

‘Pakistan can win global market by participating in Germany trade fairs’

LAHORE: Honorary Consul of Pakistan in Germany Matthias Theis has said that Pakistan could win global market by ensuring participation in trade fairs and exhibitions in Germany.

He was speaking at the Lahore Chamber of Commerce and Industry here on Saturday. LCCI Acting President Khawaja Shahzad Nasir and Vice President Faheem-ur-Rehman Saigal also spoke on the occasion.

“Pakistani businessmen must attend trade and business events in Europe.” Matthias Theis said and added that biggest trade fairs in Germany are playing a crucial role in boosting the German exports. Participation of Pakistani businessmen in these trade fairs and exhibition will help them to find new business partners besides introducing their products to the world, he added.

He said that strong liaison between chambers of commerce & industry and business institutions of the two countries would definitely enhance the mutual trade volume.

He said that Pakistani business community would have to adopt a strong strategy as customers in European Union are not only quality conscious but also very selective in making deals with other countries.

LCCI Acting President Khawaja Shahzad Nasir said that Pakistan and Germany are steady trading partners. Germany comes at 11th place among the top importing countries and at 5th place among the top exporting countries for Pakistan. It is good to see that level of two-way trade is increasing year by year. It was US \$2.4 billion in 2017 and went up to \$2.62 billion in 2018.

“Pakistani entrepreneurs should ensure maximum participation in the international trade fairs and exhibitions to enhance their exposure about the fast changing trend in international trade”, he added.

He said that Pakistan and Germany have very cordial diplomatic relations and are steady trading partners heading towards finding new avenues of trade and investment. Germany is one of the few trillion economies in the world and we are glad to have trade and investment relations with Germany.

He said that Germany happens to be one of the major trading partners of Pakistan in European Union. The business community is grateful to Germany for supporting Pakistan with regard to GSP plus status, he added.

LCCI Vice President Faheem-ur-Rehman Saigal invited the German investors to avail the trade and investment opportunities in Pakistan through joint ventures with their Pakistani counterparts. Pakistan offers a great potential for foreign investment by way of having a strategic location with abundant raw materials and cheapest labour force.

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