

**Local brands have great potential, says President Arif Alvi**

SIALKOT: Exporters must focus on developing and promoting sports goods and surgical instruments as local brands and products have great potential of capturing untapped international trade markets, President Dr Arif Alvi said on Wednesday.

Addressing an important meeting of local exporters held at the Sialkot Chamber of Commerce and Industry (SCCI), the president stressed that the government has already focused on the ease of doing business in the country.

The government will continue its agenda of economic development and stability by taking the business community into confidence, he said.

Calling Sialkot exporters the 'backbone of the national economy', he noted that they have been playing a pivotal role in strengthening the economy by earning precious foreign exchange to the tune of \$2 billion annually.

He said the government was fully aware of the problems of the business community and making all out efforts to solve them amicably.

Addressing the event, Special Assistant to Prime Minister on Information and Broadcasting Dr Firdous Ashiq Awan said the Pakistan Tehreek-e-Insaf government was making efforts to keep the production wheel in full motion and generate maximum employment opportunities for skilled and semi-skilled youth.

"We understand that industrial sector can play an instrumental role in alleviating poverty from the country," she said, adding that the government was making strenuous efforts for maintaining peace, prosperity and industrial development in the region.

She said special efforts would be made for resolving the issue of small industrial estate of Sialkot.

Special Assistant to Prime Minister on Youth Affairs Usman Dar appreciated Sialkot exporters and called the city 'Pakistan's engine for boosting national economy'.

He said that more investments in the area would encouraged to further enhance export.