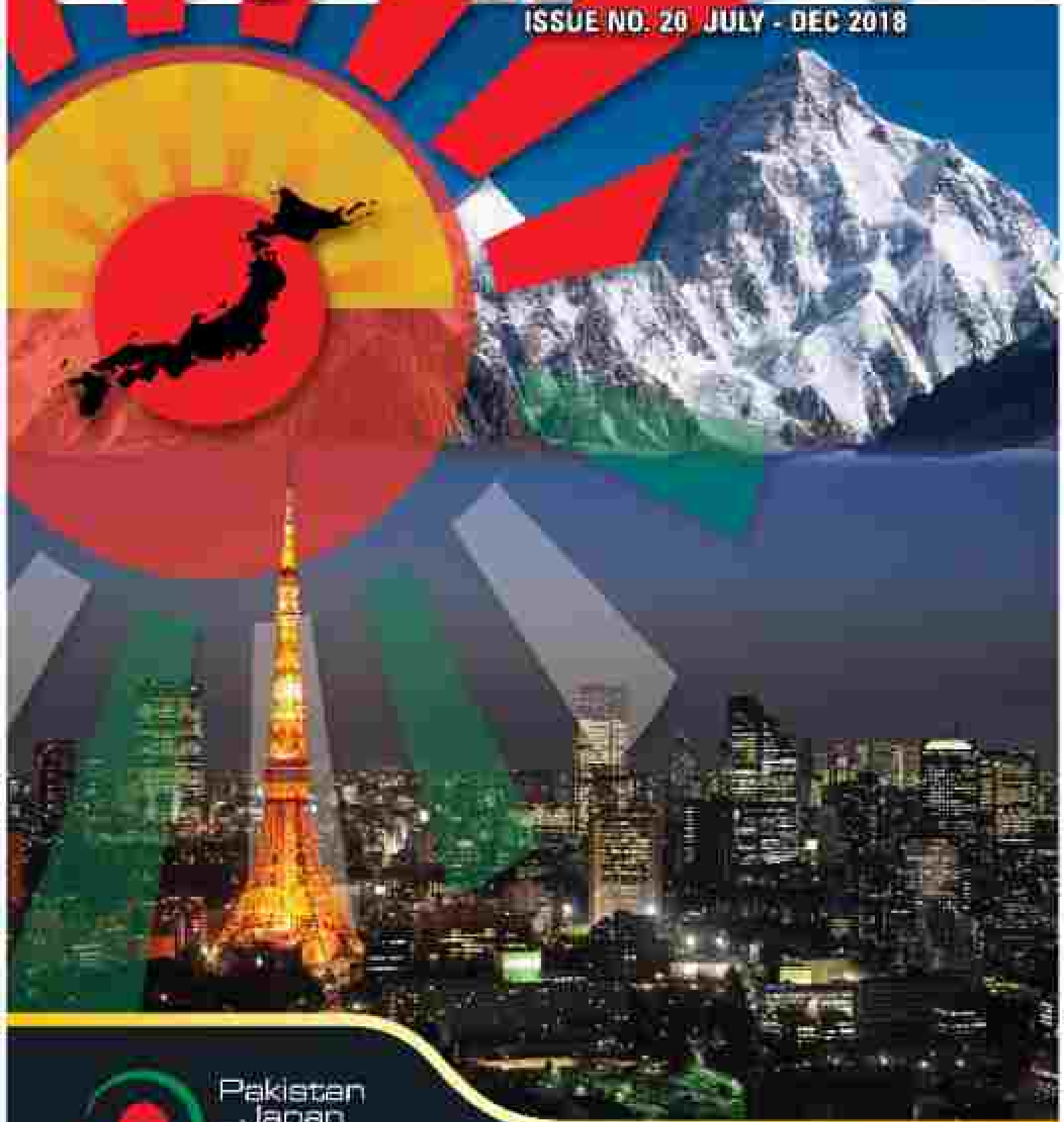


Rising Sun

ISSUE NO. 20 JULY - DEC 2018



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Editorial

Dear Readers,

As the last sun sets in 2018 and a new dawn starts for 2019, I wish you all the best in the New Year and hope that your endeavors of your daily pursuits in the days ahead are met with thumping success.



For Pakistan Japan Business Forum, 2018 has proved to be the one showing positive signs. New government with its ambitious agenda took over. In his first address to the Nation, the Prime Minister spelled out, amongst many, his intentions for the business community. Ease of doing business, consistency in policies and taxation reforms were among the one which was music to the ears for the business community. The greatest concern was for the balance of payment situation and the depleting foreign exchange reserves. Towards this we saw him immediately approaching friendly countries to seek investments and fiscal support. Encouraging and affirmative responses have already been received from the Kingdom of Saudi Arabia, the United Arab Emirates as also from China.

High level exchanges by government officials of Pakistan and Japan also took place which included a visit by the Foreign Minister of Japan Taro Kono, one by a Foreign Minister after a long lapse of over nine years. This was indicative of positive vibes emerging from Japan towards Pakistan with respect to trade and investments as the 5th High Level Economic Policy Dialogue took place, also after a lapse of 7 years. The Dialogue paved the way for Bi-Lateral Economic Cooperation resulting in 6th round of Joint Government Business Dialogue in Tokyo on the 10th of December and led by Pakistan's Commerce Minister, Abdul Razak Dawood.

PJBF too was active as it took a 20-members SME delegation visiting Tokyo and Osaka to meet their counterparts in Japan. Later, yet another 25-members delegation joined the Commerce Minister for the Joint Dialogue consisting of both G2B and B2B interaction to discuss threadbare trade and investment issues. The current issue will further elaborate upon the specifics of the Joint Dialogue.

HAPPY READING!!

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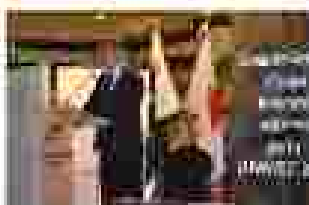
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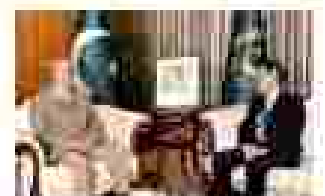
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on December 10th, 2019

The 8th Pakistan - Japan Private Sector Business Dialogue

The 8th Joint Dialogue between Pakistan Japan Business Forum (PJBF) and Japan Pakistan Business Cooperation Committee (JPBCC) took place in Tokyo on the 10th of December 2018.

Pakistan side was led by PJBF's Chairman, Sohail P. Ahmed while Japan's side was led by Teruo Asada as the Chairman of JPBCC as also



the Chairman of the Board of Directors of Marubeni Corporation. The venue for the Dialogue was arranged by JPBCC at the Ministry of Economy, Trade and Industry, Government of Japan.



The day's program had both Forum Chairmen deliver their opening remarks followed by Pakistan's Ambassador, Asad Majeed Khan elaborating upon the progress since the last Joint Dialogue and the Bi-lateral economic

relations between the two friendly countries. In attendance at the morning session were Takizaki Shigeki, Director General & Assistant Minister Southeast and Southwest Asian Affairs Department at the Ministry of Foreign Affairs (MOFA) as also Yasujiro Miyake, Director, Southwest Asia Office of the Ministry of Economy, Trade and Industry (METI). Keynote

speech was delivered by the Leader of the Pakistan Delegation and Minister of Commerce, Textile, Industrial Production and Investment, Abdul Razzak Dawood.



Both sides explained about the

issues pertaining to trade and investments between the two countries and the cooperation needed to remove the impediments that stand



in the way. To further understand the potential, presentations were made by speakers on the specific areas

where cooperation could benefit both sides. These included, Infrastructure, Automobile, Textile, Information Technology, Fisheries, Surgical Instruments, Sporting Goods and the Financial Sector. Question & Answer session discussed both the potential that exists and the challenges to be faced. Those taking part in the presentations

included Shunsuke Yamashiro, Chairman, The Japanese Association of Commerce and Industries in Karachi, Masafumi Harano, Chief





Executive & Managing Director Pak Suzuki Motor Company Ltd., Jamil Anwar of Kualitatem Inc., Yousof Hussain, CEO-

Ignite, Kalim Farooqui, MD Technology Links, Iqram ul Haq, CEO-IAA Surgical, Masao Otsuka, JICA advisor at TDAP, Hitoshi Kanahori, General Manager MUFG Bank Ltd. Karachi Branch.



At the closing of the morning session, both Forum Chairmen, Sohail P. Ahmed of PJBF and Teruo Asada of JPBCC expressed their views on the way forward and the need to follow up on the suggestions made by each speaker. Both sides thanked the other side for participating in the Dialogue which was followed by a networking reception over lunch hosted by JPBCC.

6th Japan - Japan Pakistan Government Business Joint Dialogue



The afternoon session, primarily between Government to Government but attended by the members of the PJBF delegation

was Co-Chaired by the leader of the Pakistan Delegation, Abdul Razak Dawood and the Parliamentary Vice-Minister of Economy, Trade and Industry of the Government of Japan, Akimasa Ishikawa. Opening remarks by the two reiterated their resolve to move forward to



further strengthened the Bi-Lateral Relations. A presentation by way of a survey was made by.....on behalf of METI to elaborate upon the areas of cooperation and the specific sectors where the two sides share common grounds to converge for the mutual benefit of the business communities of both countries.



Shafiq Shahzad, Joint Secretary, Ministry of Commerce made a presentation giving an overview of Bi-Lateral trade while pointing to the imbalance in favour of Japan and the ways to bridge the gap. He also went into details about the current economic situation of Pakistan and highlighted the vision and the policy direction of the new government. He further



explained about trade and the investment potential placing special emphasis on the Economic

Zones around which Infra Structure development is already taking place at a fast pace and for which Foreign Direct Investment is solicited.

Discussion between the two sides took up specific issues.



While Pakistani side encouraged Japan to take measures for greater market access, Japan side expressed concern over areas hindering investments by Japanese companies which include ban on certain items for import and sales, taxation which includes advance income tax & withholding tax, regulatory duty, auto policy and the need to further improve the infrastructure.

JETRO Seminar

Following the Joint Dialogue, a seminar was arranged by JETRO which was attended by over 100 individuals



consisting of representatives of the Japanese companies from all over Japan as also members of the PJBF delegation. The opening remarks were made by the President of JETRO, Yasushi Akahoshi. It was addressed by the Commerce Minister, Razak Dawood as the Key Note Speaker and details provided by Shafiq Shahzad of the Ministry of Commerce on the potential that Pakistan can offer to the Japanese companies for both trade and investments. Kimihide Ando, Senior Vice President of Mitsubishi Corporation and Chief Executive for Pakistan spoke on successful experience of a Japanese Company in Pakistan. Osamu Hsaki,



Country Director of JETRO in Pakistan gave an overview of Investment Climate in Pakistan. It was followed by an extensive question and answer session which was reflective of the keen interest shown by the participants.

Dinner by H.E. Dr. Asad Majeed Khan

Dinner for the participants was held at the Embassy of Pakistan premises and hosted by Pakistan's Ambassador, H.E. Dr. Asad Majeed Khan. Besides the members of the PJBF delegation, several important personalities were invited which included former Japanese Ambassadors to Pakistan, high level Government Officials from different Ministries, Business Executives as also members of the Japanese Parliament. Ambassador Khan while welcoming the guests gave a summary of the proceedings of the Joint Dialogue and further elaborated on the Bi-Lateral relationship between Pakistan and Japan. Culinary served consisted of Pakistani cuisine which was enjoyed by all with some staying until late for networking purposes.





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Pakistan's Ambassador H.E. Asad Majeed Khan



It gives me immense pleasure to extend our best wishes and sincere felicitations on His Majesty the Emperor's Birthday and the National Day of Japan and to wish His Majesty continued health and Happiness. The people of Pakistan hold His Majesty and Her Majesty the Empress in highest esteem, consider them as true friends of Pakistan and have a lot of affection and goodwill for the people of Japan.

I would also like to extend my heartiest felicitations to Pakistan-Japan Business Forum (PJBF) for another year of the excellent work that it has been carrying out since its inception in 2001. Forums such as the PJBF not only contribute in enhancing mutually beneficial cooperation between Pakistan and Japan through developing business relations but also provide an important platform to increase people-to-people exchanges. The efforts made by PJBF and the initiatives that it continues to take are indeed commendable.

The year 2018 saw a renewed vigor and positivity in the bilateral relations between Pakistan and Japan. The upward trajectory was manifested in increased bilateral exchanges and activity, both at official-level and between the private businesses of the two countries. The year started with a visit by the Foreign Minister of Japan H.E. Taro Kono to Pakistan. It was after nine years that a Japanese Foreign Minister visited Pakistan and was reflective of the increasing importance both sides attached to this relationship and the mutual desire to further deepen bilateral relations. The 5th High level Economic Policy Dialogue (HLEPD) was also held in Pakistan in April 2018 after a gap of

7 years. The dialogue presented a good platform to discuss issues pertaining to investment and bilateral economic cooperation. In December 2018, Mr. Abdul Razak Dawood, Advisor to the Prime

Minister on Commerce, Textiles, Industry and Production and Investment, visited Tokyo to attend the 6th round of Pakistan-Japan Joint Government Business Dialogue (JGBD). During his stay, the Advisor held meetings with his counterparts at METI and Ministry of Foreign Affairs, besides meeting heads of several government and private business organizations. The key role played by PJBF in mobilizing, coordinating and conducting the private sector businesses for the JGBD was highly appreciated.

For Pakistan and Japan, the potential to grow mutually beneficial relations based on inherent complementarities is immense. For Pakistan, Japan has been an important development partner with extensive trade and investment linkages. The continued presence in Pakistan of 86 major Japanese companies and their growing numbers and range of activities is a testament to the trade and investment win-win that our two countries have enjoyed over the decades. Building on this decades old relationship, Japan with its profound capacity and expertise for investment but with a greying population and a shrinking work force can be a natural partner for a Pakistan having more than 60% of its population under the age

of 30 and having one of the fastest growing middle class in the world. As opportunities for mutually beneficial cooperation continue to expand, the role of business entities such as PJBF will assume more importance to effectively capitalize on such opportunities.

Pakistan has made important strides these past few years in particular both on the security and the economic fronts. The upbeat business projections about Pakistan are obviously attracting renewed business and investor interest in Pakistan from across the globe including Japan. In JETRO's survey released in March this year, Pakistan was rated at the top in Asia by Japanese companies on account of expected profits in 2018, plans for expansion of operations

and hiring of local labour force. These results indicate high confidence of the Japanese companies in future economic prospects of Pakistan and the quality of its labour force. We look forward to further building on this positivity to intensify our business and investment engagement.

As 2018 ends with a lot of happenings and achievements to its credit, we look forward to making 2019 as the year of further deepening the mutually beneficial cooperation between Pakistan and Japan to its true potential, with particular focus on economic and business ties as well as human resource development.

Long live Pakistan-Japan friendship!

On the Sidelines at Joint Dialogue

KALIM FAROOQUI

While in Tokyo and taking the opportunity of the presence of the Minister of Commerce, Mr. Abdul Razak Dawood, Ambassador Dr. Asad Majeed Khan had organized several meetings with business executives as also with important government officials.

Amongst the business executives, meetings were arranged with the management level officials of those who have offices in Pakistan or are engaged in ongoing projects or have made substantial investments. These included Morinaga, Sumitomo Corporation, Mitsubishi Corporation, Mitsui & Company, Toyota Tsusho Corporation, Japan Gas Company. Meetings were also arranged with Small and Medium Enterprises of Japan and Japan Food and Agriculture Cooperative Organization. A

meeting was also arranged with the Japan Chamber of Commerce and Industry. An interview with NIKKEI, the leading business newspaper of Japan was also arranged for an interactive discussion between Commerce Minister, Mr. Abdul Razak Dawood and Mr. Go Yamada of NIKKEI who has been regularly covering Pakistan's business affairs after his initial visit to Pakistan in 2017.

In the meetings, Chairman PJBF, Mr. Sahal P. Ahmed was in attendance along with several members of the Pakistan delegation. The Minister while appreciating their interest, explained about the government policies towards trade and investments with special reference to Japan and took notes of the issues that need to be looked at.

KALIM FAROOQUI



Pakistan Japan Business Forum owes its sincere appreciation and gratitude to our outgoing Ambassador in Japan, Dr. Asad Majeed Khan.

During his tenure in Japan, Pakistan witnessed further improvement in the Bi-Lateral relations between the two friendly nations and specially with respect to trade and investments. While several issues related to Japanese

businesses in Pakistan were brought to the attention of the Pakistan government and mostly resolved, the issues raised by the Pakistani businessmen were also conveyed and followed up by him on a regular basis. Besides, while in Japan he made every effort to reach all who mattered which resulted in several high-powered government delegations from Japan visiting Pakistan. Exhibitions and Seminars organized by the Pakistan Embassy for specific sectors also played a major role in projecting Emerging Pakistan to our counterparts in Japan. Delegations were exchanged both ways.

PJBF was never left wanting for any help and assistance



ISLAMABAD: Ambassador-designate of Pakistan to the US Dr. Asad Majeed Khan in conversation with Prime Minister Imran Khan at the PM's residence. Mr. Khan will replace Ali Jahangir Siddiqui, who stepped down on Dec 24 after a stint of only seven months. Unlike his predecessor, Mr. Khan is a career diplomat. - AFP



WASHINGTON: Pakistan's Ambassador to the United States Dr. Asad Majeed Khan presenting his credentials to US President Donald J. Trump in a ceremony held at the White House on January 21. - AFP

Thank you, Mr. Ambassador

required as it witnessed his personal interest to ensure that he and his mission in Tokyo attended to it on a priority basis. Officials of PJBF visiting Japan were mostly received by the Ambassador himself to brief them about the progress related to business. Yearly SME delegations organized by PJBF were properly looked after by the

Embassy and here also a special mention needs to be made for AbuBakar Siddique, the Commercial Officer at the Embassy, for the numerous Japanese companies connected to the SME delegates.

Invariably, many succeeded in concluding business deals, some with long term arrangements. The Ambassador's message on the Japan National Day and carried by the leading publications in Pakistan makes

a special mention about the efforts of the PJBF while elaborating about the progress in the Bi-Lateral relations between Pakistan and Japan.

As he moves forward to assuming charge as the new Ambassador to Washington, PJBF wishes him success in all his endeavors with the hope that he will be equally successful in dealing with the challenges in further strengthening the Bi-Lateral relations between Pakistan and the United States of America.

PJBF Receives

Japanese Foreign Minister's Commendation Award

JAMEEL HUSSAIN

2018

The Ministry of Foreign Affairs of Japan announced the recipients of Foreign Minister's Commendation for the year 2018 and Pakistan-Japan Business Forum (PJBF) was amongst the one receiving.

The Commendation Award ceremony was organized by the Consul General of Japan in Karachi, Toshikazu Itomura at his residence. While delivering the award, he read the contents and translated it for the benefit of the guests attending the event. The award was received by the Chairman PJBF, Sohail P. Ahmed.

PJBF received the commendation in recognition of its significant contributions to the promotion of economic relations between Pakistan and Japan. Such Commendations by the Minister of Foreign Affairs are awarded to individuals and groups with outstanding achievements in international fields in order to acknowledge their contributions for the promotion of friendship between Pakistan & Japan. The commendations also aim to promote the understanding and support of the Japanese people for the activities of the recipients.

Sohail P. Ahmed while receiving the award on behalf of PJBF thanked the Minister of Foreign Affairs and the people of Japan. He stated that it was not just a matter of pride for PJBF to receive the award but so also for the people of Pakistan.



MUHAMMAD FAISAL

The Program on Production Management for Pakistan

Practical Training on KAIZEN Activities

by PJBF for Pakistan



PJBF holds Program with AOTS on Production Management for Pakistan with Practical Training on KAIZEN Activities

[TPKP] held in between 5-18 December 2018 in Osaka Japan. The Training improved the ability and skills of participants on practical understanding about techniques used in operational procedure in production management in order to establish the production site for implementing a higher level production management system with IE (Industrial Engineering).

22 participants attended the program. AOTS fulfilled both academic and practical requirements by actively engaging the participants in the learning process and helped them to develop their professional skills. At first step they learnt the current situations of manufacturing industries and their mindset in Japan. Then, participants have had overview on production management by going through the concept of waste, time study, methods of realizing work improvement, tooling improvement and motion improvement, 5S, identification of careless mistakes and prevention measures through Lectures of Practices of site improvement with IE (Industrial Engineering).



At the end of training applicants identified the causes hindering productivity improvement in their companies. Thereafter, they create practical



action plans to specify how to promote and implement Japanese-style production management techniques that are learnt through the training program, for accomplishing the challenges in their companies. The course content and practical training on KAIZEN activities were new to them. All participants received the certificate.

PJBF has been organizing such kind of management training programs collaboration



with AOTS to increase the skills of Pakistani people and as per decision by the PJBF Training Committee meeting, a Survey was conducted. Think tanks of various companies requested PJBF for Scholarship based Program on Production Management for Pakistan (TPKP) for senior management in order to improve the production capabilities of corporate employees in Pakistan. The TPKP was one of such management training programs and was organized in collaboration with the Pakistan Japan Business Forum, AOTS & ABK Dosokai Karachi, Lahore, Islamabad Regional Centers.

More than 1400 people were trained through the collaboration of AOTS.



PJBF holds an

Orientation Meeting for TPKP Training Participants

PJBF organized a pre Departure orientation meeting for the participants of Program on Production Management for Pakistan - Practical Training on KAIZEN Activities - (TPKP) on Thursday, November 29th, 2018, at PJBF office.



Mr. Murtaza Mandviwalla, Chairman, PJBF Training Committee formally welcomed the participants and informed them about the PJBF activities in training and development of people. President of AOTS & ABK Dosokai Karachi Engr. Abdul Majeed Sheikh was also present in the meeting. The orientation began with a brief introduction of participants. Mr. Majeed and Company Secretary of PJBF briefed on Travel and Visa Arrangements, Facilities in Training Center, Logistics and Health matters.

During the orientation, an interesting questions were asked. Mr. Murtaza also motivated the participants to have a high visionary goals in their professional life and present Pakistan abroad in a better way by their confidence.



KALIM FAROOQUI

Meets Razak Dawood & Younus Dagha

Just prior to the departure for the Joint Dialogue in Tokyo on December, Chairman PJBF Sohail P. Ahmed and Vice Chairman Kalim Farooqui met with the Minister Commerce, Abdul Razak Dawood and the Secretary Commerce, Younus Dagha.

The meetings were arranged to discuss the agenda for the Joint Dialogue as both PJBF and the Government of Pakistan were attaching great importance in view of the number of delegates joining and representing various sectors of Pakistan economy. While the Pakistan government is engaged in negotiations with the Japanese government on various matters related to trade and investments, PJBF has been following up on issues with the private sector. Chairman Sohail P. Ahmed in his meeting with Razak Dawood briefed him on specific issues which were creating impediments for the Japanese companies operating in Pakistan and needs the attention of the Government of Pakistan.

Younus Dagha on the other hand was briefed on issues pertaining to trade imbalance which weighs heavily in favour of Japan. He was informed about the individuals accompanying the PJBF delegation to Japan and who would be speaking and giving presentations specific to their trade. This would include from the Information Technology, Textile, Automotive, Fisheries, Surgical Goods and similar sectors. The meeting with the Secretary Commerce took place in the office of the CEO, Trade Development Authority of Pakistan. The Secretary was informed that PJBF is of the view to introduce non-traditional sectors of the economy to Japanese businesses as there is great potential seen from the PJBF's SME delegations that visit Japan every year. The secretary appreciated the efforts by PJBF and while taking notes, assured PJBF of his full cooperation.

The Chairman PJBF Invited

FAHIM SULAIMAN

Ambassador Kurai to have Dinner with PJBF

at Boat Club

The Chairman Pakistan Japan Business Forum Sohail P. Ahmed organized a dinner for Japanese Ambassador H.E. Takashi Kurai on August 8, 2018 at the Karachi Boat Club.

PJBF Chairman Sohail P. Ahmed welcomed Ambassador Kurai and guests with his opening greetings. More than 16 Members of PJBF & distinguished guests attended the dinner.

In his speech, Ambassador Kurai expressed his gratitude to PJBF for arranging Dinner. While

addressing the gathering, the Ambassador appreciated the efforts being made by PJBF towards the improvement of trade between Japan and Pakistan.

The Ambassador, in a statement, also pledged to work hard on promoting and the strategic partnership and friendly ties between the Pakistan and Japan.



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KALIM FAROOQUI

Chairman PJBF visits Japan Productivity Center

Chairman PJBF, Sohail P. Ahmed accompanied by Vice Chairman Kalim Farooqui, visited Japan Productivity Center (JPC) in Tokyo.

JPC's primary function is to promote employment through increased productivity and for which it seeks cooperation and discussion between labour and management by emphasizing upon its Three Guiding Principles of Productivity. It was established in 1955 and moved beyond borders in search of technological advances to seek cooperation for better productivity for deployment locally. It has since developed into an institution of a global alliance system. It initiates dialogues on productivity with corporate executives in Europe and the U.S., and aims to in stages, establish a collaboration to organize international conferences with Europe, the U.S. and the Asian countries. This was explained by Manabu Fujii, Director and Go Ohga, Deputy Director for International Cooperation of JPC who received the PJBF officials.



Sohail P. Ahmed explained the desire of PJBF to seek cooperation of JPC for Pakistan as it is currently in Japan with a group of senior business executives who are equally keen to establish better business relations with their counterparts in Japan. While many Industrial Concerns in Pakistan are producing quality products, some of which are also big-time exporters, the need to enhance productivity is something both the businessmen and the government of Pakistan are keen to establish and for which cooperation of organizations such as JPC is needed. Being aware of the services offered by JPC such as Human

Resource Development, Certification, Management Consulting, Training Programs to include at Multi-Levels, Productivity Analysis and Research and even offering programs for Executives, interest was registered with JPC. PJBF was informed that financing such initiatives was outside of their preview and there were limited instances where they did get involved overseas, citing Vietnam, where organizations such as JICA supported. PJBF was asked to similarly approach JICA for the possibilities.



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MUHAMMAD FAISAL

The Emperor & Japan's Rapid Post-war Expansion

On 23 December 1933, Emperor Tsugunomiya Akihito opened his eyes in the land of the rising sun. After the devastation of World War II, he moved Japan through an era of peace, non-confrontation and world leading exporter in the nineties.

Japan's rapid post-war expansion propelled by highly successful automotive and consumer electronics industries ran out of steam by the 1990s under a mounting debt burden that successive government failed to address. The 1997 Asian financial crisis and spells

of recession led to major banking, public spending and private sector reforms. Japan with small territorial land as compare to world leading economies like America, China and many in Europe have secured a significant position in leading economies since the 2nd Half of the 20th Century. The thing that makes Japan contemporary to match with leading states is not its wealth nor a dominant military but reforms to prepare for competitiveness in the world of trade.

The question that arises is that Japan having no significant resources like vast land, oil, gas, precious and non-precious metals, mine reserves, young population nor cheap labor. How then, Japan has an edge over the world in exports?

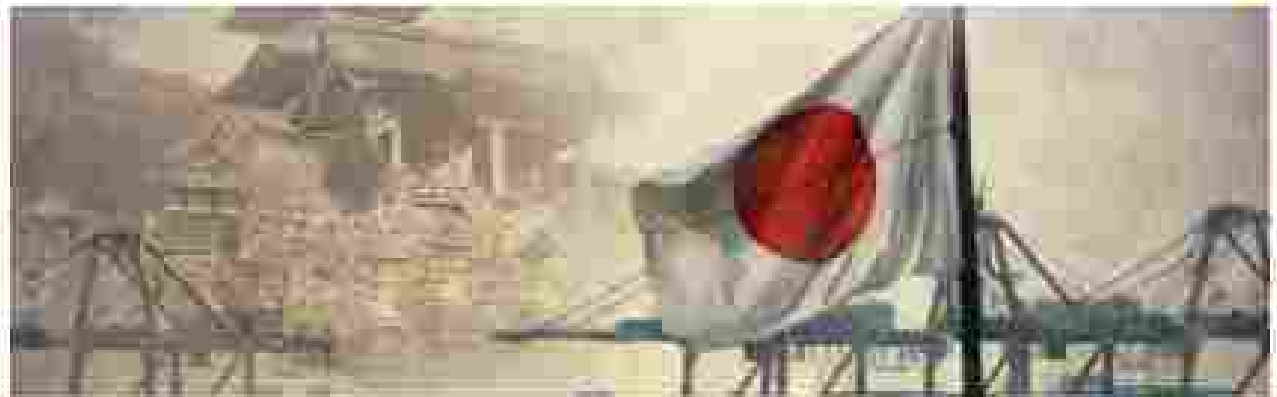
The key factors of their economy which they

considered essential for their growth is reflective in their desire to have their labor trained and towards which the Government continuously contributes a lot for the industry. Organizations were established for the purpose and it is common knowledge that their manpower were sent in the formative stages to the developed worlds to learn manufacturing techniques to enhance production capabilities. Similarly, calling of technical and production experts from these countries to disseminate their knowledge in every corner of Japan was undertaken. Japan

did not have big factories as we thought nor did the Japanese require big capital to start their business/industry. People started small business after getting knowledge from vocational institutes with the help of their relatives, friends, colleagues' neighbors etc. A group of five to eight persons would run a business with an accountant to manage accounts, a manager to look after marketing and sales and perhaps another to manage inventory. No wonder then that even today, SME's contribute to over 90% of GDP to the Japanese economy.

Japanese initially were not an inventor in all fields, but rather learning from the advance economies. The concentration was more in textiles and in which Pakistan played a major role but extending suppliers credit for buying cotton and jute. In return, Pakistan was helped by their technological advances by way of





supplying textile machinery and related equipment. Later their Government supported the small industries who were able to establish manufacturing units and were also rewarded their performance and achievements. Now, many of their mid-20th century small manufacturing units blossomed into big Japanese conglomerates and they now possess their own innovation and incubation centers by the help of which they successfully lead in trade, investments and further innovation with some assuming iconic positions.



The Japanese government help came in the form of improved communication systems building highways, railway network as also air services. Similarly, technological advances gained prominence as in their 1964 Tokyo Olympics, the world first saw the electronic score board. Much of Japan's success can be attributed to their investments in human resources both in education and capacity building.



Kurai meets Imran Khan

KALIM FAROOQUI

Ambassador Takeshi Kurai met with Imran Khan, Chairman Pakistan Tehreek-e-Insaf (PTI) and who was expected to be the next Prime Minister of Pakistan. He called upon Imran Khan to discuss the Bi-Lateral relations between Pakistan and Japan and elaborated upon the friendly relations that exists since the diplomatic relations were established in 1952. Ambassador Kurai stressed upon the need to further improve economic relations as Japan looks at Pakistan as an emerging market in Asia where businessmen of both countries could benefit from each other. He informed Imran Khan about the recent exchanges between Pakistan and

Japan of high-powered government delegations which will pave the way for further improvement in the Bi-Lateral relations of both countries. He spoke about the potential he sees in Pakistan and which was evident from his various visits to different cities and meeting with relevant individuals and organizations since his arrival in Islamabad.

Earlier, Vice Chairman PJBE, Kalim Farooqui, being associated with several Bi-Lateral Business Forums in Pakistan was approached by PTI to organize an interactive session with Imran Khan and Asad Umar to discuss the economic and fiscal policies that PTI should consider in their manifesto for accelerating investments and improvement in trade between various countries. Towards this, a meeting with over 20 opinion makers, business and financial magnates from different sectors of the economy as asked for was organized and the session moderated by Kalim Farooqui. Those included were icons in their respective trade including members from the Overseas International Chamber of Commerce and Industry (OICCI) and Pakistan Business Council (PBC). Also, in attendance were members from PTI's shadow government.

The exclusive session lasted for over 3 hours with each participant expressing his views as to the direction PTI must take, should they get to form the next government. Amongst various suggestions were matters related to ease of doing business, reduction in taxes for businesses to be competitive, consistency and transparency in policies, overcoming the energy shortage, law & order, arresting corruption and above all to project Pakistan overseas to overcome the perception it holds in the eyes of many globally. Tourism in Pakistan can increase manifold if proper infrastructure is developed and Pakistan is promoted for its immense natural beauty; it is worth mentioning that much of what was suggested was incorporated in PTI's 100-day program and what we see is some of it being implemented as stated by Imran Khan in his first address to the nation.



Takashi Kurai

Appointed as Ambassador of Japan to Ukraine

KALIM FAROOQUI

Ambassador Takashi Kurai until recently as the Japanese Ambassador to Pakistan has now been appointed as the new Ambassador to Ukraine.

Deputy Minister for Foreign Affairs of Ukraine Sergiy Kyslytsya accepted copies of Credentials of the newly appointed Ambassador of Japan to Ukraine. He congratulated the new head of the Embassy of Japan at the beginning of his diplomatic mission in there.

During the meeting, both sides discussed the current state and prospects of bilateral cooperation between the two countries, measures to enhance political dialogue, interactions within international organizations, and development of collaboration in trade and economic, cultural, humanitarian and other spheres of mutual interest.

PJBF congratulates Ambassador Kurai on his new assignment and wishes him success in all his endeavors while in Ukraine. Kurai in his

speech at the farewell dinner he hosted in Islamabad said that he had enjoyed his posting to Pakistan, something he wasn't sure of when he arrived three years ago. The ambassador, who had earlier in the day bid farewell to President Arif Alvi, underlined the cordial relationship between Japan and Pakistan. He hoped for the expansion of trade, people exchange and other bilateral cooperation. Interestingly he said that if his government would lend an ear to him in the future, he would be happy to do even a second term in Pakistan. "Both my wife and I carry back good memories of our stay here and wish Pakistan and its people peace and prosperity". It was at this

farewell dinner, attended by several PJBF members, he had disclosed about his new assignment in Ukraine. Secretary General PJBF, Hamza Bin Tariq, on behalf of PJBF had presented a souvenir to the Ambassador while thanking him for his cooperation to Pakistan Japan Business Forum.



Training on Industries Based on Japanese Management Spirit

PJBF-North arranged a one day training on "Lean 5S Japanese Management Spirit" on September 01, 2018, in Park Lane Hotel Lahore. Haseeb Tahir Baig from Quality Management Systems 9000 was invited by PJBF.

Haseeb Tahir Baig is the Founding CEO / Chief Consultant of a leading Management Consulting & Training organization. He is an Aeronautical Engineer (BE Aerospace) with Master's degree in Engineering and Business Administration. He is one of the few Organizational Development (OD) Assessors in Pakistan, who received training in UK.

Shahid Ali Malik, SVC opened the session. He gave a brief introduction of PJBF to the participants and outlined the PJBF-North efforts for holding training programs, which cover various aspects of employee's developments.

Haseeb briefed the gathering of "Lean Manufacturing". He described how 5S Lean Manufacturing is implemented in an organization. The objective of the training program was to highlight Lean Manufacturing requirements & applicability for SME sector and introduced Japanese Management Spirit in manufacturing beside opportunity to understand and learn how to implement & sustain 5S in an organization.

Candidates learnt about several new ways of controlling waste & planning to reduce these wastes in an organization. Training also improved participant's team work and leadership skills through various techniques as practice in Japan.

Syed Nabeel Hashmi, Former SVC of PJBF-North & chairman of AOTS Lahore Chapter informed participants about various scholarships-based trainings under Japanese government and support offered by AOTS. He said we should learn from techniques and procedures applied in many countries which help in improving working environment.

At the end Ms. Sitara Arif, VC of the PJBF-North thanked all participants for participating in this useful training session and offered special thanks to Haseeb Tahir Baig and also expressed her gratitude to Mr. Baig. She said training is not just about getting knowledge, its implementation increases growth potential of employees.

All participants were of the considered views that this program was highly effective and interesting and will go a long way in helping them to add value to their work. Everyone was satisfied with the learning curve and their feedback was quite positive. 85% participants were of the view that training contents introduced a totally new perspective for them.



The training programs are part of PJBF aims to enhance the vision, way of thinking and activities of employees of member companies so that their approach towards their jobs should be more professional and productive.

"Lean 5S Manufacturing" training was attended by 40 participants from a cross section of industrial applications and included new ways of 5S implementation in these organizations.



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KALIM FAROOQUI

Karachi visits of Officials from the Embassy of Japan

Islamabad

PJBF is grateful to the First Secretary Embassy of Japan, Akinobu Kuwamura for regularly connecting PJBF with visiting officials from his mission in Islamabad. In this connection the Chairman, Sohail P. Ahmed and Vice Chairman, Kalim Farooqui received and met with Yusuka Shindo, Minister and Deputy Chief of Mission as also Economic Counselor Yuji Tokita on different occasions during their visits to Karachi. On both the occasions, First Secretary Kuwamura was also present.

Such meeting with officials visiting from the Embassy provides an opportunity to exchange notes and inform them about the activities of PJBF. Besides, matters related to perusal by the Embassy are highlighted with a request for their

personal follow-up. Amongst several matters, the Joint Dialogue to take place in Tokyo in December took precedence as PJBF considered it to be a signature event of 2018. They were informed about the efforts of PJBF with the Government of Pakistan, especially with the Ministry of Commerce, to ensure that matters hindering trade and investments are given preference since PJBF is of the view that a large delegation will be in place with businessmen from different sectors represented. While PJBF is constantly in touch with its counterpart JPBC, it is imperative that the Embassy of Japan liaise with their respective Ministries in Japan to inform them about matters related to enhancing and facilitating business between the two countries.

PJBF meets

KALIM FAROOQUI

Japan-Pak. Parliamentary Friendship League

Consul General of Japan in Karachi, H.E. Toshikazu Isomura, hosted a lunch in honour of the visiting Japan-Pakistan Parliamentary Friendship League (JPPFL) who visited Pakistan during September and were in Karachi also. Members of the PJBF were invited to join them over lunch to meet, greet and interact.

The delegation of JPPFL was led by Midori Matsushima, Member, House of Representatives and Chairperson, Standing Committee on Environment and belonging to the Liberal Democratic Party of Japan. Amongst others, she was joined by Hajime Nakasone, Secretary, House of Representatives as also by Seishiro Eto, Member of the House of Representatives and Former Vice-Speaker of the House.

Introducing the parliamentary delegation, Isomura explained about the working of the parliament in Japan and the purpose of the visit of JPPFL to Pakistan. He dwelled upon the diplomatic relationship between Japan and Pakistan and the role played by the exchange of parliamentary delegations between the two countries for the enhancement of relations.

Midori Matsushima, speaking in Japanese and being translated instantly, thanked the guests for their presence and talked about her journey to Pakistan. She appreciated the working of a parliamentary system in Pakistan and stressed upon the need to have an effective parliament for democracy to succeed. Seishiro Eto explained about his interaction with Pakistani delegations in his earlier capacity as the Vice Speaker of the House and expressed his satisfaction over regular exchange of such delegations. He expressed the hope that such delegations will help further improve the existing relationship.

Sohail P. Ahmed, Chairman PJBF was called upon to address the gathering. He gave an overview on PJBF working and explained that such interaction with important members from amongst the parliament helps in projecting the views of the business community as the law makers are of immense importance in shaping the monetary and fiscal policies of any government. He appreciated JPPFL members visit to Karachi and thanked the Consul General for providing the opportunity to meet and interact with them.

Seminar on

“Emerging Trade & Investment Opportunities in Pakistan”

held in Nagoya



The fourth of the series of seminars titled “Emerging Trade and Investment Opportunities in Pakistan” was held at the Nagoya Chamber of Commerce and Industry, Nagoya. It was a joint collaboration of Pakistan Embassy, Japan External Trade Organization (JETRO) and MUFG Bank. The Seminar was fully subscribed and attended by leading manufacturing companies and buying houses of Nagoya. Besides Dr. Asad M. Khan, Ambassador of Pakistan, the panel of speakers included Mr. So Kitami, Research Manager (Asia Pacific Division) JETRO and Mr. Hitoshi Kanahori, Head of Karachi Office, MUFG Bank. Mr. Shun Imaizumi, Chairman, Japan-Pakistan Association also attended the Seminar as a guest of honour.

In his opening remarks, the Ambassador highlighted the purpose of the seminars series i.e. to introduce to the Japanese stakeholders the tremendous business opportunities in Pakistan and how Japan was best qualified to tap the new opportunities available. He added that there were compelling reasons for any business entity in Japan to consider Pakistan as an investment destination which included its geo-strategic location, 5th largest country in terms of population with a growing domestic

market, low productivity cost due to modest wages, availability of rich natural resources coupled with generous package of investment incentives that Pakistan offered to all investors. He further added that 86 major Japanese companies were doing a thriving business in Pakistan due to investment friendly environment. The 2017 JETRO Annual Survey Report also put Pakistan at No. 1 in terms of business growth expectation, profitability and local employment. The Ambassador also referred to the improved security situation in Pakistan that has given increased confidence to the foreign investors. Dr. Khan also highlighted the economic agenda of the new government under the leadership of Prime Minister Imran Khan and how it was determined to overcome the current economic challenges through peace oriented, investment friendly, development focused and people centered strategies.

The representatives of JETRO and MUFG Bank also made detailed presentations about the positive trends in Pakistan’s economy focusing on the economic fundamentals, its upward growth trajectory, attractive investment opportunities, an overview of the financial and capital markets, infrastructural development and positive future trends.



KALIM FAROOQUI



Kurai addresses the English-Speaking Union of Pakistan

During his visit to Karachi in August, Ambassador Takashi Kurai was invited by the English-Speaking Union of Pakistan (ESUP) to address its membership on a topic of his choice. Ambassador preferred to speak on "Japan-Pakistan Relationship - 65 Years and Beyond"

He was welcomed at the venue by Aziz Memon, President ESUP (founding Chairman of PJBFI), Majid Aziz, Secretary General (former Vice President of PJBFI and Kalim Farooqui), Vice President (current Vice Chairman PJBFI).

"Let me start with my last meeting with Mr. Imran Khan, head of the Pakistan Tehreek-e-Insaf, on Friday where I made clear to him that whatever government comes into power in Pakistan, Japan will continue to support economic development here. Your principles based on transparency, law and justice, social equality, education and provision of clean drinking water for the people is something that Japan also stands for," he said.

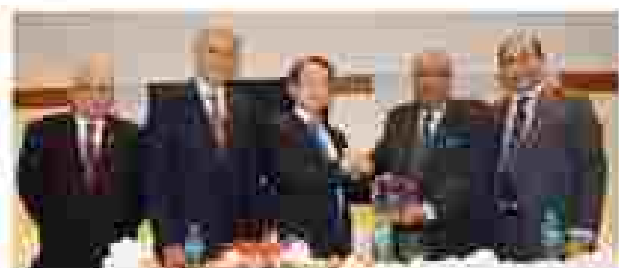
He further said that Japan has enjoyed good relationship with Pakistan even before 1952 when diplomatic relations were established. There is potential for further strengthening and betterment in all areas of cooperation, adding that in the first part of the relationship, Japan had concentrated more on establishing democratic relations with economy at its core. "One year after the partition of India, in 1948, we sent our economic mission to Pakistan and by 1949 we started trade with Pakistan," he said. "We imported cotton from Pakistan as

textile was an important industry in Japan, but after World War II we needed cotton and Pakistan was kind enough to export it to Japan," he said.

On the issue of the China-Pakistan Economic Corridor (CPEC), he said that there was a misunderstanding here that Japan was against CPEC. "It is not true," he said. "What we have been saying is that we hope CPEC will be implemented for the sake of Pakistan. In order for CPEC to benefit Pakistan there should be transparency, economic viability, international standards, which are the fundamental principles for any project to be based on," he said.

He further elaborated upon different aspects of Japan-Pakistan relations with emphasis upon trade and investments between the two. He asked the business community in Pakistan to understand the requirements in Japan as much what can be exported from Pakistan to Japan is hindered by the lack of knowledge of local expectations in Japan. He said that Pakistan was looking to expand its exports, but bilateral trade with Japan was not going to work out because there was an imbalance and Pakistan needs to diversify, especially with value added goods. "I do not believe that a free trade agreement with Japan would do Pakistan much good until you change the structure of your trading. There should be a diversification of export goods not just to Japan but all over the world", he said.

While the event had started with a welcome address by the President of ESUP, Abdul Aziz Memon, it concluded with a vote of thanks by Tariq Ikram, Senior Vice President and presentation of ESUP plaque by Kalim Farooqui, Vice President.





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Hideaki Shimizu Returns to Pakistan

Hideaki Shimizu, former JICA Advisor to the Trade Development Authority of Pakistan (TDAP) paid a visit to Pakistan. He is currently associated with International Development Center of Japan (IDCJ), a consulting company as a Senior Researcher. Ministry of Economy, Trade and Industry (METI) had engaged IDCJ to conduct a survey in Pakistan to determine the possibilities of enhancing trade and investments between Pakistan and Japan. In this connection, Shimizu San took several trips and visited major cities in Pakistan. Accompanying him from IDCJ was Hirofuka Izumi to assist in gathering information for preparing a brief for METI's consideration.

Chairman PJBF Sohail P. Ahmed, along with Vice Chairman, Kalim Farooqui met both, to discuss the change that has been witnessed

since Shimizu San was last in Pakistan. He was briefed about the new government and its policies related to trade and investments, besides elaborating upon the economic and fiscal policies in general. They were advised to consider non-traditional sectors to attract the Japanese business community since PJBF and both the governments are already engaged towards focusing on sectors like automotive, textile and leather. They were recommended by PJBF to look at Information Technology, Sporting Goods, Fruits and Vegetable and the Fisheries sectors as the future potential areas where cooperation from Japan could go a long way and could mutually benefit the business communities of Pakistan and Japan.

Chairman

Mr. Sohail P. Ahmed had a meeting with, Executive Vice President

of Toyota Tsusho Corporation

SOHAIL P. AHMED

Mr. Kuniaki Yamaguchi, Executive Vice President, Mr. Rintaro Tanimoto of Global Strategy and management Dept. accompanied by Mr. Shingo Ito and Mr. Kazuomi Tanaka visited the chairman. The chairman gave them a short brief on current facts vis a vis investment possibilities and expressed a desire that Toyota Tsusho Corporation may play a larger role in increasing bilateral business relations.





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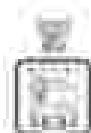
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Of Marubeni Corporation visits PJBFB

at Karachi

Kaoru Iwasa, Senior Managing Executive Officer and Regional CEO for ASEAN and Southwest Asia of Marubeni Corporation based in Singapore paid a visit to PJBFB office. He was accompanied by Satoshi Kabayama, Naoki Izumi, and Toshihiro Mori. Tetsuya Suematsu, Country General Manager and CEO of Marubeni Corporation in Pakistan and Senior Vice Chairman of PJBFB had also accompanied them. They were received by Chairman, Sohail P. Ahmed and Vice Chairman, Kalim Farooqui.

The chairman explained about the working of PJBFB and the role played in bringing Pakistan and Japan closer in respect of interaction between the business communities of the two friendly countries. He also explained about the government's fiscal and monetary policies that are aimed towards increased trade and investments as also providing short fact list on Pakistan. The discussion revolved around potential area of investment by Marubeni Corporation in Pakistan.

The Chairman thanked the visiting delegation for taking time out to visit PJBFB and appreciated the contribution of Marubeni Corporation over the years towards development projects in Pakistan and hoped that the same will continue in the years ahead. It may be pointed out that Tetsuo Asada, Chairman of the Board of Directors

of Marubeni Corporation is also the Chairman of PJBFB's counterpart in Japan, Japan Pakistan Business Cooperation Committee (JPBCC).



A Change at the Helm

Ali Mandviwalla, Elected Chairman of Pakistan Advertising Association



We are delighted to learn that Ali Mandviwalla, CEO Synchronize Media, and Managing Partner, Synergy Group, member company of PJBF, has been elected as the new Chairman of the Pakistan Advertising Association.

Mandviwalla is a Business Graduate from Hofstra University, New York, USA, and a respected and trusted personality in the business community and the advertising industry. Mandviwalla brings with him a valuable skill combination of leadership, organization and management and a strong business sense to different roles he has played.

While continuing to play his role as Managing Partner, Synergy Group since 2010, in a short span of 8 years his strategic approach led to the creation of several international partnerships including Dentsu Aegis Network U.K. (One of the fastest growing global media and digital agency networks) and Edelman, USA (the leading global PR agency network).

"It is an honor and privilege for me to be given this opportunity. I assure all stakeholders that my efforts along with the Central Executive Committee Members of PAA will be directed towards addressing many challenges faced today by the Pakistani Advertising Agencies" said, Mandviwalla.

The Minister of Information and broadcasting, Fawad Chaudry welcomed the appointment of the Chairman and office bearers of PAA and gave his assurance on taking necessary measures to bring about improvement and performance of the advertising sector.



New Members



Mr. Muhammad Abdullah
Director
Poly Pass (Pvt) Limited



Mr. Muhammad Shaukat Ali
Proprietor
Pak Future Industries



Mr. Rehan Ahmed
CEO
Allied Engineering Works



Mr. Sheikh Nadeem Ullah
General Manager Engineering
Century Paper & Board
Mills Limited



Mr. Moazzam Hayat Firocha
CEO
Air Link Communication Pvt Ltd

Japan Fest 2018



On October 10, 2018, Consulate-General of Japan in Karachi organized "Japan Fest 2018" at Pearl Continental Hotel in Karachi, with the attendance of leading political, business, cultural and diplomatic figures.

At the opening of Japan Fest 2018, Consul-General of Japan, Mr. Toshikazu Isomura, showed appreciation towards cultural interaction between Japan and Pakistan and wished that the guests enjoyed various aspects of Japanese culture and traditions.

On this occasion various cultural exhibitions were presented including Ikebana (Japanese art of floral arrangement), origami (Japanese art of folding paper into decorative shapes and



figures) and Ju-jitsu (Japanese form of martial arts).

The Japan Fest 2018 started with songs and a stage play by Karachi Grammar School students, dance performances and Japanese pop songs played by local Japanese cultural groups "Shonen Infinity," cosplay contest, Soranbushi Dance by Karachi Japanese School, fashion show presented by Indus University students, etc. Various activity booths were also set up to learn Japanese culture. The ambiance was exquisitely decorated with Japanese floral artifacts of Ikebana displays, which were extremely appreciated by the audience.





The climax of the evening was the enthralling Koto and Shamisen performance by Japanese artist Ms. Sumie Kaneko was on world tour for playing this unique Japanese traditional music. The audience was captivated by the fascinating diversity of Japanese traditional music and memorable fusion of Japanese and Pakistani compositions.

The Koto is a traditional Japanese stringed instrument with thirteen strings that are strung tautly across 13 movable bridges along the length of the instrument. It reached Japan in the 8th century and was initially played only in the Emperor Court or aristocrat palaces.

The Shamisen is a three stringed instrument and introduced in the 16th century through the Ryukyu Kingdom (now Okinawa) to Osaka. Shamisen is widely played in folk and art music



as an accompaniment to lyric and narrative song and in the orchestras of Bunraku (puppet) and Kabuki dramas.

Ms. Sumie Kaneko is an accomplished Koto and Shamisen player, Jazz singer and songwriter who had studied at prestigious Tokyo National University of Fine Arts and Music then studied Jazz vocal at Berklee College of Music, she started playing Koto when she was five years old; She was the first Shamisen player who won Pulitzer Prize Paula Vogel's "The Long Christmas Ride Home" and has collaborated with many of world instrumentalist.



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of PJBF



H.E. Mr. Kunihori Matsuuda
Patron-In-Chief - PJBF

Ambassador Extraordinary
and Plenipotentiary
of Japan to Pakistan



H.E. Mr. Toshikazu Izomura
Patron - PJBF

Consul General of Japan

Board of Directors

of PJBF



Mr. Sahail P. Ahamed
Chairman/CEO

PJBF



Mr. Tetsuya Sumitani
Vice-Chairman - PJBF

General Manager for Market
Marketing Corporation



Mr. Kyohei Ochiai
Vice Chairman - PJBF

Managing Director
Marketing Unit (PJBF Ltd.)



Mr. Kimihide Ando
Vice Chairman - PJBF

Chief Executive
Marketing Corporation



Mr. Haruma Nii Toriy
Secretary General - PJBF

CEO
Sales & Marketing Unit



Mr. Ali Asghar Abbas Jamil
Director - PJBF

CEO
Retail Water Category Unit



Mr. Masao Hasebe
Director - PJBF

CEO
Bottled Water Unit



Mr. Toshiyuki Shigeno
Director - PJBF

Deputy Managing Director
Retail Water Unit



Mr. Mitsuo Saitoh
Director - PJBF

General Manager for Retail
Sales Corporation



Mr. Tsuyi Takemasa
Director - PJBF

Vice Chairman
Retail Water Category Unit



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Honorary Counsel
General of Japan



Mr. Aamir H. Shirazi
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Director
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of PJBF



Mr. Fakhri Sultanov
Joint Secretary - PJBF

Group Director
Jang and Son Group



Mr. Hirofumi Saitoh
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Chief Executive Officer
Daicel Pakistan Limited



Mr. Syed Farooq Ali Shah
Director - PJBF

Director
Federal Trading Corporation



Mr. Mansoor T. Mankiwala
Director - PJBF

CEO
Mediplus (Pak) Pvt Ltd



Mr. Syed Jameel Hussain
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Managing Director
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Mr. Shingo Ito
Director - PJBF

Chief Representative
Toyo Tsusho Corporation



Mr. Taro Higabayashi
Director - PJBF

General Manager
Kochi Corporation



Mr. Yusaku Sakai
Director - PJBF

General Manager for Pakistan
Systems Corporation Inc &
Onoda Pte. Ltd



Mr. Shiroaki Yamashita
Director - PJBF

GM for Pakistan
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Mr. Takuma Sugawara
Director - PJBF

CEO
Kiyosaka Aoyagi Pvt Ltd

KALIM FAROOQUI



85th birthday of Japanese Emperor

Celebrated



To mark the 85th birthday of the Emperor of Japan His Majesty Akihito, falling on Dec 23, an earlier reception was hosted by the Japanese Consul General, Toshikazu Isomura, inviting parliamentarians, government officials, diplomats, academics, business and corporate executives, and media personnel. Chief Guest on the occasion was the Provincial Minister for Revenue and Relief Makhdoom Mehboob Zaman. Emperor Akihito, who has ruled over Japan since Jan 1989, is set to abdicate his throne on April 30, 2019, after ruling for over 30 years. His eldest son, Crown Prince Naruhito, will ascend the Chrysanthemum throne on May 1st, 2019.

Isomura San who has a good command on Urdu explained about the Japan-Pakistan relations and the contribution made by Japan to Pakistan in different areas to maintain cordial relations with Pakistan. Inviting businessmen from Pakistan

he also spoke about the World Expo 2025 which would be held in Osaka, his hometown. "The first time when Osaka hosted the expo was in 1970 and at the time I was based there. It seems likely that in 2025 when Osaka hosts the expo for the second time, I will once again be in the city," he said smilingly since his collective stay in Pakistan is now over 14 years. Earlier he was based in Islamabad before taking over as the Consul General of Japan in Karachi.

The event which was largely attended, including PJBF members, incorporated many traditions and Japanese essentials, including Ikebana and Bonsai displays arranged by the Pakistan-Japan Cultural Association members (PJCA). Earlier, the National Anthems of both Pakistan and Japan were sung by the Deputy Consul General himself, Katsuhori Ashida, who too is well versed in Urdu. Later, the guests were treated to sumptuous cuisine comprising of both Pakistani and Japanese some of which was cooked live by Ashida, the Deputy Consul General which everyone enjoyed.



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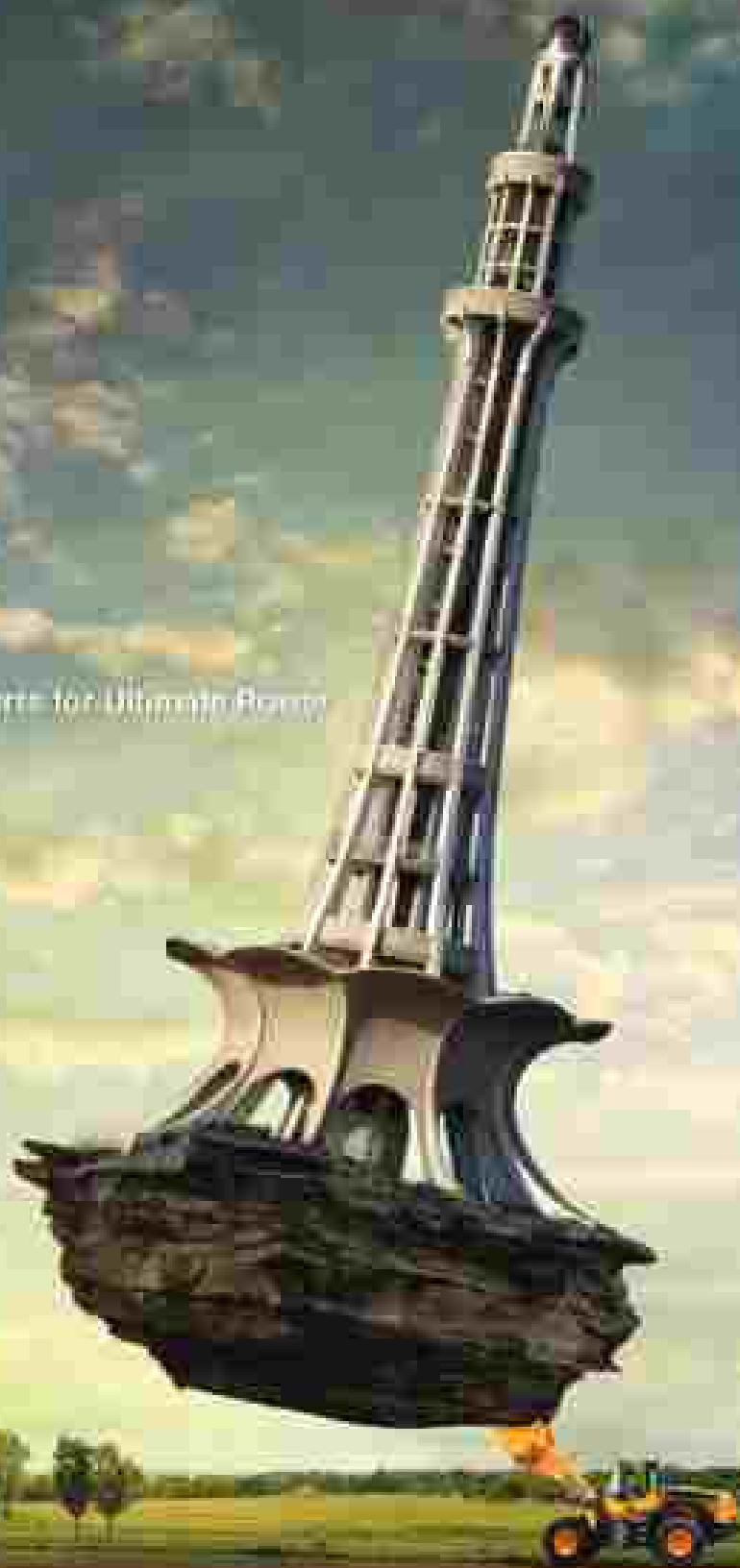
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