



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 2022 - 9th ISSUE

CONTENTS

Chairman / CEO Message	1
PFBA News	3
PFBA Activities	6
Bilateral Relationship	14
French News	18

PATRON IN CHIEF

H.E Nicolas GALEY
Ambassador of France

PATRON

Consul General of France

CHAIRMAN / CEO

Mr. Jamil HAMDANI

DEPUTY CHAIRMAN / DEPUTY CEO

Mr. Saeed ALLAWALA

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Message from Chairman/C.E.O

Since March 2020, Pakistan has been facing some very severe challenges. First was the Covid-19 pandemic and the consequent global economic meltdown. Although we withstood the Covid-19 shock relatively well, our trade and current account deficit ballooned. Then the on-going political squabbles in the country adversely affected the decision-making process at state level, further aggravating the economic catastrophe. Above all, the rising commodity prices have inflated the import bill. Our foreign exchange reserves have dwindled, while our currency has sunk to an all-time low and still depreciating. The government faces a tricky balancing act: On the one hand, it needs to trim the budget deficit, cut fuel subsidies and increase electricity tariffs in order to comply with IMF conditions; on the other hand, it has to avoid aggravating inflation, which has reached record levels.

Our difficulties have further been compounded by the recent floods induced by the worldwide climatic changes. This accumulation of problems has resulted in the fall in public morale and undermining of investor confidence. Although, international aid for relief work in flood-affected areas has been pouring in, the reconstruction of damaged infrastructure, which is estimated to cost around 30 billion Dollars, will take years.

Before the receipt of \$1.16 billion loan installment from the International Monetary Fund (IMF) under the Extended Fund Facility, all types of doomsday, scenarios were being painted amid deteriorating economy and political turmoil. Having said that, not enough attention was paid to the fact that Pakistan's textile sector witnessed robust exports that pinnacled at \$19.3 billion in financial year 2021-22, showing 26% surge over the previous year in Dollar terms and 40% in Rupee terms. Textile sector is a major cushion against deteriorating economic syndrome. It accounts for 40% of industrial employment in Pakistan. The increase in textile exports has helped in safeguarding hundreds of thousands of jobs. The challenges that the country is facing are certainly daunting, but there is a consensus among experts that the economic fundamentals of Pakistan are strong. In this respect, I would like to point out that in 2021, the volume of bilateral trade between Pakistan and France increased by 28.2 % as compared to the previous year, reaching 1.52 billion Euros.

As far as our activities as a Business Forum are concerned, before the Covid-19 crisis adversely affected them, we maintained our usual schedule. PFBA held its Sixteenth Trade Awards ceremony on November 29, 2019 and since then we have not been able to organize any public event. Our AGMs have been held on Zoom. Time has now come to resume our regular schedule of activities. Members are also requested to pay heed to the fact that the number of our members is falling gradually, entailing loss of revenue from annual membership fee. It is necessary to mobilize all our efforts in order to bring PFBA to its past glory and be consider as an engine for bilateral relations making PFBA more dynamic, capable of delivering real service to our members in terms of business opportunities.

Jamil Hamdani
Chairman/CEO

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PFBA NEWS

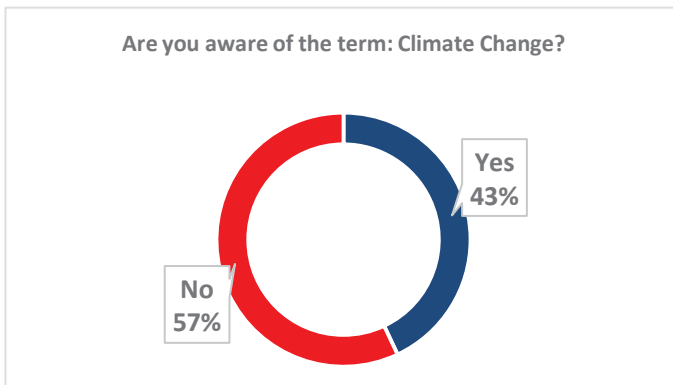
Pakistan Floods: Awareness, Responsibility, and Action



Abdul Sattar Babar
Managing Director at Ipsos
Pakistan

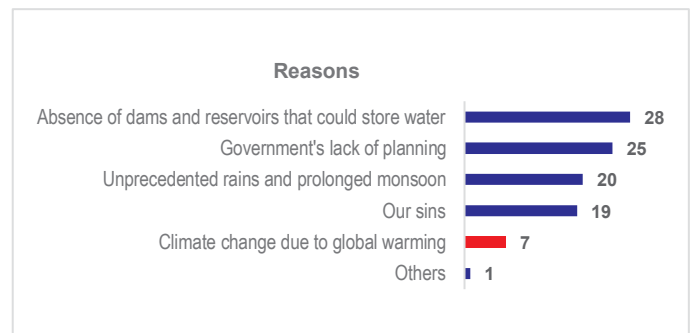
Pakistan once again hit by floods- an unforeseen and unprecedented natural disaster after the 2008 earthquake. Millions (33mn) were affected by the floods, thousands of people were injured, and many lost their lives. Apart from the major human loss, floods also caused infrastructural damage, destroyed sources of income, and damaged the houses which left thousands to sleep under open sky. In the aftermath, the country is faced with food shortages, outbreaks of diseases, price hikes of basic household necessities etc.

Moon-soon season in Pakistan comes with heavy downpour every year but this year it left the country devastated. Experts locally and internationally attribute this disaster to global warming and climate change to which Pakistan is not a very big contributor, but an unfortunate victim. The rising temperature, smog, melting glaciers and droughts is evidence of that. According to a recent survey conducted by Ipsos, there is still a huge number (57%) of citizens still unaware of the term climate change.



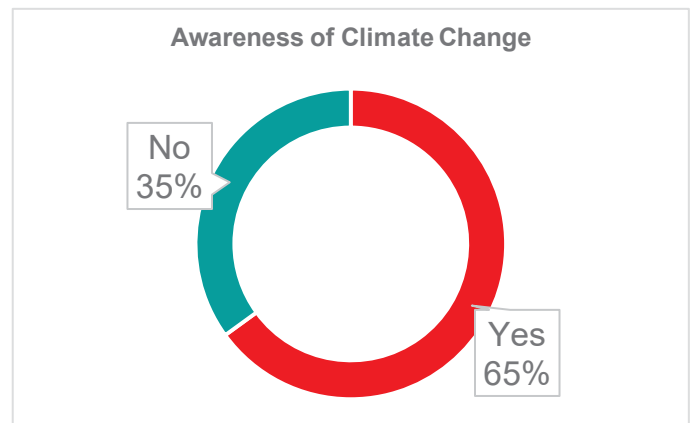
Climate change is a real thing and needs to be addressed. It is already affecting people not only in Pakistan but globally. It might not be the only cause for the floods in Pakistan, but it has for sure intensified the disaster. To address this issue, the graveness of the situation must be understood. People need to be more educated on global warming and climate change. That being said, the higher ups should not blame the weather conditions alone and take some responsibility for the poor infrastructure and lack of proactive approach.

In the wake of floods, Ipsos, (one of the largest research companies in the world: headquartered in France and listed in the Paris stock exchange, present in Pakistan since 2011), felt the need to conduct a survey across Pakistan through CATI random interviews and collected data from 1086 participants throughout Pakistan. The survey included people from all socio-economic classes (SEC) i.e., SEC A to E and people of all age brackets (18-66 years). The participants belonged to 24% rural and 76% urban areas of Pakistan. Gender division of participants were 69% male and females were 31%.

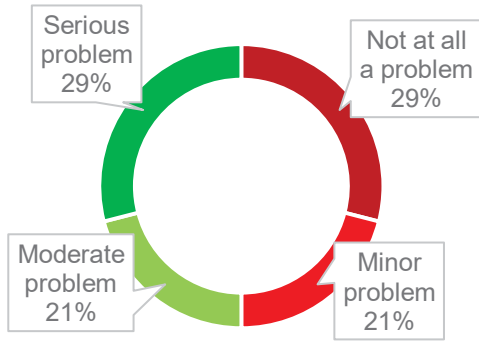


The study conducted highlighted a major issue that is the lack of awareness of climate change. People are attributing floods to heavy monsoon rains, absence of dams, Government's ill-planning, and some even held public sins responsible. Only a 7% of participants considered climate change to be the cause.

The lack of awareness of climate change is visible in the response of participants where they (65%) anticipate floods in upcoming years and even considered floods to be a threat to Pakistan (51%). But only 29% believe climate change to be a major problem for Pakistan. Realizing and accepting global warming is very crucial in taking necessary steps towards its prevention.



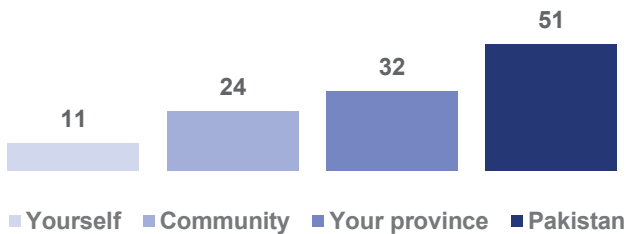
In your opinion, how big of a problem is climate change for Pakistan?



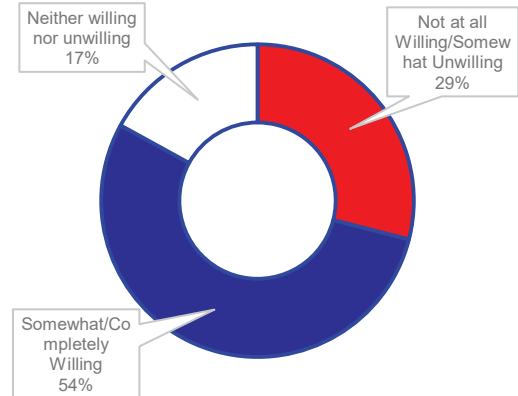
Increased human activity around the globe has become a huge cause of concern as it is the major contributor to the climate change conditions. Humans depend heavily on industrialization in modern-day world, these industries emit gases which ultimately increases global warming resulting in climate change. Developed countries have a major share in the global warming and are now dedicated to lessening the contribution of developing countries. They should also work more towards climate change awareness.

Every cloud has a silver lining, and, in this case, it is Pakistanis feeling the onus to contribute to the disaster relief, recovery, and rehabilitation. Government and Non-Government organizations are working together and separately to lessen the misery of flood-stricken people and areas. Also, there is an influx of donation from across the country and globally. As can be seen in the figures below, participants when asked if they will be willing to donate to this cause showed willingness to help and donate. People also showed almost equal trust in Government and Non-Government organizations being a recipient of the funds/donation. Al-Khidmat and Edhi foundation stood out as most known and trusted NGOs, conducting relief activities in flood affected areas

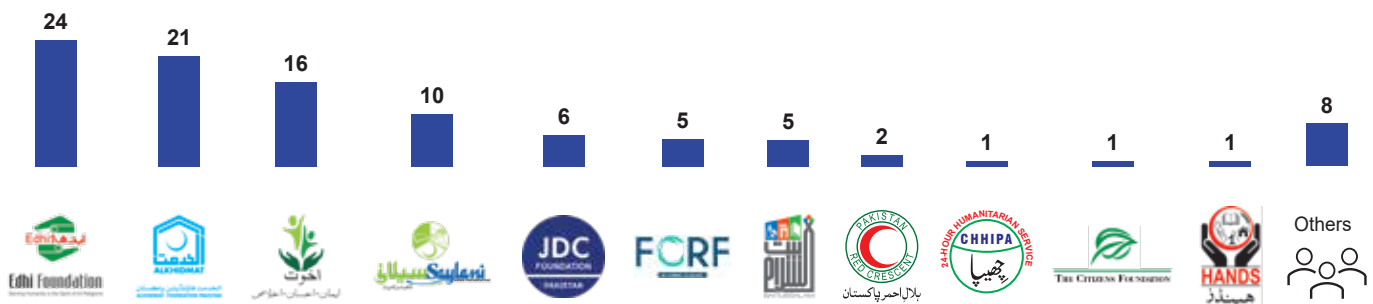
Threat Perception of the Floods (%High+ Very High)



Willingness to Contribute



Most Trusted NGOs



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PFBA NEWS



H.E Nicolas GALEY
The new Ambassador of
France to Pakistan

His Excellency Nicolas Galey took office as Ambassador of France to Pakistan earlier this year. He is a seasoned diplomat with a distinguished career. He joined the Diplomatic Service in 1988 after graduating from Institute of Political Studies Paris and National School of Administration. He has held many Ambassadorial appointments apart from many senior staff appointments in the Ministry of Foreign Affairs in Paris.

He has extensive knowledge of Middle East and North Africa, starting his career as second secretary in Algeria, then serving as coordinator for North Africa and Middle East in the Ministry. He was also Second Counsellor in Cairo. Later on, he served as ambassador to Egypt. He was Diplomatic Adviser to President Sarkozy, more particularly overseeing the Middle-Eastern affairs.

Pakistan France Business Alliance welcomes H.E Nicolas Galey to Pakistan and hopes that during his tenure in office, the relations between the two countries will further develop in every field.



Laurent CHOPITON
The new Economic Counsellor
at the Embassy of France in
Pakistan

Laurent Chopiton is the new Economic Counsellor and Head of Economic Department at the Embassy of France in Pakistan. He assumed office on 1st September 2022, succeeding Mr. Dominique Simon.

Laurent Chopiton is a young man who started his career in 2009. It is his first appointment to the post of Head of Economic Department. Prior to this posting, he was Deputy Head of Project Finance Section in the Economic Department of the Embassy of France in Vietnam. He has also served in Qatar and Kazakhstan.

Laurent Chopiton holds a Masters degree in Internal Relations from the prestigious Institute of Political Studies in Paris. He is proficient in Russian language, having earned another Masters from Moscow State Institute for International Relations.

Pakistan France Business Alliance congratulates Laurent Chopiton on his appointment and wishes him success during his tenure in Pakistan.

Farewell lunch in the honor of PFBA Director Mr. Junaid Murtaza



Chairman/CEO of PFBA Mr. Jamil Hamdani hosted a lunch at Café Flo to bid farewell to PFBA's Director Mr. Junaid Murtaza Country Managing Director of L'Oreal Pakistan. The lunch was also attended by Mr. Saeed Allawala, Deputy Chairman/Deputy CEO and some other PFBA members.

Lunch arranged for Consul General of France Mr. Christian TESTOT



Chairman/CEO of PFBA Mr. Jamil Hamdani invited the Consul General of France Mr. Christian Testot to Café Flo for dinner along with some PFBA members.



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- EFTPOS Solution
- Magstripe/EMV Card Production Systems

Dr. Tasmia Abeer Billoo director of PFBA arranged a lunch for Consul General of France Mr. Christian TESTOT



A lunch was hosted by Dr. Tasmia Abeer Billoo, Director PFBA, at Café Flo in the honor of Mr. Christian TESTOT, the new Consul General of France in Karachi.

The following also attended:

- Mr. Jamil Hamdani, (Chairman / CEO)
- Mr. Saeed Allawala, (Deputy Chairman / Deputy CEO)
- Mr. Junaid Murtaza, (Director)
- Mr. Muhammad Younus Billoo, (Corporate Member)

The lunch provided an opportunity to apprise the Consul General of the future outlook of PFBA in the post-Covid scenario. Organizational matters, full-fledged revival of the activities of PFBA and the prevailing economic situation in the country also came up for discussion.

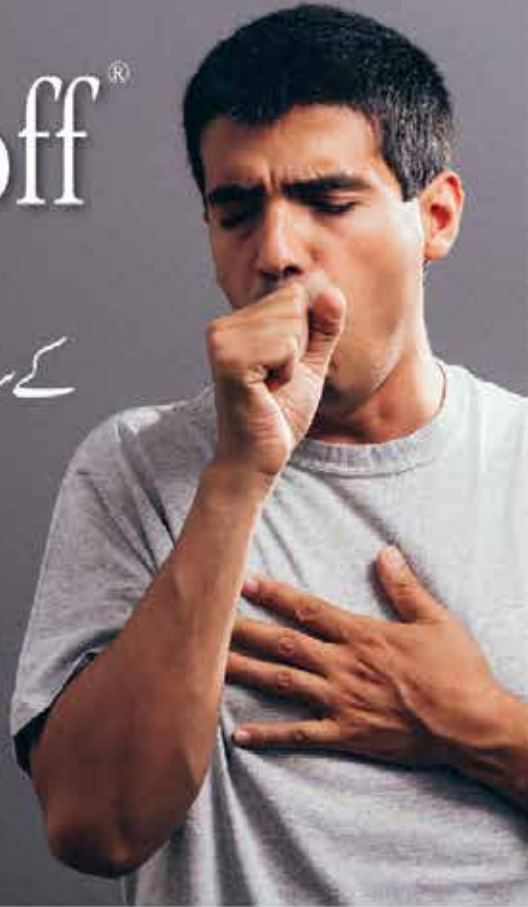
Consul General of France in Karachi, Mr. Christian TESTOT, paid a visit to the offices of Pakistan France Business Alliance



The new Consul General of France in Karachi, Mr. Christian TESTOT, called on the Chairman/CEO of PFBA Mr. Jamil Hamdani residence. Also Consul General of France in Karachi, Mr. Christian TESTOT, paid a visit to the offices of Pakistan France Business Alliance on 6, October 2021. He was welcomed by Mr. Jamil Hamdani, Chairman/C.E.O of PFBA. Mr. Hamdani briefed him about the present activities of PFBA and its objective of resuming its full activities after a lengthy spell of lockdowns due to the Covid-19. Due to this Pandemic PFBA could not hold its annual Trade Awards ceremony for two consecutive years and had to organize its Annual General Meetings on Zoom. Mr. Christian TESTOT appreciated the important role played by PFBA in promoting trade and economic relations between Pakistan and France. He assured PFBA of his full support in this regard.

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Extra Ordinary General Meeting of Pakistan France Business Alliance



Jamil Hamdani



H.E. Christian TESTOT



Akram Wali Muhammad



Mr. Athar M. Ansari



Mr. Intesar A. Siddiqui



Mr. Javed Muhammad



Mr. Luc BOYER



Mr. Mehmet CELEPOGLU



Mr. Saeed Allawala



Mustafa Kamal Farooqi



Shaukat Saab



Syed Muhammad Ali

An Extra Ordinary General Meeting of Pakistan-France Business Alliance was held on February 03, 2022 through Zoom video conferencing.

This extra ordinary general meeting became necessary due the directive of Security & Exchange Commission of Pakistan (SECP) to change the fiscal year ending to June instead of December, as was previously the case for PFBA. Therefore, an extra ordinary meeting had to be called for approving the half-yearly accounts. This entailed quite a few anomalies in our balance sheet, as our yearly income was not fully reflected in it while yearly expenditure was accounted for. Clarification as to this accounting procedure was sought from the auditors, who expressed their inability to proceed otherwise citing general accounting procedures in case of change in beginning and end of financial year. As a result, our accounts showed loss which would not be the case in the yearly balance sheet

Mr. Saeed Allawala, Vice-President of PFBA, presented the accounts. He pointed out that the main source of revenue of PFBA was annual membership fees and the induction of new members. The organization of events such as Trade Awards Ceremony also brought in funds for the organization. However, due to COVID pandemic, no events were held and very few new members joined. He

hoped that the activities would soon resume and the income deficit will be made good.

In the absence of the ambassador of France, Mr. Luc Boyer, Deputy Head of Economic Department addressed the general meeting. He presented a brief account of the prevailing economic situation in Pakistan and the associated political factors. According to him, Pakistan's political scenario was gradually becoming clear. He termed the conditions set by the IMF program as severe, which will entail tough financial measures. The exceptional hike in prices of petrol, gas, electricity, as well as essential food items would affect the middle class and below.

Mr. Boyer said that Pakistan offered tremendous potential for attracting foreign investment. He was of the view that Pakistan had the capacity to develop and introduce change but that required strong political will. He informed that the new French Ambassador has already arrived in Pakistan, but had not yet presented his credentials to the President of Pakistan Due to which he could not have public engagements. The ambassador will visit Karachi as soon as possible and meet business community there.

After presentation of vote of thanks by Mr. Jamil Hamdani, Chairman/C.E.O of PFBA, the meeting was adjourned



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PFBA NEW MEMBERS



Mr. Najeeb Malik

Managing Director

Master Textile Mills Limited

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Mr. Kashif UI Haq

Chief Executive Officer

Corvit Networks Pvt Ltd

Activity: Networking, ICT & Business Consulting Solutions, Services and Trainings.



Mr. Aurelien NEU

Business Development Manager

Thales International

Activity: Defence and Security, Digital Identify and Security, Aerospace and space and ground Transportation.



Mr. Azar Wahab Kalwar

Chief Executive Officer

The Royal Colosseum

Activity: Education



Mr. Abdul Khaliq Chughtai

Chief Executive Officer

Chugata Instruments Pvt Ltd

Activity: Manufacturing and Exporters of beauty care Instruments.



Mr. Ahsan Naeem

Chief Executive Officer

Vision Technologies Corporation Pvt Ltd

Activity: Manufacturers and Exporters of Sports Goods.



Mr. Shahid Zia

Chief Executive Officer

French Fragrances Pvt Ltd

Activity: Creation and Production of Perfumery Compounds.



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BILATERAL RELATIONSHIP

Pakistan and France sign a €22 million (more than \$22 million) Financing agreement to extend technical and financial support for the renovation of Lahore Fort.



French Development Agency (FDA) has signed an agreement with Heritage and Urban Regeneration in Lahore (HURL) aimed at the renovation and restoration of Lahore Fort, a symbol of the country's rich history. The focus areas of the project will be to promote tourism, generate economic activities and build climate change resilience for local communities. Speaking on the occasion, French Ambassador Nicolas Galey said: "France is proud to be part of the ambitious plan of the Punjab government to develop and promote the unique cultural heritage of Lahore." He further said that the rehabilitation and development of the Lahore Fort surroundings will be a powerful engine of sustainable economic development of the city through increased tourist attraction and improved living conditions of the riparian populations.

Pakistan and France sign an agreement for the suspension of repayment of loans Amounting to \$107 million under the G20 Debt Service Suspension Initiative (DSSI)



According to a statement issued by the Economic Affairs Division, the above amount, initially repayable between July and December 2021, would now be repaid over a period of six years — including a one-year grace period — in semi-annual instalments. The agreement was signed by Mian Asad Hayat Din, Secretary Ministry of Economic Affairs and Ambassador of the French Republic to Pakistan Nicolas Galey. The government of Pakistan has already signed agreements with the French Republic for suspension of \$261 million. Due to the support extended by the development partners of Pakistan, ample fiscal space has been provided to the country to deal with its urgent health and economic needs. The total amount of debt that has been suspended and rescheduled under the G20 DSSI

framework, covering the period from May 2020 to December 2021, stands at \$3,688 million. Pakistan has already concluded and signed 93 agreements with 21 bilateral creditors under this framework.

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- 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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FRENCH NEWS

Les Ecuries Du Chapitre - French Stud Farm exporting thoroughbred horses



Les Ecuries Du Chapitre, is a French Stud farm and exporter of thoroughbred horses.

Les Ecuries Du Chapitre is located at the gates of Paris, in an exceptional natural setting. It is dedicated to the trading of sport horses as well as breeding, producing thoroughbreds under the family affix of De Galarza. Les Ecuries Du Chapitre is also engaged in the dressage and training of horses.

The Chief Executive Officer of Les Ecuries Du Chapitre, Pascal Plancq, who is well known to clients in United Arab Emirates and United States of America, is planning to visit Pakistan later this year. Before coming, he would like to establish contact with the Stud Farms here who could be potentially interested in importing thoroughbred horses.

If interested, please contact PFBA Business Support Office (pfba.bso@gmail.com) for further information.

ME Group – an innovative French group of companies

ME Group is group of companies which manufactures and exports big volume juice machines and solar powered laundry machines.



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Oranges per minute	Fruit supply	Optimal fruit size	Measurement of the machine (HxWxD in cm)	Net weight of the (in kg)	P machine power	Fuse protection	Fuse
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With cabinet			170x83x65.5 cm	93 kg			



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Together, beyond animal health

PAKISTAN-FRANCE TRADE IN 2021

(Courtesy Economic Department of the Embassy of France in Pakistan)



In 2021, the volume of bilateral trade between Pakistan and France reached 1.52 billion Euros, up 28.2 % on the previous year. Pakistan's exports grew robustly (+19.7 % to 1.11 billion Euros), while French exports rebounded strongly after the downturn in 2020 (+28.3 % to 411 million Euros). Pakistan now ranks 75th among French customers as compared to 78th previously. Pakistan is now the 50th supplier of France as compared to 51st previously. However, the rebound observed does not make it possible to regain the historical peak of 556 million Euros in 2016. The boycott of French products following the Anti-France protests in Pakistan on blasphemy issue had finally no impact on French exports. Even the items most exposed to boycott such as cosmetics and pharmaceuticals grew faster than other products.

The structure of French exports to Pakistan remains similar to the previous years. Pharmaceutical preparations remain the top item with 88.9 million Euros, up 37.8 %, accounting for 21.4% of total French exports to Pakistan. The item "Industrial and agricultural machinery" occupies the 2nd place with 82.6 million Euros. The item "Chemical products, perfumes and cosmetics" is up by 30

%, becoming the third French export item with a value of 67.8 million Euros. The French exports of petroleum products rose sharply by 48 % to reach 25.7 million Euros. The French food industry exports fell drastically by -11.8 % to 23.2 million Euros due mainly to non-tariff restrictions (labelling in Urdu) and taxes over above custom duties.

Up for the 8th year in a row, the Pakistani exports to France attained a historical peak of 1.11 billion Euros, compared to 930 million in 2020. Textile, leather and footwear with 951 million Euros remain by far the leading items in Pakistani exports to France, accounting for 85.5 % of total Pakistani exports. "Miscellaneous manufactured goods", with 77.9 million Euros represent the second leading item in Pakistani exports. Food industry products occupy the 3rd place with 55 million Euros.

Despite the significant increase in the value of bilateral trade, there is still plenty of room for further rise the trade between the two countries. It needs to be kept in mind that Pakistan is a market of 220 million people out of which at least 30 % are credit-worthy customers.

DEVELOPMENT OF RELATIONS BETWEEN PFBA AND CCIF



Pakistan France Business Alliance is a member of CCIF (Chamber of Commerce International France, the confederation of French Chambers of Commerce across the world), for the last twenty years. Lately, we have been reinforcing our relations with it in order to help our member companies to identify business opportunities in France and elsewhere in French-speaking countries.

CCIF hosts collective missions to France by member countries. According to CCIF, it is necessary in this regard to specify the exact objectives of an eventual mission, the expected number of participants, the nature of the introductory session (Presentation of the Pakistani market etc.), B2B meetings etc. If members agree, PFBA can take up this matter with CCIF.



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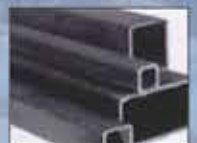
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The data centre sector's proven record of dealing with massive demand growth can be applied to wider sustainability challenges



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An important principle in the development of IT over the decades has been Moore's Law. Simply put, it predicted that transistor density in processors would double every two years as development progresses.

Despite many predictions of its demise, it has remained a more or less guiding principle. However, what is perhaps less well known is a similarly persistent trend in the data centre space.

Despite a 6-fold increase in the data being processed since 2010, data centre energy consumption has only risen by 6% to 2018 (Masanet et al, 2020). How has that been possible, and how does it inform sustainability developments into the future?

Where does the data come from?

To contextualise this development, we must first understand where the data processing increase has come from. The Apple iPad got its debut in 2010, which also saw the introduction of Instagram and Microsoft's Azure cloud service. 2011 introduced us to Minecraft, Snapchat, and Uber, with 2013 bringing Amazon's Alexa, accompanied by Xbox One and PlayStation. 2017 brought Fortnite and Tiktok.

Social media engagement over the period increased manifold, while global data production went from estimates of 2 zettabytes in 2010 to 41 zettabytes in 2019. IDC estimates global data load will rise to a staggering 175 zettabytes by 2025.

The pandemic effect has been substantial, with the MENA region seeing a big increase in messaging and social media usage: Social Media Users in MEA and Latin America spend the most time on social networks, averaging over 3.5 hours a day.

More than half of users in MEA (57%) reported (May 2020) spending even more time on social media as a result of the pandemic. Similarly, in a separate study, 71% of Middle East respondents reported WhatsApp and other messaging apps usage increased since the outbreak of the pandemic.

What impact does all that data have?

To understand the impact of this data explosion, a concept has been developed called data gravity. Coined by

engineer David McRory, the term refers to the tendency of an accumulation of data to attract applications and services toward it, precipitating further accumulation, which can lead to immobilisation of the data, as well as underutilisation. Data that grows too big, too fast can become immobile, reducing its value and increasing its opacity. Only low latency, high bandwidth services, combined with new data architectures can combat this growing, and largely undocumented phenomenon.

What tech developments have made this possible?

Multiple technological developments can account for this data explosion being handled with only minimal increases in energy consumption, from improvements in processor design and manufacture, through power supply units and storage, but also the migration of workloads from on-premises infrastructure to the cloud.

Schneider Electric has been committed to sustainable business for decades. That has meant a renewed focus on efficiency in all aspects of design and operation. Gains have been made in efficiency in power and cooling, with UPS systems and modular power supplies showing significant gains with each generation, culminating in the likes of the current Galaxy VL line. This line's use of lithium-ion batteries has not only increased efficiency, it has extended operational life, reduced environmental impact in reducing raw materials, and facilitated "energized swapping", where the addition and/or replacement of power modules can be performed with zero downtime, while increasing protection to operators and service personnel.

Advances in cooling, such as flow control through rack, row and pod containment systems, liquid cooling, and intelligent software control ensure that the pure data processing gains are met and matched.

By ensuring that every link in the chain of power from energy grid to rack is as efficient, intelligent, and instrumented as possible, we provide the right basis for the rapid development in compute, network, and storage that continues daily.

Where does software and apps fit here?

Another key element of the technological development that has allowed such relentless efficiency has been the application of better instrumentation, data gathering, and analysis that allows for better control and orchestration. This was illustrated by Google's DeepMind AI, where the energy used for cooling was reduced at one of its data centres by some 40% in 2016, which represented a 15% overall reduction in power usage.

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This was accomplished using historical data from data centre sensors such as temperature, power, pump speeds, setpoints, etc, to improve data centre energy efficiency. The AI system predicted the future temperature and pressure of the data centre over the coming hour and made recommendations to control consumption appropriately.

The development of data centre infrastructure management (DCIM) systems has continued apace too, allowing the integration of AI to take advantage of all of these hardware and infrastructure developments. These experiments are now features, allowing unprecedented visibility and control. For those designing for new developments, software such as ETAP, allows power efficiency to be built into the design from the outset, while also accommodating microgrid architectures.

What new data sources will contribute to this?

The data explosion is expected to continue increasing, with developments such as industrial IoT, 5G, with increasing general automation and autonomous vehicles as driving factors. The data that will be generated, far from the centralized data infrastructure, must be handled, processed and turned into intelligence quickly, where it is needed.

New data architectures are expected to improve efficiency in how all of that is handled. Edge computing is seen as an important approach to manage more data being generated at the edge.

In one example, genomic research generates terabytes of data, often daily. Sending all that data to a centralized data centre would be slow, demand high bandwidth and be inefficient. The Wellcome Sanger Institute created an edge computing approach that allowed it to process data close to where it is produced, the genomic sequencers, with only what is necessary centralized. This saves on storage, bandwidth and speeds the time to intelligence from data. That is where the edge paradigm has come to us, said Simon Binley, data centre manager, Sanger Institute.

Modular data centres, micro data centres and better storage management will all contribute to handling this developing wave efficiently, keeping that data centre energy consumption line as flat into the future. In the MENA region, 5G, and centralisation with edge architectures will be balanced by more hyperscale facilities linking major demand centres.

What effects will this have on the whole data ecosystem?

However, efficiency must extend through not just the supply chain, but also throughout lifecycles. Vendors, suppliers, and partners must all be engaged to ensure that no part of the ecosystem lags in applying the tools to ensure efficiency. This applies as much in the design time of new equipment and applications as it does through

working life and decommissioning. Understanding how an entire business ecosystem impacts the environment will be vital to truly achieving net zero goals.

Agreed standards, transparency and measurability are all vital factors to ensure results.

These considerations are taking hold across the region, great efforts being made to do better. Greater transparency is now accepted and embraced, with more and more organisations reporting their progress.

Tools and processes shared

The data centre sector has much that will be of use to organisations and industries going on the journey of sustainability towards increasing circularity. With the expertise and experience in efficiency, combined with the tools and intelligence from operations, and deep commitments to tight targets for net-zero operations, the data centre sector can not only handle the data explosion and digital demands of the world, but do so sustainably, while providing others with the tools and insights to do the same for their respective sectors.

For further reference, see our Cloud and Service Provider page, with data centres of the future views here.





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Emergency Flood Relief Aid by France



On the directive of President Macron, France is providing emergency aid to the flood affected Pakistani population. Mrs. Catherine Colonna, Minister of Foreign Affairs, telephoned to her Pakistani counterpart Mr. Bilawal Zardari-Bhutto, to express France's solidarity with Pakistan, as well as its willingness to respond immediately to the request for international support expressed by the Pakistani authorities. In addition, in a meeting with Federal Minister for Climate Change Senator Sherry Rehman, Ambassador Nicolas Galey expressed solidarity with the people of Pakistan on the devastation wreaked by the floods and assured full support from the French government. The minister informed the French Ambassador of the challenges the country was facing in the current relief efforts and the assistance required for the rehabilitation of the flood affectees.





To start with, France is providing high-capacity motorized pumps, family tents as well as survival, hygiene and protection equipment to Pakistan. The first flight transporting relief equipment from France also carried civil security experts, doctors and nurses. It landed in Islamabad on September 3. It was received by Mr. Abdul Qadir Patel, Minister for National Health Services, who expressed his gratitude to the French government for standing by Pakistan and extending support to it in this difficult hour.

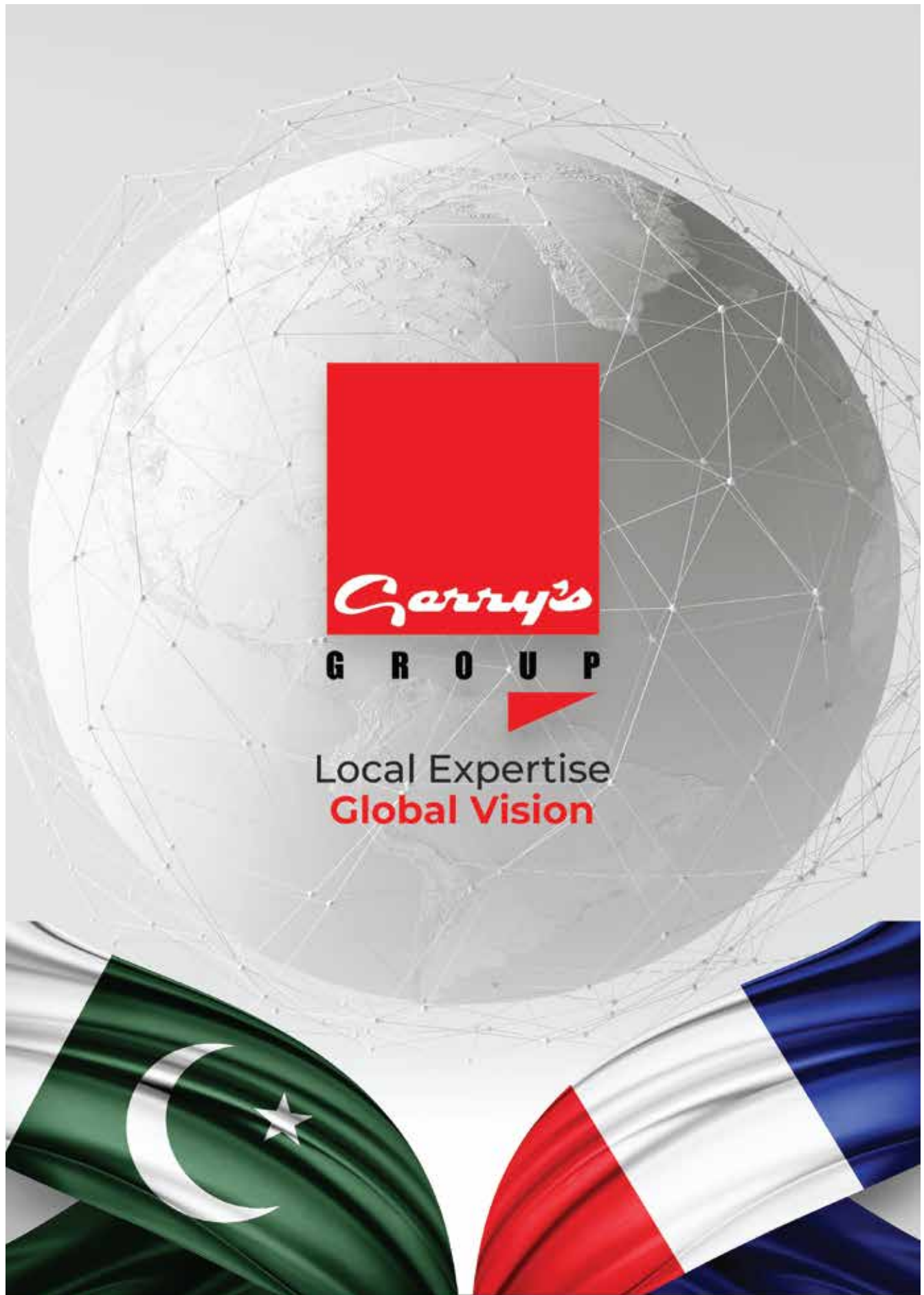
Given the extent of the destruction of infrastructure, France will also provide a 50-meter long Bailey-type rescue bridge, which can be used in the disaster areas. The French government is at the same time providing financial support to several French NGOs and the Pakistani Red Crescent, which are assisting the flood-affected populations.

PFBA SOCIAL MEDIA PRESCENCE



We at Pakistan France Business Alliance (PFBA) are fully aware of the fact that in this modern day and age connectivity is the key. Hence, we keep striving for this through various social media forums. Please visit our website pages and do provide your valuable comments.

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