

GPCCI NEWSLETTER

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**German-Pakistan
Chamber of Commerce & Industry**
Deutsch-Pakistanische Industrie- und Handelskammer



Our Journey So Far

2023-2024 Edition

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01/25

MESSAGE FROM PATRON GPCCI, THE CONSUL GENERAL OF FEDERAL REPUBLIC OF GERMANY IN PAKISTAN



Pakistan's economy no doubt has been going through a difficult phase over the past couple of months.

It has been facing serious challenges: slow growth, a rising inflation, but in particular the lack of sufficient currency reserves for allowing imports and the repatriation of capital without restrictions. Therefore, it is good news that a stand-by-agreement with the IMF was concluded. It foresees a number of wide-ranging

reforms in order to provide a more solid basis for the country's economic future. Implementation will, of course, be key to its success. We are confident that after elections, whoever wins, a new government will continue to pursue this course. Notwithstanding current challenges, Pakistan offers unique business opportunities in the long-run.

A country of 230 million people with an emerging middle class, the fifth biggest economy on the globe 50 years from now, English-speaking with an excellent geographical location has all prerequisites to be a major player in tomorrow's global economy.

I am particularly impressed by the number of highly competitive companies I had the chance to visit in and around Karachi, many of them family-run, many of them with close ties to Germany, many of them working with German machinery and expertise. At the same time, I am proud to

see the ongoing commitment of many German companies to Pakistan even in difficult times.

Many companies I visited take their commitment to charity and other projects very serious. I have seen various projects, in education, health, environmental issues. All of them are pursued with an admirable dedication of those involved. One example I recently visited is the Panjwani- Hisaar Water Institute at NED University which highlights the enormous importance of a sustainable water supply in the future. I could add many other projects! This commitment will be a key element for a better tomorrow!

I am looking forward to my tenure here in Karachi. And, please, if your company has any issues you want to discuss with us, my door is always open!"

MESSAGE FROM THE PRESIDENT OF GPCCI



Dear Esteemed Members and Partners,

In the wake of the unprecedented challenges brought about by the global uncertainties stemming from the enduring effects of post COVID-19, the year 2023 has posed significant hurdles, both economic and political, for businesses operating in Pakistan. As the pioneering Bilateral European Chamber of Commerce & Industry in Pakistan, GPCCI steadfastly stands by its commitment to supporting our valued members and businesses engaged with Germany during these trying times.

German companies operating in Pakistan encountered formidable obstacles, primarily due to import restrictions and the repatriation of funds precipitated by Pakistan's scarce foreign exchange reserves.

In response, GPCCI took decisive action by collaborating with German firms in the auto-sector and fostering partnerships between Pakistani and German companies in the medical sector. Our collective efforts extended from engaging with the State Bank to liaising with ministries in Islamabad, and even reaching the Prime Minister's office to raise awareness and advocate for relief measures.

At the onset of the year, the ongoing economic turmoil presented unparalleled challenges. GPCCI successfully organized an enlightening session on the "Economic Outlook & Challenges in Pakistan." Dr. Amjad Waheed, a prominent economist, elucidated the root causes of economic disruption and delineated indicators that Pakistan should strive toward to attain sustainable growth.

GPCCI's commitment to knowledge sharing among its members remains unwavering. We continue to facilitate joint webinars with member companies and disseminate informative newsletters, equipping our members with the tools needed to navigate evolving landscapes, renewals of GSP Plus status, and EU regulations that may impact their exports to the European market.

Moreover, we have forged strategic partnerships with global organizations to achieve common objectives. In a bid to empower Pakistan's burgeoning textile and apparel industry, a vital contributor to Pakistan's exports to Germany, we joined forces with the Honorary Consul of Pakistan to North Rhine-Westphalia, Germany, Mr. Matthias Theis. GPCCI orchestrated a webinar that served as a platform for open discussion on the International Accord, a treaty directly affecting the textile sector in Pakistan. With a spectrum of perspectives, including those in favor of the Accord and Mr. Ijaz Khokhar, Former Chairman of PRGMEA, a stalwart in the textile industry, we successfully conveyed the need to tailor the Accord to cater to the requirements of SME textile exporters, an issue of paramount importance to Pakistan. I am elated to report that the webinar was an overwhelming success!

In another remarkable collaboration, GPCCI joined hands with Meena Business Consultancy Services, the official representative of BVMW (Bundesverband mittelständische Wirtschaft e.V.), a German association of small and medium-sized enterprises. This collaborative effort aimed to unlock Pakistan's potential for strengthening ties with Germany, particularly through its Small and Medium-sized Enterprises (SMEs). The webinar introduced both organizations to attendees, showcasing the potential for mutually beneficial future endeavors between GPCCI and BVMW.

We also recognize the profound connection between business and culture. With invaluable support from the German Ambassador in Pakistan, H.E. Alfred Grannas, and Pakistan's former Ambassador to Germany, Mr. Shahid Kamal, GPCCI proudly sponsored and unveiled the coffee table book "Landmarks of Pakistan." This exquisite book showcases the remarkable pen drawings of the talented German artist, Ms. Ute Elpers, and was inaugurated by Ambassador Grannas in Islamabad during a launch ceremony attended by dignitaries from the diplomatic corps and federal ministries. We are excited to announce that the much-anticipated Book Exhibition will be hosted by our Patron, Consul General Dr. Ruediger Lotz in Karachi later this month on 28th September.

Through enhanced collaboration, we are confident that goodwill between our two countries will continue to thrive. Pakistan, in all its facets - economic, cultural, sports, and tourism - must take center stage. GPCCI will remain a steadfast facilitator in enhancing economic relationships and fostering cooperation between German and Pakistani companies in the years ahead. We are committed to crafting a more prosperous future for both nations.

Finally, I extend my heartfelt gratitude to our Patrons, Board of Directors, and dedicated members for their unwavering support over the years. Together, we will continue to navigate challenges, seize opportunities, and strengthen the bond between Germany and Pakistan.

Best Regards,

Pervaiz Akhtar
President of the German Pakistan Chamber of Commerce & Industry

Secretary General's Corner



Dear Readers,

The world and Pakistan face many challenges, post the COVID pandemic, as do most organisations in Pakistan. GPCCI has helped its members who reached out to us with their problems faced due to dwindling foreign reserves, the curtailment of imports and opening of letters of credits. We accordingly actively helped these German companies to jointly reach out to the powers to be, to get cognizance of their plight and catalyse, some relief or solution.

On 31st May 2023, our members had the opportunity to join a Webinar on Textile Recycling. Considering the position of Pakistan as the fourth largest producer of cotton yarn in the world, it is imperative that we are aware of the new challenges to the yarn production process. The latest EU rules necessitate the inclusion of recycled fibres in yarns which is why yarn producers need to reassess their existing business models. German machinery and technology will help yarn producers stay at the forefront of this new challenge.

In our efforts to continue its relationship with VDMA, GPCCI invited its members to this VDMA webinar, whose member companies presented their cutting-edge solutions for this new challenge.

Pakistani companies doing business internationally, especially in EU & Germany, face more requirements and expectations that they must meet for them to continue interacting with the EU and Germany. These requirements are highlighted:

- Pakistan Accord, an initiative of the International Accord, is a requirement many International Textile Brands have signed to mandate in their supply chain vendors on Health & Safety in the Textile & Garment Industry
- The Germany Supply Chain Due Diligence Act and its ramifications on Pakistan

The Germany Supply Chain Due Diligence Act contains elements therein structured through the UN and UNICEF. We have been in continuous collaboration with UNICEF on family friendly policies and child protection laws (part of EU law) to enable and educate our member companies to be better versed and equipped to meet these requirements. Last year, we held one webinar and thereafter had a joint workshop in Karachi with UNICEF & Pakistan Business Council.

Let me take this opportunity to give heartfelt congratulation to KSB Pumps Company Limited who recently expanded their investment in Pakistan by setting up a state-of-the-art service centre in Karachi to better serve all its customers in the south of Pakistan. It was an honour and a privilege to be invited to their celebrations in Karachi. It is also testament to the confidence KSB Pumps Germany has in its investment in Pakistan and is growing that investment with a view to even export some of the locally produced items worldwide.

Water is the lifeblood of a nation, essential for our people. Clean healthy drinking water for the population is lacking. Water is vital for our agrarian economy; the industry is also thirsty for water. Water pollution, poor management of water resources, educating the major slice of the population which is in the lower class to use this precious resource are just some of the needs that have to be met. Climate change has exacerbated matters rapidly, glacial melt, swinging extreme weather patterns is battering the nation. GPCCI therefore partnered to have a virtual delegation of German water companies to Pakistan in 2021. We are since 2020 engaging with the Hisaar Foundation on this important topic. The Hisaar Foundation is a foundation for water, food, and livelihood security, a thought leader and innovator in the water sector with the Think Tank on the Rational Use of Water (that works on policy and strategy), the Universities for Water Network (that links research and practice), and several programs on low-cost solutions with relevance to the water-food-livelihood nexus. It was set up in 2003 and is led by a group of dedicated professionals and thinkers who care about water. Earlier in the year, we facilitated an awareness and briefing visit by our Patron, Consul General of the Federal Republic of Germany, Dr. Ruediger Lotz, to the Panjwani Hisaar Water Institute at NED University. GPCCI has engaged with the Hisaar Foundation for speakers and sponsors for the 6th Karachi International Water Conference scheduled for 27th & 28th November 2023. The following is the link I recommend, have a look [here](#).

I can keep going on but let's leave this till the next Newsletter.

Freundliche Grüße / Best Regards,
Danesh

Did you know that Pakistan has the potential to provide water to all its citizens if water distribution and utilization are managed efficiently?

Unfortunately, only 2% of water is available for civilians, with 92% being used in agriculture and 6% in industries, according to the Hisaar Foundation.

GPCCI and the Hisaar Foundation have been working closely since 2020 to address this issue. The German Pakistan Chamber of Commerce & Industry is striving to improve and enhance the various issues being faced in Pakistan with economic and environmental consequences. One of the premier driving forces for our nation and economy is water.



With this agenda in mind, GPCCI arranged the 2020 delegation from Germany with companies therein who have the technology to help us in the various issues regarding water. The Hisaar Foundation was the main source for the research information for this delegation's preparations and helped GPCCI make connections with relevant people and organizations and assisted our team in arranging some important speakers for the event. The Hisaar Foundation (a foundation for water, food, and livelihood security) is a not-for-profit headquartered in Karachi, Pakistan. Its vision is to balance the environment with development through innovation. Its mission is to promote appropriate policies and creative, low-cost solutions for water resources development and conservation in Pakistan, and to address broader issues brought about climate change.

The Hisaar Foundation mainly focused on finding solutions to Pakistan's water challenges through a multi-tiered approach (advocacy, research, policy, and projects on ground). The Panjwani-Hisaar Water Institute (PHWI) is its biggest endeavor to date.

The Hisaar Foundation, Panjwani Charitable Foundation, and NED University have established the Panjwani-Hisaar Water Institute (PHWI) located inside main NED campus in Karachi. PHWI is a cutting-edge water institute of global significance in the 21st century, working on solutions to Pakistan's water challenges, magnified due to climate change. The building and academic programs have already commenced. Once fully functional, PHWI will play a central role in water academics and action on the ground and provide critically trained personnel for industry and agriculture.

GPCCI and its Secretary General, Mr. Danesh Dinshaw, facilitated a visit by the German Consul General, Dr. Ruediger Lotz, to PHWI at NED University. Attendees were given a briefing and presentation on Pakistan's water challenges along with an introduction to the foundation's latest venture. The Hisaar Foundation's multi-tiered approach to finding solutions to Pakistan's water challenges, especially the PHWI, is vital for addressing the country's water consumption needs.

GPCCI Organizes Speaker Session on Pakistan's Economic Outlook



The German Pakistan Chamber of Commerce & Industry organized a speaker session exclusively for its members on 11th April 2023. The event featured Dr. Amjad Waheed, CEO of NBP Fund Management Limited, as the keynote speaker on the topic of the Economic Outlook and Challenges in Pakistan.

Dr. Amjad identified the root causes of economic disruption in Pakistan and highlighted indicators that the country should work towards to achieve growth. He also discussed specific issues pertaining to different industries and took out time to answer questions from members.

GPCCI is grateful to its Patron, the Consul General of the Federal Republic of Germany, Dr. Ruediger Lotz, for attending the event. Dr. Lotz addressed the audience, expressing his hope that once Pakistan overcomes its set of challenges, the relationship between Germany and Pakistan can prove to be a gold mine of opportunities. He highlighted the strong economic and cultural ties between the two countries, and expressed his confidence that with cooperation and collaboration, they can achieve great things together.

GPCCI's president, Mr. Pervaiz Akhtar, identified the need to change the preconceptions Europeans have about Pakistan through the promotion of art, culture, and sports between the two countries.

As an organization committed to building strong bilateral ties between Pakistan and Germany and helping its members to grow, GPCCI remains dedicated to organizing relevant events in the future. The Chamber was encouraged by the large number of members who attended the event and is grateful to its prime sponsor for making the event a resounding success.



GPCCI Visits Honorary Consul of Pakistan for Germany



Mr. Pervaiz Akhtar & Mr. Matthias Theis

The President of GPCCI, Mr. Pervaiz Akhtar, and the Honorary Consul of Pakistan for the State of North Rhine Westphalia, Germany, Mr. Matthias Theis, met to discuss ways to enhance bilateral trade between Germany and Pakistan.

One way discussed was to enable Pakistani textile exporters to comply with the International Accord. The accord is a legally binding agreement that promotes the health and safety of the textile and garment industry. It outlines the program scope and key provisions to which company signatories commit to. The President and the Honorary Consul agreed to arrange a webinar specifically for GPCCI members, key textile industry players, and relevant stakeholders to discuss the Accord and how Pakistani textile exporters can comply with its requirements.

In addition to enabling Pakistani textile exporters to comply with the International Accord, the President and the Honorary Consul also discussed increasing participation of Pakistanis in global events promising international reach. One such example is the Anuga Trade Exhibition. The exhibition is the world's largest trade fair for food and beverages, held every two years in Cologne, Germany.

Both agreed that the exhibition is an excellent opportunity for Pakistani farmers, F&V exporters, and Pakistani businessmen to showcase their products and develop business with international buyers.

GPCCI & Honorary Consul of Pakistan to North Rhine–Westphalia Hold a Webinar on the International Accord & Pakistan Accord



On Wednesday, 26th July 2023, GPCCI organized a webinar in collaboration with the Honorary Consul of Pakistan to North Rhine–Westphalia, Germany, Mr. Matthias Theis, on the topic: A Discussion on the International Accord and the Pakistan Accord. The International Accord is a legally binding agreement between brands, retailers, and trade unions that aims to improve safety standards in the textile and garment industry. The Pakistan Accord is a specific agreement that applies to the textile and garment industry in Pakistan.

The International Accord and the subsequent Pakistan Accord are relevant because the Pakistani textile and garment industry is a major exporter to the European Union (EU), including Germany. In 2021 alone, Germany imported over \$1 billion worth of textiles and garments from Pakistan. The Accord aims to help companies/suppliers meet the highest standards of safety for workers and provide a framework to achieve this.

Our main motivation was to keep our members and the textile community in Pakistan updated with the latest developments of the Pakistan Accord and its implications, and to empower Pakistani textile organizations that will be impacted. The webinar featured expert panelists from the International Accord: Mr. Joris Oldenziel and Mr. Jochen Jütte-Overmeyer. Our main speakers also included Mr. Ansgar Lohmann, Head of CSR Department at Kik Textilien und Non-Food GmbH, and Mr. Ijaz Khokhar, Former Chairman of the PRGMEA, for his views on the implications of the International Accord for Pakistan.

Mr. Ijaz Khokhar discussed Pakistan's overall dynamics and the compatibility of the country's textile industry with the regulations proposed by the International Accord. He addressed the on-the-ground realities of small and medium enterprises (SMEs), and the capacity of these SMEs to afford the safety and health measures required by the International Accord. Mr. Ijaz wanted a middle-ground solution that would be viable for Pakistan. This allowed for a fruitful discussion about the implementation of the International Accord in Pakistan without jeopardizing companies or causing fear among the textile industry. All the stakeholders involved, including the audience, got a much better idea of what Pakistanis need now.

The webinar was a resounding success and proved to be beneficial for all those who attended, opening doors for more such collaborations in the future. To view the recording, [click here](#).

KSB Pakistan Opens New Service Centre in Karachi



On 7th June 2023, KSB Company, an esteemed GPCCI member, launched its new service center in Karachi. We were honored to be a part of this initiative to strengthen German-Pak cooperation.

Much more than just a manufacturer of first-class pumps and valves, KSB Pumps Company Limited has a unique service network and a team of authorized service partners. Its presence in Pakistan is over 60 years with its state-of-the-art foundry in Hasanabadal recently upgraded in 2018 with significant investment from KSB Germany. The new service center is located in the Korangi area of Karachi and aims to provide round-the-clock service support to KSB customers.

The center is equipped with state-of-the-art machinery & tools offering a wide range of services such as:

- Repair & maintenance of KSB pumps and valves
- Installation of new KSB pumps and valves
- An after-sales support network
- Qualified & certified staff to service KSB products

The launch of the new service center is a significant milestone for KSB Pakistan demonstrating the company's commitment to providing its customers with the highest level of service and support. German investment in the new service center is a vote of confidence in Pakistan's economy and its people. GPCCI has been working to promote economic cooperation between Germany and Pakistan for many years. The launch of the new KSB service center is a significant milestone in this German-Pak cooperation.

Mr. Muhammad Imran Ghani, Managing Director & CEO, KSB Pumps Company Limited, Pakistan, and Dr. Sven Baumgarten, Regional President of KSB Pumps for Middle East, Africa & Russia, both are very proud of this new service center, a step in the right direction that highlights the company's commitment to providing its customers with the highest level of service and support. KSB Pakistan's plans to expand its operations in Pakistan and internationally. Ralf Kannefass, Member of the Executive Board (CSO) of KSB, spoke about the company's commitment to creating jobs in Pakistan. Mr. Fahd Haroon, Special Assistant to the Prime Minister, highlighted the importance of German-Pak cooperation and the potential for trade and investment between the two countries.

GPCCI believes that the new service center will help to boost KSB's sales and indirectly boost trade and investment between Germany and Pakistan. The center will create jobs and improve the lives of Pakistani people.

The Coffee Table Book Launch: Landmarks of Pakistan



A book launch was hosted by Mr. Pervaiz Akhtar, President of the German-Pakistan Chamber of Commerce and Industry with support from the Embassy of the Federal Republic of Germany to celebrate the publication of a book on the drawings by the German artist Ute Elpers, entitled "Landmarks of Pakistan" on 17th August 2023 at the Pakistan National Council of Arts, Islamabad.

The Chief Guest at the event was H.E. Mr. Alfred Grannas, Ambassador of the Federal Republic of Germany and the Guest of Honour was Ambassador Shahid Kamal, Former Ambassador of Pakistan to Germany, who initiated and pioneered the compilation of the book.



Ute Elpers (1935-2019) was a highly gifted artist trained as a porcelain and ceramic painter who worked as a technical drawer in road and bridge construction. She also learned the art of using special ink pens. In 2003 Ute became member of the Humanity Care Foundation based in Muenster, Germany. She was encouraged by Col (R) Folker Flasse, President of Humanity Care Foundation, a charitable organization registered in Germany and Pakistan, to support its humanitarian work in Pakistan.

The book "Landmarks of Pakistan" is dedicated to the memory of Ute Elpers, an artist with a humanistic spirit who helped those affected by natural disasters in Pakistan.

Read More: <https://gpcci.com.pk/landmarks-of-pakistan-book-launch/>

**MR. SHAHID KAMAL:
THE EX-PAKISTANI
AMBASSADOR TO
GERMANY ON
MS. UTE ELPERS:
THE GERMAN
PORCELAIN
PAINTER**



Ute Elpers was a renowned German porcelain painter who was able to show her artistic versatility, be it in different painting techniques on porcelain or in her black and white drawings.

As a 15-year-old Ute began her training as a porcelain and ceramic painter at the Roloff porcelain factory in Münster, Germany. She worked, among other things, as a textile designer and did an apprenticeship as a technical draftsman. From 1961 she worked for the Westphalia-Lippe Regional Council in the road construction office.

Her love of porcelain painting was always evident in her voluntary work for the Association for the Promotion of Porcelain Museum in Münster. Elpers had been the association's Managing Director since it was founded in 2001. Due to illness, she retired at the age of 47, although she remained artistically active. She decided to devote herself entirely to pen and ink drawings. After the severe earthquake in Pakistan in October 2005, Elpers joined the Humanity Care Foundation based in Munster. The Foundation is a humanitarian organization working in Pakistan to provide assistance to people affected by natural disasters. Its Founder-President Col (R) Folker Flasse, who passed away in February 2023, was awarded Sitara e Imtiaz by the Government of Pakistan for his humanitarian services.

Elpers made many drawings of Pakistan's historic buildings, monuments, shrines and mausoleums. She gifted 22 of her beautiful filigree ink drawings of famous landmarks of Pakistan to the Pakistan National Council of Arts (PNCA) Art Gallery in Islamabad. Her drawings are displayed at the University in Peshawar and Pakistan Embassy in Berlin. Exhibitions of her drawings of famous landmarks of Pakistan have been held in Germany, Spain, and Pakistan.

Elpers had a special relationship with Pakistan. Although she could not visit Pakistan because of poor health yet she was able to portray through her pen and ink drawing the rich architectural heritage of Pakistan. To help the humanitarian work Elpers grabbed pen and ink and put impressive details of famous buildings of Pakistan on paper.

Elpers donated proceeds from the sale of her artwork through the Humanity Care Foundation for the earthquake and flood victims in Pakistan. Elpers would say "Pakistan is very close to my heart". Her love for Pakistan is reflected in a poem she wrote in 2013 titled "Mein Pakistan" in which says "You are a dream for me, Whether I can see you ever in reality? Have tried to picture you in many drawings, from photos, postcards, and books."

I have prepared a bilingual (English & German) coffee table book on the drawings of famous landmarks of Pakistan by Ute Elpers in association with my friend Folker Flasse, who sadly passed away in February this year, and Professor Farrah Mahmood. The book, which is being sponsored by the German Pakistan Chamber of Commerce and Industry (GPCCI), will preserve for posterity Ute Elpers memorable artwork to support humanitarian efforts in Pakistan and her contribution in strengthening the bonds of friendship between Germany and Pakistan.

MEMBER HIGHLIGHTS

IDEAS by Gul Ahmed, Pakistan's Leading Fashion Brand Goes International!

In today's rapidly changing world, businesses must be agile to survive. Fast-changing trends, developing technology, fleeting attention spans, political and economic upheaval, and unforeseen natural disasters all pose obstacles to businesses that are unable to adapt swiftly.

Despite these challenges, the Gul Ahmed Group has been able to successfully expand its business both domestically and internationally. In February 2023, the group inaugurated its first international fashion retail store, Ideas by Gul Ahmed, at City Centre Sharjah, UAE. The new concept store has undergone a major revamp in how the brand displays and sells its products, in line with the company's corporate vision of "Enriching Lives by Inspiring Change." The IDEAS store focuses on curating and celebrating what the brand stands for: a careful selection of materials and color tones to accentuate the product, delivering the ultimate shopping experience. The UAE has a very competitive market offering a plethora of opportunities to brands selling quality products to their customers at competitive prices. So far, the response to the international store by Gul Ahmed has been phenomenal.



The geographic expansion is gaining popularity among people of different nationalities living in the region. Gul Ahmed plans to facilitate more customers dwelling in one of the most strategic locations worldwide. The brand plans to open more outlets in Dubai before exploring other markets in GCC and the Middle East. In parallel to this international expansion, 10+ new IDEAS stores have opened locally in the last few months amounting to a total of 120+ stores for people living across urban and sub-urban Pakistan. On top of the company increasing its market presence, brand extensions are also taking place as IDEAS recently introduced "KAAJ", a new brand for women eastern-wear, and "SALT" a western-wear brand for the younger generation.



Gul Ahmed's success is a testament to the power of agility in today's business world. By being able to adapt to change quickly, the company has been able to successfully expand its business into new markets and attract new customers.

MEMBER HIGHLIGHTS

Metro Pakistan Marks the World Environment Day with Tree Plantation Drive at Indus Hospital Lahore

On World Environment Day, Metro Pakistan, a leading retail company, organized a tree plantation drive at Indus Hospital in Lahore. The event aimed to raise awareness about environmental conservation and promote a greener and healthier future. The initiative showcased Metro Pakistan's commitment to sustainable practices and its dedication to creating a positive impact on the environment.

Expressing his joy, Mr. Marek Minkiewicz, Managing Director, METRO Pakistan, stated: "This plantation drive is part of METRO's 'Clean & Green Pakistan' initiative that has become an annual event to mark the World Environment Day. We are happy to partner for this with the Indus Hospital, a state-of-the-art health facility that provides cashless services to everyone.



This initiative of planting trees is our contribution towards making this hospital an environment friendly place."

Moreover, Metro Pakistan's commitment to environmental sustainability extends beyond this event. METRO was among the first big organizations to make use of the solar energy by installing solar panels at all its 10 stores across Pakistan, from Karachi, Lahore, Islamabad to Faisalabad & Multan, and has been instrumental in reducing the carbon footprint by over 2,600 tons per year. It is also leading the initiative against use of plastic bags and has introduced non-woven recyclable bags all under its 'Clean & Green Pakistan.'

The company plans to continue its efforts by incorporating eco-friendly practices in its operations, promoting responsible waste management, and initiating more tree plantation drives in collaboration with local communities and organizations.



MEMBER HIGHLIGHTS

Empowering Women: Bike Riding Workshop for Female Employees at METRO Pakistan

METRO Pakistan, a prominent wholesale chain, has taken a significant stride towards empowering its female employees by organizing a specialized bike riding workshop. The primary objective of this program is to promote gender equality, enhance personal mobility, and encourage an active and healthy lifestyle among women. In doing so, METRO Pakistan is setting an exemplary standard for corporate inclusivity and employee well-being.

The bike riding workshop serves as a platform to advance workplace gender equality, where METRO Pakistan fosters a climate that promotes diversity and ensures equal opportunities for women. By hosting this event exclusively for female employees, the company aims to challenge established gender norms and encourage women to pursue their passions fearlessly.

In today's fast-paced world, personal mobility plays a crucial role in managing daily lives effectively. The bike riding workshop equips female employees with the necessary skills to confidently navigate the city and commute independently. Through comprehensive training in bike riding techniques, safety measures, and road awareness, METRO Pakistan enables women to embrace a convenient and sustainable mode of transportation.

Moreover, by challenging the stereotype that bike riding is a male-dominated activity, METRO Pakistan's workshop provides a supportive environment for women to learn and excel in this skill. Through active participation, female employees break down barriers and demonstrate their ability to master any challenge, regardless of societal expectations.

The bike riding workshop at METRO Pakistan extends beyond a mere training event; it represents the company's dedication to encouraging its female workforce to acquire new skills, step out of their comfort zones, and overcome limitations. This initiative sets a positive precedent for other organizations to follow.



MEMBER HIGHLIGHTS

CHT Pakistan's Commitment to Sustainability in 2023

CHT Pakistan remains committed to the cause of sustainability despite on-going political and economic challenges. The company focused on two major areas: production optimization and energy savings. Key steps taken included:

- 1. Ensuring precise adjustments in recipes with the help of R&D to achieve the golden batch concept**
- 2. Closely observing reaction batches to identify steps for better control and fine-tuning for increased efficiency**
- 3. Extensive efforts to enhance awareness among team members**

These efforts led to promising results. Despite the challenges of executing on an industrial scale, CHT took multiple steps to minimize the risk of producing off-spec batches. These included precise calibration of flowmeters and lab equipment, maintenance of pumps and associated SOVs, increased vigilance of production engineers during water addition, and observations in each batch to find critical points where process parameters (pressure, temperature, etc.) can be fine-tuned to shape the final quality of the batch as desired.

CHT Pakistan achieved a 40% energy savings in 2023 compared to 2022. The key to this success was to operate all electronic devices at their optimal operational parameters. For example, air conditioners were not set below 26 degrees Celsius, which ensured minimal operation of the compressor and minimized losses. Additionally, all other factors that could reduce the efficiency of cooling, such as choked filters and low gas pressure, were addressed. All these measures helped CHT Pakistan to achieve significant energy savings and reduce its environmental impact. CHT Pakistan remains committed to the cause of sustainability despite on-going political and economic challenges. The company focused on two major areas: production optimization and energy savings. Key steps taken included:

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MEMBER HIGHLIGHTS

CHT Pakistan Promotes Employee Well-Being with Annual Health Screening Campaign



Every year, CHT Pakistan (Private) Limited conducts a comprehensive annual health screening campaign to promote and ensure the well-being of its employees. The campaign encompasses a wide range of diagnostic tests and assessments designed to detect potential health risks and identify any underlying medical conditions at an early stage.

The health screening campaign is an important part of CHT Pakistan's efforts to foster a culture of preventive healthcare. By emphasizing the importance of regular medical check-ups and providing employees with access to specialized healthcare facilities, the company is demonstrating its commitment to safeguarding the health and well-being of its employees.

In addition to the health screening campaign, CHT Pakistan also plans to hold awareness sessions for all employees in the imminent quarters of 2023. These sessions will focus on the importance of preventive healthcare and how employees can take steps to improve their health.

MEMBER HIGHLIGHTS

FAKT Exhibitions' Events in 2023: A Success Story

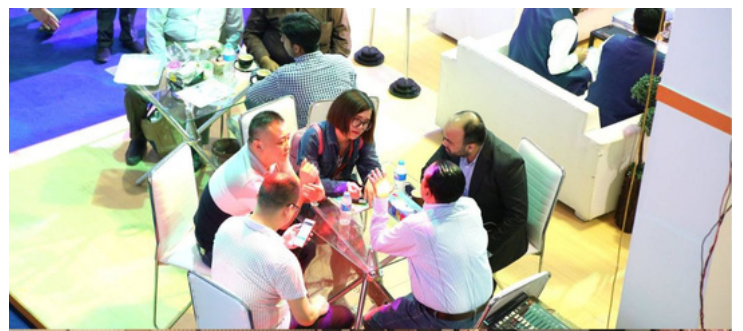


SOLAR PAKISTAN CONFERENCE

FAKT Exhibitions (Pvt.) Ltd. has always played a pivotal role in connecting businesses, fostering economic ties, and driving growth in various industries by organizing exhibitions that promote trade, innovation, and global collaboration. These initiatives are poised to solidify the position of FAKT Exhibitions as Pakistan's leading exhibitions organizing company that meets the evolving needs of industries and attendees alike.

The company achieved remarkable success by organizing Pakistan's biggest and only dedicated solar energy exhibition – 12th edition of Solar Pakistan along with 5th edition of Electricity Pakistan – International Electricity Pakistan Exhibition from 10th – 12th March 2023 at Expo Centre, Lahore.

FAKT Exhibitions also launched the Ideal Home Expo – A premium lifestyle B2C show of furniture and interiors, which put together the suppliers and buyers under one roof. The event provided a platform for industry leaders, niche suppliers and entrepreneurs to showcase a variety of products from the interior and lifestyle world. Ideal Home Expo presented a wide range of home and business furnishing products from all over the country. Solar Pakistan and concurrent exhibitions reported record-breaking attendance attracting more than 120 leading



companies and 11,850 trade visitors, surpassing the previous edition's figures. Participants from 10+ countries including China, Czech Republic, France, Japan, Pakistan, made it a global event with international reach for knowledge exchange, collaboration, and business growth.

FAKT Exhibitions focused on exhibitor satisfaction with well-designed booths, marketing support, and business matchmaking. Exhibitors were happy with the event's organization, footfall, and leads generated.

The platform enjoyed successful product launches since several exhibitors unveiled new products and services. The well-curated audience and media presence contributed to the success of these launches, generating significant attention and sales leads.

FAKT Exhibitions has a line-up of future events in Karachi in the second half of 2023 to elevate industry standards and provide exceptional experiences.

MEMBER HIGHLIGHTS

KSB Pakistan Displays Castings to Global Audience at IFCE 2023



KSB Pumps Company Limited recently participated in the 8th International Foundry Congress & Exhibition (IFCE 2023) in Lahore, Pakistan. The theme of the event was, "Foundry Technology for Cost Reduction."

IFCE is an international event that provides an opportunity to foundries, machinery manufacturers, and material suppliers to showcase their products & services to prospective local and international customers, discuss advancements and opportunities in the foundry business, and network with industry experts.

KSB Pakistan has been a leading player in the foundry industry in Pakistan for over 40 years. It has a state-of-the-art facility that produces castings of various materials, including ferrous and non-ferrous metals. KSB Pakistan is committed to using cutting-edge technology and processes to produce high-quality castings at competitive prices.

At IFCE, KSB Pakistan showcased its wide range of casting products to many potential customers from Pakistan and around the world. Participating in the technical sessions allowed KSB Pakistan to learn about the latest trends in the foundry industry and network with industry experts.

KSB Pakistan generated new leads and strengthened its relationships with existing customers; it remains committed to attending such events in the future to maintain a competitive edge and provide its customers with the best possible products & services.

MEMBER HIGHLIGHTS

WF Integral's Air Shipment from Europe Sets New Industry Standard



WF Integral, one of the leading providers in end-to-end supply chain solutions in Pakistan, has expanded its previously developed lane for 2023 in Air Land Transport from Europe, distinctively from Germany to Afghanistan via Islamabad airport. This lane offers exceptional temperature-controlled movement of air, warehousing, and transportation.

The company has already completed 300 tons of air shipment from Europe and is on track to complete even more in the coming months. WF Integral has a highly skilled team from port of loading (POL) till the point of discharge (POD) and provides special temperature control trucking for this movement for the whole journey. The company is the only freight forwarder managing this route smoothly.



MEMBER HIGHLIGHTS

ICTC Showcases Textile Lubrication & Energy Efficient Solutions at Textile Asia



Industrial Contracting and Trading Company (ICTC) represented Klüber Lubrication at the 24th Textile Asia International Trade Fair from 10th–12th March 2023. The fair was an excellent opportunity for ICTC to present itself as a leading solution provider in the textile industry.

Klüber Lubrication offers a wide range of products for all components of textile machinery, from compressors to chains. These special lubricants are designed to ensure that textile machinery runs efficiently and minimizes production costs.

In the textile industry, machines are exposed to harsh operating conditions, including aggressive steam, acidic and alkaline chemicals. Klüber's specialized lubricants are made to withstand these conditions, resulting in a longer lifetime of the equipment, reduced downtime, and a smoother production process. ICTC also highlighted its expertise in helping customers curb rising energy costs.

The company has lowered the energy consumption of machines, increased overall equipment efficiency, and reduced ownership cost. Klüber's specialized synthetic lubricants allow machines to operate efficiently, saving electricity costs.

Over the course of the three-day event, ICTC met with around 150 existing clients and 50 potential clients. The company received positive feedback from both groups and is confident that it will continue to grow its business in the textile industry.

MEMBER HIGHLIGHTS

TPL Insurance & Emaan Islamic Banking Launch the Emaan All-in-One Account



Emaan Islamic Banking, a division of Silk Bank Limited, and TPL Insurance Limited – Window Takaful Operation, announced the launch of their latest offering, the Emaan All-in-One Account, which distinguishes it from most retail-based banks. The account is tailored to cater to the needs of new-to-bank customers and existing Emaan account holders.

The ultimate power bundle All-in-One Account includes:

- Complimentary Takaful Coverage: Customers of Emaan Islamic Bank who maintain an average balance of at least Rs.100,000 can benefit from value-added transactional and protection benefits like health, life, and travel Takaful
- Free-of-Charge Transaction Benefits: Customers can enjoy multiple free-of-charge transactional benefits such as ATM withdrawals and online banking
- Fastest Claim Processing in Pakistan: Customers can now expect their claims to be processed quickly and efficiently

TPL Insurance Limited is the first company in Pakistan to sell general insurance & takaful products directly to the consumer. Since its launch in 2005, the company has grown from strength to strength and is now the leading Insurtech player in Pakistan. As an AA-rated insurer, TPL Insurance Limited is committed to the development of commercial and personal line portfolios by exploring new channels, expanding existing relationships, and maintaining higher risk retention.

MEMBER HIGHLIGHTS

Thal Engineering: Aluminium Condensers & Evaporators for Split Type ACs



Thal Engineering (TE), a division of M/s Thal Ltd., is the leading automotive parts manufacturer in Pakistan bringing premium products and services to its customers. It is part of one of the most prestigious business groups of Pakistan, House of Habib (HOH). Their journey in the automotive parts industry started in 1996 with global partners like Denso Japan (Auto A/c, Radiator, Alternator & Starter), Furukawa Japan, Yazaki Japan, Kyungshin and THN Korea for Wiring Harness.

They are providing quality products to all the leading OEMs in Pakistan including Toyota, Honda, Suzuki, Hino, Yamaha, Hyundai and others. For HVAC, Thal Engineering provides top quality solutions and services tailored to the needs of individual customers for commercial vehicles likes Trucks and Buses.

TE is setting a trend in delivering premium quality products and services to OEMs through production efficiency, state-of-the-art equipment, innovative technologies, world-class management practices and continuous improvements in value chains. TE has a professional team of young and energetic Engineers and recently supported First "Made in Pakistan EV CSUV Working Proto-Type" for Thermal and Electrical products.

Their innovative team developed a very robust Aluminium Condenser and Evaporator for White Goods. Condenser and Evaporator is an integral part of any cooling system as it converts high-pressure refrigerant from the compressor to liquid resulting in heat dissipation. Aluminum is more malleable than copper, meaning the coils are easier to shape. Aluminum is more resistant to corrosion and approximately 20% cheaper than Copper.

Although copper is better conductor of heat, the conductivity of Aluminium can be significantly increased because of microchannel & louver type fins technology.

TE already designed Aluminium Condenser and Evaporator for Split type ACs to a very reputable White Goods OEM in Pakistan and they are testing these products in their R&D Center. They hope that introduction of Aluminium Condensers and Evaporator will become reliable import substitution in the White Goods industry.

THE INCREDIBLE PAKISTANI

Naila Kiani:

A Role Model for Women Who Dream Big



On May 14th, 2023, Mountaineer Naila Kiani became the second Pakistani woman to climb the 8,848-metre-tall Mount Everest, the highest mountain in the world, situated in Nepal. She is also the first Pakistani woman to summit four mountains over 8,000 meters and the second after Samina Baig to climb Mount Everest.

Pakistan's Prime Minister, Mr. Shahbaz Sharif, congratulated her in a tweet, "Through her passion for mountaineering and amazing achievements to her credit, she has reinforced the notion that our women are capable of achieving anything. My heartiest congratulations to her & best wishes for her future plans."

Kiani is no stranger to climbing mountains. In 2021, she summited Gasherbrum-II (8,035 meters), Gasherbrum-I (8,068 meters), Annapurna, and K2, the world's second tallest mountain. She is also a mother of two daughters and lives in Dubai, where she works as a banker and an amateur boxer.

Kiani's journey to the top of Mount Everest was not easy. She faced many challenges, including altitude sickness, bad weather, and physical exhaustion. However, she never gave up on her dream, and she eventually reached the summit.

Kiani's achievement is an inspiration to women everywhere. She shows that anything is possible if you set your mind to it. She is a role model for women who want to achieve their dreams, regardless of the challenges they face.

THE INCREDIBLE PAKISTANI

Bakhtawar Khalid **A Trailblazing Blind Archer**



Despite archery being a relatively new sport in Pakistan, Dr. Bakhtawar Khalid made history at the IBSA World Games 2023 in Birmingham, England, by becoming the first Asian female blind archer to compete in the event. She also made it to the knockout stages, a remarkable achievement for her first international competition.

As a young dental student, Bakhtawar achieved a silver medal with three distinctions, showcasing her academic excellence. However, her life took an unexpected turn during her second year of dentistry when she began losing her eyesight due to Retinitis Pigmentosa, a rare eye condition that causes gradual vision loss. But Bakhtawar refused to let her disability define her and stop her from achieving her dreams. She switched her focus to the development sector and later to the public sector and is currently pursuing an MBA in hospital services management.

In the midst of her professional journey, Bakhtawar discovered a new passion for archery. She was drawn to the sport's transformative impact on the visually impaired community and embraced it as a personal source of motivation. She believes in the sport's ability to help people with visual impairments to develop confidence, focus, and determination. Bakhtawar acknowledges the unwavering support from her family and friends which keeps her motivated.

There was no easy road to the IBSA World Games. Bakhtawar had to train hard and overcome many challenges, but she never gave up. She is an inspiration to other visually impaired people to pursue their passions. Ultimately, Bakhtawar was able to represent Pakistan at an international level as a result of her conviction.



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Deutsch-Pakistanische Industrie- und Handelskammer



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