



Dr. Arif Alvi  
President of Pakistan



Mr. Imran Khan  
Prime Minister of Pakistan

# National Day of Pakistan

The auspicious occasion of Pakistan Day is being observed today with zeal and fervour by all Pakistanis at home and abroad, joined by the Friends of Pakistan across the globe. On behalf of the President, Prime Minister and on my own behalf, I congratulate all members of Pakistani Diaspora in the United Kingdom on the happy occasion of 79th National Day celebrations.

indebted to the Almighty Allah and pay tribute to our Heroes.

Pakistan and the United Kingdom enjoy historical relations marked by traditional warmth and cordiality. The strong political goodwill that exists between the two countries, coupled with the presence of over a million affluent and influential Pakistani Diaspora in the UK, serve as a solid foundation to build mutually beneficial relations in diverse fields. Amidst challenges faced by the countries in the contemporary times, there are enormous opportunities, particularly, economic, that need to be exploited to the mutual advantage of both the countries.

Commemoration of the Day is to pay homage to the selfless struggle and enormous sacrifices of those who participated in Pakistan Movement under the inspiring leadership of Quaid-e-Azam Muhammad Ali Jinnah and Dr. Allama Muhammad Iqbal, a great philosopher and poet of the East. We are

## High Commissioner's Message

The world is experiencing paradigm shift, inter alia, more so in geo-economic sense. The economic gravity has shifted to Asia, which is seen as the engine of global economic growth, given the concentration of enormous resources and room for development. The ground is very fertile to benefit through utilization of available resources and expertise of the two countries. The special feature on Pakistan in today's edition of this media contains useful information on the business and investment opportunities in Pakistan.

We are very proud of the achievements of British Pakistanis and their substantive contributions to the Britain's economy and other spheres

of the society. We believe that our Diaspora will be instrumental in Pakistan's drive to promote bilateral relations, investment, trade and tourism with the United Kingdom.

In 70 years, we have achieved many milestones to be proud of and many lessons to learn from. Almighty has blessed our country with His countless bounties and we have all that is required to emerge as an economic power. The Government of Pakistan is determined to exploit the resources and potential that the country possesses. The role of Pakistani Community in the UK is crucial to that end.

**Long live Pakistan – UK Friendship!  
Pakistan Paindabad!**



H.E. Mohammad Nafees Zakaria

Pakistan is rapidly gaining investors' attention for a variety of reasons. The country has successfully managed to overcome the security challenges, the infrastructure has significantly improved, connectivity with Western China is in final stages, a new deep-sea port is being developed and the long-term economic outlook remain positive. Pakistan's Prime Minister Imran Khan is leading the reforms to facilitate investors and to ensure Ease of Doing Business. Recently, Pakistan has announced transformational visa reforms by introducing E-Visa facilities to most of the countries. It is pertinent to note that Pakistan has a fantastic landscape and a strategic location right at the confluence of South Asia, Central Asia, Northwest China

and West Asia. With the current positive developments and government's focus on inviting private investments in key sectors, many of Pakistan's bilateral ties around the world are shifting from transactional relationships to mutually beneficial economic partnerships. Pakistan is already connected to Western China through the China-Pakistan Economic Corridor (CPEC) under the umbrella of the Belt and Road Initiative (BRI), and in the next 10 years this connectivity will expand to Eurasia. In addition to its huge market size of about 207 million people, this connectivity will double Pakistan's access to a vibrant regional market. With an outlay of more than \$60 billion under CPEC, huge investments

## A perfect time to invest in Pakistan

are underway in infrastructural projects i.e. roads and highways, gas and oil pipelines and terminals, port development, shipping, airports, railways, logistics management, energy and power. Besides, a pro-business investment policy remains a central plank of Pakistan's investment strategy which arranges for 100% equity ownership, full repatriation of capital, tax breaks, and customs duty concessions on the import of plant, machinery and raw materials. Moreover, five out of nine planned Economic Zones are being fast tracked to facilitate Industrial Cooperation with efficient infrastructure and one-window facility administered by the Board of Investment (BOI), Islamabad.

BOI has received concrete investment proposals from local and foreign investors. Some of the key countries including Saudi Arabia, UAE, Qatar and Malaysia have shown keen interest to invest in Pakistan's priority sectors having immense potential for investment: (1) Agro-based Food & Industry; (2) Value added Textile; (3) Tourism; (4) IT sector; (5) Light Engineering; and (6) Logistics. Additionally, Pakistan's economic partnership with Saudi Arabia has taken a transformational turn with the recent Saudi decision to invest \$20 billion in large-scale infrastructure and private industrial ventures. Furthermore, both countries agreed to work on long term capital investments to address the structural weaknesses in Pakistan's economy and to help Saudi Arabia diversify its investments in the region.

The BOI team aims to include Pakistan in the list of top 100 economies in Ease of doing Business (EoDB) by 2020. A close coordination mechanism is being

developed with the Foreign Missions abroad to increase the influx of investments in Pakistan. To facilitate UK and other local and foreign investors, the BOI has established a dedicated unit with the aim to facilitate investors in materializing their projects in Pakistan in a transparent, timely and efficient manner. Also, the one window concept has been embodied by the BOI and company registration time has been reduced to just four hours to expedite investor facilitation.

The government of Pakistan is committed to strengthening its long-term economic ties with the United Kingdom. With sound institutional framework in place and the unwavering commitment of the Pakistani government to protect and encourage foreign investments, the confidence of present and potential investors in Pakistan is increasing.

Many multi-nationals operating in Pakistan have affirmed that their experience in Pakistan has been exceptionally rewarding. There are immense opportunities for the UK private sector in Pakistan, especially in the fields of telecommunication, energy, infrastructure and agriculture sectors. Given a long history with between the two great nations, Pakistan intends to go beyond the traditional relations with the UK and develop close and intensive business-to-business ties.

Haroon Sharif is Minister of State and Chairman Board of Investment, Pakistan [www.invest.gov.pk](http://www.invest.gov.pk)



## Pakistan's Touristic Attractions, Paradise on Earth

Pakistan is a land blessed with abundance of nature's beauty and a 'Cradle of Ancient Civilizations' and a 'Melting Pot' of multiple religions & cultures, which has enriched the country with vast historical heritage, offering a treasure of knowledge for archaeologists, historians, teachers of history-arts-culture, physical manifestations of the belief of religious pilgrims, sightseers' paradise, and adventure loving people. Skiing, Trekking, mountaineering, white-water rafting, mountain and desert jeep safaris, camel and yak safaris, trout fishing and bird watching are just a few of many activities which attract tourists to Pakistan. It is a land of splendors with the landscape stretching remarkably from the high mountain ranges in the northern areas to

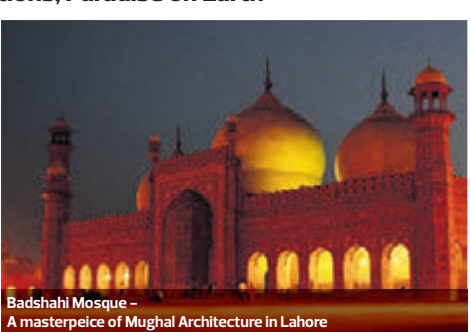


PAKISTAN  
MIGHTY KARAKORAMS  
True Paradise for Mountaineers

the plains and deserts of central Pakistan and the Arabian Sea in the South. In addition to the natural beauty in the four provinces of Pakistan, the people of Pakistan are very hospitable and generous toward foreign tourists

(Pakistan topped list of world's best travel destination for 2018 – British Backpacker Society describes it as 'one of the friendliest countries on earth.')

**Karakoram Highway (KKH) Highest Trade Route in the World**  
The 806-kilometer-long at 6,000 ft above sea level, KKH constructed along the ancient Silk Road linking Pakistan to China is the highest trade route in the world. Pakistan traces its history back to Palaeolithic Age. Riwayat or Rawat, is a lower Palaeolithic site (1.9 million years old) in Punjab Province near beautiful hill station, Murree. Soan Valley or Soanian Culture (500,000 years old) has traces in the vicinity of twin cities of Rawalpindi and Islamabad. Mehrgarh is a Neolithic site (7000 – 3200 BCE) near Bolan Pass on Kacchi Plain of Balochistan. Indus Valley or Bronze Age Civilization (flourished between 2600 to 1900 BCE) having traces in the ruins of Moenjodero and Harappa – stretching from Sindh to Punjab. Gandhara Civilization flourished in today's Northwest Peshawar Basin (Buddhist Heritage 1500 BC – 535 AD) of Khyber Pakhtunkhwa. Taxila, the principal seat of Buddhist learning near Islamabad, was declared a UNESCO World Heritage Site in 1980.



Badshahi Mosque – A masterpiece of Mughal Architecture in Lahore

**Mughal Dynasty Monuments**  
The Punjab, a province rich with most fertile agricultural lands, extensive network of rivers and channels, world's one of oldest living city Multan – a city of Saints, Sufis and shrines, hosts the fascinating monumental architectures of Mughal Era in ancient forts and gardens. Lahore, the capital and largest city of Punjab province, was the historical capital of the Sub-Continent during the Moghul times. The significant heritage of Indus Valley Civilization, modern world infrastructures, high industries, IT hubs and enormous talent pool of professionals are the hallmarks.

**Reservoir of Natural Resources, Beauty, Regional Pivot & Custodian of Ancient Heritage**  
The Balochistan province, rich in mineral resources, being the second major supplier of natural gas in Pakistan with one of the world's largest gold and copper mines, is also blessed with immense natural beauty comprising mountain ranges with their own peculiar characteristics, mines and a long coastal belt, including the newly developed Gwadar Port. In Balochistan there are many caves for cavers and tourists to visit especially the Juniper Shaft Cave, Shahre-e-Roghhan, the Murghagull Gharra cave, Mughal saa cave, and Pakistan's naturally decorated cave, the Mangocher Cave. The region's potential has attracted unprecedented interest of the foreign countries' investments for a variety of reasons.

**Religious Tourism**  
Pakistan is also a land of spiritual endowment, a resting place of many spiritual saints from all religions, be it the sufi mystics of Islam, Hindu Tiraths dating back to 3000 BC, the disciples of Buddha attaining "nirvana" buried under the remains of Gandhara Civilization and Baba Guru Nanak Ji, the founder of the Sikh religion was born in 1469 AD at Nankana Sahib, about 72 km north of Lahore in Pakistan. All Gurdwaras and Sikh shrines in Pakistan are declared sacred places and are meticulously maintained by the Government of Pakistan.



Fasting Buddha is a mesmerising masterpiece of Gandhara Art placed in Lahore Museum

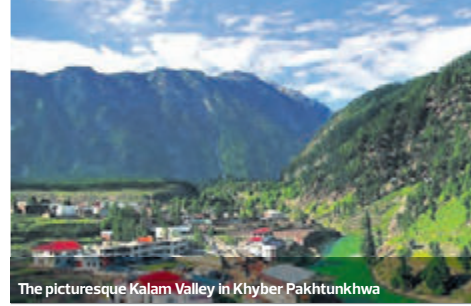
coastal line, food streets, world class infrastructures, waterfalls and theme parks for entertainment of all ages, serene picnic places and most importantly, historical civilizational heritage. It is most famous for being home to the ancient city Moenjodaro (Indus Valley Civilization). Type online 'Attractions of Sindh' to explore what meets your appetite.



Mohenjo-daro was one of the largest cities of ancient Indus valley civilization

**Gateway, Historical Crossroad, Folklore, Beauty & Nature's Treasures**  
Khyber Pakhtunkhwa is also well known as a Gateway connecting South and Central Asia, at the historical route on which exists famous Khyber Pass, that facilitated Eurasian trade as an integral part of Silk-Route, comprising inspiring beautiful valleys and mountains, including the famous Kaghan and Swat valleys.

**Vegetation and Fauna**  
The Himalayas, Karakoram and the Hindukush ranges with their alpine meadows and permanent snow line, coniferous forests, the vast Indus plain merging into the great desert, the coast line and wetlands, offer a rich variety of vegetation and associated wildlife. <http://www.phclondon.org/wildlife>.



The picturesque Kalam Valley in Khyber Pakhtunkhwa



Gwadar Port

## Pakistan – A Land of Opportunities for Investors – Region's Natural Economic Hub & Energy Corridor

Pakistan has a unique geo-strategic and geographic location in the Asian region. By virtue of its location at the confluence of South Asia, Central Asia, West Asia and Northwest China, it is ideally situated to serve as a natural economic hub and energy corridor and more importantly a political bridge between the West and the East. A role that the region of Pakistan's location has played in the past as well. Pakistan offers the shortest land routes to the Sea to and from the Xinjiang Province of China, landlocked Central Asian States and Afghanistan and connects the region to West Asia and beyond.

**China-Pakistan Economic Corridor (CPEC)** is a manifestation that Pakistan is economically the most viable and strategically an important route. Most of Pakistan's route was part of the historical **SILK ROUTE**.

Enriched with one of the world's oldest civilizations, a fabled high valley of vast glaciers and snow-capped peaks, the legendary gardens of Shallimar and a famed mountain pass whose name is synonymous with adventure, the remains and ruins of Moenjodero, Taxila and early Muslim or Mughal civilizations, the Silk Roads heritage is obvious everywhere in Pakistan – UNESCO <https://en.unesco.org/silkroad/countries-alongside-silk-road/routes/pakistan>

**What is CPEC?** In the context of regional connectivity and also in the context of realizing Pakistan's geo-strategic and geo-economic importance, China-Pakistan Economic Corridor (CPEC) is of immense significance, not just for China and Pakistan, but also for the region and beyond. CPEC is a phenomenon, which has been dubbed as a 'game changer.' CPEC involves three routes (Western, Central & Eastern) of over 2400 kms. each. It is a comprehensive development framework and regional connectivity initiative, spanning over 15 years w.e.f. 2015, involving Chinese investments from initially US\$ 46 billion to, now, to the tune of US\$ 68 billion in sectors including energy projects, infrastructure development, development of Gwadar Deep-Sea Port, and

development of industrial sector. It will serve as a platform for regional cooperation & stability. Most importantly, CPEC is a Flagship Project of China's Belt & Road transcontinental connectivity initiative. <http://www.cpec.gov.pk/>

**Mr. Wang Yi, China's Foreign Minister, said about OBOR and its crown jewel the CPEC:** 'If 'One Belt, One Road' is like a symphony involving and benefiting every country, then construction of CPEC is the sweet melody of the symphony's first movement.' The CPEC project, inter alia, envisages establishment of **Special Economic Zones (SEZs)**. These SEZs are open to investors from other countries, including traditional friend the UK. There are total of 9 proposed SEZs in different provinces and other areas of Pakistan. The sectors in which industries in SEZs are to be established include Auto & allied industries, Motor Bikes Assembly, Engineering & Light Engg, HALAL FOOD INDUSTRY, Cooking Oil, Ceramic industries, Ice and Cold storage, Electric Appliances, Textile, Plastics, Agriculture Implements, Food Processing, Pharmaceutical, Chemical, Printing and Packaging, Garments, Marble / Granite, Iron Ore Processing, Fruit Processing, Steel Industry, Mineral Processing Unit, Leather Industry & Chromite.

Further details of SEZs can be seen at the hyperlink: <http://www.cpec.gov.pk/special-economic-zones-projects>.

Pakistan itself is a market of 220 million consumers. The country is also bestowed with some of the world's largest reserves of gold, copper, gas, coal and numerous mineral resources, ready to be explored and exploited. Being a developing economy, just like many in Asia-Pacific region, there is ever increasing

demand for energy for its developmental needs. The Government of Pakistan has identified numerous projects in the Oil & Gas sectors pertaining to on-shore and off-shore exploration, establishment of oil refineries acquisition of oil tankers, construction of oil storage facility and pipeline.

Pakistan is a land of opportunities for the investors in the identified sectors, in particular, and many other areas. There is enormous potential for investment and business opportunities in infrastructure development in various sectors such as telecommunication, industrial sector with Halal Industrial ventures, fisheries, gems & stones, TOURISM, dairy products, livestock for breeding and exporting Halal meat, solid waste management, surgical goods & sports goods production and exporting units, higher education in emerging technologies (AI; Block Chain; Internet of Things; and Big Data), public health sector, etc. with one of the most liberal investment policies. In addition, other priority areas for investments are: 1). Tourist Resorts Development Projects; 2). Development of Special Economic Zones; 3). Prime Minister's Affordable Housing Scheme of 5 million houses; and 4). Export oriented Halal Products Industries.

For any other queries or assistance related to doing business with Pakistan in the identified sectors, trade and match-making, SEZs, Pakistan High Commission in London and its Sub-Missions may be contacted:

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# Wishing Pakistan a Happy National Day and future prosperity

