

**Mr. Serdar Deniz**

Consul General  
Turkey Consulate in Pakistan

**Subject:** Second International Seminar on Business Opportunities in Punjab  
(ISBOP-2)  
from 22-23 May, 2017 and a Mega Expo from 22-24 May, 2017  
at Expo Center Lahore, Pakistan.

In reference to the captioned subject and our earlier communication on the same, I am pleased to share the new dates of 22<sup>nd</sup> – 24<sup>th</sup> May, 2017 for the subject event (to be held at Expo Center, Lahore) which has been postponed only due to certain unavoidable circumstances earlier.

The Government of Punjab is looking forward to an active participation by the top level public and private sector representatives, both from the domestic and the international segments, in this event. It shall serve as an efficient platform for the bringing together the demand and supply side of investment opportunities offered by the progressive Punjab. The visiting entities/persons shall primarily comprise of major investment houses, top entrepreneurs/industrialists, venture capital funds, representatives of high level policy institutions, investment and trade bodies, and the decision makers from several countries across the globe who shall be duly complimented with the presence of their counterparts from the Punjab.

I must invite your kind attention towards the fact that in addition to exchange of views and highlighting the potential 360 degrees of investment opportunities in Punjab through the larger platform of the Seminar and the Expo, the event is specially designed to encourage effective interaction of the interested parties through direct meetings (i.e., B2B, B2G) on the sidelines so as to target highest possible materiality for all. Such direct meetings shall be fully supported and facilitated by the PBIT's team through the pre-event interactions and matchmaking between the willing parties and their local partners in order to enable them to substantiate their efforts through signing of agreement(s)/MOU(s) during the course of the event.

I also find it worth noting that currently CPEC and Pak-China collaboration are pivotal to the overall industrial and infrastructural growth in the country, especially in the Punjab. Inspired by the pace of development under the CPEC and the anticipated magnitude of expansion in the economy in its next phase; immense investment and trade opportunities are on the offering to investors across several economic and social sectors, especially in the areas of *agriculture, energy, manufacturing, mines and minerals, civic services, health, education and tourism*.

With a great success against the menace of terrorism and resolution of the energy crisis, the Government of Punjab is fully geared towards attracting investment, both from its local and foreign partners, by offering good governance, transparency, liberal and progressive provincial policies and regulatory reforms.

Under the dynamic leadership of Honorable Chief Minister Punjab Mr. Muhammad Shehbaz Sharif, the economy of Punjab is well on its course of unlocking its real potential of inclusive and sustained growth. Therefore, the Government of Punjab views ISBOP – 2 as an excellent opportunity to showcase its strong economic appetite under one roof.

As the Government of the Punjab is oriented towards achieving maximum quantum of bankable interest through this event, it has decided to ensure exclusivity of the participation and hospitality for the visiting entities/persons through the following measures:

- a) The participation in the international seminar and expo shall be strictly 'by invitation only'.
- b) Two (02) participants (Only in case of travelling from abroad) from each of the selected entities/businesses (after due consideration on a case-to-case basis) shall be offered hotel accommodation and local transportation linked with the event.
- c) The final list of the invitations shall be duly confirmed by the organizers after objective evaluation of the interested entities/persons in light of well-considered recommendations by your good office.

It is, therefore, I seek support of your good office for identifying/recommending potential businesses, investors and traders (including trade body representatives) with strong credentials and capacity to exploit the investment and trade opportunities to be offered at the ISBOP-2 and the willingness to participate. Such recommendations should be selective and only for reputed entities/persons which, subject to finalization by the organizers of the event, shall be approached for final invitation to be extended by the honorable minister of the Government of Punjab in due course.

I would appreciate your feedback in terms of the list of recommended entities/persons along with their confirmed willingness to participate by **7th March, 2017**. An early response from your side shall allow my team to initiate the matchmaking process for direct interactions at the earliest.

The details of interested entities/persons (preferably accompanied by their respective corporate/business profiles) along with other necessary information may be communicated directly to myself at the contact details as below:

Email: [ceo.isbop2@pbit.gop.pk](mailto:ceo.isbop2@pbit.gop.pk).

*The same information may kindly also be copied to the following email addresses:*

1. Mr. Sohail Qadri, Director - PBIT [[sohail.qadri@pbit.gop.pk](mailto:sohail.qadri@pbit.gop.pk)]
2. Ms. Rafia Syed, Additional Secretary Commerce [[syed.rafia@gmail.com](mailto:syed.rafia@gmail.com)]
3. Ms. Mahnoor Khan, Consultant, Commerce [[mahnoor.mk.khan@gmail.com](mailto:mahnoor.mk.khan@gmail.com)]
4. Mr. Omair Khan, Asst. Manager – PBIT [[omair.khan@pbit.gop.pk](mailto:omair.khan@pbit.gop.pk)]

I, in the end, must thank you for your continued support on the subject and look forward to your earliest and positive response.

Best Regards,



**MUHAMMAD HAROON SHAUKAT**

Ambassador (Retd.)

Chief Executive Officer

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