



Pakistan-France Business Alliance

A Company set up under section 42 of the Companies Act, 2017
Member of CCI France International, Paris

The Key to Pakistan-France Trade

SEPTEMBER 2023 - 10th ISSUE

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PATRON IN CHIEF

H.E Nicolas GALEY
Ambassador of France

PATRON

Mr. Alexis Chahtatinsky
Consul General of France

CHAIRMAN / CEO

Mr. Jamil HAMDANI

DEPUTY CHAIRMAN / DEPUTY CEO

Mr. Saeed ALLAWALA

EDITOR :

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Message from Chairman/C.E.O

If nothing untowardly happens, Pakistan is heading for polls latest by the first quarter of the year 2024. The interim dispensation will then give way to an elected government. However, even if the new elections bring to an end the political uncertainty, the problems plaguing the country's economy will have to be solved on long-term basis rather than through stopgap measures. The next government will have to act with firmness and vigour in order to save the country from the repeated cycles of economic crisis caused by its heavy dependence on external financing and the vulnerability of its economy to external shocks, including the consequences of climate change. The lack of diversification and competitiveness in the export sector is another factor, which renders it very difficult to pay the import bill of oil, essential commodities, industrial inputs, machinery and equipment.

Notwithstanding the generally bleak economic scenario, the news as far the bilateral trade between Pakistan and France is concerned is very encouraging. The trade between Pakistan and France broke all records, attaining almost 2 Billion Euros in 2022. At almost 1.5 billion euros, Pakistani exports to France were at an all-time high. Certainly, the GSP+ facility accorded by the European Union has been very beneficial to Pakistan, but it goes to the credit of Pakistani exporters (mainly textile and leather) that despite energy shortage they have taken full advantage of the opportunities. French exports also showed a rise of 18.2 % as compared to the previous year. They reached 489.5 Million Euros. This rise would have been still more spectacular if the French exports in traditional categories of "pharmaceutical preparations" and "chemical, perfumes and cosmetics" were not affected by the restrictions on the import of luxury goods imposed by the government of Pakistan between May and August 2022.

Coming to the organizational matters of PFBA, an Extra Ordinary Meeting of its Board of Directors was held at the residence of the Ambassador of France, H.E Nicolas Galey, on June 9, 2023. By hosting this event, the Ambassador showed his active interest in the affairs of PFBA. There was a consensus in this meeting that PFBA should project itself as a dynamic bilateral business forum, providing more services to its members and the business community in general in terms of business information and networking for fully exploiting trade potential between the two countries. Mr. Laurent Chopiton Head of the French Economic Department pointed out that as per CCI France guidelines at least 50% of the PFBA Directors should be representatives of French companies. In this context, PFBA has replaced existing directors in order to accommodate the inclusion of French companies on the PFBA board now include French representative from Schneider Solution & Services (Pvt) Ltd, Advans Microfinance Bank Ltd, CMA CGM Pakistan (Pvt) Ltd and Bolloré Logistics Pakistan (Pvt) Ltd.

The Annual General Assembly of CCI-F (International chamber of Commerce - France) was held in Paris on 26 and 27 June 2023. PFBA is affiliated to CCI-F since 2001. Mr. Hidayat Hussain, Business Support Officer, attended as representative of PFBA. This was the first time that a PFBA delegate attended the Annual General Assembly of CCI-F. The participation of PFBA in the event was very productive and well received. Our continued collaboration with CCI-F would be helpful in promoting the involvement of French companies in Pakistan and identifying business opportunities for our members in France.

Jamil Hamdani
Chairman/CEO

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Abdul Sattar Babar
Managing Director at Ipsos
Pakistan

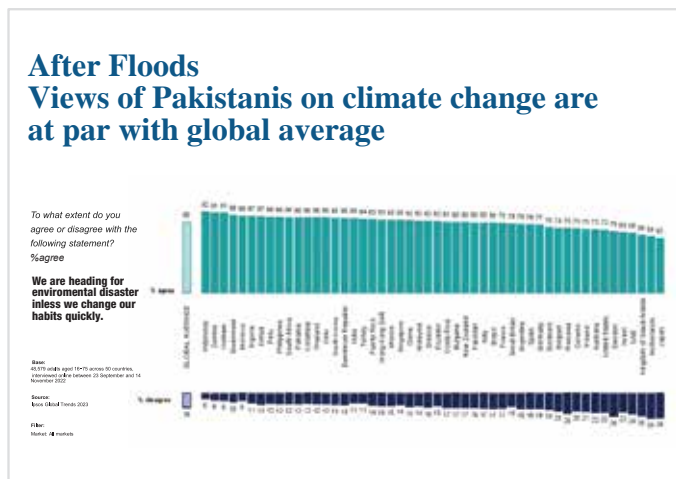
Overview of Ipsos global trends survey

In an era defined by rapid globalization, technological advancements, and evolving societal dynamics, Pakistan stands as a nation marked by a rich tapestry of contrasts and complexities. As the world around it undergoes profound transformations, Pakistan, with its diverse population and unique challenges, remains a dynamic entity at the crossroads of tradition and modernity. The Ipsos Global Trends survey, a monumental study that delves into the thoughts and perspectives of individuals across the globe, provides a rare window into the hearts and minds of Pakistanis. This survey, spanning multiple dimensions of human existence, unearths a myriad of insights, allowing us to peer into the intricate fabric of Pakistan's social, economic, and cultural landscape.

This regular stream of new data allows clients to stay updated, adjust their strategies promptly, and better meet the changing consumer needs. The wave for the year 2022, interviewed 1000 individuals across Pakistan and provided fresh pointers on how the pandemic continues to influence global trends, something that would have invaluable immediate and long-term implications for client strategies. Some excerpts from the survey are provided here.

Concerns About a Climate Crisis

Respondents were asked if "We are heading for environmental disaster unless we change our habits quickly." The results show that Pakistanis are more likely to agree with this statement than people in most other countries.



In Pakistan, 80% of respondents agreed with the statement, while the global average was also 80%. This suggests that Pakistanis are more aware of the threat of climate change and are more concerned about it than people in other countries.

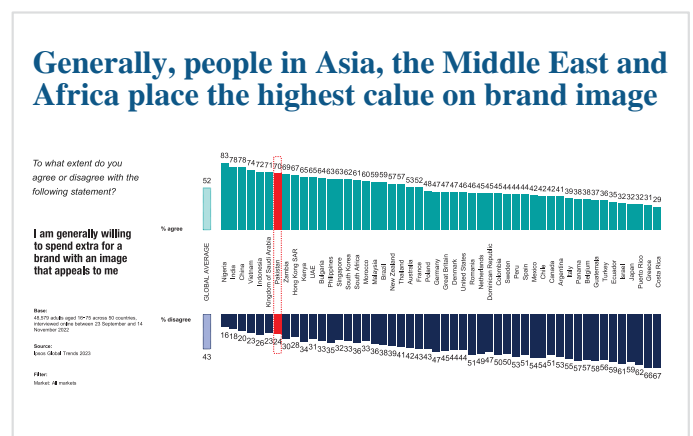
There are a few possible reasons for this. First, Pakistan is a developing country that is already facing the effects of climate change, such as more frequent and severe floods and droughts. Second, Pakistan is a low-lying country, and sea level rise is a major threat to the country. Third, Pakistan is a country with a large population, and climate change could have a significant impact on the country's economy and food security.

The results of this survey are a wake-up call for Pakistan and the rest of the world. Climate change is a real and urgent threat, and we need to take action to address it.

Brand Image Matters

Asking people in 50 countries how willing they are to pay extra for a brand with a good image. The results show that people in Asia, the Middle East, and Africa are more likely to pay extra for a brand with a good image than people in other parts of the world.

In Pakistan, 70% of respondents said they are willing to pay extra for a brand with a good image, while the global average is 52%. This suggests that Pakistanis place a high value on brand image and are willing to pay more for products and services from brands that they trust and believe in.



There are a few possible reasons for this. First, Pakistani culture may place more emphasis on social status than in other cultures. Second, there may be less information available about products and services in Pakistan, so people may rely more on brand image as a way of making decisions. Third, there may be more competition among brands in Pakistan, so brands may need to invest more in their image to stand out from the competition.

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The results of this survey are important for businesses operating in Pakistan. It suggests that businesses need to focus on building a strong brand image if they want to be successful in the country.

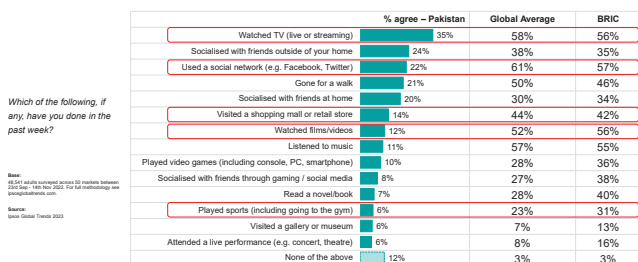
Idle Population?

The results show that Pakistanis are less likely to engage in certain activities than people in the global average or in the BRIC countries (Brazil, Russia, India, and China).

It is important to note that in some activities the average in Pakistan crosses the way way below the global average. Some of these points were:

- Watched TV (live or streaming): 35% of Pakistanis watched TV in the past week, compared to 58% globally and 56% in BRIC countries.
- Socialised with friends outside of your home: 24% of Pakistanis socialised with friends outside of their home in the past week, compared to 38% globally and 35% in BRIC countries.
- Used a social network (e.g. Facebook, Twitter): 22% of Pakistanis used a social network in the past week, compared to 61% globally and 57% in BRIC countries.

Pakistanis report far fewer activities compared with the global or BRIC average – a vast potential audience

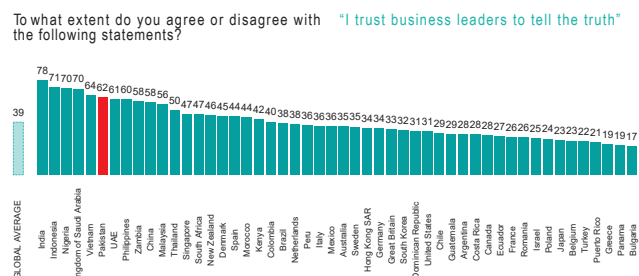


Trust in Business

In Pakistan, 62% of respondents said they trust business leaders to tell the truth, compared to 39% globally. This suggests that Pakistanis are more likely to believe that business leaders are honest and trustworthy than people in other countries.

This coupled with Ipsos trustworthiness poll, the data shows that the banking sector is the most trusted institution in Pakistan, with 41% of respondents saying they trust it. The other institutions are ranked as follows: public services (37%), technology companies (36%), automotive companies (34%), pharmaceutical companies (33%), the media (32%), oil and gas companies (30%), and social media companies (28%).

Part of a broader trend: trust in business leaders is much higher in emerging markets



The government is the least trusted institution, with only 28% of respondents saying they trust it. This is likely due to a history of corruption and mismanagement in the government.

The results of the survey suggest that there is a potential market for businesses that operate in the banking sector in Pakistan. Businesses that can build trust with Pakistani consumers are more likely to be successful.

Conclusion

In the midst of the dynamic global landscape, Pakistan emerges as a nation both rich in tradition and eager for progress. The Ipsos Global Trends survey has offered us a unique and invaluable glimpse into the intricate tapestry of Pakistan's society, a place where complexities and contrasts coexist. As we reflect on the multifaceted insights gleaned from this survey, it becomes evident that Pakistan's journey is one marked by challenges, opportunities, and unwavering optimism.

From the pressing concerns about climate change to the prioritization of physical health over mental well-being, Pakistan's views on critical issues reflect the ever-evolving nature of its society. Trust in business leaders and the resilience of optimism even in the face of adversity provide glimpses into the hopes and aspirations of its people.

The Ipsos Global Trends survey acts as a compass, guiding us through the labyrinth of Pakistan's diverse landscape. It not only highlights the areas of concern that require immediate attention but also illuminates the avenues of growth and development.

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New Consul General of France in Karachi



Mr. Alexis Chahtahtinsky
The new Consul General of
France, Pakistan

Alexis Chahtahtinsky, the new Consul General of France in Karachi is a career diplomat with almost 30 years of service. He was born on August 22, 1967 in Strasbourg, Alsace, France. He holds a bachelor degree in Russian Language and International Law from University of Nancy (France), Diploma in International Relations from Institute of Political Studies of Paris and postgraduate degree from University of Paris.

He has served in various postings abroad. He was head of the NATO Information Office in Moscow, Chargé d'Affaires in Belarus and Tajikistan, and Consul General of France in Kraków (Poland). He also served as OSCE Project Co-ordinator in Baku, Azerbaijan. Before joining his post in Karachi, he was serving as Consul General of France in Kazakhstan. He is married with two children.

Lunch meeting between Consul General and PFBA Chairman and Deputy Chairman



(L to R) Mr. Alexis CHAHTAHTINSKY, Ms. Reema SUKHIANI, Mr. Saeed Allawala, Mr. Jamil Hamdani

The French Consul General, Mr. Alexis Chahtahtinsky, invited Mr. Jamil Hamdani and Mr. Saeed Allawala, respectively Chairman and Deputy Chairman of PFBA for a luncheon meeting at Cote Rotie restaurant at Alliance Française on February 9, 2023. Ms Reema Sukhiani, Press Attaché at the Consulate was also present on the occasion. The meeting was centered on PFBA activities and future programs as well as its collaboration with the Consulate.

The luncheon meeting at Cote Rotie restaurant was a fruitful and engaging gathering, demonstrating the commitment of both PFBA and the French Consulate to strengthening the ties between Pakistan and France. The open and constructive discussions pave the way for exciting future collaborations and endeavors.

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Extraordinary Board of Directors meeting of Pakistan France Business Alliance

An Extra Ordinary Meeting of the Board of Directors of Pakistan-France Business Alliance was held on June 09, 2023 at the residence of the French Ambassador in Islamabad.

Welcoming the PFBA Directors and Chapter Heads, H.E Nicolas Galey advised them to foster closer ties and collaboration between French businesses and the local business community.

This would lead to increased trade, investment, and economic cooperation between the two countries. He further said that PFBA could serve as a platform to network, share experiences, and explore business opportunities. He was of the opinion that PFBA should be projected as a dynamic bilateral business forum interacting with various Chambers of Commerce. PFBA also needed to provide more services to its members in terms of business information. Whenever necessary, it should also make representations to the authorities on matters pertaining to trade and investment policies.

Mr. Jamil Hamdani, Chairman/CEO of PFBA thanked His Excellency Mr. Nicolas Galey, the Ambassador of France for hosting the meeting.

He informed that a Five Point Agenda was circulated well in advance of the Board Meeting. However, the French Consul General in Karachi, Mr. Alexis Chahtahtinsky, had made it abundantly clear to him at an informal dinner along with Mr. Laurent Chopiton, head of the Economic Department, on May 25, 2023 that three of the five points on the proposed agenda were not workable. These points related to the restoration of visa services in consulate, re-establishment of commercial section in Karachi and financial support to PFBA. Mr. Hamdani said that he reminded the CG that in its 32 years existence the PFBA had never sought financial aid from the French Embassy. On the contrary, PFBA had always financially contributed to various projects initiated by the consulate and the embassy. In this regard, he mentioned the generous contribution of Rupees 5 million by PFBA and some of its members to the Auditorium Project of Alliance Française Karachi. This project never saw the light of the day; thereby PFBA and the donating members lost their money. According to him, PFBA would be justified in demanding the refund of the donated amount by Alliance Française. He reminded that PFBA always responded to the consulate's call for contributions to Bastille Day Celebrations. Since the above mentioned points of the proposed agenda were not considered acceptable, Mr. Hamdani requested His Excellency the Ambassador and Mr. Laurent Chopiton to give their point of view regarding the way forward for PFBA.

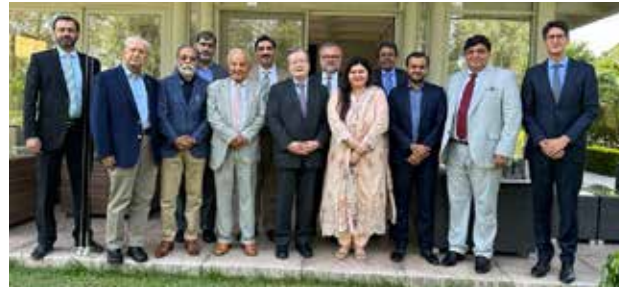
Mr. Chopiton informed that CCI France would like to see more French Companies represented in the Board of PFBA and the head of a French Company as its Chairman/C.E.O. Mr. Hamdani replied that since 2006, the Chairman/C.E.O of PFBA had always been from a French company, but Credit Agricole the French bank, headed by him since 1992 abruptly shut down its Pakistan operations in 2016. In 2014/2015, the Memorandum & Articles of Association as laid down by the Securities & Exchange Commission of Pakistan (SECP) replaced the original constitution of the PFBA, in force since its foundation in 1991. Thereafter, PFBA became a limited liability company registered with the SECP and it was required to hold fresh elections. Mr. Hamdani was elected as the first Chairman/CEO of PFBA under the new statutes. His tenure ended in 2018. In the ensuing elections, he was re-elected for a further period of 3 years. His tenure expires in the first quarter of 2024.

Mr. Chopiton also proposed renaming PFBA as Pakistan France Chamber of Commerce. Mr. Hamdani informed that PFBA would approach its auditors and request them to have its name changed with the SECP. However, he explained that there were over 20 bilateral forums but none of them was called Chamber of Commerce. Hence, PFBA should be ready to expect hurdles in this regard. Nonetheless, the feedback from auditors will help in clarifying the situation.

Mr. Hamdani reiterated PFBA's desire to know from the Ambassador & Mr. Chopiton their expectations from PFBA for the next three years, as the current Board's tenure was concluding in April 2024, so it was critical to understand the Ambassadors' expectations in order to prepare a roadmap.

The Ambassador emphasised having a balanced and diverse Board, based on gender parity. He called for prioritising the implementation of organizational rules and code of ethics laid down by the Chamber of Commerce International France (CCI-F).

This would enhance the credibility and reputation of the organization in the local business community as well as before its international interlocutors. Failure to comply with these requirements could potentially lead to the cancellation membership of CCI-F.



1st Row (L to R) Mr. Syed Muhammad Ali, Mr. Abdul Basit, Mr. Babar Iqbal, Mr. Jamil Hamdani, H.E. Nicolas GALEY, Dr. Tasmia Abeer Billoo, Mr. Ali Akhai, Mr. Ahsan Naeem, Mr. Laurent CHOPITON

2nd Row (L to R) Mr. Abdul Sattar Babar, Mr. M. Talat Zameem Ahmed, Mr. Alexis CHAHTAHTINSKY, Mr. Riaz Siddiqui



(L to R) Mr. Abdul Basit, Dr. Tasmia Abeer Billoo, Mr. Babar Iqbal, Mr. Ali Akhai, Mr. Jamil Hamdani, Mr. Riaz Siddiqui, Mr. Talat Zameem Ahmed.



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Mr. Hamdani informed His Excellency and Mr. Chopiton that PFBA had been a member of CCI France since 2001 and it had never received such conditions from them. PFBA had often contacted CCI France for assistance in identifying businesses in France looking for opportunities in Pakistan. Mr. Hidayat Hussain, Business Support Officer of PFBA was the focal person for liaising with CCI France. Mr. Hidayat Hussain and Mr. Hamdani were invited to attend the Annual General Assembly of CCI-F in Paris from June 26 to June 29, 2023.



(L to R) H.E. Nicolas GALEY, Mr. Saeed Allawala, Mr. Ali Akhai

Mr. Hamdani informed His Excellency the Ambassador that PFBA was fully alive to his concerns regarding greater representation of French companies on the Board of PFBA. This will be addressed soonest, but Mr. Chopiton, the Economic Conselor, should also visit Karachi more often and assist PFBA in encouraging French Companies to play a greater role in PFBA and join the Board. Most of the French companies working in Pakistan were members of PFBA but only three of them were on the Board out of 16 French companies established in Pakistan.

Mr. Alexis Chahtahtinsky opined that PFBA should be more focused in providing services to its members in order to enhance their interest and involve them in the PFBA activities. He exhorted PFBA to reshape its business model for increasing its income and spending more on business events. He further advised PFBA to acquire large space for its office and hire more personnel for its operations. He also said that a permanent French-speaking staff member should be available to address international queries.

Thanking the Consul General for his valuable input Mr. Hamdani agreed with these measures but remarked that their implementation depended upon the availability of adequate financial resources.

He said that the number of members should be increased. The chapter heads must display initiative by organising get-togethers for members and non-member doing sizeable business with France. Guest speakers should be invited to speak about economy and trade. Being chapter head entailed great responsibility. Chapter heads should regularly inform PFBA secretariat of their activities



(L to R) Mr. Babar Iqbal, H.E. Nicolas GALEY, Mr. Ahsan Naeem

Mr. Babar Iqbal, PFBA's Sialkot Chapter President said that the Board of Directors of PFBA should conduct regular board meetings to discuss and resolve problems within the organisation. He further said that as time passes, new challenges emerge in the industrial and economic landscape of Pakistan. Therefore, it was crucial for the Board to maintain focus and meet regularly to ensure that the organization achieved its goals according to the established roadmap timeline.

Mr. Hamdani thanked Babar Iqbal for his suggestions and hoped that in his capacity as President of the Sialkot Chapter he would implement his suggestions earnestly. Mr. Babar Iqbal committed to the Board that by the end of the year he would bring in 25 new members doing business with France.

Mr. Abdul Sattar Babar, Senior Vice-President and head of Islamabad/Rawalpindi Chapter said that PFBA should collaborate with the French embassy for revamping its business strategy. He elaborated that seeking guidance from the embassy would be beneficial in terms of achieving PFBA's objectives and goals. He requested Mr. Chopiton's assistance in guiding PFBA on how to accomplish its aims and objectives within the current business scenario of Pakistan. He also stressed the importance of having representation of French companies operating in Pakistan on the Board of PFBA.

The Chairman/CEO PFBA thanked Mr. Abdul Sattar Babar of IPSOS for his valuable input and said that PFBA always had very close relations with the Economic & Commercial Department of the Embassy. The present issues are manageable. He said that he expected all Chapter Heads to be more aggressive in achieving goals. All the Chapter Heads were highly responsible individuals holding CEO position in their respective companies and it would be unfair if the Chairman/CEO of PFBA consistently reminded them like school children of their responsibilities.

Mr. Talat Zameem, President of the Lahore Chapter was of the view that frequent B2B meetings should be arranged by PFBA with companies in France. This was necessary in order to strengthen the bilateral trade relationship and expand PFBA's membership across various industrial sectors in Pakistan. He added that B2B meetings provide a platform for businesses from both countries to connect, network, and explore potential trade opportunities.

The Chairman/CEO thanked the Lahore Chapter President for spelling out the advantages of B2B meetings, but the dilemma faced by the Lahore Chapter was its lack of growth. The President of the Lahore Chapter assured His Excellency the Ambassador and the Chairman/CEO of PFBA that henceforth the Lahore Chapter will be more vibrant and result oriented.

At the end, Mr. Jamil Hamdani thanked the Honorable Ambassador of France for playing host to the meeting. On behalf of the Board, the Mr. Jamil Hamdani assured the Ambassador that PFBA would endeavor to rectify, and alleviate the concerns highlighted by Mr. Laurent Chopiton.



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Annual General Assembly of CCI-France

The Annual General Assembly of CCI-F was held in Paris on 26 and 27 June 2023. PFBA is affiliated to CCI-F since 2001. At that time the name of the organisation was UCCIFE (Union des Chambres du Commerce Françaises à l'étranger) – Union of French Chambers of Commerce in Foreign Countries.

Mr. Hidayat Hussain, Business Support Officer attended as representative of Pakistan France Business Alliance. This was the first time that a PFBA delegate attended the Annual General Assembly of CCI-F. The program of the event was divided into many parts:

26 June – Meeting between partners. It consisted of a plenary session followed by B2B meetings between various partners and affiliated members of CCI-F. In the evening, a ceremony for rewarding the best performing partners in promoting French exports was held.

27 June – General Assembly of CCI-F attended by delegates from France and affiliated members from about 80 Chambers abroad. It consisted of a plenary session in which the report of activity of CCI-F for the year 2022 was presented followed by the auditor's report. There was a question & answer session at the end.

A residential seminar was also held outside Paris from 27 to 30 June for delegates having opted for it. The PFBA delegate participated only in the Partners Meeting and General Assembly but not in the Residential Seminar.

The partners meeting on 26 June gave a very good idea of the scale and scope of the activities of CCI-F, which is really an organisation of great amplitude carrying out a vigorous action for promoting French business interests and exports abroad. CCI-F federates French Chambers abroad. It also works with different trade bodies and professional associations in France. It is part of Team France Export, which was set up for creating synergy between different organisms working for promoting French exports.

The participation of PFBA in the event was very productive. In the individual meetings, which followed the session with partners the PFBA delegate met with different partners and members of CCI-F who could be helpful in promoting the involvement of French companies in Pakistan. They were as follows:

- 1- World Trade Center Paris Ile-de-France – linked with Paris Chamber of Commerce for coordinating with foreign companies desirous of working in France and trading with France
- 2- French chamber of commerce of UAE (previously known as French Business Council Dubai)
- 3- French Chamber of Qatar
- 4- International Plant Cluster – Organisation for promoting French exports of seeds and agricultural products
- 5- GL Events Exhibitions - organiser of textile and other exhibitions in France

These meetings showed the possibility of cooperation with other French chambers in the region and various professional bodies in France for promoting two-way business activities between France and Pakistan.

The general Assembly was held in the morning of 27 June 2023. It started with the activity report of CCI-F for the year 2022 by its president Arnaud Vaissié. He presented a detailed account of the multifarious activities of CCI-F, which are extremely diverse. There is a dense program of Webinars on a great number of themes covering international trade, regional particularities, promotion of French technology etc. At present, an important part of the activity of CCI-F consists in cooperation with French Tech, the government body set up for promoting French start-ups abroad.

A great part of the president's report dealt with the relations between the CCI-F and the affiliated chambers abroad. While expressing satisfaction over the cooperation with the affiliated chambers and their performance, the president also highlighted non-compliance by some affiliated chambers with the laid-down criteria:

- That at least 50 % of their executive committees should consist of representatives of French companies.
- That these French companies should be mainly industrial in nature and not belong to services sector.

As far as enforcing compliance is concerned, according to President it cannot be coercive but persuasive. In case of wilful non-compliance, some disciplinary measures could be taken, starting with the non-inclusion of the concerned affiliated chambers in the communication of circulars and programs of CCI-F. In extreme cases, an affiliated chamber could be excluded from CCI-F. This would happen only in the case of systematic lack of effort and progress in complying with the laid down criteria. The president specified that to assess the performance of an affiliated chamber, various channels are used among which one method is to ask the opinion of the French Ambassador and Economic Counselor in the concerned country. Responding to a remark by a delegate that in some chambers it was difficult to comply with the condition of majority representation of French industrial companies because the trade and services sector was overwhelmingly represented in them, the president replied that the local context should be taken into account in each case.

In informal exchanges with PFBA delegate, the Delegate General of CCI-F Mr. Charles Marador, and the program in charge Ms. Charafa Chebani expressed their readiness to help PFBA in enhancing its participation in the activities of CCI-F.



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ACHIEVEMENTS

- President of Pakistan's Best Achievement Award. (2014-15)
- Prime Minister Award for Best Exporter and Innovation. (2014-15)
- FPCCI Best Export Performance Award (2017-2018 & 2018-2019)
- Pakistan France Business Alliance Trade Performance Award (2013, 2014, 2015 & 2016)
- Contribution in Pakistan Armed Forces Surgical Conference (2014, 2015 & 2016)
- Pak-France Business Alliance (PFBA) Trade Performance Award (2011-12, 13, 14, 15, 16, 17, 18, 19)

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Mr.MAMNOON HUSSAIN

Annual General Meeting of Pakistan France Business Alliance

Pakistan France Business Alliance held its eighth Annual General Meeting on 14 October 2022 at Marriott Hotel, Karachi. It was after a gap of two years that PFBA held its AGM physically, as the last two AGMs took place virtually due to the Covid pandemic. A large number of members attended the meeting. H.E Nicolas Galey, Ambassador of France to Pakistan who is also the Patron in Chief of PFBA, graced the occasion.

Mr. Saeed Allawala, Deputy Chairman/Deputy C.E.O presented the audited accounts of PFBA. He informed that despite the fall in income from annual subscription, the PFBA accounts were no more in red and showed a slight surplus.

After the approval of accounts, Mr. Allawala proceeded with the presentation of the annual activity report of PFBA in the absence of Mr. Jamil Hamdani, Chairman/C.E.O. He welcomed the new Ambassador of France, His Excellency Nicolas Galey, with the hope that during his tenure in office, the relations between two countries would further develop in every field. He also congratulated Mr. Laurent Chopiton on his appointment as Economic Counsellor and Head of the Economic Department at the Embassy of France in Pakistan.

Before presenting an account of the activities of PFBA since the last AGM, Mr. Allawala painted a brief picture of the general political and economic situation of the country. He pointed out that the political uncertainty had aggravated the daunting challenges faced by Pakistan. At the same time, the heavy floods had severely unbalanced country's economy. However, Pakistan withstood the Covid-19 shock relatively well. In addition, textile exports increased exponentially, showing a 26% surge in 2021-22 as compared to the previous fiscal year. Nevertheless, Pakistan's exports needed diversification in order to increase the overall exports and thus reduce the current account deficit.

He further said that the bilateral trade between Pakistan and France had progressed appreciably, attaining 1.52 billion Euros, up 28.2 % year-on-year. Pakistan's exports to France thrived (+19.7 % to 1.11 billion Euros), while French exports rebounded strongly after the downturn in 2020 (+28.3 % to 411 million Euros). The call for the boycott of French products following the protests on blasphemy issue, fueled by fake news regarding supposed French hostility towards Muslims, had finally no impact. Even the items most exposed to boycott, such as cosmetics and pharmaceuticals, grew faster than other products. Mr. Allawala stressed that despite the significant rise, there was still plenty of room for further increase in the trade between the two countries. French exporters needed to keep in mind that Pakistan is a market of 220 million people, out of which at least 30 % are credit-worthy customers.

Among French success stories in Pakistan, he made special mention of L'Oréal and Carrefour. Both of these multinationals have been increasing their footprints in Pakistan. They have more or less become household names here. French car manufacturer Peugeot has collaborated with Lucky Motor Corporation Limited to assemble and distribute Peugeot models in Pakistan.



Mr. Saeed Allawala (Deputy Chairman & Deputy CEO)



H.E. Mr. Nicolas GALEY (Ambassador of France to Pakistan)



Mr. Laurent CHOPITON (Head of the French Economic Dept)

He lauded the aid provided by France after the devastating floods in Pakistan and its announcement to host an international conference in order to raise funds for rehabilitation and reconstruction in the flood-affected areas. France had also extended by six years Pakistan's debt payment schedule.

Dwelling on the promotion of trade and investment between France and Pakistan, he said that PFBA maintained regular liaison with French institutions dedicated to promoting international trade and investment. PFBA has been a member of CCI F (Chamber of Commerce International France) for the last twenty years. Lately, it has been reinforcing its relations with it to help our member companies identify business opportunities in France and in other French-speaking countries. PFBA was working with Business France as well to assist French companies in prospecting business opportunities in Pakistan. PFBA also participated in a Webinar with MEDEF organized by the Embassy of Pakistan in France.

He further said that before the Covid-19 crisis adversely affected its activities, PFBA maintained its usual schedule. It held its Ninth Trade Awards ceremony on November 29, 2019, and since then, it has not been able to organize any public event. Ways and means needed to be devised for enhancing PFBA's public projection. The membership was falling, entailing a substantial loss of revenue from the annual membership fee. It was imperative to mobilize all efforts to make PFBA more dynamic and capable of delivering genuine service to the members regarding business opportunities with France.

In his address, H.E. Nicolas Galey appreciated the efforts made by PFBA for promoting trade relations between France and Pakistan. He added that PFBA had played an active role in strengthening business and friendly ties between the Pakistan and France. He said Pakistan and France had a longstanding relationship. He added that French exports suffered due to the ban on the import of various luxury items including cosmetics. He assured the full support of France to Pakistan in coping with the consequences of the recent floods. France stood with Pakistan in this difficult hour. It provided immediate help for the affected areas, most noteworthy of which were the water purification plants.

Regarding the difficulties faced by Pakistani importers in opening letters of credit, he acknowledged that the State Bank of Pakistan and the government were working to solve this problem as well as other issues faced by foreign companies such as the repatriation of dividends and profits. He urged PFBA to organise more events, host business delegations from France and organise visits by business delegations to France. More events had to be organised for enabling contacts with the business community in general. A strong and dynamic PFBA was the need of hour. PFBA should take up regulatory issues with the authorities. He went on to recommend that it should have a permanent representative in Islamabad in order to maintain regular contact with government officials. He called for concerted efforts to build Pakistan's image in order to attract French companies and investors. He called upon PFBA member-companies to pay particular attention to Corporate Social Responsibility and women's empowerment.

At the end, Mr. Humayun Akhlaq, C.E.O of Schneider Electric presented a vote of thanks with special appreciation for H.E Mr. Nicolas Galey.



Sind Medical Store Team with Consul General of France
Mr. Alexis CHAHTAHTINSKY



(L to R) Mr. Muhammad Younus Billoo, Mr. Humayun Akhlaq, Mr. Guillaume Valence, Mr. Javed Ghulam Mohammad, Mr. Shaukat Hassan, H.E. Nicolas GALEY, Mr. Ali Akhai, Dr. Tasmia Abeer Billoo



Mr. Humayun Akhlaq
(Country President and CEO of Schneider Electric).

PFBA NEW MEMBERS



Mr. Bilal Chabra

Country Head

Louis Dreyfus Company Pakistan (Pvt) Limited

Activity: Agriculture Commodity Trading



Mr. Rehmat Naveed Elahi

Chief Executive

D.L Nash (Pvt) Limited

Activity: Exporter of Made-UPS



Mr. Muhammad Umair Arshad

Managing Director

Sadiq Gelatin Industries (Pvt) Limited

Activity: Manufacturing of Gelatin



Mr. Muhammad Ishfaq

Partner

MHAY Industries

Activity: Manufacturing & Exporter of Equine Dental Tools, Farrier Tools & Small Animal Dentistry.



Mr. Abid Mahmud Qureshi

Chief Executive Officer

Blue Horizon (Pvt) Limited

Activity: Manufacturer cum Exporter.



Mr. Danial Baweja

Chief Executive Officer

Regent Group

Activity: Hospitality, Services & Import / Export.



Dr. Tahir Masood

Managing Director

National Engineering Services Pakistan (Pvt) Limited (NESPAC)

Activity: Engineering Consultancy

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Together, beyond animal health

BILATERAL NEWS

France provides soft loan for the National Transmission & Despatch Company (NTDC)

The French Development Agency – AFD and the National Transmission and Despatch Company Limited (NTDC) have inked a project agreement for the provision of €180 million soft loan. Engr. Dr. Rana Abdul Jabbar Khan, Managing Director NTDC and Mr. Philippe Steinmetz, Country Director AFD, signed the project agreement on behalf of their respective organizations. The funds provided through this loan will assist NTDC in the execution of various projects aimed at improving the efficiency of the transmission of power in Punjab thereby benefiting households and consumers. More specifically, the loan will be utilised for the construction and upgradation of transmission lines and grid stations in Vehari, Aarifwala, and Sialkot,. France is providing technical and financial support through the French Development Agency across various sectors in Pakistan, including energy, water and sanitation, urban development, and cultural heritage.



France pledges \$55 million to fight polio in Pakistan



French Development Agency - AFD - has committed \$55 million for the Pakistan's Polio Eradication Initiative (PEI). The commitment was made during a weeklong visit to Pakistan by a delegation from AFD and the Bill and Melinda Gates Foundation. The delegation visited the National Emergency Operations Center for Polio Eradication and discussed the polio infrastructure's role in responding to COVID-19 and recent floods. AFD's support will include immunization activities, disease surveillance, polio campaign monitoring, and other technical areas.

Bilateral Political Consultations between Pakistan and France



The 14th round of Pakistan-France Bilateral Political Consultations was held in Paris on 10th February 2023. Secretary-General of the French Ministry for Europe and Foreign Affairs, Ms. Anne-Marie Descôtes headed the French side, while Foreign Secretary Dr. Asad Majeed Khan led the Pakistani side.

On this occasion, the two countries signed the "Roadmap for Bilateral Cooperation," which aims to strengthen ties in all areas of shared interest, including high-level interactions and collaboration in the political, economic, development, science, technology, education, culture, and tourism fields.

The Foreign Secretary acknowledged the importance of GSP Plus for Pakistan. He also praised the French Development Agency's collaboration with Pakistan in the fields of mass transit, urban development, renewable energy, and preservation of historical sites.



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Email: info@thcc.edu.pk Web: www.thcc.edu.pk

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Admissions to Grade VI, VII, VIII & IX are OPEN for the Academic Year, 2023-24

Interested Candidates / Parents are required to apply online, following the guidelines available at www.thcc.edu.pk/admissions



Admission Form is to be filled (On-line) and sent to **THCC Online**. After that a **hard copy of the Form**

along with the required Documents (Listed therein) including the **Bank Draft** of

Rs. 2,000/(as Exam Fee, Non-Refundable),

drawn in favour of Ahmed E H Jaffer

Foundation, should be sent to **113-A SMCHS**

Sharah-e-Faisal, Karachi. Without this, No

Candidate shall be allowed to sit the Entrance Test.

Candidates found eligible will be required to appear for Written Test

at the designated Centers. Those who pass the Test, as per Merit,

shall be interviewed and medically examined.

Date for written test and interview shall be intimated well before time.



Note: The COLLEGE PROSPECTUS can be viewed at / downloaded from the College Admission Portal.(www.thcc.edu.pk).

Admission Criteria for Matriculation / Cambridge System

Foundation Class: VI-VII

a) Age	10 to 13 years as on 1st April 2023
b) Eligibility	Passed Grade VI or appearing for Grade VI Annual Examination 2023
c) Subjects for Written Test	IQ, Mathematics, English, Urdu & Science (Assessment based on SLO's for Grade VI, National Curriculum of Pakistan),

Class: VIII

a) Age	12 to 14 years as on 1st April 2023
b) Eligibility	Passed Grade VII or appearing for Grade VII Annual Examination 2023
c) Subjects for Written Test	IQ, Mathematics, English, Urdu & Science (Assessment based on SLO's for Grade VII, National Curriculum of Pakistan),

Admission Criteria for Grade IX (Cambridge System)

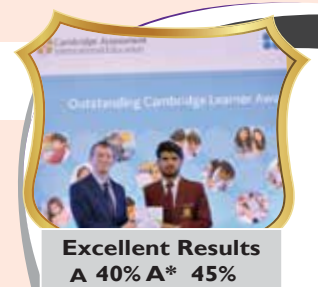


a): Age	13 to 15 years as on 1st April 2023
b): Eligibility	Passed Class VIII or appearing for Class VIII Annual Examination 2023
c): Subjects for Test	IQ, Mathematics, English & Science (Assessment on SLO's for Grade VIII, National Curriculum of Pakistan)

Last date for submission of Admission Form: 20th September 2023

PLACES FOR WRITTEN TEST CENTRES

- | | | |
|--|-----------------------|----------------------|
| (i) Karachi City (Sharah-e-Faisal SMCHS) | (iv) Gilgit-Baltistan | (vii) Matiari |
| (ii) The Hub Cadet College, Karachi | (v) Islamabad | (viii) Umerkot |
| (iii) Balochistan | (vi) Hyderabad | (ix) Sukkur/Khairpur |



FRENCH NEWS



“La French Tech” is a unique movement bringing together start-ups, investors, policymakers and community builders. Its mission? To make France one of the greatest places in the world to launch and grow global companies that make sense for the future.

La French Tech's national team, known as the French Tech Mission, is administratively a French government organism. It is based at the world's biggest start-up campus, Station F. It is a new breed of civil servants, wielding a mix of policy, funding, marketing and program design.



La French tech has put together a huge network of 13 French Tech capitals, 45 French Tech communities in France and 63 French Tech communities based in 100 cities all over the world.

Inside France, la French Tech encourages entrepreneurial initiatives from anywhere in France, regardless of socio-economic background. Too often, structural obstacles such as funding, training or networks discourage the potential entrepreneurs.

Internationally, La French Tech extends an open invitation to come to France to those who want to join, launch or invest in a French start-up. It has introduced a fast track visa program for the foreign talents aspiring to join French Tech ecosystem. Many French start-ups have chosen to work in English and hire foreign talent.

The French Tech Visa is a simplified, fast-track scheme for non-EU start-up employees, founders and investors to obtain a residence permit for France.

Collaboration between Mission French Tech and CCI France International

Mission French Tech and CCI France International have signed a partnership agreement to strengthen collaboration between French CCIs abroad and French Tech Communities.

This collaboration will enable both organizations to be more helpful to French start-ups wishing to expand internationally.

“We are convinced that this new collaboration represents a real opportunity for the French Tech influence. For start-ups, international development naturally offers a number of advantages, such as access to new markets, talent and new investors,” said Clara CHAPPAZ, Director of Mission French Tech on this occasion.

According to Arnaud VAISSIÉ, President of CCI France International, “More than forty Chambers are actively collaborating with French Tech communities abroad, demonstrating the complementary nature of the two organizations”.



BERTIN TECHNOLOGIES is a French industrial group that designs and manufactures measurement, observation & detection systems and instruments for critical applications. Based in Paris Region and Southern France, Bertin Technologies Group comprises three divisions – Bertin Instruments, Bertin Photonics & Bertin Medical Waste. The main product lines of Bertin Technologies are as under:

Radon detectors

- Short and long-term monitoring of Radon concentration indoor and outdoor, water and soil gas analysis
- Radon surveillance and mitigation in the workplace
- Geological survey, e.g. volcano watching, earthquake surveillance

Photonics

Visible and infrared optronics technologies to provide high-end devices for the surveillance of sensitive sites and the detection of threats & targets in any light conditions:

- Vision monocular with smart digital fusion
- Imaging sensor modules for Land Situational Awareness (LSA) and Driver Vision Enhancement (DVE).

Gas detection system

Gas detection system for early warning and real-time visualization of suspicious gas clouds for chemical area surveillance in open field and harsh conditions but also adapted to industrial safety.

Environmental radiation monitoring

Innovative solutions for the environmental radiation monitoring in air, soil and water for the protection of the population and the environment through the early detection of ionizing radiations near sensitive sites or infrastructures likely to release radionuclides. Bertin instruments have already been tested and proven for nuclear crisis management, detection and early warning of radiological dispersals, continuous monitoring of the territory or the environment's radiological status around civilian and military sensitive sites.

Treatment of biomedical waste

Machines for grinding and sterilizing on-site all types of hospital waste using microwave treatment, and therefore remove the need to take this waste outside the hospital, which poses a significant risk of external contamination and pollution.

Bertin Technologies is interested in exploring business opportunities in Pakistan. For more information, please contact Business Support Office of PFBA: pfba.bso@gmail.com

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PAKISTAN-FRANCE TRADE IN 2022

The bilateral trade between Pakistan and France attains the all-time high level of almost 2 Billion Euros in 2022

Pakistani exports to France

- At almost 1.5 billion euros, Pakistani exports to France were at an all-time high in 2022.
- Pakistani exports were constituted to the tune of 82% by textiles, leather and footwear (versus 79% in 2021).
- Pakistani exports are beginning to diversify, with the miscellaneous manufactured products rising to the second largest export item in Pakistani sales, at 88.33 million euros
- Essential oils and ingredients used in perfumes, such as rose concentrate, of which Pakistan is one of the world's leading producers reached 57 Million EUR, an increase of 457.5%
- The Pakistani pharmaceutical exports, at 658 thousand EUR compared with 239 thousand EUR in 2021 could have been still higher if they were not impacted by letter-of-credit quota measures targeting pharmaceutical raw materials.

French exports to Pakistan

- French exports in 2022 reached 489.5 Million EUR, a rise of 18.2 % as compared to 2021.
- However, the structure of French exports, traditionally concentrated on pharmaceuticals and electric turbines, is changing. In 2022, agricultural products have overtaken pharmaceutical exports, which are usually main French export item, with large deliveries of cereals over the summer, amounting to 240,000 tons of wheat worth 82 Million EUR.
- The increase in sales of automotive equipment amounting to 31.84 Million EUR will eventually constitute a more permanent flow. It is linked to the opening of Peugeot 'Stellantis' CKD production line in Karachi, in partnership with Lucky Motors Corporation.
- French exports in traditional categories of "pharmaceutical preparations" and "chemical, perfumes and cosmetics" were impacted by customs measures and restrictions on the import of luxury goods implemented between May and August 2022 by the government of Pakistan. They went down respectively by 1.5% and 16% as compared to 2021.

The trade balance between France and Pakistan in 2022

- France suffered a trade deficit of close to one billion euros (977.8 Million EUR versus 700.2 Million EUR in 2021), the highest ever reached in the history of bilateral trade. The French exports to Pakistan increased by 18.2% while Pakistani exports to France increased by 31.7%

PFBA SOCIAL MEDIA PRESENCE




We at Pakistan France Business Alliance (PFBA) strive to keep you connected to the activities of Pakistan and French around the world through our social media handles.

We are open to your valuable comments and feedback on our website.

 <https://www.facebook.com/PFBA.Pakistan>

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-Muhammad Arshad

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