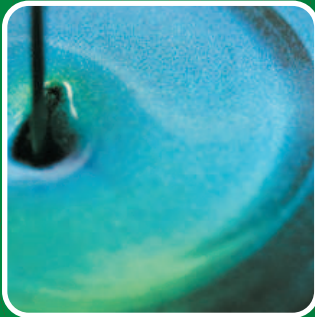
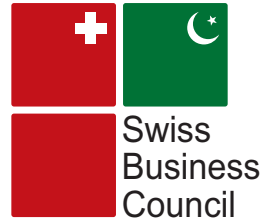


News Magazine



**High security inks &
brand protection**

**Dyes & specialty
chemicals**

**Textile chemicals &
spindles**



**Specialty chemicals
for construction &
industry**

**Healthcare &
pharmaceuticals**

Precision & watches

Futhering Trade Exploring Opportunities



/ Color Enhanced. Performance Enhanced.
Sustainability Enhanced.

ALL FORCES JOIN

Together with the newly joined former **BASF** textile chemicals business team, Archroma offers **innovative technologies** especially designed to take up your challenges – in every step of the production chain.

Supported by our pioneering ONE WAY Sustainability Service, which integrates ZDHC-MRSL compliant products, our dyes and chemicals enhance the properties and aesthetics of textiles.

We know what drives your markets, and we support you with **global** presence, **expert** technical know-how and a strong commitment to developing **responsible** solutions.



JOURNEY THROUGH 4 GENERATIONS

1920's

**INITIATION OF TEXTILE
PRODUCTION WITH DOBBY &
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 ARCHROMA &
CLARIANT - SWITZERLAND**

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

2005

INDUSTRIAL MART

Compressors and its filter,
bearings, lubricants, material
handling equipment, active
harmonic filter, variable
frequency inverter. Special
conveyor & transmission belts.

2007

FMCG

Distribution of fast moving
consumer products.



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

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Swiss Business Council Managing Committee



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Patron-in-Chief - Swiss Business Council &
Ambassador of Switzerland to Pakistan & Afghanistan



Philippe Crevoisier

Patron – Swiss Business Council &
Consul General of Switzerland in Karachi, Pakistan



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Managing Director - SICPA Inks Pakistan (Pvt.) Ltd.



Farhat Ali

Vice President - Swiss Business Council &
Chairman Polygal Habib Gums (PHG) & Resident Director
Energy Management Resource Group (EMR Consult)



K.M. Iqbal

Secretary General & Treasurer - Swiss Business Council
& Director - Al Ameen Trading Corporation (Pvt) Ltd.



Mujtaba Rahim

Director & Chairman Liaison with Switzerland Global
Enterprise - Swiss Business Council &
President & CEO, Archroma Pakistan Ltd



Yasmin Peermohammad
Director - Swiss Business Council



Syed Farukh Mazhar
Director - Swiss Business Council &
Managing Director, SGS Pakistan (Pvt.) Ltd



Ahmed N. Chaudhary
Director - Swiss Business Council &
CEO / Country General Manager
Sika Pakistan (Pvt.) Limited



Andreas Aepli
Director - Swiss Business Council &
Country Manager, Bühler Pakistan



Shahab Rizvi
Director - Swiss Business Council & Country President/
Chief Executive, Novartis Pharma (Pakistan) Limited



Jordan James Din
Ex-Officio Member - Swiss Business Council & Deputy
Head of Post/Head of Commercial Section, Consulate
General of Switzerland in Karachi



Fletcher P. Albert
Business Development Manager - Swiss Business Council

CONTENTS

| | |
|--|----|
| Message from the Ambassador of Switzerland to Pakistan | 01 |
| Message from the Consul General of Switzerland in Karachi | 01 |
| Message from Regional Director Asia Pacific and Member of the International Executive Board, S-GE Zurich, Switzerland | 01 |
| Message from the President of Swiss Business Council in Pakistan | 01 |
| Swiss Business Council Member Companies | 04 |
| News from the Swiss Business Council | 07 |
| News from the Switzerland Global Enterprise | 29 |
| News from the Embassy of Switzerland in Islamabad | 32 |
| News from the Consulate General of Switzerland | 43 |
| News from the Swiss Business Council's Members | 48 |

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DISCLAIMER

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H. E. Marc Pierre George
Ambassador
Embassy of Switzerland
in Pakistan

It gives me pleasure to address the readers of the recent edition of news magazine published by the Swiss Business Council. I am glad to say that this magazine is a true compilation of recent past activities of Switzerland in Pakistan in the fields of economy, business, and aid.

I will take this opportunity to apprise the readers of this publication of the future activities of the Swiss mission in Pakistan. As you may be aware that the Swiss Development & Cooperation Agency popularly known as SDC has completed its 50 years of its contribution towards the society of Pakistan this year. To celebrate this achievement, the SDC in collaboration with the Embassy is planning to organize an arts competition event at this Embassy in fall this year. Students of the prominent arts education institutions will participate in this event. The theme of the event is 'Zero Hunger', which is one of the sustainable development goals of the UN. The objective of this event is to raise awareness of this goal further amongst the masses of Pakistan using the potential platform of the Embassy.

In addition to raising awareness, Switzerland also believes in sharing its knowledge to build the capacity of developing countries. This year, the commercial section of the Embassy is working on promoting the Swiss best corporate practices in the fields of Human Resource Management, Environment

Continued on Page 2 ▶



Philippe Crevoisier
Consul General
Consulate General of
Switzerland in Karachi

Dear Members of the Swiss Business Council:

Warm greetings!

While I take charge as new Consul General in Karachi on September 01, I happily note that the Swiss Business Council (SBC) is playing an important role in promoting bilateral trade relations between Switzerland and Pakistan.

Over the past two years, SBC's active participation during "Pakistan-Switzerland Friendship Exhibition" at the Karachi International Airport, signing of two Memorandum of Understanding (MoU) with the Punjab Board of Investment & Trade (PBIT) and the Sindh Board of Investment (SBI), and its ongoing partnership with Switzerland Global Enterprise (S-GE) to bring Small and Medium size Swiss companies to Pakistan is highly commendable. Please accept my heartiest congratulations for this excellent work.

Also, I gladly notice that the SBC excellently collaborates with the Embassy (Patron-in Chief) and the Consulate General (Patron). SBC's recent interaction with the Swiss Development Cooperation (SDC), which this year marks its 50 years of presence in Pakistan, is as well appreciated and I earnestly thank the Management Committee for its commitment to highlight Swissness in Pakistan.

I look forward to work in close coordination with the SBC, along with my team, to further

Continued on Page 2 ▶



Wolfgang Schanzenbach
Regional Director Asia Pacific
& Member of the International
Board, Switzerland Global
Enterprise, Zurich, Switzerland

Dear Reader,

Switzerland Global Enterprise (S-GE) was founded as a non-profit association in 1927. S-GE, being a partner of Swiss Business Council (SBC) in Pakistan, has worked together to support Swiss companies and to promote Switzerland as a business location. S-GE's role as a center of excellence for internationalization is to foster exports, imports of designated focus countries and investments; to help Swiss companies develop new potential for their international businesses and to strengthen Switzerland as an economic hub.

In coordination with various private resources, S-GE helps particularly small and medium-sized enterprises (SME's) to identify and pursue sales opportunities abroad and positions Swiss exporters as internationally competitive providers to foreign markets. Services are based on the degree of internationalization of the individual client. During basic consulting, S-GE and the company analyze concrete export plans together. The SME thus benefits from the S-GE's consultants' years of export experience, as well as from the targeted use of efficient analytical methods as well as the S-GE partner network around the globe. These results serve as the basis for detailed consulting, during which companies receive individual advice on their internationalization plans.

Furthermore, I would like to

Continued on Page 2 ▶



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

Dear Reader,

On behalf of the Managing Committee and Members of Swiss Business Council (SBC), I would like to avail this opportunity to invite you to explore the contents of this news magazine.

The SBC is a non-profit legal entity, registered by the Securities & Exchange Commission of Pakistan, established in 2008, partner of Switzerland Global Enterprise (S-GE) - [*S-GE is a trade and investment promotion organization like TDAP & BOI in Pakistan*] and has an alliance with Swiss-Asian Chamber of Commerce (SACC) in Switzerland. The SBC interacts very closely with its Patron-in-Chief - Swiss Embassy in Islamabad and Patron - Swiss Consulate General in Karachi.

The objective of the SBC is to support the bilateral trade and investment relations between its members and to promote economic and social relations between Pakistan and Switzerland by providing following services to its members in Pakistan and partner in Switzerland:

- Information about the local market, market research and analysis.
- Reports on business opportunities.
- Active support for identification of qualified business partners.
- Contacts with local trade associations and public authorities.

Continued on Page 2 ▶

◀ *Continued from Page 1*

H. E. Marc Pierre George

Patron-in-Chief

Safety, and Corporate Social Responsibility. Early next year, the Embassy is planning to hold an event to promote these practices amongst the business enterprises of Pakistan. The commercial section is also working on a plan to bring a delegation of the members of the local chambers of commerce in its territorial jurisdiction to Switzerland next year to promote further the trade between the two countries.

The Embassy has once again renewed its pledge in supporting small projects in the field of development and human rights and it will continue supporting projects in the future. Besides providing financial support, Switzerland has also been contributing towards the skill development of the youth of Pakistan since 2012 through

Swiss Government Excellence Scholarship program and it will continue doing the same this year. These scholarships are offered in the disciplines of research after masters, PhD, and Post Doc in the public universities of Switzerland. Since its inception, 26 bright students from Pakistan have been to Switzerland to obtain higher education in their field of research.

While concluding, I would like to congratulate the Swiss Business Council in taking out another informative edition of the magazine and wish them success in their future endeavors to further promote the bilateral relations between Switzerland and Pakistan.

◀ *Continued from Page 1*

Philippe Crevoisier

Patron

promote the long-standing, strong friendly relations between our two countries.

Wishing you all continued success, and assuring you of the best

possible cooperation.

Long live Switzerland-Pakistan friendship!

◀ *Continued from Page 1*

Wolfgang Schanzenbach

Regional Director Asia Pacific & Member of the International Board, S-GE

reaffirm S-GE's business vision for Pakistan. S-GE and the SBC entered into a service performance agreement in 2014. This move solidified S-GE's presence and determination to promote the interests of Swiss SME's in areas such as food processing technologies, construction and infrastructure development, hydro-power, waste-water management and many others.

In recent months, for example, the SBC and S-GE provided its services to a Swiss company specializing in plastic welding technology, a firm focusing on fire protection glass, as well as an SME

dedicated to fuel injection technology, resulting in finding distribution partners in the country. A few more Fact-Finding Missions to Pakistan for companies in the consumer products and reinforced fiberglass pipes sectors, are planned.

We are excited about the business opportunities Pakistan presents for Swiss SME's and are confident that together with our partner-network, we are well positioned to support our clients in taking advantage of them.

◀ *Continued from Page 1*

Asif Ikram

President

- Organization of trade fair participation and events in Pakistan and Switzerland.
- Organizing Fact-Finding missions (FFM) to Pakistan for Swiss SMEs.
- Supporting Pakistani companies interested in establishing business in and with Switzerland.
- Link Pakistani companies to S-GE and SACC in Switzerland.
- B2B networking meetings with Swiss Companies.

The SBC entered into a service performance agreement with S-GE in 2014 and immediately after entering into the agreement, SBC provided partner-search services to S-GE for Swiss companies in the sectors of food processing technology, plastic and laser welding, fire protection glass and common rail system - including the recent FFM of Jamailah Switzerland AG to Pakistan to find a trading partner for distribution of their consumer goods in Pakistan. Noteworthy, couple of them are successfully launched and represented in Pakistan. One of the Swiss company also participated in exhibitions in Karachi and Lahore together with its partner - M/s. Dynamic Solutions (Member of SBC) this year and last year. The results were very positive in terms of lead generation and resulting sales.

The SBC in collaboration with S-GE is planning another FFM for glass reinforced plastic piping systems to Pakistan followed by the participation of Swiss universities' in Education Expo in Pakistan.

Furthermore, the Patron of SBC - patronized the signing of an MoU between SBC and Sindh Board of Investment (SBI) and Patron-in-Chief together with Patron of SBC patronized the extension of MoU for another two years with Punjab Board of Investment and Trade (PBIT) and establishment of Pak-Swiss Facilitation Desk at SBI and PBIT, which resulted in acquiring of land for Swiss Company in the Sunder Industrial Estate in Lahore with support of SBC and PBIT.

During 2016-2017 together with our partner – SBC will continue to “sell” Pakistan as a potential and lucrative market for investments from SMEs in Switzerland.

I would like to thank H.E. Mr. Marc P. George, Ambassador of Switzerland to Pakistan and Mr. Philippe Crevoisier, Consul General of Switzerland in Karachi for their patronage and continuous support. I take this opportunity to also thank the Managing Committee, Members and our Partner – S-GE for their valued cooperation in all the endeavors of SBC – now and in the years to come.



Patron-in-Chief:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Embassy of Switzerland in Pakistan

Patron:



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Consulate General of Switzerland in Karachi

Members:



Partner:



enabling new business

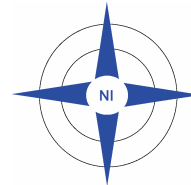
Alliance:

Swiss-Asian Chamber of Commerce



PHILIP MORRIS
(PAKISTAN) LIMITED

Sategourmet



The Legend



Leather Products



Leather Garments

News of the Swiss Business Council



Brief Introduction of Swiss Business Council

Swiss Business Council (SBC) is a non-profit-organization registered by the Securities & Exchange Commission of Pakistan in early 2008, partner of Switzerland Global Enterprise (S-GE), patronized by the Embassy of Switzerland in Islamabad and the Consulate

General of Switzerland in Karachi, has an alliance with Swiss-Asian Chamber of Commerce, have practicing Memorandums of Understanding in place with United Nation's Global Compact Network Pakistan, Punjab Board of Investment & Trade and Sindh Board of Investment.

Fact-Finding Mission of Glas Trösch AG FIRESWISS to Pakistan



Brief Introduction of Glas Trösch AG FIRESWISS

Swiss Glass Company operates in three business areas. The EXTERIOR division encompasses window, facade and roof glazing, safety and fire protection glass as well as HY-TECH-GLASS. The INTERIOR division offers glass solutions for the home, office, public spaces and the catering trade. The product range in the AUTOMOTIVE division includes car, railway, bus, truck and aircraft glazing.

Can Glass Burn?

Fire resistance tests that serve for quality control and internal development and that also form the basis for national and international approval procedures are conducted on a regular basis in the company's own worldwide accredited fire laboratory.

In addition to protection against smoke, heat and flames, aesthetic functions are increasingly playing an important role in fire safety. Transparent fire protection glass provides natural lighting, thereby offering considerable design freedom.

With FIRESWISS FOAM and FIRESWISS COOL, a Swiss Glass Company supplies highly effective fire protection solutions. In the event of a fire, the glass becomes a rigid foam sheet. It becomes opaque, cutting off the heat radiation. A large proportion of the heat energy is consumed in this way and rendered harmless. A heat shield is formed that allows all occupants a safe passage along the emergency and escape routes.

No other ancient material is more modern and has a brighter future than glass. From the formation of natural glass in the heat of a volcano through industrial production of large-scale construc-

tion glasses to design glass for a modern lifestyle – the history of glass is every bit as fascinating as its properties.

Glass is a timeless material with enormous functionality. It acts as a heat and sound insulator and provides security. Glass enables us to structure our living and working environment accordingly to individual needs and to constantly realize new visions.

The Swiss Glass Company's brand stands for partnership, dependability and continuous development. The Swiss Glass Company thinks and plans for a long-term. By investing their profits in state-of-the-art plants. The Swiss Glass Company is proud to be founded in 1905 and now is in its 4th generation.

Amazement is the Beginning of Knowledge. (Plato) Glass unites and separates at the same time. It afford saninsight, without allowing us immediate access. We can admire or mavel at what we see on the other side of the glass. It stimulates our curiosity, inspires us to dream and perhaps marks the dawning of a new understanding.

Fact-Finding Mission

The SBC in partnership with S-GE and in collaboration with the Embassy of Switzerland in Islamabad and the Consulate General of Switzerland in Karachi organized the Fact-Finding Mission for Glas Trösch FIRESWISS to Pakistan. The Swiss company deals in specialized glasses for exterior and interior use in industrial, commercial, and residential projects.

In honour of the FFM of GlasTrösch AG FIRESWISS to Pakistan, the networking-dinners and luncheon were hosted by:



Meeting with Mr. Shahzad Baig, General Manager of Ghani Value Glass Ltd.



Meeting with Dr. Asif Rafique, CEO of Muraa Group (Member-SBC)

- The Chief Executive Officer of Sika Pakistan (Pvt.) Ltd & Director of SBC.
- The Patron-in-Chief of SBC & Ambassador of Switzerland to Pakistan in Islamabad.
- The Group Head/SEVP of Habib Metropolitan Bank & Member of SBC.
- The Patron of SBC and Consul General of Switzerland in Karachi, Pakistan.
- The President of SBC – CEO SICPA Inks Pakistan (Pvt.) Ltd, Director, SBC – Chairman Avant Ventures & Polygal Habib Gums, VP, SBC – Country Manager of Bühler Pakistan (Pvt.) Ltd and

Business Development Manager of SBC represented SBC at the dinner hosted by Patron-in-Chief in Islamabad and then VP of SBC – then Managing Director of Abbott Laboratories (Pakistan) Ltd. and Business Development Manager of SBC represented SBC at the dinner hosted by Patron in Karachi.

Following three (03) companies were on the short list in the partner-search for FFM of GlasTrösch AG FIRESWISS to Pakistan:

1. Gunj Glass Works
2. Haseen Habib Trading (Pvt.) Ltd.
3. Pakistan Safety Glass



Meeting with Mr. Rukunuddin Aslam, Sr. Executive, Mr. Zabeeh Ullah Sheikh, Sr. Executive & Mr. Muhammad Ashraf, Director of Gunj Glass Works Ltd. & Ali Glass Industries (Pvt.) Ltd. in Hasanabdal



Mr. Christian Lemann's visit to SBC's Offices

Networking Dinner in honour of Fact-Finding Mission of Glas Trösch AG FIRESWISS to Pakistan hosted by Patron of Swiss Business Council

Patron of SBC hosted a networking dinner in honor of Mr. Christian Lehmann, Managing Director of Glas Trösch AG FIRESWISS, who held useful B2B meetings with potential Pakistani business partners in Hasanabdal, Islamabad, Lahore and Karachi.

At the occasion, the then Consul General - Mr. Emil Wyss said that Swiss Small and Medium Enterprises (SME)s consider Pakistan as an important market and in the coming months several SMEs will be visiting the country.



With representatives of Pakistan Safety Glass and others at the Networking-Dinner Hosted by the then Patron of SBC at the Patron's Residence.

SBC Participates in Golden Jubilee of Pak-Swiss Training Centre

Established in the year 1965 with Swiss Cooperation, Pak-Swiss Training Centre (PSTC) celebrated its Golden Jubilee. The Institution is country's one of the best vocational training center, which has so far produced thousands of especially skilled professionals, all of them who now are successfully working or managing their own businesses in Pakistan and abroad.

Speaking at the occasion, then Patron of SBC shared that vocational education is the secret of success for strong Swiss economy.

While congratulating PSTC Management, Faculty, Students, and

Alumni, Federal Minister of Science and Technology - Mr. Rana Tanveer Hussain said that education is the key to Pakistan's sustainable development and the present government is committed to provide more and equal chances to all Pakistanis to acquire basic and vocational training.

Together with then Patron, the President – Mr. Asif Ikram and Business Development Manager together with Ex-Officio Member of SBC and Head of Commercial Section – Mr. Jordan James Din at the Swiss Consulate General (CG), represented the SBC & CG at the celebrations at PSTC.



Selfie at PSTC !



Group-Photo: with Mr. Rana Tanveer Hussain, Federal Minister of Science and Technology

Fact-Finding Mission of Ganser CRS to Pakistan

The SBC in partnership with S-GE and in collaboration with the Patron-in-Chief and Patron of SBC organized the FFM of Ganser CRS to Pakistan

Brief Introduction of Ganser CRS

- Ganser CRS (GCRS) has successfully equipped locomotives and construction machinery for decades. In 2006, the family enterprise – founded 30 years ago – targeted an ambitious export project. The company's aim was to supply the Indian Railways with the most modern, electronically controlled common-rail injection systems for their existing and also new diesel engines. A highly ambitious undertaking given the fact that, after Russia, India

operates the largest state railway company in the world – with 1.5 million employees and thousands of locomotives. The latter had become quite outdated and had an enormous modernization potential.

- Until exports leaped, five (05) years passed during which preliminary work and the complex search for local partners took place as well as establishing the permanent contact to Indian

Railways. GCRS was supported by S-GE. With the assistance of the Pool of Experts and S-GE's local Swiss Business Hub in Mumbai contacts were established and negotiations conducted. In 2011, the joint venture agreement was signed with an Indian partner company, and at the end of 2013, the first (1st) locomotives equipped with the GCRS technology finally went into service.

- GCRS aim in three (03) years' time is to equip approximately 300 locomotive engines per year.
- GCRS develops, produces, sells and distributes Common Rail injection systems for efficient and powerful diesel and dual fuel engines.

- Common Rail injection systems from GCRS allow you to reduce fuel consumption of your diesel and dual fuel engines.
- Common Rail injection brings remarkable improvements to diesel and dual fuel engines. It is the current and future injection technology for diesel and dual fuel engines worldwide.
- Common Rail injection is a significant technological upgrade for any diesel or dual fuel engine. It represents an essential step in the modernization process of every diesel and dual fuel engine.
- Fuel consumption is being reduced by 5 – 15% compared to an existing engine with conventional injection. This results in substantial operational cost savings.

Fact Finding Mission to Pakistan:



Meeting at Pakistan Railways Headquarters



SBC hosted an informal dinner with representatives of Swiss Consulate in Lahore, Equinox & Z.M. Enterprises



Meeting with Representatives of Z.M. Enterprises



Meeting with Ms. Amena Cheema, CEO-PBIT



Meeting at Equinox (Pvt.) Ltd.



Meeting at Min Tin Corporation (Pvt.) Ltd.



Meeting at Tradimpex

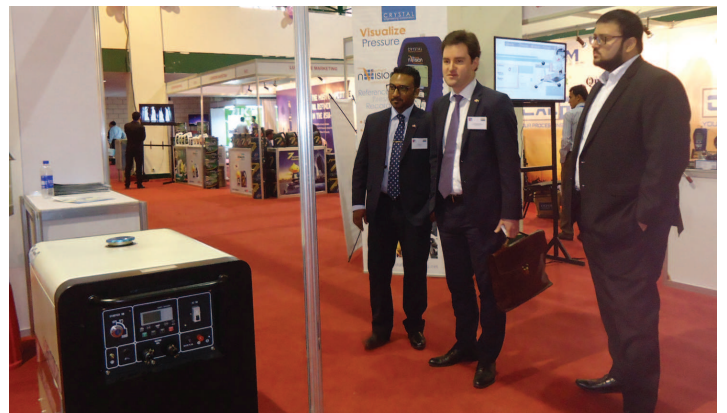


Meeting at Tabani Trading International



Meeting at AJCL (Pvt.) Ltd.

Visit to the 13th International Trade & Industry Fair at Expo Centre, Karachi





Visit to SBC



Meeting at Swiss International Air Lines Ltd

Networking Dinner in honour of Ganser CRS hosted by the then Patron of SBC



Q & A



Representative of Ganser – honoured with traditional Sindhi Cap & Ajrak

Sindh Board of Investment & Swiss Business Council Sign MoU

Sindh Board of Investment (SBI) and Swiss Business Council (SBC) signed a Memorandum of Understanding (MoU) at a ceremony organized at the Consulate General of Switzerland in Karachi.

Mr. Asif Ikram and Mr. Iftikhar Ali Shallwani – then Director General of SBI, on behalf of the Sindh Board of Investment - Government of Sindh, signed the MoU. The then Patron, Mr. Emil Wyss and Chairperson SBI, Ms. Naheed Memon were present among other

dignitaries to witness the signing event.

With the MoU, SBI at its offices has established a Pak-Swiss Facilitation Desk (PSFD), which will carry out activities inter alia facilitate Swiss companies, look after matters of bilateral trade and investment. SBC will support SBI to attract Swiss investment in the province by identifying potential trade opportunities in Sindh.



SBC's Delegation to Lahore

Sika hosted a networking dinner

Mr. Ahmed N. Chauhary, Director of SBC hosted a networking-dinner in honour of SBC Delegation to Lahore.





SBC – Managing Committee Meeting in Lahore





SBC Delegation heading to PBIT & Bühler



SBC & PBIT Renew Economic Cooperation Agreement

SBC and PBIT renewed Memorandum of Understanding for another period of two years, then Chairman - PBIT, Mr. Abdul Basit and Mr. Asif Ikram signed the agreement.

Deputy Head of Mission - Embassy of Switzerland in Islamabad, Mr. Roger Kull and then Patron of SBC, Mr. Emil Wyss were present among other prominent guests to witness the ceremony.





SBC Delegation to Bühler Pakistan







SBC hosted a Farewell-Luncheon in honour of Outgoing Patron of SBC & Welcomed the incoming Patron of SBC:





SBC's Managing Committee Members held a Luncheon-Meeting hosted by Deputy Head of Mission at Swiss Embassy in Islamabad and the Delegation of Swiss Agency for Development & Cooperation at a local hotel in Karachi.



SBC organized a Presentation of M/s. Aazaan International (Member-SBC) at Al Ameen Trading Corporation (Pvt.) Ltd.



Swiss representative of Global Insight for the Japan Times visited the SBC



Mr. Peter Andres & Mrs. Lisa Gordillo visited SBC office.

Series of SBC Management Committee Members Meeting with SBC's Partner S-GE in Switzerland

The meetings of the Managing Committee Members of SBC were organized with SBC's Partner S-GE in Switzerland

The series of meetings was initiated with first meeting of Mr. Asif Ikram, President of SBC in Switzerland followed by meetings of Mr. Andreas Aepli, Director of SBC and Mr. Farhat Ali, VP of SBC



Mr. Andreas Aepli & Mr. Beat Ineichen at S-GE



Mr. Farhat Ali, Dr. Gohl of EICG AG and Mr. Beat Ineichen at S-GE



Mr. Farhat Ali at Pini Swiss Engineering

Chairperson Sindh Board of Investment Naheed Memon briefs Swiss Business Council

Chairperson, Sindh Board of Investment (SBI), Naheed Memon while briefing the representatives of Swiss Business Council (SBC) said that fruitful investment opportunities are available in multiple sectors in Sindh.

She informed that the Agriculture, transport, science and technology, health, tourism are among the most suitable sectors for investment, during the briefing held in Swiss Consulate General in Karachi.

She said that the land of Sindh has historic traditions and number of sectors will appear beneficial for the investors. On the occasion representatives of SBC obtained necessary information about incentives for the investors from the Chairperson, SBI.

Besides others Deputy Head of Mission, Swiss Embassy in Islamabad, Mr. Roger Kull was also present in the briefing.



In Collaboration with Patron-in-Chief & Patron the SBC Organized the Fact-Finding Mission of Jamailah Switzerland AG to Pakistan



Jamailah is a Swiss Specialty Food company that offers a collection of handmade and carefully selected products – Natural gourmet food

- completely free of chemical additives
- produced by hand,
- from family owned farms in the Mediterranean
- quality controlled in Switzerland

Healthy and natural eating keeps your mind, body and soul in

A lot of lowest level quality oil in the market: Pomace oil

Olive pomace oil is olive oil that is extracted from olive pulp after the first press. Once the mechanical oil extraction of olive oil is complete, approximately 5-8% of the oil remains in the pulp, which then needs to be extracted with the help of chemical solvents, an industrial technique used in the production of most other edible oils including canola, peanut, sunflower, etc. Although the oil extracted in this manner is still olive oil, at retail it may not simply be called "olive oil".

Warnings about possible carcinogenic properties of olive-pomace oil have been issued by the British Food Standards Agency as well as others.

**1) Polycyclic aromatic hydrocarbons (PAHs), some of which can cause cancer, were found in some olive-pomace oil products.*

Grand Cru Olive Oil for Pakistani cooking – a healthy delight

For cooking briyani, daal frying, roti and paratha, grilled or fried fish and lamb

Ghee, or clarified butter, is made by heating and straining butter to remove the milk solids and evaporate its moisture. This action concentrates the fat and calories per serving.

A mild organic olive oil such as the Jamailah Mytilini olive oil is not bitter, with a fine fruitiness and a zest of almonds. A healthy substitute for ghee, butter and peanut or sunflower oil. This olive oil has a high heating point and therefore is ideal for frying and cooking.

Health benefits from organic extra virgin olive oil

The high proportion of healthy polyphenols can be felt while enjoying a Jamailah Grand Cru Olive Oil. It attracts attention with its fine sparkling sharpness in the end. Our olive oils are from early

balance. Organic food has more of the antioxidant compounds linked to better health than regular food.

Our products are controlled and packed in Switzerland. We comply with Bio Suisse (Swiss Organic Quality Standard), EU BIO (European Organic Standards), USDA organic and FDA food standards.

Grand Cru Olive Oils

- Highest quality organic olive oil solely from handpicked olives.
- From Greece, Morocco, Italy and Tunisia.

Quoted from the above reference, "Olive-Pomace oil is made from the residue left after producing virgin olive oil. It is the lowest grade of oil and it represents only a tiny amount of the UK vegetable oil market, around 0.25% of the one million tons consumed each year.

The high contamination PAH's*1 is believed to result from the process used to produce this oil. The Spanish government introduced a temporary ban on olive-pomace oil in response to these findings.

It has now set legal limits for the maximum amount of PAHs in olive oil."

harvest and contain high amounts of antioxidants.

Although olive oil contains plenty of calories, it is a great nutrition to watch weight. Untreated olive oil is rich in essential, unsaturated fatty acids needed by the human organism for boosting the metabolism. Its anti-oxidants fight free radicals preventing from cancer and diabetes.

Olive Oil - For a silky skin

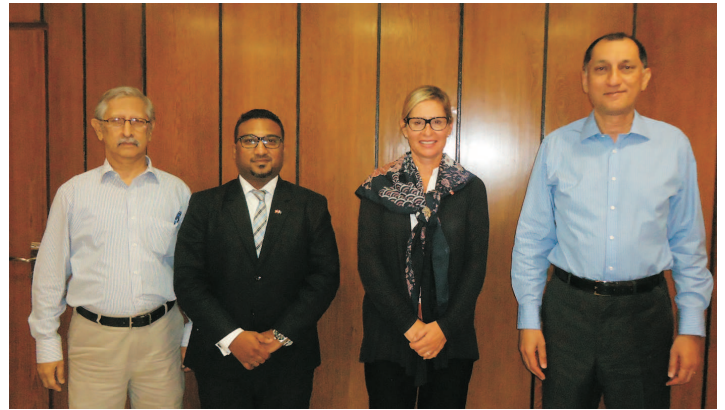
In recent years, the cosmetic industry has rediscovered olive oil - certainly also because natural cosmetics is booming.

Olive oil can improve the skin greatly. On the one hand it consists of 85 percent of essential fatty acids, which help dry skin. The fatty acids - especially linoleic acids contained in olive oil - are necessary for the construction of the natural barrier that protects the skin from drying out.





Meeting at IBL/UB (Pvt.) Ltd.



Meeting at Ali Gohar & Co.



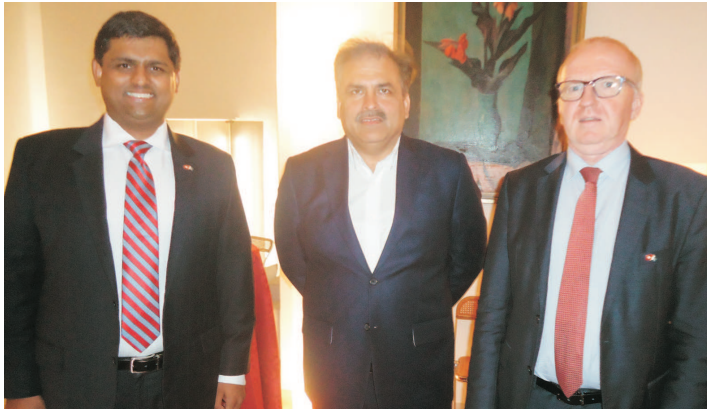
Meeting with Al Ameen & Bliss Distributors at SBC



Meeting at M&P

The Patron of SBC hosted a Networking-Dinner in Honour of FFM of Jamailah to Pakistan





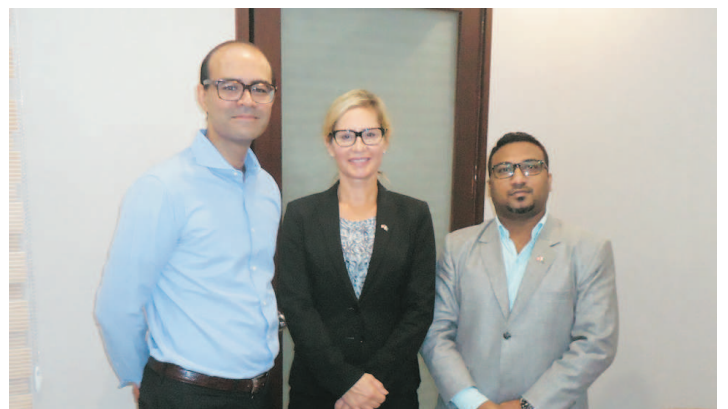
Meeting at Lahore Esschem (Pvt.) Ltd



Meeting at Allied Marketing



Meeting at Khoshgovar

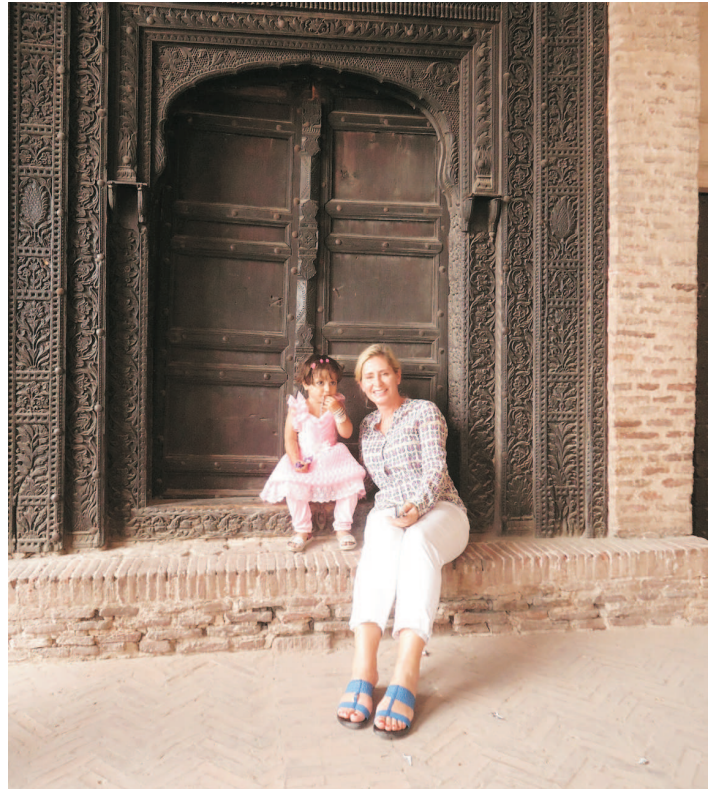


Meeting at Nur Enterprises



Meeting at Montis Pharma

Visit to Lahore Fort



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ROLF G. SCHMID
CEO

MAMMUT

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News from Switzerland Global Enterprise



The fourth industrial revolution will massively boost the international networking of the Swiss economy. SMEs stand to benefit the most.

The world has already experienced three industrial revolutions. Industry 4.0 marks the start of the fourth. The Internet of Things is arriving in factories and is rendering conventional mass production obsolete. Widespread automation is revolutionizing the entire value chain and the way companies collaborate and serve customers across borders.

This opens up new opportunities, particularly for SMEs, who, for example, can gain access to global manufacturer networks more easily or can supply their customers directly by means of 3D printing, without having to rely on sales partners. Their flexibility and niche expertise predestines SMEs for the internationally networked world of the fourth industrial revolution. Never before have there been so many opportunities for them to do business and grow globally.

Industry 4.0 gives companies a versatile building-block system to boost their productivity. With their capacity for innovation, their high industrial value and high technological competence, we consider Swiss companies outstandingly prepared. For years, they

have already been relying on automation and demonstrating how to do extremely successful international business as a small country with a relatively high price level. Only recently, Switzerland was ranked first in the Global Innovation Index for the fifth consecutive time. Our industrial enterprises are becoming suppliers for the fourth industrial revolution, in which countries all over the world are investing.

One thing is certain, Industry 4.0 will completely revolutionize our current understanding of international trade. Production will be individualized. Value chains will become networks. Competitors will become partners. We must begin to face up to this future reality today in international business and in the entire company.

Daniel Küng has been managing Switzerland Global Enterprise (S-GE, formerly Osec) as CEO since 2004. After completing his studies at the University of St. Gallen, Küng worked for two years at Mercedes-Benz do Brasil in São Paulo from 1980. In 1982, he founded and led consulting companies in Brazil and Portugal, specializing in cross-border business and business settlements from abroad. Küng was involved in various Chamber of Commerce organizations and was the President of the Portuguese-Swiss Chamber of Commerce.

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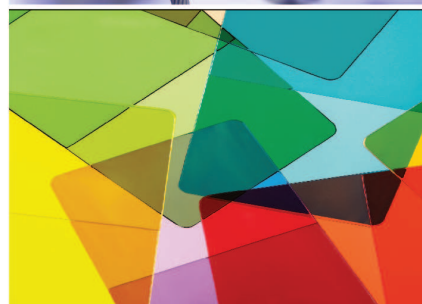
- Complete Polymer Masterbatches applications under one roof
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New Horizons

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News of the Embassy



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Embassy of Switzerland in Pakistan

ACTIVITIES OF THE COMMERCIAL SECTION:

VISITS TO THE LOCAL CHAMBERS OF COMMERCE & INDUSTRY:

Delegations of the Embassy visited the chambers of commerce located in Bahawalpur, Multan, Gujranwala and Islamabad to further promote the bilateral trade relations between Switzerland and Pakistan and be informed on the socio-economic conditions



Visit, lead by Ambassador Marc P. George, to the Bahawalpur Chamber of Commerce & Industry



Ambassador Marc P. George is being briefed about the products of Mutlan Carpet Industry – the visit was organized by the Multan Chamber of Commerce



Group Photo of Ambassador Marc P. George during his meeting with the members of Sahiwal Chamber of Commerce & Industry at the archaeological site of Harappa

of the region. While interacting with the members of the chambers, information was provided on the role of Switzerland in the economy of Pakistan, Swiss companies in Pakistan, Swiss Business Council, Switzerland Global Enterprise, and Swiss Agency for Development & Cooperation (SDC).



Visit, lead by Ambassador Marc P. George, to the Multan Chamber of Commerce & Industry



Ambassador Marc P. George's visit, organized by Multan Chamber of Commerce, to Roomi Fabrics, Multan



Visit, lead by Mr. Roger Martin Kull, Charge D'Affaires a.i., to the Gujranwala Chamber of Commerce & Industry



Visit, lead by Mr. Roger Martin Kull, Charge D'Affaires a.i., to the Islamabad Chamber of Commerce & Industry

HOSTING A TRADE SEMINAR FOR BÜHLER PAKISTAN:

The Embassy hosted a trade seminar at the official residence of the Swiss Ambassador to boast the trade activities of Bühler Pakistan – a Swiss company operating in Pakistan in the field of grain and pasta milling, and rice processing. This seminar was third in the series of organizing similar events by Buhler in Karachi and Lahore. A number of people representing the business community of Islamabad and Rawalpindi attended the seminar.



Mr. Roger Martin Kull, Charge D'Affaires a.i. of Switzerland delivering his welcome address at the trade seminar of Bühler Pakistan

INAUGURATING NESTLÉ HEALTHY KIDS ROOM IN MULTAN:

Ambassador Marc P. George inaugurated the Nestlé Healthy Kids (NHK) Room at the Punjab Workers Welfare School for Girls in Multan. On his visit to the school, Ambassador George appreciated the efforts of Nestlé Pakistan in the field of nutrition, especially the NHK Programme. He said that such efforts will help in promoting a healthy society for the future. The Nestlé Healthy Kids programme is Nestlé's global initiative which aims to better

inform schoolchildren and teachers about nutrition and health. It has so far reached more than 85,000 children in suburban and urban areas of Pakistan in collaboration with CARE Foundation, Silver Oaks and TEDDS.



Ambassador Marc P. George inaugurating the Nestlé Healthy Kids Room at Punjab Workers Welfare School for Girls in Multan

SWISS WATCH FAIR 2015:

Second edition of the Swiss Watch Fair was organized in collaboration with the authorized Swiss watch dealers in Pakistan in Lahore Gymkhana on November 15, 2015 to showcase the latest design, innovation and technology that Swiss watches are renowned for to the gentry of Lahore. The watches ranged from classic and beautiful to chic and modern. Rado, Tissot, Maurice Lacroix, Calvin Klein, Davidoff, Epos, Longines, Raymond Weil, Omega, Cartier, Baume & Mercier, Frederique Constant, and Movado were on display to the penchant of visitors from varied walks of life. More than 600 visitors attended the event.



SMALL PROJECTS SUPPORTED BY THE EMBASSY:

The Embassy of Switzerland has a small projects' fund that has, over the years, been catering to projects in the development as well as the human rights' fields. With the basic aim to provide support to the NGOs that do not otherwise have access to normal sources of finance, the small projects have been focused on diverse areas, such as, education, health, women's rights, due process of law, skills' development and youth.

EMPOWERING THE KALASH COMMUNITIES THROUGH SAFEGUARDING THEIR INTANGIBLE CULTURAL HERITAGE (ICH)

The Embassy of Switzerland collaborated with a local partner and UNESCO for a project aimed at enhancing the capacity of the Kalash communities of Rumbur and Birir valleys in documenting, mapping and safeguarding their intangible cultural heritage. In this ongoing project, the provincial and federal governments are set to be taken on board and contacts will be developed with the community members and their elders. The Kalash youth and the



concerned governmental staff will be engaged for capacity building on the UNESCO Convention 2003 and Community Based Inventorying (CBI). The CBI process will help local communities in Birir and Rumbur to identify elements of their culture that need



urgent safeguarding. Recommendations will be forwarded to the government for its consideration to send it to the UNESCO Convention 2003 Secretariat. The information gathered through the project shall inform the preparation of safeguarding plans of ICH, future proposals for livelihood and income generation of local community of Kalash and preparation of international requests to the Secretariat of the UNESCO 2003 Convention for its possible future financial assistance to Kalash.



Helping the Kalasha Communities Safeguard their Intangible Cultural Heritage

CHILD MARRIAGE AWARENESS WORKSHOPS

The Embassy partnered with the Aizan Development Foundation for a project aimed at sensitizing different segments of the society about child marriages. In this project, nine child marriage awareness workshops are being conducted across the province of Punjab. The aim is to reach out to the relevant, vulnerable individuals and educate them about the disadvantages of getting their children involved in an early marriage. The workshops are providing a flow of information on the legal and ethical boundaries of early marriages by presenting the audience with case studies. The project is set to select at least 100 people (including policemen, marriage registrars, clerics, religious leaders, community heads and parents of out-of-school children) from each of the nine selected districts to attend and participate in the training / awareness raising workshops. Resultantly, at the end of the project,



900 people will be sensitized in all. In order to ensure sustainability of the project, at least 10 Task Force Members will be identified from each district to monitor the situation on early child marriage within their community.



Raising Awareness on Child Marriages in Chiniot, Punjab: Child Marriages Workshops Project

COMPASSIONATE FOOTPRINT

Recognizing the importance of peace education, the Embassy entered into collaboration with the Charter for Compassion Pakistan for a project titled 'Compassionate Footprint'. Fifteen schools were selected each from the rural and urban areas of the Karachi city. Following four separate - but interlinked - activities, the project introduced the students to "Peace Education" to help them understand the significance of a peaceful environment through discussion. Other activities revolved around promoting healthy debates on peace building among the students by encouraging them to discuss and debate upon issues, such as: quality education for all, the security environment, medical facilities, clean food and water and the respect of laws. Then again, the schools (privileged and underprivileged) were partnered to plant tree samplings in each other's schools and the students were asked to monitor the growth of their partner's tree to not only protect the environment but also promote peace and co-existence.





*Instilling Peaceful Co-existence Among Students in Karachi:
Compassionate Footprint Project*

CREATIVE CULTURE AND EDUCATION ART WORKSHOP

Highland Art Recreational Aesthetic Enhancement Program Pakistan (HAREEP) is a non-profit organization working to promote art and creative education for the development of moderate and underprivileged civil societies by channelizing talents of potential artists and craftspeople hailing from rural areas. Its collaboration with the Embassy of Switzerland led to the initiation of the 'Creative Culture and Education Art Workshop' project focusing to stimulate the innate, untapped skills of the children residing in underprivileged areas of Faisalabad, Punjab. The project aimed at opening new vistas of opportunities for the educators, to encourage positive energies amongst the rural areas' children and to provide new methods of teaching and learning both to the educators and the children. It not only inculcated confidence amongst the participating children but, hinging on art therapeutic based activities, also instilled character development, observational skills and collaboration in them. The data collected in this project is also being used for a research to be sent to the local government and donors to highlight the importance of art education in learning.

EVENTS HOSTED BY THE EMBASSY:

BOOK LAUNCH OF 'HIGH-LIFE IN PAKISTAN' BY REGULA BUBB-ABDERHALDEN:



Regula Bubb lived in Pakistan from 2010 to 2014 as the spouse of the Swiss Ambassador at that time. What started as a blog, written for her friends around the globe, transformed into a book with the title "High-Life in Pakistan".

During Regula Bubb's visit to Pakistan, the Ambassador of Switzerland, Mr. Marc P. George hosted a reception to launch her book in Islamabad at his residence on October 20, 2016. Around 150 guests attended the reception.

The book is a narrative of an intriguing society of contrasts, exploring a fascinating blend of political realities and societal conforms that makes Pakistan a very compelling country.

SCULPTURE EXHIBITION:



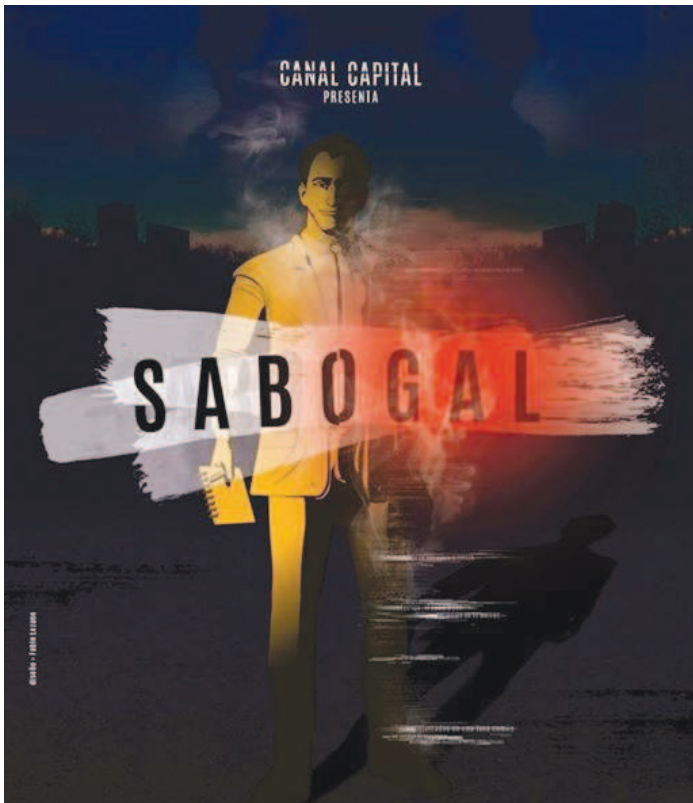
The Embassy of Switzerland, in collaboration with the Satrang Gallery of the Serena Group, hosted a Sculpture Exhibition on October 30 – 31, 2015 within its premises to promote cross-cultural understanding and creation through visual art. Over 1000 guests from all walks of life attended the event and enjoyed the works of art on display. The Exhibition featured around 30 sculptures of 12 different artists. On this occasion the Ambassador of Switzerland, Mr. Marc P. George, emphasized the importance of visual diplomacy and termed artists "cultural ambassadors".

The exhibition provided an opportunity to unleash the aesthetic potential of young and promising Pakistani sculptors.

SCREENING OF SPANISH FILM CO-DIRECTED BY A SWISS-COLOMBIAN FILM MAKER:

A series of events under the theme "Human Rights through Cinematography" kicked off with the screening of Spanish film "Sabogal" co-directed and written by a Swiss-Colombian film maker, Juan Jose Lozano, at the Swiss Ambassador's residence on December 5, 2015. The Swiss Embassy and the United Nations Information Centre (UNIC) hosted the screening. Based on facts and designed by a 140-persons team in various countries, the film paints the picture of a corrupt and rotten country, while depicting a character in constant danger and yet obsessively committed in his fight for justice.

While explaining the theme of the film, the Ambassador of Switzerland, Mr. Marc P George said the idea is to create human rights awareness through films and cinematography. He also thanked the European Union, the UN and the International Film



Festival and Forum of Human Rights, Geneva, for making the series possible.

UNIC Director Vittorio Cammarota, media officials and various members of the diplomatic community attended the screening, which was followed by a short question and answer session with the director of the film via video conference.

CELEBRATIONS OF FRANCOPHONIE:

To celebrate the 'Fete de la Francophonie', the Embassy hosted two movie screening events. The Swiss movie "Le Petite Chambre" was shown at the Swiss residence on March 21, 2016 followed by high-tea. Pakistani students, representatives of the local institutions, involved in teaching and promoting French language and culture, attended the event.

On March 31, 2016, in collaboration with the Ambassador of Greece, Dimitrios Zoitos, Ambassador of Switzerland, Mr. Marc P. George hosted a screening of a documentary film titled, 'Nomads Land' – in the footsteps of Nicolas Bouvier, at the Swiss residence. The members of the diplomatic community and Francophiles attended the event.

Written and directed by young Swiss director Gaël Méroz, the documentary takes on a journey through Iran, Sri Lanka; India and Pakistan. The documentary illustrates the risks of extinction of the Kalash culture. The exciting part of the evening was when the audience had an opportunity to talk to the director and ask him questions via Skype.

Screening of a documentary on Human Rights:

In line with the tradition and with an objective to promote human rights, the Ambassador of Switzerland, Mr. Marc P. George, hosted the Human Rights Documentary Screening entitled "Sahar Batool Insaf Maangti Hai, Justice demanded" in collaboration with the Nomad Gallery on April 20, 2016 at his residence. Over 60 guests from diplomatic community, international



organizations and local non-governmental organizations involved in promoting human rights attended the event.

Sahar Batool, a six-year-old girl from the Hazara community was raped and murdered in Quetta Cantonment in October 2014. The documentary not only focused on the victim and her family but also shed light on larger perspective of human rights violations from child abuse to misuse of blasphemy laws. Issues the short film tries to tackle, include Shia genocide, target killings of marginalized communities such as Christians and Hazaras and the plight of internally displaced women from Fata. It also highlights importance of empowering women and youth.

CELEBRATIONS OF 725TH NATIONAL DAY OF SWITZERLAND:

The Embassy of Switzerland in Pakistan celebrated the 725th Swiss



National Day with the Swiss community and diplomatic community on Monday, 1st of August, 2016 at the residence of Mr. Marc P. George, Ambassador of Switzerland to Pakistan. The Ambassador thanked the guests for their presence and stated, "The 1st of August is an opportunity to reaffirm the cohesion of our regions, languages and culture. On this occasion he also mentioned about the bilateral relations between Pakistan and Switzerland as well as reflected on the celebration of 50 years of Swiss Agency for Development and Cooperation (SDC) in Pakistan. He added the anniversary is an important milestone for the SDC to reflect on the ongoing commitment of Switzerland to Pakistan and the people of this country.

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News from the Consulate General

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Consulate General of Switzerland in Karachi

A) SWISS PRESENCE IN PAKISTAN

PAKISTAN-SWITZERLAND FRIENDSHIP EXHIBITION



at Davos. Pakistani Prime Minister – Imran Muhammad Nawaz Sharif was the Chief Guest. Switzerland Global Enterprise (S-GE) Managing Director - Mr. Markus Wyss accompanied by Director Asia-Pacific - Mr. Wolfgang Schanzenbach and Country Manager of Bühler Pakistan - Mr. Andreas Aepli were present as well. “Successful Investment in Wheat” seminar by Bühler Pakistan was hosted at the Consul General’s Residence. Senior Management of top 25 Pakistani companies (wheat mills, and textile units) attended the event.

The Consulate General compiled statistics of bilateral trade between Switzerland and Pakistan. In 2015, total volume of bilateral trade was CHF 416 Million; 10% more than 2014. Year 2015 saw 25% increase in export of Swiss textile machines to Pakistan.



using contemporary art co-hosted launch of Nestlé’s premium coffee and machine “Dolce Gusto” in Pakistan at the Mohatta Palace, Karachi.

Similarly, at the same venue, the Consulate General co-jointly hosted “The Denim Art Exhibition” by Archroma Pakistan to acknowledge world renowned denim producers from Pakistan.

To celebrate 50 Years of Pak-Swiss Training Centre (PSTC), the Consulate General hosted golden jubilee functions at the Institu-

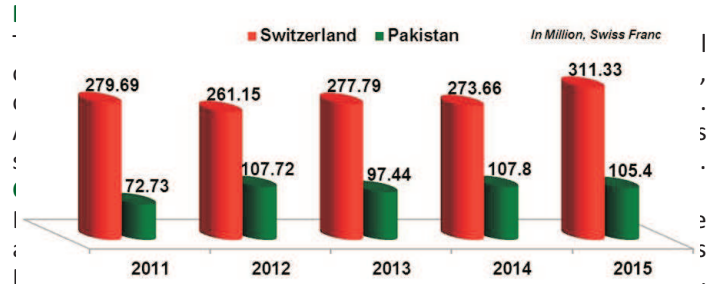
tion’s premises. Pakistani Ambassador - Rana Tanveer Hussain has produced over 1000 job opportunities all of them working on their own businesses.

The Consul General and his Section visited inter alia Mirpurkhas, Jamshoro. His official trip included visit to Hyderabad, visit to Sindh and series of lectures in Karachi and Nawabshah. Both also visited the shrine of famous Sufi saint, Sachal Sarmast.



B) VARIOUS INITIATIVES

SEMAINE DE LA



security agencies, and senior journalists.

With the objective to promote trade, the Consul General invited eminent Pakistani businessman Anchan and his team to discuss trade opportunities. Consul General, the Swiss Resident in Islamabad, and Pakistani truckart.

INTERNATIONAL WOMEN'S

To mark the day, the Consul General hosted a seminar on “Violence Against Women”, featuring ladies representing the media, civil society, and media including Ms. Sheema Kirmani.



13TH MY KARACHI - OASIS OF HARMONY EXHIBITION

Like in 2015, the Consulate General of Switzerland proactively participated in this mega event that had a footfall of approximately 800,000 people.

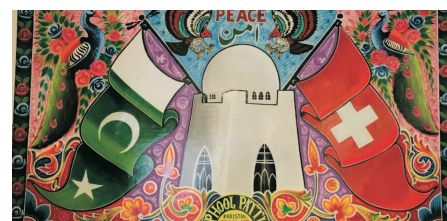
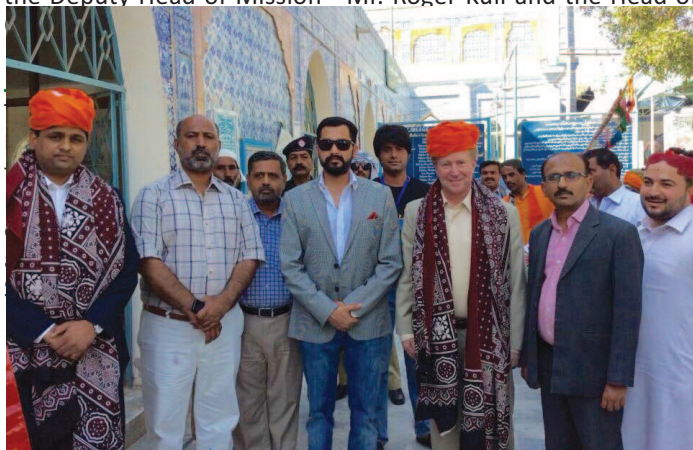


Consulate Karachi) overwhelmingly increased from 34'000 (August 2015) to 145'000 (as of today).

C) OTHER NEWS

DEPARTURE & ARRIVAL OF CONSUL GENERAL

After completing two years term, the Consul General Wyss bid well to Pakistan in a impressive manner. The departure ceremony was attended by 1'291 guests from Pakistan. The Consul General has been posted as the Consul General in Los Angeles. Before departure, Mr. Wyss - Dr. Ishratul Ibad Khan, (with his wife) visited the Quaid-e-Azam, Muhammad Ali Jinnah Park. Mr. Abdul Sattar Edhi at the Sindh Institute of Urology and Transplantation (SIUT), met with special children who have donated blood for thalassemia major at the Memorial Thalassemia Foundation (AMTF). The new Consul General in Karachi - Mr. Philippe Crevoisier took charge on September 01, 2016. In the interim period, the Deputy Head of Post / Head of Commercial Section - Mr. Jordan James Din was the Acting Head of Post. Meanwhile for coaching, from the Embassy of Switzerland the Deputy Head of Mission - Mr. Roger Kull and the Head of





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Swiss Agency for Development and Cooperation SDC
Embassy of Switzerland
Swiss Cooperation Office Pakistan

Contribution for Swiss Business Council magazine

In 2016, the Swiss Agency for Development and Cooperation (SDC) marks 50 years of cooperation in Pakistan. Over the last 50 years, the SDC has supported Pakistan's development throughout the country, in particular Khyber Pakhtunkhwa and Federally Administered Tribal Areas (FATA), with many important development and also humanitarian aid programmes. On the occasion of this anniversary, the SDC together with the Swiss Embassy, joined forces with the UN Information Centre to promote the 'Sustainable Development Goals (SDGs)' through an art competition titled as, *'We the People, We the Arts'*. This art competition aims at involving young artists in promoting the theme of 'Zero Hunger', one of the core Sustainable Development Goals.

Art is an ideal channel for ensuring that young people are fully aware of the Sustainable Development Goals and take a leading role in their promotion. The SDC's engagement also seeks to support local cultural endeavors and also artists to reach audiences, and access markets and culture industry networks in Switzerland and worldwide. The competition invites young artists studying in the leading art schools of Pakistan such as, the National College of Arts (NCA) in Lahore and Rawalpindi, Indus Valley University and Karachi University. The jury will be composed of international art experts, such as representatives from Sotheby's, Art Basel Hong Kong and National Arts Council from Australia, as well as two Directors of Swiss Art museums. The participating students are invited to develop artwork, using the mediums of sculpture, painting, and miniature painting. An opening exhibition will take place in Islamabad in November 2016, and will be hosted by the Swiss Ambassador. The exhibition will afterwards be shown in Rawalpindi, Peshawar, Lahore and Karachi, to open it to a broader public.

For more information, please visit www.facebook.com/swisscooperationpakistan/ and http://islamabad.sites.uniconnetwork.org/?page_id=1412



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Swiss Cooperation Office Pakistan
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News from the SBC Members



ARCHROMA PAKISTAN WINS 'EMPLOYER OF THE YEAR' AND 'CEO OF THE YEAR' AWARDS

Archroma, a leader in color and specialty chemicals, today announced that its Pakistan affiliate was adjudged as 'Employer of the Year' in the multinationals segment in a nationwide contest organized by the Employers Federation of Pakistan (EFP).

The Award was granted in recognition of Archroma's best practices in human resource management, industrial relations in maintaining excellent relations with Workers Unions, providing our employees with their legal rights as per applicable laws and regulations, observing labor standards and encouraging workers participation in management. Maintaining high standards in occupational health & safety, Archroma work environment is safe and congenial at all its sites. The Award is an honor towards a focused commitment on corporate social responsibility initiatives.

The efforts of Archroma Pakistan Limited in this area also earned its CEO, Mujtaba Rahim, the 'Best CEO of the Year 2015' award.

Speaking at the award ceremony held on August 2, 2016, and attended by corporate heads, government officials and ILO representatives, Rahim commented: "Archroma's success is driven by our employees first and foremost. We strongly



Mujtaba Rahim, CEO, Archroma Pakistan Limited, receiving EFP - Employer of the Year Award from His Excellency Toshikazu Isomaru, Consul General of Japan

encourage them to continuously challenge the status quo in the deep belief that we can make our industry sustainable. Our best practices in human resource management are built with this attitude in mind, and have resulted in high motivation amongst our diverse teams, working as a strong unifying force that lead to strengthen Archroma's market position in Pakistan."

ARCHROMA PAYS TRIBUTE TO THE DENIM INDUSTRY IN PAKISTAN

Archroma paid homage to the buoyant denim industry in Pakistan by organizing an exclusive denim art exhibition, in collaboration with the Consulate General of Switzerland, in February 2016 at Mohatta Palace in Karachi. Under the theme "Jewels of the Sea", the exhibition highlighted how denim and indigo together inspire designers and artists.



His Excellency Mr Emil Wyss, Consul General of Switzerland and Mr. Mujtaba Rahim, CEO, Archroma Pakistan Limited with distinguished guests at the Denim Art Exhibition

The exhibits comprised of original paintings, artifacts, and antique objects exploring the interrelation between indigo and denim.

The exhibition was visited by a number of dignitaries, brand owners and retailers, as well as denim manufacturers, from Pakistan and abroad.

Interestingly, indigo was first discovered centuries ago in the vicinity of Jamshoro, Pakistan, from where its trade was initiated to other parts of the world. Archroma has the distinction to bring indigo back to its roots by starting its production of liquid indigo at its plant at Jamshoro.

Speaking at the occasion, Emil Wyss, Consul General of Switzerland, said, "Pakistan has a rich cultural heritage and its connectivity with its main crop - cotton - is fascinating. The local textile industry has, therefore, grown manifolds due to ample availability of raw material. The exhibition gave us a deep insight of past and present and is an excellent chronicle of the country's craftsmanship

"Archroma is committed to make the industry sustainable with its products, processes and support. This exhibition, the first of its kind in the country, showcased pieces of art produced by the team of Archroma to pay tribute to the denim industry for

their extraordinary efforts in shining the name of Pakistan on the map of the denim world. Today a denim apparel from Pakistan carries strong brand image of being of high quality, durability and style. We are inspired to see the rousing response of our patrons and hopefully our efforts will facilitate to make our denim industry sustainable", said Mujtaba Rahim, CEO of Archroma Pakistan Limited.

ARCHROMA OFFICES IN LANDHI, KARACHI RECEIVE WWF GREEN OFFICE CERTIFICATIONS

Archroma offices in Landhi, Karachi have been awarded the Green Office Certification by WWF Pakistan, in recognition of their commitment to sustainability initiatives.

Four main key performance indicators were selected – Electricity, Water, Paper and Waste Management. The Team focused on on-going green initiatives maximizing usage of sunlight in offices buildings, minimizing electricity usage especially in peak hours, saving sweet water by optimal water management through Effluent Water Treatment Plant, and tree plantation in the neighborhood.

Mujtaba Rahim, President & CEO, Archroma Pakistan Limited commented on the good news, "Our team in Pakistan lays great emphasis on continuous enhancement of environmental standards, saving natural resources through best practices and above all creating employee commitment by their active participation. The trickle down impact of our Green Office Certification will go a long way in saving energy and avoiding depletion of natural reserves."

ARCHROMA PAKISTAN RECEIVES AN AWARD FOR EXCELLENCE IN WOMEN EMPOWERMENT

Archroma strives to offer a work place fostering gender balance and diverse background. These efforts were recently



Shahana Kaukab from Archroma receives the Excellence Award on Women Empowerment.

acknowledged by an award given by the Employers Federation of Pakistan in March 2016.

Shahana Kaukab, General Manager Human Resources proudly commented, "We are clearly recognized as leader in welcoming female talents in our teams. We live by our corporate principles and strongly believe in teamwork and collaboration.

This Award will make a huge difference in attracting like-minded talents whatever the background and origin."

ARCHROMA ENTERS INTO COLLABORATION WITH TEXTILE INSTITUTE OF PAKISTAN

Archroma Pakistan signed a Memorandum of Understanding (MoU) with the Textile Institute of Pakistan (TIP). The MoU will pave way for formal cooperation between the two institutions initially for a three year period. The partnership will benefit students of TIP who will gain access to Archroma's Center of Excellence in Karachi through periodic training programs. The technical team of Archroma will also share the latest research knowledge with TIP students in a lecture series.

The MoU signing ceremony was held in the presence of Thomas Winkler, President Textile Specialties & Innovation, Archroma, and Humayun Zafar, President, Textile Institute of Pakistan, along with other faculty members.

Speaking at the occasion, Mujtaba Rahim, CEO, Archroma Pakistan Limited, said:

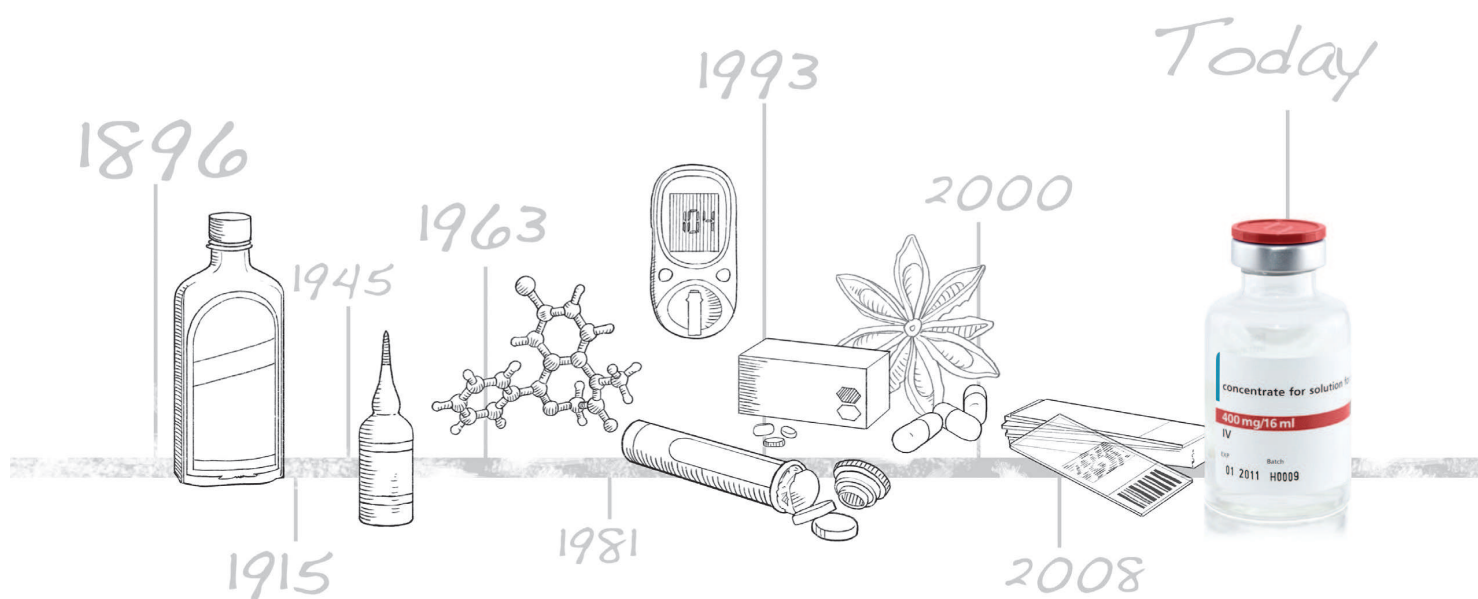
"We, at Archroma, believe in continuous improvement and through this initiative we will impart latest knowledge and technical developments to the students who have chosen to make career in textiles. The experience gained through our hands-on training programs, textile product knowledge and operating systems at our Center of Excellence in Karachi will



Mujtaba Rahim, CEO, Archroma Pakistan Limited, and Humayun Zafar, President Textile Institute of Pakistan, exchanging documents of the Memorandum of Understanding signed between the two organizations at a ceremony held in Karachi.

go a long way in enhancing academic acumen of the students."

"Our students will benefit from the wide exposure in Archroma labs as well as highly specialized latest equipment used in textiles chemicals testing. They will also be able to get management training widely used in the corporate sector. We hope that our collaboration with Archroma will continue for mutual benefit in many years to come", commented Humayun Zafar.



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Habib Metropolitan Bank Profile



HabibMetro Bank is a subsidiary of Habib Bank AG Zurich, a multi-national banking group that enjoys financial presence in 10 countries across 4 continents. HabibMetro Bank currently operates through a growing nationwide network of 302 branches in 87 cities across Pakistan. The Bank is widely recognized as a leading bank in trade finance. HabibMetro also offers retail banking, corporate banking, consumer banking and Bancassurance to its clientele, in addition to highly innovative Alternate Delivery Channels (such as web banking and Visa Debit Card) and Shariah compliant Islamic Banking solutions.

In 2016, the Pakistan Credit Rating Agency (PACRA), recognized

as an external credit assessment institution by the SBP, endorsed HabibMetro Bank's premium credit ratings of AA+ and A1+ for the 16th consecutive year. The Asian Development Bank also recognized HabibMetro Bank as its 'Leading Partner Bank in Pakistan' and 'Leading SME Trade Bank' at the Trade Finance Program Awards 2016. HabibMetro Bank has also been presented awards for "Best Trade Financing through Shariah Finance" at the Regional Trade Conference 2016 on Islamic Banking & Finance. The Bank also received a CSR award for its contribution in the education segment at the 5th International Corporate Social Responsibility Summit and Awards 2016.

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Continued growth has been cemented by the acquisition in 2008 and 2013 of the Zymark (Fully Automated Dissolution & Sample Preparation Workstations) and Dr. Schleuniger® Pharmatron (Physical Tablet Testing Technologies) brands respectively.

The success of SOTAX can be attributed to the strong commitment for continual product improvement. SOTAX design concepts allow for customization of the pharmaceutical testing systems for specific needs.

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CSR activities of Novartis in Pakistan



About Novartis

Novartis is a global healthcare company based in Basel, Switzerland, with roots dating back more than 150 years. We provide healthcare solutions that address the evolving needs of patients and societies worldwide. Novartis products are available in more than 180 countries and they reached nearly 1 billion people globally in 2015. About 123 000 employees of 144 nationalities work at Novartis around the world.



of resources of all kinds. Indeed, poverty is the single biggest barrier to access to sustainable healthcare on a national basis. In response, Novartis engages in numerous voluntary multi-stakeholder initiatives that reduce mortality and morbidity amongst people lying outside the existing health access net.

Access to Medicines in Pakistan

According to WHO, one third of the world's population lacks regular access to essential drugs. The estimate rises to over 50% in poorest countries of Asia and Africa, where tuberculosis, malaria and diarrhea may be the leading cause of death. Yet most of these diseases can be prevented or treated. Novartis believes that medicines alone cannot solve the underlying problems of poverty, inadequate public health services or lack of healthcare personnel and infrastructure that beset developing countries like Pakistan. We do however recognize that access to our medicines today may be restricted on account of affordability especially amongst people not covered under adequate socio-economic nets. It is for this very reason Novartis continues to strive and forge partnerships with other stakeholders in finding and implementing solutions to help close the access gap. Novartis in Pakistan is working in a number of successful public/private partnerships with a view to extend the access of its modern and quality medicines to wider patient groups in Pakistan.

Right to Health

The right to health is embodied in various international human rights agreements and provides states with a clear and binding obligation to respect protect and fulfill their people's health needs. This includes healthcare, but is also related to the underlying preconditions to health, such as safe drinking water, sanitation, food, housing, environment, occupational health and health related information. While there is no legal obligation under international law for corporations to provide the right to health, the pharmaceutical industry plays an important role in efforts to improve health worldwide by developing safe and effective treatments. In addition we recognize that developing countries are often handicapped in their efforts to fulfill their obligations by shortages

Beginning in 2003, Novartis started an innovative patient access program (GIPAP) in Pakistan for patients suffering from Chronic Myeloid Leukemia (CML) from all walks of life. Through this program hundreds of patients gained access to treatment at 3 centers in Pakistan for a disease which earlier on presented a very bleak prognosis due to lack of access. However, to increase access in a manner that facilitated patients in their own



I am a book binder. Although I am illiterate but I want my son to study and become a respectable citizen. Three years ago my health started declining and I couldn't figure out the reason for it. When I found out that I am suffering from Blood Cancer, my whole life flashed before my eyes. I was petrified. Then I heard about Novartis Oncology Access Program (NOA-P) and now I am getting free medicine (Glivec). I feel revitalized and am living my life to the fullest.

cities, Novartis Oncology Access Program was initiated in 2009. To date this program has been extended to cover Chronic Myeloid Leukemia (CML), Gastrointestinal Stromal Tumors (GIST), Advanced Breast Cancer, Metastatic Renal Cell Carcinoma (mRCC), Pancreatic Neuroendocrine Tumors (PNET), Polycythemia Vera (PV) and myelofibrosis (MF).

Novartis along with increasing access also gives equal importance to sustainability of providing long-term access to all patients especially those under the poverty line. Therefore, Novartis Oncology sought alliances with several Provincial Governments to realize the collective objective of helping all poor cancer patients of the country irrespective of gender, caste and creed to create sustainable projects to help patients in the long-term.

Currently there are 4 projects running in Baluchistan, Punjab, KPK and Sindh in collaboration with respective governments providing free access to Glivec and Tasigna to more than 5000 CML and GIST patients. Since inception, the value contribution of free goods provided in these projects is PKR 18.3 Billion. Besides assisting patients through these programs, Novartis Oncology also partnered with Government and local societies, both medical as well as patient groups, in disseminating knowledge through organizing CMEs, commemorating important thalassemia and cancer related international events and PR activities.

Over the last 12 years, Novartis has consciously invested over Rupees 45 billion to assist innumerable patients requiring advanced and expensive treatments for survival.

In recognition of these efforts, Novartis was presented with an Outstanding Achievement Award by the President of Pakistan. The President noted that Novartis has contributed free medication of

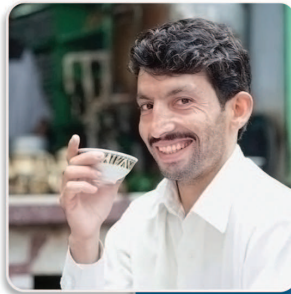
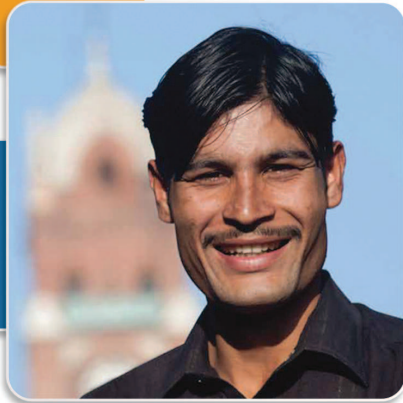
the highest value to poor cancer patients through its one-of-a-kind access program, unique among all of the pharmaceutical companies in the country.

To operate such programs in Pakistan, Novartis Oncology has secured partnerships with respective Provincial Governments including Baluchistan, Punjab, KPK and Sindh to provide access free of cost to patients who are unable to afford higher treatment costs. Since inception, the cumulative value of goods contributed free by Novartis into these programs amounts to over Rupees 18 billion. In addition to provincial government hospitals, these programs are also being run in conjunction with other institutions such as CMH, Begum Nusrat Bhutto Oncology Services - Special initiative of the KPK Government for destitute, the Aga Khan University Hospital, Shaukat Khanum Memorial Cancer Hospital etc. Most recently a new Thalassemia Center was established by Pakistan Baitul Mal (PBL) in Islamabad in collaboration with Novartis Oncology.

Novartis also appreciates that early diagnosis of many such diseases may be the key to survival of patients, significant improvement in their quality of life resulting in reduction of the economic burden of the management of these fatal conditions. To this end Novartis Oncology partners with government bodies and patient societies to disseminate information, knowledge and awareness about ailments such as thalassemia and various types of cancers. Nationwide awareness campaigns are run regularly for thalassemia, various types of cancers including CML and Breast Cancer as well as Hepatitis.

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SICPA PAKISTAN CSR ACTIVITY

Creativity with Fun

The Citizens Foundation is one of the largest non-profit institutions in the field of education by building and managing schools in less



privileged areas of Pakistan. TCF has expanded its network to over 1,202 operational school units, which provides education to 175,000 students nationwide.

SICPA has adopted a primary school (morning shift) located in Saudabad, Karachi, having a total strength of 190 children – 93



boys and 97 girls. . This campus was selected as majority of our workers reside in this area. Moreover, it is near to the office enabling us to carry out activities easily.

SICPA Pakistan initiated one of its first CSR program in 2015 to celebrate Independence Day with the students. Subsequently on



the occasion of SICPA Pakistan's 20 years celebrations, on November 13, 2015, the senior management team from SICPA Switzerland visited the school, interacted with the students and distributed goody bags. The guests were presented with some beautiful, handmade cards.



On March 31, 2016, some of our employees attended the Result Day. Position holders were presented with gifts to recognize their hard work and motivate them to strive harder for better results in the next academic session. On May 4, 2016 volunteering employees were geared up to spend the day with students engaging



them in educational and fun game activities. The main focus of these activities was to help the students develop team work in showcasing their creative ideas. Winning teams were awarded prizes. At the end of the day, all children were given goody bags to take home.



SICPA celebrates 20 years in Pakistan

SICPA has completed 20 years of its operations in Pakistan. It comprises a team of 130 employees (30 GSS and 100 SIS) led by Mr. Asif Ikram. The company's production site is located in Karachi, which is Pakistan's biggest metropolitan centre and the main part facing the Arabian Sea.

The 20 years celebrations of SICPA, in which SICPA management and employees participated, were held over the course of two days, on November 12-13, 2015.



In 2013 and 2014, the company achieved ISO certification for three standards. In 2014, it was awarded third place for Employer of the Year by the Employers Federation of Pakistan. Our Brand Protection business offers solutions to over 60 customers in the pharmaceutical, fertilizer, lube oil, spare parts

The celebrations included visits to the SICPA Inks factory, the Currency Museum and a local school. An official reception was also held on the first day of celebrations which was attended by Mr. Ashraf Mahmood Wathra, Governor of the State Bank, Mr. Qasim Nawaz, Managing Director, Banking Services Corporation, State Bank of Pakistan, Mr. Muhammad Misbah Tunio, Chairman / Managing Director Pakistan Security Printing Corporation and Mr. Emil Wyss Swiss Consul General along with other guests. The SICPA manufacturing facility was built in Karachi and modernized in 2012 in order to meet current international standards.



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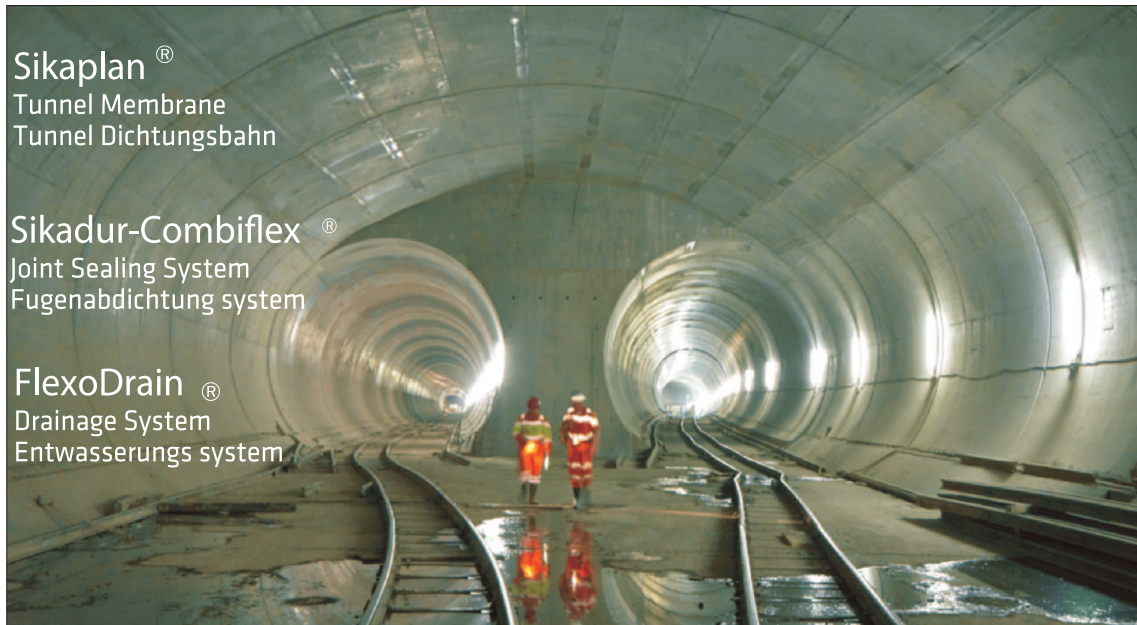
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SIKA'S CUTTING-EDGE TECHNOLOGY GOTTHARD BASE TUNNEL PROJECT OF THE CENTURY



June 1st marks the official inauguration of the world's longest tunnel. Sika's front-line technologies and construction expertise played a crucial role in the successful completion of the one of Europe's most important infrastructure projects. The immensely challenging quality requirements were met through the use of Sika's durable solutions for waterproofing, fire protection, coatings, and concrete and shotcrete production. As the world's longest rail tunnel, the 57 km-long structure is both a novelty and a tour-de-force in tunnel engineering which forms the centerpiece of the new transalpine rail route (NEAT).

It embodies the Swiss values of innovation, precision and reliability. These values-upheld at all levels with pride, satisfaction and in a true spirit of partnership by Sika's project team on a daily basis throughout the 14-year construction period and, even before that, during the preliminary phase from 1996-have helped to cement the success of this once-in-a-lifetime project. The Gotthard base tunnel is an impressive demonstration of how Sika builds with and for people. The new Gotthard tunnel project required Sika to draw on the full breadth of its construction expertise.

Waterproofing systems, construction chemicals know-how and machinery solutions were only part of the package. High-grade shotcrete was used to support the tunnel excavation. This served as the base for the Sikaplan and Sarnafil waterproofing membranes. The concrete lining was then placed using Sika admixtures so as to achieve the high degree of precision required for the tunnel surface geometry. The flawless concrete finish is a visible testament to the outstanding concreting workmanship.



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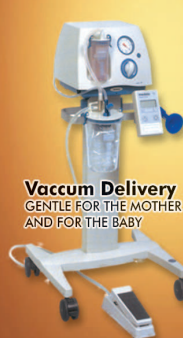
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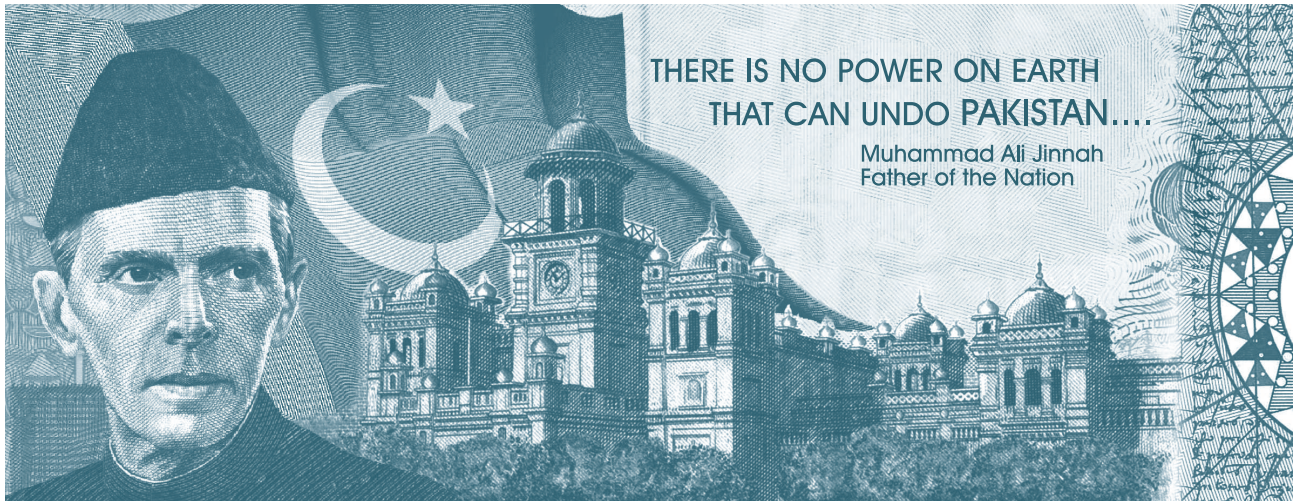


D.A.T.A.M.A.R.S



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Hassan A. Hussein (Abullo)
Partner
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Based on market share, we are the second largest tobacco company in Pakistan. Since the acquisition in 2007, PMPKL invested an overall amount of USD 700 million, making it the largest foreign investment in the consumer goods sector in Pakistan during the year 2007.



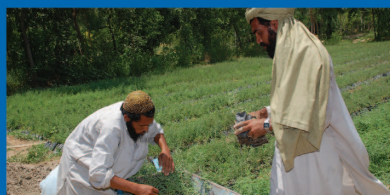
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