



REG NO:SR-20
VOL: 21-24/2022
Dec. 2022/Jan. 2023



QUAID DAY

25 DECEMBER
2022

قائد اعظم
محمد جناح علی

Fortnightly Bulletin

**THE SIALKOT CHAMBER OF
COMMERCE & INDUSTRY**

ایوان صنعت و تجارت سیالکوٹ



 sialkot@scci.com.pk |  +92 52 4261881-3
 www.scci.com.pk |  +92 52 4268835-4267919

 Research & Development Cell, Sh. Abdul Majid Kapur Block
P.O. Box. 1870, Shahrah-e-Aiwan-e-Sanat-o-Tijarat
Paris Road, Sialkot 51310 Pakistan



نوٹس برائے تجدید رکنیت برائے سال 2023-2024

ایوان ہذا کے تمام ممبران کو بذریعہ نوٹس آگاہ کیا جاتا ہے کہ انکی ممبر شپ کی رکنیت کی مدت 31 مارچ 2023ء سے ختم ہو رہی ہے۔ لہذا تجدید رکنیت برائے سال 2023-24 مورخہ 01 فروری 2023ء سے شروع ہو کر 31 مارچ 2023ء تک جاری رہے گی۔ اس سلسلہ میں تجدید رکنیت کا بل برائے سال 2023-24 عنقریب آپ کو بذریعہ کوریئر ارسال / چیئیر بلٹن ارسال کر دیا گیا ہے۔ تجدید رکنیت کیلئے لازمی ہے کہ فیس مقررہ مدت میں بمعہ آخری سال کی انکم ٹیکس ریٹرن فائل کرنے کا ثبوت اور سیلز ٹیکس ریٹرن فائل کرنے کا ثبوت، اگر لاگو ہو، بھی چیئیر ہذا میں جمع کروانا ہوگا۔ جو ممبر سالانہ فیس جمع کروانے کے باوجود انکم ٹیکس اور سیلز ٹیکس کے گوشوارے جمع کروانے کا ثبوت مہیا نہ کر سکیں گے۔ چیئیر ہذا کے قوانین کے تحت ان کا نام ووٹرز لسٹ میں شامل نہیں ہو گا اور نہ ہی وہ آئندہ الیکشن میں حصہ لے سکیں گے۔

نوٹ

- (1) اگر آپ نے ریسرچ اینڈ ڈویلپمنٹ چارجز کی مد میں کچھ رقم پہلے ہی چیئیر کے علاوہ کسی اور ایسوسی ایشن میں جمع کرادی ہے تو ادا شدہ رقم کی رسید کی فوٹو کاپی جمع کروا کر چیئیر کی جانب سے مقرر کردہ چارجز سے منہا کرنا سکتے ہیں۔
- (2) چیئیر قوانین کے تحت فرم یا کمپنی کی طرف سے ووٹ ڈالنے کا حق صرف کمپنی یا فرم کے مالک یا نامزد کردہ، حصہ دار یا ڈائریکٹر کو حاصل ہوگا۔

تبدیلی نامزد نمائندہ

نئے قوانین کے تحت ممبر فرم اپنا نامزد نمائندہ الیکشن شیڈول کے اعلان کے تین دن کے اندر تبدیل کر سکتے ہیں۔

سیکرٹری جنرل

ایوان صنعت و تجارت سیالکوٹ



THE SIALKOT CHAMBER OF COMMERCE & INDUSTRY

ایوان صنعت و تجارت سیالکوٹ

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DAUD AHMED CHATTHA
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Ph: 052-261881-83

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معزز اراکین جمیبر

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ

جیسا کہ میں نے سیالکوٹ جمیبر کے سالانہ اجلاس کے موقع پر اپنے صدارتی خطاب میں آپ کو یقین دہانی کروائی تھی کہ اس سال ہماری بھرپور کوشش ہوگی کہ ہم حکومت کو اس بات پر قائل کریں کہ وہ نان پروڈیکٹو اور پروڈیکٹو امپورٹ کے درمیان ایک واضح لکیر کھینچے اور ایسی امپورٹس جو ایکسپورٹ کیلئے لازم و ملزوم ہیں اور ان کا متبادل پاکستان میں موجود نہیں ہے، ان کی امپورٹس کے سلسلہ میں حکومت سے ریلیف حاصل کیا جائے۔

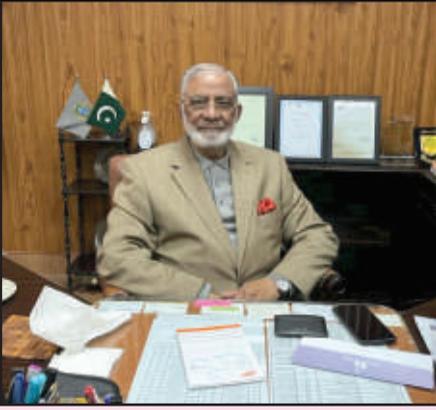
الحمد للہ جمیبر کے فرائض منصبی سنبھالنے کے فوراً بعد ہم نے اپنی کوشش شروع کر دی۔ ہم نے مسلسل متعلقہ حکومتی ایوانوں اور ادارہ جاتی اعلیٰ حکام کے ساتھ متعدد ملاقاتیں کیں۔ بالخصوص مورخہ 25 نومبر 2022 کو وزیر خزانہ جناب اسحاق ڈار صاحب کے ساتھ ہونے والی اہم ملاقات میں ہم نے خام مال کی امپورٹ پر عائد پابندی کی وجہ سے برآمدی شعبہ پر پڑنے والے منفی اثرات سے انہیں آگاہ کیا اور اس سلسلہ میں فوری اقدامات کی درخواست کی۔ علاوہ ازیں ہم نے اس اہم اجلاس میں درآمدی لین دین کے آغاز سے پہلے اسٹیٹ بینک آف پاکستان سے پیشگی منظوری کی سابقہ شرط کی وجہ سے ملکی برآمدی شعبہ بالخصوص سیالکوٹ کی برآمدی انڈسٹری کو اس سلسلہ میں پیدا شدہ مسائل کے بارے میں تفصیل سے آگاہ کیا۔ ہم نے وزیر خزانہ صاحب سے درخواست کی کہ درآمدات پر پابندیاں عائد کرنا کبھی بھی مسئلہ کا حل نہیں رہا بلکہ اس سے مینوفیکچررز اور ایکسپورٹرز حضرات میں خوف و ہراس کی فضا جنم لیتی ہے۔ بلکہ برآمدات کو بڑھانے کیلئے ہمیں ایسی پالیسیاں اور سہولیات کے اجراء کی ضرورت ہے جس سے ہماری برآمدات میں اضافہ ہو۔

مجھے یہ بات آپ کے ساتھ شیئر کرتے ہوئے انتہائی اطمینان محسوس ہو رہا ہے کہ حکومت نے سیالکوٹ جمیبر کی درخواست پر سیالکوٹ کی برآمدی مصنوعات کی تیاری میں استعمال ہونے والے خام مال کی امپورٹ میں پہلے کی نسبت کافی نرمی کر دی گئی ہے، اب فارن کرنسی اکاؤنٹس ہولڈرز ایکسپورٹرز بیرون ممالک سے خام مال امپورٹ کر سکتے ہیں۔ اسٹیٹ بینک آف پاکستان، ایکسپورٹ پالیسی ڈیپارٹمنٹ کی جانب سے مورخہ 13 جنوری 2023 کو اس کا باقاعدہ سرکلر لیٹر نمبری 3/2023 بھی جاری کیا جا چکا ہے۔ ہم اس اہم پیش رفت پر وزیر خزانہ جناب اسحاق ڈار صاحب، گورنر اسٹیٹ بینک آف پاکستان جناب جمیل احمد صاحب اور بالخصوص وفاقی وزیر دفاع جناب خواجہ محمد آصف صاحب کے تہہ دل سے مشکور و ممنون ہیں جن کی غیر متزلزل حمایت و مضبوط لائینگ کی وجہ سے سیالکوٹ کی برآمدی انڈسٹری کو درپیش مسائل کو حکومتی حلقوں میں اجاگر کرنے میں مدد ملی۔

عبدالغفور ملک

صدر

ایوان صنعت و تجارت سیالکوٹ



عبدالوحید صندل
چیئر مین سیالکوٹ ڈرائی پورٹ ٹرسٹ

اینڈ انٹرسٹری کے صدر منتخب ہوئے تو انہوں نے ممبران کی سہولت کیلئے بہت سی اصلاحات کیں۔ چیئر مین کی موجودہ بلڈنگ سے ملحقہ "برنس سنٹر" کی عمارت کے لئے سميڈا SMEDA سے فنڈز حاصل کرنے کیلئے عبدالوحید صندل نے تمام بنیادی امور نپٹا کر گراں قدر خدمات انجام دیں۔

خواجہ محمد صفدر روڈ کی تعمیر میں حائل رکاوٹوں کو دور کرنے کیلئے فوجی افسران سے خصوصی اجازت نامہ حاصل کرنا ان کا بڑا کارنامہ ہے۔ عبدالوحید صندل جب چیئر مین کے صدر تھے تب NIKE ساگا سپورٹس کے زوال کے بعد پاکستان چھوڑنے جا رہا تھا۔ یہ عبدالوحید صندل کی کوششوں کا ثمر تھا کہ NIKE نے پاکستان چھوڑنے کا ارادہ ترک کر دیا۔

"پورٹ سروسز" سیالکوٹ ڈرائی پورٹ ٹرسٹ کا ایک اہم ادارہ ہے جو ایک سپورٹرز کی سہولت کیلئے کارگو کی ترسیل جاری و ساری رکھنے میں گاڑیوں کے انتظام و انصرام کو کنٹرول کرتا ہے۔ اس ادارے کو فعال بنانے میں عبدالوحید صندل نے نامساعد حالات کا مقابلہ کیا۔ وہ 2004ء سے 2007ء تک "پورٹ سروسز" کے چیف ایگزیکٹو ہے۔

ڈرائی پورٹ ٹرسٹ کے سابق چیئر مین محمد اسحاق بٹ نے عبدالوحید صندل کے بارے میں اظہار خیال کرتے ہوئے کہا "وحید صاحب سے قربت کو 45 سال بیت گئے ہیں۔ میں نے انہیں ہمیشہ عجز و انکسار اور ایثار کا اعلیٰ نمونہ پایا ہے" ہم نے بٹ صاحب سے پوری طرح اتفاق کیا کہ عبدالوحید صندل کو ہم اسکول کے زمانے سے جانتے ہیں، انہیں بچپن سے ہی معصوم پایا ہے۔ اس پیرانہ سالی میں تو وہ اور بھی "Child-Like" سے نظر آتے ہیں۔ کل بھی دل موہ لیتے تھے آج بھی اپنی ذات میں انجمن ہیں۔

باتیں ایوان کی

شامل ہو گئے۔ چڑے اور فٹ بالوں کی آغوش میں پروان چڑھنے والے وحید صندل ترقی کرنے کی امانت کے ساتھ آگے بڑھتے چلے گئے وہ اپنی مرضی سے کچھ منفرد کرنا چاہتے تھے لہذا والد صاحب کی اجازت سے اپنے بھائی پروفیسر صفدر صندل کی کمپنی PHEDRA میں شامل ہو گئے جہاں انہوں نے محنت اور عرق ریزی سے ترقی کے زینے طے کئے اور فیڈر کمپنی کو عالمی منڈیوں میں ایک الگ پہچان دینے میں کامیاب ہو گئے۔

Ski Gloves پاکستان میں نہیں بنتے تھے عبدالوحید صندل نے PHEDRA میں سکائی گلووز تیار کر کے عالمی منڈیوں کو حیرت انگیز پیغام دیا۔ دنیا بھر میں چڑے کے فٹ بال کا اب کوئی رواج نہیں ہے اور نہ ہی اس کی پروڈکشن ہوتی ہے۔ عبدالوحید صندل کی کمپنی PHEDRA تا حال چڑے کے فٹ بال بنانے کا سلسلہ جاری رکھے ہوئے ہے جو کھیلنے کیلئے نہیں بلکہ دنیا کے "شوکیسوں" میں سجانے کے لئے ہیں تاکہ فٹ بال کے شائقین ماضی سے اپنا تعلق جوڑے رکھیں۔

عبدالوحید صندل نے سیالکوٹ میں "گلووز ایسوسی ایشن" قائم کرنے کے لئے حاجی آفتاب برلاس کے شانہ بشانہ کام کیا۔ تین دفعہ اس ایسوسی ایشن کے چیئر مین منتخب ہوئے۔ گلووز کسی دور میں کراچی میں بنتے تھے۔ یہ اہل سیالکوٹ کا کمال مہارت ہے کہ کراچی کی اس انڈسٹری کو نہ صرف سیالکوٹ منتقل کیا بلکہ گلووز ایسوسی ایشن کا صدر مقام بھی سیالکوٹ میں قائم کر لیا۔ اس میں عبدالوحید صندل کا کلیدی کردار تھا جو ہر لحاظ سے لائق ستائش ہے۔ سیالکوٹ ڈرائی پورٹ ٹرسٹ کے قیام کیلئے سینیٹر محمد اقبال کی کوششوں میں بھی عبدالوحید صندل پیش پیش رہے۔ بعد ازاں اس ڈرائی پورٹ کے سینئر وائس چیئر مین منتخب ہوئے اور قابل قدر خدمات انجام دیں۔ فیڈریشن آف پاکستان چیئر آف کامرس اینڈ انڈسٹری (FPCCI) کاروباری دنیا کا ایک اہم ادارہ ہے جس میں کاروباری امور میں مہارت رکھنے والی شخصیات پاکستان کے تمام کاروباری اداروں کی ترجمانی اور وکالت کرتی ہیں۔ عبدالوحید صندل FPCCI جیسے ادارے کے لائف ٹائم ممبر ہیں یہ امر یقینی طور پر اہل سیالکوٹ کیلئے مسرت کا باعث ہے۔

2006ء میں جب عبدالوحید صندل سیالکوٹ چیئر آف کامرس



تحری: داؤد احمد چٹھہ ایم اے
سابق صدر
سیالکوٹ چیئر آف کامرس اینڈ انڈسٹری

عبدالغفور غفوری نے اپنے اکلوتے بیٹے اللہ دینہ غفوری کو صرف چھ سال کی عمر میں شیخ فضل الہی کے سپرد کر دیا تھا تاکہ وہ فٹ بال بنانے کی تربیت حاصل کر سکے۔ جب اللہ دینہ غفوری نے فٹ بال بنانے کے ہنر میں کمال مہارت حاصل کر لی تو 1914ء میں اپنی علیحدہ کمپنی بنالی۔ کمپنی کا نام "حاجی شیخ غفوری اللہ دینہ کمپنی" رکھا گیا۔

یوں ارتقاء کا سفر جاری رہا۔ صندل کی خوشبو مہکتی رہی، پھر کاروباری نزاکتوں سے گزرتے گزرتے پر عزم سعی کے نقیب اللہ دینہ غفوری نے اپنی پہلی کمپنی ختم کر کے 1952ء میں "لائل سپورٹس" قائم کر لی۔

19 مارچ 1944ء کے دن موسم بہار کی ٹھنڈی ہوا کے جھونکوں میں جب وحید پیدا ہوا تو گھر آنگن کی فضا طرب آمیز ہو گئی۔ بہن بھائیوں اور رشتہ داروں نے مبارکباد کے نغمے لاپ کر وحید کے والد حاجی شیخ اللہ دینہ غفوری کی خوشیوں کو دو بالا کر دیا۔ وحید پھر عمر کی منزلیں طے کرتے کرتے جب اسکول جانے کے قابل ہوا تو اسے ایک انگریزی اسکول میں داخل کر دیا گیا۔ چھٹی جماعت میں داخلے کیلئے وحید گورنمنٹ ہائی اسکول آگئے اور یہاں سے میٹرک کا امتحان اچھے نمبروں سے پاس کر لیا۔

میٹرک کرنے کے بعد عبدالوحید صندل قلعہ پر واقع گورنمنٹ کمرشل کالج میں داخل ہو گئے۔ یہ کالج ایک زمانے میں سیالکوٹ کا واحد سرکاری ادارہ تھا جہاں نوجوانوں کو ٹائپ رائٹنگ، ٹیٹو گرافی اور خط و کتابت کی تعلیم دی جاتی تھی۔ جس کا فائدہ یہ تھا کہ سیالکوٹ کی کمپنیوں میں دفتری سٹاف بہتر طور پر میسر آنے لگا کیونکہ سیالکوٹ میں ہنرمند تو میسر تھے مگر فیکٹریوں کے دفتری امور اندازے سے ہی چلتے تھے۔

گورنمنٹ کمرشل کالج سیالکوٹ سے ٹریننگ حاصل کرنے کے بعد عبدالوحید صندل والد صاحب کی کمپنی "لائل سپورٹس" میں

MONTHLY ACTIVITIES OF SIALKOT CHAMBER

VISIT OF MR. ARSLAN HAIDER, CANTONMENT EXECUTIVE OFFICER, CANTONMENT BOARD SIALKOT CANTT



On November 17, 2022 Mr. Arslan Haider, Cantonment Executive Officer, Cantonment Board Sialkot Cantt visited SCCI. Abdul Ghafoor Malik, President SCCI welcomed CEO Cantonment Board, Sialkot Cantt and admired the services of the Cantonment Board for developing the Cantonment area in an organized manner in terms of beautification, shopping malls, and health facilities. He shared that a maximum number of Sialkot's Business Community was residents in the vicinity of Cantonment. Therefore, Sialkot Chamber formed a Departmental Committee on Garrison HQ/ Cantonment Board Affairs in order to keep in touch with the Cantonment Board for resolution of the issues of the Business Community. He suggested that an online system for filing of complaints and other queries should be developed to receive updates on mobile regarding the status of the applications. He also suggested that a coordination committee meeting should be held on a monthly basis to discuss the pending issues for early resolution.

Mr. Arsalan Haider, CEO, Cantonment Board, Sialkot Cantt expressed thanks for inviting him to the Sialkot Chamber of Commerce for a useful interaction with members. He informed that Cantonment Board had launched an App (CB CARE) for providing various services to its Residents i.e., launching complaints, submission of applications, and checking the status. He elaborated that CB CARE Center was the first point of contact for the general public and that was a generalized system for which there was the need to create awareness about the App. He further informed that Cantonment Boards were independent bodies and the major revenue sources were Taxes and Charges

i.e., Property Tax, Transfer of Immovable Property Tax, Water, and conservancy charges. Shared that conservancy charges were 1000-5000 annually and 20 rupees per day moreover, Cantonment Board was calculating around Rs. 8-9 million as conservancy charges and subsidy was also being provided. He informed that 50 Vehicles were being operated for the collection of garbage and 5 more would also be added so that cleanliness could be ensured in commercial areas. Moreover, he shared that the door-to-door facility for the collection of packed garbage was also available on call.

VISIT OF DELEGATION OF PAKISTAN WESTERN CANADA TRADE ASSOCIATION (PWCTA)



On November 22, 2022, a delegation from Pakistan Western Canada Trade Association (PWCTA), Ms. Bushra Rehman, President and Malik Sohail Hussain, Secretary PWCTA visited SCCI to brief on their upcoming event Made in Pakistan Expo 2023, planned to be organized during the month of June 2023.

Mr. Abdul Ghafoor Malik, President SCCI, welcomed the delegation of Canada to Pakistan and appreciated them on their future endeavor, Made in Pakistan Expo 2023. President SCCI while delivering his speech mentioned that Pakistan was keen to enhance its trade with Canada. He mentioned currently the trade with Canada was not encouraging as many of the products being imported in Canada were from native markets like USA, Mexico and North American countries. He inquired from the officials of Pakistan Western Canada Trade Association that how many companies from Pakistan were participating from Pakistan, and also inquired about the facilitation that would be provided by the Pakistan Western Canada Trade Association, to the participants in term of Visa facilitation and

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expedition in the processing.

Ms. Bushra Rehman, President, Pakistan Western Canada Trade Association, thanked President SCCI for their welcoming to SCCI. She acknowledged the efforts of the industry to eradicate child Labor from the exports Industry of Sialkot. She said that her organization was supporting individuals who were intending to do trade, coming to Canada for studies and other trade related activities. President PWTCA referred to the importance of improving trade with Canada. She mentioned that Made in Pakistan Expo June 10-11, 2023 was focused to support and boost SME sector of Pakistan.

VISIT OF PN STAFF COURSE FROM PAKISTAN NAVY WAR COLLEGE LAHORE



On 26th November, 2022, a delegation of the 52nd PN Staff Course from Pakistan Navy War College, Lahore visited the Sialkot Chamber of Commerce & Industry. Mr. Abdul Ghafoor Malik, President SCCI, welcomed the Honorable Rear Admiral Javaid Iqbal, Commander Central Punjab/Commandant and the delegation. He mentioned that the whole Country is proud of their armed forces who have always stood steadfast and firm against external aggression and internal disturbance to uphold the prestige and honor of the country. On behalf of the whole business community of Sialkot, he paid homage to all the Soldiers present today for being the guardians of their motherlands, serving their nations by standing steadfastly and firmly to uphold the prestige and honor of their countries.

During the discussion the delegates discussed the matters including challenges in exports, focus on branding, innovation & technological changes required and other issues.

Mr. Javaid Iqbal, Commander Central Punjab/Commandant PN War College thanked the, President SCCI for their warm welcome and hospitality. He appreciated the Documentary presented by the Sialkot Chamber of Commerce & Industry based on the information about the Sialkot Industry. He also appreciated the quality of products produced by the Industry of Sialkot. He thanked the business community of Sialkot for strengthening the economy of Pakistan and Sialkot Chamber was playing a significant role to build a soft image of Pakistan.

AWARENESS SESSION ON RECENT TRENDS IN MDR REGULATIONS AND UPGRADATION OF SURGICAL INDUSTRY ORGANIZED BY NUST-ICON



An awareness session on Recent Trends in MDR Regulations and Upgradation of Surgical Industry organized by NUST-ICON held on December 03, 2022. Mr. Amer Majeed Sheikh, Vice President SCCI Chaired the session and welcomed the participants for joining. He thanked Mr. Fareed Anwar, Director ICON and Mr. Afrasiab, Regulatory Affairs Expert for arranging the session to increase the awareness and knowledge of members of SCCI regarding MDR. He said that the seminar has been organized to provide awareness regarding the updates regarding the regulations related to the surgical industry "Medical Device Regulation (MDR)" and the implementation of these regulations. He further said that with the passage of time, the conditions of the international market are changing rapidly. Internationally, the implementation of many quality, environmental and social standards has been made mandatory to produce products, especially that are directly related to human health.

The team of NUST consists of engineering & regulatory

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experts, which are well equipped to conduct this activity with an analytical mindset, resolve any regulatory concern and develop robust regulatory strategy for medical device manufacturers. Mr. Fareed Anwar, Director ICONS, NUST thanked Vice President of SCCI for organizing an awareness session on important issue of the Surgical Industry. He informed in detail about the consulting services provided by NUST with reference to quality standards and certification.

The presentation covered the following:

- Regulation (EU) 2017/745 on Medical Devices:
- The most important changes in the EU MDR include:
 - Key MDR improvements
 - Implementation Milestones
 - Conformity Assessment
 - Classification Of Medical Devices
 - Classification Rules
 - Economic Operators
 - Certification Process
 - Gap Analysis
 - Quality Management System & Regulation
 - Technical Documentation

35th MID-CAREER MANAGEMENT COURSE- INLAND STUDY TOUR FROM NATIONAL INSTITUTE OF MANAGEMENT ISLAMABAD



On December 06, 2022, a delegation of the 35th Mid-Career Management Course- Inland Study Tour from National Institute of Management Islamabad visited the SCCI. Mr. Abdul Gafoor Malik, President SCCI, said that the exporters of Sialkot have made the name of the country famous all over the world by exporting made-in-Sialkot products. Sialkot is the only export-oriented city of the Pakistan where 99% of the manufactured products are exported worldwide. Valuable foreign

exchange is earned through export which helps in stabilizing the country's economy. He hoped that the trainee officers will serve in different institutions of the country after completing their training. Therefore, upon appointment they should adhere to the practices for the promotion of business in the Pakistan and to elevate the reputation of the beloved country.

During the discussion of the delegates discussed the matters including challenges in exports, focus on branding, benefits of SIAL, SDPT and other Projects, Benefits from Multilateral / Bilateral Trade Agreement signed between Pakistan and the other countries and other issues.

Thanking the President of Sialkot Chamber for the warm welcome, Ms. Samreen Zahara, Head of Delegation said that the business community of Sialkot has rendered valuable services for the development of Sialkot and the export industry. She said that the visit to Sialkot Chamber has proved to be very useful for our delegation. During our visit, we got a close look at the export industry and business culture of Sialkot.

35th MID-CAREER MANAGEMENT COURSE FROM NATIONAL INSTITUTE OF MANAGEMENT PESHAWAR



On December 08, 2022 a delegation of the 35th Mid-Career Management Course from National Institute of Management Peshawar visited the SCCI. Mr. Abdul Ghafoor Malik, President SCCI welcomed a delegation of Inland Study Tour of 35th Senior Management Course from National Institute of Management Peshawar and distinguished guests.

The President shared the details about the history of Sialkot and export products of Sialkot which were

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contributing to strengthening the economy of Pakistan. He briefed about the active role of Sialkot Chamber of Commerce in completing development projects on self-help basis. He expressed hope that the officers would serve with full dedication and put their best for the betterment of the people and progress of the Country.

During the discussion of the delegates discussed the matters including compete with Chinese products in local market of Pakistan, renewable energy, legal framework of Trade Body, focus on branding, challenges in exports, and the other countries and other issues.

Mr. Muqem-ul-Islam, Head of Delegation Expressed thanks for warm welcome at SCCI on behalf of NIM Islamabad. He appreciated the role and initiatives of vibrant Business Community of Sialkot for the promotion of trade and Industry. He requested to share the problems faced by Business Community so that Officers may play role as facilitators for highlighting the issues for resolution. He suggested beautification and Horticulture alongside of 5 Nullahs of Sialkot, one color theme for name display boards in one street of the city, Provision of Technical Training by the Industries for skilled workforce. He said that online training for Commercial Attaches should be organized by Sialkot Chamber for providing information about the Industry.

35th MID-CAREER MANAGEMENT COURSE- INLAND STUDY TOUR FROM NATIONAL INSTITUTE OF MANAGEMENT LAHORE



On December 12, 2022, a delegation of the 35th Mid-Career Management Course- Inland Study Tour from National Institute of Management Lahore visited the SCCI. Mr. Abdul Ghafoor Malik, President, SCCI welcomed the Delegates of 35th Senior Management

Courses from NIM Lahore, The President SCCI while presenting his welcome address appreciated the National Institute of Management for its role in enhancing the capacity and efficacy of Government Officials to improve public service delivery. The President SCCI mentioned that the Officers while serving in different departments would put their best in functioning of the Government Machinery and would bring forth better results in their respective responsibilities to lead, manage and serve at the Federal, Provincial, and District level for the benefit of the public at large. Mr. Malik added that the Government should take all necessary measures for improving the ease of doing business environment in the country to ensure steady growth in the private sector and to attract higher levels of foreign direct investment. The President SCCI also briefed the delegates about the achievements of SCCI and projects that were running on self-sustainable model.

The Head of Delegation: thanked the Office Bearers of the Sialkot Chamber of Commerce and Industry on behalf of NIM Islamabad for hosting the meeting. He mentioned that 42 Officers of BS-18 grade from different Departments had completed their Senior Management Course. The Gentleman mentioned that the Officers after their completion of the course were on the visits to interact with Public and Private Institutes to understand the issues and their respective solutions.

VISIT OF MR. ABDULLAH KHURRAM NIAZI, DEPUTY COMMISSIONER SIALKOT



On December 13, 2022 Mr. Abdullah Khurram Niazi, Deputy Commissioner Sialkot visited SCCI. Mr. Abdul Ghafoor Malik, President of SCCI, welcomed the Honorable Deputy Commissioner Sialkot on his first

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official visit to the SCCI. He also briefed the guest on the cordiality of the relations between the Sialkot Chamber and the District Government in the execution of various projects for the benefit of the public at large.

He thanked the DC for the execution of several development projects worth PKR 52 (B) including but not limited to the Carpeting of Roads, Water, and Sanitation, Higher Education & Sports, Health, University of Applied Engineering and Emerging Technologies (UAEET), Upgradation of Jinnah Cricket Stadium and establishment of High-Performance Centre, Surgical City, Sialkot Pasrur Road, Wazirabad Sialkot Road, Provision of Security for NESPAK team for Sialkot Industrial Zone, and Provision of 50 Canal Land for Sialkot Gymkhana Project. He also acknowledged the efforts of Mr. Abdullah Khurram Niazi for expediting the works under the PICIIP program.

Mr. Abdullah Khurram Niazi, Deputy Commissioner Sialkot, thanked the President and members of the Chamber for a warm welcome. He shared progress on the various projects under execution and pipeline with the house included PICIIP program, Gohadpur and Headmarala Road, Project of the Asphalt Layer on Defence Road, Khadim Ali Road, Kashmir Road, Iqbal Gate, plantation and beautification of roads, Mandate of Sialkot Waste Management Company, Pilot Project of door-to-door collection of Solid Waste, Project of Khidmat Markaz, Project of uplifting of Parks, Iqbal Museum in Gulshan Iqbal Park, uplift and rehabilitate Khayaban e Iqbal Park, Funds for the construction of Sambrial to Sialkot International Airport, Project of beautification of city walls, Project of uplifting Jinnah Stadium, Sialkot-Pasrur Road, upgradation of Anwar Club, enhance the literacy ratio of the city, School-level awareness campaigns on tolerance and harmony, Project of Sialkot Gymkhana, Sports activities would be initiated at School and College levels, Food street would be established at Sialkot-Fort, Project of Surgical City, commercialization of the properties and Survey work of the Sialkot Industrial Zone etc.

VISIT OF H.E. MR. JAKOB LINULF, AMBASSADOR OF DENMARK TO PAKISTAN

On December 14, 2022 H.E. Mr. Jakob Linulf, Ambassador of Denmark to Pakistan visited Sialkot Chamber. Mr. Abdul Ghafoor Malik, President, welcomed H.E. Mr. JAKOB LINULF, Ambassador of Denmark to Pakistan, and while addressing to the meeting the President SCCI said that Denmark &

Pakistan have always enjoyed most cordial relations. He added that Denmark, known as the land of the free, happiest, and smartest people of the world had evolved into one of the most stable economies in the world thanks to its industry based on services, trade, and manufacturing.



The President mentioned that Pakistan could learn from the growth & sustainability of the Denmark which was powered by one of the most robust employment-generating SME sectors, a commonality that was also found in the Economy of Sialkot. The President SCCI said that both Pakistan & Denmark should ensure that dedicated efforts were made to further improve two-way trade as despite GSP+ Status and EU being the major Trading Market for Pakistan, trade between the two countries is not reflective of the true potential. He Suggested that to promote B2B Linkages, Sialkot Chamber also anticipates facilitation from the Danish Embassy in signing a Memorandum of Understanding with prominent Danish Chambers of Commerce & Industry so that the two countries, through the forum of Chambers of Commerce & Industry may collaborate to create linkages between members to strengthen commercial cooperation.

H.E. Mr. Jakob Linulf, Ambassador of Denmark to Pakistan, thanked President SCCI for the welcome and acknowledged the achievements of SCCI. H.E. said that Denmark and Pakistan were enjoying good relationships. He also added that Pakistan and Denmark had similarities and prospects to join hands for enhancing capacity of SME Sector. The Ambassador of Denmark to Pakistan mentioned that Denmark was willing to support Pakistan in combating adverse effects of climate change on the people and mitigate the future disasters. He also appreciated the efforts of Pakistan in establishing funds for Climate Change at

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United National. The Diplomat also invited the Delegation of SCCI to Embassy of Denmark.

VISIT OF MR. OUSSAMA ABDEL RAHMAN KAISSI, CEO, ICIEC AND MR. IRFAN BUKHARI, PRESIDENT & CEO EXIM BANK OF PAKISTAN



On December 15, 2022 Mr. Oussama Abdel Rahman Kaissi, CEO, ICIEC and Mr. Irfan Bukhari, President & CEO EXIM Bank of Pakistan visited SCCI. Mr. Abdul Ghafoor Malik, President SCCI welcomed the honorable guests in SCCI.

The President Chamber congratulated Mr. Irfan Bukhari on the approval of the EXIM Bank of Pakistan. He said that EXIM Bank had been a long-due demand of the Sialkot Chamber of Commerce & Industry and the part and parcel of its advocacy campaign over the years. Mr. Malik termed the meeting as a beginning of an important chapter for the export sector of Pakistan especially Sialkot as the EXIM Bank would be launching Export Credit Insurance in partnership with the Islamic Corporation for the Insurance of Investment and Export Credit.

The President Chamber said that Pakistan had been blessed with entrepreneurs, and skilled youth, however, it was yet to unleash its true potential in terms of exports. "The Export Sector of Pakistan has always faced challenges in managing Access to Finance, Mitigating Risks of Receivables, Capacity Enhancement, Import Substitution, and Working Capital Management" he added.

The President expressed his conviction that products like Export Credit Insurance could play an instrumental role in giving impetus to Exports by allowing the exporters to secure big orders on credit basis payment

terms with peace of mind. He said that although made-in Sialkot products had 'Revealed Comparative Advantage (RCA), the true potential of the sectors was yet to be unleashed in the international markets. The President mentioned that the Surgical Instruments market size was USD 140 (B) while Sports Goods and Wear stood at 266 (B) USD.

Mr. Irfan Bukhari, CEO-EXIM Bank of Pakistan, thanked President for extending a warm welcome to the delegation of EXIM and ICIEC. Mr. Bukhari shared with the house that the EXIM Bank of Pakistan would be operational by January 2023 end post regulatory approvals.

Mr. Oussama Abdel Rahman Kaissi, CEO-Islamic Corporation for the Insurance of Investment and Export Credit (ICIEC), expressed his gratitude to the President Chamber and the members for inviting him. He said that it was his first visit to Pakistan and he was thankful for the hospitality of the people. He appreciated the industrial prowess of the city of Sialkot and said that the model of Sialkot should not only be replicated across Pakistan but the whole Muslim world. He also praised the sense of community development prevalent in the business community of the city.

He said that he was pleased to note the eagerness for the launch of the EXIM Bank of Pakistan from all the quarters including the private sector and the Government of Pakistan. He was of the view that EXIM Bank was essential to ensure the export-led growth of Pakistan. He also noted the challenges faced by the Export Sector as mentioned by President SCCI and said that the EXIM Bank of Pakistan and ICIEC would play their role in offering tailor-made solutions, especially to SMEs.

A brief presentation was given by Mr. Irfan Bukhari, President and CEO-EXIM Bank of Pakistan on the products and services. Following key highlights were noted:

- Introduction to EXIM Bank
- Exim Bank's Strategic Objectives
- Approved Business Strategy
 - Phase 1 Export Credit Insurance
 - Phase 2 Lending & Guarantee Products
 - Phase 3 Islamic Products
- Distribution Network
- EXIM Bank's business distribution strategy
- Business Portfolio Composition

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- Market Coverage 30% Corporates, 70% Commercial & SMEs
- Export Credit Insurance

MEETING WITH MR. KHALID RASOOL, DIRECTOR TDAP SIALKOT



On 14th December 2022, Mr. Khalid Rasool, Director TDAP Sialkot had a meeting with Mr. Qaisar Baig, Chairman, Departmental Committee on Fair and Exhibition/Delegation and Mr. Ikram Ul Haq, Chairman, Surgical Instruments, Health, Personal Care & Allied Industries, on Medical Device Regulation (MDR):

Mr. Khalid Rasool, Director TDAP, Sialkot briefed that Government of Pakistan was willing to support the Surgical Instruments Industry of Sialkot to get complaint with MDR. He also mentioned that TDAP was underway of drafting Concept Note to draw the attention of competent authorities and Government Quarters, on the effect rate of Medical Device Regulation, on the SME Sector of Sialkot.

Mr. Ikram Ul Haq, Chairman Committee briefed that already implementation of MDR on Surgical Instruments falling under Class 1 of was started and in May 2023 the implementation on instruments falling under 1R Class would start. He further added there were vital and obvious chances that SME Industry of Sialkot dealing in exports of Surgical Instruments would be adversely affected from compliance, especially in European Union Countries, if the Government do not support the industry on war footing basis. Mr. Ikram also added that the compliance cost of the MDR was beyond financial capacity of Small and Medium Industry, as they were also lacking with the availability of knowledge and guidance to manage the whole compliance process.

After due deliberation and discussion, it was decided that TDAP, Sialkot would prepare Concept Note, in the light of recommendations mentioned below:

Provision of Accredited Certifying Body's Franchise/Help Desk (EU origin) Provision of Consultant related to MDR (EU Origin) who would help in preparation and implementation process of the MDR Compliance in the Surgical Instrument Industry. Secondly the same consultant would also train local Consultants, so that rest of the industry would be guided accordingly to get complaint with Medical Device Regulation (MDR).

Establishment of Accredited Testing Facility of EU Origin, Franchise/Help Desk

VISIT OF AMBASSADOR OF THE REPUBLIC OF BULGARIA TO SCCI

On 19th December, 2022 H.E. Ms Irena Gancheva, Ambassador of the Republic of Bulgaria to Pakistan visited SCCI. Mr. Abdul Ghafoor Malik, President SCCI welcomed Her Excellency Ms Irena Gancheva, Ambassador of the Republic of Bulgaria and his team to Sialkot Chamber. He shared that Pakistan and Bulgaria have always enjoyed friendly ties built upon mutual respect and identical views on global & regional developments. Pakistan attaches extreme importance to Eastern European countries, especially Bulgaria, and looks forward to further building upon the friendly relations.



President SCCI further said that both Pakistan and Bulgaria were committed and making joint efforts towards the promotion of bilateral relations especially trade which was evident from several meetings of the Inter-Governmental Commission and rounds of Bilateral Political Consultation in the recent past. He

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shared that the total bilateral trade between Pakistan and Bulgaria in 2021 was just USD 135 (M), which needs to be improved through mutual efforts. He suggested a few measures for the expansion of trade between the two countries:

Both countries should facilitate single-country trade exhibitions & encourage frequent exchanges of trade delegations.

In order to promote B2B Linkages, Sialkot Chamber also anticipates facilitation from the esteemed Embassy in the signing of a Memorandum of Understandings with prominent Bulgarian Chambers of Commerce & Industry so that the two countries, through the forum of Chambers of Commerce & Industry may collaborate to create linkages between members to strengthen commercial cooperation.

Facilitation is also solicited from Her Excellency in the creation of linkages with the importers in Bulgaria, especially of the Sports Goods, Sportswear, Surgical Instruments, and the Leather sector as they have a significant demand in the Bulgarian market.

H.E. Ms Irena Gancheva, Ambassador of the Republic of Bulgaria to Pakistan thanked the President SCCI for the warm welcome. She said that the Bulgarian Government was focused to enhance bilateral trade between the two countries. She said that both countries should focus on the trade balance and efforts would be made in order to enhance the current figures which are not as per the potential present between them. H.E said that the "Technology" sector of the Republic of Bulgaria was at an advanced level and specialized in producing Automobile parts, Car Sensors, etc. H.E further shared that Bulgaria also ranked first in terms of IT Specialists and the fastest Internet connections in the world. H.E. also shared a short video about the Bulgarian market for the purpose of information to the house.

VISIT OF MR. MUHAMMAD NAYYER SHAFIQ, COLLECTOR, MODEL CUSTOMS COLLECTORATE SIALKOT

On December 27, 2022 Mr. Muhammad Nayer Shafiq, Collector Customs, Sialkot visited the Sialkot Chamber of Commerce & Industry. Mr. Abdul Ghafoor Malik, welcomed the honorable Collector of Customs and his team for visiting this Chamber. The President shared with the participants that this meeting had been arranged to deliberate upon the proposals pertaining to EPZ so that a final document with

recommendations of the Collector Customs could be forwarded to Member Customs Policy.



The following points would be discussed during the meeting with the Customs Collector:

- Import/Purchase of Construction Materials
- Shipment Consolidation
- Import Substitution Industries in EPZs in Pakistan
- Warehousing Facility
- Re-Export Period is Restricted to Two Years
- Correction of Titles of EPZ-Related SROs
- Double Taxation
- Working Time
- Duties, General Sales Tax, and Income Tax are charged on the Imports and Samples

SEMINAR ON CYBER CRIME AND CYBER THREATS



On December 22, 2022 a Seminar arranged by SCCI's Departmental Committee on Cyber Crime. Mr. Amer Majeed Sheikh, Vice President SCCI and Mr. Naeem Yousaf, Chairman D/C on Cyber Crime Welcomed Mr. Zain Ali the participants to the seminar.

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Mr. Zain Ali thanked for their kind invitation to the Sialkot Chamber and giving him the opportunity to discuss and highlight the cyber security issues in front of the kind participants. He briefed the audience on Cyber Crime as following:-

- Cybercrime refers to criminal activities that are committed using the internet or other forms of digital communication technology. These crimes can range from relatively minor offenses, such as online harassment and identity theft, to more serious crimes, such as cyber terrorism and cyber warfare.
- One of the main challenges of cybercrime is that it is often difficult to trace and prosecute. Criminals can use anonymous online accounts, virtual private networks (VPNs), and other tools to cover their tracks and evade detection. In addition, the borderless nature of the internet means that cyber criminals can operate from anywhere in the world, making it even harder to bring them to justice.
- Some common types of cyber crime include:-
 - **Identity theft:** This occurs when a criminal obtains personal information, such as a social security number or credit card details, and uses it to fraudulently access accounts or make purchases.
 - **Phishing:** This involves the use of fake emails, websites, or other online communication methods to trick people into revealing sensitive information or installing malware on their devices.
 - **Malware:** This refers to malicious software that is designed to damage or disrupt computer systems. Examples include viruses, worms, and ransomware.
 - **Denial of service attacks:** These attacks involve flooding a website or network with traffic in an effort to make it unavailable to users.
 - **Cyber espionage:** This involves the use of digital tools to steal confidential information from individuals, organizations, or governments.
- There are several steps that individuals and organizations can take to protect themselves from cyber crime. These include:
 - Using strong, unique passwords for all online accounts.
 - Enabling two-factor authentication when available.
 - Keeping all software and security protocols up to date.
- Avoiding clicking on links or downloading attachments from unknown sources.
- Using a firewall and antivirus software to protect against malware.
- Backing up important data regularly to prevent loss in the event of a cyber attack.
- Cyber crime is a serious and growing threat that requires ongoing vigilance and proactive measures to prevent and mitigate. By taking appropriate precautions and staying informed about the latest threats and best practices for cybersecurity, individuals and organizations can help protect themselves and others from the harmful effects of cyber crime.
- Cyber laws in Pakistan are a set of legal provisions that regulate and govern various aspects of the use of the internet and other forms of digital communication technology in the country. These laws are designed to protect individuals' rights and interests online, as well as to ensure the responsible and ethical use of digital technology.
- Pakistan's cyber laws are primarily contained in the Prevention of Electronic Crimes Act (PECA), which was passed by the Pakistani parliament in 2016. The PECA covers a wide range of issues, including cybercrime, data protection, online privacy, and the regulation of electronic commerce.
- Some key provisions of Pakistan's cyber laws include:-
 - ✘ **Cybercrime:** The PECA criminalizes a variety of activities, including hacking, identity theft, and the distribution of malicious software.
 - ✘ **Data protection:** The PECA requires organizations to implement appropriate measures to protect personal data and prohibits the unauthorized collection, use, or disclosure of personal information.
 - ✘ **Online privacy:** The PECA includes provisions that protect individuals' privacy online, including laws that govern the collection, use, and storage of personal data.
 - ✘ **Electronic Commerce:** The PECA regulates various aspects of electronic commerce, including contracts and payments.

تحریر: نادیاہ قیصر، ممبر مجلس عاملہ، خواتین چیمبر آف کامرس اینڈ انڈسٹری سیالکوٹ

"وہ مردان سے ہے تصویر کا نکات میں رنگ"

شاعر مشرق ڈاکٹر علامہ محمد اقبال کے ایک مشہور شعر کا یہ مصرعہ

حقیقت سے بہت قریب ترین ہے۔ کائنات میں رنگ عورت ہی کی نسبت سے بکھرے اور ہر شعبہ ہائے زندگی میں عورت نے اپنی صلاحیتوں کا لوہا منوایا پھر وہ چاہے ایک گھر کی سرپرستی ہو یا کھیل کا میدان، جنگلی مشقیں ہوں یا پھر صحت کا شعبہ، ٹیکنالوجی، کمپیوٹر یا گھر کا دربار ہر جگہ عورت نے اپنی قابلیت کا لوہا منوایا ہے۔

شہر اقبال وطن عزیز پاکستان کا وہ واحد برآمدی شہر ہے جہاں پر بسنے والا ہر دوسرا شخص کسی نہ کسی حیثیت سے برآمدی سرگرمیوں سے منسلک نظر آتا ہے۔ مجھے یہ بات قارئین سے شیئر کرتے ہوئے انتہائی اطمینان محسوس ہو رہا ہے کہ مردوں کے ساتھ ساتھ ہماری خواتین بھی تیزی کے ساتھ کاروباری سرگرمیوں کا حصہ بن رہی ہیں۔ سرجیکل، سپورٹس، ہوزری، سپورٹس وئیرز، لیڈر مصنوعات یا پھر فٹنس کی مصنوعات ہر صنعت میں خواتین بھی مردوں کے شانہ بشانہ کام کرتی نظر آتی ہیں۔ بہترین لباس زیب تن کرنا ہر عورت کی کمزوری ہوتی ہے اور اگر ہم چند سال پیچھے چلے جائیں تو زیادہ تر فیملی ملبوسات کے حصول کے لئے لاہور کے ڈیزائنرز کے پاس جایا کرتی تھیں۔ لیکن وقت کے ساتھ ساتھ سیالکوٹ نے بھی اعلیٰ پائے کے ڈریس ڈیزائنرز کو جنم دیا۔ آج ہم جس ڈریس ڈیزائنر کی بات کرنے جا رہے ہیں ان کا نام عالیہ سکندر ہے جن کا تعلق سیالکوٹ کی ایک معروف کاروباری خاندان سے ہے۔ انہوں نے اپنے خاندانی کاروبار کو آگے بڑھانے کی بجائے اپنے لئے بالکل ایک مختلف لائن کا انتخاب کیا اور آج ان کا شمار خواتین کے لئے ملبوسات تیار کرنے والے چند معروف برانڈز میں ہوتا ہے۔

سیالکوٹ میں خواتین چیمبر آف کامرس اینڈ انڈسٹری کا قیام علاقہ کی کاروباری خواتین کی ترقی کیلئے انتہائی اہم اقدام ہے۔ خواتین چیمبر کا ممبر بن کر کاروباری سمجھ بوجھ حاصل کرنے کے ساتھ ساتھ بہت سی دیگر کاروباری سہولیات بھی حاصل کر سکتی ہے۔ عالیہ سکندر نے حکومت سے اپیل کرتے ہوئے کہا کہ ملبوسات سے متعلقہ بین الاقوامی سطح پر منعقدہ تجارتی نمائشوں میں خواتین کی شمولیت اور تجارتی و فوڈ کی تشکیل ملکی برآمدات کے فروغ کیلئے انتہائی اہم ہے۔

عالیہ سکندر نے اپنا برانڈ Lapparel کے نام سے 2016ء میں متعارف کروایا۔ شروع میں انہوں نے ایک چھوٹے سے کمرے سے اپنا سٹاپنگ یونٹ شروع کیا۔ وہ آرڈر پر خواتین



Aliya
عالیہ سکندر



بانی پاکستان قائد اعظم محمد علی جناح کے یوم پیدائش کے موقع پر ایک کٹنگ تقریب کا اہتمام

مورخہ 24 دسمبر 2022ء سیالکوٹ چیمبر آف کامرس اینڈ انڈسٹری کے آڈیٹوریم شیخ محمد شفیع ہال میں سیالکوٹ چیمبر کی ڈیپارٹمنٹل کمیٹی برائے مذہبی و ثقافتی امور کے زیر اہتمام بانی پاکستان حضرت قائد اعظم محمد علی جناح کے یوم پیدائش کے موقع پر ایک پروقاریک کٹنگ تقریب کا اہتمام کیا گیا۔ چیئرمین کمیٹی جناب میاں محسن گل نے تقریب کی صدارت کی۔



چیئرمین کمیٹی برائے ایونٹ مینجمنٹ کے چیئرمین میاں خلیل احمد نے تقریب کے حوالہ سے اپنے خیالات کا اظہار کرتے ہوئے بانی پاکستان کی قیام پاکستان کیلئے کاوشوں پر خراج تحسین پیش کرتے ہوئے کہا کہ پاکستان کا قیام ہمارے لئے اللہ تعالیٰ کی بہت بڑی نعمت اور بانی پاکستان کی بے لوث کاوشوں کا ثمر ہے۔ اس شاندار ایک کٹنگ تقریب میں جناب میاں محسن گل، جناب فیضان اکبر، جناب میاں خلیل احمد، جناب سلیم اختر بھٹہ، سیدہ شبنم گیلانی، جناب اولیس احمد، محترمہ نادیہ قیصر، جناب عبدالحمید چوہدری سمیت چیمبر ممبران کی ایک کثیر تعداد نے شرکت کی۔ تقریب کے دوران پاکستان ایئر فورس کی جانب سے قائد اعظم محمد علی جناح کے ایک تاریخی خطاب پڑھنے ڈاکومنٹری فلم بھی چلائی گئی۔

-X-X-X-X-X-X-

کیلئے اعلیٰ اور معیاری سلائی کے حامل ملبوسات تیار کرتی تھیں۔ سلائی، کڑھائی، اڈے پر کام اور تارکشی میں مہارت ان کے ملبوسات کا خاصہ ہے۔ شروع میں انہوں نے مقامی سطح پر منعقدہ ایگزپیشنز میں شمولیت سے اپنے کام کا آغاز کیا۔ تقریباً ایک دہائی تک انہوں نے مقامی مارکیٹ میں اپنے برانڈز کے تیار کردہ ملبوسات فروخت کرنے کے بعد بین الاقوامی سطح پر منعقدہ ایگزپیشنز میں حصہ لینا شروع کیا۔ آج Lapparel برانڈ کے تیار کردہ ملبوسات پاکستان سمیت امریکہ، یو اے ای، بحرین، برطانیہ، سائپرس، ساؤتھ افریقہ جیسے اہم بین الاقوامی مارکیٹس میں ایکسپورٹ کئے جا رہے ہیں۔

آج Lapparel کا شمار پاکستان کے مشہور برانڈز میں ہوتا ہے۔ اس برانڈ کے تیار کردہ عروسی، روایتی اور غیر روایتی ملبوسات اپنے منفرد ڈیزائنز کی وجہ سے بے حد پسند کئے جاتے ہیں۔ صارفین ان پر بھرپور اعتماد کرتے ہیں اور اکثر وہ فیملیز جو بیرون ممالک میں آباد ہیں اور اپنے بچوں کی پاکستان میں شادیوں کے سلسلہ میں انتہائی مختصر عرصہ کیلئے پاکستان آتے ہیں وہ چند ماہ قبل ہی اپنے ملبوسات آرڈرز کر دیتے ہیں۔ مزید برآں Lapparel کی برقت ڈیلیوری اور جدت سے مزین عروسی ملبوسات خواتین کی توجہ کا مرکز رہتے ہیں۔

عالیہ سکندر نے ہم سے باتیں کرتے ہوئے ٹریڈ ڈویلپمنٹ اتھارٹی آف پاکستان (TDAP) سے اپیل کی کہ وہ ملبوسات سے متعلقہ بین الاقوامی سطح پر منعقدہ تجارتی نمائشوں میں خواتین کی شمولیت اور خواتین کیلئے تجارتی و فوڈ کی تشکیل کو یقینی بنائیں۔ یقیناً اس سے نہ



صرف ملکی برآمدات میں اضافہ ہوگا بلکہ اس سے قیمتی زر مبادلہ بھی حاصل ہوگا۔ انہوں حکومتی سطح پر قائم ٹیکنیکل اداروں کے اعلیٰ حکام سے بھی اپیل کی کہ وہ خواتین کیلئے ٹریڈنگ ورکشاپس اور سیمینارز کا اہتمام کریں تاکہ پاکستان بھر کے دیگر بڑے شہروں کی طرح سیالکوٹ کی خواتین کو بھی آگے بڑھنے کا موقع ملے اور وہ مردوں کے شانہ بشانہ ملکی تعمیر و ترقی میں اپنا حصہ ڈال سکیں۔

WE-Exhibit 2023

Together We Excel

WE Exhibit 2023 is going to be the first Exhibition of its kind in the History of Sialkot. Moving Forward with the vision of Women empowerment and excellence in every field and level, Women Chamber of Commerce and Industry, Sialkot took this step to gather the potential women entrepreneurs from all over Pakistan to promote their businesses and brands.

So, Come Join us for a wonderful and productive weekend!

March 11, 2023
(Saturday)

Family Park
(Sialkot Cantt.)

CONTACT

WOMEN CHAMBER OF COMMERCE & INDUSTRY, SIALKOT

Ph: 052-4264257. E-mail: sialkot@wccis.pk



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Sialkot Office

Lahore Office

Islamabad Office

Karachi Office

Durrani Town, Defence road,
Adjacent Aslam Medical Complex,
Sialkot 51310 Pakistan

42-H, Gulberg iii,
Lahore, Pakistan.

Basement 2, Unit No.2,20-D
G-8 Market, Islamabad

B-51, Gulshan-e-Hadeed,
Phase-1, Bin Gasim
Karachi-75010

Ph: +92 523242839
Mobile: +92 320 0600651

Phone: 042-35836688
Mobile: +92 323 9614339

Phone: +92 51-2340185
Mobile: +92 3345132410

Phone: +92 333 3113169
Mobile: +92 323 9614339

Email: Maria@avnsystems.com.pk
: avnsys@gmail.com

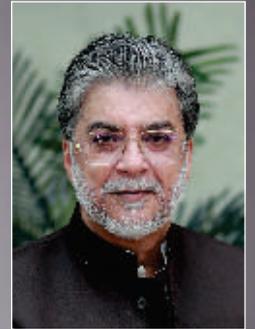
Email: Maria@avnsystems.com.pk
: avnsys@gmail.com

Email: Maria@avnsystems.com.pk
: avnsys@gmail.com

Email: Maria@avnsystems.com.pk
: avnsys@gmail.com

SPORTING GOODS INDUSTRY

Development Challenges & Opportunities



Amer Majeed Sheikh
Vice President SCC&I



The sporting goods market comprises of different product, such as athletic footwear, exercise equipment, licensed sports merchandise, and athletic apparel, is a billion-dollar industry.

The sports goods sector of Pakistan has a significant importance not only for the economic growth but also developing a significant linkage with other sectors of the economy.

The main sports goods produced can be divided into five main categories that include articles and,

- (a) Equipment for physical exercise / gymnastics / athletics.
- (b) Inflatable and other balls.
- (c) Protective gears
- (d) Wooden and composite based articles and accessories
- (e) Articles for funfair.

Due to pandemic, like rest of the industry, sports industry was badly hit and the whole industry began to transform.

Global Sporting Goods Market

The global market for Sporting Goods estimated at US\$60.2 Billion in the year 2020, is projected to reach

a revised size of US\$70.6 Billion by 2026. The Sporting Goods market in the U.S. is estimated at US\$16.7 Billion in the year 2021. China is forecast to reach a projected market size of US\$13.9 Billion by the year 2026.

With the growth of the middle class in emerging markets such as in China and India, and the development of the middle class in mature markets such as in the United States, the outlook for the sports industry remains optimistic.

The Development and Transformation of the Sports Industry

The sports industry is also going digital, with more people watching instructional videos for fitness exercises. Equipment is becoming more digitalized and people are paying more attention to environmental protection and sustainability. Companies are also paying more attention to the issue of carbon reduction. Technology is playing a vital role in all the industries. Similarly, role of technology in sporting good is also inevitable. New field is emerging in sporting goods is called SportsTech.

The SportsTech industry is in the growth phase catching attention from investors, brands and

customers alike. This will not only change the way sports are managed and consumed but also how we prepare for sports, do sports and recover from sports.

The SportsTech industry is moving from a niche market to a globally accepted industry. After pandemic the industry is driven by different trends and topics such as Digital Fitness, Fantasy Sports & Betting. This also opens the door for new developments and opportunities for the sporting goods industry.

What is SportsTech?

SportsTech is a new field and still needs a proper framework to describe this term in under development. In order to develop a framework, it is important to address two important questions. Who is a solution serving? And what does it actually do? On the basis of which framework is organized into three sectors, describing the the respective target audiences:

1. The Athlete (from pro to recreational level)
2. The Sports Executive and The Fan. Levels two
3. Sub-sectors, specific purpose a solution serves.

The sporting goods segment is allocated in the "Activity & Performance" sector of the SportsTech framework. The sector is accounted for 43.1% of the total investment since 2017. Companies have to pay attention on these areas for their future planning and growth.

Smart Equipment

In the world of digital connectivity, sports equipment is no exception to this. All traditional equipment has their smart equivalent. The punching bags and dumbbells over insoles and mouthguards to rowing machines and spinning bikes. In case, if smart equipment is not built in then there is a solution attached to them, for example, smart dampeners for tennis rackets or add-ons for gym equipment.

So, the question arises: Are we ready to take advantage of this opportunity and grab our market share? What sort of skills and technology we need to adopt to compete in international market? And, will there still be "non-smart" equipment in the future?

Smart Textiles

Smart equipment can take one step further by building sensors directly into the apparel. Although it's a new technology and take time to reach the mass market. Smart textile faces few challenges like duration and reliability that need to be solved. At the same time different companies are already in this domain to develop mature solutions. Once it is developed and effectively deployed smart textiles and equipment can provide personalized, data-driven insights and recommendations.

Furthermore, another lucrative segment is overall health & wellbeing and companies are developing applications to enjoy the early mover advantage. We, at Sialkot need to develop a research institute that help us to develop, deploy and maintain such solutions. Are we ready to upgrade the technical skills of our labor and change the traditional entrepreneurial mindset?

Recovery & Injury Prevention

Very critical factor for athletes is preparing for and recovering from exercise is essential as the workout itself. Other than physical regeneration there are other variables like nutrition, sleep, and mental health, can hinder success that cause injuries. Previously only pro athletes were able to afford these solutions, now solution have access into the into the mass market. Recognizing this fact, startups are seizing on this moment, laying the groundwork for a multi-billion dollar category.

What are the upcoming challenges and developments on the horizon for sporting goods industry?

Few challenges that companies will face are:

- (a) Sustainability
- (b) Future of channels
- (c) Supply chain puzzle.

Manufacturers and brands have to adopt such techniques to stay ahead from the competitors and build a strong bond with their customers.

The sustainability imperative:

Consumers are very much aware about sustainability and drive their buying decision based on this factor. Market leaders will focus even more on sustainable

materials, circular business models, and helping consumers make choices that reflect their values. We have to understand these concepts and embed the concept our business to stay within the market and keep our customers satisfied and play our role in building sustainable business environment.

The future of channels:

Digital channels are playing a vital role as a major shift in the industry by offering products on direct-to-consumer (DTC) models. In 2022, companies will need to make the most of their strengths. New players will prioritize DTC and will continue to focus on partnering with select retail partners. Meanwhile, retail stores will seek to establish a clear edge for brand names in order to keep them from leaving. Brands that do leave, however, will open up space for smaller brands to move in.

Supply chain puzzle:

Global supply chain is going through a major turmoil due to demand volatility, production bottlenecks, rising raw-material and transport costs, and logistics chaos. At the same time, consumers continue to expect fast and convenient delivery. Players will have to review their supply chains strategically so that they are better prepared for an uncertain future.

It's time to Act

It's about time that, we should consider the rapid changes coming in the field of sporting goods with the integration of technology that is developing a new field as SportTech. Allied factors that can directly affect the business are sustainability perspective that is changing the buying behavior of consumers, brand adoption and developing circular business models, development in distribution channels and supply chain issues.

We have to develop an integrated system that uplift the existing traditional approach of producing sporting goods and integrating it with technology to stay within the business and play our role in the economic development of the country.

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INDIGENOUS INDUSTRY OF MEDICINES

Has a great potential due its better quality, competitive price and high demand, shared acceptability by the end-user; the export will boost manifold and lead the South Asian region and enter the world economic arena.

Health: "Pakistan to sink in swamp of diabetes, if no immediate policy action taken" : (Experts). It is an irony that diabetes in Pakistan is increasing at an alarming rate, despite the fact that its people have moderate living-means. But the current situation is that Pakistan has third highest burden of people living with diabetes and the rate at which the diabetes is increasing is alarming. Pakistan is the country with fastest growth of diabetes. In just two years, number of people living with diabetes has increased from 19.4 million to 33 million. If you happen to visit a doctor for any disease: his first question before diagnostic proceeding will be to ask you if you are not diabetic...? Luckily there are yet a majority of people who are non-diabetic and they are mostly young people or have taken precautionary measures during their lifetime, like avoiding eating too much of sweets, doing physical exercise especially having a walking habit all their life and are thus immune from this diabolic-diabetes disease spreading fastly, which ultimately affects the span of life and is pitiable on growth worldwide.

For Pakistan, if no urgent policy action is taken, number of people living with diabetes will increase to 62 million by 2045. Sugary drinks are major contributors to diabetes. Government shall take immediate policy actions to reduce their consumption. This was stated by health experts at "Dissemination of International Diabetic Federation" organized by "Pakistan National Heart Association" (PANAHA) at a local hotel in Islamabad. The scribe wishes for a healthy society to flourish.

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JOB OPPORTUNITY

FINANCE MANAGER (Male)

Qualification: CA Inter/Finalist

Experience: 03 to 05 years

CONTACT

HR Department

PENNA OVERSEAS CORPORATION

12-KM, Daska Road, Sialkot

E-mail: hr@penna.com.pk Tel: 052-3524301-14

INDIGENOUS INDUSTRY OF MEDICINES



(By: Prof. Safdar Sandal)

It has proudly been claimed by the 'Pakistan Pharmaceutical Industry' that it has successfully acquired ability and met 95% of the country's medicine requirement and the country's imports have dropped up to merely 5 percent and that too are required in rudimentary form to be developed in country later on. These consist of medicines based on new molecules and compounds and new research-based products. The later (5%) will be recovered in due course of time too. Here, we must not forget that originally only 5% medicines were produced at the start of Pakistan's medicine-history. Pakistan had inherited only 14 big industries at the time of its birth in 1947. The rest were gone to or shifted to India. Consequently here; we the people of Pakistan started from a scratch for nearly every industry including Pharmaceutical. Majestically, Pakistan has now become an important exporter of medicines to under-developed or third world countries, developing countries and has also included some developed ones, mainly because of a presentable high quality and quantity.



The 'Drug Regulatory Authority of Pakistan' (DRAP) has allowed the import of some finished products however, from China and India. But this factor has been desisted and declared as disastrous by the union of the

'Pharmaceutical Industry of Pakistan' and quite rightly so. If we take into consideration, the import of raw wool in the beginning from Australia for use in our hand woven carpets exported to the world-markets in huge numbers yielding foreign exchange and bring a huge price only after getting converted in finished product; now Pakistani wool has replaced the Australian wool which is a welcome sign. Subsequently, we shall realize the justification of our pharmaceutical industry to disallow the imports from India and China in finished form of some pharmaceutical products when we have the ability to develop them locally in better format and in good quality. It may probably be due to some vested interests working behind the scene as it appears from the argument and this practice happens quite often in Pakistan which is to be resisted severely. It has to be probed entirely and checked strictly with iron hand.



(This beautiful picture is placed only to refer to the history of Pakistan: the car is made in Pakistan)

Above views were expressed by Senior Vice Chairman of 'Pakistan Pharmaceutical Manufacturers Association' (PPMA) during a meeting with President 'Lahore Chamber of Commerce & Industry' and President 'Federation of Pakistan Chamber & Industry'. Even though Pakistani drugs have a higher acceptance rate in the international market than India's, but the actual fact is that India's export of medicines is more than Pakistan's. The main reason is the political mileage which Pakistan's has got decreased in the past decade due manipulated regime changes, economic instability, political turmoil and dissatisfaction of masses in the systems, nature's calamities caused by frequent floods and Covid-caused slow growth of economy in the country's export markets of other countries similarly affected. As soon political stability is gained, stability in trade and commerce will consequently come back. Pharmaceutical industry which

(Contd.....Page No.)



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