



Pakistan
Japan
Business
Forum

RISING SUN

**PJBF
Annual General Meeting
and Annual Dinner**



**Pakistan-Japan:
5th High Level Economic
Policy Dialogue**



**Vice Chairman PJBF
received highest
civilian award
Sitara-e-Pakistan**



**A Talk on Blockchain
&
Crypto Currencies**



**PJBF- AOTS arranged
Training
in Japan-PKEM**



**5th Business
SME Delegation
to Japan**



**Vice Chairman's
Japan Visit**



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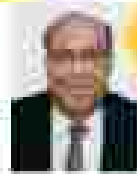
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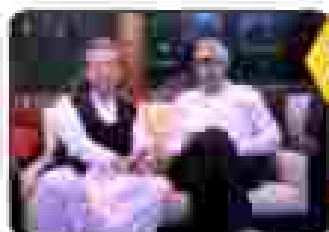
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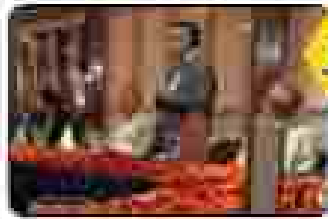


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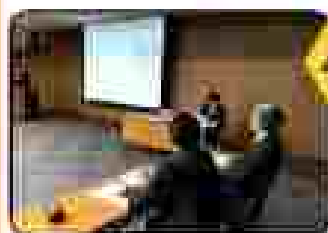
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Editorial

RISEING SUN ISSUE 19

Dear Readers,

This edition of the "RISEING SUN" is significant for reasons that amongst many news items and events covered, it has reports on the 6th PJBF's SME delegation to Japan, receptions held to felicitate PJBF's Vice Chairman, Kimihide Ando's conferment of Sitara-e-Pakistan by the President of Pakistan and the Annual General Meeting of PJBF held in Karachi. Besides, several meetings with decision makers were held and has been covered to elaborate upon the various activities of your forum in an effort to achieve the aims and objectives of PJBF. The Chairman took special trip to Islamabad to meet Japan's Ambassador and Chairman Board of Investment, The Vice Chairman during his trip to Japan in April met with concerned people at Japan International Cooperation Agency (JICA), Japan External Trade Organization (JETRO), Ministry of Foreign Affairs (MOFA) and Ministry of Economy Trade and Industry (METI).



Activities of PJBF in Karachi also saw several individuals from Islamabad interacting with the members. Secretary of Commerce, Younus Daghia met the members over lunch to discuss issues and impediments in the way of trade between Pakistan and Japan, while the Director General of the Board of Investment, Jamil Qureshi, as per the Prime Minister's directive to examine the difficulties faced by Japanese investors, called a meeting in Karachi with the Japanese stakeholders. The Prime Minister had met with important dignitaries from Japan when visiting Davos earlier in January. Later, the Chairman Board of Investment, Naeem Zamindar visited Japan and met with heads of several organizations to discuss matters related to Japanese investments in Pakistan. The Federal Board of Revenue, Islamabad in association with PJBF also organized a seminar in Karachi for what is termed as "National Single Window" (NSW), an initiative to streamline imports and exports which currently entails massive documentation and the involvement of several associated agencies. The seminar was largely attended by members of other Bi-Lateral Forums at the invitation of PJBF.

First half of this year has also witnessed several exchanges of important delegations between Pakistan and Japan. Japanese Minister for Foreign Affairs Taro Kono came to Pakistan in January for a two-day visit. During his visit he discussed bilateral relations with our Foreign Minister and paid a courtesy call on Prime Minister Shahid Khaqan Abbasi and also met the Chief of Army Staff, General Qamar Javed Bajwa with whom security situation, an important element to attract investments, was discussed. The visit came just after the 65th anniversary of the establishment of diplomatic relations between Pakistan and Japan.

During their meeting, the two foreign ministers agreed that the relations between Pakistan and Japan are marked by an upward trajectory and agreed to maintain the momentum in the exchanges between the two countries. Consequently, Yamazaki Kazuyuki, the Senior Deputy Minister for Foreign Affairs, came in April for the 5th Pak-Japan High Level Economic Policy Dialogue held in Islamabad. According to him, Pakistan was a significant partner and Japan attaches high importance to its relationship with Pakistan. Pakistani side identified the emerging sectors of automobile, auto parts, electric cars, electronics, solar panels, chemicals, and plastics, while their counterparts called for further boosting investment since many Japanese companies were already profitably operating in Pakistan.

Such important high-level exchanges, I believe, is a prelude to better understanding and a good sign for increased trade and investments and where PJBF members as stakeholders can, and should, play a vital role. Indications for the Joint Dialogue which too was discussed in Islamabad is likely to be held soon after the July elections in Pakistan and when the new government is formed. In concluding my message, I thank all members who have contributed with their news items, articles and advertisements and have helped PJBF to yet come out with another issue of the "RISEING SUN" for your reading pleasure.

HAPPY READING!



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PJBF holds

Annual General Meeting & Annual Dinner

on April 18, 2018

FAHIM SULAIMAN



Pakistan Japan
Business Forum held the Annual General Meeting (AGM) on April 18th at P.C. Hotel Karachi.

Patron in Chief, H.E. Mr. Takashi Kurai Ambassador of Japan & Extraordinary and Plenipotentiary was Guest of Honor & Mr. Toshiyazu Ikemura Council General of Japan, in Karachi, also attended the event.

Chairman PJBF, Sohail P. Ahmed presented the Annual Report highlighting the year's event and activities of Forum in promoting business ties between the businessmen of the two countries. He also proposed to transform the business forum into a chamber of commerce and industry, as this would establish a relationship of trust between the business communities of the two countries.

Ambassador of Japan in Pakistan, Takashi Kurai addressed the attendees and media persons. He said, Japanese companies interest is growing in Pakistan due to improved security situation, while Japanese companies already operating in Pakistan are expanding their investment. The number and exposure of Japanese companies is increasing in Pakistan, but at a slower pace. Appreciating the policies of the government to spur economic growth, H.E. said that, "Favorable business environment is the key to promote foreign investment."

He also informed that Pakistani manufacturers, producers and exporters would have to adopt modern techniques of value-addition including better packaging to strengthen their position in the international market. H.E. said that Pakistan should focus on indigenization.



H.E. said Japan's investment in Pakistan was about 22 billion dollars. The major portion was in auto sector, followed by hydro power generation project. More Japanese investors would come in and invest in different potential sectors if they were provided more incentives and facilitation by Pakistan government and the private sector.

AGM was attended by the PIBF Members, City elites and Members from Organizations related to PIBF business.

At the conclusion of the AGM, the audience were fascinated by the renowned Classical Music with the melody of Tibla and Sitar performed by Mr. Yousof Keral and Mr. Shehzad Hussain well known Classical Music performer.

The day ended with the extravagant dinner with the variety of dishes in the pleasant environment of PE Hotel.



5th High Level Economic Policy Dialogue

KALIM FAROOQUI

The two sides met in Islamabad in April after a lapse of over 7 years. Pakistan's side was led by the Secretary of Economic Affairs Division, Syed Ghazanfar Abbas Jillani while the Senior Deputy Minister for Foreign Affairs, Yamazaki Kazuyuki led the Japanese side. The meeting was attended by Pakistan's Ambassador to Japan, Asad Majeed Khan and the Japanese Ambassador to Pakistan, Takashi Kuroi. This followed the earlier visit of the Japanese Foreign Minister Taro Kono, in January of this year who met with his Pakistani counterpart as also made a courtesy call on the Prime Minister.

In welcoming the Japanese delegation, Pakistan side appreciated Japan's role which has played a significant role towards Pakistan's fiscal policy and expressed the hope that the current dialogue will further strengthened the relationship. The Japanese side were made aware of the developments that has taken place since the last dialogue while highlighting the noticeable economic turnaround in recent years which has enabled Pakistan to maintain a growth rate of almost 4%.

Bilateral trade between the two stands at \$2.3 billion. Unfortunately for Pakistan, it weighs heavily in favour of Japan with exports to Pakistan over \$2 billion as against exports from Pakistan at a mere \$ 260 Million constituting only 1% of Pakistan's total exports globally. Factors responsible for such a situation were discussed and remedial measures were suggested amongst which was the level playing field needed by Pakistan in Japan to compete, specially in textile and leather products which faces almost up to 10% tariff on such exports. As such, the Pakistan side requested Japan to consider preferential market access for its exporters who are

keen to enter the Japanese market. Other areas of potential exports from Pakistan such as fresh fruits, information technology, horticultural products etc. were also discussed and call for technical support by Japanese experts for value addition was also made by Pakistan to access the Japanese market. Fast growing sector of software export with exponential progress was also discussed and relevant details provided to the Japanese side. Small and Medium Enterprises (SMEs), backbone of any economy, also came under consideration for support and the efforts by the Pakistan Embassy in Tokyo, in association with JICA and JETRO, was acknowledged stating that JICA has conducted a feasibility report and which will be considered to promote the potential of the SMEs.

In appreciating the fiscal policies adopted by Pakistan towards its economic growth, Japan side indicated the challenges that needs to be addressed such as overall trade deficit, foreign exchange reserves and accumulation of debt. Broadening of tax base is another area which needs attention. In recognizing the need to improve the trade imbalance, Japan side pointed to the Joint Dialogue to be held this year in which both the Public and the Private Sector is to jointly participate and would be the right forum to discuss on how best to improve Bilateral trade, not only for textile products but also from other sectors including from agriculture.

The visiting Japanese delegation were also made aware of the investment opportunities in Pakistan by the Secretary of Board of Investment. Drawing their attention, they were informed about the seven Special Economic Zones (SEZs) where investments are being invited for solar panels, electronics, machinery, automobile, textiles garments, manmade fiber & filament, iron and

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steel, aluminum and copper articles, chemicals, plastics, tyres, paper, oil and gas. They were further informed that after the 4th Japan-Pakistan High Level Dialogue of 2011, 2000 acres of land in the Province of Sindh (where several Japanese manufacturing entities are already in operation) was earmarked specially for Japan to invest but unfortunately response from the Japan side was not forthcoming.

Proper infrastructure plays an important role towards economic growth. Japan's help was requested towards improvement in Pakistan's infrastructure and several important projects were identified for their assistance which included improvement of Quetta-Taftan sector railway track, construction of Lower Topa-Kohala Road, construction of an additional tunnel at Kohat and electrification of Chitral area. Such projects have and will continue to portray, as symbols of friendship between the two countries. Japanese side while acknowledging Pakistan's need for developing infrastructure confirmed that such projects are in line with Japan's Official Development Assistance (ODA) priorities as also are human resource development in the developing countries. Accordingly, additional projects related to technical training and educational sectors were also proposed. The Japanese side stressed

upon the need to rationalize taxation regime specially for foreign investors, improve upon security situation for their unhindered operations. Yamazaki Kazuyuki noted that Pakistan is a significant partner and Japan attaches high importance to its relationship with Pakistan. He underscored the importance of further strengthening the long-standing trade, economic and investment relationship between Japan and Pakistan and said that the revival of the High Economic Policy Dialogue would go a long way in deepening economic engagement between the two countries.

The dialogue was of immense significance as it primarily deals with major policy matters regarding trade, investment and development cooperation and more importantly, it was held after a gap of more than seven years. This is indicative of the fact that both the countries are recognizing the need to give further impetus to the economic and commercial ties between the two countries as there exists enormous opportunities available in Pakistan in the wake of sustained economic turnaround and improved security environment. The revival of the High Economic Policy Dialogue would go a long way in deepening economic engagement between the two countries.



6th Business Delegation to Japan

M. ABUSAKAR SIDDIQUE
M. KHALID JAMIL

A 25-member delegation representing 13 companies visited Tokyo and Osaka from 23 to 25th of April 2018 under the leadership of Mr. Kaleem Farooqui, the Vice Chairman PJBF.

This was the 6th business delegation of PJBF in an effort to increase the business linkages with Japanese business people providing an opportunity to the delegates to take early advantage in developing business linkages and to build a platform that will grow as Pakistan is performing well in the Economic Front with the growth rate touching one of the highest during the last ten years and Japan External Trade Organization is considering Pakistan one of the lucrative destination for investment and trade for the Japanese companies. Taking the advantage of the visit the leader, vice chairman of PJBF also had meetings with leading organizations of Japan that can influence the economic and trade policies of the Government of Japan.

The visit of the delegation was promoted through the local branches of national chambers, regional chambers and sports good and sportswear trade bodies as well as federal, and city government agencies dealing with trade and investment. The list includes Japan Chamber of Commerce and Industry, JETRO Head Office Tokyo, Nagoya Chamber of Commerce and Industries, Japan Textile Importer Organization, Japan Sporting Goods Association, Japan Auto parts Manufacturers Association, Small and Medium Enterprise Support Organization of Japan, Osaka and Kobe Chambers of Commerce and Industry, JETRO Osaka and other chambers. In addition to this due to the hectic efforts to establish links with the major companies of Japan, Mission also contacted prospective importers of Japan directly to request them to join the business networking session. All wings of the Embassy of

Pakistan Tokyo coordinated with the Commercial sections to prepare and arrange the visit of the delegation.

The schedule of the delegation was prepared under the guidance of Ambassador, and in consultation with both the commercial counselors at Tokyo and Osaka, the delegates, PJBF and TDAP - JCA Consultant to achieve the following objectives:

1. To provide opportunity to the delegates to have business meetings with the Japanese companies interested in importing products from Pakistan.
2. To re-introduce the Pakistani textile, sports goods and sportswear and other products to the Japanese industry as the momentum and preparations for the Olympic games in Tokyo in 2020 builds up.
3. To increase the understanding of the delegates the demands, characteristics and products of Japanese market and to develop business networks.
4. To increase awareness among Japanese business community about the investment and trade opportunities in Pakistan.

23rd and 24th April 2018 as reserved for B2B meetings were arranged by the Embassy of Pakistan. Overall 25 Japanese companies attended the B2B meetings session which included leading importers of Textile, bed linen, surgical instruments, auto-sector companies and sea food companies of Japan. Some of the companies joined the meeting already had business linkages with Pakistan whereas some brand-new companies also joined the business session. The detail of the B2B meetings is given as under.

Textile

Name of Delegate Company	Sector	Japanese companies met with							
Gul Ahmed	Bed Sheets, Comforters, Duvet	Shinatomy	Int. Develop. Center		Universal Corp.	Itochu Corp.	Kouyu	Sojitz Corp.	
Feroze 1888 Mills	Terry towels	Costco	Shinatomy	Int. Develop. Center	Itochu Corp.	Kouyu	Hirose Shokai	Nojima	
Waseem Khawaja*	Sports Goods and Sportswear		Costco			Sojitz Corp.			
CB International	Cotton Yarn and Thread						Sojitz Corp.		



Auto

Name of Delegate Company	Sector	Japanese companies met with							
Team Nayyar	Auto Sector (the company was looking for 200 CC to 300 cc engines for its three wheelers)	Ocean Project	Global Media	Ikken Keiki	Yamaha Motor	Suzuki Motor	Mitsuba	World Run-Consulting	blufuku



Surgical

Name of Delegate Company	Sector	Japanese companies met with					
IAA Surgical	Medical and Dental Instruments	Int. Develop. Center	Taiyo	World Bus. Consulting	Ishifuku	K&K Medical	
Bushido	Do			Ishifuku	World Bus. Consulting	Universal Metal Corp.	K&K Medical



Pharmaceutical

Name of Delegate Company	Sector	Japanese companies met with					
Medicamp	Pharmaceutical	Rikon Keiki		K&K Medical	Ishifuku		World Bus. Consulting
Gitz Pharma	Do		Rikon Keiki			K&K Medical	



Shipping/Transport

Name of Delegate Company	Sector	Japanese companies met with		
Universal Shipping	Shipping and Logistics	Nikken Kaido	Cosveo	Universal Metal Corp.



Seafood

Name of Delegate Company	Sector	Japanese companies met with						
Maritime	Sea Food	Koyo / Canarea	Maruha Nichiro	Fortune Intl	Japan Food	World Bus. Consulting	Marubeni/Bentel	OWL
Super Star	DO	Fortune Intl	Maruha Nichiro	Koyo / Canarea	OWL	Marubeni/Bentel	Japan Food	World Bus. Consulting



On the 25th April the Textile and seafood companies visited Osaka. The B2B meetings were arranged in the Consulate of Pakistan by Commercial Section. Overall 10 Japanese companies attended the B2B meetings session. The companies included some major players

in institutional firm and both companies having existing relations with Pakistan as well as new big companies and SMEs. The detail of the B2B meetings is given as under:



Textile Sector:

Name of Delegate Company	Sector	Japanese companies met with					
Feroze 1888 Mills Limited	Towels	Marubeni Intex	Hasetori Linen Service	Shigemitsu Shoji	Marusho	HY Holding	Nihon Tiger Denki
Gul Ahmed Textile Mills Ltd.	Home Textile	HY Holding	Marubeni Intex	Hasetori Linen Service	Nihon Tiger Denki	Marusho	
Waseem Khawaja Enterprises	Sports Wear	KAST	HY Holding	Nihon Tiger Denki			
CFI International	Cotton waste Home textile	HY Holding	KAST				



Seafood Sector:

Name of Delegate Company	Sector	Japanese companies met with		
Super Star Enterprises	Seafood	Seiko Trading	Futaba Fish Co. Ltd.	Ganhoku Co. Ltd

In total 29 Japanese companies attended the meetings and had extensive discussion with the Pakistani counterparts and in total 53 B2B meetings were held at Tokyo. In Osaka 10 Japanese companies attended for 19 B2B meetings. For each B2B meeting, 30 minutes were reserved. It is important to note that Pakistani companies came well prepared and also brought samples to show their products. It is important to note that a great interest was witnessed from the Japanese sea food importer for the meetings with the Sea Food Companies of Pakistan. It is ironic that share of Pakistan in the total sea food import of Japan is just less than 1% of the total import of Japan. We are optimistic that after the visit of the Pakistani Sea food companies which is for the first time coming to Japan will boost sea food export of Pakistan to Japan. In general, the representatives of Japanese companies were impressed with the quality of Pakistan products and were serious and positive in further puning the samples and quotations requested. Many Japanese companies requested B2B meetings in addition scheduled meetings in view of the samples displayed by the delegates.

The delegates were very professional in the B2B meetings as well as during the rest of the visit. They grasped the very formal norms of Japanese businesses culture including punctuality, courtesy and focus on quality and long term trust and relationship building and were responsive to it.

The Embassy of Pakistan, Tokyo also arranged a lunch meeting of the delegates with the JPSCC. The delegation of JPSCC was led by Mr. Nishitani Secretary General of JPSCC and had an hour discussion with the delegation both jointly and individually to brief them how they can be successful in Japan. The delegation of JPSCC's interaction with PIBF delegation is important in the back drop of coming 6th Joint Government Business dialogue in which JPSCC has a big role to play.

The delegation also visited JITCO headquarter to discuss the possibility of availing the benefits from the training program of JITCO for development of their human resource. The Chairman Mr. Kazuhiro Suzuki of JITCO briefed that his Organization provides overall support and assistance along with advice and instructions for organizations that intend to host or are currently hosting technical intern trainees. It also supports and advises technical intern trainees on legal issues such as immigration and labour as well as general concerns and inquiries and also support both sending and hosting organizations, technical intern trainees

to conduct and successfully complete technical intern training programs. He further added overall training requirement from any particular country has to come from the Japanese Companies which can be contacted and convinced to bring trainees under JITCO program from Pakistan.

The delegates expressed satisfaction with the proceedings of the visit and it was successful in view of the number of meetings held and seriousness shown on both sides of business meetings. For the interest of both sides, it is recommended that the communication with the Embassy of Pakistan starts as early as possible showing the interest of the delegates to meet their counterparts. It is also imperative that they provide as much information as they can on the products and whether they can bring samples. Required documentation to bring in samples needs to be done and towards which the Embassy can guide much in advance.

Experience shows that the Japanese do take their own time with assessments as they evaluate every aspect before coming with their conclusions. Patience and perseverance is needed with them to ensure a long lasting and a meaningful association.



Ambassador Kurai invites Chairman PJBF

SOHAIL P. AHMED

Ambassador of Japan, Takashi Kurai invited Chairman PJBF, Sohail P. Ahmed over dinner at his residence in Islamabad on Tuesday, January 16, 2018.

Taking the opportunity, Chairman discussed matters stretching from the Embassy of Japan's role towards PJBF, forthcoming Joint Dialogue to take place in Japan this year, interest of PJBF in bringing Japan Quality Awards to Pakistan, the Annual General Meeting of PJBF to be held in Karachi and Ambassador's visit plan to Lahore so that PJBF can organize an event with him in Lahore.

The Chairman was appreciative of the role played by the Embassy of Japan (EOJ) towards PJBF and stressed upon the fact that his focus was on creating a more vibrant partnership between the EOJ considering PJBF to be a business promotion arm of the EOJ. It was in 2001 that PJBF was established with the then Ambassador, Sadako Nijmura as the founding Patron in Chief.

Joint Dialogues (JD) have been instrumental for PJBF to identify impediments standing in the way of improved trade and investments by bringing such matters to the notice of both the Governments of Japan and Pakistan. Due to elections in Japan last year, the JD was delayed and for reasons of elections in Pakistan this year, it may be further delayed. However, the Chairman stressed upon the need for Japan to consider Early Harvest Program which will be instrumental in providing Pakistan with level playing field and towards which the Ambassador can play his due role. The matter has been pending for a considerable long time and deserves the consideration

by Japan to help Pakistan in the most vital sector of exports from Pakistan.

He also requested for his assistance in bringing about Japan Quality Awards to Pakistan and for which Mr. Takashi Harada at EOJ had advised him to write to the Embassy in this respect. PJBF seeks financial support in inviting specific well-known names in business management to Pakistan for giving talks in the field of management as well as funding in preparing special booklet to promote relations between Pakistan and Japan. It was also mentioned that travel authority be relaxed for business visits since travel to Pakistan are generally very safe. Discussions on cultural exchanges of artists etc. were also held.

He requested the Ambassador to inform him of his travel plans to Lahore so that PJBF Northern Chapter can organize an event during his Lahore visit.

Concluding the meeting, the Chairman thanked the Ambassador for his warmth and hospitality and hoped to see him along with his wife in Karachi soon.



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Vice Chairman's Visits Japan



RISEING SUN ISSUE '19

KALIM FAROOQUI

Vice Chairman Pakistan Japan Business Forum (PJBF), Kalim Farooqui this year in April led a 25-member delegation of SME's from amongst the members of PJBF for interaction with their counterparts arranged by the Embassy of Pakistan. Taking the opportunity of his presence in Japan, he also called upon various other related organizations and individuals.

raised the question of the Joint Dialogue which is now to take place in Japan. He reminded that the Dialogue was delayed earlier due to elections in Japan and the same is now to be held in Pakistan. As such, he requested JPBC to aim at holding it sometime later this year around October since elections in Pakistan is to be held in July after which the cabinet will be formed. Joint Dialogue which provides an opportunity to PJBF to interact with both governments while discussing



He called on Pakistan's Ambassador, Asad Majeed Khan and briefed him about the activities of PJBF and thanked him for all the support and cooperation to PJBF in achieving its aims and objectives. He specially mentioned the help received from the Economic Counsellors Abu Bakar Siddique in Tokyo and Khalid Jameel in Osaka towards the SME delegations every year. The number of delegates were on the increase every year and this could not be achieved without the efforts and the contribution made by the Embassy of Pakistan to ensure its success.

Pakistan-Japan economic relations helps building Public Private Partnership as stake holders in the economic sectors.



He visited JICA Head Quarter in Tokyo and met with individuals responsible for Pakistan. During the discussion with them, he stressed upon the need by JICA to help Pakistan with social sector programs such as Health, Environment, Education and Vocational Training. He also reminded JICA of a request by PJBF to establish automotive training institutes in Lahore and in Karachi to support the training of individuals in automotive technologies since more than 90% of vehicles plying on the



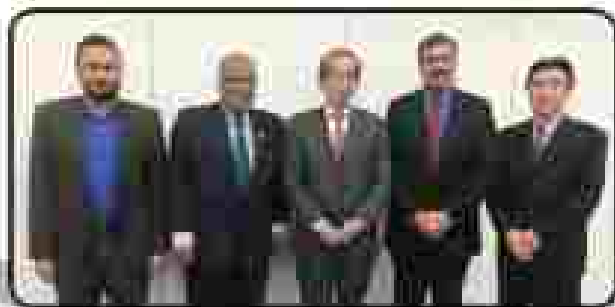
Interacting with PJBF's counterpart in Japan, Japan Pakistan Business Cooperation Committee (JPBCC) he



streets of Pakistan are of Japanese origin. Towards this an agreement in the form of MOU exists between PJBF and its counterpart JPBCC which also includes a request for setting up of institutes in leather technology for the reasons that Pakistan is amongst major producer of quality leather but lacks the capability of value addition and towards which Japan can help with its technology. He also discussed the possibility of Japan going ahead with it's intention to support the Karachi



Circular Railway for which a master plan was made under their grant assistance. JICA was made aware of the immense traffic issues in Karachi and the necessity of having a mass transit. The Vice Chairman also



requested JICA to consider reopening of their Karachi office which was closed due to law and order situation and which since then has tremendously improved. He stressed upon the imperative need to have a JICA office in Karachi being the largest city and an economic hub.

He also visited JETRO office. They were made aware of the efforts by their Karachi office towards enhancing trade between the two countries: making a special mention of Osamu Hisaki, their Country Director in Pakistan, showcasing Made in Japan products at the Pakistan Expo in Karachi every year under the umbrella of JETRO pavilion. The Vice Chairman stressed upon the need for closer cooperation between JETRO and

PJBF to bring the business communities even closer. He conveyed the need for JETRO to update their directory with all entities in Pakistan and Japan involved in trade and investments between the two countries.

The Japan International Training Cooperation Organization (JITCO) is an organization which helps organize training programs for the corporate sector for improvement in both Corporate Management as



also in the Manufacturing Sector. PJBF being informed about their cooperation with the outside world also approached them to explore the possibilities of assistance to PJBF for Pakistan. Members of the SME also joined as stake holders to seek help in case JITCO can consider helping business entities of Pakistan. The Vice Chairman, Kalim Farooqui and Commercial Counselor at the Pakistan Embassy, Abu Bakar Siddique, who had arranged the meeting was informed of the technicalities involved for foreign governments to seek assistance of GITCO. Making note of the fact that the request must come to JITCO from the government, it was decided that the Embassy of Pakistan and PJBF will further pursue the matter so that private entities and specially members of PJBF could benefit. It was interesting to note that the meeting from JITCO side was chaired by Kensuke Tsuzuki, Senior Vice President who was earlier with the Ministry of Foreign Affairs (MOFA) and was aware of several Ambassadors that the Vice Chairman mentioned were stationed in Pakistan. He too had served as Ambassador when assigned to the MOFA.



Japanese Ambassador Visit Karachi

HANZA BIN TARIQ

On the 22nd of February 2018, the Chairman of Pakistan Japan Business Forum hosted a dinner in honor of Ambassador of Japan H.E Takashi Kurai. The dinner was held at the Defense Authority Marina Club on the club's Executive Boat.

Dinner was served on the upper deck of the boat. The boat after one and half hours returned to the club. The evening was enjoyed by the Honorable Ambassador and other guests as they got a good chance to interact openly with the Ambassador in a pleasant casual environment.



Around 30 members of the forum joined the casual dinner. As the boat set sail the members interacted with each other as well as with Honorable Guest and discussed on various Economic and Trade related matters between Pakistan and Japan.



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PJBF arranged a Training with AOTS in Japan - PKEM

MANSOOR ALI KHAN



ISSUE: 19

Who would have thought that a dinner conversation would lead to an amazing experience in a country that I had read and heard about, but never got an opportunity to visit. Back in October 2017, Murtaza Mandviwalla and I were having a conversation on the Environment, particularly in Karachi and how little we or anyone in the corridors of power and authority seemed unconcerned of the damages being caused by Pollution. He mentioned that AOTS, Japan is conducting a Pakistan specific program in March 2018, to share their Energy Conservation Initiatives with Corporate entities in Pakistan.



The program was to run from March 1-14, 2018 at the AOTS Kansai-Kanshu Centre, Osaka and participants were advised to arrive on February 28th.

The 2 weeks was filled with activity; from Class room lectures, field trips, travelling with 2 weekends for sightseeing and shopping. Participants were able to explore and visit a number of cities including Tokyo, Kyushu and Hiroshima. The field trips took us to Nagoya and smaller towns where the plants were located. The beauty of the entire program was the clockwork timing of each event. Always began and ended on time.



Another Energy conservation aspect which we can all learn an important lesson from.

Participants were a diverse group of senior, middle management and young professionals. Most took a keen interest in the discussions and the end of program Presentations reflected their understanding of the concepts learned. However, a comment regarding pre-screening of applicants should evaluate their job roles, qualifications and experience as clearly some participants found the concepts out of their grasp and the outcome was reduced interest.



The Program started with an Orientation session and welcome address by the General Manager of the Training Centre. The session was also graced by the presence of Pakistan's Consul General in Osaka. Later we posed for a group photograph in front of the main building.

The course objectives were:

1. Introduce participants to the Japanese Corporate management style, strategy, philosophy and processes.
2. Improve understanding of Energy Management and Conservation concepts with a view to increasing Corporate value and reducing costs.
3. How companies integrate Environmental business management into its corporate strategy to increase profits.
4. How action plans are formulated to enhance profits and enhance competitive advantage.

All course material was provided in English but most of the lectures and presentations were in Japanese, however, there were experienced and fluent translators at each session to translate and facilitate questions & answers.



The Program consisted of the following main topics:

1. Efforts to create Low Carbon societies.
2. Environment Management & Marketing.
3. Energy Saving in Manufacturing Industries.
4. Productivity Improvement - 5S & Kaizen.

The Program included study field trips to:

1. Mie Chuo Kihachuu - Municipal Waste Recycling Plant.
2. Bankyo Pharmaceutical.



3. Yokohama Rubber.
4. Toyota Motor Corporation Takooka Plant & Museum.
5. Fukaki Woolen Textile Company.

The Classroom sessions comprised detailed explanations and examples by the eminent faculty members.

We learnt during the introductory sessions, that Japan had been Energy sufficient, despite having very few natural resources, i.e. Coal, Oil and Steel etc. Although they have been world leaders in many areas of technology, innovation and research.

In Pakistan, Energy conservation awareness, knowledge, Corporate will is evident in varying degrees across Manufacturing sector and Services businesses.



Lower down the value chain, it seems to decrease, expense being cited as the main constraint. From the program, I am now convinced that within capacity

and ability, energy conservation can be achieved at all levels going all the way down to basic dwellings, if the appropriate awareness campaigns are launched and supported by the Government and more so the private sector.

As the author is neither an Environmental nor Energy expert, the following practical, doable and affordable ideas are being shared in conclusion.

1. Flanking Air conditioners at 27-28 deg C. Switching on units one at a time.
2. Effectively sealing all doors, windows and room ventilation openings.
3. Using anti-glare window covering and double glazing.
4. Installing energy efficient lights - LEDs, Savers.
5. Proximity switches/sensors for infrequently used areas: Washrooms, corridors, stairs.

6. Installing Air conditioners under shades or covering external units.
7. Replacing Desktop computers with Laptops or Smart phones.
8. Wearing lighter clothing in summer, layered clothes in winter.
9. Where feasible introduce Inverter control devices.

This is just an indicative list applicable across the board of Energy consumption, Industries can go much further, depending on their Technology, Products, nature of energy consumption to save and conserve.

In closing I wish to acknowledge and thank JIBF for the opportunity to travel and learn and relearn many new concepts, methods and approaches. The experience of the Japanese ways and people has left a lasting impression and I certainly hope to go back there in the coming years.



Vice Chairman PJBF,
Mr. Kimihide Ando
received highest civilian award
Sitara-e-Pakistan

KALIM FAROOQUI

The President of Pakistan, Mamnoon Hussain, decorated Kimihide Ando, Senior Vice President and CEO of Mitsubishi Corporation, Pakistan and Vice Chairman of Pakistan Japan Business Forum with Sitara-e-Pakistan on March 23rd on Pakistan Day.

This was in recognition of his services to Pakistan and his efforts in bringing the people of Pakistan and Japan closer. The citation read on the occasion indicated that he has lived in Pakistan for almost 2 decades. He is a Director on Punjab Board of Investment & Trade; Vice Chairman of Pakistan Japan Business Forum, Chairman of Japanese Association of Commerce and Industry, Member Governing Body of Liaquat National Hospital, Karachi. He has arranged financial assistance for Lahore University of Management Sciences (LUMS) from Japan for student exchange programs and arranged scholarships for students at the Institute of Business Administration (IBA) in Karachi. He is associated with Acumen Fund Vision Fellowship Program, an organization of Pakistani entrepreneurs aimed at bringing social change and well being of the country. He is also invited as guest speaker at various business and trade forums where he has received high appreciation. National Assembly of Pakistan acknowledges his support and valuable assistance in strengthening the democratic institutions in Pakistan. In recognition of his outstanding services rendered to Pakistan, the President of Pakistan is pleased to confer upon him the award of Sitara-e-Pakistan.

For the benefit of the readers, it may be added that he was with the Prime Minister of Pakistan in Davos earlier this year at the World Economic Forum and was

instrumental in arranging high level meetings with visiting dignitaries from Japan which included JETHO, JBIC and many more. He was earlier also the President of the Overseas Investors Chamber of Commerce and Industry (OICCI) in Pakistan and actively pursuing the agenda of promoting Pakistan as a potential destiny for further investments. PJBF congratulates Kimihide Ando on this well deserved award!



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 Mitsubishi Corporation

Vice Chairman Kalim Farooqui's reception for

Kimihide Ando in Tokyo

KALIM FAROOQUI

During his visit to Japan in April, Vice Chairman RIBF, Kalim Farooqui held a reception to celebrate the conferment of Sitara-e-Pakistan on Kimihide Ando, Vice Chairman of Pakistan Japan Business Forum, by the President of Pakistan on 23rd March in Islamabad on Pakistan Day.



Inviting the Ambassador of Pakistan, Asad Majeed Khan, as the guest of honour, Kalim Farooqui also invited government officials from the Ministry of



Economic, Trade & Industry (METI), Ministry of Foreign Affairs (MOFA), Japan International Cooperation Agency (JICA) and Japan External Trade Organization (JETRO). He also invited individuals who he considered as friends of Pakistan which included former Ambassadors, Consul Generals, those who earlier stayed and represented their companies in Pakistan as also those



currently engaged with business and investments in Pakistan.

The event started with a speech by Kalim Farooqui welcoming the guests followed by showing a promotional clip on Pakistan elaborating upon the positive trajectory it is following in different sectors. Kimihide Ando's contribution to Pakistan was explained by the Vice Chairman and his association with many business organizations involved with trade and industry and social organizations involved with the promotion of education, health, social values and human dignity. In his address, the Ambassador of Pakistan mentioned



about the fact that it was Mr. Ando who first met him when his assignment was announced by the government to be the Ambassador of Pakistan in Japan.

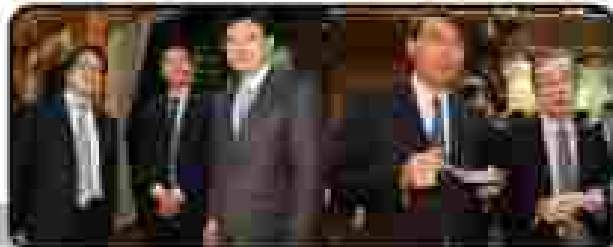


He further explained about the history of Pakistan-Japan



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relations and the cooperation both countries extended to each other over the years. He invited Japan to take advantage of the facilities being extended in the Special



Economic Zones attracting fresh investments specially along the CPEC corridor along which infrastructure is being built of international standards. He also emphasized upon the significant improvement in the law and order situation which until recently was



hampering investors to consider Pakistan as a potential destination for them. He also informed the guests about his own interaction with officials at different levels within the Japanese Government and was



pleased to witness the positive approach of the many towards Pakistan. He extended an invitation to each one present to visit the Embassy as the mission is well equipped to facilitate our Japanese friends if they want to visit, invest or do business with Pakistan.

Kimihide Ando, wearing the awarded star, thanked everyone for their presence and specially Ambassador Majeed Khan for gracing the occasion with his presence despite his preoccupations. In appreciating the conferment of the award by the government of Pakistan, he briefly informed about his long association



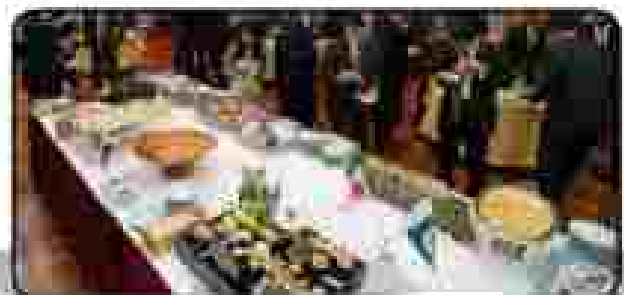
with Pakistan and how he felt at home while pursuing business as also interacting socially. He also informed that it was the second time that such an award was

conferred to an individual from Mitsubishi Corporation as the earlier one was conferred upon Akira Yamamura in 2001. In total four such award has been conferred on Japanese; the other two being in 1985 to Suzuki of Suzuki Motors and in 2000 to the Chairman of Nichimen Corporation. He also expressed his desire to continue his efforts towards bringing Pakistan and Japan even closer as mutual opportunities exists for both to benefit from.



Kalim Farooqui invited Abu Bakar Siddique, the Commercial Consul at the Embassy, to speak about the PIBF's SME delegation visiting every year and the contribution by the Embassy towards its success. While explaining about the composition of the delegations each year, he was encouraged to see the interest of the Japanese in Pakistani products. He maintained that this year 53 meetings were being arranged with over 30 Japanese companies for the 25 SME delegates visiting from Pakistan this year.

Later while socializing, the guests intermingled to meet and greet while dinner with both Pakistani and Japanese cuisine was served.



PJBF Organized a Talk on **Blockchain & Crypto Currencies**

FAHIM SULAIMAN



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one-hour talk

was arranged by PJBF, including Q&A on "Demystifying Blockchain" on February 20, 2018 at the Marriott Hotel, Karachi.

At the session, Chairman Media & Event Committee PJBF, Mr. Fahim Sulaiman welcomed the participants which included notables from various business sectors, on behalf of the PJBF. After the official welcome, he introduced Mr. Moazzam Kamran to the audience who was the speaker of the day.

Session was conducted by Mr. Moazzam Kamran, Global Head of Marketing at Avanza Solutions, a multinational channel banking solutions house, with presence across 3 continents and 300+ corporate customer base.

Blockchain has become one of the most talked about technologies in recent times on the Internet. A recent HSBC global survey says, "As much as 80 percent of those who have heard of 'Blockchain' said they don't understand it." Mr. Moazzam briefed the participants about Blockchain as new type of database that enables multiple parties to share, and to be able to modify that safely and securely even if they don't trust each other.

Blockchain has the potential to create a real sharing economy, where people can share, connect and

transact without the involvement of any middleman, thus truly democratizing the whole process without the "corporation" calling the shots.

Presentation concluded with Q & A session followed by networking opportunities over Hi-Tea which the members and guests enjoyed and appreciated.





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AOTS Looking for Distributors



RISEING SUN ISSUE 19

"Business Partner References" is a business-matching platform in "Global Interface Japan". Japanese companies searching for their business partners and customers overseas are posting their product information on the website.

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. Feel free to contact AOTS for further information:

http://gij.aots.jp/u/product?sf_culture=en

[Looking for Distributor]

500W Micro-hydroelectric Power Generating System "Seseragi" (ID:00005)

Proposal Category: Distributor
Products Name: 500W Micro-hydroelectric Power Generating System "Seseragi"
Company Name: MNU CO., LTD.
Country / Area: SHIZUOKA, JAPAN
Target Country / Area: All Countries (Except Japan)

Description:

At MNU, we design and manufacture industrial motors and electronic control devices. By making the most of our original technology, we have developed a 500-W micro-hydroelectric power generating system Seseragi.

Our micro-hydroelectric power generating system is designed to be lightweight, with a simplified structure. It is easy to handle and maintain and can easily supply power to unelectrified areas. It can also be used in Corporate Social Responsibility (CSR) management utilizing the factory waste water and swimming pool circulation water.

[Looking for Distributor]

Electrolyzed water generator, fine bubble generator and food waste recycling machine(ID:00004)

Proposal Category: Distributor
Products Name: 1) Electrolyzed water generator,
2) Fine Bubble Generator,
3) Food Waste Recycling Machine
Company Name: TECH CORPORATION Co., Ltd.
Country / Area: Tokyo, JAPAN
Target Country / Area: All countries (except Japan)

Description:

We are looking for a distributor for our following products:

1. Electrolyzed water generator

This generator electrolyzes salt water to produce alkaline electrolyzed water and acidic electrolyzed water, which provides exceptional cleaning, disinfecting and deodorizing power, perfect for disinfecting medical facilities, kitchen/dish washing, cleaning harvested vegetables, laundry and more. It also offers great advantage in improving the working environment.

2. Fine Bubble Generator

Our technology made it possible to generate over 50 million units of ultra-fine bubbles sized 10-300 nanometers in diameter in 1 cubic centimeter. Ultra-fine bubbles have four main features below:

- 1) **Ultra-fine bubbles:** 10-9 scaled bubbles in diameter.
- 2) **Stay for long:** Ordinary bubbles rise in liquid rapidly and burst on the surface, but ultra-fine bubbles stay in liquid for a long time because they are so small in size and extremely slow to rise.

3) **Cleaning effect:** Ultra-fine bubbles can delive deeply into the surface gaps that even micrometer sized bubble in diameter can't reach, so that higher cleaning effect is expected.

4) **Bioactivity:** Ultra-fine bubbles enhance the growth promotion activity of farm products and farming fish growing in liquid and also decomposition of organic matter.

3. Food Waste Recycling Machine

Our machines uses the activity of naturally occurring microbes to reduce large volume of kitchen garbage into water vapor and carbon dioxide with the reduction ratio of 85-90%. The machine takes all of different organics such as carbohydrates, proteins and fiber, and breaks them down. Just select the operating mode on the touch panel and start processing. It does not take much in the way of maintenance, either.

[Looking for Local Partner company]

Individual tutoring school for K-12 named "MeikoGijuku" (ID:00003)

Proposal Category: Partner Company (Master franchise agreement or joint venture)
Products Name: Individual tutoring school "MeikoGijuku" for K-12
Company Name: MEIKO NETWORK JAPAN CO., LTD.
Country / Area: TOKYO, JAPAN
Target Country / Area: SOUTHEAST ASIA

Description:

We, Meiko Network Japan has extensive experience and know-how in the field of individual tutoring school for K-12 (from elementary to high school student) named "MeikoGijuku". Since our establishment in 1984, the number of schools are continuously increasing though franchise school business, and now we have over 3000 schools in Japan.

[Looking for Buyer/Customer]

Anti-aging home spa treatment tool for keeping the skin forever young (ID: 00002)

Proposal Category: Buyer/Customer
Products Name: Electric Facial Machine; PLASMA Beauty
Company Name: STAR FAVORITE Inc.
Country / Area: TOKYO, JAPAN
Target Country / Area: Indonesia, Malaysia, Thailand and etc.

Description:

We sell genuine Japanese products to Malaysia, Singapore and Indonesia. We want all women lives in Southeast Asia use best items made in Japan.

[Looking for Distributor in Vietnam]

No.1 market share company of sewing machine for both side in Japan (ID: 00001)

Proposal Category: Distributor
Products Name: Roll Sitter, Sewing Machine for both sides, Heat Cutting Machine, Fold and Starching Machine
Company Name: KINDAI Co., Ltd.
Country / Area: OSARA, JAPAN
Target Country / Area: Vietnam

Description:

We orchestrate abundant experience and advanced technique as a pioneer of converting as a manufacturer of various automatic machinery equipped with new added values, we make an effort to correspond each customer's needs.

Your personal information is protected and is not made public, unless your prior consent. Any information you provide through ADTS website and e-mail will only be used to provide you with ADTS E-Newsletters, occasional information and related questionnaire.

Chairman PJBF meets Chairman Board of Investment in Islamabad

SOHAIL P. AHMED

Chairman Pakistan Japan Business Forum (PJBF), Sohail P. Ahmed met with the Chairman Board of Investment (BOI), Naeem Zamindar in Islamabad on January 12th, 2018.

Matters pertaining to the issues of Japanese Companies were taken up and specificity of turnover tax on companies in Special Economic Zones (SEZ'S). Chairman BOI requested PJBF to arrange a letter with clarification so that the matter could be officially taken up for a response from the concerned quarters. Sohail P. Ahmed pointed to the fact that it was PJBF who first raised the matter of SEZ'S with the Government in 2007 but unfortunately the Japanese did not show much interest in for reasons of law and order situation at the time. A presentation was made by Ifkhar Barber, then with the Pakistani Embassy in Tokyo, and which was provided to BOI with a request that the matter may again be raised for the Japanese to select one from amongst the many SEZ'S now available.

The Chairman also raised the concern with BOI with respect to travel advisory and suggested that BOI visit all Ambassadors in Islamabad, including Japan, and convey the concerns of the business community of the travel advisory they send back home.

Pakistan can now be taken as safe to travel and their travel advisory to their countries should indicate as such.

Regarding Japan, Chairman BOI informed that he will be visiting Japan in February and will be giving a talk to an Economic Forum. Sohail P. Ahmed suggested that he should endeavor to visit the chiefs of the Japan Bank for International Cooperation (JBIC) and Japan External Trade Organization (JETRO). He was informed that the Prime Minister has also met them during his

January visit to Davos at the World Economic Forum. PJBF's Vice President, Kimihide Ando was instrumental in arranging these meetings and who had also arranged one with the President of Mitsubishi Corporation. Since training and technology is amongst Pakistan's priority, Chairman PJBF further suggested to meet the Chairman of AOTS who can be asked to increase the level and number of trainers taken for training in Japan. Besides, they can also help sending trainers to Pakistan from which more people can benefit.

As to investments from Japan, Chairman Sohail P. Ahmed suggested that Japan can help with investments in infrastructure as currently it is mainly in automotive and steel sectors. Proper infrastructure plays an important role in attracting investments and Feasibilities should be prepared for viable projects and submitted through Economic Affairs Division for assistance by Japan.



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Vice Chairman calls on Japanese Ambassador

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Vice Chairman,

Kalim Farooqui during his recent visit to Islamabad called on the Ambassador of Japan, Takashi Kurai at his residence on May 24th. Ambassador was keen to know about the success of the recent SME delegation to Japan which got media coverage as also to be briefed about the routine activities of PJBF. Since he had Akinnobu Kuwahara and Takashi Harada, Deputy Chief of the Mission to join, the meeting lasted until late evening covering all facets of PJBF's activities over the years in bringing the business communities of the two friendly countries even closer.

Discussions over dinner covered the history of PJBF, economic relations between Pakistan and Japan as perceived by the private sector, exchange of views on the recent high-level exchanges of government delegations between the two countries and the possibilities that exists for the way forward with private sector from both countries playing their due role. The Vice Chairman was appreciative of the role being played by the two Embassies while taking PJBF on board in respect of issues faced by the private sector. The Ambassador was briefed about the role of the Pakistan Embassy in Tokyo which has been very supportive on the matter of the yearly SME delegations to Japan. Arrangements with Japanese counterparts for the visiting delegates were immaculately done by the Commercial Counselors at Tokyo and at Osaka and towards which help from JICA experts sitting at TDAP in Karachi was also readily extended. The Ambassador was informed about the success of the 8th consecutive

SME annual delegation to Japan. Besides, he was also informed about the diversified sectors which were represented. The Ambassador was appreciative of the seafood sector from Pakistan joining this time and taking along with them fresh samples to show, which even included nontraditional export items which can find greater demand in Japan. Vice Chairman suggested a visit to the factory in Karachi on his next visit to himself witness the quality available for exports and the international practices adopted in processing of the items. Kalim Farooqui stressed upon the need for the Embassy Officials to visit Karachi more frequently on a regular basis being the economic hub of the country and where PJBF can coordinate for visiting important businesses for their own assessment and evaluation. The Ambassador too was requested to allocate more time for Karachi in his official engagements in Pakistan and extended an invitation on behalf of PJBF to do so at his earliest convenience.



PJBF hosted a reception to celebrate conferment of "Sitara-e-Pakistan" upon Kimihide Ando

JAMEEL HUSSAIN



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On 14th April, 2015 Mr Sohail P. Ahmed and PJBF Board had invited Mr Kimihide Ando in recognition of Ando san services to promote the image of Pakistan, which earned him the award of Sitara-e-Pakistan.

Mr Sohail P. Ahmed welcomed the guests and praised the efforts of Ando san, who has played a real ambassadorial role to promote the image of Pakistan. Ando san was proudly wearing the award around his neck and displayed the miniature of the sitara-e-Pakistan on lapel of his jacket.

Mr Ando thanked the guests and said that it has been a team effort and shares this joy with everybody especially his family. He also informed that prior to him

three other Japanese have also been awarded Sitara-e-Pakistan.

Mr Sohail P. Ahmed gave him a wooden tray with Ando San's elegant picture in Pakistani shalwar Kameez with Sitara-e-Pakistan adorned around his neck.

Around 27 members attended the dinner along with Counsel General of Japan in Karachi and 3 ex chairmen of PJBF.

The event ended on a sumptuous dinner.



PJBF meets

Secretary Commerce



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KALIM FAROOQUI

Meeting with Secretary Commerce, Younus Dugha,

with the members of Pakistan Japan Business Forum was held over lunch during his visit to Karachi on January 22nd, which besides most of the Board members, was attended by several others.

Issues relating to the Ministry of Commerce were discussed threadbare with the Secretary who gave a patient hearing to all who spoke and interacted. Numerous matters related to both the industry and the trade sectors were deliberated upon and cognizance taken by the Secretary as evident by his responses.

Chairman PJBF, Schahid R. Ahmed raised the concern of the textile sector and appraised him of the long-standing issue of Early Harvest Program (EHP) on the pattern of General System of Preferences (GSP Plus) of the European Union which if considered by the Government of Japan would allow a level playing field for export of textile products to Japan. The Secretary informed that Japan seems not to be too keen for either the EHP nor for an FTA with Pakistan despite Pakistan strongly favoring EHP. He was of the opinion for PJBF to concentrate on other vital areas of export to Japan.

The Chairman appraised him on the possibilities that exist in the fisheries sector. Especially for export to Japan, which has exhibited overt interest. Mr. Suematsu, Senior vice Chairman PJBF and head of Marubeni in Pakistan also supported the development of sector and lamented decreased export by Marubeni in this sector. The Government should tap different resources including donor agencies for capacity building of Fisheries in Pakistan in terms of technical cooperation and improvement in fisheries extension services to the private sector for value addition.

He emphasized on the need of both the Federal and the Provincial Governments to enhance their financial and human resource commitments to marine, brackish and fresh water fisheries and aquaculture. He further indicated the desire of PJBF members related to seafood industry joining the annual PJBF's SME delegation to Japan with samples to show to their counterparts in Japan the quality of seafood available from Pakistan. Mr. Younus Dugha, while appreciating the importance of the sector suggested PJBF to meet with the Maritime Agency in Islamabad who would be able to further guide PJBF being the agency concerned. It was decided that Hamza Bin Tariq, General Secretary being involved with the fisheries sector along with Senior Vice Chairman, Tetsuya Suematsu, aware of the Japanese market will do so on getting an appointment with them.

For the benefit of the readers, Pakistan has shown steady growth during the last two decades starting from 22,255 tons in 1991 and reaching up to 82,445 tons in 2010. During this period highest production of 91,820 tons, was observed in 1994. For sustainable development of any country, fishery sector plays an important role and Pakistan is no exception. Pakistan has immense marine resources from its 1100 Km of coastline as also from inland fresh waters for fish production. From marine resource Pakistan can produce a million tons annually and similarly from fresh water around 10,000 metric tons given the due consideration the fishery sector rightly deserves.

Discussing other important sectors, Schahid R. Ahmed informed the Secretary about the potential that exists for export of Fruits (now that mango has begun to be exported), Horticultural products, Skilled Manpower especially since Olympics is planned in Tokyo in 2020 as also sportswear and sporting goods and Information Technology (IT) in which

Pakistan can immensely benefit in view of having experienced IT professionals. Pakistan's export of software is on the increase every year and is expected to surpass US\$ 3 Billion this year, hence becoming a major contributor to the exports from Pakistan.

Younus Daghia was appreciative of the input provided by the members and asked the Chairman to follow up the proposals officially so that he can take up the matter with the concerned departments in Islamabad. Both agreed to make such proposals as part of the agenda for the Joint Dialogue expected to be held in the Autumn of this year. Joint Dialogue is alternatively

held in Japan and in Pakistan with the next one planned in Tokyo.

While concluding the very purposeful meeting with the Secretary of Commerce, Chairman Sohail P. Ahmed thanked him for his time despite his short Karachi visit. He also expressed his gratitude to all who attended in the interactive session with Younus Daghia and for the contribution made with suggestions on how best to take advantage of the immense potential that exists to further improve trade between Pakistan and Japan, and from which both nations can benefit.

Takashi Harada

Visits Karachi to bid farewell

Deputy Chief of the Mission, Embassy of Japan, Islamabad Takashi Harada visited Karachi to bid farewell to his colleagues in the Consulate, Friends and PJBFC.

Chairman PJBFC, Sohail P. Ahmed invited him over lunch along with several board members on Saturday, June 30th. Those attending included Vice Chairman, Kalim Farooqui, General Secretary, Hamza Bin Tariq, Feroz Shah, Jameel Hussain, Fahim Sulaiman, Jameel Hussain, Murtaza Mandiwalla, Yousuf Hussain Mirza as also Yoko Watanabe from the Japanese Consulate who accompanied him.

The Chairman on behalf of all PJBFC members thanked him for his cooperation and support during his tenure in Islamabad and wished him the best in all his future endeavors. He drew his attention to several important issues related to business between Pakistan and Japan and hoped that his presence at the Ministry of Foreign Affairs in Tokyo will be helpful in conveying the same to his relevant colleagues responsible for Pakistan at the ministry.

Harada responding to the participants explained about his experience in Pakistan of almost three years and narrated upon his interaction with both the government officials in Islamabad and the general public at large. According to him, he found Pakistanis

to be very welcoming and hospitable. He carries with him goodwill for Pakistan and would certainly convey about the potential Pakistan holds for trade and investments cooperation.

Earlier he attended the reception given by the Vice Chairman PJBFC, Kimihide Ando of Mitsubishi Corporation which was also attended by several PJBFC members, called upon the Consul General of Japan, Toshikazu Isomura and met with the members of the Japanese Business Association in Karachi. He left for Islamabad immediately after the luncheon meeting with PJBFC members.



Member's Corner
Mr. Ashfaq Chairman of

Hussain International Visited Japan



Mr. Ashfaq Ahmed

Member of Pakistan Japan Business Forum and Director, Pak Japan Business Council Sindh had an official visit to Japan. He met with Mr. Rana Abid Hussain President of Pakistan Japan Business Council Worldwide.

During this official visit Mr. Ashfaq Ahmed also met with Pakistan's Ambassador to Japan Mr. Asad Majeed Khan along with the Former President of Pakistan Association Japan and Famous Businessmen and Chairman of Pak Japan Trading Mr. Chowdhury Asif. During the meeting Mr. Asad said that "He will try on Government level to bring skilled labor force from Pakistan to Japan".

He also visited the Hino Nagoya Head office and met the Director of Hino Nagoya to discuss betterment of business relation with Pakistan.

During his Tokyo Visit, Japan International Press Club organized a dinner in his honor where more than 50 known business personalities were invited where Mr. Ashfaq Ahmed addressed them and spoke about Pakistan Japan Business and Trade relations. He said "There is a need for betterment of trade relationship between the two friendly nations".

Ashfaq Ahmed also met with the famous business personalities in Japan Mr. Malik Noor Awan, Mr. Malik Younus, Mr. Naeem Mirza, Mr. Majeed (Chief Editor Masawat) and Senior Journalist Jung & Gao in Japan and President of Japan International Press Club Mr. Ifan Siddiqui.



Senior Journalist and President of Japan International Journalist Association Mr. Nasir Nakagawa presented Special Award for Mr. Ashfaq Ahmed for his services for Pakistani Nation.

Dinner was organized by Mr. Shahid Masjid Chairman Kashmir Council Japan in honor of Ashfaq Ahmed.

Fujifilm Acuity Creative Printing!



ISSUE: 19

Fujifilm Pakistan (Pvt.) Ltd. represents Fuji Corporation in Pakistan since 1967. This year marks 50 years of successful operation in Pakistan. Fujifilm Pakistan is one of the oldest distributors of Fuji in the world. This long association represents a strong bond of business relationship between Fujifilm Pakistan (Pvt.) Ltd. and Fuji Corporation, Tokyo.

Fuji is a pioneer in the imaging industry and this has benefited Pakistani consumers with innovative products in various fields of imaging industry.

With the advent of digitization, imaging industry has gone through a paradigm shift. The selfie culture has increased the process of 'picture taking' and provides a broad spectrum of opportunities for related products and services. Gone are the days when one used to wait

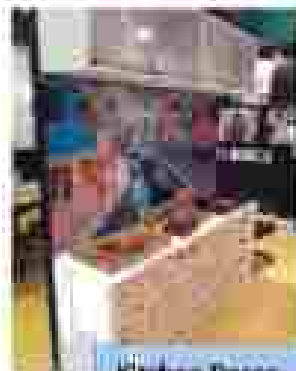
in excitement to see his/her pictures after processing by the laboratories.

Fuji has now come up with 'value added' printing and has taken the image processing to the next level. Incredibly high resolution images can now be printed on any substrate such as rigid (glass), flexible (canvas), even (ceramic tiles) or uneven surfaced (stones/rocks) media. Consumers are no longer bound to pay for mass print jobs, as digital inkjet printing technology has made it feasible to execute singular print jobs.

With the expertise of customizing simple products to make them unique and desirable, we are aiming to revolutionize the concept of 'giving gifts' by making it possible for consumers to personalize products with designs and photos.



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NSW

Seminar at Custom House



ISSUE: 19

KALIM FAROOQUI

National Single Window (NSW) has been initiated by the Federal Board of Revenue in association with Pakistan Customs to streamline procedures of import and export of items from Pakistani ports. Senior individuals from the FBR visited



Pakistan Japan Business Forum (PJBF) last year to explain their initiative which is in line with the



International efforts to standardize a working system, Pakistan is amongst the few countries approached which has the capacity to conform and implement it.



During PJBF's initial interactive session with them which included Chairman Echul R. Ahmed and Vice Chairman, Kalim Farooqui, PJBF pointed to the numerous anomalies that exist and which become a source of botheration to the manufacturers as well as to the traders by way of delays and documentation requirements.

It was therefore agreed that PJBF being a lead Bi-Lateral Business Forum would invite a larger group of business community firms other such forums that for FBR can make a detailed presentation to them in order to get their feedback while implementing the NSW being an initiative which involves the business community of Pakistan as the major stake holder.



The meeting for this purpose, under the umbrella of PJBF, was called on February 13, 2018, at the Custom House Auditorium in Karachi. Heads of different Bi-Lateral Business Forums and their members in large numbers attended.

Presentations were made by Afnan Khan, Farwana Siddiqui and Aftab Haider which was followed by question and answer session. Chairman PJBFB in his concluding remarks while thanking FIR and the customs authority also thanked the participants for responding to the invitation of PJBFB with their presence. Those responding to PJBFB's invitation included German

Pakistan Chamber of Commerce and Industry, Philippine Business Forum, Swiss Business Council, Belgium Business Forum, International Business Council.

This was followed by a tea reception arranged by the Pakistan Customs for the attending guests.



The Japanese Calendar Exhibition

On January 18, 2018, the inauguration ceremony of the Japanese Calendar Exhibition 2018 was held at the Japan Information and Culture Center in the Consulate of Japan in Karachi.

The Japanese Calendar Exhibition has been an annual event for a long time. At the Japan Information and Culture Center, This year, around 115 Calendars were exhibited giving insights on Japanese cars, tradition, culture, art and architecture and some natural sights besides the floral landscape.

Speaking at the occasion, Mr. Tohikazu Homura, Consul General of Japan, in Karachi, hoped that this exhibition would show fascinating cultural and natural diversities and beautiful sceneries of Japan, as well as four distinctive seasons through these Japanese calendars. Mr. Homura expressed his expectation that the



exhibition will strengthen friendly relationship between Japan and Pakistan.

At the sidelines of the event, various Japanese Films were shown to entertain the guests.



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- ★ **Consumer Choice Award - Corolla Gold 2011**
by the Consumer Association of Pakistan
- ★ **Consumer Choice Award - Hilux 2011**
by the Consumer Association of Pakistan
- ★ **CEO of The Year Award 2011**
by the Consumer Association of Pakistan
- ★ **Environment Excellence Award 2011**
by the National Council for Environmental Security

Board of Investment (BOI) invites

PJBF & Japanese Investors

KALIM FAROOQUI



Under the directives of the Prime Minister's office, the Director General of Board of Investment, Jamil Ahmad Qureshi called a meeting in Karachi on March 30th inviting Japanese investors in Pakistan along with representatives of the Pakistan Japan Business Forum (PJBF) at their office in Karachi.

PJBF was represented by Chairman Sohail P. Ahmed, Senior Vice Chairman Tetsuya Sumitani and Vice Chairman Kalim Farooqui along with Company Secretary, Muhammed Faisal. The meeting consisting of stake holders from Japan was chaired by the Director General Jamil Ahmad Qureshi and assisted by Muhammad Ahsin, Assistant Director.

Jamil Ahmad Qureshi briefed the participants about the importance the BOI attaches to the investments made by overseas investors and specially Japan. He further elaborated upon the meetings the Prime Minister had with various important dignitaries visiting World Economic Forum in Davos in January from Japan and the discussion he had with respect to the impediments being faced by the Japanese investors in Pakistan. This was followed by a visit of the Chairman BOI, Naeem Zamindar to Japan where he called upon several leading company heads as also the President of JETHO where information was exchanged to further attract Japanese investments for Pakistan. As such, it was desired that the stakeholders be called for an interactive session between BOI with them and explained about the rationale behind calling the meeting. He further said that he will endeavor to help resolving the issues and went on to explain the functioning of the BOI Karachi office and elaborated in detail about the online facilitation system they are undertaking to minimize human interaction. He also

requested for suggestions so that the same could be considered for policy changes where required.

Chairman PJBF, Sohail P. Ahmed explained about the common problems faced by the Japanese investors and informed about the several meetings in this respect with the Chairperson, Sindh Board of Investment, Ms. Naheed Memon as also about his interaction with various governmental authorities in Islamabad to raise their concerns. He believed BOI should act as a single window for investors and get their matters resolved; be it obtaining working visas, matters related to taxation, land acquisition and the like.

Different matters were raised by the participants with specific issues faced by them. The Director General made note of each and in some cases requested to kindly write to BOI so that such specific matters could be taken up officially with the respective organizations and followed up by the BOI for them. Before concluding he stressed upon the need to invest in the Special Economic Zones being constructed along the CPEC corridor allowing investors from all over the world to participate. He requested Japan to take the lead as in Pakistan many items of Japanese origin are virtual household names and can be further promoted by additional investments. The meeting ended with a vote of thanks and was followed by lunch comprising of Japanese cuisine.



Seminar on

Trade and Investment

held in Osaka



RISEING SUN ISSUE: 19

The second of the series of seminar, titled "Emerging Trade and Investment opportunities in Pakistan" was held at the Osaka Chamber of Commerce and Industries Osaka. The seminar was jointly organized by Pakistan Embassy, Consulate of Pakistan Osaka, JETRO and Bank of Tokyo Mitsubishi UFI. The seminar was attended to the capacity by over hundred (100) leading Japanese companies and organizations. Besides H.E. Dr. Asad M. Khan, Ambassador of Pakistan, the panel of speakers included Mr. Ichiro Sone, Director General JETRO Osaka, Mr. So Kitami, Former Head of JETRO Karachi and Mr. Osamu Sakamura, General Manager of Global Business Division, Bank of Tokyo Mitsubishi UFI.

The speakers highlighted the recent positive macro-economic trends in Pakistan and opportunities for bilateral trade and investment between Pakistan and Japan that have emerged due to economic turnaround.

In his opening remarks, the Ambassador underscored the long trade, investment and development relations between the two countries and stressed that there was a need to build upon this reserve of historical linkages, good will and understanding. The Ambassador added that the political stability, improved security situation and healthy economic indicators had made Pakistan an attractive destination for trade and investment from around the world. The Ambassador identified that the overwhelming interest of Japanese business community in these seminars truly reflects the realization of these positive facts by Japanese business community.

In his message, Mr. Tetsuo Asada, Chairman of Japan-Pakistan Business Cooperation Committee and

Chairman of the Marubeni Corporation informed the participants about the Government-Business dialogue between the two countries and also shared the success story of his company in Pakistan.

In his overview of astounding success of the Japanese companies in Pakistan, Mr. Ichiro Sone, Director General, JETRO Osaka, briefed about the support of JETRO for further promotion of trade and investment between the two countries. Mr. So Kitami the Former Head of JETRO Karachi in his comprehensive presentation focused on the fundamentals of Pakistan's economy, recent economic trend, CPEC and the attractive investment opportunities for Japanese companies. He also referred to the response of the Japanese companies in Pakistan to the JETRO survey where Pakistan ranked almost at the top in region for most of the indicators and was number one in terms of expected profits in next year. The General Manager of Global Business Division Bank of Tokyo Mitsubishi UFI also provided an overview of the financial and capital markets in Pakistan and positive view of the bank about future trends.



Seminar held in Fukuoka

"Emerging Trade & Investment Opportunities in Pakistan"

ISSUE: 19

A seminar entitled "Pakistan: Emerging Trade and Investment Opportunities" was held in Fukuoka. It was collaboration between the Pakistan Embassy, Japan External Trade Organization (JETRO), Bank of Tokyo - Mitsubishi UFJ and Fukuoka Chamber of Commerce and Industry. The seminar was attended by leading businesses, representatives of prefectural governments of Kyushu region and business support organizations.



The Ambassador of Pakistan, H.E. Dr. Asad M. Khan, who has deep local bonds since the time when he was a doctorate student at Kyushu University, opened the seminar with his keynote address. Mr. Osamu Hsaki, Head of JETRO Office in Karachi and Mr. Hitoshi Kanahori, Head of Mitsubishi UFJ Bank in Karachi, made presentations about the investment and trade opportunities emerging in Pakistan.



The Seminar focused on the recent economic turnaround of Pakistan and opportunities for Japanese business houses to trade with and invest in the country.

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 especially mentioned the encouraging response from the investor and business community to the seminar and announced that this seminar was part of a series of similar seminars that will be held in all major economic hubs of the country.

The speakers discussed the positive macroeconomic trends in Pakistan, potential of the local market, growth potential, vibrant demography and Government of

Pakistan's attractive incentives' regime for Foreign Direct Investment in Pakistan amidst rapidly improving security situation. They highlighted the massive investment in infrastructure projects that can allow Pakistan to act as the regional trade and transportation hubs. Speakers also mentioned the upbeat business environment in Pakistan at the moment and dilated upon the remarkable success of Japanese corporations in Pakistan over the years.

The seminar ended with a networking reception for the participants.

"Bonsai Workshop 2018"

at the Japan Information and Culture Centre of the Consulate General of Japan in Karachi.



On April 28, 2018, the Pakistan Bonsai Society had "Bonsai Workshop 2018" at the Japan Information and Culture Centre of the Consulate of Japan in Karachi.

With more than 800 years history, Bonsai is a traditional Japanese art of growing artistically shaped miniature trees in the containers. As an art, persons create their own universe in Bonsai not only by unique techniques but with profound observation and insight for the nature.

In his speech at the opening of the event, Mr. Toshikazu Iwamura, Consul General of Japan in Karachi, said that the Bonsai Workshop would contribute to better understanding of Japanese culture in Pakistan and enhance further the friendship between Japan and Pakistan.



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