



# NEWS & VIEWS ON **INTERNATIONAL BUSINESS** **CONFERENCE** AND EXHIBITION 2016



## **LEADING BUSINESS TRANSFORMATION IN PAKISTAN**

Organized by



**University of Management *and* Technology**







## **Message of Chief Minister Punjab on IBCE 2016**

I am glad to learn that University of Management and Technology Lahore is organizing an International Business Conference and Exhibition (IBCE) 2016 on 7th and 8th November.

In today's world, the role of educational institutions as knowledge production houses in general and innovation centers in particular is well-documented. Creating innovation backed by knowledge production is one of the important functions of universities, which is essential for the socio-economic growth of a country.

For the economic prosperity of any nation, synergetic relationships are essential. The provincial Government envisions "Punjab as a secure, economically vibrant, industrialized and knowledge-based province," which is prosperous and where every citizen can expect to lead a fulfilling life. For this purpose, my government is keen to establish and promote business relations with friendly countries.

The Government of Punjab is playing a pivotal role in encouraging local and foreign investors to invest in the province. The province of Punjab offers innumerable opportunities for investment in all sectors of the economy. The Government has also initiated a number of reforms in trade and economic sectors to gain investor's confidence. Besides, number of projects are underway to improve infrastructure of the province to facilitate business and trade. The CPEC, termed as a game-changer, also offers enormous business and economic opportunities for investment in Pakistan.

I congratulate the organizers of IBCE 2016 for making this wonderful effort to showcase the immense business potential in the country and to enlighten the local and international stakeholders regarding numerous opportunities and huge returns on investments that Pakistan offers to them.

IBCE 2016 is a perfect platform for convergence of investors from across the world.

I welcome all the foreign delegates and assure them of fullest support and cooperation of my government. I am confident that IBCE 2016 will go a long way in showcasing investment opportunities here to both the local and foreign investors.





## INTERNATIONAL BUSINESS CONFERENCE AND EXHIBITION

7-8 November, 2016, Expo Center Lahore

# News & Views

The International Business Conference and Exhibition (IBCE) was organized on November 7-8, 2016 at the Lahore Expo Center. UMT took this initiative to provide a platform to national and international leading business groups to share their productive knowledge on a large scale. The IBCE 2016 focused on multinationals, local and foreign investors, exhibitors, entrepreneurs and academicians from Pakistan and abroad. It was a step with the vision to unlock the doors for foreign investments in Pakistan and lead toward national prosperity. This conference and exhibition aimed to lead business community, youth and consumers toward a new opportunity for economic development, social and cultural harmony, and peace. It was an immense success for UMT that the event was graced by the involvement of 161 companies which included 112 international and 49 domestic companies. The IBCE 2016 was attended by 34 speakers including 10 international and 24 national speakers. It is worth mentioning that 250 delegates attended the conference which involved 50 international and 200 domestic delegates. The key participant countries of IBCE 2016 were Turkey, China, United Kingdom, Japan, Australia, Somalia, Malaysia, Portugal and Italy. The key state departments supporting the conference and exhibition were Government of Punjab, PBIT, TDCP, Ministry of Industries, Ministry of Commerce, and Ministry of Planning, Development and Reforms.



### IBCE is Just the Beginning:

**Dr Hasan Sohaib Murad, Rector UMT**

Addressing the Conference, Rector UMT and Patron-in-



Chief of IBCE, Dr Hasan Sohaib Murad said that when we first took up the idea of organizing an international business conference and exhibition, we encountered skepticism as to why should a university be involved in this? However, the idea worked excellently and it

was widely supported by the government. He stated that if we want to develop the economy with a knowledge focus, and bring about a strategic transformation, then we need a platform that converges all key players – policy makers, businesses,

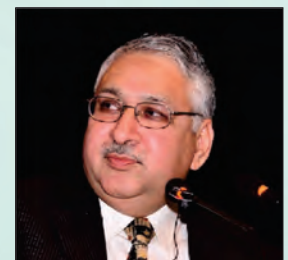
civil society members, academia, and government; IBCE is just the beginning of such operations that are to ignite and inspire young minds.

### IBCE Aims to Create Synergies:

**Abid H K Shirwani,  
Chief Organizer IBCE**

Welcoming the national and international delegates, and distinguished guests, Abid H K Shirwani said that IBCE 2016 aims to create synergy in

order to move the development agenda forward and add value to Pakistani products. He said that with the help of our international and national exhibitors, the IBCE is all set to drive technology transfer, facilitate innovation and boost entrepreneurship.



### I am Impressed to see Business Environment in Pakistan:

#### Chief Advisor to Turkish President

In his keynote speech to the IBCE 2016, Ilnur Cevik, Chief Advisor to Recep Tayyip Erdogan, the President of Turkey, said that he was impressed to see the business environment initiated at the event. He said that Pakistan and Turkey share special ties that are based on brotherly relations rather than on any strategic interests. At present, 100+ Turkish companies are operating in Pakistan and it would be in the best interests of both countries to help out each other by enhancing this economic co-operation. Stressing upon the importance



of regional peace and stability, Ilnur Cevik said that these are the basic requirements for business development, and I am glad to learn that Pakistan has restored, peace and is rising.

### UMT's IBCE is a Great Business Show:

#### Minister for Planning and Development

Addressing IBCE 2016, Ahsan Iqbal, Federal Minister for Planning, Development and Reforms, highly appreciated UMT and Dr Hasan Sohaib Murad for staging a great business show. He said that we are witnessing an unprecedented time in human history,



which is actually a time of knowledge revolution. He said that real change has taken place in the country and with the China-Pakistan Economic Corridor (CPEC), Pakistan will rise and shine.

### IBCE is an Amazing Platform for Business Leaders:

#### Australian High Commissioner



Speaking at the forum, Margaret Adamson, Australian High Commissioner to Pakistan, highlighted the role of the Australian government in various economic development and educational projects being carried out in Pakistan. She called IBCE an amazing platform for business leaders. Ms Adamson said that the Government of Australia is supporting Pakistan to develop socially and economically.

### IBCE is a Market of Opportunities for Modern Business:

#### President TUMSIAD



Sharing his views, Yasar Dogan, President TUMSIAD, said that the IBCE is a high-powered forum that provides excellent network for boosting the volume of trade and investment. He termed IBCE as a market of opportunities for modern business.



### Current Government is Committed to Improving Economy:

#### President LCCI

Abdul Basit, President LCCI, stated that the presence of political leadership shows the government's commitment to enhance economic activity.



### We Need to Work Together for Economic Sustainability of the Country:

#### Chairman Guard Group

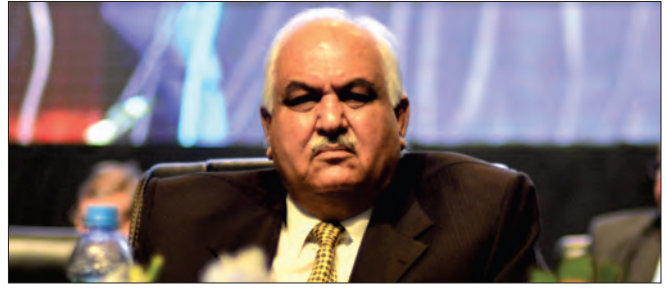


Iftikhar Ali Malik, Chairman Guard Group, said that Pakistan is a huge market with 180 million people. However, we must work together to stop the brain drain from this country. He hoped that in future Pakistan will become the next economic hub of the region.

### Punjab Government is Committed in its Projects:

#### Minister for Industries

Addressing the Business Conference, Chaudhry Muhammad Shafique, Minister for Industries, Punjab, stated that the Punjab Government is committed to fulfilling its promises of development. He said that all



projects are being completed timely. The Chief Minister and his team are working day and night to deliver to the nation. The Minister highlighted the government's vision and economic plans. He shared with the audience that work is being carried out toward equitable economic prosperity and development in all areas of the province.

### Ties with Developing Countries Should be Improved:

#### Chairman TDAP



S M Munir, Chairman TDAP, said that IBCE is a bridge between business and consumers. It will also expose the youth to global business dynamics. He was of the view that Pakistan needs to focus on establishment of better economic ties with developed as well as developing countries of the world.

### From Information Technology to Fast-Moving Consumer Goods

IBCE 2016 was organized with focus on certain key sectors like clean energy, automobile, IT, telecom, textile, services, construction and housing, manufacturing, food, agriculture and fast-moving consumer goods. The technical expo and the conference went in parallel, giving a fascinating look to the visitors. There were special B2B sessions where local business persons interacted with their foreign counterparts. CEOs of many companies quoted that they had successfully made linkages with renowned businesses of the world.



## INAUGURATION HIGHLIGHTS





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### Session 1A: Business Leadership and Economic Transformation

The session was chaired by Mohsin Syed, CEO, KP Economic Zones Development and Management Company. The moderator was Asher Ramish. F Robert Wheeler III, Dean, SBE, spoke on how education is shaping future leaders for the business community. He stated that Pakistan has great scope for business progress as universities are producing polished graduates. More linkages are being accessed with the industry as our mission is to make UMT a second home for industry people.

Nadeem A Malik, Country Head, Microsoft Pakistan, spoke on 'Pakistan Business Leadership Future Prospects' and said that the leadership of companies envisions uplifting their organizations. Developing competitive leaders, he added, is the need of the hour and there is a great potential in Pakistan.

Mohsin Syed stated that UMT being one of the most prestigious institutions in Pakistan has organized a wonderful event which has the potential to link the academia with industry to boost economic and academic growth.



### Session 2A: Technology Catch up and Future Challenges for Developing Countries

The session was chaired by Dr Emanuela Todeva, Director, Research Center for Business Cluster, UK, and moderated by Talha Zubair Khan. The first speaker of this session was Nadeem Mujahid, CEO, Virtual Merge, who spoke on 'Market Challenges for Video Conferencing.' He said that the video conferencing market has grown substantially within the previous decade. The second speaker was Junaid Qazi, CEO, Step Robotics, who spoke on 'Solar Panel Adoption and Innovative Energy Solutions.' He said that the technology related renewable energy is the answer to the future energy problems globally.

Finally, Dr Emanuela Todeva said that strong connections between Government, Academia and Industry are the basis for future development agenda. A huge research potential exists to study the avenues for collaboration and cooperation modalities between the government, industry and universities. Every university should initiate different study phases and levels of these collaborations.





### Session 3A: Policies and Enabling Environment

The session was chaired by Tatsuhei Muto, CEO, HinoPak, and the moderator was Ijaz Yousaf. The first speaker Datu Kashif Riaz, Director, International Institute for Business Analysis, Scotland, spoke on 'Good Governance and Policy Making, International Perspective.' He described the government policies which play a centric role in development. He stated that the government has great responsibility to create enabling environment for business, the common man and also for institutions to play their role in the development agenda. Development is a shared goal; its responsibility cannot be put on a single person. The second speaker for the session was Faiq Sadiq, Head Audit, HBL Pakistan, who spoke on 'Policies for Businesses; a Stakeholder Analysis' where he stated that every person, business and country has the potential to solve challenging scenarios.





### Session 4A: Government, Academia and Industry Linkages in Developing Countries

The session was chaired by Lord Dr Shaukat Khan, UK, and moderated by Khalil A Arbi. The first speaker of this session was Dr Emanuela Todeva, Director, Research Center for Business Cluster, UK. She spoke on 'A New Development Paradigm; University-Industry-Government Linkages, Lessons Learned from Developed Countries.' She further described the triple helix model that has been discussed, practiced and much researched in the developed world. She said that a developing country like Pakistan lacks performance in Innovation Index and Competitiveness Index. The patents and scholastic output is low; as a result, Pakistani businesses cannot compete at international level and are not part of the global value chain. Pakistan should spend more on education and R&D and pump more money in the universities.

The second speaker of the session was Max Babri, CEO, The Konsultant, who spoke on 'Business Readiness for University-Industry-Government Linkages.' He was of the view that Pakistani firms are seriously lacking vision, and a clear action plan. They have never thought that universities can be a source of solutions to their impending problems. Pakistani business should start trusting academia and break barriers for investing in research. Finally, Dr Lord Shaukat appreciated all those involved in the planning and organization of such a huge event.





## FIRST DAY OF THE CONFERENCE





# EXHIBITION HIGHLIGHTS





## EXHIBITION HIGHLIGHTS





## EXHIBITION HIGHLIGHTS





## EXHIBITION HIGHLIGHTS





## EXHIBITION HIGHLIGHTS





# EXHIBITION HIGHLIGHTS





## B2B Meetings

Special sessions of B2B meetings were also organized during IBCE where delegates and exhibitors held meetings with Turkish and Chinese companies. Investors held a total of 30 meetings with 7 leading business companies of Pakistan including MIA group, Bilal Steel, Model Steel, Strongmen, Hanif Jewellers, Fast Cables and EPIC business consulting group. Parties agreed to enhance their coordination through correspondence and profile assessment and also expressed their interest to form joint ventures and commercial linkages. Specially, the TUMSIAD delegates and Pakistani investors explored the possibilities of joint ventures. In the aftermath of these B2B meetings, opportunities worth 15 million USD were explored in the sectors of housing and construction, steel manufacturing and jewelry.





### Exhibitors Visit to LCCI

IBCE Secretariat also facilitated a visit to Lahore Chamber of Commerce and Industry for IBCE foreign exhibitors and delegates. The aim of this activity was to have an orientation meeting with chamber management and members/industrialists. LCCI management briefed the delegation about the investment and joint venture opportunities in Lahore and Pakistan. Further, they responded to the queries related to trade policy, investment procedures and trusted investors.





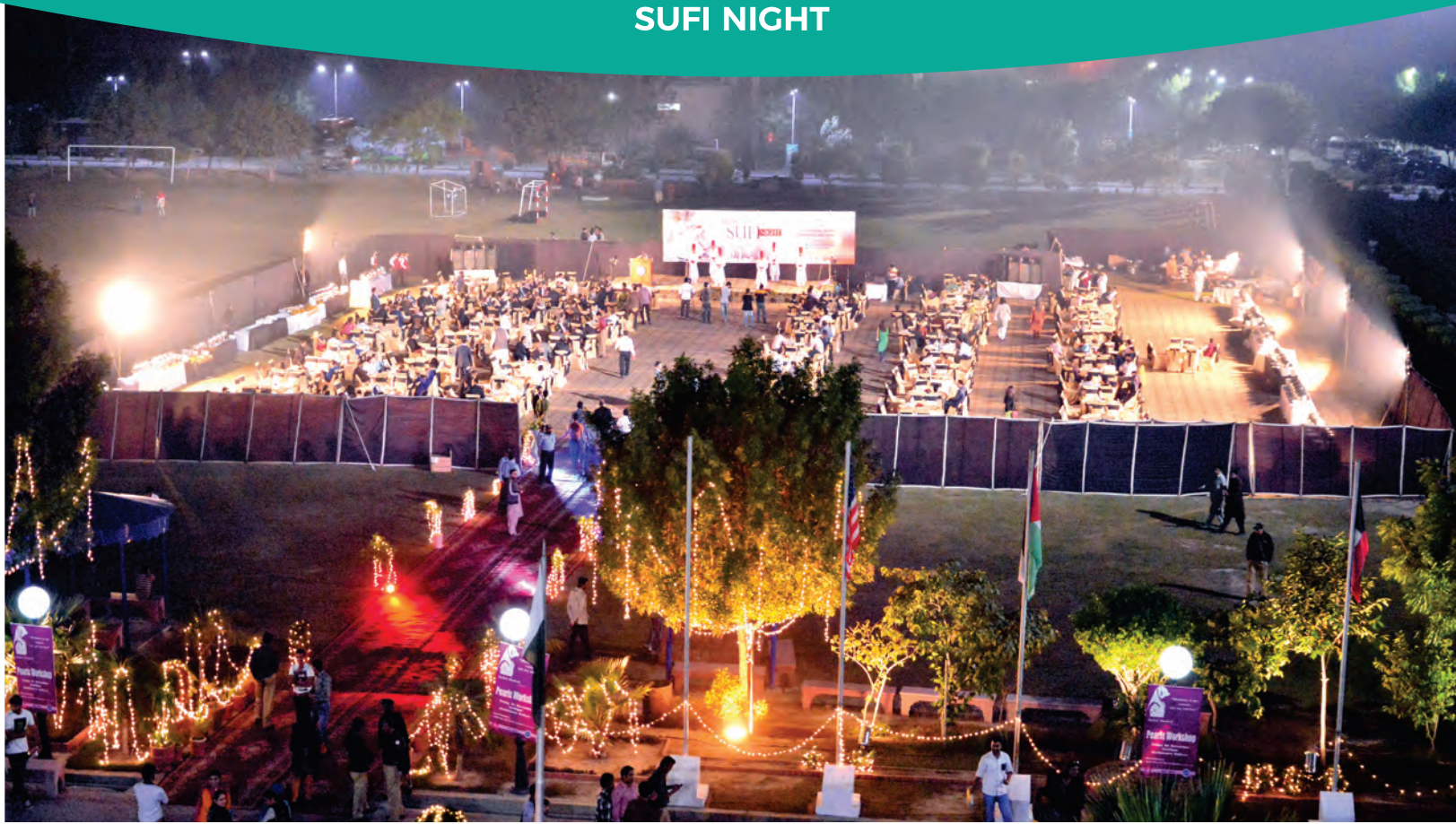
## SUFI NIGHT

A special musical night featuring some renowned sufi singers was held at the UMT Campus to provide a cultural experience to delegates and speakers of the IBCE 2016. The audience was enthralled by the sufi singers. However, the swirling dervish performance stole the show and the performers were asked to come on stage again at the request of the audience. The Sufi Night was followed by a lavish dinner which was enjoyed by all the guests.





## SUFI NIGHT





### Session 1B: Social Innovation, Higher Education and Environment

The session was chaired by Datu Kashif Riaz, Director, International Institute for Business Analysis, Scotland, and moderated by Dr Khalid Bhatti. The first speaker was Amena Adewusi, Consultant PWC SPHEIR, UK, who spoke on 'Innovation in Universities through Building Research Culture.' She shared research opportunities and further stated that SPHEIR offers grants from 1 Million to 5 Million UK Pounds for different projects.

The second speaker was Dr Ali Kashif Bashir, Osaka University, Japan, whose topic was 'Education as Tool for Social Innovation and Prosperity.' He said that being part of UMT community, he has strong passion for the development of youth and entrepreneurs. Pakistan should focus on developing more young entrepreneurs not only in business but also in the area of social service.

Uzma Manzar, CEO, Platform, spoke on 'Women Entrepreneurship and Success Stories.' She said that Pakistan is ranked low in involvement of women in businesses in the world. Women entrepreneurship should be encouraged and universities should pay special attention to encourage and develop woman entrepreneurs. Finally, Datu Kashif Riaz said that the development agenda by any government is not possible without social innovation and bringing new ways to protect the environment.

Businesses should adopt sustainable business practices. We should invest in human capital to save our future, social investment is more rewarding than just investment.



### Session 2B: CPEC and Future Business Landscape

The session was chaired by Rahmat Ullah Javaid, UMT Advisor for Industry-Academia Linkages, and moderated by Ali Chouhan. The first speaker was Tauqeer Lodhi, CEO, Aries Logistics, who spoke on 'CPEC Benefits for Local Businesses.' The second speaker was Hassan Adnan, Director HR, Coca Cola Int., whose topic was 'Expectations of Corporate Sector of Pakistan about CPEC.' He said that Coca Cola is one of the leading brands in beverages industry and has high expectations on the new CPEC roads. We have already done huge investment to meet the future demands of the market. Coca Cola is also investing heavily in human development by providing training opportunities to more than 5000 employees of Coke.





The third speaker was Muhammad Waheed Alam, Deputy Secretary, National Trade and Transport Facilitation, Ministry of Commerce, whose topic was 'CPEC and its International Importance.' He said that impact of CPEC is not limited to only one country. It has the potential to change the business landscape of the whole region. That is why the Government of Pakistan is building series of business and technology parks across the CPEC route. The fourth speaker of the session was FU DA, Regional Director, Commercial Planning, BS Central Zong, who spoke on the 'Impacts of CPEC in Telecommunication Sector.' Mir Mohammad Ali Khan, Investment Banker and Chairman, Mind and Markets, also spoke on 'CPEC from Pride to Progress.' Finally, the chairperson of the session gave a speech.

### **Session 3B: Technology Transfer; Cross Culture and Cross Institution**

The session was chaired by His Excellency Dr Jao Paulo Sabido Costa, Ambassador Portugal, and moderated by Sami Bajwa. Imtiaz Rastgar, CEO, Center for Promotion of Imports, spoke on 'Pakistan and Technology Transfer Mechanisms.' He emphasized on the need for rapid policy changes in the area of technology transfer. Pakistani businesses are facing a serious challenge of competition at international level. Our businesses lack the required competency level which can guarantee a sustainable business in exports, and the reason is poor efficiency in business operations, and high priced products by our local producers. Pakistani businesses are not quick in adopting new and innovative technologies.





## SECOND DAY OF THE CONFERENCE

The second speaker was Wang Ziahi, President, Pak-China Joint Chamber of Commerce, whose topic was 'Technology Transfer International Best Practices.' He said that Pak-China cooperation in the promotion of trade is phenomenal and China is doing heavy investments in Pakistan to secure the future of generations of both countries.

The third speaker in the session was Syed Nabeel Hashmi, CEO, Thermosole Industries, who spoke on 'Technology Transfer Challenges for Auto Show Industry in Pakistan.' The fourth speaker of the session was Engr Raza Shami, CEO, RM Engineering Industries Lahore, who spoke on 'Technology Transfer and Business Challenges in Pakistan.' Syed Samad Zaheer, General Manager, Nippon Pakistan, spoke on 'Technology Transfer in Pakistan Policy Issues.' Finally, the chairperson addressed the audience.





## SECOND DAY OF THE CONFERENCE





## LAHORE SIGHTSEEING

With a rich history that dates back thousands of years, Lahore is the cultural, historic and artistic hub of Pakistan. The international delegates, speakers and distinguished guests of the IBCE 2016 were taken on a special sightseeing tour of Lahore. They were enchanted by the fascinating colors of rich history, culture, and unique Mughal architecture of Lahore.









## LAHORE SIGHTSEEING





## LAHORE SIGHTSEEING





## INDUSTRIAL VISITS

The IBCE management also organized special industrial visits for foreign delegations. They visited manufacturing plant of Thermosole, a leading company that produces precision engineering and industrial plastics products. A visit to Adsell's, a flagship advertising company that epitomizes innovative branding solutions, was also organized. The management of Thermosole and Adsell's conducted meetings with businessmen, exchanged their knowledge, and explored joint venture possibilities. The exhibitors were highly impressed by state-of-the-art facilities provided in these industries.





## INDUSTRIAL VISITS





## CLOSING DAY

The IBCE 2016 concluded with the session on Business Leadership and Economic Transformation on November 8, 2016. Addressing the concluding session, Abid H K Shirwani said that the IBCE 2016 attracted 161 companies from Pakistan and abroad while 70+ CEOs and entrepreneurs shared their tacit knowledge. There were seven technical sessions of the conference. The exhibition drew more than 20,000 visitors. All leading trade unions, leading business chambers and trade bodies participated in it. He thanked all the sponsors and exhibitors for their support. He also acknowledged the hard work put in by the IBCE organizing team. Dr Emanuela Todeva, Director, Research Center for Business Cluster, UK, commended Abid H K Shirwani for bringing together government, academia and industry. She expressed hope that one day Pakistan would develop as a great destination for tourists where arts and culture flourish and SMEs are free to come up with new services. She urged the government to recognize pool of knowledge present in the universities and utilize it for sustainable development.

The Consul General of Turkey in Lahore said Pakistan and Turkey share brotherly relations and there is a need for increasing economic cooperation. Transport, telecommunication and other sectors are good for economic cooperation. Chairman IBCE and Rector UMT Dr Hasan Sohaib Murad shared that the last 2 days have been a great learning experience and many thought provoking ideas have been discussed. He said that the opening session alone drew 1,000 attendees which in itself is significant. He concluded by saying that UMT is committed to organize another IBCE next year as well.

The chief guest of ceremony was His Excellency Stefano Pontecorvo, the Ambassador of Italy, who graced the event with his wife. He said that Pakistan is the hub of opportunities and would be a leading country of the future in economic perspective due to its geographical location and committed nation. He further said that there was dire need to involve the youth in economic activities for the prosperity of nation. At the end, a souvenir was presented to H.E.





## CLOSING DAY







See you in next IBCE  
OCTOBER 28-30, 2017

## IBCE Secretariat

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## National Exhibitors



## International Exhibitors



## Participating Countries







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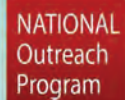


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Registration Open for

**IBCE 2017, October, 28-30**

Expo Center Lahore

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