



Special Feature



Role of Pakistani Missions Abroad in Promoting Doing Business Environment in Pakistan

Special reports contributed by the Commercial / Economic Sections of Pakistan Embassies
exclusively for this issue of Management Accountant Journal

The Research and Publications Department approached the Commercial and Economic Sections of the Pakistan Embassies/ Missions in different jurisdictions with the request to share their contributions specifically for this issue of Management Accountant on how they think about the initiatives taken by the Government to promote doing business climate and to attract foreign investments into the country with special reference to their significant role and contribution towards promoting business and investment climate in Pakistan.

We are really thankful to Mr. Ghulam Mustafa, Trade and Investment Counsellor at the Embassy of Pakistan in Stockholm, Sweden; Mr. Tahir Habib Cheema, Trade and Investment Counsellor at the Embassy of Pakistan in Tokyo, Japan, Mr. Khawaja Khurram Naeem, Commercial Counsellor, Consulate General of Pakistan, Frankfurt, Germany, Mr. Nasir Hamid, Minister (Trade), Trade Wing, Embassy of Pakistan, Moscow, Russian Federation and the Commercial Section of the Consulate General of Pakistan in Dubai, U.A.E for sending their write-ups exclusively for publication in this issue of our Journal.



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The business environment in Pakistan is continuously improving. The World Bank in its Doing Business report 2020 has improved the ranking of Pakistan by 28 positions to 108. It's the biggest jump Pakistan has made since the inception of Doing Business ranking since 2002, specifically Pakistan has improved substantially in the areas: starting a business, dealing with construction permits, getting electricity, registering property and paying taxes. There is a drive for deregulation and the government has decided to do away with a number of licenses and permits, which were earlier required for commercial and manufacturing firms. Similarly, in order to simplify business processes and replace manual procedures with automated systems, initiatives like National Single Window at the Federal Level and E-Punjab at the provincial level have been launched. The situation is far from ideal but the country is on the right and fast track to provide an enabling environment for business activities.

There are some challenges at the macro level, however, these issues are mostly of cyclic nature in the context of Pakistan's economy. The interest rate is high at this time, but we have been following cyclic contractionary and expansionary monetary policies to address macro-level imbalances. It is expected that with the improvement in macro-level indicators, the interest rate shall be adjusted to make commercial and manufacturing activities more attractive.

Fiscal policy and tax administration in Pakistan, despite assertions to the contrary by some circles, have been supportive to commercial activities, it can be gauged from the fact that a large part of taxes in Pakistan are indirect, even a large portion of direct taxes, estimated at 87%, is indirect in nature being withholding and presumptive and burden is borne by the consumers and end-users.

Given the wide gap between national savings and requisite investments to harvest benefits of expenditure incurred in

infrastructure and availability of national resources, it is imperative to attract foreign investors to fill up the gap between national savings and investment requirements. Main potential drivers of our growth, which are part of our briefings to foreign investors abroad are road transport infrastructure as part of CPEC, manufacturing facilities in the shape of Special Economic Zones, incentives for investors to set up manufacturing activities in these Zones, young human resource, investor-friendly policies and developing status of the country with immense growth potential and innumerable opportunities.

The landscape of international investment has changed over a couple of last decades, although in Pakistan most of the investment has been by multinational players to take advantage of the captive local consumer market. The international investors are now keener to enter global value chains of high value-added products, instead of focusing on a composite product, as a result, the manufacturing and trading of intermediate products constitute a major part of international trade. For attracting investment in these value chains, the entire economy has to become part of a given product chain, thus making all factors of production available at a competitive price to the potential investors. At the global level, within the realm of developing countries, the competition to attract these investments is fierce: China, India, Indonesia, UAE, Vietnam, Malaysia, Brazil, Egypt, South Africa and Kenya are vying to attract these investments.

For Pakistan to attract foreign investment it is imperative that this investment is not made to exploit local captive consumers. It is important that this investment is directed at the transfer of technology and knowledge and at the same time improving the competitiveness of local firms and expanding their access to global markets. Board of Investment of Pakistan has identified priority areas where this investment can be targeted. One of the priority areas is food processing units. The food and beverage processing industry in Pakistan is the second largest industry after textile accounting for 30% of value-added production. Pakistan has an available surplus in many food categories which can be processed and sold in the global market with value addition. Information Technology and IT-enabled services are another priority area.

Pakistan has a huge pool of talented IT professionals who can provide IT enabled services to the world following in the footsteps of Indian IT industry, which is already exporting IT services of US\$ 185 billion per year. The infrastructure for attracting major foreign IT companies for investment in this

industry is already available in the form of IT towers across the country, broadband facilities and expanding 4G networks. The government is providing financial and fiscal incentives to firms in this sector to boost their activities, in fact, substantial improvement can already be seen as the IT industry of Pakistan has doubled during the last three years.

Similarly, there is potential to export in the auto parts industry, Pakistani manufacturers in this industry are meeting Japanese standards. Japanese vehicles are used all over the world and require spare parts on a regular basis. The auto parts industry is already exporting limited quantities to many countries but there is huge potential to expand these supplies, as the import of auto parts is a big-ticket item on the import profile of each country.

The requirement for logistics shall continuously increase with the enhanced use of infrastructure facilities and networks developed under CPEC projects, therefore logistics is another priority area for attracting foreign investments. Similarly, the textile industry can hugely benefit from joint ventures with major players to set up industries in Special Economic Zones to gain competitiveness and increased access to the global market through innovation and branding.

Ministry of Commerce Pakistan, realizing the need to diversify geographically has launched the Look Africa initiative. The purpose of this initiative is to expand into the African market, which with rising income levels and improvement in standards of living can be a huge market for Pakistani products. Ministry held Pakistan Africa Trade Development Conference at Nairobi, Kenya on 30th January 2020. The conference was attended by government officials, businessmen and corporations of major African countries, the inaugural address was made by the President of Kenya. This conference will go a long way in the market making of Pakistani products in the African market.

Pakistan has a lot to offer in the tourism industry, and recent upgrades in terms of security of major cities by international agencies and travel advisories by key countries are set to boost this activity. However, infrastructure for access to key tourism areas and ancillary facilities require improvement. Tourism, besides being an economic activity in itself is also important for image building and marketing other opportunities in Pakistan to the world, therefore investments in upgrading main tourist attractions are essential and may be undertaken on priority.

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Recalibrate and Change the Lens

The biggest impediment to productivity is mostly the sheer lack of information, even if not firsthand but true and factual. Similar was the experience when I joined as a Trade and Investment Counselor at the Embassy of Pakistan in Tokyo a couple of months ago. Meeting a few

leading business groups in Japan made me realize how less Pakistan and its potential are known to our possible partners and tested friends.

Although the recent improvements in the global ranking of Pakistan in Ease of Doing Business were well reported by both local and international media, however, there is a communication or better put an understanding gap requiring



Japan

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concerted and focused efforts to disseminate correct, complete and credible information about business and investment climate in Pakistan; and, therefore, sharing as much information as I can to let the world (my world is restricted to Japan for now) know about Pakistan and true picture of entrepreneurial resources our emerging economy holds will top the list of priorities in my new role.

Starting from registering a business or a branch office in Pakistan to paying taxes and trading across borders, Pakistan has been continuously showing improvement over the past few years primarily due to a shared common vision supported by a joint effort by all public sector stakeholders. The targets, that are both high and ambitious, are well owned by the Federal as well as Provincial Governments, and the implementation agencies. The recent achievement demonstrated by a significant jump of 28 positions on the World Bank's Ease of Doing Business Report is an example of delivering through ownership. Being a part of the Steering Committee on Ease of Doing Business (EoDB) on behalf of the Prime Minister's Office, I was privileged to be a part of the whole process of identifying hurdles; designing possible mechanisms to remove such impediments; introducing new interventions; and, responding to stakeholders' feedback for further correction and review.

With this exposure of policymaking through involvement right at the ground level, I feel better equipped to publicize these achievements with convincing anecdotes. There are multiple cases I can quote to prove what we claim for the reformed investment climate in Pakistan; for example, I know of an international firm struggling with registering itself in Pakistan back in 2017 all confused by the processes listed for registration by Securities and Exchange Commission of Pakistan (SECP) and by Federal Board of Revenue (FBR) the tax authority. This was the time when we already had a steering committee on improving the ranking of Pakistan on EoDB headed by the Prime Minister and I was coordinating various provincial governments, ministries, departments and agencies for smooth implementation of reforms. All perturbed with the complaints from that international firm, I was sitting in a meeting of the steering committee one fine morning when we were told that SECP and FBR successfully merged their registration processes at the backend, offering companies a single interface to register as a single-window service. Reconfirming this ease of registration experience through the new process from that international firm, I had evidence to share with many more what a sense of accomplishment.

The role played by the Board of Investment and its EoDB team is of critical importance as the energy and will be obvious through their actions when these reforms were being implemented. Our international partners and independent agencies were also witnessing these changes and evaluating the same for their usefulness. Their support and acknowledgment served as a major confidence builder for the foreign investors to re-engage with Pakistan.

Sometimes, we hear an argument regarding the limited focus of reforms on two major metropolises Karachi and Lahore, only. However, I believe that instead of a wide-ranged and more ambitious plan it is a good approach to prioritize implementation, preferably phasing it over time and geographical area. With improved infrastructure and better

connectivity, remoteness is losing its constraining value in Pakistan. All sectors and industries are well represented in all major and growing cities with no issue of accessibility. At the same time, for international investors and business houses, it is more convenient to start experiencing the markets from primary hubs of the economy in any country; as, in the case of Japan, most of the Japanese large corporations have their presence in Islamabad, Karachi and Lahore.

Moving our attention back to Japan, let me share that in this very short span of my stay in Tokyo I have felt a lot of interest and desire among the Japanese businesspersons to know more about Pakistan and opportunities to engage with its economy. Keeping this in view and in order to cater to the much organized and formal Japanese working model, we as a team at the Embassy of Pakistan in Tokyo, are trying to use a three-pronged strategy involving public sector, private corporations and media to dispel any misconceptions about Pakistan, its economy and the huge growth potential it is offering to the world. Despite the significant presence of Japanese large-scale corporations in Pakistan like Toyota, Suzuki, Mitsui & Co., Marubeni and many more, not many potential Japanese investors know about the success of Japanese companies in Pakistan. Japan External Trade Organization (JETRO) found Pakistan as the second most profitable destination for Japanese companies in a recent survey which is a big thing. Such and much more information like this is the main focus of our discussions in almost all meetings and events here in Japan.

In addition to not restricting Pakistan's presence to mere participation in trade fairs and exhibitions but offering an open-door policy for business persons from all sectors, the Trade & Investment Section in Tokyo is providing a platform for more engagement between the stakeholders from both countries in private as well as the public sector. So far, professional links have been established in areas including financial services, informational technology and energy generation. Efforts are underway to encourage the transfer of technology in the agriculture sector mainly in improving production capacity; sorting, processing, packing and storage; standardization; and, export.

It is very encouraging that our efforts have already started to show positive outcomes in the form of high-level Japanese delegations visiting and planning to visit Pakistan in near future; better and frequent communication with the governmental agencies; generation of multi-sector queries from both large corporations and small & medium-size enterprises (SMEs); enhanced participation by Pakistan in seminars and symposiums; more manufacturers and exporters from Pakistan as participants on the Japanese exhibition calendar; and, positive media reporting by major and well-reputed media houses in Japan.

Not only in Tokyo, but Pakistan's Trade and Investment Offices across the world are recalibrating to take a new start in the light of fresh guidelines from the Ministry of Commerce with a common goal to converge all efforts in changing the tainted lens with which the world sees and evaluate Brand PAKISTAN.

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Germany is the world's fourth-largest economy, after the USA, China, and Japan. She is one of the few developed countries, which are maintaining a positive trade balance and a current account surplus. In 2019 she exported goods worth \$ 1.49 trillion down from \$1.56 trillion in 2018. On the other hand, German imports decreased from \$ 1.29 trillion to \$1.25 trillion in 2019. The current account surplus of Germany dropped from \$ 269.50 billion in 2018 to \$ 250 billion in 2019. German GDP grew by 0.6% in 2019 to reach \$ 3.85 trillion.

Germany after China and the USA is the third-largest exporting country and it maintains its rank as the third-largest importer too. Major exports from Germany are cars, vehicle parts, packaged medicaments, planes/helicopters, and human or animal blood, while the major imports are cars, vehicle parts, crude petroleum, computers, and packaged medicaments. It is estimated that of the major world economies, Germany is the most open economy. Its exports are 39% of its GDP while its imports are about 33% of its GDP. Germany is heavily dependent on developed economies for its exports and imports.

Germany also happens to be an important trading partner of Pakistan. When we look at exports, Germany happens to be the 5th largest destination for Pakistani exports. In 2018, Pakistan's exports to Germany for the first time in history touched \$ 2.0 billion mark. Despite the economic slowdown in Germany and a reduction in imports, once again we were able to repeat the feat. However German exports to Pakistan decreased from \$ 1.55 billion in 2018 to \$ 1.21b in 2019.

Total exports from Pakistan are about 0.15% of German imports. This shows that almost all the German import market is untapped by Pakistan. Again the issue is that Pakistan is exporting low value-added items where it is facing stiff competition with other regional countries, especially India and Bangladesh. Another point to be noted is that Pakistan is competing in sectors which account for no more than 8-10% of German imports.

Trade Promotion

Due to the diversity of products and technicalities involved in various products, the exporters themselves are the best salesperson of their products. However, the Commercial Section has always played the role of facilitator and promoter of the products in line with the government policy. Germany is home to most renowned Trade Fairs in the world and Commercial Section arranges for Pakistan Pavilion in 8-10 fairs annually. Catering 8-56 exporters depending upon pavilion size. Major fairs are related to Home textiles, Sports goods and wear, Food, Surgical Instruments, Auto parts, Safety wear, Fruits and vegetables. These fairs provide the best B2B contacts and a chance to showcase our products.

Upcoming environmental and work safety laws in the EU are a major concern. Non-compliance with these laws will adversely impact our exports. Commercial Section arranged a delegation of German buyers to Texpo 2019 Lahore. The resource person

was arranged in cooperation with KIK Germany to deliver a lecture on EU regulations to Pakistani exporters on the side-lines of Texpo 2019, Lahore.

The adoption of new technology and processes is key to remain competitive in the export market. Most of our machinery imports have shifted to cheaper sources at the cost of the finished product. To introduce our exporters to best in the market, a delegation of VDA (German Textile Machinery Manufacturers) was arranged in coordination with GPCCI, the delegation visited Lahore and Karachi in November.

Commercial Section is assisting our exporters by facilitating visa applications of their clients visiting Pakistan. Top executives of one of the most valuable fashion brand were facilitated to attend IAF'S 35th World Fashion event in Lahore in November 2019. Their visit not only educated our exporters it also helped in the image building of Pakistan by positive coverage in media in the EU. Commercial Section made arrangements for Pakistan Networking Dinner on the side-lines of the ISPO fair, where about 400 guests including top buyers from across the globe were catered.

Issues

Exports are a very competitive market, to remain relevant we need to focus on innovation, quality, price and supply chain security. Unfortunately, we are lacking in one or more accounts in most segments. We have a very limited export basket. Almost 95% of Pakistan's exports are covered in 18 Chapters of the Harmonised Coding system. Rather 65% is covered in 03 Chapters only. Diversification and value addition are the elements that should be focused on. World-class companies invest a reasonable amount of their revenues in R&D, the culture is almost missing even in established business houses. Corporate culture is missing and professionalism has still not found roots in Pakistan's industrial sector. Most of SMEs are family run business which hardly has professionals running the show. Lack of skilled labour is a hurdle being faced by many export sectors like surgical instruments and sports goods. This hampers quality, timely production, and delivery.

The cost of doing business in Pakistan is higher than in the region. By the cost of doing business, we don't mean energy costs only but procedures at ports and time delays. It also includes labour productivity. Unfortunately, we lure the world selling them our cheap labour but the myth has been effectively debunked by Hugo Boss Managing Director Joachim Hensch during his visit to Pakistan in his interview with Express Tribune on November 16th, 2019 "If Pakistan still wants to follow the same old model, then this industry may upgrade a little bit and survive for a while till some other country presents itself as a cheaper market and buyers move there," he said. "This is presently happening in Bangladesh and Vietnam.". We need to concentrate on total factor productivity by investing in Human resources, Technology, R&D and diversification. Unless we make progress on all fronts, the dream of positive trade balance will remain elusive.

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Russia and Pakistan have come a long way in developing their mutual relationship and expanding the scope of their collaboration. Trade Wing Moscow, Embassy of Pakistan to the Russian Federation has the honor of being a part of this process and promoting Pakistan's economic strengths and potential in the Russian Federation. Trade Wing Moscow carries out a wide range of activities aimed at the promotion of bilateral trade, investment and tourism relations between the two countries.

Bilateral Trade

Total trade between Pakistan and Russia amounted to almost 539 million US dollars (as per statistics obtained from International Trade Center) during the calendar year 2019. There is an upward trend in Pakistan's export to the Russian Federation. Pakistan's exports to Russia in 2019 increased by 18.2% reaching 370 million US dollars as compared to 2018. If compared with 2017, the registered increase in Pakistani exports to Russia is almost 32%. The leading positions of Pakistan's exports remain the group of products highlighted below:

1. Textiles, with a share of 58% (the largest segments of this group are articles of apparel (with a share of 36%), articles of leather and footwear (9,5%), home textile products (5.6%) as well as cotton yarn and fabrics (with a share of 3.5%)
2. Food items, with a share of 29% (the main components of this group include mandarins (23%), potatoes (3.6%) and rice (3.5%).

Trade Balance of trade in the amount of 201.3 million US dollars, remained in favor of Pakistan during the year of 2019. Despite considerable growth registered by Pakistan's export to Russia, we believe that it is quite below the true potential of both countries, and there is still extensive scope to enhance the trade and economic relations between the two countries. To serve this purpose and to encourage Russian businesses to do more business with Pakistani companies and to procure more from Pakistan, Trade Wing Moscow is keen on further identifying the challenges, opportunities, and advantages that would push our cooperation to its full potential.

Maintaining good relationships with Russian businesses and State organizations

Trade Wing Moscow has an extensive network in the Russian business community as well as the Russian government and constantly helps Pakistani companies in identifying and meeting relevant contacts and potential business partners in Russia. Inviting Pakistani companies individually and trade delegations and arranging their B2B meetings with relevant Russian companies is a regular feature of Trade Wing. We have established a good working relationship with all the relevant Russian ministries, departments, and institutions. This relationship has repeatedly aided in seeking information on time for onward sharing with concerned quarters in Pakistan and cordial discussion regarding issues of bilateral trade.

Additionally, Trade Wing Moscow regularly holds meetings with various Russian Chambers of Commerce and Industry and Trade Associations to familiarize its members with trade, investment, and tourism opportunities in Pakistan and encourage them to send Russian buyers to Pakistan. Moreover, Trade Wing Moscow frequently networks with Russian companies involved in the import of products and services presenting the high-quality product assortment and competitive advantage of Pakistani exports to persuade large buyers to visit Pakistan and attend B2B meetings organized by Trade Development Authority of Pakistan (TDAP).

Participation in exhibitions

We believe that participation in exhibitions from both sides remains one of the most effective tools of direct marketing. Trade Wing Moscow, with the help of TDAP, organizes participation of Pakistani companies in various exhibitions including Leshow (leather & leather products), World Food Moscow (food products), Intercharm (beauty products), Heimtextil (Textiles), International Exhibition Sport (sports goods), Dental Expo (dental and surgical instruments), Federal Trade Fair (apparel and hometextile) and others. Constant support is provided to businessmen during their visits to Russia and assistance in business matchmaking organizing business meetings with their Russian counterparts.

Promoting trade, investment & tourism opportunities of Pakistan

Trade Wing Moscow has planned the organization of a series of seminars entitled "Introducing Pakistan" in various cities of the Russian Federation. Three seminars of the ongoing "Introducing Pakistan" initiative have already been organized in the Russian cities of Moscow, Krasnodar, and Kazan. In addition to this, seminars will be organized in Saint Petersburg, Vladivostok, and Kaliningrad during 2020. The seminar comprises a comprehensive presentation providing a window into the world of Pakistan's rich culture, countless trade and investment opportunities, the touristic potential of the country as well as degustation of various dishes of Pakistan's cuisine. The seminars are aimed at capturing the Russian interest in Pakistan and generating their involvement in the trade, investment, and tourism sectors of Pakistan. The seminars have been a huge success garnering the interest of representatives of various enterprises of the Krasnodar, Kazan and Moscow business communities. Following the seminar, the participants become engaged in lively discussions regarding trade perspectives, investment opportunities and advantages and challenges of further bilateral cooperation. We believe these exchanges have laid a solid foundation for firing up the mutual interest, and we anticipate the positive trajectory of the relationship to maintain its trend in the near future.

Information support, analytics, and research

Trade Wing Moscow gladly provides information support to requesting Pakistani companies regarding business activities, customs duties and tax regulations, sectoral analysis of Russian

markets and other pertinent inquiries. We aid the development and support of trade relations between Russian and Pakistani companies by assisting in the establishment of business contacts with their respective counterparts.

Finding solutions to pertinent issues

Trade Wing Moscow has been ambitiously working to achieve a proper settlement of issues that serve as barriers for further strengthening the trade relations between Russia in Pakistan. We carry out identification of trade barriers and constantly come up with proposals of elimination scenarios. Trade Wing has regularly been recommending policy initiatives required to be introduced to the Ministry of Commerce & TDAP which will help increase Pakistani exports to the Russian Federation. We have been and are still in the process of assisting a significant number of Pakistani companies with the successful resolution of their trade disputes.

Trade Wing Moscow constantly serves as an information bridge and facilitates the dialogue between Russian and Pakistani officials. Unfortunately, the Russian Phytosanitary watchdog occasionally detects quarantine objects during the phytosanitary control inspection of the Pakistani consignments and, as a result, imposes a ban on Pakistan's exports. Trade Wing Moscow, in cooperation with the Department of Plant Protection, Ministry of National Food Security and Research of Pakistan recently managed to persuade respective Russian colleagues to lift the partial ban imposed on the imports of Pakistani potatoes in the Russian Federation in 2017. Consequently, in the calendar year, 2018 potatoes worth almost US\$ 10 million were exported to Russia. During 2019 this figure rose to US\$ 13.4 million.

Russia imposed a temporary ban in May 2019 on import of grains (mainly rice) from Pakistan after the interception of quarantine objects in one rice consignment exported from Pakistan. The export of Rice from Pakistan to Russia was on a constant rise since 2017 but has been halted due to this ban. Trade Wing in collaboration with the Department of Plant Protection (DPP) of Pakistan is actively pursuing the lifting of the ban. As a result of active coordination of Trade Wing Moscow with All Pakistan Fruits & Vegetable Exporters, Imports & Merchants Association, Russian fruits importers and Russian Customs Authorities export of mandarins from

Pakistan to Russian Federation has increased to US\$ 85 million in 2019 as compared to US\$ 59 million in 2018. Similarly, due to efforts of Trade Wing, Pakistani mangoes (though in small quantities) were imported into Russia commercially in 2019.

Trade Wing Moscow organizes the visit of Russian companies to Pakistan for participation in the Expo Pakistan Exhibition on an annual basis. Over the years, the visits of businessmen and tourists from Russia to Pakistan, and vice versa, are witnessing an increasing trend. This is a healthy sign and will go a long way in deepening the relations between the two countries. Nevertheless, we believe that the flow of Russian businessmen, as well as tourists to Pakistan, should experience a considerable increase to boost the reputation, friendship, and trust between both countries. For this purpose, Trade Wing Moscow is engaged in promotion activities of Pakistani exhibitions such as Texpo Pakistan, Expo Pakistan, Agri Expo, and others to garner interest among Russian buyers.

Additionally, to showcase Pakistan's rich cultural heritage, we are pursuing the promotion of tourism as well as building people to people linkages between Pakistan and Russia. Trade Wing sent journalists of the largest channel, namely Russian Business Channel (RBC) to Pakistan. These journalists made a documentary about Pakistan and broadcasted it on their channel. Given the increased warmth of diplomatic and trade relations, it is expected that, in the future, the number of visits of Russian nationals to Pakistan for business and tourism and vice versa will increase manifold.

It will not be out of place to mention here that all the Russian businesses who were persuaded to visit exhibitions in Pakistan like Expo Pakistan, Texpo Pakistan, Agri expo, etc. and all the individual Russian companies who were sent to Pakistan and their B2B meetings were organized by TDAP have started procuring from Pakistan which has contributed an increase of exports to Russia from Pakistan by more than 30% since 2017.

Trade Wing Moscow is committed to deepening the trust and cooperation between Pakistani and Russian companies and will remain engaged in persuading/ encouraging more and more Russian companies for doing business with Pakistan.

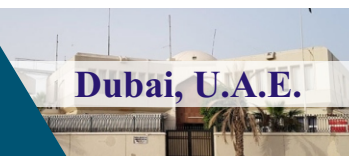
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Commercial Section

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The World Bank has issued its annual report on Ease of Doing Business, (EODB) 2020. The salient points of the report are as under: -

- Pakistan has made significant improvements in its overall ranking in EODB reaching 108 among 190 as compared to 136 last year with an increase of 28 points.
- Pakistan has secured a place among the top ten countries with the most improving business climate.
- The ranking has been achieved as a result of reforms undertaken in six areas including starting business, construction permits, getting electricity, registering property, paying taxes and trading across borders.
- Pakistan has improved its ranking from 52.8 to 61 in terms

of absolute progress towards best global practices in business regulations.

- Pakistan has been ranked as number one among the top 11 economies (countries with population) for more than 100 million.

Pakistan's new ranking by the World Bank shows the success of the government's continued efforts to improve the business climate in the country. Foreign Investors closely follow the World Bank report and use it as a guide to assess the potential of doing business in a country. The report is expected to help improve Pakistan's image and economic outlook abroad projecting it as an **attractive investment destination**.

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