



## PBC – PFMA Webinar on ‘Enhancing the competitiveness of Pakistan’s Footwear Industry’

MONDAY, MAY 24, 2021

4:00 TO 5:00 PM

### AGENDA



Introductory remarks

**Saquib Shirazi** – Chairman, The Pakistan Business Council



Introductory remarks

**Imran Malik** – Chairman, Pakistan Footwear Manufacturers Association



Introduction to the PBC and its ‘Make-in-Pakistan’ initiative

**Ehsan Malik** – CEO, Pakistan Business Council



Presentation of the major findings of the joint PBC- PFMA report  
‘Enhancing the competitiveness of Pakistan’s Footwear Industry’

**Rabia Tariq** – Analyst, Pakistan Business Council



Introduction to the panelists by moderator

**Ehsan Malik** - CEO, Pakistan Business Council

Introductory remarks by the panelists

Q & A session



Concluding remarks

**Muhammad Aurangzeb** - Vice Chairman,  
The Pakistan Business Council

### PANEL



**Saquib Shirazi**

Chairman  
Pakistan Business Council



**Muhammad Aurangzeb**

Vice Chairman  
Pakistan Business Council



**Ehsan A. Malik**

CEO  
Pakistan Business Council



**Imran Malik**

MD Bata & Chairman  
Pakistan Footwear  
Manufacturers Association



**Shahid Hussain**

CEO  
Service Sales  
Corporation (Pvt.) Limited



**Lt Col Ahmed Fawad (R)**

Secretary General  
Pakistan Footwear  
Manufacturers Association



**Samir S Amir**

Director Research  
Pakistan Business Council



**Rabia Tariq**

Analyst  
Pakistan Business Council