



Concept Note and Program

Pakistan - Africa – Middle East Business Forum

1st December 2024

Lahore, Islamic Republic of Pakistan

Background

Within a framework of implementing ICDT’s New Strategy on Trade Facilitation and Investment Promotion Program, the Centre took the initiative to organise national and regional investment and trade forums in order to enhance intra-Trade share and reach the OIC Ten-Year Plan of Action (OICTYPOA 2025) by 25% in 2025.

In this regard, ICDT and the Department of Cooperation and Capacity Development (CCD) of the Islamic Development Bank (IsDB), BADEA and the Ministry of Commerce (MoC) and Trade Development Authority of Pakistan (TDAP) in collaboration with SESRIC, SMIIC, ICCD, ICYF and IOFS will organise a Pakistan-Africa – Middle East Business Forum on the sidelines of the 18th OIC Trade Fair to be held in Lahore on 29th November 2024 to 1st December 2024. The Forum will be held on 1st December, 2024.

This Business Forum will highlight new investment and trade opportunities in Pakistan and reinforce economic relations between Pakistan and the African and Middle Eastern Member Countries of the Organization of Islamic Cooperation (OIC).

Pakistan's trade volume with Africa reached a record \$6 billion in 2021, though the trade balance has favored Africa since 2015. In 2021, imports from Africa were \$4.5 billion, but this figure dropped to \$2.3 billion in 2023, significantly reducing Pakistan's trade deficit with the continent. However, export growth to Africa has been slow, increasing from \$1.32 billion in 2016 to only \$1.8 billion in 2023.

Similarly, Pakistan's trade balance with the Middle East and North Africa (MENA) region remains negative, largely due to substantial imports of mineral oil. Over the past three years, Pakistan's exports to the MENA region have hovered between USD 2.7 billion and USD 3 billion.

To diversify its trade partners, the Pakistani government has actively sought to increase trade and investment flows with African countries. This effort includes signing bilateral trade and investment agreements and organizing business development events in Africa. Many Pakistani companies have established operations in Africa, and both Pakistan and African countries have set up embassies to strengthen bilateral and regional trade and investment ties.

The Trade Development Authority of Pakistan (TDAP) has offered an 80% subsidy to encourage Pakistani companies' participation in trade fairs in Africa. Additionally, the Pakistan-Africa Trade & Development Conference (PATDC) series, aimed at fostering trade relations, has seen four conferences: the first in January 2020 in Nairobi, Kenya; the second in November 2021 in Lagos, Nigeria; the third on November 30 - December 1, 2022, in Johannesburg, South Africa; and the fourth in January 2024 in Cairo, Egypt.

Objectives:

The objective of this Forum is to contribute to enhancing trade and investment flows between Pakistan and OIC African and Middle Eastern Member Countries in the strategic products and services and to develop the Private Public Partnership within the two partners.

Pakistan, Africa and Middle East Opportunities

The Pakistan business community recognizes vast opportunities in Africa across sectors like agribusiness, oil and gas, renewable energy, and more. Similarly, the Middle East, particularly Saudi Arabia, presents significant trade potential, with Saudi Arabia's economy diversifying under Vision 2030 to reduce oil dependence and boost private investment. This shift opens new export opportunities for Pakistan.

Pakistan has implemented reforms to improve its business environment and investment climate, leveraging its strategic location at the crossroads of South Asia, Central Asia, and West Asia. This positioning makes Pakistan a key regional hub for OIC trade and investment. The country's developed sectors include textiles, cement, fertilizers, and energy, with major exports such as textiles, rice, and sports goods.

Pakistan offers attractive incentives and equal opportunities for foreign and local investors, promoting itself as a promising destination for global investment and diversification.

More details on Pakistan's Economy are available on the following link:

www.invest.gov.pk/pakistan-at-a-glance?language_id=en

Organization of the Forum:

Organizers:

- Islamic Centre for Development of Trade (ICDT)
- Ministry of Commerce – Pakistan
- Trade Development Authority of Pakistan (TDAP)
- Federation of Pakistan Chambers of Commerce & Industry (FPCCI)

Partners:

- Islamic Centre for Development of Trade (ICDT)
- Board of Investment (BOI)- Pakistan
- Trade Development Authority of Pakistan (TDAP)
- Ministry of Commerce – Pakistan
- Islamic Development Bank (IsDB)

- OIC Institutions (ICIEC, SMIIC, SESRIC, IOFS , ICCD, ...)
- Arab Bank for Economic Development in Africa (BADEA) (tbc)
- Asian Development Bank (tbc)
- Local and regional banks;
- Private and institutional investors from OIC member countries;
- OIC IPAs, TPOs and Chambers of Commerce.

Participants:

The Forum is dedicated to 100 participants of the various economic actors from public and private investment actors, trade and investment promotion bodies, technical and financial partners, employers' federations, chamber of commerce, professional associations, bankers, and insurers, who will be invited to participate in this gathering to do b2b session after initial presentations by ICDT



Program of the Pakistan-Africa Business Forum, Lahore, Pakistan 1st December 2024

9h00-9h30:	Registration
9h30-10h50	<p>Opening Ceremony:</p> <ul style="list-style-type: none"> • Recitation of the Verses from the Holy Quran • Welcome Address by Secretary/CE TDAP • Address of the HE. Mrs. Latifa El Bouabdellaoui, DG of ICDT • Speech of HE Dr. Muhammad Al Jasser, President of IsDB (tbc) • Speech by President FPCCI (tbc) • Speech of HE Mr. Masatsugu Asakawa, President of Asian Development Bank (tbc) • Speech of HE Mr. Hissen Brahim Taha, Secretary General of OIC • Speech of HE the Minister of Commerce, Pakistan • Photo of the heads of delegations
10h50-11h15	Coffee break
11h30-01h00	<p>B2B session for Textile & Leather Sector (Room 1) TDAP, Textile and Leather Associations.</p> <p>B2B session for Agro & Food sector (Room 2) TDAP, IOFS, Rice Exporter Association of Pakistan (REAP), All Pakistan Fruit & Vegetable Exporter, Importer & Merchant Association.</p> <p>B2B session for Engineering and Mineral sector (Room 3) BOI, TDAP, Pakistan Pharmaceutical Manufacturers Association (PPMA), Pakistan Sports Good Manufacturer & Exporters Association (PSGMEA), Pakistan Cosmetics Manufacturer Association, Pakistan Association of Auto motive Parts & Accessoires Manufacturer (PAPAM), Pakistan Electronics Manufacturer Association, Pakistan Pumps and Electric Motors Manufacturers Association, All Pakistan Cément Manufacturer Association (APMIA), Pakistan Cutlery Stainless Utensils Manufacturer & Exporter Association, Pakistan Gems Jewelry Traders & Exporters Association, All Pakistan Mines and Minerals Association, Pakistan Chemical Manufacturer Association (PCMA), Pakistan Coating Association (PCA), All Pakistan Furniture Exporter Association, All Pakistan Marble Industries Association (APMIA), Pakistan Mobile Phone Manufacturer Association (PMPMA).</p> <p>B2B session for Services Sector (Room 4) IT: TDAP, ICCD, ICYF, IT Federation Financial services: TDAP, Banks Federation Infrastructure, logistics and transportation: TDAP, Federation of Transportation Tourism: TDAP, Tourism Federation</p>
01h00-02h30	Prayer & Lunch break