



INTERNATIONAL BUSINESS  
CONFERENCE & EXHIBITION  
November 7-8, 2016  
Lahore Expo Centre

# LEADING BUSINESS TRANSFORMATION IN PAKISTAN







# PAKISTAN

## A Strategic Goldmine for Investors in Export Oriented Industry

With economic recovery underway, Pakistan presents a vast population, large and diverse resources, and untapped potential for international trade. The country is located at the crossroads of South Asia, Central Asia, China and the Middle East.

- Growth achieved at 4.24%
- Massive investments in the energy sector will have positive impact on the export-oriented sector of Pakistan
- 70% of the population falls in the 14-35 age group
- Pakistan's regulatory environment is among the most investor-friendly in the world
- Well-connected with the rest of the world for international trade



## Welcome to Lahore

Cultural Metropolis of the Country

Lahore is Pakistan's second largest city with a population of approximately 9 million people and the capital of the Punjab Province.

- Lahore Knowledge Park – a standalone entity conforming to international standards will create space for collaboration between academia, government and industry
- As a commercial and industrial center, Lahore enjoys a booming economy and foreign investment. It is the second biggest industrial base of the country after Karachi
- The Punjab Government has attracted direct foreign investment of \$10 billion from China and Turkey for extensive development



# INVESTMENT OPPORTUNITIES IN PAKISTAN

## LOCATION

Pakistan is a gateway to the energy rich Central Asian States, the financially liquid Gulf States, the emerging markets of the SAARC region, and the economically advanced China and the Far East.

## POPULATION & WORKFORCE

Pakistan has an estimated population of 192 million (2015). A large part of the workforce is proficient in English, hardworking and skilled. Pakistan possesses a large pool of trained and experienced engineers, bankers, lawyers and other professionals, many with international exposure. The consumer market is growing with a tele density of 125 million.

## ECONOMIC OUTLOOK

In the global financial crisis, Pakistan's economy has shown resilience to the shocks and has performed better than some of the neighboring countries. Pakistan is poised to grow at 6% plus in the next two to three years based on the strong structural reform program.

## SPECIAL ECONOMIC ZONES (SEZ)

The law of Special Economic Zones (SEZ) is globally competitive for FDI. The law allows creating industrial clusters with liberal incentives, world class infrastructure and investor facilitation services to enhance productivity and reduce cost of doing business.

## INVESTMENT POLICY

The policy has been designed to provide a comprehensive framework for creating a conducive environment for FDI. The policy has been consistent with its cornerstones, i.e., liberalization, de-regulation, privatization and facilitation.

## China Pakistan Economic Corridor (CPEC)

China Pakistan Economic Corridor (CPEC) is a fusion of huge development projects in the global, regional, bilateral and domestic contexts. According to some estimates, the CPEC has a planned portfolio of projects totaling over \$46 billion (Planning Commission); the size of the 'investment' in the CPEC over the next 15 years will equal the cumulative gross foreign direct investment inflows into Pakistan since 1970. The CPEC will become the 'highway' for wider regional connectivity.





# IBCE 2016

A Golden Opportunity

With more than 150 companies, investors, importers and entrepreneurs from 50+ countries expected to converge at the Lahore Expo Center, the IBCE 2016 is the place where you can:

- Explore export opportunities in fast growing and promising areas
- Learn smarter ways of expanding your exports in the region and globally
- Make trade deals, expand networks and forge lucrative alliances
- Get inspiring new ideas through industry sessions, workshops and panel discussions
- Gain a foothold and competitive advantage in the regional and global markets

## Academia-Industry Linkages

A Roadmap of Growth

Academia-industry linkages play a positive role in the development of the economy. The IBCE 2016 aims to develop an integrated model of academia-industry linkages by inviting corporate gurus and leading academicians to share their experiences in special conference tracks. These parallel tracks would be in progress simultaneously, after the inaugural session. The objective of these tracks is to build an interactive and collaborative relationship that acknowledges each other's respective contributions and ensures research outcome synergy. The speakers will explore the barriers to academia-industry interaction, identify potential areas for cooperation and propose effective strategies.



# IBCE Focus Areas

The Fastest Growing Economic and Commercial Sectors

## 1. Automobile

The auto industry sector's contribution to the national exchequer is nearly Rs 50 billion, or roughly 3% of the GDP. Currently, there are 3,200 automotive manufacturing plants with an investment of Rs 92 billion, employing 1.8 million people and producing annually 1.8 million motorcycles and 200,000 vehicles. The sector, as a whole, provides employment to 3.5 million people and plays a pivotal role in promoting the growth of the vendor industry.

Pakistan has the 6th largest population in the world, and with a young population of 180 million people, the demand for automobiles has a huge potential to rise in the coming years.

## 2. Clean Energy

According to media reports, an amount of \$3 billion has been invested in the field of renewable energy over the past one year, indicating the investment potential and interest of investors in the sector. Pakistan has become a choice destination of investors because the potential in this sector, robust policy framework, lucrative tariff structures and bankable security documents.

## 3. IT and Telecom

Pakistan is one of the fastest growing telecommunication markets; Since 2005, an FDI of approximately \$ 5.7 billion (net) has been received for Pakistan's telecom sector. The sector contributes 3% to the GDP and is equipped with strong human resource base.

Pakistan's telecommunications industry holds tremendous potential for growth, investment and development in terms of IT services exports. Pakistan ranks 4th globally in terms of broadband growth and has only 2.2 million broadband subscribers, i.e., broadband penetration of only 1.22% which basically means a largely unaddressed market and a haven of opportunity for investors.

## 4. Textile

The textile sector has a significant impact on the economy, generating employment and contributing more than 50% to the country's exports. Pakistan is the 8th largest exporter of textile products in Asia. This sector contributes 8.5% to the GDP and provides employment to 40% of the industrial labor force. Pakistan is the 4th largest producer of cotton with the third largest spinning capacity in Asia after China and India, and contributes 5% to the global spinning capacity. The sector consumes 40% of banking credit to manufacturing. Significant opportunities exist in setting up value addition units, such as apparel lines to enhance export earnings from this strong sector base.

## 5. Services

More than two-third of the growth in 2015 – 68% to be precise – came from the services sector, the largest part of the economy. Pakistan offers great potential for the development of services related to various sectors of the economy – such as the hospitality industry, travel and tourism, banking and finance, etc. The share of the services sector of the economy has been growing over the past decade and it is a common view that Pakistan's future success is most dependent on the growth of the services sector.

## 6. Construction and Housing

There is a need for 650,000 housing units annually as the population of the country is rising at a rate of four million per annum. However, only 350,000 units per year are being added, leaving a shortfall of 300,000 per annum, which represents a significant investment opportunity. The rising level of urbanization is poised to increase from 34.9% in 2005 to 50% by 2035, as estimated by the United Nations. This provides ample development opportunities in the sector. The construction industry includes cement, bricks, timber, steel, paints and glass – demand for all these is expected to grow with new projects both in the public and private sector.



## 7. Manufacturing

The large scale manufacturing sector contributes more than one-tenth in total national output and employs about 14% of the total labor. Most analysts agree that the manufacturing sector in the country is likely to grow, by capitalizing on the recent spate of favorable economic developments with reference to the CPEC and the government's investment friendly policies. Besides exploring a burgeoning export market, local and international manufacturing companies may target the consumer market by showcasing better and innovative products.

## 8. Fast Moving Consumer Goods (FMCGs)

Pakistan is home to some of the most well-known brands in the FMCG and this sector remains strong on the priority list of investors. Most analysts agree that with the impending economic recovery and renewed foreign investor's interest, consumer spending is likely to increase; especially once the benefits from the latest economic initiatives of the CPEC spill over.

## 9. Food and Agriculture

The food industry is going through a boom, which is likely to continue. Pakistan has the potential to produce all types of food commodities for home consumption as well as for export. Investors may look at the food sector with a view to earn massive returns in the long term. Pakistan has the 3rd largest livestock population and an impressive dairy industry which can be exploited to its full potential.

## 10. Travel and Tourism - There is a lot to be Explored

Pakistan is a land of beauty. From the highest mountains to sea shores, from deserts and lush valleys to archeological sites and modern landmarks, Pakistan is worth visiting, and Lahore being the heart of the country, has to be explored.

The country draws visitors from Africa, Middle East, Pacific and East Asia, USA and South Asia. Pakistan presents ample avenues for adventure, sightseeing and exploring. Pakistan is blessed with the vast expanse of the Cholistan Desert and snow capped mountains, glaciers and peaks. It is also home to K-2, the second highest mountain in the world, located on the Pak-China border, standing tall at 8,611 meters above sea level. Home to some of the oldest civilizations in the world (Indus Valley), Pakistan offers a rich cultural experience as every region of the country offers its own traditions, customs and cuisine. The country has diverse religious and historic places, unique arts, and indigenous crafts.



## Conference Track

### Day 1: November 7, 2016 - Exploring Possibilities & Opportunities

09:00 - 10:40 Inaugural Plenary Session

10:40 - 11:00 Coffee Break

11:00 - 12:00 Session 1: Business Leadership & Economic Transformation

12:00 - 13:00 Session 2: Future Challenges & Stakeholders

13:00 - 14:00 Lunch

14:00 - 15:30 Session 3: Policies & Enabling Environment

15:30 - 16:00 Coffee Break

16:00 - 17:00 Session 4: Business & Industries Linkages

18:00 - 21:00 Sufi & Cultural Night Dinner (for guests and registered participants)

### Day 2: November 8, 2016 - Creating a New Vision Together

09:00 - 10:30 Session 5: Academia-Business Collaboration

10:30 - 11:00 Coffee Break

11:00 - 13:00 Session 6: Building International Alliances

13:00 - 14:00 Lunch

14:00 - 15:30 Session 7: Technology Transfer

15:30 - 16:00 Coffee Break

16:00 - 17:00 Session 8: Future Plan of Action

17:00 - 18:00 Closing Plenary Session



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## Registration

Please join us at the IBCE 2016 by registering yourself as a participant, exhibitor or sponsor. Email: [info@ibce.com.pk](mailto:info@ibce.com.pk), [www.ibce.com.pk](http://www.ibce.com.pk)

Being a participant, you will:

- Get an opportunity to mingle with leaders of diversified business avenues
- Connect with people from different professions and businesses
- Discover new technologies and business opportunities

Becoming an IBCE 2016 exhibitor and sponsor, you can:

- Display and offer your products and services
- Publicize your brand and company



### ORGANIZER

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**Muhammad Shahbaz Sharif**  
Chief Minister of Punjab

For the economic prosperity of any nation, synergistic global relationships are essential. Our government's vision is to streamline business procedures to elevate Pakistan's ranking in the 'Ease of Doing Business Ranking.' We aim to strengthen our relations with businesses in Europe, Nordic Region, Central Asia, Middle East, China, Turkey, Thailand, Malaysia and Australia. UMT's project, IBCE 2016 is a perfect platform for convergence of investors from all these regions.

We welcome all of them and assure them full support of the Punjab Government. IBCE 2016 will enhance cooperation among national economic development, investment opportunities and culture exchanges. I believe this initiative can promote this vision by providing a perfect meeting place for the foreign and local investors.

Wishing best of luck to this laudable venture.



**Dr A Q Khan**  
Former Chairman KRL, Kahuta (Dist. Rawalpindi) Fellow  
and Former President, Pakistan Academy of Sciences

It gives me great pleasure to note that University of Management and Technology (UMT) is organizing the International Business Conference and Exhibition- IBCE 2016. I have known this university since its inception and I can say, with full confidence, that its programs are excellent and meet national requirements. Organizing this event will open many doors for increased investments in technologies in general and for the overall economic development of Pakistan in particular.

I extend my best wishes for the success of this initiative taken by UMT.



**Prof Dr Hasan Sohaib Murad**  
Chairman IBCE and Rector UMT

IBCE will usher in a new era where the academia invites the corporate sector to showcase themselves to the youth and students. Unlike usual trade fairs, IBCE is unique because of its knowledge content and youth focus. It is B2B as well as B2C but most importantly, it is B2Y (BUSINESS TO YOUTH).



**Abid Khan Shirwani**  
Chief Organizer IBCE and Director General UMT

We are launching IBCE not only as an event but as a step with the vision to unlock the doors for foreign investments in Pakistan, leading to national prosperity. I am hopeful that IBCE will lead our business community, youth and consumers towards a new opportunity for economic development, social and cultural harmony, and peace.



**Dr Miftah Ismail**  
Minister of State and Chairman, Board of Investment

Despite the downturn in the global economy, Pakistan has experienced the return of foreign investment, structural reforms implementation, and improvement in the overall fiscal and monetary situation. Pakistan has attracted over 18 billion US dollars in Foreign Direct Investment since 2008. BOI is committed to facilitate investors (foreign & local) to transform their plans into reality. IBCE 2016 promises to accelerate business transformation in Pakistan. I wish it great success.



**Dr Mirza Ikhtiar Baig**  
Former Advisor to PM on Textile

I congratulate UMT for organizing the IBCE 2016 at Expo Center, Lahore. The event will create strategic linkage between industry, academia and government functionaries to boost economic development in Pakistan. All the selected themes are of vital importance to showcase cutting-edge technologies from the developed countries. I am confident that the exhibition would provide breakthrough opportunities for technological innovation and business transformation. Pakistan is lagging behind in exports of IT and global networking. I hope the exhibition provides the opportunities to promote such exports.

I wish the organizers all the success for a successful and productive conference.



**Syed Nabeel Hashmi**  
Former Chairman, PAAPAM and PPMA

The role of automobile industry in any economy is like a backbone, practically in all available engineering technologies. Our commitment is to strive for a competitive edge in the local automotive parts industry by maximizing local content and by creating an environment which is conducive to innovation and modernization with latest research and development. I really appreciate the efforts of University of Management and Technology which is going to provide a platform for automobile industry through IBCE. I personally believe this event would be the best opportunity for the promotion of automobile sector's vision and business. I wish good luck to UMT leadership for this event and assure our long term support.



**Mumshad Ali**  
Chairman, PAAPAM

I would like to express my appreciations for all those who have braved the odds to organize an International Business Conference and Exhibition. The degree of flexibility of this program will indeed showcase the cutting-edge technologies, business practices and new ventures from all parts of the world under one roof. We wish UMT good luck for such an inspiring initiative. Thank you



**Uzma Manzar**  
Chief Executive Officer, Platform Pakistan

Opportunities like the IBCE are crucial for globalizing local businesses by allowing them the unique opportunity to interact with internationally placed entities from related business sectors. The conference and exhibition will open up doors for new entrants as well as established market leaders.