



# NEWS and VIEWS ON **INTERNATIONAL BUSINESS CONFERENCE AND EXHIBITION**

## LEADING BUSINESS TRANSFORMATION IN **PAKISTAN**



Organized By



# About IBCE

The University of Management and Technology took this initiative to provide a platform to national and international leading business groups to share their productive knowledge on the larger scale. IBCE focuses 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 towards national prosperity. This conference and exhibition aims to lead business community, youth and consumers towards a new opportunity for economic development, social and cultural harmony, and peace.

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

The IBCE 2017 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. The CEOs of many companies quoted that they had successfully made linkages with renowned businesses of the world.

What to Expect

## **Globalization of Local Business Through Joint Ventures/Collaborations**

As businesses move towards a more integrated world, globalization of business becomes the need of the time as your company adjusts to new realities while operating in multiple countries. The IBCE 2017 offers opportunities for both market globalization and product globalization.

## **Ideal opening for B2B, B2C and B2Y Marketing**

Targeting a B2B (Business to Business) market requires a different strategy (B2B customers are more logical, focusing on how the product will save them resources or time) than that involved in B2C (Business to Consumers, who basically wants a product that gives immediate and personal benefit). The B2Y (Business to Youth) marketing has high potential in Pakistan due to the fact that Pakistan has 66% percentage of youth. Through this marketing approach, the opportunity will be given to youth groups to introduce their business ideas to make the industry more innovative.

The IBCE 2017 brings potential customers/buyers under one roof. All you have to do is make the right sales pitch.

## **Offers Strategic Launching pad to Showcase Products and Services**

If you are bringing in a new product then this is the perfect launching platform for you, in terms of being cost-effective. You can meet your customers face-to-face, assess their needs, carryout valuable market research, or even do a live product demonstration.

## **Opportunities for Foreign Companies to Explore the Local and Regional Market**

Simply put, this is the place where international marketing bears the best results. All successful businesses want to expand and diversify; for this they need marketing plans which seek new clients based on a thorough study of the target market. One size does not fit all. A viable emerging market strategy is the key to target the consumers in an overseas market.

## **Perfect Opportunity to Benefit from Pakistan's Liberal Investment Policy**

In line with the era of globalization, Pakistan has focused on investment liberalization initiatives, inviting foreign direct investment and offering one of the best investment regimes anywhere in the world. With over 180 million inhabitants and geostrategic importance, Pakistan is well poised to become a hub of economic activities.

## **Platform for Overseas Exhibitors to Interact with Local Entrepreneurs for Joint Ventures**

The IBCE is a platform where exchange of ideas and information can lead to new and innovative products and services. Knowledge does not emanate from one direction only; often, it is the result of collaborative efforts, brainstorming sessions and new solutions to business problems.

# Message by Chairman and Chief Organizer IBCE



**Dr Hasan Sohaib Murad**  
Chairman IBCE and Rector UMT

The University of Management and Technology welcomes you to the International Business Conference and Exhibition (IBCE). At this unique platform, businessmen, multinational corporations, foreign investors, exhibitors, manufacturers, entrepreneurs, CEOs and academicians from all across the globe will converge to transact business, and enlighten and inspire the youth in their quest for knowledge and innovation. IBCE opens new vistas for investments in Pakistan, potentially leading to transform the national business profile.

If you want to upgrade your business processes, expand operations, diversify your products, explore the regional market, introduce new products or initiate joint ventures, this is the place for you. You have multiple options to participate: as a group of companies, as a company, as an individual, a business professional, a management professional, academician, student, etc. As economies become integrated, globalization of business becomes inevitable, as your company adjusts to new realities, while operating in multiple geographies. IBCE offers opportunities for both market globalization and product globalization. Targeting a B2B market requires a different strategy than that involved in B2C. The B2Y (Business-to-Youth) marketing has high potential in Pakistan because 66% of Pakistan's population is young. Through this approach, the youth will be able to present their business ideas to make the industry more innovative. The IBCE is a stage where the exchange of ideas and information can lead to new and innovative products and services. IBCE brings potential customers and buyers under one roof. If you are bringing in a new product, then this is the perfect cost-effective launching venue for you.



**Abid H K Shirwani**  
Chief Organizer IBCE and Director General UMT

Dear colleagues belonging to the national and international business communities and future entrepreneurs:

International Business Conference and Exhibition (IBCE) welcomes you for what is sure to be an exciting opportunity to expand or start the business with innovation.

The national and international business entities will gather in Lahore around the theme of leading business transformation, which will raise a number of joint investment partnership forums for all of us and bring further advancements to the country. The IBCE is packed with stimulating sessions, networking opportunities and business meetings. The IBCE platform which invites leading business arrays from the Middle East, Africa, Europe, Asia, Australia and US, alongside business professionals to maintain and expand their expertise and leadership in business transformation. I am looking forward to your presence on this key occasion to join hands with us for economic development. I am confident that with the help of your contributions and participation, it will become a memorable experience.



# 2nd INTERNATIONAL BUSINESS CONFERENCE AND EXHIBITION

28-30 October, 2017, Expo Center Lahore

## Overview of Day One Proceedings



The 2nd International Business Conference and Exhibition (IBCE 2017) organized by UMT took off with an impressive start at the Lahore Expo Center with delegates, government representatives, scholars and business leaders from Turkey, China, Sri Lanka, UK, Cambodia, etc., attending the event. IBCE 2017 attracted businesses, multinationals, foreign investors, exhibitors, manufacturers, entrepreneurs, CEOs and academicians from 15 countries and leading business groups of Pakistan. It also showcased innovative products, technologies and services to boost economic development.

28-30, 2017, Expo Center, Lahore



**Prof Ahsan Iqbal Chaudhary**, Federal Interior Minister, said that IBCE has become a major event to bring academia, business and international partnerships closer. It has drawn about 150 local and foreign businesses and brought them to a point of convergence. He reminded everyone present that we have entered an unprecedented period of history as no other generation has encountered such rapid change. In the last three decades, our generation has seen a transformation from blackboard to 4G. Organizations, people, businesses, academia – all are devising strategies to cope with the change in technology and human life. Those who fail to take these factors into account, fail altogether. The Minister said that Pakistan has a great future and CPEC will be a game changer for the people of Pakistan. Pakistan is located in the cross section of the future engine of growth. It is time to work harder, smarter and better to reap full benefits of this opportunity.



## 2nd IBCE Inauguration Highlights ◀



**Ihsan Sener**, Chief Advisor to the President of Turkey, was pleased to see the business environment in Pakistan. He said that Pakistan and Turkey share very special bond of brotherhood. He emphasized on the importance of economic stability and prosperity of the nation. He said that it is a great success of UMT to bring teachers, students, businesses and investors together under the one roof of IBCE 2017.

**Dr Hasan Ali Celik**, Deputy Minister IT, Turkey, in his inaugural speech, conveyed a message of peace, prosperity and warm wishes from the Government of Turkey. He highlighted the importance of science and technology in changing times of today. He said that both the countries are ready to explore and exchange technological transformation to expand research-based knowledge. He further stated that we need to protect technology, and encourage new researches leading to innovative mindset among our students.



**Abdou Maman**, Minister for Industries, Niger, thanked UMT for its warm hospitality and stated that there is a longstanding relationship between the two countries. He said that his country is in a dire need to take research learning and forward through events such as the IBCE. He also commented that both countries can reduce poverty through collaboration and research.

**Malik Tahir Javaid**, President LCCI, commented that the presence of political leadership shows the importance attached to IBCE 2017. He also appreciated the participation of all business sectors, and choice of appropriate subjects for discussion in conference topics. The President LCCI ensured UMT of full support on all fronts and emphasized upon all stakeholders to work together in giving respect to the traders, industry and overseas Pakistanis.



**Yasar Dogon**, Chairman, TUMSIAD Turkey, said that the relations between Pakistan and Turkey are being strengthened through increasing trade and investment ties. He added that we see IBCE as an important link between the two countries as well as an attempt to explore and access the new markets.

**Dr Emanuela Todeva Bell**, Professor of International Business Strategy and Innovation, St Mary's University, UK, stated that IBCE has become truly an international conference. As a member of the Executive Committee and Chair of the Scientific Committee of the Triple Helix Association, she stressed upon the implementation of Smart Specialization Strategies and global value chains. She also shared that all businesses around the world are facing the pressurization of globalization and there are very few who are able to face these challenges.



## ► 2nd IBCE Inauguration Highlights



**Tang Nguon Song**, Advisor to the Royal Government of Cambodia, said that such conferences will create positive linkages between the people of Cambodia and Pakistan. He emphasized that we must exchange knowledge for gaining better global experience. It is important to promote knowledge, vision, expertise and technology for making the world a better place.



**Dr A M Jameel**, Chairman, Sri Lanka State Trading Corporation, said that it is indeed a great privilege to be here at IBCE 2017 and get an opportunity to meet leading scholars and business icons from many countries of the world. He added that there is a tremendous potential for improvement in trade, entrepreneurship and academic linkages. He said that the IBCE will go a long way towards promoting such opportunities between Pakistan and Sri Lanka.



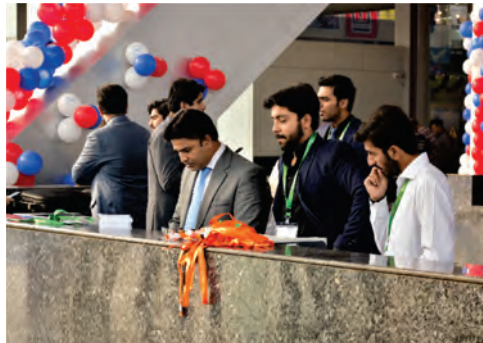
**Dr Muhammad Aslam**, Rector UMT, gave the concluding remarks of the inaugural session. He said that the primary goal of such conferences is to share latest business trends, theory and practice. IBCE will create awareness about best quality services and products. He stated that this is an era of technology transformation and we need to work together to share latest trends and practices. The Rector stated that IBCE is continuing its trend to promote professionalism, business, industry and academic linkages. He appreciated the efforts of Abid H K Shirwani and his team for organizing such a mega event. He also thanked the media for an extensive coverage and encouraged the guests to enjoy the hospitality of Lahore.



# 2nd IBCE Highlights ◀



▶ 2nd IBCE Highlights





# 2nd IBCE Highlights



# ▶ 2nd IBCE Highlights



# 2nd IBCE Highlights ◀



# ▶ 2nd IBCE Closing Ceremony



## 1st IBCE 2016 - Recap

The International Business Conference and Exhibition (IBCE) was organized on November 7-8, 2016 at the Lahore Expo Center. 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 ennobled 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 supporting departments of the conference and exhibition were Government of Punjab, PBIT, TDCP, Ministry of Industries, Ministry of Commerce, and Ministry of Planning, Development and Reforms.



# 1st IBCE Recap



# Dr Hasan Sohaib Murad Meets Top Ranking Officials of Turkey

**Thursday, January 04, 2018**

Dr Hasan Sohaib Murad, Chairman BoG, visited Turkey and met with top ranking officials and government representatives to discuss issues of mutual cooperation. Dr Hasan Sohaib Murad met Chief Advisor to President of Republic of Turkey, Ihsan Sener at Ankara, Turkey. Dr Hasan also called on Prof Dr Numan Kurtulmus, Minister of Culture and Tourism, Republic of Turkey, at his office in Ankara. Atif Ozbey, Director, UMT Bureau, Turkey, and Hasan Yasar, Advisor to Chairman BoG, were also present at this occasion.



# Mr. Abid Shirwani Meets Businessmen and Government Officials of Turkey

**Wednesday, November 15, 2017**

Mr. Abid Shirwani, DG UMT and President South Asia Triple Helix, had a very fruitful meeting in Istanbul, Turkey, where he met with Mr Ibrahim Caglar, President Istanbul Chamber of Commerce and his executive Members Mr Servet Samsama and (Tumsiad General Secretary) Muhamet Usman. One of the major points of discussion was the upcoming mega event IBCE 2018. He also mentioned that how the continued participation of TUMSIAD in the previous events was highly appreciated and we are looking forward to their continued cooperation in the future.



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