

# MINUTES OF THE MEETING

<b>Rawalpindi Chamber of Commerce &amp; Industry</b>	
<b>Meeting of RCCI Standing Committee</b>	
<b>On Export Trade</b>	
<b>Venue:</b> Khalid Waheed Conference Hall, RCCI	
<b>Date:</b> 13 <sup>th</sup> June, 2014	<b>Time:</b> 3:00pm
<b>Chairman:</b> SyedAsadMashadi	<b>Vice Chairman:</b> Maj@ NoumanKhan
<b>Minutes Recorded by:</b> Ms. Amara Saleem R&D Officer	

S. No.	Points Of Discussion
	The meeting was formally started with the recitation of Holy Quran by Mr Bilal Maqbool.
1.	Chairman of Standing committee on Export Trade Mr. AsadMashadi welcomed and thanked all participants and introduction was taken from all participants in the meeting.
2.	Presentation on Export Trade was delivered by Ms. Amara Saleem R&D Officer, R&D Department.
3.	<p>Chairman Standing Committee on Export Trade Mr. AsadMashadi discussed the following pertaining issues related to the exports of Pakistan:</p> <ul style="list-style-type: none"> <li>• Law &amp; Order and energy issues are the prime problems that are making hurdles in the production and also increasing the cost.</li> <li>• Markets are conventional new markets are required to explore. Rawalpindi Region is not much known for exports, Members may get assistance from RCCI to enhance their exports or to establish their new export business.</li> <li>• Members should do research on the markets in which they are exporting their products.</li> <li>• Members are requested to please send Suggestions to RCCI also in writing.</li> <li>• Export potential of Pakistan is much higher. Dollar is expected that it will remain in between 95-100.</li> <li>• Commercial counselors should also play their role for enhance of exports. RCCI can assist in visa process for exporters.</li> <li>• Exhibitions should be attended as observers to seek business innovation.</li> <li>• Third party manufacturing is also beneficial.</li> </ul>
4.	<p>President RCCI Dr. Shimail Daud Arain highlighted the following points:</p> <ul style="list-style-type: none"> <li>• We need to focus on our region core strengths like Pharmaceuticals, Gems &amp; Jewelry and Marble etc.</li> <li>• Major obstacle in increasing our exports is Lack of Confidence. We underestimate our products. We can market better of our products by exhibiting all over the world.</li> <li>• Companies should make annual targets to increase their profit and move to new markets by properly investigating them.</li> <li>• Budgeting in business is also required.</li> </ul>

	<ul style="list-style-type: none"> <li>• Central Asia is a big market to export.</li> </ul>
5.	<p>Malik Zahid member standing committee emphasized on the points that:</p> <ul style="list-style-type: none"> <li>• We can increase the exports from Rawalpindi Region.</li> <li>• Trade with central Asian is very important.</li> <li>➤ In response, Chairman requested President to brief about CABOC to the committee.</li> <li>➤ President RCCI stated that we are planning to arrange an exhibition in Tajikistan.</li> </ul>
6.	<p>Mr. Barlas, Executive Member elaborated importance of this committee and empathized on the mentioned below matters:</p> <ul style="list-style-type: none"> <li>• RCCI should arrange training sessions like “How to become an exporter/ How to access the markets.</li> <li>• Exporters should focus on nontraditional market rather than to meet the quality standards of EU and American market.</li> <li>• He proposed that TDAP should start a chain of exhibitions and established Made in Pakistan local brands.</li> <li>• Export Development fund in Pakistan is not utilize properly.</li> <li>• Exporters need to produce right product and to place them in the right market.</li> </ul>
7.	<p>Ch. Jamil Member Executive Committee RCCI stated that TDAP has increased the freight subsidy due to which exporters have to pay more. An EPZA office to be established at Industrial Estate. Dr. Shimail President RCCI responded that we are already working on the EPZA concern in regard to increase investment.</p>
8.	<p>Mr. Tariq Mughual, Executive Member focused on the point that exporter should have done 1 year home work to move to any national and international market.</p>
9.	<p>Mr. Aqil Ubaid, Executive member RCCI stated that we should organize a training program related to the business communication skills for our members.</p>
10.	<p>Mr. Adil Jan Erkin, Executive Member RCCI stated that we need to focus on export quality products.</p>
11.	<p>One of the member stated that exporters related to Rawalpindi and Islamabad are facing many problems as there is no licensing organization in twin cities.</p>
12.	<p>Chairman Mr. Mashadi added that Marketing department RCCI should work on to make an export directory of Rawalpindi Region.</p>
13.	<p>Mr. Ikram suggested forming a help desk at RCCI.</p>
14.	<p>Ch. Warraich Former SVP and Mr. Shahzad Saeed Executive Member stated that the pharma sector is facing export related concerns like licensing, documentation and regulatory authority.</p>
15.	<p>As Achievement awards are organized by Export Trade Standing Committee. Some ideas were discussed how make this ceremony more unique.</p> <ul style="list-style-type: none"> <li>• It was suggested that venue should remain same if not found better place.</li> <li>• Event will be organized on the same pattern as written in SOP’s developed by R&amp;D Department.</li> <li>• Chief Guest should be either Prime minister, President or Chief Minister Punjab</li> <li>• It was proposed that this event should be recognized at International level to enhance the Pakistan Trade.</li> <li>• Need to focus more on marketing of this event.</li> <li>• Large companies need to identify to sponsor this event.</li> </ul>

	<ul style="list-style-type: none"><li>• Focus on security and protocol committee concerns.</li><li>• Graph of this event is increasing.</li></ul>
16.	<p>Vice Chairman Standing Committee Maj. Nouman Khan presented the Do's and Don'ts of this meeting. He summarized that we need to focus on the solutions of the problems rather than just complaining. Focus of every meeting should be to increase the trade of that specific sector. Related to achievement awards he discussed the following points:</p> <ul style="list-style-type: none"><li>• Chief Guest should be Prime Minister and President Pakistan.</li><li>• Before the formal opening of the ceremony a performance should be done by any of the renowned singer.</li></ul> <p>At the end he thanked all the participants and meeting was adjourned with the vote of thanks.</p>