



France-Pakistan Business Council of MEDEF International presentation



■ COUNCIL CHAIRPERSON

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■ PARTNERS IN PAKISTAN

Pakistan Business Council (PBC)

Website
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■ COUNCIL ACTIONS FOR COMPANIES

The France-Pakistan Business Council of MEDEF International was created in 1990 and is currently chaired by Mr. Thierry PFLIMLIN, President of Total Global Services.

The Council has maintained a close relationship with Pakistan for 30 years- a market that is still insufficiently explored by French companies, but which offers many advantages. Located at the crossroads of Western Asia, the Persian Gulf and the Middle East, Pakistan is the 5th most populated country in the world (200 million inhabitants), with a growing middle class.

The gradual improvement of the security environment has contributed to Pakistan's economic recovery, which is the main objective of the various Pakistani Governments. The authorities show willingness to integrate the group of middle-income countries by 2025 and to reach the 25th place in the ranking of world economies. In order to consolidate and sustain growth, which has been between 3% and 6% in recent years, the Government is making significant efforts to attract foreign investment.

In Pakistan, the French private sector can find many opportunities, particularly in the sectors of agriculture, energy, water management and urban modernization. The regional and international financial institutions, which are strongly committed, reinforce these business prospects and contribute to the improvement of operating conditions in the country.

In addition to being a recognized and privileged framework for Franco-Pakistani economic and commercial relations, the meetings of the Council, which are held on a regular basis in France, and the business delegations to various cities in Pakistan aim at:

1. helping French companies gain direct access to:

- the Head of Government, key Pakistani ministers and local government decision-makers,
- public administrative officials and economic decision-makers with cross-cutting and sectoral competences,
- Pakistani business communities and private sector,
- and bilateral and multilateral donors active in the country;

2. providing companies with keys to understanding and in decision making making decisions for their activities, mainly related to:

- business opportunities in each sector depending on the evolution of the market and the country's priorities
- the business environment, operating and investment conditions, access to public markets,
- the structuring of industries and business sectors,
- and, more generally, elements for understanding the risks and opportunities related to internal developments and the country's regional environment;

3. increasing the experience sharing between French companies of all sizes, active in Pakistan or in the region, and promoting interactions with new potential partners on this market.

→ Reports of business meetings and delegations are available to MEDEF International's members on request.



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