



# Pakistan-France Business Alliance

A Company set up under section 42 of the Companies Ordinance, 1984  
Member of CCI France International, Paris

## The Key to Pakistan-France Trade

MAY 2017 - 4<sup>th</sup> ISSUE

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H.E. MME Martine Dorance  
Ambassador of France

#### PATRON

Francois Dall'Orso  
Consul General of France

#### CHAIRMAN/CEO

Jamil Hamdani

#### VICE CHAIRMAN

Saeed Allawala

#### HONORARY BOARD MEMBER

Philippe Fouet

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### Chairman/CEO's Message

Pakistan France Business Alliance held its 3rd Annual General Meeting in the first week of April. This meeting was graced by the Ambassador of France, H.E Martine Dorance, who is also the Patron-in-Chief of PFBA. In her address Her Excellency informed the audience that this would be her last AGM as she will be returning to Paris later this year after meritoriously serving her country as its Ambassador here for three years. As she said in her address at the AGM, she highly valued the contribution of PFBA to the development of bilateral relations between France in Pakistan and enjoyed working with it. On behalf of PFBA I conveyed to Her Excellency our heartfelt gratitude for the cooperation she extended to PFBA during her tenure in reaching out to the French private sector. The Ambassador was instrumental in making it possible for the visit of the French Business Confederation (MEDEF) delegation to Pakistan in the beginning of April 2017. The last MEDEF delegation to visit Pakistan was in 2006. The Ambassador was a true friend of Pakistan and I am confident she will continue to build Pakistan's image in France and elsewhere.

As I remarked in my address to the AGM, the main objective of PFBA is to develop trade and investment between France and Pakistan. In this regard, the visit of the MEDEF delegation in April and its meetings with Pakistani authorities and business groups constitutes a landmark in the development of economic ties between our two countries. At the same time Business France, the French external trade agency, organized the participation of 2 French companies from agricultural, and agro-food sectors to the Dawn Food and Agri Expo in Lahore on 4-5 April. Mr. Thibaut Fabre, Director Business France for South Asia along with Mr. Olivier Delbecq, in-charge Agro-food sector at Business France Delhi also visited this exhibition. Just after the exhibition another French company specialized in dairy industry visited Lahore and Karachi and met key players in Pakistan's dairy sector. I would also like to mention the guidance and active cooperation accorded by Business France to our members in meeting French companies during Arab Health and Gulf Food exhibitions in Dubai. Business France's enhanced cooperation with PFBA augurs well for the French business presence in Pakistan. In fact the collaboration with Business France has become a pillar of PFBA's general activities. I hope that our members will take maximum advantage of this cooperation to build ties with French companies desirous of prospecting business opportunities in Pakistan. I also hope that our collaboration with Business France will lead to the re-opening of French trade office in Karachi, the economic capital of Pakistan.

Finally I would like to facilitate the trail-blazing contribution of our member company Martin Dow in the development of two-way business relations between France and Pakistan. Martin Dow has bought over 2 French pharmaceutical production units and successfully re-commissioning them. It has won praise from no less a person than the President of France, François Hollande, in whose constituency this factory is situated. My congratulations once again to Martin Dow and its Chairman Mr. Jawed Akhai.

Jamil Hamdani  
Chairman/CEO

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# PFBA NEWS

## BRANDT EXECUTIVES VISIT THE PFBA SECRETARIAT

Two senior representatives Mr. Fodin Bachir KORICHI and Ms. Hacina LEHADI of the French company BRANDT visited the PFBA Secretariat in Karachi at end of July 2016 to meet with the PFBA Chairman/CEO Mr. Jamil Hamdani.

Brandt is an international trade name offering extensive product ranges in the fields of washing, cooking, cooling, small appliances, television and air conditioning.

Brandt products are regarded as one of the favourite brands of France.

The meeting remained positive with the PFBA Chairman/CEO offering his expert advice on how to initiate a successful business in Pakistan and spoke of the unlimited potential the country has to offer.

During their brief stay in Pakistan, the BRANDT representatives visited PFBA members with similar business activities in Lahore and Karachi.

## PFBA WELCOMES MR. PHILIPPE FOUET

On behalf of the Board of Directors and members of Pakistan-France Business Alliance, a warm welcome to Mr. Philippe FOUET the newly assigned Head of the Economic Department at the Embassy of France in Islamabad.

Prior to this assignment, Mr. FOUET served as the Head of the Economic Department in Mozambique.

Mr. FOUET brings with him a wide range of experience and has held important posts in countries such as Lebanon, Saudi Arabia, the United Arab Emirates, Vietnam, South Africa and Indonesia.

Mr. FOUET shall remain on the Board of Pakistan-France Business Alliance in the capacity of an Honorary Director.



## H.E. MR. MOIN UL HAQUE VISITS THE PFBA SECRETARIAT.

H.E. Moin-ul-Haque, Pakistan's Ambassador-designate to France visited the PFBA Secretariat on June 15, 2016 to meet with the PFBA Chairman/CEO Mr. Jamil Hamdani.

The two exchanged views on how to improve and project a positive image of Pakistan.

The Chairman/CEO felt the need to encourage SME's rather than known French entities to operate in Pakistan though they both agreed that SMEs are more concerned about the risk factor.

The Ambassador of Pakistan to France H.E. Mr. Moin-ul-Haque vowed to extend complete cooperation to PFBA pledging to utilize all available resources and energies for enhancing exports to France.

H.E Mr. Haque said Pakistan was intending to boost mutual trade ties with France besides all out efforts to remove hurdles from way of smooth promotion and strengthening mutual trade between Pakistan and France.

The Chairman/CEO requested the Ambassador to motivate the Pakistan France Business Council with its office in France to become more active as presently it is in the dormant mode.



## 2nd PAKISTAN-FRANCE TRADE PERFORMANCE AWARDS CEREMONY

The Board of Directors of Pakistan-France Business Alliance hosted the 2<sup>nd</sup> Trade Performance Award ceremony on November 18, 2016 at a local hotel in Karachi.

The PFBA Patron-in-Chief of Pakistan-France Business Alliance Her Excellency Mme Martine DORANCE, the Ambassador of France to Pakistan was the Chief Guest at the occasion.

The Consul General of France Mr. Francois DALL'ORSO and the recently assigned Head of the French Economic Department Mr. Philippe FOUET also graced the event with their presence.

The Principal Sponsor of this year's award ceremony was Sind Medical Stores. Infotel Pakistan and Himont Pharmaceuticals were the Lead Sponsors. Total Parco was also a co-sponsor together with Tarseel Private Limited, Grand Parent Poultry and MAS Associates who also supported the event.

Mr. Jamil Hamdani in his address spoke of the law and order situation, the economy of the country and the economic performance of the government.

The Ambassador shared the news that Hyperstar - a joint venture between French multinational retailers Carrefour and Majid Al Futtaim Group of the United Arab Emirates will be opening three more shopping malls in Pakistan.

Her Excellency also spoke of the expected entry of the French carmaker Renault and said that if it materializes, it will encourage other French and European multinationals to prospect opportunities in Pakistan in other promising sectors such as renewable energy, agro-food, and transport.

A particular mention was made to the continued cooperation between PFBA and the French External Trade and investment Agency BUSINESS FRANCE and said that the Business Support Office of PFBA works in close collaboration with Business France for identifying business opportunities for French companies in Pakistan.

The Ambassador congratulated the award recipients in the various categories and said their untiring effort in promoting bilateral trade was an example to be emulated by the business community in general and other PFBA member companies in particular.

H.E. Mme Martine DORANCE was confident about the future of trade relations between the two countries and stated some major contracts had been awarded to French companies, mainly in the sectors of power generation.



L to R: Mr. Jamil Hamdani, H.E. Mme Martine DORANCE, Mr. Philippe FOUET, Mr. Francois DALL'ORSO & Mr. Shaukat Hassan.



L to R: Mr. Rashid Nawab, Mr. Philippe FOUET, Mr. Younus Billoo & Mr. Francois DALL'ORSO.



Mr. Olivier SABRIE with the Total Parco Team



H.E. Mme Martine DORANCE & Mr. Francois DALL'ORSO with members of the alliance.

Her Excellency said that French equipment will be supplied in 2017 to major power plants — in Mangla, Haveli and Balloki — as well as to the Engro Powergen Coal Plant.

The Ambassador spoke of the Finance Minister of Pakistan Mr. Ishaq Dar's recent visit to France and the decision that the Pakistan-France Administrative, Economic and Trade Committee would be upgraded to a Joint Ministerial Commission which she said was, "a clear sign of our mutual interest in developing economic relations".

Following the address by H.E. Mme DORANCE, the newly appointed Head of the French Economic Department Mr. Philippe FOUET introduced himself, spoke of his past assignments, trade between the two countries and his key objectives.

Awards were presented in 18 product categories.

Overall the event was well attended and enjoyable; the award ceremony was followed by a lavish dinner and to end the evening there was a vibrant and interactive musical performance by Ms. Zoe Viccaji and her band.



L to R: Mr. Philippe GARNIER, H.E. Mme Martine DORANCE & Ms Semeen Wajahat.



Musical Performance by Ms. Zoe Viccaji.

## HOME TEXTILE CATEGORY



1<sup>ST</sup> PRIZE 2015/16 YUNUS TEXTILE MILLS LIMITED (YTML)

## BUYING AGENTS (TEXTILE) CATEGORY



1<sup>ST</sup> PRIZE 2015/16 GIA EXPORT MARKETING SERVICE (PVT.) LTD.

## PHARMACEUTICAL CATEGORY



1<sup>ST</sup> PRIZE 2015/16 MARTIN DOW LIMITED

## SPECIALIZED NUTRITION PRODUCTS CATEGORY



1<sup>ST</sup> PRIZE 2015/16 SIND MEDICAL STORES



## **SURGICAL GOODS CATEGORY**



**1<sup>ST</sup> PRIZE 2015/16 ELMED INSTRUMENTS**

## **CHEMICALS CATEGORY**



**1<sup>ST</sup> PRIZE 2015/16 S.I. CHEMICALS**

## **DIAGNOSTIC & LAB. EQUIPMENT CATEGORY**



**1<sup>ST</sup> PRIZE 2015/16 SIND MEDICAL STORES**

## **DIAGNOSTIC & LAB. EQUIPMENT CATEGORY**



**1<sup>ST</sup> PRIZE 2015/16 GLOBAL MARKETING SERVICES**

## **OIL & GAS CATEGORY**



**1<sup>ST</sup> PRIZE 2015/16 MAS ASSOCIATES (PVT) LTD**

## **ENGINEERING CATEGORY**



**1<sup>ST</sup> PRIZE 2015/16 GREAVES PAKISTAN (PVT) LIMITED.**

## **INFORMATION TECHNOLOGY CATEGORY**



**1<sup>ST</sup> PRIZE 2015/16 INFOTEL PAKISTAN (PVT) LIMITED.**

## **HOSPITAL EQUIPMENT CATEGORY**



**1<sup>ST</sup> PRIZE 2015/16 SIND MEDICAL STORES**



## SHIPPING & FREIGHT FORWARDERS CATEGORY



**1<sup>ST</sup> PRIZE 2015/16 CMA CGM PAKISTAN**

## TELECOM EQUIPMENT & SERVICES CATEGORY



**1<sup>ST</sup> PRIZE 2015/16 OBERTHUR TECHNOLOGIES PAKISTAN (PVT) LTD**

## TRAVEL & OUTDOOR PRODUCTS CATEGORY



**1<sup>ST</sup> PRIZE 2015/16 AL-HATIM IMPEX**

## LIVESTOCK CATEGORY



**1<sup>ST</sup> PRIZE 2015/16 GRAND PARENT POULTRY**

## VETERINARY PHARMA CATEGORY



**1<sup>ST</sup> PRIZE 2015/16 SAADAT INTERNATIONAL**

## INDUSTRIAL SAFETY PRODUCTS CATEGORY



**1<sup>ST</sup> PRIZE 2015/16 ATLAS EXPORTS (PVT) LTD**

## COSMETIC & CONSUMER GOODS CATEGORY



**1<sup>ST</sup> PRIZE 2015/16 TARSEEL PVT LTD**



**SPECIAL APPRECIATION AWARD- SIND MEDICAL STORES.**

## PFBA - 3rd ANNUAL GENERAL MEETING



L to R: Mr. Philippe FOUET, Mr. Francois DALL'ORSO, H.E. Mme DORANCE, Mr. Jamil Hamdani & Mr. Riaz Siddiqui.

The third Annual General Meeting of Pakistan- France Business Alliance (PFBA) was held on April 7th, 2017 at a local hotel in Karachi.

The Chief Guest at this occasion was the PFBA Patron-in-Chief Her Excellency Mme Martine DORANCE, Ambassador of France in Pakistan.

Mr. Philippe FOUET the Head of the French Economic Department in Pakistan and the French Consul General Mr. Francois DALL'ORSO were also present at the occasion.

The financial statements for the year ended December 31, 2016 audited by the reputed Haroon Zakaria & Company were presented to the members by the PFBA Director Finance Mr. Riaz Siddiqui.

Following the financial report, Mr. Jamil Hamdani, the PFBA Chairman/CEO in his address gave a brief overview of the economy and the general situation of the country.

He spoke of 2017 being the last year of the present government's electoral mandate and said that in spite of the ups and downs the system of democratic change through elections had come to stay.

The Chairman/CEO spoke of the delegation of over twenty French companies under the auspices of MEDEF that visited Pakistan recently and held important meetings with Pakistani authorities and business groups.

Mr. Hamdani spoke of PFBA's strong relationship with Business France, the French external trade agency and said that Business France has become a pillar of PFBA's general activities.



The PFBA Director Finance Mr. Riaz Siddiqui presenting the accounts for 2016.

The Chairman congratulated the Head of Martin Dow Limited Mr. Jawed Akhai on opening two plants in France which were inaugurated by the President of the Republic of France Mr. Francois HOLLANDE.

A commendable presentation of the recent achievement by Martin Dow was viewed by members.

Following the presentation, the Chief Guest H.E. Mme DORANCE addressed the members and guests and said that the bilateral relationships between the two countries would not be the same without the contribution by PFBA.

H.E. Mme DORANCE also spoke of the MEDEF delegation as being a major achievement particularly as it was after a gap of twelve years.

The Ambassador congratulated Mr. Jawed Akhai Chairman Martin Dow Limited for the inauguration of its two plants in France and for putting Pakistan on the map of France.

H.E. Mme DORANCE said that the prospective of bilateral relations between the two countries in the coming years is promising with further deliveries of French helicopters and turbines.

The Ambassador concluded by informing members that her tenure of three years would end this year and thanked the PFBA Board of Directors and members for their support and friendship during this period.

The Head of the Economic Department of the Embassy of France Mr. Philippe FOUET in his address said that on the economic front there is room for improvement.



He was happy to report that one of his key priorities of developing bilateral economic visits was successful as last year saw two official visits of the Finance Minister of Pakistan Mr. Ishaq Dar to France and recently MEDEF arranged a delegation of French businessmen to Pakistan.

Another objective of promoting the attractiveness of France to the Pakistani business community for

investment is also bearing fruit with the recent 2 plants of Martin Dow, he congratulated the Chairman of Martin Dow Mr. Jawed Akhai for this success.

Mr. FOUET remained optimistic about further Pakistani investments in France and said that day by day new investors from Pakistan are investing in France.

The evening's proceedings concluded with a lavish high tea served to the members.



The PFBA Chairman/CEO Mr. Jamil Hamdani addressing members & guests



H.E. Mme Martine DORANCE addressing the audience.



Mr. Philippe FOUET addressing members.



Mr. Jawed Akhai, Chairman and Founder Director of Martin Dow Limited addressing the audience.



A view of the audience



H.E. Mme DORANCE & Mr. Francois DALL'ORSO with senior members.

## VISIT OF FRENCH BUSINESS CONFEDERATION (MEDEF) DELEGATION TO PAKISTAN

MEDEF International, the French business confederation, organized with the strong support of the French Embassy in Islamabad and the Pakistani authorities, a high powered French business delegation to Pakistan from the 4th to the 6th of April, 2017.

This mission was led by M. Thierry PFLIMLIN, Chairman of the France-Pakistan Business Council of MEDEF International and President of Total Global Services.

Some 20 French companies participated in the delegation and represented a wide range of sectors such as energy, environmental services, banking and financial services, agribusiness, IT and aviation industry.

The three-day long program gave the French companies the opportunity to better understand the business environment in Pakistan and the economic priorities.

The delegation engaged in fruitful discussions with the Pakistani business community, particularly with members of the Pakistan Business Council and Pakistan-France Business Alliance as well as Ministers and highest political authorities both at the federal and provincial level.

Some industrial site visits were organized in Karachi including a visit to Gul Ahmed Textile Mills.

The Ambassador of France, Her Excellency Mme Martine DORANCE accompanied the delegation throughout its stay in Pakistan.

Mr. Thierry PFLIMLIN, Chairman of the France-Pakistan Business Council of MEDEF International remained positive and felt that this visit was a “wonderful opportunity to strengthen commercial and industrial partnerships between France and Pakistan.”

## PFBA's SUPPORTERS OF 2ND ANNUAL PAKISTAN RENEWABLE ENERGY & POWER INFRASTRUCTURE INVESTMENT CONFERENCE.

Pakistan-France Business Alliance participated as a Supporting Organization of the—**2nd Annual Pakistan Renewable Energy & Power Infrastructure Investment Conference** held in Islamabad on the 12 of April, 2017.

This major calendar investment event was co-hosted by uroconvention Global along with IFC/World Bank as the Institutional Partner.

Pakistan continues to draw further interest from international companies looking to enter renewable energy projects and to develop new ventures in the country.

The country has, indeed, large untapped renewable energy resources in terms of wind and solar energy, not to mention its hydro and biomass potential.

The government has taken pragmatic steps to harness the available renewable energy potential, diversify its energy mix and ensure sustainable development in the country. The promotion and development of RE technology have already generated record investment, revealing the interest of investors and operators in this sector. Foreign investors poured over \$3 billion into the renewable energy sector in Pakistan just over the last years.

National policy and regulations to support the renewable energy sector will be largely addressed in this flagship investment event.

As the development of renewable energy infrastructure in Pakistan requires financial and technical assistance, the country is looking to increase cooperation and partnership between public and private sector stakeholders.



## PFBA & AFK JOIN HANDS

Ms. Valerie Khan - Deputy Candidate, Conseiller Consulaire for Central Asia based in Islamabad along with Mr. Florian Bohème - Socialist candidate for the Overseas French Legislative Elections, in the 11th Circumscription visited the Alliance Française de Karachi to meet the French people and also French company representatives to exchange ideas and share their experiences so far.

The participants discussed the challenges but also the way forward to promote trade and commercial exchanges between France and Pakistan. The friendship between the two countries and the need for capitalizing upon untapped potentials was insisted upon; all agreed that this meeting would only stand as one among many others to follow!

Senior members of Pakistan-France Business Alliance Mr. Younus Billoo, Dr. Tasmia Abeer Billoo, Mr. Zine Otmani, Mr. Ather Ansari, Mr. Munir Paracha and Mr. Lafir Aziz were present at the constructive networking session.



Senior PFBA Members with Ms. Valerie Khan & Mr. Florian Bohème



Director AFK Mr. CHENIN with PFBA members & guests.

## MEMBERS NEWS

### A PROUD MOMENT FOR MARTIN DOW

Mr. Jawed Akhai is the Chairman and founder director of Martin Dow Limited and a prominent businessman in the pharmaceutical sector of Pakistan. Martin Dow was established in 1995 as a pharmaceutical marketing company in Karachi, and later acquired a manufacturing facility in Lahore during the year 2000. With a flair for entrepreneurship and a passion for excellence, Mr. Akhai made a bold and innovative move in 2010 with Martin Dow acquiring the pharmaceutical manufacturing facility of Roche Pakistan Limited, a subsidiary of F. Hoffman La Roche Limited (Switzerland) along with the acquisition & brand licensing of some of their globally acknowledged top line products, this being one of the largest acquisitions in the pharmaceutical industry of Pakistan. Martin Dow's recent acquisition of the majority shareholding of Merck Germany in Merck (Pvt) Ltd was again the largest industry acquisition and marked a significant milestone in the company's history, as a result of which the Martin Dow Group is currently ranked 5th in the pharmaceutical industry of Pakistan.

In yet another visionary move to expand the business and explore new horizons, Mr. Akhai made rare forays by a Pakistani businessman into the French market through the nutraceutical and pharmaceutical sectors in Gien and Meymac.

The Martin Dow facility in Meymac was inaugurated on March 16th 2017 by Mr. Hollande, the President of the

French Republic. With this fast expanding and diversifying portfolio, Mr. Akhai is leading the Martin Dow Group from the front in his quest to make this world a better place to live and prosper in.



## TOTAL PARCO HAS A NEW COUNTRY MANAGER/DIRECTOR

Mr. Olivier Sabrie the newly appointed Country Manager/Director –ETOTAL PARCO Pakistan Ltd is a Civil Engineer by profession who started his career in 1992 in Mozambique, Africa.

His first assignment in Total was as Operations and Network Manager for Total Mozambique in 1994. This was followed by a stint as Managing Director of Total Rwanda in 1999. From there he moved on to head the Department of Transport at Total France Logistics till August 2006.

In 2006, Mr. Sabrie was assigned to head the Total subsidiary in the Central African Republic. He moved from that position in 2011 to become Managing Director of Total Equatorial Guinea. As of July 2016 Mr. Sabrie assumed charge as Country Manager of TOTAL PARCO Pakistan Limited.



## NEW HEAD OF ADVANS PAKISTAN – ZINE OTMANI

Mr. Zine Otmani has sixteen years of professional experience, eleven of which were spent working in the microfinance sector.

Prior to joining HORUS, Mr. Otmani has worked as an external auditor for Ernst & Young, French company Mediaco, Moroccan institution FONDEP Micro Credit and then joined HORUS in September 2011 as Managing Director of Advans affiliate in Nigeria.

In July 2016, Mr. Otmani took the assignment of Chief Executive Officer for Advans Pakistan, a Microfinance bank which provides adapted financial services including accessible loans, attractive deposits and insurance to MSMEs and low income populations in Pakistan.



## AWARD BESTOWED UPON PFBA MEMBER MR. BASHIR ALI MOHAMMAD

The prestigious French “Ordre National du Merite” is an honorary distinction created by General de Gaulle in 1963 recognizing the merits of persons French or foreign for their distinguished service towards France, who may have played an important role for the development of relations between their country and France.

The Ambassador of France to Pakistan Her Excellency Mme Martine DORANCE visited Karachi on April 07, 2017 in order to confer this prestigious award upon senior PFBA member, Chairman/CEO of Gul Ahmed Textile Mills Ltd Mr. Bashir Ali Mohammad for his relentless efforts and his remarkable contribution to enhance trade relations between Pakistan and France.

The ceremony took place at the residence of the Consul General of France Mr. Francois DALL'ORSO and the guests included amongst others the PFBA Chairman/CEO Mr. Jamil Hamdani , the French Commercial Counselor and Head of the French Economic Department Mr. Philippe FOUET, diplomats, senior PFBA members and other leading personalities of the business and Corporate world.

On behalf of the Board of Directors and members of Pakistan-France Business Alliance , we wish to congratulate Mr. Bashir Ali Mohammad on receiving this honorable award.”







### INFOTEL OFFICE VISIT

Mr. Francois DALL'ORSO - Consul General of France - Karachi visited InfoTel Pakistan on 01st December, 2016 and Mr. Riaz Siddiqui - Managing Director welcomed him. During his visit he was briefed about InfoTel business activities, Mr. Francois acknowledged the on-going business activities and also the relationships of InfoTel with Thales, he has also taken keen interest in the live demonstration of Secure Payment Systems and also offered his fullest support to promote French business in Pakistan.



### SUMMIT BANK SIGNING CEREMONY

Karachi, 18th April, 2017: Summit Bank has now collaborated with InfoTel Pakistan for the issuance of EMV Compliance Debit Card. By virtue of this agreement, Summit Bank will be able to offer to its customers debit cards that are equipped with highly secured Europay, MasterCard, and Visa (EMV) chip technology. The signing ceremony was well attended by the Senior Management of both organizations including Summit Bank President & CEO Mr. Muhammad Zahir Esmail & Mr. Riaz Siddiqui – Managing Director – InfoTel Pakistan.

The Consul General of France, Mr. François Dall'orso was the guest of honor at this prestigious event. During the ceremony, he stated that, "French companies have been expressing their interest to develop business in Pakistan, and he acknowledged InfoTel and Thales long term relationship in Pakistan.



## NORTHERN CHAPTER NEWS

### SECP and LCCI Awareness session

Securities and Exchange Commission of Pakistan in collaboration with Lahore Chamber of Commerce and Industry arranged an awareness session on "Benefits of Listing of Companies on Pakistan Stock Exchange". This three-hour session was held in the premises of LCCI on the 17<sup>th</sup> November 2016. The session carried out with the opening remarks of the LCCI President Mr. Abdul Basit followed by the keynote address by the Chairman SECP.

The Chairman SECP explicitly invited Mr. Shaukat Hassan to share the company's success story to act as a source of inspiration and guidance for companies and entrepreneurs who look forward to become a public listing company. The presentation gave a deep insight on HTL, the company behind ZIC, earning huge success in making a "promising brand".



### Farewell for Mr. Eric Noitakis

Mr. Shaukat Hassan, Chairman Hi-Tech Lubricants Limited and also a Director on the Board of Pakistan France Business Alliance hosted a dinner in Lahore to bid farewell to Mr. Eric NOITAKIS, Head of the Economic Department, Embassy of France in Pakistan. This memorable evening was organized at a local club on the 27<sup>th</sup> August 2016. The gathering was well attended with the presence of prominent businessmen and senior PFBA members of the Northern Chapter who remained appreciative to the former Head of the Economic Department for his efforts in strengthening trade between the two countries during his tenure.

The evening ended with Mr. Shaukat Hassan presenting the concluding remarks and wishing Mr. Eric Noitakis good luck for the future.



### PFBA condoles with Mr. Shaukat Hassan

The Board of Directors and management of Pakistan-France Business Alliance, extend their deepest sympathies to senior Board member Mr. Shaukat Hassan, on the untimely passing away of his son Muhammad Basit Hassan.

Mr. Basit Hassan held an MBA degree in banking / finance from Lahore School of Economics (LSE) and worked as an Executive Director for Hi tech Lubricants (HTL).



It was the expertise and qualification of Mr. Basit Hassan that motivated the sales team towards greater output both quantitative and qualitative.

Mr. Basit's entrepreneurial abilities and endless efforts led to HTL rising to newer heights of success.



# NEW MEMBERS



**Mr. Sadaqat Arif**  
Managing Director  
Ingenioustribe Global Solutions (Pvt) Ltd  
Activity: Services of Corporate Due Diligence & Background Screenings



**Mr. Mehmood Arif Dawood**  
Director  
Dawood Engineering (Pvt) Ltd  
Activity: Manufacture of Automotive Parts & Components.



**Mr. Zahid Jamil**  
Principal  
Jamil & Jamil  
Activity: Policy, Lobbying & Negotiation Services.



**Mr. Muhammad Arshad Shekhani**  
Director  
Paramount Corporation  
Activity: Trading of Fragrances, Flavors, Food & Cosmetic Ingredients & Allied Chemicals.



**Mr. Zine Otmani**  
Chief Executive Officer  
Advans Pakistan  
Activity: Microfinance



**Mr. Olivier Marc SABRIE**  
Country Manager/Director  
Total PARCO Pakistan Ltd  
Activity: Petroleum



**Mr. Rehan Iqbal**  
Director  
Nova Leather (Pvt) Limited  
Activity: Manufacturer & Exporter Leather Garments & Goods.



**Mr. Ghulam Hussain**  
Group Chairman  
Golden Harvest Foods (Pvt) Ltd  
Activity: Bakery & Ready to Eat Frozen Meals



**Mr. Farrukh Ansari**  
Chief Executive Officer  
IJARA Capital Partners Limited  
Activity: Private Equity & Venture Capital

# FRENCH NEWS



## A Dairy Expert on visit to Pakistan

Mr. Ali Haidar is an internationally known dairy expert. His name would suggest that he is from a Muslim country. It's only partially true because he is French but his ancestors belonged to Lebanon. He possesses a doctorate in veterinary sciences from one of the leading French institutes of veterinary sciences. He was also trained in United States. He has been counseling emerging dairy industry in most countries of Africa and Asia. Name one country from Rwanda to Algeria, from India to Indonesia and he has been there, advising budding dairy farmers to take care of animals in the best possible way, improve the hygiene conditions and animal nutrition, maximize the milk production, cool and preserve the milk in a cost-effective way. According to him modern Dairy farming is the new buzz-word in Africa and Asia. There the growth potential of dairy industry is immense due to the nutrition needs of a booming population.



He was on visit to Pakistan as representative of the French company, SERAP from 11<sup>th</sup> to 14<sup>th</sup> April. His visit was organized by Business France in coordination with the Business Support Office of PFBA. Mr. Ali Haidar came not only as a business executive but the basic purpose of his visit was to observe the existing techniques, take stock of the dairy sector and its growth potential as well as assess the technical input needed to enhance its productivity. He visited large dairy production companies in Punjab as well as Landhi Cattle Colony in Karachi. He also met dairy experts and dairy equipment importing companies. According to him as the 4<sup>th</sup> biggest producer of milk in the world, Pakistan should increase its milk collection ratio. At present the milk collection stands at only 4% of the total production. He was surprised by the total absence of milk cooling facilities in Landhi cattle colony which houses around 450000 cows and buffaloes. He was of the view that installation of basic cooling facilities in this colony will greatly improve the quality of the milk supplied to the city of Karachi.

For over 50 years, SERAP, the company which Mr. Ali Haidar represents, has designed and developed some of the most efficient milk cooling solutions. The company has led the development of milk collection from cooling in cans to high capacity tanks in France and throughout the world. It provides custom-made solutions that perfectly meet the local climate conditions and different production and collection systems:

- Milk cooling in cans for emerging countries
- Collective cooling systems for dairy areas
- Direct expansion milk coolers for 24hr, 48hr or 72hr collection
- Installation of instant cooling for large farms

Apart from the closed direct expansion milk coolers of 900 to 30000 liters, SERAP produces Mobile closed milk coolers and can coolers which are Ideal for remote farms and particularly well adapted to Pakistani conditions.

## MOBILE CLOSED MILK COOLERS





## Description

- Capacity: 550 to 2,500 litres.
- Performance: 2 and 4 milkings.
- Polyurethane foam insulation providing outstanding isothermal properties.
- Mounted on a truck trailer or pickup truck (not supplied). The mobile cooler stands on a frame that can adapt to any vehicle type.
- Cooling possible during transportation.
- Temperature regulation
- Automatic and semi-automatic wash system on tanks of all capacities.
- Milk transfer pump (to empty the tank at the dairy).

## MILK CAN COOLERS



## Description

- Chilled water milk can cooler.
- Capacity: 3 to 6 x 40 litre cans.
- Operation in 2 milkings with cooling of each one from 35°C to 8°C in under 2h.
- Polyurethane foam insulation providing outstanding isothermal properties.
- Milk quality is preserved due to rapid cooling after milking.
- Tank outlet valve for regular cleaning.

PFBA members and other companies can directly contact Mr. Ali Haidar and his company SERAP:

### Mr. Ali Haidar

Techno-Commercial Manager for Africa- Middle East

SERAP

Tel: + 33 (0) 6 33 89 37 94

E-mail: [ahaidar@groupe-serap.com](mailto:ahaidar@groupe-serap.com)

## Visit of French companies to DAWN Food and Agri Expo Lahore – 4-5 April 2017

Two French companies working in Food and agricultural sectors visited the DAWN Food and Agri Expo held in Lahore on 4 and 5 April 2017. This exhibition is organized annually by the English language daily DAWN for showcasing Pakistan's food industry and agricultural sector. This year two major French companies, Clextral and Solcera-Albuz participated in this exhibition as visitors. The visit of these French companies was organized by Business France in coordination with the Business Support Office of PFBA. Mr. Thibaut Fabre, Director Business France for South Asia

based in New Delhi and Mr. Olivier Delbecq, in-charge of agro-food sector at Business France Delhi, visited the exhibition on 5<sup>th</sup> April. Mr. Abdelkarim Hamadou and Mr. Patrick Leveque, respectively representing Clextal and Solcera-Albuz also visited the PFBA member company MEDIPAK and met its chairman Dr. Khalid Chowdhry and Executive Director Naureen Khalid. They were apprised by Dr. Khalid Chowdhry of MEDIPAK's projects of business diversification into food sector. A lunch was also hosted in their honor.

Mr. Abdelkarim Hamadou and Mr. Patrick Levesque also visited Karachi for one day where Mr. Patrick Levesque visited the production unit of PFBA member company Alsons Industries

Following are brief profiles of Clextal and Solcera.

## **CLEXTAL**

World leader in twin screw extrusion. 13 subsidiaries. Sales in 90 countries. 80% export turnover.  
Total turnover: 60 million Euros. 280 employees

It produces the following equipment in particular:

- Agro food processing
- Pasta and flour (Moroccan couscous) manufacturing line
- Breakfast cereals manufacturing line
- Snacks manufacturing line
- Biscuits manufacturing line
- Fish feed equipment

PFBA members and other companies can contact Mr. Abdelkarim Hamadou and Clextal directly:

### **Mr. Abdelkarim Hamadou**

Area Sales Manager

Mobile: +33 6 73 02 15 52

E-mail: ahamadou@clextal.com

## **SOLCERA-ALBUZ**

Company project: search for distributor in Pakistan who works in the agricultural spraying (field, fruit orchards)  
Solcera markets a range of ceramic materials which have in common their resistance to wear, abrasion, chemical corrosion and which include high temperature processes in their manufacture. Present worldwide, Solcera-Albuz puts its three research centers and six production sites at the service of its customers.

The customer / partner profiles sought by Solcera-Albuz in the Pakistan market are:

- Importers / distributors of agricultural equipment.
- Potential industrial partners.

PFBA members and other companies can contact Mr. Patrick Levesque and Solcera-Albuz directly:

### **Mr. Patrick Levesque**

Sales Manager

Mobile :

E-mail: patrick.levesque@solcera.com



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