

THE LAHORE CHAMBER OF COMMERCE & INDUSTRY



LAHORE CHAMBER



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LCCI SPRING FESTIVAL

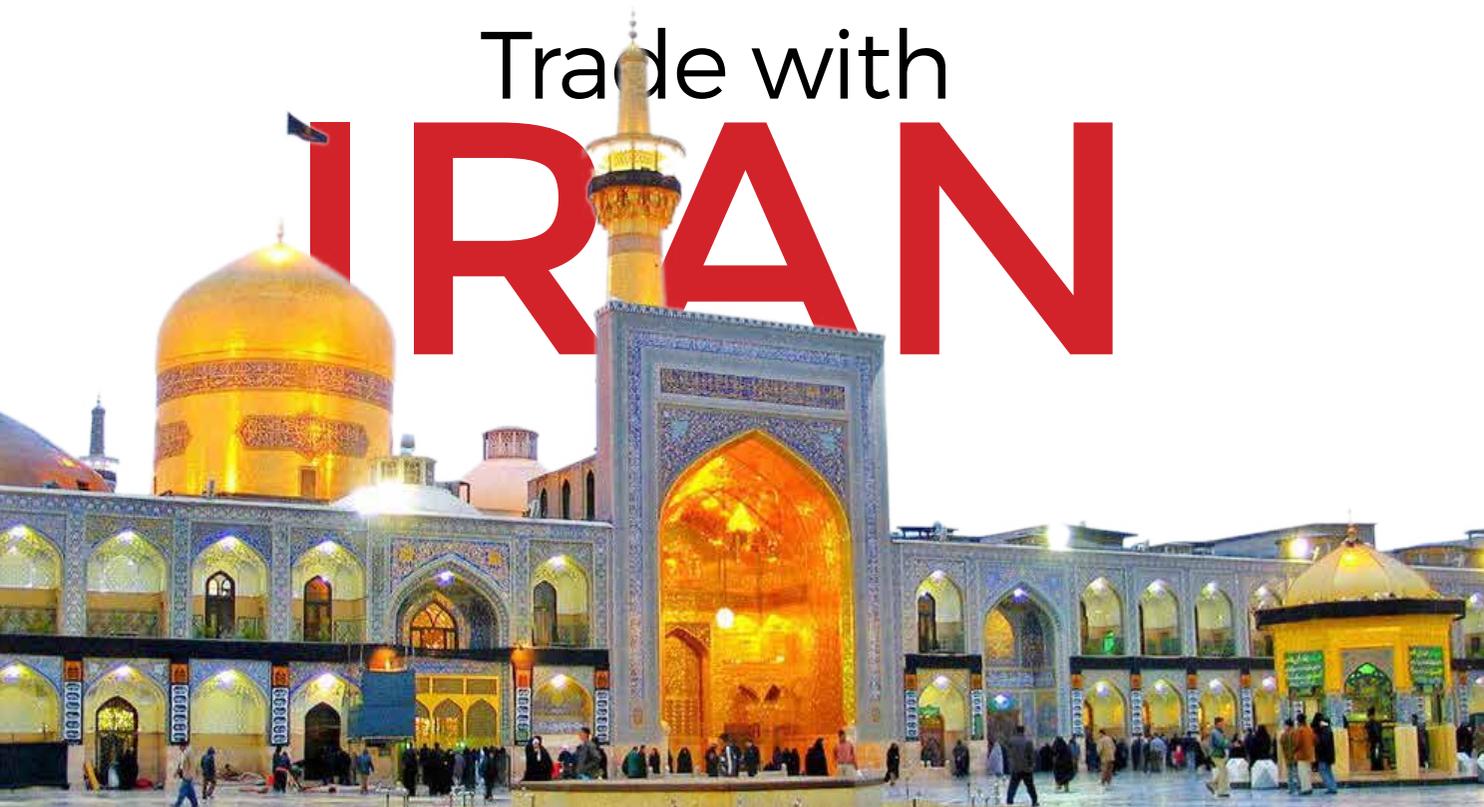
Cost of
Governance
to be paid by
this generation
Chairman FBR

LCCI 2nd IT AWARDS

GROWTH
DEMANDS
market oriented
reforms: **Mansha**

Trade with

IRAN



100 Years of Glory

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12 Biggest Environmental Problems Of 2022

BY DEENA ROBINSO

Global Warming From Fossil Fuels

At time of publication, CO2 PPM (parts per million) is at 418 and the global temperature rise is 1.1 degrees Celsius compared to pre-industrial levels.

Increased emissions of greenhouse gases have caused temperatures to rise, which are causing catastrophic events all over the world - from Australia and the US experiencing some of the most devastating bushfire seasons ever recorded, locusts swarming across parts of Africa, the Middle East and Asia, decimating crops, scientists warning that the planet has crossed a series of tipping points that could have catastrophic consequences, microplastic being found in Antarctic ice for the first time, a heatwave in Antarctica that saw temperatures rise above 20 degrees for the first time, warnings of advancing permafrost melt in Arctic regions, the Greenland ice sheet melting at an unprecedented rate, news of the accelerating sixth mass extinction, increasing deforestation in the Amazon rainforest, warnings of air pollution exacerbating the spread of COVID-19, China experiencing its worst floods in decades, methane levels rising to their highest on record, Canada's last intact ice shelf collapsing, a national park in the US recording the highest temperature ever recorded on Earth, 13% of deaths in the EU being linked to various forms of pollution, a report saying that population sizes of wildlife have experienced an average decline of 68% since 1970 and record-breaking wildfires in California that have blocked out the sun - and these are just a fraction of the events. The climate crisis is causing tropical storms and other weather events such as hurricanes, heat waves and flooding to be more intense and frequent than seen before. However, a study has found that even if all greenhouse gas emissions were halted in 2020, global warming would only be halted by around 2033.

Poor Governance

According to economists like Nicholas Stern, the climate crisis is a result of multiple market failures.

Economists and environmentalists have urged policymakers for years to increase the price of activities that emit greenhouse gases (one of our biggest environmental problems), the lack of which constitutes the largest market failure, for example through carbon taxes, which will stimulate innovations in low-carbon technologies. To cut emissions quickly and effectively enough, governments must not only massively increase funding for green innovation to bring down the costs of low-carbon energy sources, but they also need to adopt a range of other policies that address each of the other market failures.

A national carbon tax is currently implemented in 27 countries around the world, including various countries in the EU, Canada, Singapore, Japan, Ukraine and Argenti-

na. However, according to the 2019 OECD Tax Energy Use report, current tax structures are not adequately aligned with the pollution profile of energy sources. For example, the OECD suggests that carbon taxes are not harsh enough on coal production, although it has proved to be effective for the electricity industry. A carbon tax has been effectively implemented in Sweden; the carbon tax is USD \$127 per tonne and has reduced emissions by 25% since 1995, while its economy has expanded 75% in the same time period. Further, organisations such as the United Nations are not fit to deal with the climate crisis: it was assembled to prevent another world war and is not fit for purpose. Anyway, members of the UN are not mandated to comply with any suggestions or recommendations made by the organisation. For example, the Paris Agreement, an agreement within the United Nations Framework Convention on Climate Change, says that countries need to reduce greenhouse gas emissions significantly so that global temperature rise is below 2 degrees Celsius by 2100, and ideally under 1.5 degrees. But signing on to it is voluntary, and there are no real repercussions for non-compliance.

Biodiversity Loss

The past 50 years have seen a rapid growth of human consumption, population, global trade and urbanisation, resulting in humanity using more of the Earth's resources



than it can replenish naturally.

A recent WWF report found that the population sizes of mammals, fish, birds, reptiles and amphibians have experienced a decline of an average of 68% between 1970 and 2016. The report attributes this biodiversity loss to a variety of factors, but mainly land-use change, particularly the conversion of habitats, like forests, grasslands and mangroves, into agricultural systems. Animals such as pangolins, sharks and seahorses are significantly affected by the illegal wildlife trade, and pangolins are critically endangered because of it.

More broadly, a recent analysis has found that the sixth mass extinction of wildlife on Earth is accelerating. More than 500 species of land animals are on the brink of extinction and are likely to be lost within 20 years; the same number were lost over the whole of the last century. The scientists say that without the human destruction of nature, this rate of loss would have taken thousands of years.

Food Waste

A third of the food intended for human consumption – around 1.3 billion tons – is wasted or lost. This is enough to feed 3 billion people. Food waste and loss accounts for 4.4 gigatons of greenhouse gas emissions annually; if it was a country, food waste would be the third highest emitter of greenhouse gases, behind China and the US.

Food waste and loss occurs at different stages in developing and developed countries; in developing countries, 40% of food waste occurs at the post-harvest and processing levels, while in developed countries, 40% of food waste occurs at the retail and consumer levels. At the retail level, a shocking amount of food is wasted because of aesthetic reasons; in fact, in the US, more than 50% of all produce thrown away in the US is done so because it is deemed to be “too ugly” to be sold to consumers- this amounts to about 60 million tons of fruits and vegetables. This leads to food insecurity, another one of the biggest environmental problems on the list.

Plastic Pollution

In 1950, the world produced more than 2 million tons of plastic per year. By 2015, this annual production swelled to 419 million tons and exacerbating plastic waste in the environment.

A report by science journal, Nature, determined that currently, roughly 11 million tons of plastic make its way into the oceans every year, harming wildlife habitats and the animals that live in them. The research found that if no action is taken, the plastic crisis will grow to 29 million metric tons per year by 2040. If we include microplastics into this, the cumulative amount of plastic in the ocean could reach 600 million tons by 2040. Shockingly, National Geographic found that 91% of all plastic that has ever been made is not recycled, representing not only one of the biggest environmental problems of our lifetime, but another massive market failure. Considering that plastic takes 400 years to decompose, it will be many generations until it ceases to exist.

Air Pollution

One of the biggest environmental problems today is outdoor air pollution. Research from the World Health Organization (WHO) shows that an estimated 4.2 to 7 million people die from air pollution worldwide every year and that nine out of 10 people breathe air that contains high levels of pollutants. In Africa, 258 000 people died as a result of outdoor air pollution in 2017, up from 164 000 in 1990, according to UNICEF. Causes of air pollution mostly comes from industrial sources and motor vehicles, as well as emissions from burning biomass and poor air quality due to dust storms.

In Europe, a recent report from the EU's environment agency showed that air pollution contributed to 400 000 annual deaths in the EU in 2012 (the last year for which data was available).

In the wake of the COVID-19 pandemic, attention has been put on the role that air pollution gases has in transporting the virus molecules. Preliminary studies have identified a positive correlation between COVID-19-related mortalities and air pollution and there is also a plausible association of airborne particles assisting the viral spread.

Deforestation

Every minute, forests the size of 20 football fields are cut down. By the year 2030, the planet might have only 10% of its forests; if deforestation isn't stopped, they could all be gone in less than 100 years.

Agriculture is the leading cause of deforestation, another one of the biggest environmental problems appearing on



this list. Land is cleared to raise livestock or to plant other crops that are sold, such as sugar cane and palm oil. Besides for carbon sequestration, forests help to prevent soil erosion, because the tree roots bind the soil and prevent it from washing away, which also prevents landslides.

Melting Ice Caps and Sea Level Rise

The climate crisis is warming the Arctic more than twice as fast as anywhere else on the planet. Seas are now rising an average of 3.2 mm per year globally, and are predicted to climb to a total of 0.2 to 2m by 2100. In the Arctic, the Greenland Ice Sheet poses the greatest risk for sea levels because melting land ice is the main cause of rising sea levels. Representing arguably the biggest of the environmental problems, this is made all the more concerning considering that last year's summer triggered the loss of 60 billion tons of ice from Greenland, enough to raise global sea levels by 2.2mm in just two months. According to satellite data, the Greenland ice sheet lost a record amount of ice in 2019: an average of a million tons per minute throughout the year, one of the biggest environmental problems that has cascading effects.

If the entire Greenland ice sheet melts, sea level would rise by six metres.

Meanwhile, the Antarctic continent contributes about 1 millimeter per year to sea level rise, which is a third of the annual global increase.

Additionally, the last fully intact ice shelf in Canada in the Arctic recently collapsed, having lost about 80 sq km, or 40%, of its area over a two-day period in late July, according to the Canadian Ice Service. - earth.org

“LCCI trade delegation to Iran”

Regional Trade key to steer socio-economic growth: Nauman



The trade delegation of Lahore Chamber of Commerce & Industry, led by its President Mian Nauman Kabir met with high-profile government and business persons. The week-long tour was full of meetings, MoUs, factory visits, and to explore new ways to enhance mutual trade between to neighboring countries.

On the very first day of the visit, the delegation members met with President Tehran Chamber of Commerce, Industry and Mines Masoud Khansari, attended Iran-Pakistan Business Forum, B2B meetings with Iranian counterparts and also attended a dinner hosted by Ambassador of Pakistan in Iran Rahim Hayat Qureshi. The discussion on the occasions remained fruitful and would definitely pave way for trade, investment and joint ventures between the private sectors of the two countries.

LCCI President said that we, from the platform of Lahore Chamber of Commerce & Industry, always strive for developing and strengthening close working relations with foreign business communities. He said that Lahore Chamber firmly believer of trade diplomacy and for that matter, we also regularly interact with foreign counterparts. It is needless to mention that Iran is closest to our hearts.

Mian Nauman Kabir said that Iran and Pakistan have always enjoyed

smooth development of friendly and neighborly relations as well as mutually beneficial cooperation. “We take Iran as an important neighbouring country and a potential trading partner. We have been maintaining strong cultural and diplomatic relations with Iran”, he added.

LCCI president said that both the

between two countries.

While talking to Ambassador of Pakistan in Iran Rahim Hayat Qureshi, LCCI President Mian Nauman Kabir said that Pakistan and Iran have been steady trading partners but with every passing year the bilateral trade is declining. We are concerned about constant fall in our exports to Iran which used to be around dollar 426 million in 2008. In 2021, its level went down to almost nothing which calls for taking immediate measures. He hoped business meetings with Iranian counterparts will play key role in reviving the national exports to Iran.

On the Second day, the 13-member LCCI met with the Rice Importers Association, LPG Exporters Association, Acting Deputy of Export Market Development Alley Tabatabai and President Iran Chamber of Commerce, Industry, Mines and Agriculture Gholamhossein Shafeie.

Mian Nauman Kabir said that Iran is important economy of Middle East while Pakistan secures ideal geographical location in South Asia. He said that both the countries are abundant with natural and human resources and a strong economic partnership would be equally beneficial for the two countries. On the next day, the delegation visited largest car manufacturing company of Iran Khudroo Car Complex, Isfahan Chamber of Commerce & Com-

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Both countries have large domestic markets, unique geo-strategic competitive advantages

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countries have large domestic markets and unique geo-strategic competitive advantages but we have yet to enhance our trade volume by making good use of these opportunities.

He informed the Iranian counterparts that Lahore Chamber has been voicing in favor of exploring new avenues other than bilateral trade for the sake of enhancing cooperation

merce and had meeting with Vice President Bahram Sobhani, visited Solomon Carpet Industrial Production Company, JAY Oil Refinery and has meeting with Mayor of Isfahan Qasim Zadeh. LCCI President Mian Nauman Kabir also inked a MOU with Isfhan Chamber of Commerce. During these high-profile meetings, LCCI president and head of the del-

in the region. "Joint ventures are the finest way to commensurate mutual trade with the respective potential of Pakistan and Iran", the LCCI president said adding that Pak-Iran trade can touch new heights through collective efforts. He said that Iran and Pakistan are brother countries and their friendship should be translated into the mutual economic ties as

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Setting up SEZs on Pak-Iran border can increase formal trade

Mian Nauman Kabir
President
LCCI

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He suggested that there should be exchange of high level delegations from government private sectors should be on regular basis. The importance of such interaction is hard to be measured as these kinds of meetings cause to arrange more and more follow up meetings which ultimately lead to establish long lasting trade and economic relations.

Mian Nauman Kabir said that Iran and Pakistan have multi-functional-aspect relations. Both countries should adopt a new approach and should move forward at an accelerated pace.

He said that though trade between the two countries is growing gradually still it is growing gradually still it is below the potential.



Meeting with Mayor of Mashhad Seyed Abdullah Arjaee Shirazi

egation Mian Nauman Kabir highlighted trade and investment opportunities in Pakistan and Iran besides identifying the possibilities of joint ventures between the private sectors of the two countries.

The LCCI delegation met with the members of Mashhad Chamber of Commerce & Industry. Mian Nauman Kabir said that there is a dire need to enhance business-to-business relations between Pakistan and Iran to steer socio-economic improvement

well, adding that lack of trade-related information was one of the biggest reasons of low trade volume. He said that Chambers of Commerce & Industry of both countries should play role in this regard. The LCCI President said that Special Economic Zones on Pakistan-Iran borders may be set up to increase formal trade. He said that long term multiple entry visas should be issued to businessmen of both the countries for the promotion of bilateral trade.



Dinner hosted by Ambassador of Pakistan to Iran H.E. Rahim Hayat Qureshi in the honour of LCCI Delegates in Tehran



LCCI Delegation Meeting at Mashhad Chamber



LCCI Delegates Meeting with Acting Deputy of Export Market Development



MoU signing ceremony at Isfahan Chamber



Visit to Maghsoud Porcelain



LCCI Delegation Meeting at ICCIMA



LCCI Delegation at Iran Pakistan Business Forum



Lunch hosted by Tehran Chamber



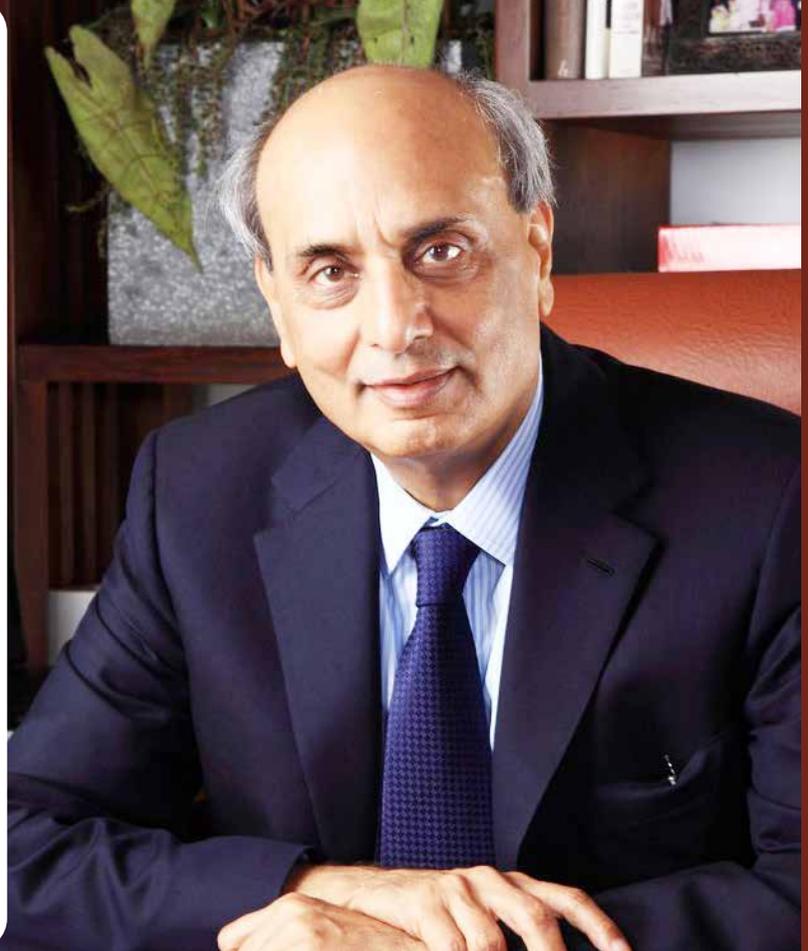
Dinner hosted by Consul General of Mashhad in honor of LCCI Delegates



LCCI Delegation at Tehran Chamber of Commerce

Mian Muhammad Mansha visits Lahore Chamber after decades

Market oriented reforms way to rapid growth: Mansha



Mian Muhammad Mansha gave recipe to rapid economic growth saying that progressive market-oriented policies, based on modern methods are the key success. From price controls to capital market operations, reducing trade barriers and minimizing state influence in the economy, especially through privatization and austerity, Pakistan can truly achieve rapid growth.

Noted industrialist and Banker Mian Muhammad Mansha expressed these views while addressing a meeting held at Lahore Chamber of Commerce & Industry (LCCI).



LCCI President Mian Nauman Kabir delivered the welcome address while Senior Vice President Mian Rehman Aziz Chan, Vice President Haris Ateeq, CEO Service Group Chaudhry Arif Saeed, Former Presidents Sohail Lashari, Almas Haider, Former Senior Vice President Amjad Ali Java, former Vice Presidents Zeeshan Khalil, Tahir Manzoor Chaudhry, Executive Committee members of Lahore Chamber also addressed on the occasion. Mian Mohammad Mansha said that privatization promotes various sectors of the economy, we have the example of the telecom sector where privatization has made it possible for everyone to have access to everything from telephone to cheap calls.

He said that the good deeds of the state should be appreciated, it is good that motorways were built in the country, development work was done expeditiously but at the same time the state should also focus on those sectors on which billions of rupees are being lost annually.

He said that privatization of airports along with Pakistan International Airlines would also increase their efficiency and this sector would become cheaper as well as standard. Similarly, the railways, which was a lucrative business during British rule, has now become a burden to the

state. One of the reasons for the high cost of electricity is state intervention.

Mian Muhammad Mansha added that the no importance of water in Pakistan is because of its free provision. He emphasized the importance of improving relations with the countries of the region and said that one of the reasons for Europe's development was its softening of borders with each other and promotion of bilateral trade.

He said that in order to increase the tax net, tax rates would have to be reduced. When the tax rate was reduced in Russia, the tax net doubled, he informed.

He said that we have to eradicate poverty, and that all the things that are putting a brake on the state should be privatized. He said that in no other country in the world gas was supplied through pipes and resources were not wasted on such a large scale. He said that the system is a burden on the state and major changes were needed in the basic structure of the bureaucracy. LCCI President Mian Nauman Kabir congratulated Mian Muhammad Mansha on his appointment as Chairman of the Advisory Council of the British Asian Trust in Pakistan and said "We all are witness to your illustrious career, extraordinary achievements as an entrepreneur and one of the most successful Pakistani businessmen who have left a lasting footprint across Pakistan". He said be it Textiles, Cement, Banking, Insurance, Power Generation, Hospitality, Agriculture, Dairy or Paper Products, your group has achieved unmatched success under your exemplary leadership. President LCCI said that because of the deep understanding of the stiff challenges confronted by our Economy and the nation as whole, the business community would like to have the perspective as to how Pakistan can emerge as a

“ All the things that are putting a brake on the state should be privatized
Mian Muhammad Mansha ”

competitive economy in the region which is not only creating tremendous employment opportunities for its youth through industrialization and also earning significant export revenues and foreign direct investment.

LCCI Senior Vice President raised questions regarding the low trend of manufacturing of FMCG products in the local sector of Pakistan and said that big business people of Pakistan should take full part in the education sector. He requested Mian Mansha to maintain regular liaison with the Lahore Chamber and to form a working group so that the Lahore Chamber and the business community could receive permanent guidance. LCCI Vice President welcomed Mian Muhammad Mansha to the Lahore Chamber. He said that political consensus and implementation of the concept of national economy was very important for the development of the country's economy. Instead of a few sectors, investment in all sectors of the economy will lead to more jobs and sustainable growth and urged that Pakistan should follow Singaporean MPH Model of meritocracy, pragmatism and honesty to become a successful nation in all walks of life. Lahore Chamber Vice President thanked Mian Mansha for sponsoring the LCCI Library to be digitized.





100
YEARS

LCCI SPRING FESTIVAL
28th Feb to 6th March **2022**

Spring

Mian Nauman Kabir
President



Mian Rehman Aziz Chan
Senior Vice President



Haris Ateeq
Vice President



Qiraat Competition

Softball Cricket Tournament

Brand Expo at Expo Centre

LCCI Qiraat Competition

LCCI 100 years Spring Festival 2022 formally launched on Monday with Qiraat Competition.

Federal Minister for Religious Affairs and Interfaith Harmony Noor ul Haq Qadri, LCCI President Mian Nauman Kabir, Senior Vice President Mian Rehman Aziz Chan and Vice President Haris Ateeq inaugurated the LCCI 100 years Spring Festival.

The great and unique event Qiraat Competition was attended by the people belonging to all walks of life including a large number of women. The day-long event remained one of the attractions of the city.

Qaria Sufia Sajjad stood first in the WOMEN category of LCCI Qiraat competition while second

bers Syed Mardan Ali Zaidi and Malik Muhammad Nadeem were also present on the occasion. Qari Ahmad Mian Thanvi, Mufti Intikhab Ahmad Noori, Qari Abdul Naeer Alvi and Qari Muhammad Zeshan Haider performed the duties as judges. Federal Minister for Religious Affairs and Interfaith Harmony Noor ul Haq Qadri said for the first time, a unanimous urdu translation of the Holy Quran has been prepared for all sects. The government is taking concrete measures to promote the teachings of Quran.

The Minister said that Quran teaching till middle class and translation and memorization (Hifz) till matriculation have been made compulsory. He said that Seerat-un-Nabi (PBUH) is being taught from class eight to ten.



and third positions went to Fatima Tariq and Muneeba Saleem.

In the male category, first position went to Qari Muhammad Riaz while second and third positions secured by Ateeq-ur-Rehman and Qari Sufyan.

Huzaima Shakir secured first position in the child category while second and third positions went to Hafiz Abdul Basit and Hafiz Abdullah.

LCCI President Mian Nauman Kabir distributed awards along with LCCI Senior Vice President Mian Rehman Aziz Chan and Vice President Haris Ateeq. LCCI Executive Committee mem-

Noor-ul-Haq Qadri said that a bill has been prepared in the Senate to ensure error-free publication of Quran. He said that a unit is also being established for the recycling of sacred papers. He said that an MoU has been signed with Al-Azhar University for the establishment of an institution to teach the recitation of Holy Quran with tajweed. He informed that an international Qiraat competition will be held after the month of Ramazan.

LCCI President Mian Nauman Kabir said that the Holy Quran is a complete code of life which gives us awareness and guidance of life.



CRICKET TOURNAMENT



LCCI Business Consumer



Expo highlights potential of local products, attracts foreign buyers

The LCCI Business Consumer Expo was inaugurated by the Punjab Minister for Industries, Commerce & Investment Mian Aslam Iqbal and LCCI President Mian Nauman Kabir, along with Senior Vice President Mian Rehman Aziz Chan and Haris Ateeq, inaugurated the mega event LCCI “Business Consumer Expo”. Convener of LCCI Adhoc Committee on 100-year spring festival Syed Mardan Ali Zaidi, LCCI Executive Committee Members and people from different walks of life were present on the occasion. As many as over 170 stalls of textile, food items, coating sector, furniture, automobile, motorbike and agriculture sectors etc have been displayed at the exhibition.

Provincial Minister Mian Aslam Iqbal extolled the LCCI initiatives for promotion of trade and economic activities in the country. Talking about economic scenario, he said the government is making sincere efforts to overcome economic challenges, adding that promotion of local industries and confidence building of investors is an integral part of government policy.

He said that Prime Minister Imran Khan has announced historic package for the industry.

He said that industrialization is at its peak as 1208 new industrial units are being established in the industrial estates of Punjab. He said that new industrial estates are being established in Jhang, Sahiwal, Gujrat and Sialkot. He said that the indus-

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Government’s policy is to support local industries for enhancing exports and betterment of business environment.

**Chaudhry
Muhammad
Sarwar
Governor Punjab**

”

trialization is the vision of Prime Minister Imran Khan and Chief Minister Punjab Sardar Usman Buzdar.

The LCCI President Mian Nauman Kabir said that the exhibition means business for the

country as it highlights the potential of local products and attracts the foreign buyers. He said that leading companies are showcasing their products in the LCCI “Business Consumer Expo”.

He said that to grab huge foreign investments, we need to tell the world that large-scale economic changes in Pakistan have created good opportunities. He said that macroeconomic stability can increase the competitiveness of Pakistani goods and services.

The LCCI President said that prospects of growth are directly dependent on economic freedom and government’s ability to provide favorable and transparent atmosphere for businesses. He said that the creation of atmosphere conducive for the businesses will also strengthen private sector and enable it to do more for the cause of economic stability of the country.

LCCI Senior Vice President Mian Rehman Aziz Chan said that the exhibitions are a powerful marketing tool as these provide a platform to promote products. The exhibitions also offer opportunities to meet potential consumers.

LCCI Vice President Haris Ateeq said that the exhibitions not



only provide and excellent opportunities to the manufacturers to introduce their products

at the national level but also strengthen the national economy. He said that LCCI “Business Consumer Expo” will prove to be a milestone in showcasing the products manufactured in Pakistan.

Convener of LCCI Adhoc Committee on 100-year spring festival and Executive Committee Member Syed Mardan Ali Zaidi in his address threw light on the aims and objectives of the LCCI Spring Festival and Business Consumer Expo.

On the second day, Governor Punjab Ch Muhammad Sarwar visited the LCCI Business Consumer Expo and applauded the efforts of LCCI for the promotion of trade and economic activities. The Governor took a round to

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We need to tell the world that large-scale economic changes in Pakistan have created good opportunities

Mian Nauman Kabir
President LCCI

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ed that the Pakistani products possess potential to capture the global market with excellent standards.

The third and Final day was also



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Pakistani business community has the ability to do miracles at economic front
Irfan Iqbal Sheikh
President FPCCI

”

the over 170 stalls along with the LCCI President MianNaumanKabir, Senior Vice President MianRehman Aziz Chan, Vice President HarisAteeq and Convener of LCCI Adhoc Committee on 100-year spring festival and Executive Committee Member Syed Mardan Ali Zaidi. The Governor expressed the gratification on the high standards of Pakistani products displayed at LCCI Business Consumer Expo.

Chaudhry Muhammad Sarwar assured the local industries of the government’s complete support for enhancing the country’s exports and betterment of the business environment. He urged the businessmen to work extensively for the economic stability of the country. He appreciat-



attended by the President of the Federation of Pakistan Chambers of Commerce & Industry Irfan Iqbal Sheikh, former President FPCCI Mian Anjum Nisar, President SAARC Chamber of Commerce and Industry Iftikhar Ali Malik, LCCI President Mian Nauman Kabir, Senior Vice President Mian Rehman Aziz Chan, Vice President Haris Ateeq, Convener LCCI Adhoc Committee

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LCCI initiatives for promotion of trade and economic activities remarkable
Mian Aslam Iqbal
Provincial Minister

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LCCI “Business Consumer Expo” will prove to be a milestone in showcasing products manufactured in Pakistan

Haris Ateeq
Vice President LCCI

”

on 100-year spring festival Syed Mardan Ali Zaidi, Executive



Committee Members and former office-bearers graced this occasion.

A huge number of LCCI mem-

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Fairs and exhibitions highlight the soft image of Pakistan

Mian Anjum Nisar
Former President
FPCCI

”

bers and citizens visited the exhibition on the final day. This exhibition has also provided a platform to the Pakistani entrepreneurs to establish their trade & economic relations with their foreign counterparts who showed their keen interest in Pakistan products.

FPCCI Chief Irfan Iqbal Sheikh was of the view that Pakistani business community has the ability to do miracles at economic front. He said that business community is the engine of growth. Irfan Iqbal Sheikh said that he is much impressed to see the LCCI Business Consumer Expo.

LCCI President Mian Nauman Kabir, Senior Vice President Mian

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The exhibition will prove to be the launching pad to achieve the desired objectives of trade promotion and economic growth

Iftikhar Ali Malik
President SAARC
Chamber

”

Rehman Aziz Chan and Vice President Haris Ateeq said that this exhibition is mainly organized to generate business activities in Lahore region. They said that booking of almost 170 plus stalls in current economic conditions is itself a great success of this event.

They said that the desirable thing is to market them in an effective way. They hoped that the exhibition will prove to be the launching pad to achieve the desired objectives of trade promotion and economic growth not only for Lahore but also for Punjab. They said that all over the world, fairs and exhibitions are considered to be the most effective tool of marketing and reaching out to potential customers. They said that Germany or France are making best use of this tool. They

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Exhibitions are a powerful marketing tool as these provide a platform to promote products

Mian Rehman
Aziz Chan
Senior Vice
President LCCI

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said that fairs and exhibitions not only help attract foreign buyers and bring in much needed foreign exchange but also highlights the soft image of Pakistan. The LCCI office-bearers said that taking part in exhibitions is not just an opportunity to improve the competitiveness of products, it can also make the manufacturer more competitive by optimizing business processes, expanding service range, increasing brand awareness and customer loyalty, they added. At the 3rd day of the Expo, four bikes were given through lucky draw which were donated by the LCCI President, SVP, VP and Convener.

LCCI Business Consumer Expo



LCCI Business Consumer Expo



LCCI Business Consumer Expo



LCCI Business Consumer Expo



20 top companies receive LCCI 2nd IT Awards

As many as 20 top companies have received 2nd IT Awards of the Lahore Chamber of Commerce & Industry. Chief Guest of the ceremony President of Pakistan Dr. Arif Alvi distributed the awards. LCCI President Mian Nauman

Kabir, Senior Vice President Mian Rehman Aziz Chan, Vice President Haris Ateeq and Convener LCCI Standing Committee on IT Awards Mian Khalid Jabbar were the key speakers while LCCI Executive Committee Mem-

bers, former office-bearers attended the ceremony. The winners of this prestigious award included Fatima Asad of Abacus Consulting Technology, Assam Ansari from Deline Media Pakistan, Jazib Zaman of Techabout,



Omer Mian of Nextbridge, Muhammad Zeshan Altaf of Mentor Graphics Pakistan Development Adnan Hayat Zaidi of Multi Net Pakistan and Shahbaz Siddique of Web Excels received Best LCCI IT Awards. Farrukh Usman of Byonyks, Muhammad Irfan Zafar of Arham-Soft, Umair Majeed of Datics AI Technologies, Muhammad Wasif of The Games Storm Studios, Shehryar Amir Turab Ali of S.T.A.R.S received Best LCCI Software House Awards. Omer Bilal Mumtaz of Ailaaj;

LAHORE CHAMBER NEWS

Shameelah Ismail of GharPar Technologies, Dr. Zafar Malik of Hayat Pk, Mateen Ali Anjum of Phono Engineers, Abdul Wahab Ahmad of ABFA Technologies, Zunnurain Gorej of Dynamic Solutions and Sajjad Ahmad Naseer of ECOMIST received Best LCCI IT Services Awards while Muhammad Muddassir Naeem of Peak Solutions received Best IT Academic Award. Dr. Arif Alvi also gave Special Awards to LCCI President Mian Nauman Kabir, Senior Vice President Mian Rehman

Aziz Chan, Vice President Haris Ateeq, Convener LCCI Standing Committee on IT Awards Mian Khalid Jabbar, Co-conveners Muhammad Haroon Arora and Syed Mehmood Ghaznavi. Speaking on the occasion, Dr. Arif Alvi said that the Information Technology sector is the prime area of focus for the government. He said that the government has reduced the taxes on this sector we would continue all kinds of such support for IT sector. He said that during the re-



cent visit to China, Prime Minister Imran Khan asked for extending collaboration in the different sectors including IT and other sector

LCCI President Mian Nauman Kabir said that it is a good omen that the government has attained a GDP growth rate of around 5.4% in 2020-21 despite steep economic challenges. It is indeed the

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Facilitating IT companies, freelancers, Would enhance export competitiveness of IT sector.

Mian Nauman Kabir
LCCI President

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on basis of win-win position. He said that the exports of IT sector would take a quantum jump after Chinese investment. He cited the example of Indonesia saying that its IT exports jumped to \$ 18 billion in 2018 from \$ 3 billion in 2016. The Pakistan has huge cheaper human resources as compared to other countries. The President said that the technological gap should be filled through strong communication between the the decision makers and the IT sector. He said that the government, academia and the people of the IT must work together for the development of this sector because the potential for development in IT is far greater than any other sector.

result of prudent economic policies of the Government that our Exports are well poised to surpass the 30 Billion Dollars mark by end of current financial year for the first time in the history.

He said that the IT sector is the key driver of economic growth by creating further Ease for Businesses through greater automation in these times of Digital Revolution. He appreciated the Government for announcing remarkable incentives for IT sector. He said that the announcement of a zero tax rate for IT companies/freelancers, no restrictions on foreign exchange movement of IT companies and exemption from capital gains tax for IT start-ups would prove to be instrumental in enhancing the

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Information Technology sector is the prime area of focus for the government
H.E. Dr. Arif Alvi
President of Pakistan

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export competitiveness of IT sector in Pakistan. Mian Nauman Kabir said that all those countries who gave key importance to IT sector are enjoying its fruits. According to the World Bank data; Ireland (greater than 150 billion dollars) and India (around 150 billion dollars) are the leading exporters of Information Technology Services in the world.

He said all of these countries

have experienced remarkable growth in their economies and businesses, leading to more jobs, higher levels of innovation and better efficiency in their governance systems. Businesses around



the globe are capitalizing on opportunities emerging from digitization, such as supply chain efficiency, enhanced production quality and lower transaction costs etc. The LCCI President said that we need to follow a similar path and take all possible measures including development of quality human capital on sustainable basis, setting up new technology zones, bringing maximum foreign direct investment in IT sector, engaging Pakistani diaspora to generate new business opportunities from abroad and creating more ease in doing business in order to support Pakistan's IT sector that has the potential of surpassing exports of Textiles and eventually becoming the largest exporting industry of the country.

"We are fortunate that the IT sector of Pakistan has shown remarkable performance in the recent times as its contribution in GDP has surpassed 3.5 Billion Dollars. Furthermore, according to the State Bank statistics, the IT exports increased to 2.1 Billion Dollars in 2020-21 as compared to 1.4 Billion dollars in 2019-20", Mian Nauman Kabir added. He said that exports hold great importance for Pakistan's economy as they are the main source of revenue generation and maintaining balance of payments stability etc. He said that due to the remarkable incentives provided by the Government, the IT exports would surpass the target of 3.5 Billion dollars by the end of current financial year.

Mian Nauman Kabir congratulated the winners of LCCI IT Awards who have excelled in the provision of outstanding services to both the domestic and international clients and also won laurels for the country in these challenging economic times.

He said that award winners belong to such IT Companies which are earning valuable foreign exchange worth millions of dollars through IT exports while there are thousands of IT experts who are rendering their services to these leading software houses of Pakistan. Hopefully our award winners will continue to move forward on this path of excellence and touch new peaks of success in near future.

LCCI Senior Vice President

Mian Rehman Aziz Chan thanked President Dr. Alvi for extending best cooperation to the Lahore Chamber of Commerce & Industry.

LCCI Vice President Haris Ateeq hoped that the government will continue to patronize and support the representatives of private sector in order to give them more motivation to invest in non-conventional sectors. This will not only promise employment generation but also ensure sustainable growth of our national economy.

"We look forward to having a business friendly environment coupled with sector specific economic policies to enhance business activities in IT sector as well as other sectors of economy. It is needless to mention that



new incentives announced by the Government for IT industry will certainly pave the way for new companies to enter into this lucrative sector", Haris Ateeq added.

LCCI 2nd IT Awards 2022



LCCI 2nd IT Awards 2022



LCCI 2nd IT Awards 2022



CEO Abacus Consulting Technology (Pvt) Ltd. Fatima Asad Said receiving Best LCCI IT Award from President of Pakistan Dr. Arif Alvi



CEO Deline Media Pakistan (Pvt) Ltd. Assam Ansari receiving Best LCCI IT Award from President of Pakistan Dr. Arif Alvi



CEO Techabout (Pvt) Ltd. Jazib Zaman receiving Best LCCI IT Award from President of Pakistan Dr. Arif Alvi



Director Nextbridge (Pvt) Ltd. Omar Mian receiving Best LCCI IT Award from President of Pakistan Dr. Arif Alvi



CEO Mentor Graphics Pakistan (Pvt) Ltd. Muhammad Zeeshan Altaf receiving Best LCCI IT Award from President of Pakistan Dr. Arif Alvi



CEO Multi Net Pakistan (Pvt) Ltd. Adnan Hayat Zaidi receiving Best LCCI IT Award from President of Pakistan Dr. Arif Alvi



CEO Web Excels Muhammad Shahbaz Siddiqui receiving Best LCCI IT Award from President of Pakistan Dr. Arif Alvi



CEO Byonyks (Pvt) Ltd. Farrukh Usman receiving Best LCCI Software House Award from President of Pakistan Dr. Arif Alvi

LCCI 2nd IT Awards 2022



CEO ArhamSoft (Pvt) Ltd. Muhammad Irfan Azfar receiving Best LCCI Software House Award from President of Pakistan Dr. Arif Alvi



CEO Datics AI Technologies (Pvt) Ltd. Umair Majeed receiving Best LCCI Software House Award from President of Pakistan Dr. Arif Alvi



Head of User Acquisition, The Games Storn Studios (Pvt) Ltd. Muhammad Wasif receiving Best LCCI Software House Award from President of Pakistan Dr. Arif Alvi



CEO S.T.A.R.S (Pvt) Ltd. Shehryar Amir Turab Ali receiving Best LCCI Software House Award from President of Pakistan Dr. Arif Alvi



Director Phono Engineers (Pvt) Ltd. Mateen Ali Anjum receiving Best LCCI IT Services Award from President of Pakistan Dr. Arif Alvi



CEO Ailaaj, Omer Bilal Mumtaz receiving Best LCCI IT Services Award from President of Pakistan Dr. Arif Alvi



CEO GharPar Technologies (Pvt) Ltd. Shameelah Ismail receiving Best LCCI IT Services Award from President of Pakistan Dr. Arif Alvi



Co-Founder & CEO Hayaat.Pk (Pvt) Ltd. Dr. Azfar Malik receiving Best LCCI IT Services Award from President of Pakistan Dr. Arif Alvi

LCCI 2nd IT Awards 2022



Director ABFA Technologies (Pvt) Ltd, Abdul Wahab Ahmad receiving Best LCCI IT Services Award from President of Pakistan Dr. Arif Alvi



CEO Dynamic Solutions, Zunnurain Goreja receiving Best LCCI IT Services Award from President of Pakistan Dr. Arif Alvi



CEO Ecomist, Sajjad Ahmad Naseer receiving Best LCCI IT Services Award from President of Pakistan Dr. Arif Alvi



CEO Peak Solutions, Muhammad Mudassir Nadeem receiving Best LCCI IT Academic Award from President of Pakistan Dr. Arif Alvi



President LCCI, Mian Nauman Kabir receiving Best Performance Award from President of Pakistan Dr. Arif Alvi



Senior Vice President LCCI, Mian Rehman Aziz Chan receiving Best Performance Award from President of Pakistan Dr. Arif Alvi



Vice President LCCI, Haris Ateeq receiving Best Performance Award from President of Pakistan Dr. Arif Alvi



Former President LCCI, Mian Tariq Misbah receiving Best Performance Award from President of Pakistan Dr. Arif Alvi

More tax exemptions to be abolished soon

Sales tax rate to be rationalized: Chairman FBR



Chairman Federal Board of Revenue Dr. Muhammad Ashfaq has said that more tax exemptions would be abolished soon while the sales tax rate to be rationalized within one or two years. He was speaking at a meeting at the Lahore Chamber of Commerce & Industry. LCCI President Mian Nauman Kabir presented the address of welcome and highlighted the issues of taxation measures in supplementary finance bill, bank accounts attachment, withholding tax, harassment by the tax officials and duties and taxes on the essential raw materials etc. Senior Vice President Mian Rehman Aziz Chan and Vice President Haris Ateeq also spoke on the occasion. The Chairman FBR said that we have to take the responsibility of cost of managing the country so that next generations don't have to suffer. At present, tax-to-GDP ratio is around 12 per cent while the expenditure are around 20 of the GDP. He

said that the difference of 8 per cent has to be managed through loans which have to be owed by our generations. "We have to pay taxes to bridge the gap of 8 per cent", he added.

Dr. Muhammad Ashfaq said that those taxpayers would not face any problem who have made their system flawless. He said that duties have been imposed on the import of plants and machinery as being done throughout the world. The Chairman FBR said that our refund system is one of the best in the world and ST refunds are being cleared in 72 hours.

While agreeing with the LCCI President Mian Nauman Kabir, the Chairman FBR agreed that there should be no misuse of tax exemptions in FATA and PATA. He said that to rectify the things, a system is well on the way. He said that in the upcoming budget, withholding tax would be rationalized. He said that Rs. 100 billion are being collected through minimum tax but it would be abolished within next 3 to 4 years. He said that more tax exemptions would be withdrawn in the next budget.

LCCI President Mian Nauman Kabir said that various taxation



Former Presidents LCCI (R to L) Mr. Tahir Javed Malik, Mr. Sohail Lashari, Mr. Bashir A. Baksh, former VP Mr. Shafqat Saeed Paracha attending the meeting.

our industrial sector, particularly SMEs to undertake technological up-gradation and hence the export competitiveness of our Industrial sector would be adversely affected.

Mian Nauman Kabir said that the cost of doing businesses in the recent times has increased tremendously. To bring the cost of doing business down, we need to diversify our energy mix to cut the cost of electricity production by increasing the share of renewable energy, particularly Solar. The measure of abolishing Sales Tax exemption on import of Solar Panels and renewable energy equipment can prove to be a big obstacle in achieving the objective of making our energy mix more cost effective. The LCCI President said that the Sales Tax exemptions on different feeds have been withdrawn which will adversely affect the poultry, livestock and fisheries sectors. He said that agriculture Income is exempt from income tax under Section 41 of Income Tax Ordinance 2001. It is proposed to include raw hides and skins in agricultural Income. He said that Sales Tax Exemptions on the import of raw materials for industries operating in Export Processing Zones have been withdrawn. Since the exports are zero rated, the government should clarify the mechanism

of Refunds. This measure will adversely affect the foreign investment in Export Processing Zones.

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Taxpayers who have made their system flawless, would not face any problem

Dr. Muhammad Ashfaq
Chairman FBR

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LCCI Senior Vice President Mian Rehman Aziz Chan said that the long-standing issue of misuse of tax exemptions by the industries based in erstwhile FATA/PATA is hampering the competitiveness of industries especially based in Punjab. The FBR granted Sales Tax and Income Tax exemption to industries based in erstwhile FATA/PATA in 2018 on imports of certain raw materials for their consumption under SROs 889(I)/2018, 890(I)/2018

and 1213(I)/2018.

The LCCI President said that the Government has reduced import duties on many raw materials lines in the last few years and also in the previous Budget.

He said that Tier-1 retailers are being integrated with FBR through Point of Sale (POS) system. The Policy guidelines for POS integration are not clear. This is being done through pick and choose. The FBR Staff is also deputed on the premises of the businesses integrated with FBR, which is causing harassment. The LCCI office-bearers promote conducive business environment, rate of minimum tax under Section 113 of Income Tax Ordinance 2001 is proposed to be reduced from 1.25% to 0.5%. Minimum production (Per Ton) of steel products should be determined on the basis of consumption of 800 kwh of electricity for small steel furnaces having capacity of 5-10 tons of production.

LCCI former presidents Bashir A. Baksh, Sohail Lashari, Tahir Javed Malik, Zafar Iqbal Chaudhry, former vice presidents Shafqat Saeed Piracha, Kashif Anwar, Tahir Manzoor Chaudhry and Executive Committee Members were also present.



“Giant leap to move Pak-Afghan Trade up”



Taking a giant leap towards promotion of trade between Pakistan and Afghanistan, the Lahore Chamber of Commerce & Industry has signed Memorandum of Understanding (MOU) with Pakistan Afghanistan Joint Chamber of Commerce & Industry (PAJCCI) and Afghanistan Chamber of Commerce & Investment (ACCI). LCCI President Mian Nauman Kabir, Chairman PAJCCI Zubair Motiwala, Co-President ACCI Khan Jan Alokzai and Vice President Sultan M. Safi inked the MOU in the presence of LCCI Senior Vice President Mian Rehman Aziz Chan and LCCI Executive Committee Members. Former FPCCI and LCCI President Mian Anjum Nisar specially attended the meeting on a special request.

According to the MOU, LCCI, PJCCI and ACCI would collaborate to develop a framework of cooperation and undertake actions aimed at strengthening bilateral trade and relationship between Pakistan and Afghanistan. The LCCI nominee will become a member of PAJCCI and will act as a director on the Advi-

sory Board and will facilitate the collaboration among the stakeholders.

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LCCI, PJCCI and ACCI will develop a framework of cooperation and undertake actions aimed at strengthening bilateral trade

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PAJCCI Zubair Motiwala said that Afghanistan is a landlocked country and we are bound to give way to it in accordance with

the international laws. He said that poverty in Afghanistan can be eradicated through business. He added that fiscal reforms are direly needed in Afghanistan.

Zubair Motiwala said that trade in local currencies is allowed but Exim Bank must be established at the border to make the mutual trade mother. He said that the government should introduce a separate policy for Afghan investors.

He further stated that a system of mediation arbitration is very important. He also called for exchange of trade delegation between the two countries and



promotion of medical tourism. He urged the businessmen of the two countries to step into joint ventures in various sectors of economy.

Co-President ACCI Khan Jan Alokzai and Vice President Sultan M. Safi said that export from Afghanistan to India through Wagah border has been allowed. He said that Afghanistan has given permission to Pakistan to import gas from Central Asian States to Pakistan through Afghanistan.

They said that Pak-Afghan political relations were strained in past which affected the mutual trade that fell from \$ 3 billion to 1.1 billion. They said that Pak-Afghan relations were strained between previous governments, which affected trade and fell from 3.3 billion to 1.1 billion. They said that Taliban government wants to trade with the regional countries. LCCI President Mian Nauman Kabir said that Pakistan and Afghanistan enjoy warm and cordial diplomatic relations. There have been many testing times in history but Pakistan always stood with Afghani brothers. Both countries are not only good neighbours but also members of SAARC and OIC. He said that Afghanistan is one of the major trading partners of Pakistan. It has been top exporting market for Pakistani products since ages. Afghanistan comes at 7th place among the top exporting countries and at 21st place among the top importing countries for Pakistan in the world. Mian Nauman Kabir said that the balance of trade has traditionally been in favour of Pakistan whereas the volume of trade in terms of value between Afghanistan and Pakistan averages around 1.16 billion dollars.

The LCCI President said that according to the State Bank of Pakistan, the worth of Pakistan's exports to Afghanistan was around 983 million dollars against the imports amounting to 179 million dollars in 2020-21. During the first six month of current financial year (Jul-Dec 2021-22), Pakistan's exports to Afghanistan accounted for 240 million dollars and imports from Afghanistan stood around 90 million dollars.

He added that the Afghani delegates belong to key areas like Construction, Pharmaceutical, Hardware, Steel, Hoteling, Food, Auto Parts, Fabric, Poultry, Coal, Plastic Materials, Tea, Chicken feeds, Fresh Fruits and Vegetable etc., and they are interested to find some suitable companies in Pakistan to work with. Hopefully, the B2B meetings will prove fruitful for everyone. Mian

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Pakistan and Afghanistan enjoy warm and cordial diplomatic relations, Pakistan always stood with Afghani brothers through testing times in history

Mian Nauman Kabir
President LCCI

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Nauman Kabir mentioned that Lahore Chamber has already signed a number of MOUs with leading chambers of commerce from various countries. “To further enhance the process of flow of information, we should regularly keep liaison with each other and also collaborate for exchanging trade delegations”, he said and added that our respective Chambers of Commerce can play the vital role in this connection. The LCCI President hoped that this MoU will guide us well in making the right strategy for moving forward. Mian Anjum Nisar stressed for a foolproof mechanism to promote bilateral trade and investment. He called for exchange of trade delegations between the two countries.



Belgian Business contact Day and Catalogue Exhibition at LCCI



The Lahore Chamber of Commerce & Industry and Belgian Embassy jointly organized Catalogue Exhibition and observed Contact Day which was visited by a large number of LCCI members.

The Trade Commissioner of Belgian Embassy Abid Hussain and LCCI President Mian Nauman Kabir jointly inaugurated the Catalogue Exhibition along with Senior Vice President Mian Rehman Aziz Chan and Vice President Haris Ateeq. LCCI Executive Committee Members were also present on the occasion. Well over 100 Belgian companies including Alphontronics, Lebrun, IPEC, KCC, Intraco, NutriForce, VEOS ActiPro, Empro Europe, ZingaMetall, Modular Lighting, Artsound, Raxol Vroman, Hamlet, Vyncke, VH Global, Vertexco, The Belgian Chocolate Group, Prefamac, Choc-Ickx, Delafaille, Dibo, Televic, Evapco, Olympia, Entrematic Dynaco, Medimio, Icasa, Lquisol, Fertikal, Polysto, Trislot, Khan International, Nestaan, GBA, Azingro, Sluys Int'l, Vandelis, Solina, Trifecta IC Group, Gedimex, Belgro, Haelvoet, LET, BontexGeo, AVR, Belintra, Orfit,

Urban Crops, Transmare, Novosanis and others displayed their catalogues.

Speaking on the occasion, the Trade Commissioner of Belgian Embassy Abid Hussain said that Belgian companies have shown keen interest in Pakistani market. Pakistani businessmen should step into joint ventures with their Belgian counterparts. Abid Hussain said interest of Belgian businessmen in Pakistan is growing. He said Belgium is one of the largest trading partners of Pakistan in European Union. Underlining the importance of trade and economic ties between the two countries, the Trade Commissioner said that both the countries should identify more areas for cooperation and should also introduce more tradable items to enhance mutual trade volume. LCCI President Mian Nauman Kabir said that the Catalogue Exhibition basically focuses on familiarizing the domestic business community about more than 100 Belgian Companies representing key areas of economy including Textile machinery, chemicals, industrial raw materials for food & pharmaceutical industries, food products, food processing machinery, agricultural products & machinery, metals & metal working machinery, industrial plants, hospital equipment, pharmaceutical products, IT & telecommunications solutions, building and construction machinery etc.

Mian Nauman Kabir said that Belgium enjoys a key position in the European and international economy. Belgium is one of the six founding countries of the European Union and home to many international organizations including NATO. He said that Brussels is not only the capital of country but it also houses the European Commission which is the executive body of European Union.



LCCI signs MOUs with Pakistan Coating Association and others



The Lahore Chamber of Commerce & Industry has signed Memorandum of Understandings (MOUs) with Pakistan Coating Association, B2B Media (Pvt) Ltd and Pakistan Chemistry Council. The purpose of these Memorandum of Understandings are to enhance the business opportunities and to facilitate the business community by holding Exhibitions, Business to Business Matchmaking Conferences and other Business Related Events through the time of the MOUs. President of the Lahore Chamber of Commerce & Industry Mian Nauman Kabir and Chairman of Pakistan Coating Association, B2B Media and Pakistan Chemistry Council Moazzam Rasheed inked the MOUs. LCCI Senior Vice President Mian Rehman Aziz Chan, Vice President Haris Ateeq and Executive Committee Members were also present on the occasion. As per MOUs, Lahore Chamber of Commerce & Industry Pakistan Coating Association, B2B Media (Pvt) Ltd and Pakistan Chemistry Council would build a dependable, pragmatic and advantageous relationship between each other and to develop mutual relations through an increased cooperation mode among the industrialists, businessmen and entrepreneurs of respective sides.

All the parties would facilitate interaction between working of standing committees with a view to develop unified stance on common issues. They would also improve the inter-or-

ganizations interaction. The parties would cooperate in promotion of demand-driven human resource activities. The organizations have also agreed to organize networking activities which ensure increased cooperation. LCCI President Mian Nauman Kabir said that collective efforts always yield good results. Therefore, the Lahore Chamber of Commerce & Industry is paying attention to the agreements and has signed MOUs with various Chambers and trade organizations. Mian Nauman Kabir said that the coating industry which has a major share in the paint sector should be recognized as an export-oriented industry by the government which will enhance country's exports and will bring valuable foreign exchange in the country, "If this industry is made part of Pakistan's export-oriented sectors and provided incentives by the government, it exports can jump in a short time", Mian Nauman Kabir remarked. Moazzam Rasheed said that the signing of MoU with the LCCI is a historic event that would go a long way.

“ Collective efforts always yield good results, therefore, the LCCI pays attention to the agreements.
Mian Nauman Kabir
LCCI President ”



Sialkot Chamber delegation visits LCCI

LCCI believes in establishing good working relations with all government and private institutions. By data sharing, mutual cooperation and collaboration for research, both chambers can benefit from each other. These views were expressed by President LCCI Mian Nauman Kabir while addressing a delegation of Sialkot Chamber of Commerce and Industry. The SCCI delegation was led by Senior Vice President Sheikh Zohaib Rafiq Sethi while other members of the delegation included Vice President Qasim Malik and SCCI EC members. President

LCCI further said that the LCCI is the largest chamber in the country which is known as a strong and dynamic business support organization which is carrying out its core functions with great responsibility. LCCI SVP Mian Rehman Aziz Chan, VP Haris Ateeq, Former SVP Kashif Younis Mehr also addressed on the occasion. He said that LCCI is providing various facilities to its members under one roof. The smart services include One Stop Solution which consists of several help-desks of federal and provincial organizations. LCCI has started an Online Renewal Facility and this year more than two thou-

sand members have benefited from this facility. President LCCI stressed the need for collaboration between both the chambers. SVP Mian Rehman Aziz Chan said that both the chambers should work together for the betterment of the economy. The government should reduce the corporate tax while the policy rate should also be in single digits. He said that the desk of Revenue Department would also be opened in LCCI. VP Haris Ateeq said that the LCCI appreciates the efforts of Sialkot Chamber. Sialkot Chamber has set up a dry port, airport and business center. Lahore Chamber and Sialkot Chamber should work together on various projects including joint projects, research and other areas. He was of the view that by sharing information and formulating a working group consisting members from both the chambers for sharing data, research and delegation's information, members of both the chambers can benefit in a huge way.



South African High Commissioner calls for direct trade

High Commissioner of South Africa Mthuthuzeli Madikiza has called for direct trade linkages between the two countries and most of the trade is being done through Europe. He was speaking at the Lahore Chamber of Commerce & Industry. LCCI President Mian Nauman Kabir presented the address of welcome while Honorary Consul General of South Africa Syed Shahid Ali and LCCI Vice President Haris Ateeq also spoke on the occasion. The High Commissioner said that South African products to Pakistan and Pakistani products to South Africa are reaching through European countries. Both the countries should take measures to ensure direct trade. He said that exchange of trade delegations can play a pivotal role in increasing the two-way trade. LCCI President Mian Nauman Kabir said that South Africa is famous for its incredible diversity, stunning landscapes, and rich culture. He said that South Africa has the largest economy in Africa after Nigeria. It is the only African country that is part of the G-20. Unlike most other African economies which still rely heavily on mining and agriculture, the South African economy is fairly diversified. Mian Nauman Kabir said that as per the statistics by State Bank of Pakistan, the two-way trade was around 1 billion dollars in 2020-21 as compared to 972 million dollars in 2019-20 after a little increase in both imports and exports. Paki-

stan's imports from South Africa increased from 812 million dollars in 2019-20 to 888 million dollars in 2020-21 while our exports to South Africa also registered a small increase from 161 million dollars in 2019-20 to 182 million dollars during 2020-21. "We expect better trade figures this financial year as during the first eight months of the current financial year i.e. July 2021

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African continent offers huge market to Pakistani businesses for enhancing trade and investment.

Mian Nauman Kabir
LCCI President

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to Feb 2022, The LCCI President said that in 2020-21, the value of rice imported by South Africa was 505 million dollars and Pakistan's share was merely 9.7 million dollars which dipped from 13.8 million dollars during 2019-20. In same period, the global pharmaceutical imports of South Africa were 3 billion dollars and Pakistan could only fetch the share of 5.7 million dollars. Pakistan has a great potential of increasing its exports to South Africa not only in these sectors but many others. He said that private sector of Paki-

stan needs support of High Commissioner to explore South African market to boost our exports in these sectors. It would certainly help us in closing the much wider gap of trade deficit and ultimately in enhancing the bilateral trade volume. He said that LCCI has always emphasized on strengthening the trade and investment bonds with non-traditional markets and African region. We certainly want to diversify our export basket especially in the context to South Africa.

Mian Nauman Kabir said that the continent of Africa offers a huge market to Pakistani businessmen for enhancing trade and investment. South Africa being the most modern and leading country of Africa can become trading hub for Pakistan. It can be made possible with your cooperation and guidance. He said that the LCCI is keen to cooperate and collaborate with your good office for enhancing the bilateral trade and investment connections with South Africa. LCCI Vice President Haris Ateeq said that the barriers should be removed which are hampering the growth of two-way trade. He suggested that a Pakistan-Africa Business Forum should be formed. He said that single country exhibitions would also be planned. He said that the calendar of business activities and exhibitions in South Africa must be shared. Former LCCI Senior Vice President Amjad Ali Jawa, EC Members Jawad Elahi and Mian Atiq-ur-Rehman were also present.



Facilitating SME Sector through Market Research

Mian Rehman Aziz Chan
Senior Vice President
LCCI



Lahore Chamber of Commerce and Industry has always advocated for the innovative solutions to promote SME sector. In the last week of February Honorable Senior Vice President Mian Rahman Aziz Chan had a meeting with Mr. Aamir Shaikh, Director Projects, Access Consumetrics Private Limited (ACPL). The purpose of the meeting is to explore how ACPL can promote and facilitate SME sector for growth and development. As the action point of the meeting, representative of ACPL is requested to write an article as to how businessman in SME can benefit from the services offered by ACPL.

5 W in Market Research (What Why Who When and Where)

In industrial sector, market research remains a crucial part of running a successful business. The local as well as multinational companies constantly engaged in carrying out market research, in order to stay on top of the consumer's mind as a product or brand of choice and compete within market. Market research can deliver valuable benefits to businesses in a most impactful ways and can help in empowering a businessman to succeed.

1. Reducing Risks in Business by testing the Concepts: One study found that, of the 9,000 new products that were broadly distributed at a national retailer, 60% were no longer sold within three years. The reality is that many products fail. Some experts place the failure rate as high as 95%. While that estimate is likely too high, it remains true that many new products fail to connect with consumers and end up in clearance bins. But we all are aware that the risk is a necessary part of any business venture. If businesses didn't take on risks, they would also limit the potential for the reward. The successful businesses tend to mitigate their risks in strategic ways, not by avoid doing any business but use market research to minimize risks by ensuring there's a demand for the product and maximize rewards. A major way you can minimize risks is by ensuring there's demand for a product in the market.

2. Maintaining a Customer-Centric Approach: Successful businesses are all about understanding the customer better and to create customer-centric business. Research has shown that customer-centric businesses are 60% more profitable. Customer-centric companies keep the customer experience at the forefront of all they do. But a business cannot build a customer-centric, unless it understands its customers.

Market research help companies to understand physical, psychological and emotional needs and desires of the customers in the first place, along with many other important aspects of the target customers. Market research allow businesses to appeal more specifically to customers latent needs, desires, options and preferences. It's a win-win solution for your customers as well as for businesses. Prioritizing the customer's needs and desires is a recipe for running a successful business.

3. Connecting with target audience more Effectively: Better understanding your target customers means, ability to reach them more effectively. When it comes to marketing campaign, don't waste time and money on trial and error – have a researched based informed marketing strategy. The marketing channels used and the contents shared are the key two elements for effectively connecting with the target consumers. For instance, an Agri-farm equipment manufacturer can reach close to half of the urban population by advertising or marketing on Instagram but will only reach approximately a fifth (20%) of the rural population this way. Research can tell in advance that advertising the farm equipment on Instagram is a poor choice to reach maximum number of potential customers.

4. Reaching the Unreached consumer segments:

Market research can be very helpful in identifying the Barriers in business like lack of awareness and knowledge, perceptions and attitudes of the consumer about the product or pricing etc. Removing barriers may facilitate in reaching the unreached segment of the consumers of different age, gender, income level or geographical background. Hence, a simple modification in product or marketing strategy may be all it takes to unlock a whole new customer base.

5. Exploring opportunities for Growth & Expansion: Market research is not only important for new business set up or launching a new product but carrying out market research periodically, can help in discovering new opportunities to improve the current product, developing new product range and to grow or expand businesses. The variety in ever growing food options at high end outlets is just one such example.

6. Stay on Top of Trends: As the number of consumers evolve, smart businesses also evolve to optimize the means and ways they connect with customers. Market research is a valuable means of staying up on relevant trends. Researching trends can often be done through secondary research. Sector related industry reports, can also reveal what new product features consumers are interested in. Market research can be very helpful for SME sector in saving money before launching any new business or expanding it. Though market research takes time, efforts, and finances to complete but it can save businessman from loss in case of failed attempt to start a new business or develop a new product. Market research gives the information every businessman needed to make strategic decisions that will steer the business to success.

Market Research in Business?

In short, Market Research involves understanding business needs and gathering data to learn more about target market and consumers demographic data, so that a business can market itself more effectively and, ultimately, succeed in the

market. Market research is a vital part of any business in developing business strategy for new or old, small, medium or large-scale business. The research is equally good for business dealing with consumers (B2C) or business dealing with other businesses (B2B)

Research Applications

Market research broadly categorized as qualitative and quantitative research and can be applied to yield benefits in business:

New Concept/Product/Price/Packaging Testing (Business development): To ensure that the new product concept has value. Understanding the acceptability and liking of any product is necessary before introducing a new product to the target consumer market. This can be achieved through both qualitative approach (focus group discussions) and quantitative approach (central location testing of the product). A sample size of around 70 respondents per city is suggested to get reliable results.

Brand Health Tracking

Brand tracking is the ongoing measurement of your brand-building efforts against key metrics, such as brand awareness and perception. It helps to identify brand's strengths and weaknesses, to check the overall performance of brand, to discover what's holding brand back. It allows businessman to listen to the customer, to identify what is important to their audiences, to collect data on the areas related to the customers feedback to make improvements. A sample size of around 100 respondents per city is suggested to get statistically significant results leading to decisions.

Brand Research: Brand research can be helpful in creating or refining your business brand to make a bold and favorable impression on your target market. It helps in investigating the level of brand awareness among your target audience, customer's loyalty to your brand, what sorts of qualities associated with your brand, and other aspects of customer's relationship with your brand.

Profiting and penetrating studies

These studies include recording and analysis of a person's psychological and behavioral characteristics, to assess or predict their capabilities of particular sub-group of people. It helps in providing a more holistic view of market potential, the ability to tailor marketing efforts to reach target audiences. To check on customer experiences, to increase brand loyalty, to improve customer satisfaction and to increased sales and revenue. A sample size of around 150 respondents per city is suggested to view statistically reliable results.

Marketing Campaign Evaluation: Focuses specifically on marketing campaign effectiveness. Businessmen can evaluate how many people have seen their online ads/TVCs and what the click-through rate has been. This type of information can help businessman in making adjustments in campaigns if needed and tweak future campaigns.

Customer Satisfaction Surveys

Customer satisfaction survey measures a person's perceived satisfaction with a product. Survey provides answers for a list of questions that your business has regarding the products. It helps in to assess how satisfied the customers are with different aspects of your product. It identifies areas of improvement and improved customer relationships. A sample size of around 40 respondents per city is suggested to view results statistically.

Consumer/Customer Segmentation: helpful especially in new businesses by dividing larger consumer base into different groups or personas. Very helpful in understanding the different types of consumers, businessman want to connect with and to develop product range or variants to address the needs of each group.

Usage & Attitude (U&A Studies): Focused specifically on better understanding the consumers within a certain segment. Also helpful for Businessman in learning about consumer's interest, motivation, influencing factors choosing a product or brand or buying habits. A sample size of around 120 respondents per city is suggested to get statistically significant results.

Usability Testing (Home Usage Tests): Focused on product, like how a consumer uses products. Consider laundry detergent; a businessman wanted to know about its product performance and the steps involved in the washing clothes by the consumer. This will be helpful to analyze its products against the competition and to take cues for future improvement in product or marketing campaigns, in line with the results from the usability test.

Competitor Research: Focuses on the competition, to help businessman gaining insights as to how the business can move forward/pull ahead. Looking into a competitor's marketing campaigns, brand reputation, revenue or sales volume, and other important data points can help businessmen to learn from their strengths and weaknesses.

Sector Analysis (Market Sizing & Potential for New Entrant): One of the niche types; that helps new businesses to ascertain the market size of a particular product category in view of local production, imports and exports. More importantly, this is also very helpful to assess the potential of new entrants, in line with statistical analysis like PEST, PORTER and SWOT analysis.

Why Outsourcing Research

Businessman can carry out market research using in-house facility. However, smart businessman chooses to share their goals with a third-party expert, who can create a market research strategy and execute it. By outsourcing market research, you can streamline the process, focus on your core competencies, and receive reliable, valuable data and can then leverage to drive your business forward. The third-party research is free from any biases or influences and offer solutions from the third eye perspective.

About Access Research Group (Partner in Market Research)

Access Research Group consists of two companies namely Access Retail Private Limited (**ARPL- <http://www.accessretail-pk.com/>**) founded in 2009 and Access Consumetrics Private Limited (ACPL). ACPL is a boutique market research agency specializing in FMCG, Tobacco, Telecom, Social and Financial sector research. ACPL offers both qualitative and quantitative research while focusing on consumers. It was founded in 2014 by pioneers of market research in Pakistan having over 30 years of experience; who have lead hundreds of projects for national and multi-national clients. At ACPL we have dedicated departments for business development, fieldwork, quality controls, data analytics and insights (**<http://www.consumetrics.com.pk/>**). Our strength is our in-house CAPI development team, which develop survey applications used to acquire data digitally. We have a strong presence across both urban and rural Pakistan, along with regional teams in each province.

Ukraine war a new blow for poor countries

The war in Ukraine has sent commodity prices soaring, creating fresh shock waves across poorer countries already hard-hit by the pandemic, the UN said Thursday, warning that "profound social anxiety" was spreading. In a new report, the UN trade, investment and development agency (UNCTAD) warned that the conflict raging in Ukraine was causing a global economic slowdown that was hitting developing countries the hardest. UNCTAD chief Rebeca Grynspan demanded a coordinated international response to help poorer countries weather the crisis, stressing to journalists that "urgency is of the essence". "Many developing countries have struggled to gain economic traction coming out of the Covid-19 recession and are now facing strong headwinds from the war," she said. "Whether this leads to unrest or not, a profound social anxiety is already spreading," among the biggest export-stuffs and fertilisers, rapeseed, sunflower. With Ukraine's access to Russian invasion, and lated from export mar-omy under sanctions plies are shrinking fast, es. The UN says global risen past the level they Spring uprisings in 2011. Guterres warned late last could reverberate far be-"hurricane of hunger and al food system". UNCTAD veloping countries had gling to service surging response to the Covid with weakening global policy coordination at warned, could "generate that can push some de-a downward spiral of in-arrested development." of the Ukraine war will ing economic slowdown the recovery from the Grynspan said. Richard UNCTAD's globalisation egies division, agreed, told reporters, "in many threatening to many de-the Covid crisis, because fronts."

Gold rises on Ukraine concerns

Gold rose on Thursday as safe-haven support from the Russian invasion of Ukraine was countered by signs that U.S. Federal Reserve officials could act more aggressively to tame inflation.

Spot gold rose 0.1% to \$1,945.92 per ounce by 1229 GMT. U.S. gold futures rose 0.8% to \$1,953.50. "Gold's upside is severely capped by



the Fed's aggressive bias towards rate hikes, though the precious metal remains well-supported by persistent fears over the Russia-Ukraine war's global implications," said Han Tan, chief market analyst at Exinity. Gold is sensitive to rising interest rates, which increase the opportunity cost of holding it. Last week, the U.S. central bank raised borrowing costs by 25 basis points, disappointing sections of the market that had priced in a larger move. Top Fed policymakers have since batted for a more aggressive approach to monetary policy tightening this year to bring down soaring inflation.

That has propped up the dollar and limited gains in dollar-priced gold, while yields on the U.S. 10-year Treasury note eased but stayed close to their 2019 highs.

With bullion-backed exchange-traded funds elevated, "gold could well attract more suitors who hold to the precious metal as a safe haven and an inflation-hedge, especially if stagflation risks become more amplified over the near term," Tan said. Meanwhile, Britain and its Western allies will examine whether more can be done to prevent President Vladimir Putin from accessing Russia's gold reserves, Prime Minister Boris Johnson said. Russian central bank reserves are probably not actively traded, said Bernard Dahdah, an analyst at Natixis. However, in theory, a move like that would withdraw some gold from the market, likely reducing liquidity and potentially helping gold prices, Dahdah said. Spot silver rose 0.4% to \$25.17 per ounce, platinum inched up 0.2% to \$1,021.99, and palladium gained 0.5% to \$2,524.78. - Reuters

were tightening interest rates. "This is happening even though inflation has not yet led to sustained wage growth, making the threat of wage-price spirals unfounded," UNCTAD said. Such shifts will weaken global demand and dampen growth, with investment already stalling in some countries, it said, warning "this is the wrong policy trend at the wrong time." Instead, the agency said policies should focus on actions that would protect the global economy, including offering "immediate debt relief for Ukraine." It also called for providing "more concessional and less conditional multilateral financial support for developing countries". "The global economy is, literally and metaphorically, staring down the barrel of a gun," the report said.—AFP



حارث عتیق

نائب صدر، لاہور چیمبر آف کامرس اینڈ انڈسٹری

سیاسی عدم استحکام اور پالیسیوں کے عدم تسلسل پر قابو پانے کی ضرورت

سیاسی استحکام اور پالیسیوں کا تسلسل دو ایسے اہم عوامل ہیں جو صنعت و تجارت اور معیشت کے لیے لازم ہیں لیکن بد قسمتی سے ان دونوں ہی عوامل سے تقسیم پاکستان سے آج تک صورتحال زیادہ عرصہ کے لیے تسلی بخش نہیں رہی۔ سیاسی عدم استحکام اور حکومتوں کی تبدیلی کی وجہ سے پالیسیوں کے عدم تسلسل نے کبھی بھی ہمیں معاشی ترقی کرنے کا موقع نہیں دیا حالانکہ پاکستان کے پاس وہ وسائل و معدنیات اور صلاحیتیں ہیں جن کے بارے

میں دنیا کے اکثر ممالک صرف خواب ہی دیکھ سکتے ہیں۔ آج کل ایک مرتبہ پھر سیاسی ماحول انتہائی شدت سے گرم ہے۔ حکومت اور اپوزیشن جماعتیں آپس میں برسریں بیکار ہیں، ایک دوسرے کو مات دینے کے لیے داؤ پیچ لڑائے جا رہے ہیں لیکن اس ساری صورتحال میں صنعت و تجارت اور معیشت کے مفادات پس پردہ چلے گئے ہیں۔ غیر ملکی سرمایہ کار یہ صورتحال دیکھ کر انتہائی محتاط ہو گئے ہیں، سٹاک مارکیٹ روزانہ گر رہی ہے، پارٹیکلر نظر انداز ہونے سے شارت فال اور نتیجے میں اوڈیشیڈنگ شروع ہو گئی ہے اور یہ نگرا لگ سے ستائے جا رہی ہے کہ وفاقی بجٹ کا کیا بنے گا محتاط اندازے کے مطابق معاشی سرگرمیاں منجمد ہونے سے ایک ہفتہ میں ملک پانچ سو ملین ڈالر جبکہ ایک ماہ کے دوران دو ارب ڈالر کا نقصان ہوتا ہے اور موجودہ حالات میں ملک اس کا ہرگز تحمل نہیں ہو سکتا۔ اختلاف رائے ہوتے رہتے ہیں یہ کوئی انتہائی بات نہیں، ترقی یافتہ ترین ممالک میں بھی حکومت اور اپوزیشن سینگ پھسائے رکھتے ہیں لیکن جہاں قومی مفادات کا معاملہ ہو وہاں وہ سب ایک ہوتے ہیں جبکہ ہمارے ہاں صورتحال اس کے برعکس ہے۔ یہ روایت تبدیل کرنی ہوگی کہ جو نئی حکومت تبدیل ہو سنا ہی تمام پالیسیاں بھی تبدیل ہو جائیں۔ معاشی منظر نامہ بہت شد و مد سے ایک "نیشنل اکٹا مک پالیسی" کا تقاضا کر رہا ہے۔ تمام سٹیک ہولڈرز کی مشاورت سے تشکیل دی گئی ایک ایسی نیشنل اکٹا مک پالیسی جو حکومتوں کی تبدیلی کے اثرات سے محفوظ رہے، اس کا تسلسل جاری رہے اور حقیقی معنوں میں ملک کو معاشی طور پر ممتاز اقوام میں شامل کرنے میں کلیدی کردار ادا کرے۔ مجھے جو ایک بڑی کمی محسوس ہوتی ہے وہ یہ کہ سرکاری اداروں میں صنعتکاروں و تاجروں کی نمائندگی نہ ہونے کے برابر ہے حالانکہ یہ معاشی شعبہ کا بنیادی جزو ہیں اور ایسی تجاویز فراہم کرنے کی بھرپور اہلیت رکھتے ہیں جو ملک کے معاشی استحکام کی بنیاد بنیں۔ خاص طور پر فیڈرل بورڈ آف ریونیو میں تو لازمی طور پر صنعتکاروں و تاجروں کی نمائندگی ہونی چاہیے۔ ٹیکس نظام میں ایسی اصلاحات ناگزیر ہو گئی ہیں جو اسے اس قدر آسان بنا دے کہ ہر کوئی اسے سمجھ سکے اور اس قدر دوستانہ کہ کسی کو جبری طور پر ٹیکس نیٹ میں لانے کی ضرورت پیش نہ آئے بلکہ لوگ خود بخود اس میں شامل ہوں۔ حکومت و سیاسی جماعتوں کے درمیان زبانی جنگ و جدل تو ہوتی رہتی ہے لیکن اس میں کاروباری شعبہ اور معیشت کے مسائل کے حل پر بات شاذ و نادر ہی ہوتی ہے۔ اگر سیاسی جماعتیں پاکستان کو قومی ترقی یافتہ دیکھنا چاہتی ہیں تو ہر ایک جماعت کو سماجی، معاشی و اقتصادی معاملات پر وسیع تجربہ رکھنے والے ماہرین پر مشتمل ایک ایسا شعبہ قائم کرنا چاہیے جو اقتصادیات، انفراسٹرکچر، صنعت و تجارت، تعلیم و صحت اور وسائل کے بہترین استعمال سمیت تمام شعبہ جات کے متعلق ٹھوس تجاویز مرتب کرے جنہیں مجوزہ نیشنل اکٹا مک پالیسی کا حصہ بنایا جاسکے۔ آئندہ ایک دہائی تک پاکستان کو روزگار کے کم از کم تین ملین مواقع پیدا کرنے کی ضرورت پیش آئے گی جس کے لیے نیشنل اکٹا مک پالیسی ہی اہم کردار ادا کر سکتی ہے۔

اگر حکومت یہ پالیسی بناتی ہے تو اس کا ایک بڑا مسئلہ ہو جائے گا اور وہ مینوفیکچرنگ سیکٹر، توانائی، کان کنی سمیت دیگر شعبوں میں باآسانی سالانہ 1.5 ملین روزگار کے مواقع فراہم کر سکے گی۔ نیز زرعی شعبہ میں ویلویو ایڈیشن کو فروغ دینے سے جوسر، گوشت، ڈیری اور پولٹری جیسی ایگری بیڈ اور نیم ایگری بیڈ صنعتوں میں بھی روزگار کے بے شمار مواقع پیدا ہو سکتے۔ پاکستان میں یونیورسٹیاں اور کالجوں کا ڈیڑھ لاکھ کرسیاں ہیں جو بیکے جا رہے ہیں جن کے پاس ڈگری کے نام پر کاغذ کا پرزہ تو ہوتا ہے لیکن ایسی مہارت نہیں جس کو اپنی صلاحیتوں کے ساتھ ملا کر وہ ایک ایسا مرکب تیار کر سکیں جس سے ملک کو اقتصادی طور پر فائدہ ہو اور انہیں بھی روزگار کے حصول کے لیے در بدر بھٹکانا نہ پڑے، اس لیے شعبہ تعلیم کا محور ٹیکنیکل ایجوکیشن ہونا چاہیے۔ نقصان میں جانے والے پبلک سیکٹرانٹرز پر انٹرنیٹ پر خزانے پر بہت بڑا بوجھ ہے لیکن یہ فہم سے بالاتر ہے کہ ان کی بحالی کے بجائے انہیں بند کر دینے جیسے اقدامات کیوں اٹھائے گئے ہیں۔ اس کی سب سے بڑی مثال پاکستان سٹیل ملز ہے جو ایک بہت بڑا قومی اثاثہ تھا لیکن اس کی بحالی کے لیے کام کرنے اور تباہی کے ذمہ داروں کا احساس کرنے کے بجائے اس کو نقل زد کر دیا گیا۔ حکومت نقصان دہ پبلک سیکٹرانٹرز پر انٹرنیٹ کی بجاری کی بات تو کرتی ہے لیکن پی ٹی سی ایل اور انرجی سیکٹر میں بجاری سے فائدہ ہونے کے بجائے مزید مسائل پیدا ہوئے ہیں۔ مجوزہ نیشنل اکٹا مک پالیسی کے تحت ان اداروں کو پبلک پرائیویٹ پارٹنرشپ کے تحت چلانے کا تجربہ کیا جائے تو اچھے نتائج ملنے کی توقع کی جاسکتی ہے۔ آج کے دور میں ڈیم بھی ملک کی معاشی بھجاء کے لیے ناگزیر ہو چکے ہیں کیونکہ ان سے سستی بجلی پیدا ہوتی ہے، یہ امر اضنی کو سیراب کر کے زرعی پیداوار میں اضافہ کرتے ہیں جس سے آبادی کی خوراک کی ضروریات پوری ہوتی ہیں، انڈسٹری کو کپاس و دیگر خام مال ملتے ہیں اور درآمدات پر حاصل ہونے والا کثیر زر مبادلہ بچتا ہے لیکن شاید پانچ دہائیاں گزر چکی ہیں ملک میں کوئی بڑا ڈیم بنے ہوئے۔ کالا باغ ڈیم جیسے اہم منصوبے کو سیاست کی نذر کیا جا رہا ہے۔ ڈیموں کی تعمیر مجوزہ نیشنل اکٹا مک پالیسی کا اہم حصہ ہونا چاہیے۔ اس کے علاوہ توانائی کی پیداوار کے لیے تھرمل جیسے انتہائی مہنگے ذرائع پر سے انحصار ختم کر کے متبادل ذرائع کی طرف جانا ہوگا۔ حکومت پاکستان صحت کے شعبے کے لیے مختص رقم کو کم از کم دو گنا کر کے تاکہ صحت عامہ کے لیے قائم کردہ بین الاقوامی معیارات کا اگر زیادہ نہیں تو کم از کم حصہ ضرور اپنایا جاسکے۔ پاکستان کا پراکٹک، آئرن اور سونے سمیت کھربوں ڈالر کی دیگر معدنیات سے مالا مال ہے جن سے استفادہ کرنے کے لیے ضروری ہے کہ مقامی سطح پر ٹیکنالوجی کو فروغ دیا جائے کان کنی کا عمل آسان اور فائدہ بخش بنایا جاسکے۔ چین سے ٹیکنالوجی کا حصول کان کنی کی صنعت کے فروغ اور معدنی وسائل کے حصول میں بہت مددگار ثابت ہو سکتا ہے۔ ان وسائل کی بجاری سے گریز اور اس شعبے میں ملٹی نیشنل کمپنیوں کی اجارہ داری ختم کی جائے۔ چین پاکستان اقتصادی راہداری کی صورت میں پاکستان کو ترقی و خوشحالی حاصل کرنے کا ایک نادر موقع ہاتھ آیا ہے۔ اس منصوبہ کی بروقت تکمیل اور حفاظت ہر صورت یقینی بنائی جائے۔

ایشین ڈولپمنٹ بینک وومن انٹرپنورز، ایس ایم ایز اور غربت کے خاتمے پر بھرپور توجہ دے رہا ہے

ایشین ڈولپمنٹ بینک کے نائب صدر شلکسن چن نے کہا ہے کہ اے ڈی بی کی توجہ وومن انٹرپنورز، ایس ایم ایز اور غربت کے خاتمے پر مرکوز ہے، اے ڈی بی اور پاکستان کے درمیان دیرینہ شراکت داری ہے اور بینک پاکستانی معیشت کی ترقی کے لیے تعاون جاری رکھے گا۔ لاہور چیئرمین کے صدر میاں نعمان کبیر، سینئر نائب صدر میاں رحمن عزیز چن اور نائب صدر حارث عتیق سے لاہور چیئرمین میں ملاقات میں انہوں نے کہا کہ ایشیائی ترقیاتی بینک کی سپورٹ آئی ایم سے مختلف ہے، آئی ایم ایف کی مدد ادائیگیوں کے بحران میں ملتی ہے جبکہ اے ڈی بی انفراسٹرکچر، بجلی کی پیداوار سمیت دیگر شعبوں کے لیے تعاون فراہم کرتا ہے۔ انہوں نے کہا کہ بینک بینک پرائیویٹ پارٹنرشپ پر بھی خصوصی توجہ دے رہا ہے۔ لاہور چیئرمین کے صدر میاں نعمان کبیر نے کہا کہ پاکستان ایشین ڈولپمنٹ بینک کا بانی رکن ہے اور اے ڈی بی نے پاکستان میں جامع اقتصادی ترقی، انفراسٹرکچر، توانائی، فوڈ سیکورٹی، ٹرانسپورٹ نیٹ کو بہتر بنانے کے لیے گرانقدر کام کیا ہے۔ انہوں نے کہا کہ ایشین ڈولپمنٹ بینک کاروباری شعبہ سے وابستہ خواتین اور ایس ایم ایز کی ترقی کے لیے تعاون فراہم کرے۔ انہوں نے کہا کہ ایشین ڈولپمنٹ بینک کی کوششوں سے پاکستان کے فنانشل سیکٹر کو مضبوط بنانے کے لیے 300 ملین ڈالر کا پالیسی پر مبنی قرض فراہم کیا گیا جس سے پاکستانی معیشت کو مستحکم بنانے میں مدد ملے گی۔ انہوں نے کہا کہ پاکستان میں کرونا وائرس حملہ آور ہونے کے بعد بھی ایشیائی ترقیاتی بینک نے گرانقدر تعاون فراہم کیا۔ میاں نعمان کبیر نے کہا کہ پاکستان کو میکرو اکنامک استحکام اور کاروباری ماحول میں مسلسل بہتری کو یقین بنانے، معاشی استحکام اور جی ڈی پی کی شرح نمو کو بہتر بنانے کے لیے ویلویو ایڈڈ برآمدات کو فروغ دینے، توانائی کے شعبے میں اصلاحات سمیت دیگر اقدامات کی ضرورت ہے۔ لاہور چیئرمین کے صدر نے کہا کہ ایشین ڈولپمنٹ بینک نے حکومت پاکستان کے ساتھ 2021-25 کے لیے نئی کنٹری پارٹنرشپ سٹریٹیجی پر دستخط کیے ہیں، اس حکمت عملی کے تحت پاکستان کو توانائی، ٹرانسپورٹ، آبپاشی، زراعت، شہری انفراسٹرکچر، ایس ایم ایز اور دیگر شعبوں میں بہتری لانے کے لیے امداد فراہم کی جائے گی۔ میاں نعمان کبیر نے ایشین ڈولپمنٹ بینک کے وفد کو بتایا کہ لاہور چیئرمین آف کامرس پاکستان کی سب سے بڑی بزنس سپورٹ آرگنائزیشن ہے جس کی ممبرشپ 30,000 سے تجاوز کر چکی ہے۔ انہوں نے کہا کہ لاہور چیئرمین کے ممبران مختلف معاشی شعبوں کی نمائندگی کرتے ہیں۔ انہوں نے کہا کہ لاہور چیئرمین تمام اعلیٰ سطحی فورمز پر پالیسی ایڈووکیسی کر رہا ہے۔



تہران ہو کر عالم مشرق کا جینیوا



علامہ محمد اقبال رحمۃ اللہ علیہ کی دورانندیشی، فہم و دانش ایک مسلمہ حقیقت ہے اور انہوں نے اپنی لازوال شاعری کے ذریعے جن معاملات کے متعلق پیشگوئیاں کیں وہ من و عن و قوع پذیر ہوئیں۔ علامہ محمد اقبال رحمۃ اللہ علیہ ایران سے بہت خاص وابستگی رکھتے تھے اور اس خطرہ میں کے بارے میں ان کے ارشادات تاریخ کے اوراق کی زینت ہیں۔ ان کا یہ شعر "تہران ہو کر عالم مشرق کا جینیوا..... شاید کہ ارض کی تقدیر بدل جائے" مشرق وسطیٰ میں ایران کی اہمیت کا بہترین عکاس ہے۔ ایران ہمارا ہمسایہ ملک ہے، ہمارے اس کے ساتھ دیرینہ اور برادرانہ تعلقات ہیں، ایران وہ پہلا ملک تھا جس نے قیام پاکستان کے بعد اسے

فوری طور پر تسلیم کیا مگر دونوں ممالک کے درمیان تجارتی و معاشی تعلقات ان کے بہترین دوستانہ اور برادرانہ تعلقات کے عکاس نہیں ہیں۔ حال ہی میں میری سربراہی میں ایک تجارتی وفد نے ایران کا سات روزہ دورہ کیا جس کے دوران ایران و تہران سمیت دیگر چیمبرز و تجارتی تنظیموں کے دفاتر کے دورے کیے، ایرانی تاجروں سے بی ٹی ملاقاتیں ہوئیں، پاکستانی سفیر اور ایرانی حکومت کی اعلیٰ شخصیات سے بھی ملاقاتیں ہوئیں جن کے دوران بڑی سیر حاصل گفتگو ہوئی۔ سب سے حوصلہ افزا بات سامنے آئی کہ ہماری طرح ایرانی تاجر بہت شدت کے ساتھ پاکستان کے ساتھ تجارت کو فروغ دینے کے خواہشمند تھے۔ اس میں ہرگز کوئی شبہ نہیں ہے کہ ہمسایہ ممالک اور انتہائی گہرے برادرانہ تعلقات ہونے کے باوجود پاکستان اور ایران کے درمیان تجارت کا حجم دونوں ممالک کی پونینشل کی عکاسی ہرگز نہیں کرتا حالانکہ دونوں ممالک جنوبی اور مغربی ایشیا کے انتہائی اہم اور وسائل سے مالا مال ممالک ہیں۔ یقینی طور پر دونوں ممالک کے برادرانہ تعلقات کی عکاسی باہمی تجارتی و اقتصادی تعلقات میں بھی نظر آنی چاہیے۔ اگر دونوں ممالک کے مابین تجارتی معاہدے ہوں، موثر بینکنگ چینلز قائم کیے جائیں، سرحدوں پر مشترکہ مارکیٹوں کا قیام عمل میں لایا جائے، غیر قانونی تجارت کا خاتمہ کیا جائے، تجارتی و فود کے تباد لے، مشترکہ تجارتی نمائشوں کے انعقاد، بی ٹی میننگز جیسے معاملات پر توجہ دی جائے تو دوطرفہ تجارت با آسانی پانچ ارب ڈالر تک پہنچ سکتی ہے۔ دونوں ممالک کے پاس بڑی منڈیاں ہیں، ہر قسم کے وسائل ہیں اور سرحدیں منسلک ہیں اس لیے انہیں تجارت کے سلسلے میں ایک دوسرے کو ترجیح دینی اور باہمی تجارت کی راہ میں حائل رکاوٹیں دور کرنی چاہئیں۔ میں نے تمام ملاقاتوں کے دوران ایرانی ہم منصبوں اور ایرانی حکام کو آگاہ کیا کہ پاکستان کے قابل تجدید توانائی، تعمیرات، سی پیک اور ریلوے اور مینوفیکچرنگ سیکٹر سمیت بے شمار شعبے ایسے ہیں جو ایرانی سرمایہ کاروں کے لیے مواقع سے مالا مال ہیں۔ پاکستانی ہم منصبوں کے ساتھ مشترکہ منصوبہ سازی کر کے وہ ان مواقع سے بے پناہ فائدہ اٹھا سکتے ہیں۔ اسی طرح دونوں ممالک کے درمیان سیاحت کے شعبے میں تعاون کی بھی وسیع گنجائش ہے۔ میں نے ایرانی حکام پر زور دیا کہ ان پاکستانیوں کے لیے خصوصی ٹریول ایکسچریشن کیا جائے جو ایران میں مقدس مقامات کی زیارت کرنا چاہتے ہیں، اس سے ایرانی سیاحتی صنعت کو بھی فروغ ملے گا، اس کے علاوہ مقدس مہینوں میں زائرین کے لیے خصوصی ٹرینیں اور بسیں چلائی جائیں۔ اسی طرح ایرانی سیاحوں کو پاکستان کے شمالی علاقوں کی سیر دعوت بھی دی۔ تجارتی و معاشی تعلقات کی مضبوطی سے نہ صرف پاکستان اور ایران دونوں کو فائدہ ہوگا بلکہ خطے میں بھی معاشی سرگرمیاں بڑھیں گی۔ دونوں ممالک کے درمیان تجارتی و معاشی تعلقات بہترین اور مضبوط خطوط پر استوار ہو گئے تو اس سے ایشیا میں یورپین یونین، آسیان اور ناٹا کی طرز پر ایک نئے معاشی بلاک کے قیام کی راہ بھی ہموار ہوگی۔ پاکستانی تاجر بھی ایران کے ساتھ تجارت بہتر کرنے کے خواہشمند ہیں لہذا حکومت کو ایران کے ساتھ تجارتی معاہدوں اور بینکنگ چینلز کے قیام سمیت ہر وہ قدم اٹھانا چاہیے جو دوطرفہ تجارت کی بہتری میں مددگار ہو۔

میاں نعمان کبیر

صدر لاہور چیمبر آف کامرس اینڈ انڈسٹری