

PAKISTAN-AFRICA TRADE DEVELOPMENT CONFERENCE

30th – 31st January, 2020

Report on TDAP's Activities

CONTENTS

i.	PREAMBLE	3
ii.	REGISTRATION OF THE PARTICIPANTS	3
iii.	OVERVIEW OF B2B SECRETARIAT	4
	a. 85 COMPANIES PARTICIPATED IN THE EVENT FROM PAKISTAN	5
	b. PROMINENT AFRICAN COMPANIES THAT PARTICIPATED IN PATDC	6
	c. MEETINGS OF ADVISOR TO PRIME MINISTER WITH LEADING CHAMBERS/TRADE BODIES:	6
	d. B2B MEETINGS OF FOREIGN BUYERS WITH DELEGATES & OTHER LOCAL CHAMBERS: ..	7
iv.	BUSINESS HIGHLIGHTS	7
	e. TESTIMONIALS BY PAKISTANI FIRMS	8
	f. FEEDBACK BY PAKISTANI DELEGATES	9
	g. FEEDBACK FROM COMMERCIAL SECTIONS	10
v.	DISTRIBUTION OF PROMOTIONAL MATERIAL	10
vi.	CULTURAL SHOW	10
vii.	TRANSPORTATION TEAM	12
	h. MAJOR ISSUES FACED BY THE TRANSPORTATION TEAM:	12
	i. ARRIVAL OF DELEGATES 28-30 JANUARY 2020 AT JOMO KENYATTA INTERNATIONAL AIRPORT	13
	j. EVENT DAYS 30-31 JANUARY 2020	13
	k. DEPARTURE OF DELEGATES 31-1-2020 to 2-2-2020	13
viii.	HOTEL DUTIES	13
	l. CHALLENGES AND ISSUES IN HOTEL	14
	m. FACILITATION FOR MOVEMENT FROM HOTEL TO VENUE	14
ix.	AIRFARE REIMBURSEMENT TO FOREIGN DELEGATES	14
	n. MANAGEMENT OF AIR FARE REIMBURSEMENT	14
	o. CHALLENGES FACED DURING REIMBURSEMENT	16
x.	RECOMMENDATIONS	16
	p. B2B	17
	q. TRANSPORTATION:	17

PATDC AT KICC, NAIROBI, KENYA

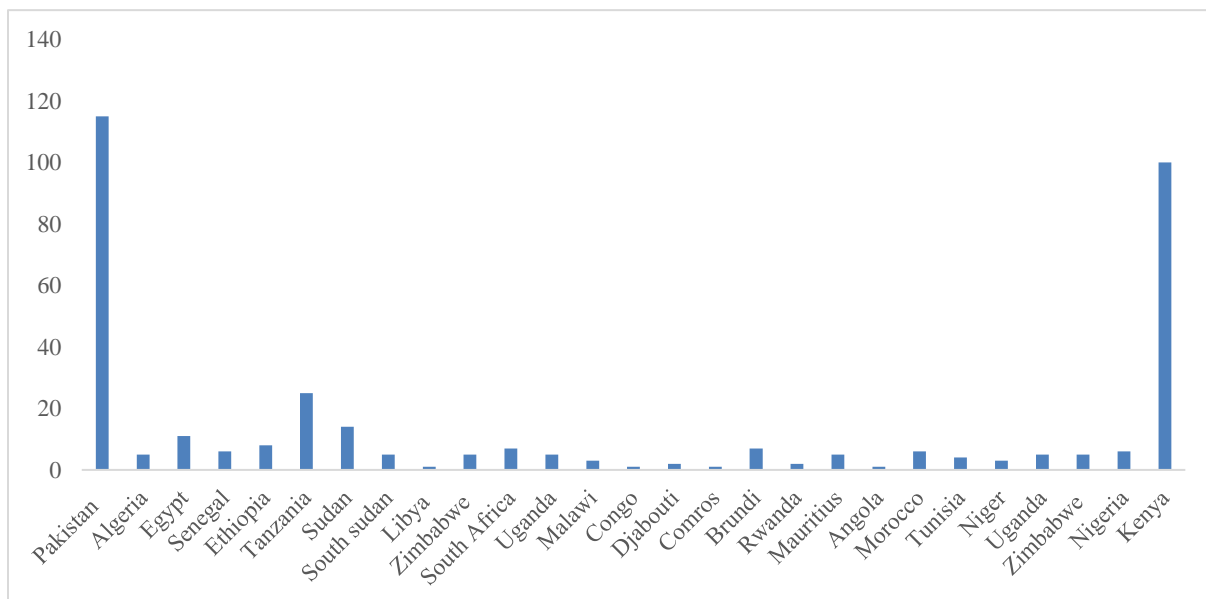
PREAMBLE

In order to enhance trade and increase outreach to major African economies, the Ministry of Commerce launched “Look Africa Initiative”, which envisaged various measures to enhance trade with Africa. In 2019, the Ministry of Commerce relocated/opened six new Commercial Sections in Africa taking the total number to ten, to cover the top ten economies of Africa. Under the “Look Africa Policy initiative”, the Ministry of Commerce in collaboration with TDAP organized the Pakistan – Africa Trade Development Conference (PATDC) in Nairobi, Kenya, from 30-31 January 2020, which is first of its kind. The objective of this initiative was to bring the businessmen from Africa & Pakistan under one roof to explore ways to enhance trade and remove trade barriers.

The PATDC comprised of two parts - the conference and the B2B meetings, which was to facilitate interactions of Pakistani delegates with African buyers through dedicated collaborative endeavors.

REGISTRATION OF THE PARTICIPANTS

Total participants registered for the conference were 361 from Africa and Pakistan, including government officials of the respective governments as well as businessmen. Around 246 delegates were registered from 26 African countries and 115 delegates from 85 Pakistani companies.





OVERVIEW OF B2B SECRETARIAT

The B2B Secretariat performed the focal task of facilitating, coordinating and ensuring B2B meetings between the African buyers with local exporters and with other Chambers /Associations.

TDAP team was comprised of following officers to conduct B2B meetings:

- i. Mr. Riaz Shaikh Director General TDAP
- ii. Ms. Madiha Ali Deputy Director
- iii. Ms. Afshan Uroos Assistant Manager
- iv. Mr. M. Junaid Feroz Assistant Manager



85 COMPANIES PARTICIPATED IN THE EVENT FROM PAKISTAN

Companies who participated in PATDC are as under:

1. Fahar Cars
2. AAZ instruments
3. Abbacus
4. Abdual Kaur
5. Agri Pak
6. AH grains
7. Algiuzx Automobile
8. Amar Industries
9. Apex Japan
10. Ashraf industries
11. Atlas Group
12. Attock cement
13. Buraq Textile
14. Cotton roots
15. Daud Sons
16. Diamond textile
17. Eco Export
18. Eiffel Industries
19. Emerging Horizon
20. Engineering Development Board
21. FA international
22. Fatima Group
23. FEZAA Services
24. Foot Metics
25. Forward Suports
26. Garment Resources
27. Gauhr Textile
28. GFC Fans
29. Glitz Pharma
30. GM Universal
31. Golden Dynamics
32. Hassan Ali Rice
33. HB meditec
34. Hemani
35. Iftikhar Ahmed & Co
36. Indus Pharma
37. Infotec
38. KAYEMMS
39. KK Rice Mills
40. KVALITATEM
41. Lucky Cement
42. Manal Foods
43. Mars Corporation
44. Marvi Agro Commoditiess
45. Mass Pharma
46. Medizan Lab
47. Mehmood Group
48. Mexi tech
49. Milk sons
50. Millat Tractors
51. Moon Rice
52. New Asia automobile
53. Pak World Traders
54. Pak zone
55. Pakistan Cables
56. Paramount Pharma
57. Power Vision system
58. PPMA
59. Raza Trading
60. RM Sons
61. Royal Fan
62. Royal Group
63. Sajid Textile
64. Sami Pharmaceutical
65. Sarena Textile
66. SBP
67. Service industries
68. SS Cosmetics
69. Sapphire
70. Seafam
71. Taj ventures
72. Verioline
73. Wnsfield Pharma
74. Ambala Sweets
75. Chenone
76. Descon
77. Fahad Shaer Trading
78. Frontier Work Organization
79. Interwood
80. JHULAY LAL PARBOILED
81. Mahmood textiles
82. Rajby
83. RB International
84. US Apparel
85. Wills and Co

PROMINENT AFRICAN COMPANIES THAT PARTICIPATED IN PATDC

Following prominent African companies participated in PATDC are:

- ✓ Dr. Ezz Alaa (Egypt)
- ✓ Mr. Hatim Ragaai - from Fashion Factory (Egypt)
- ✓ Vinay Guddye - Head of Department EDB (Mauritius)
- ✓ Moctar Sabo (Niger)
- ✓ Nena Sedumede – Textile (South Africa)
- ✓ Khamis Ahmad- Director of Trade, Ministry of Trade and Industry (Tanzania)
- ✓ Brenda Pharmaceuticals (Zimbabwe)
- ✓ Naghman Haifa – Director Motor Vehicles (Tanzania)

MEETINGS OF ADVISOR TO PRIME MINISTER WITH LEADING CHAMBERS/TRADE BODIES:

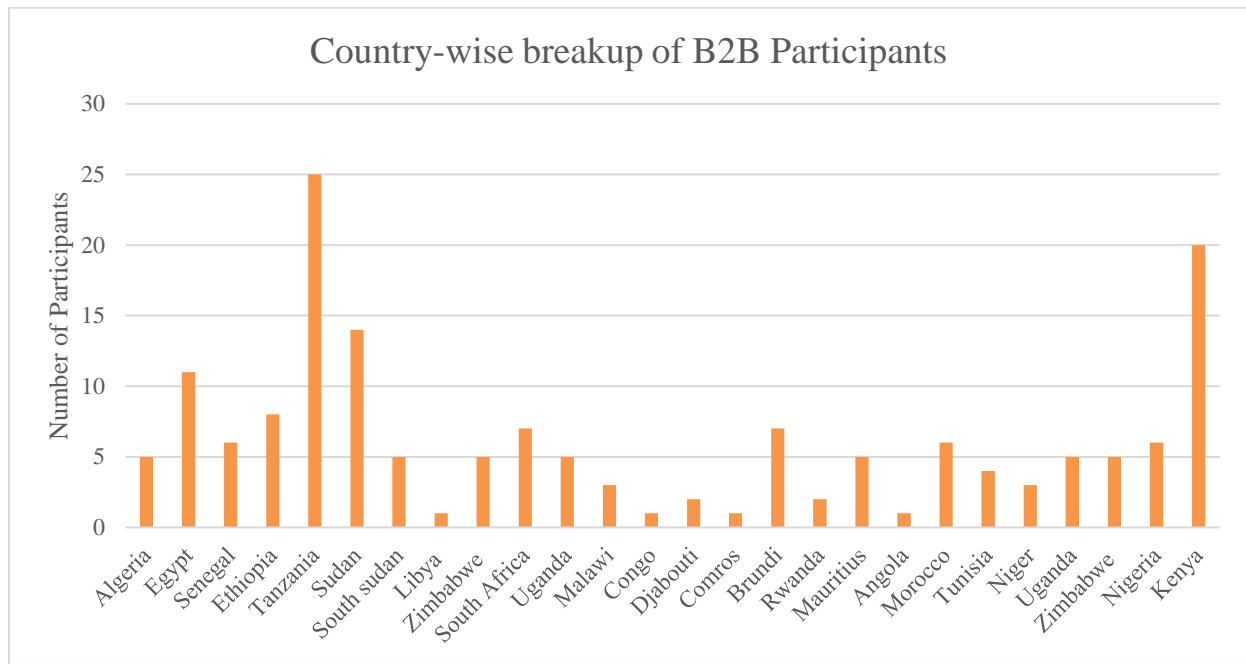
Advisor to Prime Minister for Commerce, Textile, Industry & Production and Investment Mr. Abdul Razak Dawood along with Secretary Commerce, Sardar Ahmed Nawaz Sukhera and Secretary TDAP, Mr. Muhammad Sualeh Ahmed Farooqui held high profile meetings with the renowned African associations and chambers and emphasized the importance of regional cooperation in enhancing trade and also held detailed meetings with different African delegates, chambers and associations such as:



- Tanzania Chamber of Commerce, Industry & Agriculture, Tanzania
- Department of Trade and Investment, South Africa
- Nigerian Chamber of Commerce
- Chamber of Commerce of Morocco
- Chamber of Federation of Commerce of Egypt

B2B MEETINGS OF FOREIGN BUYERS WITH DELEGATES & OTHER LOCAL CHAMBERS:

In total 163 out of registered 246 African delegates from 26 countries attended the conference and held meetings with 85 Pakistani counterparts to get first-hand knowledge of the products offered by Pakistan. A total of 1883 Business meetings took place between Pakistani exporters and African buyers.



BUSINESS HIGHLIGHTS

- Pakistan's Fruits & Vegetables representatives held meetings with Kenyan Quarantine department officials and discussed expediting the finalization of agreement related to Quarantine so that export of Mangoes and Kinnows could be initiated for Africa.
- Rainbow Traders from South Africa signed deal of USD 170,000
- AFRIKANSWISS & NINA from South Africa signed deal of USD 20,000 worth each
- Moreover, the business interest by African companies was shown in agricultural implements, Rice, Pharma, Confectionary, Sports Goods, Construction and other sectors.
- Elaraby the biggest home appliance brand in North Africa has shown interest in entering the Pakistani market through a Joint Venture for setting up local production unit in Pakistan

TESTIMONIALS BY PAKISTANI FIRMS

M/s. Rajby Textiles:

“Must look for the next event of similar nature in other African countries”

M/s. Manal Food:

“Excellent and Keep it up”

M/s. R.B International:

“The conference was excellent and I hope in future government do more”

M/s. Medizan Labs:

“Pharma sector should give priority for Africa”

M/s. Hemani:

“This should be converted into made in Pakistan exhibition”

M/s. Jhulay Lal:

“TDAP should arrange every year in different countries in Africa”

M/s. F.A International:

Mango & Kinnow import will be allowed soon in Kenya and export promotion will be started

M/s. Moon Rice Corporation:

“Excellent Conference, Keep it up”

M/s. K.K Rice Mills, M/s. Gurmukhdas, M/s. Pak Zone Traders

“TDAP should do these kinds of conferences every year in different parts of Africa”

M/s. Ashraf Industries:

“Need to continue such activities”

M/s. SAMI Pharmaceuticals:

“Excellent, more time for B2B rather than presentations”

M/s. Ambala Sweets:

“Excellent, more food companies should be invited from Pakistan to represent the sector”

M/s. New Asia Automobile:

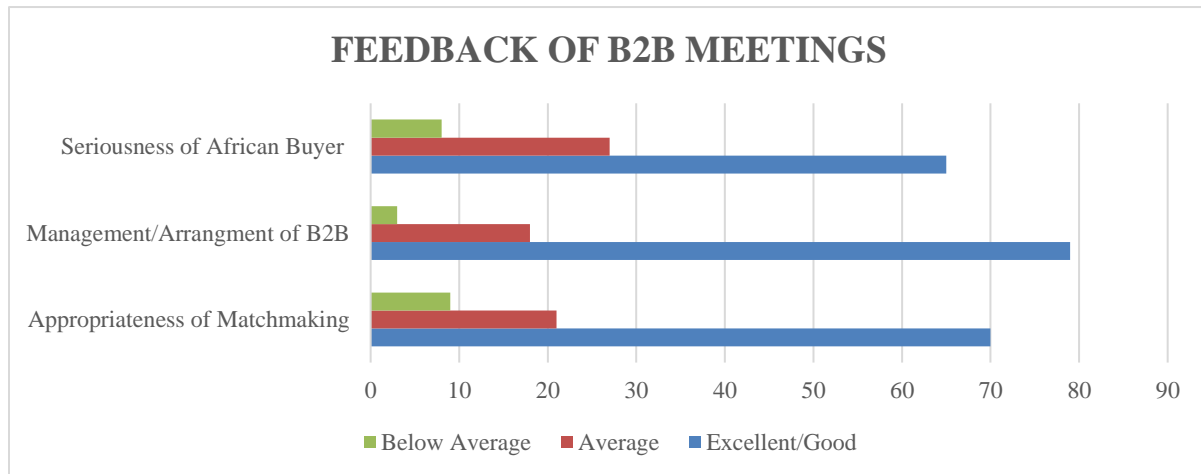
“Effort should be continued”

M/s. Rafiq Suleman:

“Excellent and Pakistan should continue this type of activities in Africa”

FEEDBACK BY PAKISTANI DELEGATES

The feedback received from Pakistani participants reflects satisfaction in the arrangements and its details are as under:



- Above graph shows that more than 60% of the participants highly appreciated the seriousness of the selected B2B buyers from the African and were ambitious on materializing the trade negotiations done during the B2B
- 80% of the Pakistani delegates were more than satisfied with the arrangements and management of the B2B meetings
- 70% of the participants highly appreciated the appropriateness of the matchmaking with African counterparts





FEEDBACK FROM COMMERCIAL SECTIONS

Feedback forms have been shared with all 06 TIOs with a request to provide details of estimated business generated through this conference. However, the feedback was received from Nigeria, South Africa and Egypt with all details. It shows the meeting of the business interest was too high.

DISTRIBUTION OF PROMOTIONAL MATERIAL

Promotional material packed in genuine Pakistani leather folders including product brochure, delegates directory, USB, pen and writing pad was distributed amongst the delegates at the venue.

CULTURAL SHOW

An exclusive Gala Dinner and Cultural Show was arranged in the evening of 30th January at the Marquee site of Kenyatta International Conference Centre (KICC). The Gala Dinner was attended by the Hon’ble Advisor to Prime Minister on Commerce & Textiles, Secretary Commerce, Secretary TDAP, distinguished African and Pakistani delegates and officials, local guests etc. A contemporary hyper folk rock music and traditional dances ensemble on ritual theme was presented by renowned four-member Pakistani musical band “Khumariyaan” and more than dozen local performers of “Kenyan Art & Dance Council”.

The Cultural Show at Gala Dinner began with a 30-35 minutes of multiple performances by Kenyan dancers who portrayed the rich traditions of their urban & rural lifestyle infused with relic stories depicted from African age-old civilization, customs and ethnicity. The facets of these performances created a true ambiance of art & colour that truly mesmerized the audience with its magical melodies.





The second part of the Cultural Show was embraced with Pakistani music embedded in the traditional folk instruments including Rabab, Sehtar, Zerbaghali, Ghongro, Dhol, Tumbak and fused with western instruments like guitars, drums etc. The performance of Pakistani band was based on native music from northern areas of Pakistan, with a tinge of other native music of the world that transpired as a pure contemporary presentation, that truly enlighten the audience of Gala Dinner with all encompassing aesthetics and performing art. The performance reflected the modern progressive Pakistan and its dynamic youth.



TRANSPORTATION TEAM

A three-member team under Deputy Directors was assigned task of transportation of delegates in connection with the First Pakistan Africa Trade Development Conference Nairobi, Kenya 30-31 January 2020. The team headed by Director General International Markets Development Division TDAP reached Nairobi on 26-1-2020 and reported to High Commission of Pakistan in Nairobi on 27-1-2020. The detailed transportation plan under the guidance and supervision of the Director General was prepared and shared with all concerned including the delegates from Pakistan and Pakistan's Commercial and Diplomatic missions through WhatsApp communication. Copy of the plan is at Annexure.

MAJOR ISSUES FACED BY THE TRANSPARATION TEAM:

We had travel itinerary of 84 Pakistani delegates as of 26-1-2020(the day of departure to Kenya). Some other shared itinerary at the time of departures which was compiled at airport. In all we received 115 Pakistani delegates. However, there was no consolidated information of the African delegates and we requested Trade and Investment officer Nairobi to provide detailed itinerary, briefing on airport facilitation, ushers and help establish facilitation desk at airport. Some delegates had changed flights and updated lists were not shared until we approached protocol teams of High Commission. The TIO provided itinerary of only 8 countries either through email or WhatsApp. Since arrival of guests started from 28-1-2020, it was not easy for us to maintain, receive guests at three different terminals and depart them to respective hotels because of time and HR constraints. We prioritize as under:

- Prepared travel itinerary of all African delegates including Pakistani diplomats
- Moved ushers and teams accordingly as international flights were landing at three different terminals.
- Parked vehicles at diplomatic parking along with availability of drivers and focal person form transport company.
- Negotiated with Costa Caffe (a nearby café at terminal 1-E) for alternate arrangements of sitting/working on data feeding.

HELP DESK ISSUE: One of major issue was absence of help desk at airport which could be visible for the delegates. We took up matter with the authorities but they did not allow us. We informed TIO and High Commission officials but help desk was not allowed. The airport authorities only allowed us to place standees outside the arrival area. We therefore placed standees at both terminals for visibility, along with ushers.

PARKING ISSUES: Airport Authorities did not allow parking of all vehicles in the diplomatic parking area. We discussed with them and then they allowed to park two 10 seaters and two cars at each terminal. Major issue in this connection was that vehicles which were being parked in the general parking area were arriving little bit late at pick up points or their drivers were not attending phone calls. However, to manage this, we had one person from Transport Company to be with us for resolving those issues.

TEMPORARY FACILITATION DESK AT COSTA CAFFE: It is a Caffe outside arrival of terminal 1-E of Jomo Kenyatta International Airport. We requested duty manager that we need to use its Wifi and

premises to dispose of our work for two days. The deputy manager was kind enough to allow space in the Caffé as help desk was not established for facilitation of delegates. Mr Naveed Shafi was engaged to properly maintain travel itinerary and keep us updated through WhatsApp. Mr Junaid Feroze was deputed at terminal 1-A where all African flights land. We placed standees outside both terminals, along with Ushers.

ARRIVAL OF DELEGATES 28-30 JANUARY 2020 AT JOMO KENYATTA INTERNATIONAL AIRPORT

Arrival of the guests started from 1430 on 28-1-2020 and continued till 530 hours on 30-1-2020 on the different terminals of Jomo Kenyatta. The airport has 4 terminals, three of which are used for international flights. Terminal 1-A, 1-B and 1-E are international terminals. Terminal 1-A receives flights from African region; terminal 1-B from miscellaneous countries and terminal 1-E from Emirates, Qatar and European air services. During the 40 hours, we received 258 delegate: 143 African including diplomats and 115 Pakistanis.

EVENT DAYS 30-31 JANUARY 2020.

The event kicked off on 30-1-2020. One officer at each of three hotels: Sarova Stanly, Serena and Intercontinental, was deputed to ensure timely departure of delegates from hotel to venue. Mr Kaleen Memon DD was deputed at Intercontinental; Mr Mudassir Minhas at Serena and Mr Saeed Tamimi at Sarova Stanley. The similar arrangements were in place for dinner and the rest of event day. We had four ten seaters and couple of cars at each hotel for transportation of delegates to venue and once it was complete, vehicles were placed at the venue for pickup of the delegates. After the start of event, things went on smoothly, as we were updating Pakistani delegates and TIOs through WhatsApp group, if there was any change in the program.

DEPARTURE OF DELEGATES 31-1-2020 TO 2-2-2020.

The event concluded at 1800 hours on 31-1-2020 and the vehicles were placed at hotels for pickup of delegates to airport, as different delegates had different flight schedules and timing. Transport control was handed over to Trade and Investment attaché, Mr Lae Daraz Khan after the conclusion of the event.

HOTEL DUTIES

For stay of delegations from African countries and Pakistan, the High Commission of Pakistan Nairobi finalized three hotels viz., Intercontinental Hotel, Sarova Stanley Hotel & Serena Hotel, during 1st Pak-Africa Trade Development Conference.

Three officers were deputed during the conference for facilitation of delegates, one in each hotel, who were assisted by two ushers.

- i. Mr. Kaleemullah Memon, Deputy Director was deputed at Intercontinental Hotel,
- ii. Mr. Saeed Tamimi, Assistant Manager was deputed at Sarova Stanley Hotel
- iii. Mr. Mudassir, SO (Africa) MOC at Serena Hotel.

Around 120 rooms were reserved by High Commission of Pakistan in Intercontinental and Sarova Stanley hotels on negotiated rates for the delegates. The Facilitation Desks in all three hotels were setup on 28th

January, 2020. As per scheme shared by TIC Nairobi, guests from African countries, whose first letter was from A to M in alphabetical order, were to be stayed in intercontinental hotel, while the guests from African countries whose first letter was from N to Z were to be stayed at Sarova Stanley hotel. Further, majority of delegates from Pakistan also stayed in these hotels.

The approved list shared by MoC included around 115 business delegates and 53 officials from African countries, of which 59 (36 Business delegates and 23 officials) were given full hospitality by Government of Pakistan / MoC, while, the rests were on self-payment basis. All lists were shared with Hotels' management for smooth check in of delegates.

CHALLENGES AND ISSUES IN HOTEL

The officers deputed at Intercontinental and Sarova Stanley hotels faced many issues in facilitating the guests at hotels. Though, the list of business delegates and officials from African countries were provided. However, there was no detail of itineraries and time of reaching of delegates in hotels. To overcome this issue, the hotel teams were in constant contact with Airport team for facilitation of the delegates. Through well-coordinated effort, the delegates were facilitated in smooth check-ins in all hotels.

Another issue, which surfaced during the hotel duty, was admissibility/approval of hospitality to certain Africa Delegates by High Commission of Pakistan, without any prior approval of MoC. TIC Nairobi, Mr. Laeeq Daraz was also not aware of the granting of hospitality by High Commission of Pakistan as the names of those delegates were missing from approved list of MoC.

The delegates came and showed the letters of granting of full hospitality by High Commission of Pakistan, who; after confirmation with TFC Nairobi, were accommodated in Sarova & Intercontinental Hotels. 05 delegates from Uganda, 02 from Mauritius and 01 from Morocco were given full hospitality and checked in Intercontinental hotel, while 05 delegates from Somalia and 05 delegates from South Sudan checked in Sarova Stanley after confirmation of hospitality by High Commission of Pakistan Nairobi.

FACILITATION FOR MOVMENT FROM HOTEL TO VENUE

04 shuttles were run from each hotel to Kenyatta International Conventional Centre and Vice versa on 30th & 31st January, 2020 for the conference, for Gala Dinner on 30th January, 2020 and till departure of both Pakistan and African delegates from hotels to Jomo Kenyatta International airport after conclusion of the conference. In coordination with transport team, the movement plan was smoothly executed and no issue was reported.

AIRFARE REIMBURSEMENT TO FOREIGN DELEGATES

MANAGEMENT OF AIR FARE REIMBURSEMENT

The Ministry of Commerce provided the list of **61** approved delegates including Officials and Businessmen for reimbursement, out of which, **46** delegates were reimbursed as per entitlement and **7** delegates (**2** from **Niger** and **5** from **Libya**) did not show-up.

DISBURSEMENT MECHANISM

- i. The designated officer received the approved claims on 30th January 2020 from TIOs, TIAs and delegates and collected copies and the Economy Class air Ticket/Invoice and finalized the costing.
- ii. The designated officer along with Accountant of High Commission of Pakistan, Nairobi, Kenya, disbursed an amount **USD 39,781** to 46 African delegates and **USD 5,052** to 4 officers of Ministry of Commerce on 31st January 2020.
- iii. The Ministry of Commerce shared the names of delegates from **Burundi, Rwanda, Somalia and Somaliland** without approvals therefore no claims were reimbursed to them.
- iv. In the end, all documents related to airfare disbursement advices and acknowledgements / receiving of payments from delegates were handed over to the Accountant of High Commission of Pakistan, Nairobi, Kenya.
- v. The details of the disbursement are as under:

DISBURSEMENT TO DELEGATES FROM AFRICA				
Sr #.	Country	Total No. Delegate (Approved by MoC)	Total No. Delegate (Reimbursed)	Total No. Amount (Reimbursed) (In US\$)
1	Algeria	5	3	3,232
2	Egypt	4	4	3,585
3	Ethiopia	9	6	2,315
4	Mauritius	2	2	1,883
5	Morocco	3	3	2,772
6	Nigeria	5	5	4,719
7	Senegal	7	6	7,647
8	South Africa	3	2	1,486
9	Sudan	4	4	5,436
10	Tanzania	4	4	1,568
11	Tunisia	4	3	2,768
12	Zimbabwe	4	4	2,370
13	Libya	5	0	0
14	Niger	2	0	0
15	Burundi	0	0	0
16	Rwanda	0	0	0
17	Uganda	0	0	0
	Total:	61	46	39,781

DISBURSEMENT TO THE OFFICERS MINISTRY OF COMMERCE			
SN	Name	Designation	Amount in USD\$
1	Ms. Maria Kazi	Joint Secretary, MoC	1263
2	Mr. Zahid Qadeer	Director, MoC	1263
3	Mr. Umer Kamal	Director to Adviser, MoC	1263
4	Mr. Muhammad Mudassir	SO Africa Region, MoC	1263
		Total:	5,052

The total reimbursement is as under:

i.	Total amount reimbursed to African Delegates	USD\$: 39,781
ii.	Total amount reimbursed to MoC Officers	USD\$: 5,052
	Total amount reimbursed (i + ii)	USD\$: 44,833

CHALLENGES FACED DURING REIMBURSEMENT

CHALLENGES FACED DURING THE REIMBURSEMENT	HOW CHALLENGES WERE RESOLVED
Country wise criteria and ceilings were not shared with the reimbursement officer. As Some of delegates submitted very high claims.	Issue were informed to the Competent Authority. The Authority advised to make the Payment on average of other claim received from the same country's delegate.
The assigned Accountant of High Commission of Pakistan, Nairobi, Kenya did not support the designated officer for reimbursement except the last moment of disbursement.	The designated officer collected all documents, check the invoices, calculate the local currency in to USD (costing), and prepared the Advices /Acknowledgment of payments himself.

RECOMMENDATIONS

- In such mega activities, the advance team of officials should move at least 15 days before the event to get all the onsite details in hand and to execute the project in professional manner. It is pertinent to mention here that the advance team for this event reached 03 days prior to the event.
- Focal persons for all the designated activities should be nominated well in time to coordinate the respective activities
- Proper coordination and dissemination of information to relevant officer should be emphasized

B2B

1. The representation from African trade associations may be enhanced
2. The duration of presentations may be reduced and reimbursement may be made on the last day in second half in order to avoid disturbance in B2B meetings
3. On the first day 100 Kenyan delegates registered themselves but they didn't show-up for B2B meetings. A mechanism needs to be developed to ensure the presence of such delegates.
4. The ITC tools for B2B (*online software for matchmaking*) meetings may be used in all upcoming B2B meetings in order to conduct B2B meetings efficiently.

TRANSPORTATION:

- Facilitation desk at the airport may be established.
- The first thing a mission should ensure is proper coordination with airport authorities for establishing facilitation desk.
- Incomplete information about travel itineraries, it was not updated. TIO must have been busy but it is a clerical task which he should have assigned to TDO Missions should prepare a complete travel itinerary in future at least two days before arrival of the airport teams.
- The mission should give complete briefing about the terminals and other arrangements at the airport, which was missing in this case.
- Sufficient HR should be placed at disposal of airport teams. HR for at least two shifts of 12 hours should be kept in mind for such mega events.