



RISING SUN

**Federal
IT minister
meets PJBF**



**Multilateral forums
meeting with
SBP Governor**



**Meeting with the
Special Advisor to
the PM of Japan**



**Vice Chairman
PJBF visits
Japan**



**Seminar on Trade
& Investment**



**President Alvi Meets
the PM of Japan**



PJBF AGM 2019



Japan Fest 2019



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Feature



KALIM FAROOQI
Editor in chief

Dear Readers,

The second half of 2019 has witnessed rapid headway towards Pakistan-Japan relationship. Ambassador Kuninori Matsuda who took charge as Japan's Ambassador earlier this year had mentioned in his maiden message to Pakistan "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". True to his words, we see him enthusiastic about

further expanding the Bi-Lateral ties. He has already made his rounds to important cities in Pakistan and is commonly seen meeting a broad spectrum of relevant individuals, both in the public and in the private sector.

The Ambassador was seen inaugurating three new state of the art Non-Intrusive Inspection Containers Scanning Terminals at East and West Warf in Karachi Port and Port Bin Qasim funded under Japanese grant assistance at a cost of JPY 1.877 billion. The Government of Japan has also announced a contribution of USD 2.1 million to support refugees and their host communities in Pakistan. The new funding will strengthen UNHCR's interventions in the areas of education, health care, and water and sanitation – benefitting 70,000 refugees and host communities in Khyber Pakhtunkhwa, Baluchistan, Islamabad, Punjab and Sindh. It is also decided that Japan will provide financial assistance of \$60,613 for a street pavement project in Union Council Beer, Haripur District. Also, in the news is that UNDP and the Government of Japan have joined hands to provide support to the Government of Pakistan in building capacity of law enforcement agencies in the newly merged districts of FATA. An agreement to this effect was signed under which the Government of Japan will establish secure infrastructure for police, worth USD 3.5 Million and training of law enforcement personnel to enhance their capacity to perform policing functions.

In continuation of their support to eradicate polio from Pakistan, Japan provides yet another US\$ 4.5 million grant aid to support the supply of the oral polio vaccine.

Finally, and just before the year end, a special representative of Prime Minister Shinzo Abe, the Honorable Kentaro Sonoura was specially sent to Islamabad to witness the signing of a Memorandum of Cooperation with the Government of Pakistan for "Specified Skilled Workers" which aims at paving the way for skilled Pakistani workers to get employment opportunities in Japan.

While in Islamabad, he also called on Prime Minister, Imran Khan as also the Army Chief, Qamar Bajwa to discuss matters of mutual interests. Earlier, he had visit Karachi and met with PJBF members, separately covered in this issue.

Ambassador Matsuda during his diplomatic sojourns in Pakistan visited several business-related organizations and when in Karachi chaired the Annual General Meeting of the PJBF. This too is covered separately in this issue.
Happy Reading!

The Government of Japan

announced grant aid worth around 322 million Japanese Yen for the Human Resource Development Scholarship Program in Pakistan. Announced was also a grant aid worth around 560 million Japanese Yen to the United Nations Industrial Development Organization to support Agri-Food and Argo-Industry Development in Pakistan's Province of **Khyber Pakhtunkhwa** and **Baluchistan**.

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Federal IT minister meets PJBF

Muhammad Faisal

PJBF arranged a meeting with Dr. Khalid Maqbool Siddiqui, Federal Minister for Information Technology and Telecommunications (MoITT) on 15th November 2019 at Marriott Hotel Karachi. Chairman PJBF, Consul General of Japan, Mr. Toshikazu Isomura, GM JETRO, DG MOITT, Japanese & Pakistani Directors of PJBF and others were in attendance.

Mr. Sohail P. Ahmed, while welcoming the minister introduced PJBF and its activities. He added that PJBF is of the view that that IT sector needs to be introduced to the Japanese businesses. For this reason, PJBF is considering taking Pakistani IT houses to Tokyo IT exhibition, to be held in April next year.

Pakistan's information and communications technology (ICT) sector has surpassed \$10 billion mark with more than 74 million broadband users and over 76 percent tele density. This was stated by Federal Minister for IT and Telecommunication Dr. Khalid Maqbool Siddiqui during meeting. The minister said that the MoITT is committed to serve the promise for digitally transforming the country into a knowledge-based economy.

Responding to another question, the Federal Minister said Pakistan possesses immense potential specially in the ICT sector and companies like Huawei, ZTE, Nokia, Ericsson and Cisco have a majority of the global employees acquired from Pakistan which exactly explains the



quality and ability of skilled human capital available in Pakistan. MoITT facilitative approach and government's business friendly policies are now attracting foreign investors in the technology sector. We are in the concluding phase with one the Internet's most widely used payment gateway company of Sweden to boost the E-Commerce trade.

Earlier, Mr. Zeeshan Ali Bokhari, Director General MoITT presented in detail the magnitude of ICT sector, offers, initiatives and facilities provided by MoITT. He said MoITT aims to promote development of telecommunication services in an un-served and under-served rural areas of Pakistan. With extended Fiber cables our tele density increased from 44% to 76% in last 10 years and have a plan to cover above 90% in coming 5 years. We are implementing "Digital Pakistan Policy" and "E-Commerce

The reason

why Pakistan is a more responsive market to technological advancements is the overwhelming numbers of youth having more than 65% of the population between the ages of 15 and 40 and "we want all the stakeholders to play their due part in early digital inclusion and financial inclusion of the people" he said while answering a question in a meeting.



Policy". To support local IT startups MoITT extended Rs. 15 million funds.

Answering to question he said average Broad band speed in Pakistan is 14.03 megabits per second (Mbps) is better than India, Bangladesh and other neighboring countries but less than Japan. We have tested 5G technology and planning to launch it, which will increase average speed to 30 Mbps. But 5G and cloud Services will bring enormous pressure on the optical and IP networks. In order to support the IT industry, we are working on all areas to cope with these challenges.

Chairman PJBF asked minister for support for PJBF IT delegation visiting Japan in April 2020. The Minister appreciated the efforts by PJBF and while taking notes, assured PJBF of his full cooperation. He also assured Japanese that the government of Pakistan will continue to protect and facilitate all legit foreign investments in the country.

Mr. Tetsuya Suematsu, Sr. Vice Chairman thanked Minister, DG and other participants who took time from their busy schedule for the meeting. He asked minister to kindly peruse the JD Action & Monitoring Committee meeting with MOC to deal with IT sector segment.

Mr. Sohail P. Ahmed also thanked Mr. Feroz Alam Shah who arranged this meeting.

The meeting was followed by high tea.



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INTERVIEW BY NIKKEI

PAKISTAN PRESIDENT SEES BELT AND ROAD AS PATH TO POVERTY RELIEF



Photo by Shihoko Nakaoka

GO YAMADA, Nikkei senior staff writer

OCTOBER 23, 2019 15:06 JST

ALVI SAYS ECONOMY IS ON MEND AS MONEY LAUNDERING AND CORRUPTION SUBSIDE

Pakistani President Arif-ur-Rehman Alvi speaks to the Nikkei Asian Review in Tokyo.

TOKYO -- Pakistan's president believes efforts to root out corruption have set the stage for an economic revival in his country, and he is optimistic that both China and Donald Trump's U.S. will play important roles in that brighter future.

President Arif-ur-Rehman Alvi, who spoke to the Nikkei Asian Review while visiting Tokyo for Emperor Naruhito's enthronement ceremony, also expressed hope that Beijing's Belt and Road Initiative will not only bring infrastructure but also help address social issues like poverty.

Pakistan has received considerable aid from countries such as Saudi Arabia, the United Arab Emirates and China, along with a \$6 billion bailout package from the International Monetary Fund. Alvi insisted better days ahead.

"Four things are very important," he said. "First, money laundering is going out of Pakistan. The second thing is that Pakistan has started fighting against corruption, which discourages foreign investors."

The third key point, he continued, "is the docu-

mentation of the economy. Because all the corruption and money laundering were happening, when the government was very poor, this government has insisted on documentation of the economy and bringing more people into the taxpaying net."

"The fourth thing is that we have slashed the major trade deficit."

Pakistan's economy has indeed been showing some bright spots. The trade deficit for the July-September quarter of 2019 shrank by 34.8% on the year. Tax collection for the same period was 13.5% higher.

"Our exports have been increasing slightly but imports, especially luxury goods, have declined. So the trade gap has been reduced," the president said.

Overall, Pakistan remains in a difficult economic situation. Gross domestic product growth for fiscal 2018-2019 came to 3.3%, the lowest in eight years.

But Alvi was adamant that things are looking up. "I think [the entire] situation was improved, having the package from the IMF, and opening doors to cooperation with the Asian Development Bank, World Bank and other funds of Asia." The IMF and World Bank provided assurances of continued support in meetings with Pakistani officials.

"Today, capital is available at a very low interest rate in the world, around 1% or so," the president said. "It is very comfortable to repay those loans for developing infrastructure."

To this point, the focus of the infrastructure drive has been the China Pakistan Economic Corridor, or CPEC -- a \$50 billion endeavor at

the heart of the Belt and Road. This was hailed as a game changer for Pakistan but has also been criticized as an example of "debt-trap diplomacy" by Beijing -- a strategy critics say forces countries that rely on Chinese money to give up other concessions in return.

Alvi, though, is hopeful that the Belt and Road can be about more than just physical infrastructure. "In the first phase, we were looking at energy. Today we have gone to more social-related issues -- poverty alleviation, improvement in education and health care."

He also stressed that warming relations with the U.S. should give Pakistan's economy another boost.

"There is better understanding in Mr. Trump's mind of what is happening in the geopolitical region, and what is a solution in Afghanistan," he said of the American president, arguing that this will lead to more U.S.-Pakistan trade.

"Trump said that we intend to increase bilateral trade to 20 times. That is a very important statement coming from the U.S. president."

On the diplomatic front, too, Alvi sees Islamabad gaining a higher profile. "Recently, Mr. Trump mentioned, Saudi Arabia and Tehran show some inclination for Pakistan to play a role of improving contact and mediation. So Pakistan has become a very big player."

This would build on Pakistan's involvement with the Afghanistan peace process. "Pakistan is already playing a role, encouraging negotiation between the Taliban and the government," Alvi said. "Pakistan has no interest but peace. Pakistan has a role in suggesting mediation to bring them to the table, has a role in future reconstruction."

Even so, Pakistan has struggled to make much diplomatic headway on a high-priority issue of its own:

India's decision in August to revoke Article 370 of its constitution, which guaranteed special status to predominantly Muslim Jammu and Kashmir. Despite loud appeals from Pakistan, only a few countries voiced concerns.

"Besides ethics, moral and legal issues, countries look at market," Alvi said. "India is a big market, so these arguments took a back seat."

He continued: "I think what Pakistan needs to do is to let the world understand that promises, the United Nations Security Council resolutions [which underline the Kashmir people's right to self-determination], were made by anybody else but the Indian government itself."

Meanwhile, Pakistan aims to keep building up its economy with the help of international partners. Japan is also keen to assist Pakistan with developing infrastructure and human resources while enhancing security.

The president hopes to expand trade with Japan, ultimately through a free trade agreement but even before a deal is sealed. He pointed to the way Bangladesh benefits from special preferential tariff treatment by Japan and said he would talk with Prime Minister Shinzo Abe about a similar arrangement.

"We should be able to import Japanese machinery with no duty, before the FTA happens," he said.

As for examples of Japanese infrastructure investment, he pointed to the revival of the Karachi circular railway project.

"The security situation made the movement of Japanese investors to Pakistan difficult," Alvi said. "But now the security has much improved."



Annual General Meeting

Pakistan Japan Business Forum

October 08, 2019

Fahim Sulaiman

“Japan had links with Karachi as it had a port from where Pakistani cotton would be exported to Japan since around 1920,” the ambassador, who likes to be called Matz, said. He said Pakistan was one of the first countries to establish diplomatic relations with Japan and Japan is willing to play its part in the development of Pakistan. Citing his visit to Pakistan’s largest city, the envoy pointed out that Karachi had ample business opportunities that needed to be tapped. He called the city an important economic and trade hub. In the 1960s, he said, Karachi was a cultural and entertainment hub

and young persons and investors from all over the world including Japan used to visit the city.

Terming Japan a foundation for the automobile industry in Pakistan, the ambassador revealed that his country was increasing investment in Pakistan’s automotive sector. He said besides the automobile sector, Japan could collaborate with Pakistan in areas of food, fishing, agriculture, pharmaceutical, energy, education, logistics, tourism and others, said Ambassador Extraordinary and Plenipotentiary of Japan to Pakistan Kuninori Matsuda while making his presentation at The

11th Annual General Meeting of Pakistan Japan Business Forum (PJBF) which was held on October 8th 2019 at Marriott Hotel Karachi.

Japan has included Pakistan among top 10 most favorite countries to acquire skilled work force from. Other countries in this list include Indonesia, Malaysia, Srilanka etc.

Talking about the shrinking population of Japan, he said Japan is suffering from decrease in population, ageing society and

decrease in workforce. Japan has now opened up its labor market and changed immigration law. Japan will give priority status to Pakistani workers in information technology, automobile industry, etc. He said Japan is very keen to contribute for the prosperity of Pakistan. “The new Japanese working visa will be a game changer” Japan is trying to make its contribution for the prosperity of Pakistan. Tourism is also a good idea, Mr. Kuninori Matsuda added. The Japanese ambassador said that Japan also saw e-sports as a big opportunity in Pakistan. Other opportunities viewed by

PJBF recognized the dedicated contribution of Mr. Abdul Kader Jaffer the Former Chairman of the Pakistan Japan Business Forum (2006-2012), in strengthening economic relations and mutual understanding between Japan and Pakistan, on receiving The Order of the Rising Sun, Gold Rays with Neck Ribbon, by Japanese government in appreciation of his major contribution.

Japan in Pakistan, according to the diplomat, included baby formula companies, pharmaceuticals, tourism, the energy sector, etc.

Besides the members and the Board of Directors of PJBF, the AGM was attended by Patron In-chief of PJBF, the Japanese Ambassador Extraordinary and Plenipotentiary, H.E Mr. Kuninori Matsuda, Patron-PJBF, the Consul General of Japan in Karachi, Mr. Toshikazu Isomura, many city

elites, Diplomatic Corps resident in Karachi as also distinguished members of local business community.

Welcoming the Ambassador, Consul General and other distinguished guests, Chairman PJBF, Sohail P. Ahmed presented a brief on the performance of the Forum during the preceding 1+½ year. He dilated on the Joint Dialogue held in December 2017 in Tokyo. SME Delegations taken yearly by PJBF, training in Japan and Pakistan, Interaction with Government functionaries etc. He pointed out that PJBF had taken upon itself to promote the IT & Fisheries sector over the last 3 years.

PJBF honored JU JITSU squad, A Japanese Martial Art, in which Pakistani team won Gold and Silver medal in world cup of students held in Thailand. PJBF extended heartiest congratulation to the players as well as Associate Secretary PJBF Mr. Tariq Ali, who trained and coached these young players which has made the country proud.



The musical program was led by talented Mr. Katsunori Ashida, Deputy Consulate General of Japan in Karachi he got a standing ovation for his team, (Called the Emergency) performing Pakistani and Japanese songs. Mr. Tetsuya Suematsu, Sr. Vice Chairman delivered the closing address and the event was followed by sumptuous Dinner.





Multilateral Forums invite SPB Governor

Muhammad Faisal

Led by the Pakistan Japan Business Forum, the State Bank Governor Dr. Reza Baqir was invited for an interactive session with the members of nine other Bi-Lateral Business Forums. Such Bi-Lateral forums consists of members from Pakistan and also nationals from respective countries they represent. Welcoming the Governor, Sohail P. Ahmed, Chairman of the Japan Forum pointed out the concerns of the business community primarily due to exchange rate, interest rate and inflation which has created a negative perception, and which has harmed the economy. He also pointed out to the hot money; over \$ 1 Billion that has been invested in T-Bills because of high interest rates.

The Governor clarified

that the risks posed by such investments are limited and accounts for less than two percent of the total outstanding marketable government securities which translates to less than half a percent of GDP. Besides, the tenor of such investments has been increasing with more mon-

ey coming in for longer duration instruments as investor confidence grows. He gave the example of several emerging economies that have attracted investments from outside in much greater amounts on a sustainable basis in their local currency debt markets while using that as a major stimulus in their macroeconomic development.

In the Q&A session, several questions were put to the Governor about the difficulties being faced by various sections of the business community. The common factor was the timely availability of foreign exchange to meet their demands both in the trading, manufacturing and in the services sector to deal with requirements





such as repatriating funds towards payment of royalties and servicing requirements both in the manufacturing and trading sectors. The Governor directed Arshad Mehmood Bhatti, Director, Exchange Policy Department, to elaborate upon the steps being taken by SBP to ease the situation and who later individually met several businessmen to hear their grievances and invited them to visit with their specific issues to be looked into. The interactive session was largely attended by a cross-section of businessmen.

The Forums participating were

- _____ Pakistan Japan Business Forum
- _____ German Pakistan Chamber of Commerce and Industry
- _____ Swiss Business Council
- _____ Pakistan Russia Business Forum
- _____ Pakistan Philippines Business Forum
- _____ Pakistan German Business Forum
- _____ Pakistan Australia Business Forum
- _____ Pakistan Korea Business Council
- _____ Pakistan - Malaysia Friendship Association and Forum
- _____ Pakistan Belgium Luxembourg Business Forum.





Tahir Cheema appointed as Commercial Counselor at the Embassy in Tokyo

Kalim Farooqui

Informing reaching PJBF indicated Tahir Cheema was designated to be the Commercial Counselor at Pakistan Embassy in Tokyo. Vice Chairman, Kalim Farooqui got in touch with him with a request to visit PJBF if an opportunity arises to visit Karachi. He informed that he will be visiting Karachi to meet up with the likes of Karachi Chamber of Commerce (KCCI), Trade Development Authority of Pakistan (TDAP) and the Federation of Pakistan Chambers of Commerce and Industry (FPCCI) before moving to take up his assignment in Tokyo. He was requested to earmark a visit to PJBF also and which he very kindly did during his brief Karachi visit.

A meeting was arranged with the Board of Directors of PJBF which was also attended by the Patron Consul General Isomura, besides the Chairman Sohail P Ahmed, at the PJBF office. He introduced himself and we were informed about his background which currently includes working as Deputy Secretary at Economic Affairs Department



Earlier he served as Deputy Collector of Customs at Customs Service of Pakistan and was also involved with National Single Window (NSW) project and other trade promotional matters with TDAP and BOI. It was perhaps with his experience and background that he was considered to be appointed as the Commercial Counselor at the Embassy in Japan.

in Prime Minister's Office which deals with the economy, finance and development related federal ministries and organizations, primarily focusing on fiscal policies with an impact on energy, infrastructure, industry, trade and investment.

Prior to his visit to Karachi, he had called upon the Japanese Ambassador in Islamabad who he briefed about his assignment and sought cooperation during his tenure. He also confirmed that the government has now decided to grant a fixed term of

3 years which is also extendable depending upon the performance. Cheema confirmed his meaningful meeting with the Ambassador and was appreciate of his professional acumen.

Chairman Sohail P. Ahmed briefed Cheema about the history and background of PJBF and assured assistance in all his endeavors to promote trade and investments. He highlighted the impediments in the way and sought his support as he would be writing to him on specific issues as soon as he settles down

in Tokyo. In the case of trade with Japan, he stressed upon the fact that since it weighs heavily in favor of Japan, new areas of exports from Pakistan needs to be explored such as Information Technology, Sporting Goods, Surgical Instruments, Marine products. Cheema was also briefed on the Joint Dialogue last December which was led by the Advisor to the Prime Minister Razak Dawood. Several matters are yet to be addressed and Cheema's help was sought since he was sitting and working the Prime Minister's Secretariat.

Hitoshi Kanahori, GM-MUFG Bank, Karachi said that Japanese companies have been facing difficulties in transferring funds against royalty, technical fees etc. since one and half year and that procedures at State Bank of Pakistan (SBP) is creating unnecessary delays in documentation. Kanahori added that Pakistan's foreign exchange reserves will further decrease if investors cannot fulfil their obligations with respect to payments. It becomes a deterrent to attract further investments.

JPBCC also discussed this matter in meeting with President of Pakistan and Ambassador of Pakistan in Tokyo. Sohail P. Ahmed further elaborated that after JD, PJBF have had an Action Monitoring meeting headed by the Advisor Razzak Dawood held in Karachi in February 2019 in which PJBF, JETRO, and the Consul General were also present. An Action & Monitoring Plan was discussed and finalized.

Tetsuya Suematsu, Senior Vice Chairman PJBF briefed him about Japan Pakistan Business Cooperation Committee (JPBCC) and Joint Dialogues (JDs) between the two countries. He requested Cheema to work with Ministry of Commerce to persuade on Action Plan developed subsequent to the last JD.

In that meeting it was reconfirmed that Chairman of this committee would be Secretary Commerce. The Advisor endorsed and it was also decided to hold next meeting in May which was not held. Sohail P. Ahmed informed about his recent meeting with Shafiq Shahzad, Joint Secretary at MOC and a request to himself chair the meeting in the absence of the Secretary which is yet to take place. Feroz Shah, another Director PJBF informed that Japanese are also facing business / Job visa issues. MOI unnecessary delays the process of clearance. Being Advisor to BOI he has raised this matter with GoP time and again but no action has yet been taken.

Chairman Sohail added that

PJBF is also focusing on fisheries sector as an Action item of JD; and when he met with CEO, TDAP he put this matter before him, because of the potential of export. PJBF was informed by Tahir Cheema that the recently formed National Development Council (NDC) is supposed to take care of fisheries and coastline development. If PJBF approaches them, it will put stakeholder under one umbrella.

Chairman also briefed on the SME delegations PJBF took to Japan. In 2020 PJBF is considering taking a delegation at the time of IT exhibition in Japan in April 2020. He requested Cheema's help for arranging B2B meetings and other logistics for PJBF delegation which he agreed to. Mr. Kalim Farooqui presented the profiles of last three business delegations, summaries of Joint Dialogues and other PJBF publications to Cheema. The minutes of Action & Monitoring Committee were also presented to him.

Cheema informed that a Japanese business delegation is coming on November 18th to Islamabad. The Japanese Ambassador has requested him to meet them which he has accepted. Thereafter he will leave for Tokyo and hopefully in fourth week of November he will take charge as Commercial Consular in Embassy in Tokyo. He expressed his support to PJBF. As we write, Tahir Cheema is in Tokyo and will be following up various matters brought to his notice. PJBF wishes him all the best in his daily pursuits in Japan.



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AOTS & ABK Dosokai Cultural Night 2019

The ceremony started with Tala-wat-e- Quran. National Anthem of Pakistan and Japan were played. Mr. Anas was the stage secretary. Besides the members of AOTS Lahore and Karachi, Several imperative personalities were invited which comprises Mr. Yuji Tokita (Head of Economic and Development Embassy of Japan), Mr. Hironobu Youshimura (CEO HONDA Atlas Cars Pakistan), Mr. Ashida Katsunori (Deputy consul general of Japan, Karachi), Mr. Abdul Majeed sheikh (President AOTS Karachi), Honorary Consul General of Japan in Quetta and foremost Business community of Pakistan.

Mr. Syed Nabeel Hashmi, Chairman AOTS HIDA Lahore welcomed the guests with his inaugural greetings. He briefly explained the activities of AOTS and discussed possible methods to improve the role of AOTS for the betterment of Pakistan and Japan Economic and cultural relations.

Mr. Yuji Tokita (Head of Economic and Development Embassy of Japan) enlightened about the opportunities of doing business in Pakistan as compared to other South Asian countries.

Mr. Sohail P. Ahmad (Chairman PJBF) gave a compact briefing on the activities of PJBF and showed his true drive and tenacity to get to the heart of the audience. He appreciated the efforts of arranging AOTS Cultural Night Show by AOTS brilliant office bearers and encouraged them for their activities and their wonderful arrangements. He also spoke highly of other important dignitaries and executive members of PJBF North chapter for their true sentiments and active participation to make a successful event. He motivated the audience to become part of both economies and

AOTS & ABK Dosokai (Lahore Regional Center) hosted AOTS Cultural Night on November 30th 2019, at Local hotel, Lahore. It was a family get together of AOTS members. Mr. Sohail P. Ahmad (Chairman PJBF) was invited as a guest of honor. He was welcomed by Mr. Syed Nabeel Hashmi (Chairman AOTS Lahore), Mr. Shahid Ali Malik (SVC PJBF North), and all the executive members of AOTS Lahore.



raised awareness about developing business activities in both countries. He also expressed his deep gratitude to the embassy members and other official figures for their participation and cooperation. In his concluding remarks, he expressed great wishes for further strengthening the cordial and friendly relationship between Japan and Pakistan.

Several Executive Members of PJBF North along with their families attended the AOTS Cultural night.

Mr. Syed Nabeel Hashmi presented souvenirs to honorable guests and Sponsors. Mr. Razzak Ahmad VC AOTS Lahore thanked all guests for their presence. Group photo was made with Honorable guests and all the

participants.

Mr. Ashida Katsunori (Deputy Consul General of Japan, Karachi) gave a dazzling Performance of Japanese and Pakistani music with his team.

The delicious dinner with the variety of dishes was served in the pleasant environment. After the dinner a remarkable Pakistani Cultural Show took place, which made participants to give a great applause.

At the end Mr. Khalid Baig a well Known Singer, sang with his beautiful voice and the guests enjoyed it a lot.



Earlier this year, PJBF Business Development Committee, which had set forth various goals, one being to develop ties and relationship with other business organizations, signed an MoU with Karachi Chamber of Commerce & Industry.

MoU signed with KCCI

Mr. Qamar Usman



The MoU was signed by President KCCI Junaid Esmail Makda and Chairman PJBF Sohail P. Ahmed at KCCI office.



KCCI being the largest chamber of commerce of the country, was a venerable choice.

In the Memorandum of Understanding both institutions have agreed to jointly identify the common challenges affecting their members and collectively develop responses to these challenges so that trade between Pakistan and Japan could be enhanced. KCCI and PJBF would identify opportunities to maximize the efficiency of information exchange for industry friendly policies for healthy market and for Industrial development in Pakistan.

It was decided that KCCI and PJBF would nominate a contact person from their institutions to form a working group on specific matters of common interest, research and industrial development, besides sharing details of those members who were currently engaged in trade with Japan.

Speaking on the occasion, Chairman PJBF Sohail P Ahmed, while highlighting some of the major achievements, said that PJBF was the only

bilateral forum which participates in the government-to-government dialogues, PJBF held a multilateral investment conference in 2011 which was attended by over 200 individuals from 35 countries. PJBF in collaboration with Japan also prepared a comprehensive report during Musharraf's government on how to achieve the Vision 2030, but unfortunately that valuable report is accumulating dust in Islamabad", he added.

PJBF has been regularly sending SMEs delegations to Japan every year and arranging B2B meetings that have resulted in achieving more than what was being expected. Sohail P. Ahmed was of the opinion that Karachi Chamber can play an important role in stimulating the efforts to improve the state of the industry and the economy.

President KCCI Junaid Esmail Makda stated that the MoU being signed today would help in building strong linkage between the two institutions and pave way for improved trade and investment



Japan fulfills its large share of grain, textile and surgical goods demand through imports. Hence, Pakistan can tap these segments by exporting its products to Japan which would further boost the bilateral trade volume between the two countries. Pakistan and Japan must also look for joint ventures in the automobile sector by providing training assistance,

he stressed.

He further added that KCCI wants to promote business, mutual understanding and friendly relations between the business communities of Pakistan and Japan. “We also want to promote Japanese investment in Pakistan and do everything for the development of Pakistan–Japanese business cooperation”

ties between Pakistan and Japan. He said collective efforts are required from both sides to enhance trade. He was of the opinion that there was a huge potential to enhance bilateral trade relations between Japan and Pakistan. He said the declining figures of trade with Japan is worrisome for business community. It is needed to develop effective strategies to boost trade among two nations.



PJBF Signed an MOU for Association Management System (AMS)

Muhammad Faisal



Pakistan Japan Business Forum (PJBF) has signed a Memorandum of Understanding with

Petrol Solution for free of cost deployment of Association Management System (“AMS”) at PJBF website. This plan was drawn after multiple discussions between the two entities with the objective of collaborating to support PJBF and its members through an active portal that facilitates interactions and contacts with its

members 24/7.

The MoU signing ceremony took place on September 30, 2019. Petrol Solution Director, Mr. Nabeel Bin Tariq Siddiqui signed the MoU on behalf of Petrol Solution, and Company Secretary Mr. Muhammad Faisal signed the MoU on behalf of PJBF.

Interactions include upgradation of website records, only members can access information about members, view member directories or social interactions (private

social network, message boards, etc.). Contacts include membership sign-up, membership renewals, certification, event and seminars registrations etc. Petrol solution will also give training to PJBF members for completion of their profile and other related info which they would like to synchronize with it. if they would like to make their company page at PJBF website.

Petrol Solution has also made similar MOUs with PAPAAM & Pakistan Hosiery Manufacturers & Exporters Association.



President Meets the

Prime Minister of Japan

Mr. Shinzo Abe

The President of Pakistan H.E. Dr. Arif Alvi met the Prime Minister of Japan H.E. Mr. Shinzo Abe at the Prime Minister's Office this morning.

The President expressed his heartfelt condolences on the loss of precious lives caused by the recent Typhoon Hagibis in Japan and wished the injured early recovery.

The President felicitated the Prime Minister on the Enthronement of His Majesty the Emperor of Japan and hoped that the new Japanese era "Reiwa" would bring more prosperity and well-being for the friendly people of Japan.

The President stressed on the need for both countries to work together more closely to enhance mutually beneficial relations particularly in the fields of investment, trade, human resource development and people-to-people contacts.

With a young Pakistan having 60% of its population below the age of 30 and a greying and shrinking population in Japan, the President also highlighted the inherent complementarities that could be exploited to benefit economies of both countries.

The President mentioned the worsening situation of human rights in the Indian Occupied Jammu and Kashmir and requested the Prime Minister to impress upon India to restore the fundamental human rights of the Kashmiris. Prime Minister Abe expressed his gratitude to the President for attending the ceremony and expressed hope that such exchanges will help in further enhancing the bilateral relations between Japan and Pakistan.



Stanely Electric Group JV

Stanley Electric Group- News Release

November 7, 2019

~ Strengthening our Business Operations in Pakistan ~ Stanley Electric Co., Ltd.

Stanley Electric Co., Ltd. (Head Office: 2-9-13 Nakameguro, Meguro-ku, Tokyo, President and Representative Director: Takanori Kitano) has invested in "Electropolymers (Private) Limited" receiving a portion of shares by means of a third party allotment implemented by Electropolymers (Private) Limited, a company primarily involved in the manufacture of automotive and motorcycle lights in Pakistan, with the aim of further strengthening business operations in the Asian region.

In recent years, the manufacture and sale of motorcycles is trending strongly in Pakistan, with the market for motor vehicles continuing to grow faster than that of motorcycles. While we have been considering breaking into the market in Pakistan with the aim of further expanding our automotive equipment business in the Asian region, following a series of talks with "Electropolymers (Private) Limited", it has been agreed that we will receive a portion of new shares issued as a result of a third party allotment, bringing our shareholding ratio to all issued stocks to 25%. At the same time, it has also been agreed that Thai Stanley Electric Public Co., Ltd., an affiliate of the Stanley Group a 35% interest in "Electropolymers (Private) Limited", will hold 10% of all issued stocks, giving the Stanley Group a 35% interest in "Electropolymers (Private) Limited".

This move will allow the Stanley Group to establish the framework necessary to supply products to the Pakistani market while also enabling us to learn local business practices. Leveraging the advantage presented to us through "Electropolymers (Private) Limited", we aim to strengthen our supply framework for automotive lights in the Asian region, and by continuing to create products that meet the needs of our customers, will look to enhance the business performance of the Group as a whole.

[Overview of the Company Concerned]

Company Name: Electropolymers (Private) Limited
Location: Karachi, Pakistan
Company Representatives
Director, Chief Executive Officer
Managing Director
Director
Director (Part-time)
Director (Part-time)

Narisa Dharani
Naina Hassan Ali Dharani
Emaan Dharani
Imaara Dharani
Yoshitsugu Matsushita
Koichi Nagano

Main Area of Business: Manufacture & sale of automotive and motorcycle lights
Capital: 9,240,000 PKR

<Inquiries regarding this news release>
Stanley Electric Co., Ltd. Contact: Hamaya
Corporate Planning Department, Corporate Planning
Section Contact: Hamaya
2-9-13 Nakameguro, Meguro-ku, Tokyo Japan 153-8636
TEL: 03-6866-2716 FAX: 03-6866-2317





PJBF arranges to meet and greet the Special Advisor to the prime minister of Japan Mr. Shinzo Abe

Kalim Farooqui



Taking the opportunity of his brief stay in Karachi where he was scheduled to call on the Governor of Sind, Imran Ismail and visit the mausoleum of Quaid-e-Azam before proceeding for Islamabad, PJBF invited select notables of Karachi including the members of the board of directors of PJBF to meet the honourable guest. His visit to Karachi was for the first time, though having once visited Islamabad last year when he had called on the Prime Minister. He interacted with the guests representing different sectors including business, education, bureaucracy, journalism, politics, finance and media.

Kentaro Sonoura Special Advisor for Foreign Affairs to President Shinzo Abe of the Liberal Democratic Party (LDP) made a brief stopover in Karachi on his way to Islamabad where he called on Prime Minister Imran Khan and the Army Chief, Qamar Bajwa. He is also a Member of The House of Representatives.





workers from Pakistan and the recipient organizations in Japan but will also go a long way in further cementing the Bi-Lateral relations between Pakistan and Japan. He also acknowledged that his interaction with the guests has broaden his knowledge about Pakistan getting first-hand information about various matters that he discussed individually. He believed many sectors are open for cooperation which can help both countries. When asked as to when Pakistan should, and specially Karachi, expect the visit of the Japanese Prime Minister,

he with a broad smile replied your request will certainly be communicated. He thanked PJBF for arranging such a meeting with prominent participants and hoped for further opportunities to visit Karachi. The meet and greet by a cross section of relevant Karachiites was arranged by PJBF over an early working lunch.

Speaking on the occasion

he mentioned that the main purpose of his visit to Pakistan was to sign a memorandum of cooperation for allowing specified skilled workers from Pakistan to work in Japan and being given the status of residence. He emphasized that this will not only be beneficial for both the





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Vice Chairman visits Japan

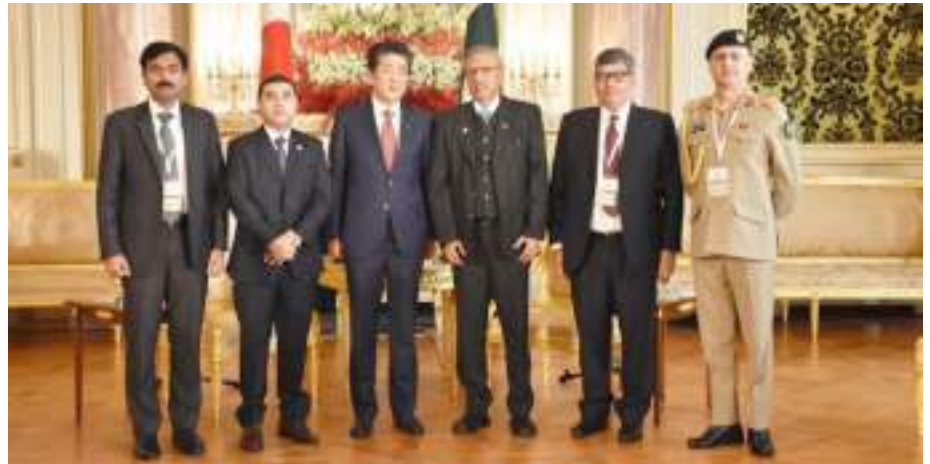
Kalim Farooqui

Prior to his visit, Kalim Farooqui called upon President Arif Alvi to discuss matters related to trade and investments between Pakistan and Japan. He briefed the President about the activities of PJBF and the role being played in fostering closer relationship between the business communities of both friendly countries. He also appraised the President of the impediments that are standing in the way of trade which is heavily tilted in favor of Japan. The President informed that similar matters were discussed with Pakistan's newly appointed Ambassador to Japan, Imtiaz Ahmad who had called on him prior to his departure. Taking notes, the President assured of taking up important matters with the Prime Minister of Japan, Abbe as he is schedule for a meeting with him in Tokyo.

While in Tokyo, the Vice Chairman also visited several organizations which are in touch with PJBF and cooperating for improved business activities to enhance trade and investments. He also met with Go Yamada, bureau chief of Nikkei, to update him on the various measures the present government has undertaken to pursue regarding monetary and fiscal policies. Amongst these he reiterated are measures to improve upon the ease of doing business, the cost of doing business and to rationalize the taxation system in order to attract foreign investments. Such measures, he said, have started showing results as many countries, including Japan, has shown their confidence and are actively looking at Pakistan as a potential destiny for trade and investments.

During his visit to the Embassy of Pakistan, he called upon Pakistan's Ambassador Imtiaz Ahmad. The Vice Chairman updated the ambassador on PJBF's activities since his

Vice Chairman PJBF, Kalim Farooqui visited Japan in October. His visit coincided with the visit of the President of Pakistan who was to be in Tokyo for the enthronement ceremony of the new Emperor, His Majesty Naruhito on October 22nd in Tokyo.



visit to Karachi prior to his departure for Tokyo. He was informed about the desire of PJBF to bring a delegation of SME's to Japan in April. Even though at the time, the Embassy did not have a commercial counselor appointed, the Ambassador was affirmative about making all possible arrangements and extending his personal help in ensuring the delegation's visit to be successful. The SME delegation is now planned to visit Japan in April 2020. PJBF expresses its delight in knowing that Ambassador Imtiaz has been assigned to Tokyo for the fourth time, now as the Ambassador since July 2019. Earlier he served from 1989-1992, 1998-2002 and 2007-2011 and has already assisted PJBF in various matters previously when in Tokyo in different capacities. His vast experience of stay and interacting with the Japanese and specially his Japanese speaking skill is an added advantage to Pakistan and PJBF is confident that during his tenure in Japan, the Bi-Lateral relations will witness further growth and strength. PJBF wishes all the best in his endeavors.



5th IFIP | Caravan Serai

Muhammad Faisal



The 5th program of IFIP was held on 10th July 2019 in which four companies viz, Toyota Tsusho, SGS Pakistan, Team Nayyer and Ocean Network Express presented their range of activities and business to the audience. The event was also attended by H.E Mr. Toshikazu Isomura, Consul-General of Japan in Karachi.

Chairman PJBF, Mr. Sohail P. Ahmed welcomed the presenters and the audience to the session. He said PJBF is trying to establish a “Caravan Serai” like environment, which literally means “travelers rest”, where travelers would rest and share stories about their travels and themselves, leading to friendship and togetherness as well as joint ventures. Whilst PJBF’s mission is to promote business between Pakistani and Japanese companies, it wants to foster business possibilities between its members and even non- members, which have been invited for the first time in IFIP.

Mr. Shingo Ito, Chief Representative, Toyota Tsusho Corporation in Pakistan (TTC), presented the global vision of TTC and next 10 years investment plans in priority business domains. He also briefed on TTC activities in Pakistan.

Mr. Ghulam Muhammad and Mudassir Nazir, Technical experts of SGS Pakistan detailed the verification, testing and certification of services SGS offers in Pakistan and globally, and invited the participants to visit their facilities.

Mr. Razi Nayyer while presenting the innovative ideas for FRP bodies and accessories for vehicles and capital related issues for innovations, emphasized on Government to make a separate Ministry for Entrepreneur and Cooperative Development like Malaysia.

He said that automobile industry of America is a fruit of this approach. He requested Chairman PJBF to put this matter before Mr. Razzak Dawood the PM Advisor to make separate Ministry for this as the Centre of Social Entrepreneur-

ship under Planning, Development & Reform ministry is futile.

Mr. Arshad Hamid, CEO, Ocean Network Express Pakistan (Pvt) Ltd briefed about his recently incorporated firm by merger of three Japanese shipping companies and the new routes they have launched.

Mr. Fahim Suleman, Joint Secretary PJBF, in his closing remarks thanked the presenters and the audience for their interest and interesting presentations. He added that this is a great idea of PJBF to provide such a platform and hoped for more participants in next IFIP which is free to all members.





Trade & Investment between Pakistan and Japan

Muhammad Faisal



An interactive session on Trade and Investment between Pakistan & Japan, especially investment in Sindh was hosted by Sindh government's Investment Department in collaboration with Pakistan Japan Business Forum (PJBF) on August 28, 2019 at Avari Hotel Karachi.

"Sindh alone can economically empower Pakistan as it had tremendous potential not only in energy but also in industrial exports, agriculture, fisheries etc," said Sohail P. Ahmed, Chairman, PJBF, while speaking at an interactive session. He also praised Sindh Government's effort to boost business between the two countries.

"That potential is not being mined properly, as we lack faithful implementation of policies," Sohail Ahmed said stressing for the need of Spe-

cial Technical Zones. The business body official also urged Japanese



diplomats to assist Pakistan in the field of science and technology. He

requested Consul General of Japan to increase the research opportunities for Pakistani people as Japan is offering very few scholarships in scientific research as compared to what they are offering to other countries.

Consul General of Japan in Karachi Toshikazu Isomura said, the investment environment in Sindh is turning conducive due to the steps taken by the army and Sindh government to restore law and order in the province, "I pay tribute to the army and civil administration for this accomplishment,"

He pointed out that Pakistan had a population of over 200 million, which kept growing at a pace of 2% every year. This growth number might be a problem from other angles but from a business point of view it creates a huge and attractive

market for Japanese companies,” he emphasized. “The growth in population also translates into growing demand for Japanese products.” He highlighted that as demand has been growing Japanese companies looking for new ventures as Yamaha returned to Pakistan, Morinaga is going to start its production in October, some others are willing to enter in the near future.

Speaking on the occasion, Sindh Chief Secretary, Syed Mumtaz Ali Shah said Japanese companies had goodwill in Pakistan, which could be further strengthened if private sectors of both countries worked together. “Every child in Pakistan knows about Japanese companies,”

He stressed that the government of Sindh is interested in public-private partnership (PPP) projects, which is a good opportunity for Japanese companies. He was of the view that Sindh Engro Coal Mining Company is the best example of PPP, which is producing 660 megawatts of electricity. He said Sindh had a long coastal belt which was not fully tapped keeping in view the marine business while Japan had developed a marine economy. “With the help of Japanese companies, Sindh can go far ahead in development,” he said and invited Japanese companies to search for potential opportunities.



Japanese companies had goodwill in Pakistan, which could be further strengthened if private sectors of both countries worked together.

Earlier Mr. Abdul Azeem Uqaili, Chief Executive Officer of Sindh Economic Zones Management Company (SEZMC) presented the offers and facilities provided in SEZs.

Mr. Ahsan Ali Mangi, Secretary-Investment Department, Govt of Sindh said, Sindh provides domain to tap opportunities, we set up many Special Economic Zones (SEZs). “In addition to these, we have given a free hand to



the private sector to set up their own SEZs where the government will help in legal matters, land acquisition and provision of utilities.

A question and answer session was held after speeches, where business community asked Japanese Consul General to help Pakistan’s chemical industry. It was also pointed out that many tourism opportunities exist in Sindh if necessary infrastructure development is carried out.

Kalim Farooqui, Vice Chairman PJBF thanked the large audience who took time from their busy schedule for the session.

The largely attended session was followed by a sumptuous dinner.

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SGS



SGS Pakistan invited PJBF members for Comprehensive tour of its Head office & Facilities Muhammad Faisal

On August 7, 2019, a 20-member delegation of PJBF companies mainly from Automobile, Textile, Pharmaceutical, Engineering and Consumer products visited SGS Pakistan-Karachi Head office on their invitation. Managing Director, SGS, Mr. Abdul Razzak Lakhani introduced SGS group and led the lab and facility tour.

The delegates were delighted to learn how textile, pharmaceutical, automobile, chemicals, oil & gas food, non-food and consumer products are tested, verified and certified at SGS for trade, import and export. Delegates specifically studied to what extent product safety and corporate social responsibility (CSR) are an issue in the export chain.

During the visit of Hard goods testing lab, Electronic and Electrical EMC testing lab & safety testing lab and chemical lab, delegates asked interesting questions to Mr. Lakhani, which he and relevant department teams answered satisfactorily. Finally, the delegation showed their appreciation to SGS and wishes to visit SGS facility again with their corporate team.

Earlier Mr. Lakhani welcomed the PJBF delegates and in the opening



session said that “SGS is the world’s leading inspection, verification, testing and certification company. We are recognized as the global benchmark for quality and integrity. With more than 97,000 employees worldwide and above a 1,000 in Pakistan, we operate a network of more than 2,600 offices and laboratories around the world.



Our core services can be divided into four categories:

- 1) Inspection 2) Testing 3) Certification 4) Verification “.

Chairman PJBF, Mr. Sohail P. Ahmed in his opening remarks, thanked SGS for inviting PJBF members and suggested SGS to be proactive to help exports of Pakistan and be an advisor to corporates on how they can improve their products to be more competitive in export. He added that if SGS can help to improve the productivity of organisations, which is a crying need of Pakistan It will help the organizations to become competitive and grow. In today’s world many products are being marketed by reputable names which contain chemicals which are injurious and

this must somehow be stopped.

Mr. Kalim Farooqui, Vice Chairman PJBF, in his remarks thanked Mr. Lakhani for inviting at SGS and PJBF members for their interest in visit. He briefed SGS team about PJBF activities and delegations to Japan which resulted in successful joint ventures. On productivity, he said PJBF is working on fisheries sector to increase its export but quality and productivity is an issue if SGS take step as CSR a lot of work can be done. He said he has a long business relation with SGS and he know that the ways they tested any product is second to none in the world.

The facility tour was followed by a high tea. At the end of visit, Mr. Lakhani presented the shield to Chairman PJBF.



Training on Procurement and Contract Management



Abdul Majeed Sheikh



Pakistan Japan Business Forum (PJBF) in collaboration with AOTS Alumni Society Karachi Regional Center organized a half day training program titled PROCUREMENT & CONTRACT MANAGEMENT from 9:00 am to 1:00 pm on Thursday the September 26th 2019 at Marriot Hotel, Karachi.

The Course was conducted by Engr. Abdul Majeed Sheikh, President of the AOTS Alumni Society Karachi Regional Center, Engineer Sheikh, have a Bachelor Degree in Mechanical Engineering from NEDUET, Karachi and Master's Degree in Business Administration from IBA Karachi with more than 35 years' experience in Project & Contract Management, Supply Chain and Operation Management. He had served as Director Operations at Pak Suzuki Motors he is currently working for Yamaha Motors Pakistan Ltd as GM Coordination, and is actively involved in providing HRD services to Pakistan through Japanese Experts.

The Training Program was attended by 38 participants from different sectors of industry and services; it was inaugurated by Mr. Murtaza Mandviwalla Chairman Training & Development Committee PJBF and beside participants also attended by Engr. IHT Farooqui Member EC and Chairman T&D Committee of AOTS Alumni.

The Training Program was conducted in two sessions, the first session was devoted to Procurement and after Tea Break second session was devoted to Contract Management; it was conducted through PowerPoint presentation and Short duration videos. The Sessions were based on Outcome Based Learning Modules in which in multi phased Procurement function and its importance was explained followed by concise explanation of Basics of Contracts and essentials of the model contracts. Both the Trainer and the participants actively engaged in the sharing of their experiences in the respective fields



The concluding session was presided by Mr. Sohail P Ahmed, Chairman PJBF, the participants were awarded Certificates by H.E. Toshikazu Isomura Consul General of Japan in Karachi.





Chairman PJBF had a meeting with CEO TDAP

Muhammad Faisal

On October 29, 2019 Mr. Sohail P. Ahmed along with PJBF Company Secretary, had a meeting with Chief Executive of Trade Development Authority of Pakistan (TDAP) Mr. Arif Ahmed Khan and felicitated him on his new assignment.

Mr. Sohail P. Ahmed, introduced PJBF, its activities and yearly business delegations to Japan. He added that PJBF is of the view that IT & Fisheries sectors needs to be introduced to the Japanese businesses. For this reason, PJBF is considering taking Pakistani IT houses to Tokyo IT exhibition, to be held on 8-10 April next year. He presented him a paper on Exhibitions going to be held in Japan in 2020 with recommendations from Commercial Consular and JICA expert in TDAP. SPA asked Mr. Arif for support for the delegation visiting Japan in 2020. He appreciated the efforts by PJBF and assured his cooperation in this regard.

Mr. Sohail briefed him on fisheries sector and said that some Japanese companies are willing to invest in fisheries sector. Mr. Arif said he had served as Additional Chief Secretary, in Planning and Development Department, Government of Sindh and was responsible for overall implementation of the Annual Development Program of the Province, he was aware of the potential of fisheries export but considerable investment in fisheries sector was needed in a wholesome manner to bearing forth the potential. SPA agreed and suggested preparation of a brief on investment needs in the sector.

The Chairman also suggested that TDAP may adopt a sectoral approach, i.e invited sectors to express the reasons how export in their sector can be increased.



PJBF is of the view that IT & Fisheries sectors needs to be introduced to the Japanese businesses. For this reason, PJBF is considering taking Pakistani IT houses to Tokyo IT exhibition, to be held on 8-10 April next year.

New Members



Mr. Amir Ejaz
Managing Partner
Precision Mate



Mr. Ryota Takiwaza
President & CEO
Idemitsu Lube Pakistan
(Pvt) Ltd.



Mr. Seerat Hussain Jafri
Proprietor
Syed Manufacturing
Industries



Mr. Syed Faraz Ali
Managing Partner
Optimum Advisory



Mr. Abdul Razak Lakhani
Managing Director
SGS Pakistan (Pvt) Ltd.

Ambassador Matsuda addresses the English-Speaking Union of Pakistan

Kalim Farooqui

Former Chairman and a founding member of PJBF, Aziz Memon, invited Ambassador Kuninori Matsuda to address the members of the English-Speaking Union of Pakistan of which he is the President.

Ambassador spoke at length about the Pakistan-Japan relations and also narrated about how English is becoming the street language in his country. He pointed out that English is being taught as a subject in schools. While initially it started from grade 8, it is now



a subject in grade 6 pointing to the fact that Pakistanis visiting Japan should not face any language problems. He used a power point presentation to elaborate upon each subject he spoke upon.

“

In 2022, we will commemorate 70 years of trade and cooperation with Pakistan. We will celebrate it in a most appropriate and befitting way. It might even see a cricket match between Japan and Pakistan, so stay tuned,” with a broad smile he said



He mentioned that the end of World War II saw the dawn of Pakistan-Japan relationship. It was Pakistan which, along with 49 countries, welcomed Japan's return to the International community after the San Francisco Peace Treaty, which was signed by Zafarullah Khan the then Foreign Minister of Pakistan. Soon thereafter, trade between Pakistan and Japan started with Pakistan's cotton supporting the very early stage of Japan's growth. Toyota Tsushu opened a branch in Karachi as early as July 1952. Karachi had become the 5th largest business center abroad for the Japanese along with New York, London, Hong Kong and Singapore. In view of the importance of relationship between Pakistan and Japan, high level visitors from Japan started to come to Pakistan which included Prime Minister Kishi in 1957 followed by the visit of the Crown Prince and Princess in 1962.

Japan has always been supporting Pakistan's growth since the 50's and in the process many important projects were funded by Japan such as Fertilizer plant, Kohat Tunnel, Indus Highway, Ghazi Barotha Power Plant and the list continues. The amount dispersed for such projects to date is over 12 Billion US\$. While deliberating upon these projects, he emphasized upon Japan's three pillars of development support to Pakistan namely Improving the Economic Infrastructure, Social Sector improvement and ensuring Peace and Stability.

With regards to fostering further friendship, he mentioned

that Trade with Japan, Investment in Pakistan by Japanese Companies and Human Resource Training Opportunities provided by Japan will go a long way. Towards better trade with Japan he emphasized upon the export from Pakistan of seafood, pharmaceutical products as also agriculture produce such as fruits and vegetables which are abun-



dantly available in Pakistan of good quality giving the example of mangoes. With respect to investments by Japanese companies into Pakistan he suggested raising of industrial standards to substitute imports by value addition to the raw material available in abundance. Sectors such as Textile, Food processing, Auto industry, Mining and even tourism can be considered as good potential. Above all, the Human Resource Training Opportunities being provided by Japan for specified skilled workers in 14 different areas can be availed which not only benefits Pakistan but also Japan which needs such workers.



'The new Japanese working visa will be a game changer'

The Ambassador's talk was followed by a Q&A session with many questions. He answered all comprehensively. The event ended much after the allocated time which is a testament to the interest of the audience in listening to the speaker who covered all aspects of Pakistan-Japan relationship starting from the early days to the present and looking beyond.



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

conferred on Mr. Abdul Kader Jaffer, by the Government of Japan

The Government of Japan has conferred the prestigious decoration, “The Order of the Rising Sun, Gold Rays with Neck Ribbon” to Mr. Abdul Kader Jaffer, in recognition of his dedicated contributions for promoting mutual understanding and business ties between Japan and Pakistan.

The Commendation Awarding Ceremony

was held on 5th November 2019, at the official residence of Mr. Toshikazu Isomura, Consul-General of Japan in Karachi.

Mr. Jaffer made strong and impactful efforts, as he worked as a Chairman of the Pakistan Japan Business Forum (PJBF) for about 6 years, from 2006 to 2012. Then, he contributed greatly to build strong business and economic ties between Japan and Pakistan. The most inspiring role as the PJBF’s third Chairman was in developing and fostering bilateral trade and economic ties of investment between the two Asian countries.

While speaking on the occasion, Mr. Isomura presented a congratulatory address to Mr. Jaffer and referred the development closer cooperative ties along with Mr. Jaffer. Also, Mr. Jaffer mentioned the need for more Japanese investment in Pakistan by taking advantage of business-friendly policies of the government.



Through his tremendous efforts, two initiatives likewise the Pakistan-Japan Private Sector Business Dialogue and the Joint Government Business Dialogues were launched with strong determinations to focus on the issues relating to trade and investment. Presently, Mr. Jaffer is the Chairman of Ahmed EH Jaffer Foundation and the same title he holds for Ahmed Jaffer & Company Private Limited.

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Training Dates

Training Program on Changing Behavior

How to increase motivation of your team

27th & 28th January, 2020

Karachi, Pakistan

Venue: Ambassador Hall - 1

Marriott Hotel

Timing: 08:45 am to 05:30 pm

Participation Fee: PKR 25,000.

30th & 31st January, 2020

Lahore, Pakistan

Venue: The Nishat Hotel Mian

Mehmood Ali Kasoori Rd,

Gulberg III

Timing: 08:45 am to 05:30 pm

Participation Fee: PKR 25,000.



What is the appropriate way to treat subordinates to activate autonomy of team members to revitalize the team?

This is an action-learning style seminar designed for managers who are “uncertain of their leadership” and/or “unsure what to do for their subordinates with problems”.

In this seminar ITI principals learn how to treat subordinates as their boss to raise their motivation to enhance performance at work. Also participants will repeat practice number of times to brush up their communication skill as managers, then review the practice to improve their behavior and sense of value. This seminar lasts only for 2 days, but they will find themselves different after participating the program.

Action-learning is the learning method

- 1 Where participants propose solutions for real problems faced by themselves
- 2 And through the real action occurs in the process and review
- 3 Improve teamwork and personal leadership ability.

Japanese Facilitator

Mr. Noriyuki MURATA

**CEO/President, RIIM ChuSanRen, Inc.
Japan**

Mr. Noriyuki Murata, started his career in 1968 and today conducts workshops on topics like Development of Sales Ability, Behavior Modeling and Program for Leadership Development. He has also offered Management Consultation/Training services since the year 2000 to date in various countries all over the World like Philippines, Indonesia, Malaysia, Singapore, Thailand, Taiwan, Hong Kong, India, Sweden, the Netherlands, West Germany, France, Austria, Switzerland, Italy, U.K, U.S. and Canada, Nairobi, Kenya, SriLanka, Bangladesh, Egypt, Pakistan, Tanzania, Slovakia, Bulgaria, Brazil & Peru as a lecturer of AOTS Japan.

Has offered Diagnostic Service & Management Consultation to a variety of organizations both big & small.

Program Details

Basic Skills & Analysis

Learn the skills to change others' behavior and know what is lacking in your leadership compared to the ideal leadership to be able to demonstrate it. Improve your behavior and sense of value by understanding that there are different values which motivate different people and how to leverage them through role play.

“5 principles” for changing the behavior of others

- Maintain and enhance the self-esteem of the people
- Focus on the people's behavior, not personality
- Use reinforcement technique to shape behavior
- Actively listen for feeling and content.
- Maintain communication and set specific follow-up dates.

Improving one's own interpersonal skills

- Role play by participants (Setting: good boss, bad subordinate)
- Practical examples illustrating the 5 principles
- Introduction to the video that forms a model

Analysis of the Role Play

Issue to be tackled in the exercise (Understanding what reinforcement is)

Benefits

- Participants' behavior will be changed through the practices & reviews.
- Participants will actually realize that “if you change, their subordinates also change” and become more productive.
- Participants will learn the key to motivate their subordinates.
- Participants will be able to teach this program's essence to their subordinates for application in work places in the future.
- Participants will receive a certificate at the completion of training

The lecturer is Mr. NoriYuki Murata, CEO/President of RIIM ChuSanRen, Inc. He is specialized in leadership development of proprietors and managers, and activating organizations. The supervisor of multi-national leadership reinforcement training by AOTS since 1992. Number of past participants is nearly 1,000 so far all over the world.

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Japan Fest 2019

Muhammad Faisal

On 21 November 2019, the Consulate-General of Japan in Karachi organized “Japan Fest 2019” at Avari Towers in Karachi, with an attendance of more than 300 guests.

During the opening ceremony, Consul-General of Japan Mr. Toshikazu Isomura (in an impressive Urdu) welcomed the guest and expressed his appreciation for the frequency of cultural interactions between Japan and Pakistan, bidding guests to enjoy the various aspects of Japanese culture and traditions on display. Various Japanese cultural exhibitions were presented including ikebana (the art of floral arrangement), bonsai (the art of growing miniature trees), and origami (the art of folding paper into decorative shapes and figures). Consul-General also thanked Technology Links, Avari Hotel, Suzuki and Toyota Motors for sponsoring the Fest.



Highlights inimitable Japanese culture with enthralling musical performance in Karachi.

The program of Japan Fest 2019 started with the Sōran Bushi dance performed by the Karachi Japanese School, followed by a Ju-Jitsu demonstration by the Pakistan Ju-Jitsu Federation. The results of the art competition “Yoshi’s Iron Pencil Tournament” were announced thereafter and the winners were awarded prizes. This was followed by a wadaiko (Japanese drums) performance presented by staffs of the Consulate led by Deputy Consul-General Katsunori Ashida.

The penultimate act was a Japan-Pakistan fusion fashion show in collaboration with the Indus Valley School of Art and Architecture, which showcased apparel designs from both cultures.

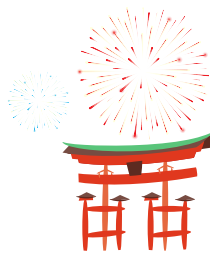




“without borders”

the phrase “without borders” lived up to its billing as the audience got to hear tunes originating in different parts of the world but carrying the common universal element of lovely melodies and delightful beats.

The main event of the evening was an enthralling performance titled ‘Classical music without borders’ by a Japanese orchestral triplet known as The Trio Zipang, comprised of Mr. Ayumu Takanabe on percussion; alto saxophone player Ms. Naomi Tabata, and Ms. Emi Kitagawa on the piano. The audience was captivated by the fascinating diversity of traditional Japanese music and the unique fusion of Italian, Mexican, Spanish and Pakistani compositions, which culminated with a heartfelt rendition of “Sindri da Sehvan da & Dil Dil Pakistan.” The weather was pleasant and the phrase “without borders” lived up to its billing as the audience got to hear tunes originating in different parts of the world but carrying the common universal element of lovely melodies and delightful beats. Deputy Consul-General increased the tempo of the beats by adding compositions in Urdu.



At the conclusion of the event, guests were treated to



A LIVE SUSHI

demonstration by the Consulate chef accompanied by a scrumptious buffet dinner. The merriment of the guests and the mixing of cultures was testament enough that Japan Fest 2019 went down as a night to remember. Additionally, various activity booths were set up to share with guests both Japanese food and culture.



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Mr. Ahmed Raza Tayyab

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