



Pakistan-France Business Alliance

A Company set up under section 42 of the Companies Ordinance, 1984
Member of CCI France International, Paris

The Key to Pakistan-France Trade

DECEMBER 2015- 2ND ISSUE

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PATRON IN CHIEF

H.E. MME Martine Dorance
Ambassador of France

PATRON

Francois Dall'Orso
Consul General of France

CHAIRMAN/CEO

Jamil Hamdani

VICE CHAIRMAN

Saeed Allawala

HONORARY MEMBERS

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Chairman/CEO's Message

The year is drawing to a close. Optimists that we are, we look forward to the coming year with renewed enthusiasm & hopes. Not without good reasons. The firm resolve of our government and state institutions to improve the security situation in the country is paying dividends. Public confidence is increasing and the business activity is picking up. However, the energy crisis continues to cast its dark shadow over the economic outlook. As I said in my address at our last Trade Awards ceremony, our state institutions should show the same resolve to improve our economic situation as was shown in salvaging a seemingly irretrievable security situation.

2015 was the silver jubilee year of PFBA, which was founded in 1991. We can indeed look back with satisfaction to our achievements during this period. From a handful of Karachi based companies, PFBA has grown into a country-wide organization with nearly 200 member companies. It has a vibrant Northern Chapter, which acquired its letter of credentials by hosting the 10th Trade Awards ceremony in Lahore in 2014, the first time it was held outside Karachi.

We held our 11th Trade Awards ceremony in October 2015 in Karachi but it was the first since the registration of PFBA with the Security and Exchange Commission of Pakistan as a business entity. As we acknowledge with thanks the presence of the new Ambassador of France H.E. Mme Martine Dorance as Chief Guest to this flagship event of PFBA, our hearts go out to the family members of the victims of the cowardly terrorist attacks in Paris on 13 November. We are all the more sensitive to this ghastly tragedy that our country has been suffering from terrorism since more than a decade. We stand with the government and people of France in this hour of trial and assure them that the enemy which has struck them is our enemy too. We are sure that these tragic events will in no way affect the scheduled visit of French business delegation to Pakistan in early 2016. This visit is all the more necessary that important investment opportunities for the French companies in Pakistan have gone un-availed in the past. Although big names like Total, Lafarge, L'Oreal and Sanofi, are established in Pakistan, French investment is lacking in telecommunications, alternative energy, agro-food and dairy sectors.

It's heartening to note that French companies continue to visit Pakistan to prospect business opportunities in Pakistan. The recent visit of Mr. Pierre Georges Boutigny, President of Beautymed, specialized in skin care cosmetics shows that French companies are aware of the business opportunities in the consumer market in Pakistan.

I wish a happy new year to all members and hope that 2016 will bring peace and prosperity to our country as well as the entire world.

Jamil Hamdani
Chairman/CEO



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PFBA NEWS

EU DELEGATES MEET WITH THE PFBA CHAIRMAN/CEO



The EU Chargé d' Affaires, Mr. Johan Sorensen Head of Trade at the EU Delegation to Pakistan and Mr. Husnain A. Iftakhar, Senior Economist/Trade Officer European Union Delegation to Pakistan visited the PFBA Secretariat during their brief trip to Karachi in August and met with the PFBA Chairman/CEO Mr. Jamil Hamdani.

Mr. Johan Sorensen is a Danish Diplomat who is serving in the European External Action Service (EEAS) since 2013 as Counsellor/Head of Political, Trade and Communication Section at the European Union Delegation to Pakistan.

As a Danish Diplomat he has previously served in several countries including Thailand, Nepal and Belgium. Mr. Sorensen is a lawyer by training.

Amongst other important issues discussed at the meeting the main topics under review were matters pertaining to EU-Pakistan trade and investment regimes.

VISIT OF MR. PIERRE GEORGES BOUTIGNY, PRESIDENT OF BEAUTYMED



Mr. Pierre Boutigny, Director of the French Cosmetics company Beautymed SAS, visited Karachi on the 17th and 18th November in order to assess business opportunities in Pakistan

Beautymed S.A.S is an affiliated company of the Aquatonale Group, a worldwide provider of Skin Care Esthetics Products, operating in over 50 countries.

The company offers a wide range of high quality treatments for face and body enhancement as well as well-being. It also offers specific dermo cosmetic products such as : Dermo Active Complexes, Dermo Active Creams, Super Concentrated Serums, Skin Fusion, Vitamin Essentials and treatment kits for professional or individual use.

These products are distributed through appointed Dermatologists, Beauty Therapists, Pharmacies and Beauty Salons.

Mr. Pierre Georges Boutigny met many companies including some PFBA member companies. The Consul General of France in Karachi hosted a reception in his honor which was attended by Mr. Jamil Hamdani, Chairman/C.E.O of PFBA as well as many other members.

Mr. Hamdani suggested to Mr. Boutigny to include Lahore in his itinerary the next time he visits Pakistan.

PFBA DIRECTOR ELECTED PRESIDENT OF "ALLIANCE FRANCAISE DE LAHORE".



Mr. Shaukat Hassan Director of MAS Group of Companies with its head office in Lahore was recently elected President of the Board of the Alliance Francaise de Lahore.

Mr. Hassan has more than 4 decades of financial and entrepreneurial expertise and is self motivated and business passionate. He has a proven track record for his business professionalism and is one of the core partners since the inception of business operations for the MAS Group starting 1976.

Mr. Hassan is an active member of various profit and non-profit based organizations including LCCI, EDAS and presently serving as a Director of the Northern Chapter of Pakistan France Business Alliance (PFBA).

DR. ASIM JAMAL NEW M.D. & G.M OF SANOFI



The newly appointed General Manager and Managing Director of Sanofi Pakistan, Dr. Jamal brings his rich international exposure combined with local market knowledge, excellent communication skills, analytical expertise and focus on people management that he has developed over the last 2 decades.

A graduate in Medicine and Surgery from Dow Medical College, University of Karachi, Dr. Asim Jamal holds an MBA from Manchester University. He completed an Executive Development Program at the University of Chicago in Singapore and has an MBA from the Institute of Business Administration in Karachi.

He has a cumulative experience of over 24 years in various functions within the Medical sector. He began his career in 1991 as a General Practitioner & House Officer (Medicine & Surgery) in Pakistan. Subsequently in 1993 he joined Novartis Pakistan as Product Manager and moved to Eli Lilly in 1997 as Sales Training Manager. He rose up through the company over the next 6 years, taking on numerous developmental roles across Sales, Medical and Marketing, and regional assignments in Singapore and Hong Kong giving him exposure to the Oncology business, Critical Care and New Product Planning before he returned to Eli Lilly Pakistan as Director Marketing.

In 2003, Dr. Jamal joined Sanofi Pakistan as Business Unit Head, subsequently taking up the position of Marketing Director. Between 2008 and 2010, he spent 2 years in the Vietnam affiliate of Sanofi as Marketing Director, returning to the Pakistan affiliate as Business Development & Excellence Director. Prior to his appointment as General Manager of Sanofi Pakistan in June 2015, Dr. Jamal was GM of Sanofi Bangladesh.

1ST PFBA TRADE PERFORMANCE AWARDS CEREMONY 2014- 2015

The 1st Trade Performance Awards Ceremony of Pakistan France Business Alliance was held on October 03, 2015 at a local hotel in Karachi with Her Excellency Mme Martine DORANCE, the Ambassador of France to Pakistan as the Chief Guest.

This was the 1st Trade Awards ceremony since the registration of PFBA with the Security and Exchange Commission of Pakistan as a business entity.

As a bilateral economic forum grouping together the companies having a stake in the development of economic and trade relations with France, PFBA has grown into a country wide bilateral business forum. It is considered both in Pakistan and France as an indispensable actor in the development of economic and trade relations between the two countries.

The principal sponsors of this year's award ceremony were Sind Medical Stores and Infotel Pakistan. Other member companies who contributed towards the event included L'Oreal Pakistan, Multitech Marketing, Pharmatec Pakistan, Himont Pharmaceuticals, MAS Associates, Grand Parent Poultry, Marush International and IZ Bags.

The event was well attended with the presence of senior PFBA members, diplomats and government officials including Mr. Rahmat Saleh Baluch, the Minister of Health of Baluchistan.

The PFBA Chairman/CEO Mr. Jamil Hamdani in his speech expressed satisfaction over the improved security situation

in the country as a result of firm anti-terrorism actions, and also highlighted the economic challenges faced by Pakistan.

He said that the energy crisis particularly the electricity shortage in the country is killing the economy in the same manner as the terrorists had been sapping the vitality of our society. Her Excellency Mme Martine DORANCE, Ambassador of France addressed the members and spoke of the major role PFBA played towards strengthening bilateral trade relations between Pakistan and France. H.E. Mme DORANCE expressed her desire to see not only French companies investing in Pakistan but also more Pakistani companies investing in France.

H.E. Mme DORANCE reminded members and spoke of the importance of the upcoming 2015 United Nations Climate Change Conference-COP 21 being hosted in Paris from November 30 to December 12, 2015.

Later trophies were distributed by the Chief Guest H.E. Mme Martine DORANCE to the leading exporters and importers to and from France in Pakistan.

After the distribution of the awards there was a raffle draw followed by a scrumptious dinner and musical performance by the very vibrant, versatile and melodious Ms. Zoe Viccaji.

Overall the evening and its offerings were enjoyed by the members and guests present at the event.



L to R: Mr. Jamil Hamdani, H.E. Mme Martine DORANCE, Mr. Francois DALL'ORSO & Mr. Saeed Allawala.



The PFBA Chairman /CEO Mr. Jamil Hamdani and Mr. Younus Billoo of Sind Medical Stores speaking with the Minister of Health Baluchistan Mr. Rahmat Saleh Baluch



The PFBA Patron-in-Chief H.E. Mme DORANCE & the Chairman/CEO Mr. Jamil Hamdani.



Members and guests.



The representative of Pharmatec Pakistan Mr. Ghulam Mustafa Aziz presenting a painting to H.E. Mme Martine DORANCE.



Vocalist Zoe Viccaji entertaining the audience.



H.E. Mme Martine DORANCE with senior PFBA members.



A view of the audience.



Vocalist Zoe Viccaji with the chief guest H.E. Mme Dorance & senior members of PFBA.

LIST OF AWARDEES 2014-2015

HOME TEXTILE CATEGORY



1st PRIZE 2014/15 YUNUS TEXTILE MILLS (PVT) (YTML)

BUYING AGENTS (TEXTILE) CATEGORY



1st PRIZE 2014/15 GIA EXPORT MARKETING SERVICE (PVT.) LTD.

PHARMACEUTICAL CATEGORY



1st PRIZE 2014/15 MARTIN DOW LIMITED

SPECIALIZED NUTRITION PRODUCTS CATEGORY



1st PRIZE 2014/15 SIND MEDICAL STORES

SURGICAL GOODS CATEGORY



1st PRIZE 2014/15 ELMED INSTRUMENTS

CHEMICALS CATEGORY



1st PRIZE 2014/15 S.I. CHEMICALS

DIAGNOSTIC & LAB. EQUIPMENT CATEGORY



1st PRIZE 2014/15 SIND MEDICAL STORES

ENGINEERING CATEGORY



1st PRIZE 2014/15 GREAVES PAKISTAN (PVT) LIMITED.

DIAGNOSTIC & LAB. EQUIPMENT CATEGORY



1st PRIZE 2014/15 GLOBAL MARKETING SERVICES

INFORMATION TECHNOLOGY CATEGORY



1st PRIZE 2014/15 INFOTEL PAKISTAN (PVT) LIMITED.

OIL & GAS CATEGORY



1st PRIZE 2014/15 MAS ASSOCIATES (PVT) LTD

HOSPITAL EQUIPMENT CATEGORY



1st PRIZE 2014/15 SIND MEDICAL STORES

SHIPPING & FREIGHT FORWARDERS CATEGORY



1st PRIZE 2014/15 CMA CGM PAKISTAN

ANIMAL HUSBANDRY CATEGORY



1st PRIZE 2014/15 SAADAT INTERNATIONAL

TELECOM EQUIPMENT & SERVICES CATEGORY



**1st PRIZE 2014/15 OBERTHUR TECHNOLOGIES
PAKISTAN (PVT) LTD**

VETERINARY PHARMA CATEGORY



1st PRIZE 2014/15 GHAZI BROTHERS

LIVESTOCK CATEGORY



1st PRIZE 2014/15 GRAND PARENT POULTRY

HOMEOPATHY CATEGORY



1st PRIZE 2014/15 SIND MEDICAL STORES

INDUSTRIAL SAFETY PRODUCTS CATEGORY



1st PRIZE 2014/15 ATLAS EXPORTS (PVT) LTD

NEW MEMBERS



Dr. Asim Jamal

General Manager/ Managing Director
Sanofi-aventis Pakistan Limited
Activity: Pharmaceuticals



Dr. Tasmia Abeer Billoo

Director & Head – Pharmacovigilance
Sind Medical Stores,
Activity: Healthcare



Muhammad Irfan Ghazi

CEO/President
Ghazi Brothers
Activity: Veterinary Pharma

FRENCH NEWS

SPECIALTY PRODUCTS FOR WELL-BEING



Beautymed S.A.S is an affiliated company of the Aquatone Group, a worldwide provider of Specific Skin Care Products, operating in

over 50 countries.

Activity

Research, development, production and filling of high tech professional and retail products, distributed through appointed Dermatologists, Beauty Therapists, Pharmacies and Beauty Salons.

It offers a wide range of high quality treatments for face and body enhancement as well as well-being. It offers specific dermo cosmetic products such as : Dermo Active Complexes, Dermo Active Creams, Super Concentrated Serums, Skin Fusion, Vitamin Essentials... and treatment kits for professional or individual use.

Innovation

Beautymed, provides innovative, high tech products to the professional market, offering efficient and safe creative solutions to cure and enhance skin well-being.

Safety & Performance

To formulate its products, Beautymed uses pharmaceutically graded ingredients. It monitors tolerance tests and bases

its innovations on objectivized active ingredients in order to ensure performance and safety and bring value to its customers. To improve safety and quality, part of its products are also tested under dermatological control.

Quality

Its management system has been certified by "Lloyds" to the ISO 9001 2000 Management System Standards. All products manufactured by Beautymed SAS are done in accordance with Good Manufacturing Practices (GMP).

Products

- EGF Serum
- Peel Therapy
- Eye Beauty Care
- Dermo Active Lines
- Dermo Active Creams
- Dermo Active Complexes
- Dermo Active Cream Masks
- Dermo Active Treatment Kits
- Dermo Active Monodose kits
- Super Concentrated Serums
- Facial Peel-Off Masks
- Nano Bio-Fiber Masks
- Vitamin Essentials
- Skin Fusion

Beautymed products are without
Paraben , Perfume or Coloring agents

Some of the innovative product lines

Peel therapy

To answer to an increasing Dermo Cosmetic demand of "pore refiner" products, BeautyMed has introduced 2 peelings, Glycolic and Salicylic Acid and a Microdermabrasion Cream. The Peel Therapy products remove dead cells and stimulate cellular renewal, providing a glowing complexion.



Eye Care Line

Because the eye contour is a very sensitive and fragile area, BeautyMed developed a specific anti-aging, soothing and hydrating Eye Care Line.

Dermo Creams

For a daily concentrated and effective action, the BeautyMed laboratory has created high-tech creams with Anti-Ageing effect, Wrinkles Filler effect, Tensing effect, Whitening effect, Revitalizing effect

Vitamin Serums

BeautyMed has also introduced Vitamin A serum for anti-aging effect, Vitamin C serum for clarifying effect and Vitamin E serum for hydrating and anti-oxidant effect

Nano Bio-Fiber Masks

The Nano Bio-Fiber Masks evolve like a second skin. Thanks to the Biocellulose they improve the efficiency of the treatment and revolutionize the well-being.

BeautyMed S.A.S

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The Arab Health – MEDLAB exhibitions will be held in Dubai International Convention & Exhibition Centre from 25 to 28 January 2016.

Arab Health

The 2016 exhibition will showcase more than 4,000 companies exhibiting their latest innovations to more than 130,000 healthcare professionals attending from 163 countries. It will also feature 20 conferences for medical professionals. Attended by more than 13,000 delegates from around the globe, the conference program brings a global appeal with international speakers covering a broad spectrum of medical specialties and disciplines.

MEDLAB

MEDLAB Middle East- the dedicated IVD and laboratory section of Arab Health housing more than 500 leading laboratory companies – is expanding even further and is now located in the new Za'abeel halls.

130 French companies will be exhibiting in these twin exhibitions. They belong to orthopedics, diagnostics, rehabilitation, disinfection, telemedicine, medical imaging, lab reagents, mortuary equipment, surgical equipment sectors etc.

These French companies will be having their stalls under arrangement of Business France. PFBA member companies desirous of meeting French exhibitors during the exhibition are requested to contact Mr. Hidayat Hussain, Business Support Officer PFBA (pfba.bso@gmail.com) for assistance. The category-wise French exhibitors list can be sent to them on request.





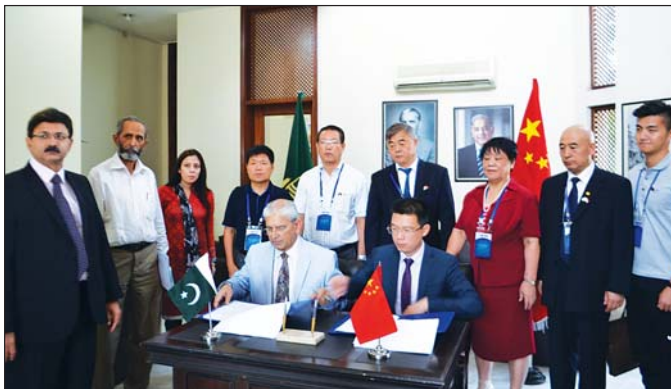
PBIT team, Minister for Finance, Minister for Industries and DCO Lahore with Yantai Delegation at the Cultural Dinner in Pearl Continental Hotel Lahore



PBIT Organized Pak-China Roundtable Conference in Collaboration with KASB Corporation at Pearl Continental Hotel Lahore at



PBIT in collaboration with C.M Punjab Office Organized International Seminar on 06-07 November



Chinese Delegation with PBIT TEAM



Minister for Industries signed the MoU with Economic Research Foundation Turkey at PBIT



PBIT Organized Punjab-Yantai Business Forum at a Club



Ambassador of Pakistan to Kuwait visited PBIT and held a meeting with CEO PBIT, Chairman PBIT and Chairman of Pakistan Poultry Association Ambassador.



CEO PBIT, Chairman PBIT and Minister for Industries with the Yantai delegation from China

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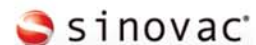
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