

ISSUE NO. 24



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RISING SUN



MAGAZINE OF PAKISTAN JAPAN BUSINESS FORUM

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

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KALIM FAROOQUI
Editor in Chief

Dear Readers,

Pakistan Japan Business Forum's newsletter Rising Sun has gradually taken the place of becoming the source for keeping the business communities of Pakistan and Japan together and be informed about the activities of the forum which primarily aims at creating a friendly environment for the businessmen of both countries. PJBF provides a platform where matters are discussed, debated, views exchanged not only between businessmen but also with the decision makers in the governments of both countries. Events are organized keeping in view the demands of its members, which eventually helps in ensuring that the impediments in the way of business are addressed effectively for furthering the cause of trade and investments.

The Annual General Meeting of 2023 was held in person as opposed to the last two which mostly had to be carried out virtually due to pandemic placing restrictions over large gatherings. Ambassador Mitsuhiro Wada as the Patron-in-Chief travelled to Karachi and chaired the meeting which was largely attended by members and later joined by their spouses for the annual dinner. Invited on the occasion were other city luminaries and relevant public officials as also Karachi based diplomats. The year saw some of our Japanese friends returning to Japan after the completion of their terms in Pakistan which also included the Consul General at the Consulate General in Karachi, Toshio Odagiri. JAPAN FEST too was held after a lapse of two years, and it took place in collaboration with the Pakistan Arts Council at their premises being one with added cultural displays and programs attracting huge crowds throughout. PJBF maintained its position as a major contributor, supporter, and participant.

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The year also saw the return of Kimihide Ando to Pakistan in his capacity as Pakistan's Honorary Investment Counselor in Japan bringing with him potential investors and meeting counterparts in Pakistan. PJBF did organize a reception in his honor which witnessed a very large number joining of his well-wishers, acquaintances, and friends he made collectively serving in Pakistan for nearly 25 years as a representative of Mitsubishi Corporation. The year in review also witnesses the change of command at PJBF where Kalim Farooqui hands over the PJBF beacon to Murtaza Mandviwall who was elected as the new chairman by the new board of directors for which elections took place on 31st March 2023. All this and much more with detail is covered in this issue, and I hope the readers will find it informative and interesting.

Happy Reading!!

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HATTORI MASARU
CONSUL GENERAL OF JAPAN

I am pleased to announce that I assumed the position as Consul General of Japan in Karachi on December 21, 2023. This is my second assignment in Pakistan, the first serving as a Secretary at the Embassy of Japan in Islamabad between 2001 and 2004. Karachi is Pakistan's largest commercial city and has cultural diversity and richness.

It is my great honor to serve here as Consul General. Pakistan is the birthplace of the Indus Valley Civilization, one of the Cradle of civilization, and I am delighted to be able to experience and learn about its history and rich culture.

Pakistan, located at the crossroads of South Asia and the Middle East, is the fifth most populous country in the world with more than 240 million people. We recognize its high potential for economic growth. Karachi's cosmopolitan atmosphere and commercial vitality offer abundant opportunities for business matching between Japan and Pakistan.

Historically, the economic relations between the two countries have been important as Pakistani cotton played a very significant role in Japan's post-war economic recovery in the 1950s. Today, Japanese companies represented by automakers greatly contributed to local employment by generating a significant number of jobs in Pakistan.

Pakistan Japan Business Forum (PJBF) has made significant contributions over the past 20 years in promoting friendly relations between Japan and Pakistan and is acting as a link between the business communities of the two countries. PJBF has been actively involved in the production management programmes and seminars for Pakistani companies, the Pakistan-Japan Private Sector Business Dialogue and the Japan-Pakistan Government Business Joint Dialogue.

I was informed that PJBF had also received the Foreign Minister's Commendation in 2018 for its remarkable achievements and contributions. My hope is that PJBF's activities will expand and diversify bilateral trade and investment, while also encouraging industrial development and innovation in Pakistan.

Lastly, I look forward to working together with all members of PJBF.

Professional Career:

- Graduated from School of Law, Waseda University
- April 1985 Joined the Ministry of Foreign Affairs
- May 2010 First Secretary, Embassy of Japan in Russia
- June 2013 First Secretary, Embassy of Japan in the United States of America
- Dec 2020 Records Management Division, Management and Coordination Division, Minister's Secretariat
- Sep 2022 Director of Operations, Foreign Service Training Institute, Ministry of Foreign Affairs



**Murtaza Y.
Mandviwalla**
Chairman

Dear Readers

Salaams and Konnichiwa!

I take pleasure in connecting with you through the PJBFB Magazine, The Rising Sun. PJBFB is a non-profit Company since 2001 with 150 members and a 20-member Board of Directors comprising of 10 Pakistani and 10 Japanese members. We meet every month in Karachi with the Consul General of Japan and representative of JETRO in attendance. I am happy to report the activities of the new BOD since June of this year.

PJBFB Chairman & Vice-Chairman attend JETRO-BOI Seminar in Tokyo on 1st August 2023

Chairman & Vice Chairman attended the Seminar at the request of BOI. The delegation comprised of past BOI Minister, Additional Secretary BOI and Secretary SIFC (Special Investment Facilitation Council). The delegation was joined by the Pakistan Ambassador to Japan, Deputy Chief of Mission and Staff. The Seminar organized by JETRO head office and Pakistan office headed by Mr. Yamaguchi (PJBFB BOD observer member) was a success with 112 participants. PJBFB met up with counterpart JPBC (Japan Pakistan Business Cooperation Committee) Chairman, and Secretary General. PJBFB distributed hand-outs of its activities and presented Pakistan-Japan Coat pins to participants. Vice-Chairman PJBFB Feroz Shah hosted a dinner for the Pakistani delegation in Tokyo.

Courtesy visit to the President of Pakistan on 6th August 2023

PJBFB Board members through the good offices of past Chairman Kalim Farooqui met up with the Honorable President of Pakistan Dr. Arif Alvi at his residence. PJBFB objectives and activities were highlighted.

Meeting of Senior Vice Chairman with Pakistan Ambassador to Japan

Senior Vice-Chairman PJBFB Mr. Itaru Nakamura met with the Pakistan Ambassador to Japan H.E. Raza Bashir Tarar and expressed Marubeni interest in the Pakistani business landscape.

BOD Fellowship

Chairman PJBFB hosted a dinner for the in-coming and out-going BOD of PJBFB in June 2023.

EXPORT Committee formation

A new committee has been constituted chaired by BOD member Nadeem Kazmi. The committee will focus on new products and services exports facilitation to Japan including ICT services and IT professions requirement in Japan having potential. A seminar on Doing business with Japan is scheduled to be held early 2024.

Trainings:

PJBFB acts as a coordinator with AOTS and regularly sends AOTS training offers to its members.

PJBFB has been facilitating and partnering a UNDP program on Human Rights and Business (suitable for Pakistani Exporters) funded by the Government of Japan. In October Trainings sessions for PJBFB member companies were organized jointly in Karachi and Lahore. More sessions are scheduled for 2024.

PJBFB Training Committee will be holding quarterly training programs in 2024. The first training is scheduled on January 19, on Health & Safety.

SECP Guidelines in Japanese:

PJBFB has translated SECP Guidelines in Japanese through a professional translator

with editing by PJBF Senior Vice Chairman. The translation is expected to be uploaded on SECP web shortly.

ICT focus of Japan – Pakistan Business:

In the joint Dialogue held in Islamabad in September 2022, interests of Japanese companies in ICT Services from Pakistan to Japan and recruitment of IT professionals from Pakistan to work in Japan was highlighted. Two Japanese companies have started operations in these areas. PJBF has been facilitating their activity and interest shown by a Japanese consulting company in funding/partnering in ICT and Start-ups. Meanwhile JICA has concluded its report on ICT potential in Pakistan. PJBF will facilitate Pakistani Technology companies interested in doing business with Japan.

BOD member's news:

Vice-Chairman Syed feroz Alam Shah is bestowed with Tamgha Imtiaz on 14th august 2023 in the field of Social Services.

BOD member and chair of the Training Committee Yousuf Mirza is nominated on the Management Board of Engineering Development Board.

Chairman PJBF was invited to the Pakistan Auto Show Symposium as key note speaker.

AGM & Annual Dinner

PJBF Annual General Meeting was held on Saturday 21st OCT 2023 at the Marriott Hotel, Karachi. Japan Ambassador to Pakistan H.E. Mitsuhiro Wada graced the occasion. The AGM was followed by light entertainment and dinner. The event was largely attended by members and spouses of members.

PJBF Booth at Pakistan Auto show

The association of Automotive component manufacturers, PAAPAM, organized their annual Auto Show at the Expo center in Karachi on Oct 27-29, 2023. PJBF was given a complimentary booth by PAAPAM. PJBF staff appraised visitors off activities and programs of the forum.

Japan Fest

PJBF Co-sponsored the Japan Fest on 15th November 3, 2023 held at the Karachi Arts Council.

SIFC Seminar in Karachi

PJBF organized a Seminar with SIFC on 11th December 2023 at the Marriott Hotel Karachi with 44 members and guests attending the event. Mr. Jamil Ahmed Qureshi, Secretary SIFC, Islamabad presented SIFC objectives and activities, followed by a robust Q&A. SIFC announced setting up a JAPAN DESK at the SIFC head office. Details of the facility has been communicated to the members by separate E-mail.

New Members:

PJBF Board of Directors approved the following new members during the period July to December 2023.

1.	Regent Group	Mr. Danial Baweja	Hoteliers
2.	Meskay & Femtee Trading Co. Pvt Ltd	Mr. Shahid Tawawalla	Food Exports
3.	Arif Habib Commodities	Mr. Ahsan Mehanti	Investment, Brokerage
4.	Raziki Agency Corp	Mr. Riaz Nakhuda	Noritake, Toto Agents
5.	Cowsjee Logistics & Warehousing	Mr. Nader Cowasjee	Shipping, Logistics
6.	ARF Law Firm	Mr. Fareed M. Ghani Patka	Legal
7.	M. A. Mohamedi & Co.	Mr. Muslim Mohamedi	Sea Food Export

Moving Forward

A number of activities are planned for 2024. I will communicate to members as they are firmed up. Meanwhile a new web and face book page is being designed for the benefit of members. The web page will include a B2B Exchange Gateway for the benefit of members.

Wishing all a very happy 2024!

Sincerely,
Murtaza Y. Mandviwalla
Chairman

MESSAGE FROM ITARU NAKAMURA

Chief representative of Marubeni Corporation
Senior Vice Chairman of PJBF



It's my great pleasure to submit a greeting on Rising Sun Magazine this time. I'm Itaru NAKAMURA, Chief representative of Marubeni Corporation as well as Senior Vice Chairman of PJBF since March 2023. I had been in Pakistan from April 2004 to March 2007. I felt lonely when I left Karachi last time but very fortunately, I could come back to this lovely country, Pakistan after 16 years interval.

Pakistan and Japan have established good relationship and friendship since 1952. It's our pleasure and duty to keep this relationship and develop more in various fields. As Senior Vice Chairman of PJBF, I would like to make biggest effort and to contribute as much as I can.

Now Pakistan economy is facing very big difficulties. To overcome such difficulties, we should keep discussing and trying. Pakistan has very big potential to develop with wide and fertile lands, over 250millions population mostly by younger generation.

I feel excited how we can contribute to Pakistan and look forward to further development and more advanced relationship between Pakistan and Japan. I sincerely appreciate your kindest supports and biggest cooperation.

Birth Date & Place:

March 10, 1970 in Kyoto, Japan

Professional Career:

- 1993 – now Marubeni Corporation
- 1996 – 1999 Seoul, Korea
- 2004 – 2007 Karachi, Pakistan
- 2013 – 2016 Dubai, UAE
- 2016 – 2017 Doha, Qatar
- 2019 – 2022 Moscow, Russia
- 2023 – now Karachi, Pakistan

MESSAGE FROM AKIRA TERAKAWA

Chairman of the Japan-Pakistan Business
Co-operation Committee (JPBCC)



Since the JPBCC's establishment in 1984, we have been promoting bilateral business ties, trade, investment and economic activities. 2022 was the 70th anniversary of the establishment of diplomatic relations between Japan and Pakistan. The JPBCC held the ninth Japan-Pakistan Private Sector Business Dialogue in Islamabad together with the Pakistan Japan Business Forum (PJBF) in September 2022. We also attended a Government Business Dialogue organized by the governments of Japan and Pakistan as representatives of the Japanese business community. We paid a courtesy call on His Excellency Prime Minister Sharif to report the results of the discussion.

Last August, we held the Pakistan Investment Seminar with the Board of Investment (BOI) of Pakistan and the Japan External Trade Organization (JETRO). It was our great pleasure to welcome H.E. Mr. Chaudhry, Federal Minister of BOI and Mr. Murtaza, the chairman of PJBF. More than one hundred Japanese companies participated in this seminar. We hope to further reinforce economic ties between Japan and Pakistan by bringing together the strengths of the public and private sectors.

As the international situation has recently become increasingly severe, we believe it is very important to maintain strong bilateral relations. Pakistan has a population of over 240 million people. Those under the age of 25 account for approximately 60% of the total population, and there are many English-speaking human resources. So we believe that Pakistan's potential is extremely high.

As such, I believe that Pakistan will achieve further economic development thanks to its demographic dividend and such promising industrial sectors as automobiles, textiles, and information technology. Consequently, I am convinced that more and more Japanese companies will choose to enter the Pakistan market in the near future.

PATRON & BOARD OF DIRECTORS PJBF



Mr. Wada Mitsuhiro
Patron-in-Chief – PJBF
Ambassador of Japan



Mr. HATTORI MASARU
Patron – PJBF
Counsel General of Japan



Mr. Murtaza Y. Mandviwalla
Chairman-PJBF
Chairman-Mandviwalla Motors
(Pvt) Limited



Mr. Itaru Nakamura
Senior Vice Chairman-PJBF
Chief Representative for
Pakistan- Marubeni Corporation



Mr. Syed Feroz Alam Shah
Vice Chairman-PJBF
Director-Federal Trading
Corporation



Mr. M. Feroz Alam
Secretary General-PJBF
Executive Director- Barret
Hodgson Pakistan (Pvt) Limited



Mr. Hanif Sattar
Treasurer- PJBF
Chief Executive Officer-Otsuka
Pakistan Limited



Mr. Kalim Farooqui
Director- PJBF
Managing Director- Technology
Links (Pvt) Ltd



Mr. Koji Nishizaki
Director- PJBF
General Manager- Pakistan
Sumitomo Corporation Asia &
Oceania Pte. Ltd



Mr. Hideyuki Ohashi
Director- PJBF
Chief Representative – Toyota
Tsusho Corporation



**Mr. Shahzad Asad
Khan**
Director – PJBF
CEO – Kaizen Paint Pvt Ltd



Mr. Naohisa Masuda
Director – PJBF
Country Head - Nippon Express
South Asia & Oceania PTE. LTD



Mr. Takuo Ikeda
Director – PJBF
Managing Director & Head of
Pakistan Liaison Office MUFG
Bank Ltd



Mr. Ryota Takizawa
Director – PJBF
President & CEO - Idemitsu Lube
Pakistan (Pvt) Ltd



Mr. Suguru Takeuchi
Director - PJBF
General Manager - Itochu
Corporation



Mr. Yamano Takahiro
Director - PJBF
General Manager for Pakistan –
Sojitz Corporation



Mr. Shinji Yanagi
Director – PJBF
Vice Chairman (IMC)

BOARD OF DIRECTORS



Mr. Yohei Shiomoto

Director – PJBFB
General Manager – Mitsubishi Corporation



Mr. Syed Nadeem Ali Kazmi

Director – PJBFB
Group Director – ICS Group (AJM Pharma)



Mr. Islam Salim

Director – PJBFB
Chairman - Security Packers



Mr. Yousuf Hussain Mirza

Director – PJBFB
CEO – International Steel Limited



Ms. Sitara Arif

Director – PJBFB
CEO – Superior Information Systems Inc.

PJBFB Secretariat



Khizar Muhammad

Company Secretary
PJBFB – Secretariat



Sarah Ashraf

Executive Officer
PJBFB - Secretariat



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Pakistan's Economic Crisis Spurs Japanese Companies to Adapt

By Kazunori Yamaguchi
Country Director, JETRO Karachi

Pakistan is going through a very critical phase in terms of economy as well as politically. I have been in Pakistan for almost 4 years now and I have seen a significant transformation in business environment over the years. Recently, an exceptionally prolonged period of uncertainty has led to a very static and deteriorating business sentiment in the country. However, Pakistan holds big attraction for companies due to its big market size and population. Conventionally, the Japanese companies have worked on business models that are based on imports of raw material and sales in the domestic market. This business model does not seem to be sustainable in the current economic condition of Pakistan.

Hence, for new Japanese companies that plan to advance towards Pakistan and also the existing Japanese companies to cope up with this situation and create a winning outcome, it is essential to diversify from the conventional business model approach of focusing on the domestic market to a business model that support exports from Pakistan.

Pakistan has historically experienced rapid and sharp boom and bust economic cycles and continuously remained under the pressure of USD shortages. In the recent times the situation has been very intense, and it seems that business models that involve least reliance on imports, utilization of indigenous raw material and targeting domestic market as well as exports from Pakistan, would be sustainable in the foreseeable future. Japanese companies must consider this type of business model before planning their advancement towards Pakistan.

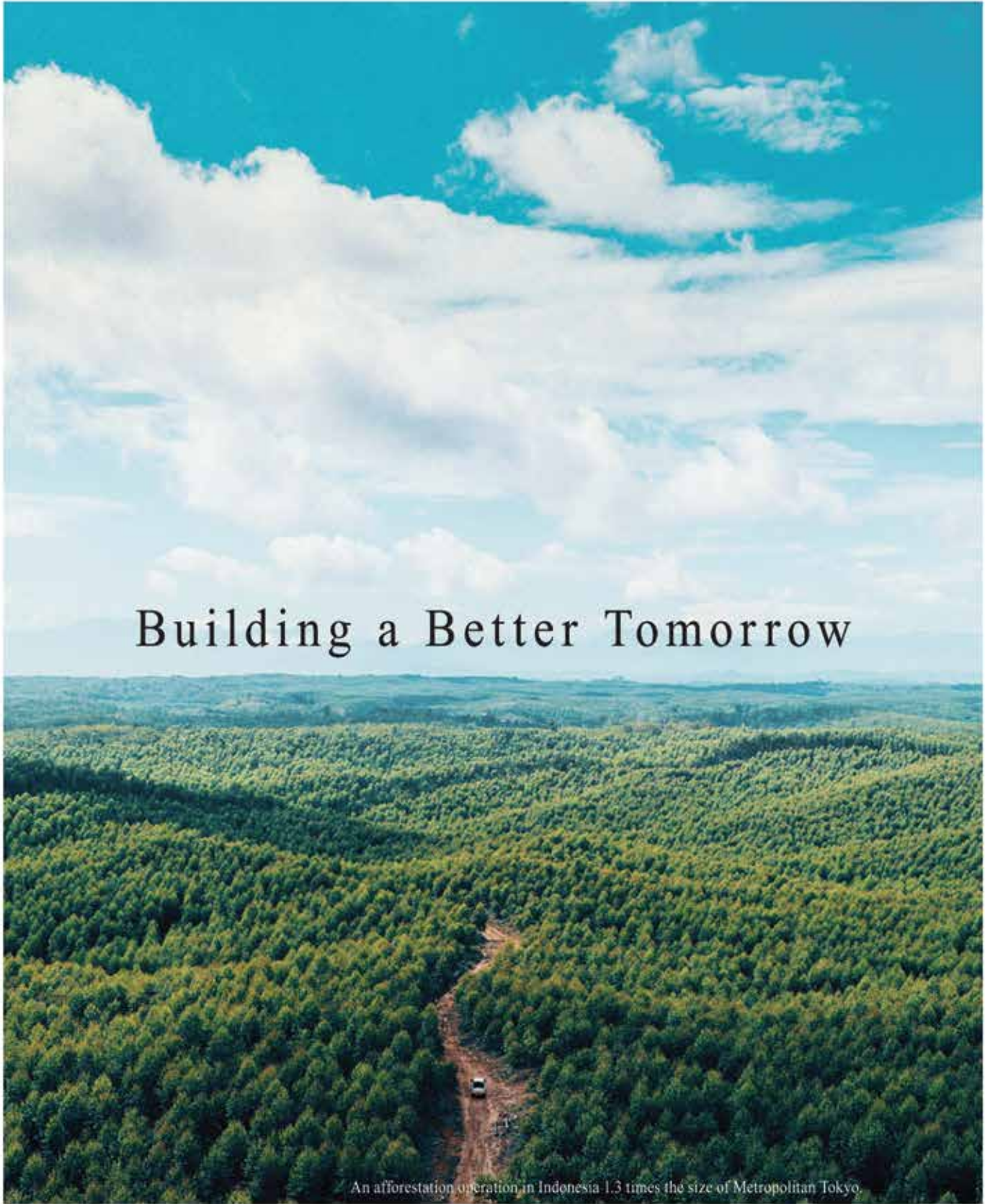
Another potential sector that Pakistan has is the IT human Resources. Japanese companies, namely Komatsu Soft, Japan Station have been making use of this potential of Pakistan. Especially, the Pakistan set up of Komatsu Soft plays a central role in the Komatsu Systems development all over the world. Recently, Profound Vision Pakistan has been very actively working to take IT Engineers from Pakistan to Japan. Also, + W company has signed many MOUs with Pakistani IT Universities and developed a strong network to acquire IT Human Resources from Pakistan. It is well known that there is a shortage of IT human resources in Japan, and it is very encouraging for Pakistan if any part of it can be fulfilled from here. Pakistan population pyramid gives much hope of the benefits that this huge resource of young manpower can capture in Japan. With proper guidance and training of language and culture, this Human Resource can be well utilized to gain much advantage in the Japanese market.

Another potential area of opportunity that I want to mention is the Green Business initiatives in Pakistan. Pakistan has committed to very high targets of decarbonization of 50% reduction by 2030. For this, measures for only 15% will be initiated by Pakistan itself while achieving the balance 35% is completely relied on by support from international community. At the moment, there is no official carbon credit exchange mechanism in Pakistan. So, most companies are not very active in investing in decarbonization. It seems like the export industry like textile is leading the initiatives so that they can gain benefits in the export markets.

Initiating a bilateral carbon credit cooperation with Japan like the JCM – Japan Bilateral Credit Mechanism could provide an incentive to bring GHG emission reduction projects and financing in Pakistan. So, this sector in Pakistan is a blue ocean where the potential appears huge. Pakistan is one of those countries that are most vulnerable to climate change. Earlier efforts to conclude a JCM between Japan and Pakistan may be able to promote implementation of JCM projects in Pakistan by Japanese companies.

I really hope that Pakistan and Japan can utilize each other's potential and benefit for the valuable resources that each one has. Pakistan and Japan have always had warm relations whether economically or even in social sectors and I believe that there is a long way of mutual cooperation to explore.





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New Board of Directors Elected to Propel PJBF's Growth and Collaboration



The PJBF held elections aimed at choosing a new board of directors from within its membership. The announcement of the results was made by Mr. Asif Ali Rasheed, who served as the Chief Election Commissioner for the process.

In alignment with the provisions outlined in the Article and Memorandum of the PJBF, a total of 20 members were elected, with an equal distribution of 10 members from the Japanese contingent and 10 from the Pakistani members.

The new board members, from both Pakistan and Japan side, show how the PJBF values diversity and working together. They were chosen according to the rules and plans set by the PJBF, which helps the business group keep growing and doing well





The members elected from amongst the Pakistan side are Murtaza Y. Mandviwalla, Kalim Farooqui, Syed Feroz Alam Shah, Syed Feroz Alam, Hanif Sattar, Shahzad Asad Khan, Syed Nadeem Ali Kazmi, Islam Salim, Yousuf Hussain Mirza & Sitara Arif while those from the Japanese members are Itaru Nakamura, Takuo Ikeda, Hideyuki Ohashi, Naohisa Masuda, Ryota Takizawa, Suguru Takeuchi, Yamano Takahiro, Shinji Yanagi, Yohei Shiomoto, & Koji Nishizaki.

The new board members, from both Pakistan and Japan side, show how the PJBf values diversity and working together. They were chosen according to the rules and plans set by the PJBf, which helps the business group keep growing and doing well.



Dinner Reception by Chairman Murtaza Mandviwalla



By Khizar Muhammad

Murtaza Mandviwalla on assuming the office of Chairman, Pakistan Japan Business Forum held a dinner reception for the new board members. Speaking on the occasion, he thanked the board for reposing their confidence in him and electing him as the Chairman. Present on the occasion were members of the outgoing board also. The outgoing Chairman, Kalim Farooqui welcomed the new Chairman and stated that his election to head PJBF was well deserved and hope he will be carrying the forum ahead to maintain its position as the leading bilateral business forum in Pakistan. He also assured him of his full cooperation and support for any matter which he may stand in need of. Similar feelings were expressed by other members who spoke on the occasion. A sumptuous dinner was arranged which was enjoyed by all.





Japanese Government Honours Kalim Farooqui



The Consul General of Japan, ODAGIRI Toshio on behalf of the Government of Japan, presented Kalim Farooqui with “The Order of the Rising Sun, Gold Rays with Neck Ribbon”. The prestigious award was conferred upon him by His Majesty the Emperor of Japan, as stated in the PATENT OF DECORATION with the seals of the office of the Prime Minister, KISHIDA Fumio and the Director General of Decoration Bureau, Cabinet Office, ONODA Hiromu as witness to Seal of State been affixed at the Imperial Palace, on the 3rd day, 11th month, 4th year of Reiwa (2022)

In a simple but graceful ceremony held at the residence of the Consul General of Japan in Karachi, the immediate family of Kalim Farooqui was invited, the Patent of Decoration read out and the prestigious medal decorated. Later, the Consul General elaborated upon the numerous contributions made by Kalim Farooqui over the years in connecting the business communities of Japan with that of Pakistan with a special mention about the several SME delegations he took to Japan and the Joint Dialogues he attended with the last one in Islamabad in September 2022. It was chaired by him for business to business, alongside the government to government attended by over 150 delegates from the private and public sectors of both Pakistan and Japan. His contribution towards the publication of “CONCORDIA” on behalf of the Pakistan Embassy to celebrate 60 years of Pakistan Japan diplomatic relations in 2012 was too acknowledged. Also mentioned was his immense support and cooperation to promote culture which included art, literature, music, and the like in his capacity as the patron of Pakistan Japan Cultural Association. (TO BE CONTINUED)



Later In The Evening



By Sarah Ashraf

Later in the evening, members of the Pakistan Japan Business Forum (PJBF) of which Kalim Farooqui is the Chairman, and Pakistan Japan Cultural Association (PJCA) of which he is the Patron, were invited over dinner by him to celebrate the honour bestowed on him. In attendance were members of his family and close friends, city luminaries including many from the diplomatic corps based in Karachi. Sidra Iqbal, Pakistan's well known media personality and a celebratory figure in her own right dwelled upon the history of Pakistan Japan relations and entranced the guests when it came to highlighting Japan's achievements over the years in diversified fields. She also touched upon the history of civil awards in Japan and stated that the Order of the Rising Sun is a Japanese order, established in 1875 by Emperor Meiji. The Order was the first national decoration awarded by the Japanese government, created on 10 April 1875 by decree of the Council of State. The badge features rays of sunlight from the rising sun. The design of the Rising Sun symbolizes energy as powerful as the rising sun in parallel with the "rising sun" concept of Japan "Land of the Rising Sun". Thus, the Order of the Rising Sun is awarded to people who have rendered distinguished service to the state in various fields including foreign nationals.





The Consul General of Japan, Toshio Odagiri elaborated upon the factors taken into consideration when such awards are recommended by their ministry of foreign affairs for individuals outside of Japan. He expressed his pleasure on the choice of Kalim Farooqui for the award having worked with him as chairman of PJBFB and explained about his contributions towards bringing the business communities of Japan and Pakistan closer with respect to trade, investments and economic development. Kalim Farooqui, associated with Japan for over 40 years and numerous visits, thanked the government of Japan for the honour bestowed. Japan, he said has remained as one of the major bilateral development partners to Pakistan since decades, extending assistance in multifaceted sectors of development and will maintain its leading position towards Pakistan's economic policy. Pakistan and Japan have together supported each other at different forums having convergent views on most international issues. He assured of his continued cooperation for furthering Pakistan Japan relations. He expressed his sincere appreciation and gratitude to all who made it convenient to grace the auspicious occasion with their presence.



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PJBF Hosts Breakfast for Ambassador Mitsuhiro Wada

By Sarah Ashraf

PJBF hosted a breakfast meeting for His Excellency Ambassador Mitsuhiro Wada at Karachi's Avari Towers. Ambassador Wada's visit to Karachi, though brief, held significant diplomatic importance. PJBF took the opportunity to engage in a meaningful dialogue with the Ambassador, fostering stronger economic and diplomatic relations between Pakistan and Japan.

The occasion coincided with the eighth edition of the AMAN series of multinational maritime exercises conducted by the Pakistan Navy from February 10th to 14th, involving over 50 countries. While these exercises showcased Pakistan's dedication to maritime security and international cooperation, Ambassador Wada's visit was a testament to the growing collaboration between Pakistan and Japan.

The breakfast gathering included PJBF members, influential business figures, diplomats, and officials. They discussed ways to enhance Pakistan-Japan economic ties, with Ambassador Wada providing valuable insights. The talks covered trade, infrastructure, technology, and cultural exchanges, emphasizing the importance of people-to-people connections in strengthening the bilateral relationship.

The event highlighted that diplomacy thrives beyond official settings, with PJBF's proactive approach showcasing their commitment to strengthening economic ties between Pakistan and Japan. In summary, the breakfast meeting underscored the significance of diplomacy in today's interconnected world and the potential for increased collaboration, promising a brighter future for both nations and regional stability.







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Meeting President of Pakistan Dr. Arif Alvi



By Khizar Muhammad

Taking the opportunity of the President's presence in Karachi, a meeting with him was arranged to update him on the progress at PJBF. It may be noted that the President after his visit to Japan to attend the enthronement ceremony of the emperor in 2019 expressed his keen interest in respect of supporting initiatives to further improve the economic relations between Pakistan and Japan. As such, he had accepted PJBF's invitation to be the chief guest at the celebration of 20 years of PJBF. It was largely attended by the members of PJBF and city luminaries including the diplomatic corps based in Karachi.



The President was appraised about the activities of PJBF and informed about the recent elections and the new board of directors. Murtaza Mandviwalla was introduced to him by Kalim Farooqui as the new Chairman. Also present on the occasion were Syed Firoz Alam Shah, Vice Chairman and Syed Nadeem Kazmi, Director.

The President appreciated the working of PJBF and the efforts being made to link the business communities of both countries. He emphasized upon the fact that exports to Japan are lagging and that new avenues should be explored to introduce Pakistani products in Japan. He was presented with the latest copy of PJBF's newsletter Rising Sun. Murtaza Mandviwalla presented him with his book *Steering the Pakistan Wheel* which he graciously accepted and appreciated his efforts in highlighting the automobile sectors of Pakistan in a comprehensive way.



PJBF and TDAP meet at Mandviwalla Chambers

By Sarah Ashraf

A significant meeting took place between key representatives of the Trade Development Authority of Pakistan (TDAP) and the Pakistan-Japan Business Forum (PJBF). The attendees included Chairman Murtaza Y. Mandviwalla from PJBF, Mr. Syed Nadeem, Director of PJBF, Dr. Fareed Iqbal Qureshi, Secretary of TDAP, Ms. Madiha Ali, Director of TDAP, Mr. Farrukh Humayun, Assistant Director of TDAP, Mr. Abdullah Ghauri, Secretary to the Secretary of TDAP, and Khizar Muhammad, Company Secretary of PJBF.

The primary focus of this meeting was Pakistan's intention to participate in the World Expo 2025, slated to be held in Osaka, Japan, from April 13 to October 13, 2025, with an anticipated 28 million visitors. Pakistan saw this international event as a prime opportunity to showcase its exports. TDAP disclosed the plan to construct a Pavilion spanning 900 square meters for the event. The selected theme for Pakistan's Pavilion centered on "Empowering & Connecting."

A pivotal aspect addressed during the meeting was the funding required for this ambitious project. TDAP sought PJBF's support in fundraising efforts, as government funding had not yet been secured. TDAP also proposed that PJBF could play a vital role in promoting Expo 2025 by featuring it on their official website and utilizing their



social media platforms to enhance visibility.

Moreover, PJBF committed to aiding TDAP in reaching out to its members and encouraging their active participation in the event. Chairman Mandviwalla pledged to bring the Expo 2025 discussion to the forefront during the upcoming Board of Directors meeting, scheduled for September 12, 2023. Additionally, Mr. Syed Nadeem Kazmi, in his role as the head of the export committee, expressed his unwavering support for TDAP's initiatives in this context.

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Kimihide Ando invited to visit Pakistan

Speaks at PJBF & ESUP

By Khizar Muhammad

Former country Director and CEO of Mitsubishi Corporation and Senior Vice Chairman PJBF was invited by Kalim Farooqui in his capacity as the Chairman of Pakistan Japan Business Forum as also the President of the English Speaking Union of Pakistan. This was done during the Chairman's visit to Japan earlier in the year to facilitate Mr. Ando in his endeavours as the Honorary Investment Counselor in Japan appointed by the Board of Investment, Government of Pakistan.



Ando-san as the Japanese are addressed, had lived in Pakistan for over 20 years and in the process was considered an iconic figure from Japan promoting Pakistan's interest with respect to trade and investments between the two friendly countries. Having travelled extensively before being assigned to Pakistan, he initially was seconded from Mitsubishi to the newly founded Joint Venture between Engro Corporation and Mitsubishi Corporation now known as Engro Polymers & Chemicals Ltd. Later he was assigned to take over as Senior Vice President of Mitsubishi Corporation and CEO for Pakistan. To his credit during his stay in Pakistan, he was elected President in 2013 by the Overseas Investors Chamber of Commerce & Industry (OICCI), nominated as a Director to the Punjab Board of Investment & Trade (PBIT), invited to be a Member of the Governing Body of Liaquat National Hospital in Karachi, twice as Chairman at Japanese Association of Commerce & Industry (JACI) and Senior Vice Chairman of Pakistan-Japan Business Forum (PJBF). On Pakistan Day, 23rd March 2018, Ando-san was conferred Sitara-i-Pakistan by the President of Pakistan. Additionally, the Board of Investment (BOI), Prime Minister's Office appointed him as the Honorary Investment Counsellor Japan, a coveted position which he still holds.





English speaking union of pakistan (ESUP)

Patron in Chief of ESUP, Aziz Memon was the founding Chairman of PJBFB and Majyd Aziz its Secretary General as also the founding Secretary General of PJBFB. Kalim Farooqui is the current President of ESUP. Coincidentally, the current Chairman of the English Speaking Union of Japan, Sadaaki Numata, then Japanese Ambassador to Pakistan was instrumental in the launching PJBFB.

Given his background and business acumen, Ando san was asked to speak on “Investment and Business opportunities between Japan and Pakistan. How/where we can capture them?” This is what he spoke at both the PJBFB and ESUP gatherings the Chairman had arranged for him. Areas such as mining, information technology and agriculture according to him hold vast potential. The emphasis was on out of box approaches citing the example of dried mango rather than fresh mango exports which require logistics, timely transportation and strict regulations governing import of fruits and vegetables into Japan. Besides Japan, dried mango is amply in demand worldwide and is being exported by the likes of Thailand and other tropical countries where mango is grown. His concern centered around the vast trade imbalance in favour of Japan and suggested ways and means to narrow it by Pakistan. His ideas were well taken by the audience present on both occasions which were attended by individuals from a cross section representing varied trade and industry.



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Michiyasu Saito: A Legacy of Dedication and Inspiration



Given a short notice about his departure to Japan, Kalim Farooqui hurriedly held a get together with available board of directors to bid him farewell. Michiyasu Saito, was not only the Managing Director of MUFG Bank and on the board of PJBF but was also a valued member of the PJBF's Finance Committee. He played a pivotal role in strengthening the economic ties between Japan and Pakistan. His lasting contributions were recalled by his colleagues and friends at the farewell party hosted for him.

Throughout his tenure, Saito's guidance as a member of the Finance Committee was invaluable. His visionary insights into investment opportunities had not only benefited PJBF but had also left a mark on the broader business community. As the Managing Director of MUFG Bank, his experience to be a link between the business communities of Pakistan and Japan was of immense help. Customary pleasantries were exchanged, and all present wished him for his success in all his future endeavours.



Moments that Defined Michiyasu Saito`s Tenure

A Salute to Pakistan's Auto Industry

Romano Karim Yusuf reviews *Steering the Pakistani Wheel* by Murtaza Y. Mandviwalla and speaks to the author

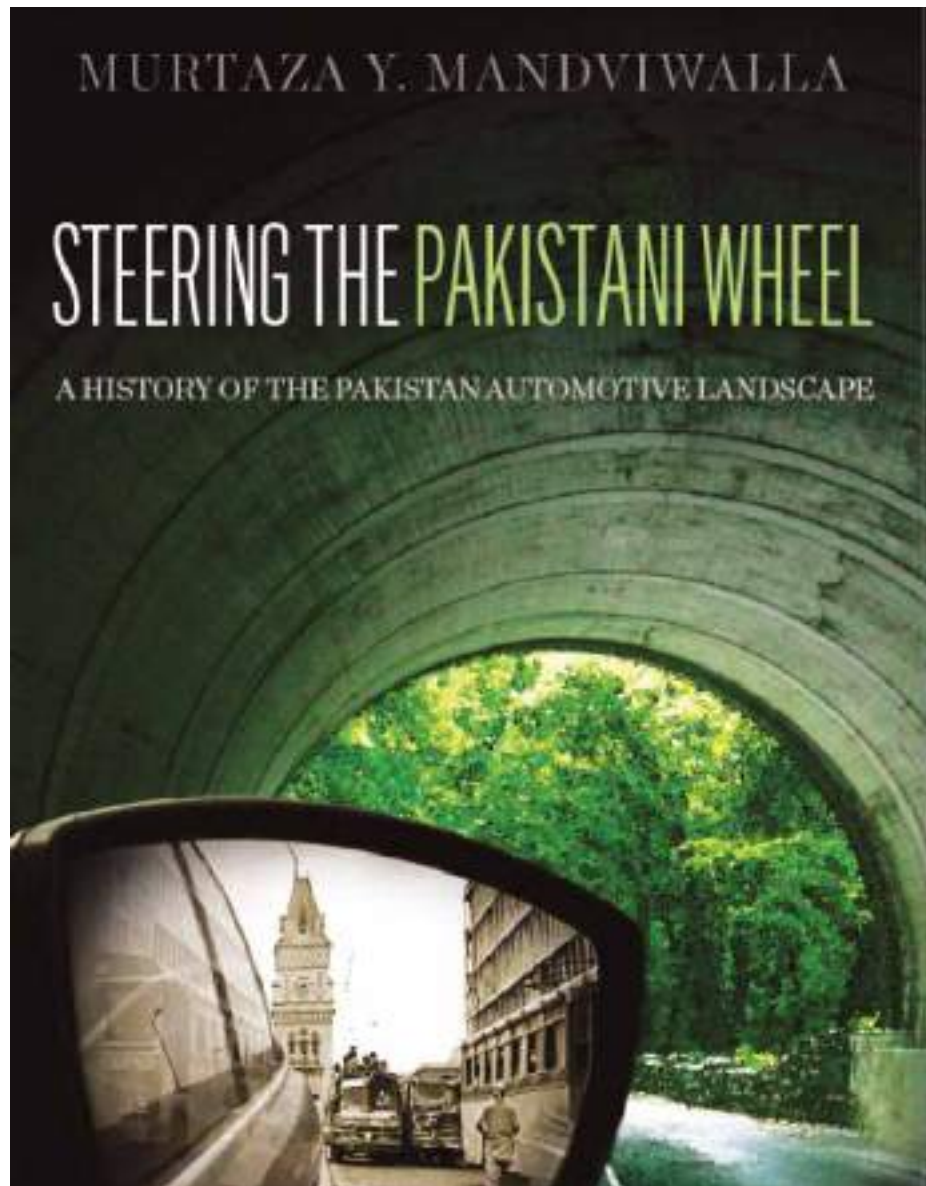
First published in the November-December 2021 Edition of *Aurora*

I would like to start this review, by quoting from the author's preface: "My motivation to write this text emanated from an emotional thought process that overcomes most of us who cross the half century mark – the feeling of 'wanting to give back.'"

The first impression is of a well-packaged hardcover edition. A green-themed dust cover, the photo of two quintessential Karachi icons, a truck art decorated Mazda 3500 minibus a.k.a. The Yellow Devil, with the Empress Market Clock tower in the background, both seen in the rear-view mirror of a vehicle, hint strongly at the contents. This Pakistan specific compilation will educate, entertain and surprise you with an incredible number of feel-good stories of struggle and success. Divided into eight parts, nothing is too long, and in any case, you can move on, and return to the bookish bits later. Prefaced by Senator Javed Jabbar, a page listing of automotive/industrial acronyms, a timeline of automotive-related milestones dating back to 1896 and up to 2021, all backed up by a full index; Adam Motors to Zabardast, and much more (it is all there).

This is a book for all levels of engagement. Read it from start to finish or dip in and out, chapter by chapter. With topics ranging from personalities of the automotive scene, vintage auto enthusiasts, corporate success stories, as well as in-depth looks at government policy, technological challenges and many other threads – the material is up to the minute and even has fairly detailed sections on the new electric vehicle policy.

Pakistan started in the early years with an industry based and reliant on British products and technology. This started to change in the fifties, as American, German and later Japanese brands started



making inroads. As a nascent nation in the non-communist block, Pakistan was wooed by numerous Western countries. Today, Pakistan is one of the 40 countries with an automotive industry, although it has yet to achieve the economies of scale seen in nearby East Asian countries. We learn of numerous schemes envisaged by successive governments, some with limited success, others outright scams. Yes, the world of rules and regulations is not as balanced and fair as some would have us believe. Mandviwalla touches on all these subjects, and more. Pakistan was first exposed to the 'Japanese

way' with the arrival of Toyota in the mid-sixties. In addition to the obvious superiority of product they brought in the shape of the Toyota Corona RT40, was the long-range vision of their managers. Their quick understanding of what makes a product successful, and its implementation, quickly put them centre stage and banished any Western product in the running. Toyota rules the middle-segment, Honda the mid and upper-mid, and Suzuki is virtually synonymous with the budget end of the auto spectrum.

Mandviwalla dwells on the Japanese

management styles and their gradual influence on the Pakistani automotive leadership. Coincidentally, in his words, “the history of the automotive industry of Pakistan is also the history of Japanese automakers.” (Unlike the West, Japan only came into large scale manufacturing after World War II). Their management style of workplace culture, loyalty to the firm, discipline, bottom-up input and decision-making, continuous search for improvement, have percolated into the local workforce. A section on technical and vocational training is an eye-opener, and there, in his meticulous way, was the number of vocational schools countrywide: 3,842. One wonders at the dearth of trained mechanics in the country. I imagine the reality is too many children join the workforce without formal schooling, excluding them from the possibility of reading technical manuals or even following classroom lectures. Some train and migrate to more lucrative shores, the Japanese Government’s involvement, since 1954, with our auto industry, created numerous assistance projects, ranging from training in Japanese management and production processes, a Highway Research and Training Centre, to the Construction Machinery Training Institute in Islamabad.

We discover the real stories behind projects such as Nishan, Proficient, Yasoob, and Revo, to name a few. Motivated individuals who went all out to make a local product, only to be let down by bureaucracy, bankers, and red tape. A sad tale. All in all, a fascinating story of the machine that gives you the freedom to travel. Over a decade in gestation, and what a labour of love! I will be thumbing its pages for a long time to come.

Murtaza Y. Mandviwalla’s Steering The Pakistani Wheel, is the first researched compendium on the automotive history of Pakistan. In addition to being CEO of Mandviwalla Motors, he is the Secretary General of the Pakistan Japan Business Forum. I quizzed him about the book’s genesis and about how he sees the future of the automotive sector.

ROMANO KARIM YUSUF: How did this project start?

MURTAZA Y. MANDVIWALLA: I grew up in an automotive family, and when I was a student in the US, I took a class in business history. I was given a book called The Great Transformation, a history of the industrial progress made in the UK over a 200-year period. I also assisted my professor in documenting a research on the history of the American railroads. That project instilled in me the realisation of the process of reading up on any subject. On my return to Pakistan, I joined the family business and a chance event in 2008, where I was looking up some old company documents and it made me think about the lack of information on the automotive field in Pakistan. I started documenting the automotive history, and at some point, sent the info to my brother; he suggested I keep at it. The years passed, life, work, and also, a little bit of uncertainty about my being able to actually do it, but then, along came the pandemic. I was stuck in the USA and when I started the research, I realised that with a few exceptions, hardly anything had been documented on the automotive scene of the country. There exist 10,000 books on automotive history in the USA, 300 in India, and mine is the first in Pakistan!

RKY: What were the challenges in publishing the book?

MYM: I had to self-publish, no local publishers were interested. They said unless the book was about children’s education or medicine, I would be lucky to sell a thousand copies. I have already crossed that number. All funds earned will be donated to an automotive training project.

RKY: How do you see the role of the big three Japanese manufacturers in Pakistan?

MYM: Pakistan’s demand has grown gradually and the existing auto makers have developed their business models and their network according to the demand. New auto makers have been hesitant (in the past) due to the preference for used car imports by the government. If there was market

potential, other automakers would have surely entered. The pie is now likely to get bigger with incentives for new entrants in the form of greenfield/ brownfield projects and expected concessions in auto financing in the next auto policy. At least 12 new brands will enter.

RKY: Going Green; how will Pakistan do it?

MYM: The way forward for Pakistan and other developing countries is to go hybrid; it is a tried and tested technology, available in all motor vehicle types and has no infrastructure requirement. It is the best short-term way forward. We will have to wait until the battery technology becomes smaller and cheaper for a long-term solution. EVs are still in their initial stages of acceptance worldwide and require major subsidies and infrastructure support. Motorcycle EV conversions are not safe. And those motorcycle EV available through OEM cannot be used for long travel for now. However, encouraging EV local manufacturing in buses and motorcycles is advisable.

RKY: Do you agree that the import of SUVs is draining foreign exchange?

MYM: The demand/pie is becoming bigger. SUVs have taken the market share of sedan models. Imports of CBU (completely built-up units) have drained foreign exchange from Pakistan to some extent. The key is to step-up local production of SUVs which will happen once the post Covid global component supply of parts improves.

RKY: Best locally made car you’ve owned/drove?

MYM: Suzuki Swift – Excellent handling and best suited for urban and highway driving

Steering the Pakistani Wheel

By Murtaza Y. Mandviwalla
Published by Man San Enterprises 371 pp, Rs 3,000
ISBN: 9789692361804

Romano Karim Yusuf is a vintage car enthusiast. romanokarim@gmail.com

The Mandviwalla Automotive Legacy

Mandviwalla Automotive Group celebrated its 90 years in 2022, which is perhaps the singular milestone of an automotive company in Pakistan.

The story begins when Ghulamali, imported bi-cycles from the Runwell cycle company of Birmingham, and moved into the tyre business followed by the import of a 4-wheeler car from UK which was sold in exchange of a horse carriage. In 1936 the company represented Willy's car (not jeep) and International Harvester pickup. (not tractor). In the 50's Mandviwalla introduced Rover cars and the Land Rover to Pakistan followed by other UK brands such as Standard, Vanguard & Triumph. The company also assembled SKD Seddon Trucks and Buses in Karachi.



In 1966 Japanese automakers viewed Pakistan as a potential market for their cars and light commercial vehicles. Mandviwalla acquired the distributorship of Mazda. The 1500 Luce became the fastest selling car of Pakistan from 1968 to 1971. Although, impacted by the nationalization policy of the government, Mandviwalla retained its automotive company and became dealers of the nationalized units selling Mazda, Suzuki, Ford and Toyota Vehicles.

Today, Mandviwalla's automotive business with Japanese companies is 57 years old and the association with the Suzuki brand spans 48 years when Suzuki introduced the 1975 Fronte and pickup to Pakistan. Mandviwalla Motors Pvt Ltd is accredited as the first appointed dealership of Pak Suzuki Motor Company, having 3 dealerships in 5 centres' in Karachi and Northern Sindh.



Now in its 4 generation, the group is leveraging the automotive experience into mobility businesses such as automotive rental and the travel trade.





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Pakistan Japan Business Forum AGM & Annual Dinner



By Khizar Muhammad

Annual General Meeting of the Pakistan Japan Business Forum (PJB) was held with its Patron-in-Chief, Ambassador Mitsuhiro Wada of Japan Chairing the meeting who had specially flown in from Islamabad. The details of the year's report were shared by former Chairman, Kalim Farooqui supported by current Chairman, Murtaza Mandiviwalla, Senior Vice Chairman Itaru Nakamura, Vice Chairman Feroz Alam Shah and Feroz Alam, Secretary General. The financial report was presented by the Finance Director, Hanif Sattar.

Ambassador Wada appreciated the efforts of PJB towards strengthening the economic and trade relations between Pakistan and Japan and also assured of his cooperation towards PJB's energies in bringing the business communities of both friendly nations together. He cited the



EVENT

success of the Joint Dialogue held in Islamabad towards achieving it.

Pakistan Japan Business Forum, as a leading bilateral business forum has 20 directors on the board each having business interests with Japan, 10 of whom are Japanese nationals' resident in Pakistan as country heads of Japanese conglomerates having their offices in Pakistan. The board also has observer members which include the Consul General of Japan in Karachi and Country Head of Japan External Trade Organization (JETRO). Membership of PJBF consists of business icons from diversified fields of trade and industry covering sectors such as automotive, pharmaceutical, information technology, textile, engineering, fisheries, petrochemicals, steel, and the list continues.

Keeping with the tradition, the annual general meeting of PJBF was followed by dinner and entertainment program which was attended by many city luminaries which besides the members, included several members of the diplomatic community based in Karachi. While the entertainment portion was programmed to promote Pakistani culture and music, the guests were enthralled by the skills of the Deputy Consul General of Japan in Karachi, Yasushi Nakagawa who displayed his skills playing saxophone which was both appreciated and applauded.





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The Company predominantly procures its raw material - Hot Rolled Steel from Japan. By procuring raw materials from Japan, a distinguished hub for steel production and innovation, ISL ensures that the bedrock of its manufacturing processes is firmly grounded in excellence. This approach exemplifies ISL's commitment to delivering products of superior quality and maintaining a global outlook in its operations.



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ISL has played a pivotal role in fostering the large-scale industrial manufacturing sector of Pakistan. The company's premium flat steel serves as an input for various upstream and downstream industries, driving economic growth and empowering businesses nationwide. Through constant expansion and innovation, ISL is setting new benchmarks for the steel manufacturing industry in Pakistan.



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As a responsible corporate citizen, ISL recognizes the importance of sustainable operations and maintaining strong relationships with all stakeholders. Embracing a Clean, Lean, and Green approach, the Company strives to minimize its carbon footprint, optimize resource utilization, and promote eco-friendly practices, including recycling and reusing resources. By doing so, ISL takes concrete steps towards preserving the environment for future generations.

ISL is committed to making a positive impact on society. Through various social initiatives, the company actively promotes the well-being and welfare of communities. ISL regularly supports healthcare and educational initiatives in the country, making a meaningful difference in the lives of countless individuals. With a relentless pursuit of excellence, adherence to global standards, and a strong commitment to sustainability and social responsibility, ISL stays dedicated to empowering industries, enriching lives, and creating a lasting legacy of growth and prosperity.



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Need of Developing ICT Professionals for Int'l Market

By Sitara Arif

Developing and grooming ICT professionals for the international market involves a multifaceted approach. It begins with honing technical expertise coupled with ongoing learning to stay updated with industry trends. It is critical that we prepare our workforce for the increasingly competitive international market. A combination of technical proficiency, interpersonal abilities, flexibility, and a worldwide outlook are required. True success-critical comprehension of the international market environment and business etiquette would be unattainable if our professionals did not adopt and assimilate these parameters.



Grooming ICT professionals for the global market involves a comprehensive approach not only encompassing technical expertise but also cultural competence, and soft skills. It begins with nurturing strong technical prowess in areas like programming, cybersecurity, cloud computing, data analysis, AI, and machine learning. It also includes providing exposure to international projects, encouraging remote work proficiency, and instilling ethical awareness further equip ICT professionals to excel in the global arena, contributing meaningfully to international technology landscapes. Our professionals should be encouraged enough for continuous learning and certifications while to stay updated with the latest technologies.

Cultural immersion, language proficiency, and understanding global business practices are pivotal for effective international engagement. Likewise Soft skills such as communication, problem-solving, and adaptability are equally essential for seamless collaboration in diverse settings.

The fundamental issue and underlying cause is that technology and innovation are not being adequately integrated into our curriculum, which ultimately results in lacking sufficient practical experience in the most recent knowledge foundations. This deficiency underscores the ethical and social obligations that educators and policymakers bear in the digital age. Therefore, it is critical and essential to incorporate subject matter experts, technology specialists, and educators in the process of curriculum development. Their insights can help identify where technology can add value to different subjects and learning outcomes. In educational institutes, we should not focus solely on teaching technology itself but rather on integrating

it as a tool across subjects and create a conducive environment for IT education and training.

Industry collaboration is crucial for aligning education with market needs, offering internships and training. Professionals themselves should take initiative in upskilling, attending workshops, and staying updated with emerging technologies. Engaging in training, workshops, or courses for upskilling often provides opportunities to expand professional networks, connecting with like-minded individuals and

potential mentors. Certain skills may become obsolete over time, while new ones emerge as crucial. Investing time and effort in grooming and upskilling is an investment in one's own future and can significantly impact professional success and satisfaction. Those who regularly update their skills and knowledge are better positioned to stand out among their peers. Grooming and upskilling not only improve professional abilities and personal growth but also are incredibly important in today's rapidly evolving world.

Both Government and policy makers should take initiative in creating and investing research institutions for innovation and technology drive. Skill Development centers should be established keeping abreast with new technology. These centers should be meant to initiate Project-based learning incorporating hands-on experiences, simulations, and real-world applications. Additionally, the government should support digital learning platforms, reform assessment methods, encourage public-private partnerships, and continually assess and improve these environments based on feedback from stakeholders.

Undoubtedly, developing ICT professionals in a country necessitates a collaborative effort among diverse stakeholders.

The collaboration is vital and imperative in providing the necessary training, exposure, and opportunities for ICT professionals to thrive in the international market. These measures collectively ensure dynamic professional settings that cater to diverse exposures and learning needs and will prepare our professionals effectively for future challenges.



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As we journey into the new year, we venture further into the ever-evolving economic partnership between Pakistan and Japan. Over the decades, Pakistan and Japan have been steadfast economic allies, collaborating in various dimensions of development – from healthcare and education to industry, economy, disaster management, and infrastructure. Our economic interaction dates back to ancient times, as early as 538 AD, when the Gandhara civilization played a vital role in promoting cultural exchange. This early trade and cultural interchange laid the groundwork for a resilient partnership that later became pivotal in Japan's post-World War II recovery. Pakistan played a pivotal role in aiding Japan's economic resurgence by exporting critical commodities like cotton and jute. In return, we imported cutting-edge textile machinery from Japan, forming the cornerstone of a thriving trade relationship. Pakistan was proud to welcome Japan back into the international community, marking the beginning of a prosperous era of collaboration and economic growth.

Today, Japan stands as one of Pakistan's leading economic partners, with an impressive annual trade value of \$1.5 billion. Notably, the Japanese automobile sector has made substantial contributions, epitomized by Toyota's remarkable \$100 million investment to introduce hybrid cars to Pakistan. Japan's generous aid package of \$82.12 million to Pakistan in 2019 further underscores the commitment to mutual economic progress. Japan's interest extends to several significant projects within Pakistan, including the Thermal Power Station Jamshoro, Kohat Tunnel, Indus Highway, and Bin Qasim Thermal Power Station. In the water-supply sector, Japan's International Cooperation Agency (JICA) actively supports Pakistan's Gravity Flow Water-Supply Scheme, aimed at enhancing infrastructure and providing

clean drinking water to communities.

Japan's industrial success story, propelled by a robust education sector, serves as a compelling model for emerging economies like Pakistan. In the realm of information technology, Japan seeks to capitalize on Pakistan's talented workforce by recruiting professional IT technicians. A recent meeting between Japan's Ambassador to Pakistan, Mitsuhiro Wada, and Pakistan's IT and Telecommunication Federal Minister, Syed Amin-ul-Haque, emphasized the prospects of collaboration in the IT sector. Furthermore, Japan's Human Resource Development Scholarship Program, in partnership with Pakistani universities, is creating opportunities for Pakistani students to pursue higher education in Japan, enhancing their skills and employability.

Education remains a top priority for both nations. Collaborative efforts between the Ministry of Economic Affairs and the Sindh School Education and Literacy Department, with support from JICA, are aimed at addressing critical issues, such as out-of-school children in Sindh. These initiatives are pivotal in human resource development, which, in turn, contributes to economic growth. Tourism also holds substantial promise for our economies. Pakistan's rich cultural heritage, including ancient Buddhist artifacts, archaeological treasures in Mohenjo-Daro and Harappa, and the Gandhara civilization, not only attract tourists from Japan but also from around the world. This flourishing cultural exchange enhances social interaction between our citizens, strengthening economic bonds between our two nations.

As a member of the Pakistan Japan Business Forum, I envision a future where our economic relations continue to flourish. Here's to a thriving economic partnership and the promise of collaborative endeavors that will shape our shared economic future.

Dinner with Ambassador Mitsuhiro Wada in Karachi

By Khizar Muhammad

Ambassador of Japan Mitsuhiro Wada was in Karachi to attend and chair the Annual General Meeting of the Pakistan Japan Business Forum. He was accompanied by his wife Madam Wada. Having arrived the day earlier, he was invited by friends over dinner. Those present included the Chairman PJBF, Murtaza Mandviwalla, former Commissioner of Karachi and now Federal Secretary Ministry of Health, Iftikhar Shallwani, former Senator and Federal Minister Javed Jabbar, Acting Consul General of the United States of America in Karachi, Jimmy Mauldine, Nadeem Kazmi, Director PJBF and several others. Kalim Farooqui on behalf of the guests presented a book by Dr. Salahuddin Iftikhar on Jerusalem: A journey back in time, while Madam Wada was presented with a book about Sindh titled The Flowering Desert by Mrs. Shaheen Farooqui.





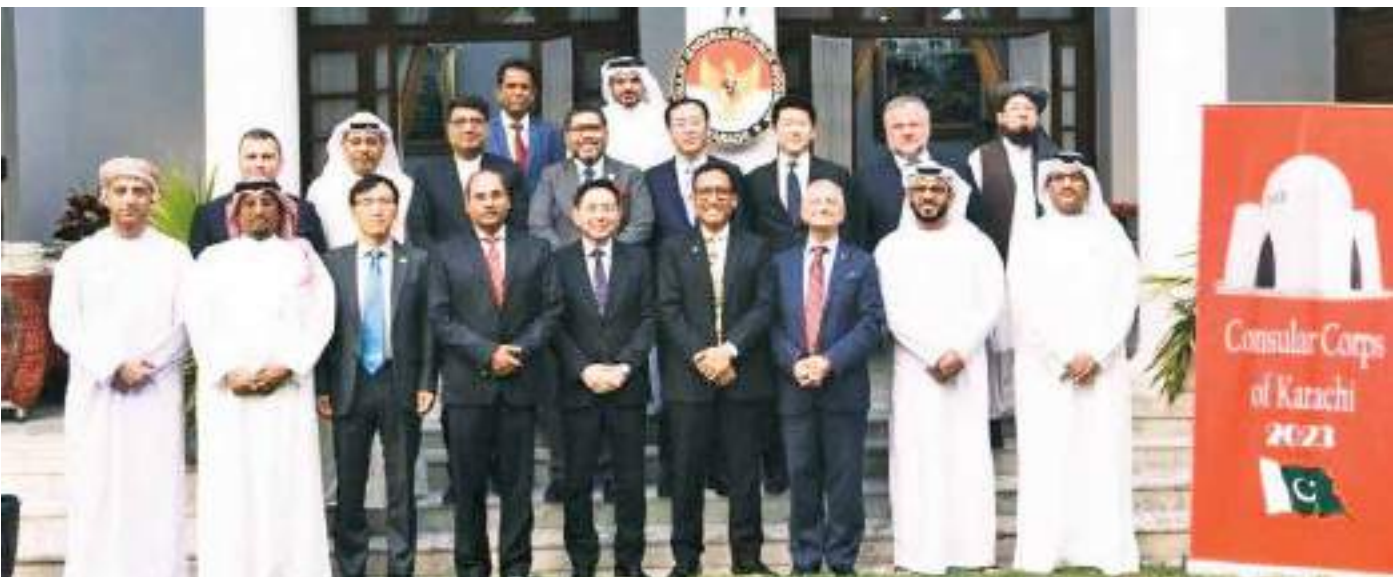
Farewell reception by the Consul General at his residence

Consul General of Japan, Toshio Odagiri to bid farewell to his friends, acquaintances, and his counterpart members of the Karachi diplomatic corps, held a farewell reception at his residence which was largely attended by a mix of Karachi luminaries including from members of the Pakistan Japan Business Forum. The Consul General in his address to the guests expressed his gratitude for the help and cooperation extended to him by many during his tenure as the Consul General of Japan in Karachi. He particularly thanked the residents of Karachi for the warm reception he got at all events which he was invited to and mentioned that he is carrying back with him pleasant memories of his stay in Karachi. He later interacted with the guests individually and thanked them for taking time out to grace the event with their presence. Guests were treated to several sumptuous Japanese delicacies.





Later, Dr. June Kuncoro Hadiningrat, the Consul General of Indonesia, who also serves as the Dean of Consular Corps in Karachi, had gathered Consul Generals of Foreign Mission in Karachi, at his Residence to bid farewell to Toshio Odagiri. The event was attended by Consul Generals of Afghanistan, Saudi Arabia, Bahrain, Bangladesh, Iran, South Korea, Kuwait, Malaysia, Oman, Qatar, United Arab Emirates (UAE), France, Russia, Sri Lanka, Thailand, China, and Turkey. In welcoming his guest of honour, Dr. June Kuncoro Hadiningrat highlighted the help and cooperation from Toshio Odagiri towards the diplomatic fraternity in Karachi and presented him with a souvenir to him which was graciously accepted and appreciated.





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Partners in Progress: History of Pakistan-Japan Relations

By Kalim Farooqui

Diplomatic relations between Pakistan and Japan reached 70 years in 2022 but the beginning can be traced back to 538 AD when today's Pakistan, then a cradle of the Gandhara civilization, served as a source for the promotion of Buddhism in Japan. Gandhara flourished in this region from 500 BC to 10 AD and Buddhism reached Japan during the mid-sixth century. While both regions went through a period of turmoil and chaos for reasons of wars, invasions and occupations, cooperation and exchange of culture continued, such as the establishment of a chair for Urdu language during 1930 in Tokyo University and in Takushoku University.



Pakistan had gained independence in 1947 and Japan at the same time was emerging from the ashes of World War II to regain its position in the comity of nations. Both countries started their relationship as emerging nations. Pakistan was the only major country from South Asia which attended the San Francisco Peace Conference in 1951. Speaking courageously at the conference, Pakistani leaders talked about peace, justice and reconciliation in the aftermath of the world war. Pakistan was in the forefront welcoming Japan's return to the international community. Such gestures led both countries to establish their diplomatic ties on April 28, 1952. Since then the Pakistan-Japan relationship has made steady progress and has kept growing to the mutual benefit of both countries. Japan has since remained a cornerstone of Pakistan's economy as well.

Interestingly, Pakistan was the destination of the first inaugural trade delegation of Japan under the allied occupation in 1949. Within the first decade of Pakistan's independence, some 50 multinational Japanese companies had already set up their offices, mainly for trading purposes with Toyota Tsusho opening its branch office in 1952. The third ever overseas branch of the Bank of Tokyo, later Bank of Tokyo Mitsubishi and now UFG, was established in Karachi in 1953 while for the opening of the second office of Japan External Trade Organization (JETRO), the location selected was also Karachi. Pakistan was the second largest trading partner of Japan, only after the United States, mainly catering to Japan's need for raw material such as jute and cotton and fulfilling over 50% of their requirement. The Japanese on the other hand, reciprocated by exporting their technological advances to Pakistan for its benefit. Spindles manufactured in Japan contributed a great deal to the progress of the textile sector in Pakistan and which even today having progressed contributes a major portion towards its export earnings.

Japan has remained as one of the major bilateral development partner to Pakistan since 1954, extending assistance in multifaceted sectors of development. This includes Yen Loan assistance for development projects, grant assistance for social sector projects,

technical cooperation for technology transfer and human resource development and grass root support to NGO's. During the 60's, Pakistan occupied a prominent place in the allocation of the Japanese assistance to the developing world and remained amongst the top recipients in the region. Japan's diplomatic relation with Pakistan had, and continues to have, significance. Both nations were supportive of each other having convergent views on major world issues. While Japan was recovering from the aftermath of World War II, Pakistan was trying to establish itself as a new nation. No wonder, the personal reception

and the only one by Showa Emperor, to the visiting President Ayub Khan of Pakistan in December 1960 at Tokyo's Haneda Airport, became a landmark in Japan-Pakistan diplomatic goodwill. This visit also paved the way to start an important economic relation as the then Prime Minister of Japan, Hayato Ikeda, had just commenced Japanese Official Development Assistance program (ODA) and of which Pakistan became a major recipient. The initial assistance of US\$ 20 Million in 1961 swiftly reached 80% of total Japanese ODA by 1964. The assistance was used for mega projects as well as for industrialization. Bilateral trade has however been exceedingly in favour of Japan due to dismal performance on the part of exports from Pakistan and towards which meaningful dialogue is taking place and new avenues of nontraditional items such as agricultural produce, seafood and information technology in under consideration.

Inspired by a common desire to promote and further strengthen relations between the two countries, the Government of Japan and the Government of Pakistan signed a Cultural Agreement in 1957. Nobusuke Kishi, Prime Minister and Minister for Foreign Affairs of Japan and Huseyn Shaheed Suhrawardy, Prime Minister of Pakistan represented their respective countries at the signing ceremony. According to the agreement, it was decided that both countries will provide each other every possible facility to assure better understanding of the culture of their respective country, especially by means of books, periodicals, and other publications; lectures, concerts, and theatrical performances; art exhibitions and cultural films. Under this agreement, both countries have initiated several projects and have conducted various activities for strengthening the cultural ties between them and leading to the formation of Pakistan Japan Cultural Association.

On the diplomatic front, Pakistan and Japan found themselves on the same side of the divide during the Korean War and the Cold War. Then Japan, through determination and hard work of its citizens, became a modern industrialized nation and started extending Yen Loan assistance to Pakistan. Yen Credits are extended to developing countries on soft terms, characterized by a low interest rate and long maturity. These loans thus support poverty reduction through economic growth and capacity and institution building. The first Yen loan was provided to Pakistan in 1961. Since

then Japan has supported the development of infrastructure in Pakistan mainly in areas such as telecommunications, transportation and power generation. As such and through this measure, Japanese products were introduced in Pakistan. Development projects of significance funded by Japan include Indus Highway, Jamshoro Thermal Power Station, Kohat Tunnel, Bin Qasim Thermal Power Station, Daudkhel Fertilizer Plant, Ghazi Barotha Hydropower Plant, The Construction Machinery Training Center and countless others in the social sectors under their Grant Assistance program. Diplomatic relations continued to grow between Pakistan and Japan, and several agreements were inked in the ensuing years, such as the International Postal Money Order Exchange Agreement, Pakistan-Japan Agreement regarding Establishment of a Telecommunication Research Centre, Pakistan-Japan Plan of Operation for Engineering, and Economic Survey for the Development of a New Ocean Port at Pitti Creek in Pakistan. Then the Soviet War started in 1980 and Pakistan's role in securing the withdrawal of the Soviet forces from Afghanistan contributed towards further fortifying Pakistan-Japan ties.

In response to the nuclear tests conducted by India and Pakistan in May 1998, Japan announced to freeze grant aid for new projects and Yen loans to both the countries. However, after President Pervez Musharraf's visit to Japan in March 2002 and Pakistan's important contribution to the global fight against terrorism in the aftermath of 9/11, relations between the two countries entered a new era. Japan supported Pakistan's counter-terrorism efforts by providing fresh water and fuel to Pakistan vessels participating in operation Enduring Freedom - Maritime Interdiction Operation.

Pakistan sincerely appreciating Japan's generous technical and financial assistance since 1954 issued a special postage stamp in 2004. Japan recognizing the geopolitical importance of Pakistan and appreciating Pakistan's role in fighting terrorism announced to further expand strong collaboration at all levels. A declaration was yet again signed on April 30, 2005 affirming to work towards a renewed, enhanced and robust relationship. Both sides appreciated the role of leadership exchanges in enhancing bilateral relations in different areas.

To extend support to the democratic Government of Pakistan in its efforts to consolidate democracy in Pakistan and to facilitate social and economic development in the country, Japan hosted the Friends of Democratic Pakistan and Donors' Conference in Tokyo in April 2009 which conveyed pledges in excess of six Billion Dollars. The then President twice visited Japan in 2009 and again in 2011. Both the visits provided further impetus to strong bilateral ties. Japan has supported Pakistan on various fronts as a sincere friend, stepping forward to help Pakistan after the countrywide floods in 2010. It announced contributions for flood relief and rehabilitation efforts at the Pakistan Development Forum held on November 14 and 15, 2010. Japan also sent SDF helicopters and medical teams for relief and rehabilitation of flood affectees. Reciprocating the gesture, Pakistan also expressed its solidarity and support to the government and people of Japan in the aftermath of devastating earthquake and tsunami that hit Japan in March 2011. Government dignitaries visited the Japanese Embassy to convey their sympathies and express solidarity with the people of Japan. Two C-130 loads of relief goods were provided by the people of Pakistan. Representing the sentiments of the entire Pakistani nation, Pakistan Embassy with Noor Muhammed Jadmani as Ambassador in Tokyo, along with the

Pakistani community personally helped the victims by providing them hot food, disposable water bottles and other goods, and voluntarily worked in the shelters to provide relief to the affected.

Japan is the third largest economy in the world with a GDP of nearly 5 Trillion Dollars. It is also a major trading partner of Pakistan as well as a major donor. Their total global imports are in excess of 700 Billion Dollars with Pakistan's share at a mere 0.05 %. Our imports from Japan are around 2 Billion Dollars while our exports stand at a meager 250 Million Dollars as an average on an annual basis. To bridge this gap, Pakistan needs to move away from traditional export of raw materials and concentrate more on value added goods. Pakistan stands amongst the top producers of cotton, wheat, fish, sporting goods, cutlery, gems, surgical instruments, fruits, dairy products and the like. If only Pakistan succeeds in acquiring state of the art technology by inviting joint ventures with Japanese Companies, the trade gap can be substantially reduced. Information Technology is an emerging sector which too needs to be introduced in Japan.

Pakistan is strategically located besides offering a market with over 200 Million people. It has the requisite manpower available and is blessed with natural resources that any nation can desire. As such, it offers immense opportunities to Japanese investors to come, establish and expand their businesses. All Pakistan needs to do is to provide the necessary infrastructure and requisite business environment. In today's world, governments are competing amongst themselves to attract investments and with the markets in and around Pakistan; there is no reason why Pakistan should be left behind. Pakistan is now offering Special Economic Zone to the Japanese with attractive benefits such as sole ownership, tax exemptions, repatriation of earnings and single window operations. The Board of Investment set up for this purpose is making efforts while National Industrial Parks, another organization under the Ministry of Industries is offering developed industrial estates in different provinces at very reasonable terms. Japanese businessmen as well as Japanese Government have been in discussion with their counterparts on this matter. Such combined efforts portraying public-private partnership will bring about meaningful results to attract joint ventures for Pakistan which in turn will provide job and business opportunities to Pakistanis.

Pakistani businessmen are being encouraged to establish contacts with their counterparts in Japan for joint ventures and export of value-added goods from Pakistan. Both the Pakistan Embassy in Japan and Pakistan Japan Business Forum in Pakistan (PJBF) are available to assist and connect the business communities of both the nations. Pakistan Embassy in Tokyo is very actively pursuing the agenda of increasing trade between the two nations and bringing investments into Pakistan from Japan. Towards this Pakistan's Ambassador in Tokyo, Reza Tarar is exploring all avenues available to impress upon the Japanese businessmen the opportunities Pakistan offers by way of natural resources as well as human resources to them. Similarly, Pakistan-Japan Business Forum and its members are pursuing with Pakistan authorities to minimize the bottlenecks that stand in the way of trade and investments between Pakistan and Japan. The Joint Dialogue held in Islamabad last year with over 150 Japanese and Pakistani businessmen participating has paved the way to a better understanding between the governments and the business communities of the two nations.

PAKISTAN JAPAN DOSTI ZINDABAD!!

Pakistan Investment Seminar, Tokyo



PJBF is glad to inform the participation of Chairman Murtaza Mandviwalla and Vice Chairman Feroz Alam Shah who took a special trip to attend the Pakistan Investment Seminar arranged by JETRO in collaboration with the Embassy of Pakistan and the Board of Investment, Pakistan. Attending the seminar were the Investment Minister, Chudhary Salik, Pakistan's Ambassador to Japan, Raza Bashir Tarar, Secretary BOI, Jameel Qureshi, Additional Secretary BOI, Ambreen Iftikhar, Commercial Counselor Pakistan Embassy, Tahir Cheema, and Pakistan Country Director JETRO, Kazunori Yamaguchi. Supporting officials from all participating organizations were also present.

JETRO Head Office had received 140 applications from Japanese business houses for the seminar and had 112 attending since a torrential thunderstorm was unfortunately in progress in Tokyo at the time. Yet the number of participants turning up is a proof of the interest our business friends in Japan attaches to Pakistan. The survey conducted right after the seminar indicated its usefulness to over 98 % of the participants by ticking "Very Useful". Nearly half an hour was also allocated to networking after the seminar and participants were found meeting and exchanging notes. PJBF flyers were also distributed

amongst the participants. According to JETRO Japan, it was a very successful seminar conducted.

Later in the evening, Vice Chairman PJBF, Feroz Alam Shah hosted a lavish dinner in honour of the visiting Minister, Chaudhry Salik and his entourage inviting Ambassador Bashir Tarar, JETRO Country Director, Kazunori Yamaguchi along with several other businessmen in Japan. PJBF expresses its sincere appreciation and gratitude to both its Chairman and Vice Chairman for taking a special short trip for representing PJBF at the important seminar.





By Sarah Ashraf

Taking part in the 2023 Pakistan Auto Show was a significant moment for PJBF. The event, spanning three days, brought together over 100 leading auto companies from Pakistan, Japan, China, and many others. It was a great opportunity for the Auto companies to showcase their latest products and innovations. Our booth received a lot of interest, with many companies wanting to learn more about our services and how they could become members. This interaction was not only valuable for making connections but also highlighted the relevance of our offerings in the automotive industry. The Auto Show also provided a platform for our team to meet with experts and explore potential partnerships. The Expo provided a valuable platform for networking and collaboration within the automotive industry.



Role of FAKT Exhibitions (Pvt.) Ltd. and Pakistan Japan Business Forum in strengthening economic and business ties between the two extra ordinary nations

Pakistan and Japan have always had a friendly relation over the years. The relationship between the two countries is mainly centered on trade and economic cooperation. Located at the crossroads of Asia, Pakistan has become a focal point for investors in the region and has gained recognition as an important market. Pakistan is a land of opportunities and talking about FAKT Exhibitions (Pvt.) Ltd., we provide a lucrative and productive platform in shape of our exhibitions to Japanese companies to enhance trade and business activities.

We have good number of Japanese companies participating in our trade shows namely IGATEX PAKISTAN – International Garment and Textile Machinery Exhibition & Conference and 3P PAKISTAN – International Plastic, Printing and Packaging Exhibition & Conference.

Pakistan Japan Business Forum has been promoting development and investment programs by providing liaison and linking trade delegations, facilitating interaction between potential counterparts from both countries and ensuring maximum utilization of resources.

Focus of the forum has always been directly on its members. PJBF knows that its success is driven by its members' success and principal that cause ensuring that each of its member knows and has confidence in the forum helping them, connecting them and guiding them to success.

Undoubtedly, Pakistan Japan Business Forum is one of the most active and vibrant forums operating in Pakistan and this is all due to the hard work PJBF team puts in, I appreciate the efforts of every individual and congratulate on the occasion of 70th anniversary of the establishment of diplomatic relations between Pakistan and Japan.

I would conclude my mentioning that, FAKT Exhibitions (Pvt.) Ltd. has always provided avenues through its exhibitions for Japanese companies to showcase their innovations in Pakistan, with the aim of strengthening trade and economic ties between Pakistan and Japan. We look forward to keep on building strong and positive relations between the two extra ordinary nations.

Article By:

Saleem Khan Tanoli

CEO – FAKT Exhibitions (Pvt.) Ltd.

Board of Director – UFI The Global Association of the Exhibition Industry

Vice President – Asia Advertisement Association

Former Sr. Vice President – German Pakistan Chamber of Commerce & Industry

Member – Pakistan Japan Business Forum



PJBF Organized a Session with Jamil Qureshi Secretary of Special Investment Facilitation Council (SIFC)



By Khizar Muhammad

PJBF organized a session for its members, featuring an engaging presentation by Jamil Qureshi Secretary of Special Investment Facilitation Council (SIFC). The presentation was not only informative but also interactive, providing a glimpse into key challenges and promising opportunities for economic growth.

A highlight of the session was the discussion on the Special Investment Facilitation Council (SIFC). Established with a legal mandate, SIFC acts as a ‘Single Window’ for multi-domain cooperation, streamlining the investment process. This initiative marks a significant stride towards creating an environment that is more conducive to investors, providing a one-stop platform to navigate the intricacies of investment procedures.

SIFC is strategically focusing on key sectors, including Agriculture, Mines & Minerals, Information Technology, and Energy. These sectors offer diverse investment opportunities that can catalyze economic growth. Notably, the council has been empowered by an act of parliament, enabling it to function as a ‘Single Window’ for multi-domain cooperation, with a specific emphasis on investment and privatization.



Jamil Qureshi underscored the promising potential in key sectors that can significantly contribute to economic development. The Information Technology sector, marked by a surge in tech startups and software development companies, positions Pakistan as an attractive hub for IT outsourcing. Additionally, the vast fertile land in the agriculture sector presents opportunities for agri-tech, precision farming, and agro-processing. The mining and energy sectors, rich in natural resources, offer untapped potential.

The session also covered the steps the government is taking to make it easier for businesses to grow. The new Investment Policy of 2023 focuses on simplifying rules, selling off government-owned businesses, and making it easier for foreign companies to invest.

Pakistan stands at the threshold of unlocking its economic potential, with the establishment of the Special Investment Facilitation Council being a pivotal step. This is a crucial move to overcome challenges and attract different investments. The focus is on key areas, and the goal is to make the country a global hub for investments. The government is actively making things easier for businesses to grow, aiming for a strong and thriving economy.



Japan Fest 2023 At The Arts Council of Pakistan

By Sarah Ashraf

Japan Fest 2023 was held in collaboration with the Arts Council of Pakistan, Karachi. The Japanese Consulate General of Karachi, Pakistan Japan Business Forum (PJBF) and Pakistan Japan Cultural Association (PJCA) were sponsors of the event to make it a big success as usual. Gathering at the Arts Council of Pakistan as the venue, included prominent personalities such as Consul General of Japan ODAGIRI Toshio, Mayor of Karachi Murtaza Wahab, Chairman of PJBF Murtaza Mandviwalla, Arts Council Pakistan President Muhammad Ahmad Shah, besides several other Consul Generals and city luminaries. ODAGIRI Toshio warmly welcomed everyone to the Japanese festival, expressing, “I welcome you all to the Japanese festival. This festival is celebrated every year. The exchange of culture brings two nations closer and strengthens the Pakistan and Japan relationship.”

The Consul General mentioned the festival’s postponement due to covid and highlighted Karachi’s significance in Japan. He added that the festival serves as a reflection of Japan’s modern and traditional culture, showcasing the strong cultural ties between the two nations.





Mayor Karachi, Murtaza Wahab, expressed his gratitude to the Arts Council for preserving music and cultural roots and inviting friendly countries to promote theirs. He emphasized that the cultural and commercial ties between Pakistan and Japan have strengthened, and he proposed organizing similar programs in Japan to promote awareness of Pakistani culture among the people there. However, he mentioned that the Karachi Metropolitan Corporation (KMC) along with the Arts Council of Pakistan Karachi will take such measures so that the access to people will be easy and need to highlight the positive activities of the city of Karachi.



President Ahmed Shah of the Arts Council Pakistan shared his view that the friendship between Pakistan and Japan is strong. The festival featured various stalls that captured the participant's attention. The Japanese martial art "Kendo" showcased a variety of attack and defense techniques impressively, while artist dressed as diverse comic characters also contributed to the festivities. Guests were invited to visit numerous stalls put up to showcase Japanese culture.



Memorandum of Understanding (MoU) Signing Ceremony Report between Pakistan Japan Socioeconomic Association (PJSA) and Punjab University, Institute of Languages & Linguistics



By Sitara Arif

Date: October 12th, 2023

Venue: Vice Chancellor Office, The University of Punjab, New Campus, Lahore

Representatives from Pakistan Japan Socioeconomic Association | PJSA

- Sitara Arif, (Chief Executive Officer) – President
- M. Hassan Lali (Director Higher Education Department)
- Muhammad Shahbaz (PhD Linguistics from UK) – Chief Executive Member
- Zakauallah Khan (Chief Technical AI Engineer) – Executive Member
- Illyas Farooqi (Japanese Language Master Trainer)
- Sajal Rehman (Chief Development Officer) – Executive Member
- Ali Hassan – Member

Representatives from The Institute of Languages and Linguistics, University of Punjab

- Prof Dr Khalid Mahmood - PU Vice Chancellor
- Prof Dr Moeen Nizami - Dean Faculty of Oriental Learning
- Prof Dr Moqheet Javed - Director Institute of Languages & Linguistics
- Dr Maria Isabel Maldonado Garcia - Professor, Oriental College, Punjab University
- Dr. Ekaterina Gavrishyk - Professor, Oriental College, Punjab University
- Dr Bakht Munir – Professor, Oriental College, Punjab University
- Ashok Kumar Khatri – Professor, Oriental College, Punjab University
- And Other Distinguished Faculty Management of Punjab University

Objective:

The recently signed Memorandum of Understanding (MoU), a pivotal agreement inked at a distinguished Public Sector University, represents a groundbreaking endeavor to seamlessly integrate the Japanese Language into the Diploma program. This collaborative effort not only provides students with the invaluable opportunity to study but also immerse themselves in the rich tapestry of Japan's diverse linguistic and cultural heritage.

Introduction:

The signing ceremony of the Memorandum of Understanding (MoU) was a historic milestone, signifying a crucial advancement in fostering cultural interchange and academic partnership between Pakistan and Japan. Dignitaries from the PJSA and Punjab University, along with faculty members and esteemed guests, graced the occasion, underscoring its importance in facilitating collaborative endeavors.

Key Highlights:**Welcome Address by Vice Chancellor Professor Dr. Khalid Mahmood**

The ceremony started with a gracious welcome extended by the Prof. Dr. Khalid Mahmood, the Vice Chancellor of Punjab University, conveyed sincere appreciation to PJSA for selecting Punjab University as their collaborative partner in this noteworthy initiative. Emphasizing the significance of acquiring foreign language skills in today's globalized landscape, He emphasized the numerous benefits of language learning, which range from improved cross-cultural understanding to increased employability.

Following this, the session proceeded with all members from both entities introducing themselves, setting the stage for constructive engagement and mutual understanding.

Address by Ms. Sitara, President PJSA

Ms. Sitara Arif, spoke about the robust cultural bonds shared between Japan and Pakistan. During her address, she commended Punjab University for its prompt decision to embark on the Japanese language initiative, expressing optimism that it would undoubtedly foster deeper understanding and collaboration between the two nations.

Signing of the MoU:

The central highlight of the occasion revolved around the formal signing of the Memorandum of Understanding (MoU) between PJSA and Punjab University. The leaders of both institutions put pen to paper, signifying the commencement of their collaborative efforts. This symbolic gesture served as a clear demonstration of the shared commitment of both entities to collaboratively strive for the effective execution of Japanese Language Classes.

Closing Remarks by Mr. Hassan Lali, Director, Higher Education Department (HEC)

Respected Mr. Hassan Lali applauded the collaborative MoU signing between PJSA and Punjab University. He highlighted its positive impact on educational and cultural exchange between Pakistan and Japan, commending both parties' commitment to promoting the Japanese language. Mr. Lali expressed optimism about the collaboration's potential for socio-economic development, foreseeing a promising future for educational partnerships between the two nations. The event wrapped up with organizers extending heartfelt thanks to all participants and guests, acknowledging their invaluable contributions to the success of the ceremony. They reaffirmed their dedication to achieving the objectives outlined in the MoU and furthering the promotion of Japanese language and culture within the confines of Punjab University. The meeting ended by taking group photo and vote of thanks to the guests and participants with great Hi-tea.

Conclusion:

The ceremonial signing of the MoU between PJSA and Punjab University stands as a landmark occasion poised to unlock novel possibilities for students within the Public Sector university. The incorporation of Japanese Language Classes in terms of one-year diploma classes, announced first time, in Pakistan, is a transformative step, offering students not just academic enrichment but also invaluable avenues for personal and professional development. This collaboration distinctly mirrors the shared commitment of both organizations towards cultivating cultural understanding and fostering academic excellence through the dynamic mediums of language education and cultural exchange. The commencement of this public-private partnership emphasizes unwavering commitment to arming its students with global competencies.



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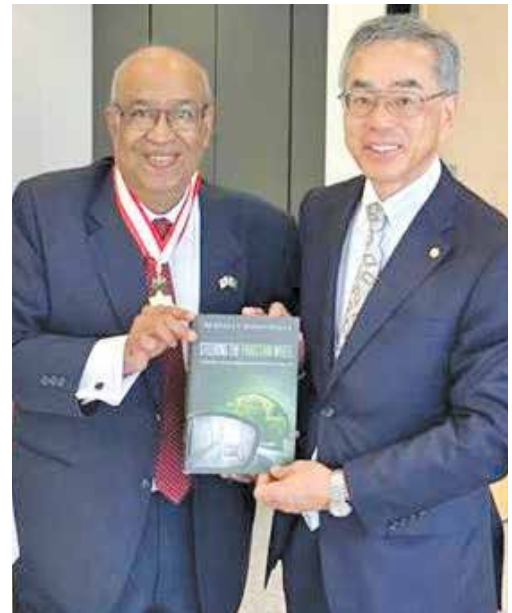
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Japan visit of Kalim Farooqui

By Sarah Ashraf

Having been conferred with the highest civil award by Japan that can be awarded to a foreigner, “The Order of the Rising Sun, Gold Rays with Neck Ribbon”, Kalim Farooqui along with Mrs. Shaheen Farooqui took a trip to Japan. It was primarily done to personally thank all those he has been in touch with over the years and with whose help and cooperation, access to Japanese business conglomerates and their government was made possible. Keeping with his tradition when visiting

Tokyo, he held a reception with Pakistan’s Ambassador to Japan, Raza Bashir Tarar as the guest of Honour and inviting former Japanese Ambassadors to Pakistan, Sadaaki Numata, Hiroshi Inomata and Seiji Kojima. Also, present was the Chairman of Japan Pakistan Business Cooperation Committee (JPBCC counterpart of PJBFB in Japan) and Vice President of Marubeni Corporation, Akira Terakawa. Director General of the Ministry of Foreign Affairs, Arima Yutaka also graced the reception with his presence as also representatives of various conglomerates of Japan, JICA and JETRO officials, members of the Tokyo Chamber of Commerce





and Industry, consultants, businessmen and media representatives.

Speaking on the occasion, Kalim Farooqui elaborated upon the history of his association with Japan over the last four decades, his numerous visits to Japan covering its length and breadth and, in the process, having met many who helped him in the promotion of business between the two friendly countries. Besides, in acknowledging the capabilities of Pakistani talent available, corporations of the like of Sumitomo Corporation, Mitsubishi Corporation, Marubeni Corporation enabled him the joining of hands to establish offices in countries like Kazakhstan, Afghanistan and Myanmar for the promotion and implementation of Japanese ODA programs in the region. This he said was not possible without the help of the respective embassies and related mission offices and specially those of Japan in Pakistan and that of Pakistan in Japan.



Addressing the august gathering, Ambassador Tarar started off by saying “What I heard from others and knew about Kalim Farooqui, is now authenticated by the presence of so many of you responding to his invitation.” Resonating with the views expressed earlier by Kalim Farooqui, he stressed upon the fact that Pakistan has lot to offer which can be mutually beneficial to both Japan and Pakistan. What is needed is increased interaction of the business communities of both countries and to explore new avenues for trade and investments which include agriculture, minerals, energy, and information & communication technology. He offered his support and cooperation to the Japanese businessmen and said his Embassy is fully geared to respond to any assistance needed in dealing with Pakistan side.



The guests were later treated to a sumptuous dinner with a spread covering Japanese delicacies served at the historic Meiji Kinenkan in central Tokyo known for offering the opportunity to strengthen existing



relationships and to experience serendipitous, life-changing encounters in a lush green environment and in a district with a royal air as it is the traditional welcoming place for honored state guests. It was built in 1881 and is also known as Constitution Memorial Hall where the Meji Constitution of 1889 was drafted which provided for a cabinet consisting of Ministers of State who answered to the Emperor rather than the Diet, the national legislature of Japan. The guests were seen enjoying and interacting to exchange notes which surely would be about better understanding of Pakistan as a potential destination for trade and investments.

Additionally, and separately he called upon several friends of Pakistan who in different capacities at different times assisted Pakistan with its development programs. These included even those who had been working in Pakistan as heads of their respective organizations and were back in Japan; with some now retired and joining local forums associated with Pakistan. One such gentleman was Shun Imaizumi of Komatsu who was even awarded Sitara-i-Imtiaz by the government of Pakistan for his services and friendship with Pakistan and is currently heading Japan Pakistan Friendship Forum as also Kimihide Ando of Mitsubishi Corporation who too was awarded Sitara-i-Pakistan for promoting Pakistan Japan relationship and is currently the Honorary Investment Counselor in Japan appointed by the Board of Investment. While in Kyoto, he and Mrs. Farooqui were honoured by Yasunori Yamamoto, President of SHIMADZU CORPORATION, a well-known conglomerate of Japan which his company Technology Links has been representing in Pakistan for over several decades. Both were received by him at his office which later followed by a dinner with many of SHIMADZU staff attending who have been visiting regularly and were well versed with Pakistan. Diplomats serving at the Consulate General of Japan in Karachi were also amongst those visited and included the well-known names in Karachi, Toshikazu Isomura and Katsunori Ashida.







RAZIKI
SINCE 1947



Our History

Raziki group of companies founded in 1947; engages in agency business, distribution, trading of polymers, petrochemicals and machinery. The Group's visionary leadership, with clear objectives has a proven track record and an impeccable reputation that has led to a strong, well-established customer base.

TOTO

BACKGROUND

Raziki continues to keep ahead of time with three generations of enterprising, diligent, and intuitive family members. The group enjoys a strong support system of highly qualified, professional, experienced and modern workforce that has contributed to the success of the conglomerate as it stands today.

RAZIKI DEALS IN

- Petrochemicals, polymers & rubbers
- TOTO sanitary ware & plumbing fittings
- Imported wall & floor tiles
- Noritake ceramic & porcelain crockery, cutlery and tableware
- PVC Flex signage printing material
- Tarpaulin coverings
- Non-stick P.T.F.E. industrial materials
- Blister packaging machines
- Krauss-Maffei extrusion and compounding brushes
- Zahoransky machinery for manufacturing brushes
- Raw material for manufacturing toothbrushes
- German moulds for oral care industry
- Polyurethane
- Textile chemicals
- Liquefied Petroleum Gas (LPG)
- Development of renewable and alternative energy systems
- Biomedical Devices

Address: Suite 904/905/907, 9th Floor, Business Center, Mumtaz Hassan Road, Karachi-74000, Pakistan

Phone: +92 21 32411606 / 32412621 / 32419285 / 32419891

Email: raziki@raziki.com - Website: www.raziki.com

An Ambitious Vertical Development on the Arabian Sea Coast

Construction for the project commenced in 2020, and it is anticipated to be fully completed by 2033

By Jabir Hussain Dada
Sr. Dir Business Development

The HMR Waterfront is an exclusive gated community nestled along the picturesque shores of the Great Arabian Sea. This exquisite development comprises fourteen towering residential buildings, meticulously designed to offer a contemporary and secure lifestyle, along with a comprehensive array of amenities. Encompassing multiple residential towers, a distinctive commercial tower, and a mixed-use development project. This includes a hotel and serviced apartments, retail outlets, and commercial offices.

The development is planned to be thoughtfully equipped with a dedicated grid station, complete with backup generators to ensure a continuous power

supply. Furthermore, a private filtration system guarantees a dependable water supply, while a self-sustaining sewage treatment plant (STP) is in place to meet the sustainability prerequisites. The deployment of state-of-the-art mechanical and electromechanical equipment and fixtures is necessary to realise this vision.

We are actively exploring collaboration with Japanese partners to provide the required equipment and solutions, encompassing energy generation, GRID-related technologies, N+1 systems with Gensets, as well as various HVAC, VTS, and BMS solutions. We are eager to initiate discussions with our Japanese trade counterparts to secure the necessary resources for the realisation of this cutting-edge project.



HMR WATERFRONT



Project Approved By
DHA, Karachi

D.H.A. Phase 8 Ext. 75500 Karachi, Pakistan.
www.hmrwaterfront.com | info@hmrwf.com
+92 306 111 0467 | +92 21 111 111 467

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NEW MEMBERS OF PAKISTAN-JAPAN BUSINESS FORUM



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Partner
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Warehousing



**Mr. Shahhid
Tawawalla**
CEO
Meskay & Femtee
Trading Co. (PVT)

Editor's Request

All readers and specially PJBf members are requested to forward articles news items and images of events that foster Pakistan Japan business relations. Our magazine RISING SUN is sent to a wide spectrum of recipients. These include besides the PJBf members, relevant personnel in different trade bodies, state organizations responsible to assist promotion of trade, industry, and investments as also most foreign missions in the country.

Success stories with respect to trade and investment with Japan, visits of important individuals from corporate headquarters in Japan and their visits to relevant officials in Pakistan will be most welcomed as it helps PJBf in revealing the direction both countries are progressing. In other words, any material that promotes better understanding of business between the two friendly countries will be considered by the editorial board for publishing in the RISING SUN.



Innovation in Motion

Idemitsu's Legacy of Excellence Reaches Pakistani Consumers

Idemitsu Lube Pakistan (Private) Limited operates as a subsidiary of the esteemed Idemitsu Kosan Co. Japan, a renowned name in the lubricants industry and the Number One Japanese Company in Global Lubricant Sales. This milestone achievement shows a significant juncture as Idemitsu magnifies its regional footprint and introduces its renowned product spectrum to the discerning Pakistani market.

Having fostered a legacy that spans over 112 years, Idemitsu's influence flows across continents, contributing to energy and economic development; from petrochemical to petroleum, coal to oil exploration and production, and lubricants, it stands as a beacon of innovation and excellence. Beyond industry, Idemitsu also invests in communities and supports social initiatives for a better future.

Idemitsu, The Heart of Technology! Like a human heart, Idemitsu cares to make a difference for a healthier environment with its advanced technology as well as being the very heart and core of innovations. This strives Idemitsu to live up to its 'passion', paying homage to the founding of its origin in lubricants and expresses its uncompromising passion for tribology which supports the technological advancement in the innovation of its customers. Hence, Idemitsu's Passion for Motion Creates Harmony. Standing by its purpose, using wisdom and passion for optimum friction, Idemitsu continues to provide tailored-made solutions. Through Tribology, the Science of Lubrication, Idemitsu drives the innovation of technology to lead the future.

With its years long global experience, Idemitsu has actively been working in Pakistan having established itself as a prominent supplier of Genuine Oil in Pakistan and now is the only Japanese Energy Company with a local presence. The company's trailblazing technology and unwavering commitment have consistently propelled it to the forefront. Now, Pakistani consumers are poised to experience the exceptional performance and reliability emblematic of Idemitsu Brand Motor Oil (IBMO).

Engineered with precision, Idemitsu Brand Motor Oil (IBMO) stands as a testament to cutting-edge ingenuity, meticulously designed to fulfill the exacting demands of contemporary and conventional engines alike. This formulation of paramount sophistication, coupled with the use of premium-grade base oils, guarantees unparalleled lubrication, optimal fuel efficiency, eco-consciousness, friction reduction, and fortified engine longevity.

With the launch of Idemitsu Brand Motor Oil (IBMO), Idemitsu serves as a tangible embodiment of its unwavering dedication to delivering top-tier lubrication solutions to the Pakistani market. Idemitsu has introduced a diverse product range, including Idemitsu Four-Wheelers' Gasoline Engine Oil (IFG) and Idemitsu Four-Wheelers' Dual Engine Oil (IFD) tailored for passenger cars, Idemitsu Riders' Gasoline Engine Oil (IRG) fine-tuned for motorcycles and transmission fluids, Idemitsu Multi Vehicle ATF and Idemitsu Multi Vehicle CVTF. By establishing itself as a dependable custodian of engine well-being, Idemitsu simultaneously champions environmental and societal considerations, harmonizing superior service with conscientious values.

Furthermore, the emergence of Idemitsu Brand Motor Oil (IBMO) marks a pivotal chapter in the company's storied history. With a legacy spanning over a century, Idemitsu's commitment to innovation and premium quality has paved the way. As Pakistani consumers embrace the cutting-edge solutions presented by Idemitsu, the company's longstanding dedication to excellence continues to shine through, forging enduring connections and elevating industry standards.



No.1 Japanese Company
in Global Lubricant Sales



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Lubricants
The Heart of Technology

Idemitsu Brand Motor Oil

IBMO





Our dream, a healthier society

PIONEERS OF SOCIALLY RESPONSIBLE MARKETING IN PAKISTAN

Our purposeful CSR initiatives reflect our commitment for the physical and mental well-being of Doctors, Healthcare Professionals and Society as a whole.



"OUR DREAM, A HEALTHIER SOCIETY"