



# PBIT NEWSFLASH

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## Highlights

- South Punjab business community comes together to shine on PBIT helpdesk inauguration
- Chairman PBIT meets PM, discuss youth potential in Pakistan
- Vivo starts smartphone manufacturing in Pakistan
- USAID, in collaboration with PBIT, hosts private sector engagement forum in South Punjab
- Agreement signed: Punjab Board of Investment and Trade and the Punjab Information Technology Board (PITB)

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## **South Punjab business community comes together to shine on PBIT helpdesk inauguration**

Amidst the pandemic blues, some bright light of hope is finally shining upon the forgotten land of South Punjab. To facilitate the southern Punjab business community and to promote the rewarding profitability of this region, Punjab Board of Investment and Trade came together with Multan Chamber of Commerce and Industry and established a "PBIT South Punjab Helpdesk" in chamber building. In order to smoothen the way for local businesses, The Chairman Punjab Board of Investment & Trade expressed his desire for establishing the helpdesks at the local chambers of commerce and industry at every major city of Punjab. In this regard two board members from south Punjab, Sheikh Ahsan Rasheed and Jalaluddin Roomi took the lead and a collaboration with Multan Chamber of Commerce and Industry was initiated. Punjab Board of Investment & Trade under the guidance of Chairman Sardar Tanveer Ilyas Khan, coordinated with MCCI to develop its "Forward Facilitation Base" to be housed in the







building of Multan Chamber of Commerce and Industry. PBIT also took all chambers of the region including women chambers on board and invited them to be the part of the inauguration ceremony where presidents of these business and trade bodies pushed the button simultaneously to inaugurate this venture.

Special Assistant to the Chief Minister Punjab, Sardar Tanveer Ilyas Khan, Additional Chief Secretary South Punjab, Zahid Zaman, Commissioner Multan division Javed Akhtar, Chief Executive Officer PBIT Dr. Erfa Iqbal, President Multan Chamber of Commerce and Industry Khawaja Salahuddin, all the administrative secretaries of South Punjab, presidents of Bahawalpur, Khanewal, Vehari, Sahiwal, Dera Ghazi Khan, Rahim Yar Khan, Jhang chambers of commerce

and industry, investor community, academia and community in a large number were present on this occasion. Speaking on the occasion, Sardar Tanveer Ilyas Khan said that this was the first time in history that all leading chambers of commerce and industry including women bodies from eight leading districts across south Punjab came together and participated in this unique opportunity to uplift the economic outlook of this region. He said that now PBIT will work for the establishment of women specific economic zone in this region, which would empower the women presence in business climate of Pakistan.

CEO Punjab Board of Investment and Trade, Dr. Erfa Iqbal said that huge participation of businesswomen in this exclusive ceremony sent a message to the world that we are ready to embrace this empowerment, and will not leave any stone unturned to change the economic outlook of south Punjab. She presented the current landscape of southern Punjab in a comprehensive presentation and was optimistic about the future of the region.

President Multan Chamber of Commerce and Industry, Khawaja Salahuddin said that more efforts are needed to be undertaken to bring resource-rich but left aside region into the development and progress cycle.

Renowned businessmen Sheikh Ahsan Rasheed, Khawaja Jalaludin Roomi, Additional Chief Secretary South Punjab Zahid Zaman, Commissioner Multan division Javed Akhtar also addressed the inauguration ceremony. All the speakers thanked Punjab Board of Investment and Trade for taking this important step to help deprived region and shown their keen interest in making this initiative a huge success by promoting business and investment activities in the region.





## Chairman PBIT meets PM, discuss youth potential in Pakistan

Prime Minister Imran Khan while stressing on vocational training and skill development said imparting modern skill training could help better explore youth's potential.

Chairing a meeting for promotion of knowledge economy in the country, the prime minister said technical and professional training should be designed in accordance with the market's needs besides building a strong linkage between educational institutions and the market.



Federal Education Minister Shafqat Mahmood, Provincial Minister Raja Yasir Hamayoun, Principal Secretary to PM Azam Khan, Special Assistant to CM Punjab Sardar Tanveer Ilyas Khan, secretaries of planning and education ministries, Sajad Barki, Atif Khan and senior officers attended the meeting. Federal Education Minister Shafqat Mahmood apprised the meeting of the various initiatives for promotion of

knowledge economy in the country while Sardar Tanveer Ilyas Khan said as a considerable size of country's population comprises youth, their potential could only be utilized by equipping them with modern sciences.

Addressing the meeting, the prime minister said the country's future was linked with the promotion of education. Calling the promotion of education as government's priority, Imran Khan said it would play it's full part to accomplish the goal.







## Vivo starts smartphone manufacturing in Pakistan

Pakistan has started local manufacturing of mobile phones as Chinese tech giant Vivo has officially started producing smartphones in Punjab. Situated in M-3 Industrial Estate in Faisalabad and built with a USD 10 million investment, Vivo will cater the smartphone needs of the country where currently there is a demand for 32 million phones and a total of \$1 billion in spending on imports, annually. Provincial Minister ICI&SDD Mian Aslam Iqbal while sharing the update said, "Made in Pakistan Mobiles are a reality now. Mobile's Faisalabad Economic Zone facility has started production of smartphones and more companies are to follow soon InshaAllah."

vivo

Mobile Phone

Model : **V2043\_21**

Color : **Dawn White**

Checker: **P01AA101**

Date: **2021.02.07**

**"Assembled in Pakistan"**  
by M/s Coastal Jade Technology  
(Private) Limited

The First Ever  
**Made in Pakistan**

**vivo**

Smartphone Batch Has Been Produced!

Key Highlights

- 32 million**  
Est. Mobile phones demand
- \$1 billion** imports\*  
In HY21 (+52 YoY) vs \$1.4 bn in FY20
- 29 PTA** approved facilities
- 17** operational
- 3** smartphone assemblers

More Brands to Follow Suit!

\*Rounded to \$1 bn from \$ 936.639 mn  
Source: PTA, PBS

AlphaBetaCore  
www.alphabeta.com

Shifting production in Pakistan will help Vivo offer better price points in the market and further strengthening the company's position in South Asia. Currently Vivo has a total of 29 PTA approved facilities, out of which 17 are operational, and 3 of them are smartphone assemblers. The company has also teased that more brands will follow suit soon. The Mobile Device Manufacturing Policy provides great incentives making Pakistan ripe for potential investments. PBIT facilitated the said company for getting incentives as a zone enterprise in the Special Economic Zone and land acquisition approvals.



## USAID, in collaboration with PBIT, hosts private sector engagement forum in South Punjab



The United States Mission to Pakistan along with the Punjab Government opened a three-day private sector forum, "South Punjab Virtual PSE Forum" to identify opportunities and challenges for commercial and social investments in the region.

The "South Punjab Virtual Private Sector Engagement Forum" was organized by the United States Agency for International Development's (USAID) Punjab Enabling Environment Project (PEEP) in partnership with Punjab Board of Investment and Trade through the USAID Lahore Office in collaboration with the South Punjab private sector.



The forum focused on four key sectors: agriculture, tourism, textiles, and energy. One of the main topics was identifying the challenges for growth of the private sector in South Punjab, including market access constraints exacerbated by COVID-19 mobility limitations. Other topics included lack of innovation in agriculture practices and crop value chains, the widening knowledge gap in agriculture enterprises, and access to finance for smallholders.

The U.S. Consul General Lahore, Additional Chief Secretary for South Punjab Zahid Akhtar Zaman, CEO PBIT Dr. Erfa Iqbal, Dr. Asif Ali, Vice

Chancellor, MNS-University of Agriculture, Multan, Ali Afzal, Head of Corporate, South CIBG, The Bank of Punjab, and representatives from Grace Solar, Systems LTD, U.S. International Development Finance Corporation as well as Chambers and Associations operational in South Punjab attended the virtual forum.

CEO Punjab Board of Investment and Trade, Dr. Erfa Iqbal were the speaker in opening plenary session and made a presentation on "Punjab as a potential investment hub with a special focus on South Punjab. speaking on the situational analysis, she highlighted that despite having abundant labor force, Southern Punjab, like the rest of Pakistan, suffers from a mismatch between trained workers and the needs of industry, creating a

scenario in which the industry suffers from a labor force with low productivity. She underscored the need for planned, market-based skill development in the region.

Highlighting the potential for industrialization in the region, she shared that sector wise Investment Corridors may be established in various districts across South Punjab to support the local industry and to boost exports and reduce imports for the uplift of the economy of Pakistan. In this context, she gave a detailed presentation on Multan, D.G Khan, Bahawalpur and Sahiwal Divisions, their ingenious industry and future potential investment corridors.

She also shared opportunities in tourism sector and service industry with the participants, encouraging the private and public sector to share their projects with Punjab Board of Investment and Trade for showcasing to the foreign investors across the globe.

Chairman Punjab Board of Investment and Trade and Special Assistant to Chief Minister on Trade, Business and Investment Sardar Tanveer Ilyas Khan were the speaker in closing session. He said in his remarks that briefed that Government of the Punjab envisions public-private partnership to develop the capacity of agribusinesses in Southern Punjab whose economy is mainly agriculture based. He added that supply chains in the Southern Punjab may be digitized to overcome challenges of physical proximity to urban centers and banks. He shared that the region also presented ample opportunities for digitization in agriculture and textiles sectors and leveraging digital shared economy such as uber for tractors. *(Continued on page 8)*





## Berkeley Engineering Consultants called upon Sardar Tanveer Ilyas Khan

Berkeley Engineering Consultants called upon Sardar Tanveer Ilyas Khan, Special Assistant to CM/Chairman PBIT to discuss the need for Primary Health Care set ups in rural areas of D. G. Khan, R. Y. Khan, Muzaffargarh & Layyah.



## Agreement signed: Punjab Board of Investment and Trade and the Punjab Information Technology Board (PITB)

Punjab Board of Investment and Trade and the Punjab Information Technology Board (PITB) have inked a contact centre services agreement to establish an investor helpline.



The agreement was duly signed by the Chief Operating Officer PBIT Jalal Hassan and Sajid Latif DG e-Governance PITB, while Chief Executive Officer Punjab Board of Investment and Trade Dr Erfa Iqbal, Joint Director Citizen Contact Centre Ali Zeb, and other team members of the organisations were present.



According to the agreement, a citizen contact centre will handle inquiries and complaints and will also establish an online portal for PBIT which shall be maintained in parallel and synchronisation to the telephone-based helpline.

Under this agreement, Punjab Information Technology Board will provide assistance to Punjab Board of Investment & Trade in feedback calls through holistic call centre service during specified timings and will also provide CRM access to PBIT through user login and other credentials.

Together Punjab Board of Investment and Trade and Punjab Information Technology Board will be able to facilitate investors both local and foreign and to brand Punjab as an ideal destination for investments due to its liberal investment regime and rising economic opportunities.



## Bosnia wants to boost trade ties with Pakistan

Ambassador of Bosnia and Herzegovina to Pakistan H.E. Sakib Foric alongwith Honorary Consul Danish Iqbal visited Punjab Board of Investment and Trade and had a productive meeting with COO PBIT Jalal Hassan. They discussed matters of business and trade and the possibilities pertaining to

investment and trade between the two countries.

The ambassador remarked that Pakistan and Bosnia and Herzegovina have great political and diplomatic ties. Ambassador showed keen interest in broadening trade with Pakistan as both countries have good potential to expand bilateral trade and economic relations in multiple fields.

COO PBIT, Jalal Hassan welcomed the Ambassador and stated that this visit is reflective of the increasing ties between Pakistan and Bosnia and Herzegovina and will certainly provide impetus to



further expand bilateral relations in various sectors especially economic, trade & commerce, investment and other areas of mutual interest.

His Excellency was briefed on the operations of PBIT. Investment opportunities and further avenues in the province of Punjab were discussed in detail. Jalal Hassan told visiting delegation that there is immense scope for increasing bilateral trade and instituting joint ventures between the two regions.

With a view to achieve concrete results, two countries ensured effective interaction through permanent mechanism of political consultations between the Ministries of Foreign Affairs.





### **A delegation of RahimYarKhan Chamber of Commerce and Industry**

A delegation of RahimYarKhan Chamber of Commerce and Industry called upon CEO PBIT Dr. Erfa Iqbal to discuss economic situation and issues faced by the community. CEO PBIT assured them that govt is taking keen interest in solving their problems.



*(Continued from page 5)* US Consul General in Lahore, Catherine Rodriguez said that recognizing investment gaps, formulating common strategies, and establishing a broad framework to enhance investments will go a long way in helping develop South Punjab.

"We understand the hurdles impeding the economic growth of the region but through joint efforts with the Government of Punjab, and major public and private sector partners, we can overcome these impediments," said USAID/Pakistan Mission Director Julie Koenen, who participated in the closing session at the end of the forum on January 28.

Additional Chief Secretary for South Punjab Zahid Akhtar Zaman represented the Punjab government and delivered remarks focusing on the Punjab government's vision for the region. More than 100 participants from the public and private sector also attended the virtual plenary session.

It was shared with the participants that USAID's PEEP program has also established sustainable initiatives to address a number of challenges in the South Punjab, including the absence of academia-industry linkages for technology-driven research and development, and access to finance and markets.



## General Manager from Longer Development Co. Ltd. visited PBIT

General Manager from Longer Development Co. Ltd. visited PBIT to explore the potential for electric vehicle manufacturing in Punjab and met CEO PBIT to discover the investment regime in Punjab, Head of China Cell was also present in the meeting. The CEO PBIT asked Mr. Long to share the project proposal so that PBIT, as an investment promotion agency, can share with local manufacturers in Punjab and seek the opportunity for potential JV between Punjab and Chinese side



## COO, PBIT Jalal Hassan met with DG PJA

COO, PBIT Jalal Hassan met with DG PJA Muhammad Saleem and RO LHC on EODB / Commercial Courts Shafqat Mighiana to discuss the role of PBIT as Special Purpose Vehicle to attract and encourage FDI in the province, and possibility of working as one window for any ADR.

## An online meeting was held, on “How Punjab can Materialize CPEC Growth in Coming Years”

An online meeting was held, on “How Punjab can Materialize CPEC Growth in Coming Years”, between Chairman APTMA, Chairman North Zone – (Punjab) APTMA, Head of China Cell - PBIT and Senior Research Analyst Economics - The Urban Unit. The main objective of this meeting was to discuss and find a way forward on how Punjab can play its role in CPEC growth through the textile sector and identify investment zones of Punjab.





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