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# PIE

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.

# FLOORS FOR ALL YOUR NEEDS

## Sika Cleanroom Floors

Sika Cleanroom certified floors are specially designed to meet the stringent requirements of cleanroom environments. Cleanroom floors have low VOC/AMC & particle emissions with high mechanical resistance.

**Sikafloor 263-SL**
**Sikafloor 264-SL**

## Sika PurCem Floors

For areas where both cleanliness and durability are crucial, Sikafloor PurCem PU concrete flooring deliver absolute reliability. It ensures resistance to impact and abrasion against aggressive chemicals.

**PurCem 20**
**PurCem 21**

## Sika ComfortFloors

Sika ComfortFloor is a liquid applied resin flooring system with seamless surface which has no flaw and looks perfect. Smooth polyurethane surface makes it anti-allergic as no dust or bacteria can stick to the surface.

**Sikafloor PS 25**
**Sikafloor PS 26**

## Sika DecoFloors

Sika DecoFloor is a highly decorative self-smoothing flooring system Available in a number of color variants Sika-DecoFloors offers low VC content & excellent UV resistance and can be applied in diverse industries.

**Sikafloor 304W**
**SikaDecofloor filler**


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BUILDING TRUST

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## THE COVER

Oil refinery; a landmark of industrial growth.

# FROM THE Editor's Desk

Warm Greetings!

Belated Eid Mubarik to all our readers. We hope you've enjoyed the blessings of the holy month of ramazan and Eid festivities with all the zeal & enthusiasm among your family and friends.

In the last quarter we have been really active in interacting with our audience and business partners through participation in various expos and road show campaign across different cities. The response that we got is both promising and encouraging.

The new financial year has started and our goal for the next year is to educate people on the positive role PIEDMC is playing in Punjab by setting up industrial zones and generating employment and helping boost the economy.

Hope you enjoy this edition and as I mentioned earlier we would like to hear from you and your feedback.

Happy reading!

Ijaz Azeem

# ANNUAL GOLF TOURNAMENT

# AT ROYAL PALM COUNTRY CLUB

PIEDMC organized its Annual golf tournament at Royal Palm Country Club in Lahore on the 25th of Feburary 2018.

Various industrialists and PIEDMC management participated in the tournament.

Mr. Ahsan K. Gulzar won the tournament and Mr. Ijaz Azeem was the runner up.

Chairman PIEDMC Mr. Abdul Basit was the chief guest and distributed the prizes among the winners.

This event is held every year in the spirit of encouraging sports and healthy activities.

While addressing the audience, Chairman PIEDMC emphasized the importance of sports in daily life and reiterated to continue such type of activities in the future.





Punjab
Sunday,



# TREE PLANTATION DRIVE
# IN COLLABORATION WITH PEPSICO AND WWF

On 1st of March a tree plantation drive was carried out by PepsiCo in collaboration with WWF and Punjab Industrial Estate Development & Management Company (PIEDMC) at Sundar Industrial Estate (SIE). The main focus was to stress the need to revisit the country's development schemes to address the environmental concerns. The drive was part of PepsiCo's commitment to plant trees for environmental sustainability and has been initiated as part of WWF's Earth Hour which was observed on 24 March 2018 across the world.

WWF-Pakistan and PIEDMC supported PepsiCo in this cause to fulfill its commitment of planting a total of 22,000 indigenous trees mainly in Changa Manga, SIE and Multan Industrial Estate.

The main purpose of the drive was to enhance health, improve air quality and mitigate the adverse impacts of climate change.

The speakers agreed that Lahore, as well as other cities in Pakistan, are losing green spaces and natural ambiance.

It was shared that the lack of green belts and the increased concrete cover has led to elevated temperatures in cities. Furthermore, cutting of trees not only escalates greenhouse gas (GHGs) emissions but increases temperature and vulnerability to extreme weather events. It also has adverse impacts on groundwater recharge. It was agreed that there is an urgent need to initiate massive plantation drives in and near metropolitan cities to reduce the adverse impacts of climate change.

All the speakers emphasized the need for public-private partnerships to promote the cause of the environment in the country. The event was held at the PepsiCo plant at SIE and was attended by the senior management of all the involved parties along with US consulate Lahore's economic chief.

# THE CHAIRMAN OF PIEDMC

# MR. ABDUL BASIT

Chairman Punjab Industrial Estates Development & Management Company (PIEDMC)

A A businessman who has served as President Lahore Chamber of Commerce and Industry and as Chairman Pakistan Poultry Association. He is actively involved in activities that have an impact on the general improvement of the business community. He is founder Chairman of the Big Bird Group of Companies. He served as Chairman of Punjab Board of Investment and Trade (PBIT), Government of Punjab. And also is Chairman of Board of Directors of Punjab Thermal Power (Pvt) Ltd., and the Director of Quaid-e-Azam Thermal Power (Pvt) Ltd. Mr. Abdul Basit has vowed to increase employment opportunities in the province of Punjab by building new industrial estates in its every district. Lorem ipsum dolor sit

**Q: What is the objective and mission of Punjab Industri al Estates Development and Management Compny?**

The objective of Punjab Industrial Estates Development and Management Company is to provide quality infrastructure, ensure efficient, cost effective and sustainable management of industrial estates, "One Window Operation" and provide utilities and services to industrial estates.

Its mission is to develop a chain of industrial estate in a dynamic and innovative manner by capitalizing on proposed and existing industrial and agricultural strength of Punjab while keeping the cultural strengths and heritage of various districts.

**Q: What is your vision on industrialisation?**

My vision on industrialization consists of three components: setting up an industrial estate in every district of Punjab province; job creation and prosperity to increase the GDP growth; development of business-friendly policies that are also environmentally conscious. This three-tier strategy is intended to promote industrialization in the province.

**Q: What role PIEDMC has played in industrialisation and job creation?**

PIEDMC has set up eight industrial estates over 6,675 acres of land. PIEDMC has helped in creating more than 840,000 direct employment and 1,680,000 indirect employment opportunities. A majority of the industrial sites are near completion, and our next goal is matching up investors to the industrial units that are best suited to these sites. PIEDMC has also set up a facilitation desk at its head office to guide prospective investors through this process. This desk will provide research-based guidance to both local and international investors, including those interested in projects under the China-Pakistan Economic Corridor.

**Mission to develop a chain of industrial estate in a dynamic and innovative manner**

**Q: What is the investment mix at the industrial estates under PIEDMC?**

Most of our current investment comes from local businesses around 95 percent with foreign investors making up the rest. I want to increase foreign investment to 20 percent. We are working hard to achieve this target, as a large number of expatriate Pakistanis are returning home for good and we expect heavy investment from them. Similarly, we are also tapping investors from China and Turkey, whose governments have been very supportive.

**Q: What are your priorities in spreading out industrial estates in every district of Punjab?**

The top most priority is not to compromise the agricultural footprint of the province. We are setting up industrial estates specifically in areas that are barren not suitable for agriculture use. All of our recently established industrial estates, such as the Chunian industrial estate, Bahawalpur industrial estate and the Vehari industrial estate, are examples of this. Agriculture is a strong engine of growth not only for Punjab, but all of Pakistan, and we want to preserve our farmable land. PIEDMC believes in developing both agriculture and industry as powerful engines of growth. We believe that the agriculture sector will be critical for Pakistan's future prosperity and we will not ignore it at any cost.

**Q: How does PIEDMC meet its Corporate Social Responsibility requirments?**

Creating jobs is itself, by default, a CSR. In addition, our management wants to set up hospitals, labour colonies, daycare centers and other similar facilities. We are developing a state-of-the-art labour colony at the Quaid-e-Azam Apparel Park and are working on conceptualizing local daycare and childcare centers to look after the children of labourers. These initiatives are an integral part of our new policy framework.

**Q: What is your message for the investors?**

I invite all the prospective investors to invest in the PIEDMC- run industrial estates and enjoy the state of art facilities in terms of regulations, procedures, time, cost, etc. Also enjoy tax facilities and speedy documentation to trade across boarder.

# BELT ROAD INITIATIVE


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

The China Pakistan Economic Corridor (CPEC) was conceived in 2013, but it was not until April 2015 that the initial $46 billion plan was unveiled. This heavily focused on infrastructure, energy, development of Special Economic Zones and the port of Gwadar. Since 2015 this initial plan has evolved in scale, magnitude and scope. Today the intended investments overlooked by the Chinese and Pakistani governments, stand at $65 billion, and key sectors including agriculture have recently been included in the plan. Additionally, Corporate Social Responsibility ventures, such as the Red Cross Hospital and the Pak-China Friendship School in Gwadar, are being improvised into the larger network of heavy infrastructure and energy projects.

CPEC is not a stand-alone investment package solely dedicated to Pakistan. It is the flagship project of China's Belt and Road Initiative (BRI), or the Belt and Road for International Cooperation (BRIC) which includes over 65 countries and entails investments of over $1trillion during a span of three decades. The BRI is also mimicked as modern day China's rendition of the Ancient Silk Road, and is thus referred to as 'The New Silk Road', ushering in the 'New Era' of development and prosperity. This New Era seems to have taken the world by a storm. Firstly, because the BRI poses to defy preconceived notions of the global status quo. It is the first time in modern history after the Colonialism, and then the Bretton Woods era, that a developing country, formerly a part of the 'Global South' has taken the initiative to lead development. But what exactly is the BRI, and what it entails is an important question to ask.

Firstly, as a fairly new idea only 5 years in the making, the BRI is already significant and focuses on inclusiveness. In May 2017 the first ever Belt and Road Forum held in Beijing was attended by 29 foreign heads of state, representatives of over 130 countries and over 70 international organizations . During his speech President Xi highlighted four pillars of the Belt and Road Spirit: Peace and Cooperation, Openness and Inclusiveness, Mutual Learning, and Mutual Benefit . These pillars all define the spirit in which China intends to take forward relations with all countries on the political, economic and people-to-people dimensions. In this sense, the Xi administration's conception of the BRI is relatively loosely defined, and focuses on partnerships, over alliances. The spirit of mutual gain is at the heart of the BRI.

Secondly, in terms of geographical scope the BRI broadly comprises two components: the Land Silk Road and the Maritime Silk Road. The Land Silk Road has six major corridors directed at improving and promoting regional connectivity on the Eurasian land mass. - (i) China Pakistan Economic Corridor, (ii) China Central-Asia West Asia Economic Corridor, (iii) New Eurasian Land Bridge Economic Corridor, (iv) China-Mongolia-Russia Economic Corridor, (v) China-Indochina Peninsula Economic Corridor, and (vi) Bangladesh-China-India-Myanmar Economic Corridor. The Maritime Silk Road on the other hand will develop the maritime trade routes. The port of Gwadar is an important part of the connectivity along the Indian Ocean and outreach to the Strait of Hormuz, thereby improving China's energy security as well. Both the Land and Maritime Silk Road are inspired by the Ancient Silk Road trading routes but cater to the current economic and energy needs. Thirdly, China is not the sole custodian of the BRI. The form and shape the BRI acquires is equally contingent upon the host countries' specific capabilities, needs and domestically determines targets. China does have its own incentives and aims to benefit strategically, and economically from enhanced connectivity as well and more effective utilization of its domestic infrastructure overcapacity and capital resources. For instance, one of the major incentives for China to improve socio-economic conditions is its own domestic security. However, these interests only represent one side of the narrative. Eventually the final outcome of any venture will be a result of negotiation between both sides and therefore for China to unilaterally define what the BRI is or will become in tangible terms is close to impossible. Even asking this question or expecting a complete plan from China's side would discount the very sprit of BRI: win-win, mutual gain, partnership and a shared vision.



Fourthly, the level of negotiations also differs country by country or region by region. For instance, the 'Joint Cooperation Council' has been established between the National Development Reform Commission (NDRC) of China and the Ministry of Planning, Development and Reform of Pakistan to track the progress and determine the macro-level strategy of CPEC. This espouses from both, a very deep political trust and the largely strategic nature of projects but also is telling of the fact that governments need to facilitate economic cooperation. On the contrary, in the Central Asian region the initiative has taken a different route where the governments are less directly involved and enterprises are operating without the supervision of a mechanism established on the governmental level. Fifthly, the BRI is first and foremost an initiative. This is different from the Shanghai Cooperation Organization (SCO) or the Asian Infrastructure Investment Bank (AIIB)- both China-led multilateral organizations, and both entail specific commitments and goals. The BRI is for the most part an idea, in spirit and in the making. It is not an alliance of any sort, nor does it require countries that have endorsed it to adhere to a definite set of rules and regulations. BRI countries see large benefits in joining it, since their domestic and regional aspirations can be assisted in fulfilment. The BRI also focuses on the Sustainable Development Goals (SDGs) and the Green Belt and Road, helping emerging and underdeveloped countries meet some of their most immediate needs. But at the same time this loose definition has attracted distrust from many countries, especially those that compare the BRI with the Marshall Plan, and are anticipating more certitude, or those that don't necessarily trust China's motivations.

Sixthly, the BRI is premised on China's 'trial and error' policy making approach. For the Chinese government since the time of Reform and Opening up four decades ago, the state strategy was to start small, and multiple projects at the same time that differed in strategy. Then if an idea is successful on a small scale, it can be taken to a larger scale or promoted to a nation-wide policy. The China Pakistan Economic Corridor for instance as the flagship project is also under small tiers of trial and error. Out of the 9 Special Economic Zones identified under CPEC, only three will go in developmental stage at the beginning. This is a cautious step to test which policies work and what method of governance of these SEZs suits Pakistan's domestic political and economic climate. Similarly, every JCC meeting includes new suggestions and alterations to the previous plan. None of these alterations fundamentally challenge the conception of CPEC or BRI, just fine tune it.

Lastly, challenges and failures are inevitable. It is not foreseeable in the near future that a concept this new, profound and novel, perhaps even ahead of its time, will take off with complete clarity, ceaseless impetus and seamless provision. It is on the contrary close to impossible for us today to even conceive the worldview that the Chinese are propagating today. Even for Chinese enterprises and financial institutions that are operating overseas in new circumstances, challenges exist. Many cultural, and many others also structural. Similarly, all BRI partner countries are advised to understand the BRI as 'mutual ownership' and a means to assist their developmental needs. It is not an alternative to domestic policies or a 'rescue plan' of any sorts. The PRC may encourage certain investments in specified countries and thus facilitate- but at the end of the day, without taking ownership of the BRI, suboptimal outcomes can be achieved at best.

So, is the BRI really all-encompassing an all-inclusive? In some ways that may be an apt description. China has not disallowed or even discouraged any country from joining the initiative. In fact, countries that have vehemently opposed the BRI have constantly been invited and encouraged to reconsider their stance. And while the BRI in itself is a vision premised on the four key pillars- it is divided into many small parts; each specific, tangible, gauge-able, and open to improvement.

# MR. AHMED NAVEED CHAUDHARY

## CHIEF EXECUTIVE OFFICER - SIKA PAKISTAN

**1. Please share a prelude to your professional career?**

I started my career with Ammar Textile in 1996 as a management trainee and worked in various capacities ranging from product development, quality control, procurement, to serving as head of production. From 2003 to 2009, I served in AkzoNobel; formerly known as ICI, to develop the Company textile and trading Business which is a major part of Specialty Chemicals business. In 2010, I joined Sika to successfully launch Sika operations in Pakistan as CEO of the Company.

I am a MBA graduate having a technology background in the field of Chemistry. I am Board Member for Pakistan Green Business Council and part of executive Committee. I am also Board Member for Swiss Business Council and part of Managing Committee.

**2. Tell us about Sika products and solutions?**

Sika AG is a more than 100 years old company with a much diversified history of catering the construction needs in all the five continents of the world. Sika has its own subsidiaries in more than 100 countries and 170 manufacturing facilities across the world. It provides most innovative solution in construction, catering the demand from domestic to engineered infrastructures. Sika operates in seven target markets; Concrete, Refurbishment, Flooring, Sealing & Bonding, Industry, Roofing & Waterproofing. Sika believes in building trust which is the main slogan of the Company. The Company business has two major splits; Construction and Industry. In Construction we deal the demand on projects, like Gothard Tunnel which is the world's longest railway based tunnel while in Pakistan Sika has been actively involved in projects like Orange Line Train, Neelum Jehlum and BRTS whereas in Industry we provide technologies which are shaping the new trends globally. We provide adhesives for automotive to make them lighter, safer and more durable, as a fact world's 50% cars has been made with Sika's adhesives.

**3. How about the construction market? Where exactly does Pakistan need Sika? Any new trends in construction sector you can see?**

Construction sector of Pakistan is growing fast; in fact infrastructure development is the backbone of any economy. In Pakistan there are not many brands of construction chemical companies. New technologies are shaping the world and we as nation are behind especially in the area of usage, know-how and technology, whereas Sika has a core philosophy of sharing knowledge and solutions for construction needs. The construction solutions awareness with the effort of Sika is increasing. We have seen people inquiring the quality products on projects, for example, in hospitals and pharmaceuticals companies the users are inquiring for hygiene floors and wall coatings. Sika has been providing the same to contribute into a safer environment.

*Sika operates in seven target markets; Concrete, Refurbishment, Flooring, Sealing & Bonding, Industry, Roofing & Waterproofing*

**4. What are some of the projects where Sika products have been used?**

Sika has a strong presence on various projects all across Pakistan. You name any construction activity, and we have a product for it. We have worked for Coca Cola Beverages Pakistan for strengthening of concrete beams. We have provided Duber Hydroelectric Plant with swell able water bars and concrete grouting admixtures. We have also provided sealant and bonding solutions for concrete at Fauji Fertilizer Bin Qasim Plant, Rawalpindi. Our roof waterproofing technology has been used at Kohinoor Maple Leaf Group, Lahore. We have given concrete admixtures and grouts at Emporium Mall by Nishat Group. Sika has also contributed in several projects of national importance which includes Tarbela-4 hydropower, Sukhi Kinari hydropower, Karot hydropower, Patrind Hydropower. Our chemicals have been used in the rehabilitation of various Dams & barrages i.e., Jinnah Barrage, Head Sulemanki. In addition to this, Metro Bus project (BRTS), Orange Line, CPEC, Lowari Tunnel, IDAP Projects and Sahiwal Coal Power plant etc are also one of many projects Sika has worked on.

**5. Please enlighten our readers about Sika Research & Develop ment initiatives?**

Sika's success and reputation are based on its long-lasting tradition of innovation. At Sika we aim to provide our consumers with better solutions every day. Worldwide we have 1600 employees in Research & Development (R&D), Quality assurance (QA), and Technology support (TS). Sika is also the largest manufacturer of one-component polyurethane sealants and adhesives worldwide. We have filed about 217 new patent applications in 2017 and therefore Sika's patent portfolio is constantly growing. Since inception we have filed more than 3000 patents in the field of construction chemicals. At present it comprises 700 unique patent families, more than 2700 single patents.

**6. How effective do you perceive the Corporate Social Responsibility (CSR)?**

For me, corporate social responsibility allows us to do our bit for the society, environment, customers and stake holders. We don't take CSR as a marketing tool; we take it as an obligation to give back to society. Sika has recently collaborated with Transparent Hands (a crowd funding platform working for medical surgeries for poor) to spread awareness about hygiene and bacteria free floors and wall coating for hospitals particularly for operation theaters. We collaborated with Liter of Light and provided Sika specialty adhesives for portable lamps to improve the living standards of unfortunate families. The main goal of Sika is to support communities in infrastructure development for social projects, to promote training in construction professions and trades and to provide emergency aid to disaster-stricken areas if needed, so that people should be aware of right construction solution with the right usage.

**7. Sika has first LEED certificated factory in construction chemical sector of Pakistan? what is LEED? and its impotance?**

I take pride in the fact that our new manufacturing facility at Sundar Industrial Estate, Lahore is the first construction chemical plant in Pakistan which has been awarded LEED Gold Certification by USGBC (United State Green Business Council). To brief you a little about LEED (Leadership in Energy and Environmental Design),

Sika's sustainable solutions enhance the utility of the project. Sika is committed to reduce the risk and resource consumption. The strategic target of Sika is to focus on sustainable solution, energy, water/waste and occupational safety. Being a LEED certified building, Sika's new factory is resource efficient as a result of which it saves 20% Energy and 50% of water efficiency in comparison to any other industrial facility in Pakistan. The vicinity has been built using 75% local indigenous building & construction materials. It has 30% better Indoor Air quality, having a substantial green area which provides our workers a safer and cleaner environment to work. By LEED certification Sika is successful to achieve its goals of having more value with less impact on environment, thus contributing to cleaner Pakistan.

**8. How do you forecast Sika business growth in emerging market of Pakistan?**

Pakistan is an emerging economy with enormous potential, in construction from a residential project to a mega infrastructure project. I am very happy with our operations in Pakistan where Sika has developed its business in new markets and set new standards of performance in sales and profitability.

This demonstrates the acceptance of our products and ultimately adding to our growth. Sika is eager to keep the momentum to grow more and will be investing more in the economy of Pakistan.

**9. How was your collaboration/experience with Punjab Industrial Estate?**

For an investor who's seeking to make an investment the most important part is to safeguard the investment. When Sika contacted PIEDMC the confidence which we received from Government of Punjab and PIEDMC was that investment is very secure. PIEDMC played a very vital role in acquiring the land for our manufacturing facility. For me PIEDMC provides one-window solution. I appreciate the vision of PIEDMC to promote industrial infrastructure development in Punjab and to facilitate investors through a network of modern and innovative industrial estates.

**10. Do you have any recommendations/ suggestions (if any) on how PIEDMC can better facilitate its customers?**

We had a very good experience with PIEDMC in preceding year in Sundar Industrial Estate and they are doing a great job overall in its vast perspective. PIEDMC is successful example of a functional setup driven with the aid of streamlined operations between departments. However, I feel that there is still a minor room for reinforcement linked with inter-departmental coordination when rendering services to an industrial estate. PIEDMC follows a self-sustaining model in line with their SOP's which will add a whole heap in the operations if followed precisely.

# NATIONWIDE ROAD SHOWS CAMPAIGN

PIEDMC recently conducted a nationwide Road Shows campaign to educate and market its various industrial estates to potential clients and industrialists. The road shows 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 Islamabad was held in collaboration with ICCI- Islamabad Chamber of Commerce and Industry and was attended by chamber members and local industrialists along with CEO PIEDMC Mr. Shaiyar, President ICCI. Mr. Amir Waheed, GM-Marketing Mr. Ijaz Azeem. A detailed presentation was given to the audience followed by a discussion session. The Bhalwal Industrial state was prominent during this event due to its ideal location for investors based in the Islamabad/ Rawalpindi region. Later on Shield was presented to ICCI to commemorate their support to PIEDMC.

PIEDMC also conducted a road show successfully in Karachi in collaboration with The Federation of Pakistan Chambers of Commerce & Industry. The event was held at the FPCCI building. The event was well received by the local industry leaders, chamber members and potential clients. The event was chaired by the Senior Vice President FPCCI Mr. Syed Mazhar Ali Nasir and CEO PIEDMC MR. Shairyar Salim. Mr. Ijaz Azeem GM Marketing PIEDMC gave a detailed presentation to the audience. It was a great platform for PIEDMC to showcase the facilities of Rahim Yar Khan industrial estate to the potential industrialists. After the presentation, queries were answered and one on one sessions were also conducted with the interested investors.

A road show was also held at the Rahim Yar Khan Chamber of Commerce and Industry to attract local investors. Due to the strategic location and facilities provided by PIEDMC at RYK industrial estate investors showed keen interest. The event was attended by RYK chamber members and local industrialists and investors. PIEDMC GM- Marketing Mr. Ijaz Azeem chaired the event along with his team.

## ISLAMABAD CHAMBER

### OF COMMERCE & INDUSTRY ROAD SHOW


# RAHIM YAR KHAN CHAMBER
## OF COMMERCE & INDUSTRY ROAD SHOW

## Federation of pakistan chambers of commerce & industry,
# KARACHI ROAD SHOW

# G L I M P S E S

Chairman PIEDMC & Chairman (BOD) Punjab Thermal Power Pvt. Ltd. Mr. Abdul Basit received commendation certificate awarded by the Chief Minister Punjab in recognition of his meritorious services.


Bahawalpur Chamber of Commerce and Industry Delegation visited PIEDMC Head Office

Chairman PIEDMC lays foundation stone of Sundar Medical Trauma Center at Sundar Industrial Estate



Chairman PIEDMC Mr. Abdul Basit inaugurate 6th Annual Flower Show in Sundar Industrial Estate hosted by BOM Sundar Industrial Estate


Balloting Ceremony for Commercial Area Plots of Sundar Industrial Estate


PIEDMC participated in 6th Sundar Premier League (SPL) conducted by Board of Management, Sundar

# PAKISTAN
## CAPITAL INVESTMENT SUMMIT & EXPO 2018

PIEDMC participated in the Pakistan Capital Investment Summit & Expo (PCIS) which was held in Islamabad in March 2018. PCIS poses to be the Largest International Finance & Investment Event in Pakistan; Integrating Finance and Investment Exhibition, Economic Forums, International Economics & Investment Conference, Business Matching, Buyers' corner as well as Professional Seminars and Presentations.

It was a 3-day event which was attended by foreign chambers, business councils, potential investors and delegates from various countries. The expo was a great platform for PIEDMC to showcase its industrial zones to keen investors. B2B meetings were also held by PIEDMC representatives.


# THE INTERNATIONAL PLASTIC EXPO 2018

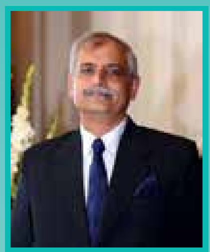
PIEDMC participated in a 3-day event held at the expo center, Lahore PAKPLAS 2018. PAKPLAS 2018 is the leading international trade fair dedicated towards plastic machinery, components, raw materials and chemicals. The fair presented products and services, technologies, innovations and future trends for trade. It proved to be an international meeting place for worldwide and local manufacturers.

It was an opportunity for PIEDMC to reach out to potential customers interested in setting up industry within Punjab. Brochures were handed out and one on one meetings were carried out with keen investors.

Governor Punjab Mr. Muhammad Rafique Rajwana inaugurated the Expo.

# SKILL

# DEVELOPMENT IN PUNJAB



Hamid Ghani Anjum
Veteran of Pak Army,
Former GM Ops TEVTA

Skill Development is considered an essential element of growth of any country. More so this acts as a nurturing catalyst in case of a growing economy like Pakistan. We are blessed with enormous resources and need technical expertise to explore the hidden treasures which have been bestowed in our surroundings to make the best use with our God gifted talent. The growth matrix dictates us to sharpen our tools and be on the path of progress to make use of the spread of opportunities. A lot has been done in this regard but the urgent need exists to do much more. The effort is spread in different directions which are required to be coordinated with the well thought out goal of technical advancement. The wholesome vision with clear cut aim and mission has to be carved out so that the modalities could be worked out for its implementation at the

Skill Development is considered an essential element of growth of any country. More so this acts as a nurturing catalyst in case of a growing economy like Pakistan. We are blessed with enormous resources and need technical expertise to explore the hidden treasures which have been bestowed in our surroundings to make the best use with our God gifted talent. The growth matrix dictates us to sharpen our tools and be on the path of progress to make use of the spread of opportunities. A lot has been done in this regard but the urgent need exists to do much more. The effort is spread in different directions which are required to be coordinated with the well thought out goal of technical advancement. The wholesome vision with clear cut aim and mission has to be carved out so that the modalities could be worked out for its implementation at the grass root level. The need of the skill development is enormous and a very sound planning based on the factual marketing survey can enable us to evolve a workable feasibility to know exactly where the emphasis has to laid immediately and then to build on the edifice of technical education.

The existing site is not that conducive to cultivate the young potential in the technical nursery to be able to harvest the skilled "yield" in the near future. A thorough planning needs to be implemented in letter & spirit to accrue the desired results in the province & the country. The existing infrastructure needs to be revamped with meticulous & dynamic approach to make the best and optimum use of the huge training establishment. The approach and emphasis maybe redefined with transparent lens to practice the innovative methods to train the desired manpower in a professional manner. The objectivity has to prevail to make best use of the existing training facility.

The requirement is very simple; the implementation of the policy in a disciplined manner is the key to this problem. Following is suggested in this regard:

a) **Revamp of the skill policy with intensive consultation of the stake holders.**
b) **Review of the already conducted studies by concerned departments & international agencies.**
c) **Segregation of the objectives with the clear mandate to transform the implementation goals in the given time frame of 5, 3 and 1 years**
d) **A ruthless monitoring of the assigned targets with periodic progress as per the timelines.**
e) **Refreshers for the faculty, management & HOIs.**
f) **Evolution of the KPIs linked with incentives of promotion & allied prizes.**

Strategy has to be evolved to help address the concerns and problems being confronted by the industry and a serious effort has to be launched to improve the quality of technical education to enable young workers to become the skilled force to adequately fill the gap of the qualified technical workers. There exists a need to strengthen the gap between the demand of the requisite industry and the supply of the compatible skilled workers duly equipped with the required expertise to come up to the desired levels of expectation of the industrial floor. The steps have to be instituted to promote rapid industrial growth based on the innovative scientific methods of training. We have to create good working environment to increase the capacity of understanding of the students to enable them to comprehend the complexities of the hi-tech education. A progressive agenda has to be evolved with dynamic approach to determine the implementable course of action to pursue quality education. This will certainly play a vital role in accelerating the economic growth in the country and also help to reduce unemployment and poverty by the desired uplift of the existing standards of technical education. The benefits of the socio-economic and educational uplift will usher in an era of modern technical culture responding to the emerging industrial growth.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