



Naveed Chaudhary
President
Swiss Business Council

Taking an innovative lead in 2020, we are delighted to re-present an e-News Magazine of the Swiss Business Council (SBC). Commencing from the first quarter of 2020 till date, the world is still struggling with the adverse effects of this pandemic, where the world was not prepared to combat this health emergency that brought massive suffering caused by the lockdown.

On behalf of SBC's Executive Committee (EC), I thank His Excellency Mr. Bénédicte de Cerjat, the Patron-in-Chief of the SBC and Ambassador of Switzerland to Pakistan & Afghanistan. His significant and robust support to SBC has given a boost to businesses ensuring a sustainable development.

I take this opportunity to warmly welcome to Pakistan the new Deputy Head of Mission Mr. Alberto Groff at the Swiss Embassy in Islamabad. We look forward to closely work with him especially on post-pandemic business dynamics amongst our members

The members of SBC promptly aligned themselves with the changing requirements of medical emergency adhering strictly to health & safety guidelines. They have done their part by educating employees on COVID-19 related Standard Operating Procedures (SOPs). Many members have also extended their scope of COVID-19 preventive measures for the public as part of their corporate social responsibility. As the economies are gradually starting to grow again, SBC is overwhelmed to appreciate these efforts.

The alliances built by SBC with the provincial governments have been fruitful and the members of the SBC are given preferred access to the special economic zones. In the coming months, we will be focusing on the development of Small & Medium Enterprises (SMEs) in partnership with Switzerland Global Enterprise (S-GE). SBC aspires to link them with the right partners in the best possible manner. Pakistani entrepreneurs will be invited to search for new commercial avenues for SMEs development by the S-GE.

It is a great source of motivation for us that Switzerland continues to invest in Pakistan and is amongst the fifth largest direct investor. Our members, too, are trendsetting examples within the corporate sector. They are providing an enabling environment and introducing high standards of human resource development within their folds. The exchange of technical and scientific know-how has also created a niche leading to higher productivity.

The SBC is endeavoring to strengthen the economy with the cooperation of its robust membership. We have full confidence in the capabilities of our Pakistani talent and look forward to full-scale economic activities.



H.E. Bénédicte de Cerjat
Patron-in-chief
Swiss Business Council


I am pleased to address the readers of this magazine, published by the Swiss Business Council (SBC) in Pakistan, to apprise us of the activities of its members during the course of the year. Indeed, the past twelve months were again very difficult for the whole world, particularly the business community, owing to the pandemic. Now it is heartening to know that business activities are picking up around the globe after large-scale vaccinations.

The health crisis, undoubtedly, is very challenging for everyone, however, in my opinion, it has brought the world closer through virtual meetings. As the possibilities and the need of travelling from one country to another shrink, I see here a new opportunity to further strengthen the connections between the business communities of Switzerland and Pakistan. I am optimistic that these platforms can be used by the SBC and the Embassy in collaboration with Switzerland Global Enterprise to raise more interest of Swiss companies in the Pakistani market. Such efforts would pave the way for bringing delegations of Swiss businessmen to Pakistan so as to get first-hand experience of doing business in Pakistan.

I am happy to mention that, despite difficult times, Swiss companies continue to rank amongst the top foreign direct investors in the country and the trade volume between Switzerland and Pakistan also remains unchanged. Here, I would reiterate the assurance of the Embassy's continued support to Swiss companies in achieving their goals in the future and take this opportunity to invite them to join us in our efforts of enhancing trade between the two countries.

I would conclude by congratulating the management of the SBC in taking out this edition of the magazine and extend my best wishes in their future endeavors for further strengthening the bilateral trade and economic relations between Switzerland and Pakistan.

Patron-in-Chief:

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

Alliance:

Swiss-Asian Chamber of Commerce

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

Associate of:

 **Asia
Society**

Switzerland

Swiss Business Council Executive Committee



H.E. Bénédicte de Cerjat
Patron-in-chief – Swiss Business Council &
Ambassador of Switzerland to Pakistan & Afghanistan



Naveed Chaudhary
President – Swiss Business Council &
President & CEO, Sika Pakistan Ltd



Mohsin Ali Nathani
Vice President– Swiss Business Council &
President & CEO, Habib Metropolitan Bank Ltd



Shaikh Imtiaz Hussain
Secretary General - Swiss Business Council &
Managing Director, Imtiaz Enterprises



K.M. Iqbal
Treasurer – Swiss Business Council &
Director, Al Ameen Trading Corporation (Pvt) Ltd.



Asif Ikram
Director – Swiss Business Council & Managing Director,
SICPA Inks Pakistan (Pvt.) Ltd.

Swiss Business Council Executive Committee



Mujtaba Rahim

Director – Swiss Business Council &
President & CEO, Archroma Pakistan Ltd.



Farhat Ali

Director – Swiss Business Council &
Chairman, Polygal AG Pakistan



Dr. Imran Rasheed

Director – Swiss Business Council &
President, Novartis Pharma Pakistan Ltd.



Samer E. Chedid

Director – Swiss Business Council &
MD/CEO, Nestle Pakistan Ltd



Fletcher P. Albert

Business Development Manager
Swiss Business Council



Faizan Faisal

Office Manager
Swiss Business Council

News from the Embassy

Despite the COVID-19 pandemic and the additional responsibilities arising from the crisis in Afghanistan, the Embassy of Switzerland in Islamabad made every effort to maintain a good level of presence and activities during the twelve months under review.

A special focus was given by Ambassador Bénédict de Cerjat and his team to the promotion of Swiss economic interests in Pakistan. The incumbent Head of Mission was pleased to see a new increase in the volume of investments made by Swiss

companies in Pakistan and their contribution towards the economic and social development of Pakistan. Besides regular contacts with the Swiss Business Council and its members, Ambassador de Cerjat was pleased to visit a series of companies (Novartis, SICPA Inks, Sika, Bühler, ABB Power & Automation, and Nestlé) during the period under review.

In the following pages, you will find snapshots of activities from Summer 2020 to Summer 2021.

New Deputy Head of Mission at the Embassy



Mr. Alberto Groff has joined this Embassy as the Deputy Head of Mission and replaced Mr. Bernhard Furger, who has been appointed the Swiss Consul General in Rio de Janeiro. Prior to this posting, Mr. Groff was the Head of Division for Economics, Finance and Science at the Swiss Embassy in Moscow. Mr. Groff joined the Swiss Federal Department of Foreign Affairs (FDFA) in 1999 and during his illustrious career spanned over 20 years, he held key positions at the FDFA in Berne as well as abroad in Manila, Japan, and Vienna. Mr. Groff holds Master of Science in Foreign Service and Master of Arts in Economics and is fluent in English, French, and German with knowledge of Italian, Russian and Japanese languages. Mr. Groff loves watching movies and is an ardent reader of books.

Interactions with the Business Community

Ambassador Bénédict de Cerjat undertook visits to Karachi and Lahore to meet the leadership of Swiss companies and other prominent business organizations. During his meetings with the CEOs of Swiss companies, he was apprised of the current business environment in the country and general issues related to Swiss business interests.

During his visit to the Overseas Investors Chamber of Commerce & Industry in Karachi, the Ambassador was given a comprehensive briefing on the climate of foreign investments in Pakistan and the role of Swiss companies as one of the top foreign direct investors. The Ambassador also visited the respective Chambers of Commerce and Industry of Karachi and Lahore and had exhaustive interactions with the local business community.



Visit of the Karachi Chamber of Commerce & Industry on 20 January 2021



With the management of the OICCI in Karachi on 20 January 2021



A group photo with CEOs of major Swiss companies in Lahore on 31 May 2021



Addressing the Executive Committee of the Lahore Chamber of Commerce & Industry on 31 May 2021

Safeguarding Swiss Business Interests

Ambassador de Cerjat met Mr. Abdul Razak Dawood, Advisor to the Prime Minister of Pakistan on Commerce & Investment on 4 March 2021 and communicated to him the concerns of Swiss companies. The meeting provided an impetus towards resolution of some issues faced by Swiss companies.



Economic Diplomacy

The World Bank and the IMF have urged the G20 countries to temporarily suspend debt-service payments of 73 poor countries affected by COVID-19. While recognizing the Debt Service Suspension Initiative (DSSI), Switzerland as a bilateral creditor of Pakistan has also extended debt relief to the country. In this regard, an agreement between Switzerland, represented by Ambassador de Cerjat, and the Ministry of Economic Affairs of Pakistan, represented by Federal Secretary Mr. Noor Ahmed was signed on 21 December 2020. The agreement for a 2nd tranche was signed on 4 October 2021.



Identifying Potential Sectors for Swiss SMEs

The Commercial Section of the Embassy identified the sectors of Agriculture, Renewable Energy and Education in Pakistan and produced 'Market Snapshots' to incite interest of Swiss companies for exporting their products and services to Pakistan. These Market Snapshots can be accessed through the following web links:

[Agriculture in Pakistan | S-GE](#)

[Renewable Energy in Pakistan | S-GE](#)

[Education in Pakistan | S-GE](#)

Forthcoming Activities of the Commercial Section

Ambassador de Cerjat will host the Managing Committee of the Swiss Business Council (SBC) for a formal meeting at his residence before the end of this year, followed by an event on the Economy of Pakistan.

Preliminary preparations are underway to organize a webinar in collaboration with the Switzerland Global Enterprise (S-GE) on the theme 'Doing Business in Pakistan – Perceptions and Realities'. The objective of the webinar is to present a positive image of Pakistan to the companies in Switzerland with the intent of attracting more exports from Switzerland to Pakistan.

Bilateral Relations: Ambassador Bénédict de Cerjat's Meeting with the Foreign Secretary Mr. Sohail Mahmood on 8 February 2021

Ambassador Bénédict de Cerjat called on Mr. Sohail Mahmood, Foreign Secretary of Pakistan. Among other issues of mutual interests, both sides also discussed investment opportunities and cultural relations. The meeting emphasized Switzerland's multilateral policy and ensured its consistent implementation in the UN General Assembly, Security Council, ECOSOC and Human Rights Council.



Meeting with the Acting Governor of Punjab, Mr. Parvez Elahi in Lahore on 31 May 2021

The Ambassador of Switzerland, H.E. Mr. Bénédict de Cerjat, called on the Speaker of the Provincial Assembly of Punjab and acting Governor Mr. Parvez Elahi at the Governor's House Lahore. Issues of bilateral relations between Switzerland and Pakistan including further avenues of collaboration in health, education and other sectors were discussed during the meeting.



New Ambassador of Pakistan to Switzerland:



Ambassadors Bénédict de Cerjat and Aamir Shouket at the Swiss Embassy in Islamabad on 29 April 2021

Mr. Aamir Shouket has been appointed Pakistan's new Ambassador to Switzerland. He presented his credentials to the President of the Swiss Confederation H.E. Mr. Guy Parmelin on 28 September 2021 at the Federal Palace in Berne. Prior to Ambassador Shouket's departure to Switzerland, Ambassador Bénédict de Cerjat held several meetings with him to discuss issues of mutual interest, particularly in the economic field.

Science Diplomacy Event held at the Ministry of Foreign Affairs in Islamabad on 24 August 2021

Under the Science Diplomacy Initiative and to promote UN Sustainable Development Goals, the Embassy of Switzerland and the Ministry of Foreign Affairs jointly held a hybrid event at the Ministry of Foreign Affairs.

The event brought together Swiss and Pakistani experts and start-ups to share their ideas to tackle multifaceted challenges of food security, sustainable agriculture and climate change. The Embassy also held an exhibition "Can Tech Save the World" on this occasion.

The Federal Minister for National Food Security and Research, H.E. Mr. Syed Fakhar Imam, welcomed local innovations and potential international partnerships for promoting sustainable development goals. The Chargé d'Affaires a.i. of Switzerland, Mr. Alberto Groff (successor of Mr. Bernhard Furger) highlighted the role of the sustainability in Switzerland and called it an important element for building international partnerships.

Participants from Pakistan included representatives from Special Technology Zones, the Higher Education Commission, the National University of Science and Technology. Representatives from the Swiss side included experts from the Swiss Federal Office of Agriculture, Geneva Science and Diplomacy Anticipator, Swiss Research Institute of Organic Agriculture along with some major Swiss start-ups working in the clean-technology sector.



Cultural Diplomacy

The Coffee Table Book "From Landi Kotal to Wagah – Cultural Heritage Along the Grand Trunk Road" Launched at Pakistan National Council of Arts (PNCA) on 10 February 2021.

To strengthen the Embassy's network and engage with different stakeholders and audiences through cultural activities, the Embassy partnered with the EU Delegation and the World Bank for the publication of the Coffee Table Book "From Landi Kotal to Wagah – Cultural Heritage along the Grand Trunk Road."

Jointly published by UNESCO and the Government of Pakistan, the book is a result of a collaboration of more than two years, covering the historical and intangible heritage of 2'500 year's old historical trade road.



Switzerland and UN; High-Level Panel Discussion on the Role and Influence of Non-Permanent Members of the United Nations Security Council (UNSC) on 6 July 2021

With a view to Switzerland's candidature for the UNSC at the June 2022 elections in New York, the Swiss Embassy hosted a high-level panel discussion on the "Role and Influence of Non-Permanent Members of the United Nations Security Council" on 6 July 2021, to learn from the experiences of Pakistan and other countries who have already served in the UNSC.

The expert panel included Ambassador (Retd) Riaz Mohammad Khan, Ambassador (Retd) Ashraf Jehangir Qazi, Ambassador Adam Mulawarman Tugio of Indonesia and Ambassador Hamad Obaid Ibrahim Al-Zaabi of the UAE.

During the discussion, panellists acknowledged Switzerland's efforts in building bridges between competing actors and called Switzerland's candidature a welcome development for the world peace and security.



Switzerland's support to UNHCR and the Solutions Strategy for Afghan Refugees

To reaffirm Switzerland's commitment and support to UNHCR and Afghan Refugees in Pakistan, Ambassador Bénédict de Cerjat together with the Ambassadors of several other European countries, visited the Afghan Refugee village in Panian, Haripur on 16 March 2021.

Being a member of the Core Group of the Support Platform for the Solutions Strategy for Afghan Refugees (SSAR), Switzerland is working actively with the UNHCR and other international partners to protect Afghan refugees and provides support for their voluntary repatriation and sustainable reintegration in Afghanistan.



Award Ceremony for the Nansen Refugee Award for Asia 2021 held at the Embassy of Switzerland on 29 September 2021

As the first female doctor from the Afghan refugee community in Pakistan, Dr. Saleema Rehman received the Nansen Refugee Award 2021 for Asia at the Embassy of Switzerland in recognition of her outstanding service and commitment to Pakistanis and Afghan refugees in the country.

The award ceremony jointly hosted with the Embassy of Norway and UNHCR in Pakistan highlighted the powerful and inspiring example Dr. Rehman has set for other Afghan refugee women and girls.



Development Cooperation in Pakistan

Building Resilience for Mountain Communities in Pakistan

As a small project in favour of an isolated community, the Embassy has financed a gravitational flow paved channel in January 2021 to restore an area of 257 hectares for cultivation in the remote village of Chani Ragyul, in Gilgit-Baltistan.

The ecological restoration project includes a landscape approach with areas designated for tree plantation, crop cultivation and rangeland. It has ensured food security, better nutrition, and open opportunity for farmers to sell surplus crops.



Economic Relations Between Pakistan and Switzerland

Switzerland's Exports to Pakistan

In Mio CHF

Description	2016	2017	2018	2019	2020	%
Pharmaceuticals	147.3	158.6	199.5	170.5	201.4	+18
Machines	82.1	85.9	63.5	78.8	49.1	-38
Chemicals	52.9	34.6	27.7	19.1	35.7	+87
Dyeing Extracts,	14.9	20.2	29.9	31.7	30	-5
Watches	21.5	23.1	22.9	21.2	19.3	-9
Others	39.5	50.7	55.1	52.6	31.1	-40
Total	358.3	373.3	398.4	373.7	366.6	-2

+/-% change from last year

Source: Swiss Customs Administration

Switzerland's Imports from Pakistan

In Mio CHF

Description	2016	2017	2018	2019	2020	%
Textiles	84.5	109.8	122.3	125.7	151.5	+19
Agricultural	13.4	8.2	13.8	9.3	19.2	+73
Others	25.2	27.3	29.1	31.7	30.7	-3
Total	123.1	145.3	166.0	166.7	201.4	+19

+/-% change from last year

Source: Swiss Customs Administration

Investments of Swiss Companies in Pakistan

Year	Million USD
2014-15	-6.5
2015-16	59.5
2016-17	101.7
2017-18	78.5
2018-19	21.2
2019-20	61.8
2020-21 (P)	73.5

Source: Board of Investment of Pakistan

****P=Provisional**

News of the Swiss Business Council



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

Mission & Vision

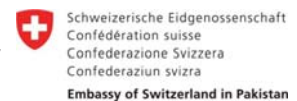
To protect and promote Swiss Economic interests; To encourage and stimulate new investments; To introduce and inculcate best practices and strive to establish a level playing field in the country in order to promote the development of commerce between Switzerland and Pakistan.

Affiliations of SBC

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

Patronized by:

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



Partner of:

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



Alliance with:

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



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

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

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

Associate of:

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



FOCUS 2020-2021

The Swiss Business Council (SBC) made its utmost efforts in maintaining its physical and virtual activities and presence in spite of the pandemic – COVID-19 during 2020-21 and looking forward to a better future.

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

Regular Monthly Executive Committee Meetings

In spite of the pandemic, SBC continues its monthly Managing Committee Meetings virtually:



Visit of the Ambassador & Patron-in-Chief of SBC to its Offices in Karachi



H.E. Mr. Bénédicte de Cerjat, Ambassador of Switzerland to Pakistan and Patron-in-Chief of Swiss Business Council (SBC) visited Karachi and SBC's Office for the 1st time to Chair its monthly Executive Committee (EC) Meeting to further solidify his Patronage and support to EC & Members of SBC and was welcomed virtually (Live from Lahore) by the President - Mr. Naveed Chaudhary together with all the EC Members of SBC at its Office in Karachi.



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



Mr. Naveed Chaudhary, President of the SBC hosted and welcomed the Swiss Ambassador & Patron-in-Chief of the SBC to Sika's Head Office and its facility in Lahore.



Swiss Foot Prints in Pakistan

'Some of the Swiss Companies have been contributing in Nation's development since the inception of Pakistan. Many joined in later, while the process continues. Today, over 50 Member Companies of SBC are contributing in the development of the healthcare, agriculture, industry, energy sector, infrastructure & the service sector of Pakistan through investment, transfer of technology & human resource development.'



High security inks & brand protection

Dyes & specialty chemicals

Textile chemicals & spindles

Specialty chemicals for construction & industry

Healthcare & pharmaceuticals

Precision & watches

Switzerland is ranked amongst the 5th largest investor in Pakistan with wide spread portfolio in Pharmaceuticals, Engineering, Chemicals, Agriculture, Food & Beverages, Textiles, Logistics, Banking, Service Industry & others. Presently over 22 large Swiss Companies are operative in Pakistan who, over the past decade, has invested more than CHF 1.5 billion.

Growth of Swiss SMEs in Pakistan

'Capitalizing on the available opportunities, SBC in collaboration with its partners embarked on the task of exposing Swiss Small & Medium Enterprises (SME) to the business potential available in Pakistan and in the process managed to introduce the foot prints of nine (09) Swiss SMEs in Pakistan.'

The SBC and Switzerland Global Enterprise (S-GE) worked together to mobilize the interest of Swiss SMEs in the business potential available in Pakistan and was successful in establishing the foot prints of the following SMEs in Pakistan through Joint Venture, Agency Agreements and Technology Transfer cooperation in a short-span of seven (07) years after its partnership with S-GE in 2014:

COMPANY	SECTOR
Appenzeller Naturkosmetik AG	Natural Cosmetics.
DÜBÖR Backtrennmittel und Apparatebau AG	Food Processing.
Ganser CRS	Common Rail Systems.
Glas Trosch AG FIRESWISS	Fire safety glass.
HERBAMED AG	Homeopathic Medicines & Pharmaceutical.
Jamailah Switzerland	Gourmet Food.
Leister Technologies	Hot-air plastic welding equipment, process heat components, laser welding systems, gas sensor equipment & micro-optics.
Metrohm AG	Analytical Instruments.
Sarplast SA	Glass reinforced plastic pipes.

Market Analysis of Homeopathic Medicine in Pakistan

The SBC after completing a market study on import of international homeopathic medicines in Pakistan in the wake of adoption of several healthcare precautionary measures for a Swiss Company for the registration of their additional medicines and extension of their collaboration and expansion of their products-portfolio in Pakistan, pursued another project on 'market analysis of homeopathic medicine in Pakistan' by conducting a survey amongst 1). Homeopathy Doctors, 2). Homeopathic Students, 3). Pharmacies and 4). Consumers in collaboration with the Embassy of Switzerland and Sika Pakistan, in a). Islamabad b). Lahore & c). Karachi.



While conducting a survey amongst Homeopathic Doctors in Karachi.

Post-COVID-19: 2022-23 & Beyond

The SBC has prepared the following Market-Snapshot on MedTech, Digital Health & eHealth Sector to entice the Swiss Companies for collaboration with Pakistani Companies:



- ❖ With a population of over 220m, Pakistan is a fifth most populous country in the world - with an annual estimated population growth rate of 2.07%.

- ❖ The key factors driving Pakistan's growing demand for healthcare solutions & medical technologies are:

1. Rapid population growth: By 2030 there will be an estimated 263m people living in Pakistan.

2. An aging population: By 2030 people >65 years age may make up to 9.3% of Pakistan's population and being limited resourced country, it may pose a great challenge to deal with this medically and socially vulnerable population.

Ranked sixth amongst high-disease burden countries, Pakistan is currently facing double the burden of infectious and lifestyle diseases.

- ❖ As per World Health Organization's non-communicable diseases (NCDs) country profile it is estimated that NCDs are projected to account for 58% of all deaths in Pakistan

Opportunities in 2021 and beyond

The digital health market is growing rapidly in Pakistan. Pakistanis are shifting their medical consultations & purchases to online platforms like DVAGO Pharmacy & Wellness Experts, Daawai (Medicine) etc. Pakistan's emerging digital health landscape provides a wide range of opportunities for Swiss digital health solutions and areas for business partnerships and collaborations.

- ❖ In response to changing demographic & demand driven trends, Pakistan is re-modeling its healthcare system by integrating new technologies.

- ❖ Pakistan's annual healthcare expenditure has increased by

~38% over the past decade and is forecasted to grow continuously.

- ❖ Challenges of low funding, huge workforce gap, inefficient institutional alignment and governance, urging the need for a renewed approach towards public health especially in the present time of COVID-19 pandemic and beyond.

Public-Private collaborations will be encouraged by providing a strong platform to R&D institutions to liaise with Industry & Academia for the improvement and commercialization of their end-products.

The Ministry of Information Technology & Telecommunication (MITT) has developed a HealthTech for application of organized knowledge and skills in the form of devices, medicines, vaccines, procedures & systems to solve health problems and improve quality of lives.

- ❖ The Health Tech theme at National Science & Technology Park (NSTP) will contain companies focused on research areas of 1). Hospital Management, 2). Patientcare, 3). Genomics, 4). Surgical Robotics, 5). Telehealth, 6). Mobile Health Apps, 7). Online Health Services, 8). Digital Medical Devices, and 9). Remote Monitoring, etc. to accelerate the use of telemedicine to provide clinical healthcare to distant rural communities, especially for emergencies.

- ❖ Leverage access to qualified specialists by building an online network of doctors and paramedical staff working directly or remotely with them. Promote digitization and automation of existing hospitals to develop a network across the country to facilitate nationwide integration of health related records and data through a central health database/s.

- ❖ Legal requirements including a clear and consistent mechanism for patient data security to be ensured and appropriate

instruments to be put in place at all levels. Share information for preventive care of dominant disease groups in local languages through appropriate ICT tools and technologies.

Examples of current initiatives:

Government of Pakistan has taken initiatives to embrace new technologies as Pakistan's IT sector and social media has gone through a historic move in the past few years.

- ❖ Establishment of Digital health platforms in different cities of Pakistan like MARHAM, Sehat Kahani, DoctHERS, NewLife and many others.
- ❖ The Aga Khan Development Network e-Health Resource Centre, since 2011, provides strategic digital health support.
- ❖ In 2019, new vistas of robotic surgery in the country were opened after successful robotic surgery at Sindh Institute of Urology and Transplantation.

Pakistan's large population is increasingly becoming more digital-savvy and urbanization also creates opportunities for innovative health solutions to be offered.

Swiss companies with proven, advanced digital health solutions and medical technologies are encouraged to explore current opportunities in more detail and to consider visiting the market:

True Size of Pakistan compared to Europe.



Source: www.thetruesize.com

The SBC has prepared the following Market-Snapshot on Infrastructure to entice the Swiss Companies for collaboration with Pakistani Companies:

With a population of over 220m, it is a fifth most populous country in the world with an annual estimated population growth rate of 2.07%.

Ease of Doing Business (EDB) 2020:

- ❖ Sixth Position among top reformers in the world.
- ❖ Pakistan has secured No. 1 reformer position in South Asia.

- ❖ Pakistan is No. 3 in big jumps on EDB.
- ❖ Six reforms accepted by the World Bank (WB), which is unprecedented.
- ❖ In terms of Distance to Frontier (DTF) Pakistan has improved its score from 55.31 to 60.91



Pakistan @100 Sharing the Future 2047: The WB forecasted in its publication that Pakistan with its growing population will be \$2 trillion economy gaining per-capita income \$5,702. Pakistan has recently joined the Madrid Protocol with World Intellectual Property Organization (WIPO), making it the 108th member, this system will make it easier for exporters to enter and scale into Pakistan.

Strengths

- ❖ Large internal market supported by dynamic demographics.
- ❖ Large, educated and inexpensive labour force.
- ❖ Development of economic corridors with China & Central Asia, door to the Indian Ocean.
- ❖ Mineral potential.

Pakistan is a gateway to Central Asia, Europe, undeveloped Western China under China-Pakistan Economic Corridor (CPEC) & Central Asia Regional Economic Cooperation Program (CAREC).

Opportunities in 2021 and beyond

- ❖ Energy demand in Pakistan has created highly profitable opportunities for Swiss companies to offer their solution and technology in renewable, hydel and clean technology power generation projects.
- ❖ Industrial growth has sparked massive demand in all facets of Pakistan's air, sea, rail, road and physical infrastructure. Apart from this, there is an immense potential in development of tourism infrastructure.
- ❖ Pakistan Railway is still the only enterprise providing rail service in the country. The road network has been expanding

constantly. New motorways and expressways made throughout the country have significantly reduced the time it takes for goods and people to reach their destinations. New initiatives like the establishment of Gwadar Port and the construction and upgradation of new airports around the country and a further expansion of the highway network have great potential for Swiss companies.

❖ A comprehensive and holistic National Transportation Policy that covers all modes of transportation for both Urban and Rural transport is yet to be implemented. Urban traffic congestion, lack of quality public transport, environmental pollution and other negative spill-overs from the transportation sector, along with safety (especially road safety) are all matters that need to be addressed if Pakistan's transportation is expected to perform efficiently and provide the benefits of a

modern, well-functioning and fully equipped transportation network - according to ADB's working paper on infrastructure development in Pakistan.

❖ As per ADB's country operations business plan for Pakistan (COBP) 2021-2023, ADB is consistent with its country partnership strategy for Pakistan, 2021-2025.

❖ Energy, Tourism, Mines & Minerals, Municipality & Transport in Khyber Pakhtunkhwa (KP), more details are given on this link: [Projects](#).

❖ According to World Economic Forum - during the pandemic, the country made a bold announcement to shift away from a coal-based pathway towards renewable energy by announcing a target of achieving 60% clean energy mix by 2030.

SBC on Social Media!

The SBC has launched its Official Facebook Page (facebook.com/SBCPAK), you're cordially invited to like and invite your friends to like this page for regular updates on activities of Pak-Swiss and member companies of the SBC.



Archroma Pakistan

Memorandum of Understanding with NED University of Engineering & Technology

Customary to our past practices, Archroma started the year 2021 by signing a MoU with NED University of Engineering & Technology, Karachi on 1st January 2021. The signing was done at respective offices of the Vice Chancellor, Dr. Sarosh Hashmat Lodhi and Mr. Mujtaba Rahim. Archroma collaborates with NED University specially the Textile Faculty on Internships at Archroma Center of Excellence and research projects. Developmental projects are in pipeline leading to Industrial growth in textiles.



Mr. Mujtaba Rahim and Dr. Sarosh Hashmat Lodhi with MoU document

Responsible Neighbourhood

Our Sustainable Effluent Treatment Plant at Jamshoro site saves one million liters of water per day which is a huge saving. The neighborhood benefits greatly from the SET Plant as we provide approximately 30000 gallons of clean drinking water to the surrounding community on daily basis absolutely free of cost.



Clean drinking water being poured in traditional pitchers by neighbourhood community

Tree Plantation at Earth Day - making our environment clean & green

After making our sites clean & green, Archroma team took the task to neighbouring institutions. Tree saplings mainly leafy & shady were planted during monsoon tree plantation season between July - September. So far massive tree plantation has been done at Liaquat Medical College, Sindh University, Mehran University of Engineering & Technology, Offices of Sindh Environment Protection Agency and Police.

Archroma team has planted hundreds of trees and given awareness at schools, universities and local government to plant and nurture trees leading to reduce pollution in environment.



Tree plantation in at Liaquat Medical College & Sindh University

Employer of the Year Award

At the 8th contest, Archroma once again emerged as winner of Diamond Award for the year 2020 in multinational category. The President of Pakistan, Dr. Arif Alvi conferred this prestigious award to Mr. Mujtaba Rahim on 12th March 2021 at Karachi in presence of a large corporate gathering. Archroma enjoys a unique distinction of winning Employer of the Year Award three times in a row from 2015-2017.



Dr. Arif Alvi, President of Pakistan presenting the Award to Mr. Mujtaba Rahim.

NTDC to build a secure, sustainable energy future for Pakistan with Hitachi ABB Power Grids and China Machinery Engineering Corporation

Pakistan's largest transmission company, National Transmission & Despatch Company Limited (NTDC), has awarded a consortium that includes China Machinery Engineering Corporation (CMEC) and Hitachi ABB Power Grids a project to deliver an all-new Load Dispatch System (LDS) to support the country's sustainable energy goals. This system will help to improve grid visibility and automation, enabling the seamless integration of renewables.

Pakistan is aiming to increase the contribution of renewable energy from four percent today to thirty percent by 2030. The intermittent nature of solar and wind energy production means that an increasing share of renewables requires greater observability, real-time monitoring, remote control and optimization of the power grid.

The deployment of Hitachi ABB Power Grids' industry-leading supervisory control and data acquisition (SCADA) application, Network Manager, with its energy management and generation management capabilities, will facilitate efficient, secure and reliable grid operations.

"It's incredibly exciting to support Pakistan's giant leap toward a sustainable, carbon-neutral future," said Najeeb Ahmed, Country Managing Director Hitachi ABB Power Grids in Pakistan. "The national LDS project is the culmination of several years of engagement with NTDC to understand its current and future needs and to deliver a project that is complex, geographically and technically," he added.

New power automation solution improves grid resilience, visibility, and renewables integration



Glimpse of the year



HABIBMETRO

We are grateful for the patronage of our customers and the dedicated efforts of our employees that have enabled HABIBMETRO to continue its trajectory of growth in July-Sep 2021. Following are some highlights from the quarter under review.



GIFA – Global Islamic Finance Awards:

The 11th annual Global Islamic Finance Awards virtual ceremony took place on 14th September, 2021. HABIBMETRO Bank won the 'Best Islamic Banking Window for Global Expansion Award 2021' for its Islamic Banking brand - SIRAT.

Consumer Choice Awards:

HABIBMETRO was recognized as the Best Commercial Bank and Financial Service Provider in Pakistan at the 15th Annual Consumer Choice Awards which took place on 11th September, 2021.



Totoya InstaCar Ijarah:

HABIBMETRO launched a new Shariah compliant product, InstaCar Ijarah on 5th July, 2021.

\$200 Million Celebration:

HABIBMETRO Roshan Digital Account, celebrated receiving over USD 200 Million flows since its launch in February 2021.



COVID-19 and Hepatitis Vaccination Drive:

HABIBMETRO hosted a COVID-19 Vaccination Drive and a Hepatitis Vaccination Drive in collaboration with JDC and The Health Foundation, respectively.

Nestlé's vision of a waste-free future



Nestlé Pakistan launched TREK initiative to promote Responsible Tourism in Khyber Pakhtunkhwa



'Travel Responsibly for Experiencing Ecotourism in Khyber Pakhtunkhwa' (TREK) – is a collaboration between KP govt, World Bank & Nestlé to promote responsible tourism for a waste-free future.

The partnership is assisting the role of tourism in job creation and Khyber Pakhtunkhwa's efforts for facilitating tourists by improving accessibility through roads, rescue services and planning of tourism zones.

TREK Launch

In December 2020, Prime Minister Imran Khan unveiled the logo of 'Travel Responsibly for Experiencing Ecotourism in Khyber Pakhtunkhwa' (TREK) – The partners vowed to work together for the protection of ecosystem through solid waste management and plastics recycling at the tourism sites across Khyber Pakhtunkhwa.

TREK is an initiative under the Khyber Pakhtunkhwa Integrated Tourism Development (KITE) project. Its activities emphasize heritage preservation, tourism infrastructure development and destination management while adhering to the fundamentals of responsible tourism. TREK includes awareness campaigns for tourists, and training of local communities and businesses on waste minimization, collection and recycling.

TREK is driving new behavior and understanding through community engagement, cleanup activities, trainings and connecting waste recycling companies with the local administration.

TREK Communication Campaign launch

In June 2021, TREK communication campaign was launched in Nathiagali.

As part of the campaign, Radio and Social media campaigns



Nestlé Pakistan



were launched and signboards emphasizing the importance of 'Clean Galiyat' were also installed across the region. Reusable bags were handed out to Galiyat Development Authority (GDA) for local tourists and hotel association.

TREK for Healthier Kids: A nutrition awareness program under TREK

A two-day training titled "TREK for Healthier Kids" was held in collaboration with the Nestlé for Healthier Kids (N4HK) program in August 2021. It concluded with a certificate distribution ceremony for teachers, distribution of 4,000 reusable bags and 2,300 N4HK books to children in Galiyat. N4HK is one of Nestlé's global Creating Shared Value initiatives that empowers parents, caregivers and educators to foster healthier lifestyle habits among school age children.



Waste-management training in Swat

The two-day waste management training comprised of sessions for the hospitality sector on categorizing waste, importance of recycling, learning to conduct waste audits, basic food safety and importance of WASH compliance among others.



Nestlé Pakistan partnered with the respective District Councils, Gilgit Baltistan Waste Management Company (GBWMC) and Karakoram Area Development Organization (KADO) to launch the "Clean Gilgit and Hunza Project"

Gilgit and Hunza have become a popular attraction for local and foreign tourists with more than 1 million tourists visiting the area annually. An estimate indicates that more than 200,000 kgs of plastic and paper packaging waste is collected on a yearly basis in the region, which increases in the tourist season.

"Clean Gilgit and Hunza Project" focuses on waste segregation and recycling systems for Gilgit and Hunza. We have installed two bailing machines, one in Hunza and the other in Gilgit, that will encourage waste management of around 200,000 KGs of plastic and paper packaging waste in 2021, eventually leading up to 1000 tons by 2025 to make the region waste-free and promote sustainable tourism in the region. Under this project, we will be installing 24 benches and waste bins at popular tourist locations in Gilgit and Hunza. These benches and waste bins are made from the recycled plastic waste collected in Gilgit and Hunza.

Nestlé Pakistan



Nestlé Pakistan launched Clean Gilgit and Hunza Project



We have also donated 15,000 reusable bags to the both the District Councils for further distribution among the communities during 2021. This project marks Nestlé Pakistan's efforts to reduce the environmental impact of packaging waste by improving its management and recycling.

plastics, ends up in landfill or rivers. To achieve this, we have set ourselves the commitment of ensuring 100% of our packaging is reusable or recyclable by 2025.

TREK initiative and Clean Gilgit and Hunza Project are in line with the following UNSDGs:

At Nestlé, our vision is that none of our packaging, including



Novartis Pakistan



Company partnerships in Strengthen Healthcare Systems

Novartis seek opportunities to lower local barriers to healthcare delivery and access of our quality medicine to our patients. Novartis working in collaboration with governments and other partners to support & improve the Healthcare Systems.

Novartis collaborated with PBM (Pakistan Baitul Mal), by Automating the manual and fragmented IT software and infrastructure with the state of the art, efficient, fast and digitally integrated system.

In the first phase Novartis provided a grant to develop e-processing software which connect more than 150 regional, provincial and districts offices and hospitals across Pakistan.

In the second phase, for the wider interest of the patients and to make the e-processing more productive and efficient, Novartis provided an end to end solution by providing the advanced infrastructure to support 75 district offices in Pakistan which has the highest number of patient flow so as to bring the maximum benefit to the poorest of the poor patients of the country.

The entire automation grant will facilitate Pakistan bait ul mal to efficiently serve the poor beneficiaries across the country by expediting the process making it more user friendly, faster, transparent and reliable.

The new system will simplify the processes and optimize processing time for patient facilitation. This partnership with PBM will benefit the deserving patients and would allow access to medicines by decreasing the duration and ensuring timely disbursements of funds.

Novartis initiated access program under Public-private partnership focusing on JPMC (Jinnah Post Graduate Medical Center) and SIOVS (Sindh Institute of Ophthalmology & Visual Sciences) for innovative molecules that would be inaccessible to an economically distressed non-reimbursed market.

Novartis reached out to policymakers and gained the support to evolve the Healthcare System. Novartis became the pre-

ferred partner, secured funds for low priority disease areas (tough in COVID) & shaped access by filling gaps in the Healthcare Systems to ensure sustainability.



CPO Message : Dr. Imran Rasheed

“Novartis is all about making an impact in Healthcare systems and improve patients quality of life. I am more than happy to see Novartis collaboration with our partners. Novartis & PBM accomplished a major milestone by automating a PBM complex system, as a result, we were able to optimize processing time and reduce the patients journey.”

Any Other News:

Zolgensma (Novartis Gene Therapy) for Spinal Muscular Atrophy (SMA) Successfully Dosed to 1st Patient in Pakistan - 13th January 2021



Medicine for rare diseases, Zolgensma was successfully dosed to first Patient in Pakistan (free of cost) via Global MAP in AKUH (Agha Khan University Hospital). After the scheduled dosing, a short ceremony was held in AKUH paediatric department to celebrate the patients birthday. Both parents and the AKUH faculty showed gratitude for the efforts put in by Novartis to make the medicine available during pandemic.

Novartis Pakistan (Dr. Imran Rasheed (CEO / Country President), Dr Muhammad Shiraz (Head of Commercial Execution) meeting with Mr. Aun Abbas Bappi, (Managing Director Pakistan Bait ul Mal) on PBM Automation and MOU



OmyaPack (Pvt.) Ltd.



OmyaPack in Chemicals Distribution Business

OmyaPack Calcium Carbonate manufacturing plant started its operations in 2018 and in short span of time has strong footprints across all over Pakistan in all segments including Paper & Board, Polymer, Construction and Consumer goods; having business with all renowned national and international brands.

OmyaPack offers versatile solutions beyond Calcium Carbonate includes distribution of chemical specialties. OmyaPack implemented the inherent knowledge of 125 years of Omya Chemical distribution business. The Global Distribution Services (GDS) team at Omya is dedicated in

developing, managing and coordinating the distribution activities. Omya global reach ensures extensive market access, strong cross-selling opportunities and deeper functional knowledge than any other non-manufacturing distributors.

OmyaPack principals are leaders in their respective fields. Our customers rely on our standard quality, delivery and unparalleled market service. OmyaPack continue to grow its global distribution market presence with strategic partnerships with world renowned principals.

Principals for Distribution Products:

1. Coatex-Arkema, Dispersing Agents (France)
2. Kronos Worldwide Inc., Titanium Dioxide (Germany)
3. Venator Corporation (Color pigment)
4. Latex from Jinji (China)
5. Stearic Acid from Emery Oleochemicals
6. SMS, Starch (Thailand)
7. Burgess Pigment Company, Kaolin Clays (U.S.A)
8. MiniFibers Inc., Specialty Fibers (U.S.A)
9. Barytes from Minbar



“If you can dream it, you can do it”

The ongoing COVID-19 is not only a public health crisis on a pandemic scale; but it has also severely affected the global economy, more so that of developing and emerging economies like Pakistan.

Like its compatriots, Team OmyaPack remained optimistic and productive, quickly adapted to the 'new normal' and through effective communication and collaboration was able to successfully achieve its business targets.

Owing to the great team work that OmyaPack has demon-

strated, we are delighted to have secured Omya-Region Asia Pacific's 'Top Performers 2020' Award, not in one but two categories!

We are honored and humbled to secure Gold position for achieving (in fact surpassing) the planned sales, and Silver position in accomplishing significant sales turnover compared to previous year, in the Asia-Pacific region.

Mr. Charles Etienne Houssa, VP Sales, handed over the award during the AP's Annual Sales Meeting to our Sales Team.



Welcome to Polygal AG.



The year 2021, much like 2020, witnessed the impact of Coronavirus on businesses around the world. Polygal AG was no exception to this trend. Our operations around the globe encountered many challenges in these difficult times, the foremost being the interruptions in raw material sourcing and the resulting shortages and price escalation of raw material.

However, with timely remedial measures taken, we managed to close the year 2020 on a promising note and so far we are on track to also close the year 2021 on a promising note.

Polygal AG is the global leader in the research and utilisation of vegetable hydrocolloids for various industrial applications. Customers from around the world are supplied from our four production facilities in the vicinity of the most important areas for raw materials and sales. For more than 60 years and in more than 70 countries around the world, Polygal has been synonymous with a high standard of quality and expertise in application technology inclusive of pharmaceuticals, textile, paper, personal care, food products and others.

Polygal AG facilities located at Export Processing Zone Authorities (EPZA) at Karachi produce specialised products for supply to its market around the globe.



SICPA Inks Pakistan

**SAFER TOGETHER
STRONGER TOGETHER**



Efforts to save the Environment

As a socially responsible organization SICPA has always kept environmental consideration at the forefront of its operational activities.

In 2021 we are completing second phase of transition to solar energy which will enable us to obtain 50% of our electricity needs from solar. We are also facilitating our employees for installation of solar system at their home. This is in addition to our efforts to conserve energy in our operations using Lean management, replacement of conventional lights with LEDs and awareness for energy conservation.

Besides that, a comprehensive system to manage environmental risks ensures our operation comply with environmental good practices.

Contribution to fight COVID-19

The COVID-19 pandemic has been a challenging time for all. In an effort to safeguard the health of our employees and their families, SICPA Pakistan collaborated with Pakistan Security Printing Corporation (PSPC) to set up a Vaccination Camp on 7 June 2021.

The management supported the cause and played a pivotal role in promoting a positive vaccination message to ensure the workplace is safe and employees are protected.

HR stepped forward to facilitate the employees in every possible way to get their shots; Company Doctor educated them

about the benefits of being vaccinated, created awareness about false rumors that prevented employees from getting vaccinated, shared latest information with them on virus control and protection and gave employees time off to get vaccinated.

In a span of less than four months, the entire workforce got vaccinated. In the second phase, we are aiming to convince all employees to get their family members vaccinated.

CSR Activities

One of the core values of SICPA Pakistan is to support education. In doing so, 20 laptops were donated to The Citizens Foundation (TCF) college and 20 laptops were donated to NASRA school. These donations would help both organizations to cater to the needs of computer education of their students.

SICPA Pakistan has continued to support its worker's children through its 'Education Assistance Program' (EAP) that was initiated in 2016. This initiative aims to provide financial support for the education of worker's children and to encourage girl students to further their academic studies. There are 46 girls and 43 boys registered in this program.

SICPA Pakistan has also supported The Kidney Center and Layton Rahmatullah Benevolent Trust. (LRBT)

SICPA Pakistan participated in the NFEH, 13th International CSR Summit & Awards and was presented with an award in the category of **'Best Practices in CSR'**.



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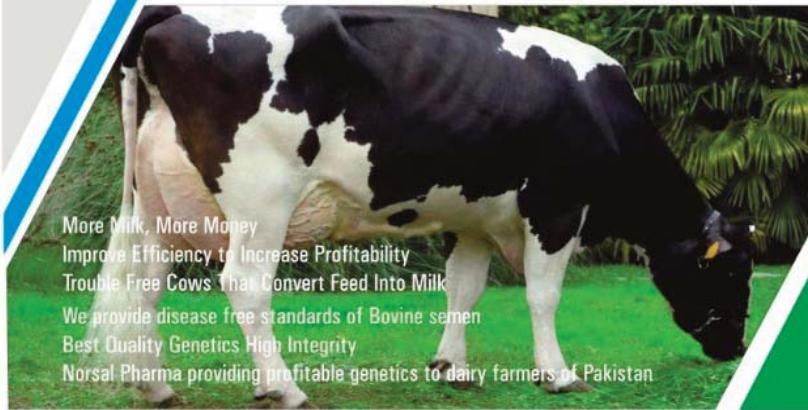
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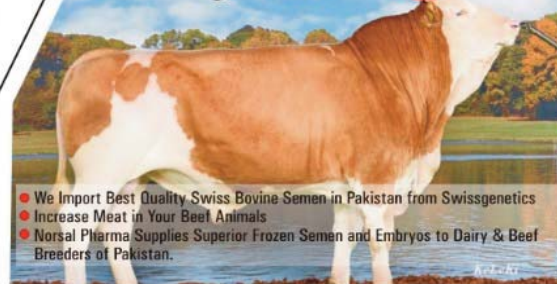
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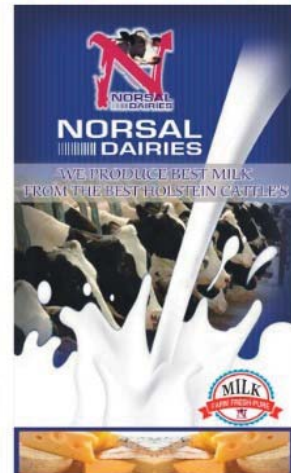
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*Source: Annual Report of 2020



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