Site**

Chitral District is in the northern region of Pakistan, lying on the border of Afghanistan to the west, Gilgit to the east, and the Swat valley to the Southeast. Agha Khan Rural Support Program (AKRSP), one of Pakistan's most respected NGOs with the funding from SDC, is constructing two mini-hydropower in Yarkhun and Laspur Valleys in Chitral. The micro-hydels will provide sustainable hydropower electricity to 2,200 poor households and will provide number of benefits to the community. The significant cost-savings to the family on firewood purchase particularly during the winter times will allow saving for investment in health and education. Also the region's forest could possibly be protected which in turn will reduce flooding and landslides in the region.

During summer 2012, a Swiss delegation headed by the Ambassador of Switzerland to Pakistan, Mr Christoph Bubb, visited the project sites in the two valleys. The field trip to Chitral was a one day trip, primarily to see SDC funded project sites and meet with the community to discuss progress on the sites. The trip consisted of visiting the two micro-hydel construction sites, briefing by AKRSP staff on the site and meetings with the community to discuss MHP and its benefits



**Community gathers to meet the Swiss delegation**

The delegation held a brief meeting with the village community members. The ambassador addressed the community by highlighting the benefits of the project and how this intervention will address broader social and environmental issues in the project villages.

After the presentations, participants were given a chance to speak and share any relevant concerns they had with regards to the situation in the village. The village male members identified need

for more of such schemes in the future and assured the delegation that they will actively participate and support future interventions in the village.



**Community Meeting at Laspur**

The community members also thanked the delegation for visiting the village in Chitral and for the support that Switzerland is providing in building the microhydels.

The delegation along with AKRSP staff also visited the project sites. The civil work was in full swing and there was an opportunity to interact with the technical team on the site including the project engineer. The engineer provided an overview of the progress and discussed the design of the scheme. It was an opportunity to witness firsthand the ongoing work on the microhydels. The community members present on the occasion expressed their satisfaction with the ongoing work and ensured that all the support will be provided for timely execution of the civil works.



**Micro-Hydel Water Channel Construction at Yarkhun Project Site**

The project is also expected to generate significant employment opportunities for the local people during its construction stage and also at the operational and maintenance stage. Providing energy to these regions in Chitral will be a long-term solution for significantly improving people's lives and creating economic opportunities.

"The day the SDC's microhydel are up and running will mark the beginning of a Golden Era in our Valley" Stated by Ali Manzoor Khan, Principal of Laspur Model Degree College Chitral.

## SDC signs MOUs with the Government of KPK and FATA Secretariat

In the spirit of mutual cooperation, the Memorandums of Understanding (MoU) will support the SDC-funded sustainable development programme in Khyber Pakhtunkhwa (KPK) province and the Federally Administered Tribal Areas (FATA) for the coming years.

The MoUs define overall collaboration between the SDC, the Government of KPK and FATA Secretariat. Each MoU supports the implementation of the SDC funded Livelihoods Programme and the Water for Livelihoods Project aiming to improve the quality of life and reducing vulnerability of marginalised communities in the respective areas.

Swiss Agency for Development and Cooperation (SDC) to bring water and energy security through Micro-hydels in District Chitral - Pakistan

District Chitral is in the northern region of Pakistan, lying on the border of Afghanistan to the west, Gilgit to the east, and the Swat valley to the Southeast.

With funding from the SDC, Agha Khan Rural Support Program (AKRSP), one of Pakistan's most respected NGOs is constructing two mini-hydropower stations in Yarkhun and Laspur Valleys of district Chitral. The micro-hydels will provide sustainable hydropower electricity to 2'200 poor households and will provide a number of connected benefits to the community. The significant cost-savings to the family on firewood purchase particularly during the winter times will allow saving for investment in health and education. Also the region's forest could possibly be protected which in turn will reduce flooding and landslides in the region.

During summer 2012, a Swiss delegation headed by the Ambassador of Switzerland to Pakistan, Mr. Christoph Heinrich Bubb

visited the project sites in the two valleys. The field trip was aimed at visiting the

under-construction micro-hydels, briefings with the AKRSP project staff and meetings with the communities to discuss the projects and their progress.

delegation, along with AKRSP staff visited the project sites. The civil work was in full swing with opportunities to interact with the technical teams at the sites including the project engineers. The engineers provided overview of the progress and discussed the design of the scheme.



**KPK MoU**

During the visit community meetings were also held. The Ambassador addressed the communities by highlighting the benefits of the project and how this intervention will address broader social and environmental issues in the project villages.

While sharing their views, the community members thanked the delegation for visiting the area and for the support that the SDC is providing in building the micro-hydels and expressed their satisfaction with the ongoing work. The community also ensured the continuation of its support for the timely execution of the civil works.

The project is also expected to generate significant employment opportunities for the local people during its construction stage and also at the operational and maintenance stage. Providing energy to these regions in Chitral will be a long-term solution for significantly improving people's lives and creating economic opportunities.



**FATA MoU**

## News from the SBC Members

### Clariant Pakistan Limited received the Top 25 Companies Award

Clariant Pakistan Limited received the Top 25 Companies Award from Karachi Stock Exchange. This is the 11th consecutive year that Clariant's performance is acknowledged with this prestigious award. In spite of very tough business environment, Clariant have maintained the ranking at number 7th position. Karachi Stock Exchange acknowledges the performance of the winning companies based on financial performance and management practices.

# CLARIANT

**THE KARACHI STOCK EXCHANGE (GUARANTEE) LIMITED**  
 Stock Exchange Building, Stock Exchange Road, Karachi-74000 Pakistan  
 UAN: 11 142-11-22 Fax: (021) 245-2040

**KSEIN-0340 NOTICE December 25, 2011**

**TOP COMPANIES FOR THE YEAR 2011**

Every year, Karachi Stock Exchange acknowledges the performance of the Top Companies on the basis of comprehensive criteria, which include Dividend Payout, Capital Efficiency, Profitability, Free Float of Shares, Transparency & Investor Relation, Compliance with Listing Regulations. The award given by the Exchange to the Top Companies benefit the recipient companies by encouraging their excellent financial and managerial performance thereby providing them valuable a powerful marketing tool.

The Exchange is pleased to announce the names of Top 25 Companies for the year 2011 that have been selected on the basis of highest score obtained out of the list of companies that qualify the provisions.

Sr. No.	Name of Companies	Sr. No.	Name of Companies
1.	Fajr/Federal Company Limited	14.	Eagle Corporation Limited
2.	Sinergie (Pakistan) Engineering Co. Limited	15.	JMW Sagar Mills Limited
3.	Milal Textiles Limited	16.	Dress Bank Limited
4.	Fajr/Federal Oil Refinery Limited	17.	MCB Bank Limited
5.	Unilever Pakistan Limited	18.	Gacoco Textile Mills Limited
6.	Unilever Pakistan Foods Limited	19.	Narlian Mills Products Company Limited
7.	Clariant Pakistan Limited	20.	Orinbank Steel & Allied Products Limited
8.	Colgate - Palmolive (Pakistan) Limited	21.	Pakistan State Oil Company Limited
9.	International Industries Limited	22.	Bank AL Fakhri Limited
10.	Security Papers Limited	23.	Dawood Hercules Corporation Limited
11.	Health Pakistan Limited	24.	The Hub Power Company Limited
12.	Hafsaan Petroleum Limited	25.	AK-Dress Textiles Limited
13.	Mashtaki Limited		

*Muhammad Ghaffar*  
**Muhammad Ghaffar**  
 Deputy General Manager - Corporate Affairs

**CONTACT:**  
 Managing Director-KSE  
 Deputy Managing Director-KSE  
 Company Secretary-KSE  
 Marketing, Business Development & PR Department  
 Millers Road  
 Clariant House  
 KSE, Karachi.



### Fire safety award 2012 by Fire Protection Association of Pakistan.

Safety is the concern of today; recent fire incidents in the country are alarming. Clariant Pakistan has always given extra importance to the aspects of safety in their routine operations.

Based on our different corporate guidelines and sustainability policy, we try to maintain highest possible standards. As a result we have received the 2nd fire and safety award 2012 for consecutive years.



Syed Asif Masood, Head of country ESHA, is receiving 2nd Fire safety award 2012 from Mr. Muhammad Hussain Syed, Administrator, and KMC.

# JOURNEY THROUGH 4 GENERATIONS

## 1920's

**INITIATION OF TEXTILE  
PRODUCTION WITH BOSSY &  
JACQUARDS**

Hand woven bed sheets, table covers, kitchen towels...

Quest for quality, competitiveness and safety of products and processes bring us partnership with our principals and customers known for innovative technology and commitment.

Transparency, professionalism and service are prerequisites by customers. Not just meeting their expectations, we desire to enable their drive forward.

With principals and many customers we have decades of relationship history. ...All adds value to sustainability.

## 1965

**ENGINEERING**

Specialization in stainless steel fabrication.

## 1947

**GENERAL TRADING/ INDENTING/  
REPRESENTATION OF TEXTILE  
MACHINERY AND ACCESSORIES**

Supply of individual machines to complete plant.

## 1992

**TEXTILE PRODUCTION**

Service to industry with singed, mercerized, dyed yarn and socks.

## 1948

**DISTRIBUTORS OF SANDOZ (NOW  
CLARIANT) – SWITZERLAND**

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

## 2005

**INDUSTRIAL MGMT**

Compressors, bearings, filters, material handling equipment. Special conveyer and transmission belts.

## 2007

**FMCG**

Distribution of fast moving consumer products.



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

Plot # 28, Sector # 10, Kirti Industrial Area, Karachi.

Phone : + 92 213 5079630, 5079635 – 37

+ 92 213 5057119, 5055443, + 92 300 2004897

Fax : + 92 213 5099925

E-mail : Engineering [alame@cybernet.pk](mailto:alame@cybernet.pk)

Chemicals [alame@alameentradng.com](mailto:alame@alameentradng.com)

## SWISS offers attractive services in its winter schedules, too



Swiss International Air Lines will be making further adjustments to its network and services in response to demand in its Winter 2012/13 schedules, which come into effect on Sunday 28 October. While certain destinations will see the usual seasonal reductions in frequencies, further flights will be added to the Zurich-Miami route. SWISS will also be expanding its network in its Summer 2013 schedules with the introduction of a new daily non-stop service between Zurich and Singapore.

### More Zurich-Miami flights

SWISS will be adding four further weekly frequencies to its current daily service between Zurich and Miami from 29 November. The new flights will establish twice-daily service on Tuesdays, Thursdays, Saturdays and Sundays, all operated with advanced Airbus A330-300 equipment. All in all, Miami will receive eleven weekly flights until 5 May 2013.



SWISS will be further expanding its long-haul network next spring with the introduction on 12 May 2013 of a new non-stop daily service between Zurich and Singapore. The flights will be operated using Airbus A340-300 equipment. Singapore will be SWISS's eighth Asian destination.

SWISS will also be making certain schedule adjustments on further routes from Zurich in the next few months. As last winter, services to Montreal, Los Angeles, Palma de Mallorca, Malaga, Athens and Dublin will be reduced in the winter period. Isolated modifications will also be made to Frankfurt and Birmingham frequencies. Service to Thessaloniki will be withdrawn in the winter schedules for economic reasons.

### Modifications to the Geneva-based network

SWISS will also be offering an extensive range of services from Geneva over the next few months, with a network of 12 destinations including a daily Airbus A330-300 New York flight. As last year, SWISS will only be adjusting certain frequencies from Geneva on the London City and Nice routes in the winter period. Service to Madrid and Athens will also be reduced.

### 69 destinations in 37 countries

SWISS will serve a total of 69 (46 European and 23 intercontinental) destinations in 37 countries in the winter timetable period. The services will be provided by a 91-aircraft fleet, which includes six aircraft operated on a wet-lease basis.

### Edelweiss Air/SWISS vacation flights

SWISS will also be offering flights to various attractive holiday destinations all over the world this winter together with its sister carrier Edelweiss Air. Services to the new destinations of Tampa and Cape Town, which were introduced this summer, will be continued in the winter schedules; and weekly flights will be operated to a range of further leisure destinations including Phuket, Male and Punta Cana. Tenerife and Las Palmas will also each be served weekly from Geneva.

The winter schedules enter into effect on 28 October and will remain in force until 30 March 2013. Full details of all flights are available at [swiss.com](http://swiss.com).

## Ten years of "SWISS Taste of Switzerland": over 650 GaultMillau points to date; programme highlights on board

"SWISS Taste of Switzerland", Swiss International Air Lines' award-winning inflight culinary concept which highlights a different region of its home country and its speciality cuisine every three months, is ten years old this year. A total of 42 guest chefs drawn from 38 regions of Switzerland have been featured in the programme to date, devising meals specifically for SWISS's inflight service aloft. To mark the programme's anniversary, a selection of these meal creations from the past ten years will be served to First and Business Class guests.

"SWISS Taste of Switzerland" has been delighting First and Business Class travellers on SWISS's outbound long-haul services with its innovative and varied meal creations for ten years now. Every three months a new top chef is enlisted from a particular region of Switzerland and asked to create a series of gourmet meals for SWISS's inflight service that put a particular focus on their home canton's cuisine. Due regard is also paid to the changing seasons and to Switzerland's four language regions in each year's selection; and each set of meals is accompanied by a carefully-chosen red and white wine from the canton concerned. "SWISS Taste of Switzerland" thus showcases the sheer culinary variety of SWISS's home country all over the world, and serves as an international ambassador of Swiss cuisine.

A total of 42 guest chefs with over 650 GaultMillau points among them have featured in the "SWISS Taste of Switzerland" programme since it was launched in 2002. The series was opened in the winter of that year by Rudolf Wanninger of the Piz Umbrail restaurant in Canton Grisons; and he has since been followed by a "Who's Who" of the Swiss culinary scene that includes André Jäger of the Fischerzunft

in Schaffhausen, Tanja Grandits of the Stucki restaurant in Basel and Heiko Nieder of the Dolder Grand in Zurich.

Not that the choice is restricted to Switzerland's bigger cities and towns. Smaller places and regions have also been well represented over the years through such culinary flagbearers as Daniel Jann of the Landgasthof Adler restaurant in Ried-Muotathal (Canton Schwyz) and Franz Faeh of Le Vieux Manoir in Murten (Canton Fribourg). "SWISS Taste of Switzerland" is a prizewinner, too: shortly after its launch, in spring 2003, it was honoured with the inflight catering sector's coveted IFCA Mercury Award.

### A special tenth-anniversary selection

To mark the programme's tenth birthday this year, First and Business Class travellers on SWISS long-haul flights from Switzerland will be offered a carefully-chosen selection of the meals that have featured in "SWISS Taste of Switzerland" to date for the period from 5 December 2012 to 5 March 2013. These will include such starters as smoked saddle of lamb by Johan Breedijk of the Art Deco Hotel Montana in Lucerne or lobster salpicon with citrus jelly by Jan Leimbach of the Hotel Lenkerhof in Lenk (Canton Bern). Among the main courses will be rabbit ragout with polenta by Frank Oerthle of the Grand Hotel Villa Castagnola in Lugano (Canton Ticino), while the desserts will include nut cake with saffron ice cream by Markus Neff of the Waldhotel Fletschhorn in Saas-Fee (Canton Valais). Every meal will be further accompanied by a selection of traditionally-made Swiss cheeses, along with choice wines from various parts of Switzerland.



## Outstanding Achievement Award

Roche Pakistan Limited was recently honored on the occasion of the signing ceremony of the Drug Regulatory Authority of Pakistan Bill, 2012 by being presented with an Outstanding Achievement Award. The Award was presented by His Excellency Mr. Asif Ali Zardari, President of Pakistan and received by Dr. Ahmed Faraz.

The award was presented on account of public campaigns raising patient awareness and access to medicines for Hepatitis C.

Although Viral Hepatitis is one of the four most fatal diseases of the world, unfortunately most patients remain undiagnosed till a very late stage owing to the silent nature of the disease and general unawareness of the population. According to WHO, an estimated 130-170 million people are infected worldwide and a staggering number of over 12 million people are suffering from this formidable disease here in Pakistan. With national prevalence of 4.9% for Hepatitis C and 2.4 % for Hepatitis B, Pakistan is currently facing an epidemic of viral hepatitis.

Roche Pakistan has left no stone unturned when it came to creating hepatitis awareness across the nation. The campaign encompassed involvement of Key Opinion Leaders, local media and policy makers for a sustainable long impact of the campaign and engaging public sector to provide treatment facilities to all.

Keeping in view the debilitating state of the lower socio-economic stratum of major chunk of population being affected with hepatitis

C, Roche Pakistan started its patient assistance program to facilitate those patients who could not afford quality treatment and ended up with a relapse from using sub-standard treatment regimes. The program was launched on June 1st 2011 through which patients were provided with two injections of Pegasys at the price of one. This 1+1 offer increased the access of low income group to pegylated interferon by three times, hence decreasing the overall rate of relapse and morbidity.

Due to lack of a fully functional drug regulatory authority and laws to register bio similar products, several bio similar drugs with no clinical data to back their efficacy and safety were given license to be distributed in Pakistan, hence putting the lives of millions in jeopardy. Roche Pakistan conducted various conferences with health care professionals, legal bodies and foreign delegations to increase awareness of this sensitive issue. The effort paid off when DRAP signed legislation and added separate laws for the registration of biological drugs and bio-similar drugs as per WHO criteria.

Thus with the support of local government bodies, Key Opinion Leaders, youth organizations, paramedical staff of various hospitals and a 360 media campaign, Roche Pakistan was able to achieve its goal of increasing patient awareness and prevention against hepatitis and improving patient access to medicines. Roche Pakistan will continue to stay true to its commitment to patient care in future.



*Dr. Ahmad Faraz, Managing Director of Roche Pakistan Ltd receiving an award from the President.*



# What's the best treatment?

Life writes the questions.  
We pursue the answers.

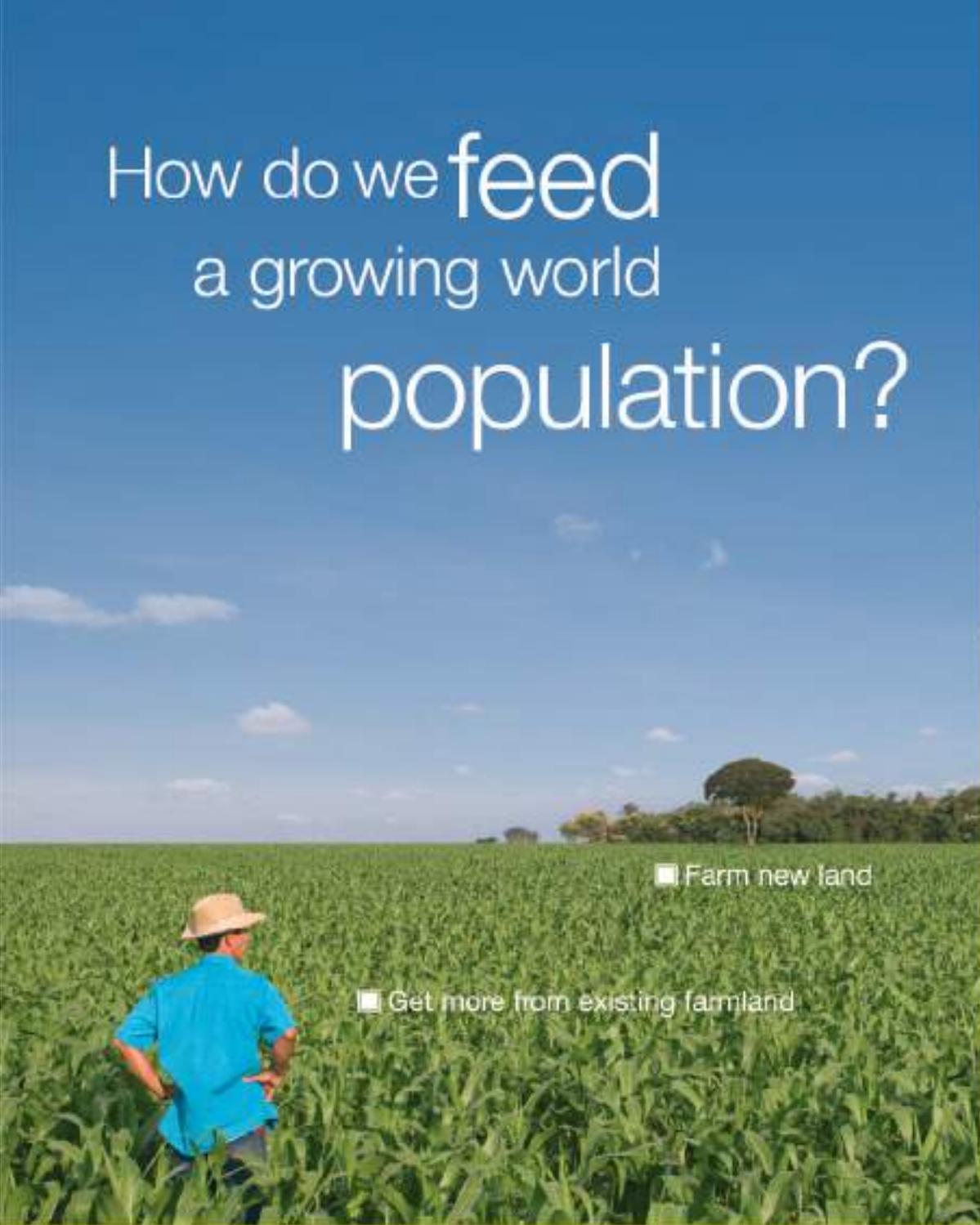
Our innovations  
help millions of people by  
alleviating their suffering and  
improving their quality of life.  
We give them hope.



*We Innovate Healthcare*

**Roche Pakistan Limited**  
P.O. Box No. 20021, Karachi-75400.

# How do we feed a growing world population?



■ Farm new land

■ Get more from existing farmland

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## SICPA – Enabling Trust



As a global provider of integrated security solutions with cutting-edge technologies, SICPA has become the trusted partner of many of the world's governments, central banks, high-security printers and industry.

Founded in Switzerland in 1927, the SICPA group of companies has sales offices and manufacturing sites in 26 locations on five continents.

In Pakistan, SICPA set up in 1995 a security inks manufacturing facility in partnership with Pakistan Security Printing Corporation. The facility has been upgraded to European standard with an investment of SICPA reflecting its continuing commitment to Pakistan. The upgraded facility was inaugurated in March 2012 by Mr Yaseen Anwar, Governor State Bank of Pakistan.

The comprehensive portfolio of SICPA security ink solutions is developed for all levels of authentication – from authentication by the general public, covert solutions for controllers and inspectors, machine-readable authentication through automated systems, to solutions exclusively reserved for issuing authorities and forensic investigators.

### Banknotes



SICPA security inks are recognised for their effective protection on most of the world currencies. Integrated into upgraded and new banknotes series, these ink-based security features meet the needs of all banknote target users for all levels of authentication.

in the domain of ink-based security, continuous research and development efforts are conducted to stay ahead of sophisticated counterfeiting attempts without sacrificing product and service excellence in terms of security, durability and cost-effectiveness.

### Documents

The scope of documents requiring protection against forgery is constantly on the rise. The range of documents spans from high-security documents such as passports, visas, identity cards and tax banderoles to value documents including cheques, certificates, event tickets and gift vouchers.



A comprehensive range of integrated security solutions is provided to issuing authorities for documents requiring standard or sophisticated, multi-level protection.

### Products

The challenges faced by brand owners are product integrity, brand integrity and supply chain integrity due to escalating activities in counterfeiting, dilution and tampering. The threats are especially severe in the domains of pharmaceuticals and luxury goods. This raises the issues of health and safety and intellectual property violations. SICPA has a range of cost-effective solutions in the form of security labels and



sleeves for application on product package.

On the other hand, the challenge faced by sovereign governments is that of increasing global illicit trade, diversion and smuggling of products, resulting in massive loss of excise revenue in addition to issues of public health and safety.



World policymakers have turned their attention to the security of product supply chain as a means of combating all forms of illicit trade. To this end, governments have started to impose their own control mechanisms that include tax stamps, features for differentiating a genuine from a counterfeit product, and systems to track & trace product from point of manufacture to final point of sale.

To be effective, these mechanisms must comply with certain requirements:

- Address both counterfeiting and diversion;
- Not to interfere with manufacturing and trade processes;
- Be flexible to apply, and have an acceptable cost;
- Allow for international collaboration in tackling illicit trade.



In this area SICPA has an unmatched expertise. Working with sovereign governments, the company integrates ink-based covert features and

sophisticated traceability technologies to implement product authentication and tax reconciliation systems.

Today, it is the only organisation with production-monitoring systems successfully ensuring the traceability of products and securing excise tax and VAT collections throughout the world.

Since its first supplies of security inks in the 1940s, SICPA has demonstrated a long and proven track record of stability built on a long-term vision. The consistent growth of the company's business is built on the respect for its clients through quality products and services. In offering security and traceability technologies to governments, central banks and businesses, and by facilitating identity protection, secure transactions and product integrity, SICPA enables the creation of a world of trust.





**Every day, governments, companies and millions of people rely on us to protect the integrity and value of their currency, personal identity, products and brands.**

SICPA's dedicated Product and Brand Protection Division provides tailored solutions and services to industry with the aim of ensuring product and supply chain integrity. Integrated and multi-layered authentication, tamper-evidence, identification and traceability solutions are core elements in the offering. Such solutions and services have already been delivered to companies in industry sectors as diverse as healthcare, food and beverage, agri-chemicals, fast moving consumer goods and spare parts, to help them address issues like counterfeiting, tampering or diversion.

For further information please contact

**SICPA Inks Pakistan (Pvt.) Ltd.**

Joint Venture SICPA SA Switzerland & Pakistan Security Printing Corporation.

Tel: +92 21 34507818-22 lines Fax: +92 21345019050

[info@sicpa.com.pk](mailto:info@sicpa.com.pk)



**Enabling trust**

## Novartis – The Outstanding Achievement Award



Novartis is a global healthcare leader which was created in 1996 through the merger of Ciba Geigy and Sandoz, two companies with a rich and diverse corporate history. We operate in 140 countries, with our global headquarters in Basel, Switzerland. Our mission is to discover, develop and successfully market innovative products to prevent and cure diseases, to ease suffering and to enhance the quality of life. Novartis has a diverse healthcare portfolio, including innovative pharmaceuticals, eye care products, off patent generics, consumer health products and vaccines and diagnostic tools.

Novartis has one of the most comprehensive and far-reaching patient assistance program by the name of Gleevec/Glivec International Patient Assistance Program (GIPAP). Under this program patients with certain forms of chronic myeloid leukemia (CML) receive treatment at no cost. Access is provided to patients who are properly diagnosed, not covered by local reimbursement or insurance, and have no other financial resources. GIPAP started in Pakistan in 2003.

There are more than 80,000 patients that have been registered for Thalassemia within Pakistan. This number is set to increase if the current situation of a dearth of awareness persists. Through aggressive campaigning and convincing the Key Opinion leaders on Thalassemia, Novartis has succeeded in creating a forum where these doctors not only discuss and exchange ideas but they actively conduct mass public awareness sessions to increase the knowledge of the local population. The poor and non-affording patients are getting medicine through this forum.

Novartis was awarded the “The Outstanding Achievement Award” which was presented by the President of Pakistan, Mr. Asif Ali Zardari on November 12, 2012 for its services to Pakistan, by providing free medicine and initiating projects with the collaboration of Government of Pakistan to alleviate the misery of poor cancer patients.

With the exception of clean, safe drinking water, no treatment rivals immunization in reducing mortality rates. With this aim WHO has implemented its strategy of

Expanded Program on Immunization globally to reduce the child mortality. Currently EPI Pakistan is providing the vaccines at free of cost against 9 childhood disease. Novartis is dedicated to delivering on the promise of prevention through the research, development and production of innovative, safe and effective vaccines. At the heart of everything we do is our commitment to preventing the spread of life-threatening diseases, protecting vulnerable populations, and keeping healthy people healthy. Among those devastating diseases, five childhood diseases (Diphtheria, pertussis, tetanus, hib and Hep B) are being covered by only one combination vaccine provided by Novartis. Inclusion of this vaccine in EPI has resulted in making the significant improvement in several ways to the community.



*Mr. Shafiq Ahmed, Oncology Business Unit Head receiving award from President of Pakistan*



*Mr. Shafiq Ahmed alongwith other award winner*

Swiss-Asian Chamber of Commerce – your partner in doing business in the ASEAN region, Korea and Pakistan!

Please contact [sacc@sacc.ch](mailto:sacc@sacc.ch) or [www.sacc.ch](http://www.sacc.ch)

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(Incorporated in Switzerland 1967)

## SGS Pakistan establishes new site office and Consumer Testing Lab in North Region



### SGS Kot Lakhpat Site Office

SGS Pakistan inaugurated their new site office in Qaid-e-Azam Industrial Estate in December 2012. Mr. Iftikhar Bashir, Chairman, Qaid-e-Azam Industrial Estate honoured the ceremony by his presence as chief guest. Top management of more than 25 industries participated in this event along with executive members of Industrial Estate.



The presence of SGS in Industrial Estate is highly appreciated by stakeholders. The Industrialists share the need of third party in export business and by having SGS presence in their region they feel confident to deal with international clients.

### SGS Consumer Testing Laboratory, Sialkot

Another step towards facilitating clients at their doorstep, SGS Pakistan celebrated Consumer Testing Laboratory inauguration in Sialkot in December 2012. The laboratory was inaugurated by Mr. Hassan Masood Khawaja, Director, Forward Sports. The inaugural was attended by leading industrialists from



Sialkot and adjoining areas. The Laboratory inaugural reiterates our commitment in supporting the industry. The event marked the establishment of value-added service to facilitate clients in response to the growing demand for testing business. Participants appreciated the Lab inaugural and supported the lab initiative for

which industry was demanding since long time.

### Agricultural Analytical Lab



The newly established SGS Agriculture Laboratories provides the most authentic, reliable and comprehensive services. The turnaround time is one of the fastest, from a few seconds to one day based upon testing material and requisite parameters. The Lab is also equipped with the most sophisticated and precise equipment for microbiological and

mycotoxin analysis. Trademark analysis is also done for visual analysis of agricultural commodities.

The laboratories offer complete agricultural solutions to meet any customer needs.

In terms of food and feed testing the main commodities include: rice, corn, wheat, soybean, soybean meal, cotton seed, canola meal, fish meal and other feedstuff for animal feed.

The services provided are fully compliant with all local and global regulatory standards including: ISO, PSQCA, FOSFA, GAFTA, ICUMSA, AACC, ASTA, ICA, FDA, AOAC, EU Standards. The Lab is also recommended for ISO 17025 accreditation.



## Habib Bank AG Zurich Supports Polo Tournament

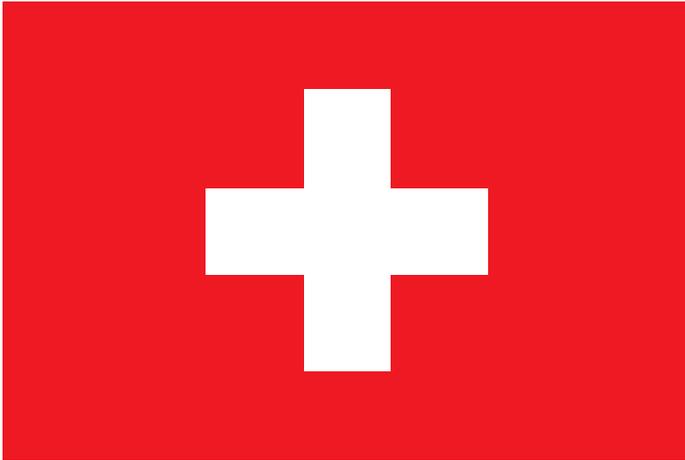


*Syed Hassan Nasim Ahmed,  
Country Chief  
Representative of Habib  
Bank AG Zurich with  
Brigadier Mazhar Abbas  
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Artillery Mechanize of  
Pakistan Army at Malir  
Garrison Polo Club.*



Switzerland.

## The Swiss flag



Before the 19th century, the Swiss did not have a common flag. When they fought in battle, soldiers carried the colours of their canton. However, since the time of the Battle of Laupen (1339) they had sewn a white cross onto their clothing in order to have a common recognition sign.

During the Helvetic period (1798 – 1803) Napoleon forbade the Swiss to wear the cross and instead made them carry a tricolour of green, red and yellow. However, when the Helvetic republic was dissolved in 1803, the tricolour went with it, and Swiss troops went back to carrying the white cross on their cantonal banner.

In 1815, after the fall of Napoleon, troops were given a federal armband to wear, which was red with a truncated white cross,

## What is Swissness?

Switzerland is in the highly unusual situation of being the home of three of Europe's major languages, but apart from Rumansch - spoken by only 0.5% of the population - it has no written language of its own. Whichever language group they belong to, the different Swiss communities have linguistic and cultural ties with one of their larger neighbours. It's easier for someone from Geneva to speak to a Parisian than to a fellow Swiss from Bern, or for a native of Ticino to read Milan's *Corriere della Sera* than the *Neue Zürcher Zeitung*.

The language communities eat different things and have different traditions and customs. Even their shared history only goes back about two centuries. Before the Napoleonic invasion of 1798, some of the cantons even ruled other parts of Switzerland. The



and this was followed shortly afterwards by the introduction of an unofficial federal flag. This flag went to war for the first and only time in the so-called Sonderbund civil war of 1847. The war was fought between partisans of traditional values and local autonomy on the one side, and modernisers and supporters of a more centralised state on the other. With the victory of the modernisers, the Swiss flag finally became an official national symbol.

### Peculiarities of the Swiss flag

When Switzerland joined the UN in 2002, UN protocol officials faced an unusual problem: the Swiss flag is square, but UN rules say that all flags flying at its headquarters must be oblong. Fortunately this was overridden by another rule, to the effect that a new flag may be hoisted as long as its total area does not exceed that of the regular flags.

The flag inherited its shape from the cantonal flags, which were also square. The only other square flag in the world is that of the Vatican, which was probably adopted from that of the Pope's Swiss Guard.

The shape of the Swiss flag is not in fact laid down by law. The precise shade of red has only been set since January 1, 2007. It corresponds to pantone 485, and is a mixture of magenta and yellow. The exact shape of the cross, on the other hand, has been enshrined in law since 1889: its arms are of equal length, and are one sixth longer than they are broad.



inhabitants of what is now Canton Vaud, for example, were the subjects of Bern, and did not enjoy the same rights as the Bernese.

The Swiss themselves are sometimes puzzled about what they have in common apart from their passport, what it is that makes them Swiss. The Swiss say they are held together by the desire to stay united. The general attitude is summed up in the formula "unity, but not uniformity."



# Switzerland at a Glance!



**ital Bern**

**nguages**

German, French, Italian, Rumantsch

**Population** 7,954,662

**Area** 41,285 km<sup>2</sup>



**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.

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

**Culture:** Switzerland boasts a thriving arts



scene, with its architects in particular achieving world-wide acclaim. The culture of Switzerland is characterised by diversity. The Swiss sometimes wonder what keeps Switzerland together. The wide range of



traditional customs is one reflection of this diversity.

**Leisure:** The Swiss have a well-deserved reputation for being hard workers, but they enjoy their leisure as much as anyone else. Leisure activities range from



taking part in gruelling sports to relaxing with family and friends. Many people also devote part of their leisure time to the public service.

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

**Environment:** Switzerland's topography means that the central plateau is densely populated. Industry, farming, transport and leisure activities compete for space with residential areas. All of these can be sources of pollution. The mountain environment is especially fragile. Climate change brings the threat of



landslides and flooding, as well as threatening the important tourism industry.



**Science:** Switzerland is recognised as an international research centre. Both the Swiss state and the private sector are strongly involved in promoting science and technology.

Swiss scientists are involved in ground-breaking research, in part with foreign colleagues, in sciences ranging from nanotechnology to space research.

This scientific success has a long history. Many Swiss and Swiss-based scientists have won Nobel prizes.

**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.



**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.

Most of the people working in Switzerland are employed by small and medium-sized enterprises, which play an extremely important role in the Swiss economy.

The Swiss are concerned that economic activity should have as little impact as possible on the environment. Switzerland's energy and transport policies aim to be environmentally friendly. The age of unlimited economic growth in Switzerland is over. Fear of unemployment has been one of the main concerns of the Swiss for several years.

**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's position as a neutral state allows it to play an important humanitarian role in world affairs and to act as a mediator between conflicting parties.



**History:** Switzerland's geographical position with its transit routes over the Alps made it a desirable possession for European great powers through the ages.

Switzerland developed slowly over many centuries, as more and more regions came together to form a loose confederation whose members gave each other mutual support. At times their different interests stretched the bonds between them almost to breaking point. It was only in 1848 that Switzerland became a more centralised federal state. This favoured its economic development and ended any possibility that Switzerland might break up.



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