



Pakistan
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Business
Forum

RISING SUN

Dinner with Mr. Imtiaz Ahmed Ambassador Designated to Japan



Welcome Dinner Reception in the honor of Newly Appointed Japanese Ambassador H.E. Mr. Kuninori Matsuda by PJBFB



“PHIR MILENGE”
Dinner in Honour of Kimihide Ando and Toru Hisabayashi San



Japanese IT Delegation Met with PJBFB members and IT Companies



PJBFB North Hosted a Dinner in Honor of H. E. Mr. Kuninori Matsuda



PJBFB host Dinner for Japanese Delegation for TEXPO



Pakistan to Send Skilled Workers to Japan Under Japan Technical Intern Training Program TITP 2019.



Japan honours Abdul Kader Jaffer with The Order of the Rising Sun, Gold Rays



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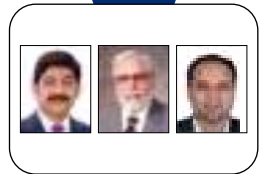
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in journey to Tokyo Olympics,
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Editorial

Kalim Farooqui

Dear Readers,



The high-level delegation exchanges between both the Public and the Private sectors of Pakistan and Japan during the second half of last year (2018) and the details of which extensively covered in the previous issue of the RISING SUN, encouraging outcomes have been observed since the beginning of this year.

“Ambassador Kuninori Matsuda with 37-year career experience took charge as the new Ambassador to Pakistan”

Ambassador Kuninori Matsuda with 37-year career experience took charge as the new Ambassador to Pakistan. In his message to the government and the people of Pakistan and while recognizing the long historical ties between the two countries, he stressed upon the need to further strengthened the Bi-Lateral relations during his tenure. “As our relations have still plenty of room to expand, both countries are willing to develop our full potential in many areas. In this regard, I am committed to exploring every possible avenue”.

Similarly, Pakistan nominated Imtiaz Ahmed, currently Special Secretary, Asia-Pacific at the Ministry of Foreign Affairs as Pakistan’s designated new Ambassador to Japan. He has served twice before at the Embassy of Pakistan in Japan and is well versed with Pakistan Japan Relations. Keen to appraise himself with the views of relevant individuals and organizations, he has started his round of meetings and which also brought him to Karachi. In a working dinner meeting with the Board of Directors of PJBF, he personally met everyone to assess for himself the issues at hand and how best these could be attended to during his tenure in Japan. During the interactive session with him, each director had the opportunity to explain about his and his company background to him. He expressed his admiration over the workings of the PJBF and expressed his desire to be in close contact to ensure that the business community of both countries can help further improve trade and investments as immense potential exists, especially in the trade sector which presently weighs heavily in Japan’s favour.

Earlier this year, a Memorandum of Cooperation with Japan on Technical Intern Training Programme (TITP) was signed with a view to export manpower from Pakistan to Japan. *This is first institutional arrangement between the Government of Pakistan and the Government of Japan which will open Japanese market for Pakistani workers to acquire skills and knowledge and which will go a long way in developing human resource.*

Visit by Makhdoom Shah Mahmood Qureshi, Foreign Minister of Pakistan to Tokyo in April and in his meeting with his counterpart, Taro Kono, who had earlier visited Pakistan, led to delegation level negotiations covering cooperation in areas such as human resource development, Information technology, tourism, automobile, small and medium enterprises and agriculture. *The importance of summit-level exchanges in providing vision and future direction to the bilateral relationship was also emphasized and which was also highlighted and discussed with Imtiaz Ahmed, in the meeting with the Directors of PJBF in Karachi.*

“This year, MOC with Japan on Technical Intern Training Programme (TITP) was signed”

Additionally this year, the Japanese government has formally agreed to provide \$32 million grant to the Pakistan Institute of Medical Sciences, the capital’s premier government hospital, for the extension of intensive care at its maternal and child health care center and children’s hospital. Several other social sector projects in health, capacity building and education are under consideration to be similarly financed under Japanese assistance to Pakistan.

HAPPY READING!!!

Dinner with Mr. Imtiaz Ahmed Ambassador Designated to Japan



By: Hanif Sattar

It was a great evening when on the invitation of PJBF His Excellency Imtiaz Ahmed Ambassador Designate for Japan attended dinner. The Chairman PJBF Mr. Sohail P.Ahmed welcomed the guest at local Hotel and briefed about PJBF followed by introduction of board members and other invitees.

H.E Imtiaz Ahmed informed to the audience that this would be his fourth time posting in Japan. He had studied in Japan and has acquired a fair amount of Japanese culture and business ethics. He offered his services in enhancing the business and cultural activities for better



cooperation between the two countries.

H.E. Toshikazu Isomura, the Counsel General expresses his gratitude and shared the memories of working with H.E. Imtiaz Ahmed and hoped that citizen of both the countries can get good benefits of his new assignment.

There was discussion on various topics, however more emphasis was on export of fishery from Pakistan and training in various fields including AOTS training programs.

The event ended with a vote of thanks from the Vice Chairman, Mr. Kaleem Farooqui.





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Japan honours Mr. Abdul Kader Jaffer, PJBF Past Chairman with The Order of the Rising Sun, Gold Rays



By: *Kalim Farooqui*

Former Chairman of the Pakistan Japan Business Forum (2006-2012), Abdul Kader Jaffer received The Order of the Rising Sun, Gold Rays with Neck Ribbon, in recognition of his dedicated contributions to strengthening economic relations and mutual understanding between Japan and Pakistan.

Son of Ahmed E. H. Jaffer, Kader Jaffer belongs to a business family whose roots come from Pune (near Mumbai) in India. Their business empire dates to 1861 when India was part of the British Empire. While the family’s main interest was business, they were on the consultative body of the

Imperial Council of India which acted as Advisory Committee to the Viceroy of India, appointed by the British Royal Family. The family played significant role in the independence of Pakistan and was also associated with Mohammed Ali Jinnah, the Founder of Pakistan in the struggle for an independent nation.



Abdul Kader Jaffer, born in April 1937 migrated to Pakistan along with his parents. He obtained his higher education in the UK obtaining a diploma in Business Administration in 1956. Later he joined the family business and travelled far and wide to support his father who was already involved with various global and national forums for the promotion of trade and investments into Pakistan.

German Business Forum as a founding member. Besides, he was actively involved with most trade bodies of Pakistan for the promotion of trade and investments. He was also appointed by the government of Pakistan as High Commissioner (Ambassador) to the United Kingdom from October 2000 to September 2003 before which he represented the Government of

Like his father, Kader Jaffer also headed prestigious organizations like the English-Speaking Union of Pakistan, Pakistan Japan Business Forum, Pakistan-France Business Alliance while initiating the likes of Pakistan-Italy Business Forum, Pakistan-

“
Amongst the decorations he was awarded Tamgha-I-Khidmat by the Government of Pakistan in 1971
 ”

Brazil as Honorary Consul General in Karachi from March 1971 to October 2000.

Amongst the decorations he was awarded Tamgha-I-Khidmat by the Government of Pakistan in 1971, Caveleiro of the Southern Cross in 1981 by the President of Brazil

& High Brazilian Award of Commander of the Southern Cross in 1988 from the President of Brazil. He was also awarded Chevalier De L'Ordre National DU Merite (Knight of the Marite Order) in 1995 by the Government of France. It was with his involvement that the Government of France through a grant conducted a study for the Mass Transit in Karachi in the 80's and which was later picked up by the Government of Japan.

He has travelled widely in Japan for business and later as the President of the Pakistan Japan Business Forum. Major contributions were made by him for closer relations between Pakistan and Japan, he initiated the Bi-Lateral Business Dialogues between the two countries commonly known as Joint Dialogues which alternatively takes place in Pakistan and in Japan for B2B and B2G meetings. He was also instrumental in helping the Government of Pakistan with the Friends of Democratic Pakistan (FODP) conference

hosted by Japan in Tokyo in 2009 and was a member of the delegation with the President of Pakistan. Pledges from friendly countries in Billions of Dollars were made to help Pakistan after returning to democracy. He was also instrumental in engaging

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He was also awarded warded Chevalier De L'Ordre National DU Merite (Knight of the Marite Order) in 1995 by the Government of France
 ”

Institute of Business Administration (IBA) in Karachi to come out in association with PJBF a document titled Vision 2020 in respect of economic cooperation between Pakistan and Japan in different sectors. He had close liaison with PJBF's counterpart, Japan Pakistan Business Cooperation Committee (JPBCC), presently headed by the Chairman of Marubeni Corporation of Japan. Towards his contribution to further promote closer relations between Pakistan and Japan, he was given a Certificate of Commendation by the Consul

“
He had close liaison with PJBF's counterpart, Japan Pakistan Business Cooperation Committee (JPBCC), presently headed by the Chairman of Marubeni Corporation of Japan
 ”



The Order of the Rising Sun, Gold Rays with Neck Ribbon

General of Japan in Karachi in September 2012.

The family having a long record in philanthropy, Kader Jaffer set himself to establish a school for the deserving in the outskirts of Karachi known as HUB SCHOOL. This is a major undertaking by him which involved, besides funds from his own family, support of local and international donors towards a very noble cause.

“PHIR MILENGE”

Dinner in Honour of Kimihide Ando and Toru Hisabayashi San

By: Jameel Hussain



Mr. Kimihide Ando and Mr. Toru Hisabayashi were invited to dinner by the chairman and the Board, on 9th March 2019 at Pearl Continental to convey that “Phir Milenge”.

The event started with the chairman PJBFB Mr. Sohail P. Ahmed giving the citation of the two gentlemen. He called Ando san the universal ambassador of Pakistan. He recalled the efforts of Hisabayashi san in the field of textile.

Mr. Kimihide Ando thanked the chairman and the participants and narrated his experiences of combined stay of twelve years, in Pakistan. He said that his best experience was to interact with the people of Pakistan and had all praise for Pakistanis hospitality.

Both gentlemen were presented with local handicrafts which would remind them of their stay in Pakistan.



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Welcome Dinner in
the honor of
Japanese
Ambassador H.E.
Mr. Kuninori
Matsuda by PJBF



By: Fahim Sulaiman

The Chairman Pakistan Japan Business Forum Mr. Sohail P. Ahmed hosted welcome dinner reception in the honor of newly appointed Japanese Ambassador H.E. Mr. Kuninori Matsuda on April 15, 2019 at the Karachi Boat Club.

PJBF Chairman Mr. Sohail P. Ahmed welcomed Ambassador Matsuda and guests with his opening greetings. Altogether 27 Members of PJBF & distinguished guests attended the dinner along with Toshikazu Isomura Consul General of Japan in Karachi.

While addressing the gathering, the Ambassador Matsuda said

that Pakistan and Japan have enjoyed friendly relations and his job is to further strengthen the strong bilateral as well as people-to-people relations.

He further mentioned that he is first time assigned to Pakistan in his 37-year career in Foreign Service. Nevertheless, through many opportunities of meeting friends from Pakistan in his career, he has been keenly interested in and had a great respect for Pakistan. He is determined to further enhance Japan-Pakistan relationship, which is already very close and has a long history.

The Ambassador said that, With Pakistan's more than 200 million



people, we are expecting great development in our business relations. Our embassy is happy to offer its increased support to the Japanese business community engaging with Pakistan, as well as Pakistani businesses which are interested in economic relationship with Japan. We would also like to promote cultural exchanges, especially that of the youth, the foundation of our future friendship.



PAKISTAN, JAPAN & IT



By: Ms. Sitara Arif



“Over the period of time, it has generally been observed that despite concerted efforts of government of Pakistan and the government of Japan, the expected impetus of increasing the pace values of exchange of business relationships has not ideally yielded the expected level of improvements.”

Japan's population is gradually declining and is likely to fall from current 126.6 million to almost 107 million by 2050, if all other factors remain the same. Out of these, almost 27% of today's population comprises elderly people in the age bracket of 65 and beyond.

In comparison, Pakistan is abundant with young skilled brilliant talent. Out of current 217 million, 60 percent of Pakistan's population comprises youth. Unfortunately, our youth is generally being considered as a source of utility instead of rich human capital. It is admitted that it is a weak and vulnerable segment of our society which is in the serious need of building partnership through Education, Employment, Engagement and

Empowerment (EEEE). Multiple employment opportunities can be generated through promotion of local and international business projects, engaging youth via Partnerships, instead of resorting to an easier path of loading them with loan obligations.

Pakistan has only a nominal share of only about 0.9% - 1% in the global IT industry mainly focused on high-end software products. Our government can earn a fair size of revenue by introducing IT-enabled services and outsourcing like BPO (*Business Process Outsourcing Projects*). These services necessarily require support in facilitating their licensing needs along with other terms and conditions by the government and delivering both on-shore and off-shore services to global clients – an entirely new gamut of untapped opportunities.

Some serious and concerted efforts are expected from the concerned government departments to break the “inertia” and instead pick up the momentum by taking the initiative for securing as many as possible international IT projects from Japan and other countries. The government functionaries need to have an unwavering trust in their capacity. Some of Japan's biggest industries—such as motor vehicles, electronics and other large enterprises - don't have the inflow of requisite manpower to sustain the current rate of production.

One way of facing the potential challenges which may come in the way is to invite and shortlist well developed and richly experienced private concerns & institutes, based on realistic performance screening out criteria. Once the initial hiccups are addressed and cured, a huge

sea of opportunities will certainly unfold to purposefully engage our youth, reduce unemployment, address financial deficits besides curtailing negative vibes and crime rate from amongst the depressed unemployed and neglected young people in our country

It is quite unfortunate that in absence of a clear direction and well defined strategy, the IT industry has remained a neglected step child in Pakistan. Issues regarding absence of payment gateways, research and development, delay in laying 4G/5G technology, licensing etc. are some of the contributing factors leading to the extended dormancy of this otherwise a most viable sector.

Our government needs to fully comprehend the potentials of this sector which requires recognition in the corridors of power. Funds allocation is expedient to break the deep slumber of this sleeping giant for realizing the full potential of this sector. Japan and Pakistan can both look into having long term mutual formal relationships to work together in a meaningful Partnership instead of carving out past and tested stereo type schemes of extending Loan-intensive policies for obliging each other, which policy in the hindsight has failed to yield the expected and target dividends through adoption of these shortcuts.





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Japanese IT Delegation Met with PJBF members and IT Companies



By: Feroz Alam Shah

In February, a Japanese IT delegation, consisting of four members visited Pakistan on a Fact-finding Study Mission for Investment Potential in Pakistan. They met members of Pakistan Japan Business Forum and other IT companies.

Japan is facing serious labor shortage in the recent years.

Japanese companies are looking for IT manpower from foreign countries, as stated by Mr. Takahito Kosumi, Chairman Shikoku IT Association and head of IT delegation.

Further elaborated that the legal system allows to work with collaborating partners, hence inviting young IT people in

Shikoku region for IT work. With shared teamwork, want to design unique and customized technologies for Pakistani market to help their Agricultural, Natural Energy, Power Generation and other sectors. The meeting was held on February 05, 2019 on PJBF's

Initiative in association with the JICA-TDAP at a local hotel in Karachi. The delegates tried to understand the present working pattern of IT companies in

Pakistan, their existing associations with global IT corporations and the scope for increasing support and cooperation to meet the

Japanese requirements.

Syed Feroz Shah, Director, PJBF informed the delegation that exposure visits to Japan to understand the Japanese market will be very helpful. Arranging trainings in Japan & overcoming the language barrier

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On February 06, 2019 Syed Feroz Shah also invited the delegation, TDAP and JICA representatives in Islamabad
”



will increase the business to business contacts, which in future will help to develop the opportunities in IT sector.

In his opening remarks PJBF company secretary welcomed the delegation and informed them about PJBF and Pakistan's IT sector which is continually racking up its attractiveness. He said, the average broad band speed of 14.3 megabits per second in Pakistan is the fastest in South Asia, significantly higher than 9.12 Mbps in India. Google has included Pakistan amongst 4 countries where the next billion smart phone users are expected to come from. NY Times considers Pakistan to be the 3rd highest source of software developers after USA and India.

Delegate members and local IT companies introduced themselves to each other by small presentations & discussed the means of cooperation in future projects. Delegates also acknowledged the role and efforts of Pakistan Japan Business Forum in furthering mutually beneficial bilateral relations.

Chairman Mr. Sohail P. Ahmed, in his closing remarks, asked

delegates to inform their national's about opportunities in IT sector of Pakistan. He also requested Japanese companies to consider forming JVs in the information technology sector, for support to small and medium enterprises and agriculture value chains. PJBF will facilitate all companies if they needed any help. The delegation sounded very positive and it is anticipated that there would be new tie-ups, soon.

On February 06, 2019 Syed Feroz Shah invited the delegation, TDAP and JICA representatives in Islamabad Mr. Yoshihisa Onoe for a meeting, followed by dinner in Serena Islamabad.

Discussed further in detail about the projects that can be taken up by JICA in KPK and Punjab Province.



PJBF North Hosted a Dinner in Honor of H. E. Mr. Kuninori Matsuda



By: Ahmad Ashraf

Pakistan Japan Business Forum (North) hosted a Dinner for His Excellency Kuninori Matsuda (Ambassador of Japan to Pakistan) on June 25th 2019. He was welcomed by Mr. Shahid Ali Malik, Ms. Sitara Arif and all the executive members of Pakistan Japan Business Forum.

Mr. Mudassir Rashid the Master of ceremony started with Talawat-e- Quran. Besides the members of PJBF Lahore and Karachi, Several important Business personalities were invited which include President

and Vice president of Lahore Chamber of Commerce & Industry, Honorary Consul General of Japan in Quetta, and other leading Business representatives of Pakistan.

Mr. Shahid Malik welcomed Ambassador and guests in his opening address. Mr. Syed Nabeel Hashmi, former SVC of PJBF North, explained the activities of PJBF briefly.

Mr. Almas Hyder, President Lahore Chamber of Commerce & Industry explained about the issues pertaining to trade and investments between two countries and the cooperation needed to remove the impediments that crop up in the way.

In his speech, Ambassador Matsuda expressed his gratitude to PJBF for arranging Dinner. He said Japanese companies interest is growing in Pakistan, While Japanese companies already operating in Pakistan are expanding their investment.

He appreciated the efforts being made by PJBF towards betterment of relations between two countries. He said that Pakistan Should focus on its agriculture and fisheries sector.

Ms. Sitara Arif thanked His Excellency and his wife for their presence.

Mr. Shahid Malik and Ms. Sitara Arif presented souvenirs to the honorable guests. Group photo was made with His Excellency and all the participants.

The guests acknowledged the efforts of PJBF in enhancement of Pakistan Japan relations. The event ended with sumptuous dinner in the pleasant environment.





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Pakistan to Send Skilled Workers to Japan Under Japan Technical Intern Training Program

TITP 2019.



By: Muhammad Faisal

Pakistan and Japan in February last, signed a memorandum of cooperation (MOC) in Tokyo on Technical Intern Training Program (TITP) 2019. This is the first institutional arrangement between the two governments which will open up Japanese market for Pakistani workers.

Mr. Imtiaz Ahmed, Ambassador designate to Japan has signed this agreement from Pakistan's side. The objectives and purpose of the TITP is to transfer skills, technologies, or knowledge accumulated in Japan to develop other regions and to promote international cooperation by contributing to the development of human resources who can play roles in the economic development of those developing regions,



This MOC will continue for five years and it will be extended automatically for additional five years after first five years. The number of participant countries in Japan TITP has reached 13. The Japanese government has already signed a memorandum for cooperation with Vietnam, Cambodia, India, Philippines, Laos, Mongolia, Bangladesh, Sri Lanka, Myanmar, Bhutan, Uzbekistan, Pakistan and Thailand.

Benefit of TITP-MOC for Pakistanis:

Japan is facing serious labor shortage in recent years. Japanese companies are looking for manpower from foreign countries. TITP is very useful way to meet the labor shortage. Japanese companies and

employers can get enough labor through TITP and give them "on job training", so they can work for them in future after training.

“ Japan is facing serious labor shortage in recent years. Japanese companies are looking for manpower from foreign countries. ”

In fact, TITP is a training program where trainees get training and employment at same time and of course they get salary besides other facilities.

This MOC will open door for Pakistani workers who wish to work abroad in a greatly developed country. TITP doesn't require High qualification or degree. Pakistani skilled workers will be able to go to Japan under Technical Intern Training Program (TITP) where they can live, work and get training.

Generally, TITP program runs up to five years, one can stay in Japan for a maximum period of five years. However, they will be

Pakistani skills in IT sector were much appreciated by the Japanese companies and business people. All foreign skilled workers entering Japan for employment would have to pass the skills examination and the Japanese language test before signing the employment contract with the accepting organisation.

When To Apply for Japan TITP?

Exact starting date of this

program has not been announced either by NAVTTC or JITCO. Interested candidates are advised to keep in touch with NAVTTC official website.

A skilled worker can stay in Japan for only five years but cannot take along the family.

“
This MOC will open door for Pakistani workers who wish to work abroad in a greatly developed country.
 ”

according to the requirements of Japanese companies and employers.

Who Can Apply:

No need of degrees and higher qualifications. Candidates with 12 years education will be eligible to apply. However, the details have not yet been finalized, the Japanese official stated that

able to convert their visa into Specified Work Visa under Japan New Work Permit System.

Though Pakistanis were not included directly in Japan’s New Specified Work permit yet they will be able to join it through TITP.

How will it work:

TITP is run under the supervision of Japan’s JITCO (Japan International Training Cooperation Organization) and OTIT (Organization for Technical Intern Training Program). JITCO will be responsible to select suitable skilled workers and properly train them before sending to Japan. In Case of TITP Japan, NAVTTC (National Vocational & Technical Training Commission) is chosen as designated recruiting organization in Pakistan.

NAVTTC will announce in newspapers and through its website when it is ready to work for TITP. Then NAVTTC will select suitable skilled workers



Economic Review



By: Hanif Sattar

The outgoing fiscal year 2018-19 which was also the first year of this new government, presented a gloomy picture of Pakistan economy with all the Macroeconomic and fiscal indicators highlighting a formidable challenge for this new government in the 2nd year as well. The Economic Survey of Pakistan 2018-19 witnessed a muted growth of 3.29 percent with sectorial growth of 0.85% for agriculture, 1.4% for industries and 4.7% for services.

The new elected government is facing an uphill task of depleted forex reserves insufficient for 2 months of import bill, significant spending of budget resources on debt servicing, low tax to GDP ratio and a very high fiscal deficit of 6.3%. The government has taken some serious policy decisions in the face of monetary tightening, significant exchange rate adjustment, expenditure control, increase in taxes and duties on non-essential imports to curb these macroeconomic imbalances and to take out Pakistan from this severe economic crisis.

BUDGET AT GLANCE

The budget targets an economic growth of 3.3% by 2019-20 with the help of aggressive expenditure controls to reduce primary deficit to 0.6% of the GDP. Under current unfavorable economic conditions the targets appears to be challenging task. This year budget was made with the perspective of bringing macroeconomic stability which has resulted in imposition of taxes and duties burdens on every class of society by significant increase in tax rates for salaried and non-salaried persons, scaling down tax exemptions/concessions, increase in duties of more than 1600 tariff lines, slashing additional duties and levies, increase in minimum tax rates, bringing commercial importers in Normal Tax Regime (NTR) with tax deducted at import considered to be minimum tax, imposition of tax on gifts.

“
The Economic Survey of Pakistan 2018-19 witnessed a muted growth of 3.29 percent with sectorial growth of 0.85% for agriculture, 1.4% for industries and 4.7% for services
 ”

The corporate sector is equally disturbed with more strict policies to comply with alongside restriction on adjustment of brought forward tax amortization/depreciation for calculation of super tax, freezing of corporate tax to 29%, decrease massive increase in penalties and surcharges, massive increase in tax rates for rental income, increase in withholding taxes for transporters, exclusion of zero rate sector in case of local sales.

The salient features of budget 2019-20 reflected the austerity measures taken to culminate economic pressures as well as to satisfy the bailout conditions set by the IMF. All in all with bleak macroeconomic and fiscal indicators, there is a tough task for the government to ensure that this revenue targets can be achieved in this tough time faced by our country.



PJBF Meets KCCI



By: *Yousuf Mirza*



The Business Development Committee of PJBF visited Karachi Chamber of Commerce and Industry (KCCI) on 18th March 2019. The PJBF team included Mr Yousuf Mirza, Mr Qamar Usman and Mr. Jameel Hussain they were received by Mr. Junaid Makda, President KCCI, Mr. Asif Vohra, Vice President KCCI and his management team.

The objective of the meeting was to enhance cooperation between KCCI and PJBF to develop and strengthen business relations between Pakistan and Japan. It was agreed in the meeting to develop cooperation between PJBF and KCCI further and agree on a Memorandum of Understanding (MoU) to develop avenues of further cooperation in developing business opportunities between the two countries.

Mr. Yousuf Mirza appraised KCCI about the activities of PJBF and its role in strengthening and further developing business relations

between Japan and Pakistan. He further informed about the training and development opportunities that PJBF has organized in Japan for human resource development.

KCCI requested PJBF to assist in identifying areas of business with

Japan. It was suggested that PJBF and KCCI to work together to increase exports from Pakistan to Japan.

KCCI presented Shield to PJBF delegates.



PJBF host a Business Dinner for Japanese Delegation for TEXPO in Lahore



By: Ahmad Ashraf

Pakistan Japan Business Forum hosted a B2B dinner for the Japanese delegates of TEXPO 2019 in April.

TEXPO Pakistan' is the largest sourcing event for Pakistani textile and fabrics, organized by the Trade Development Authority of Pakistan (TDAP). TEXPO 2019 was attended by delegates from over 52 countries. The event provided an opportunity to all delegates to explore the vast array of



available textile in Pakistan and interact with Pakistanis business men of textile sector.

PJBF duly recognized the event and arranged a B2B dinner meeting for Japanese delegates to interact with Pakistanis Business men from various textile sectors. This dinner meeting was focused on providing opportunity to develop networking through informal meeting amongst the Japanese delegates and entrepreneurs from textile industries, in Pakistan. The event

was warmly attended by the Japanese delegates, representatives of JETRO, Mr. Abu Bakar Siddique (Commercial Counsellor Embassy of Pakistan, TOKYO), members of PJBF, Business leaders, entrepreneurs and exporters of textile sector of Pakistan.

The ceremony started with Talawat-e- Quran. Mr. Shahid Malik highlighted the purpose of the event, to facilitate, enhance and strengthen Pakistan Japan business



relations in textile sector and develop the harmony among the business community of both countries.

Ms. Sitara Arif emphasized on importance of Pakistan Japan relations through various examples and thanked guests for their valued participation.

Japanese delegate members shared details about the positive trends in Pakistan's economy focusing on economic fundamentals, its upward growth and positive future trends.

Mr. AbuBakar Siddique spoke about a variety of issues impacting Pakistan Textile Industry as well as national-level initiatives designed to address these issues.

The evening was enjoyed by the participants and had a good chance to interact with each other and discuss the business opportunities in a pleasant environment.

Guests acknowledged the efforts of PJBF in strengthening the business relations among the two countries.



Fuji's Senior Management In Karachi

By: *Jameel Hussain*

Mr. Noriyuki Kawakubo, President Director of Medical business of Asia Pacific, and Mr. Takuma Otsuka, Regional Manager of Asia Pacific, were in Karachi for 26th & 27th February 2019.

They paid visits to the Major Hospitals, Japanese Consulate and officials of Sindh Government. They stressed in their meetings that Fuji is now a complete Medical Solution provider and not just film manufacturer.

They showed their keen interest in the work being done on Tuberculosis and Breast Cancer screening. They told in their various presentations that now Fuji is a major Modality supplier, has a division of Cosmetics and are into Pharmaceutical products.

In next five years Fuji through its Pakistani distributor, Fujifilm Pakistan (Pvt) Ltd., would be very aggressive in the Medical Industry.



Chairman PJBF visited Mr. Yasuhiro Tojo, Chief Representative of JICA in Islamabad

Secretariat Report

Subsequent to the Chairman's meeting in Japan in last December with Japan Productivity Center, he paid a visit to Mr Tojo, Head of JICA in Islamabad to apprise him of the discussions and the possibility of support by JICA in funding the activity of Japan Productivity Center in Pakistan. The chairman feels and Mr Razak Dawood also agreed that there is dire need to improve the productivity of organizations in Pakistan.

Mr. Tojo agreed with the concept, but stated that they need a request from EAD to further it. He also informed that he is going away and his replacement will be coming soon. The chairman asked him to inform the incoming head about the project and to study how to do it without going through the long route of EAD and PC-1.

By the end of the 15th Century, sailors like Vasco Da Gama, Colanbus & Cabot had made their revolutionary journeys across the great seas - charting new routes & tramping beyond the familiar routes.

The Portuguese too had organised the first school of oceanic navigation.

Thus, began the globalisation, fierce competition & sophistication of one of the earliest & most primitive forms of the human profession involving maritime association.

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Foreign Minister's Luncheon Meeting with Japan Pakistan Business Cooperation Committee (JPBCC)



Embassy News
(Pakistan Embassy in Tokyo)

Mr. Teruo Asada, Chairman, Japan-Pakistan Business Cooperation Committee (JPBCC) hosted a working luncheon for Foreign Minister Makhdoom Shah Mahmood Qureshi. Representatives from leading Japanese Corporations having strong presence in Pakistan also participated in the meeting.

The Foreign Minister highlighted that out of all the G-7 countries, Pakistan had a long-standing trade and investment relationship with Japan and that



there was a need to build upon the reserve of goodwill, understanding and respect for brand Japan in Pakistan. Foreign Minister also elaborated on 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 Foreign Minister briefed on Pakistan's economic credentials and invited Japanese companies to invest in the IT Sector, SMEs and agriculture value chains. He also encouraged members of the JPBCC to visit Pakistan and further explore the huge

opportunities in trade and investment.

The two sides also discussed strengthening economic cooperation and increasing bilateral investments and exerting all possible efforts to eliminate obstacles and overcome difficulties that obstruct the smooth flow of trade and investment between the two countries.

Chairman Asada expressing his satisfaction on the growing trade and investment relations and briefed on the successful visit of Advisor to the Prime Minister on Commerce Mr. Abdul Razaq Dawood in December last year. Both sides also expressed satisfaction at the ongoing free trade negotiations between the two countries.

JPBCC was established in 1983-84 in order to promote trade, investment, tourism and economic activities involving the business communities of both countries.



The Chrysanthemum Throne: A New Era Begins



By: *Kalim Farooqui*

Japan's outgoing Emperor Akihito who inherited the Chrysanthemum Throne in 1989, becoming Japan's 125th Emperor upon the death of his father, Emperor Hirohito, who has handed over the reign to Japan's new Emperor Naruhito, to formally ascend to the Chrysanthemum Throne having abdicated from the world's oldest monarchy to usher in a new Imperial era in Japan.

Japan's outgoing Emperor Akihito and Empress Michiko dramatically modernized the tradition-bound monarchy, bringing themselves closer to the public and boosting popular support for the Imperial Household. Emperor Akihito reported his abdication to his ancestors and Shinto gods at several sanctuaries in the palace before formally stepping down, the first abdication in 200 years. Prime Minister Shinzo Abe praised the royal couple, saying they had offered "courage and hope" to the Japanese people, particularly in times of suffering. *"His Majesty*

has fulfilled his responsibility as the symbol of Japan," Abe is reported to have said. His son Naruhito prepared to take the Chrysanthemum Throne and usher in a new Imperial era.

In keeping with the long-established traditions of the Imperial Household, the 59-year-old was presented with the sacred imperial treasures of a sword and a jewel, as well as the seal of state and his personal imperial seal, at a solemn ceremony in the Room of Pine in the Imperial Palace. While the ceremony was limited to the attendance by a few, and mainly the Royals, the actual display with traditional robes will take place in a ceremony in the Royal Palace on 22nd October after which they will appear before the general public and will drive in a motorcade through the streets of Tokyo amidst cheering crowd. Expected to witness the official event, besides the Royals, would be many world leaders including President Arif Alvi from Pakistan. Pakistan and Japan have enjoyed very friendly and cordial relations since the establishment of the Diplomatic Relations in 1952 and have supported each other since having convergent views on many global issues. The first world leader to already call upon him in his capacity as the new Emperor is President Donald Trump of the United States of America.

It was on 1st December 2017, that the Japanese government had announced that Naruhito's father, Emperor Akihito, would abdicate on 30 April 2019, and that Naruhito would become Emperor as of 1 May 2019. Following the abdication ceremony on the afternoon of 30 April, Akihito's reign and the Heisei era continued until the end of the day. Naruhito then succeeded him as emperor at the beginning of the day on 1st May, ushering in the Reiwaera, meaning "beautiful harmony". The transition took place at midnight. Naruhito's place as Emperor was formalized in a ceremony on the morning of 1st May. In his first statement as Emperor, he pledged to reflect deeply on the course followed by his father, and fulfill his responsibility "as the symbol of the state and of the unity of the people of Japan"



He graduated from Gakushuin University in the month of March 1982 with a Bachelor of Letters degree in history. In July 1983, he entered a three-month intensive English course before entering the Merton College, Oxford University, in the United Kingdom. Upon his return to Japan, he enrolled once more in Gakushuin University to earn a Master of Humanities degree in history, successfully earning his degree in 1988.

Long live the 126th Emperor of Japan
Pakistan-Japan Dosti Zindabad



‘Zero Waste’ Town In Japan Recycles Almost All Its Trash



By: Muhammad Faisal

Kamikatsu is a rural town of about 2,000 people in the forested mountains of Japan’s Shikoku island, about an hour’s drive from the capital city Tokushima. The tiny rural village in Japan has taken their commitment to sustainability to a new level. While the rest of the country has a recycling rate of around 20%, Kamikatsu beats

its neighbours with a staggering 80%. The town stated in the Zero Waste Declaration with the goal of being completely waste-free by 2020.

Town residents sort waste into 45 types in 13 categories, and managed to recycle 81% of all their refuse in 2016.

The categories cover everything from pillows to toothbrushes as the town aims to recycle all its waste, sending nothing to incinerators, by next year (2020).

The town of Kamikatsu adopted a “zero waste” policy in 2003. Before that, the town used to burn all its trash in incinerators.



Stacks of newspapers is separated from papers

In addition to helping the environment, recycling also has an economic benefit for the town. Incinerating trash can be expensive. “It costs six times less for recycling”.

Kamikatsu’s Waste Station is a center for interaction across the region and a model that is gaining interest from around the

The sheer inconvenience makes people think twice about what they buy.





Kamikatsu Residents bring their waste to the recycling plant

types in 13 categories in 2015. For example, metals are sorted into five types, plastics into six types, and paper into nine types. Only a very few kinds of waste are incinerated, including such materials as PVC or rubber, as well as disposable diapers and feminine hygiene products.

tonnes produced by the country each year by a quarter by 2030. The plan proposes that retailers should charge for plastic bags a measure already widely adopted around the world.

Well beyond this small town, people are recognising that reducing what you throw out could be a big step in the global battle against climate change. People get used to the new way of doing things and change their customs, “Once custom is changed, it becomes habit,”



Sorting boxes are lined according to resource type.

Trash pick-up doesn't even happen in Kamikatsu.

There's no garbage truck service there. Almost everyone has to bring their trash into the waste collection center, and only about 20% ends



Cans are crushed into space-efficient blocks of aluminum.

world. The local waste collection center is a very organised affair with each of the town's residents receiving a thick booklet of recycling guidelines.

up in the dumpster or incinerator. For older residents who are unable to drive themselves to the recycling center, the town does send a pick-up truck once every two months.

At the collection center, everything is carefully sorted and arranged under the watchful gaze of the attentive staff. The recycling center runs a tight ship with categories and sub-categories for all kinds of trash. Sorted waste has grown from 34 types in 2002 to 45

In 2018, Japan's government unveiled a proposal to tackle plastic waste, with the goal of reducing the 9.4 million



Kamikatsu's waste station

ISL Inaugurates 1,000,000 MT Capacity



By: Madiha Habib



Incorporated in 2007, International Steels Limited (ISL) is a leading manufacturer of flat steel products in Pakistan. Initiated with equity contributions from Sumitomo Corporation, JFE-Japan and the International Finance Corporation (A division of the World Bank), today, ISL has established itself as a premier provider of Cold Rolled Steel, Hot Dip Galvanized steels and Color Coated Steels in Pakistan.

Since its inception in 2011, ISL has consistently enhanced its production capacity and diversified its product and service offerings. Starting with an installed capacity of 250,000

MT in 2011, the company, with its recent expansion has enhanced this capacity to 1,000,000 MT. The announcement of the capacity enhancement to 1 Million Metric Tons was made at an inauguration event of the new production lines at the factory. Mr. Razak Dawood, Advisor to the Prime Minister Commerce, Textile, Industry Production & Investment was the chief guest at the occasion and several key personalities from the Pakistan's trade and

business community, diplomatic circles government

representatives, international technology partners and company employees were also present.

While inaugurating the new facility, Mr. Razak Dawood, lauded the role of domestic steel manufactures and

emphasized on the need to develop and expand the manufacturing base of the country along modern lines. He took keen interest in the efforts

“
Mr. Razak Dawood, Advisor to the Prime Minister Commerce, Textile, Industry Production & Investment was the chief guest at the occasion
”



of ISL and reiterated the government's resolve to support manufacturing. Later the guests were introduced with the currently installed facilities and expansions.

During the event, Mr. Towfiq Chinoy, Advisor and Director ISL emphasized the role of the steel industry in strengthening the manufacturing base of Pakistan. He mentioned that the domestic steel industry has undergone large scale expansion. An additional 750,000 MT expansion is in the pipeline, currently undergoing various stages of installation and commissioning. These capacities are sufficient to cater the current demand of Cold rolled and coated steel products of the country, substituting imports

and saving valuable foreign exchange. While explaining the role of ISL in bringing cutting edge technology to Pakistan, he commended the support of renowned global technology partners such as SMS Siemens from Germany and partners Sumitomo Corporation and JFE steels from Japan in bringing manufacturing technology to Pakistan.

“
Mr. Razak Dawood, lauded the role of domestic steel manufactures and emphasized on the need to develop and expand the manufacturing base of the country along modern lines
”

While reiterating the Company's resolve to invest and manufacture in Pakistan, he emphasized the importance of government policies to encourage local manufacturers, which, he mentioned enhances economic activities and creates employment opportunities for the people.



Japanese Calendar

Exhibition 2019

Consulate News

On February 18, 2019 the opening ceremony for the “Japanese Calendar Exhibition 2019” was held at the Japan Information and Culture Center in the Consulate-General of Japan in Karachi.



The event began with an enriching performance by Mr. Ashida Katsunori, Acting Consul-General of Japan in Karachi, along with the Consulate staffs. He demonstrated his talents on a ‘Wadaiko’; Japanese drums and engulfed the audience in the captivity of its music.

The artistic aura of the event shined through the carefully displayed calendars and each calendar had a distinctive theme attached to it; providing the audience a chance to experience various aspects of Japan. To top it off, a lucky draw was conducted which allowed the people to take a bit of the experience back home with themselves.

In his opening remarks, Mr. Ashida said “the Japanese Calendars are not just to check the month or date, but they are carefully designed to be an admired art because of their themes such as Japanese gardens or sceneries, Japanese architecture, animals and many more. The printing techniques of these calendars are such high quality that it is like having a piece of art at home.”



Enthronement of His Imperial Majesty Emperor Naruhito

On May 3, 2019, Consul-General of Japan in Karachi, Mr. Toshikazu Isomura, hosted a grand reception at his residence to celebrate the enthronement of His Imperial Majesty Emperor Naruhito.

After three decades, Heisei era came to an end and Japan entered a new era, Reiwa, from May 1. The name of the new era, Reiwa, means “beautiful harmony.” This name was taken from the oldest existing poetry anthology “Manyoshu” and it represents a culture being born and nurtured by people’s hearts brought together in a beautiful manner.

On the occasion, Consul-General of Japan in Karachi, Mr. Isomura, hoped that the new era continues to bring peace and economic prosperity

to Japan as well as to all other countries and that the people from Japan and Pakistan work hand

in hand to enhance the friendship furtherer. Mr. Isomura also invited the guests to visit Japan for the 2020 Summer Olympics as well as to his hometown, Osaka, which won the rights to host the 2025 World Expo.



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Pakistan Clinch Gold & Silver Medals in JU-JITSU World Cup 2019



By: Tariq Khan

Pakistani Ju-Jitsu young players secured 1 Gold and 3 silver medals in the Ju-Jitsu World Cup 2019 for University and Students of Higher Education held in Chiang Mai - Thailand from 10-12 April 2019.

Since Ju-Jitsu Sports is finding a place in UNIVERSIAD under FISU, hence Ju-Jitsu



International Federation organized the test event by inviting only College and University Students from its member countries.

By the grace of Allah Almighty, Pakistani athlete Fatima Irfan secured Gold Medal in Newaza -57Kg, whereas, Dilawar Khan

Sannan and Muhammad Ali Rasheed secured Silver Medal in Duo Classic Men category, 3rd Medal was clinched by the duo Dilawar Khan Sannan and Fatima Irfan in Duo Classic Mix category a Silver Medal. Another Silver medal was received by Dilawar Khan in Newaza Men Category of 77Kg. A total of 4 medals were received by a 3 member Pakistani young squad.

This was the first time Pakistan participated in this event.

We extend heartiest congratulation to the players as well as Associate Secretary PJJF Mr. Tariq Ali, who trained and coached these young players which has made the country proud. We hope business will support the PJJF to enable them to up the ante.



Business Partner

Reference:



Looking for Distributor

Painting Equipments, Air Compressors (ID:00007)



Proposal Category:

Distributor

Products Name:

Painting equipment, air compressor

Company Name:

MEIJI AIR COMPRESSOR MFG.CO.LTD

Country / Area:

Osaka, Japan

Target Country / Area:

Mexico, Peru

<https://www.youtube.com/watch?v=DQVDwNh03uI>

Description:

We are a general manufacturer of compressors, painting equipment, paint installations, etc. We continuously pursue the fusion of air, which is the source of infinite energy, with technologies. By promoting energy savings and the effective

use of air energy and paints, environmentally friendly and human-friendly products, and the systematization of the surrounding equipment, many customers use our products mostly in the machine and machine industries. Tools, and also in the industries of medicine, agriculture, stone materials, design, automobiles, etc.

Spray nozzles, humidifier and nozzle-related systems (ID:00006)



Proposal Category:

Distributor, Agent, and User

Products Name:

Spray nozzles, humidifier and nozzle-related systems

Company Name:

H. IKEUCHI & CO., LTD

Country / Area:

OSAKA, JAPAN

Target Country / Area:

All Countries (Except Japan)

<https://www.youtube.com/watch?v=TNP9NI1XfXg?rel=0>

Description:

Our company operates the manufacturing and the sales of spray nozzle products, and provide customer solutions business with spray-nozzle-generated fog as our core

technologies. Our spray nozzle operations play important roles in supporting the foundations of technical progress in increasingly advanced industrial fields. Regarding customer solutions, we make use of the unique medium of fog in our efforts to propose optimized solutions to combat global warming, solve energy-related problems, fight food shortages or otherwise respond to the needs of society. Both IKEUCHI's spray nozzle operations and customer solutions business activities are vital to the industrial world, and they serve a wide range of industrial fields and applications.

We are looking for partners in the following categories:

- 1) Sales Agents
- 2) Sales Distributors
- 3) Users wishing to purchase our products

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

Looking for Distributors



Proposal Category:

Distributor

Products Name:

500W Micro-hydroelectric Power Generating System “Seseragi”

Company Name:

MNJ CO., LTD.

Country / Area:

SHIZUOKA, JAPAN

Target Country / Area:

All Countries (Except Japan)

<https://www.youtube.com/watch?v=jRahK4zqRGo>

Description:

At MNJ, 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.

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

Looking for Distributor



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:

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.

Fine Bubble Generator:

Our technology made it possible to generate over 50 million

amounts of ultra-fine bubbles sized 10-300 nanometers in diameter in 1 cubic centimeter. Ultra-fine bubbles have four main features below:

Ultra-fine bubbles:

10-9 scaled bubbles in diameter

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.

Cleaning effect:

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

Bioactivity:

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

Food Waste Recycling Machine:

Our machine 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.

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

Looking for Distributor in Vietnam



Proposal Category:

Distributor

Products Name:

Roll Slitter, Sewing Machine for both sides, Heat Cutting

Machine, Fold and Stitching Machine

Company Name:

KINDAI Co., Ltd.

Country / Area:

OSAKA, JAPAN

Target Country / Area:

Vietnam

<https://www.youtube.com/watch?v=zs9bAHnmL7A>

<https://www.youtube.com/watch?v=ACPCzJqKBPK>

Target Industry

- Textile Industry
- Printing Industry
- Paper Processing Industry
- Film Industry
- Chemical Industry
- Non-woven Fabric Industry

IMC to support young athletes in journey to Tokyo Olympics, Paralympics in 2020.



Indus Motors Company (IMC) will support Saadi Abbas Jalbani, local karate athlete, and Zainab Barkat, national wheelchair table tennis champion, to represent Pakistan in the Olympic Games and Paralympic Games Tokyo 2020.

"This is a part of the company's global 'Start Your Impossible' initiative that reflects the Olympic and Paralympics spirit of encouragement, challenge and progress," said CEO IMC, Ali Asghar Jamali.

Saadi Abbas Jalbani hails from Lyari, Karachi has risen sharply to become the first South Asian to win Asian Karate Do Championship. Similarly, Zainab Barkat is a prominent wheelchair table tennis player who has shown incredible performance in national events.

Atlas, Daido to start JV

By: *Muhammad Faisal*

Atlas Autos and Daido Kogyo Co. Ltd of Japan (DID Group) signed a Joint Venture Agreement on June 18, 2019 to establish a facility to manufacture international quality motorcycle Chains in Pakistan. The new JV company will be called Atlas DID (Private) Limited and will be established at Atlas Industrial Park Landhi-Karachi. The two Groups intend to launch the project with an initial combined equity investment of US \$8 million with Atlas Autos having 60% share and Daido 40%. The plant capacity will be 2 million chains per year. The commercial production is planned to start from October this year. The venture will provide employment to estimated 180 persons at full production.



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CEO / Director
Premier Cables (Pvt) Ltd.



Mr. Sohail Shams
CEO
United Marine Agencies
(Pvt) Ltd



Mr. Tariq Mehtab Feroz
CEO
Uniferoz (Pvt) Ltd



Mr. Arshad Hamid
CEO
Ocean Network Express
Pakistan (Pvt) Ltd



Mr. Najeeb Malik
Managing Director
Master Textiles



Mr. Mian Attiq Rehman
Managing Director
Pak Shalimar Carpets



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