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PIED

A newsletter by Punjab Industrial Estates Development & Management Company

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PIEDMC is a section 42 company, incorporated under Companies Ordinance 1984. PIEDMC is an autonomous, not for profit entity owned by the Government of Punjab and is run by a Board of Directors (BOD) comprising of private sector industrialists and ex-officio members. PIEDMC is a successful example of Public - Private Partnership. Punjab Industrial Estates Development & Management Company (PIEDMC) was formed with the vision to promote industrialization in the province of Punjab. PIEDMC follows a self sustaining model with an aim to develop industrial estate in every District of Punjab Province.



WHERE INDUSTRY GROWS. EVERY DAY, EVERY MOMENT



Pakistan a home to more than 200million people and the game changing China-Pakistan Economic Corridor, is declared by international organizations as "a fast paced Economy and ideal for investors".



Bloomberg

Fitch Ratings

MOODY'S

While the key role player in industrial growth, PIEDMC welcomes Investors to its state-of-the-art & globally recognized network of Industrial Estates in country's largest province, Punjab.

PIEDMC

THE FUTURE IS HERE

- One window operation
- Modern infrastructure
- Land on subsidized rates
- Support & security guaranteed
- Best available Human Resource
- Strategically important locations



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THE COVER





FROM THE Editor's Desk



PIE

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Hello!

A very Happy New Year to all our readers. We hope this year brings peace, prosperity and blessings for you all and we as a nation grow stronger and progress. As a citizen we should all participate in building the future, progress and development of this country.

This year is looking very bright and promising for PIEDMC. With a new chairman and board of directors, PIEDMC is all geared up to achieve the ultimate goal of creating jobs through industrialization. The new leadership has the vision to steer the company in the right direction. In this edition we have tried to give you a brief overview of the recent activities. Also do follow us on social media platforms like Twitter, Facebook and LinkedIn and give us your valuable feedback back. Till next time!

Happy reading!

Ijaz Azeem



/PIEDMC



/company/punjab-industrial-estate-
development-management-company



PIEDMC_

NEW LEADERSHIP OF PIEDMC



PIEDMC is delighted to welcome its new Chairman And Board of Directors. The newly appointed BOD is comprised of young entrepreneurs, industrialist, educationist and leaders in their industries. They bring forward the vision of our Prime Minister to make Pakistan a flourishing economy. We at PIEDMC are looking forward to achieving our ultimate goal of industrialization in the guidance of the new leadership.



SHOAIB ZAHID MALIK
Chairman PIEDMC
Director KAUSAR Group of Companies

Mr. Shoaib Z. Malik a business enthusiast for more than 2 decades, comes from a 3rd generation family business in Pakistan, KAUSAR Group of Companies (kausar.com.pk) established in 1951, which is a leading manufacturer & Processors of various edible products such as basmati rice, cooking oils, vegetable meals, banaspati ghee, poultry feeds and broiler chicken. Mr. Shoaib holds an Electrical Engineering Degree from National University of Sciences & Technology Islamabad (NUST) and before joining the family's food business has worked in senior management positions for many years in leading mobile-networks / technology companies in New York and Kuala Lumpur. Having served on the boards of chambers of commerce & industry, various trade associations and advisory councils, he is a regular speaker on entrepreneurship, family businesses and economic development of Pakistan. He has vast experience in managing large corporates. A mentor and advisor to numerous businesses & start-ups, he is a serial entrepreneur vested in multiple businesses. His passion and dream is to transform businesses into institutions that contribute to the well being of the society.

As the Chairman of PIEDMC his vision is to lead the company in a dynamic and innovative manner capitalizing on its strengths. Due to his knowledge of the industry and involvement in the various trade bodies Mr. Shoaib provides a valuable insight as how to successfully contribute to the region's growth while fulfilling the ultimate goal of alleviating poverty and creating jobs through industrialization.

BOARD OF DIRECTORS

SAJID SALEEM MINHAS

CEO
Delta Garments Limited



Mr. Sajid Saleem Minhas holds an Electrical Engineering degree from University of California, Irvine. Currently he is the CEO at Delta Garments Limited since 2007. Delta Garments is a family owned business established in 1992 for export of denim jeans and casual clothing items. Mr. Sajid has lead the company to new heights and a front runner in the garment industry. He has served as a member QAAP committee and director of Punjab Industrial Estate Development & Management company since 2013. He has also served as Chairman North-Zone and as Chairman Central PRGMEA (Pakistan Readymade Garment Manufacturers and Exporters Association). With more than 20years experience he has a solid understanding of how the industry works and what are the issues that need to be addressed. Mr Sajid Minhas has been an asset to PIEDMC and he continues to provide his services to the company with upmost loyalty, integrity and sincerity.

YASIR ASGHAR BUCHA

Managing Director: Buch Executive villas a Project of Captain Developers
CEO: Buch International Hospital



Mr. Yasir Bucha Completed his Bachelor's in Engineering from Ghulam Ishaq Khan Institute of Engineering Sciences and Technology and a MBA from Cardiff Business School, University of Wales, UK. Currently he is the Managing Director of Captain Developers since 2011 on the project Buch Executive Villas in Multan and is the CEO of Buch International Hospital Pvt. Ltd. Prior to joining Captain Developers he also worked as Director of IT in Mobilink and was the co-founder and CEO of RBM Technologies Pvt. Ltd. He has a great passion for innovation, business startups and investment opportunities and has a good command of financial strategy, real estate development and management, health care, and technology. He wants to assist the youth of Pakistan in establishing firm steps on the platform of entrepreneurship. His noteworthy and credible professional entrepreneurial skills, exceptional quality education and experience makes him a valuable asset to BOD at PIEDMC. His hands on experience of the various sector bring a unique insight as how these sectors work and what are the issues faced by them. Mr. Yasir has the passion to drive towards the development of community, resources and industry to enable the country to reach its underutilized potential.

MUHAMMAD ANEES KHAWAJA

Director: Mahmood Group, Multan



Mr. Anees Khawaja is a seasoned professional with a strong educational background. He holds an MBA degree and attended Wharton Business School, USA and Harvard Business School, USA to polish his understanding of financial & strategic management and risk analysis. As a director at Mahmood Group since 2003, his expertise in financial risk management has helped the group grow manifold to becoming not only amongst the top 5 largest textile groups of the country but also one of the most efficient and effective textile house. He is a firm believer of systems and effective use of new operational techniques. With his skills of managing a vast portfolio of different businesses he has been able to diversify the group into various other businesses like food & fruits, hospitality, real estate, leather tanning and energy. The will of being a corporate citizen motivated him to be one of the largest private solar energy producers in Pakistan. Understanding the need to have better exposure to industrial parks development around the world and inspiring entrepreneurial growth he spent time at the London School of Economics and the London Business School UK. Mr. Anees is a valuable asset to PIEDMC as all his expertise and experience are at the core of Industrialization. His insight and hands on practical experience can help in policy making and drive the company to new heights of industrialisation.

ALI TARIQ

Managing Director: TAQ International Cargo Services (Pvt) Limited



Mr. Ali Tariq holds a Master's in Engineering from Massachusetts Institute of Technology (MIT), Cambridge, USA and has spent several years working in the hi-tech industry in Silicon Valley, USA & Canada before returning to Pakistan. Currently he is Managing Director of TAQ International Cargo

Services (Pvt) Limited. Founded in 1969, TAQ is a pioneer of its industry and has grown to become one of the largest logistics companies in Pakistan. With nearly 50 years of experience, TAQ provides one-window, reliable, end-to-end supply chain and logistics solutions for transportation of goods domestically and internationally as well as warehousing solutions. At TAQ, Mr. Ali led the technology transformation of the business from legacy systems to a state-of-the-art logistics ERP. Leveraging his technology background further, he led the research and development of various supply chain visibility software and applications for TAQ's customers. Over the past few years he has played a key role in firmly establishing TAQ in the domestic/in-land logistics business. In total, he has accumulated over a decade of experience in the Logistics industry in Pakistan. As a member of the BOD at PIEDMC he brings state of the art technology knowledge and innovation in the industry sector. He can lead the industrialization process and make it efficient using his previous experiences.

DR. SUMEIRA REHMAN

Rector Superior College



Dr. Sumeira Rehman holds a Phd in Women Entrepreneurship and Work Life Interfaces. With a strong belief that quality education will bring a positive economic and social change in Pakistan, she stepped into academia to play her part in building the future force; our upcoming generation. Empowerment by choice and an academician by profession she specializes in women entrepreneurship. Currently serving as the Rector at Superior College she is a strong catalyst of entrepreneurship and introduced it in diverse faculties university wide. She has worked to provide the students conducive environment, hence her work experience encompasses championing the entrepreneurial revolution at university level and beyond. Her passion and drive to improve the work environment with a focus on women entrepreneurship can have a very positive impact on PIEDMC. Through her experience and vision, entrepreneurship within the industry can flourish specially giving women entrepreneurs a voice.

SCHEHRAM M. SIDDIQUI

Managing Director & CEO Instaplast (PVT) LTD



Mr. Siddiqui carries a wealth of experience and vast knowledge of Industrial sector as co-founder and CEO of Instaplast since its inception in 2005, combined with astute strategic, business planning development and financial skills with 15+ years diversified experience of industry ramped a start-up green field manufacturing concern to acquire industry leadership with top-performance and many achievements. He Stream lined new business divisions with value addition around coherent commercial & operational strategy. His expertise includes Strategic Planning, Business Development, Feasibility Studies, Project Management, Business Finance and Budget Planning to name a few. He holds a MS Economics degree with a focus on International Trade, Planning & Development Economics, Fiscal & Monetary Policy. Mr. Siddiqui has also been a member of Lahore Chamber of Commerce and Industries for more than a decade. His vast experience and knowledge of the industrial sector can play a vital role in moving PIEDMC on the road to industrialization prosperity.

SHAHID TARER

Managing Director Galaxy Rice Mill (pvt) Ltd.



Mr. Shahid Tarer has spent most of his early life in England for Education and after completing his BSc Management Science from London University, returned to Pakistan to join the family business. Currently he is the Managing Director of Galaxy Rice Mill (pvt) Ltd, Gujranwala. In the last 8 years he has led the company to become a successful exporter by exporting rice to many countries in the world. He has also been involved in running a Marble manufacturing business as well as being involved in quarrying marble and granite. He has been a Director at Sialkot International Airport for the last 10 years. He believes in investing in innovation and the latest technology to enhance human potential. His international exposure gives him a keen eye on global trends. He has a passion for agriculture and the potential contribution it can make to Pakistan's economy and society. PIEDMC can benefit from this knowledge and passion as he brings a deep insight and understanding of how to use our strengths to achieve the ultimate goal.

USMAN KHAN

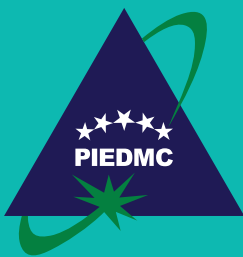
Lahore University of Management Sciences (LUMS)



Mr. Usman Khan, has been a lecturer at Lahore University of Management Sciences (LUMS) since 2005 and has been associated with the Department of Economics. He has worked as a Chartered Financial Analyst & as an investment consultant in England, advising large institutional investor on allocation strategies. He completed his advanced studies at post graduate level at the University of Cambridge., Mr. Usman has worked extensively with Government of the Punjab on areas of policy and strategy. He has worked as the Economic Advisor with Industries, Commerce & Investment Department, Government of the Punjab. He has co-authored several key policy papers for the government of Pakistan and provincial governments. He has extensive research in the area of skills development in Pakistan and has worked on a range of areas and topics including, supply side gaps, demand side connectivity and, Public Private Partnerships (PPPs). In addition, he has also worked with UNIDO and written papers on CPEC. His numerous research work, papers and policy proposals related to the development and industry sector makes him an asset to PIEDMC. His expertise can help shape the policy frame work to bring optimum growth and prosperity.

MINISTER INDUSTRIES & NEWLY APPOINTED

Board Of Directors Visit of PIEDMC Office



Provincial Minister of Commerce, Trade and Investment Punjab, Mian Muhammad Aslam Iqbal along with newly appointed Chairman PIEDMC Mr. Shoaib Zahid Malik visited Punjab Industrial Estates Development and Management Company Head Office on 18th December 2018. Provincial Minister for Trade and Industry Mian Aslam Iqbal said that promoting investment is the top priority of the government for which local and foreign investors were being provided all possible facilities. He said that Sundar Industrial Estate, is a landmark project of Punjab Industrial Estates Development and Management Company. It's state of the art infrastructure in accordance with the international standards makes it comparable to any world class Industrial Estate. The Minister told the audience that the present government is determined to fulfill its promise of creating 10 million jobs and solid steps are being taken in this regard. He further said that promotion of industrial sector and creating job opportunities is an important part of the plan for Government of Punjab. He appreciated the efforts of PIEDMC's Ex Chairman Mr. SM Tanveer and PIEDMC management for working to promote industrialization and for creating jobs in the Province. CEO PIEDMC Mr. Muhammad Javed Ilyas gave a detailed presentation about Punjab Industrial Estates Development and Management Company and all its nine projects. He said PIEDMC management is working hard as per the vision of PM Pakistan for job creation and industrialization in the province. He said currently there is a network of nine industrial estates working efficiently under PIEDMC and are now completely operational and ideal for all kinds of industries.

Mr. Shoaib Zahid Malik, Chairman PIEDMC warmly welcomed the Provincial Minister of Commerce, Trade and Investment Punjab and all the new Board of Directors PIEDMC. He said the BOD will work day and night to make this department a success story. He also said that PIEDMC is working efficiently to promote industrialization in Punjab province. He emphasized that industrialization is the key to create jobs for skilled & unskilled labour and to eliminate poverty in the province. Secretary Industries Punjab Mr. Nadeem ur Rehman, Mr. SM Tanveer, Mr. SM Imran, Mr. Javed Iqbal Bhatti, Amjad Ali Jawa, PIEDMC Company Secretary Iftikhar Hussain and others were also present at the occasion.





Minister Industries Mian Aslam Iqbal Chairing the meeting



Shoaib Zahid Malik, Chairman PIEDMC during the meeting



Ex Chairman PIEDMC SM Tanveer sharing his views



CEO & CFO PIEDMC during the meeting



Group Photo of Chairman with Minister Industries



Minister industries while talking to the Media



NETHERLANDS BASED ORGANIZATION PUM

Senior Experts Visit of PIEDMC

A delegation from Netherlands led by Mr. Frans Friedeman a senior expert of a Netherlands based organization “PUM Netherlands Senior Experts” met with Chairman PIEDMC Mr. Shoaib Zahid and senior management at PIEDMC Head Office. Mr. Frans Friedeman proposed that PIEDMC and PUM should develop business links and provide training to industrialists in all the industrial estates under Punjab Industrial Estates Development and Management Company. PUM has a pool of 3000 experts from different sectors of business with a lot of experience and up till now they have provided support to more than 100 companies in different sectors of industry in Pakistan. Such an initiative that contributes to the growth of business in the country would help expand the relationship between the two countries.



Chairman PIEDMC during the Session



PUM-Senior Experts Mr. Frans Friedeman briefing about Organization's Mandate



Chairman & PIEDMC Team during Briefing Session



Chairman PIEDMC Mr. Shoaib Zahid Malik Presenting Shield to PUM-Senior Expert



ESTABLISHED IN 1974 as a customs clearing agent at Lahore. However 4 decades of foresight & leadership has made Raaziq a potent force in national & international logistics.

To be the premium choice supply chain partner.
To continuously exceed customer expectations by leveraging technological advancement, intellectual capital and strategic locations.

At Raaziq, our warehousing solutions are driven by your potential for success. We aim to remain one step ahead of the logistics industry so that our partners can reach new milestones.

Integrated Management System Certifications:



Salient Warehousing Features of Raaziq International's Sundar Warehouse

Combination of Ambient and Temperature controlled warehousing

We have 12500 pallet positions available in our sundar warehouse with the area of +125,000 Sq. Feet. We have 7,000 pallet positions in Temperature controlled warehousing and 5,500 pallet positions for ambient warehousing.

Space Saving

The biggest advantage of the pallet racking system is the optimization of available storage resources, which maximize the warehouse space by gaining more vertical storage. The Racking model allows us to broaden our warehousing capacity in comparison of orthodox gourd storage version. Currently we are serving to our customer with ground +7 racking space at sundar warehouse, Lahore.

Safety

Another big advantage of the pallet racking system is that this system ensures maximum safety for all employees in the warehouse and enables us to follow the requirements of customers as well w.r.t QHSE, in accordance to international guidelines. Moreover, we also have most advanced firefighting system installed in our sundar warehouse with both underground and overhead fire hydrants.

Convenience

By providing vertical space, the pallet racking is also a convenient storage system. It is very easy and efficient to store and bring down pallets with a forklift, and this increases the productivity in our warehouse.

Docks with Automatic Dock Levelers

we have 18 operational docs available for both inward and outward shipments and with automatic dock levelers it's safe and easy to handle the stock which also provides us the liberty to manage all types and sizes of vehicles.

Electric Material Handling Equipment

we are using the most advanced and upgraded electric (rechargeable) MHEs in our Sundar Warehouse.

Usage of Plastic Pallets

While following the principals of sustainability and its effect on our environment, nationally and globally, we are using plastic pallets in our most of warehousing facilities. This practice provides us the with several advantages which make us one of the few organizations who are contributing for better and sustainable environment.

Temperature Controlled Warehousing:



Ground plus seven racking, sufficient pick phase & staging area to ensure efficient and smooth operations



Close type hydraulic dock levelers to protects temperature control product from direct sun light



Polyurethane insulated sandwich panels as well as CFC(s) free material used for every aspect .



For refrigeration, evaporators and condensers based technology is used while construction.



Air tight cold rooms to ensure minimum energy loss which also it prevents dust and other contaminants/pests to enter the cold room.



WAREHOUSING DIVISION

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WAREHOUSE: Plot No. 707, Sundar Industrial Estate, Gate No.2, Lahore.

HEAD OFFICE: The Enterprise Building 2, 4th Floor, 15 KM Multan Road, Thokar Niaz Baig, Lahore, Pakistan.

CPEC: AN EXEMPLARY MODEL FOR CHINA'S BELT AND ROAD INITIATIVE



Zoon Ahmed Khan
Research Fellow,
Institute of the Belt
and Road Initiative,
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Beijing, China

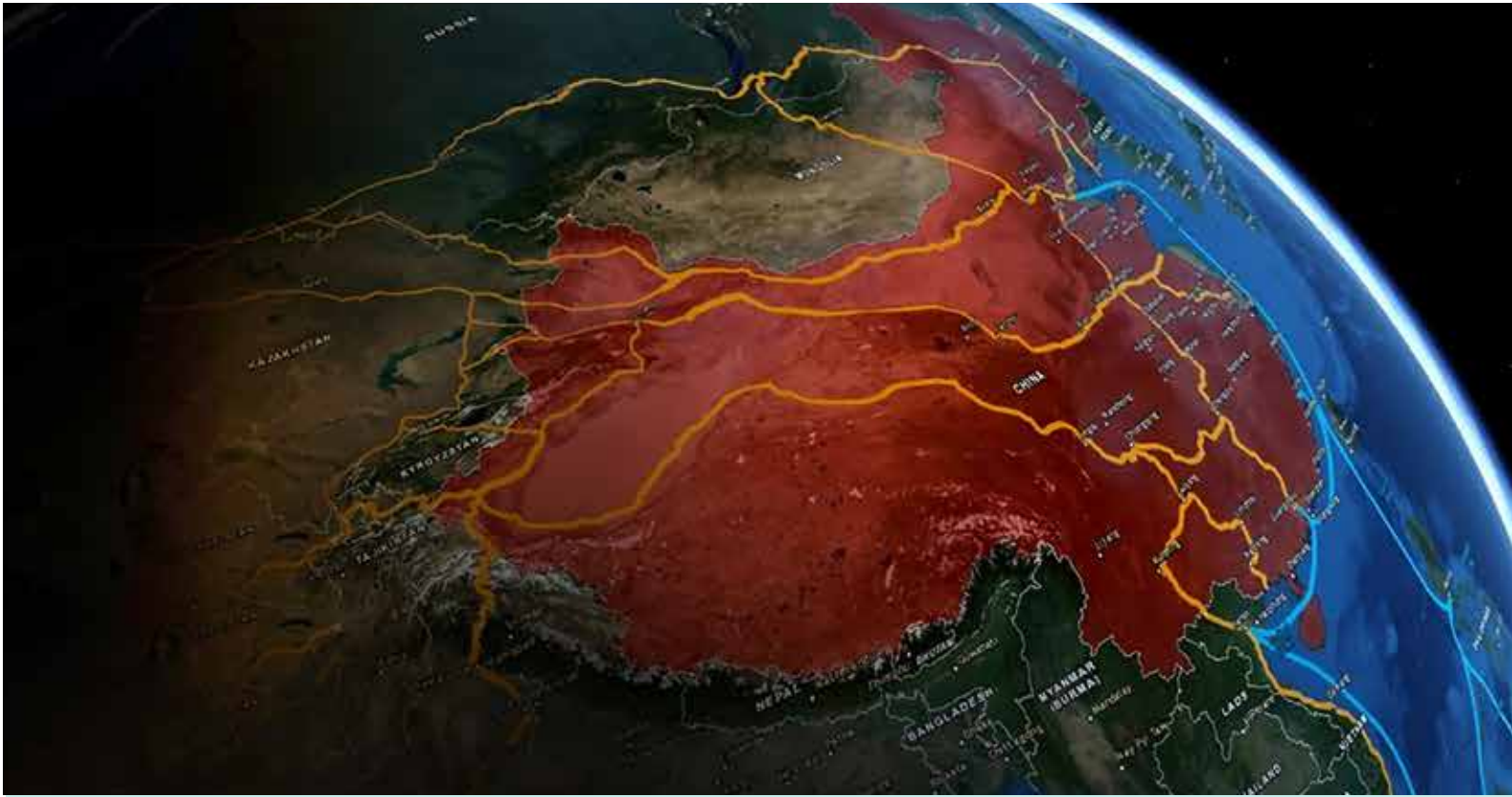
CPEC incorporates an intricate series of transport and energy infrastructure, the Gwadar port, and an industrialization roadmap through various Special Economic Zones, including the Free Trade Zone at Gwadar. CPEC is one of six major corridors, envisioned under \$ 1 trillion Belt and Road Initiative (BRI) for Eurasian Connectivity, and the only one of these corridors that has been awarded the flagship status within the BRI. Over the years of CPEC's initial announcement in 2013, following the grand \$46 billion package in April 2015 during President Xi Jinping's visit to Islamabad, up to date, CPEC has evolved phenomenally.

Pakistan and China's 'all-weather strategic cooperative partnership' has thrived irrespective of domestic political milieus and changing geopolitical realities. With CPEC, standing at a projected USD 65 billion today, this relationship has gained new momentum and significance. However, in the aftermath of the newly elected government in Islamabad, there was a fear that reorientation of priorities on the domestic level may slow down, or even worse, deter the enthusiasm of the Chinese. What stoked these fears was a financial crisis that required a short and long term strategy to immediate effect.

In this testing period, Pakistan sought the support of China and the Kingdom of Saudi Arabia. During PM Khan's second visit to KSA, the Saudi government offered to a bailout package of USD 6 billion. Months later, the Saudi government has officially joined CPEC, with a \$ 10 billion oil refinery project in Gwadar, welcomed by Islamabad and Beijing with equal enthusiasm.

Closely linked was Pakistan's increasing trade deficit. On 17th October the Federal Board of Revenue (FBR) of Pakistan issued a notification to impose import tariffs on 570 goods, including vehicles, cotton yarn and SIMs- applicable till 30 June 2019. But more needs to be done. Currently Pakistan has the biggest trade deficit with China, and so the government is negotiating the existing FTA, and at the same time seeking avenues to enter the Chinese market.

Additionally, the PTI government's aimed for a renewed focus on human development. As leading opposition, and provincial government in Pakistan's Khyber Pakhtunkhwa province, the PTI strongly advocated the inclusion of socio-economic reform within CPEC. Even though various Chinese companies operating in Pakistan have been involved in Corporate



Social Responsibility initiatives, including schools and hospitals, the same could be done in a more concerted way, with joint supervision.

Beijing responded with immediate effect. On 6 September, shortly after Imran Khan took oath, China's State Councilor Wang Yi flew in to Pakistan in order to 'fully align' with the new government, and conduct 'in-depth discussions' on cooperation in various fields. The outcome was ten important consensus reached by the Foreign Ministers of both countries, and these incorporated a special focus on 'people's livelihood'.

PTI's call for transparent governance, better accountability, and an end to corruption is also intended to boost investor confidence and carry an influx of capital back into the country. In his first address as Prime Minister-elect on 26 July, Khan highlighted the importance of China's anti-corruption and poverty alleviation success to the Pakistani nation. During his meeting with President Xi, he again emphasized, "Our country is very impressed with the way China has progressed. China's phenomenal achievements are worth emulating. No other coun-

try has tackled poverty and anti-corruption the way China has".

During Imran Khan's first official visit to China, both sides penned down fifteen agreements encompassing strategic dialogue, economic and technical cooperation, and more notably agricultural cooperation, socio-economic development, and poverty reduction. This became the first time that in addition to strategic and economic cooperation, the social dimension of CPEC was formally recognized and relegated on the official level.

China also stepped forward to help Pakistan address its increasing trade deficit. On 5th November, Pakistan was granted special status as guest of honor in China's first CIIE Expo. PM Khan attended the China International Import Expo (CIIE) with a delegation of Pakistani businessmen, where he also made the keynote speech. This served as a noteworthy opportunity for Pakistani businesses and entrepreneurs to display their market potentials not only to Chinese buyers, but potential consumers worldwide. In Shanghai, Pakistan exhibited various products and highlighted developments in Science and Technology,

Information Technology and various government policies and projects. Furthermore, this served as a platform for Pakistani businesses to promote themselves to all other countries and representatives participating.

China's inclination to welcome the change that Pakistan seeks, is reflective of the broader Belt and Road mindset. Recent efforts by both governments to expand cooperation, and for the Chinese side to step forward in accordance with contemporary needs serve as a demonstration of the Belt and Road Spirit: Win-win cooperation through dialogue, consultation and mutual understanding. The very strength of the BRI is that it is an initiative, adaptable and subject to evolving needs of each host country.

G L I M



Chairman PIEDMC visited PBIT Office regarding establishment of Industrial Estates to bring in the investments & target the potential investors



Umrah Balloting Ceremony held at Sundar Industrial Estate Mosque, where 2 lucky staff members from PIEDMC were selected for Umrah



A Delegation from UAE visited PIEDMC Head Office and showed their interest to invest in power sector

P S E S



The World Bank mission on Resource Efficient Cleaner Production visited PIEDMC Head Office to discuss major waste/pollution issues under strategic framework for industrial estates under PIEDMC



Mr. Shairyar Salim left the charge as CEO on October 2018. Ex-Chairman PIE lauded the meritorious services rendered to Punjab Industrial Estates by outgoing CEO.



A Chinese delegation visited PIEDMC Head Office interested to invest in textile sector in PIEDMC Estates



BAHAWALPUR CHAMBER ROAD SHOW

PIEDMC recently conducted a Road Show at Bahawalpur Chamber of Commerce and Industry to promote its new industrial estate in Bahawalpur to potential clients and industrialists. The road show helped the audience in understanding the vital role PIEDMC is playing in Punjab and what are the facilities being provided to the customers in setting up industry within their estates.

The road show in Bahawalpur was held in collaboration with BCCI- Bahawalpur Chamber of Commerce and Industry and was attended by chamber members and local industrialists along with GM-Marketing & Admin Mr. Ijaz Azeem, President BCCI. Mr. Mubashar Hussain, GM-Technical Mr. Imran Bhanbro. A detailed presentation on Bahawalpur Industrial Estate was given to the audience followed by a discussion session. PIEDMC team along with Chamber members visited the Bahawalpur Industrial Estate site. Bahawalpur Industrial Estate will be developed keeping in mind needs and preferences of the local region. Spanning over 500 acres of land Bahawalpur Industrial Estate will be a land mark project in order to uplift the overall industry of the region. It will also help in generating employment for the local residents. Later on Shields were presented by BCCI to commemorate the efforts & support of PIEDMC to develop this landmark project.



PIEDMC team at Bahawalpur Chamber Office



GM Marketing Mr. Ijaz Azeem while unveiling Bahawalpur Industrial Estate Master Plan



GM Marketing Mr. Ijaz Azeem briefing about Bahawalpur Industrial Estate Project



President BCCI presenting shield to GM Marketing Mr. Ijaz Azeem

SARGODHA CHAMBER OF COMMERCE AND INDUSTRY ROAD SHOW

The road show in Sargodha was held in collaboration with SCCI- Sargodha Chamber of Commerce and Industry and was attended by chamber members and local industrialists along with CEO PIEDMC Mr. Muhammad Javed Ilyas, Vice President SCCI. Malik Saad Ullah, GM-Marketing Mr. Ijaz Azeem, GM-Technical Mr. Imran Bhanbhro. A detailed presentation was given to the audience followed by a discussion session. Later on Shield was presented to CEO PIEDMC by SCCI to commemorate their support to PIEDMC.



PIEDMC Team during Roadshow at Sargodha Chamber of Commerce and Industry



Chamber Members Industrialist during meeting



GM Marketing Mr. Ijaz Azeem while briefing about Bhalwal Industrial Estate a land mark project of PIEDMC



President SCCI presenting shield to CEO PIEDMC Mr. Muhammad Javed Ilyas



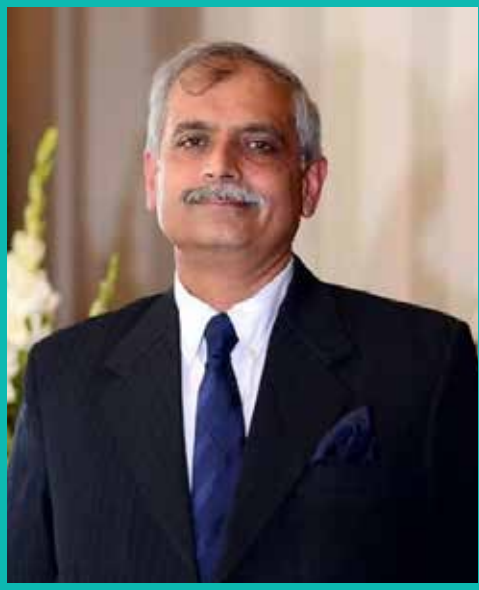
High Powered Round Table On ITES/BPO & Tech Sectors Co-chaired By Minister Industries, **COMMERCE AND INVESTMENTS & MINISTER FINANCE PUNJAB**

A high powered meeting was co-chaired by Minister for Industries, Commerce and Investment Punjab Mian Aslam Iqbal and Minister Finance, Punjab Hashim Jawan Baksh at Committee Room of Punjab Assembly.

Industrialization, investment in information technology sector and issues related to taxation were discussed in the meeting. Stakeholders from the ITES/BPO and TECH sector attended the meeting. While addressing the meeting, the Minister Industries said that Punjab will be made real hub of social, economic and trade activities. Investment-friendly atmosphere has been created in Punjab and all possible facilities are being provided to the investors.

Chairman PIEDMC Mr. Shoaib Zahid Malik also attended the round table meeting.





A KEY SOLUTION TO EMPLOYMENT

The target is enormous and a thorough planning and efficient execution of the sound policy can only accrue the desired result of creation of so many jobs. The solution lies in the skilled craftsmen and the nursery to craft this product for the local & international market is TEVTA. The crash program of intensive training along-with the meaningful support of industry can resolve the issue. The curricula needs to be updated in consultation with the latest hi-tech demand of the future industry and then the existing lab structure ought to be updated to catch up with the growing modifications necessitated in the conduct of the training

Written by

HAMID GHANI ANJUM

Veteran of Pak Army, Former GM Ops TEVTA

programs. The practical orientation & style of work has to replace with that of the sectoral requirement in respective areas after due deliberation in the analysis. The teachers will have to undergo refresher training to update their knowledge. The Industrial Managers will have to be coordinated to accommodate all the students under an organized & phased program and this Industrial Training should also be graded on the industrial floor. The patronage of the industry in this regard is must and may be made mandatory. The career counseling remains to be on the backyard and a detailed & thorough harnessing of the trained HR has to be channelized by the technical experts. The objective should be to utilize the trained skilled workforce to enhance the productivity & reduce unemployment. The stream has to be clear of any turbulence of the organizational redtapism and very smooth transition has to be implemented with a reinvigorated spirit to contribute towards the Nation Building with an aim to prepare a skilled youth force to embrace the daunting challenges of CPEC and alleviate poverty. The task is not at all difficult but has to be managed

in an efficient manner by a Professional team of patriots. A thorough bread professional with diehard approach can always surmount this challenge. There has to be no compromise on quality of training, the competence & talent has to be identified and then respected with the acknowledgement of appreciation. The confidence of the under-confidants has to be ensured. The merit has to be recognized with grace. The purpose is too high and thus the approach to achieve that should be transparent. The system should decide the best and only then the ordinary will try to become the 'Best'. The task oriented teams be made with clear objectives & mandate. The resources be worked out & provided with meticulous planning to nurture the skilled crop, so that the targets of productivity could be achieved with remarkable ease. The objectivity has to prevail to create an attractive & conducive learning & training environment. The emerging youth bulge has to be transformed into a productive & useful workforce meeting the hi-tech challenges of the ever changing requirements of the developed technological scenario both at national & international

level. The significance of quality technical education has to be understood by the Policy Makers and certainly it will boost our economy on one hand, will reduce the poverty on the other hand and shall engage the bulk of our youth in the productive cycle of progression. This will indirectly promote our image as a serious & industrious country in the comity of nations. This is the requirement of our cottage, SME & shall provide an opportunity to the young emerging self-entrepreneurs to explore their potential with the toil of their sweat & blood.

The progression process has to be steady and build on the edifice of hard work, competence and a very strong sense of responsibility to become the useful citizens of Pakistan. That is how we can make an endeavor to redeem the tarnished image of our country. That is an approach to advance on the track of development. This will open new corridors of job for the needy and thus we shall pave the way of prosperity.

The down trodden segment of the society has to be provided with a sound relief by offering them the

*“Forget all
the reasons
why it won’t
work and
believe
the one
reason
why
it will.”*

opportunities of quality technical education to equip themselves in a short time frame of 2-3 years to earn their livelihood with self-pride. That is the possible workable solution to create jobs in our private & public sectors. This will not only provide employment opportunities to the deserving poor but open new vistas of success & progress in the impending expansion of skilled workforce in the CPEC. We have the potential & expertise to resolve the issue. We only need to reorientate our focus and chase the desired targets with charged motivation and enthusiastic spirit to register our contribution in reshaping the economy & image of Pakistan.

The significance of participation of all the patriot Pakistan’s get added importance with the load of responsibility to prove our credentials with diligence in our respective fields. We have to look inwards & depend on our God gifted potential of rich HR to convert this gold into a jewel. We have to accept the challenge and shoulder our responsibility with national pride. The suggested measures can help to achieve the desired goal with comparative ease;

- The need based sectoral analysis will enable us to determine the exact requirement of the skilled workers.
- The foreign missions be tasked to work out the demand & then respective language classes be arranged to impart the concerned required language expertise to the trained workers.
- Emphasis be laid on personality grooming & mannerism to improve the image of our trained workers.
- Progressive Economic connectivity may be ensured with innovative techniques to jump into the future
- We have to evolve a confident self sufficiency in our outlook, approach & manner, to meet the growing challenge
- Effort has to be made to convert the barren rocks into the golden precipitous to carve out the crafted pearls
- The expertise and the resource is enormous but the ownership is lacking and that has to be regulated with dedication & focused attention

The alternate options to revamp the rusted training programs are the need of the hour. The modifications have to be made by the subject specialists and then accordingly the corresponding equipment & machinery will have to be procured. This will set the stage for the quality upgradation, necessitated by the ever changing hi-tech environment of our industry and thus will create the much desired job creation in the market.

The R&D has to be patronized for the regular & continuous evaluation & upgradation of the existing curricula with that of the latest happenings in & around the globe. The regular visits of the faculty & the talented students to the developed world & state of the art factories will also enable to broaden their horizon to accept the challenge of changing our attitude & work ethics. That is the solution of our problem; that is the remedy of the daunting challenge of unemployment; that is the recipe of poverty alleviation and that is the methodology to more onto the road of progress and prosperity.



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