

MARKET VISIT TO PAKISTAN

COMPANIES ARE INVITED TO JOIN A VISIT TO PAKISTAN
 from 20th February to 25th February 2011

Visit organised by India Pakistan Trade Unit

Closing Date for applications: 28th January 2011

The India Pakistan Trade Unit www.iptu.co.uk in conjunction with UK Trade and Investment is delighted to announce, our ninth official visit to Karachi, Pakistan. This visit, as with all our previous visits, is conducted in conjunction with the British Deputy High Commission in Karachi, whose contacts and standing confer very considerable benefits on participants via UK Trade & Investment - www.ukti.gov.uk. The official visit dates are as above – but there is nothing preventing participants arriving earlier or staying later.

Overview of Pakistan

Geography

At just under 900,000 sq km, including Pakistan-administered Kashmir, Pakistan is approximately the size of Britain and France combined. It is bordered by Iran in the south west, Afghanistan in the west and north, China in the north east and India in the east. It also has a 1,000 km coastline on the Arabian Sea in the south west.

Vast plains cover almost one third of Pakistan's total area. The west of the country is dominated by dry, rocky mountains, while the south west is largely composed of barren, inhospitable plateau and the south east is characterised by desert.

Economy

Pakistan is a developing country and its economy is the world's 27th largest economy based on its purchasing power. The country has, however, remained challenged due to internal political disturbances and negligible foreign investment, since independence. With rise in development spending by Islamabad, the country's poverty levels have been reduced by 10% from the year 2001. The economy grew between 2004-07 with an 8% rise seen in the GDP; this was largely due to development in industrial and services sector.

Agriculture is the dominant economic element in Pakistan employing more than 50% of the country's labour force constituting in excess of 25% of the GDP. The industrial sector has also been performing better in recent years. The economy also gets major revenues from the exports of cotton, rice, leather and carpets.

Business Opportunities

Principal UK exports are:

- Specialised industrial machinery
- Power generation equipment
- Pharmaceutical and medical products

Growth Sectors include:

- Automotive
- Telecommunications
- Information Technology
- Oil and Gas
- Food and Beverage
- Financial Services
- Infrastructure Development and Engineering Consultancy
- Education and Training
- Power Generation

VISIT NOTES

Both the following are to be confirmed, but it is very probable that:

The British Deputy High Commission **official mission briefing** will take place at 09.00- 10.00 at the Sheraton Hotel on Sunday 20th February. This is **mandatory** for those eligible and wishing to claim the visit / mission subvention.

The British Deputy High Commission will host at the Deputy High Commissioner's Residence an evening **business reception** on **Tuesday 22nd February 18.30 – 20.30.**

On this occasion there will be no charge to participating companies as we have secured support towards the cost of a group OMIS that covers the in market briefing, official mission reception, and online mission brochure.

A £550.00 subvention may be paid retrospectively to **eligible participants**. Your International Trade Advisor determines eligibility and you can find your ITA through www.ukti.gov.uk homepage postcode.

In previous trade visits participants have booked their own accommodation at a hotel recommended by the British Deputy High Commission. In the past this has been the [Sheraton hotel Karachi](#).

We are in the process of determining which hotel we shall use on this visit. Again we emphasise that hotel accommodation must be booked and paid for by the individual visit participant.

There are approximately 10 places available – but our focus is very much on ensuring a quality visit for participants, potential business partners in Pakistan and UK Trade & Investment based in Karachi. Consequently we shall prefer and select first participants who commission or have very recently commissioned OMIS – see below.

OMIS - MARKET PREPARATION & RESEARCH

The Commercial Section of the British Deputy High Commission (UK Trade & Investment) www.ukti.gov.uk is able to assist you very considerably by conducting and managing elements of your visit with you.

The service is called OMIS and ranges from focused market research through to providing screened contact lists, appointment arranging and a visit service.

OMIS is not free – but is extremely competitively priced, and is very good value.

To learn more talk to your International Trade Advisor.

TO REGISTER FOR THIS VISIT

- Contact your local international trade advisor
- Contact Jawad Sardar at IPTU on:
Tel: 0121 607 1774 or
Email: j.sardar@birmingham-chamber.com
- Contact Jonathan Webber on:
Tel: 0121 607 1758 or
Email: j.webber@birmingham-chamber.com

USEFUL WEBSITES

www.iptu.co.uk
www.ukti.gov.uk
www.fco.gov.uk

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