

This newsletter is sent to approximately 40,000 contacts in Germany and Pakistan.



Consul's Corner

Dear Friends,

Just returned from Hong Kong, where the “15th Asia-Pacific Conference of German Business” had brought together CEOs, economists, diplomats and politicians for three days, I feel reconfirmed in my conviction that we are on the right track with GPCCI. My impression was that all participants agreed on two main points: First, Asia, with its enormous growth rates, deserves full attention of us Germans and Europeans, and second, yes, China seems to have attracted most of the German attention hitherto, but we have to explore other markets too. For good reason, Jakarta in Indonesia will be the venue of the next Asia-Pacific Conference in 2018.

Some words on the key issues of the APC: The subject of “Industry 4.0” was one of those topics which were highlighted from many different angles. My impression was that even the highly developed industries of Japan and Korea rely on German expertise in the field of automation, especially as we Germans, in contrast to many Asian companies, can provide solutions which are not confined to just one industrial standard. Germans were labelled as being those, who really know what they are talking about when it comes to “Industry 4.0”.

Another big issue was urban infrastructure. Those of you who have been to Hong Kong recently will agree that on the one hand, the construction sites of bridges, tunnels, trains, and new buildings are impressive, even though the public transport system of HK seems to be perfect already. On the other hand, investment needed for infrastructure projects in Asian cities will amount to trillions of Dollars in the next few years. Political stability plus investment in infrastructure – this appears to be the formula for successful operations in Asia. But the SMEs should not be forgotten. As usual, there was lot of praise for the most efficient German SMEs in Asia, be it in IT, be it in the field of services.

To conclude, I would like to suggest that all of us enter into an open discussion on what we can achieve in Pakistan in big projects in future. Perhaps, this would be a good topic for one of our next meetings at GPCCI.

Yours sincerely,
Rainer Schmedchen, Consul-General
www.karachi.diplo.de



*Message from Secretary General
Ines Chabbi*

Dear Readers,

I am pleased to share with you that GPCCI is steadily growing and we just inaugurated our office in Islamabad. GPCCI is now in the three biggest cities of Pakistan and we will be opening more offices in other cities soon. We are happy to see a strong increase in memberships and enquiries from German and Pakistani companies since the creation of the Chamber.

Meanwhile, the German Engineering & Motor Show is picking up interest and I would like to use the opportunity to invite you to participate in this 3 day event. Many companies are already participating or have shown their interest and we hope that the German Engineering & Motor Show will set a precedent that others can follow.

I would like to take this opportunity to congratulate Mr. Mashood Khan, newly elected Chairman of Pakistan Association of Automotive Parts & Accessories Manufacturer (PAAPAM). Mr. Khan visited GPCCI office where we discussed a stronger collaboration between PAAPAM and GPCCI and sharing of information. Mr. Khan praised GPCCI's efforts especially in organizing the German Engineering and Motor Show and assured his fullest support for the event.

GPCCI is also actively working to provide Senior Experts from Germany to organisations in Pakistan to develop their skills, expertise and technical knowledge. This is part of the Senior Expert Service (SES) through which organisations in Pakistan can get an expert from Germany at a very subsidized cost. All the organisation has to pay, is the local cost of accommodation and transport for the expert, rest of the cost is all covered. This is certainly a great opportunity for any company to increase know-how and efficiency through the support of an expert.

Inauguration of GPCCI (Islamabad Region)



11 November 2016, Islamabad: German Pakistan Chamber of Commerce & Industry (GPCCI) has inaugurated its Islamabad Chapter in a grand event organized at Islamabad Club which was attended by dignitaries, high profile government officials, businessmen and people from all walks of life. Her Excellency, Ambassador of the Federal Republic of Germany, Ms. Ina Lepel and Mr. Azhar Iqbal, DGTO were also present to grace the event.

German Ambassador Ms. Ina Lepel, who was the Chief Guest of the inauguration ceremony stated that: "the German Pakistan Chamber of Commerce and Industry (GPCCI) was launched in Karachi in May to strengthen Pakistani-German business relations. It is a prime example of the energy of Pakistan's business community. With an existing presence in Lahore, today's

inauguration of the Chamber's Islamabad office marks an important milestone in the GPCCI's development. I am convinced that GPCCI, including its Islamabad Office, can make an important contribution to promoting bilateral trade and investment and to increasing Pakistan's connectivity.”

President GPCCI (Islamabad region), Mr. Pervaiz Akhtar elaborated the role of GPCCI (Islamabad Chapter) to further the cause of bilateral relations between the two countries. President GPCCI, Mr. Qazi Sajid Ali, thanked the German missions in Pakistan, the Commerce Ministry, as well as the GPCCI team for extending their unabated and selfless support during the process of building this concept and bringing it to fruition.

The Guest of Honour of the event Mr. Azhar Iqbal, Director General of Trade Organisations, Ministry of Commerce congratulated GPCCI (Islamabad Region) on the inauguration and hoped that the establishment of the Islamabad Chapter of GPCCI would serve to enhance the investments on the local soil and bring in opportunities for joint ventures in future.

GPCCI hold it's 1st AGM



The 1st AGM of GPCCI was held at the GPCCI head office in Karachi on Friday, 28th October 2016. The meeting was chaired by President GPCCI, Mr. Qazi Sajid Ali and was attended by many GPCCI members. The audited annual accounts for the year 2015-16 were presented to the members who showed satisfaction with the financial situation of GPCCI and approved the accounts. Members also approved the re-appointment of PKF F.R.A.N.T.S. as the auditor for the year 2016-17. President GPCCI gave the members an overview of GPCCI's past activities informed members about future plans and projects. He stressed the need to work together to make this chamber a success.

The meeting ended with a vote of thanks to the chairman and was followed by high tea.

Pakistan German Renewable Energy Forum (PGREF) welcomes German delegation in Lahore



PGREF secretariat in Lahore hosted a German delegation comprising of Dr. Henning Plate, Head of the BMZ for Afghanistan and Pakistan, Dr. Christina Bollin, Senior Policy Officer, Ms. Almut Knop, First Secretary Head of Cooperation, German Embassy in Islamabad.

The visiting delegation was welcomed by Dr. Asad Rehman Gilani, Secretary Energy, Government of Punjab and other members of PGREF. Mr. Plate was briefed about PGREF, its objectives and progress to date. He appreciated the efforts that have been made both by Germany and Pakistan to enhance cooperation in the areas of renewable energy and energy efficiency and assured his full support to PGREF.

GPCCI participates in Wind Energy Event



GPCCI was an exclusive partner in International Summit on Wind Energy in Pakistan - Opportunities & Challenges, held on November 3, 2016 at Karachi Marriott Hotel in collaboration with Sindh Energy Department (Govt of Sindh), World Wind Energy Association (WWEA), Alternative Energy Development Board (AEDB), Sindh Board of Investment, and others. The event was attended by key players in the wind energy sector including CEOs, academics and other industry professionals.

The conference included presentations from various government organisations especially from the Sindh government highlighting the current investment and development in wind energy sector in Sindh. Wind energy companies presented overviews of their respective projects and there were panel discussions focussing on wind energy opportunities and challenges faced by investors.

The event was organised by the Energy Update magazine which is a leading magazine focussing on energy and environment sectors of Pakistan.



GERMAN ENGINEERING & MOTOR SHOW

26th - 28th January 2017
Karachi Expo Center

For details please contact:
info@gpcci.com.pk
contact@geams.com.pk

Showcasing German Excellence in Engineering, Automotive & Machinery

- ✓ Promote your company
- ✓ Showcase your products and services
- ✓ Find distributors, franchisees and business partners
- ✓ Engage with a business savvy audience
- ✓ Collaborate with prospects and clients in a positive learning environment
- ✓ Network with major players in the engineering and automotive sectors of Pakistan and Germany
- ✓ Connect with the industry experts
- ✓ Participate in panel discussions and demonstrate leadership by being part of the latest research and discussion of the issues
- ✓ Interact B2B between Pakistani and German business leaders

Day 1

Exclusive day

26th January | 10am - 6pm

Day 2

Business day

27th January | 10am - 6pm

Day 3

Public day

28th January | 10am - 8pm

Exhibitors:



Organiser:



Partner:



Supported by:



Senior Experten Service (SES) is the leading German organisation for voluntary assignments carried out by retired specialists and executives

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The Beutel Project Beutel – German for bag pronounced – boi-tell

The **Beutel** Project



The Beutel Project is an environmental awareness/conscientiousness initiative, which was founded in 2015 in Weimar, Germany. The brainchild of Pakistani artist Rubab Paracha, the Beutel project was an attempt to bring together two of her interests, art and environment awareness together to create a vibrant campaign for a cause close to her heart.

The concept of recycling, environmental awareness and conscientiousness is deeply rooted in the German education system and lifestyle for decades. Therefore, having lived in Germany for a few years and in close association with sustainable product designers and environmental engineers, the author was naturally influenced by their ideas, thought processes and actions towards protecting the environment.

Being brought up in Pakistan, the idea of environment awareness appears to be a distant phenomena and an elitist one at that. Therefore, she questioned herself. Why is it that caring for the environment is such an elitist concept? Are only the 1st world countries responsible for this planet? If other countries are busy with 'bigger problems', can we just ignore and pretend this problem doesn't exist? The answer to all the questions above is "NO". It does not take

much time, effort or money to be conscious of our actions and how they will affect our environment. In addition, this problem affects everyone on this planet and we are already seeing the catastrophic affects of human actions in relevance to climate change, natural disasters and animal extinction. It can no longer be a 'distant phenomena' for all of us!

The problem with the idea of environmental awareness is that the distance between us and those directly affected is far too large. We are all bombarded with gruesome images of baby turtles and seals trapped in plastic bags or birds eating plastic waste and being unable to fly. We all like to share and sign online petitions and show our support through Facebook activism, which is a noble gesture. However, because you did not see it for real or experience the consequences of using these hazardous materials, it's easy to just forget/ignore this and not realise that we are contributing to it immensely.

So how does one tackle this issue in an effective way? It begins in Weimar, Germany where the majority of people use a Beutel (fabric bag), on a daily basis. The author received her first Beutel as a welcome present from the university she attended at and it is very practical to use, whether it's to carry books, or go to the park with food or grocery shopping. Made of cloth, Beutels can be folded and kept in your daily bag and used when needed and are a much better alternative to plastic bags which as we all know are a hazard as they are non-biodegradable. In recent efforts to minimise use of plastic bags, supermarkets across Europe have also been charging customers for plastic bags.

Hence, the author decided to customise these fabric bags with quirky and fun designs, which not only made them attractive but also fun to use. Teaching people to be environmentally conscious is a tough task; one that the author was not equipped to do. However, leading by example and making it fun and accessible is something she attempted to do and here is how she did it.

The first series of designs were inspired by the illustrations of Roger Hargreaves from his 'little miss and mister' books mixed with little bit of her own touch to make them customised for different cities and characteristics of people who ordered them. It makes it more personal and people relate to it and feel encouraged to use them and not to mention that it's a great conversation starter! The first bag she made for herself was titled "little miss weimar" followed very soon by a batch of "little miss karachi" beutels.

The power of social media today is so strong that when she uploaded one image in 2015, within days, the project had gone viral and there were orders, requests and support pouring in from world over. An Austrian website titled "veganblatt" that is famous for its articles about sustainable living and eating healthy featured this project for it's attempt at encouraging people to reduce plastic waste.

The Beutel Project has since then evolved and has done many series of bags including a "jeevay jeevay pakistan" bag which was stocked at the T2F in Karachi, and an Origami animal series which touches upon issues of animal cruelty, poaching and extinction due to environmental hazards.

The author wishes to continue this effort and expand it's impact in Pakistan and make environmental education and awareness methods accessible on grass-root level for the masses. With a population of 180 million people, she thinks Pakistan has the manpower and passion to make a huge impact on the environment if these ideas are made simple to understand and implement and easily accessible!

Follow this project:

facebook - TheBeutelProject

instagram - @thebeutelproject

Disclaimer: this is a not-for-profit initiative

About the author: Rubab Paracha is an artist-architect who lives and works in Germany. She is very passionate about social and political topics and uses art to express her ideas and thoughts. She has a Bachelor degree in Architecture from the Indus Valley School of Art and Architecture, Pakistan and a Masters' in Media Art and Design from the Bauhaus University Weimar, Germany. She exhibits her projects across Germany and recently exhibited her work for the Frieze Art Week in London, Oct 2016 while maintaining her profession as an Architect. She is an avid tea-drinker, traveller, story-teller and a patriotic Pakistani. Her works can be seen on www.behance.net/rubabparacha



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