

GPCCI NEWSLETTER

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



Our Journey So Far



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MESSAGE FROM THE PRESIDENT OF GPCCI



Dear Esteemed Members, Partners, and Representatives of the Business Community,

Over the course of 2023 and the first quarter of 2024, the German-Pakistan Chamber of Commerce & Industry (GPCCI) revamped its perception to a progressive Bilateral European Chamber, initiated and strengthened partnerships with partners and member companies across industries, and welcomed to an already impressive GPCCI Executive Committee 2023-2024 these newly elected additional members: Mr. Kamran Zaidi – CCO at Deutsche Bank, Mr. Jaffar Hussain – MD at DHL Global Forwarding, Mr. Imran Ghani – MD at KSB Pakistan, and Mr. Nadeem Ali Kazmi – Group Executive Director at ICS Group of Companies.

The position of Germany as Pakistan's largest trading partner within the European Union (EU) remains dominant; the country has a track record of being an important business ally through advancement of Pakistan's industries and infrastructure ensuring that affiliation with Germany remains a symbol of innovation and reliability.

Pakistan's growing exports within the textile sector and our partnership with Meena Business Consultancy Services, the official representative of BVMW (Bundesverband mittelständische Wirtschaft e.V.), a German association of small and medium-sized enterprises (SMEs), only strengthened our commitment to spread awareness among members and business representatives in Pakistan to maximize trade volume and international business opportunities. I was happy to see the team at GPCCI initiate the collaboration with member company, GIA Export Marketing Services, to host a paid webinar specifically for representatives within the textile SMEs to equip them with knowledge for exporting to the EU and Germany; the webinar allowed GPCCI to convey specific insights and valuable information regarding certifications to the audience to boost textile export growth through speakers such as Mr. Ayaz Thaver, an industry veteran and a long-time chamber member.

For 2024, our mission is to foster enhanced collaborative opportunities and a wider digital footprint that can create an impression not only in Pakistan, but globally as well. Things are already progressing in that direction as evidenced by our recent successful webinar, "Securing Cyber Space with Insurance: Latest Challenges and Solutions," a collaboration between GPCCI and TPL Insurance Ltd., another corporate GPCCI member company. The virtual session tackled a critical need of corporate businesses in today's day and age by identifying emerging cyber risk threats influenced by factors such as growing remote work and artificial intelligence (AI). Our speakers, Mr. Lewis Bennett, Vice President of Cyber at Marsh Management Services (MENA) Ltd., and Mr. Ali Hassan Zaidi, COO at TPL Insurance, ensured maximum participant engagement through highlighting practical steps to achieve cyber resilience with insurance solutions.

With the elections having taken place recently, we are hopeful that the new government will ensure Pakistan's improved position to promote more trade and investment with the EU and Germany across multiple industries specifically tech and AI. The envisioned increased economic and cultural boom in the country has the potential to make GPCCI a vital partner and facilitator in enhancing economic ties and fostering cooperation between German and Pakistani companies moving forward.

To foster cultural relations between the two nations, I was honored to co-host with the Consul General, Dr. Ruediger Lotz, the Karachi book exhibition event for the bilingual coffee-table book, "Landmarks of Pakistan." The beautiful book featured the work of the gifted German Artist, Ms. Ute Elpers, showcasing stunning drawings of Pakistan's landmarks. Held at the German Consulate on September 28th 2023, the event attracted a diverse audience from the business community and was covered by prominent media channels.

Lastly, I extend my sincere gratitude to our Patrons, Board of Directors, and devoted members for their unwavering support over the years. Together, we will continue to navigate challenges, leverage opportunities, and forge an even stronger bond between Germany and Pakistan.

Best regards,

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



Secretary

General's Corner



In tune with the Global Digital landscape, GPCCI recognizes the transformative power of technology and its crucial role in fostering business growth in the future.

Pakistan's population predominantly comprises of persons under 35. This has filtered into all organizations in the country, a population influenced by social media. This generation has a strong desire to connect digitally as such we have focused all our events through the digital online here and now platform.

To empower textile representatives from small and medium enterprises in Pakistan to export in the EU and Germany, we conducted an informative webinar with our member company, GIA Export Marketing, speaker details can be found [here](#).

Corporates in their strategy always encompass risk and, in this day and age, the threat to their digital data and processes is ever present and continuously evolving through the latest tools of AI. Accordingly, GPCCI's recent endeavour in collaboration with corporate member company, TPL Insurance, educated members and other participants about the latest cyber risk / trends & cyber security, with an option to mitigate this ever-present risk through insurance solutions. All those interested can view the recording [here](#).

GPCCI is poised to lead the way in fostering a thriving business environment that leverages the power of technology and innovation in the times to come.

We encourage our member companies and their management teams to follow our social media posts of events, enabling the relevant persons within their organization to participate in our future highly informative offerings.

Freundliche Grüße / Best regards,
Danesh

GPCCI & BVMW Partner to Promote Economic Ties Between Germany & Pakistan



GPCCI President, Mr. Pervaiz Akhtar, met with BVMW Pakistan's Country Representative, Mr. Matthew D Shaw, in Islamabad.

Bundesverband mittelständische Wirtschaft, Unternehmerverband Deutschlands e.V. (BVMW) is a politically independent representative. BVMW is the largest interest group of German small and medium enterprises (SMEs) organized on a voluntary and cross-sectoral basis, championing SME interests and facilitating connections between its members.

Their mission in Pakistan aligns with GPCCI's goals, focusing on connecting businesses, promoting innovation, and advocating for policies that empower SMEs to thrive in the evolving global landscape.

In their meeting, Mr. Akhtar and Mr. Shaw discussed mutual areas of interest and reached an understanding that BVMW & GPCCI will be working together to enable the SMEs in Pakistan to connect with the SMEs in Germany. This partnership is a big step towards promoting economic ties between Germany and Pakistan.

Collaboration Between the Pakistan and German Startup Ecosystems

By Dr. Talat
Mahmood



To build cross-border collaboration, understanding Pakistan's startup ecosystem was essential. The basic idea was to identify the strengths and weaknesses of the ecosystem in order to develop exchange programs between the ecosystems of Germany and Pakistan. By analyzing the ecosystem in Pakistan, it is found that the technology centered entrepreneurship system can be seen as a solution for growing startups, creating jobs, generating GDP, and providing sufficient infrastructure that can bolster the economy and improve its foundation for nurturing growth. The overall growth of the startups is on the rise, but the ecosystem valuation is presently estimated at \$3.2 billion, which needs to be upgraded as compared to other Asian countries. Pakistan's ecosystem should soon be able to produce their first unicorn in order to attract foreign funding.

While visiting several national incubation centers, business incubation centers, and different national centers for innovation at various locations, show how these centers provide startups with access to resources and support, including mentoring, funding, and networking opportunities. Access to finance or capital for startups at early stage is provided mostly by foreign graduates that have strong alumni networks available with venture capital. Financial resources for international market linkages are important for growth, international knowledge access, and expansion. To tackle these issues a Pakistani landing pad program designed for startups of all stages and scaleups was presented at different universities. This program should support founders in Pakistan through equipping them with the right tools, guidance, and networks to prepare them to expand their businesses internationally with Berlin as the gateway to the European market. Especially, this program should help startups to grow their global mindset, market access program, knowledge access through industry linkages, sales and marketing, investment, and fundraising process in Europe.

In Pakistan, a thriving entrepreneurship ecosystem requires further holistic approach involving government policies, private sector participation and community support for fostering innovation, economic growth, and job creation. A further strengthening of ecosystem is required for an industry-academia collaboration, partnerships between universities, research institutes, and industry players. This is to encourage knowledge transfer, joint research, and technology commercialization through spin-offs. Moreover, developments of innovation hubs or cluster are needed where startups, investors, and industry experts can collaborate. These clusters promote knowledge sharing and cross-pollination of ideas.

It is very important to adopt sustainable practices to promote eco-friendly and socially responsible entrepreneurship. Local policies should encourage startups to adopt sustainable business models and contribute to environmental conservation.

Best regards,
Dr. Talat Mahmood

GPCCI at the UNICEF Event: Partnering for Children – A Dialogue with the Private Sector



GPCCI PARTNERING TO ENHANCE DIVERSITY & INCLUSION IN THE WORKPLACE

GPCCI Secretary General, Mr. Danesh Dinshaw, and Business Development & Marketing Manager at GPCCI, Ms. Saniya Khan, represented GPCCI at the event by UNICEF: Partnering for Children – A Dialogue with the Private Sector. Held in Karachi on 7th March 2024, this was the last dialogue in the series of events which brought together influential representatives such as CEOs and company directors along with other stakeholders from the private sector within Pakistan to openly engage with UNICEF on a wide range of topics related to child rights, health, security & development.

The UNICEF team took each audience member on a journey documenting the on-ground situation and challenges, their work, and the impact, much of which was a result of strategic partnerships with the private sector. We got a chance to engage with the UNICEF Country Representative in Pakistan, Mr. Abdullah A. Fadil, and be a part of UNICEF's goal for the establishment of a UNICEF Pakistan Advisory Council.

Such collaborative events only strengthen GPCCI's commitment to empower Pakistan's economy and advocate for diversity and inclusion in the workplace to contribute to the wellbeing of children by creatively engaging with our member companies so they can achieve their desired business goals while creating a significant social impact in Pakistan, addressing the country's multifaceted challenges.

From Local Engagement to Global Dialogue, GPCCI Expands Influence in Germany

On January 12th, 2024, Mr. Ayaz Thaver, GPCCI's textile industry specialist and seasoned GPCCI delegation member, was invited to an event co-organized by the Consulate General of Pakistan in Frankfurt and the Chamber of Commerce & Industry in Frankfurt, Germany / Industrie- und Handelskammer Frankfurt am Main (IHK).

Mr. Thaver represented GPCCI.

Pakistan's Ambassador to Germany, H.E. Saqlain Syedah, delivered the opening address. The event was well attended by both Pakistan and German representatives, allowing for dialogue on topics of mutual interest. Notably present were various machinery suppliers from Germany who expressed their views about positive business interactions with Pakistan, the country being an important market for them.



A major concern that Pakistani importers had was the difficulty to open LCs (letters of credit) due to exchange restrictions imposed by the government. As the sole GPCCI representative, Mr. Thaver addressed the audience, highlighting recent improvements and citing GPCCI's pivotal role in advocacy by facilitating the resumption of German imports by Audi, BMW and Mercedes-Benz dealerships. This revelation earned appreciation from Ambassador Syedah who recognized GPCCI's significant role bridging the gap between businesses and government to enhance trade between Germany and Pakistan.

With its vast network of 3,348 engineering industry companies and over 450 industry experts, the VDMA (Verband Deutscher Maschinen- und Anlagenbau – German Engineering Federation) represents a powerhouse of German engineering expertise, one of Europe's largest associations. Mr. Thaver got an opportunity to speak with Mr. Boris Abadjieff, the VDMA representative who frequently engages with GPCCI and had the opportunity to visit Pakistan with a delegation in November 2019. Mr. Abadjieff expressed interest in further engagement with GPCCI through future visits.

Ambassador Syedah and Mr. Johannes Richter, Director of International Business at the Chamber of Commerce & Industry Frankfurt am Main, both offered their support to GPCCI whenever needed. Additionally, Mr. Florian Schifferdecker, Regional Manager and Assistant Vice President of International Banking at ODDO BHF – Germany's third largest private bank, seeks collaboration with leading private banks in Pakistan.

The event served as a wonderful opportunity to introduce GPCCI to a global audience, generating strong interest in forging closer ties; it has perfectly positioned GPCCI to approach international stakeholders for causes that will empower Pakistani businesses that want to collaborate with German partners.

Global Attention for Pakistan's Leading Export Industry at HeimTextil 2024



HiemTextil, the world's largest trade fair for home and contract textiles, held from 9th to 12th January 2024, witnessed a strong showing from Pakistan, with 263 exhibitors showcasing their diverse textile products.

HiemTextil unites textile representatives and enthusiasts from all over the world; it fosters new ideas and connections through a wonderful opportunity for professionals to interact with each other. Despite a national train strike in Germany this year, the event attracted approximately 50,000 visitors welcoming participants from 59 countries, underscoring its importance in the international textile industry.

Pakistan competed favourably with key regional players like India with 454 exhibitors, Turkey with 278 exhibitors, and Bangladesh with 17 quality exhibitors. China had the strongest presence with 918 exhibitors.

Exhibitors took advantage of seven well-organized halls, each dedicated to specific product categories like design trends and home furnishings for the benefit of visitors and buyers. The halls had the following concepts and divisions:

- a) Design and Material Trends for 2024-2025
- b) Textile Designs, Studios & Wall Decorations
- c) Technology for Textile Designs
- d) Interior Decorations, Decorative and Furniture Fabrics & Interior Architecture
- e) Fiber & Yarns
- f) Carpet & Rugs
- g) Smart Bedding
- h) Bed & Bath

Pakistan's individual and group exhibitors had their hands full due to the outstanding response from visitors and buyers alike. The Trade Development Authority of Pakistan (TDAP) had a dedicated area of approximately 700 square metres making room for small and medium-sized textile exhibitors to showcase their products.

Larger exporters presented impressive displays of high-quality bed linen and towels, highlighting Pakistan's strengths in these areas. Spaces occupying 30-40 square metres per company was a proud moment for Pakistan displaying the country's potential to create high-quality products and designs.

Furthermore, the GSP Plus facility in EU countries gives Pakistani textile exports a significant advantage over competing Asian countries like China and India.

Currently, Pakistan exports a wide range of products globally including bed linen, towels, fabrics, raw cotton, and cotton yarn. The country's diverse product range, skilled workforce, and focus on innovation position it well for continued growth in the global textile market.

Unveiling Pakistan's Iconic Landmarks: Book Exhibition at the German Consulate

The Consul General of the Federal Republic of Germany, Dr. Ruediger Lotz, in collaboration with President GPCCI, Mr. Pervaiz Akhtar, hosted a Book Exhibition event showcasing the stunning drawings of Pakistani landmarks by German artist, Ms. Ute Elpers, on Thursday, 25th September 2023, at the German Consulate in Karachi.

The event was a celebration of business and deep cultural ties between Germany and Pakistan. Mr. Arshad Wali Muhammad, Caretaker Minister for Tourism, Environment & Climate Change, was the Chief Guest.

The success of the "Landmarks of Pakistan" coffee-table book was underlined by Mr. Akhtar, who expressed heartfelt gratitude to sponsors and members for bringing this project to life. Dr. Lotz echoed the sentiment, emphasizing the deep appreciation within Germany for Pakistan's vibrant cultural heritage.

Despite never having visited Pakistan, Ms. Elpers captured the essence of the country's diverse heritage with her intricate drawings. Attendees were captivated by her work, leading many to purchase the bilingual publication.

Attended by government officials, academics, business leaders, artists, and media representatives, the impactful exhibition solidified GPCCI's role as a cultural bridge between the two nations.

For more details, [click here](#).



09/24

Book Exhibition: Landmarks of Pakistan

WEBINARS

Export to Germany & the EU: GIA & GPCCI Empower Pakistani Textile SMEs



Pakistan's textile industry is a force to reckon with. Europe's 34% imports of our textiles contributing to nearly 6 billion dollars of foreign exchange - out of which 24% are from Germany - serves as a strong indicator of the larger textile potential. But to truly thrive, textile businesses in Pakistan must adapt and evolve.

Long-time GPCCI member, Mr. Ayaz Thaver, MD of GIA Export Marketing Services Pvt. Ltd., and Fazilat Sayani, Director and Lead Trainer for Workforce Development at GIA, graciously agreed to be speakers for an informative paid webinar that took place on Thursday, 7th December 2023, our initiative to empower the many small and medium enterprise manufacturers and representatives within the textile sector by providing industry-specific knowledge about exporting textile products to Germany and the European Union (EU).

Mr. Thaver shared his inspiring journey of nearly 50 years within the textile industry and urged attendees to delve into value-added and innovative products as a means to compete with international suppliers. He emphasized on catering to specific niches, prioritizing quality, and gaining the right knowledge and exposure through in-person networking with key industry players at important trade fairs such as the HiemTextil in Germany, the largest home textile trade fair in the world with thousands of exhibitors. Mr. Thaver believes in leveraging major Pakistani strengths which include our flexibility in taking orders from buyers, robust systems of logistics, and the GSP+ initiative by the EU which helps buyers save up on import duty.

Compliance is key. The EU values ethics and sustainability. Fazilat Sayani spoke in great detail about the need for social compliance and certifications such as BSCI and OEKO TEX as a pre-requisite for exporting to demonstrate commitment to responsible manufacturing from textile suppliers in Pakistan. She highlighted the global policy shift within Europe that rewards sustainable practices and recycling and laid the foundations for what an average Pakistani textile exporter can expect from the EU moving forward.

Affordable alternatives to network and expand businesses were also discussed. The speakers suggested utilizing existing relationships with European buyers to expand local textile businesses and partnering up with established buyer agencies like GIA to bring trust and expertise when entering the global market.

The participants applauded GPCCI for arranging the valuable event. We stand committed to arranging follow-up events delving deeper into certifications for potential exporters to increase textile trade with Germany and the EU thereby contributing to Pakistan's total foreign exchange.

The recording of this webinar is available to **MEMBERS ONLY**. All those interested can send an email to biz.development@gpcci.com.pk.



10/24

Textile Export Webinar with GIA

WEBINARS

Protecting Businesses from **Cyber Risk**: GPCCI x TPL Insurance Webinar

GPCCI partnered with valued corporate member, TPL Insurance, to host a timely webinar, "Securing Cyber Space with Insurance: Latest Challenges & Solutions." The session explored real-world threats, from AI risks to ransomware attacks, and highlighted how businesses can stay protected with preventative measures and cyber insurance.

Main speakers were Mr. Lewis Bennett, VP - Cyber at Marsh Management Services (MENA) Ltd. and Mr. Ali Hassan Zaidi, COO at TPL Insurance. GPCCI President, Mr. Pervaiz Akhtar, welcomed all participants on board and encouraged them to actively participate in the webinar, while GPCCI Secretary General, Mr. Danesh Dinshaw, proficiently moderated the hour-long session.

As businesses across prominent industries such as healthcare, banking, and pharma store critical customer data and work towards automation, they risk becoming targets of cyber-attacks. Simultaneously, individuals today are compromised through phones, tablets, weak passwords, and incoming emails from unknown senders.



Mr. Lewis Bennett provided an overview of AI with relevant examples such as chat-bots and facial recognition systems, along with examples of how AI is evolving, and the risk framework involved with Generative AI such as Chat GPT. He emphasized the need for human involvement despite AI advancement and discussed preventive measures for businesses such as restricting data access by employees on a privileged basis, and regular email monitoring along with protocols for secure remote working in a post-COVID world. He identified Ransomware as the top cyber threat faced by organizations with ransomware-as-a-service (RaaS) readily available to criminals. Mr. Bennett delved into a set of key controls to counter these threats including a detailed cyber plan in case of a cyber incident and if possible, a dedicated security centre.

Mr. Ali Hassan Zaidi discussed the significant role of cyber insurance to mitigate cyber risk. Cyber insurance policies typically cover 1st party costs triggered upon discovery of an event and 3rd party liabilities triggered by a demand or lawsuit. 1st party losses cover things like business interruption and cyber extortion while 3rd party liabilities include breach of confidential data and financial penalties. Mr. Zaidi discussed factors such as company history, nature of business, and company's cyber risk posture considered when pricing cyber insurance. In the years to come, he expects cyber insurance to become a necessary requirement for Pakistani corporations.

The response to the webinar was impeccable. The session managed to address all key concerns of the modern working environment and served as a platform for attendees to ask questions related to the nature of cyber-attacks and the extent of cyber insurance coverage. GPCCI remains committed to addressing critical business needs like IT, AI, and cybersecurity through strategic collaborations with esteemed partners and member companies.

To watch the recording of the webinar, please [click here](#).

MEMBER HIGHLIGHTS

Celebrating 20 Years of Iconic Collaboration: Dewan Motors and BMW's Milestone in Pakistan



Dewan Motors proudly marks two decades as the official BMW importer in Pakistan, an achievement celebrated in grandeur with a visit from BMW Middle East officials. At the helm of this enduring partnership are key figures: Yousuf Dewan (Chairman), Nabiha Yousuf (CEO), and Zaeem ul Haque (Director Operations) from Dewan Motors, joined by Hamid Haqparwar (MD), Mahir Kaya (Regional Manager), Thomas Padelou (Head of Motorrad), and Silviu Dobre (Regional Manager Aftersales) from BMW Middle East.

This collaborative journey has not only redefined luxury in the Pakistani automotive landscape but also set industry benchmarks. Yousuf Dewan expressed, "These 20 years have been a journey of growth, resilience, and shared success." Hamid Haqparwar, MD of BMW Group Middle East, echoed the sentiment, foreseeing continued success.

As Dewan Motors and BMW chart the course forward, the celebration marks a pivotal moment—a reflection on achievements and a promise of more innovation, style, and performance in the years to come. This partnership has not just endured; it has thrived, solidifying BMW's premium status in Pakistan's automotive realm. Cheers to two decades of excellence and to the exciting road ahead!



MEMBER HIGHLIGHTS

KSB Pakistan's Growing Commitment Towards Solar Energy & Sustainability

As many as 50 million people in Pakistan still live without connection to the electric grid, as Pakistan experiences some of the world's worst power outages. The appetite for safe and clean energy in the country is extremely high; therefore, KSB Pakistan has taken substantial measures in making its factory and offices sustainable & eco-friendly and shift its reliance on carbon-neutral alternate energy sources.

Sunlight is the most abundant and practically perpetual source of energy in the world. KSB Pakistan recently installed a 01 Mega Watt (MW) Solar PV System at its manufacturing facility rooftop at Hasanabadal. The objective of this alternate energy system installation is to provide clean and renewable energy of 1398 MWh/Year and a reduction in annual carbon emissions to 870 Ton/Year approximately. The system is successfully operational and since its inception has contributed by saving an amount of approximately PKR 38 million till date. The success of solar system at the factory motivated the company to replica the same at its head office in Lahore. As a result, 130 Kilo Watt (KW) solar system with net metering was installed which is expected to reduce the electricity bills by 70% in the coming months. This system provides 202 MWh/Year while measuring a reduction in carbon emissions to approximately 42 Ton/Year.

Both the solar power installations not only reflect the company's commitment to carbon-neutral initiatives but also aligns seamlessly with one of the key strategic global pillars defined by KSB Group, i.e. Sustainability. KSB believes in taking responsibility of the environment and its people, as demonstrated by our energy-efficient products, resource-saving manufacturing, and high level of social engagement. That's why customers worldwide choose our superior pump and valve solutions to save energy and reduce their carbon emissions.

KSB Pakistan is tangibly contributing to reduce its carbon footprints and environmental impact. It not only helps in curbing greenhouse gas emissions but also positions itself as an industry leader committed towards a responsible environmental stewardship.



MEMBER HIGHLIGHTS

CEO Metro AG – Dr. Steffen Greubel Meets the Honourable President of the Islamic Republic of Pakistan



Dr. Steffen Greubel – CEO METRO AG called on His Excellency Dr. Arif Alvi, President of the Islamic Republic Pakistan, on 12th January 2024 at the Presidency in Islamabad. Mr. Jürgen Steinemann – Chairman of the Supervisory Board METRO AG, Mr. Marek Minkiewicz – CEO METRO PK, and Board Members of METRO Pakistan were also part of the meeting delegation.

The delegation discussed METRO's investment in the country, its impact on the local wholesale industry, and its contribution towards the modernization of local economy and trade. Steffen Greubel discussed with the President the need to promote conducive environment for foreign investment in Pakistan given the potential in the economy like facilitating one-window operations for investors, promoting a transparent tax culture, and incentivizing documentation of economy.

Expressing admiration for METRO's best practices in the wholesale and retail sector, The Honourable President extended encouragement for the company to further expand its footprint in other parts of Pakistan.

This meeting marks a significant step in strengthening international partnerships and underscores METRO AG's commitment to contributing to economic growth and collaboration between Germany and Pakistan.

MEMBER HIGHLIGHTS

A Testament to Excellence in Diversity: METRO Pakistan Celebrates GDEIB Award



GLOBAL DIVERSITY, EQUITY & INCLUSION BENCHMARKS AWARDS 2024
PRESENTED TO **METRO**

This is to certify that METRO Pakistan (Pvt) Limited has won awards in the following 11 categories:

1. VISION, STRATEGY AND BUSINESS IMPACT:	BEST PRACTICE
2. LEADERSHIP AND ACCOUNTABILITY:	BEST PRACTICE
3. DEI STRUCTURE AND IMPLEMENTATION:	BEST PRACTICE
4. ADVANCEMENT AND RETENTION:	BEST PRACTICE
5. JOB DESIGN, CLASSIFICATION AND COMPENSATION:	BEST PRACTICE
6. WORK-LIFE INTEGRATION, FLEXIBILITY AND BENEFITS:	BEST PRACTICE
7. ASSESSMENT, MEASUREMENT AND RESEARCH:	BEST PRACTICE
8. DEI COMMUNICATIONS:	BEST PRACTICE
9. DEI LEARNING AND DEVELOPMENT:	BEST PRACTICE
10. CONNECTING DEI AND SUSTAINABILITY:	BEST PRACTICE
11. RESPONSIBLE SOURCING:	BEST PRACTICE

ZAHID MUBARIK SHRM-SCP, SPHRi, GPHR
CEO HR Metrics
January 1, 2024

Best Practice: Level 5	Demonstrating current global best practices in DEI; exemplary.
Progressive: Level 4	Implementing DEI systemically, showing improved results and outcomes beyond what is required or expected.
Proactive: Level 3	A clear awareness of the value of DEI; starting to implement DEI systemically. This is what is required and expected of all organizations.
Reactive: Level 2	A compliance-only mindset; actions are taken primarily to comply with relevant laws and social pressures. Doing the bare minimum.
Inactive: Level 1	No DEI work has begun; diversity, equity, and inclusion are not part of organizational goals.

Global Diversity, Equity & Inclusion Benchmarks (GDEIB) are the standards for organizations around the world, helping organizations determine strategy and measure progress in managing diversity and fostering inclusion. Global DEI Awards provide a mechanism to recognize and encourage inclusive organizations, which use these standards, to align DEI with organizational policies for sustainable financial and social performance.

Conducted on annual basis through a merit-based process, organizations are given the opportunity to disclose their diversity, equity, and inclusion accomplishments with a focus on social and economic impact on relevant stakeholders. Organizations from all sectors across Pakistan are eligible to take part in the awards.

For the second consecutive year, METRO Pakistan (Pvt.) Limited has won the GDEIB award in 11 different categories.

The attainment of the GDEIB Award serves as a symbol of METRO Pakistan's testament of inclusive culture, equitable and better functioning, eliminating unconscious biasness, cultivating trust, acceptance, physical and psychological safety, lead inclusively, respond with agility, promote wellness and self-care as ingredients for lasting change and success.

MEMBER HIGHLIGHTS

METRO Pakistan Participated in the German Winter Market



METRO Pakistan was proud to participate in the German Winter Market, an event organized by the German Consulate General in Karachi. The Winter Market served as a vibrant platform for cultural exchange, featuring a diverse array of local and international products that captivated visitors from various backgrounds.

For METRO Pakistan, sponsorship of the event represented more than just brand promotion; it reflected a commitment to social responsibility and community engagement. The company was honoured to contribute to the realization of this celebration, fostering people-to-people connections and supporting positive societal change.

A highlight of the Winter Market was the presentation of prizes to the winners of the lucky draw. Witnessing the joy on the faces of the lucky recipients was a gratifying experience, symbolizing the spirit of generosity and goodwill that permeated the event.

While the curtains may have closed on this year's German Winter Market, its impact continues to be felt. Funds raised from the event, dedicated to community development initiatives through a charitable organization, will leave a lasting legacy of hope and progress for the betterment of society.

MEMBER HIGHLIGHTS

Siemens Pakistan and NTDC Partner for Jhimpir Grid: A Public-Private Success Story



Jhimpir is part of the vast Thatta-Jhimpir wind corridor, spanning 180 km along the coast. The Pakistan Meteorological Department indicates a substantial gross power potential to produce 43,000 MWs of electricity in this region. Presently, approximately 25 companies are actively engaged in Jhimpir, contributing over 1,000 MWs to the national grid. The Jhimpir coastal belt emerges as a significant hub for wind power generation, that could alleviate some of the country's dependence on the dwindling fossil fuels and thus, minimizing the carbon footprint. However, the challenge for National Transmission and Dispatch Co. Ltd. (NTDC) was to effectively evacuate the 1000 MW of power generated by these wind power plants into the national grid. For the said purpose, NTDC awarded this project to Siemens Pakistan to provide complete Control, Protection, Metering, Automation, and Telecommunication System.

The Siemens Pakistan team took over the project, providing technical support including design preparation, equipment procurement, and panel manufacturing & assembly. The scope included Siemens Control, Protection, Fault Analysis, Automation, and Telecommunication System for 220 and 132 kV Jhimpir I and II grid stations. The successful completion reiterated the company's ability to collaborate efficiently, and professionally to achieve a common goal, which is a vivid demonstration of how merging the public and private sector, can stimulate innovation and promote sustainable development in Pakistan.

The successful completion is a demonstration of how collaboration between the public and private sector can promote sustainable development in Pakistan.



MEMBER HIGHLIGHTS

Unique Sales Corporation Embraces Innovation and Sustainability

With rising climate concerns and environmental challenges, it is now more important than ever for businesses to adapt to eco-friendly and environmentally sustainable practices. Unique Sales Corporation, one of the leading suppliers of flexible packaging in Pakistan, has been actively working towards this goal by offering state-of-the-art technological solutions to Pakistan's market.

The company has worked closely with its international partners to raise awareness and provide a local platform to introduce new technologies. Their core focus remains on environmental sustainability and introducing value chain concepts.



As part of their effort, they have partnered with the German manufacturer, D.W. RENZMANN Apparatebau GmbH. RENZMANN has been developing and building industrial washing machines and solvent distillation plants for over 50 years, particularly for printing companies and paint and varnish manufacturers.

RENZMANN is a company certified in accordance with the European explosion protection directive ATEX and is the market leader in the above-mentioned segment.

Their technology allows customers to re-use the recovered solvent in the next processing step(s), thus enabling their clients to become eco-friendly and sustainable. More than 90% of the initial quantity can be recovered with the use of this technology. The process also helps manufacturers reduce costs by helping them save on new solvents.

Additionally, this technology allows consumers to conserve their resources and keep the CO2 balance significantly lower when using distillate as compared to fresh products. The reuse of solvents reduces the amount of waste, thus providing relief to landfill sites and minimising the environmental impact. Solvent distillation fits in well with the circular economy concept, where resources are used as efficiently as possible, and waste is minimised.

Unique Sales Corporation, which has over 14 partners worldwide, has also been participating in exhibitions within the country and abroad. In October 2023, their team exhibited at the 3P Plas Print Pack Pakistan Exhibition in Karachi, organized by Fakt Exhibitions (PVT) Ltd. Eight principals participated in the exhibition, which had over 16,000 visitors and 250+ exhibitors. The company also launched new technologies and product lines at the exhibition while updating the Pakistani market with innovative developments and international trends.

Unique Sales Corporation plans to continue working towards its vision of greener practices by focusing on sustainability and recyclability.

MEMBER HIGHLIGHTS

US Group Setting Standards of Sustainable Innovations and Inclusive Practices



At the US Group office, a sleek bicycle-stand has emerged, symbolizing the company's unwavering commitment to sustainability. Strategically positioned near the entrance, it has encouraged employees to embrace eco-conscious commuting practices by pedalling to work.

Complementing this green initiative, the company has also installed cutting-edge Electric Vehicle (EV) stations in its vicinity. These stations have exemplified the organization's dedication to environmental stewardship and technological advancement, offering convenient charging solutions for electric vehicles, further reducing the company's carbon footprint.

In alignment with the company's core values of diversity and inclusion, the leadership unveiled a pioneering plan: motorcycle training tailored specifically for female employees.

In essence, these initiatives underscored the US Group's corporate ethos, blending sustainability, innovation, and inclusivity to create a workplace where individuals could thrive and contribute to a brighter, more sustainable future.



MEMBER HIGHLIGHTS

Fakt Exhibitions Connects Over 400 Companies and 30,000 Trade Visitors in 2023



Fakt Exhibitions (Pvt.) Ltd., the leading exhibitions & conferences organizing company, consistently fosters platform for companies to exhibit their latest innovations, with the aim to bolster trade and economic ties between Pakistan and rest of the world.

During the second half of 2023, the company organized several highly successful exhibitions. These included the Pakistan Sustainability Week, held alongside Solar Pakistan & Electricity Pakistan Exhibitions and then 3P Plas Print Pack Pakistan Exhibition in Karachi, subsequently Build Pakistan Exhibition in Lahore.

Fakt Exhibitions took a groundbreaking initiative by organizing a flagship event for the very first time in the country, Pakistan Sustainability Week alongside Solar Pakistan Exhibition and Electricity Pakistan Exhibition. This event facilitated industry leaders in advocating for alternative energy sources to meet Pakistan's escalating energy demands while minimizing environmental repercussions. A high-level summit during the event spotlighted industry innovations and potential.

Moving forward, 3P Plas Print Pack Pakistan, the only exhibition of its kind celebrated 20 years of success. This mega exhibition, unique in its domain, once again served as an invaluable platform for the plastic, printing, and packaging industries to showcase cutting-edge machinery and innovations. This edition of 3P Plas Print Pack Pakistan was a resounding success as it received an overwhelming response, breaking previous attendance records.

Fakt Exhibitions wrapped up the year by organizing Build Pakistan Exhibition and Ideal Home Expo, significantly contributing to the advancement of the building and construction industry. This event introduced efficient technology and solutions.

Overall, these exhibitions garnered an overwhelming response, boasting participation from over 400 esteemed national and international companies representing more than 30 countries including Austria, China, Denmark, Germany, Iran, Italy, Japan, Malaysia, Netherlands, Pakistan, Singapore, Spain, Sweden, Switzerland, Taiwan, UAE, USA, UK to name a few. The showcase of state-of-the-art offerings in these exhibitions attracted over 30,000 trade visitors in total.

MEMBER HIGHLIGHTS

ICTC Set to Transform Pakistan's Construction and Industrial Infrastructure with JOTUN



ICTC is thrilled to announce its recent partnership with JOTUN, a global leader in innovative powder coating solutions. This collaboration marks a significant milestone for ICTC and is poised to bring unparalleled benefits to Pakistan's industrial and architectural landscape. ICTC plans on maintaining adequate local stock of JOTUN powder coatings in order to facilitate their clients with the convenience of prompt and hassle-free purchases.

The alliance with JOTUN is set to revolutionize Pakistan's construction and industrial sectors by introducing the finest powder coatings available worldwide. ICTC's commitment to quality aligns seamlessly with JOTUN's dedication to innovation, ensuring that clients receive top-notch products for their building components and industrial applications. Powder coatings are renowned for their durability, efficiency, and environmentally friendly attributes, making them an ideal choice for a sustainable future.

In particular, ICTC's collaboration with JOTUN will significantly impact the anti-corrosive segment, addressing a critical need in Pakistan's industrial infrastructure. The advanced formulations offered by JOTUN will enhance the longevity and reliability of components, protecting them against corrosion in the challenging environmental conditions often faced in the region.

Furthermore, ICTC, with its partnership with SurTec, proudly offers comprehensive surface treatment solutions. This new partnership with JOTUN creates a one-stop solution for clients, combining the best-in-class corrosion protection without compromising on aesthetics. Whether it's enhancing the durability of building components, addressing industrial challenges, or ensuring anti-corrosive measures, clients can now benefit from a holistic approach that integrates cutting-edge powder coatings seamlessly into their surface treatment needs. This strategic collaboration sets a new standard for efficiency and excellence, providing a complete solution for ICTC's clients in Pakistan's evolving industrial landscape.



MEMBER HIGHLIGHTS

TPL Insurance and EZShifa Launch Industry-First Digital Health Clinic at Oxford University Press



TPL Insurance Limited has pioneered the industry's first Digital Health Clinic at Oxford University Press, an innovative step focused on elevating employee's well-being through state-of-the-art healthcare services. The Digital Clinic boasts an array of cutting-edge features aimed at proactive health management. From BMI measurements to ECG readings, BP monitoring, Oximeter assessments, and Blood Sugar testing, employees have access to a comprehensive suite of health monitoring tools.

One of the standout offerings of the Digital Clinic is its provision for real-time video consultations with medical experts. This feature allows employees immediate access to professional guidance and diagnosis without the need for physical appointments.

The introduction of the Digital Clinic brings forth several substantial benefits for employees.

- It offers cost efficiency by reducing expenses associated with frequent doctor visits and diagnostic tests.
- It provides unmatched convenience, enabling employees to access crucial health services without leaving the workplace.
- The proactive health management approach allows for early detection of health issues, thereby preventing potential complications.



MEMBER HIGHLIGHTS

Ahbab Group Runs for Community Impact at Berlin Marathon 2023



Start and finish area of Berlin Marathon



The 2023 Berlin Marathon held on Sunday, 24th September, was the 49th edition of the renowned Platinum Label marathon. Almost 48,000 runners from 156 countries participated in the event.

Since 1974, the Berlin Marathon is held annually on the streets of Berlin, Germany on the last weekend of September. The event includes multiple races over a distance of 42.195 kilometres (26.219 mi), including elite level road running competitions for men and women, a race for the public, an inline skating race, a wheelchair race, and a handcycle race.

The event is split over two days, with skaters competing on the marathon course on Saturday before the running events. Power walkers, hand-bikers, wheelchair riders, and a children's marathon. The elite running and wheelchair races are part of the World Marathon Majors, an annual series of top-level races offering a \$1 million prize purse. BMW was the title sponsor for the event.

In a resounding display of commitment to sustainable development and community well-being, Ahbab Group of Companies proudly took part in the Berlin Marathon 2023. The group showcased its dedication to fostering a healthy lifestyle within the community. This initiative goes beyond corporate boundaries, aiming to empower individuals to embrace physical activity as a cornerstone of their well-being.

By participating in the prestigious marathon, Ahbab Group emphasized the importance of maintaining a healthy work-life balance and advocated for the positive impact of an active lifestyle on both physical and mental well-being. The event served as a catalyst for vital conversations surrounding the significance of incorporating regular exercise into daily routines.

As Team Ahbab crossed the finish line, they not only achieved personal milestones but also set an inspiring example for the community. The group's participation in the Berlin Marathon stands as a beacon for sustainable development, reinforcing Ahbab Group's commitment to holistic well-being and its role as a socially responsible entity within the community.



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