



Mr. Abdul Ghafoor Malik, President SCCI hosted a Grand Reception in honor of Mr. Riaz ud Din Sheikh and Khawaja Zaka ud Din (Late) on conferment of the Civil Award "Sitara-i-Imtiaz" by the Government of Pakistan.





معزز اراکین چیمبر!

الْحَمْدُ لِلّٰهِ عَلٰی كُلِّ مَوْجِدٍ وَالْحَمْدُ لِلّٰهِ الَّذِيْ

سیالکوٹ چیمبر آف کامرس اینڈ انڈسٹری پاکستان کا ایک فعال ترین چیمبر آف کامرس ہے۔ سیالکوٹ چیمبر کی ہمیشہ یہ خواہش اور کوشش رہی ہے کہ حکومتی ایوانوں سے وقتی انفرادی فوائد اور غیر ضروری مراعات کے حصول کی بجائے بزنس کمیونٹی کے اجتماعی مفاد کے حصول کیلئے کوشش کی جائے اور ہر اس کاوش کا حصہ بنا جائے جو ملک کی معاشی ترقی اور بزنس کمیونٹی کے لئے یکساں مفید ہو۔

الحمد للہ! سیالکوٹ چیمبر ملکی برآمدات کے فروغ میں حائل رکاوٹوں اور انڈسٹری کو درپیش مسائل و مشکلات کا نہ صرف پوری طرح ادراک رکھتا ہے بلکہ ہر سال صوبائی و وفاقی حکومت کی جانب سے بجٹ سازی کے مراحل میں انڈسٹری اور ایکسپورٹ سے متعلقہ پالیسی کی تیاری میں اپنی قابل عمل تجاویز حکومتی ایوانوں سے شیئر کرتا ہے۔

مورخہ 09 ستمبر 2023ء کو وزیر اعلیٰ پنجاب جناب سید محسن نقوی صاحب کی سربراہی میں ایک اہم اجلاس منعقد ہوا جس میں حکومت پنجاب کی جانب سے صوبہ بھر میں سرمایہ کاری اور برآمدات کے فروغ کیلئے ون ونڈو آپریشن کے تحت بزنس کمیونٹی کو سہولیات کی فراہمی کا اعلان کیا گیا۔ اس مجوزہ نظام کے تحت تمام صوبائی محکموں کو ہدایت کی جائے گی کہ وہ ایک ہی چھت کے نیچے اپنے ہیلپ ڈیسک قائم کریں۔ تاکہ بزنس کمیونٹی اور انڈسٹری کو درپیش مسائل کے حل اور سہولیات کی فوری فراہمی کے عمل کو بہتر بنایا جاسکے۔ اس سلسلہ میں سیالکوٹ، لاہور، گوجرانوالہ، ملتان، فیصل آباد اور روالپنڈی کے چیمبر آف کامرس کو یہ ذمہ داری سونپی گئی تھی کہ وہ ان تمام محکموں/وزارتوں کی فہرست صوبائی حکومت کے ساتھ شیئر کریں جن کو "One Window Facilitaton Centers" میں شامل کروانے کے خواہشمند ہیں۔

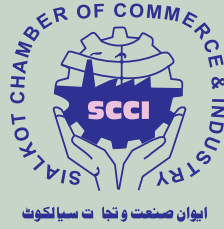
مجھے یہ چیز آپ سے شیئر کرتے ہوئے خوشی محسوس ہو رہی ہے کہ سیالکوٹ چیمبر نے نہ صرف اس سلسلہ میں اپنے ممبران سے مشاورت کی بلکہ میری نگرانی میں قائم کردہ کمیٹی نے تفصیلی ورکنگ کے بعد ایکسپورٹ اور انڈسٹری سے متعلقہ جن اہم محکموں کو مجوزہ "One Window Facilitaton Centers" میں شامل کرنے کی سفارش کی ان میں رجسٹر آف فرم، TMA، پبلک لینڈ ریکارڈ اتھارٹی/یونیورسٹی پارٹمنٹ، پبلک ریونیو اتھارٹی، ایکسائز اینڈ ٹیکسیشن ڈیپارٹمنٹ، انوائسمنٹ پروٹیکشن ڈیپارٹمنٹ پنجاب، پنجاب بورڈ آف انویسٹمنٹ اینڈ ٹریڈ، PSIC، PIEDMC، لیبر ڈیپارٹمنٹ/پنجاب ورکرز ویلفیئر فنڈ، محکمہ پولیس، گنیکو، سوئی نادرنگس پائپ لائنز، PTCL، ہیلتھ ڈیپارٹمنٹ، جنگلات وائلڈ لائف اینڈ فشریز ڈیپارٹمنٹ، محکمہ زراعت، اسلحہ لائسنس سنٹر، محکمہ سول ڈیفنس پنجاب اور TEVTA شامل ہیں۔

سیالکوٹ چیمبر گزشتہ کئی سالوں سے ملک میں سرمایہ کاری اور کاروباری آسانوں کے حوالہ سے حکومتی ایوانوں کے ساتھ مسلسل رابطہ میں رہا ہے اور اب بھی سیالکوٹ چیمبر ہی نے عملی طور پر ان Facilitaton Centers کے خدوخال ترتیب دینے میں اہم کردار ادا کیا ہے۔ سنٹرز کی حتمی تشکیل کیلئے مشاورت و میٹنگز کا سلسلہ جاری ہے اور مجھے امید ہے کہ بہت جلد ان Facilitaton Centers کے قیام کا نوٹیفکیشن جاری کر دیا جائے گا۔

عبدالغفور ملک

صدر

ایوان صنعت و تجارت سیالکوٹ



THE SIALKOT CHAMBER OF COMMERCE & INDUSTRY

ایوان صنعت و تجارت سیالکوٹ



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خواجه ذکا الدین مرحوم

فیصل آباد میں وکالت شروع کر دی۔ تین سال تک پریکٹس کے داؤ پیچ سے الجھتا رہا مگر یہ پیشہ طبعیت کو اس نہ آیا تو نوجوان نے کراچی کا رخ کر لیا اور MBA کی ڈگری حاصل کرنے کیلئے پھر سے طالب علم بن گیا۔ MBA کرنے کیلئے پیسے نہیں تھے۔ چنانچہ ایک دوست نے ذمہ اٹھایا کہ وہ ہر ماہ کچھ رقم پس انداز کر کے ادھار دیتا رہے گا۔ نوجوان تہیہ طوفان کئے تھا۔ شب و روز کی محنت اور کمال مہارت سے تین سال کی مدت میں MBA کی ڈگری حاصل کر لی۔ قارئین کرام:- یہ نوجوان خواجہ ذکا الدین تھے جو اب ایک ایسے حساس انسان بن چکے تھے جن کے دل میں کسک تھی، جذبہ اور ولولہ تھا مجبور لوگوں کا درد تھا۔ جن کی اپنی زندگی میں خوشیاں کم اور دکھ زیادہ تھے۔ MBA کرنے کے بعد سیالکوٹ میں اقامت گزریں ہو گئے۔ یہاں مایوس اور کم ہمت لوگوں کیلئے صبح آفتاب بن کر امید و آس کی کرنیں بکھیرنے لگے۔

سیالکوٹ میں خواجہ صاحب کو شیخ مقبول مرحوم اور میر محمد داؤد کے والد گرامی میر محمد یونس مرحوم جیسے یگانہ روزگار اور منجھے ہوئے بزنس مین میسر آ گئے۔ جن کی کمپنیوں میں خواجہ ذکا الدین نے کاروبار کے طور طریقوں کا عملی تجربہ حاصل کیا۔ بعد ازاں وظیفہ حاصل کیا اور جرمنی چلے گئے وہاں سے بزنس ایڈمنسٹریشن اور مارکیٹنگ کی تعلیم حاصل کی۔ 1969ء میں جب جرمنی سے واپس سیالکوٹ آئے تو اپنے ہوٹل کے زمانہ کے دوست پروفیسر امین جاوید کے ساتھ مل کر Sublime Sports اور Capital Sports کے نام سے دو کمپنیوں کی بنیاد رکھی۔ دونوں دوستوں نے کاروبار کی ابتدائی مشکلات سے نکلنے کیلئے انتھک محنت کی۔ تاہم 1975ء میں وہ الگ ہو گئے اور Capital Sports خواجہ ذکا الدین کے حصہ میں آ گئی۔

الحمد للہ Capital Sports خواجہ صاحب کی شبانہ روز محنت، لگن اور دیانتداری کی وجہ سے آج بام عروج پر ہے۔ یقین سے کہا جاسکتا ہے کہ خواجہ ذکا الدین جب وارد سیالکوٹ ہوئے ہونگے تو روح اقبال نے آگے بڑھ کر آنکھیں بچھا دی ہوں گی۔

باتیں ایوان کی

ہو گئے۔ معبودان باطل سے جان چھوٹ جانے کے بعد اب اپنی مرضی اور اپنے فیصلے ہونگے۔ معیشت کے ناخداؤں کے بت ضرورت تو حید سے پاش پاش ہو جائیں گے۔

آنکھوں میں یہ خواب سجائے ہو شیار پور (ہریانہ) کا بارہ تیرہ سال کا یتیم بچہ گھر بار چھوڑ کر والدہ کے ہمراہ سرک پر آ گیا تھا۔ بے سروسامانی کے عالم میں وہ کسی ایسے قافلے کی تلاش میں تھا جس کے ساتھ مل کر وہ بحفاظت پاک دھرتی تک پہنچ جائے۔ والدہ کا ہاتھ تھامے بچہ خون کی ندیاں عبور کر رہا تھا۔ ہندو سکھ مسلمانوں کو گامرولی کی طرح کاٹ رہے تھے۔ اس خوف و خطر کی کیفیت میں کچھ ٹرک فوجی فیملیوں کو پاکستان منتقل کرنے میں مصروف عمل تھے۔ سہا ہوا یہ بچہ اور گھبرائی ہوئی ماں ایک ایسے ہی فوجی ٹرک پر سوار ہو جاتے ہیں۔ تکلیف دہ سفر اور رقص کرتی موت سے بچ کر دونوں ماں بیٹا لاہور کی سرزمین پر اتر جاتے ہیں۔

والدہ نے بچے کے کندھے پر ہاتھ رکھ لیا تھا۔ اسے ڈر ہے کہیں یہ معصوم سہارا کسی بھیڑ بھاڑ میں کھو نہ جائے۔ ماں بیٹا ننگے پاؤں لاہور کی سڑکیں ناپ رہے ہیں۔ انہیں کسی اپنے کی تلاش ہے اور وہ والدہ کا بڑا بیٹا ضیاء الدین ہے جو کراچی میں فوجی ملازم ہے۔ ماں بیٹا کسی طرح لاہور ریلوے اسٹیشن پر پہنچ جاتے ہیں اور امید و بیم کی نیم بیہوشیوں کے عالم میں ایک ایسی ٹرین پر سوار ہو جاتے ہیں جو کراچی جا رہی تھی۔

کراچی پہنچ کر بچہ پوچھتے پوچھتے میر کیٹ میں اپنے بڑے بھائی ضیاء الدین سے جا ملتا ہے۔ بڑے بھائی کے ہاں بچے کو ایک فوجی بیرک میں ماں کے ساتھ سرچھپانے کو جگہ میسر آ جاتی ہے جہاں اسکول میں داخلہ تول گیا مگر آزمائشوں کا سلسلہ نہ رک سکا۔ ماں بیٹا بمشکل سنبھلے ہی تھے کہ ضیاء الدین کی تبدیلی کوئٹہ میں ہو گئی چنانچہ بچہ کراچی چھوڑ کر فیصل آباد اپنے چچا کے پاس آ گیا اور یہی سے میٹرک اور گیارہویں کا امتحان پاس کر لیا۔

بچہ ذہین تھا۔ فہم و فراست اور سمجھ بوجھ رکھتا تھا۔ مزید پڑھنے کی امنگ بھی تھی.... ادھر... کوئٹہ ٹرانسفر ہونے کے بعد بڑے بھائی ضیاء الدین نے والدہ اور چھوٹے بھائی کو اپنے پاس بلالیا تھا۔ قلیل تنخواہ کے باوجود چھوٹے بھائی کو کالج میں داخل کروا کر ضیاء الدین نے ماں کے چلتے پھرتے بے جان وجود کو زندگی کی حرارت بخش دی تھی۔ یوں کوئٹہ میں یہ بچہ عمر کی بہاریں طے کرتے کرتے ایک وجہ سے نوجوان بنتا جا رہا تھا۔ وقت کے دھارے بدل رہے تھے۔ کوئٹہ سے بی اے پاس کر کے نوجوان نے لاہور سے قانون کی ڈگری لی اور



تحریک: داؤد احمد چٹھہ ایم اے
سابق صدر
سیالکوٹ چیئرمین کانس ایڈمپسٹری

اشاعت مکرر

قلب و ذہن کو یقین نہیں آتا کہ خواجہ ذکا الدین انتقال فرما گئے ہیں۔ وہ زندہ تھے تو کبھی گماں بھی نہ گذرا تھا کہ ایک دن وہ داغ مفارقت دے جائیں گے۔ گلتا تھا ان کی شخصیت کا یہ سایہ دار شجر ہمیشہ ٹھنڈی ہوا کے جھونکے فراہم کرتا رہے گا۔ خواجہ صاحب 16 اکتوبر 2015ء کو اپنے خالق حقیقی سے جا ملے تھے۔ ان کی نماز جنازہ ماڈل ٹاؤن کی مسجد بیت المکرم کے باہر وسیع گراؤنڈ میں ادا کی گئی تھی جہاں ان کے عقیدت مندوں کا جم غفیر دیدنی تھا۔

اسلام کے بطل جلیل، پیکر عزم و شجاعت، بیباک مرد مجاہد اور پاکستان کی نہایت قد آور شخصیت خواجہ ذکا الدین مرحوم کے خلاء سے ایک عرصہ تک سیالکوٹ کی محفلیں بے رونق رہیں گی۔ مصائب و افلاس میں گرے وہ لوگ سنانا کی کیفیت میں رہیں گے جو ان کے مختلف "فلاحی پروگراموں" سے زندگی کی حرارت محسوس کیا کرتے تھے خصوصاً "خود کفالت" جس میں کسی بھی سیاسی، مذہبی، برادری اور اقرار پوری کی آلائش کا شائبہ نہیں۔

خواجہ ذکا الدین مرحوم کی مقامی شخصیت نے ہمیں 1984ء میں اس وقت اپنی طرف کھینچ لیا تھا جب ہم چیئرمین مجلس عاملہ کے ممبر منتخب ہوئے اور 1990ء میں جب وہ چیئرمین کے صدر بنے تب ہمیں یہ اعزاز حاصل ہوا کہ نائب صدر کی حیثیت سے ان کی قربت میں رہ کر ہم پھر سے طالب علم بن گئے۔

ہمیں یہ اعزاز بھی حاصل ہوا کہ ان کی زندگی میں ہی ہم نے ان کی شخصیت پر جو کالم لکھا تھا انہوں نے نہ صرف پسند فرمایا بلکہ حوصلہ افزائی بھی فرمائی۔ اقتباسات پیش خدمت ہیں۔

☆☆☆☆☆☆

پاکستان کی اہمیت کے بارے جاننا ہے تو ان مہاجرین سے پوچھیں جو پاکستان میں داخل ہونے تک اپنے کئی ایک پیاروں کی جانوں کا نذرانہ پیش کر چکے تھے سب کچھ لٹا کر بھی انہیں احساسِ تقاضا تھا کہ سرسبز و شاداب وادیوں اور فلک بوس پہاڑوں کے مناظر اب اپنے

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

MEETING OF DEPARTMENTAL COMMITTEE ON EDUCATION/UNIVERSITIES



On July 05, 2023 a meeting of Departmental Committee on Education/Universities, was held in SCCI. Dr. Khurram Anwar Khawaja, Chairman Committee welcomed the participants of meeting and said that the educational institutions of Sialkot, the Education Department, and especially GC Women University of Sialkot have not only actively participated in the promotion of education through ongoing programs "Sialkot Chamber Education Program (SCEP)" by Sialkot Chamber but have also played a significant role in its success.

Mr. Abdul Ghafoor Malik, President SCCI said, "I am very pleased to know that Sialkot Chamber while striving for economic progress, is also playing its full part in promoting the importance of education. The Education Committee of this Chamber has consistently stayed in touch with the Department of Education to improve the educational standards in public schools and ensure the provision of basic facilities to underprivileged children. Additionally, Sialkot Chamber provides educational Scholarships to those students who cannot continue their education due to financial difficulties, enabling them to pursue higher studies."

He stated that, "Sialkot Chamber has initiated a series called the 'Sialkot Chamber Education Program' to provide free tuition during summer vacations to underprivileged students of 9th and 10th grades in government high schools. This program aims to support those students who are academically weak and whose parents cannot afford the expensive tuition fees of educational academies. The President further said, "The 2nd phase of the program is currently underway, and under this program, around 1000 students from various Public High Schools in the city will be provided with free tuition.

The Chairman Committee requested the CEO Education to

issue instructions to schools across the district to issued books for students to read from the library. He emphasized that while libraries exist in schools, books are not issued for students to read.

Hafiz Maroof Ahmed, CEO Education Sialkot thanked the President of the Chamber and the Chairman of the Committee, acknowledging the commendable role played by the Sialkot Chamber in promoting both exports and education. He expressed his willingness to support the Sialkot Chamber in any way needed for educational reforms in the district. He assured the Chairman of the Committee that a notification regarding this matter would be issued to all the schools and colleges under his jurisdiction at the earliest.

MEETING REGARDING SIALKOT BUSINESS AND COMMERCE CENTER

On July 05, 2023, a meeting regarding the Sialkot Business & Commerce Centre was held in the Sialkot Chamber of Commerce & Industry. Mr. Abdul Ghafoor Malik, President SCCI presided over the meeting and welcomed all the participants of the meeting. He shared about the latest status of the Sialkot Business and Commerce Centre project. He informed that a substantial portion of the building had been rented out to various service providers including Legal, Corporate, Tax Practitioners, Web Developers, and IT Professionals. He showed his concern about renting out the whole building of the SBCC project and said that no space was available for any of the business promotion activities as visualized under PC-1 of the project like the Product Display Facility etc.

After due deliberation, it was decided that the matter would be pursued with Chief Executive Officer SMEDA for early approval of the Management Agreement for a period of 3 months and early holding of a meeting of the Management Committee to discuss and resolve project issues. It was also decided that the attested copy of Fard issued in 1988 would be obtained for the record of this Chamber. Moreover, the committee decided that the possibility of incorporating SBCC as a company under Section 42 of the Companies Act, 2017, would be discussed with political leadership and pursued with SMEDA for effective independent management of the SBCC project.

7TH MID-CAREER MANAGEMENT COURSE DELEGATION FROM NIM ISLAMABAD

On July 12, 2023, Mr. Abdul Ghafoor Malik, President SCCI, extended a gracious welcome to the delegation from the

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

Inland Study Tour of the 37th Mid-Career Management Course, National Institute of Management, Islamabad. In his address, he lauded the invaluable role of the National Institute of Management in honing the capacities and effectiveness of Government Officials, aiming to enhance public service delivery.



Mr. Malik expressed his firm belief in the need for a rational, logical, systematic, and scientific approach to skillful management and governance in the country. He expressed his confidence that the talented and capable officers of the delegation would earnestly dedicate themselves to leading, managing, and serving at the Federal, Provincial, and District levels, ultimately benefiting the public at large.

Emphasizing the pivotal role of an enabling environment for flourishing businesses, Mr. Malik highlighted the significance of the Government and Bureaucracy in facilitating economic growth.

The President advocated that the Government must take all necessary measures to improve the ease of doing business environment, thereby ensuring steady growth in the private sector and attracting higher levels of foreign direct investments.

In response, Mr. Muhammad Imran, the Head of the delegation, conveyed his heartfelt gratitude for the warm welcome and gracious hospitality extended by the President of SCCI. He commended the praiseworthy contributions of SCCI in the socio-economic development of the country, along with its numerous Corporate Social Responsibility (CSR) projects.

The participants of the delegation expressed their deep appreciation for the crucial role played by SCCI since its inception in fostering the economic growth and development of the nation. They admired the visionary approach of the business community in Sialkot, displaying unwavering determination even amidst adversities. Throughout the enlightening discussion, Mr. Abdul

Ghafoor Malik, President of the Chamber, and the management of the Sialkot Chamber, provided valuable insights on various topics.

The discussion encompassed vital domains, such as Human Resource Development, Corporate Social Responsibility, Branding, Vocational Training Institutes, Environment Protection, E-Commerce, Market Exploration, Hurdles in Export, the Role of Government, and future prospects of growth.

Indeed, this gathering marked a significant step towards enhancing the symbiotic relationship between the public and private sectors, promoting economic prosperity, and collectively advancing toward a brighter future for Pakistan.

MEETING OF SUB-COMMITTEE ON PUNJAB REVENUE AUTHORITY



On July 12, 2023 a meeting of Sub-Committee on PRA held in SCCI. Mr. Imran Ali Rana, Convener of Sub-Committee on PRA, welcomed the participants of the meeting and apprised them about various problems faced by the Exporters due to notices received from Punjab Revenue Authority.

The following agenda points were discussed in the meeting: -

1. To discuss and formulate strategy for resolution of issue of notices by Punjab Revenue Authority to the Exporter Companies for;
2. Payment of Workers Welfare Fund under Punjab Workers Welfare Fund Act, 2019.
3. Withholding / deduction of tax under Punjab Sales Tax on Services (Withholding) Rules, 2015. Compulsory enrollment / registration of Companies under Punjab Sales Tax on Services Act, 2012.

Mr. Zulfiqar Ahmed Nasir, Mr. Aftab Hussain Nagra ,Mr. Malik Naseer Ahmed ,Mr. Arshad Nawaz Maan and other

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

members of the Committee participated in the discussion of the Agenda Points of the meeting. After due deliberation, it was decided that;

- A delegation comprising of members of SCCI and STBA would meet Governor Punjab and Chairman Punjab Revenue Authority to settle pending issues relating to PRA.
- A letter would be sent to Chairman PRA to seek appointment for meeting.
- Members of STBA would enquire into updated status of pending ICAs for necessary advice to the Sub-Committee on the issues.

VISIT OF H.E. ERIC OWUSU BOATENG, HIGH COMMISSIONER OF GHANA TO PAKISTAN



On July 12, 2023, H.E. Eric Owusu Boateng, High Commissioner of Ghana to Pakistan visited the Sialkot Chamber of Commerce & Industry. Mr. Abdul Ghafoor Malik, President of SCCI welcomed the High Commissioner and conveyed appreciation for the chance to explore trade opportunities between Pakistan and Ghana underscoring the significance of enhancing economic relations between the two areas.

High Commissioner Eric Owusu Boateng, provided valuable perspectives on Ghana's market dynamics and highlighted the country's thriving economy, the upward trend in disposable income among its citizens, and the growing demand for a wide range of consumer goods. The discussion further delved into various aspects of trade and investment opportunities between the two nations.

During the meeting, there was an exchange of information and support regarding the incentives to foreign investors provided by the Government of Ghana to facilitate foreign investment in the country's special economic zones and industrial zones.

A comprehensive briefing was given on the recent

delegation's visit from Pakistan to Ghana to better understand the potential areas of collaboration between the two countries. The participants exchanged information and insights on the current minimum wage regulations of Ghana considering factors such as inflation, cost of living, and labor market conditions.

The President stressed that the culture of B2B meetings would be highly beneficial for boosting exports between countries with a direct and efficient platform for Sialkot businessmen to connect, collaborate and explore potential trade opportunities in Ghana. Furthermore, discussions were made in getting awareness regarding the visa policy for Pakistani businessmen and investors for trade purposes in Ghana.

MEETING OF THE DEPARTMENTAL COMMITTEE ON SPORTS INDUSTRY



On July 13, 2023 a meeting of the Departmental Committee on Sports Industry was held in the Sialkot Chamber of Commerce & Industry. Mr. Adnan Yousaf, Chairman Committee welcomed all the members of the Committee. He said that the Sports Industry of Sialkot had been recognized as a Sports Hub globally but unfortunately, Industries were not focusing on Research & Development. He said that all Industries should join hands and collectively contribute to the revitalization of the Sports goods industry, and should work together towards a common goal. He said that the Sports Wear sector was also an emerging sector but A-grade material for manufacturing high-quality products was not available in Pakistan.

He stressed the importance of incorporating the latest technology in order to foster the industry's growth. He highlighted that significant investment was not necessarily required for this purpose, as the long-term benefits would outweigh the initial costs. He informed the members about the Export Facilitation Scheme, which allowed the duty-free import of raw materials for

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

exporters. He said that the issue of skilled workforce in the Industry of Sialkot had been increasing day by day which needed to be addressed with the collaboration of stakeholders on a priority basis. He said that letters would be written to the concerned departments to address the issues of the exporters.

MEETING REGARDING SIALKOT EXPORT PROCESSING ZONE

On July 15, 2023, a meeting regarding the Sialkot Export Processing Zone (SEPZ) was held in the Sialkot Chamber of Commerce & Industry. Mr. Abdul Ghafoor Malik, President SCCI welcomed all the participants and apprised them about the publication of the Auction Notice of canceled plots of Sialkot Export Processing Zone (Small Industrial Estate – III) in Daily Jang Lahore of July 7, 2023, whereby 31 plots of 80 marla, 38 plots of 40 marla, 33 plots of 20 marla and 17 plots of 10 marla, totaling 119 plots had been offered for Auction on "As is Where is Basis" in Auction to be held by PSIC on August 9, 2023, at 11:00 am at Punjab Small Industrial Estate – III, Wazirabad Road, Sambrial. He informed that an emergent meeting had been called to share the latest updates and decide future line of action to stop the Public Auction to safeguard the interests of members.



Mr. Abdul Ghafoor Malik, President SCCI referred to his meetings with the Provincial Minister for Industries, Mr. S.M. Tanveer, and informed that the honorable Provincial Minister had agreed to resolve pending issues relating to PSIC with mutual consultation, however, red-tapism had effectively impeded issue resolution due to less nuisance value of the interim Government.

After due deliberation, it was unanimously decided by the house that;

- A Special Committee comprising of Mr. Abdul Ghafoor Malik, Khawaja Masud Akhtar, Dr. Muhammad Aslam Dar, Dr. Nouman Idris Butt, and Mr. Muhammad Akmal Cheema was tasked to evaluate legal options and

finalize arrangements for proceeding with litigation against PSIC in competent Court of Law to obtain stay order against Auction.

- Business leadership would take up the matter with Political leadership and Departmental representatives for cancellation of the Auction process.
- Any legal charges would be contributed by the petitioners as per their respective share as would be determined by the above constituted Committee.

VISIT OF MR. ATIF SHARIF, AMBASSADOR OF PAKISTAN TO ETHIOPIA



On July 18, 2023, Mr. Atif Sharif, Ambassador of Pakistan to Ethiopia visited Sialkot Chamber of Commerce & Industry for an insightful session with the members. The purpose of this gathering was to discuss matters of mutual interest and explore opportunities for expanding bilateral trade between Pakistan and Ethiopia.

During the meeting, Mr. Ambassador expressed his genuine appreciation for the exceptional quality, craftsmanship, and competitive pricing of the renowned "Made in Sialkot" products. He acknowledged their immense potential in the Ethiopian market and highlighted the positive impact they could have on the country's consumer base. Both parties exhibited a strong commitment to fostering greater trade ties, fostering economic cooperation, and exploring various avenues for collaboration to expand bilateral trade.

Taking the opportunity, Mr. Amer Majeed Sheikh provided a comprehensive overview of Sialkot's distinguished position as a leading manufacturing and exporting hub in Pakistan. He took immense pride in showcasing the wide array of high-quality products made in Sialkot, ranging from world-renowned sports goods to premium surgical instruments, leather products, and textiles.

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

The Vice President emphasized the significance of establishing robust business-to-business (B2B) relations between Sialkot-based manufacturers and Ethiopian importers, envisioning a seamless exchange of goods and services.

Mr. Atif Sharif, Ambassador of Pakistan to Ethiopia admired the idea of organizing single-country exhibitions in Ethiopia to showcase the diverse range of Sialkot products. He acknowledged that Ethiopia's large and youthful population represented a significant consumer base, providing lucrative prospects for Sialkot exporters. The Ambassador also commended Pakistan's commitment to trade liberalization and its friendly business policies, which further encouraged potential trade and investment between the two nations.

In light of their shared vision for increased trade relations, Mr. Amer Majeed Sheikh sought the Ambassador's invaluable support in facilitating meetings with Ethiopian authorities and relevant trade associations. He also requested the Ambassador's insights into the intricacies of the Ethiopian market.

37TH MID-CAREER MANAGEMENT COURSE DELEGATION FROM NIM, LAHORE



On July 19, 2023, a distinguished delegation from the National Institute of Management (NIM), Lahore, was cordially welcomed to the premises of the Sialkot Chamber of Commerce and Industry (SCCI) by Mr. Wahub Jahangir, the revered Senior Vice President. In his gracious address, Mr. Jahangir extended heartfelt greetings to the participants, recognizing them as potential Grade-19 Officers, and urged them to embrace a rational and systematic approach to effectively manage and govern the nation.

Expressing unwavering faith in their dedication and commitment, Mr. Jahangir believed that the collective efforts of these officers would undoubtedly yield better

results at the federal, provincial, and district levels, ultimately bringing prosperity to the country and its citizens.

Highlighting the paramount significance of collaboration between the private sector and the government, Mr. Jahangir underscored the need for sustained growth in the private sector and the attraction of higher levels of foreign direct investment. SCCI, a firm advocate of partnership with the government, perceived itself as a cohesive team working towards strengthening the national economy. He earnestly sought the participants' cooperation in fostering an environment of harmonious collaboration, thereby advancing the mutual interests of trade and industry.

Proudly showcasing the remarkable contributions of Sialkot to Pakistan's economy, the Senior Vice President shed light on the city's transformation into the country's sole export-oriented hub. Sialkot's journey, led by skilled craftsmen-turned-entrepreneurs, had been nothing short of awe-inspiring. Its small and medium enterprises had consistently earned substantial foreign exchange annually, a testament to the city's economic prowess, which was further bolstered by the highest per capita income in Pakistan.

The meeting culminated in an overarching theme of collaboration between the private sector and the government, mutually propelling Sialkot's economic growth and development. It underscored the indispensable linkages between academia and industries and highlighted the significance of government support in nurturing industrial growth.

VISIT OF A DELEGATION OF DEPARTMENTAL COMMITTEE ON SPORTS INDUSTRY TO SIDC

On July 20, 2023, a delegation of the Departmental Committee on Sports Industry headed by Mr. Adnan Yousaf Chairman Committee visited SIDC. The primary objective of the visit was to explore opportunities to increase production capacity through the utilization of the common facility center and to discuss potential product diversification to enhance international market competitiveness of Sports Industry.

Mr. Sarwar Hanif, Project Manager SIDC welcomed the members of the delegation and provided a detailed briefing on the services currently offered by SIDC. He informed that Sports Industries Development Centre (SIDC) was established to help Sports Goods sector to adopt new technology of Mechanized Thermo Laminated Balls by providing production facilities for SMEs, Technical Advisory Services, Mold Making Machinery Services, and Training to Manpower.

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

He said that laboratory testing as per FIFA standards and workshop facilities were also available. He added that SIDC was also providing Advisory Services to local industry for setting up new production unit of thermo ball, basketball, volleyball and bladders. Advisory Services to local industry for Trade mark and Pattern registration in Pakistan & foreign countries. He shared that SIDC had also trained workers with the collaboration of National Vocational Technical and Training Council (NAVTTTC) and Punjab Skills Development Fund (PSDF).

Mr. Adnan Yousaf expressed gratitude for the warm welcome and appreciated the services offered by SIDC that must be availed by SMEs for enhancing business. He expressed interest in exploring the feasibility of additional services, such as product testing and certification, research and development support, and marketing assistance. He suggested exploring cost-effective sourcing and production techniques to maintain competitiveness. He said that SIDC should also facilitate small orders of SMEs because SMEs were backbone of the Industry.

VISIT OF MR. FAREED IQBAL QURESHI, SECRETARY TDAP TO SCCI



On August 01, 2023, Mr. Fareed Iqbal Qureshi, the distinguished Secretary of the Trade Development Authority of Pakistan (TDAP) visited the Sialkot Chamber of Commerce & Industry. The gathering saw an interactive and engaging session with the illustrious business community of the city.

Amidst an ambiance of shared aspirations, Mr. Abdul Ghafoor Malik, the esteemed President, eloquently underscored the vital necessity for fostering stronger linkages between the Sialkot Chamber of Commerce & Industry and the esteemed TDAP. The President acknowledged the role of Secretary TDAP in facilitating the business community of Sialkot as evidenced by approvals of a number of trade delegations and

international exhibitions.

In a gracious appeal to the Honorable Secretary, Mr. Malik humbly sought expedited processing and execution of essential projects, urging the provision of expedited support from the esteemed Trade and Investment Officers. Furthermore, the President expressed a fervent desire to empower the local TDAP Office, enabling it to competently handle matters concerning Sialkot's value-added sectors, thereby augmenting efficiency and ensuring timely service delivery.

During this auspicious gathering, Mr. Malik earnestly brought to the forefront various other pressing concerns. These included the imperative need for the Government's intervention to facilitate compliance with MDR, active participation in esteemed events such as the Canton Fair & Engineering & Health Expo, the timely release of pending funds for CLEP-CSDO, and the esteemed inclusion of WE-EXHIBIT in TDAP's comprehensive plan of activities.

Mr. Fareed Iqbal Qureshi, the Secretary of TDAP, recognized and commended the indomitable spirit of the industrial city of Sialkot, acknowledging its pivotal role in upholding the nation's economic sustainability for years. Reaffirming his unwavering commitment to working hand-in-hand with the Sialkot Chamber, he asserted that the shared agenda of export promotion would remain the focal point of their collaboration.

With a generous spirit, The Secretary TDAP offered his assurance that all necessary interventions would be undertaken to facilitate the dynamic export sector. He shared the exciting news of TDAP's forthcoming initiatives, signaling the formation of the National Compliance Centre, the long-awaited release of pending funds for CLEP, and the establishment of an illustrious Expo Centre in Sialkot. Additionally, he extended a supportive hand in securing funding for the much-anticipated WE-EXHIBIT from the esteemed EDF. To further enhance the city's prominence, he revealed the inclusion of Beauty Instruments related Exhibitions in TDAP's esteemed calendar and the wise decision to employ a dedicated consultant to craft a comprehensive roadmap for embracing MDR.

Mr. Fareed Iqbal Qureshi, the Secretary of TDAP expressed his deep appreciation for the President's insightful points and assured that each concern and proposal would be granted the utmost consideration. With profound commitment, workable solutions would be meticulously devised to manage the issues at hand, signifying an unyielding dedication to mutual growth and prosperity. The gathering concluded on a note of hope and

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

collaboration, with both entities fortified to steer the nation's commerce toward boundless success on the global stage.

VISIT OF A DELEGATION FROM THE HIGH COMMISSION OF UNITED KINGDOM



On August 09, 2023: Mr. Amer Majeed Sheikh, Vice President: Welcomed Ms. Anna Gibson, Private Sector Development Team Leader, Ms. Claire O'Neill, Manufacturing Adviser, Foreign, Commonwealth and Development Office, and Mr. Saul Hathaway, Private Sector Development Adviser to Sialkot Chamber of Commerce & Industry. He mentioned that the UK was an important trading partner for Pakistan and remained the priority market for Exporters of Sialkot. He mentioned that Pakistan's exports to the UK were at 2.77 billion USD, and there was ample potential for enhancing bilateral trade, Joint ventures, and collaboration of the Business Community on both sides.

Mr. Amer Majeed Sheikh mentioned that the guests would play a vital role in connecting the Businessmen on both sides which would result in better relations between Pakistan with the UK. The Business Community of Sialkot was keen to join hands with British counterparts to transfer their expertise and technology to different Industrial sectors that would benefit the community on both sides.

Ms. Anna Gibson, Team Leader for Private Sector Development: Briefed the house about the efforts being undertaken by the British Government through the FCDO Programme. This endeavor, she elucidated, was dedicated to the augmentation of capacities and the acquisition of cutting-edge technologies within the realm of Small and Medium Enterprises Industries across Pakistan. An outcome of this program was anticipated to be the creation of gainful employment opportunities, thus

contributing steadfastly to the mosaic of jobs that Pakistan envisions for itself. She added that the primary goal of the FCDO program was to enhance the capacity of local industries to sustain and grow their businesses. She also mentioned that the visit was aimed at knowing the constraints that were obstacles to the growth of the industry to grow further in the areas of expertise, value chain, diversification, economic development of the country, and access to finance. She added that the visit would identify the areas where assistance in the FCDO Programme would be required by the Industry of Sialkot.

Ms. Claire O'Neill, Manufacturing Adviser, Foreign, Commonwealth and Development Office: Shared her experience of providing access to finance to Small Business in Africa. She also added that British High Commission was keen to bring investors to Pakistan, to enhance the capacity of the Industries in Pakistan in areas of Clean and Green Energy and match making program for transfer of technology. She added that replication of Canada Small Business Financing Program would be made in Pakistan by British High Commission.

DEPARTMENTAL COMMITTEE ON MARTIAL ARTS/MMA/FITNESS



On August 10, 2023, a meeting of the Departmental Committee on Martial Arts/ MMA/ Fitness was held in the Sialkot Chamber of Commerce & Industry. Mr. Ahmed Imtiaz Khan, Chairman Committee warmly welcomed all the participants of the meeting and shared that Heads of Vocational Institutes and TEVTA were invited in the previous meeting of the Committee to find a solution to the shortage of skilled labor. He shared that Heads of VTIs conveyed that students preferred to enroll in those trades that could help them with overseas work opportunities whereas, only a few students get enrolled in trades that were introduced according to the demand of the Industry of Sialkot. He shared that VTIs provided training on outdated machinery that differed from industry

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

standards, rendering the training ineffective. He also informed that a letter had been written to Vocational Institutes for including Industry-related courses but the response was not received.

The Chairman Committee explained his dedication to advancing and resolving the issue of the Martial Arts Industry was evident through his diligent efforts. He expressed his commitment to contribute to the growth of the Martial Arts Industry. He informed that his unwavering commitment led him to discover a group of 625 skilled female industrial stitchers in different rural areas. He suggested that a Stitching Unit could be established in their respective areas collectively or Machines could be provided to individual females, in order to resolve the issue of shortage of skilled labor. Moreover, the initiative would also enhance women's financial empowerment.

Mr. Arshad Latif Butt, Chairman PSGMEA emphasized on the importance of investigating the factors hindering the growth and prosperity of Sialkot's industrial sector. He said that the development of sustainable materials and biodegradables was a necessity for industries and individuals thereby advancing the sector. He stressed the need to eliminate barriers and bottlenecks to position Pakistan competitively on the global stage. He highlighted the imperative to drive innovation in order to lead the international market. He highlighted the youth's pivotal role in the industry's and nation's future and urged youth for collaborative forums for the exchange of ideas on business growth, cost-effectiveness, and enhanced competitiveness. He emphasized the importance of reinvesting in the business and encouraged the development of innovative products through strategic design initiatives.

Arshad Gillani, Acting Director of the Strategic Export Control Division (SECDIV) from the Ministry of Foreign Affairs, who provided valuable insights into SECDIV's role and the legal framework governing export controls. Chaired by Mr. Wahub Jahangir, Senior Vice President of SCCI, the session began with an introduction to Sialkot, emphasizing its vital role as Pakistan's leading export-oriented city, particularly renowned for sports equipment production and surgical instruments. Mr. Gillani's presentation highlighted Pakistan's commitment to preventing the illicit transfer of sensitive goods and technologies, focusing on the Export Control Act of 2004 (SECA-2004) and SECDIV's role as the licensing authority. He also discussed SECDIV's proactive approach to promoting compliance and self-regulation, exemplified by recent training sessions for enforcement agencies. Furthermore, he emphasized Pakistan's voluntary adherence to international non-proliferation guidelines and its interest in joining export control regimes.

In response to Mr. Gillani's informative presentation, Mr. Wahub Jahangir expressed appreciation for SECDIV's efforts in ensuring responsible export practices, emphasizing the importance of understanding and adhering to strategic export control regulations for the betterment of Pakistan's international standing. The meeting concluded with a vote of thanks to the Chair, acknowledging the significance of the insights shared by SECDIV in promoting responsible and compliant export practices among businesses in Sialkot and Pakistan as a whole.

MEETING WITH MR. ARSHAD GILLANI ACTING DIRECTOR OF THE STRATEGIC EXPORT CONTROL DIVISION (SECDIV)



The meeting, held on August 11, 2023, featured Mr.

CELEBRATION OF THE INDEPENDENCE DAY OF PAKISTAN HELD AT SCCI



On August 12, 2023, Sheikh Zahid Hameed, Chairman of the Departmental Committee on Garrison HQ/ Cantonment Board Affairs organized a celebration ceremony regarding the Independence Day of Pakistan held on August 12, 2023. The program encompassed a diverse range of discussions, speeches, and

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

performances, and shed light on various aspects of patriotism, empowerment, environment, and progress.

Sheikh Zahid Hameed, welcomed all the guests in the ceremony and informed that every year he organized a ceremony to celebrate the Independence Day of Pakistan. He highlighted the importance of unity, dedication, and patriotism in ensuring a prosperous future for the nation. He encouraged everyone to reflect on the sacrifices of our forefathers and work collectively towards the betterment of Pakistan.

Mr. Amir Majeed Sheikh, Vice President of the Sialkot Chamber of Commerce and Industry expressed gratitude for the invitation to the event. He emphasized that every Pakistani should contribute to the country's advancement in their respective capacities. He urged the audience to recognize their potential to contribute positively to the nation's progress.

Moreover, Dr. Maryam Nauman, President Women Chamber, Mirza Abdul Shakoor, Ms. Asma Khawar Khawaja and and Mrs. Nuzhat Khawar while addressing the ceremony emphasized the importance of security and development of the nation. A large number of school children and chamber members participated in the event.

76TH ANNIVERSARY OF PAKISTAN'S INDEPENDENCE DAY



On the distinguished day of August 14, 2023, the Office Bearers, Executive Committee, and Members of the Sialkot Chamber of Commerce & Industry came together in a splendid display of patriotism and grandeur to commemorate the 76th anniversary of Pakistan's Independence. Upholding a timeless tradition, the Sialkot Chamber continued its legacy of honoring Independence Day with unwavering fervor and profound dedication.

The echoes of freedom resounded throughout the premises of the Sialkot Chamber as the Independence Day

Ceremony unfolded. Against the backdrop of unity and shared aspirations, the National Flag soared high, gracefully hoisted by Mr. Abdul Ghafoor Malik President of SCCI, alongside Mr. Wahub Jahangir, Senior Vice President, Mr. Amer Majeed Sheikh Vice President of SCCI, and the members of the Chamber.



The Office Bearers and the esteemed members of the Executive Committee also joined in a heartwarming cake-cutting ceremony. This symbolic act, rich in tradition, bridged the past and present, evoking a sense of continuity in the pursuit of progress and prosperity.

Amidst the spirit of celebration, solemn prayers were offered. These earnest supplications were not only for the prosperity of our beloved Country but also for the well-being and harmony of the entire Nation. In this dignified moment, hearts united in the hope for a brighter future, acknowledging the journey traveled so far while standing poised to embrace the boundless possibilities that lie ahead.

MEETING OF THE DEPARTMENTAL COMMITTEE ON INDUSTRY SAFETY AND RISK MANAGEMENT



On August 15, 2023, the departmental Committee on Industry Safety and Risk Management, held a meeting

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

focused on acknowledging and celebrating the outstanding efforts of the Rescue 1122 team in Sialkot. Mr. Shahbaz Saim, Chairman of the Committee, initiated the proceedings by welcoming all attendees, including the esteemed chief guest, Mr. Abdul Gafoor Malik, President SCCI, Syed Kamal Abid, Regional Emergency Officer, Engineer Naveed Iqbal, District Emergency Officer and the rescue 1122 team.

President SCCI expressed heartfelt appreciation for Rescue 1122's contributions in Sialkot and emphasized the need for continuous recognition of such selfless efforts. He commended the organization's pivotal role in ensuring public safety and highlighted its exceptional journey since its inception in 2008. Mr. Wahub Jahangir, Senior Vice President SCCI, praised Rescue 1122's effectiveness and cost-efficient approach, considering it a global role model.



Mr. Shahbaz Saim praised the bravery and courage displayed by Rescue 1122 workers, particularly during critical situations like natural disasters. He acknowledged the close collaboration between Rescue 1122 and the committee, expressing gratitude for the visionary leadership of President SCCI. Syed Kamal Abid, the Regional Emergency Officer, provided an overview of Rescue 1122's achievements, emphasizing their commitment to swift response times and their resilience in the face of adversity. He highlighted various services, including patient transfer, the use of rescue motorbikes, and community safety initiatives.

The ceremony concluded with the distribution of shields, certificates, and cash prizes among the Rescue 1122 team. The meeting demonstrated a strong appreciation for the dedicated service and unwavering commitment of Rescue 1122 in safeguarding lives and property.

MEETING OF DEPARTMENTAL COMMITTEE ON FAIR & EXHIBITIONS/ DELEGATIONS

On August 15, 2023 : Mr. Qaiser Baig Chairman: Welcomed the applicants of SCCI's Trade Delegation to Japan 2023,

President SCCI Mr. Abdul Ghafoor Malik, Mr. Wahub Jahangir Senior Vice President and Mr. Amer Majeed Sheikh Vice President at the meeting. The Chairman Committee mentioned that following sectors were announced, on the recommendations of Commercial Section of Pakistan in Japan including Sports Goods, Leather Products, Gloves, Protective, and Martial Arts, Badges and Musical Instruments, Surgical Instruments, Beauty Instruments and 1 Seat would be reserved for SME-based Exporter having exports PKR 5 to 10 million. Mr. Baig said that 73 applications in total were received, out of which 58 applications were shortlisted and rest were rejected, due to non-conformation of requirements/ criteria.



The Chairman Committee started the process of balloting and following delegates were selected. After the Selection of the Delegates, the Chairman Committee Congratulated the selected Delegates and said that SCCI was in communication with the Embassy of Pakistan in Japan for further actions.

VISIT OF MR. JAVAID BADAR, CHAIRMAN, PUNJAB REVENUE AUTHORITY, LAHORE



On August 17, 2023, Mr. Wahub Jahangir, Senior Vice President, welcomed Mr. Javaid Badar, Chairman, Dr. Javaid Sheikh, Member (Policy), Ms. Attiya Ali Khan, Commissioner, Punjab Revenue Authority, Mr. Jawad

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

Sarwar Butt, President, Sialkot Tax Bar Association, distinguished guests and members of Sialkot Chamber. He expressed gratitude to the honorable Chairman, the Punjab Revenue Authority for accepting the invitation and visiting the Chamber to have a fruitful discussion on matters of mutual interest.

He briefly introduced Sialkot as a hub of export-oriented industry and informed that the business people of Sialkot had always been vigilant in fulfilling their social responsibilities. He apprised the guests about the industrial set up and various products being produced in Sialkot and mentioned achievements in terms of compliance to corporate social responsibility. He informed that in recognition of remarkable services, Sialkot Chamber had been awarded with "Development Leadership Award" in August 2023.

Mr. Javaid Badar, Chairman, Punjab Revenue Authority, thanked the Senior Vice President and members of the Sialkot Chamber of Commerce and Industry and Sialkot Tax Bar Association for their warm welcome. He appreciated the quality of the documentary and the dedication of the business community towards projection of the indigenous entrepreneurship in a remarkable manner. He also appreciated the proactive approach of businesses of Sialkot towards the fulfillment of their Corporate Social Responsibility under auspices of Sialkot Chamber. He emphasized the need to replicate business models of Sialkot in other parts of Pakistan by sharing of knowledge, experiences and inculcating spirit of social wellbeing to promote prosperity.

He remarked that high-value addition of the produced goods was the prime strength of entrepreneurs of Sialkot. He stated that Pakistan was in dire need of foreign exchange for which the Government of Pakistan had been pressed to compromise on prime productivity costs to be able to obtain petty loans to meet foreign exchange requirements. He indicated that motorway connectivity in this region would open up new avenues of business opportunities for the adjacent regions as well as the whole of Pakistan.

VISIT OF MR. FARUKH AMIL, CHAIRMAN INTELLECTUAL PROPERTY ORGANIZATION (IPO),

On August 28, 2023 Mr. Abdul Ghafoor Malik, the President of the SCCI, extended a warm welcome to Mr. Farukh Amil, Chairman, Intellectual Property Organization (IPO), Pakistan and other Senior Officers of the IPO who were visiting the Sialkot. He said that the IPO of Pakistan stands prominent under your leadership, with the vision to put Pakistan on the Intellectual Property map of the

world as a compliant and responsible country by promoting and protecting Intellectual Property Rights. He also acknowledges the new organizational, administrative, and functional initiatives taken by IPO Pakistan to upgrade the institutional infrastructure and lean service structure, in order to reorganize intellectual property management in Pakistan.



Mr. Farukh Amil, Chairman IPO, Pakistan thanked, President SCCI, Mr. Wahub Jahangir, Senior Vice President SCCI, and all the attendees of the meeting. He said that the business community's awareness regarding Intellectual Property, branding, copyrights, and Trademarks was very important. The following points were taken from his presentation: -

- World Intellectual Property Organization (WIPO) is UN body established in 1967 under WIPO Convention. Pakistan is member of WIPO since 1977.
- It is the global forum for intellectual property (IP) services, policy, information and cooperation.
- It is a self-funding agency of the United Nations, with 193-member states.
- WIPO provides IP services to its member states that encourage individuals and businesses to innovate and create.
- It provides the data and economic intelligence that enable strategic decisions, and artificial intelligence tools that enrich IP services and administration.
- It brings stakeholders together to develop global IP agreements, follow policy discussions and negotiations on the future development of IP in its standing committees and meetings.
- WIPO also helps countries, businesses and individuals to collaborate on using IP to improve lives.

TISC Activities

- Annual TISC meeting being held with TISC focal persons to understand the challenges faced by TISCs to carry out the functions given in the Institutional

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

Agreement and way forward; and Training needs of TISCs –latest being held on 20th January, 2023, in Islamabad

- Reach out sessions are being held regularly with the Technol

Importance of the PCT

The PCT simplifies the procedure for obtaining patent protection in many countries, making it more efficient and economical for:

- Users of the patent system (applicants and inventors); and
- National IP Offices.
- WIPO revenue-70% from patent registration

Importance of Copyright

Copyright Gives You Certain Rights

- As the creator of your work, you are the owner. That means no one can use or sell your work without your permission.
- Protects from Unauthorized Usage
- Copyright of work will provide Legal Protection
- Copyright protect the Cultural heritage of a nation
- Protection of Copyright attract FDIs

VISIT OF A DELEGATION FROM LAHORE UNIVERSITY OF MANAGEMENT SCIENCES (LUMS)



On August 29, 2023, a meeting took place between the delegation from Lahore University of Management Sciences (LUMS) and the Departmental Committee on Advanced Manufacturing Technologies & Industry-Academia Linkages. The meeting's agenda encompassed several pivotal discussions and presentations.

Mr. Abdul Gafoor Malik, President of the Sialkot Chamber of Commerce and Industry (SCCI), warmly welcomed the LUMS delegation, recognizing the importance of industry-academia linkages and emphasizing the need

for collaboration between researchers and the industry. Chairman Sheikh Zohaib Rafique Sethi echoed these sentiments, highlighting the role of innovation in a rapidly changing global landscape and the necessity to bridge the gap between theoretical knowledge and practical application. LUMS representatives provided insights into the institution's extensive research endeavors and its commitment to collaboration with industries.

Key recommendations included the establishment of an R&D fund at SCCI to facilitate research projects, LUMS offering short courses for the local workforce, producing alternatives to imported chemicals for eco-friendly practices, and providing a list of potential projects for collaborative efforts.

SEMINAR - FAYSAL BANK LIMITED ON ISLAMIC/SHARIA COMPLIANT BANKING



The seminar held on August 29, 2023, in collaboration with Faysal Bank Limited at the Sialkot Chamber of Commerce and Industry (SCCI) was centered on Islamic/Sharia-compliant banking. The session was structured around two primary agenda items: Islamic Banking/Sharia-Compliant Banking and the disbursement of Corporate Social Responsibility (CSR) funds. Mr. Abdul Gafoor Malik, President of SCCI, warmly welcomed Mr. Yusuf Hussain Sahib, President & CEO of Faysal Bank, highlighting the importance of raising awareness about Islamic Banking in the public and business community. He acknowledged Faysal Bank's pioneering role in transitioning from conventional to Islamic banking and emphasized the need to align the banking system with Islamic principles, calling for cooperation from the government and society to eliminate usury. Mr. Malik also expressed hope that the adoption of Islamic investment products in Sialkot, a hub for small and medium-scale industries, would help mitigate inflation, reduce unemployment, and increase

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

foreign exchange reserves.

In response, Mr. Yusuf Hussain discussed Faysal Bank's history, its transition into a full-fledged Islamic bank, and its current position as the second-largest Islamic bank in Pakistan. He detailed the bank's services, including retail banking, corporate banking, Islamic banking, and wealth management, underlining the bank's commitment to customer-centricity and innovation. Mufti Muhammad Najeeb Khan provided insights into the foundations of Islamic banking, emphasizing the prohibition of interest (Riba), risk-sharing, ethical screening, and key Islamic finance contracts. He also highlighted the challenges and opportunities in Islamic banking, underscoring the importance of education and awareness to promote understanding of Islamic banking principles.

VISIT OF H.E. MOHAMMAD AZHAR BIN MAZLAN, HIGH COMMISSIONER OF MALAYSIA



On September 07, 2023 Mr. Abdul Ghafoor Malik, the President of the SCCI, extended a warm welcome to His Excellency Mohammad Azhar Bin Mazlan, the High Commissioner of Malaysia to Pakistan and highlighted the historical ties and economic potential between Pakistan and Malaysia. The meeting focused on enhancing bilateral trade, with President SCCI proposing measures such as the exchange of trade delegations, single-country exhibitions, and collaboration between Malaysian and Pakistani Chambers. They emphasized key sectors like sports goods, surgical instruments, and the leather industry. President SCCI also showcased SCCI's role in social sector development and welfare, including critical infrastructure projects in Sialkot.

High Commissioner Mazlan reciprocated the warm sentiments, acknowledging mutual interests in various sectors such as medical devices, tanneries, gloves manufacturing, and palm oil exports. He highlighted the importance of trade delegations, the potential for sports

goods trade, and Pakistan's opportunities within the halal industry. Mazlan encouraged Pakistan to export meat to Malaysia and promote its tourism industry. He also discussed human resource development and Malaysia's commitment to fostering cooperation in energy, IT, agriculture, and minerals.

The High Commissioner expressed interest in Sialkot establishing its brands for medical devices, leveraging its Basmati rice production, and welcoming Malaysian business delegations. He emphasized Malaysia's My Second Home program and scholarship opportunities for Pakistani students, along with plans for a Memorandum of Understanding to promote tourism and better connectivity between the two nations.

MEETING OF DEPARTMENTAL COMMITTEE ON EDUCATION AT GC WOMEN UNIVERSITY



On September 8, 2023, the meeting of the Departmental Committee on Education/Universities of SCCI was held at GC University Sialkot, the meeting was presided over by the Chairman of the Committee Dr. Khurram Anwar Khawaja. The Chairman Committee, extended his heartfelt congratulations to Prof. Dr. Zarrin Fatima Rizvi on her appointment as the Vice Chancellor of GC Women University Sialkot (GCWUS). He also expressed his gratitude for her valuable time and the warm welcome she extended during the meeting at the University.

The Chairman said that the SCCI is keen to take measures to improve the quality of education in Government Schools across the District and provide free tuition to students who are unable to pay the tuition fees of expensive education academies. He said that in this regard we have the following programs which in our view can be helpful in improving the quality of education throughout the District: -

- Providing free tuition throughout the year, to the 9th and 10th class students (Boys & Girls) of public schools in District Sialkot.
- We suggest that GC University should adopt

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

Government High schools in its surrounding area to improve the quality of education and provide free tuition to students after university hours.

- A "Time Bank" should be established at GC University, following the Namal University, Mianwali Model, where students of the University are encouraged to deposit their surplus time after the working hours.
- A program should be established to assess the abilities of Government Schools students along the lines of the National Outreach Program (NOP) at LUMS University.
- To conduct a Training Program aimed at accessing and enhancing the teaching skills of government school teachers

Prof. Dr. Zarrin Fatima Rizvi, Vice Chancellor of GCWUS, expressed her gratitude to the Chairman Committee Dr. Khurram Anwar Khawaja, Mr. Shahid Naseer, Convener of Sialkot Welfare Council, and other members of the delegation for their visit to the university. She extended her appreciation to the Chairman Committee for his commendable services on behalf of the Sialkot Chamber and Sialkot International Airport for providing scholarships to GCWUS students.

Dr. Rizvi emphasized the pivotal role of education in enhancing the prosperity and morality of society. The GCWUS not only acknowledges the educational programs offered by the Sialkot Chamber but also pledges unwavering support to ensure the success of these initiatives. She noted that while all five projects presented by Mr. Khawaja were commendable, the university believed it would be more prudent to focus on the first three projects that could be launched immediately, as this was of greater importance for the students.

SEMINAR CAPACITY DEVELOPMENT SESSION ON "CHIEF VALUE OFFICER – THE IMPORTANT EVOLUTION OF THE CFO" WITH ACCA



The seminar titled "Chief Value Officer – The Important

Evolution of the CFO" took place on September 11, 2023, in collaboration with ACCA. Key points include the transformation of the CFO role into the CVO, emphasizing strategic responsibilities such as data-driven decision-making, risk management, sustainability, and investor relations. ACCA was introduced as a globally recognized professional accounting body, emphasizing its comprehensive curriculum and the development of well-rounded professionals.

SKANS School of Accountancy in Sialkot was introduced as a leading professional accountancy institute offering various programs and strong job placement records for graduates. An MoU was signed between SCCI and SKANS, offering discounts on education programs to SCCI members' children, marketing and promotion of the discount, and the exchange of job placement data. The collaboration aimed to provide educational opportunities to SCCI members and job placement assistance to SKANS graduates while strengthening middle management in Sialkot companies.

MEETING OF DEPARTMENTAL COMMITTEE ON INDUSTRIAL SAFETY AND RISK MANAGEMENT

The Departmental Committee on Industrial Safety and Risk Management, convened on September 25, 2023, to address safety concerns within SCCI's premises. Chairman Committee, Mr. Muhammad Shahbaz Saim, emphasized the need to enhance safety measures, proposing the utilization of the existing water storage tank for the installation of hydrants and water sprinklers to improve fire safety.

Mr. Naveed Iqbal, District Emergency Officer of Punjab Emergency Service (Rescue 1122), presented critical observations from the safety inspection, including the lack of a fire detection system, insufficient fire extinguishers, the absence of an emergency evacuation plan, and the need for an external emergency staircase. He also recommended the installation of a fire hydrant system and a dedicated pump room. Mr. Kamran from KS Anti Fire Corporation agreed to provide a revised quotation for safety equipment installation.

It was also determined that a revised quotation for safety equipment installation would be presented in the executive committee meeting, and Rescue 1122 would organize a safety drill to provide practical training to SCCI's employees. Subsequently, the executive committee of SCCI approved the necessary budget for the safety enhancements of SCCI's building.

MEETING OF THE DEPARTMENTAL COMMITTEE ON GLOVES

Meeting of the Departmental Committee on Gloves held on September 14, 2023, under the Chairmanship of

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

Mr. Afzaal Bhatti. He informed that it was discussed in the last meeting of the Committee that Web Based Module should be developed to maintain a record of laborers who had availed the advances from Companies, and some of those laborers switched Companies or relocated to different cities without repaying advance and any prior notice. He stated that the meeting had been convened to deliberate and finalize the Standard Operating Procedures (SOPs) for the development of a based Module aimed to facilitate the Industries.



He said that the main objective of WBM Development was to facilitate the Companies so that they could get relevant information before hiring the laborers. He informed that only CNIC, Name, and the advanced amount would be displayed on the Web-based module, and if the relevant company required additional information about the laborer then they could be requested to the Sialkot Chamber. Moreover, necessary documents would be maintained at the backend by the Sialkot Chamber. He said that it would be ensured that the software facility could not be misused, and, the livelihoods of laborers could not be affected in case of false allegations.

Mr. Toheed Nasir, appreciated the initiative and suggested that the development of a web-based module and inclusion of names of labor should be discussed with legal experts, and we should also inquire about the constraints associated with our potential intervention, and seek clarity on the extent to which we could intervene. Mr. Afzaal Bhatti said that the name of the Web-Based Module would be "Workforce Advances Database". He elaborated that a Stamp Paper of Rs. 1200 would be accepted but a lower-value Stamp could also be accepted if issued before 2024. He mentioned that laborers who had availed advances from more than one company and could not return would also be mentioned separately list-wise in WBM. He clarified that the web-based module would encompass all sectors, not exclusively limited to the

gloves sector. He also mentioned that the search tab or hyperlink to the web-based module would be provided on the Sialkot Chamber's website. He shared that adjustments to the Web-Based Module could be made as required.

VISIT OF H.E MR. MITSUHIRO WADA, AMBASSADOR OF JAPAN TO PAKISTAN



On September 21, 2023, His Excellency Mr. Mitsuhiro WADA, Ambassador of Japan to Pakistan, led a visit to the Sialkot Chamber of Commerce & Industry (SCCI). Mr. Abdul Ghafoor Malik, President of SCCI, extended a warm welcome and expressed gratitude for Japan's support through various cooperation schemes. President SCCI emphasized the historical and strategic significance of this visit, underlining the importance of strengthening bilateral trade and cooperation.

President SCCI highlighted Sialkot's crucial role in Pakistan's economic development, known for manufacturing and exporting high-quality products such as sports goods, surgical instruments, textile apparel, and leather goods. Bilateral trade between Pakistan and Japan was emphasized, with the need for learning from Japan's expertise and technical prowess to enhance Pakistan's industrial landscape. The meeting also discussed the challenges faced by Sialkot exporters in obtaining business visas for Japan and proposed collaboration in the form of a Japan Business Forum to strengthen market linkages. Furthermore, President SCCI lauded Sialkot's commitment to environmental sustainability, labor standards, energy conservation, and women's empowerment through various initiatives.

His Excellency Mr. Mitsuhiro WADA, Ambassador of Japan, expressed gratitude for the warm welcome and acknowledged Sialkot's exceptional role in Pakistan's economic development. He highlighted Japan's focus on identifying opportunities for collaboration within Pakistan and the importance of such meetings for the business communities of both countries.

یوم دفاع پاکستان



اپنی آزادی اور قومی وقار کا دفاع کچھ اس انداز سے کیا تھا کہ چشم فلک اس کی نظیر پیش کرنے سے قاصر ہے، کیونکہ "ہم ہیں ارض پاک کے ذروں کے امین"

یوم دفاع پاکستان کا منایا جانا دراصل پاکستان دشمن قوتوں کے لئے اس پیغام کا اعادہ ہے کہ قوم نے 1965ء اور دہشت گردی کے خلاف جنگ میں جس عزم اور جرأت و بہادری کا مظاہرہ کیا ہے، آئندہ بھی وہ اپنی افواج سے مل کر مادر وطن کی حفاظت کے لئے کوئی کسر نہیں اٹھائیں گے۔ 6 ستمبر حق و باطل کے اس معرکہ کے ان شہداء اور غازیوں کو سلام عقیدت پیش کرنے کا دن بھی ہے جنہوں نے ہمارے محفوظ کل کیلئے اپنا سب کچھ قربان کر دیا۔ یہ دن ہمیں یہ بات سوچنے پر مجبور بھی کرتا ہے کہ دورہ حاضر میں دفاع وطن کے تقاضے کیا ہیں؟ میرے نزدیک اس دن کا سب سے اہم تقاضا یہ ہے کہ ہم اپنے وطن سے محبت کریں، اس کے ذروں کو ستاروں سے افضل جانیں، اسکی آزاد فضاؤں کا احترام کریں، جن کی بدولت آج ہم آزادی سے سانس لے رہے ہیں، ہمیں وطن عزیز کی تعمیر و ترقی اور خوشحالی کیلئے ہمیں اپنے تمام تر وسائل کو بروئے کار لاتے ہوئے اپنا کردار ادا کرنے کی ضرورت ہے۔

6 ستمبر 1965ء وطن عزیز پاکستان کی تاریخ کا ایک ناقابل فراموش تاریخی دن ہے۔ جب پاکستان کے ازلی دشمن بھارت نے رات کے اندھیرے میں اچانک پاکستان پر جنگ مسلط کر دی تھی۔ اس دن پاکستان کی مسلح افواج اور عوام نے ملی اتحاد و قومی یکجہتی کا مظاہرہ پیش کرتے ہوئے دفاع پاکستان کیلئے قربانی کی وہ یادگار مثال قائم کی جس نے حقیقی معنوں میں میدان بدر کی سنہری تاریخ کا نقشہ پیش کر دیا۔ جنگوں کی تاریخ میں دوسری جنگ عظیم کے بعد ٹینکوں کی سب سے بڑی لڑائی چوٹہ (سیالکوٹ) کے محافظ پر لڑی گئی جہاں بھارت نے چھ سو ٹینکوں کے ساتھ سیالکوٹ پر حملہ کر دیا تھا۔ اس دن قوم کا ہر فرد ایک سپاہی تھا اور انہوں نے



بلاشبہ CSDO سکولز آف سسٹم سیالکوٹ کی بزنس کمیونٹی کا ایک قابل تحسین کارنامہ ہے، جس کا بنیادی مقصد یہی ہے کہ کوئی بچہ وسائل کی عدم دستیابی کی وجہ سے تعلیم جیسی نعمت سے محروم نہ رہے۔ بچوں نے اس موقع پر ملی نغموں، ٹیبلو اور اپنی تقاریر میں راہ حق کے مسافروں اور شہدائے کرب کو بردست انداز میں خراج عقیدت پیش کیا اور حاضرین سے داد تحسین وصول کی۔

پروگرام کی صدارت، صدر چائلڈ اینڈ سوشل ڈویلپمنٹ آرگنائزیشن جناب شاہد رضا صاحب نے کی جبکہ تقریب کے مہمانان خصوصی سیالکوٹ چیئرمین آف کامرس اینڈ انڈسٹری کے قائد ڈاکٹر محمد اسلم ڈار صاحب اور صدر سیالکوٹ چیئرمین معروف کاروباری شخصیت جناب عبدالغفور ملک صاحب تھے۔ سیالکوٹ چیئرمین کے سابق صدر جناب میجر (ر) منصور احمد صاحب نے خصوصی طور پر شرکت کی اور اپنے مختصر خطاب کے دوران انہوں نے حقیقتاً 65ء کی جنگ کا نقشہ پیش کر دیا۔ مزید برآں سرکاری اور نیم سرکاری اداروں کے سربراہان اساتذہ اور بزنس کمیونٹی کی ایک بڑی تعداد نے بھی شرکت کی۔

اللہ تعالیٰ سے دعا ہے کہ وطن عزیز کا کوئی ایک بھی شہری ایسا نہ ہو جس کا استحکام پاکستان میں حصہ نہ ہو، سب ہی تعلیمی شعور سے بہرہ ور ہوتے ہوئے ملک کو اوج ثریا تک پہنچا دیں۔ آمین

آمنہ نوشین

کوآرڈینیٹر

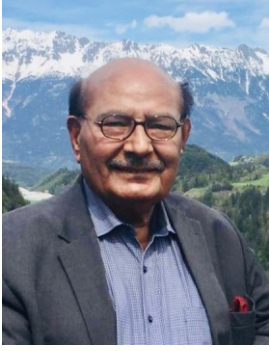
چائلڈ اینڈ سوشل ڈویلپمنٹ آرگنائزیشن

بلاشبہ ہماری مسلح افواج پاکستان کی جغرافیائی سرحدوں کی پاسباں ہیں مگر ملک کو درپیش مہنگائی، معاشی عدم استحکام، بے روزگاری، سیاسی فرقہ وریت، دہشت گردی، مایوسی اور ناخواندگی جیسے مسائل کے حل اور نظریاتی سرحدوں کی حفاظت کے لیے تعلیمی شعور بیدار کرنا ہی مسئلے کا واحد حل ہے۔ فکری سرحدوں کی حفاظت ہوگی تو ہم اپنی جغرافیائی سرحدوں و پرامن اور ناقابل شکست بنانے میں کامیاب ہوں گے بصورت دیگر ان کا وجود میں بھی خطرے میں پڑ سکتا ہے۔

اسی سوچ اور جذبہ کے پیش نظر چائلڈ اینڈ سوشل ڈویلپمنٹ آرگنائزیشن (CSDO) کے زیر اہتمام سیالکوٹ چیئرمین آف کامرس اینڈ انڈسٹری کے آڈیٹوریم "شیخ محمد شفیع ہال" میں یوم دفاع وطن کے سلسلہ میں ایک پروقار اور رنگارنگ تقریب کا اہتمام کیا گیا۔

اس اہم ایونٹ میں سیالکوٹ کے ان تمام اداروں کو مدعو کیا گیا تھا جو بچوں کے تحفظ اور فروغ تعلیم کے حوالہ سے سرگرم عمل ہیں۔ یہ پروگرام اپنی نوعیت کا ایک منفرد ایونٹ تھا جس میں مختلف عمر کے بھٹہ خشت، کچی بستیوں اور پسماندہ علاقوں سے تعلق رکھنے والے بچوں نے خصوصی طور پر حصہ لیا۔ یہ بچے CSDO کے زیر سایہ پنجاب ایجوکیشن فاؤنڈیشن کے باہمی اشتراک سے چلنے والے سکولز میں مفت تعلیم حاصل کر رہے ہیں۔ CSDO سکولز آف سسٹم سیالکوٹ چیئرمین آف کامرس کا قائم کردہ وہ منفرد پراجیکٹ ہے جو گزشتہ 21 سال سے غربت و افلاس کے مارے غریب و نادار بچوں کو مفت تعلیم فراہم کرنے کیلئے اپنا کردار ادا کر رہا ہے۔ اس وقت ضلع سیالکوٹ میں اس سکولز سسٹم کے زیر انتظام سات سکولز بچوں کو یور تعلیم سے آراستہ کر رہے ہیں۔





By: Prof. Safdar Sandal

“Dubai's Department of Economy and Tourism” (DET) has thrilled the family life in Pakistan by unveiling its latest campaign, given the interesting name “Chalo Dubai”. The campaign is aimed at Pakistani tourist- travellers,



accompanied by their children with the most attractive slogan that “Kids Go Free”. Beyond doubt it seems to be a great and a first-ever tourism attraction for any country and here it is meant for Pakistani families in special, which is a highly an appreciable act. It is a great honour for the most enlightened people of Pakistan and an invitation unparalleled in in the history of tourism. Desirous Pakistani families (and there are in millions of them) who will be happy to avail off this opportunity offered by Dubai's 'DET' Department of Government' campaign which specially targets

families with children; deserves an applause on the part of 'DET'. I am sure it will go a long way in fostering friendly contacts further more between the people of two countries. Naturally the children (boys and girls) who are more desirous and jubilant by nature, will be eager in compelling their parents and the later cannot refuse or displease them as per are our rich cultural norms, different from other people of the world.

For the first time, the campaign-video has been featuring Pakistani - actors speaking in Urdu and advertising the campaign in a

charming way. Very wisely estimated by the organizers that Dubai can be the most popular vacation point for Pakistan families, who will be more than happy for being offered a world-class accommodation and a variety of indoor and outdoor activities, full of entertainment during their whole stay. For the purpose, it is no less an honour too that 'DET' has chosen Pakistani families as the best and ideal customer, because they are a jovial, friendly, civilized, a highly accommodating and friendly people. Surely in the scribe's own opinion, Pakistanis are one of the most finest and festive people in the whole

world. The campaign videos showcase Dubai city's unique experiences and highlight its affordability and family-friendly environment, making it an ideal holiday destination beyond doubt, for the festive Pakistani visitors and especially so, when they are accompanied by their kids. 'The Kids Go Free' means a singular initiative that allows families to explore Dubai's diverse attractions with numerous classic landmarks.



Super 'Blue Moon' captured by the scribe on 30th August 2023 (the next will come in 2037)

Strangely enough ; back in 1979, a famous Punjabi film was produced in Pakistan which had the name 'Dubai Chalo' with Ali Ejaz as a desirous young man like every youth in Pakistan then, who wished to go to Dubai for work. The desire however scarcely materialized for all aspirants. But the dialogue of the film 'Dubai Chalo' (let us go to Dubai) became more popular among the joyful people of Pakistan. Punjabi films were very famous for their humour. I remember a great many people from Indian Punjab also used to come to Pakistan to see these Punjabi films.

Dubai's 'DET' CAMPAIGN

دبئی چلو

Very presumably the name “Chalo Dubai” for the current campaign organized by 'DET' is beautifully designed and derived from the said film “Dubai Chalo”; (let us pay a tribute to the producer of the film.

The businessmen, mainly exporters of Sialkot and especially members of the 'Sialkot Chamber of Commerce and Industry' had then decided to make an Airport in Sialkot by themselves on self-help basis, a maiden attempt because in Pakistan or in the known world, there has no other example of this type. 'Laissez fair' spirit among the people of Sialkot is superb and after 10 to 12 year's hard struggle, an international airport was erected with their own hard-earned money, invested in a 'Utopian' way, an activity which normally is performed by the State. But here it is the people of Sialkot who did it. It happens once in a 'blue moon'. The idea was conceived in the meeting of the 'Chamber' and as is rightly said, that the airport is the 'Brain Child of The SCCI' and the

with nearly a daily direct flight to and from Dubai. For the people of Sialkot and the whole surrounding region, it is a 'boon in disguise'. At present from Sialkot airport, we are serving several daily direct flights to Dubai and back.

Now the exhorting point of the story is : that 'Dubai's Department of Economy and Tourism' (DET) of UAE government has thrilled the blog by unveiling its latest campaign, titled “Chalo Dubai”.

The excursion called 'Kids Go Free' initiative allows families to explore Dubai's diverse attractions, including classic landmarks such as 'Dubai Fountain', 'Al- Burj Khalifa' and LEGOLAND Dubai Park, where there are numerous places which are located at Dubai Parks and Resorts, as well as newer experiences like the 'Museum of the Future', AYA Universe, and the 'Sky Views Observatory'. Moreover, children can take advantage of 'Complimentary Stays' by dining at a

'Disney Land' close to us.



A shopping paradise

Talking about the campaign, Bader Ali Habib, Head of South Asia, Dubai Department of Economy and Tourism, said : “Through this campaign, the first to be run in Urdu specifically to target the Pakistani market, we want to showcase Dubai as the ultimate family vacation destination. Our 'Kids Go Free' initiative helps families to explore and experience Dubai's unparalleled offerings, making it more accessible and affordable than ever before. With growing demand for family-friendly experiences among Pakistani travellers, we aim to highlight Dubai's full range of attractions and activities for families, catering to a diverse range of preferences. We are confident that Dubai will exceed their expectations and provide them with unforgettable memories”.



meetings to conceive such an idea do not take place every day, like the 'Blue Moon' which comes very rarely and as such the idiom goes : 'Once in a blue moon'.

The Sialkot airport soon got operative

range of beach properties, city hotels such as 'Atlantis', 'The Palm', 'Address Sky View' and 'Sheraton Dubai Creek Hotel' and 'Towers' among many others attractions. Dubai offers excellent value-added options for families, found nowhere else. It is a

Dubai has been crowned undoubtedly as No.1 global destination in the 'Trip Advisor-Traveller's Choice Guide'.**

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