



## Business Bulletin

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President  
Rizwan U. Khan

### *Words from the President*

ABF's logo signifies its philosophy of opening doors'. This means that ABF creates new opportunities for not just its member companies but other companies as well. The past few months have been very difficult for our businesses to thrive in Pakistan. There are visible signs of growing agitation against United States, but it is our responsibility as members of the American Business Forum to counter this negativity through our efforts in fields of employment, contribution to economy and CSR interventions.

I, as President of this forum would like to share with you that I have been nominated as Vice Chair from Pakistan for Partners for a New Beginning (PNB) a landmark initiative by US President Barrack Obama. It is an achievement on behalf of ABF as it will give us not only great exposure but also a chance to take concrete steps towards the betterment of our country. I look forward to all my members' support and encouragement as we take ABF to the next level and aim to work even harder and more passionately during these critical times.

I appreciate all the help and support you have provided me and to this forum till now and I hope to take it forward to reach new heights. Thank You.

President  
Rizwan U. Khan

# Newsletter

(January 2011 to March 2011)

### **9th Executive Committee Meeting:**

The 9th Executive Committee Meeting was held at Netsol Technologies Pakistan office on 27th January 2011.



The President Welcomed DWP Pakistan and A.S.I.A (American School of International Academics) as an Associate Members and INDUSTRAD and IMANAMI Pakistan as a Founder Member of American Business Forum in the Meeting.

The President briefed that they are working with TCF to build a new school in flood hit area of Muzaffargarh. The school is built at the cost of \$150,000 and will be supported by Coca-Cola for next 5 years. The school, called Coca-Cola Campus, will be operational by 2011.

#### **The President formulated a committee to select the Guests Speakers for Next AGM.**

- 1- Mr. Naeem Shafique (Convener)
- 2- Mr. Mahmood Ahmad

#### **The President formed a Committee for Education and CSR (Corporate Social Responsibilities) Initiative.**

**Following Members volunteer to be the members of the committee:**

1. Mr. Farooq Naseem (Convener)
2. Mr. Mahmood Ahmad
3. Mr. Ahsan Rashid
4. Ms. Ayesha M. Hamid
5. Mr. Vaseem Anvar
6. Mr. Younus Kamran
7. Mr. Fahad Qadir



**The President formed a Committee for Banking Matters of Following Members:**

1. Mr. Naeem Shafique (Convener)
2. Mr. Mahmood Ahmad
3. Mr. Ahsan Rashid
4. Mr. Younus Kamran

The President Mr. Rizwan Ullah Khan and Honorary Secretary General Mr. Mahmood Ahmad Awarded the Membership Certificates to the New Members.

The President welcomed Mr. Saadat Muzaffar CEO Punjab Board of Investment and Trade and thanked him for sparing time to share his views with Executive Committee Meeting of ABF.

Mr. Saadat Muzaffar briefed that there are lot of opportunities to invest in Pakistan. He suggested that American Companies should promote their Investments in Pakistan because of its growth rate. He also briefed that the American Companies have great opportunities to grow up with Pakistan due to lot of work as well as Internal and External Investors.

## Farewell to Ms. Jessica Berlow (Economic Officer)

A Farewell Dinner for Ms. Jessica Berlow was hosted by ABF on 22nd March 2011 at Veranda Bistro. Ms. Carmela Conroy (U.S Counsel General Lahore) along with Mr. Hassan Raza (Commercial Specialist) and Mr. Aftab Qamer (Senior Commercial Specialist) also attended the Dinner.



Mahmood Ahmad  
(Honorary Secretary General)

## A REVIEW OF PAKISTAN INDUSTRY

Pakistan Business is passing through a unique situation that may not be amenable to being solved with the use of *STANDARD STRATEGIC MANAGEMENT MODELS*.

### THE REASONS ARE:

1. Pakistan Business, in order to succeed, has to necessarily cater to common man aspirations and needs, while their purchasing power is low but individual aspirations are high and they demand globally comparable products.
2. Domestic business is largely exposed to global competition and yet has to absorb the higher cost of infrastructure, utilities and public goods and Services, including security, normally provided in other countries at relatively subsidised rates.
3. Our industry is operating under constant constraints of high cost of capital, high transaction cost vast uncertainty in the investment environment because of nature of Political conflicts and lack of harmony among provinces.
4. The perpetual trust deficit between industry and regulatory authorities (This was reduced during 2002-2007 but again gap is increasing). This result in lack luster approach in making CONVERGED NATIONAL STRATEGY for taking Pakistan forward globally and achieving defined National goals. The business remains highly fragile and easy target for one segment being played off against the other.
5. Some of the industrial sectors which were running on the basis of rent through exemptions and monopolies and which have been provided financial as well incremental assistance have created an unbalance Vis-A-Vis other sector of Industries.
6. The Dominance of few people on the resources of the country with minimum stake with in Country.
7. The industry finds itself helpless in demanding accountability from public authorities at various levels and is constantly on defensive even when it is globally recognized for value additions and much needed employment, striving to attain globally frontline technologies and expanding its global

All above mentioned factors, which are not an exhaustive list, taken together, clearly reflect the rather unique circumstances in which Pakistan industry whether in private sector or public sector is working.

The way forward must of course emerge from rejecting any second hand “Hand Me down” Solutions and having the courage to break new ground.

In this context the Pakistan corporate sector should come forward and engage globally acclaimed thinkers in many disciplines to help it chak out a direction for itself in an increasingly globally integrated world and identifying some tangible steps. Some individual corporate houses are undertaking this venture but corporate sector as a whole should do it collectively. The results should be made available for a public discussion and then assisting the implementation of the lessons learnt. The Government should also take note of the same in their next 5 year plan. Interaction of private sector and Government Planners in this regard shall be a positive step because Government planning in isolation of the private sector or the civil society is at best dysfunctional and at worst seriously damages to investment environment and growth prospects. The whole exercise should bear fruit if major industrial houses or premier industry chambers and associations agree to work together to support such a forward looking and analytically rich in-depth enquiry in to the future prospects of, constraints on and measures to address critical constraints which are currently afflicting Pakistan industry. Is it possible? I am optimist because I think Pakistan corporate sector and the country can survive only in this way; otherwise there is a danger that nation's future growth being harvested by others. I feel it is unacceptable prospect because it implies an inability to generate the employment needed to constructively absorb young Labour force which in turn results in unbearable social stresses and conflicts and may promote extremism.



American Business Forum have decided to invite a Global thought leader either from Pakistan or abroad to each its General Body Meeting at-least three times in a year. It is also trying to engage activities with futurologists in an attempt to try and anticipate the change rather than be simply overtaken by it. Clearly the steps to look beyond the government and taking its destiny in its own hands are in progress and needs to be pushed along. Recently I interacted with chairman TDAP (Trade Development Authority of Pakistan) who has fully subscribed to this idea and is ready to share cost of bringing some GLOBAL Thought Leader.

## 8 Phase Strategy

