

switzerland National Day

August 1

MESSAGES



Georg Steiner
Ambassador of Switzerland to Pakistan

Today, I have the honour to address you on the occasion of Switzerland's National Day. As you may know, August 1, 2025, marks the 734th National Day of Switzerland.

This day reminds of a historic alliance between the founding cantons of Uri, Schwyz and Unterwalden in 1291. The Federal Charter from 1291 is Switzerland's oldest constitutional document.

Nowadays, on August 1, the Swiss come together as a nation to honour and celebrate their history and shared values. It is also a family day with friends, filled with joy and laughter.

Switzerland, as a land of diversity located at the crossroads of Europe, has a long tradition of acting as host to the world's countries and institutions. It is also a very innovative, modern and dynamic place with a rich cultural heritage. Direct democracy underlines Switzerland's commitment to citizen participation and inclusiveness and its determination to keep on providing an enabling environment to its citizens.

At the same time, there are many challenges ahead and international partnerships are crucial in a world that is changing rapidly.

Switzerland and Pakistan have continued to focus on a concrete and goal-oriented cooperation in various areas of mutual interest. Just very recently for instance, the Embassy of Switzerland in Islamabad hosted an interesting exchange for Swiss and Pakistani scientists and practitioners who focus on improved engineering for earthquake resilience. Further activities will be implemented to enhance preparedness in the face of potential natural calamities. A few months ago, the Embassy also initiated and facilitated a closer cooperation between the Swiss Business Council and relevant Pakistani counterparts to enhance vocational skills training initiatives for youth in Pakistan.

In this context, I have the privilege to underline that Switzerland has continuously been ranked among the top Foreign Direct Investors in Pakistan. Major Swiss companies are successfully operating in various sectors, such as food and beverages, energy, chemicals, pharmaceuticals, and textile machinery, employing around 15,000 people. I hope that the business environment will be further strengthened for the benefit of all interested and committed stakeholders.

I conclude by wishing Pakistan and its wonderful people peace, prosperity, happiness, and a very nice Pakistan Independence Day on August 14.

Happy National Day to all Swiss compatriots!
Pakistan-Switzerland Friendship Zindabad!



Hafsa Shamsie
President – Swiss Business Council-Pakistan

On the auspicious occasion of the Swiss National Day, as the President of the Swiss Business Council in Pakistan, I am pleased to extend my warmest greetings and heartfelt felicitations to the people of Switzerland.

This day holds deep significance as we celebrate the rich heritage, democratic values, and remarkable achievements of Switzerland—a nation admired globally for its innovation, precision, and excellence. It also offers a moment to reflect on the enduring friendship and robust bilateral ties between Switzerland and Pakistan, which continue to thrive across a range of economic and cultural domains.

I take immense pride in witnessing the valuable contributions of Swiss companies operating in Pakistan. Their investments have not only fostered economic growth but also promoted knowledge exchange, innovation, and technology transfer. I would particularly like to highlight that, according to the Board of Investment, Switzerland ranked among the top foreign direct investors in Pakistan for the fiscal year 2024. During the same year, bilateral trade between our two countries exceeded 430 million CHF, reflecting the strength and potential of our partnership.

We are also grateful for the support of the Ambassador of Switzerland to Pakistan, His Excellency Georg Steiner, whose commitment to advancing trade and economic cooperation has played a vital role in strengthening bilateral relations.

As we commemorate this meaningful occasion, I reaffirm SBC's commitment to further nurturing Swiss-Pakistani relations through dialogue, collaboration, and shared opportunities for sustainable growth.

Finally, I extend my sincere appreciation to the Swiss community in Pakistan, our esteemed members, and all stakeholders who continue to support the mission of the Swiss Business Council. Your dedication remains the cornerstone of our continued success.



Khurram Shahzad Khan
President & CEO – HABIBMETRO

Heartfelt congratulations to the people and Government of Switzerland on the occasion of the 734th National Day of the Swiss Confederation.

As we commemorate the founding of the Swiss Confederacy, we take pride in the enduring and evolving partnership between Pakistan and Switzerland. Rooted in mutual respect and a commitment to progress, the relationship between our two nations continues to grow stronger across key sectors including trade, investment, education, healthcare and innovation.

Swiss investment in Pakistan plays a vital role in shaping economic progress, with Switzerland now standing among Pakistan's top foreign investors. The two countries are exploring new frontiers in collaboration, ranging from trade and technology to agriculture, healthcare and tourism. These growing engagements reflect a deepening confidence in Pakistan's potential as a destination for sustainable investment and strategic partnerships.

Joint ventures and the successful entry of Swiss pharmaceutical and homeopathic companies into Pakistan reflect the growing confidence of international investors in Pakistan's market. These initiatives exemplify the commitment of both countries to fostering sustainable growth and healthcare excellence through the exchange of best global practices and technologies.

At our parent organisation, Habib Bank AG Zurich, the Swiss values of precision, responsibility and trust define who we are and how we operate. HABIBMETRO is proud to continue this legacy in Pakistan, serving our clients with excellence while contributing to national development. Our commitment to upholding the high standards of our Swiss parent institution has remained steadfast since our establishment.

We extend our sincere appreciation to H.E. Ambassador Georg Steiner for his dedication to strengthening Pakistan-Switzerland relations. His focus on promoting economic diplomacy, encouraging Swiss investment and deepening bilateral ties has made a lasting impact and is truly commendable.

As we mark the 734th Anniversary of the Swiss Confederation, we join in celebrating Switzerland's legacy of innovation, neutrality and excellence. We remain optimistic that the strong bond between our nations will continue to thrive, unlocking new frontiers of cooperation and mutual prosperity in the years ahead.

Hitachi Energy: Pioneering a Sustainable Energy Future

Hitachi Energy, a global technology leader in electrification, is committed to advancing the world's energy system to be more sustainable, flexible, and secure. Headquartered in Zurich, Switzerland, we employ over 50,000 people across 60 countries, generating revenues of approximately \$16 billion USD. Our mission is to inspire the next era of sustainable energy by making electricity more accessible and empowering societies to thrive.

Our Purpose

At Hitachi Energy, we believe that the future of our civilization, both the planet and its people, depends on electricity. Our purpose is to power the world's energy system sustainably, securely, resiliently, and affordably. We are committed to making electricity more accessible to all, thereby fostering prosperity and progress for communities worldwide.

Innovative Solutions

With over a century of pioneering mission-critical technologies, we develop and deploy industry's most advanced, digitally driven power grid solutions. Our technologies, with digital at the core, strengthen interconnectivity between countries and regions, ensuring a dependable, adaptable, and affordable supply of power. We are addressing the most urgent energy challenge of our time: balancing soaring electricity demand while decarbonizing the power system.

Global Impact

Our unparalleled installed base spans over 140 countries, where

we co-create and build long-term partnerships across the utility, industry, transportation, data centers, and infrastructure sectors. We are making significant investments, over \$6 billion USD, in our supply chain, manufacturing, R&D, and digitalization, with a focus on increasing transformer production. This commitment ensures security and reliability, meeting specific market needs and mitigating risks from supply chain disruptions or geopolitical instability.

Commitment to Sustainability

Hitachi Energy is dedicated to enabling a sustainable energy future through innovative power grid technologies. We are advancing the energy transition by integrating technology with economic and social growth goals. Our efforts contribute to a balanced society, where no single company or country can make the energy transition happen alone. We believe in the power of partnerships and collaboration to drive this transformation.

As a leading technology partner for the utilities sector, from generation to transmission and distribution, Hitachi Energy is at the forefront of enabling a sustainable energy system. We are committed to delivering resilient and efficient energy solutions built on integrated energy and digital platforms, reducing costs, and improving safety through digital technologies. Our vision is to power a sustainable energy future, making a positive impact on people and the planet.

HABIBMETRO



CELEBRATING LEGACY, EMBRACING GROWTH

On its 734th National Day, HABIBMETRO extends its warmest congratulations to the Swiss Confederacy. Together, we continue to foster mutual progress, guided by a shared vision of excellence and innovation.

HITACHI

Solve your Power Challenges with Digitization and Electrification



Discover Hitachi Energy's
Digitalization Solutions

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Bilateral Economic Relations between Switzerland and Pakistan

Switzerland and Pakistan enjoy cordial trade and economic relations. For many years, by virtue of Swiss companies, Switzerland has been one of the largest foreign direct investors in Pakistan. Currently, 27 Swiss based multinational companies are operating in the country in the sectors of agriculture, food, beverages, tobacco, pharmaceuticals, textile, chemicals, energy/electricity generation and banking. 15 companies have their headquarters in Karachi while 7 companies are based in Lahore, 3 companies are headquartered in Islamabad while 1 company each

has its main office in Faisalabad and Rawalpindi. 12 companies also have their manufacturing facilities in Pakistan; the number of these manufacturing units currently stands at 19.

These companies provide direct employment to about 15,000 persons and a multiple number of third-party contract workers in Pakistan. The Embassy provides support to the Swiss firms in various ways, whenever required. Annual bilateral trade between Switzerland and Pakistan amounts to half a billion Swiss francs approximately.

14th International Women Leaders' Summit

New World Concepts, a corporate marketing and management purposes using guar as the main raw material. consultancy firm based in Karachi, organized the 14th International Women Leaders' Summit 2025 to discuss the

importance of the role being played by the women in the corporate sector. Ambassador Georg Steiner participated in the summit as a panellist and highlighted the importance of women inclusion.



Strengthening partnership

The Swiss Business Council (SBC) had the honor of welcoming its Patron-in-Chief, H.E. Mr. Georg Steiner, Ambassador of Switzerland to Pakistan, for a meeting with the Executive Committee at the Council's Head Office in Karachi. During the meeting, a constructive and forward-looking discussion took place, focusing on

ways to further enhance bilateral trade relations and explore new avenues of economic collaboration between Switzerland and Pakistan. The conversation also emphasized the importance of fostering greater engagement among existing SBC members and strengthening the spirit of partnership within the Council's business community.



Visit of Polygal Pakistan

Polygal AG is a Swiss company associated globally with processing natural hydrocolloids for industrial usages. In Pakistan, their local subsidiary Polygal Pakistan is producing adhesive gums for industrial purposes using guar

as the main raw material. A delegation of the Embassy, led by Ambassador Georg Steiner, visited the manufacturing facility of Polygal Pakistan in Karachi on 31 January 2025 to witness its production process.



Technical Demonstration Event of Katadyn Group

Katadyn Group is Switzerland's leading manufacturer of water treatment solutions for humanitarian applications. A 'technical demonstration event' of their products, "Aquifer 4000" and the "Rapidyn Water Filter", to be introduced in Pakistan, was organized at the Swiss Ambassador's residence in February 2025. Mr. Johann Wille, General Manager Asia, and Mr. Yong Zheng, Head of Operations of the Katadyn Group, joined from the regional office of the Katadyn Group in Singapore to perform a live demonstration of their products.

"Aquifer 4000" is the world's only mobile desalination system capable of producing up to 20,000 litres of fresh water daily and has been deployed in various crisis situations, including Gaza. The "Rapidyn Water Filter", featuring a Swiss-made ceramic candle with unmatched flow rate and lifespan, ensures sustainability for every Household Water Treatment System (HWTS) project. It has also been selected by UNICEF's supply division as their household filtration solution of choice.



Hitachi Energy Days in Pakistan

Hitachi Energy is a power Pakistan and aimed at technology company showcasing their highly innovative and quality products. Their local subsidiary in and solutions to potential Pakistan organized the 'Hitachi customers.

Energy Days" in Lahore on A delegation of the Embassy, February 11, 2025. The event led by Ambassador Georg Steiner, attended and focused on advancing a sustainable energy future for contributed to the event.



Aman Dialogue 2025

Since 2007, the Pakistan Navy has been organising the AMAN series of multinational naval exercises, biannually in and around Karachi. AMAN means "Peace" in Urdu and the aim of the exercises is the promotion of regional cooperation and stability, increased interoperability between various navies of the Indian Ocean Region (and beyond) and a display of united resolve against terrorism, piracy, and other crimes in the maritime domain.

From February 7-11, the AMAN exercise took place ashore and afloat, joined by ships, naval aircraft, marines, special operations forces, and explosive ordnance disposal teams from 15 countries and exercise observers from 60 countries. In parallel, on February 9 and 10, the maiden "AMAN Dialogue" was held at PNS Rahbar on Manora Island in Karachi – the Pakistan Naval

Academy. Under the motto "Secure Seas – Prosperous Future", the AMAN Dialogue's purpose was to provide Chiefs of Navies and Coast Guards, academia, and other dignitaries an opportunity to exchange views on regional and global maritime security issues and create a platform for the exchange of innovative solutions to emerging maritime challenges.

While Switzerland is a landlocked country, it still has a vital interest in open sea lines of communication and unhindered maritime transport, both for the import and the export of goods. Maritime security challenges such as piracy, terrorism, smuggling, narcotics, and human trafficking, etc. affect Swiss interests too, which is why Switzerland, being represented by the Defence Attaché, was one of the observer countries attending this first AMAN Dialogue. Panellists from all over

the world, including Brazil, USA, Iran, Russia, Bangladesh, and Australia, to name but a few, applauded Pakistan's "convening power" that allowed for such a broad audience to gather in one single room. As another sign of Pakistan's commitment to international cooperation in the maritime domain, it was pointed out numerous times that Pakistan currently holds command of the so-called "Combined Task Force 151" (CTF-151). CTF-151 is the anti-piracy component of the Combined Marine Forces (CMF), a 46-nation naval partnership, based in Bahrain, with the aim of increasing security and stability in the Arab Sea, the Red Sea, and the Western Indian Ocean. CTF-151 has been invoked in 2009 and Pakistan holds command already for the 11th time now – more than any other country.



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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 comprises large Swiss Multinational subsidiaries operative in Pakistan, and 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

Swiss Excellence in Vocational and Technical Training

Vocational education and training are among the most essential pillars of the Swiss economy. To further extend the footprints of Swiss values in vocational education and training in Pakistan, H.E. Mr. Georg Steiner, Ambassador of Switzerland in Pakistan, hosted the Memorandum of Understanding (MoU) signing ceremony between the

Swiss Business Council (an umbrella organization of Swiss companies in Pakistan) and the National Vocational and Technical Training Commission (NAVTTTC) of Pakistan.

The MoU was signed by Ms Hafsa Shamsie, President of the Swiss Business Council (SBC) and

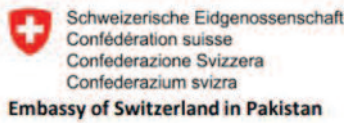
and strive to establish a level playing field in the country in order to promote the development of commerce between Switzerland and Pakistan.

Affiliations of SBC

The 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 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:

The SBC works in close collaboration with its partner Switzerland Global Enterprise (S-GE) in Switzerland to facilitate Swiss Companies that want to have their footprints in Pakistan, in terms of finding an authorized distributor for them, investment, and joint ventures.



Managing Director of Roche Pakistan, and Mr Muhammad Aamir Jan, Executive Director of NAVTTC. The MoU will promote and enhance collaboration between SBC through its member companies and NAVTTC to facilitate technical skills training initiatives for youth in Pakistan.



Strengthening Members Fraternity

As part of Swiss Business Council's (SBC) commitment to fostering closer engagement with its valued members, the SBC initiated this year a series of annual visits to member organizations across Pakistan. These visits aim to personally present membership certificates,

strengthen institutional ties, and share key developments, upcoming initiatives, and collaborative opportunities under the Council's mandate. The leadership and members of the Council deeply appreciated this proactive initiative, recognizing it as a meaningful step

towards promoting transparency, inclusivity, and strategic dialogue. SBC remains dedicated to further enhancing its member outreach efforts, while upholding the spirit of Swiss-Pakistani partnership and mutual growth.

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Engineering a Decarbonized Future for Marine and Energy – Together



Syed Muhammad Faisal
Country Managing Director
Accelleron Pakistan

Enabling companies to decarbonize and grow with innovative partnerships, technology and services

Accelleron is helping more companies take practical steps toward decarbonization through strategic partnerships, technological innovation, and expanded services. With investments in technology to support future carbon-neutral fuels, data-driven solutions, and localized service in 50 countries around the world, the company remains focused on helping the industries that power everyday life run more efficiently, reliably, and sustainably.

Celebrating 100 years of industrial turbocharging

For more than a century, Accelleron has supported companies across the marine, energy, and rail sectors by helping improve performance, reduce fuel consumption, and lower emissions. Today, its turbochargers can boost engine efficiency by up to 10%, offering long-term savings and sustainability gains.

That kind of impact adds up. Across fleets and facilities, these improvements are equivalent to taking at least 40 million cars off the road. And with up to 25% higher power density and up to 2% greater efficiency than the next best competitor, Accelleron's turbochargers continue to deliver a meaningful edge.

Supporting smarter, more sustainable fleets

Accelleron's expanded digital offering

now supports over 3,300 vessels through solutions that span voyage planning, technical diagnostics, and emissions optimization. Following its acquisition of True North Marine, Accelleron now offers integrated technical, operational, and environmental performance tools to help companies reduce fuel costs, emissions, and downtime.

These tools are already delivering results: GESCO Group achieved double-digit fuel savings across a six-month period using Accelleron's diagnostics and voyage optimization tools. Airbus uses Accelleron's digital tools to help ensure continuity in its global spare parts supply chain by optimizing voyages for its contracted shipping providers.

Fuel injection capabilities for tomorrow's fuels

Following the acquisition of fuel injection specialist OMT, Accelleron expanded its ability to help companies prepare for future carbon-neutral fuels with the addition of Italian manufacturer OMC2. OMC2 brings added capacity in four-stroke fuel injection equipment for the marine and rail sectors, supporting growing demand for fuel-flexible, high-performance engines suited to the energy transition.

Together, these capabilities are helping companies prepare for a wider range of future carbon-neutral fuels such as methanol, ammonia, and hydrogen. Fuel injection systems play a critical role in enabling next-generation engine technologies, and Accelleron is expanding its production capacity to support the rapid conversion of the global fleet to dual-fuel engines.

Partnerships strengthen supply chains and service

To better serve companies in Asia, Accelleron signed a contract manufacturing agreement with HD Hyundai Marine Engine to produce medium-speed radial turbochargers in Korea. The move helps reduce lead times and transport costs for local companies and builds on a 40-year technology partnership with HD

Hyundai. Meanwhile, a new servicing partnership with Swedish valve manufacturer Somas allows Somas companies to access Accelleron's global service network – more than 500 engineers in over 100 locations across 50 countries.

Reliability, compliance and future-proofing through global service

Accelleron's global service network has grown into a flexible infrastructure that supports companies around the world – at sea, in port, or in remote industrial environments. From embedded engineers in key regions to spare parts shipped globally within 48 hours, Accelleron helps minimize downtime and protect equipment uptime.

The company continues to enhance its support models with lifecycle upgrades, emissions-reducing retrofit packages, and predictive maintenance options. Many companies now choose outcome-based service agreements that align performance with sustainability and business goals.

Helping companies navigate decarbonization

Accelleron supports companies in the marine and energy sectors as they work to meet ambitious climate and performance goals. This includes helping reduce emissions and fuel costs with high-efficiency technologies, extending equipment life through upgrade and lifecycle services, and enabling the shift to future carbon-neutral fuels with systems designed for flexibility and compatibility. By combining technical expertise with advanced digital tools, Accelleron also makes it easier for operators to manage performance, improve compliance, and plan for the future with greater confidence.

As global industries face new environmental and commercial pressures, Accelleron continues to support companies with technologies, services, and partnerships designed to deliver long-term value and practical results in a changing world.

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Emissions reduction, digitally possible.

Join the conversation
accelleron-industries.com/sustainability/digitalization

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Fostering Swiss-Pakistani Economic Collaboration

Ms. Hafsa Shamsie, Managing Director of Roche Pakistan and President of the Swiss Business Council Pakistan, had the pleasure of meeting Ms. Anja Fiedler, Chief Export Promotion & Global Network Officer and Deputy CEO of

Switzerland Global Enterprise, along with Mr. Suhail El Obeid, Senior Consultant for the Middle East & Pakistan at Switzerland Global Enterprise, headquartered in Zurich, Switzerland.

The meeting focused on strengthening Swiss-Pakistan economic ties, identifying emerging opportunities for Swiss companies in the region, and mapping out strategic initiatives for future collaboration.



Country Consulting Week & Road Show on Pakistan in Switzerland

The Country Consulting Week and Road Show, organized by the Swiss Business Council (SBC), Switzerland Global Enterprise (S-GE), the Embassy of Switzerland in Islamabad, Pakistan's Embassy in Bern, the Geneva Chamber of Commerce (CCIG), and the Swiss Asian Chamber of Commerce (SACC), was a highly

successful initiative aimed at promoting business opportunities in the Pakistani market for Swiss SMEs.

The event series, held across three cities—Zurich, Geneva, and Bern—attracted around 100 participants. The primary objective was to provide insights into the vast potential of the

Pakistani market and to foster collaboration between Swiss businesses and local partners in Pakistan. Each session enlightened the audience on the emerging opportunities and growth sectors in Pakistan, highlighting the favorable business environment for Swiss SMEs.



Partner of:



Furthering Trade – Exploring Opportunities

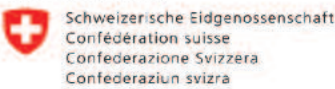


The Swiss Business Council (SBC) on behalf of its members is delighted to extend its heartfelt congratulations to the people of Switzerland on the occasion of Country's 734th National Day!

Members of SBC:



Patron-in-Chief:



Embassy of Switzerland in Pakistan

SBCPAK

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