

## **WORD FROM THE PRESIDENT**



It is a moment of great pride as President of American Business Forum to see this organization prosper at such a fast pace and achieve its goals. This is solely the result of members associated with this forum, who have always come forward in the time of need. And within one year, American Business Forum has become an organization that is respected and recognized amongst business community, media and social groups.

Next month, ABF will be celebrating its first Anniversary. We have achieved, infact exceeded our goals and targets for the year. However, all members must continue their efforts for promoting ABF's vision and working in harmony to help the businesses and community that we operate in.

I congratulate you all for the success of last year and hope to see the same vigor and enthusiasm for coming years.

Thank You.

Rizwan U. Khan  
President, American Business Forum

## **Words from Honorary Secretary General**



I am pleased to state that ABF has completed its one year and lot of activities has taken place during this one year which has been communicated to you through Newsletters and emails. Because of tireless efforts of President and other executive committee members by the Grace of Allah, ABF has grown in its stature as well as reputation as a Vibrant Business Forum.

The problems of the members whenever expressed by them were dealt with on priority basis and every effort was made to resolve them. The secretariat of the ABF tried its level best to keep abreast all members regarding the events and happenings. However unfortunately there were two changes in the coordinators which might have resulted in delay or miscommunication during this period. I sincerely apology for the same and if feelings of any member were hurt. I wish and pray that next year will bring more lorals to ABF. All this was possible because of co-operation of all members and their active participation for which I am grateful for all.

Thank you

Mahmood Ahmad  
Honorary Secretary General  
American Business Forum

## **ABF Senior Vice President & Vice President featured on US Government Website**



It is a moment of sheer honor that Mr. Salim Ghauri, Senior Vice President of ABF and Mr. Ibrahim Qureshi, Vice President of ABF has been selected to attend Presidential Summit on Entrepreneurship in Washington, United States out of six entrepreneurs in Pakistan.

Entrepreneurs from more than 50 countries with sizable Muslim populations come to Washington in April on President Obama's invitation to celebrate the risky, exhilarating life of entrepreneurship and share ideas about sparking new businesses in their communities. The April 26–27 conference — A New Beginning: The Presidential Summit on Entrepreneurship — builds on President Obama's speech to the Muslim world in Cairo June 4, 2009.

In all, about 250 people of various religious backgrounds are expected to participate in the meeting. They will come from Africa; the Middle East; South, Central and Southeast Asia; and Muslim communities in other regions and countries, including the United States.



## Newsletter

### (January 2010 to March 2010)

#### Meeting with James P. Rizer P.H.D (Vice President, International Group Incorporation)

**A** Meeting was arranged with James P. Rizer P.H.D (Vice President, International Group Incorporation), Mr. Zafar Iqbal (Railway Planning Expert) and Mr. Hassan Raza (Commercial Specialist U.S Department of Commerce) on 27<sup>th</sup> January, 2010 at The Coca-Cola Export Corporation Office.

The President discussed Pakistan Economy especially Central Punjab. He explained that Central Punjab has a great Infrastructure. More than 65% of overall sales are related to Central Punjab. Lahore is the 9<sup>th</sup> most populous city and has the largest economy. The opportunity level in central Punjab especially in Lahore is enormous. There is 75% teen age population which is booming. We only have some problems like shortage of energy and law and order situation. He mentioned that there are enormous coal reserves and energy resources. He also explained that investors have a great future in the next 5 years. He also discussed Coal base power plant that was established in 1993.

He told that they spent 45 million on backup energy in their 4 units. He discussed that after 1970 we have not built any DAM. After a gap of 35 years only one DAM was completed in 2005. In 2007-2008 the banking crisis in the world resulted in closure of many banks in developed countries while banks in Pakistan earned 730 Million Profits. The potential of



Pakistan economy is good.

There are two very good things which have happened in during last two years:

1. **Independence of judiciary** Our present Judiciary is independent and now people do not fear government's high handedness.
2. **Media is free** and they put pressure on Government for good governess. Media actually has developed as 4th state Pillar of Pakistan.

He also suggested that attention is to be given to two parts:

1. **Track and New route** Pakistan need new routes and tracks as per requirement of industry.
2. **Intercity**, which reduces pollution and fuel. He also said that intercity railway helps the overall population trend.

Mr. Mahmood Ahmed said no bank in Pakistan has gone bankrupt. Barclays and RBS were in crisis in the world but they are in profit in Pakistan due to its vibrant economy.



Mr. Rizwan acquired Consultant about economic benefits of LPG. Mr. James told they are studying running of LPG busses in Pakistan. Mr. Mahmood said LPG is costly and so CNG should be used. Mr. James explained in that LPG is tax free while CNG is tax based. Mr. James further explained that if we arrange it from Qatar we can maintain prices. He briefed LPG is cheaper and it takes fewer damages to engine and decreases pollution. Mr. Mahmood Ahmed suggested the use of green diesel that is used in India. He said that 30% railway engines are currently running with that diesel and they want to take it to 100% in 2020. He emphasized that our railway lacks various facilities.



### **Tea with Carmela Conroy on 29th January, 2010**

**A** Tea Party was organized for ABF's Executive Committee Members on 29<sup>th</sup> January, 2010 by Carmela Conroy (Principal Officer, US Consulate) at her residence to discuss matters on mutual understanding.

Mr. Rizwan briefed her regarding concern of ABF members of tax notices received from FBR which are frivolous and are bound to the drawn. There is loss of hustle and time wasting and expensive to get them withdraws. It was suggested that meeting with Finance Secretariat and Chairman FBR may be arrange to discuss the matters and to resolve issues.

### **Lunch with Carmela Conroy on 8th February, 2010.**

**A** Lunch was hosted for ABF's Executive Committee Members on 8th February, 2010 by Carmela Conroy (Principal Officer, US Consulate) at her residence. Ms. Annie W. Patterson was also in attendance at the Lunch. At the lunch Tax Issues, IPR and Security issues were discussed.

### **5th Executive Committee Meeting:**

**T**he 5<sup>th</sup> Executive Committee meeting took place at The Coca-Cola Export Corporation on 11-03-2010. The President reviewed the last minutes of the EXCOM meeting that was held at The Coca-Cola Export Office on 22-10-2009 and after discussion these were approved with the slight change that instead of three, four members were proposed for Executive Committee Members namely:

1. Mr. Sheikh Ajaz
2. Mr. Younus Kamran
3. Mr. Ahsan Rashid
4. Mr. Jahanzeb Khan



It was proposed by Mr. Mahmood Ahmad to adopt the minutes and it was seconded by Mr. Vaseem Anvar and Mr. Aamir Mirza.

It was discussed in the EXCOM meeting that the chairman of three committees to become the member of Executive Committee. It was decided that the 1<sup>st</sup> Committee related to **Taxation**

**Matter and was** headed by Mr. Ahsan Rashid, the 2<sup>nd</sup> committee related to **Security Matters that was** headed by Mr. Sheikh M. Ajaz. The 3<sup>rd</sup> Committee related to **IPR and Miscellaneous** and was headed by Mr. Younus Kamran.



It was also decided that Mr. Mahmood Ahmad should be EX Officio member of these three committees. Mr. Mahmood Ahmad said that every Chairman of these committees would co-op further members to maximize the utility of these committees.

The President inquired Mr. Mahmood about the registration of ABF with Washington Chamber of Commerce & Industry. Mr. Mahmood said that they

were in a process of registration with Washington Chamber of Commerce & Industry. He explained application was made a year ago but there was no reply from their side. Hence we have again applied a couple of days before and it is in a process of registration. Mr. Ibrahim Qureshi suggested that application be e-mailed to him; he would directly hand over the relevant person of Washington Chamber of Commerce & Industry. The President said to the ABF Coordinator Mr. Ali Faisal Arslan that he would forward the same e-mail to Mr. Fahad Qadir who will forward it to relevant person to U.S.A.



President ABF briefed the members regarding the efforts made by ABF to become advisory / monitoring / implementing body of U.S AID projects. He explained that he exchanged a lot of e-mails with U.S authorities and was able to convince them that entire aid to Pakistan should not be routed through government. The private NGOs should also be made partners in this regard and he was very hopeful that at least 10% to 15% aid will be distributed through private NGOs and ABF may become a monitoring or advisory body in this regard. We will have to work very hard and executive body members have to spare more time and their expertise for this job. If we are successful in getting this portfolio, ABF will become very strong. All members praised the efforts of Mr. Rizwan Ullah Khan and pledged that they will do everything to strengthen his hand to acquire this position.



Mr. Ibrahim Qureshi informed the members that U.S. President Mr. Barack Hussein Obama has invited the businessmen from Muslim countries including Pakistan and six members' delegation is going to U.S to attend that meeting and fortunately two members were of ABF namely Mr. Salim Ghauri (Senior Vice President ABF) and Mr. Ibrahim Qureshi (Vice President ABF).

ABF Executive Committee members should visit Lahore Chamber of Commerce & Industry and Federation of Pakistan Chamber of Commerce & Industry at least once in six months. It was also decided that once in six months a meeting should be held with them. Mr. Ibrahim Qureshi will arrange meeting with Lahore Chamber of Commerce & Industry and Mr. Mahmood Ahmad will arrange meeting with Federation of Pakistan Chamber of Commerce & Industry.

### **A Movie Premier Organized by Ms. Carmela Conroy at her Residence:**

The Consul General of the Consulate General of the United States of American Ms. Carmela Conroy has invited the ABF Members for A movie Premier “**The September Issue**” on March 25, 2010 at her residence. The September Issue is a documentary film, produced by Sadia Shepard and Directed by the award wining R.J.Cutler, unraveling the making of the September Issue of Vague in 2007.



Shepard, a Stanford graduate and at present professor at Columbia University is also the publisher of A Girl from foreign (2008), and her writings have appeared in The Washington Post, The New York Times, The Forward and The Indian Express.

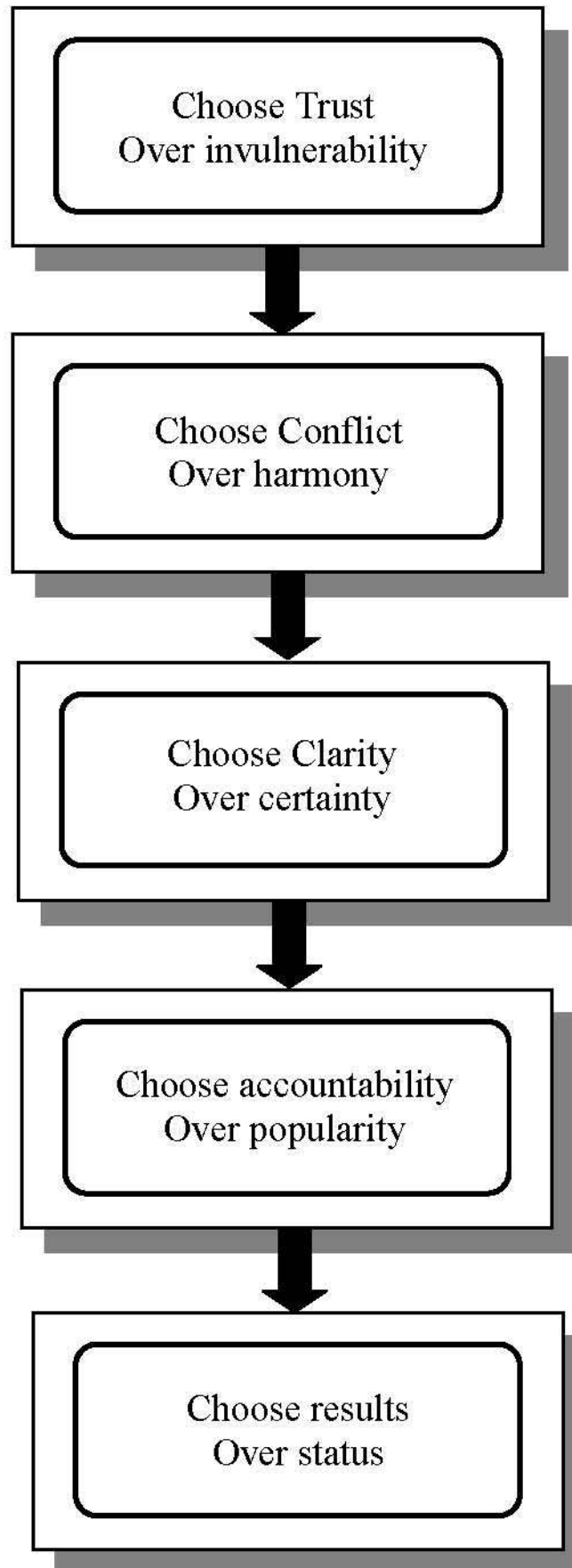
Her most recent documentary, The September Issue won the Excellence in Cinematography Award at the 2009 Sundance Film Festival.

### **Dinner With Robert Blake (Assistant Secretary for the bureau of South and Central Asian Affairs) and M.S Carmela Conroy (Counsel General):**

Dinner was arranged by ABF Executive Committee members for Robert Blake (Assistant secretary for the bureau of south and central Asian affairs) along with Matt Lowie (Special assistant Robert Blake), Carmela Conroy (Counsel General) and the Consulates Ms. Nafeesah Allen, Mr. Richard Jao, Ms. Jessica Berlow on March 27, 2010 at Cokoo’ Den. Following matters were discussed at the dinner; Energy Sources, Security Issues, Industrial Sector Development, Potential on Natural Gas, Fuel Problems and Political Clashes. Mr. Robert Blake (Assistant secretary for the bureau of south and central Asian affairs) shows his committing to help ABF members in particular and Pakistan business community in general.



Mr. Rizwan Ullah Khan has given through a book **Five Temptations of CEO's**. The Lesson learned is following:







## **Business Today:**

### **7 Steps to More Customer Referrals**

One of the best ways to increase revenue and profits in a tough economy is to get more new customers who are already sold on your product, service or brand. These customers can be hugely profitable because they require very little marketing or sales costs. By the time they reach your door they have already heard good things about your business and they are interested in learning more. If handle them right a high percentage will become customers with little effort on your part.

#### **1. Talk to your customers**

Have real person-to-person conversations with as many customers as you can. If you have a lot of customers relative to your employees, then you'll need to prioritize. Find ways to have real, meaningful and ongoing conversations with them.

#### **2. Serve their needs.**

Of course you're doing this to make your company better. But everything you do in your customer referral effort needs to be useful from your customer's perspective. Educate them while you engage them.

#### **3. Engage your customers.**

Find multiple ways to get your customers involved. For some people, just a regular phone call or lunch will be enough. For others you might get their help finding solutions to challenges you're facing (using brainstorming or other facilitated meetings). Create communities for your customers to participate in. Forums and blogs are great for this.

#### **4. Get your employees involved.**

Let your employees participate. Don't script them or micro-manage their involvement. Let them get to know your customers and vice-versa. The more your customers know and like your employees, the more likely they will tell others to do business with you.

#### **5. Hire customer friendly.**

You can train, teach and coach a lot of things but being friendly is not one of them. And beyond just friendly, you should look for employees who make a habit of focusing on the customer, who go out of their way to take care of customer's needs. One of the best ways to do this is to keep your eyes open when you are a customer. When you meet people who are very good, tell them what you do. Start a relationship so if they look for other work they might call you.

#### **6. Post reminders.**

This sounds basic but it works. Make posters of the top things your customers want from you. Include your "customer service standards" so everyone knows what the expectations are. Place them around your business so everyone can see them. Also, use post-it notes, emails, customer service calendars and any other fun ways you can think of to refresh your employee's memories.

#### **7. Celebrate good news.**

When customers give you and your staff good feedback, share it. Have a party! Let all your staff know about it. Show your employees how important it is. Post it where people will see it. Send emails. Talk about it at staff meetings. When your company is driven by service, your customers will notice. And they'll like it. Serve them well and they'll keep coming back. Even better, they'll tell their friends too!

## **AMERICAN BUSINESS FORUM (CO-ORDINATORS)**

### **MR. ALI FAISAL ARSLAN (Communications Co-ordinator)**

Tel: 042-35701061

Fax: 042-35701063

Cell 1: +92-333-4805413

Cell 2: +92-300-4445225

E-mail: [faisal.arslan@abf.com.pk](mailto:faisal.arslan@abf.com.pk)

[fsl\\_arslan@yahoo.com](mailto:fsl_arslan@yahoo.com)

### **Mr. FAHAD QADIR (Honorary Co-ordinator)**

Tel: 042-35756845

Fax: 042-35760652

Cell: +92-302-8475577

E-mail: [fqadir@apac.ko.com](mailto:fqadir@apac.ko.com)

### **Ms. MARYAM SALMAN (Honorary Co-ordinator)**

Tel: 042-35756845

Fax: 042-35760652

Cell: +92-300-8468463

E-mail: [masalman@apac.ko.com](mailto:masalman@apac.ko.com)

### **Mr. KAMRAN ABID DURRANI (Honorary Co-ordinator)**

Tel: 042-35944774

Fax: 042-35944775

Cell 1: +92-300-9410000

E-mail: [kamran@essence.com](mailto:kamran@essence.com)

[kamran.essence@gmail.com](mailto:kamran.essence@gmail.com)

**For Further Details, Please visit [www.abf.com.pk](http://www.abf.com.pk)**

## **AMERICAN BUSINESS FORUM (MEMBER COMPANIES)**

### **FOUNDER MEMBERS:**

1. Coca-Cola Export Corporation
2. Netsol Technologies
3. Raffles Pvt. Ltd.
4. General Electric International
5. Monsanto AgriTech Limited
6. Echo West International Pvt. Ltd.
7. Becton Dickinson Pakistan
8. Pepsi Cola International Pvt. Ltd.
9. Kabani & Company Chartered Accountants
10. Coca-Cola Beverages Pakistan Limited
11. Averox Pvt Ltd.
12. Expeditors International Pakistan
13. Feroz Sons Laboratories
14. FMC United Limited
15. Hattar Textile Mills Limited
16. Levi Strauss Pakistan
17. Mentor Graphics
18. Millat Tractor Limited
19. Montgomery Watson Harza (MWH)
20. Palmchip Pakistan Pvt. Ltd.
21. The Vitamin Company
22. Budget Rent A Car
23. MDS Foods Pvt. Ltd.
24. Associated Group

### **ASSOCIATED MEMBERS:**

1. Environmental Consultancies & Options
2. Albario Engineering Pvt. Ltd.
3. Cupola Pakistan (KFC) Ltd.
4. GAM Corporation Pvt Ltd.
5. Hadayat Sons
6. Himont Pharmaceuticals Pvt Ltd.
7. Irfan Textiles Pvt Ltd.
8. Multitraders Grand Group (Honeywell)
9. Naseeb Online Service Pvt. Ltd.
10. Phoenix Food (Dunkin Donuts) Pvt. Ltd.
11. Silver Star Enterprises Pvt. Ltd.
12. Subway International
13. Turbomach Pakistan Pvt Ltd.
14. United Trademark & Patent Services
15. Aries Logistics Pvt. Ltd.
16. Candy Bouquet
17. Xavor Pakistan Pvt. Ltd.

### **HONORARY LEGAL COUNSELS:**

1. Ramday Law Associates
2. Ahmed & Pansota