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TOP STORIES



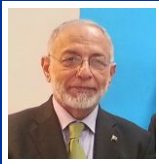
HANNOVER MESSE 2014



Automechanika Istanbul 2014



PakTurk Help Pakistani Auto part Exporters



Foreword: Dear CBI ECP Friends, April 2014 was a busy month for most of you and us at the CBI. We have been to the Messe Hannover as well as to the AutoMechanika Istanbul in this month, while the rest of you have been busy preparing with your to-do items and the forthcoming follow up visits by CBI European Experts in May and June, 2014

CBI and the Pakistani Companies at Hannover Messe 2014



Under the CBI Banner, five Pakistani companies displayed this year at the Messe Hannover, in Hall 5, at the CBI Pavilion. The Pakistani Companies Pronto Metal, GMS Forgings, Loads Radiator Cores, Sherani Engineering, AMI Gears are part of the four year CBI Export Coaching Program for Pakistan and are part of a group of 30 Engineering Sector Companies from Pakistan. The Pakistani exhibitors displayed a diverse range of capabilities ranging from gear manufacture, radiator cores, contract assembly work, ferrous forgings to jigs, fixtures and dies for sheet metal work.

CBI is the Dutch Centre for Promotion of Imports from Developing Countries and supports the engineering, horticulture, surgical and agriculture sectors of Pakistan. CBI Experts Peter Lichthart, Imtiaz Rastgar and Jan Elferink assisted and coached the Pakistani Exhibitors with their export efforts and training, before and during the Messe.

For the Pakistani exhibitors, this was historic entry as the Netherlands Prime Minister Mark Rutten opened jointly with German Chancellor Dr. Angela Merkel, HANNOVER MESSE. The head of government of the Netherlands also performed the common and traditional tour of the exhibition with the Chancellor and opened a meeting of top industrialists of both countries. In his greeting to the fair, the Dutch prime



Netherlands Prime Minister Mark Rutten with German Chancellor Dr. Angela Merkel, HANNOVER MESSE

minister was pleased to announce at the HANNOVER MESSE: "German thoroughness and Dutch creativity and flexibility are an unbeatable team Together, Dutch and German companies intelligent and sustainable solutions to global challenges.." With around 220 exhibitors and more than 50 industry events at the fair, the Dutch participation a new record. Never was there a greater exhibition of Industry and Science of the neighboring country at a trade show event outside the Netherlands.



This is the quality found common among all successful exporters, all over the world.

CBI Expert Follows up Pakistani ECP Participants at Automechanika Istanbul 2014



Imtiaz Rastgar, CBI Expert Joined the CBI ECP companies at Istanbul to see their progress with export efforts. Although the location of the companies and their pre fair preparations were below the mark, most of them go a good attention because of their product offering for the agricultural tractor market. The CBI Experts work was further helped by his Turkish friend Mr. Oktay, who flew in after his business

visit to Pakistan and made valuable contributions by way of creating a network between several Turkish Auto Sector Companies and the Pakistani Auto Parts Manufacturers. The presence of Mr. Usman Malik, Chairman PAAPAM was also a galvanizing factor for Pakistani Exhibitors' export efforts.



PakTurk Help Pakistani Auto Part Exporters to Network with Turkish Counter Parts



Pakistani manufacturers of tractor parts, are finding a ready market in Turkey and Eastern Europe, where brands like Massey Ferguson and Fiat CNH are well established. With the upward movement of the Turkish economy, Turkish distributors and manufacturers now find Pakistani manufactured tractor parts attractive in price and quality.

Ten Pakistani auto parts manufacturers participated in the Automechanika Istanbul where buyers were seen from Algeria, Libya, Sudan, Egypt, and many other African, Middle Eastern and European countries. In addition to the companies displaying, several Pakistanis for the auto parts sector were also visiting. Companies like Mannan Shahid Forgings, Infinity Engineering, MECAS, Matchless, KorTech Radiators, Meralastik Rubber, SB Gears, were seen quite busy with trade visitors at the fair.

Owing to the efforts of Mr. Oktay Ozdemir, of the Pak Turk Businessmen Association, a visit was organized on 14th April (the day after the fair closed) to the company GENC TOKEL OTOMOTIVE, located in the Istanbul Aftermarket District in the city centre. Mr. Waseem Khalid and Saeed Anwar, Directors of MECAS accompanied Imtiaz Rastgar and Mr. Oktay Ozdemir to meet the owner, CEO, Mr.

Cehit Tokel. Mr. Oktay had just returned the previous morning from Pakistan and immediately got down to facilitating the Pakistani guests.

Mr. Cahit Tokel, of GENC TOKEL OTOMOTIVE, is one of the largest importers and distributors of aftermarket parts for Japanese and Korean cars, including Toyota, Mazda, Mitsubishi, Suzuki, and Kia. He importing parts from Taiwan as well as distributing products of Turkish manufacturers. He is also exporting to several countries like Libya, Kosovo, Camerouns, Nigeria, Sudan etc.

On 15th April, 2014 , Mr. Oktay rented a van for the trip as planned, and five people from MECAS, Infinity Engineering and Matchless Foundry were taken to visit

Important Observations for PAAPAM and its Members

- Mr. Cehit observed that Turkish Aftermarket does not know much about the products of Pakistan auto parts industry. PAAPAM must create this awareness systematically through a Turkish language website.
- Aftermarket Spares importers in Turkey like to place orders on single source for a variety of parts or for a full range of parts from the same source. To explain, if they buy rubber parts, they like to place order on a source which is able to offer parts for a full range of car makes, car models as well as utility vans etc.

- Hattat Hema
- Celan Tractors and
- Several Tractor Aftermarket Companies

This trip with Mr. Oktay yielded valuable insight for the Pakistanis and opened several business avenues for them. As time did not allow, the visit of Pakistani Team to Tomosan Tractor did not materialise. The Pakistani team, later telephoned me to thank for arranging this visit for which Mr. Oktay took much trouble, as a perfect host !

Upcoming Events

CBI Workshop on Costing & Pricing

19- 20 May 2014, Karachi 22 - 23 May 2014, Lahore

“We are cheaper than China “ ; is this the correct approach for Pakistani exporters who have credential of working with the likes of Toyota, Honda, Massey Ferguson and CNH ? This workshop will teach the vital skill of systematic export pricing and the even more important skill of how to defend your price.

CBI Workshop on Process Control

11 - 13 June 2014, Karachi 16 - 18 June 2014, Lahore

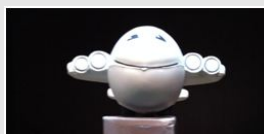
If consistency is required in performance, then all processes, be they manufacturing, marketing or design need to be addressed in a professional way.

AIRTEC 2014 (Aviation Supply Chain Trade Fair)

28 - 30 October 2014, Frankfurt

<http://www.airtec.aero>

CBI will participate here with selected Pakistani companies.



Existing CBI Programmes in Pakistan

The existing CBI programs in Pakistan are:

- Medical Devices - Export Coaching Program (ECP)
- Metalworking - Export Coaching Program (ECP)
- Food Ingredients - Export Coaching Program (ECP)
- BSOD - current one

EXPORT SUCCESS IS NOT AN ACCIDENT

EXPORT SUCCESS is made up of several tiny steps in production, human resource, export marketing, packing, shipping etc. These processes need to be carefully detailed and executed, always, in a uniform manner.

Process Control is an essential skill for attaining sustainable export success. To help you with this , CBI has organised a Workshop on Process Control at Karachi and Lahore.

Don't Miss This Opportunity Towards Export Success.

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Some Glimpses from HANNOVER MESSE 2014



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