



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

JULY 2021 - 8th ISSUE

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PATRON IN CHIEF

H.E. Mr. Marc BARÉTY
Ambassador of France

PATRON

Mr. Didier TALPAIN
Consul General of France

CHAIRMAN / CEO

Mr. Jamil HAMDANI

DEPUTY CHAIRMAN / DEPUTY CEO

Mr. Saeed ALLAWALA

HONORARY BOARD MEMBER

Mr. Dominique SIMON

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Chairman/CEO's Message

The present government will soon be completing its three years. Before preparing a balance sheet of its performance over this period, it should be conceded that the economic challenges before it were daunting. Unfortunately, even before it started taking stock of the prevailing situation, the Covid-19 pandemic struck the entire world, slowing down the economy on the international scale and hitting particularly hard countries like Pakistan who have always been vulnerable to all shocks whether natural disasters, regional tensions, rise in oil prices etc. Surprisingly, Pakistan coped fairly well with this shock. It goes to the credit of the business community and the financial institutions like State Bank of Pakistan that the textile sector, which is the mainstay of our industry, not only maintained its activity but also increased its exports in many categories. This helped in safeguarding hundreds of thousands of jobs. However, we should not forget that the structural problems afflicting our economy such as limited mobilization of internal fiscal resources, lack of diversification in exports, paucity of foreign investment, reform of loss-making public sector companies, remain intact. Our dependence on foreign lenders is also a perpetual problem, which demands long-term measures.

Pakistan France Business Alliance held its seventh Annual General Assembly in April as scheduled. We held it through Zoom for the second year running. We did not want to let the Pandemic come in the way of our constitutional commitments. We hope to resume our normal activities as soon as the health situation improves.

As I highlighted in my report to the AGM, PFBA has been reinforcing its relations with CCIF (Chamber of Commerce International France). We have held many video conferences with its Paris headquarters in order to identify business opportunities for our members in France and elsewhere in the French speaking countries. We are also in the course of reviving our exchanges with Business France and French Business Council of Dubai. We look forward to reciprocal exchange of visits with them as soon as the situation permits.

It needs to be reiterated that we should continue to strive for the development of trade, business and investment between Pakistan and France by adapting ourselves to the changed situation. I would like to emphasize the need of bringing into the fold of PFBA all French subsidiaries, as well as all Pakistani companies having trade and business relations with France. We are reaching out to them and need the assistance of all members in this respect.

In the end, I thank all our members for keeping faith in our organization despite these difficult times and assure them that we will keep doing our best to restore our regular activities including the holding of our flagship event of Trade Awards ceremony this year.

Jamil Hamdani
Chairman/CEO

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- *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)

Prime Minister's
Export & Innovation
Award 2015.



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PFBA NEWS

"PAKISTANIS' PERCEPTIONS ON COVID-19 AND IT'S VACCINE" – FINDINGS FROM IPSOS TRACKER SURVEYS



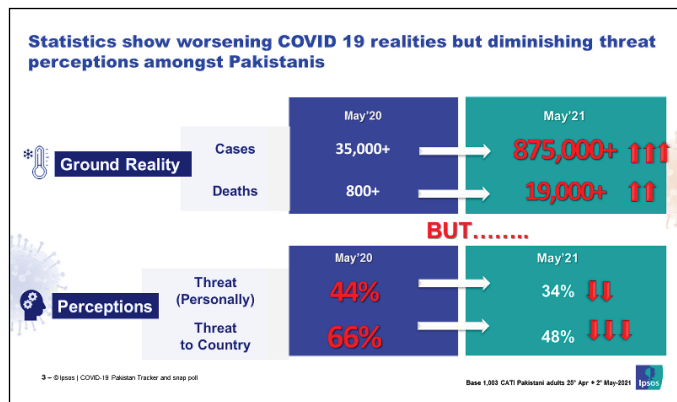
Abdul Sattar Babar
Managing Director at Ipsos
Pakistan

Overview of Syndicated Research

The pandemic has created a state of turmoil all around the world. It has casted a grave impact on people's lives and their behaviors. With the new developments to curb the spread of coronavirus, worldwide vaccination drives have already kicked-off. However, a mixed response towards the idea of vaccination persists among masses. Ipsos through its syndicated research endeavors to gauge people's behaviors and perceptions to uncover the social realities. We have conducted a number of surveys on people's response to Covid utilizing our advanced research tools such as computer assisted telephone interviews (CATI) in an attempt to understand the evolving opinions and behaviors during these unprecedented times. Being the third largest research company in the world: headquartered in France and listed in the Paris stock exchange, Ipsos felt responsible for unearthing the facts through its research. We started a monthly study in March 2020 on the perceptions, knowledge and behavior of people of Pakistan towards Covid-19. Our research covers the following demographics of Pakistan; namely geography (rural/urban), gender (male/female), age (18+), and socioeconomic class (A-E). Our research compared data collected at different points of time and consolidated following findings.

Cognizance of threat among Pakistanis

Over the period of a year, the perception of people of Pakistan about Covid-19 being a threat has significantly declined while the statistics showed spike in cases. People's



cognizance about the Covid-19 being harmful to themselves was found to be quite lower (34%) than them perceiving it to be a threat for the country (48%). In comparison with the previous findings where perceived threat to self was 44%, a decline of 10% was seen which is alarming because the number of Covid-19 cases rose drastically in the month of May 2021. Similarly, people did not see Covid-19 as threatening in May 2021 while the deaths rose from 800 and over to more than 19000 by May 2021.

Compliance to SOPs

With the increase in preparedness and acclimation of new restrictions, most people think that government should contain the spread through intensive campaigning of standard operating procedures (SOPs) and via imposing fines. Our research suggested that 39% people supported compliance to SOPs while only 22% people were of the view that lockdowns and restriction on the movement should be imposed by government. It can be implied that the lockdowns and restrictions do not favour people and they do not appreciate the lack of daily-life movement perhaps because their economic activity is adversely affected by these restrictions. However, the spread of virus needs to be curbed which is in the view of people should be done through fines and SOPs' compliance.

Q. In the context of currently rising 3rd wave of COVID-19, what is the most important step the federal government should implement, to prevent further spread of COVID-19 in Pakistan?

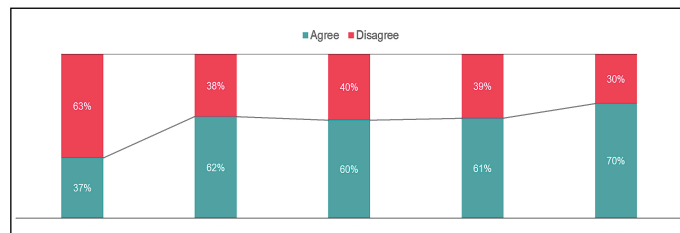


Vaccination intent among Pakistanis

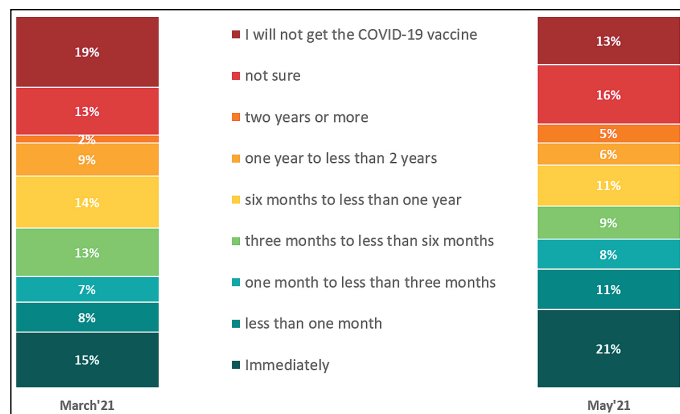
The debate of people getting vaccinated or not has prevailed in Pakistan ever since the introduction of first vaccine. We asked people if they would get the vaccine once the inoculation starts. The intent to get vaccinated was found to be increasing over time. In August 2020, only 37%

showed willingness to get vaccinated while this number rose to 61% in 7 months. Similarly, the intent grew further to 70% in just 2 months (till May 2021). This shows the reluctance of people in Pakistan towards vaccination is reducing however only 32% people, as per our latest survey, intend to get vaccinated immediately. A good number of people (41%) would like to wait up to 2 years before getting vaccinated which is slightly lower compared to the data from March 2021 when 45% people showed the intent to wait.

Q. To what extent do you agree or disagree with each of the following: If a vaccine for COVID-19 were available, I would get it

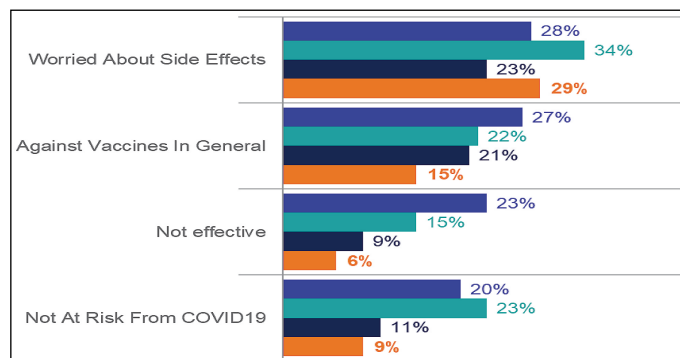


Q. Once the COVID-19 vaccine becomes available to you, when would you get the vaccine?



We inquired that why these people were not in favour of getting vaccinated. One of the major reasons of hesitance uncovered during the research was actually the worry about side effects which has persisted over the period of a year.

Q. Which best describes why you would not take a vaccine for COVID-19?



Reflection of our poll

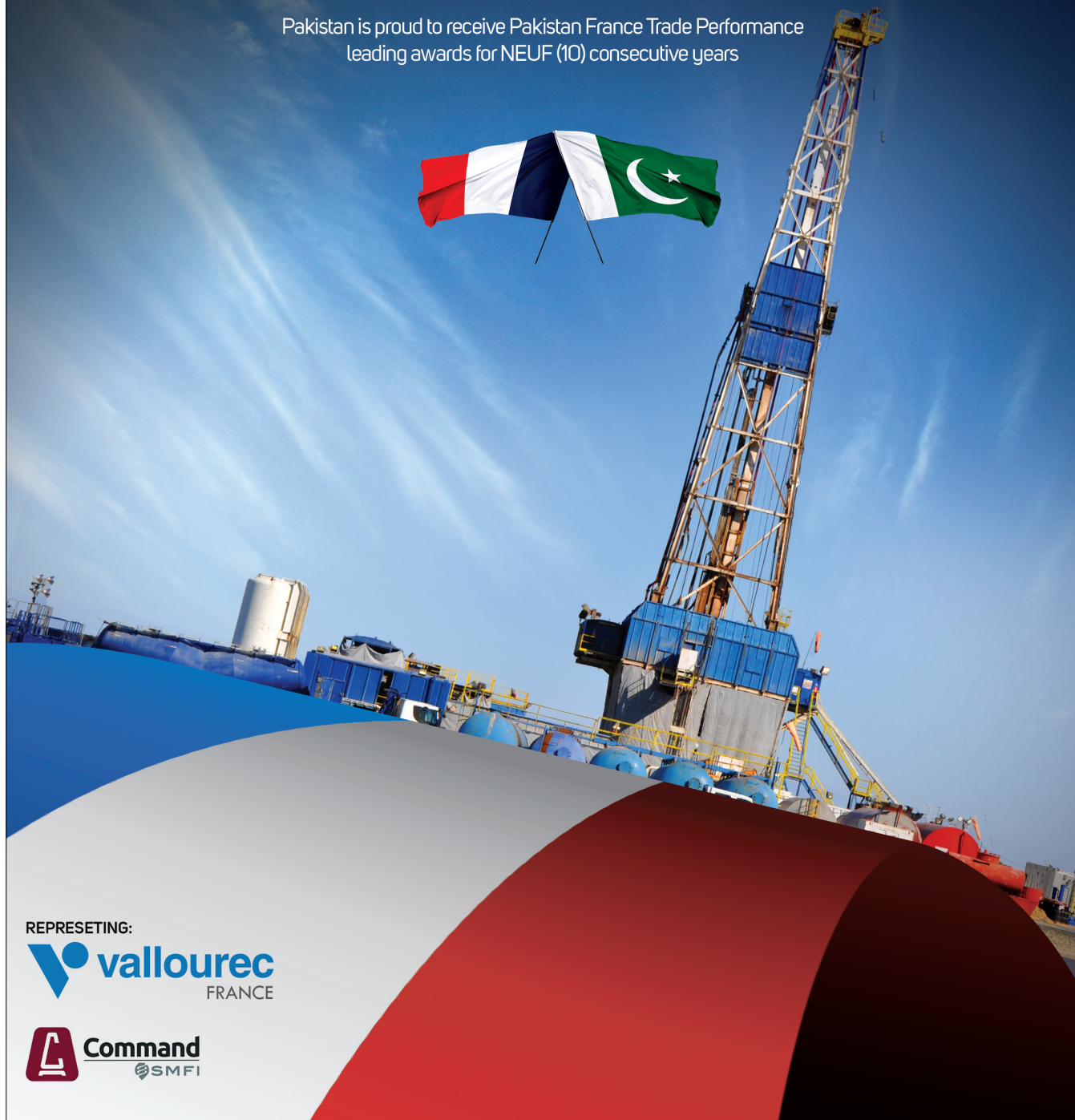
In the light of our extensive research, Ipsos believes that there is a level of confusion existent among people of Pakistan owing to which the threat perception is low. We believe that the confusing communication at the stakeholders' end may be causing the turmoil. If people are communicated the facts consistently and are warned aptly till the threat subsides it will convey clearer message to people. We reckon that people generally discourage the lockdown which paralyses their lives rather support the intense compliance to SOPs and imposition of fines. As far as the inoculation is concerned a general resistance has been seen among people which is taking too much time to decline. People are still worried and perplexed about this new normal. Ipsos reiterates its stance about intensive, uniform and integrated communication campaign by federal and provincial governments on threat and prevention. This will help people to be cognizant of the fatal nature of virus and the importance of defence against it.

RDD technique

The aforementioned findings are based on data collected from a series of surveys which utilized computer assisted telephonic interviewing; whereby a caller/interviewer makes calls to random people through random digit dialing. Once the call is connected and the respondent provides the consent to participate in the survey; the interview is conducted. As Ipsos completes its 15th wave, we would like to notify that no external sponsors or partners were a part of this syndicated research. It was initiated and run by Ipsos Pakistan with the intention to share our understanding about Pakistan and how citizens across the nation think and feel about the current situation. If you would you like us to find answers to your curiosities with regards to the impact of COVID-19 in Pakistan, please drop an email at Info.Pakistan@ipsos.com.

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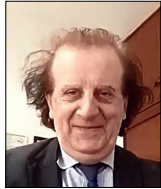
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THE 7TH ANNUAL GENERAL MEETING OF PAKISTAN-FRANCE BUSINESS ALLIANCE



Mr. Marc BARETY



Mr. Didier TALPAIN



Mr. Jamil Hamdani



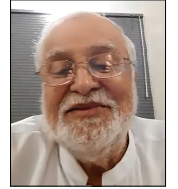
Mr. Saeed Allawala



Dominique Simon



Mr. Riaz Siddiqui



Mr. Ather M. Ansari



Mr. Sohail Shams



Mr. Zaurayze Tarique



Mr. Mustafa Kamal Farooqi



Mr. Habib Anwar Sheikh



Mr. Junaid Murtaza



Mr. Syed Muhammad Ali

The seventh Annual General Meeting of Pakistan France Business Alliance was held on April 6, 2021. The meeting was held through Zoom due to the Covid-19 emergency. Apart from PFBA directors and a substantial number of members, the meeting was also attended by H.E Marc Barety, Ambassador of France, Mr. Didier Talpain, Consul General of France in Karachi and Mr. Dominique Simon, Head of the Economic Department of the Embassy of France.

Mr. Riaz Siddiqui, Director Finance, presented the Audited accounts of PFBA for 2020. It was noted with concern that due to the Pandemic the sources of income of PFBA had dried up. PFBA could not hold its flagship of Trade Performance Awards in 2020 resulting in the loss of income from sponsorship and advertisement. However, the Director Finance assured the meeting that with the help of the corrective measures like the reduction in rental expenses, the situation was likely to improve in the current year.

Mr. Jamil Hamdani, Chairman/C.E.O of PFBA, started his annual report by taking stock of the economic situation of the country. He noted that Pakistan's economy had always been vulnerable to all shocks whether natural disasters, regional tensions, rise in oil, utility and food prices etc. The shock in the shape of Covid-19 pandemic was expected to have a far-reaching negative impact on Pakistan's economy. Nevertheless, Pakistan had sustained this shock in a far better way than expected thanks to timely actions by the government and the State Bank of Pakistan. The business community and in particular the textile sector, maintained their activities. Textile exports had increased in several categories, thereby safeguarding the jobs of thousands of workers. Despite this positive development, the long-term problems, namely limited mobilization of internal fiscal resources, lack of diversification in exports, paucity of foreign investment, restructuring of loss-making public sector entities, remained intact. He stressed that the country's dependence on foreign lenders needed to be reduced.

Dwelling upon the main objective of PFBA as a bilateral business forum i.e. the encouragement and promotion of trade and investment between France and Pakistan, he said that before the Covid-19 crisis adversely affected organization's activities, PFBA maintained its usual schedule,

holding its Trade Awards ceremony in November 29, 2019. He informed that PFBA was strengthening its working relationship with CCIF (the confederation of French Chambers of Commerce across the world) in order to help its member companies to identify business opportunities in France and elsewhere in French-speaking countries. He added that PFBA would also revive its exchanges with Business France and French Business Council of Dubai as soon as the COVID emergency was over.

Concerning the bilateral relations, he regretted the unfortunate situation created by some politico-religious groups and some parts of media regarding the alleged hostility against Muslims in France, going to the extent of calling for the boycott of French products, thus affecting the traditional goodwill that has always existed between Pakistan and France. Fortunately, the French side handled this situation patiently, leading to the subsidence of the entire furor. He appreciated that despite this France continued to implement its agenda of providing developmental aid to Pakistan. He mentioned in this regard the soft loan of 65 million euros granted by the French Aid Agency (AFD) for the safe and environment-friendly public transport project in Karachi. France was also providing technical and financial support in the energy and urban development sector in Pakistan, committing for this purpose 850 million euros in financial support since 2016.

In his address, H.E. Marc Barety acknowledged the positive role played by PFBA in promoting the bilateral trade relations between France & Pakistan. He was alive to the fact that trade between the two countries in the current year would be challenging because of slowing down of business activity the world over owing to the Pandemic. He stressed that even though France had always maintained a balanced approach towards Pakistan's interests and security; this was indelicately bruised by the recent political cum religious events that took place in Pakistan. He added that the recent events had badly shaken the confidence of the French multinationals companies operating in Pakistan, harming the soft image of Pakistan that all friends of Pakistan wanted to promote. He assured that the Economic Department of the Embassy and himself remained committed to the expansion and strengthening of bilateral economic ties with Pakistan.

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PFBA MEMBERS ELECT THE NEW BOARD OF DIRECTORS – 2021 / 2023

Pakistan France Business Alliance elected its new Board of Directors at its Seventh Annual General Meeting held on April 6, 2021. The new Board re-elected Mr. Jamil Hamdani as Chairman / C.E.O and Mr. Saeed Allawala as Deputy Chairman / Deputy C.E.O. Almost all the Directors elected in the previous AGM in 2020 were re-elected. However, three new Directors were added to the Board. The new Directors are the following:

Mr. Akram Wali Muhammad

Group Managing Director, Gerry's Group of Companies

Mr. Junaid Murtaza

Chief Executive Officer, L'Oréal Pakistan

Dr. Tasmia Abeer Billoo

Director, Sind Medical Stores

Below are the names of the newly elected Board of Directors and Office Bearers:



Mr. Jamil Hamdani
(Chairman / CEO)



Mr. Saeed Allawala
(Deputy Chairman /
Deputy CEO)



Mr. Riaz Siddiqui
(Director Finance)



Mr. Intesar A. Siddiqui
(Director & Senior
Vice President)



Mr. Junaid Murtaza
(Director)



**Mr. Akram Wali
Muhammad**
(Director)



**Mr. Javed Ghulam
Mohammad**
(Director)



Dr. Asim Jamal
(Director)



Dr. Tasmia Abeer Billoo
(Director)



Mr. Shaukat Hassan
(Director)



Mr. Abdul Sattar Babar
(Director)



Mr. Abdul Basit
(Director)

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- Certificate Authorities/PKI
- Secure Mobile Payment & Branchless Banking
- EFTPOS Solution
- Magstripe/EMV Card Production Systems

WORKING LUNCH FOR DIRECTORS

Mr. Saeed Allawala Deputy Chairman / Deputy CEO of PFBA hosted a working lunch at Café Flo in the honour of the two newly elected Directors of PFBA, Mr. Junaid Murtaza, Country Managing Director of L'Oréal Pakistan and Mr. Akram Wali Muhammad Group Managing Director of Gerry's International (Pvt) Ltd. Mr. Jamil Hamdani, Chairman / CEO, Mr. Riaz Siddiqui, Finance Director and Dr. Tasmina Abeer Billoo, Director were also present at the lunch.

A number of organisational and other matters were discussed on the occasion. Mr. Saeed Allawala stressed the need for enhancing the activities of PFBA despite the constraints imposed by the Covid-19 pandemic. Mr. Akram Wali Muhammad suggested that PFBA should organize region wise social functions in order to enable the members to know each other and devise ways of further developing our activities.

The Chairman / CEO Mr. Jamil Hamdani appreciated the views/suggestions proposed by Mr. Akram Wali Muhammad and Mr. Saeed Allawala and briefly discussed ways and means of implementing them within the constraints of COVID19. It was unanimously felt that the Northern Chapter has to play a far greater pro-active role than hitherto fore to meet the proposed objectives suggested by the two honorable Directors.

Dr. Tasmia Abeer Billoo gave a brief presentation on the COVID19 vaccine AstraZeneca for which Sind Medical Stores have been designated agents on behalf of the Government.



(L to R) Mr. Akram Wali Muhammad, Mr. Riaz Siddiqui, Mr. Saeed Allawala, Mr. Jamil Hamdani, Mr. Junaid Murtaza, Dr. Tasmina Abeer Billoo

INFOTEL PAKISTAN SIGNING CEREMONY WITH 1LINK

InfoTel Pakistan Pvt. Limited has signed an agreement to pursue National and International schemes card personalization services.

The signing ceremony was held recently at Karachi at 1LINK Head Office. 1LINK personalization bureau is backed by Thales EMV Card Personalization system and carries out fully automated end-to-end EMV cards personalization and fulfillment for PayPak and UPI debit cards.

Through this agreement, 1LINK and InfoTel can bring several benefits to the industry such as quick time-to market, meeting re-carding timelines and efficient / secure cards personalization.

The signing ceremony was well attended by the Senior Management of both organizations including Mr. Najeeb Agrawalla, CEO - 1LINK & Mr. Riaz Siddiqui – Managing Director – InfoTel Pakistan.



PFBA BOARD INDUCTS THREE NEW DIRECTORS

Mr. Akram Wali Muhammad



Group Managing Director of Gerry's Group of Companies, Mr. Akram Wali Muhammad has 31 years of experience in the aviation and transport sectors. He is a Business graduate from the University Of Houston, Texas. His notable achievement is the successful establishment of a multi-million dollar, JV firm Gerry's Dnata with the Emirates Group of the United Arab Emirates. He has successfully led successful partnerships with big multinationals, which include FedEx, United Airlines, Emirates Airlines, Swiss Air, Continental Airline and Virgin Atlantic. He served as senator in the Senate of Pakistan from 2003 to 2006.

Mr. Junaid Murtaza



Country Managing Director and C.E.O of L'Oréal Pakistan, Mr. Junaid Murtaza is a graduate of Lahore University of Management Sciences. He previously served as Senior Brand Manager at Unilever Pakistan. He is also an alumnus of the French Business School, INSEAD

Dr. Tasmia Abeer Billoo



A medical graduate, Dr. Tasmia Abeer Billoo is Director of Sind Medical Stores. She also holds a MBA in Health & Hospital Management from Institute of Business Management, Karachi.

NEW MEMBERS



Mr. Muhammad Faisal Ahmed

Chief Executive Officer
Artistic Denim Mills Limited
Activity: Textile Products



Mr. Zubair Iqbal

Director / Partner
E & M Textiles
Activity: Textile Manufacturer & Exporter



Mr. Mujeebullah Khan

Chief Executive Officer
I Textiles (Pvt) Ltd
Activity: Textiles Distributor



Mr. Mansoor Mubeen

Managing Director
K.H. Fama Textile Processing Pvt. Ltd.
Activity: Export Garment Processing



Mr. Faizan Ul Haq

Director
IMS Engineering Pvt Ltd
Activity: Engineering, Construction



Mr. Shahzad Saleem

Chief Executive Officer
Nishat Chunian Limited
Activity: Textile Manufacturer, Exporter



Mr. Aasim Azim Siddiqui

Managing Director
Pakistan Intermodal Limited
Activity: Logistics Services



Mr. Nouman Ahmed

Chief Financial Officer
Saif Textile Mills Limited
Activity: Textile Mills



Mr. Zaurayze Tarique

Managing Director
SCHLUMBERGER
Activity: Oil Field Services



Mr. Humayun Akhlaq

Country General Manager
Schneider Electric Pakistan (Pvt) Ltd
Activity: Manufacturer of MV & LV Switchgear



Mr. Sohail Shams

Chief Executive Officer
United Marine Agencies (Pvt.) Ltd.
Activity: Shipping Agent



Mr. Adnan Nasir

Chairman
Euro Oil (Pvt.) Limited
Activity: Oil Marketing Company

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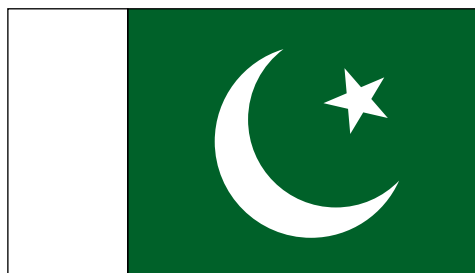
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OBITUARY



It is with immense grief that we announce the sad demise of our valued member Mr. Zaheen Uddin Qureshi, C.E.O of Saif Textile Mills Limited, due to Covid-19 in December 2020. He was a prominent figure of the textile sector in Pakistan. A qualified Chartered Accountant, he started his professional career as Manager Finance in the Nishat Group (Chunian Division). He joined Saif Group of Companies in 2000 as Chief Financial Officer, rising to become Chief Executive Officer of the Saif Textile Mills Ltd in 2016. Pakistan France Business Alliance offers its condolence to the bereaved family and all colleagues and friends of our late member.

THE DEVELOPMENTAL AID OF THE FRENCH AID AGENCY (AFD) TO PAKISTAN



Agence Française de Développement (AFD) – French Aid Agency- is a public establishment that implements France's development and international solidarity policies. It is involved in more than 4,000 projects with a strong social and environmental impact in 115 countries.

AFD has been operating in Pakistan since 2006. It is particularly involved in financing energy efficiency and hydropower production. AFD's actions are focused on renewable energies in order to promote climate change mitigation and adaptation. To carry out its missions, AFD provides sovereign and non-sovereign loans and mobilizes European grants under the Asia Investment Facility.

Since AFD Group began operating in Pakistan, its commitments have reached 973 million Euros, mainly in the form of concessional sovereign loans (867 million Euros), grants (10 million Euros) and non-sovereign loans (14 million Euros). Proparco, the investment bank owned by AFD, has granted loans amounting to 82 million Euros to the private sector. The level of commitments was particularly sustained in 2016 and 2017 (265 and 201 million Euros respectively).

In accordance with its strategy for Asia, AFD has set itself three objectives in Pakistan:

- 1- **Support the resolution of the energy crisis:** Frequent power cuts are handicapping businesses and interrupting industrial production in Pakistan. Since 2006, AFD has committed 665 million Euros to Pakistan's energy transition particularly for small- and mid-sized hydropower plants. A new wind farm has been built in the province of Sindh with the support of Proparco. A 100 million Euros public policy loan has also been approved for the energy sector and 75 million Euros for investment in energy transmission.
- 2- **Improve the quality of services in urban areas (water, sanitation, transport):** AFD has granted a 95 million euro loan to the Faisalabad Water and Sanitation Agency. AFD is further developing its activities in urban transport (the Peshawar BRT),,
- 3- **Contribute to bolstering the resilience of vulnerable populations:** protecting territories against natural disasters

Over the period 2014–2018, more than 80% of AFD's commitments involved co-financing, mainly with the Asian Development Bank and European donors. AFD is co-financing with the Asian Development Bank (ADB), Asian Infrastructure Investment bank (AIIB) and Green Climate Fund (GCF) the Karachi Bus Rapid Transit (BRT) system with a soft loan of 65 million Euros.

FRENCH TECHNOLOGY TRAINS PAKISTANI TEXTILE INDUSTRY PROFESSIONALS

Pakistan's First Fully Featured Compressed Air Training Facility



In collaboration with Asian Institute of Industrial Air, National Textile University Faisalabad has established a state of the art Compressed Air training facility in Pakistan. CECA, Centre of Excellence in Compressed Air, has been established by the non-profit, Asian Institute of Industrial Air, AIIA, in collaboration with Rastgar Air Compressors and International Equipment Suppliers from Parker Aluminum Compressed Air Piping Systems, France, CompAir Germany (A brand of Ingersoll Rand), and VP Instruments the Netherlands.

While inaugurating the facility, Chairman Chenab Limited, Mian Muhammad Latif termed CECA a unique university-industry partnership, which will help Industry in Faisalabad with Compressed Air professionals and improve productivity and reduce cost of ownership through trainings.

Dr. Tanveer Hussain, Rector National Textile University, thanked the Rastgar Group, Asian Institute of Industrial Air and International donors for taking this initiative to improve the knowledge of compressed air engineering and related expertise of Industry and Pakistan. He expressed hope that with this CECA in place, industry will find it possible to commission university research related to air operated machinery, energy conservation and pneumatic automation.



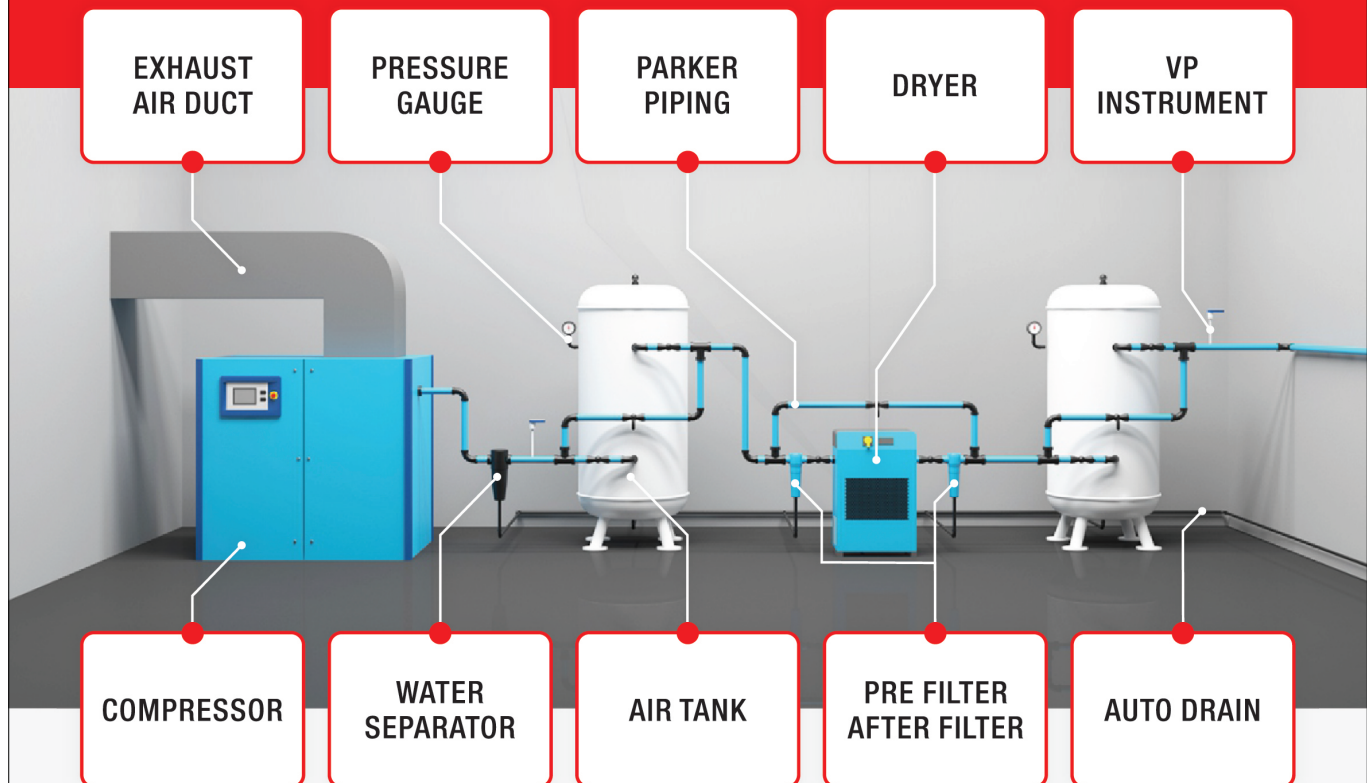
While commenting on objective of CECA, CEO, Asian Institute of Industrial Air, Dr. Arshad Ali, who is an eminent educationist and ex-Vice Chancellor of NTU, said that Compressed Air accounts for 70% of electricity being used by Textile Industry in Pakistan. Due to lack of Compressed Air Engineering knowledge, most of manufacturing enterprises are ignorant of modern techniques for lowering energy cost, reducing cost of ownership, reducing transmission losses through modern piping techniques etc.

Further highlighting the modern Compressed Air Practices, Dr. Arshad Ali Said, Industry 4.0 and remote monitoring has become a major contributing factor in reducing cost of ownership of Compressed Air. The CECA facility will train industry professional as well as graduates of NTU, according to ISO standards of Compressed Air on Germany Technology.

Modern and State of the art Compressed Air Equipment in CECA has been donated by CompAir, Simmern, Germany, Aluminum piping from Parker, France and monitoring equipment from VP Instruments, The Netherlands.

Directors, CEO and General Managers from various textile group, Vice Chancellors of Universities, Deans of various department of National Textile University and graduates participated in the event and visited the facility and showed great interest in getting their HR trained through CECA and build modern Compressed Air system according to ISO standards.

PLANNING & INSTALLATION OF COMPRESSED AIR FOR MANUFACTURING PLANTS



***AirPro Technix Expert in
Turnkey Project of
Complete Compressor Room
with Equipment***

- Turnkey Compressed Air System
- Evaluation of Compressed Air System
- Installation of Compressed Air System
- Leakage Repair
- Instrumentation & Monitoring
- Piping Network Design

FRENCH NEWS



Artelia, One Of Leading Engineering Firms In Europe

Artelia is a French multidisciplinary consultancy, engineering and project management group specialising in mobility, water, energy, building and industry, with 100% of its capital held by its managers and employees. It has more than 50 branch offices in France and a presence in almost spread across Europe, Africa, the Middle East, Asia and Americas. It has a workforce of 6100.

As a player in the energy transition, Artelia assists its customers in implementing balanced mixes that promote decarbonized energy sources. It has been involved for over 30 years in various projects relating to the nuclear sector on behalf of major industrial and research organizations.

Artelia Structures & Civil Works is involved in building bridges, tunnels, dams, dykes, offshore platforms, high-rise buildings and other aerial and underground structures. It has been operating for over twenty years in the Middle East in developing maritime infrastructure, dams and drinking water projects. It has locations in Oman, Dubai, and Abu Dhabi, where it is working in particular on the large Lower Zakum artificial Islands project. Artelia is also accelerating its growth in Egypt and Saudi Arabia, expanding operations into transport and industry markets.

The Thai subsidiary of Artelia is working closely with Shell Thailand to develop an innovative predictive maintenance system using artificial intelligence. It provides a comprehensive range of services covering the entire life cycle of Shell service stations, from design and construction to maintenance.

Artelia will soon be undertaking a very extensive private sector project in Pakistan.



SPOOLEX is a textile machinery manufacturing company. It is specialized in web converting process, It is involved in complete project management: from designing, to manufacturing and full production phase. It is organized in three brands:

- **CALEMARD®**: present since 1955 on a wide range of markets, this brand has focused its activities on highly technical cutting applications. It has gained strong market positions in technical textiles, nonwovens, rubber and tires, plastic films, etc.
- **DECOUP+®**: since 1975, this brand has been successfully developing and manufacturing standard or turnkey ultrasonic cutting and welding systems for textiles, nonwovens, PP-Tapes and plastic films applications. From handheld devices to units for integration on existing machines, its industrial range is adapted for each step of textile manufacturing process.
- **ROLL CONCEPT®**: Since 1991, it has been designing and manufacturing industrial rollers, cylinders and winding cores/mandrels, both for machinery manufacturers and end users.

Worldwide presence of SPOOLEX

The equipment and accessories manufactured by SPOOLEX are used in textile production all over the world. They have been developed to run on hard weather conditions, even in dry or wet climate, at low or high altitude.

SPOOLEX sells its equipment in Pakistan

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DEVELOPMENT OF RELATIONS BETWEEN PFBA AND CCI-F



Pakistan-France
Business Alliance

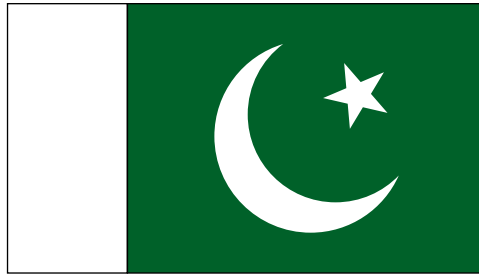


CCI FRANCE
INTERNATIONAL

Pakistan France Business Alliance is a member of CCI-F (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. In this regard, Syed Muhammad Ali, Executive Officer and Hidayat Hussain, Business Support Officer of PFBA held a video conference with Charles Maridor, General Delegate of CCI-F on 22 February 2021, and Mme. Charafa Chebani, Director Business Development of CCI-F on 16 March 2021. It was decided to hold regular consultation between the two bodies for enhancing cooperation and identifying business opportunities in France and other French-speaking countries for PFBA members.

On an inquiry on our part regarding the possibility for CCI-F to host a collective mission to France by PFBA member companies, Mme Chebani replied that it was perfectly possible for CCI-F to host such a visit as it had already done so for many countries. For this, it was necessary 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. As soon as the Covid-19 Pandemic situation eases the world over, PFBA will take up this matter with CCI-F.

CCI-F is holding its annual general meeting on 29 June 2021 in Paris. Although PFBA is invited to attend it physically, it will be attending virtually through Zoom.



Pakistan is the fifth most populous country in the world with 217 M inhabitants.

Economic trends

With a very dynamic demography (35.1% under 15 years old, 245 million inhabitants by 2030), Pakistan has already seen the emergence of a large middle class. Many sectors, some of which are already very dynamic (telecommunications and banking in particular), offer significant opportunities given the country's development needs: energy, water, waste management, transportation, agri-food, and consumer goods. In addition, several large-

scale projects have begun under the CPEC (China-Pakistan Economic Corridor - USD 62 billion in investments to link China to the Arabian Sea, including USD 34 billion for energy infrastructure development). Remittances from expatriate workers are another major asset for the country. They amounted to USD 23.1 billion in 2019-20. The security situation has improved significantly. The increased availability of electricity, after several years of shortage, solves one of the biggest problems for the national industry. Moreover, the Pakistani authorities have maintained an attractive investment regime: full convertibility of the rupee, free repatriation of profits and dividends.

French-Pakistani trade

Bilaterally, the trade between France and Pakistan amounted to EUR 1.31 billion in 2019 (with a deficit of EUR 518 million in favor of France). Pakistan is France's second largest customer in South Asia. France mainly exports pharmaceutical preparations, engines and turbines, dairy products and cheese. French imports from Pakistan are composed at of ¾ of textile products.

French economic presence in Pakistan

According to the French Economic Department in Islamabad Twenty French companies were registered in Pakistan at the end of 2020.

Advice for a company wishing to approach Pakistan

The price gap between European and Asian consumer goods penalizes the former. Unfair trade practices (under-invoicing, smuggling from Dubai) require a lot of vigilance from new entrants on the Pakistani market. French products enjoy a good brand image in Pakistan. The price disadvantage compared to products from South East Asia can be largely offset by a reputation for quality.

For both consumer goods and capital goods, a reliable and efficient local agent is necessary to position oneself on the Pakistani market.

For public contracts (infrastructure, railways, energy, hydrocarbons), it is imperative to regularly monitor the calls for tender issued by government agencies.

Do not let yourself be influenced by the press and media for any decision related to the exploration of opportunities in Pakistan. It is better to contact the French economic staff on site (Economic Department of the French Embassy).

Terrorism in Pakistan is limited to certain specific regions. The major Pakistani cities such as Karachi, Lahore and Islamabad are very secure. You should therefore have no hesitation in travelling to Pakistan.

Contact

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SOCIAL MEDIA PRESENCE

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.



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



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