



Message by Mr. Farhat Ali, President, Swiss Business Council



Swiss Business Council (SBC) is a non-profit legal entity, registered by the Securities & Exchange Commission of Pakistan, established in 2008, partner of Switzerland Global Enterprise (S-GE) and has an alliance with the Swiss-Asian Chamber of Commerce (SACC) in Switzerland. The SBC interacts very closely with its Patron-in-Chief - the Swiss Embassy in Islamabad and Patron – the Swiss Consulate General in Karachi. The SBC, since its official inception in early 2008, has been working diligently, under the patronage of the Ambassador of Switzerland to Pakistan and the Consul General of Switzerland in Karachi and in Partnership with S-GE. (S-GE works around the globe to support Swiss entrepreneurs and promote Switzerland as a business location. Their role as a center of excellence for internationalization is to foster exports, imports and investments, to help their clients develop new potential for their international businesses and to strengthen Switzerland as an economic hub.) “enabling new business” as their value proposition. Since SBC’s partnership with S-GE in early 2014, the SBC is on a runway to further augment the bilateral trade and investment relations between Pakistan and Switzerland.

According to Mr. Farhat Ali, President, SBC, “Swiss Business Council (SBC) acknowledge with thanks the distinction of being part of this month’s special edition of Pakistan Textile Journal, on Switzerland.”

“Switzerland and Pakistan relationship in the textile industry is spread over a period of seven decades during which the blend of Swiss technology and Pakistan indigenous raw material and manpower resources positioned Pakistan as a world leader in



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the textile industry. The footprint of Swiss textile machinery and technology is spread all over the country, whereas, ‘Made in Pakistan’ textile products are well positioned in Swiss markets.”

“Switzerland is among the top five largest foreign direct investors in Pakistan and is a leader in Pharma Industry, Energy sector, Chemicals, Textile, Process Industry and more.”

“Swiss Business Council represents the interests of Swiss Companies operative in Pakistan, Swiss-Pakistan companies joint ventures and the representative companies and above all SBC has the task to enhance the bilateral businesses between the two countries.”

“With the improved security situation in Pakistan, SBC embarked on the mission of improving the global perception of Pakistan and mobilizing the Swiss investments. SBC in partnership with Swiss Global Enterprise (SG-E), which is a Swiss Trade Development Authority, has in the last one year managed to link up around six Swiss SME with Pakistan SME through Swiss foreign direct investment, joint ventures, transfer of technology and representation. The target for 2017 is to add six more Swiss SMEs footprint in Pakistan.”

“Pakistan’s self-sufficiency in Energy, the establishment of Special Economic Zones and infrastructure being built up under China-Pakistan Economic Corridor (CPEC), is an additional value addition to mobilizing Swiss investment in Pakistan. To project opportunities under CPEC, SBC in collaboration with the Swiss missions in Pakistan organized events in Islamabad and Karachi to be followed by a bigger event in Switzerland in early July 2017. The theme is ‘Opportunities for Foreign Investors in Pakistan under CPEC’”

“We wish the textile industry of Pakistan great success and assure them their continued support of SBC,” concluded Mr. Farhat Ali, President, SBC in a special message to Pakistan Textile Journal. ♦