



German Pakistan Chamber of Commerce & Industry

Deutsch-Pakistanische Industrie-und Handelskammer

Newsletter for May 2018

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

Secretary General's Corner



Dear Members,

GPCCI (German Pakistan Chamber of Commerce and Industry) is offering you the opportunity to be a part of the delegation to the BME 53rd Symposium Purchasing and Logistics, 14-16 November 2018 Berlin, Germany.

A similar delegation went in 2015 under our umbrella of GPti (German Pakistan Trade & Investment), there were 7 companies of different fields of business selected and it was a rewarding eye opening experience for them.

The objective of this Symposium is that Pakistani companies conducting business in the sectors listed below, to display their organisation & products, create an awareness and introduce themselves to German companies attending this Symposium. This is also a unique opportunity to become aware of new technology and systems, which would enable them to get an edge for their businesses, along with a rare chance to network with senior executives of major German & European companies, perhaps leading to joint ventures and collaborations that are mutually beneficial.

List of Sectors

- Traffic, warehousing, transport
- Management consulting
- Miscellaneous
- Pharmaceuticals
- Foodstuffs, drinks and tobacco
- Metal production / processing
- Medical technology
- Mechanical engineering
- Marketing
- Plastics
- IT services
- Retail
- Financial services
- Facility management
- Energy
- Electronics, measuring technology
- Services
- Chemicals
- Federal, state, municipality

BME is an organization of over 2000 German companies as members, whose combined import value amounts to 1.3 Billion Euro annually. This is a close knit focused expo with only decision makers, and Chief Executives of German & European companies as permitted visitors. These visitors (CEO's) of BME companies circulate and meet the exhibitors in their booths. Meetings are held and common interests with the relevant partners are discussed and these could then materialize into joint ventures, business collaboration, know how transfer etc.

Consequently this Symposium provides a good opportunity for increasing business and improving productivity, quality and workmanship. Being a participant of BME under the banner of GPCCI has weightage as a good reference for our participating exhibitor to German companies that visit. In light of these facts we strongly recommend members and their friends to participate in this symposium for three days.

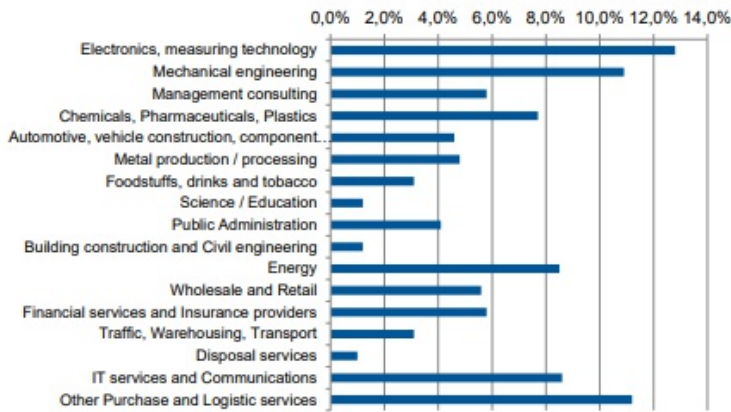
Please let us know about your interest so that we can invite you for a seminar conducted by GPCCI on a date to be decided shortly. BME speakers from Germany will be invited by video link and there will also be a session of question and answers. It is important for you to inform us, if you are interested and in which field of business you are related in reference to the sector list mentioned earlier in this email.

We can assure you this is very different from a common exhibition, mainly due to high quality visitors with a focused B 2 B setting, who are there to grow their businesses and on the look out for business deals.

Danesh,
Secretary General
GPCCI

Symposium Purchasing and Logistics | Participants analysis

According to industry



According to role



SBP Unveils Rs. 50 Commemorative Coin of Dr. Ruth Pfau

Governor State Bank of Pakistan (SBP), Mr. Tariq Bajwa and the German ambassador to Pakistan Mr. Martin Kobler unveiled Rs. 50 commemorative coin in recognition of meritorious services rendered by Dr. Ruth Katherina Martha Pfau at the SBP Headquarters in Karachi. The SBP with the approval from federal Government has issued a commemorative coin of Rupees 50 which will be available for public issuance across the country through SBP Banking Service Corporation offices from May 9, 2018.

OBVERSE:

The waxing crescent moon and five pointed star facing North West in rising position is in the center. The periphery on the top of the crescent star is inscribed in the wording "ISLAMI JAMHORIA PAKISTAN" in Urdu script. Below the crescent and at the top of two springs of wheat with arms curved upward, there is the year of issuance. The face value of the coin in numeral "50" in bold letters and "RUPIA" in Urdu script are written on the right and left sides of the crescent star respectively.



REVERSE:

There is a side portrait of Dr. Ruth Pfau in the center. The wording "Dr. Ruth Pfau" is inscribed above the portrait. The life span 1929-2017 is inscribed along with the periphery and below the portrait.



Dr. Pfau was an emblem of devotion, commitment and service to Pakistan. Her untiring efforts brought leprosy under control and Pakistan became the first country in Asia to earn this status.

Dr. Pfau's contribution to the society was gratefully acknowledged by the people and state during her life time. She was awarded Hilal-i- Imtiaz, Nishan-i-Quaid –i-Azam and Hilal-i-Pakistan.

Speaking on the occasion Governor SBP said that Dr. Ruth Pfau dedicated her life for amelioration of lepers' lot in Pakistan. "With her efforts Pakistan became the first country in the region to control the disease", said the Governor adding, "No amount of awards and recognition can we repay her extraordinary services for the country".

Governor further added that, issuing of commemorative coin is something of a unique nature which in the past have been issued only for great people like Quaid-e-Azam, Allama Muhammad Iqbal, Fatima Jinnah, and Abdul Sattar Edhi.

Mr. Martin Kobler in his speech thanked the SBP and the government of Pakistan for recognizing Dr. Pfau's services to the country. He said that she was a real ambassador of Germany and a real source of connection between the two countries.

[Published in propakistani.pk on May 9, 2018]

NLC & Daimler AG sign MOU for local production of Mercedes-Benz Trucks by NLC in Pakistan



At the largest truck manufacturing plant in the world, NLC signed an MOU with Daimler AG for local production of world renowned Mercedes-Benz trucks by NLC in Pakistan. The MOU was signed on behalf of NLC by Major General Mushtaq Faisal, DG NLC, and Mr Zia Ahmed, CEO Pak NLC Motors, and on behalf of Mercedes-Benz Special Trucks by Mr. Klaus Fischinger, Head of Executive Committee, and Dr Ralf Forcher, Head of Sales at Woerth, Germany on 3rd May 2018. Also present at the signing were Mr Naseem Shaikh, Director and General Manager, Shahnawaz Ltd. and Mr Ahmed Naeem of Shahnawaz Ltd, the Authorized Distributor of Daimler AG for the full-range of Mercedes-Benz vehicles in Pakistan, who have been instrumental and played a key role in bringing together the two partners for this project of national importance.

Local assembly of Mercedes-Benz trucks by NLC will mark a major shift in the domestic logistics and transportation industry towards European manufacturers who offer technologically advanced products that combine superior performance, environment friendliness, reliability and road safety.

Talking on the occasion, Major General Faisal termed the MOU as an historic moment for Pakistan's commercial vehicle industry. He said that local assembly of Mercedes-Benz trucks by NLC would prove a strategic opportunity to leverage the modernization of Pakistan's logistics industry which would benefit tremendously from having a state of the art assembly plant in Pakistan being setup by NLC that would maximize efficiency and reliability of road transport sector. Because of the incentives given in Auto Development Policy 2016-21, local assembled Mercedes-Benz trucks would be offered on very competitive prices in the market.

DG NLC said that local assembly of Mercedes-Benz trucks will ensure a healthy competition in the trucking industry of the country and meet the logistics requirements of CPEC. He added that

it will bring qualitative change in local vendor industry and will provide opportunities for new jobs.

Dr. Ralf Forcher, Member of Executive Committee and Head of Sales and Marketing, Mercedes-Benz Special Trucks said "Pakistan's infrastructure and construction sectors have registered significant growth in recent years having a direct effect on the logistics industry as it gives rise to an increased demand for commercial vehicles. By commencing local assembly operations of Mercedes-Benz trucks in Pakistan, NLC will be able to cater for this demand more efficiently and respond to market trends quickly".

It is pertinent to mention that strong growth in Pakistan's GDP has contributed towards a significant boost in rising demand for commercial vehicles. In addition, the China - Pak Economic Corridor (CPEC) project is also playing an important role in raising demand in this sector. Modern transportation networks built under CPEC will link seaports in Gwadar and Karachi with northern Pakistan, as well as points further north in western China and Central Asia.

[Published in Business Recorder on May 12, 2018]

Siemens boosts manufacturing in Pak with new production for power technology



Siemens has strengthened local manufacturing in Pakistan with a new production line for the company's latest technology in air-insulated switchgear, the NXAIR. Produced at Siemens' Karachi factory, the NXAIR medium-voltage switchgear is an essential part of efficient, reliable and safe power distribution in cities, infrastructure, buildings and industrial plants.

"We're proud to be supporting 'Made in Pakistan' with this new production line at our Karachi factory, bringing the very latest in switchgear technology to the local market," said Helmut von Struve, Managing Director, Siemens Pakistan. "The new facility also enables us to strengthen skill development and knowledge transfer, bolstering our local talent pool and further positioning Pakistan as a regional leader in manufacturing."

The new production line operates to Siemens' global manufacturing standards and will supply infrastructure development in Pakistan. It allows Siemens to streamline its logistics in the country, bring technology to market faster and support economic development with knowledge and technology transfer.

The latest version of NXAIR combines flexibility, high personal safety and low operation and maintenance costs for sectors where reliable power is essential, including data centers, manufacturing, electrical utilities, petrochemicals and the oil and gas industry. Highly adaptable, NXAIR can also be custom-designed for individual requirements including challenging climatic conditions with extreme temperatures and high air humidity, as well as in cases of heavy pollution of ambient air with dust, gases, salts or chemically active vapors.

Siemens has been a technology contributor to Pakistan's development since the early 1920s, and currently employs more than 700 people across Karachi, Lahore and Islamabad.

[Published in Pakistan Observer on May 3, 2018]

BASF signs agreement to acquire additional seeds, crop protection businesses



BASF has signed an agreement to purchase further businesses and assets, which Bayer offered to divest in the context of its planned acquisition of Monsanto. The expanded scope includes Bayer's entire vegetable seeds business, operating under the global trademark Nunhems, seed treatment products sold under the Poncho, VOTiVO, COPeO and ILeVO brands, the R&D platform for hybrid wheat and the complete state-of-the-art digital farming platform xarvioTM.

The all-cash purchase price for the additional businesses and assets BASF agreed to acquire is €1.7 billion, subject to certain adjustments at closing. For the full year 2017, sales of these

businesses amounted to around €745 million. The transaction also includes Bayer's oil seed rape business in Australia; certain glyphosate-based herbicides in Europe, used predominantly for industrial applications; the canola-quality juncea research and certain non-selective herbicide and nematicide research projects.

This purchase is in addition to the agreement BASF and Bayer signed on October 13, 2017, which entails the acquisition of Bayer's global glufosinate-ammonium non-selective herbicide business; seeds businesses for key row crops in select markets and trait research and breeding capabilities for these crops along with the LibertyLink trait and trademark.

[Published in Pakistan Observer on May 3, 2018]

"Superior Judiciary in Pakistan is very conscious of its role to make the country more attractive destination for foreign direct Investment (FDI)"

As quoted in The Business Recorder dated 29th May, 2018, Chief Justice Mian Nisar said:

"The most important element for putting foreign investors at ease in Pakistan is to ensure a strict adherence to the 'rule of law'. He said if foreign investors in Pakistan, not only from China but elsewhere in the world, can be assured that any disputes arising out of trade and commercial contracts will be dealt within a quick and just manner, without endless procedural hurdles and frustration delays then it will make Pakistan a more attractive destination for FDI".

Member News: Introduction of ASM Assembly Systems in Pakistan Market



We congratulate our member Rastek technologies for being appointed as distributors by ASM assembly systems BmbH & Co. KG through its Asia Pacific counterparts ASM Assembly systems Singapore Pte Ltd.

Report Disclaimer

This document has been prepared in good faith on the basis of information available at the date of publication without any independent verification. GPCCI does not guarantee or warrant the accuracy, reliability, completeness or currency of the information in this report/publication nor its usefulness in achieving any purpose. Readers are responsible for assessing the relevance and accuracy of the content of this publication. GPCCI will not be liable for any loss, damage, cost or expense incurred or arising by reason of any person using or relying on information in this publication. Products/Companies may be identified by proprietary or trade names to help readers identify particular types of Products/Companies but this is not, and is not intended to be, an endorsement or recommendation of any product or manufacturer referred to. Other Products/Companies may perform as well or better than those specifically referred to. Any text/content of the magazine is fully cited, in case there is a reference which is not supported with citation or permission, GPCCI does not take the responsibility for any legal consequence. The contents of the magazine are subject to copyright.
