



CBI Export Promotion Activities in Pakistan



Soon after ECP participants from Pakistan returned after an exciting EXPRO100, there was a sudden burst of activity at home.

The social media started buzzing as also the social circuit. There was a follow-up visit from CBI Experts to several of the participant

companies which had returned from the Netherlands after attending the Agritechnica13 and the MIDEST13, and it is time to carry on with the skill building and export preparations within each company. The CBI Experts also visited and assessed ECP participants for the EXPRO 101, due March 2015 and helped most of them to refine



their websites, brochures, data bases and CRMs.

CBI EXPRO BSOD Lahore 16 - 19 December, 2013



EXPRO BSOD Lahore 16-19 Dec, 2013: In its efforts to put Pakistan's engineering sector exports on a sustainable base, on the world map, a BSO Development EXPRO was held at the PC Lahore from 16-19 Dec, 2013. CBI Experts Zaheer Dar, Fred Janssen, Dr. Ijaz Ahmad were together with CBI Country Manager for Pakistan, Don van Luijn, with 40 participants from Business Support Organisations like Engineering Development



EXPRO BSOD Participants Group Photo with CBI Experts

Board, TDAP, SMEDA, NPO, Mango Growers Association, SIMAP. Pakistan's leading Consultancy firm and Training Provider, DART was the local CBI partner for conducting this seminar. People from successful CBI ECP companies were guest speakers at the Seminar.

Almas Hyder (SPEL), Usman Malik (Kortech Radiators), Amirah Hashmi and Nabeel Hashmi (Thermosole) spoke about the Best Practices adopted in their companies which provided export led growth in their companies and reduced dependence on the local market.



PAAPAM South Launches Skill Training Center

PAAPAM South Launches Skill Training Centre in Korangi Group. In keeping with the requirements of the times, PAAPAM South has established a modern Skill Training Center laid out to develop the soft skills needed for modernizing its member companies and preparing their staffs for support in overseas market expansion.





CBI EXPRO for Food Ingredients Sector held at the PC Lahore, 10-15 Dec, 2013



Jan Elferink and Imtiaz Rastgar were in Karachi to follow up with the ECP participant companies, Loads, Mehran, Landhi, A-One, Aftab Tech, Supertech, AlHadeed and Alsons. Most companies have embarked well on their

road to preparation for exports of their products, while some are working hard to come up to the CBI standard. PAAPAM Vice Chairman, Aslam Rayaz flew in specially to meet up with the CBI Experts at his plant.



Export Successes for the CBI ECP Participants



As the CBI ECP participating companies work hard to divide their sales pie, they are less and less effected by the ups and downs of Pakistani market. Kortech ahs returned from successful participation in Automechanika SA, and Agritechnica13, further insulating themselves from the recession in the Pakistan Market.

SCON Valves have become steady exporters and are already exporting respectable volumes of their products. Thermosole and SPEL are two great examples of export led growth whereby they have reduced their dependence on automotive OEM sales to a low 30%.

Breeze From the current class of the CBI Export e Frost Coaching Program, Sherani Engineering is a n d leading the pack with already two orders from Russia under their belt and several active leads picked up from their short visits to Agritechnica 13 and the MIDEST. Saad Sherani and his team are working hard under guidance of the CBI Experts on development of their Export Department and the skills and CRM needed there.

CBI - PITAD Capacity Building Workshop



CBI-PITAD Capacity building Workshop held at PITAD, Islamabad. CBI Experts Martin Bitter and Don Van Luijn conducted the workshop.

EXPRO 15 - 20 March, 2014

For Companies in the CBI ECP Program who were not ready for the present EMP, Database, Export Department, EXPRO, there is a chance to prepare and be considered for entry in the March EXPRO. Please check your To-Do lists, particularly your progress with your CRM and Website. Add the date above to your calendars and let us know you are ready by writing to

cbi@irastgar.com

Trade Fairs Possible with CBI

- EIMA
- AGRITECHNICA
- INTER MOT (Motor Cycle)
- MESSE HANNOVER
- MIDEST
- AUTOMECHANICKA
- IAA, Hannover
- FUKUMA
- ACHEMA
- EICMA (Motor Cycle)

CBI is accepting online requests form ECP participants for Messe Hannover dated April 7 - 11, 2014



Board of Governor of Air University
Meeting Held on November 29, 2013



ECP Participants companies are encouraged to send in their success stories for publications to newsletter@irastgar.com