

SPECIAL EDITION - DECEMBER 2022



RISING SUN



70th

Anniversary
of the Establishment
of Diplomatic Relations
1952 - 2022



JPBCC



9th **PAKISTAN - JAPAN** Business Dialogue
7th **PAKISTAN - JAPAN** Government Dialogue
Thursday, September 29, 2022 Islamabad







MAGAZINE OF PAKISTAN JAPAN BUSINESS FORUM

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Mr. Sohail Shams
Joint Secretary (Director) - PJBFB
CEO - United Marine Agencies

Editorial: Pakistan and Japan Diplomatic Relations

Pakistan Japan Business Forum (PJBFB) is delighted to present a new edition of the magazine **Rising Sun**. Here, in this editorial, I will discuss Pakistan and Japan's diplomatic ties. In the year 2022 we celebrate 70 years of Pak-Japan Diplomatic relations. Starting on 28th April 1952, the friendly relations have been nurtured by both the countries since then, along with providing assistance in various areas of development i.e. healthcare, education, trade & investment, economy, disaster management, water supply and the list goes on. Thus, the prime focus of these bilateral relations have been social development beneficial for both the countries. Although official ties developed in 1952, the interaction started earlier tracing back to 538 AD when the Gandhara civilization was a source of promoting Buddhism in Japan.

This cultural exchange led to strengthening ties in the future when Japan was trying to recover from the ravages of World War II. Pakistan played an important role in uplifting the economy of Japan through mass exports and war compensations. Pakistan exported cotton and jute to Japan after war for its economic revival. Pakistan imported textile machinery from Japan setting the foundations of a robust trade. Thus, Pakistan was the vanguard in welcoming return of Japan to the International Community.

Japan is one of Pakistan's leading trading allies with a trade of worth \$1.5 billion dollar annually. The greatest contribution is by the Japanese automobile sector, with the Japanese company, Toyota proclaiming the introduction of hybrid cars in Pakistan with an investment of \$100 million initially. Pakistan also received a grand aid of \$82.12 million from Japan's government in 2019. Not just the automobile industry, but the country has offered to invest in many projects in Pakistan like 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) is supporting Pakistan in the current venture of Gravity Flow Water-Supply Scheme aiming to provide drinking water in Haripur city.

Japan's industrial growth is an example to follow for all the developing countries including Pakistan, and the backbone of this industrialization is a strong education sector. Japan intends to hire professional IT technicians from Pakistan and for the purpose, Japan's Ambassador to Pakistan Mitsuhiro Wada and IT and Telecommunication Federal Minister Syed Amin-ul-Haque convened and discoursed the prospects of collaboration in the IT sector. Additionally, a scholarship program developed by Japan, Human Resource Development Scholarship Program by Japanese Grant Aid will allow education provision opportunities to students of Pakistan studying in universities of Japan. The Ministry of Economic Affairs and Sindh School Education and Literacy Department in collaboration with JICA has started a four-year (2022-2026) joint venture to attend to out-of-school children in Sindh.

In February 2019, Pakistan and Japan signed a memorandum on two training programs for Pakistani labor i.e. Special Skilled Worker (SSW) and Technical Intern Training Program (TITP), opening the gateway of technological excellence for Pakistani workers. This will help in developing human resource and economic growth.

Tourism is a sector worthy of exploration as Pakistan is rich in cultural heritage like the ancient Buddhist artefacts, archaeological remains in Mohenjo-Daro and Harappa and the Gandhara civilization attracting tourists from not just Japan, but also from around the globe. Moreover, this will enhance the social interaction between Japanese and Pakistani citizens strengthening ties between the two nations.

I, therefore, as the member of Pakistan Japan Business Forum expect to see a bright future of Pak-Japan diplomatic relations and express my best wishes to the nations of both countries. Wishing an everlasting Pak-Japan friendship.

KALIM FAROOQUI
Chairman, Pakistan Japan Business Forum



Dear readers,

Pakistan Japan Business Forum takes pleasure in coming out with a special edition of the Rising Sun in celebration of 70 years of the establishment of diplomatic relations between Pakistan and Japan (1952-2022). PJBF was able to hold the Joint Dialogue (JD) after the last one held in Tokyo in 2018, and a section to which is dedicated about its proceedings in September in Islamabad where over 70 Japanese converged with as many Pakistani businessmen attending. Joint Dialogue is a signature event of PJBF which alternatively takes place in Tokyo and in Islamabad every year with representatives of both governments and businessmen collectively participating. Corona stood in the way for it to be held in time and as such the lapse of 3 years.

Counterpart of PJBF in Japan, Japan Pakistan Business Cooperation Committee (JPBCC) was led by its Chairman, Mr. Taruo Asada and it was his third visit to Islamabad for attending to Joint Dialogues. I had the honour to lead the Pakistan business side along with my colleagues from PJBF. Comprehensive deliberations took place which involved the likes of Trade Development Corporation of Pakistan (TDAP) and Board of Investment (BOI) from the government of Pakistan led by the Minister of Commerce Mr. Naveed Qamar while from the Japanese government side, organizations such as Japan International Cooperation Agency (JICA) and Japan External Trade Organization (JETRO) were on board led by their Vice Minister of Ministry of Economy Trade and Industry (METI) led by Mr. Ryuji Satomi, the Parliamentary Vice Minister of Economy, Trade and Industry, Japan. Going through the pages, you will view a bit of history between Pakistan and Japan over the last 70 years, events undertaken by PJBF during the year 2022 and details with respect to the Joint Dialogue held in Islamabad.

With Corona now almost out of the way, I wish all members of PJBF and friends of PJBF a meaningful year ahead bringing increased prosperity and success in all their endeavors.



WADA MITSUHIRO
Ambassador of Japan to Pakistan
Patron-in-Chief, Pakistan Japan Business Forum

Greetings from Ambassador WADA

I am WADA Mitsuhiro, newly appointed Ambassador of Japan to Pakistan. It is my pleasure to contribute to the development of Japan-Pakistan relations especially at this very important time and to work in this wonderful country which has a rich history, culture and also very warm-hearted people.

Next year marks the 70th anniversary of the establishment of diplomatic relations between Japan and Pakistan since our cordial relationship began in 1952. On this remarkable opportunity, I will sincerely pursue my duties to further develop the existing friendly relationships in various fields such as politics, economy, culture, and defence cooperation. Your kind support will be much appreciated.

I would like to revisit what we have accomplished in the past as long-time true friends and trusted partners. Development cooperation between the two countries had started back in 1954 and to date, Japan has been the second largest donor for Pakistan on a cumulative basis after the United States. We are committed to provide support to Pakistan for its socio-economic development and the effect of utilizing Japan's strengths toward the development of Pakistan and the region will continue.

Business cooperation is also a very important area for further development. In 2020, the amount of export of some Pakistani products including fresh mangoes, dates, salt and shrimps to Japan stood at a record high. Moreover, Japanese companies located in Pakistan have established long-standing business relations with Pakistan and contributed to Pakistani economic development through large amounts of investment and employment.

Exchange of people in various fields has also promoted our relationship. Unfortunately, the movement of people and economic activities have been restricted to a great extent in recent years due to the COVID-19 pandemic. I, nevertheless, continue to devote myself to enhance people-to-people exchange by utilizing all possible means, including online. Here, a special notice should be made to the Pakistani athletes who competed at their best in the Tokyo Olympic and Paralympic Games even during the COVID-19 situation in the summer of 2021.

Last but not least, my motto is as easily accessible and user-friendly embassy as possible. All our staff members, while listening to your feedback, will continue to make efforts in this regard. Our door is always open to any suggestions or requests you may have for us.

As Ambassador, I will work hard to further cordial Japan and Pakistan relationships. Let's invite you to make joint efforts for further strengthening the stable, vibrant and prosperous Japan-Pakistan relations. I appreciate your support and cooperation.

Japan-Pakistan Dosti Zindabad!



Profile
**Ambassador
to Japan**

**RAZA
BASHIR
TARAR**

Birth Date & Place:

Born in 1964, joined Foreign Service of Pakistan in 1987.

Professional Trainings:

1987-89 Received professional training.
1989-90 Japanese language course from Japan

Professional Career:

1991-1994 Manila
1999-2002 Brussels
2002-2005 Tokyo
2008-2013 New York - also served as Pakistan Deputy Permanent Representative to the United Nations and Deputy Representative to the UN Security Council. Represented Pakistan international conferences and has also led Pakistan delegation to different events.
2013-2015 Director General (Disarmament) Led Pakistan's delegations to various international conferences as well as bilateral disarmament dialogues including with Japan.
2015 - 2019 High Commissioner of Pakistan to Kenya with concurrent accreditation to Burundi, Eritrea, Rwanda and Uganda
2016 Led the Pakistan delegations to UNEA-2
2017 UNEA -3
UN-Habitat's Governing Council (GC) 26

Served as Pakistan's Permanent Representative to the United Nations Office in Nairobi (UNON) where United Nations Environment Program (UNEP) and United Nations Human Settlements Program (UN-Habitat) are headquartered.

In Nairobi, Elected Vice Chair from the Asia Pacific Group in the UNEP Committee of Permanent Representatives (CPR) Bureau and Chair of the Group of 77 and China, Nairobi Chapter. At the Third United Nations Environment Assembly (UNEA-3) he was elected as Rapporteur of the UNEA-4 Bureau; a position he held till his assignment to Canada.

November 2018 Led the Pakistan delegation to the Sustainable Blue Economy Conference (SBEC) co-hosted by Kenya, Canada and Japan in Nairobi
2019-2021 Served as High Commissioner of Pakistan to Canada with concurrent accreditation to Trinidad and Tobago.
2021 - 2022 Served as Special Secretary Foreign Minister's Office and Strategic Communication.
Apr 2022 - Nov 2022 Served as Special Secretary Policy Planning and Public Diplomacy (PP & PD) Division.
Since 9 Nov 2022 Serving as Ambassador-designate of Pakistan to Japan.

He is married and is blessed with two children.



Profile
**Ambassador
to Pakistan**

**WADA
MITSUHIRO**

Birth Date & Place

Born in Japan on July 28, 1960

Education

LL.B, Department of Law, University of Tokyo (1983)

M.A, Asian Studies, University of California, Berkeley (1987)

Professional Career

- 1983 Join Ministry of Foreign Affairs (MOFA) in Japan
- 1984-1987 Studied in the People's Republic of China and the United States of America
- 1992 Deputy Director, Oceania Division, MOFA
- 1993 Deputy Director, Administrative Management Bureau, Management and Coordination Agency
- 1995 First Secretary, Embassy of Japan in the People's Republic of China
- 1997 Deputy Director, Financial Affairs Division, MOFA
- 1999 First Secretary, Permanent Mission of Japan in Geneva
- 2002 Counsellor, Embassy of Japan in Indonesia
- 2003 Director, Research and Programming Division, Economic Cooperation Bureau, MOFA
- 2004 Director, First Country Assistance Planning Division, MOFA
- 2006 Director, Grant Aid & Technical Cooperation Division, International Cooperation Bureau, MOFA
- 2007 Minister, Embassy of Japan in the People's Republic of China
- 2011 Deputy Director-General, International Cooperation Bureau and Southeast and Southwest Asian Affairs Department
- 2014 Minister, Embassy of Japan in the People's Republic of China
- 2015 Assistant Director-General, Asian and Oceanian Affairs Bureau; Secretary-General, Secretariat for PALM7; Assistant Director-General, International Cooperation Bureau, MOFA
- 2015 Consul-General of Japan in Detroit (Michigan and Ohio)
- 2018 Consul-General (Ambassador), Consulate-General of Japan in Hong Kong
- 2021 Nov Ambassador Extraordinary and Plenipotentiary to Pakistan

He is married to Naoko and they have two children.



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Ambassador of Japan to Pakistan



Mr. Odagiri Toshio
Patron - PJBF
Consul General of Japan



Mr. M. Kalim Uddin Farooqui
Chairman & CEO - PJBF
Managing Director
Technology Links Pvt Ltd



Mr. Tetsuya Suematsu
Sr. Vice Chairman (Director) - PJBF
GM for Pakistan
Marubeni Corporation



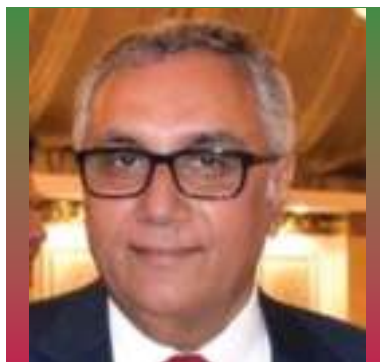
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Dy. General Manager for Pakistan
Toyota Tsusho Corporation



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Vice Chairman - PJBF (Pakistan)
Managing Director
Fujifilm Pakistan (Pvt) Limited



Mr. Sohail Shams
Joint Secretary (Director) - PJBF
CEO - United Marine Agencies



Mr. Murtaza Y. Mandviwalla
General Secretary (Director) - PJBF
CEO - Mandviwalla Motors (Pvt) Limited



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Treasurer - (Director) PJBF
CEO - Otsuka Pakistan Limited

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Director - PJBF
CEO - Federal Trading Corporation



Mr. Tariq Haleem
Director - PJBF
CEO - Bulk Shipping Agencies Pvt Ltd



Mr. Masood Naqi
Director - PJBF
CEO - Rajby Textiles Pvt Ltd



Mr. Shahzad Asad Khan
Director - PJBF
CEO - Kansai Paint Pvt Ltd



Mr. Hamza Bin Tariq
Director - PJBF
COO - Business & Engineering Trends



Mr. Michiyasu Saito
Director - PJBF
Chief Representative &
Country Head of Pakistan - MUFG Bank



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



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Director - PJBF
Vice Chairman - IMC & Chief Representative
Toyota Motor Corporation



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Director - PJBF
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VIP Visits from Japan to Pakistan (after 1990)

- 1990 Prime Minister KAIFU Toshiki
- 1992 Their Imperial Highnesses Prince and Princess Akishino
- 1995 Minister for International Trade and Industry, HASHIMOTO Ryutaro
- 1997 Minister for Foreign Affairs, IKEDA Yukihiro
- 1999 State Secretary for Foreign Affairs, YAMAMOTO Ichita
- 2000 Prime Minister MORI Yoshiro
- 2001 Minister for Foreign Affairs, TANAKA Makiko
- 2001 Senior Vice-Minister for Foreign Affairs, SUGIURA Seiken
- 2002 Prime Minister's special Representative, OGATA Sadako
- 2002 Prime Minister's Personal Envoy, HORIUCHI Mitsuo
- 2004 Minister for Foreign Affairs, KAWAGUCHI Yoriko
- 2005 Minister of Economy, Trade and Industry, NAKAGAWA Shoichi
- 2005 Minister for Foreign Affairs, MACHIMURA Nobutaka
- 2005 Prime Minister KOIZUMI Junichiro
- 2006 Minister for Foreign Affairs, ASO Taro
- 2007 Minister for Defense, KOIKE Yuriko
- 2008 Minister for Foreign Affairs, KOMURA Masahiko
- 2009 Minister for Foreign Affairs, OKADA Katsuya
- 2010 Parliamentary Vice-Minister for Foreign Affairs, KIKUTA Makiko
- 2013 Special Adviser to the Prime Minister, KIMURA Taro
- 2013 Parliamentary Vice-Minister for Foreign Affairs, KIUCHI Minoru
- 2015 Parliamentary Vice-Minister for Foreign Affairs, NAKANE Kazuyuki
- 2017 Senior Vice-Minister for Foreign Affairs, KISHI Nobuo
- 2018 Minister for Foreign Affairs, KONO Taro
- 2018 Parliamentary Vice-Minister for Foreign Affairs, HORII Iwao
- 2018 Senior Vice-Minister for Foreign Affairs, NAKANE Kazuyuki
- 2018 Special Adviser to the Prime Minister, SONOURA Kentaro

VIP Visits from Pakistan to Japan (after 1990)

- 1990 President, Ghulam Ishaq Khan
- 1992 Prime Minister, Nawaz Sharif
- 1993 Minister for Finance, Syed Babar Ali
- 1995 Chairman Senate, Wasim Sajjad
- 1996 Prime Minister, Benazir Bhutto
- 1997 Minister for Population Welfare, Science and Technology, Abida Hussain
Minister for Education, Ghous Ali Shah
- 1998 Minister for Foreign Affairs, Gohar Ayub Khan
- 1998 Minister for Foreign Affairs, Sartaj Aziz
- 1998 Minister for culture, Labor and Manpower, Sheikh Rasheed Ahmad
- 2001 Minister for Foreign Affairs, Abdul Sattar
- 2001 Special Envoy of the President, Shaukat Aziz
- 2002 President, General Pervez Musharraf
Minister for Finance and Economic Affairs, Shaukat Aziz
Minister for Interior, Moinaddin Haidar
- 2003 Minister for Commerce, Humayun Akhtar Khan
Minister for Water and Power, Aftab Ahmad Sherpao
- 2005 Minister for Foreign Affairs, Khurshid Mahmud Kasuri
Prime Minister, Shaukat Aziz
- 2009 President, Asif Ali Zardari
Minister for Foreign Affairs, Makhdoom Shah Mahmood Hussain Qureshi
Minister for Information and Mass-Media Broadcasting, Qamar Zaman Kaira
Minister for Planning and Development, Makhdoom Shahabuddin
Advisor to President for Interior,
Rehman Malik Advisor to President for Finance, Shankat Tarin
Minister for Science and Technology, Muhammed Azam Khan Swati
- 2011 President, Asif Ali Zardari
- 2012 Minister for Commerce, Amin Fahim
- 2012 Minister for Foreign Affairs, Hina Rabbani Khar
- 2012 Minister for Finance, Hafeez Sheikh
- 2013 Minister for Planning, Development & Reform, Ahsan Iqbal
- 2015 Minister for Finance, Revenue, Economic Affairs, Statistics and Privatization, Ishaq Dar
- 2015 Special Assistant to the Prime Minister, Syed Tariq Fatemi
- 2016 Minister for Petroleum and Natural Resources, Shahid Khaqan Abbasi
- 2016 Advisor to the Prime Minister for National Security, Nasser Khan Janjua
- 2017 Speaker of the National Assembly, Sardar Ayaz Sadiq
- 2018 Advisor to the Prime Minister for Commerce, Textile and Investment, Abdul Razak Dawood
- 2019 Minister for Foreign Affairs, Makhdoom Shah Mahmood Hussain Qureshi
- 2019 Minister for Energy and Petroleum, Omar Ayub Khan
- 2019 President, Dr. Arif Alvi
- 2020 Minister for Economic Affairs, Muhammad Hammad Azhar
Cultural Exchanges

List of Japanese Ambassadors to Pakistan

1. Sep 1952 Ambassador Extraordinary and Plenipotentiary Mr. Kiyoshi Yamagata
2. Feb 1957 Ambassador Extraordinary and Plenipotentiary Mr. Katsushiro Narita
3. Apr 1959 Ambassador Extraordinary and Plenipotentiary Mr. Kyudai Shimazu
4. Oct 1961 Ambassador Extraordinary and Plenipotentiary Mr. HirotoFuranai
5. Nov 1962 Ambassador Extraordinary and Plenipotentiary Mr. Masayoshi Kakitsubo
6. Jan 1966 Ambassador Extraordinary and Plenipotentiary Mr. Hirokazu Takagi
7. Oct 1967 Ambassador Extraordinary and Plenipotentiary Mr. Hiroto Tanaka
8. Jun 1969 Ambassador Extraordinary and Plenipotentiary Mr. Akira Sono
9. Mar 1973 Ambassador Extraordinary and Plenipotentiary Mr. Takeshi Kanematsu
10. Feb 1976 Ambassador Extraordinary and Plenipotentiary Mr. Hiroshi Nemoto
11. Jun 1980 Ambassador Extraordinary and Plenipotentiary Mr. Tateo Suzuki
12. Oct 1982 Ambassador Extraordinary and Plenipotentiary Mr. Shinichi Yanai
13. Dec 1984 Ambassador Extraordinary and Plenipotentiary Mr. Kenichi Yanagi
14. Nov 1987 Ambassador Extraordinary and Plenipotentiary Mr. Shunji Kobayashi
15. Oct 1990 Ambassador Extraordinary and Plenipotentiary Mr. Kunio Muraoka
16. Oct 1994 Ambassador Extraordinary and Plenipotentiary Mr. Takao Kawakami
17. Sep 1997 Ambassador Extraordinary and Plenipotentiary Mr. Minoru Kubota
18. Mar 2000 Ambassador Extraordinary and Plenipotentiary Mr. SadaakiNumata
19. Oct 2002 Ambassador Extraordinary and Plenipotentiary Mr. Minoru Shibuya
20. Sep 2004 Ambassador Extraordinary and Plenipotentiary Mr. Nobuaki Tanaka
21. May 2006 Ambassador Extraordinary and Plenipotentiary Mr. Seiji KOJIMA
22. Sep 2008 Ambassador Extraordinary and Plenipotentiary Mr. Chihiro ATSUMI
23. Apr 2011 Ambassador Extraordinary and Plenipotentiary Mr. Hiroshi Oe
24. Sep 2013 Ambassador Extraordinary and Plenipotentiary Mr. Hiroshi Inomata
25. Apr 2016 Ambassador Extraordinary and Plenipotentiary Mr. Takashi Kurai
26. Dec 2018 Ambassador Extraordinary and Plenipotentiary Mr. Kuninori Matsuda
27. Nov 2021 Ambassador Extraordinary and Plenipotentiary to Pakistan, Mr. Mitsuhiro Wada

List of Pakistani Ambassadors to Japan

1.	Mian Ziauddin	May 1952	July 1953
2.	Dr. Omar Hayat Malik	January 1955	April 1959
3.	Mr. Mohammad Ali	April 1959	March 1962
4.	Lt. Gen. K.M.Shaikh	July 1962	-
5.	Mr. S. Maqbool Murshed	June 1966	April 1970
6.	Mr. S. Motahir Hussain	September 1970	September 1973
7.	Mr. S. M. Khan	January 1974	April 1976
8.	Mr. Jamshed K.A. Marker	August 1976	October 1978
9.	Mr. Qamarul Islam	January 1979	December 1984
10.	Mr. Najmul Saqib Khan	March 1985	June 1988
11.	Mr. Mansoor Ahmad	August 1988	July 1993
12.	Mr. Mujahid Hussain	May 1994	1998
13.	Mr. Touqir Hussain	June 1998	January 2003
14.	Mr. Kamran Niaz	March 2003	September 2008
15.	Mr. Noor Muhammad Jadmani	January 2009	November 2012
16.	Mr. Farukh Amil	December 2012	April 2017
17.	Mr. Asad Majeed Khan	July 2017	February 2019
18.	Mr. Imtiaz Ahmad	July 2019	March 2022
19.	Mr. Raza Bashir Tarar	November 2022	Present



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Certificate of Commendation Awarded by Japan's Consul General to Kalim Farooqui



ISOMURA Toshikazu, Consul-General of Japan in Karachi, conferred the Certificate of Commendation upon Kalim Farooqui, in recognition of his significant contribution towards Japan.

Kalim Farooqui, Chairman of Pakistan Japan Business Forum (PJBF) has made strong and impactful efforts to build business and economic ties between Japan and Pakistan. During his tenure as PJBF Vice Chairman, he has led three SME delegations to Japan which has further strengthened the relationship between the two countries.

He has even compiled and published a book "Concordia" on the 60 years of bilateral relations between Japan and Pakistan that showed his commitment to bringing the two countries together.

Besides promotion of business ties, he contributed a lot for promoting mutual understanding and cultural relations between Japan and Pakistan being a member of Pakistan Japan Culture Association (PJCA).

ISOMURA, while extending his congratulations, lauded the efforts of Kalim Farooqui and wished him the best of luck for his future endeavors.

Concluding the event, Kalim extended a note of thanks to the Consul-General for being bestowed with the honour. He further stated that in his endeavors towards stronger economic relations between Japan and Pakistan, he acknowledges the help and assistance given to him by both, the CG of Japan in Karachi and the Embassy of Japan in Islamabad in addition to the continuous support and cooperation of the Pakistan Embassy in Tokyo. He congratulated Japan and Pakistan on reaching the milestone of 70 years of diplomatic relations between the two friendly countries and to be celebrated starting next year (1952-2022).



Highlights of AGM 2022

- ◆ Ups and Downs during the year
- ◆ Continuation of Corona First Half
- ◆ PJBF Seminar with BOI & CPEC arranged & cancelled (OIC Conference)
- ◆ Change of government in April
- ◆ Assassination of Prime Minister Shinzo Abe
- ◆ Floods in Pakistan & its impact
- ◆ Board Meetings including through virtual media
- ◆ Emperor's Birthday
- ◆ Visit of Taro Honda, Parliamentary Vice Minister for Foreign Affairs, Japan
- ◆ Visits to Islamabad to follow up with MOC & BOI
- ◆ Visit of Ambassador Wada to Karachi
- ◆ PJBF Training Programs
- ◆ Joint Dialogue Events 2022 in Islamabad
- ◆ 70 Year celebrations & Events
- ◆ Rising Sun Publication



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Syed Feroz Alam Shah Decorated

Pakistan Japan Business Forum is pleased to inform that Syed Feroz Alam Shah, Director of Pakistan Japan Business Forum and Honorary Technical Advisor, Federal Board of Investment (BOI), and Director of National Engineering Corporation (NEC), received "The Order of the Rising Sun, Gold Rays with Rosette" in recognition of his devoutness and contribution towards promoting economic relations and mutual understanding between Pakistan and Japan.

Since the establishment of PJBF, he has continued to be an active member, and as a director, he currently serves as chairman of the Governmental Affairs Committee. He devotedly assists and inspired the Japanese entities to embrace Pakistan as a possible future in order to facilitate and lure new Japanese entrants to Pakistan. He also worked with the Pakistani government to support Japanese investors with challenging application procedures.

In addition to his efforts to strengthen business relations between the two friendly nations, he helped to create the Pak-Japan Culture Center in Quetta, which has been run by the Pak-Japan Friendship Society (PJFS) under his leadership for more than 20 years since 2002. On behalf of the people and government of Japan, this center offers cultural and educational services and programs to the Baluchistan people.

Last year Japanese Government announced the foreign recipients of the 2021 Spring Conference of Decoration. Syed Feroz Alam Shah is among the honored individuals who have received "The Order of the Rising Sun, Gold Rays with Rosette" in appreciation of his honest efforts to improve trade and understanding between Pakistan and Japan. PJBF wishes Syed Feroz Alam Shah the best in his future endeavors and feels delighted for the proud he has done for both PJBF and Pakistan.



Employer of the Year Diamond Award in Small Medium Enterprises by Employer Federation of Pakistan

PJBF is delighted to inform you that one of its prestigious member Company Tripack Films Limited has been recognized by the Employer's Federation of Pakistan as the Employer of the Year in the category of medium national companies and has been awarded the Diamond Award.



The company was established in 1993 as a joint venture between Mitsubishi Corporation-Japan and Packages Limited- Pakistan and its history spans over 27 years. Their head office is based in Karachi with a regional office in Lahore. Their product range (BOPP & CPP) is mainly utilized for printing, laminating, overwrapping, and packaging industries.

The award ceremony was held at Karachi on March 12th, 2021, which was a highly attended gathering of corporate heads/CEOs, Government and ILO Officials, and other members of the business community. The prestigious Employer Award was received by the Chief Executive Mr. Nasir Jamal from Dr. Arif Alvi, President of The Islamic Republic of Pakistan.

This esteemed award recognizes corporates who have excelled as an employer for their contribution to 'Decent Work Practices' in the areas of: Corporate & General Management, Human Resources Management & Employment Practices, Industrial Relations & Core ILS Compliance, Compliance with Social Protection Floors, Training & Skill Development, Corporate Social Responsibility, Strategic Alignment with Sustainable Development Goals (SDGs), Women Empowerment, Working Conditions: Health & Safety at Work, and Response to COVID-19 Challenges.



70th years establishment of diplomatic relations between Japan and Pakistan

by Mr. Masafumi Harano Managing Director
Pak Suzuki Motors Co, Ltd



Pakistan and Japan have had a cordial business and diplomatic relationship for over the years. Japan has made major contribution to Pakistan economic and social uplift through development projects as well as FDI in wide range of industries. Pak Suzuki Motors is but one substantial testament to it. Suzuki Pakistan has cemented itself as an industry leader and a success story since early 1980's when Suzuki Motor Corporation (SMC) Japan entered into JV with Pakistan Govt.

The PJBF established in 2001 to improve and promote business linkages between the different industries of Pakistan and Japan. It aims to promote joint ventures, create partnerships and provide technical expertise in Pakistan. The PJBF works closely with Japan External Trade Organization.

The PJBF and JETRO work closely together to introduce new plans that allow companies like Pak Suzuki Motors to invest in industrialization, employment, manpower skill enhancement and technical collaboration.

Thanks to PJBF set up in 2002 and strong economic ties between Japan and Pakistan, we have seen multiple projects initiated and completed. Currently, the two governments are engaged in projects that will not only benefit the automotive sector but also go beyond into other sectors such as education, sanitation, agriculture and others.

As for Pak Suzuki Motors, the focus for 2021 was to spring back from the pandemic. As things unfolded and as the year 2021 comes to an end, we've seen our success and popularity soar yet again in the economical car segment and prepared ourselves for creating our mark in upper segments.

As a company, we are committed to our long-term goal of providing the Pakistani consumer with the best of products and services. Surely, Pak Suzuki Motors is a major highlight of the 70 years of successful business and diplomatic relationship between the two countries and with our resolve to serve the Pakistani consumer, we plan to continue the trend in future years.



For the 70th anniversary of the establishment of diplomatic relations between Japan and Pakistan

by Mr. Yamaguchi Kazunori
Country Director,
Japan External Trade Organization (JETRO) Karachi

On the occasion of the 70th anniversary of the establishment of diplomatic relations between Japan and Pakistan, I would like to express my deep appreciation and respect to all those who have contributed to building mutual trust between our two countries through their business activities. It is a great honor for me to be here in this country to serve our two countries in this memorable year.

After observing the Pakistani economy for two years, I have noticed that the country's exports are extremely skewed towards textiles. In other words, the means of earning foreign currency is heavily dependent on exports of textile products. Imports, on the other hand, range from crude oil, raw materials, chemical products, machinery, and parts. In other words, when the domestic economy is strong, imports increase significantly. However, exports of textiles alone cannot cover the growth in imports, causing the trade deficit to balloon and hence the current account deficit to widen. This leads to currency depreciation, which in turn raises import prices and worsens inflation in the country. Home remittances are also growing, but the trade deficit tends to swell to the point that it cannot be made up by those remittances. The central bank then tightens monetary policy to try to calm the economy and curb the increase in imports. Pakistan is repeating this negative cycle.

The prescription to break this negative cycle is to attract import substituting industries from abroad as FDI and also export industries as FDI. I know that this is not an easy task and will take time. However, it is inevitable for the long-term development of Pakistan. Pakistan's population is increasing. Japan's population is declining. Many countries in Asia are also facing the crisis of declining population. In such a situation, Pakistan has a great potential for development.

Which country can support the future development of Pakistan? I would say that Japan is definitely one of those countries. I believe that Japan can contribute to Pakistan's long-term economic development because the Japanese people are probably still the most honest, hard-working people in the world, who do not cheat others and are persistent in their work, and are oldest friends of Pakistan.

However, if the risks are too great, Japanese companies will not be able to invest in Pakistan. There are two major types of risk: country risk (political instability, government debt, security such as war and terrorism, and systems and operations such as taxes and foreign exchanges), and profitability risk (market size and growth potential, volatility, etc.). The latter will not be a problem. Pakistan is growing, and the market is expanding. The problem is the former. One of the things that the government can do on its own in this context is to address issues such as the systems and operations of taxes and foreign exchanges. If the Pakistani government can simply improve these aspects and ensure more transparency, it can reduce the risks for foreign companies. As a person who works for the trade and investment promotion agency of the Japanese government, I would like to see the government improve on these points. The government can reduce the investment risk on its own. Then JETRO can confidently explain the advantageous side of entering Pakistan to Japanese companies.

It is generally said that Japanese companies are slow in making investment decisions. Especially when the risk of the investment is high, they wait for the benefits to outweigh the risks while gathering information and comparing Pakistan with other candidate countries. And once companies start to expand, they will start a stampede. I hope that the government will pursue business-friendly policies until the stampede of Japanese companies occurs.

To change a story, there is a shortage of IT human resources in Japan. According to a survey conducted by the Ministry of Economy, Trade and Industry (METI) in FY 2018, there were about 1,030,000 IT professionals in Japan in 2018, a shortage of 220,000 people; by 2030, there is a projected shortage of 450,000 people in the mid-range scenario. This is a survey conducted before the COVID-19 Pandemic, so now that IT devices have spread to workplaces, schools, and homes due to the Pandemic after 2020, the need for IT personnel will accelerate and the shortage will be even greater than this prediction. On the other hand, there are more than 300,000 ICT engineers in Pakistan and more than 20,000 ICT graduates increase every year. Pakistan has been rapidly increasing its exports of ICT services in the last few years. Despite the language barrier of Japanese, Japan and Pakistan have a win-win relationship. I hope that this field will become a new business for Japan and Pakistan, and that offshore software development in Pakistan and exchange of highly skilled IT personnel will accelerate.

I believe that Pakistan is a country that is steadily developing. In order to ensure its growth, capital and technology from foreign companies are absolutely necessary. In order to attract them, we need to lower the risk a little more. If this happens, JETRO, together with the Government of Pakistan, PJBF, the Japanese Embassy, Japan Chambers of Commerce and Industry in Pakistan and JICA, will do its utmost to attract Japanese companies to Pakistan and contribute to the long-term economic development of this country.

Consul General calls on Chairman, PJBF

On arrival in Karachi, Mr. Toshio Odagiri taking charge as the new Consul General of Japan in Karachi called upon the Chairman PJBF, Kalim Farooqui at his residence. He was accompanied by the Deputy Consul General, Katsunori Ashida. Welcoming the Consul General, the Chairman briefed him on the role of PJBF and its accomplishment since its formation in 2001. He was also informed about the future events planned by PJBF as he comes to Pakistan in the year 2022, the year which signifies 70 years of the establishment of diplomatic relations between Pakistan and Japan. The Consul General assured of his full cooperation in ensuring that during his tenure he will make every effort to further enhance the existing cordial relationship and support PJBF in its endeavors to improve trade and investments between the business communities of Japan and Pakistan. Exchange of souvenirs took place, and the Consul General was additionally presented with books which elaborates upon the historical business links as also a detailed profile on the founder of Pakistan, Mohammed Ali Jinnah titled "JINNAH ANTHOLOGY".



Kimihide Ando's Appointment as honorary investment consular in Japan



PJBF feel honor and is delighted to announce that Mr. Kimihide Ando, our former Senior Vice Chairman and Country Director for Pakistan of Mitsubishi Corporation has been appointed as the Honorary Investment Counsellor (HIC) in Japan. He carries with him long experience of working in Pakistan and is well liked and respected foreign CEO in Pakistan. His experience has aggressively promoted trade and investments between Pakistan and Japan. He was awarded Sitara-e-Pakistan for his services by the government of Pakistan.

It is a matter of pride for PJBF to learn about his appointment to the coveted position. He is the second from Mitsubishi Corporation to be appointed as HIC as earlier it was Mr. Akira Yamamura, also a PJBF member, who was appointed to the same position and to have also been awarded Sitara-e-Pakistan during his tenure in Pakistan. PJBF congratulates Mr. Ando and looks forward to closely working with him to supplement his efforts towards trade and investments between our two friendly countries. We are confident of the fact that his vast experience and selfless effort will go a long way in substantially improving the FDI inflow from Japan.



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Ambassador Wada visits Karachi

Ambassador Extraordinary and Plenipotentiary of Japan, H.E. Mitsuhiro Wada was in Karachi in September on his maiden visit. Chairman PJBF, Kalim Farooqui requested his presence over a luncheon gathering inviting the Board and the Members of PJBF along with several business icons & notables of the city.

Kalim Farooqui welcomed the ambassador and highlighted Karachi's significance as the country's economic center and a major source of revenue for the government. Karachi is the favoured location for commerce and investments due to the industrial clusters that are in and around the city and the two significant ports. He added that Karachi was home to numerous auto plants for Japanese companies.

The Ambassador began by expressing his grief for the recent floods in Pakistan and the subsequent loss of valuable lives. He said that Japan always supports Pakistan in times of crisis and that it is also contributing \$7 million in this situation, with additional contributions under consideration. He expressed Japan as a "derinah dost" of Pakistan. He recognised the value of PJBF's role in bringing the business communities of Pakistan and Japan together, which, in his view, is evidenced by the dynamic relationship between the two that he observes in the room. Additionally, he was awed by Karachi's dynamism wherever he went. Since it was his first time here, he mentioned how fascinated he was by Karachi and how keen he was to return.

Mr. Murtaza Mandviwalla, the secretary general of the PJBF, presented him his book on Pakistan's automotive landscape, the nation's first-ever book to cover the entire



country's automotive history. In his thank-you speech, Mr. Sohail Shams, Director of the Pakistan-Japan Business Forum, and the event's foremost sponsor, went on to discuss the historic ties between Pakistan and Japan and spoke in-depth about the 70th anniversary of their diplomatic relations, which is being commemorated this year.



Pakistan Sustainable Banking Conference

Supported by the Government of Japan and organized by the International Finance Corporation

Pakistan Japan Business Forum was approached for representation at the significant and inspiring event arranged by the International Finance Corporation in Karachi inviting the Governor of the State Bank of Pakistan and executives from the leading banks. The Consul General of Japan and Patron PJBF, Toshio Odagiri was invited as a panelist and Chairman PJBF Kalim Farooqui as a guest where select CEO's of banks and DFI's were in attendance. The aim was to facilitate dialogue amongst key stakeholders on Environmental and Social Risk Management (ESRM) best practices & green banking; and discuss opportunities for the banking industry in Pakistan to support green and resilient economic growth. The conference was a key milestone to launch the ESRM Implementation Manual and initiate momentum for sustainable banking by addressing environmental and climate risks. Addressing the gathering were names which include Aftab Ahmed, Regional Director IFC,



Shahzad Dada, CEO United Bank, Dr Shamshad Akhtar, Chairperson Pakistan Stock Exchange, Sima Kamil, Deputy Governor SBP and Jameel Ahmad, Governor SBP. The session with the Consul General of Japan, Toshio Odagiri as panellist was moderated by Yaseen Anwar, Senior Advisor to IFC Sustainable Banking Project and former Governor of the State Bank of Pakistan.



Later in the evening, IFC invited the Governor of the State Bank of Pakistan Jameel Ahmad, the Consul General of Japan Toshio Odagiri and the Chairman PJBFB, Kalim Farooqui to an exclusive dinner where officials of IFC and SBP were present.



PJBFB meets Governor State Bank of Pakistan

The Joint Dialogue in Islamabad wherein deliberations included the ease of doing business and removing the impediments standing in the way, both the Chairman Kalim Farooqui and the Senior Vice Chairman Tetsuya Suematsu thought of meeting the Governor and appraise him with issues related to SBP. As such, time with the Governor State Bank of Pakistan, Jameel Ahmad was sought, and which was graciously granted. PJBFB having prepared a summary related to matters pertaining to PJBFB member companies were presented to the Governor who had the relevant Deputy Governor, Dr. Inayat Hussain by his side to take notes and take appropriate measures. PJBFB elaborated upon the difficulties being faced by its members which include both opening and settling of letters of credit as also in some cases repatriating funds by the Japanese companies to their Head Quarters in Japan. The Governor gave a patient hearing and personally looked at the summary and assured his attention in the matter. He also explained about the difficulties being faced in view of the backlog of such cases while appreciating the need to help the Japanese companies in view of the investments made and the employment generated by them.



Taking the opportunity of visiting State Bank of Pakistan, the Chairman guided the Senior Vice Chairman, Tetsuya Suematsu to the adjoining building where the State Bank Museum is located. He was introduced to the Director incharge of the museum, Ms. Asma Ibrahim who guided the visitors and explained about the history of the bank. Both were taken around to witness the currency notes and coins on display along with other historical artifacts.



Director General Ministry of Foreign Affairs Japan meets PJBF

Yutaka Arima, Director General Southwest Asian Affairs Department, Ministry of Foreign Affairs Japan called on Kalim Farooqui, Chairman Pakistan Japan Business Forum (PJBF) during his brief stay in Karachi enroute to Islamabad. His delegation included Tsutsumi Taro, Director, Keiko Ikemoto, Assistant Director and Yasushi Nakagawa Acting Consul General, Consulate General of Japan in Karachi.

During the meeting with him, Kalim Farooqui was assisted by Tetsuya Suematsu, Senior Vice Chairman PJBF, Kazunori Yamaguchi, Country Director, Japan External Trade Organization, Kazuteru Mihara, COO Japanese Association of Commerce & Industry (JACI), Syed Feroz Alam Shah, Director PJBF and Advisor to the Board of Investment (BOI) and the Ministry of Information Technology (MOIT) and Murtaza Mandviwalla, Director and Secretary General of PJBF. In his opening remarks, Kalim Farooqui welcomed the delegation for meeting PJBF and choosing to stop over in Karachi, the economic and business hub of Pakistan.

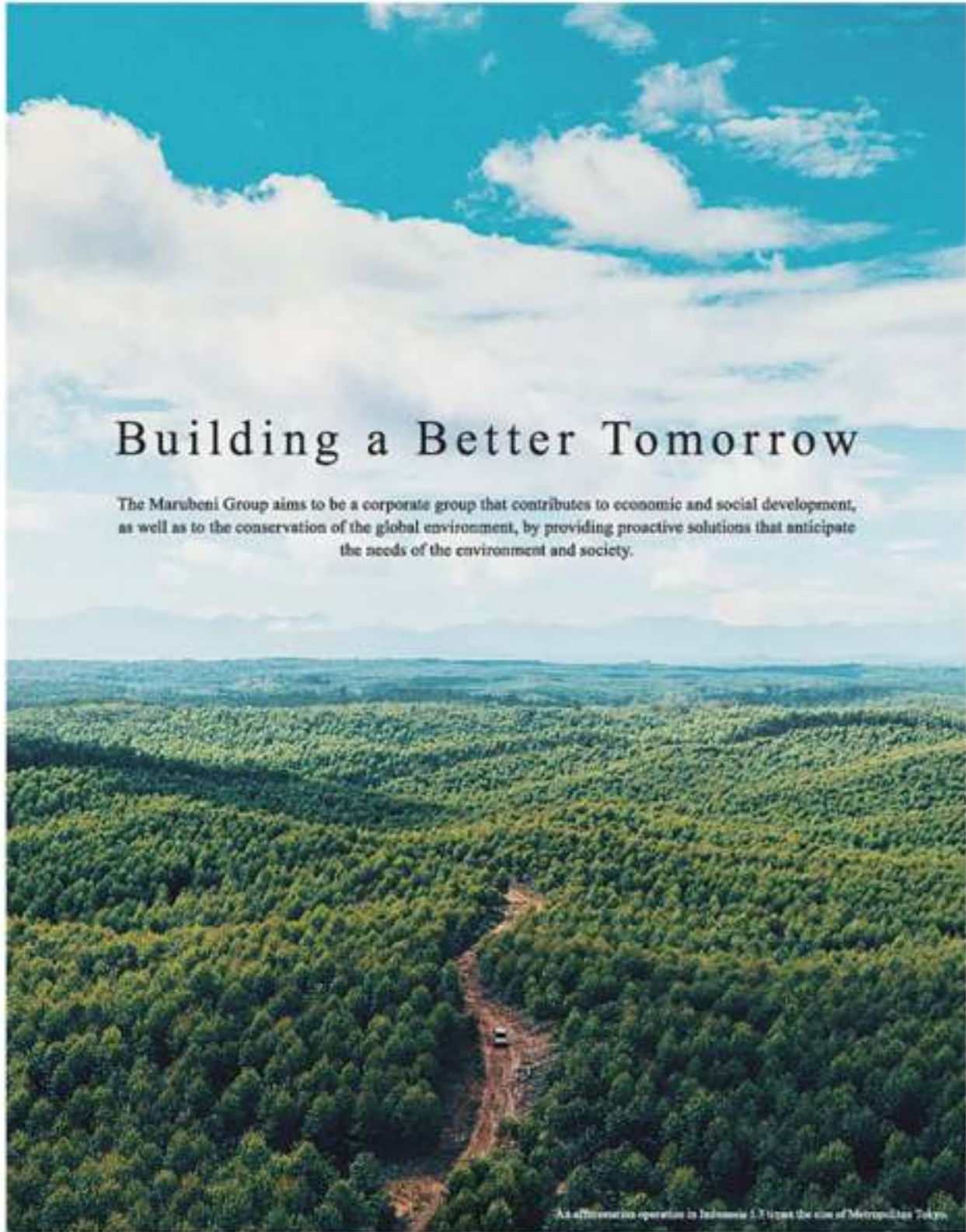
In the meeting with the DG MOFA, Farooqui elaborated upon the business cooperation between the Japanese and Pakistani companies and cited the recently concluded Joint Business & Government Dialogue in Islamabad in which over 70 Japanese and equal number of Pakistani businessmen converged. He mentioned that over 80 Japanese companies are operating in Pakistan which is greatly contributing to the employment and GDP. However, with respect to trade, the balance is heavily in favour of Japan and that both governments should look into ways to somehow create a reasonable balance even if Japan has to consider special trade concessions. Feroz Shah explained about the potential that exists with respect to information technology and mentioned about the developments between Pakistan and Japan in this sector. He also elaborated upon the undertaking by the government of Pakistan to create Technology Parks across the country and the substantial investments being made in the sector. Two Japanese companies in the IT sector have already opened their offices and are actively pursuing business. Murtaza Mandviwalla stressed upon the need for further investments by the Japanese auto manufacturing companies to catch up



with the changing local demands and which can eventually help in exporting their units from Pakistan. International quality auto parts are being manufactured in Pakistan and which is an added advantage. Pakistan with its population base of over 220 million and with talented youth estimated at 60% below the age of 30, can immensely contribute for the mutual benefit towards business between Pakistan and Japan. Nontraditional exports such as in IT, sportswear, surgical instruments seafood products, agriculture produce, and the like can greatly contribute to bridging the trade gap. Also mentioned was the contribution of Japan towards development projects in Pakistan earlier through organizations such as OECF and JBIC. However, it was pointed that the level of such assistance which Pakistan was receiving in the 70's and 80's both as outright grants and state credits has been considerably reduced and was requested to be considered afresh through Japan International Cooperation Agency (JICA), having an office in Pakistan and the agency now responsible. The Japanese Directors of PJBF, Suematsu, Yamaguchi and Mihara presented papers and explained about the impediments with respect to trade and investments between the two countries and on how best it can be resolved if given due consideration.

Arima giving a patient hearing to all that was conveyed and requested by PJBF appreciated the contribution being made by PJBF. His visit coinciding with the 70 years of the establishment of diplomatic relations between Pakistan and Japan (1952-2022) is to convey to the government of Pakistan that Japan values its long relations with Pakistan and that while in Islamabad he wishes to meet relevant officials to assess how Japan can help in further strengthening it in the days ahead. He was appreciative of the fact that PJBF is very active and has relevant membership and was pleased to meet the officials which included two Pakistani members, Syed Feroz Shah and Kalim Farooqui who have been honoured by the government of Japan with "The Order of the Rising Sun, Gold Rays with Neck Ribbon". Later, each PJBF member presented souvenirs to the visiting delegation. While Chairman Kalim Farooqui presented a book Jinnah Anthology compiled with articles and photographs on the founder and the father of the nation by his own grand-nephew Liaquat Merchant, Senior Vice Chairman Tetsuya Suematsu presented the guest of honour with a Coffee Table Book on 20 years of PJBF for him to review its performance of the last two decades. -PR





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An afforestation operation in Indonesia. © From the film of Marubeni Asia Pacific.

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Director General JICA, visits PJBF

Teruyuki Ito, Director General, South Asia Department, Japan International Cooperation Agency (JICA) currently on a visit to Pakistan and his team consisting of Eriko Sato and Tsuyoshi Hara called on Pakistan Japan Business Forum (PJBF) to discuss matters of mutual interest. Chairman PJBF, Kalim Farooqui briefed them on the aims and objectives of the forum and appraised the visiting guests with the contribution made over the years in further strengthening relations between Pakistan and Japan. Present on the occasion were Tetsuya Suematsu, Senior Vice Chairman, PJBF & General Manager of Marubeni Corporation and Syed Feroz Alam Shah, Director PJBF and Advisor Board of Investment, Government of Pakistan. They elaborated upon the progress being made towards improved trade and investments between the two friendly countries and specifically mentioned about the recent Joint Dialogue between the two countries held in Islamabad in which over 70 Japanese businessmen converged as also an equal number of Pakistani businessmen having business interest with Japan. The dialogue consisted of both G2G and B2B.

Contribution of JICA towards development projects in Pakistan were highlighted by both Kalim Farooqui and Feroz Shah, both of whom have been associated with Japan for over 40 years and are recipients of civil awards by the government of Japan. The visiting delegation was made aware of the fact that earlier Pakistan's share of Japanese Overseas Development Assistance (ODA) was the highest in the region which included both the social sectors with grant assistance as also for infrastructure development projects under Japanese yen loan assistance as state credit. Important examples of both were mentioned. However, with the regional geopolitical situation, assistance from other countries started eyeing Pakistan as



a potential destiny for trade and investments of which China taking the lead came up with what is termed as China Pakistan Economic Corridor (CPEC) as a gateway to Central Asia and beyond.

Explaining from a Japanese business perspective, Tesuya Suematsu elaborated upon the benefits of Japanese ODA which has helped Pakistan. He further explained about the role played by PJBF's counterpart in Japan, Japan Pakistan Business Cooperation Committee (JPBCC) which has been actively involved with both the government and the private sectors of Pakistan and Japan since 2001. PJBF & JPBCC have jointly acted as an important link between Pakistan and Japan and regularly hold consultation for advancement of economic relations between the two friendly countries. JICA being an integral part has and can continue to play an important role.

Teruyuki Ito taking notes of the discussion and the meaningful interaction explained about his own role at JICA headquarters over the years and being involved with countries in the region assured of an assessment of Pakistan's need as during his current visit, he is meeting several relevant organizations and individuals to decide on the way forward. Pakistan in his view is an important country with close cordial relations and JICA would like to help maintain that position. PJBF expressed its gratitude to the delegation visiting in the year when the two countries are celebrating 70 years of the establishment of diplomatic relations (1952-2022) and wished for the friendship to continue in the years ahead.



Diplomatic Relations between the Two Nations

by Kazuteru Mihara,
COO Japanese Association of Commerce & Industry (JACI)



I would like to express my heartfelt congratulations on the 70th anniversary of the establishment of diplomatic relations between Japan and Pakistan. First of all, I am grateful to the seniors of both countries who decided to establish diplomatic relations as soon as possible after the war.

I would pay tribute to the seniors of both countries who have been struggling for the development of both countries until today. At the same time, as one of those who have taken responsibility for inheriting the baton from my seniors and developing a stronger relationship between the two countries, I feel that I will be tightened. The new coronavirus (COVID-19) that has been shaking the world since the beginning of last year, global warming which is accelerating day by day, expected/unexpected changes in both security and economy due to the withdrawal of the U.S. military from Afghanistan, etc., entering the REIWA era of Japan, the world is in turbulent waves. Though both Japan and Pakistan also have challenges and difficulties for future growth, I believe that the key is whether we ourselves can change by adapting to this new era in order for both of us to overcome these various predicaments and further develop.

I would be excited and looking forward to struggling with all of my Pakistani colleagues to create "Next 70 years" that everyone admires, by bringing together the strengths of both two countries and creating new products and/or business models that meet the ever-changing needs of the world.

Excellency Taro Honda Parliamentary Vice-Minister for Foreign Affairs, Japan

PJBF welcomed **H.E Taro Honda, Parliamentary Vice-Minister for Foreign Affairs, Japan** during his brief visit to Karachi and expresses its sincere appreciation and gratitude. During his brief visit, he called upon Pakistan Japan Business Forum (PJBF), a premier Bi-Lateral Business Forum acting as a bridge between the two friendly countries on matters of trade and investments. It is very encouraging to see that both countries have convergent views on many issues of international importance. An officer from Board of Investment (BOI), Mr. Jameel Qureshi who is well versed

about impediments standing in the way of attracting investments from Japan, has been very helpful to PJBF and his presence has contributed in conveying to the government of Japan the potential that exists for Japanese companies to look at Pakistan as a potential destiny for trade and investments.



Lunch hosted by Kalim Farooqui, Chairman PJBF

Takeshi Ito, Minister and Deputy Chief of Mission was invited to meet the Board of Directors of the Pakistan Japan Business Forum. Being his maiden visit to Karachi, he was appraised about the aims and objectives of PJBF and informed about the progress made since its inception in 2021. Directors present interacted with him and elaborated upon their own association and contribution towards PJBF. The Minister was accompanied by the Deputy Consul General of the Consulate General of Japan, Mr. Katsunori Ashida. Secretary General PJBF, Mr. Murtaza Mandviwalla presented the visiting guest with his book STEERING THE PAKISTAN WHEEL compiled and written by him on the automobile landscape of Pakistan, the first and the only publication in Pakistan on the subject. Mr. Ito was later invited to join for a sitting lunch where the discussion with him continued.



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Shingo Ito of Toyota Tsusho says Good Bye

Having served Toyota Tsusho Corporation (TTC), a company amongst the first ones to establish in Pakistan, Shingo Ito as Chief Representative left Karachi for his next assignment in Japan. He had the honour to organize the celebration event of 70 years of the establishment of Toyota Tsusho office in Karachi which was largely attended including by his senior executives from Japan which included Ichiro Kashitani, Member of the Board, President & CEO. Besides many prominent Japanese businessmen resident in Pakistan, there was a presence of notable Pakistani businessmen, several members of the Pakistan Japan Business Forum, former Chief Secretary of Sind, Aslam Sanjrani and now the Chairman of Hino Pak Motors and many from the automobile business sector. Speaking on the occasion, Shingo Ito elaborated upon the history of TTC and the chronology of business undertaken in Pakistan since its establishment in 1952.



In view of the large event of TTC involving Ito's commitments and numerous engagements just before his departure, PJBFB organized a mini gathering at a short notice with his close Japanese friends for a dinner with him just before his leaving Karachi. PJBFB wishes Shingo Ito the best in all his future endeavours in good health.





Dr. Hiroshi Jogasaki JICA Technical Adviser on ICT Industry Development in Pakistan visits PJBFB

Chairman PJBFB was approached by the JICA Islamabad office informing the deputation of Dr. Hiroshi Jogasaki as Technical Adviser on Information Communication Technology (ICT) Industry Development in Pakistan. He is traveling across the country and introducing himself to relevant quarters of both the public and private sectors and also approaching IT companies to get himself acquainted. He said IT is an important subject between Pakistan and Japan and both the governments are cooperating for its promotion in their mutual interests. Mr. Farooqui further informed that the webinar held on 14th Oct. 2021 on **"Pakistan's IT Human Resource for Japan's Growing Demand for IT Professionals"**. This was conducted by NUST Islamabad in association with Pakistan Embassy in Tokyo, PJBFB and profound vision as the main organizer in Japan. Mr. Jogasaki presented in the IT seminar and was invited to meet PJBFB Board members after the BOD meeting.

Mr. Jogasaki briefly introduced himself that he is an ICT expert with more than 30 years of experience in various countries including **India, Israel, Russia, UK and UK. Dr. Jogasaki has done Ph.D. in System Information Science, Future University Hakodate, Hokkaido, Japan.** He has recently appointed as JICA Technical Adviser for ICT Industry Development in Pakistan for two years (Sep 2021-Aug 2023)." And stationed in Islamabad, Adviser for enabling growth and development of the ICT Industry in Pakistan for Japanese Market. He is conducting a detailed analysis to give an overview of the Pakistan ICT Industry, its performance, and specifically the poll of skilled and young human resources and potential growth. Mr. Jogasaki wants to introduce in Japan, as Pakistan is an untapped market for Japanese and wants Japanese to know more about Pakistan and its collective potential in ICT.

Director PJBFB Mr. Feroz Alam Shah extended his support to Mr. Jogasaki and asked him that he be always there if he needs any help from MOIT and BOI.

Chairman PJBFB and BOD Members thanked Mr. Jogasaki for his precious time and meeting with BOD of PJBFB. Chairman presented him with a copy of Rising Sun, celebrating 20 years of PJBFB formation.



Consul General at Central Depository Company of Pakistan Limited (CDC)

A delegation from the Japanese Consulate in Karachi, headed by Honourable Odagiri Toshio San, Consul General of Japan in Karachi visited the Central Depository Company of Pakistan Limited (CDC). Representatives from Pakistan Japan Business Forum and leading Pakistani corporates also attended this event.

Mr. Moin M. Fudda – Chairman CDC welcomed the delegation and spoke about the long term bilateral relations between Japan & Pakistan while stressing on the need to foster greater ties on business and trade initiatives. Mr. Badiuddin Akber – CEO-CDC presented an overview of the Pakistan Capital Market landscape and CDC's key role in its development as an integral infrastructure institution that handles the settlement and custody of securities, while highlighting the association between CDC and Japan Securities Depositories Center, Inc. (JASDEC), which is CDC's counterpart from the Japanese Capital Market.

Mr. Kalim Farooqui – Chairman Pakistan Japan Business Forum (PBJF) – also applauded the efforts of CDC in the development of Pakistan's Capital Market and highlighted that CDC has been a success story for Pakistan's business landscape. He stressed on the need to scale up the efforts to strengthen the business ties between Pakistan and Japan for mutual benefit and progress.





Seminar by Board of Investment on ICT Supported by PJBF, JETRO & The Consulate General of Japan

With the success of the ITC sector at the Joint Dialogue in Islamabad which attracted interest of several Japanese companies to set up offices in Pakistan, the Board of Investment organized a seminar cum webinar at their Karachi office. Jameel Qureshi, Director General and Additional Secretary BOI travelled to Karachi along with his staff as also JICA nominated IT expert to Pakistan, Dr. Hiroshi Jogasaki. Former Pakistan's Ambassador to Japan, Imtiaz Ahmed who took several initiatives during his tenure also travelled from Islamabad to join and support BOI's endeavours. Included in the seminar were two Japanese companies already in operation in Pakistan, Profound Vision and PlusW and their management in Japan through video link.

PJBF was represented by the Chairman, Kalim Farooqui, Senior Vice Chairman, Tetsuya Suematsu and Syed Firoz Shah, Director, and Chairman governmental affairs committee & advisor to the Board of Investment. Patron and Consul General of Japan, Toshio Odagiri was also present as also JETRO CEO in Karachi Kazunori Yamaguchi. Since the seminar was done as a follow up on the success at the Joint Dialogue in Islamabad, deliberations and exchanges with the Japanese through video link centered around the progress made and the potential that exists and needs to be followed up.



Resumption of Training Programs by Sarah Ashraf

Training programs of PJBF were held in abeyance for some time in view of Corona epidemic globally and where Pakistan was no exception. Despite the effort of Chairman, Training Committee Mr. Murtaza Mandviwalla, the response to participate was not forthcoming. With Corona now almost out of the way, training programs were initiated for the willing and PJBF is glad to report active participation took place by member companies. Both the Chairman PJBF, Mr. Kalim Farooqui and the Senior Vice Chairman PJBF, Mr. Tetsuya Suematsu took keen interest and made sure of meeting the participants. Above all, PJBF expresses its sincere appreciation and gratitude to its Patron, the Honourable Consul General of Japan for always attending the closing session and to personally awarding the certificates to the participants.

1. Lean Manufacturing

The session was conducted by Mr. Tariq A. Khan, Sr. Director – Corporate Strategy & Regulatory Affairs at Indus Motor Company Ltd. He is a certified coach of Toyota Production System, Six Sigma, Taguchi function loss, & Lean Manufacturing. He has conducted technical courses and lectures at various international conferences and educational institutes in different countries including Turkey and Germany. He has to his credit two inspiring books, namely "Japanese Management" and "Kaizen – A way of Life".

The one-day training titled "Lean Manufacturing" was held in July in Karachi. Programs were attended by nearly 40 participants from 15 different sectors of industry and services. The program as usual was inaugurated by Mr. Murtaza Mandviwalla, Director PJBF and Chairman Training Committee who warmly welcomed the participants and thanked them for sparing their time to attend the sessions.

The purpose of this training was to train participants on the concepts of lean manufacturing for increased productivity of and greater turnaround time. The trainer used an interactive training style to make sure that the information was not only shared but also correctly perceived and understood



by the participants. The interactive session was supported through the required training material which included physical ball activity and handouts on participatory planning.

Closing ceremony of the training was led by Mr. Kalim Farooqui, Chairman of PJBF. The ceremony was initiated with a note of thanks followed by inspirational talk. He thanked the participants for their active participation in the training. Mr. Odagiri Toshio, Consul General of Japan also congratulated the participants and individually awarded the training certificates to them.

Technology Links & Mandviwalla Motors Services sponsored the training program while Mr. Muhammad Khizar & Ms. Sarah Ashraf in-charge of the PJBF training desk organized & coordinated the entire program.



2. Entrepreneur Risk Management

The course was conducted by **Mr. Muhammad Irfan Tariq**, Head - Corporate Planning Department at Pak Suzuki Motor Company Limited. He has more than 20 years of training experience in Management & Non-Management areas in manufacturing and service industries.



The one-day training titled "Enterprise Risk Management" was held in August in Karachi. The program was inaugurated by Mr. Murtaza Mandviwalla, Chairman PJBF Training Committee. A total of 22 participants from 8 different member companies participated in this training.



The purpose of this training was to identify and manage significant risks. By implementing ERM, organizations could achieve this feat and improve value creation. Training included topics such as Risk Appetite, Risk Tolerance and Risk Management framework. The training methodology was very interactable as the trainer and participants actively engaged in sharing their experience in their respective fields. Instructor encouraged interaction among the participants resulting in queries, feedbacks, and valuable suggestions.



PJBF Chairman Mr. Kalim Farooqui presided over the training's closing ceremony. He expressed his gratitude to the attendees for taking an interest in PJBF's training programs and congratulated them on finishing the program successfully. He expressed the hope that the skills about which they have learned would be useful to them. Additionally, congratulating the participants, Mr. Odagiri Toshio, Consul General of Japan, honoured the participants by handing over their certificates.



Mr. Muhammad Khizar & Ms. Sarah Ashraf in-charge of the PJBF training desk organized & coordinated the training program while United Marine agencies was thanked for graciously sponsoring the program.



3. Taguchi-Mindset and QCC A Real Motivation for Employees Engagement

Taguchi method is a robust design tool in the Japanese system for product and processing improvement. Taguchi philosophy has three concepts. Design, Quality and Cost Effectiveness. This approach allows quality consideration to be included at the early stage of any new venture: in the design and prototype stage, during routine maintenance or installation and during installation and commissioning of a manufacturing process.

The third training session was again conducted by Mr. Tariq A. Khan. The one-day training titled "Taguchi-Mindset and QCC -A Real Motivation for Employees Engagement" was held in October 2022 in Karachi. Programs were attended by about 36 participants from 14 different sectors of industry and services. The program as usual was inaugurated by Mr. Murtaza Mandviwalla Chairman, PJBF Training Committee who warmly welcomed the participants and thanked them for sparing their time to attend. The closing session was attended by the Chairman, Mr. Kalim Farooqui while the Consul General, Mr. Toshio Odagiri presented the certificates to the attending participants.





The Japanese Automotive Way: Excerpt from the Book “Steering the Pakistani Wheel” Murtaza Y. Mandviwalla

The recent history of the automotive industry of Pakistan is also, in large part the history of Japanese automakers presence in Pakistan. As a result, many members of the automotive fraternity, comprising the assemblers, vendor, dealers, and other stakeholders, have adopted some of the distinctive features of Japanese methods of production, marketing, and even personal conduct.

All over the world, scores of books and articles exist on the Japanese management style. These unique practices have captivated the gurus of business and industry, many of whom have attempted to emulate them to mixed success. The key to successful Japanese management practices is the workplace culture – specifically, a culture that places paramount importance on human relationships. The days of the Shogun emphasized a strict value system, and the teachings of Confucianism from the mainland stressed the traits of affection, respect, and loyalty, harmony, and trust. Likewise, the contemporary Shinto attributes of traditions, family, and adherence to cleanliness has imparted upon Japanese society these attributes. Most writers who discuss the Japanese way of conducting business concur that these traits have been translated into business practice because of the isolationist policy of Japan in the early twentieth century, and because the island country has never been colonized.

As I recall from the 70s, the early Japanese business executive was clean shaven, wearing a pure white shirt and sober tie in a dark suit. He (as to date, there are very few female business executives – even rarer in the automotive sector) proudly wore his company coat pin and kept on hand a small notebook to take notes on whatever was being presented (never wasting an inch on a page!). He is polite, courteous, and soft spoken, immediately presenting his business card with both his hands after bowing profusely.

He only unwinds at his bar, toasting “kahm-pie” with his co-workers but will rarely resort to an iki (bottoms up). He will not speak of his personal life unless asked. He chains smokes Mild Seven cigarettes. If you speak, the perception is always to remember what you said, because in his culture, whatever you say is what you mean. He takes any suggestions seriously from co-workers and subordinates alike. He will be dead on time for any meeting anywhere and will be conscious of others' time. I remember the driver of one of the Japanese trading companies with offices in Pakistan mentioning that the saab (boss) insists on driving around the block if they are early to ensure that they reach the rendezvous exactly on time. He will relish your cuisine, and he will feel truly honoured if you enjoy sushi or the myriad of other impeccably presented dishes that Japanese cuisine has to offer. And when times are bad, he will sacrifice everything for the sake of the company's success—even his salary.

Today's executive has not changed much – smoking is less common, and the occasional glass of wine has replaced whisky. Yes, he has acquired the ability to converse in English more fluently, but he will still call you as Mr. or -San, and he may feel offended if you do not address him in the same way, though he will not show it. He is not interested in praise, as credit is only acknowledged to his group. Similarly, he as an individual will not be held singularly responsible for an action that results in failure.

He has a very unique employer. His job is for life. The Japanese way – particularly the way of the Zaibatsu (a Japanese term referring to industrial and financial business conglomerates) or the Sogo shosha (a Japanese trading house) – are unique. Decision making is slow, making patience an essential attribute of the Japanese business executive. Through the process of nemawashi and Ringisho, decisions are firm and conclusive. Nemawashi is gaining informal consensus through meetings by the originator of the proposal. Ringisho, popularly known as Ringi, is the formal process or the system through which the proposal is circulated from bottom up to the various layers of management. In this way, decisions are made by consensus. A seal is affixed on the proposal from each stakeholder, indicating approval. Although the seal may not be affixed with computer communication, the tradition continues using new apps such as i-mode, a mobile friendly Ringi solution developed by NTT Communications, a Japanese Telecom Company.

Japanese management practices which indeed are very different from Pakistani practices. Pakistan is the product of its colonial past, having received management training from American top-down management methods. The Pakistani Way recognizes a more centralized authority and individual excellence. Hence the Japanese management way faces a number of challenges here in Pakistan. For example, changes in market dynamics, political and economic scenario are frequent and at times sudden. Japanese managers are slow to react due to the slowness of the consensus building process. The hiring process of new staff and promotions to performers also brings challenges in a job for life, structured HR environment. Nevertheless, the Japanese automakers have brought over some parts of their corporate culture over time, in some cases creating a fusion with the local practices. Surely this “fusion” may have something to do with the fact that the Japanese corporate presence in Pakistan can be traced back to the 30s, when as many as eight Japanese companies had expatriates running their offices in Karachi.

Today, Toyota, Suzuki, and Honda offices in Pakistan all have an 'open eyes' policy. Their office layouts are without walls or partitions. The staff sit in one large hall, with each departmental head facing his entire team. They wear a uniform, use one canteen, and have common toilets. All employees must clock in on time, whereupon they greet the day with exercises and morning meetings. Emphasis is placed on things like cleanliness and orderliness, but also on processes, teamwork, and lifetime employment (until the retirement age of 55). Employees are promoted to higher positions from within the company, thereby ensuring employment stability. Older employees are supported with seniority-based rewards, younger ones with on-the-job training, and skill development is achieved with a job rotation system. The Ringi system is an integral part of the decision-making process based on consensus. Familiar Japanese management systems such as Kaizen (continuous search for improvement) and 5-S are indeed manifestations of the Japanese style of management. All employees are encouraged to suggest ways for the company to improve.

Japanese automotive companies' outlook towards their employees, JV partners, distributors and dealers is about building a long-term association. Training in the Japanese way is paramount. In adversity, the companies stand by their partners, a trait in their value system and history.

The Japanese automotive companies operating in Pakistan have successfully implemented most of the abovementioned practices. Some of the concepts have also been adopted by selected component makers and automotive dealerships in Pakistan.

Such is the Japanese automotive way.



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“Pakistan's IT Human Resource for Japan's Growing Demand for IT Professionals”

National University of Sciences and Technology (NUST)

Chairman Kalim Farooqui was approached by a Pakistani friend in Tokyo to meet Ms. Arooba Gillani, Head of Placements, National University of Sciences and Technology (NUST) from Islamabad. She was to deliver a talk at a webinar on Pak IT sector for Japan's Growing market in conjunction with the Embassy of Pakistan in Tokyo.

She visited Karachi and informed about the planned webinar and obtained views of Japanese businessmen and also obtain video testimonials of personnel from Japanese companies already operating in Pakistan. Kalim Farooqui took her to JETRO office and was thankful to Suematsu san who joined the meeting at JETRO. The basic purpose of their visit was to get the views of Japanese operating in Pakistan about the importance of IT and the way Pakistan can help Japan and Japanese companies fill in the gap through IT experts available in Pakistan.

The webinar was conducted from NUST Islamabad on Thursday in October in association with the Embassy of Pakistan in Tokyo, PJBFB and with Profound Vision, an IT company as the main organizer in Japan. Profound Vision was established in 2009 as a sole proprietorship and has supported the Japanese business community with corporate advisory services over the last 12 years.

Chairman PJBFB, urged all and especially Japanese friends to register and attend the webinar and which was largely attended. Yamaguchi-san spoke (both in English and in Japanese) on the subject which was captured on video and was incorporated as a part of the presentation at the webinar. Mr. Kalim Farooqui paid special thanks to Suematsu San and Yamaguchi San for the time spared to receive the NUST individuals and interact with them to impress upon the potential that exists between Pakistan and Japan for cooperation in the IT sector.

For general information of the audience, Arooba Gillani from NUST shared an account of Pakistan's growing economy and strengths of its IT human resource. She also highlighted the potential of Pakistani education system, already meeting modern skills requirements of global IT markets, through sharing success stories and case studies involving experience of Japanese companies with Pakistani counterparts. Advisor to Prime Minister, Abdul Razak Dawood spoke at a webinar **“Current State of Smart City Initiatives in Japan and the Rapid Growth in IT Industry of Pakistan”** and invited Japanese IT companies to engage with and benefit from young, talented and skilled human resource in Pakistan. The webinar was attended by a large number of IT companies and professionals.

High level Japanese experts from academia, technology industry and city management spoke on the future vision of Japan of smart cities, supported by artificial intelligence and ensuring alignment to the global agenda of sustainable development goals.



Dinner hosted by the Secretary General for the Chairman

On 3 November 2022, the Government of Japan announced the names of foreign recipients of the 2022 Autumn Conferment of Decorations. Kalim Farooqui, Chairman, Pakistan Japan Business Forum was named from Pakistan to receive "The Order of the Rising Sun, Gold Rays with Neck Ribbon" in recognition of his dedicated contributions to promoting economic exchanges and mutual understanding between Japan and Pakistan.

A dinner reception was therefore hosted by the Secretary General, Murtaza Mandviwalla in honour of the Chairman, Kalim Farooqui inviting the board of directors and several city notables. It was done to felicitate the Chairman on the announcement by the government of Japan for the award. The Order of the Rising Sun is awarded to people who have rendered distinguished service. It is administered by the Decoration Bureau of the Cabinet Office headed by the Japanese Prime Minister and is awarded in the name of the Emperor



PJBF welcomes Profound Vision to Pakistan

Information Technology and Communication (ICT) has gained momentum in the business circles of Japan and Pakistan. Japan needs IT specialists in thousands and Pakistan is considered to have the potential of helping. Earlier, a webinar was held in conjunction with NUST of Islamabad, Embassy of Pakistan in Tokyo and supported by PJBF which was largely attended from individuals in Pakistan and in Japan. One of the companies from Japan which participated and showed interest and subsequently travelled to Pakistan to open office was Profound Vision. The delegation comprising of 6 individuals met with several potential organizations and was invited by the Chairman Kalim Farooqui to his



residence. Included in the delegation were Paul Guilfoile, Chairman, Nobuo Shiobara, CEO, David Curry, Nofil Iqbal, Asim Ali and Kanza Kamal. Speaking on the occasion, Kalim Farooqui elaborated upon the potential that exists in the ITC sector and assured the visiting delegation of PJBF's full cooperation and support in all their endeavours. Thanking PJBF for the meetings arranged for them with various stake holders and the courtesies extended, Nobuo Shiobara explained about Profound Vision's plan for investment in Pakistan to train and select IT professionals. He announced that for the purpose, a local office is being opened in Karachi and for which professionals have already been hired.



Pakistan Mural Project - Mural Unveiling Ceremony

PJBF joined and supported Pakistan Japan Cultural Association (PJCA), which is engaged in conveying Japanese culture in Pakistan. As one of the projects commemorating the 70th Anniversary of Japan-Pakistan Diplomatic Relations was to create a mural at the National Institute of Child Health in Karachi. Additionally, 3 types of project activities - mural creation, art workshops, and relay flag creation were chosen to create art together with the children of Pakistan, giving them opportunities to foster hope and learn about Japanese culture.

PJCA contacted Kensuke Miyazaki who had already created murals in countries all around the world including Kenya, East Timor, Ukraine, Ecuador, and Haiti. During the creation process, he felt strongly that the murals could be painted together with the participation of the local people. As such and to reach out to a larger cross section of Karachiites, PJBF was requested to help and participate which it did. Portions of the mural to paint was assigned to all those joining which included members of PJBF, their families and acquaintances. Above all, the Patron of PJBF Toshio Odagiri and Madam Odagiri also contributed by painting the mural.

When completed, a formal unveiling of the mural was done with the Consul General Toshio Odagiri along with notables of the city joining.



Pakistan Japan Cultural Association (PJCA) Photojournalist

On the occasion of the 70th anniversary of diplomatic relations between Pakistan and Japan, an international photo exhibition was organized under the umbrella of the Pakistan Association of Photojournalists in collaboration with the All Japan Association of Photographic Societies, Japan's multi-circulation daily Asahi Shimbun and the Consulate of Japan in Karachi. The exhibition will be open to the general public from October 7 to October 13.

The international exhibition was inaugurated by Odagiri Toshio, Consul General of Japan in Karachi, Zahid Hussain founder of the Pakistan Association of Photojournalists, Sakuma Yasuo, former photojournalist of daily Asahi Shimbun visiting from Japan, Azmat Ataka, Mohammad Zubair, Kaleem Farooqi, the president of Pakistan-Japan Business Forum and Faysal Edhi.

Speaking on the occasion, the Consul General of Japan Odagiri Toshio said that this photo exhibition will play an important role in the promotion of friendship between Japan and Pakistan. He also appreciated the efforts of Azmat Ataka, the Pak-Japan Business Forum, PAPJ and the Pakistan-Japan Cultural Association, and expressed determination to strengthen Pakistan-Japan friendship.

Sakuma Yasuo also expressed hope that the relations between the two countries will be strengthened through cooperation with Pakistani photojournalists.

Zaid Hussain, founder of PAPJ, while appreciating the cooperation and relationship with the Japan Professional Photographic Society, hoped that this exhibition would give Pakistani photojournalists an opportunity to understand and learn about international standards of photography.

PAPJ's representative for Japan, senior photo and video journalist Mohammad Zubair, announced on this occasion that a photographic exhibition of Pakistani photojournalists will be held in Tokyo in December 2022. He said that both countries have friendly and cordial relations and for the promotion of cultural relations, such exhibitions will be continued.



The exhibition showcases photographs from the 81st Annual International Exhibition held in Japan, which includes photographs by photographers from 30 countries including photographs of Pakistan's senior photojournalist Muhammad Zubair based in Japan and Pakistan's internationally renowned photojournalist Jahangir Khan.

Sakuma Yasuo, a former senior photojournalist of Asahi Shimbun, has visited Karachi to participate in the exhibition; he has expressed the hope that friendly relations between Japan and Pakistan will be strengthened through this photo exhibition.

Adeel Khan, the senior member of PAPJ, has said that through this exhibition, the relations between the photojournalists of Pakistan and Japan will be reinforced and the people of both countries will understand each other's society and culture in a better way.

Internationally renowned photojournalist Jahangir Khan, who has received photography education and training from Asahi Shimbun in Japan, said that this is a unique photo exhibition in Pakistan called Color of the World. He said that Pakistani photojournalists and photographers will be able through this exhibition to understand new techniques and angles.

Jahangir Khan said that photographs of photographers from about 30 countries have been exhibited in this exhibition while during the next exhibition which would be held in Japan, the photographs of Pakistani photojournalists will also be included.

PAPJ has specially invited photojournalists, photographers and students to see the exhibition while photojournalists from all across the country have arrived in Karachi to participate in the exhibition.

On the occasion, senior official of Pakistan Japan Cultural Association, President Pakistan-Japan Business Forum Kaleem Farooqui, Muhammad Zubair, a Senior Photo-Video Journalist, a PAPJ Representative in Japan, and Faisal Edhi and a large number of people from different walks of life were also present.





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PJBF bids farewell to the Consul General of Japan

Toshikazu Isomura is a name known to all who has dealt with Japan for Business, travel, cultural matter, and the list is long including official interaction at all levels and in all sectors. He speaks fluent Urdu and is well conversant with the local population. He has traveled the length and breadth of Sind and Baluchistan to which his office is responsible. As the longest serving Consul General in Karachi, he also holds the coveted position of the Dean of the Consular Corps. As the Consul General of Japan, he is also the Patron of Pakistan Japan Business Forum. In Pakistan he has collectively served over 20 years with occasional stints in Islamabad.

As he retires and returns to Japan, the Chairman PJBF, Kalim Farooqui invited him to his residence along with members of all organizations where he is a Patron, including Pakistan Japan Cultural Association (PJCA) which is headed by Mrs. Saadia Rashid, Chairperson of the Hamdard Foundation. There was an overwhelming response from his friends and acquaintances from across Karachi who came to meet and bid him farewell and which is evident from the images below.



PJBF bids farewell to the Consul General of Japan



PJBF bids farewell to the Consul General of Japan





9th **PAKISTAN - JAPAN** Business Dialogue
7th **PAKISTAN - JAPAN** Government Dialogue
Thursday, September 29, 2022 Islamabad



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Opening Remarks

KALIM FAROOQUI

Chairman, Pakistan Japan Business Forum

It is my proud privilege to welcome you all and specially to our business friends from Japan led by Chairman JPBC, Mr. Teruo Asada.

This business dialogue is the 9th since 2001 and is being held in Pakistan after 3 years since the last one held in Tokyo was in December 2018. Though it is to be alternatively held each year in Japan and in Pakistan, the delay is on account of Covid. Pakistan to Mr. Asada is not new as it is his 3rd visit to Pakistan for the Joint Dialogue. He was last here in this very location in 2015. Welcome again Mr. Asada in the year 2022 which is significant as we celebrate 70 years of Pakistan Japan Diplomatic relations.

Pakistan is ready for business. With 220 million people and almost 75 million middle class consumers and counted among 8 fast growing economies of the world, it is a destiny to reckon with for both trade and investments. GDP in Pakistan averaged 90 billion dollars from 1960 till last year, reaching an all-time high of over 350 billion in 2018. Pakistan stands on the verge of significant transformation. A large youth population comprising of 60% under the age of 30, coupled with favorable demographics and rising domestic consumption, provide a range of compelling infrastructure and corporate opportunities in Pakistan. The return potential is probably one of the highest in the world. None, who have come, wants to return. Reason being that regulatory environment is investor friendly with no restrictions on foreign ownership, remittance of profits or hiring of expatriates and above all the availability of trained manpower at competitive rates. Special economic zones commonly referred to as SEZ's have been setup across the country to simplify and facilitate with government procedures for investors.

PJBF has now 137 corporate members. To facilitate our members in the North, we have a regional chapter in Lahore as well. We organize functions, participate in exhibitions, arrange trainings, lobby with government on behalf of our members and make regular sojourns to Japan with small and medium size business which have resulted in business arrangements for some of the delegates in the field of engineering, pharmaceutical and textile. This is our pride. This is what PJBF stands & works for.

Our Joint Dialogues have resulted in various proposals and recommendations put forward for both the governments for the consideration it deserves. We even produced a report for the GoP to help achieve Vision 2030 identifying 7 key sectors to focus on. Unfortunately, the progress has not been in step with the requirements. The trade figures in comparison to the potential that exists is dismal and that too heavily weighed in favour of Japan. I hope this meeting will be different and conclude with an action and monitoring plan for requisite follow up. Pakistan is blessed with ample natural resources, 11 hundred kilometers of coastline offering marine products, landscape with mountains, rivers, deserts and so also heritage sites for tourists to enjoy. The delegation unfortunately is only spending a couple of days in Pakistan and that too only in Islamabad and will not have the opportunity to see the sights and hear the heartbeat of Pakistan, which is abundant in Karachi, Lahore, Peshawar, Quetta and the list is long if I were to include the breathtaking picturesque sites of the north.

In the limited time available, we have sessions to discuss several important sectors.

Infrastructure
Automobile
Information Technology
Fishery

These sectors were chosen in consultation with our Japanese counterparts as both sides feel there is great potential for cooperation between Pakistan and Japan in their mutual benefit as both human and natural resources availability necessitates consideration. Experts from these sectors will speak and inform about the potential with facts and figures. I am confident that the deliberations today at both the B2B dialogue as well as G2G, will be meaningful and result in future cooperation towards a stronger economic relationship.

Pakistan Japan Dosti Zindabad

Opening Remarks

TERUO ASADA, Chairman
Japan-Pakistan Business Co-operation Committee (JPBCC)



We are deeply saddened to hear the news that the people of Pakistan have suffered serious damages due to the heavy rains. On behalf of the Japan-Pakistan Business Cooperation Committee (JPBCC), please allow me to offer my deepest condolences and sympathy. We made a contribution of one million yen to the Prime Minister's Flood Relief Fund. We sincerely pray that the affected areas will recover as quickly as possible. Please remember that you have friends in Japan, and our thoughts are with you.

At this difficult time, let us reaffirm our commitment to further strengthening our nations' bilateral relationship. We, as the JPBCC, would like to extend our whole-hearted greetings to the government and the people of the Islamic Republic of Pakistan on the occasion of the 9th Pakistan-Japan Private Sector Business Dialogue and 7th Pakistan-Japan Government Business Dialogue. This year, we would like to welcome a special milestone: the 70th anniversary of the establishment of diplomatic relations between Pakistan and Japan.

Since the JPBCC's establishment in 1984, we have been promoting bilateral business ties, trade, investment and economic activities with our counterpart the Pakistan-Japan Business Forum (PJBF) focusing on holding the Private Sector Business Dialogue together.

Three years and nine months have now passed since the last meetings were held in Tokyo in December 2018. We are pleased to meet and renew old friendships between us after a long interval of time. With the support of the two governments, we would like to sincerely discuss and find clues to solve business problems in a positive and constructive manner.

Pakistan is a country with a population of over 220 million people. Those under the age of 25 account for approximately 60% of the total population, and there are many English-speaking human resources. Under the leadership of the Sharif Cabinet, economic development can be expected due to the demographic dividend and promising industrial fields such as automobiles, textiles, and IT.

Through the upcoming meetings, we hope to further strengthen economic relations between our nations.

Message from the
MITSUHIRO WADA, Ambassador of Japan to Pakistan
Patron-in-Chief, Pakistan Japan Business Forum



7th Pakistan-Japan Government Business Joint Dialogue and the 9th Pakistan-Japan Private Sector Business Dialogue

It is my pleasure and a great privilege to congratulate on holding the 7th Pakistan-Japan Government Business Joint Dialogue and the 9th Pakistan-Japan Private Sector Business Dialogue on 29th September which will be followed by the Trade and Investment seminar on 30th September. These events will be graced with the presence of our Honourable Parliamentary Vice-Minister of Economy, Trade and Industry Mr. Ryuji Satomi, and dignitaries of both countries.

I would like to express my profound sympathies for the devastation that has been caused by the catastrophic floods in Pakistan. I offer my heartfelt and sincere condolences to the bereaved families and victims who have been so severely affected. The government of Japan is standing firm with the people of Pakistan in this difficult time. We have delivered emergency relief goods and decided to extend Emergency Grant Aid of USD 7 million to Pakistan. We will further continue with our support.

This year, Pakistan and Japan celebrate the 70th anniversary of diplomatic relations. We have enjoyed a long-time friendship as "dereenah dost." After World War II, Pakistan was the first country that started cotton export to Japan, thus Japanese people will never forget that Pakistani people helped us in difficult times.

While we are now living in an unprecedented era, there are many more sectors and areas where we could expand our cooperation such as climate change, renewable energy, disaster risk management, poverty reduction, and greater equity, for instance. We have so many common issues to jointly deal with for achieving sustainable and inclusive development. I would like to appreciate all of the people who have made tireless efforts to strengthen the relationship between Pakistan and Japan. I, as Ambassador of Japan to Pakistan, will continue to support activities to materialize existing and future business potential in both countries and to make our relations stronger than ever before.



Message from the
SYED NAVEED QAMAR
Federal Minister for Commerce

On the occasion of Pakistan Japan High Level Joint Business Dialogue

I welcome high level Japanese delegation to Islamabad for holding Joint Business Dialogue between Pakistan and Japan, which is taking place as we celebrate 70th anniversary of the establishment of diplomatic relations between Pakistan and Japan. Economic cooperation between Pakistan and Japan has always been important and significant, be it in the form of bilateral trade, foreign direct investment or assistance in development sector and technology transfer. We will begin the dialogue with an objective to support and complement our strengths for larger and better outcomes for both countries.

We are also happy to welcome the private sector delegates from Japan whose role will be critical for the success of this business dialogue. There are more than eighty Japanese companies operating in Pakistan for decades with a high level of satisfaction; and, we will encourage more such ventures from Japan to become a part of Pakistan's emerging economy.

We could not hold this dialogue earlier due to the pandemic, however I appreciate the joint efforts made by Japanese Ministry of Economy, Trade and Industry (METI), Ministry of Commerce (MoC) Pakistan and both of the embassies in Islamabad and Tokyo to execute decisions made during the last round of talks, especially putting in place the effective mechanism of Monitoring Committee to address any business level issues and challenges.

Trade facilitation is one of the key pillars for economic development, we are fully committed to implement reforms through automation to ensure efficiency and transparency. Through many indigenous reform initiatives, we will continue to improve and modernize regulatory and operational trade infrastructure in Pakistan.

Despite limitations and challenges of covid during the past years, we have seen a lot of activity between Pakistan and Japan in the areas of trade and investment. Although, our companies were unable to participate in trade events in Japan due to travel restrictions, we participated either virtually or in a hybrid mode to offer Japanese customers sourcing options. Now, as the world is opening, we see a lot of interest by Pakistani companies to explore opportunities in Japan through sectoral delegations and exhibiting at trade exhibitions.

In addition to the efforts and support at the level of our governments, I must also appreciate the role of trade bodies such as Japan Pakistan Business Cooperation Committee (JPBCC) and Pakistan Japan Business Forum (PJBF) who remain a vital part of this high-level dialogue.

We are also looking forward to the success of Private Sector Dialogue and Investment Seminar, being organized on the sidelines of the Government Dialogue.

I further take the opportunity to thank Japanese government, JICA, Japanese companies and Japanese people to stand with Pakistan when the country and its large population is facing devastation by massive floods.

An overview on Joint Dialogue since 2001 held between Pakistan Japan Business Forum and Japan Pakistan Cooperation Committee, Tokyo Chamber of Commerce & Industry

Pakistan Japan Business Forum had its inception on February 6th, 2001 at a grand ceremony at Consulate General of Japan's official residence in Karachi. Launching ceremony was attended by Mohammad Mian Soomro, then Governor Sindh, Mr. Abdul Razak Dawood, Minister of Commerce, Industries and Production, Mrs. Shahida Jamil, Minister of Law & Justice, Mr. Sadaaki Numata, Ambassador of Japan, Mr. Akira Watari, Chairman Japan Pakistan Business Corporation Committee and Mr. Kazumi Dekiba, Consul General of Japan. The signing ceremony was presided over by the Chief Patron and Ambassador of Japan in Pakistan, His Excellency Mr. Numata. Purpose of setting up Pakistan Japan Business Forum was to improve trade and Investment between Pakistan and Japan with the help of diplomatic missions working in both countries and to support private sectors of both countries through close cooperation between PJBF & JPBCC- Tokyo Chamber of Commerce.

To achieve the objectives of PJBF, the **1st B2B Joint Dialogue** was held on September 03, 2001 at Karachi. Mr. Razak Dawood Minister for Commerce and Industries presided over the opening ceremony and a declaration was signed between Pakistan Japan Business Forum and Japan Pakistan Business Cooperation Committee to put efforts to bring both countries closer economically. It was decided that the Joint Dialogue will be held every year alternatively in both countries.

The **2nd Joint Dialogue** was held on 13th March 2002 at Tokyo, Japan which was attended by large business communities of both countries. This business dialogues helped both the institutions to bridge the communication gap and know each other and prepare for future activities.

The **3rd Joint Dialogue** Business to Business and Business to Government Dialogue was held on 7th March 2005 at Islamabad, followed by 1st G2G/B dialogue. Japan Pakistan Cooperation Committee brought a 30 member delegation to Pakistan and 4 days activity was planned including courtesy calls to the Prime Minister and President of Pakistan, during the dialogue PJBF & JPBCC mutually prepared and proposed Challenges and Goals for coming years. Revision of Convention for Avoiding double taxation between Pakistan & Japan was one of the issues highlighted by PJBF & JPBCC which was subsequently resolved by GoP & GoJ. To improve quality of Human Resource AOTS, JETRO and JICA offered to organize technical and management trainings.

The **4th Joint Dialogue** was held on 22 January, 2007 in Karachi and G2G/B dialogue was held on 24th January in Islamabad. Japan Pakistan Cooperation Committee again brought 32 members delegation to Pakistan and 3 days activity was planned including courtesy calls to CM, Governor Sindh and the Prime Minister & President of Pakistan. In which it was decided to jointly carryout a study and prepare a report to help GoP achieve vision 2030. This was followed by a visit to Pakistan of a Japanese team to assess the situation on ground and discuss with relevant persons.

During the study visits were made to various government departments as well as business sectors as automotive, textile, dairy, agriculture, education etc. subsequent to which the report was finalized over a period of 14 months that carried sources of guidance in assessing future business activities.

The **5th Joint Dialogue** was held on 25th May 2009 in Tokyo Japan, where the joint study report was presented to the Japanese Government. The Pakistani delegation consisting of 22 persons, was headed by Mr. Makhdoom Shahbuddin, Minister for Planning & Development and included Mr. Saleem Mandviwalla, Chairman BOI, Mr. Zubiar Motiwala, Advisor to CM, Mr. Mohibullah Shah, CEO TDAP, Mr. Abdul Kader Jaffer Chairman PJBF, some senior Directors of PJBF and some business persons.

During the 5th Joint Dialogue Sind Board of Investment proposed 2000 acres Japanese Special Economic Zone allotted by the efforts of PJBF for the Japanese business Community at Karachi at very concessional rates with 10 years tax free holiday.

The **6th Joint Dialogues** was held on 21st March 2012 again at Tokyo. A 20 member delegation from Pakistan was headed by Zafar Mahmood, Secretary Commerce. In presence of high dignitaries of both countries PJBF & JPBC signed an MOU to study feasibility of reduction of custom duties on textile, leather & other products, set up pilot automotive testing centers and GOJ was also requested to provide assistance in vocational training for automotive and leather industries.

The **7th Joint Dialogues** was held on 10th November 2015 at Islamabad Pakistan. A 49 member delegation from Japan was headed by Mr. Tsuneo Kitamura, Parliamentary Vice –Minister of METI and Mr. Teruo Asada Chairman- JPBC. For the first time the two governments signed an MOU declaring to work on EHP amongst other matters. PJBF & JPBC also signed an MOU repeating the points of the previous MOU about EHP, pilot vehicle testing centers, issuance of ADP, abolishment of turnover tax, etc.

The **8th Joint Dialogues** was held on 10th December 2018 at in Tokyo. A 24-member delegation from Pakistan was headed by Mr. Abdul Razzak Dawood, Advisor to the Prime Minister for Commerce & Textile, Industry & Production and Investment. It was agreed that PJBF and JPBC would support Governments in preparing a Joint Action and Monitoring Plan discussed in 6th G2G/B dialogue on the same date. In meeting headed by Mr. Razzak Dawood held in PJBF office in February 2019 in which PJBF, JETRO, MOC and CG Japan were present an Action & Monitoring Plan was discussed and finalized.

The **9th Business to Business Dialogue** is being held in conjunction with the 7th Government to Government Dialogue, a delegation for which is being led by the Parliamentary Vice Minister of Ministry of Economy, Trade, and Industry (METI). The year 2022 is significant as both countries celebrate 70 years of their Diplomatic Relations. We profoundly welcome our Japanese guests on this momentous occasion. Pakistan Japan Business Forum (PJBF) expresses its gratitude to its Japanese counterpart the Japan Pakistan Business Cooperation Committee (JPBC) headed by Teruo Asada, Chairman, who will be arriving from Japan and representing a delegation of over 50 Japanese businessmen, most of whom represent conglomerates of Japan.



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Joint Dialogue - Day 1

Pakistan Japan Business Forum (PJBF) organized the 9th Pakistan-Japan Business Dialogue and participated in the 7th Pakistan-Japan Government Dialogue in Islamabad in September 2022. Over 70 Japanese businessmen had congregated with an equal number of Pakistani businessmen. The Pakistani delegation was headed by PJBF Chairman Kalim Farooqui, while the Japanese side was led by Marubeni Corporation and Japan Pakistan Business Cooperation Committee (JPBCC) Chairman, Teruo Asada. The government of Pakistan side was led by Minister for Commerce, Syed Naveed Qamar. Parliamentary Vice Minister, Ministry of Economy, Trade and Industry (METI), Ryuji Satomi led the government of Japan side. Speakers elaborated upon the strategic location coupled with a population of over 220 million with 60% under the age of 30 years and a growing middle class with an increasing purchasing power. The Japanese investors and businessmen mostly representing conglomerates in Japan were informed about the low productivity costs and availability of abundant natural resources supported by a liberal investment regime. Specific areas of mutual interest were taken into consideration and elaborated upon by experts regarding their sectors with projected presentations followed by question-and-answer sessions.



Joint Dialogue - Day 1



Presentation by Experts at the Joint Business to Business Dialogue

Infrastructure

Concept: Partnerships for Growth

Taking the opportunity of a large gathering of Japanese entrepreneurs, Malik Ahmed Khan, Chairman of Public Private Partnership Authority (P3A) was invited to inform the businessmen about the authority and the sectors which could benefit from the concept initiated by the government to accelerate investments. The Public Private Partnership Authority Act of 2017 establishes the institutional framework for PPP transactions at the Federal level. It provides the enabling legal and regulatory framework to develop and execute PPP transactions at a fast pace.

He went on to explain that the primary function of PPP is to act as:

- Approving Authority for qualified Federal PPP projects
- Catalyzing entity for mobilization of private capital funding
- Advisor to other public sector entities on capacity and pipeline development

In brief, PPP is to act as a regulator, fund mobilizer and as an advisor. Several projects in the pipeline and underway include those from the sectors involving motorways, railways, water, transportation, real estate development and the like.

Malik Ahmed Khan gave specific examples of some of the ongoing projects and also those in the pipeline for consideration and for which preliminary assessment is being done.

On being asked, he informed that immense opportunities exist for PPP in ports, energy/renewable energy, fisheries, maritime transportation, tourism, climate change, waste management to name a few.

Auto Industry Development

Auto industry in Pakistan is of immense importance to Japan having made substantial investments by almost all major auto makers of Japan. Explaining the policy about auto industry, Almas Hyder, Chairman of the Engineering Development Board under the Ministry of Industries and Production elaborated upon the Auto Industry Development & Export policy (AIEDP) 2012-2026.

Salient features of the AIEDP 2012-2026 explained:

New product policy instead of new entrant policy
Promotion of Electric Vehicles and Hybrids – Specific Policy Interventions

Adoption of vehicle safety regulations (WP-29) through legislation
Export Promotion targets (10 % of imports by end of policy period)
Promotion of manufacturing of specialized vehicles
Provision of consumer protection
Quality and monitoring mechanism
Tariff direction

For the promotion of Hybrid Electric Vehicles, a 4 % Custom Duty on hybrid specific parts and a 3% on plug-in hybrid parts has been incorporated. Sales tax on hybrid cars, SUVs, vans, LCVs to be 8.5 %. Import of hybrid buses/trucks to attract 1 % Custom Duty from date of Issuance of Manufacturing Certificate. Almas Hyder further stressed on the fact that the policy is to develop a long-term vision for the development of the engineering sector a major part of which concerns the automobile industry, formulate and coordinate all government policies relating to the engineering sector and above all to manage different SROs on deletion, and indigenization of auto policy.

Harano Masafumi, Managing Director Pak Suzuki Motors Co, Ltd,

a major investor from Japan in the auto industry sector gave a historical perspective of investments from Japan in this important sector in Pakistan which is of equal importance to Japan. He emphasized that for the auto industry to attract the interest of the Japanese side is for AIDEP 2021-26 to achieve a target of 650,000 units per annum.

Cost competitiveness with improved quality in international market can only be achieved with increase in volume per model or increase volume per individual parts of local production. In other words he said, economies of scale of individual models and local parts are the key to cost competitiveness. He summarized his presentation with his recommendations.

Recommended Measures:

- A. Stable and Consistent policy – indispensable for Long Term direction
- B. Localization to contribute to reducing imports.
- C. Review of CKD import restriction policy
- D. Measures to enhance Affordable Motorization for users
- E. Level Playing Policy for New OEMs and Existing OEMs

Deliberations took into account each point mentioned by Almas Hyder about the salient features of the AIEDP 2012-2026 policy and recommended measures pointed by Harano Masafumi for the way forward. Searching questions too were answered by the panelists in the Q&A session.

Information and Communication Technology (ICT):

Amongst the most important sector of interest between Pakistan and Japan being considered currently is the ICT. To discuss and deliberate upon it **Syed Junaid Imam, Member IT, Ministry of Information and Technology and Nobuo Shiobara, CEO of Profound Vision** were invited to brief the delegates with their presentation so as to get the views and opinion of both sides i.e. Pakistan and Japan.

Contribution of online labour and with knowledge of English, Pakistan stands at the 3rd position in the world. Pakistan currently has 600 thousand IT professionals with 30 thousand graduating each year from over 230 HEC recognized universities. Pakistan is positioned as the 2nd largest freelancing in software development technology and has nearly 20 thousand SECP registered IT companies operating. Over 150 such companies are with IT qualified standards such as ISO & CMMI. In the last three years, Pakistan's inward remittances has grown from \$1.4 billion to \$2.6 billion, an increase of over 80%. Such phenomenal growth is as a result of government incentive provided which includes 100% repatriation of dividend, 100% foreign ownership and even allowing companies 35% of export earnings to be retained in foreign currencies for making payments abroad. With respect to Pakistan Japan business specifically related to Information Technology:

- Currently exporting US\$ 15 million + ICT services to Japan
- 10+ Japanese companies have opened development offices in Pakistan
- Pakistani & Japanese Companies are developing projects in partnership
- Pakistani Game Development companies are gaining strength in Japan
- Japanese companies are hiring Pakistani ICT Professionals
- JICA appointed a Japanese Consultant for Trade Enhancement
- Multiple Trade Delegation of Japanese business visited Pakistan
- For networking and growth, Pakistan participates in Japan IT Weeks

On the other hand, Japan needs 800 thousand ICT engineers by 2030. Pakistan is among the top ten

countries where Japan is looking to hire skilled human resource for which a policy agreement has been signed between the two governments to facilitate training and placement in Japan where necessary.

Fishery

Pakistan with a coastline of over eleven hundred kilometers has a great potential of seafood exports to Japan which has a per capita consumption considered as one of the highest. Developing it by the two provinces, Sindh and Baluchistan have not done to the level it can be. Hamza Bin Tariq, Director PJBF in somewhat related business made a presentation highlighting the salient points.

He was of the view that contribution from this sector towards GDP can be substantially increased as it is providing job opportunities to almost 400,000 directly and nearly a million people indirectly. Currently export of fish and fish preparations stand at over 85,000 metric tons combining both marine and inland sectors. Exports are much below the potential which if given the consideration it deserves, can be considerably increased. Japanese investors were informed about the areas in which they can help by coming in with Joint Ventures with companies already involved with export of seafood as the total exports has not yet crossed \$500 Million. Investment potential explained were as follows:

In fishing boats modification
Fishing for mechanized long line
Squid jigging
Installation of chilling/ freezing units
Fibre glass boat building
Fishing net manufacturing

In processing plants
Fish processing plant
Flake ice factory/plant
Value-added products
Ready-to-cook products.
Tin packed/ can product

Storage and Supply Chain activities
Cold chain transportation of fishery products
Up-gradation and rehabilitation of storage units
Establish tin/can production units
Commercial scale Mari-culture (fish/shrimp)
Establishment of fish/shrimp hatcheries

Joint Dialogue - Day 2

The dialogue was followed by a seminar next day of Japan External Trade Organization (JETRO) in conjunction with the Board of Investment (BOI), government of Pakistan. At the main event, specific sectors were highlighted by both the Japanese and the Pakistani side with the Minister of Investment, Chaudhry Salik in attendance.

Later reviewing the deliberations that took place and Pakistan and Japan reaffirming their commitment to further develop economic ties signed the minutes of the 7th Pakistan-Japan Joint Government Business Dialogue. Syed Naveed Qamar, Federal Minister for Commerce, and Japan's Ambassador to Pakistan Mitsuhiro Wada, signed the minutes on behalf of Parliamentary Vice-Minister of Economy, Trade and Industry, Ryuji Satomi. The minute's signing ceremony was held at Ministry of Commerce in Islamabad. At the occasion, Federal Minister Syed Naveed Qamar emphasized that Japan is an important trading partner of Pakistan and conveyed gratitude to the government of Japan for their continuous support. Ambassador Mitsuhiro Wada maintained that Japan attached immense importance to its relationship with Pakistan and is fully committed to further improving ties in all areas of mutual interest.



Joint Dialogue - Day 2



Joint Dialogue - Day 2



Joint Dialogue - Day 2



Joint Dialogue - Day 2



Delegation Meeting with The Prime Minister of Pakistan

On the sidelines, arrangements were made for networking of Pakistani companies with their counterparts from Japan. The highlight of the event was an audience with the Prime Minister, Shahbaz Sharif in his office in which interested Japanese delegates were invited for an interactive session. Present alongside the Prime Minister were all related federal ministers, federal secretaries as also the Governor of the State Bank of Pakistan. Each delegate was given a chance to speak and if essential, point out to the Prime Minister about any specific issues or impediments that could be considered for improved trade and investments between the two countries.

Concluding the session with the Prime Minister, souvenirs were exchanged between him and Ryuji Satomi, Parliamentary Vice Minister, Ministry of Economy, Trade and Industry.



New Members - PJBF



Haji Muhammad Rafiq Pardesi
Chairman
HMR Waterfront (Pvt) Limited



Syed Samad Zaheer
President
Nippon Paints (Pakistan) (Pvt) Limited



Wajihuddin Siddiqui
Director
Razi Sons (Pvt) Limited



Syed Nadeem Ali Kazmi
Group Director
ICS



Ahmed Hussain Kapadia
Chairman & CEO
Synergy Dentsu



Abdul Rasheed Chohan
CEO / President
Hoora Pharma (Pvt) Ltd.



Karimullah Adeni
Managing Partner
Ali & Associates



Naohisa Masuda
Country Head
Nippon Express South Asia & Oceania Pte Ltd



Ahsan Mehanti
Managing Director / CEO
Arib Habib Commodities



Asim Mohammad Ali
CEO
Profound Vision Pakistan Private Ltd



Nizar Nakhoda
CEO
Raziki Agency Corporation

Expression of Gratitude

PJBF expresses its thankfulness to the PJBF Secretariat staff Khizar Muhammad, Company Secretary and Ms. Sarah Ashraf, Executive Officer for maintaining all record of 2022 proceedings which includes events, news, articles, and images.



The compilation of this special edition of the RISING SUN covering all major events during the year 2022 would not have been possible without their support. A special mention is in order for Ms. Afshan Lalani of Pakistan Japan Cultural Association (PJCA), another related Japanese forum, for extending her helping hand in the compilation of contents and placement of images forwarded to her by the hundreds. Her expertise and help being involved with editing and compiling similar newsletters for printing in other leading forums she is associated with as member, was discussed in the board meeting for its consent. PJBF expresses its sincere gratitude and appreciation for her dynamism, efforts and time given to coordinate with both PJBF and with the printer in orderly assembling the contents to give RISING SUN the concise shape given and yet incorporating

all that needs to be known comprehensively about PJBF and its activities throughout 2022. The year of 70 years of the establishment of diplomatic relation between Pakistan and Japan and the year of the Joint Dialogue held in Pakistan between the two.

THANK YOU MS. AFSHAN LALANI!!!



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