

## Press Release

### **ASEAN Delegation Calls on Governor Punjab**

A 50-member ASEAN Business Delegation met Mr Baligh ur Rehman, Governor of Punjab, on 8<sup>th</sup> August, 2023. Dr. Fareed Iqbal Qureshi, Secretary TDAP, shared the objectives of the visit of the ASEAN delegation to Pakistan and thanked the Governor for taking time to meet the visiting delegates. He explained that TDAP in collaboration with ASEAN Secretariat and Pakistan's Trade Mission in Indonesia has organized the visit of this first ever, largest ASEAN delegation. As a follow-up, TDAP intends to hold a Pakistan- ASEAN Trade Development Conference and Single Country Exhibition in Jakarta, Indonesia, in May, 2024. These efforts will open new avenues of trade and investment between ASEAN and Pakistan. He informed that "ASEAN – Pakistan Business Opportunities Conference" was held on 7<sup>th</sup> August, 2023, followed by B2B meeting in which besides 50 delegates, 240 Pakistani companies participated and 400 B2B meetings took place.

While speaking on behalf of the ASEAN delegation, Mr. Mufti Hamka Hassan, Vice Chairman of Middle East Committee, expressed gratitude to the Governor and appreciated the efforts of Government of Pakistan to strengthen Pakistan – ASEAN relation. He briefed about the composition of the delegation and informed that the delegates had very fruitful B2B meetings yesterday.

Mr Baligh ur Rehman, Governor of Punjab, reciprocated the sentiment, expressing his delight at hosting the esteemed ASEAN delegation. He extended a warm welcome and provided an insightful briefing on the dynamic trade and investment policies of Pakistan. He explained the investment potential through Special Economic Zones and the efforts that government of Pakistan has made to ensure the maximum ease of doing business in Pakistan. The Governor underscored the importance of fostering enduring partnerships and collaboration between ASEAN member states and the province of Punjab.

The ASEAN Business Delegation's visit marks a significant step towards fostering deeper economic cooperation between the ASEAN bloc and Pakistan.