

**JOHANNESBURG, SOUTH AFRICA**  
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### ***Disclaimer***

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## Table of Contents

1. Executive Summary .....	5
2. Background .....	6
3. Introduction to 3 <sup>rd</sup> PATDC & SCE.....	7
3.1 Target Region .....	7
3.2 Components of 3 <sup>rd</sup> PATDC & SCE.....	7
3.3 Venue.....	8
3.4 Management & Core Team .....	8
4. Activities leading up to 3 <sup>rd</sup> PATDC & SCE .....	9
4.1 Advertisements and Local Marketing.....	9
4.2 Marketing of the event in southern Africa.....	10
4.3 B2B Portal .....	10
4.4 Marketing & Promotional Material .....	11
4.5 Visa Issuance to Pakistani Exhibitors.....	11
4.6 Transport & Hotel arrangements for Officials, Delegates & Exhibitors .....	12
4.7 Hospitality for African Delegates.....	12
5. Day 01: Pakistan – Africa Trade Development Conference.....	13
5.1 Program of the Conference.....	13
5.2 Speeches & Presentations .....	13
5.3 Sectoral Presentations by Pakistani Exhibitors .....	17
5.4 Inauguration Ceremony .....	19
5.5 G2G meetings of the Federal Minister for Commerce .....	20
5.6 Cultural Night & Gala Dinner .....	23
6. Day 02 & Day 03: Single Country Exhibition.....	23
6.1 Pakistani Exhibitors.....	23
6.2 African Delegates .....	25
6.3 Visit of the Exhibition by Federal Minister for Commerce.....	26

6.4	Visit of the Exhibition by Senior Officials .....	27
6.5	B2B Meetings of Exhibitors .....	27
7.	Major Highlights.....	29
7.1	High level government engagements .....	29
7.2	Estimated business generated .....	29
7.3	Feedback of Pakistani Exhibitor.....	30
7.4	Feedback of African delegates .....	31
8.	Challenges & Recommendations .....	32
9.	Conclusion .....	33
10.	Annexures.....	34
	Annex-I: Program of the Conference (Day 01) .....	34
	Annex-II: List of Exhibiting Companies .....	36
	Annex-III: African Delegates from SADC.....	40

## **1. Executive Summary**

The 3<sup>rd</sup> Pakistan – Africa Trade Development Conference (PATDC) & Single Country Exhibition (SCE) was held in Johannesburg, South Africa from 29th November to 1<sup>st</sup> December, 2022. After the success of previous editions in Kenya, focusing on East African Community (EAC), and in Nigeria, focusing on Economic Community of West African States (ECOWAS), the third edition focused on the Southern Africa Development Community (SADC) region, whose largest economy is South Africa.

The Conference was attended by government officials, presidents of national chambers, and business leaders of the SADC member states. Syed Naveed Qamar, Federal Minister for Commerce, and Muhammad Sualeh Faruqi, Secretary Commerce, represented Pakistan at the highest government level. Chief Guest for the event was Ms. Stella Tembisa Ndabeni-Abrahams, Minister for Small Business Development of South Africa. Other notable attendees included Ms. Sophie Ratsiraka, Minister for Craft of Madagascar and Mr. Paul Faraj Koyi, President of Tanzanian Chamber of Commerce & Industry. A total of 59 delegates from 11 SADC member states attended the event with several others joining in from South Africa. The Conference allowed for high level G2G interaction between Pakistan and the Southern African countries, paving forward the way for enhanced trade and business linkages.

120 Pakistani companies participated in the 3<sup>rd</sup> PATDC & SCE. These companies represented major sectors of Pakistan's economy, with more than 70% participants from Engineering and Healthcare sectors. The two-day exhibition allowed for in-person interaction with South African buyers and SADC delegates, which led to increased interest in Pakistani goods and services. The SCE led to business deals worth of US\$ 24 million and more than 20 MOUs were signed between Pakistani companies and southern African businesses.

The feedback from the exhibitors was encouraging, as many companies received orders whereas others initiated contact with local businesses whom they met during the event. The 3<sup>rd</sup> PATDC & SCE at Johannesburg, South Africa opened up new avenues for our businesses to explore and expand in the target region. The positive responses received from government officials and business leaders of the SADC region was indicative of enhanced interest from the commercial circles of the SADC countries as well as a deepening of bilateral trade relationships with respective countries.

## 2. **Background**

The Ministry of Commerce launched its “*Look Africa Policy Initiative*” in 2017, which envisaged various measures to enhance trade and business outreach in major African economies. In 2019, the Ministry of Commerce opened 6 new Commercial Sections in Africa, taking the total number to 10 in the continent, in order to increase its outreach within the top 10 economies of Africa.

Under the “*Look Africa Policy initiative*”, the Ministry of Commerce, in collaboration with Trade Development Authority of Pakistan (TDAP), organized the 1<sup>st</sup> PATDC in Nairobi, Kenya (30<sup>th</sup> – 31<sup>st</sup> January, 2020). The objective of this initiative was to bring businesses from Africa & Pakistan under one roof to explore ways to enhance trade, remove trade barriers and develop B2B linkages. The focus of the 1<sup>st</sup> PATDC in Nairobi was the East African Community (EAC), a trading bloc of 7 eastern African countries, with a combined GDP of US\$ 305 billion<sup>1</sup>.

The 1<sup>st</sup> PATDC comprised of a Conference followed by a B2B session of the participating companies with their African counterparts. The event was attended by more than 100 Pakistani delegates from 85 companies and around 240 African delegates from 26 African countries. The event generated trade deals worth around US\$ 12 million and facilitated further inroads into the eastern African market.

The 2<sup>nd</sup> PATDC & SCE was held in Lagos, Nigeria from 23<sup>rd</sup> – 25<sup>th</sup> November, 2021. Based on the feedback of the companies that participated in 1<sup>st</sup> PATDC in Kenya, a two-day SCE was also made part of the event, with the aim of showcasing Pakistani products and services to the African market. The focus of the 2<sup>nd</sup> PATDC was ECOWAS, a regional political and economic union comprising of 15 member states and a combined GDP of US\$ 730 billion<sup>2</sup>.

A total of 100 Pakistani companies from various sectors participated in 2<sup>nd</sup> PATDC & SCE. The event was attended by more than 80 African government and business leaders from across the ECOWAS region, as well as around 5,000 persons who visited the exhibition. The event generated trade deals worth over US\$ 32 million, and more than 30 MOUs being signed during the event.

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<sup>1</sup> Source: <https://www.eac.int/overview-of-eac>

<sup>2</sup> Source: [https://ecowas.int/?page\\_id=40](https://ecowas.int/?page_id=40)

### **3. Introduction to 3<sup>rd</sup> PATDC & SCE**

#### **3.1 TARGET REGION**

The 3<sup>rd</sup> PATDC & SCE was held in Johannesburg, South Africa from 29<sup>th</sup> November – 1<sup>st</sup> December, 2022 being the third event since 2020 under the “Look Africa Policy Initiative” of Ministry of Commerce.

South Africa, being one of the most developed economies of Africa, was selected as the venue for the 3<sup>rd</sup> PATDC. The focus of the event was to bring together the trade and business leadership of the SADC and a sub-bloc namely, Southern African Customs Union (SACU). The SADC is headquartered in Botswana and has 16 member states in the Southern African region. Its goal is to further regional socio-economic cooperation and integration as well as political and security cooperation amongst the member states. Its combined GDP in 2018 was US\$ 721 billion<sup>3</sup> and a growth rate of 1.8%. Pakistan’s trade with the SADC member states in 2021 stood at US\$ 2.3 billion of imports and US\$ 630 million worth of exports<sup>4</sup>.

SACU comprises of 5 member states of the Southern Africa region with a combined GDP of approximately US\$ 450 billion<sup>5</sup>. Pakistan’s exports to SACU member states in 2021 were US\$ 229 million whereas the total imports stood at US\$ 1.76 billion. Special emphasis was on the landlocked countries within the region, such as Zimbabwe, Zambia and Botswana, which present great opportunities for Pakistani companies to expand their business.

#### **3.2 COMPONENTS OF 3<sup>RD</sup> PATDC & SCE**

The event comprised of a one-day Trade Development Conference followed by a two-day SCE. The purpose of the Conference was to bring together government dignitaries, high ranking officials and business leaders from Pakistan and across Southern Africa. A Trade Development Conference allows for the Ministers and government dignitaries to highlight their country’s trade promotion initiatives, business-friendly policies and investment opportunities. Floor is also given to heads of regulatory and accreditation bodies, who inform the participants of the requirements and procedures for product registration and business startups in their respective countries. Similarly, presentations on the various sectors of Pakistan export economy sets the

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<sup>3</sup> Source: <https://www.sadc.int/pages/sadc-facts-figures>

<sup>4</sup> Source: TradeMap

<sup>5</sup> Source: <https://www.worlddata.info/trade-agreements/southern-african-customs-union.php>

stage for the following two-day Single Country Exhibition, enabling the attendees to gauge the quality and potential of Pakistani exporters.

The two-day SCE was the main highlight of the event as it drew potential buyers and interested investors, allowing them to interact in person with Pakistani businesses. The SCE was attended by buyers from the host country and neighboring countries. The fact that a single event and venue can provide a glimpse of another country's tastes, culture, products and services, drew in huge crowds of people to the exhibition, which ultimately led to greater people-to-people contact – a prerequisite of enhancing trade linkages.

Based on the experience of the 1<sup>st</sup> PATDC, a SCE was made part of the event, as most buyers wanted to see the products and/or services, and meet with the sellers in person in order to allow them to make a more assured decision. The participation of exhibitors from various sectors also boosted the profile of the event, and ensured media coverage, which attracted walk-in buyers and visitors to the event.

### 3.3 VENUE

The venue selected for the 3<sup>rd</sup> PATDC & SCE was Sandton Convention Center, Sandton City Area, Johannesburg. The Conference was organized in the 2<sup>nd</sup> floor Ballroom with separate halls for the Conference, Cultural Night, and Gala Dinner, with a seating capacity of 500 persons each. The exhibition was organized at the 2<sup>nd</sup> basement floor Exhibition Hall # 2, with a floor area of 5,000 m<sup>2</sup> and capacity for around 150 booths of 12 m<sup>2</sup> each. The Sandton Convention Center is one of the leading state-of-the-art venue facilities in South Africa. This multi-purpose venue is part of the Sandton city, a bustling commercial center with corporate offices, hotels and restaurants, providing a safe environment for movement of exhibitors and officials.

### 3.4 MANAGEMENT & CORE TEAM

The 3<sup>rd</sup> PATDC & SCE was steered by senior officials of the Ministry of Commerce and TDAP. These included:

1. Mr. Muhammad Sualeh Faruqui, Secretary, Commerce Division
2. Mr. Ahsan Ali Mangi, Secretary, TDAP
3. Ms. Maria Kazi, Joint Secretary, FT-II Wing, Ministry of Commerce
4. Mr. Athar Hussain Khokhar, Director General, TDAP



The core team responsible for managing and execution of the event included the following officers:

1. Ms. Humaira Israr, TIO South Africa
2. Mr. Faisal Rasheed, Deputy Manager, TDAP
3. Mr. Ali Raza, Section Officer (Africa), Ministry of Commerce
4. Ms. Muneeba Nawaz, Assistant Director, TDAP
5. Mr. Abdullah Ghauri, Assistant Director, TDAP
6. Mr. Talha Majeed, Assistant Director, TDAP

Since the 3<sup>rd</sup> PATDC & SCE focused on the SADC region, the support of the Missions in the region was paramount in making the event a success. The Missions support through Trade & Investment Officers (TIOs), was instrumental in marketing of the event in their respective business communities, and ensuring attendance of delegates from their countries to attend the event. The list of Ambassadors/High Commissioners and TIOs is as follows:

1. Mr. Arshad Jan Pathan, Ambassador of Pakistan to Mauritius
2. Mr. Murad Baseer, Ambassador of Pakistan to Zimbabwe
3. Mr. Mir Behroze, Ambassador of Pakistan to Sudan
4. Mr. Azam Bihan, Deputy High Commissioner of Pakistan to Tanzania
5. Mr. Ataullah, TIO Sudan
6. Mr. Laiq Daraz Khan, TIO Kenya

#### **4. Activities leading up to 3<sup>rd</sup> PATDC & SCE**

##### **4.1 ADVERTISEMENTS AND LOCAL MARKETING**

The first advertisement for inviting applications to participate in 3<sup>rd</sup> PATDC & SCE was released on 24<sup>th</sup> March, 2022 across national newspapers, social media and TDAP's official website. However, only a limited number of applications were received. Subsequently, a second advertisement was released on 9<sup>th</sup> May, 2022 and simultaneously the information was disseminated to Chambers and Associations. In addition, sector specific webinars were arranged in collaboration with TIO South Africa, Ms Humaira Israr, to create awareness among exporters and potential exhibitors, about the trade dynamics and potential of the southern Africa market.

Initially, the event was planned from 13<sup>th</sup> – 15<sup>th</sup> September, 2022. However, due to unavoidable circumstances, the event dates were changed to 29<sup>th</sup> November – 1<sup>st</sup> December, 2022. Subsequently, a third advertisement was issued on 10<sup>th</sup> August, 2022 to inform the potential participants about the revised dates. Applicants who had applied earlier were informed of the changes in event date, and their consent to participate as per the revised dates was taken. However, some applicants withdrew their applications due to the change of dates.

#### 4.2 MARKETING OF THE EVENT IN SOUTHERN AFRICA

Prior to hiring of the event management company (EMC), the Trade & Investment Attaché, Ms. Humaira Israr, carried out marketing activities for the event in South Africa and her accredited countries. The TIO met with government officials at Department of Trade & Industry and invited them to spread the word among stakeholders. She visited various leading Chambers and Associations in South Africa, Mozambique, Botswana and Eswatini and promoted the event within the business community.

The Missions and TIOs in other parts of SADC undertook extensive marketing campaigns in their local business communities. The prospective buyers were informed of the potential of trade with Pakistan and invited to attend the event. Profiles of exhibitors were shared with businesses and associations to encourage advance contact among them, to enable the prospective of signing of MOUs/business deals at the event.

After the EMC was hired, a more aggressive marketing strategy was pursued. The EMC utilized outdoor advertising spaces, such as billboards and mobile trucks, for advertising on main highways around Johannesburg. At the same time, radio ads were ran at peak times (office commute times) and ads for the event were published in leading newspapers and business journals. An interactive and engaging website was also developed by the EMC for the event. The website showed highlights of the previous versions of the event and presented an overview of the various sectors of Pakistan's economy participating in the event. A dedicated page contained the profiles and contact details of all the participating companies, as well as a digital version of their Pakistan business profile. More importantly, the website allowed visitors to register as attendees which allowed them to engage with the exhibitors through the B2B Portal.

#### 4.3 B2B PORTAL

The EMC hired a dedicated B2B company responsible for arranging meetings of the exhibitors with prospective buyers during the exhibition. The buyers registered on the website and portal

through marketing efforts of the TIO and the EMC. The B2B company reached out to its contacts and scheduled meetings with Pakistani exhibitors. A Zoom session was held with the exhibitors educating them about the use of the B2B Portal and its features, such as scheduling meetings, accepting meetings etc. One noticeable aspect of this whole exercise was that the B2B company had not shared the contact details of the buyers, which would have allowed our exhibitors to reach out to them personally. They had cited privacy laws in place in South Africa for this limitation.

In parallel, the TIO also shared a list of more than 250 businesses in South Africa and adjoining countries. These were shared with the exhibitors so that they could make advance contact with these potential buyers. During the exhibition, MOUs were signed as a result of the pre-event communication between the exhibitors and buyers.

#### 4.4 MARKETING & PROMOTIONAL MATERIAL

TDAP provided the TIOs and Missions with the requisite marketing material of the event. A compilation of brief profiles of the participating companies was shared with the Missions and TIOs to be disseminated in the local business communities. The brief contained business profiles, products/services of the companies and their contact information. This was essential to facilitate advance contact between potential trade partners and allow ample time for negotiations so that an MOU/ and/or trade deal could be signed during the event. Similarly, digital promotional material was designed and sent to TIO South Africa for her use during marketing visits to Associations and Chambers. These included posters, sector specific graphics showing Pakistan's top export products.

For promotional purposes during the event, a Pakistan Trade Profile booklet and an Exhibitors Directory was designed. The same were printed and distributed to delegates and attendees of the Conference in a leather folder containing a writing pad in PATDC branding, a pen and a USB, which contained promotional material for TDAP's upcoming flagship events.

#### 4.5 VISA ISSUANCE TO PAKISTANI EXHIBITORS

The visa for South Africa was applied by each individual exhibitor through VFS Global, at any one of their three centers in Islamabad, Lahore or Karachi. The Ministry of Commerce was in constant liaison with the High Commission of South Africa in Islamabad for expeditious issuance of visas to exhibitors. TDAP issued Visa Recommendation Letters, which were an integral part of the visa application process. Maximum facilitation was accorded to all

exhibitors, and cases requiring individual attention, such as early retrieval of passports, reapplication etc., were catered to.

The High Commission of South Africa in Islamabad had committed to a timeline of 4-6 weeks for issuance of visa after receiving of applications, and the same was communicated to exhibitors. However, few exhibitors could not get their visa either due to late or incomplete applications. Overall, approximately 95% of the visa applications were approved.

#### 4.6 TRANSPORT & HOTEL ARRANGEMENTS FOR OFFICIALS, DELEGATES & EXHIBITORS

In order to assist TIO South Africa in the final stages of the pre-event activities, Ministry of Commerce deputed TIO Sudan and TIO Kenya to Johannesburg as an advanced team, who were tasked with managing the hotel and transport arrangements. Sky Hotel was selected as the hotel for the officials, delegates and exhibitors due to its close proximity to the venue, and concessional rates to TIO South Africa for the event.

The transportation was arranged by the EMC and was provided to the exhibitors starting from 27<sup>th</sup> November – 3<sup>rd</sup> December, 2022 for pick-and-drop from the airport to hotel and back. A help desk was set up at the arrivals lounge of the airport to indicate to the exhibitors the pickup point. Prior to their departures, the exhibitors were given an online form by the EMC that gathered information such as their flight schedules, arrival dates, place of stay and departure date and times. The data ensured a smooth transportation schedule.

#### 4.7 HOSPITALITY FOR AFRICAN DELEGATES

The Ministry of Commerce invited recommendations from TIOs and Missions for provision of hospitality for government officials, heads of regulatory institutions, presidents of national Chambers and leading businesspersons from their respective countries and accredited regions. Government officials related to trade and investment portfolios were especially invited for the event. The hospitality was decided on a case-to-case basis and preference was given to those African businesses whose sectors corresponded to the ones being represented by Pakistani exhibitors.

## 5. Day 01: Pakistan – Africa Trade Development Conference

### 5.1 PROGRAM OF THE CONFERENCE

The program of the Conference was finalized as per the final confirmations from attending dignitaries, delegates and Pakistani exhibitors who had to make presentations on Pakistan's potential sectors. The program included speeches by representative of South African Department of Trade, Industry & Competition (DTIC) and Secretary Board of Investment (BOI), Pakistan. The second half of the program included presentations and speeches by representatives of trade and investment departments of Malawi, Zimbabwe, Mauritius, Zambia, Mozambique and the South Africa National Halal Authority (SANHA). The Conference allowed for exchange of information and ideas on trade and investment both within the SADC region and with Pakistan. Detailed program is attached at **Annex-I**.



### 5.2 SPEECHES & PRESENTATIONS

The Federal Minister for Commerce, Secretary Commerce, Secretary TDAP, Secretary BOI, Joint Secretary FT-II Ministry of Commerce, Director General TDAP and other senior officers welcomed the honorable guests and accompanied them to the stage for start of the formal session. National Anthems of Pakistan and South Africa were played after the arrival of the Guest on the stage.

Ms. Maria Kazi, Joint Secretary FT-II Ministry of Commerce, in her remarks as Master of Ceremony, welcomed all distinguished guests on behalf of Government of Pakistan, and

apprised them that Ministry of Commerce, Government of Pakistan is looking for long term trade partnership with African countries. In order to carry forward this relationship, Ministry of Commerce had launched Look Africa Policy in 2017, with a view to build bilateral trade and economic relations with African nations. Pakistan organized the 1<sup>st</sup> PATDC in Nairobi, Kenya in January, 2020, 2<sup>nd</sup> in Lagos, Nigeria in November, 2021 and the 3<sup>rd</sup> was being organized in Johannesburg, South Africa. The Master of Ceremony then invited Federal Secretary Commerce Mr. Muhammad Sualeh Faruqi for welcome remarks.

Mr. Muhammad Sualeh Faruqi, Secretary Commerce, welcomed all distinguished guests, dignitaries and participants and thanked them for attending the 3<sup>rd</sup> PATDC in Johannesburg. He apprised the participants that the Conference was an important initiative in bringing together businessmen from southern Africa and Pakistan under one roof to explore and open up new frontiers for enhancing trade and investment. Objective of organizing the event was to showcase export potential of Pakistan to the South African and SADC business communities.



Thereafter, Mr. Asad Rehman Gilani, Secretary Board of Investment, Pakistan, gave a brief presentation on Pakistan's investment regime and highlighted investment opportunities in Pakistan. He apprised that in order to facilitate incoming investors, BOI had created a one-stop shop for the investors.

The Madagascar Minister for Craft, Ms. Sophie Ratsiraka, spoke on the occasion. She welcomed Pakistan's efforts in bringing together southern African businessmen under one roof in order to explore and expand new trade and investment frontiers.

Chief Guest, Ms. Stella Tembisa Ndabeni-Abrahams, Minister for Small Business Development, in her speech, welcomed all participants and stated that South Africa welcomed all Pakistani exhibitors and officials to Johannesburg. She apprised that South Africa is often referred to as the “rainbow nation” which described the country’s multicultural diversity. The chief guest called on the Pakistanis to explore the business opportunities inherent in the African countries, especially in the SADC region, for economic growth. Apprising the participants about the Ministry of Small Business Development in South Africa, she said that a transformed and inclusive economy driven by sustainable, innovative SMEs and Co-operatives is our vision.



Syed Naveed Qamar, Federal Minister for Commerce, expressed his gratitude to honorable guests and participants for attending the 3<sup>rd</sup> PATDC in Johannesburg. He apprised that Pakistan was blessed with an abundant array of resources ranging from mineral riches to fertile lands and the most diverse landscape. The country’s industry was already producing high-end textiles, sports goods, engineering products, gems and minerals, pharmaceuticals, IT services and medical technologies mainly, including the surgical instruments. The country’s highly educated young and enterprising population – with their professional skills, outstanding work ethics and entrepreneurial mind set – had proven to be a great resource for rejuvenation of business activity in Pakistan.



The Commerce Minister apprised that Pakistan had reached GDP of USD 383 Billion and exports of USD 31.8 Billion last year. However, the recent floods had adversely affected the nation's economy in the current year. Pakistan offered attractive investment opportunities and lucrative returns in almost all sectors of the economy. The Government of Pakistan had been playing significant role in facilitating entrepreneurs and helping them in ease of doing business. He informed the guests that more than 120 companies from different export sectors of Pakistan would showcase their export products in Pakistani Single Country Exhibition from 29<sup>th</sup> November-1<sup>st</sup> December, 2022 at Sandton Hotel, Johannesburg.



Mr. Paul Faraj Koyi, President of Tanzania Chamber, delivered a presentation in the conference. He apprised that Tanzanian economy had registered rapid growth, averaging 6.6%, annually. This compared with 4.7% in other sub-Saharan African countries, making it one of the fastest growing economies in Africa. Over the same period, per capita gross national income rose from US\$ 411 in 2000 to US\$ 1,080 in 2019, above the lower middle-income threshold. He highlighted investment opportunities in various sectors like manufacturing, agriculture, mining and metals, tourism and services and real estate.

Dr. Prega Ramsamy, Economic Counselor, Economic development Board of Mauritius gave a presentation. He presented a brief overview of Mauritius and highlighted investment opportunities in various sectors. Dr. Prega informed the audience about the new concept of “Smart Mauritius” which covers work, live, play and retire in Mauritius.



Mr. Kevenickmaio Guimaraes, Director, Agency for Promotion of Exports, Angola, while delivering a presentation, apprised that Angola was applying Environmental, Social and Governance standards for foreign direct investment. The objective was to create an attractive, transparent and predictable investment climate to facilitate, enhance and stimulate mutually beneficial sustainable investments. He further added that the role of AIPLEX was to improve the business environment and promote competition & productivity.

Mr. Chabuka Kawesha, President National Chamber of Commerce and Industry, Zambia gave a presentation on doing business in Zambia. He informed that through investment in Zambia an investor would be guaranteed access to a combined regional market population of 800 million people in COMESA and SADC for goods and services. Highlighting the various reasons why one would invest in Zambia, Mr. Chabuka apprised that, Zambia had a stable political system and macroeconomics, , offered investment guarantees and securities, and its location was central with wide market access.

Ms. Ioana Pillay, Secretary General, Seychelles Chamber of Commerce and Industry, spoke in the conference. She said their vision was to serve as the voice of a united private sector, and advocate to pursue sustainable economic growth and excellence through strong leadership, capacity building, collaboration, empowering and unity. She encouraged the Pakistani business community to invest in Seychelles as it provided immense business opportunities and assured full support from their government.

Maulana Naulakhi, Director General, South Africa National Halal Authority (SANHA), apprised that SANHA was an international non-profit organization certifying halal food and products in South Africa. The authority's goal was to simplify the recognition and purchase of halal food across all stores in South Africa instead of having halal products sold in a select group of halal-only stores. He added that SANHA examined products according to a set of Islamic dietary criteria.

### 5.3 SECTORAL PRESENTATIONS BY PAKISTANI EXHIBITORS

Presentations on different export sectors of Pakistan were given during 3<sup>rd</sup> Pak Africa Trade and Development Conference, Johannesburg, on 29th November, 2022.

#### 5.3.1 *Textile Sector*

Representative of Bari Textiles gave an overview of Textile sector of Pakistan. He told that the textile industry was the largest manufacturing industry in Pakistan. Pakistan was world's 4th

largest cotton producing country, having 3<sup>rd</sup> largest spinning capacity in Asia. Pakistan produced and exported all sorts of textiles i.e. Home Textiles, Readymade Garments, High End Fashion Garments, Fabric & Yarn, Personal Protective Equipment, Towels & Made ups, Art Silk & Synthetic Textile, Textile related accessories, Denim, Textile Machinery, Tents & Canvas, Carpets, Sportswear, Leather Garments & Articles and Footwear. Pakistan was the 2<sup>nd</sup> largest exporter of Home Textile in the world. Major markets of Pakistani Textile and leather were the USA, the United Kingdom and China.

### ***5.3.2 Engineering Sector***

Mr. Amir Hussain, representative of Tesla Industries, gave a presentation on Engineering Goods sector of Pakistan. He told that the share of engineering & minerals related sectors in total exports of Pakistan was 17%. In 2021, Pakistan exported engineering goods worth US\$ 4.84 billion. Top exports during that year were copper, ships, boats & floating structures, ores, slags & ash, aluminum articles. Top destinations for Pakistani engineering goods were China, the USA, Afghanistan, Qatar, and the UAE. He informed that Pakistan was focused on the African region for exports of engineering goods and expected to export US\$ 313.4 million by 2023.

### ***5.3.3 IT Sector***

Muhammad Sharjeel Jamal, M/s. Tech Bridge Consultancy gave an overview of IT sector of Pakistan. He told that IT sector in Pakistan had experienced a growth of 81% in 2021 from 2019. Pakistan was the world's 2<sup>nd</sup> country in freelancing and 3<sup>rd</sup> largest contributor of online labor and English-speaking country by population. In 2021, Pakistan's IT and ITeS remittances were US\$ 2.6 billion. Pakistan was focused on both, supply side and demand side focal areas.

### ***5.3.4 Agro-food Sector***

Mr. Hammad Saeed, M/s. Matco Foods Ltd, gave a presentation on Food and Agricultural sector of Pakistan. He told that Pakistan's exports of Agro and Food were USD 5.4 billion in 2021, contributing 17% to the national exports. Pakistan's area under cultivation was 22.1 million hectares out of 79.6 million. Agriculture sector of Pakistan employed 37.4 % of labor force and provided livelihood to 65% - 70% population. Cotton, sugarcane, rice, maize, wheat, fruits, vegetables, and spices were important crops of the country. Pakistan was among the top producers of milk, mangoes and dates in the world. Top export destinations for agriculture were Kenya, China, Afghanistan, the UAE and Saudi Arabia. Pakistan exported processed food and

agro-based products, rice, food preparations, chewing gum, biscuits and juices, and had potential in African market.

#### 5.3.5 *Pharmaceutical Sector*

Mr. Atif Idrees Siddiqui, M/s. CCL Pharmaceuticals (Pvt) Ltd, presented on the pharmaceutical sector of Pakistan. He told that Pakistan produced high quality essential drugs at affordable prices, and met around 70% of the country's demand of Finished Medicine. Pakistan followed WHO Standards and Good Manufacturing Practices in the industry. In 2021, Pakistan exported pharmaceuticals of US\$ 270 million, and by 2021 anticipated it to increase to USD 500 million. Top export destinations were Afghanistan, Philippines, Sri Lanka, Myanmar, Cambodia and Kenya. Pharmaceutical Industry planned to contribute in ECOWAS in coming years. As there was huge potential of Pakistani pharmaceutical goods in ECOWAS Region under the Government of Pakistan's Look Africa Policy

#### 5.4 INAUGURATION CEREMONY

The Federal Minister for Commerce, Syed Naveed Qamar along with the Chief Guest, Ms. Stella Tembisa Ndabeni-Abrahams, Minister for Small Business Development of South Africa, Ms. Sophie Ratsiraka, Minister for Craft of Madagascar, Secretary Commerce and other dignitaries inaugurated the Single Country Exhibition after the distribution of souvenirs and mementos.





## 5.5 G2G MEETINGS OF THE FEDERAL MINISTER FOR COMMERCE

### 5.5.1 *Meeting with Zimbabwe National Chamber of Commerce*

The first meeting was held with the Zimbabwean delegation that was led by Ms. Josephine Takundwa, Vice President of the Zimbabwe National Chamber of Commerce. The delegation was impressed by Pakistani products, and exhibitors and showed interest in agro-machinery, pharmaceuticals, cables, kitchenware and food processing etc. The members of the delegation apprised the Ministry of their B2B meetings with various Pakistani exhibitors.

#### ***5.5.2 Meeting with Malawian delegation***

The Malawi delegation was led by a prominent Pakistani community member Mr. Karamat Chaudhry. The delegation included Mr. Lovemore Stainly who represented the Malawi Investment Trade Center of the Government of Malawi. The delegation members showed keen interest in wide variety of products from Pakistan and held meetings with the Pakistani exhibitors.

#### ***5.5.3 Meeting with owner of SANA Cash & Carry Malawi***

Mr. Chaudhary Rauf Ahmad, the owner of SANA Cash & Carry met with the Minister for Commerce during the visit of the Minister to various stalls at the exhibition. SANA cash and carry is a hyper store chain in Malawi and its Pakistani owner showed keen interest in importing Pakistani products and enhancing the footprint of Pakistani merchandise in the Malawian market.

#### ***5.5.4 Meeting with Angolan Delegation***

The Angolan delegation was represented by representatives of the Ministry of Foreign Affairs and Agency for Private Investment and Export Promotion (AIPEX). The delegation was headed by Ms. Iara Proenca Frisen, Director for Pakistan at the Ministry of External Relations. Since Pakistan does not have a diplomatic mission in Angola, it was discussed that a representation from Pakistan was needed for any future bilateral trade cooperation between Pakistan and Angola. It was inferred that a trade mission may also result in getting to know the Angolan market for any ingress of Pakistani products in the future.

#### ***5.5.5 Meeting with Zambia Delegation***

The Minister for Commerce met with the President of the Zambian Chamber of Commerce and Industry Mr. Kawesha Chabuka. They were happy on visiting the expo in Johannesburg and laid emphasis on the pharmaceuticals, IT, Chemicals, Packaging industry, plastic and rubber products etc.

#### ***5.5.6 Meeting with Mozambique Delegation***

During the meeting with Minister for Commerce, MoU was signed between Pakistan and Mozambique on the establishment of Pakistan-Mozambique Joint Trade and Investment Committee. Mozambique was keen to enhance Trade with Pakistan and considered Pakistan as a high potential trade partner. The Minister for Trade & Industry, Mozambique, Ms. Silvino



Augusto José Moreno offered to sign a PTA with Pakistan and contacts of focal points were exchanged for holding meetings of the newly established JTIC.

#### ***5.5.7 Meeting with Tanzania Delegation***

The Tanzanian delegation was led by President of Chamber of Commerce and Industry Mr. Paul Faraj Koyi. He requested for opening of Trade section in Pakistan High Commission Tanzania. As a strategic trading partner, he offered that Tanzania was willing and keen to host any upcoming edition of PATDC. Furthermore, he also pointed out that the HQ of EAC was in Tanzania, hence Pakistan's trade mission presence in the country would help in engaging with the trading block. He mentioned the fruitful meeting during his visit to Pakistan in 2021 with trade delegation.

#### ***5.5.8 Meeting with Department of Trade, Industry and Competition (DTI), South Africa***

Secretary Commerce, Secretary TDAP and TIA Johannesburg went for a meeting with Director General Mr. Shabir Khan, at Department of Trade Industry and competition, South Africa. Secretary Commerce proposed to establish JTIC to start institutional engagement between Ministry of Commerce and DTI. The proposal was accepted by DG of DTI. Furthermore, Secretary Commerce pointed out that South Africa was Pakistan's largest trade partner & gateway to South African countries that's why PATDC was organized in South Africa. Director General appreciated the importance given by Pakistan to enhance trade relations of both the countries.

#### ***5.5.9 Meeting with Mauritius Delegation***

The Mauritius delegation was led by Dr. Prega Ramsamy, Economic Counselor, Economic Development Board of Mauritius. He offered Mauritius as the venue for upcoming editions of PATDC and apprised the Federal Minister about the investment climate in Mauritius. The delegation members had a meeting with the Pakistani exhibitors.

#### ***5.5.10 Meeting with Madagascar Delegation***

The delegation from Madagascar was led by Ms. Sophie Ratsiraka, Minister for Craft, Madagascar. In her meeting with the Commerce Minister, Ms. Sophie expressed her desire to strengthen business ties with Pakistan. The Crafts Minister apprised the Commerce Minister about the B2B meetings of delegation members with various Pakistani exhibitors.

#### ***5.5.11 Meeting with Provincial Minister of Free State, South Africa***

The Federal Minister for Commerce met with Ms. Gadija Brown, Provincial Minister for Finance, Free State. During the meeting, she apprised that the province was the granary of South Africa, with agriculture central to its economy, while mining on the rich goldfields reef was its largest employer. She informed that since 1989, the Free State economy is gradually moving from dependence on primary sectors such as mining and agriculture to an economy increasingly oriented towards manufacturing and export. Furthermore, she invited Pakistan to invest in Free State.

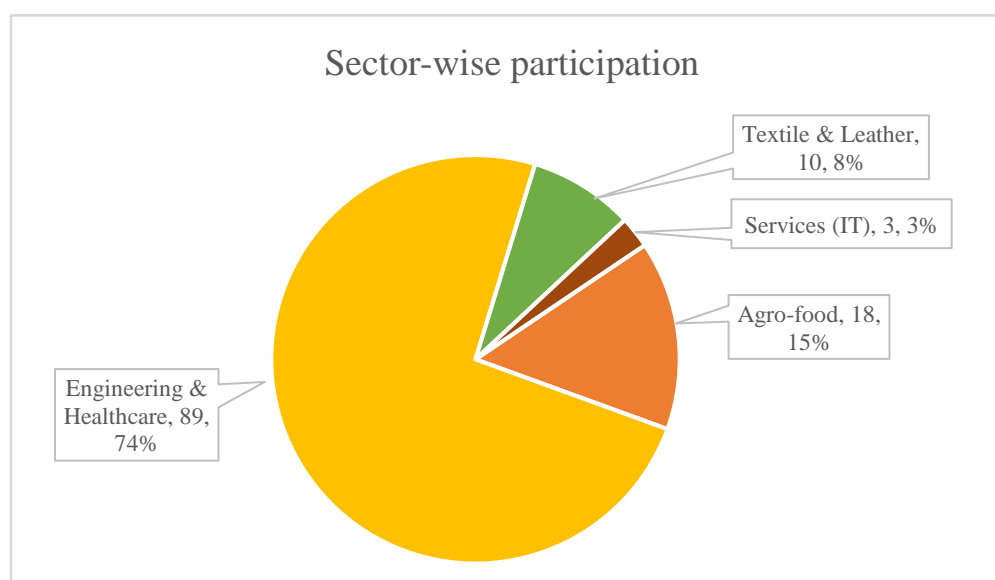
## 5.6 CULTURAL NIGHT & GALA DINNER

After the conclusion of the Conference and a short break, the officials, delegates, exhibitors and other attendees of the Conference gathered at the ballroom for the cultural night and gala dinner. The cultural segment was presented by a local jazz group. The artists gave a wonderful performance of timeless songs of the genre. The cultural night was then followed by a dinner. This allowed the exhibitors and delegates to interact with each other and develop linkages.

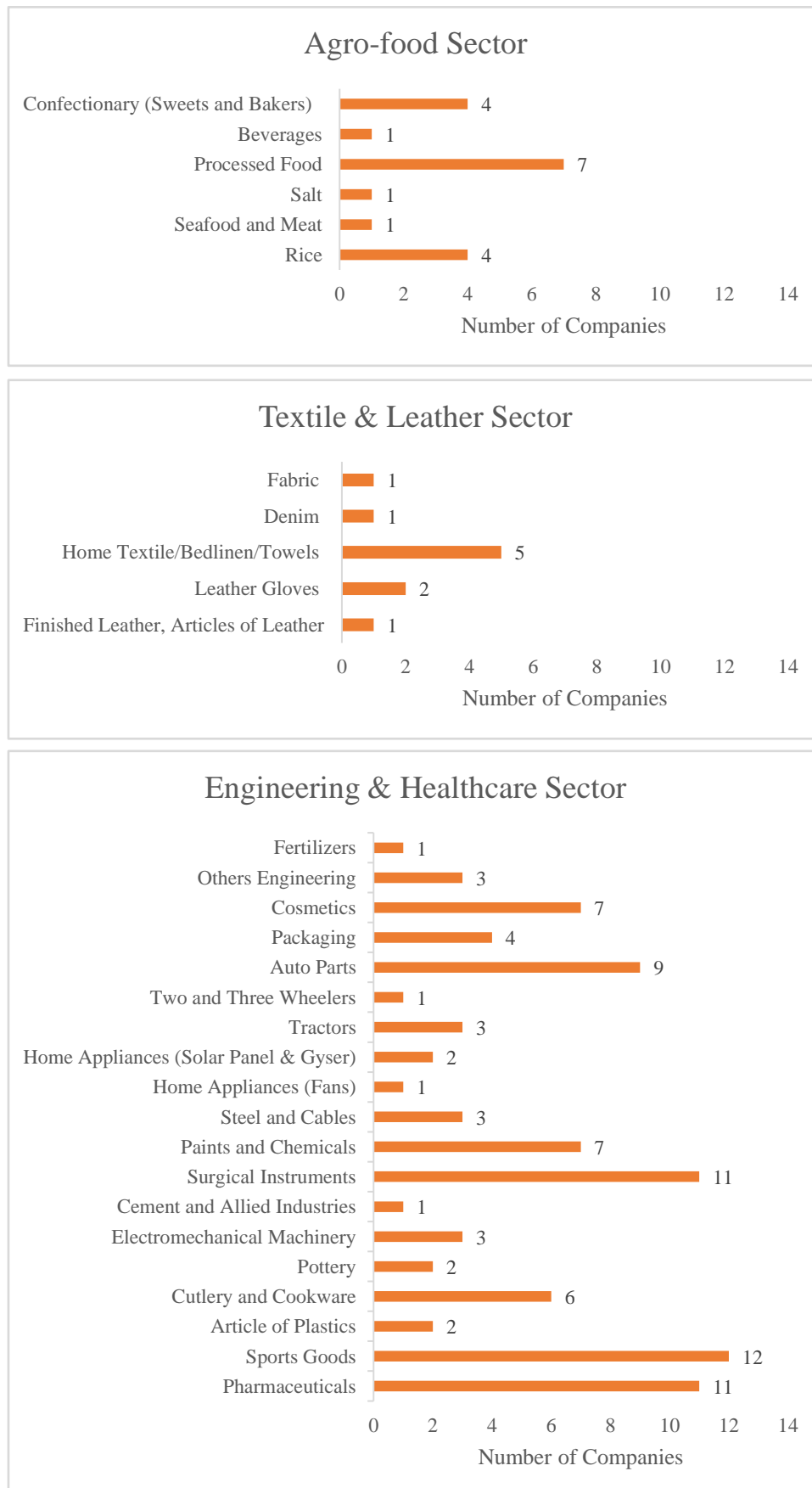
## 6. Day 02 & Day 03: Single Country Exhibition

### 6.1 PAKISTANI EXHIBITORS

A total of 120 companies from Pakistan participated in the SCE in Johannesburg, South Africa. These represented all the major sectors and subsectors of Pakistan's major export potential. The list of all 120 companies is attached at **Annex-II**. A sector-wise breakup of the participating companies was as follows:



The sub-sectors for each sector represented by the 120 companies were as follows:

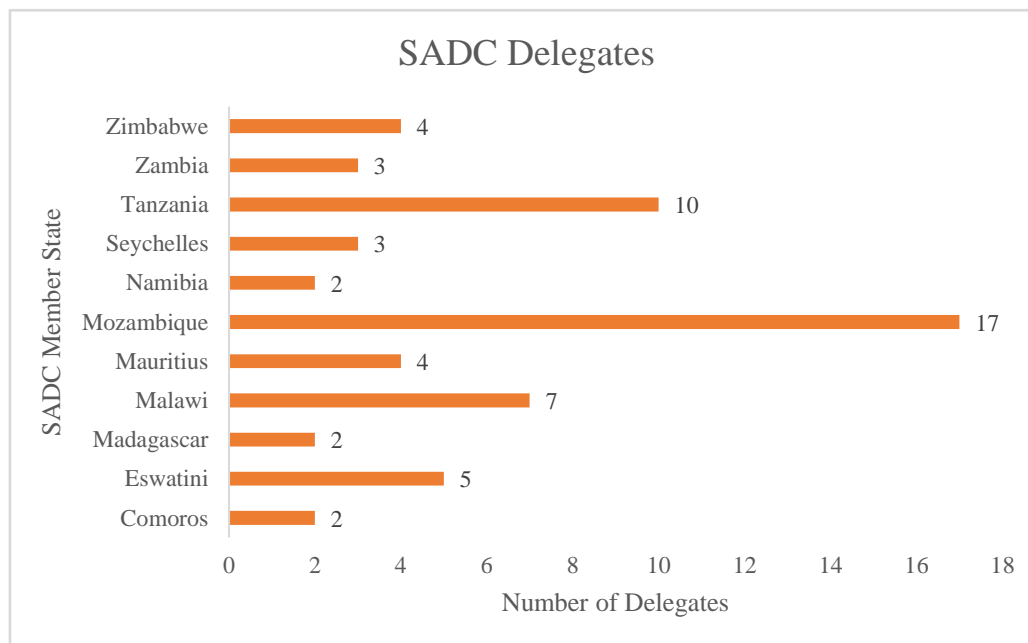






## 6.2 AFRICAN DELEGATES

Ministry of Commerce had extended hospitality to 83 delegates from the SADC region. These included government officials, presidents of national Chambers of Commerce & Industry, and leading businesspersons. Out of these, a total of 59 delegates attended the event, with the most coming from Mozambique, followed by Tanzania. The country-wise breakup of the 59 delegates was as follows:



The complete list of African delegates is attached at **Annex-III**.

### 6.3 VISIT OF THE EXHIBITION BY FEDERAL MINISTER FOR COMMERCE

The Federal Minister for Commerce, Syed Naveed Qamar, visited the exhibition venue on the first day of the Exhibition. He was accompanied by senior African delegates and officials from Ministry of Commerce. The Federal Minister for Commerce visited each stall and interacted with the exhibitors. He received their candid input on the arrangements of the exhibition and the quality of buyers visiting them. He was impressed with the number of exhibitors who had participated in the event, the varied sectors which were represented and the quality of their exhibits. He lauded the efforts of Ministry of Commerce and TDAP in bringing together a large number of business persons together under one roof.



#### 6.4 VISIT OF THE EXHIBITION BY SENIOR OFFICIALS

Secretary Commerce visited the exhibition on the first day and interacted with the exhibitors. He sought their feedback on the overall arrangements of the exhibition, especially the quality of enquiries and buyers that were visiting them. Most sectors had a good number of potential buyers visit their respective exhibitors, however some sectors, such as cosmetics and surgical, had not received a satisfactory number of potential buyers. The issue was promptly brought to notice of the B2B teams who were requested to pursue the registered buyers and invite them to visit the exhibition and meet with the exhibitors. As a result, the second day saw a better turnout and almost all companies and sectors had meaningful B2B meetings.

On the second day of the exhibition, Secretary TDAP met with exhibitors of each sector in groups. He enquired about their overall experience, their perspective about the trade opportunities in southern Africa market and any feedback that they had. He was present during the MOU signing ceremonies of the companies, and extended full support to the TDAP team during the 3-day event.

#### 6.5 B2B MEETINGS OF EXHIBITORS

The TDAP team managed the task of B2B meeting with the support of two South African B2B companies:

- I. Joint Venture of GL Events - B&T
- II. Africa House

Overall, 13,000 emails were sent by these two companies for B2B meetings. Joint Venture of GL events - B&T used the B2B portal and Africa House was tasked to concentrate apart from the B2B portal. Eventually, success rate of B2B portal was 66% for B2B meetings.

##### ***6.5.1 Joint Venture of GL Events - B&T:***

GL Events & B&T used the B2B portal for the 3<sup>rd</sup> PATDC in order to conduct the B2B meeting in a systematic way. More than 10,000 emails were sent by the company to pull the local importers of South Africa for B2B meetings with Pakistani countries. The task was segregated into product wise categories like pharmaceuticals, surgical instruments, textile & leather, auto-parts, electro-mechanical machinery, processed food, cosmetic products, sports goods, chemicals & fertilizers, cables, steel & furnaces. Overall, 78 companies out of 123 companies fall into the category of engineering products group. During the first week of November, an

online training session for Pakistani exhibitors was held. The TDAP team explained working of the B2B portal to Pakistani exhibitors and their profiles were maintained accordingly.

The B2B portal allowed to send a request to Pakistani exhibitors by the interested party for a meeting, with a proposed date & time, which was either accepted / declined by Pakistani exhibitors. The B2B Meetings team achieved an action ratio on the meetings of 66% (accepted, cancelled, expired or declined requests). B2B team managed to schedule 2,467 meetings between 1,336 profiles in the B2B Portal, known as the ConnectMe program. There were 1,841 logins to the online meetings programed and 472 participants actively used the program to schedule their meetings.

Overall, 9,522 emails from the B2B portal were sent to encourage meeting selections, meeting requests and access details.

The Highest number of viewership was achieved by the following Pakistani companies at B2B portal:

1. Galamlux Oleochemicals Ltd
2. Mohammad Hashim Tajir Surma
3. The Chancellor Overseas
4. Ittehad Chemicals Ltd

These companies received viewership of 43, 30, 26 and 25 respectively at B2B Portal. The remaining 34% of meetings that were pending may have been due to non-attendance at the show. GL Events – B&T contacted the companies multiple times via telephone, email and WhatsApp before the event as well as during the event for meeting confirmations.

Similarly, Pakistani exporters managed to pull visitors by making requests at the B2B portal. The top Pakistani companies with their respective figures are as under:

<b>Sr. No</b>	<b>Pakistani Company</b>	<b>Total Number of Requests Sent</b>
1	Mohammad Hashim Tajir Surma	155
2	Rad International (Falah Foods)	52
3	Ravi Autos Sundar (Pvt)	45
4	Cynosure Industries	44
5	Shemax International	42

### ***Meeting Location:***

The TDAP team organized B2B sessions at the respective stands of companies and B2B Matchmaking tables. Overall, 72% of the meetings were conducted on the first day through B2B portal and 28% of the meetings were held on the second day through the B2B portal.

### ***6.5.2 B2B Meetings through Africa House:***

Africa House was used to pull South African buyers for the 3<sup>rd</sup> PATDC. The company managed 100+ B2B meetings and worked on the advertisement of Pakistani products among local buyers. The rationale for taking on another B2B company on board was to manage African buyers that were not part of the B2B portal.

During the event, 90% of the B2B meetings were managed through the B2B portal. However, Africa House assisted in managing meetings with the local buyers that were not registered with B2B portal. Africa House was tasked to concentrate on surgical instruments and processed foods sectors whose buyers were reluctant to register with B2B portal. Eventually, a positive result for surgical instruments and processed food was received on the second day of the SCE.

## **7. Major Highlights**

### **7.1 HIGH LEVEL GOVERNMENT ENGAGEMENTS**

The 3<sup>rd</sup> PATDC & SCE at Johannesburg, South Africa, was a major breakthrough for Pakistan from a political point of view since it was after a long time that Pakistan was engaging with South Africa and regional countries at a high governmental level. The presence of the Federal Minister for Commerce of Pakistan gave a positive stance by Pakistan, showing enthusiasm for deeper trade and economic relationships with the southern African countries.

The Minister for Small Business Development of South Africa, and the Minister for Craft of Madagascar, attended the event, adding to its status. The Conference drew positive media coverage in the South African press, with headlines at the front pages of major newspapers. The engagement at the government level sent a positive and reinforcing message to the private sector and businesses, and provided opportunity to develop business linkages.

### **7.2 ESTIMATED BUSINESS GENERATED**

The two-day exhibition saw crowds of interested buyers and visitors attend the exhibition. The quality and variety of products and services on offer by the Pakistani companies was



appreciated by all. Lists of potential buyers had already been shared with exhibitors prior to the event in order to facilitate their contacts, as a result several business deals were finalized during the event. As per the feedback received from exhibitors on the Feedback Forms, an estimated US\$ 24 million worth of trade deals were penned during the event.

More than 700 B2B meetings took place during the two-day SCE. Most of the meetings were arranged through the B2B companies. Several meetings were made by businesses attending the event due to the marketing efforts of TIO and EMC. More than 20 MOUs were signed during the event which may ultimately lead to trade deals. Among all the sectors represented, Chemicals and Pharmaceuticals sector had the most MOUs.



### 7.3 FEEDBACK OF PAKISTANI EXHIBITOR

A Feedback Form was circulated among the exhibitors on the second day of the exhibition. Most of the exhibitors had a positive feedback on the arrangements made before and during the event. Almost all exhibitors had a considerable number of visitors, however, for some exhibitors that did not translate into legitimate business enquiries and B2B meetings. Some sectors received more visitors than others – agro-food, pharmaceuticals, chemicals and electrical goods sectors had good footfall whereas cosmetics, surgical and sports goods sectors were left wanting for more. Certain exhibitors, with very specific product/service on offer, were able to make good business leads.

On the use of the B2B Portal, around 20% of the exhibitors found it '*very helpful*', whereas around 50% found it '*somewhat helpful*'. A major shortcoming of the B2B Portal mechanism was that there was no way for the exhibitors to directly contact the potential buyers, unless the latter attended the exhibition and met the exhibitors at their stalls.

On the overall arrangements and execution of the event, exhibitors were generally quite appreciative. They lauded the efforts of the Ministry of Commerce and TDAP for arranging the event and providing an opportunity and platform for them to access the southern African market and develop business linkages.

#### 7.4 FEEDBACK OF AFRICAN DELEGATES

Around 50 African delegates from 11 member states of the SADC region attended the event. They were provided accommodation and transportation by Ministry of Commerce. Most of them were satisfied with the hospitality and courtesies provided. They were impressed with the Conference and arrangements made for interaction of government and business leadership from across southern Africa and Pakistan. Regarding the SCE, many of the business delegates were already in contact with Pakistani businesses prior to the event, hence, they were able to sign MOUs / deals with their counterparts. Others were impressed with the displays and made initial contacts with Pakistani exhibitors in their respective sectors. Overall, the exhibition allowed Pakistani companies to engage with businesses from southern Africa which may eventually lead to enhanced trade between Pakistan and the region.



## **8. Challenges & Recommendations**

As an outcome of the learning experiences of the first two events in Kenya and Nigeria, several aspects of planning, coordination and execution of 3<sup>rd</sup> PATDC & SCE were improved upon. The event was advertised well in advance in order to attract more participating companies, funds were remitted to the Mission in Johannesburg as per timelines and maximum facilitation for visa issuance was provided to the participating exhibitors.

However, the following challenges and issues were presented:

1. The dates of the event, as initially advertised, were changed due to unavoidable circumstances. This change of dates resulted in withdrawal of 40 companies from the event.
2. The event was held within a month of the exhibition ‘Africa Health’, Johannesburg, 26-28 October, 2022. Since this exhibition is a major trade fair for pharmaceuticals, surgical & medical equipment, it had a serious impact on the quality and number of potential buyers who visited the exhibitors of surgical sector for the SCE.
3. Electric fan companies could not participate due to TBT measures of the South African government for importation of electrical goods. The logistics company informed that the exhibits can be shipped to South Africa under the ATA Carnet arrangement, however, it was not in force in Pakistan at that time. Since their exhibits could not be displayed at the SCE, electric fan companies withdrew their participation.
4. Despite visa facilitation by TDAP and Ministry of Commerce, some delegates had their visas rejected. Some of the delegates filled incorrect/incomplete information on their visa applications or applied after the cut-off dates. Visa issuance took around 30 days on average, which made it difficult for some exhibitors to submit their passports at the High Commission of South Africa for such extended period of time.
5. Exhibitors were only given the choice of one hotel from which pick-and-drop service to the airport was provided by the Mission. Although the hotel was at a lower price point, several exhibitors desired more hotel options with the pick-and-drop facility.

Based on the experience of the teams at the TDAP and Ministry of Commerce, the Commercial Section at Johannesburg, and the exhibitors, following recommendations may be considered for any such future event:



1. Event dates, once advertised, should not be changed. A change in event dates affects the confidence of the exhibitors and reduces the number of participating companies. Moreover, marketing of the event in the target market(s) is negatively affected due to a change in the event dates.
2. The Commercial Section / TIO stationed at the country where the event is to be held should clearly communicate to TDAP the customs procedures, SPS, TBT and other regulatory requirements of the products/sectors to be included in the SCE. This will enable TDAP to better plan the inclusion of sectors/ products and avoid miscommunication to potential exhibitors regarding logistics and shipment of their exhibits.
3. Advance team from TDAP comprising of at least 02 officers may be sent to assist the TIO / Commercial Section in pre-event preparations, hotel arrangements, logistics and venue management.
4. Two or more options for the hotels at discounted rates should be provided to the exhibitors in order to facilitate their stay and movement from the airport and venue.

## **9. Conclusion**

The 3<sup>rd</sup> PATDC & SCE was a major milestone for Ministry of Commerce and TDAP for several reasons. It showed commitment of the Government of Pakistan and Ministry of Commerce towards the ‘Look Africa Policy Initiative’ – a continuation of this policy for past several years had boosted business confidence and facilitated businesses in making inroads into the African market. Secondly, it was after a gap of several years that high level government officials from Pakistan and South Africa interacted on a common platform, and that too geared towards promotion of trade, investment and development of linkages. This event opened up opportunities for further engagements with the southern African nations. Thirdly, participation of 120 companies from Pakistan in the SCE, with all its challenges of coordination, arrangements and logistics, was done remarkably well by the team at TDAP and adds another achievement to the organization’s long history of successful international marketing events. The success of 3<sup>rd</sup> PATDC & SCE at Johannesburg, South Africa will pave way for more such engagements in the African continent and enable Ministry of Commerce and TDAP to deliver on its commitments.

## 10. Annexures

### ANNEX-I: PROGRAM OF THE CONFERENCE (DAY 01)

Time	Activity
09:00-09:30	Registration of Honorable Guests
09:30-10:00	Guests to be seated
10:00-10:15	Arrival of Chief Guest /Guest of honor
10:15-10:20	National Anthems South Africa and Pakistan
10:20-10:25	Introduction (Secretary Commerce of Pakistan Mr. Muhammad Sualeh Farooqi will welcome and give brief Introduction of Event)
10:25-10:35	Presentation by Syed Usman Ali , M/s. Silver Textile Factory, on Textile and Leather sector of Pakistan
10:35-10:45	Presentation by Amir Hussain on Engineering Goods sector of Pakistan
10:45-10:55	Presentation by Muhammad Sharjeel Jamal, M/s. Tech Bridge Consultancy, on IT sector of Pakistan
10:55-11:05	Presentation by Hammad Saeed, M/s. Matco Foods Ltd., on Food and Agricultural sector of Pakistan
11:05-11:15	Presentation by Shakeel Javed, M/s. CCL Pharmaceuticals (Pvt) Ltd, on Pharmaceutical sector of Pakistan
11:15-11:25	Presentation by Rashmee Ragavan ,South African Department of Trade Industry and Competition
11:25-11:35	Speech on Investment Opportunities in Pakistan by Mr. Asad Rehman Gilani, Secretary BOI
11:35-11:40	Speech by Madagascar Minister for Craft, Ms. Sophie Ratsiraka
11:40-11:50	Speech of the Chief Guest
11:50-12:00	Speech by Commerce Minister of Pakistan, Mr. Syed Naveed Qamar
12:00-12:10	Presentation of Souvenirs by Pakistan to the Chief Guest/ Guest of honor
12:10-12:20	Inauguration of the Single Country Exhibition by Chief Guest
12:20-14:00	Lunch Break
14:00-14:10	Presentation by Mr.Paul Faraj Koyi, President of Tanzania Chamber
14:10-14:20	Mr. Lovemore Nedge, Trade Promotion Manager, <b>Malawi</b> Trade and Investment Center
14:20-14:30	Ms. Josephine Takundwa, Vice President <b>Zimbabwe</b> National Chamber of Commerce
14:30-14:40	Presentation by Dr. Prega Ramsamy, Economic counselor, Economic development board of <b>Mauritius</b>

14:40-14:50	Mr. Chabuka Kawesha, President National Chamber of Commerce and Industry, <b>Zambia</b>
14:50-15:00	Presentation by Mr. Claire Zimba , Director Trade and Industry, <b>Mozambique</b>
15:00-15:10	Speech by Ms. Yolanda, President of <b>Mozambique's</b> Chamber of Commerce and Industry
15:10-15:20	Presentation on Angola by Mr. Kevenickmaio Guimaraes , Director AIPEX, Angola
15:20-15:30	Presentation on potential of Free State, Ms. Gadija Brown, Provincial Minister for Finance , Free state
15:30-15:40	Maulana Naulakhi , Director General , <b>South Africa</b> National Halal Authority (SANHA)
15:40-15:45	Presentation by Ms. Fransina Nambahu, <b>Namibia</b> Medical Regulatory Council
15:40-15:45	Ms. Ioana Pillay , Secretary General, <b>Seychelles</b> Chamber of Commerce and Industry.
15:45-15:55	Federal Minister for Commerce of Pakistan to present Souvenirs to presenters from SADC
<b>Break</b>	
19:00-21:30	Cultural performances and Gala Dinner

## ANNEX-II: LIST OF EXHIBITING COMPANIES

S #	Name
	<b>Rice</b>
1	M/s. Matco Foods Ltd
2	M/s. Salva Foods
3	M/s. Haji Sardar Ali & Co
	<b>Seafood and Meat</b>
4	M/s. Multi Food Industries
	<b>Salt</b>
5	M/s. Tk's Natural Stone
	<b>Processed Food</b>
6	M/s. Mohammad Hashim Tajir Surma
7	M/s. Marhaba Laboratories (Pvt) Ltd
8	M/s. RAD International (Falah Foods)
9	M/s. Samrah Enterprises
10	M/s. Hemani International (Pvt) Limited
11	M/s. S. Amden & Company
12	M/s. Al-Khair
	<b>Beverages</b>
13	M/s. Reliance Resource International Pvt Ltd
	<b>Confectionary ( Bakery &amp; Sweets)</b>
14	M/s. Ambala Export Trading Co
15	M/s. Sitara Sweets and Bakers
16	M/s. Rehmat-e-Shereen
17	M/s. Khalid Foods
	<b>Pharmaceuticals</b>
18	M/s. CCL Pharmaceuticals (Pvt) Ltd
19	M/s Royal Group
20	M/s. Bio-Labs (PVT) LTD
21	M/s. Taqwa Pharmaceutical & Surgical
22	M/s. Tabros Pharma (Pvt) Ltd
23	M/s. Amros Pharmaceuticals
24	M/s. Hiranis Pharmaceutical (Pvt) Ltd
25	M/s. Hignoon Laboratories Limited
26	M/s. DEW-MAX Pharmaceutical Pvt Ltd
27	M/s. MAXITECH PHARMA (Pvt) Ltd
28	M/s. PHARMEVO PRIVATE LIMITED
	<b>Sports Goods</b>
29	M/s. RAXA Enterprises
30	M/s. Grapple Master
31	M/s. Tanzeem Brothers

32	M/s. Ghauree & Co
33	M/s. SAROYA MOTO GP
34	M/s. Ghamaza Industry
35	M/s. Sialkot Cricket Ball
36	M/s. Cynosure Industries
37	M/s. NADIA International (Pvt) Ltd
38	M/s. Eur Expo International
39	M/s. Shanco Sports Corporation
40	M/s. Shemax International
41	M/s. H.H International Trading Co
42	M/s. King Plastic Industries,
	<b>Cutlery &amp; Kitchenware</b>
43	M/s. C.C Factories (Wazirabad) Private Limited
44	M/s. Saba Kitchen Ware
45	M/s. EURO TRADING COMPANY
46	M/s. PAKITEX Boards (Pvt) Ltd
47	M/s. Crown Foods
	<b>Pottery</b>
48	M/s. Family Ceramics
49	M/s. Green Decal Printers/ Green Tableware
	<b>Electromechanical Machinery (Generators, Transformers, Motors)</b>
50	M/s. Paktherm (Pvt) Ltd
51	M/s. Asli Punjab Industries (Pvt) Limited
52	M/s. Golden Pumps (PVT) Ltd
	<b>Cement and Allied Products</b>
53	M/s. DFB Gypsum Industries
	<b>Surgical Instruments</b>
54	M/s. K.T Surgico
55	M/s. STAHLMANN Pro
56	M/s. Enika Surgical MFG Co
57	M/s. AADAB International
58	M/s. Modern Surgical Corporation
59	M/s. ORTHOTECH ENTERPRISES
60	M/s. KUBRA International
61	M/s. North American Surgical
62	M/s. Brawl Gear
63	M/s. KRH Surgical
64	M/s. AAAZ Instruments
	<b>Paints and Chemicals</b>
65	M/s. Ittehad Chemicals Limited Pakistan
66	M/s. Nimir Industrial Chemicals Ltd

67	M/s. Nimir Chemcoats Ltd
68	M/s. Nimir Resins Ltd
69	M/s. Syntchem Co (Pvt) Ltd
70	M/s. Gamalux Oleochemicals Ltd
71	M/s. Prism Coatings
	<b>Steel and Cables</b>
72	M/s. Newage Cables (pvt) Ltd
73	M/s. Pakistan Cables Ltd
74	M/s. Premier Cables (Pvt) Limited
	<b>Home appliances (Fan)</b>
75	M/s. General Fan Company Ltd
	<b>Home Appliances (Solar Panel; Geysers)</b>
76	M/s. Tesla Industries (Pvt) Ltd
77	M/s. Allied Engineering Company
	<b>Tractors</b>
78	M/s. AECO Export Company
79	M/s. Tractor Provider
80	M/s. Millat Tractors Ltd
	<b>Two Wheelers</b>
81	M/s. United Auto Industries Pvt Ltd
	<b>Auto Parts</b>
82	M/s. Ghauri Tyre & Tube (Pvt) Ltd
83	M/s. Meraj Limited
84	M/s. Ravi Autos Sundar (Pvt) Ltd
85	M/s N-Stars Corporation (Pvt) Ltd
86	M/s Waqar Usman Auto Engineering
87	M/s. Abdul Rasheed and Sons
88	M/s. Impodel Plastic Machinery
89	M/s. Progressive Auto Industries
90	M/s. Masood Engineering Works Pvt Ltd
	<b>Packaging</b>
91	M/s. Thal Limited - Pakistan Paper Sack Division
92	M/s. Saeed Packaging Industries
93	M/s. Toyo Packaging (pvt) Ltd
94	M/s. Universal Packaging Company (Pvt) Ltd
	<b>Cosmetics</b>
95	M/s. Shanns Cosmetics & Chemical
96	M/s. H&R Laboratories
97	M/s. Lowa International
98	M/s. S.S Cosmetics (Brand Name: Blesso)
99	M/s. Chemcos
100	M/s. KAW Cosmetics

101	M/s. White Gold International
	<b>Engineering Others</b>
102	M/s. Uniferoz (Pvt) Ltd
103	M/s. Asia Vinyl & Rubber Industries
104	M/s. Shield Corporation Ltd
	<b>Fertilizers</b>
105	M/s. Sarsabz Group of Companies
	<b>Leather</b>
106	M/s. Jascon International
	<b>Leather Gloves</b>
107	M/s. Alpine Industries
108	M/s. City Insignia
	<b>Home Textile / Towel/ Bedlinen</b>
109	M/s. MY Bari Mills Pvt Limited
110	M/s. Silver Textile Factory
111	M/s. The Chancellors Overseas
112	M/s. Alkaram Towel Industries (Pvt) Limited
113	M/s. TRADESIA INTERNATIONAL
	<b>Denim</b>
114	M/s. Rajby Industries
	<b>Fabric</b>
115	M/s. Ahmar Traders
	<b>I.T</b>
116	M/s. Quality Resource Private Limited
117	M/s. RepairDesk (Pvt) Ltd
118	M/s. Tech Bridge Consultancy
	<b>Delegation Members of Gujranwala Chamber of Commerce and Industry booked two vacant stalls</b>
119	M/s Sonex Group of Companies
120	M/s J.B Rice Mills

## ANNEX-III: AFRICAN DELEGATES FROM SADC

S No	Country	Delegate Name	Company / Organization
1	Comoros	ISMAIL IDAROUSSE/ General manager	ISMAIL IDAROUSSE ENTREPRISE
2	Comoros	Mr HALIFA AMINA SAGAF, Senior officer (UCCI)	Union Chambers of Commerce and Industries
3	Eswatini	Simphiwe Ginindza	Business Development Officer , Cerium Scientific
4	Eswatini	TSS MEDICAL SPUULIES	TSS MEDICAL SPUULIES
5	Eswatini	WANDILE	AVOMA GROUP
6	Eswatini	Mr. Nathi E. Dlamini	CEO, BUSINESS eSwatini
7	Eswatini	Mr. Mavela Vilane,	Executive Director, Eswatini Standards Authority;
8	Madagascar	Fabienne Lydia Ralahy	DG CENAM
9	Madagascar	Ms Sophie Ratsiraka	Minister for Craft
10	Malawi	Karamat Ullah Chaudhry	Corporate Trading Limited P. O. Box 2589 Blantyre- Malawi
11	Malawi	Shoaib Aslam Abbasi	JZ Global Enterprises and Trading
12	Malawi	Chaudhry Rauf Ahmed	Sana Cash N Carry Lilongwe
13	Malawi	Talha Saqib	Pharma Hub
14	Malawi	Liaqat Ali	Central Poultry Limited
15	Malawi	Muhammad Hassan Malida	Intermed Limited Lilongwe
16	Malawi	Lovemore Stainley Ndege	P/ Bag 302, City Centre? Lilongwe
17	Mauritius	Mr. Rishaad A Currimjee, CEO	Currimjee Group Mauritius website www.currimjee.com
18	Mauritius	Mr.Abdool Muryoodeen, Director	Seven Seven Co. Ltd, Dreamprice <a href="https://www.dreamprice.mu/">https://www.dreamprice.mu/</a>
19	Mauritius	Mr. Rafick Elahee, Managing Director	SUTURZ One Care Ltd, Mauritius
20	Mauritius	Mrs. Namita Jagarnath Hardowar President MCCI alongwith two MCCI Members	
21	Mozambique	Mr Silvino Augusto	Minister for Trade



22	Mozambique	Ms Ana Bela Moises	Assistant to Minister for Trade, Ministry of Trade
23	Mozambique	Joaquim Rucumbo Alberto	Director, Mega cash and CARRY
24	Mozambique	Bilal Amadeu Ebrahim	Manager, Intertek Testing Services, East Africa, Pty, Limited
25	Mozambique	Arlindo Duarte	MD, Medimoc group
26	Mozambique	Ascencao Machel	Ancora Global, Distr & Wholesalers
27	Mozambique	Mr. celso	Artemis Pharmaceuticals, Distr & Wholesalers
28	Mozambique	Augusto Martinho Alvaro	Central de Medicamentos e Artigos Médicos - Wharehouse
29	Mozambique	Mr. Massingue	CEO, Deltalab Moçambique Lda
30	Mozambique	Imraan Gulam Husein	CEO, Mahomed & c.lda
31	Mozambique	Sr. Augusto Pelembe	EXECUTIVE SALES
32	Mozambique	Sra. Mariamo	President, Importer Association of Mozambique, MAPUTO HEALTH
33	Mozambique	Antonio Machama	Director, Vertical Construaao Civil, Consultoria e Servicos Metal-Mecanica
34	Mozambique	YOLANDA FERNANDES	VICE PRESIDENT Mozambique CHAMBER
35	Mozambique	claire zimba	National director for foreign trade , ministry of trade
36	Mozambique	Mr. Bill	Director General, APIEX
37	Mozambique	Dr. Aminaldo Correia	National regulatory Authority, Mozambique
38	Namibia	Mr. hofin	Director, Element medical suppliers
39	Namibia	Ms. Fransina Nambahu	Registrar, NMRC
40	Seychelles	Ms Iouana Pillay Secretary General	Seychelles Chamber of Commerce and Industry
41	Seychelles	Mr. Venugopal Beravelli, Group General Manager/ SCCI	Global Supply Centre Pty Limited Unit K5 FSA (Ex-SIBA Warehouse)
42	Seychelles	Tania Esparon General Manager	Woodworks Unlimited Providence

			www.woodworks-unlimited.com
43	Tanzania	Mr. Amour H. Bakari, Principal Secretary	Ministry of Trade and Industrial Development, Zanzibar
44	Tanzania	Mr Paul Faraj Koyi, Chamber President	Tanzania Chamber of Commerce, Industry and Agricultural (TCCI)
45	Tanzania	Abbas S Mohammed, Director and Chairman, Pharma Association Tanzania	M/s Samiro Pharmaceuticals Ltd
46	Tanzania	Adrian Dismas Kipangula, Owner	M/s Itaewon Company Ltd,
47	Tanzania	Aly Kassem Magda Aly Ahmed, Managing Director	M/s Almage Imports Exports Ltd and M/s TBRC, Tanzania Limit and M/s TEXMAR Ltd and M/s Modern Fabrics,
48	Tanzania	Mr. Hamad Hamad, Executive Director	Zanzibar Chamber of Commerce
49	Tanzania	Mr. Ghulam Abbass Hirani	Metro Group of Industries Tanzania <a href="https://www.metro-tz.com">https://www.metro-tz.com</a>
50	Tanzania	Mr. Asim Mehmood Butt	SAK INTERNATIONAL LIMITED (DIRECTOR)
51	Tanzania	Mr. Muhammad Akhtar Jamal	AKJ IMPEX AUTO PARTS
52	Tanzania	Mr. James Kalokora Jacob Paul, Manager	Nono Tanzania Limited/Nono Supermarket
53	Zambia	Kasenge Bwalya, Director	SmartNet Zambia Ltd, <a href="http://www.smartnet.co.zm">www.smartnet.co.zm</a>
54	Zambia	KAWESHA Chabuka Jerome, Director, Zambia Chamber President	Zambia Chambers of Commerce & Industry (ZACCI), <a href="http://zambiachamber.org/">http://zambiachamber.org/</a>
55	Zambia	Mr.Imran Ahmed Patel, (Owner)	M/S Yashfin Pharmaceuticals, Shop No 68/69, Oasis Mall, Dedan Kimathi Road, Lusaka, Zambia
56	Zimbabwe	Tshidzanani T. Malaba - Managing Director	Bymed Medical & Scientific (Pvt) Ltd, No: 11a, 3rd Ave /G. Silundika Stree, P. O. Box 3029, Bulawayo, Zimbabwe, <a href="http://www.bymed.co.zw">www.bymed.co.zw</a>
57	Zimbabwe	Josephine Takundwa - Founder	Sesame for Life foundation / Earthlink Technologies, 17 Bates Street, Milton Park, Harare, <a href="http://www.earthlink.co.zw">www.earthlink.co.zw</a>
58	Zimbabwe	Tapiwa Daniel Karoro – Managing Director	Bho Brands, 106 Coventry Road, Workington, Harare, <a href="http://www.bhobrand.co.zw">www.bhobrand.co.zw</a>

59	Zimbabwe	Jephias Makiwa, Economist	Zimbabwe National Chamber of Commerce, 5 Orkney Road, Eastlea, Harare , www.zncc.co.zw, 2630(242)770244
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