



**Syed Babar Ali**

The Pakistan Business Council's Centre of Excellence in Responsible Business (CERB) is pleased and privileged to announce and acknowledge that Syed Babar Ali, Chair of its Advisory Council, has been inducted this year to the American Academy of Arts and Sciences, in befitting tribute to his contributions towards Philanthropy, Education, Industry and Wildlife Preservation in Pakistan.

Founded in 1780, the Academy honours excellence and convenes leaders from every field of human endeavor to examine new ideas, address issues of importance to the nation and the world.

We are indeed privileged to benefit from his wise counsel and guidance that has established CERB to be an integral part of PBC and to bring about changes in mind sets on businesses towards long-term sustainable value creation encompassing environmental, social and governance considerations in their respective business models.

Syed Babar Ali has since PBC's inception, been a strong supporter of its pan-sectoral advocacy to promote sustainable growth of Pakistan.

For further information on the American Academy of Arts and Sciences and a complete list of the inductees in 2020, please visit: <https://www.amacad.org/new-members-2020>. ENDS

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*The Pakistan Business Council (PBC) is a pan-sectoral, research-based advocacy body, committed to nurturing the growth of Pakistan. Backed by the leading Pakistani and foreign companies which have a significant economic footprint in the country, the PBC focusses on policies to create a growth-enabling environment. Its primary focus is on "Make-in-Pakistan" with the objectives of creating and sustaining jobs, promoting value-added exports and supporting viable import substitution. It also promotes policies to grow the formal sector.*

*The Centre of Excellence in Responsible Business (CERB) is an outreach effort of the PBC to assist businesses in Pakistan, especially the small and medium sized to work with the larger ones in an integrated value-chain. Thus, to contribute towards responsible, inclusive and sustainable development and to grow the formal sector.*

More information on the PBC and CERB is available on: [www.pbc.org.pk](http://www.pbc.org.pk)