



Pakistan
Japan
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Forum

RISING SUN

Issue No.18, July-Dec 2017



Significa Event
**Japanese companies
keen to invest in Pakistan**

Special Table Conference on
**65 years of diplomatic relations
between Pakistan & Japan**

Feature
**"Manager's Role":
A Japanese Approach**

PJBF Honorary Hirofumi Nagao of
**Pak Suzuki on commendation
from Japanese Government**

Chairman PJPF visit at Kamra

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From the Editor

Dear Readers,

The year 2017 signifying 65 years of Pakistan Japan relations did get the attention of both governments as delegations and meetings at the highest level took place to reaffirm the long and meaningful relations between the two friendly countries.

Groundwork towards this was initiated by the visit of the Minister of State for Foreign Affairs Nobuo Kishi who visited Pakistan in May 2017. During his short visit to Karachi on the way back from Islamabad, PJBIF had arranged a meeting at the Governor House when he called upon the Governor for a courtesy call. PJBIF members as also icons from different business sectors were invited for an interactive session with the Minister. Later following up Japan's Ambassador to Pakistan, Takashi Kurai and First Secretary Kazumori Asahida called on several government officials and trade bodies which included Federal Ministers and Federal Secretaries, Chambers of Commerce in various cities emphasizing upon the fact that Japanese businessmen are now eyeing Pakistan as a potential destiny for trade and investments.

Identifying the impediments standing in the way, law and order was amongst the concern recognized and in an effort to help Pakistan, a grant of Rs453 million for installing a 'face recognition system' at major international airports in Pakistan to improve security situation was offered and is being implemented. It may be mentioned that a similar grant was offered by Japan earlier to install security systems at Karachi, Lahore and Islamabad airports to check incoming and outgoing vehicles and cargo. This was later enhanced to include the ports at Karachi and Bin Qasim. In October this year, Japanese Senior Deputy Minister for Foreign Affairs, Kazuyuki Yamazaki, headed the Japanese delegation to Pakistan to participate at the 10th Round Bilateral Consultation.

Reminding that his country and Pakistan were tied in happy bilateral ties, the Consul General of Japan in Karachi, Toshiyuki Isumura, said that as a gesture of friendship and bilateral cooperation between the two governments and between people of the two countries his government has initiated to spend more than 1.75 billion rupees to establish a state of the art 150-bed children hospital under the banner of Japan International Cooperation Agency (JICA) and more than US\$86,460 (approximately Rs. 9 million) to establish and equip pediatric intensive care unit (PICU) at Indus

Hospital in Karachi. Isumura told the media at the handing over ceremony that Japan's government was always trying to help Pakistan government and specially its citizens. "We have established a children hospital in Karachi and Islamabad at Pakistan Institute of Medical Sciences Hospital and now we have equipped Indus Hospital's PICU." Toshiyuki Isumura also wished that this support from the people of Japan would further strengthen friendly relationship between Japan and Pakistan. Under the Grass Root Scheme, Japan has funded about 350 projects in Pakistan since 1989 and this is the 16th project to be implemented by the Consulate-General of Japan in Karachi since 2009.



The current issue covers several events that were held celebrating the 65 years of Pakistan Japan Diplomatic Relations which also includes the signature event by PJBIF in December which this time had cultural performances arranged for the entertainment of the largely attended guests.

The statement coming out from Tokyo before year end "Taro Kono, the Japanese Foreign Minister, is arriving in Islamabad on January 3 for a two day visit at a time when Tokyo says it keeps in mind that, "Pakistan plays an important role for peace and prosperity of the region and that coordination and cooperation between two countries should be further promoted" was welcomed by many in Pakistan including PJBIF. "This visit is expected to reconfirm and strengthen the traditionally friendly relationships between Japan and Pakistan", said the Japanese Embassy in Islamabad. "Kono is expected to meet his counterpart Khawaja Asif and other high dignitaries and discuss matters of bilateral relations as well as regional and international situation. It further went on to say, "that Japan will continue to support the stable development of Pakistan which makes efforts to defeat extremism and to carry out economic reforms".

Details of the visit of the Foreign Minister and of particular interest to PJBIF will be covered in the next issue of the "Ring Sun" but in the meantime, we invite our readers to enjoy reading the articles and news items covered in the current issue.

HAPPY READING!!

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Japanese companies keen to invest in Pakistan

Kalim Farooqui

PJBF Forum held its Signature event on December 12. His Excellency Mr. Toshikazu Komura, Consul General of Japan, grace the occasion as chief guest and addressed the gathering on **Recent Economic Activities in Pakistan by Japan.**

Mr. Komura spell out that more Japanese companies have shown keen interest to invest in Pakistan, after profitable and booming business operations due to the improved law and order situation in Karachi.

Consul General of Japan Toshikazu Komura, while talking at signature event of Pakistan Japan Business Forum said Japan and Pakistan always enjoyed good relations and Japan always supported Pakistan's economy including industries, and promoting trade between the two Asian democracies.

Komura highlighted that due to many south Asian communities in Japan Pakistan can increase its rice export whereas Japan is already importing Pakistan Mangoes from last 2-3 years, which export can be increased in the coming years.

SFA chairman PJBF expressed his views and welcomed the report. Sohail F. Ahmed, Chairman and Chief Executive Officer of PJBF said the first Japan business mission arrived in Pakistan in 1948, but trade could not reach higher levels.



He said there are good opportunities for foreign investment in Pakistan and it has a vast market, great potential, of 220 million populations. He said the volume of two billion dollars trade is very low as compared with growth and potential of Pakistan. He said like many other bodies including PJBF he himself is also taking care to strengthen the bi-lateral ties between two nations.

Speaking in a fluent Urdu he said that companies from both countries should do more business with each other to increase opportunities for trade and investments.



"Pakistan's exports to Japan last financial year were \$204 million, which is insignificant." "Pakistan is not a poor country, as it has fertile land, minerals, good in information technology, huge consumer market and has hard working people." Chairman PJBF added.

PJBF chief said inequality in Pakistan is lower than India and also lower unemployment ratio besides, Pakistan is the second least expensive country in the world"

The first female Japanese entrepreneur in Pakistan Rie Mihara gave a talk about her journey "why to Pakistan" and experience in setting up her business here. Her shift from her native country Japan to Pakistan another

Asian patriarchal country, the image portrayed by the media and her personal business experiences in Pakistan were all highlighted in her speech.

The event also featured historical and traditional Japanese musical performance by Japanese artists and martial art 'Jujutsu' performance by local practitioners.

A vote of thanks was delivered by Mr. Tetsuya Suenobu, Senior Vice Chairman of PJBF.

PJBF presented gifts to the Consul General, Kie Mihara and the performing artists to show its appreciation.

The event was largely attended & applauded by the dignitaries and businessmen representing both the trade and industrial sector, which was followed by a scrumptious dinner.



Opportunities in Japan

AOTS (HIDA) Japan has informed PJBF that they have introduced a new business-matching platform called "Business Partner References," in which Japanese companies are seeking business partners and customers overseas, will post their product information on the website. http://gj.aots.jp/u/product?sf_culture=en

Japanese Companies are looking for Distributors, Local partners, Buyer/Customer etc.

This is a great opportunity for companies and individuals outside of Japan, wishing to establish business partnerships and collaborations with Japanese companies. Please check to see if there is a company worthy of your attention.

For inquiries through AOTS websites use
<http://www.aots.jp/hida/en/contact/index.html>

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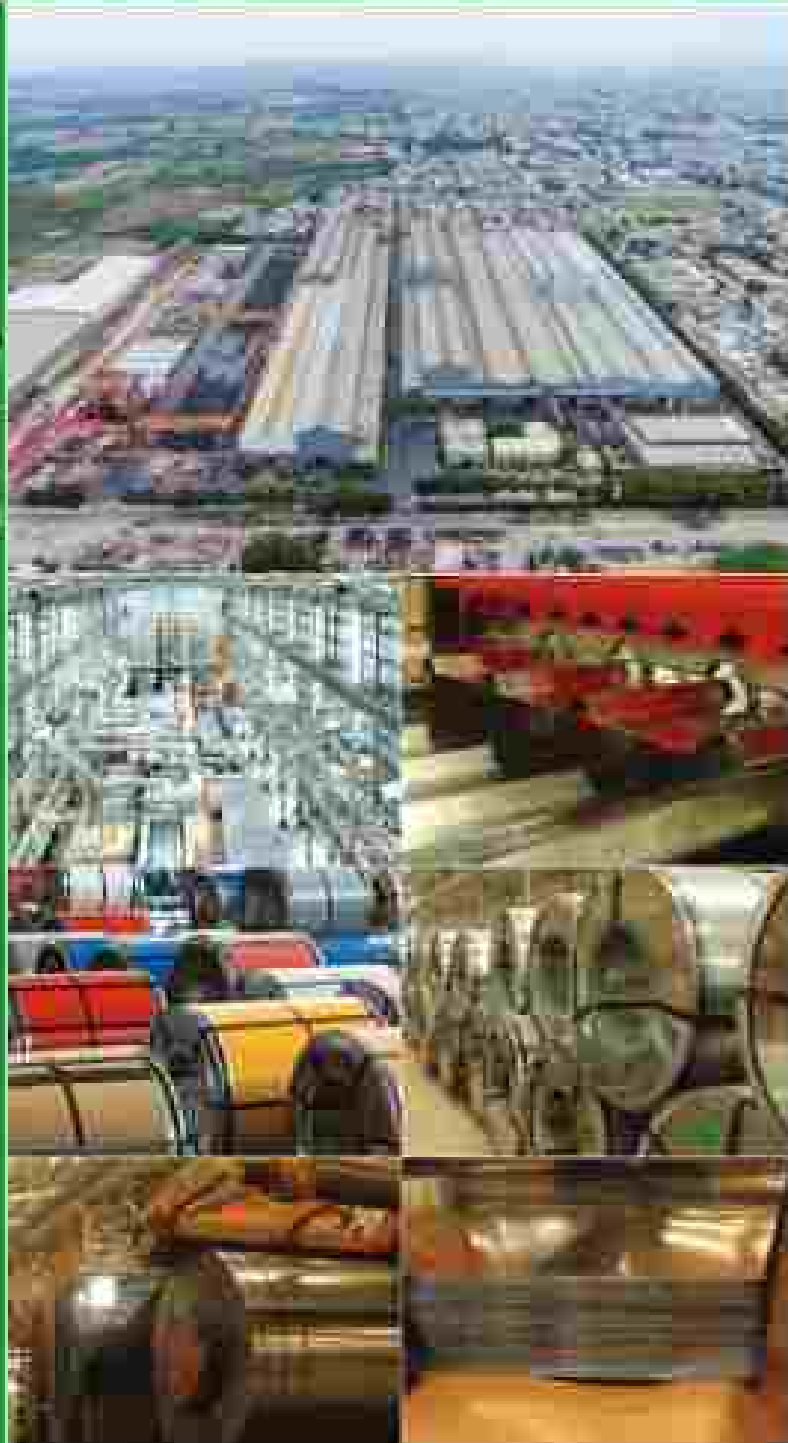
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Round Table Conference on

65 years of diplomatic relations between Pakistan & Japan:

Muhammad Faisal

Elaborating the success story of Japan as a country that arose from the ashes after World War II, the name of Japan is widely associated with quality, consistency and commitment.

The reason is simple. It is a country of hard working people, flag bearers of national pride, and bubbling with the spirit to forge ahead. Ravages, whether caused by wars, or natural disasters doesn't impede their



Mr. Saqib H. Azeem and Mr. Sohail F. Ahmed addressing the conference.

objective, but only temporarily. They are up on their feet again, putting behind the difficulties and getting engaged with a renewed spirit of nation building task. That's what has kept this nation not only alive and ticking, but also a tremendous source of inspiration for others.

To highlight these qualities, Pakistan Japan Business Forum and daily Pakistan Observer jointly organized a Round Table Conference (RTC) on Wednesday, 29th



November 2018. The occasion was rightly marked at the 65 years of bilateral cooperation between Pakistan & Japan in multifaceted areas since April 28, 1952. Speakers from both countries dwelt on the need for concrete relationships and emphasized on the potentials that need not be wasted.



Japanese post-war diplomacy in Asia began with Pakistan when they exchanged high-level visits in the early 60s. Faisal Zahid Malik, Editor-in-Chief of Pakistan Observer, opened the conference with his welcome remarks. "We celebrate the 65 years of close cooperation between the two friendly nations; this relationship can be traced back even earlier to 518 AD when today's Pakistan, then a cradle of the Gandhara civilization, served as a source for the promotion of Buddhism in Japan."

"How long will we take to recover from slumber and benefit from the available rich resources, of which we keep boasting, but are still to make a mark to be really proud of?"

The Chairman and CEO of Pakistan Japan Business Forum, Mr. Sohail F. Ahmed highlighted the issues related to the trade imbalance, which is highly in favor of Japan. During last two years, there are some investment activities between the two countries and there are some new entrants who have opened their offices for businesses, he informed. It is unfortunate, he said, that Japan has not implemented the early harvest program for Pakistan which could enhance Pakistan's exports of textile and leather products. He questioned as to "How long will we take to recover from slumber and benefit from the available rich resources, of which we keep boasting, but are still to make a mark to be really proud of?" We need to use Japanese's expertise and strength in other areas such as industry, infrastructure and power generation sector, he added.

Vice Chairman PJBF representing the Japanese side & CEO of Mitsubishi Corporation, Mr. Kimihide Ando, highlighted the long relationship with the people of Pakistan, as also the business environment that has improved immensely in Pakistan. He stressed to work towards a renewed, enhanced and robust relationship.

President, Habib Metropolitan Bank, Sirajuddin Aziz delivered an illuminating discourse on the Japanese economic growth after Second World War. He detailed upon how Japan kick-started its economic agenda from \$102 billion to now 5 trillion-dollars GDP, with stable and sustainable policies. Since 1945, Japan had 45 prime ministers that mark the stability of Japan reflecting on the fact that change of governments does not matter. Japan's economic growth rate figures may be



Mr. Kimihide Ando and Mr. S.M. Munnet

insignificant, but its impact is huge on its economy. He remarked, "Japan is the nation of followers and we (Pakistan) a country of leaders" expressing the element that in Pakistan too many people desire to follow their philosophies.

Chairman Arif Habib Group, Arif Habib, while addressing the audience said Pakistan offers ample opportunities for investment, especially in the ILNG & coal-based energy projects where Japan has the right expertise to work and invest. As a leading icon with various investments in different sectors, he dwelled upon the immense possibilities that exist for the Japanese to explore in Pakistan.

Mr. Shair Sultan, Director Greenwich University outlined the educational support from Japan and informed about the award winning "Go board" song on police eradication awareness produced on the joint ideas of the university students of both countries. He further elaborated, with facts and figures, about the cooperation between Pakistan and Japan in the education sector.

Former Chief Executive Officer of Trade Development Authority (TDAP) and a business icon in Pakistan, S. M Munnet, informed the conference that from next coming season, Pakistan would export huge quantity of quality mangoes to Japan. Japan should give some priority to Pakistan in leather goods like Bangladesh & other Asian countries on zero rate duty. It would provide the Japanese people with good quality and less expensive leather products. He was appreciative of Japanese support to Pakistan and sought assistance to further help increasing the trade between the two nations; especially for exports from Pakistan.



Mr. Arif Habib

Mr. Tetsuya Suenobu, Senior Vice Chairman PJBF representing the Japanese side & CEO of Marubeni Corporation Pakistan office, recognized the geopolitical importance of Pakistan and appreciated its role in fighting terrorism. He informed that the next joint Dialogue between the two countries will further strengthen the collaboration at all levels.

"Japan is the nation of followers and we (Pakistan) a country of leaders"

Consul General of Japan, Toshiyuki Yamura shared his connections with Pakistan and its People since 1985. He said we are working and doing business in this geographical area since 1919, but due to World War-II, Japan had suspended the trade. Japan restarted the trade in 1953 with Pakistan for importing raw cotton. Currently, there are 83 Japanese companies working in Pakistan, while more are looking at Pakistan for further trade and investments.



Mr. Tetsuya Yamura

He informed that a Japanese Company Hitachi made turbines for Pakistan's first Nuclear Power Plant - Karachi Nuclear Power Plant (KANUPP) in the early 70s. He



Mr. Yoshikazu Hamanaka

further expressed his desire to link one Pakistani city with that of Japan as twin cities and towards which he will work upon.

The Governor of Sindh Mohammad Zubair emphasized to learn Japanese educational model and skills sets by

transforming human capital and use available resources to transform the country. He further said Pakistan offers immense opportunities to Japanese investors to establish and expand their businesses. To ensure enabling the environment for Japanese investors, Pakistan has established Special Economic Zone for the Japanese with attractive benefits such as 100% ownership, tax exemptions, repatriation of earnings and one-window operations. He appreciated Japan's generous technical, financial and counter terrorism assistance over the years and also mentioned about the issuance of a special postage stamp by Pakistan in 2004 on 50th Anniversary of Japan's Assistance for Economic Development.

The Conference was concluded on the message that Japan has remained as one of the major bilateral development partners to Pakistan since 1951, extending assistance in multifaceted sectors of development. Diplomatic relations between Pakistan and Japan has always been highly significant, Japan is a major trading partner of Pakistan and a major donor for development



Governor of Sindh Mr. Mohammad Zubair addressing the audience

projects. However, bilateral trade has been in favor of Japan due to the unsatisfactory performance on the part of exports from Pakistan. To bridge this gap, Pakistan needs to move away from the traditional export of raw materials and concentrate more on value-added goods. Pakistan possesses immense potential of investment for Japanese companies and that Japan could work together in various areas for investment that Pakistan has the potential.



Mr. Shah Jaffer

Mr. Kalim Farooqui, Vice Chairman PJBIF & CEO Technology Links offered the vote of thanks and appreciated Pakistan Observer and Mr. Khuram Jaffrani, its Group Director for initiating the concept of Pakistan Japan Round Table Conference. He particularly thanked the Governor for sparing his time despite his preoccupation on account of Prime Minister's visit to Karachi. Among the audience were the Consul General, Japanese & Pakistani business leaders and many other icons from the fields of academia, finance, trade and industry.

Pakistan Observer published a 12-page Special Supplement celebrating the 65 years of Pakistan-Japan Diplomatic Relations and the Round Table Conference which was largely read and hailed.



The Editor-in-Chief of Daily Pakistan Observer, Faheem Zahid Malik is presenting memento to Vice-Chairman of Pakistan Japan Business Forum (PJBIF), Kalim Farooqui.

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Fahim Sulaiman

Mr. Fahim Sulaiman Director on Board and Chairman Media and Event Committee PJBF had arranged a Hi-Tea at "Salt & Pepper Village" Restaurant Sea View for Delegation of Businessmen from Japan who had come to attend the EXPO "Emerging Pakistan" which was held at Karachi Expo Centre from 9th to 12th November 2017.

This was an informal networking get-together providing a good opportunity to meet & know each other with a pleasant environment. During the meetings the entrepreneurs from both sides met and learnt about the potential business opportunities. Notable interest was found amongst local business community.

Following were attendees from Japan & Pakistan in this event:

Mr. Abid Hussain
- President Pak Japan Business Council, Nagoya Japan.

Ms. Marie Tajiri
- Country Representative SYG Inc Japan.

Mr. Amin Kazani
- President World Comtech Ltd, Japan

Mr. Takahiro Suzuki
- Consultant Infinity T S Project Japan

Mr. Kenji Iwabuchi
- Executive Manager WorldComtech Tokyo Japan

Mr. Ali Akhtar
- Director SYG Inc Tokyo Japan.

Mr. Jahangir Khan
- World Champion Squash Pakistan

Mr. Irfan Siddiqui
- Director Tokyo Japan

Mr. Kalim Farooqui
- Vice Chairman Pak Japan Business Forum

Mr. Naeem Sheikh
- Chairman Pak Japan Business Council - TPCCI

Mr. Ashtaq Ahmed
- Director Pak Japan Business Council -Sindh

Mr. Fahim Sulaiman
- Director Pak Japan Business Forum

The delegation expressed their thanks and sincere appreciation to Fahim Sulaiman for his hospitality to all the admirable arrangements.

At the end of this get together some children, these visiting the Restaurant at the time, desired to have a picture with the visiting Japanese guests and which they happily obliged. It also conveyed the warmth with which foreigners are welcomed by locals.



Media Team visits PJBF

Kalim Farooqui

A high level 8-member media team visiting Pakistan and coordinated jointly by Pakistan's Embassy in Tokyo and the Information Department of the Government of Pakistan requested for a meeting with PJBF officials.

Accordingly, and at a short notice, a meeting was arranged on Sunday which was participated by Fahim Salaiman, Chairman, Media & Events Committee, Kalim Farooqui, Vice Chairman, Hamza Bin Tariq, Secretary General PJBF and Company Secretary Muhammad Faisal.



Briefing PJBF about the team which comprised of, besides the officials of the Government of Pakistan, Go Yamada of Nikkei Shimbun, Hiroshi Mori of The Sankei Shimbun, Chiyoaki Nakamoto of Fuji Television Network, Ken Iwatsuki of Nippon Television Network and Masato Toriya of the Institute of Asian, African and Middle Eastern Studies of Sophia University. The officials of the Government informed that they were taken around the country and just before coming to Karachi, they had visited Baluchistan and were also taken to Gwadar, the port city of Baluchistan. The idea behind this visit was to let them see for themselves the development taking place in Pakistan and to clear the misperception in the minds of many in Japan about Pakistan.

Kalim Farooqui elaborated upon the aims and objectives of PJBF and the role it is playing in particularly bring the business communities of both the friendly countries



together. Citing examples of which not many knew, Fahim Salaiman and Hamza Bin Tariq expressed the need for the Japanese media houses to portray

Pakistan as a potential destiny for trade and investments. The team was briefed about the steps being taken by the government of Pakistan to attract foreign investments and given examples of areas where other governments are keen to invest and are increasingly arranging business delegations. They were informed about numerous Japanese consumer goods which are household names, and which needs to further develop by additional investments, specially in the automotive sector where Japan has a virtual monopoly in Pakistan.

All participants individually introduced themselves and shared their views on Pakistan. Go Yamada of Nikkei



Shimbu who has visited Pakistan earlier and have been covering Pakistan regularly, informed that every time he comes to Pakistan, he witnesses improvement. The common denominator from all was the fact that the law and order situation is much better than what they had expected. They were also of the opinion that Pakistan needs to invest in promoting their image overseas as what it has gone through in recent years due to law and order situation, has marred the image and the actual ground realities which they have observed has to be further portrayed. Of interest to them was to know about the involvement of China in the China-Pakistan Economic Corridor (CPEC). Kalim Farooqi explained that while China is assisting Pakistan with billions of Dollars, it is mainly for development of infra-structure projects such as roads, ports and energy. This he said, will further help the economy with industrialization process and in turn will attract foreign direct investment (FDI). He also mentioned about the Special Economic Zones (SEZ) being built along the corridor and in which any country can participate. He invited the media to elaborate upon this fact

in Japan so that Japanese investors are made aware of this important element of the CPEC and from which they can immensely benefit in view of the large consumer base that is available in Pakistan with increasing purchasing power.

On conclusion of the meeting, all participants joined for a group photograph.



IFA with Air Vice Marshal Mr. Ashraf Malik

Chairman PJPF visit at Kamra

The PJPF President was invited by Air Vice Marshal Mr. Ashraf Malik, Chairman Pakistan Aeronautical Complex to give a talk on **Japanese Style of Management**, at Kamra.

Mr. Sohail P. Ahmed made a presentation beginning with PAC Kamra's mission. About 120 officers participated in the talk.

He emphasized on operational excellence as a strategic weapon and talked about factors that would assist in furthering operational excellence within Kamra. He was taken on a visit to the various workshops within the facility which he found very impressive both aesthetically and technologically. The chairman was given a model of the Aircraft developed at Kamra on conclusion of his talk.



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Organized by Japanese Consulate in Karachi



Fahim Sulaiman

A colourful event was hosted by Japanese Consulate in Karachi to celebrate 84th birthday of Japan's Emperor Akihito, at Pearl Continental Hotel, Karachi, the "Japan Fest 2017" which was largely attended by businessmen, politicians, parliamentarians, diplomats, government officials, journalists and prominent personalities from Sindh and Balochistan including Speaker Balochistan Assembly Mr. Kahela Hameed Khan Durani and Sindh Minister for Local Government Jam Khan Shoro.

The guests enjoyed the hospitality of Japanese Consul General Toshikazu Iwanura and his diplomatic team, and took keen interest in Japanese literature and culture displayed at this event on Monday late evening. It was decorated with plenty of Japanese cultural flavors with

followed by Cosplay contest and Japanese pop songs played by local Japanese cultural groups, "Shonen Infinity" and "Metta! Seinen".

The event reached its peak with Koto and Shamisen performance by a Japanese artist, Ms. Somie Kameko who has been based in New York and arrived in Pakistan for her performances in Islamabad and Karachi.

The audience was captivated by the fascinating profundity of traditional Japanese music and memorable fusion of Japanese and Pakistani compositions. Ms. Kameko is an accomplished Koto and Shamisen player, jazz singer and song-writer who has received her training



performance and serving of Japanese dishes including sushi, tempura and other exotic items.

The audience was captivated by the fascinating profundity of Japanese traditional music and memorable fusion of Japanese and Pakistani compositions. On this occasion, various cultural exhibitions were also presented including Ikebana (Japanese art of floral arrangements), Origami (Japanese art of folding paper into decorative shapes and figures), and Bonsai (the art of growing ornamental, artificially dwarfed varieties of trees) displays, pop culture show and band session.

The Japan Fest 2017 started with several presentations to give cultural and social images of Japan, which was



at the prestigious Tokyo National University of Fine Arts and Music and Berklee College of Music. She has the honour of performing at the Washington DC Jazz Festival, Carnegie Hall, Lincoln Centre and Blue Note, New York.

At the end of the first phase of the program, Consul General of Japan in Karachi, Mr. Toshikazu Iwanura presented the awarding ceremony for the winners of cosplay contest.

In his speech Mr. Toshikazu Iwanura, the Consul-General of Japan in Karachi, mentioned about various aspects of Japan-Pakistan friendship and wished to further strengthen the existing cultural, economic and business ties between the two friendly countries.

Federal Board of Revenue

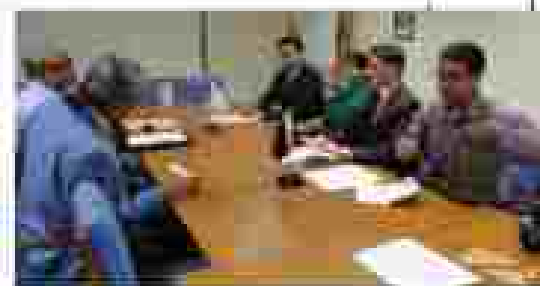
Kalim Farooqui

A request to Pakistan Japan Business Forum was received from Muhammad Saeed Wattoo, Additional Collector, Office of the Chief Collector of Customs to meet their team and discuss National Single Window (NSW) being undertaken by the Federal Board of Revenue.

Accordingly, Chairman PJBF, Sohail P. Ahmed and Vice Chairman Kalim Farooqui responded with their availability and convenience to meet them on December 28th.

Their team headed by Syed Atif Haider and accompanied by Rozwana Siddiqui, Ahsan Khan met with the PJBF members to discuss the National Single Window. PJBF was informed that Pakistan had ratified the WTO's Agreement on Trade Facilitation on 27th of October 2015 and as such were committed to the establishment of a "National Single Window" with an implementation timeline of 5 years with effect from 22nd February 2017. PJBF being a lead Bi-lateral Forum was chosen to receive comments and contribute with suggestions as the concept involves for parties involved in trade and transport to lodge standardized information and documents using a single-entry point to fulfill all import, export and transit related regulatory requirements. Such an undertaking is to reduce cost and time involved in trading across borders while at the same time enhances government's control measures. Meeting PJBF is in accordance with the Prime Minister's directive dated 18th March 2017, to FBR to initiate consultative meetings with the relevant stakeholders.

Welcoming the team, Chairman Sohail P. Ahmed informed about the aim and objectives of PJBF and the segments of trade and industry the members represent. Himself having experience in the manufacturing industry, he pointed to the anomalies that exist as also was explained by Vice Chairman, Kalim Farooqui representing the trade side, both citing numerous examples which are faced on a regular basis by its members. The team, while giving a potent hearing did respond and pointed to the fact that much of it is due to the numerous regulatory bodies involved with decisions on imports and exports and in formulating the National Single Window, an attempt is being made to minimize the unnecessary paperwork currently involved. PJBF while appreciating the move by the government offered to assist with the initiative by calling on other Bi-Lateral Business Forums on a common platform to discuss and contribute in the efforts being made by the Federal Board of Revenue. It was decided that such a seminar will be arranged at a mutually convenient date in the coming days to organize the event in a meaningful way. Since all the team members were visiting from Islamabad, they informed the Chairman that they will soon communicate the date for them to do so in Karachi.



An Inclusive Perspective

Kalim Farooqui

The year 2017 marks 65 years of Pakistan-Japan diplomatic relations since it was in April 1952 that it was established. However, mutual contacts had started much earlier when in 1948 the first trade mission from Japan had arrived in Pakistan, which had the same year recognized Japanese Overseas Agency (JOA) resulting in the signing of the first trade agreement in July 1948. First Prime Minister of Pakistan, Liaquat Ali Khan, during his visit to Washington in May 1950 had pushed for the early signing of US-Japan Peace Treaty and restoration of Japanese economy after the WWII and which was subsequently signed in September 1951 and commonly referred to as Treaty of San Francisco. It was again the first Foreign Minister of Pakistan, Sir Zafarullah Khan, who was actively involved with the move for Japan's membership to the United Nations and which was allowed in 1956. It may be mentioned that as early as in September of 1954, the United States, France, Great Britain, New Zealand, Australia, the Philippines, Thailand and Pakistan had together formed the Southeast Asia Treaty Organization (SEATO) making Pakistan an important and strategic partner of the US from Asia. Today, Japan is now the second largest financial contributor to the UN, following the establishment of diplomatic relations between the two nations in April 1952. The then Prime Minister of Japan, Shigeru Yoshida, sent a special 3-member Japanese goodwill mission to Pakistan. It was in 1962 that Emperor Akihito and Empress also visited Pakistan as Crown Prince and Crown Princess. Subsequently and to date, 18 visits by the Heads of States and Governments have been exchanged between the two countries with 7 from Japan to Pakistan and 11 from Pakistan to Japan. The initial visit was by the Prime Minister of Japan Shinsuke Kishi to Pakistan in 1957 followed by President Ayub Khan of Pakistan in 1960 to Japan. It may be worth mentioning that he was the only Head of State to be ever received by the Emperor of Japan himself at the Haneda airport.

Japan is a major trading partner as well as a donor to Pakistan. Japan has been a member of the Aid to Pakistan Consortium since 1961 and has been regularly assisting Pakistan with its development programs by providing financial support. Standing as the third largest economy of the world, Japan has a nominal GDP of over five Trillion Dollars, while that of Pakistan, 360 Billion. The annual development assistance from Japan to Pakistan over the years has gradually increased and

now averages at Dollars 600 Million which includes project loans for infra-structure development, outright grant assistance for the development of social sectors such as Capacity Building, Health and Education and technical assistance for the promotion of expertise and technology transfer. Japan is amongst the top donors of bilateral assistance to Pakistan. Total assistance to Pakistan so far is in excess of Dollars 12.00 Billion and is channeled through Japan International Cooperation Agency (JICA). Japan has been in the forefront to assist Pakistan with its development needs; an example of which was the hosting of Friends of Democratic Pakistan Conference (FDOP) in April 2009,

inviting all friendly countries to make pledges in order to support Pakistan after returning to democracy. Pledges of over Dollars 6 Billion were made by various participating countries, with the then President of Pakistan himself attending the conference in Tokyo.

Karachi, historically being a commercial hub, Japanese entities were present even before Pakistan's independence with the first Trading Company being established in 1888 and the first Japanese Bank in 1925 followed by over 40 entities operating by 1950.

Currently, there are over 80 Japanese Companies now operating in Pakistan providing employment to over ten thousand Pakistanis and helping the government exchequer annually with over 60 Billion Rupees in taxes. In the industrial sector, Japan leads the automotive sector with almost all known Japanese brands with their presence, Suzuki Motors being the first amongst them to start in the 1980's. To protect such investments and to further promote it, an agreement was signed between the two governments in 2002.

Pakistan-Japan Business Forum (PJBF) is a Bi-Lateral forum established in 2001 with a view to promote trade and investments between the two friendly countries. To achieve this objective, the formation of its Board of Directors comprises of ten Directors each from Pakistan and from Japan elected for a period of 3 years. Currently, it is led by Sohail P. Ahmed of the House of Habib as its Chairman with Tetsuya Suematsu, the country General



various activities of the forum is holding of events and inviting the decision makers in the government connected to business matters which include the Ministers, Secretaries as well as CEOs of related organizations such as Trade Development Authority of Pakistan (TDAP), Board of Investment (BOI), Federal Board of Revenue (FBR) and the like. Members interact with them as it provides them with a platform to air their views and seek help on matters of interest to their businesses thereby directly bringing it to the knowledge of the concerned. Participation in exhibitions such as Expo Pakistan under Japanese umbrella, arranging trainings both in Pakistan and in Japan on specialized subjects, managing and linking trade delegations to visit Japan and interact with their potential counterparts as well as liaising with Embassies in both countries to ensure the maximum utilization of their presence for the business community, are amongst the few initiatives that are undertaken by the Forum. This month, a Textile Workshop was arranged in Faisalabad and in Karachi with the cooperation of JICA and TDAP inviting major textile concerns to understand the market requirements of Japan where two experts from Japan spoke. The Board of Director of PJBFI meet monthly to review progress. PJBFI has also taken the lead to call upon all heads of all Bi-Lateral Business Forums operating in Pakistan to jointly come up with a working paper highlighting issues common to all which can then be taken up with the government for corrective measures.

The counter part of PJBFI in Japan is Japan-Pakistan Business Cooperation Committee (JPBCC) and which is currently headed by Teruo Asada, the Chairman of Marubeni Corporation, and itself a conglomerate in Japan. Delegations between the two alternatively take place each year for what is called the "Joint Dialogue" and the next of which is expected to take place in Tokyo in 2018.

Japan External Trade Organization (JETRO), operating under the Ministry of Economy, Trade and Industry (METI) of Japan was established in 1958. It opened its office in Karachi, the second overseas office anywhere in the world. In their published business directory of Japanese and Japanese Affiliated Companies in Pakistan, it mentions the names of almost 60 companies having either 100% ownerships or in Joint Venture with Pakistani companies. JETRO's prime objective, as the name implies, is to promote trade activities and encourage investments between Pakistan and Japan. Almost 200 companies are listed who are actively involved in business with Japan.

There are three Japanese Associations of Commerce and Industry (JACI) located in Karachi, Lahore and Islamabad. The purpose of JACI is to meet regularly, exchange notes

in respect of trade and investments and convey to either governments their observations regarding business matters that need their attention. Japan's major imports from Pakistan include chemicals, yarn, textile products, leather and metals while Pakistan's major imports from Japan include automobile and automobile parts, steel, rubber products as well as a variety of machinery and Hi-Tech items. Investments by Japanese Companies during the last decade is in excess of \$800 Million. The Japanese Companies operating in Pakistan are realizing a sales volume of over Rs.300 billion. Recent investments into Pakistan by Japanese concerns are Yamaha Motors, NIPRO Corporation, Marubeni-Ishizu Steel, Ajinomoto Corporation, Morinaga while several other Japanese entities are looking towards Pakistan as a potential destiny. Imports from Japan is close to 1.5 Billion Dollars while exports from Pakistan stand a little over 250 Million Dollars, thus tilting the trade balance heavily in favour of Japan and which will be addressed in the next Joint Dialogue in Japan. Over 800 Japanese are resident all over Pakistan which include those from Japanese business houses, Government of Japan, JICA, JETRO and also NGOs from Japan operating in Pakistan.



The Federal Ministers from Pakistan visiting Tokyo mostly call upon JPCC Chairman while meeting their counterparts in Japan. Such meetings have always been reciprocal and have immensely contributed towards better understanding between the two friendly nations. The emphasis should now be for goods and services from Pakistan to be exported to Japan as the trade imbalance is heavily in favour of Japan. PJBFI and the Embassy

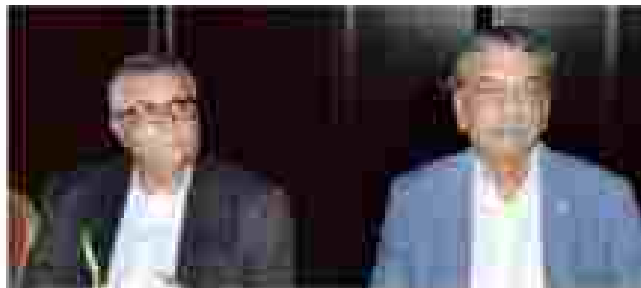
of Pakistan (EOP) in Japan with Asad Majeed Khan as Pakistan's Ambassador to Japan are encouraging SMEs and have been successful in connecting Pakistani enterprises with that of Japan which has resulted from the several trade delegations taken by PJBFI and received by EOP. The next delegation of SMEs is being planned for 2018 and the arrangements for which will again be coordinated with the Pakistan Embassy in Tokyo.

Japan will remain a cornerstone of Pakistan's fiscal policy being an important trading partner, a major donor and above all a key contributor towards Foreign Direct Investment (FDI) which continues to support Pakistan's GDP by way of generating employment opportunities and helping the government exchequer by way of revenues. The anticipated two days visit of the Japanese foreign minister, Taro Konomi Pakistan early in January announced by Japan says, "Pakistan plays an important role for peace and prosperity of the region and that coordination and cooperation between two countries should be further promoted".

Pakistan-Japan Dosti Zindabad!!!

“Manager’s Role”: A Japanese Approach

PJBF arranged a two days training on “Manager’s Role: A Japanese Approach” on 31st July & August 1, 2017, in Movenpick Hotel, Karachi and on 2 & 3rd August 2017, PC Hotel Lahore. PJBF had invited Mr. Genji Tanaka, ADTS Expert from Japan to shape Pakistani managers with Japanese Approach.



Mr. Nurhuz Mambayanda, Head of PJBF Training Committee & Chairman PJBF

The objective of the Training program was to transform newly assigned managers in a way to execute their responsibility fully, in this training program they learnt about the new ways of controlling as an instrument of influence to get things done by others. Newly assigned managers’ training is a pre requisite in companies in Japan. Training also improved participant’s team work and leadership skills through various techniques as practiced in Japan.

Mr. Sohail P. Ahmed, Chairman opened the session in Karachi emphasizing that “The most important, flexible and sustainable resource available in a company is



Mr. Nurhuz Mambayanda, Head of PJBF Training & Development, presenting a brief about the PJBF and Japanese Scholarship based training programmes.

Human workforce”. He shared his work experiences and fruitful implementation of Japanese techniques in many companies.

The Counsel General of Japan in Karachi Mr. Toshikazu Homura, who too was present at the closing session in Karachi, appreciated the efforts on part of PJBF to organize such kind of training program. The Participants were happy to receive certificates from the Consul General at the conclusion of training session in Karachi.

Mr. Shahid Ali Malik, Chairman PJBF North Chapter Lahore opened the session in Lahore said that it is a manager that connects teammates and influences co-workers. He engages teams and motivates them toward success, and guide the organization toward goal accomplishment.



Mr. Sohail P. Ahmed, Chairman PJBF, sharing his experience on Japanese learnings.



Consul General of Japan in Karachi, Mr. Toshikazu Homura, presenting certificate to training participants in Karachi.



Group Photo of all the training participants in Lahore.

Ms. Sitara Arif, Senior Vice Chairperson, PJBF Lahore Chapter outlined the PJBF efforts in holding meaningful trainings which covers various aspects of employee's developments. She said training is not just about getting knowledge, its implementation increases growth potential of employees.

Ms. Sitara & Mr. Shahid distributed the certificates to participants on completing the training in Lahore. Both expressed their gratitude to Mr. Tanaka.

Mr. Faisal Ismail, from Mahmood Textile Mills Ltd was of the view that the program was very much effective and interesting and will really helped him to add value to his work. Everyone experienced learning and the feedbacks were positive. 90% participants were of the view that training content was new for them.

The training programs are part of PJBF's aim to enhance member companies' employees' way of thinking and activities to be more professional and productive. "Manager Role" training was attended by cumulatively 68 participants from a cross section of industrial applications and included newly assigned manager and senior management level personnel.



Ms. Sitara Arif & Mr. Shahid Ali Malik is presenting certificate to training participant in Lahore.

Mr. Nabeel Hashmi, Chairman AGTS Lahore chapter informed participants about the various scholarship based trainings under Japanese government support offered by AGTS. He said we should learn from techniques and procedures applied in many countries which help in improving working environment.



Mr. Shahid Ali Malik, Sr. Vice Chairman PJBF Lahore



Group Photo of all the training participants in Lahore.

Pak Suzuki on commendation from Japanese Government

Kalim Farooqui

Hirofumi Nagao of Pak Suzuki Motor Company Limited was invited by PJBF over dinner to honour him on receipt of commendation from the Japanese Government for improving business relation between Japan and Pakistan.

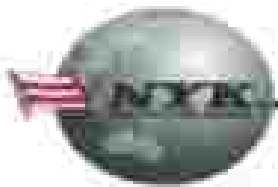
Chairman PJBF, Sohail R. Ahmed while welcoming Nagao, elaborated upon his personal traits being himself associated with the automobile industry most his life. Nagao's success, he said, in part is due to his experience and technical background but mostly due to his adaptability to the local environment. During his stay in Pakistan, he has reached every segment related to automobile; from related government authorities/agencies to the network of sales distributors throughout the country and even users. His appearance in "Shalwar Kameez" with a "Koti" at formal events substantiates the Chairman's description of Nagao's success in Pakistan. He was dressed as such at his farewell dinner as well.

manufacturing plant got the approval from ECNEC in 1981 which facilitated the Joint Venture Agreement with Pakistan Automobile Corporation. The manufacturing of their initial FX model thus started. Later, various models were introduced which became household names in Pakistan like SWIFT, BALENO, CIFTIS, ALTO, LIANA and including names associated with Pakistan such as MEHRAN, RIZYDER and MARGALLA. Pak Suzuki now has a large manufacturing plant at Port Qaim and is rolling out over 150,000 units annually.

invited to the dinner were members of the Pakistan Japan Business Forum and individuals associated with the automobile industry including major distributors of Pak Suzuki. Also in attendance was Masafumi Harano, the successor of Hirofumi Nagao as Chief Executive and Managing Director who was also introduced to the guests attending the dinner.

Nagao, who has served his Company and has preferred to represent it in Pakistan has been here over 20 years in total and is leaving his tracks as a Japanese icon of automobile industry in Pakistan. He remains on the Board of Directors of Pak Suzuki and is Advisor to the CEO. According to him, he has spent more time in his professional capacity in Pakistan than in Japan and hence considers himself more as a Pakistani. Explaining the history, he stated Pak Suzuki started its operations in Pakistan in 1975. Witnessing the acceptability, Pak Suzuki's intention of establishing a





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A dinner meeting with Japanese Delegation for EXPO

Pakistan Japan Business Forum had arranged a Dinner In Honor of a High-Level Delegation of Japanese Companies who had come to Pakistan for attending the EXPO "Emerging Pakistan" on November 10th, 2017.

Trade Development Authority of Pakistan (TDAP) and Japanese Embassy shared the list of 27 New Japanese Delegation who were visiting Pakistan for EXPO, with Pakistan Japan Business Forum to give our members an opportunity to have B2B meetings with the visiting businessmen. PJBF accepted their invitation and arranged a Dinner for this purpose.

President of PJBF, Mr. Sohail P. Ahmed, welcomed the delegation. He said that Pakistani Business Community is willing to work with Japanese counterparts in Business sector and there are a lot of undiscovered mutual opportunities for both sides.

During the B2B session, the Delegation representatives of Japanese companies said that the Japanese Embassy has been struggling really hard to promote trade and investment between the two countries and the Japanese business community was being encouraged to visit and explore the Pakistani market. "We are always available to guide the Pakistani business community on how to enhance trade with their Japanese counterparts and explore opportunities of investment in Japan."

On this occasion, a total of 73 people jointly participated from Pakistan and Japan which included 23 in number of Japanese Businessmen related to Information Technology, Leather Goods, Textile, Automobile Industries & Garments sectors.



How to develop Cost effective, Qualitative and Creative made in Pakistan apparel products

Apparel Export Workshop-2 on Brand and Design Development.

JICA (Japan International Cooperation Agency) in collaboration with TDA (Trade Developing Authority of Pakistan) Organised an Apparel Export Workshop-2 "On Brand and Design Development for Global Market" on 14th November 2017 in Lahore and November 16, 2017 at Avari Hotel, Karachi. The objective of the workshop was to give suggestions on what to do for further growth of value added textile exports viz.

- ✓ Delivering some success stories of a Japanese young entrepreneur on branding and an experienced designer on design to enlighten Pakistan people related to these issues.
- ✓ Advising how to develop international brand from developing country and how to create attractive design for international market



Chairman PJBF, Mr. Sobail P. Ahmed outlining the PJBF efforts to increase the textile export to Japan.

Mr. Toshiyazu Homura, the Consul General of Japan in Karachi said "This Workshop would be a milestones to enhance the understanding about textile exports among Pakistani & Japanese companies" and highlighted the significance of the workshop.

Ms. Erika Yamaguchi, CEO and Chief Designer, Motherhouse Co., Ltd. delivered her presentation on her experiences on building a local factory in Bangladesh. How her company produced value additional products by using local materials together with local craftsman of Bangladesh. Her company philosophy on working environment and branding.



Mr. Toshiyazu Homura, the Consul General of Japan in Karachi elaborating the significance of textile export between Japan & Pakistan.

For this Japan International Cooperation Agency (JICA) invited two Japanese specialists, Ms. Erika Yamaguchi, and Ms. Hirako Ito, from Japan, as speakers. During the Workshop, Chairman PJBF, Mr. Sobail P. Ahmed outlined the PJBF efforts to increase the textile export to Japan and emphasized that adopting better communication skills and techniques will increase the export from Pakistan.



Ms. Erika Yamaguchi delivering her presentation.



Ms. Hiroko Ito, explaining the theme concepts of designing

How she grow from zero to 25 shops in Japan, 6 in Taiwan with presence in Bangladesh, Hong Kong, Indonesia, Nepal, Sri Lanka, Taiwan and rest of the world. She also highlighted the potential of apparel export in the world.

Ms. Hiroko Ito, CEO / Designer HISUI (ZEROZEROESUESU) INC.) delivered her presentation on Creating Attractive Design for International Market. She elaborated various theme concepts to express the direction of the work, Classifications of fashion taste with designs, Fashion trends & evolution of mass production, How to develop Cost effective, qualitative and Creative made in Pakistan cotton products.

Workshop was the part of JICA's Project of Skills Development and Market Diversification of Garment

Industry in Pakistan and other related sectors export promotion, sponsored by Ministry of Textile Industry and TDAP. JICA has been implementing this project since 2016 (project period: June 2016 - May 2020) in which JICA is taking care of apparel export promotion

as well as human resource development support.



Under this project JICA-TDAP with PPIF's collaboration also held the 1st apparel export workshop in November 2016, in which lectures on the situation of Pakistan in the international

apparel market and comparative analysis with Bangladesh was given.

More than 200 textile exporter/members of PPIF, PRGMEA, PHMA and other associations attended the 2nd Workshop.



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Some Historical Facts and the way forward

Kalim Farooqui



Celebrating 70th Independence year of Pakistan in 2017, it is appropriate that we take stock of what Pakistan was, what it went through in recent decades and what we can hope for in the future. It came into being on 14th of August 1947. This was the period when the World War II had just recently ended and many nations from

Japan in the East to Germany in the West were rebuilding themselves from the ravages of war, which besides taking numerous human lives, was also a major setback to their economies.

Laurels were earned by the founding managers of our country in every field since they had struggled for Pakistan and were very much on track with the teachings, wisdom and the vision of the Quaid, Mohammed Ali Jinnah had for the newly found Pakistan. It is common knowledge that Pakistan's economy in the 50's and 60's was amongst the fast growing in the world and the most recognized in Asia. Amongst the facts known are that it was Japan which partnered with Pakistan in their initial growth seeking supplier's credit from Pakistan to buy jute and raw cotton and in turn supply textile machinery, later. This was in view of the fact that textile was the only industry allowed to revive under Japan's occupation which ended in 1952 after the World War and its sovereignty fully restored. Pakistan had sent its first trade mission to Japan under Mirza Abulhasan as early in September 1948 to review Japanese textile industry for Pakistan's benefit. Few would know that the only Head of State ever to be received at the airport by the Emperor of Japan himself at the time, was the President of Pakistan, Ayub Khan. Pakistan played a significant role during 1947-51 in lifting the Occupation and restoring of Japan's Sovereignty. Pakistan was known as the "tower of strength" on the Japanese peace treaty signed on September 8th, 1951 at San Francisco as was stated by the then US Secretary of State John Foster Dulles. Unlike many countries, Pakistan waived off war reparations to Japan to help build its economy. Pakistan was among the first few countries that had ratified the

Japanese peace treaty. The second bank branch ever internationally opened by Japan, The Bank of Tokyo, was in Karachi in 1955 since by then almost 50 Japanese entities were already operating in Pakistan leading them to also open their third overseas office of the Japan External Trade Organization (JETRO); also in Karachi. JETRO has now 73 overseas offices in 55 countries. It was Sir Zafar Ullah Khan, Pakistan's Foreign Minister and the first Asian at the time to preside over the UN General Assembly and the International Court of Justice, who supported the application of Japan for entry into the United Nations. Japan reached the status of being the world's second largest economy in the world.

The neighboring South Korea consulted Pakistan and it was the Planning Commission of Pakistan with Dr. MahboobUllah, which helped them with their development plans. South Korea is now the 10th largest world economy, 5th largest exporter and a member of the G20. It has a nominal GDP of \$1.5-trillion with \$500 Billion in exports. Malaysia was not far when the constitutional experts from Pakistan extended their help in making up the Malaysian constitution. Japan, Korea, Malaysia, Singapore, Indonesia and others in the region, all looked up to Pakistan for cooperation in diversified fields extending from economic cooperation to defense collaboration and with their Heads of States and Governments as regular visitors to Pakistan. Pakistan was also instrumental in setting up airlines from their progressive experience with Pakistan International Airline. Amongst these is EMIRATES considered today as amongst world's best whose first flight was from Dubai to Karachi flown by a Pakistani pilot, Captain Fazal Gham, on 25th October 1985 with inflight service attendants also trained in Pakistan. Pakistan is also contributed towards setting up of insurance companies and banks abroad leading them to be major players in the capital markets of the world and specially in the Middle East. The steep rise of the Bank of Credit & Commerce International (BCCI) established in cooperation with Abu Dhabi Government in 1972 and spearheaded by a Pakistani Banker, Agha Hassan Abidi, is a classic example. In a short span, it had 400 branches in 78 countries with assets more than \$20 Billion. Earlier, Habib Bank (AG Zurich) established in 1967 by the House

of Habib of Pakistan has recently been counted as the 4th Most Sound Bank amongst the 312 operating in Switzerland today and with country ranking at 27 & with return on assets at 2nd position. It is counted amongst the Top 1000 banks operating and placed at 648.

The scenario with respect to Pakistan in the West was no different. Heads of State and Governments from Pakistan were received at the airports by the Presidents of the likes of United States and driven in cavalcades through the streets with the residents chanting and carrying Pakistani flags. Ayub Khan being personally received by John Kennedy at the airport and being presented with guard of honour on July 11th, 1961 and being together driven through the streets amidst flag chanting Americans in New York and Washington is still vivid in the memories of many who witnessed. The growing potential and importance of Pakistan in the region was the key factor for Pakistan becoming member in the likes of South East Asia Treaty Organization (SEATO) of 1954 and Central Treaty Organization of 1955 (CENTO). Pakistan was amongst the select few countries to be included in such very important pacts and treaties by USA to play its evolving role in the region and specially in Asia for being an emerging country pursuing pertinent policies as a country should. USA was a major contributor to fund two major dams, Mangla and Tarbela which accounted for almost 70% of the country's power output at the time.

It was in 1961 that the first state visit ever by a Pakistani Head of State was made to meet his counterpart in Germany who recognized Pakistan as an example of successful development policy in a developing country and partnered with Pakistan to launch an industrial development program, hence becoming one of the first economic partner of Germany. It may even surprise many that Pakistan, in 1963 had loaned 120 Million Rupees to Germany for development when the parity of the then Deutsche Mark was below the Pakistani Rupee. According to the Gazette notification of Pakistan of October 13th, 1960, the value of British Pound Sterling was 9.5 US\$ 1.5 and with all European currencies below par with even German Mark at 0.75 to the Pakistani Rupee. Bilateral cooperation was followed by a prolonged and heavy industrial program by Germany to aid Pakistan in its industrial growth, attracting many multinationals from Germany to benefit from Pakistan's emerging economy such as SIEMENS and BASF.

It was unfortunate for the country to have gone through an extremely bad patch extending for over 2 decades because of regional turmoil and uncertainties. First on account of the Soviet invasion of Afghanistan and thereafter getting involved with the global war on terror after the 9/11 incident in America; not to mention the Iran-Iraq war lasting 8 years in the neighborhood. Pakistan had become the front-line state fighting in both cases resulting in human losses of over 50 thousand innocent lives and billions of dollars in terms of economic losses. Pakistan had also in the meantime, devoted nuclear devices to counter the threats from India and in doing so faced sanctions which took a heavy toll on the economy. This is the period when Pakistan faced severe difficulties in overcoming the impediments that were created.

Located in South Asia with an area of over 800,000 km and with a coast line of 1100 km, Pakistan borders Iran, Afghanistan, China and India. It also provides the economic corridor to the newly created States of Central Asia which too is a market of nearly 20 million people. As such, doing business in Pakistan means having possible access to almost 270 Million. Major exports from Pakistan include cotton and textile goods, sea food, rice, leather, sporting and surgical goods, carpets, fruits and vegetables; the collective volume of which is in excess of U.S. \$ 25 Billion annually and with a GDP of \$200 Billion with 5.3% growth and standing as an economy at 25th position in the world in terms of purchasing power parity. More than 500 Multinational Companies (MNCs) are operating in Pakistan and include world icons such as Unilever, Nestle, Honda, GSK, Toyota, Standard Charter, Suzuki and the list again continues with fresh entrants like Samsung, Ajinomoto, TESCO and Morinaga.

Pakistan is blessed with abundant natural resources which, besides ample virgin land, has copper fields, salt ranges, coal mines, gas reserves and the like and consequently has well established industrial base for textiles, cement, fertilizer, steel, sugar, engineering goods, leather and the list continues with industrial units providing value added goods. Information Technology exports from Pakistan is witnessing a 40% growth each year with current export at \$3 Billion. The availability of skilled professionals, an appropriate IT infrastructure and affordable rates for connectivity result in making Pakistan a choice destination for a significant number of international companies looking to relocate their operations offshore. English being the official language, many business houses from around the world

use call centers in Pakistan for their client linkages being conveniently located at +5 GMT time zone. There are around 500 call centers with expertise in both inbound and outbound calling including technical support and tele-marketing. Amongst its paramount resource is its youth with almost 60% under the age of 30 years. No wonder that World Startup report, a US based organization in the Silicon Valley where 12,500 Pakistanis are already employed, while evaluating countries of the region, points to the fact that Pakistan is the most favored destination for starting new businesses. According to them, Pakistan has 30 million internet users, 135 million mobile subscriptions, 7 million smart phone users with almost 15 million face book users; all in recent years. Additionally, the number of 3G & 4G users in Pakistan has reached over 42 million with number of broadband subscribers reaching 45 million. According to the World Bank figures, Pakistan stands at the 7th position in respect of foreign investment. Free Trade agreements are in place with Malaysia, China and Sri Lanka while with South Korea and Iran are being negotiated and is expected to be soon finalized. Talks with Thailand are due this month and expected to be signed in September. Additionally, Pakistan is committed for finalizing FTA with Gulf Cooperation Council to enhance the multilateral trade. Besides, businesses in Pakistan can now also eye the Iranian market which after decades of sanctions is opening-up and having a market base with a population of 80 Million and proven oil reserves of nearly 1.5 Billion barrels; allowing Iran to start trading with the outside world and in return meet its need for the critically needed infrastructure and other requirements necessitating foreign exchange. Iran and Pakistan are looking at Bi-lateral trade to achieve \$5 Billion annually.

According to Goldman Sachs investment bank and economist Jim O'Neill in a research paper has identified Pakistan amongst one of the Next Eleven countries having a high potential of becoming, along with the BRICS, the world's largest economies in the 21st century. A recent article in the FORBES by Daniel Runder titled "The Next Columbia Success Story?" start by saying, "Pakistan has the potential to be a global turnaround story". Niekki of Japan and the most widely circulated in businesses in Japan have regularly started writing on Pakistan and also including snapshots of leading business icons of Pakistan. Their assumption is based on the promising outlook for investment and future growth for reasons of increasing middle class with swelling purchasing power, economic liberalization which includes long awaited privatization of public sector

corporations, decrease in budget deficits and gradual increase in foreign currency reserves and above all the marked improvement in the law and order of the country. While law is taking its own course with an independent and effective judiciary, order towards good governance is bound to surely set-in since accountability at all levels is being seriously pursued. The upward economic trajectory being coupled with the enforcement of fiscal discipline by the powers that be, is sure to set the stage for Pakistan's resurgence as a destination for foreign investors to reckon with. Such factors have also compelled Standard and Poor's to continually review and improve their ratings on Pakistan.

Above all and in and what is termed as China Pakistan Economic Corridor (CPEC), China has agreed to invest more than 50 Billion Dollars for infrastructure improvement and towards which, no less than the President of China himself visited Pakistan in 2015 to witness the signing of agreements in different sectors which included roads, highways and energy. This single phenomenon is being viewed to be the game changer for Pakistan in the days ahead since the Government of Pakistan has also made plans for 30 Special Economic Zones (SEZ's) to be built alongside inviting foreign investors to benefit from the packages being announced by different provinces. In addition, the Chinese Government held a meeting in Beijing in May this year attended by nearly 70 countries and International Organizations for the "Belt and Road" Forum (OBOR). The plan identifies 65 countries along the Belt and Road. 44 nations were represented with 20 Heads of State present themselves including the Pakistan's Prime Minister. Pakistan stands to greatly benefit from this Chinese "Silk Road" initiative allowing connectivity for the extensive corridor planned to cater to 62% of world's population and 30% of its economic output.

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Successfully Completes the Project of Japanese Government

Hameza Bin Tariq

In June 2015, the Government of Japan agreed to provide grants approximately worth 4.17 Billion Yen (approx. 3.4 billion rupees) to the Government of Pakistan through Japan International Cooperation Agency (JICA) in order to improve water systems in Lahore and Faisalabad. The bilateral agreements were signed for "The Project for Energy Saving in Water Supply System in Lahore" and "The Project for Replacement of Pumping Machinery at Inline Booster Pumping Station & Terminal Reservoir in Faisalabad" between H.E. Mr. Hiroshi Inomata, Ambassador of Japan to Pakistan, and Mr. Saleem Sethi, Secretary, Economic Affairs Division (EAD). On the same occasion, Grant Agreements on the details of implementation of these projects were signed between Mr. Mitsuyoshi Kawasaki, Chief Representative of JICA and Mr. Syed Mujtaba Hussain, Joint Secretary of EAD.

The project in Lahore was planned to contribute to energy saving of the water supply facilities and restoration of water production capacity through replacement of pumping equipment. 105 deteriorated underground water pumps would be replaced with the latest pumps and associated equipment. In order to improve proper operation and maintenance of tube wells, energy audit instruments were also to be introduced. Both steps would then have a synergistic effect on lowering the high energy cost for Water and Sanitation Agency of Lahore. The agreement for detailed design of this project was signed earlier on January 20, 2015.

Under the Project name "Project for Energy Saving in Water Supply System in Lahore", Japanese consultants M/S NJS Consultants Co. Ltd Japan were taken on board

to supervise and manage the complete project, where as renowned Japanese Engineering and Construction company M/S Tobishima Corporation were given the complete Engineering and Procurement Contract to execute this project.

M/S Business and Engineering Trends – Pakistan's pioneers and leading fiberglass industrial products company having a 40 years old experience in this field, was pre qualified as the only company in Pakistan to have the manufacturing technology and capacity as per International and Japanese standards to manufacture the fiberglass Pipes for the Piping component in the 105 pumping station up gradation works.

Prior to the project, a team from the consultants, the EPC contractor and the representatives of JICA visited the company's production unit located at Sindhar Industrial Estate Lahore to inspect the facilities relating manufacturing technology, quality control and testing facilities of the company. The company came up to the required standards for this project and hence were prequalified to be the manufacturers and suppliers for the pipes.

After the successful manufacturing, supply and commissioning of the 105 nos of pumping sites well in time, the company was acknowledged officially by the client Water and Sanitation Authority – Lahore at a ceremony held in Lahore on 21st December 2017, where His Excellency Ambassador of Japan was the Chief Guest. The Senior Management of WASA, Consultants - NJS Co. Ltd Japan, Contractor – Tobishima Corporation, JICA Pakistan Office and BET Pakistan were present. His



Excellency Mr. Takashi Kurai presented an achievement shield to BET management for their contribution towards successful completion of the project.

The team at BET Pakistan are honoured to have received such acknowledgment from the Honorable Ambassador and all the companies who were a part of the project as well as the client WASA – Lahore. BET Pakistan would always strive to create "Value" by using its ingenuity and passion to realize people's dreams, working professionally towards customer satisfaction and national prosperity.



Seminar on

"Intellectual Property Rights Enforcement" JETRO & FBR

Complimentary News

On October 19th, 2017, the Consulate General of Japan in Karachi, in collaboration with Japan External Trade Organization (JETRO) had co-hosted the "Seminar on Intellectual Property Rights Enforcement". This was done to brief the Japanese companies based in Pakistan about the newly established IPR Unit and its functions to help cease counterfeit consignments.

In his opening remarks, Mr. Osamu Hisaki, Country Director of JETRO Karachi Office, briefly talked about the importance of IPR protection for Japanese investors.

Mr. Saleem Ahmed Ranjha, Director-General of the Directorate General of Intellectual Property Rights Enforcement (DGIPRE) of Federal Board of Revenue

(FBR) mentioned that the department would support companies to run their businesses with out hindrances in Pakistan and would try its best to identify any counterfeit Japanese products coming through illegal channels. It offered a good opportunity to participants including representatives from some Japanese companies engaged in businesses across Pakistan and provided useful information to consider further coordination or development of their business solutions.

In his speech at the conclusion of the seminar, Consul General of Japan Mr. Isomura said, "I hope that business people who have attended this seminar can heed today's advice and protect their IPRs effectively," and hoped this opportunity would contribute to stimulate Japanese companies' business activities in Pakistan.



The Consulate-General of Japan in Karachi in coordination with JETRO is committed to assist the activities of Japanese companies based in Pakistan as the "All Japan".



BOD Members visits Fujifilm:

Jameel Hussain

On 11th Dec 2017, Fujifilm Pakistan (Pvt.) Ltd. invited Pakistan Japan Business Forum's (PJBF) Board of Directors for a visit right after the conclusion of a regular board meeting. Thirteen members of the group graced us by their presence and were overwhelmed by the visual and hands on experience of the dynamic print solutions and their potential applications.

On display were the eloquently personalized wooden tables, marble pieces, clear sheets (glass & acrylic), ceramic tiles and other materials, both, rigid and flexible. The visitors were aw-inspired by the life-size print of Karachi's old Railway station.

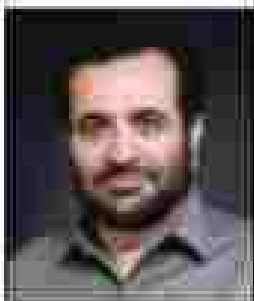
All the development and creativity was made possible by Fuji Corporations dedication towards performance and new frontiers. An avenue on which Fuji spends about 7 million dollars a day.

Fujifilm Pakistan has tried to display the creative potential of these ground-breaking print solutions and the excitement of PJBF's Bod's witnessing the efforts on display are a testament to it. As a token of appreciation for the time given by the respected Bod's, Fujifilm

Pakistan arranged gifts for everyone. It consisted of the photo taken at the beginning of the visit; enclosed in a custom printed wooden frame. The remarkable quality of service left a long-lasting memory in the minds of our esteemed guests. Fujifilm Pakistan looks forward to creating more opportunities to represent the innovative technologies introduced by Fujifilm by helping people visualize the potential applications and being able to deliver our promises on time.



Zahid Saeed elected as Vice President FPCCI



PJBF feels proud and would like to congratulate Mr. Zahid Saeed, one of its active member and former Director, Pakistan Japan Business Forum, on winning the recent election as Vice President of the Federation of Pakistan Chamber of Commerce and Industry (FPCCI). He is involved with the Pharmaceutical Industry and has also been earlier elected as the President of the Pharmaceutical Association of Pakistan.

He has travelled extensively and has represented his trade and Pakistan on various forums, including Japan. PJBF wishes him a successful tenure as Vice President at FPCCI and would like him to know of PJBF's support in all his endeavors.

Vice Chairman's Japan Visit

Kalim Farooqui, Vice Chairman of PJBF, routinely visits Japan for business and taking the opportunity of his presence in September, he followed up on business matters related to PJBF.

He called upon Ambassador Asad Majeed Khan at the Embassy and discussed matters pertaining to PJBF. As he was meeting the Ambassador for the first time since he assumed office in Tokyo, he requested the Ambassador for making himself available over dinner to meet what PJBF terms as "Friends of Pakistan" which would comprise of individuals in business with Pakistan

representatives from the Embassy of Pakistan in charge of different sections at the Embassy.

Kalim Farooqui while welcoming the guests introduced Ambassador Asad Majeed Khan and elaborated upon the history and the functioning of PJBF. He stressed upon the need for promoting business to business contacts and appreciated the role of the



as also those who were earlier based in Pakistan and had contributed towards strengthening PJBF's position as a leading Bi-Lateral Business Forum in Pakistan, with some as founding members, and now in Japan in important positions and many still handling the Pakistan market on a regular basis.

The dinner reception hosted on September 26th in honour of the Ambassador on behalf of PJBF at the Meiji Kinenkan in Akasak was largely attended. Besides the many businessmen, individuals from the Ministry of Foreign Affairs, JETRO, JICA were also present. Also in attendance were those from the media houses, consultants, trading houses, Japan-Pakistan associations, packaging houses, manufacturers, academia and

Embassy of Pakistan in helping PJBF with its aims and objectives. While explaining different measures taken by PJBF in fulfilling its objectives, he particularly mentioned about the annual SME delegations to Japan by PJBF in which the Embassy plays a vital role in connecting with the counterparts in Japan for the visiting delegates from Pakistan. This yearly exercise is of great help to PJBF members as many have benefited in connecting with Japanese companies for partnerships, joint ventures and even investments. He also appreciated the role of Nikkei Shimbun, the leading business daily in Japan with 2 million subscriptions for regularly covering Pakistan and acknowledge the presence of Go Yamada along with his senior colleague, Rinichiro Nagasawa.

Ambassador Khan who had earlier earned his doctorate in International Economic and Business Law (LL.D) from Kyushu University and had also served as Second Secretary at the



Embassy from 1993-1996 initially spoke in Japanese at the request of Kalim Farooqui since he had mentioned in his address about the fluency with which the Ambassador can speak Japanese. The Ambassador explained in detail about the history of relationship between Pakistan and Japan and how both have cooperated with each other at all international forums since both have convergent views on various global issues. He recognized the importance and the contribution of Japan towards Pakistan's fiscal policy, which was and will remain, a corner stone in the days ahead. He however expressed his deep concern over the trade imbalance which remains heavily tilted in favour of Japan and sought help to reduce it. He offered all his support towards increasing trade and investments between the two friendly countries and further elaborated upon the meetings he has already had with various authorities in Japan in his short span after assuming office. He identified areas of common interests and urged upon the business community to come forward as he is very keen to meet and assist them in their endeavors. Pakistan, he said, has a changed environment and is being looked at as a potential destiny for trade and investments by likely investors from around the globe. This in part is due to significantly improved law and order situation and mostly due to the China Pakistan Economic Corridor (CPEC) through which China is investing billions of dollars into Pakistan for infra-structure development projects which will largely contribute towards increased economic activities. He specifically mentioned about the Special Economic Zones (SEZ) being built along the corridor in different provinces which are open for investments by different countries.

The Vice Chairman also invited officials of the Embassy to address and introduce themselves since they were handling specific areas at the Embassy and could be of help to the



attending guests in whatever they might stand in need of. Speaking on the occasion was Deputy Chief of Mission, Mirza Salman Babar Beg, Commercial Counselor, Abu Bakar Siddiqui and Press Counselor, Ashfaq Ahmad Khalil



besides others from the Embassy which included Ali Anwar Zaidi, Consul / JIC, and Gul Gulzar Sarwani, Second Secretary. Each of them explained about their role at the Embassy and the services available to the Japanese friends. Invariably, invitation was extended by them to visit them at the Embassy. Also invited to speak was Go Yamada of Nikkei Shimbun for his views and experience on Pakistan having travelled and now regularly covering Pakistan in their print media. He was earlier based in New Delhi as the Bureau Chief and while he was there, was invited to visit Pakistan. He explained that the perception he had about Pakistan entirely changed as during his visit to Pakistan he was able to see for himself the development taking place and the opportunity to personally meet and interact with individuals who could be termed as icons in their respective fields extending from finance to industry and trade. Many such individuals happened to be PJBF members who explained about the specific areas which could further develop in building relationship between Japan and Pakistan.

Following the speeches and introduction, dinner was served during which the Ambassador individually met the participants while the attending guests found it an opportune moment to interact with each other and exchange views on their experience and views on



Business Forum. Prominent among those present were Yuhiro Morimoto of Marubeni Corporation, Shigeki Maeda & Osamu Mizui of JETRO, Masaki Onozaki of the Institute of Applied Energy, Shun Inakutani of the Japan-Pakistan Association, Masami Tacyuki of O.P.C. Corporation, Hideo Satake of Hitachi Corporation, Masato Esomoto of Toyota Motor Corporation, Mikio Segawa of Hino Motors Limited, Kazuomi Tanaka of Toyota Tusho Corporation, Miyuki Nomura of Mitsubishi Corporation, Tamagaki Tesuya of Shimadzu Asia Pacific, Shoji Takamatsu of Japan Techno, Wataru Shiga of Intern Consulting, Shunichi Uchida & Hideaki Shimizu of Asia Engineering Consultant Company, Masami Mizukami of Aichi Electric Company and Yoshiro Kondo, Director PJBF who was visiting Tokyo at the time.

Pakistan. Kalim Farooqui introduced the members of the Pakistan Embassy to the invited guests explaining the role of each in promoting relations between the two friendly countries and specially Pakistan-Japan

Latest copy of PJBF's magazine "Rising Sun" were distributed along with souvenirs from Pakistan as a token of appreciation to the guests for making themselves available and finding it convenient to attend and grace the event with their presence.



Japanese Emperor's

84th Birthday Celebrated

On December 4, 2017, Mr. Toshiyuki Nomura, the Consul-General of Japan in Karachi, hosted a grand reception to celebrate the birthday of His Majesty the Emperor Akihito, who will be 84 years old on December 23 this year. The event took place with the presence of the chief guest Mr. Jam Khan Shoro, Sindh Provincial Minister for Local Governance, Housing and Town Planning and attended by parliamentarians, government officials, diplomats, business executives and other prominent figures from both Sindh and Balochistan.

Mr. Nomura conveyed his best wishes for the Emperor, and introduced Japan's assistance to further develop the bilateral ties in social, cultural and economic fields. Mr. Nomura emphasized his heartfelt commitment in further promoting economic relations, and vibrant cultural and people-to-people exchanges between Japan and Pakistan.

The surroundings were decorated with plenty of Japanese cultural flavor which included performances and serving of Japanese dishes including sushi and tempura. Display of its rice culture, scenic photos and a selection of videos about Japan. In addition, the live Ikebana groups showcased beautiful flower arrangements and the Pakistan Floral Society exhibited floral Japanese art

of growing a miniature tree in a container) around the venue, which offered a contrasting touch at the event. The guests showed keen interests in the displays and appreciated their elegance and sophistication.

The chief guest, Mr. Jam Khan Shoro, Sindh Provincial Minister, congratulated His Majesty the Emperor Akihito on His Majesty's birthday and expressed sincere wishes

for His Majesty's good health and prosperity. Mr. Jam Khan Shoro also reiterated about the cordial and friendly relations between Pakistan and Japan, and extended his deep appreciation concerning Japan's assistance to Pakistan in various sectors and offered his help to cooperate together to develop Pakistan, especially Sindh.

Under Japan's postwar constitution, the Emperor is featured as a symbol of the nation, embodying the unity of its people. His Majesty

Emperor Akihito was born in Tokyo on 23rd December 1933 as the first son of the late Emperor Hirohito (Showa). 23rd December is celebrated as a national holiday in Japan. The Era of His Majesty Emperor Akihito's reign is called Heisei.



Celebrating 65 years of

Japan and Pakistan's strong diplomatic ties

A fun-filled and getting-to-know-better, vis a vis the Japanese Culture and Tradition, a two-day event was planned to celebrate the 65 years of Japan-Pakistan's Diplomatic Relations.

Aiming to further strengthen the strong bonds between the two friendly Asian countries, and in order to maintain cordial relations, the event 'Namara Dostana' was organized jointly, under the banner of Consulate General of Japan in Karachi and Pakistan Japan Cultural Association, Sindh, in Pakistan.

As part of the two-day festivities, on the first day, Kendo Performance and Jujitsu Demonstration took place, besides Ikebana Demonstration and Bonsai Demonstrations. Kendo is a modern Japanese martial art, which has its origins from swordsmanship. Whereas Jujitsu is another form of martial arts where one finds a method of close combat, while using no weapon to

display Ikebana Demonstration showcased the use of a particular floral arrangement that can be done in your own house and Bonsai Demonstration showcased as to how miniature plants can grow in home environment.

On the second and



the final day of the festivities, a musical performance and dance took place in which young Japanese and Pakistani children participated and performed over Japanese and Pakistani songs. A homely-sense game with Japanese cooking demonstration, and at the closing ceremony, one witnessed the famous Tea Ceremony



performed at the Residence of the Consul General of Japan in Karachi. 'Namara Dostana', as the name applies, hopes to bring better understanding of Japanese culture to the people of Pakistan.



"Emerging Trade & Investment Opportunities in Pakistan"

A well-attended seminar entitled "Pakistan: Emerging Trade and Investment opportunities" was held at the Embassy of Pakistan, Tokyo. It was a collaboration between the Pakistan Embassy, Japan External Trade Organization (JETRO) and Bank of Tokyo-Mitsubishi UFJ. Over 140 representatives of leading Japanese corporations and trading houses participated in the seminar. It was opened by the Ambassador of Pakistan, H.E. Dr. Asad M. Khan. The panel of speakers included Mr. Teruo Asada, Chairman of Japan-Pakistan Business Cooperation Committee and Chairman of the Marubeni Corporation, Mr. Shah Jahan Shah, Executive Director General of the Board of Investment of Pakistan, Mr. Shun Imaizumi, Chairman, Japan-Pakistan Association, Mr. Sei Kitami of JETRO while Mr. Hitoshi Katsuhorine presented Tokyo-Mitsubishi UFJ.



The seminar focused on the recent economic turnaround of Pakistan and opportunities for Japanese business houses to trade with and invest in the country. Speakers discussed Government of Pakistan's attractive incentives regime for Foreign Direct Investment in Pakistan amidst rapidly improving security situation. The Ambassador stated in his remarks that out of all the G7 countries, Japan has the longest standing trade and investment relations with Pakistan. He underscored that security in the large cities of Pakistan is comparable to some of the important capitals of the world. He especially mentioned the encouraging response from the investor and business community to the seminar and announced that a string of similar seminars are also being planned for other cities of Japan including Osaka and Fukuoka.

Panelists agreed that Pakistan's macroeconomic stability, growth potential and vibrant demography make it an attractive investment destination. Speakers also

highlighted the upbeat business environment in Pakistan at the moment and dilated upon the remarkable success of Japanese corporations in Pakistan over the years. The audience were also informed that Pakistan is the fifth largest motor bike market in the world. In his remarks, the Chairman of the Japan-Pakistan Business Cooperation Committee, Mr. Teruo Asada said that Pakistan and Japan have a long-established win-win relationship in trade and investment and agreed with the Ambassador that Pakistanis have very warm feelings towards Japan. The Executive Director General of BCI made a comprehensive presentation on the investment policies of the government and underscored that Pakistan exercises a totally non-discriminatory policy on FDI and welcomes all to invest in Pakistan. He also highlighted that Pakistan has opened 7 Special Economic Zones whereas another 46 have been identified.

Some panelists also expressed the view that Pakistan's already superior rail & road connectivity in South Asia is radically improving owing to massive infrastructure projects being undertaken. It will allow Pakistan to act as the regional trade and transportation hub.

The seminar ended with a networking reception for the participants.



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