

PBC pitches \$1.9b export plan to Finmin

KARACHI:

The Pakistan Business Council (PBC) has proposed an export acceleration plan aimed at generating up to \$1.9 billion in additional exports within a year, presenting the private-sector-led agenda to Finance Minister Muhammad Aurangzeb , according to a statement issued on Monday.

The plan, shared during a meeting on Monday, outlines incremental exports of \$1.1 billion to \$1.9 billion over 12 months, with \$450 million to \$700 million targeted for July-December 2026. The council said achieving these targets depends on timely government action on key policy enablers.

PBC Chairperson Dr Zeelaf Munir presented "Building Brand Pakistan: Unlocking Processed Food Export Potential," calling for a shift from commodity-led exports to higher-value, brand-led exports. "Brand Pakistan is not limited to one sector; it is a national export strategy," she said, emphasising the need for policy stability and public-private partnership. The meeting marked the start of consultations for next year's budget, with Aurangzeb welcoming the engagement. "This visit to the PBC is a discussion invitation for starting the medium-term tax and budget policy," he said.

The PBC delegation presented sector-specific proposals covering textiles, processed food, fast-moving consumer goods, pharmaceuticals, IT and ICT, mobile phone manufacturing, rubber products and other export-oriented industries.

PBC CEO Javed Kureishi said the council is ready to support the government in developing practical, private-sector-driven solutions to help Pakistan build scale in global markets.