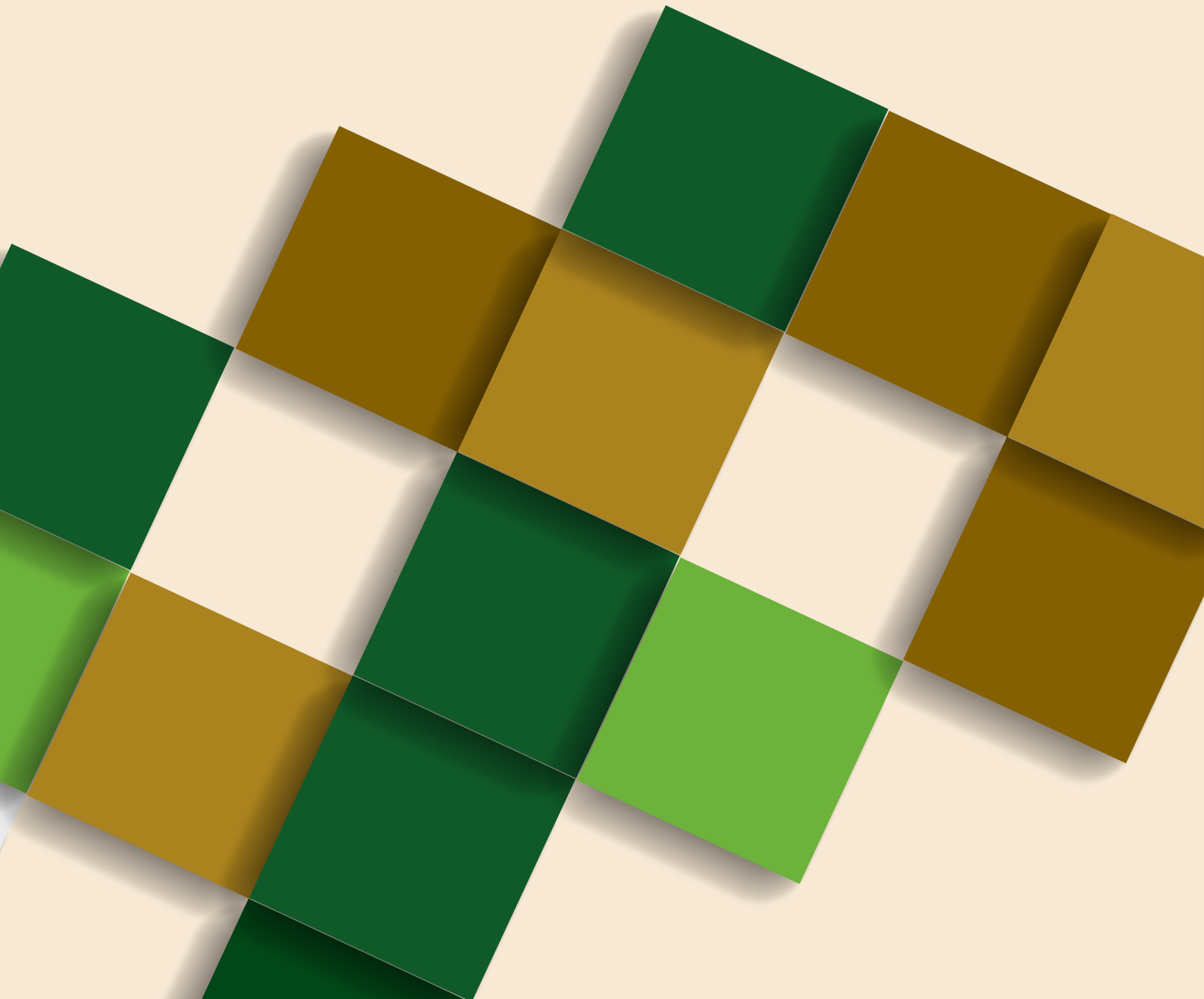


PBC Activity Report

OCTOBER TO DECEMBER 2022

This report summarizes the activities of the Pakistan Business Council (PBC) for the period October 1, 2022 to December 31, 2022.



The major advocacy activities of the Pakistan Business Council and its internal workings for the quarter under review are summarized below:

Major Advocacy Activities & Events during the Quarter

Continued Lobbying for Selective Relaxation in Import Controls:

Import controls were initially introduced in May 2022 and were further tightened in the First Quarter of FY'23. Import restrictions continue to impact import dependent businesses and the PBC continued to lobby with the SBP & the FM for relaxations especially for the import of Spares & Parts for Machinery and inputs for export industries to ensure that industry does not come to a complete standstill.



Visit of Mr. Neil Hawkins, Australian High Commissioner to the PBC:

The Australian High Commissioner to Pakistan, Mr. Neil Hawkins and members of his staff visited the PBC for a discussion on the state of the economy and to identify trade and investment opportunities.



Visit of delegation from the German Emirati Joint Council for Industry and Commerce:

A delegation from the German Emirati Joint Council for Industry and Commerce met the PBC CEO who briefed them on the economy and opportunities to promote trade between Germany and Pakistan.



Visit of the Spanish Ambassador to the PBC:

H.E. José Antonio de Ory, Spanish Ambassador visited the PBC. The PBC CEO briefed the Ambassador on the state of Pakistan's economy and the possible opportunities for increasing Pakistan Spain bilateral trade and investment.



Visit of the CEO – EXIM Bank to the PBC:

Mr. Irfan Bukhari, CEO EXIM Bank of Pakistan visited the PBC present an update on export credit insurance



Visit of the CEO of Islamic Corporation for the Insurance of Investment and Export Credit (ICIEC):

Mr. Oussama Abdel Rahman Kaissi the Chief Executive Officer of ICIEC visited the PBC. He was accompanied by Mr. Irfan Bukhari, CEO EXIM Bank to discuss the role that PBC could play in promoting export credit insurance.



Visit of BOI Team to the PBC to promote “Invest Pakistan”:

A delegation from the Board of Investment (BOI) visited the PBC to discuss the possibility of the PBC and the BOI partnering to promote the BOI’s latest initiative – “Invest Pakistan”. This is an ongoing activity and further meetings are planned.



Visit of team from Climate Resourcing Coordination Centre:

A team from the Climate Resourcing Coordination Centre visited the PBC to discuss cooperation to promote green funding.



Positive Decision by the SHC on Super Tax:

The PBC had facilitated its members to work as a Group to challenge the imposition of Super Tax through the Finance Act 2022. The Super Tax imposed through the Finance Act was challenged on the basis of it ‘being applied retrospectively’ and “being discriminatory” in that it targeted only certain sectors. The Sindh High Court upheld the plea and ruled in favor of the plaintiffs. It is expected that the FBR will challenge the decision of the SHC in the Supreme Court.



Participation in the National Standards Steering Committee on Food Standards:

The PBC as the industry representative participated in the National Standards Steering Committee on Food Standards.



Ceo's Participation in Meetings & Webinars:

The PBC CEO participated in the following meetings, webinars to promote the PBC's agenda:

- Visited Washington DC to attend the US Pakistan Relations Conference organized by the Atlantic Council, University of Lahore and the Johns Hopkins University. This was sponsored by Engro Corp. Also, while in Washington, met a cross section of US government, private sector, NGOs, Think Tanks and Pakistani diaspora and attended a dinner hosted by the Pakistan Ambassador.
- Met Mr. Richard Lindsay, Head of Pakistan & Operations Department in the UK Foreign and Commonwealth Development Office and Ms. Sarah Mooney, British Deputy High Commission, Karachi to discuss the state of the economy.
- Attended a lunch hosted by the Habib Metropolitan Bank to discuss the economy with CEOs of a wide cross section of HMB clients.
- Was a panelist on the ACCA "Ethics and Inflation" webinar
- Participated in the Adab Festival Karachi as a panelist on a discussion on the economy. Co-panelists were Dr. Ishrat Husain and Dr. Shamshad Akhtar.
- Attended the Engro Vopak breakfast meeting with the visiting Vopak CEO and team.
- Keynote speech on the value of trust at the annual meeting of AF Ferguson & Company's assurance partners and managers

Internal Workings of the PBC

17th Annual General Meeting of the PBC:

The 17th Annual General Meeting of the PBC members was held on October 18th. At the AGM, the accounts, the directors report and appointment of auditors for the coming years was approved by the members.

Press Coverage

Pakistan OBSERVER

DECEMBER 30, 2022

Pakistan Business Council requests ‘urgent’ cut in usage of imported fuel

Islamabad: Desperate times require desperate measures, as the Pakistan Business Council (PBC) — Pakistan’s premier business advocacy body — has stated that Pakistan “urgently needs to cut the use of imported fuel”.

Referring to a ten-point plan by the International Energy Agency (IEA) of less dependency on fossil fuel and encouragement of the work-from-home culture, the PBC mentioned this plan was adopted by the Organisation for Economic Co-operation and Development.

The PBC suggested that Pakistan should emulate this plan in a relevant way in the following ways:

1. Planned power outages to minimize the use of imported fuel. Max use of indigenous.
2. 4-day work at the office and a one-day work from home.
3. 8 am-8 pm hours for commercial est
4. Alternate day car use (even/odd reg No.)

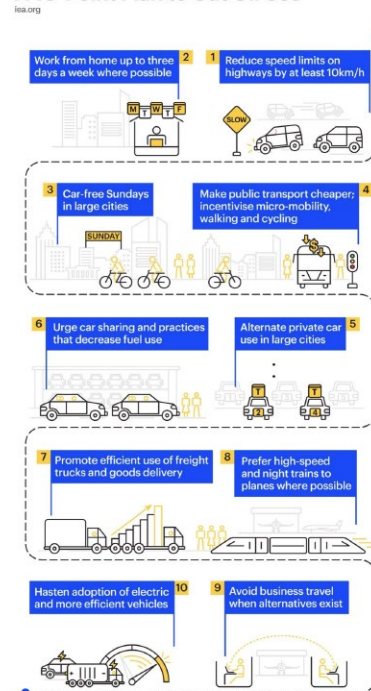
The complete plan of action is presented in the picture.

The suggestion by the PBC has come amidst the worsening economic situations in the country, with the forex reserves falling to the lowest levels in eight years. Despite repeated assurances from Finance Minister Ishaq Dar that the country will not default, the ground realities hardly support his claims.

According to a weekly reminder on the statistics of Pakistan’s reserves, the total SBP-held reserves fell by \$294.3 million to reach \$5.821 billion — the lowest level of forex reserves since April 2014.

This contributes to the economic quagmire the country finds itself in, as the reserves are not enough to service its huge foreign debt. A cut in the usage of imported fuel will certainly ease the pressure on depleting reserves as Pakistan’s major chunk of dollars goes into buying fuel.

A 10-Point Plan to Cut Oil Use





16 DECEMBER 2022

POL prices cut a 'violation' of Pak-IMF deals: Pakistan Business Council

KARACHI (Web Desk) – The Pakistan Business Council (PBC) has termed the recent cut in the prices of petroleum products a violation of deals between the government of Pakistan and the International Monetary Fund (IMF).

In a statement, the council said any political compromise would drag Pakistan towards default and bankruptcy. It said the cheap fuel would help reduce the foreign exchange reserves instead of savings. The federal government had slashed the petrol price by Rs10 per litre and diesel by Rs7 per litre.



DEC 16, 2022

Targeted Policies, Modern Practices Could Unlock Pakistan Honey Industry's True Potential

One of the primary goals of any developing country is poverty alleviation and empowering masses while creating economic opportunities. For that, Pakistan could not only turn to agriculture but also sub-sectors of the agro-processing industry. While food crop production has received most of the attention, the honey industry has largely been neglected at a high level, resulting in a massive untapped potential.

Honey has remarkable medicinal properties with a series of commercial uses across the health and food industries. Global honey production reached 1.88 million metric tons in 2020, with the market cap predicted to reach \$25.8 billion by 2028 from nearly \$9 billion in 2021. The US alone accounted for a 22% share of global honey exports in 2021, followed by Germany and Japan.

Pakistan has vast flora needed for producing top quality honey, but numbers portray a dull picture. Trend Economy data shows Pakistan imported \$1.94 million worth of honey in 2021. Based on the 2017 output figure quoted above, Pakistan only contributes 0.8% (15,750 tons) to global honey production. According to a May 2022 report by the Pakistan Business Council (PBC), the country exports 24% of its annual honey production versus the global average of 40%.

There are only eight recognized honey bee species out of 20,000 known bee species globally. Four honey bee species are common in Pakistan but only two *Apis mellifera* (European Bee) and *Apis cerana* (Pahari Makhi) can be domesticated. There are 27,000 beekeepers in Pakistan, with official estimates showing that honey bee

farming is concentrated in Northern Punjab (Rawalpindi, Jhelum and Chakwal) with a huge unexplored potential along the Western border.

“There is literally no government support for the honey beekeepers; our laboratories have the lowest standards and as the cherry on the top, we have tax policies to harm businesses,” said Hakeem Shamsullah, owner of Natural Bee Honey Karachi, a wholesale supplier that delivers across Pakistan and even abroad. “Our domestic honey has the best quality in the world but due to lack of government support, industry growth is stagnant.” He confirmed that the honey business could be started with very low investment.

There are three unique varieties of honey being produced in Pakistan, according to the PBC report. Acacia has the most share of 53%, following by Sidr at 40%. Other varieties (Citrus, Russian Olive, Clover etc) account for 7% of domestic honey production. Sidr honey can sell for up to 8,000 Rs. per kg in the UAE and Saudi Arabia. Most of the domestic wholesale trade takes place through the honey market in Turnab, Peshawar. There are small to medium-sized players in the market but no large-scale company solely focused on honey production.

Former Prime Minister Imran Khan launched the ‘Billion Tree Honey Initiative’ in December 2020, aiming to enhance the quality and quantity produced annually and provide a sustainable livelihood to beekeepers. The initiative was projected to increase national honey production to 70,000 tons from 15,000 tons and create more than 80,000 jobs.

Constraints and Way Forward

Pakistan lacks a systematized value chain, with other challenges ranging from poor industry practices to inadequate training and certifications. The traditional methods mean our average honey yield per hive remains lower than the global tally.

There’s limited private sector participation, which could be key in helping foster growth in the honey industry. In addition, small and medium-sized business owners may not be up to date on latest marketing and pricing approaches and how to scale their business. Access to modern equipment could help increase yield and improve the quality of the product.

We can boost honey production ten times at minimum, stated Dr. Adnan Khan Niazi, Assistant Professor at the Centre of Agricultural Biochemistry and Biotechnology (CABB) at the University of Agriculture, Faisalabad. We have thousands of acres of barren land in Thal and other deserts in every province which are most suitable for beekeeping purposes. he added. He explained that the high-quality farm honey comes from Jujube and Acacia trees and these can grow easily in these areas where no other crops grow anyway. Besides that, beekeeping is difficult to undertake in areas of conventional crops due to pesticide use.

Pakistan’s honey market is projected to top \$450 million by 2027, but it would require a targeted strategy at the highest level to address the aforementioned constraints and unlock the industry true potential.



DECEMBER 31 2022

FMCG remains most resilient in 2022; agriculture languishes as biggest loser

Devastating floods washed out most crops; however, a frenzied hoarding spree after the catastrophe shot up one-time demand for FMCG products.

In a span of just a few months, the political uncertainty-led turmoil has brought the economy to its knees as all sectors from the most sound to the unstable have been ravaged by the crisis. And it seems that the destruction is far from over.

The political tug-of-war over general elections and the administrative measures taken by the coalition government stoked fears of further economic instability, potentially devastatingly impacting businesses.

With most businesses bearing the brunt of this situation, the fast-moving consumer goods (FMCG) industry has managed to fare better than the rest. The catastrophic flooding impacted as many as 33 million people and the political regime change crippled many businesses, aggravating their financial burden.

However, the FMCG sector, an essential industry, has persisted in moving ahead against the headwinds and may have been the least affected sector.

Pakistan Business Council CEO Ehsan Malik confirmed to Geo.tv that despite challenging conditions, including high inflation, the FMCG industry continued to “grow its top line”, albeit mostly led by price increases.

“In some cases, margins declined, but for the most part, net profit increased,” Malik said, adding that major brands were able to cushion the rising cost by reducing the grammage of the packs.

The FMCG industry belongs to a defensive sector as it caters to the daily needs of people; therefore, it is able to withstand pressures arising from lower disposable incomes.

Moreover, while Pakistan continued to struggle with the infrastructural needs of the rising population, the FMCG industry takes benefited from it.

Malik says the rising population and growing urbanisation help transform demand from open to packed formats.

OCTOBER 13, 2022**PBC, GSMA call for reviewing policies affecting digitisation, connectivity**

ISLAMABAD: The Pakistan Business Council (PBC) and the Global Mobile Industry Association (GSMA) have urged the government to urgently review the current set of policies and practices affecting digitisation and connectivity.

In a tweet, the PBC, the country's premier business advocacy body comprising the most significant, long-term, private-sector local and multinational investors, said Pakistan needed an integrated long-term policy to promote digitisation and connectivity if it was to find meaningful space in the knowledge economy. The GSMA, while addressing the Ministry of Information Technology and Telecom and the Pakistan Telecommunication Authority, said that policy reforms and creating the right regulatory framework was needed for Pakistan to become a Digital Nation.

Both the PBC and the GSMA reacted to the current digital emergency in Pakistan triggered by challenges facing the telecom sector, which if remain unresolved, can push the country into "digital dark ages". Aamir Ibrahim, CEO, Jazz and Chairman of Prime Minister's IT and Digital Economy Advisory Council's Subcommittee on Telecom, said that while the country aspires to become a leading destination in terms of Ease of Doing Business (EoDB), the way telecom companies are handled, having around \$25 billion investment contribution, tells a different story.

He quoted a recent decision regarding telecom companies' request for the conversion of electricity tariff from commercial to industrial. Although telecom was declared an industry by the government in 2004, and its industrial status has been validated by various ministries over the years including the Finance Bill, 2021, approved by the parliament, its towers and data centres are still being subjected to commercial tariffs, in the same category as restaurants, salons, and cinemas. Aamir said telecom was a cross-sector enabler, building the digital highways, which facilitates other sectors to create value. There is consensus around the world that digital infrastructure is no less than any other critical national asset. Unfortunately, in Pakistan, the industry is still perceived as an opportunity to fill short-term revenue gaps for the government, which consequently deters a broader and longer-term policy agenda aimed at expanding universal broadband coverage.

Despite the affordability of smartphones being a key barrier to internet adoption, there is a Rs11,000 duty on the most basic imported smartphone of about \$100. At the same time, telecom users are exorbitantly taxed at 34.5 percent - one of the highest rates in the world. Aamir believes that some of the strongest economies in the world today are the ones with a robust digital economy which rests on telecom. Digital dividends such as a thriving startup ecosystem, exports of IT and IT-enabled services, etc all depend on ubiquitous broadband connectivity that is provided by the sector. While we have talked a lot about Digital Pakistan, without the right policy interventions we could actually be looking at "digital dark ages". We must act now with meaningful policy action to ensure the future remains bright.

NOVEMBER 23, 2022

Importance of ESG framework discussed

KARACHI: The Overseas Investors Chamber of Commerce & Industry (OICCI) and the Pakistan Business Council (PBC) collaborated to host a design sprint on best practices needed to develop an effective Environmental, Social, and Governance (ESG) framework for Pakistan.

The two-day workshop was facilitated by Unilever Pakistan Limited.

Participants of the session included leading local and multi-national organizations. The objective of the workshop was to help participants develop strategies and frameworks to make businesses resilient to environmental, social and governance issues in the post-pandemic world.

The design sprint helped participants to explore risk mitigation and navigation approaches, draft a blueprint for organizational strategy, and establish an ESG internal governance framework.

The two-day workshop concluded with a dialogue on ESG policy needed in Pakistan, with stakeholders including Securities and Exchange Commission of Pakistan (SECP) chairman Aamir Khan, chairperson and independent director Pakistan Stock Exchange Dr Shamshad Akhtar, CE/secretary general OICCI M Abdul Aleem, CEO Pakistan Business Council Ehsan Malik and chairman and CEO Unilever Pakistan Amir Paracha.

While speaking on the occasion, OICCI CE/secretary general M Abdul Aleem said, "OICCI members not only bring investment, breakthrough technologies, global business practices and knowhow to Pakistan, but are also leading the social and climate agenda through thought leadership."

Shedding light on the sprint session, Pakistan Business Council CEO Ehsan Malik said, "Leading businesses in the private sector can use this platform for advocacy and capacity building to enable the industry and the financial sector to take actionable steps and learn from each other."

"The 21st-century innovation and technological revolution has brought, highlighted CEO Unilever Pakistan, Amir Paracha in the opening remarks.

The workshop also featured expert sessions from McKinsey's Robin Nuttall, Saif Hameed from Altruistiq, Partner KPMG Syed Ahson Ali Shah, Maha Qasim from Zero Point and Centre of Excellence in Responsible Business (CERB).

DAWN

NOVEMBER 21, 2022

The economic merry-go-round

KARACHI: The advocacy platform Pakistan Business Council (PBC) has been warning over deindustrialisation, substantiating their claim with official data. The share of manufacturing in GDP has been declining over the past decades. It shrank to about 12 per cent from 14pc in 2012. This decline has seen Pakistan's share of global exports staying flat while those of competitor nations increased many folds.

The body did not see much hope for job creation or export gains without the trend reversal. In its paper "Contours of a New Industrial Policy," it highlighted its "Make-in-Pakistan" theme, to be driven by three metrics: the creation of incremental jobs, an increase in value-added exports, and import substitution. It ignored Dr Shahid Javed Burki's suggestion for decentralisation of policy by letting each province craft its own, keeping its own endowments in sight.

The PBC target goals include fiscal reforms to evenly spread the tax burden as manufacturing, with a 12.1pc share of GDP, can't sustain 58pc of the tax collection. In addition, tariffs need to be reformed that are highest on finished products domestically produced while being lowest on locally unavailable raw materials and intermediate products.

According to the PBC, Pakistan needs better trade pacts to ensure preferential access for value-added items instead of commodities.

Foreign direct investment needs to be boosted with a focus on import substitution, exports, technology, capital and risk-intensive sectors rather than on short payback, domestic consumption-oriented industries.

Corporatisation and consolidation must be promoted to improve governance standards and accountability.

In addition, a trained and productive workforce through public-private partnerships is essential, along with the facilitation of small and medium enterprises. The PBC wishes to focus on job-creating industries with export potential.

DAWN

NOVEMBER 14, 2022

Nebulous hopes for the future

With political unrest, the economic activity in Pakistan is weakening further. Depressingly bleak outlook of the global economy compound worries of the country's business class that desperately wishes for economic recovery and for the political chaos to end but not militarily. In Pakistan, inflation is currently skyrocketing, the external sector is under grave stress, currency value is eroding, and recent floods and their fallouts drowned whatever was left of hope. The monetary tightening and curbs on imports posed new challenges for businesses.

The annual inflation rate hiked to 27.3 per cent from 9.5pc last year and 5.8pc in 2018 — the last election year. The net foreign exchange reserves with the State Bank of Pakistan stood at \$7.9 billion on 4th November 2022, barely sufficient to finance 40 days of the import bill. Hard currency is short in supply, and the Pakistani rupee was trading at Rs227.5 last Friday in the open market. It was Rs171 the same week a year back and 134 in the second week of November 2018.

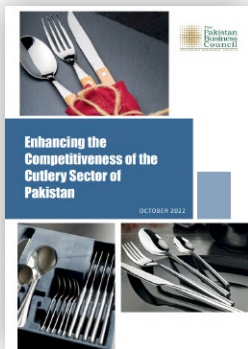
'The chance of consensus in the current environment is low so most of the hope is centred around handouts' Prime Minister Shehbaz Sharif projected total losses from floods of over \$30bn. To top it all, the lingering political unrest consumes the government's attention leaving the public and businesses by themselves to face the music. The business elite that detested democracy for the longest time in Pakistan shared their anxieties. But this time, they wanted political solutions within the confines of the constitution, all for the greater good of the country. The economic meltdown and political uncertainty have hurt them, and they pulled out their usual laundry list of demands but did not spew venom for politicians the way they used to. Despite divergence on factors responsible for landing Pakistan where it finds itself today, not a single business leader suggested direct intervention to set things right and rid the country of 'dirty-inept-politicians'.

Several top businessmen were approached to get a sense of thinking in their circles on the current dire situation and what they see ahead. Many were reluctant, some opened up only after being assured of keeping the conversation private, but few spoke on the record. Ehsan Malik, CEO of Pakistan Business Council, wrote back: "Only a consensus on key areas of reform between all the stakeholders can provide a sustainable solution to our economic woes. Pro-export policies, competitive exchange rates, improved market access, incentives to broaden the export basket, especially of services, self-reliance for key food items, and conservation of imported fuel can help restore balance on the external account.

"Restructuring and the privatisation of state-owned enterprises, reforms in the distribution of energy, broader tax base and a leaner civil service would address the fiscal imbalance. The chances of consensus in the current environment are low, so most of the hope is centred around handouts. We will manage somehow in the short run, but dark clouds remain on the long-term horizon." Muhammad Ali Tabba, CEO of Lucky Cement, was cautious. "I believe the economic situation to remain the same till January 2023, and we might see some improvement from February onward. Political uncertainty could drag economic recovery."

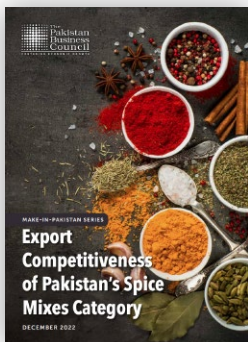
Publications During the Quarter

During the Quarter a total of Three (3) publications were released by the PBC. This brings the total number of publications in the current year to Five (5)



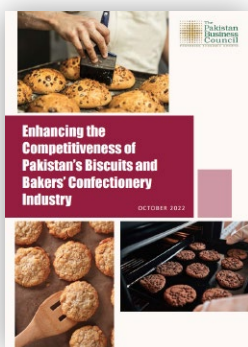
Enhancing the Competitiveness of the Cutlery Sector of Pakistan

<https://www.pbc.org.pk/wp-content/uploads/Enhancing-the-Competitiveness-of-the-Cutlery-Sector-of-Pakistan.pdf>



Export Competitiveness of Pakistan's Spice Mixes Category

<https://www.pbc.org.pk/wp-content/uploads/Export-Competitiveness-of-Pakistans-Spice-Mixes-Category.pdf>



Enhancing the Export Competitiveness of Pakistan's Biscuits and Bakers' Confectionery Industry

<https://www.pbc.org.pk/wp-content/uploads/Enhancing-the-Competitiveness-of-Pakistans-Biscuits-and-Bakers-Confectionery-Industry-1.pdf>

New PBC Members During the Quarter

During the Quarter, Tariq Glass Industries Limited & Abacus Consulting Technology (Pvt.) Ltd joined the PBC bringing the total strength of the PBC to 98.



TARIQ GLASS INDUSTRIES LTD.

Twitter Highlights



51

TWEETS

261,900

IMPRESSIONS

640

NEW FOLLOWERS

10,400

TOTAL FOLLOWERS

94,900

impressions

TOP TWEET

Centre of Excellence in Responsible Business

Key Activities October to December 2022





Awareness

The first outreach initiative of The Pakistan Business Council (PBC) to build capacity and capability of businesses in Pakistan.

Vision:

Be a multi-sector business coalition, assisting Pakistani enterprises to pursue economic, social and environmental value creation in the short, medium and long term.

Functions:

CERB leverages best practices of global businesses, PBC Members and others in Pakistan to inculcate a change in mind-set among businesses including small and medium-sized enterprises. This will be supported through alliances with knowledge partners who have researched resources to contribute to its mission.

Key Activities October - December 2022

CERB has new resources on the website. Click [here](#) to access the publications, check past and upcoming events, browse through recorded webinars, and more.

This quarter's advocacy events included:

UN Women 2022 Asia-Pacific WEPs Awards Regional Ceremony

CEO Ehsan Malik was asked to adjudicate submissions from 10 different organizations across Asia-Pacific, as well as announce the winners in the Leadership Commitment and Action. The PBC also extended its congrats to the winners from Pakistan.

Knowledge Partners at the Diversity Inclusion Awards

As Knowledge partners to ConnectHear, CERB presented the preliminary results on the baseline survey "Landscape Analysis of Disability Inclusion in Corporate Pakistan" at the inaugural Access.Ability.Awards 2022 held on 6th December 2022 in Karachi -recognized the work of people with disabilities in making a change. Pakistan's First Lady, Samina Alvi, Ehsan Malik CEO PBC, Sima Kamil, Deputy Governor SBP were all keynote speakers at the event.



'Global Ethics Day Conversation' Series w/ ACCA

Joined the ACCA with other partners to develop various conversations on the role of technology, people inclusion, climate action and artificial intelligence for sustainable businesses through a series of panel discussions by national and international professionals.

"Evolution of Corporate Governance via Scandals" w/ PICG

Invited to an event by the Pakistan Institute of Corporate Governance, featuring research findings on corporate governance in Latin America being shaped by corporate scandals, and how businesses in Pakistan can act responsibly by keeping in line with the code of corporate governance.

UNDP Provincial Consultative Session (Gender Equality & Women Economic Empowerment)

CERB was asked to contribute as subject-matter expert to a 'Provincial Consultative Session for UNDP's Gender Equality Portfolio Development' on 28 November 2022, with the aim of achieving the common objective of gender equality. The event was held by Pakistan SDGs Support Unit Sindh, the Planning & Development Department of the Government of Sindh, in collaboration with the UNDP.

Panel Discussion at SDPI Silver Jubilee: "Social Norms and Gender Inequality in South Asia"

CERB team member, Rajaa Bokhari, was requested to participate in a panel on gender inequality in South Asia as Distinguished Speaker at the 25th Sustainable Development Conference (SDC), held alongside UNESCAP's 6th South Asia SDG Forum.

Launch: Women Entrepreneurship Development Framework by TDAP

Invited by the Trade and Development Authority of Pakistan to the launch on 22nd December of a framework focused on developing export-oriented women-led businesses, CERB was also requested to provide feedback on the framework with regards to their subject-matter expertise.

Inclusive/Responsible Business Thematic Working Group w/ ITC

CERB, as a knowledge partner to the International Trade Centre (ITC), supported ITC on undertaking the background analysis for the roundtable and subsequent discussion on 24th October. The data collated will support ITC in developing the section on Inclusive and Responsible Business on the SME Policy being developed by Government of Sindh.

Case Study: Enhancing Women's Income through Dairy Interventions (EWID)

Examines the impact of FrieslandCampina Engro Pakistan's initiatives in empowering women in the dairy sector. Significant positive outcomes for women were observed, including an improved standard of living for the family, elevation of the status of women within the household, higher investment in children's education, and improved household nutrition and savings resulting in greater financial resilience.



Identifying Good Practices

Roundtable w/ the British Asian Trust: ‘Time to Invest’ – Making Mental Health a Priority

On 6th October for #WorldMentalHealthDay, CERB partnered with the British Asian Trust on a roundtable with 16 senior leaders from Pakistan's corporate sector at the PBC office in Karachi. The included a presentation by AAS Trust on the impact of poor mental health, with concluding remarks provided by FCDO. The discussion explored role of progressive leadership in reducing stigma against seeking mental health services. It was found that most organizations had started well-being programs for their employees, yet challenges around a lack of regulation, information and resources remain as impediments.



Landscape Analysis on Disability Inclusion in Corporate Pakistan w/ ConnectHear

Finalized a report on assessing the level of inclusion of People w/ Disabilities in Pakistan's corporate sector, including the development of 10+ cases of current programmes from 42 surveyed organizations. Discussed results along with a keynote address by CEO Ehsan Malik at the Access.Ability.Awards 2022 held on 6th December 2022 at PC Hotel, Karachi.

DAWN News:

“Walking the talk for climate change”

(by Dure Sameen Akhund and Anus Miftah)

Article published on factors determining the success or failure of the action agenda from COP 27, to meet its commitments and determine the aid provided by developed nations to address climate change impact on developing economies, galvanized by Pakistan.

Development Advocate Pakistan, UNDP:

“The urgency of diverse workspaces”

(Rajaa Bokhari)

Article discusses the state of diversity and inclusion in Pakistan's workplaces, emphasizing on the importance of measuring the compliance and impact of policies that are designed to enable greater inclusion of all communities in the country within the formal sector.



Imparting Best Practices

Subscriptions:

Companies become subscribers to avail opportunities for networking and collaboration, knowledge and research, recognition and actionable insights to identify opportunities promote towards sustainable value creation.

Workshops and Webinars: on good practices among PBC member and other companies, benchmarking them against global practices.

Evidence Based Research: Landscape Analysis and Case Studies which guide policy and sustainable value creation

ESG Sprint w/ the OICCI, Unilever Pakistan

CERB was a knowledge partner to Unilever on the two-day sprint, “Design for Responsible Growth” from 21st to 22nd November, which brought together ESG experts nationally and globally to help develop the capacity for Pakistani organizations in creating strategies and frameworks for sustainability, in an effort to make their businesses resilient to environmental, social and governance (ESG) issues. CERB also received multiple queries from companies in attendance to assist in enhancing their corporate sustainability portfolio following the event, including requests to hold a similar event in the North.



Workshop on Disability Inclusion, “Building Blocks of Accessibility”

On 5th October, under the sponsorship of Habib Bank Limited for SDG 10: "Reducing Inequalities", CERB held a workshop on creating accessible workplaces for Persons with Disabilities, facilitated by NGO NOWPDP and social enterprise ConnectHear. The event took place at the Pakistan Business Council in Karachi, attended by around 20 participants from middle and senior leadership.

As part of its mandate to provide support to PBC members on company specific capacity building, CERB has been engaged by K- Electric for developing the ESG Roadmap. CERB will provide assistance in building capacity for Pakistan Cables to conduct GHG inventory to help meet their commitment to the 'Business Ambition to 1.5°C' campaign'.





In Progress

CERB's flagship [SDG Leadership Programme](#), allows PBC member companies to come forward as champions of the SDGs. At present the following SDG Leaders are providing support to CERB's capacity building:



Dalda Foods and English Biscuits Manufacturers, SDG 3 'Good Health and Well-Being'



Engro Corporation, SDG 4 'Quality Education for all'



KE and MG Apparel - SDG 5 'Gender Equality'



Coca-Cola Pakistan, SDG 6 'Clean Water and Sanitation'



International Industries Limited, SDG 7 'Affordable and Clean Energy'



Indus Motor Company, SDG 8 'Decent Work and Economic Growth'



Soorty Enterprises, SDG 9 'Industry, Innovation, and Infrastructure'



HBL and Unilever Pakistan, SDG 10, 'Reducing Inequalities'



Interloop Limited, SDG 12 'Responsible Consumption, and Production'



Sapphire Textiles and Packages Limited, SDG 13 'Climate Action'

Achieving Prosperity Through A Winning Culture - Interloop Limited.

This case study explores how a culture aligned with the business strategy of an organization drives its ability to perform both strategically and operationally.

About PBC

The PBC is a private sector business policy advocacy forum composed of Pakistan's largest businesses / groups including multinationals that have a significant investment in and a long-term commitment to the growth of Pakistan. Members turnover represents every ninth Rupee of Pakistan's GDP and together the members contribute 25% of tax revenues and 40% of exports. More information about the PBC, its members and its activities can be found on our website www.pbc.org.pk





The PBC Affiliates



The PBC Members and its Affiliates by Sector

PBC currently has 98 members and 5 affiliates, whose businesses cover nearly all sectors of the formal economy. The sector wise representation (in alphabetical order) is detailed below:

Sector	Member Companies
Large-Scale Manufacturing	
Agro Industries	2
Cement	2
Chemicals / Fertilizer	11
Energy	3
Engineering	13
Fast Moving Consumer Goods	19
Packaging Material	3
Pharmaceuticals and Healthcare	7
Sports Gear	1
Textiles	13
Total Members in Large-Scale Manufacturing	74
Services	
E-Commerce	1
Financial service	12
Hospitality	1
Insurance	2
Logistics / Courier	2
Real Estate Developers	1
Software	2
Telecommunication	2
Utilities	1
Total Members in the Services Sector	24
Conglomerates	5

32 MNC's from 14 Countries



USA



UK



UAE



Switzerland





Japan



Netherlands



France



Bahrain



South Korea



Hong Kong



Germany



China



Sweden



Turkey



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