

# NEWSLETTER

EMBASSY OF THE ISLAMIC REPUBLIC OF  
PAKISTAN TOKYO, JAPAN



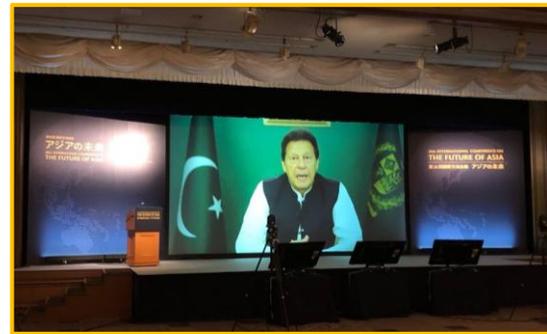
Pakistanembassytokyo.com April-June 2021

## Prime Minister Imran Khan virtually addressing 26th International Conference on "The Future of Asia" held in Japan from 20th to 21st May, 2021 organized by Nikkei Asia.

PM Imran Khan in his virtual address at Nikkei's 26th International Conference on 'Future of Asia' said for Asia to gain recovery from post-pandemic health and economic crises, a collective action of countries was necessary including expanding vaccine's supply and keep economies open. "To ensure rapid recovery, we in Asia, and elsewhere, must keep economies open, revive disrupted supply chains, and resist protectionist temptations," he added.

He said, "No one will be safe unfortunately until everyone is safe...The vaccine's supply and distribution must be immediately expanded, patent rights waived, production ramped up, including in the developing world and the COVAX facility fully extended and funded". The PM mentioned that coronavirus had created the worst global health, economic and social crisis in the past 100 years and said it was essential to provide low-income countries a fiscal space and liquidity to respond to the impact of the pandemic, revive economic growth and preserve social stability. He recalled his earlier proposal of a five-point agenda for debt relief, SDR creation and re-allocation, larger concessional finance, fulfillment of climate finance commitments, and an end to illicit financial flows from developing countries.

The PM welcomed the extension of the G-20's debt suspension initiative, the agreement to create \$650 billion in new SDRs, expand IDA funding and also expand the emergency support programmes for the Multilateral Development Banks. The recommendations of the FACTI Panel on illicit financial flows must also be implemented, he added. Linking dynamic economic growth in Asia with greater physical connectivity, he said,



China's Belt and Road Initiative provided an important pathway to such regional integration across the Asia-Pacific Region and beyond. He welcomed proposals from Japan and others to support and finance quality infrastructure in Asia and elsewhere. The PM said CPEC, a flagship project of the Belt and Road Initiative, had generated economic activity and employment besides enhancing bilateral and regional trade. He said Pakistan looked towards serving as a geo-economic hub connecting the economies of Central Asia, South Asia, West Asia and beyond. However, he pointed that this potential could not be fully unleashed until the countries did not resolve their outstanding conflicts and disputes.



Representative of Nikkei Asia Ms. Fumika Iwasaki presents a letter of gratitude to Ambassador Imtiaz Ahmad. The letter is from President and CEO of Nikkei, Tsuyoshi HASABE for Prime Minister Imran Khan for his participation in 26th Future of Asia Conference in May 2021.

## Ambassador had a meeting with Vice Governor of Miyagi Prefecture

(Tokyo, June 25, 2021): Ambassador Imtiaz Ahmad met Vice Governor of Miyagi prefecture, Mr. Endo Shinya at Miyagi Prefectural Government' Office. Mr. Endo thanked the Ambassador for visiting Miyagi prefecture and recalled the assistance of Pakistani community for the people of Miyagi prefecture after Tsunami in 2011. The Ambassador briefed the Vice Governor about recent steps taken by the Government of Pakistan and Japan to enhance people to people cooperation. He also thanked the Governor on behalf of 400 Pakistanis residing in Miyagi prefecture for their role in facilitating Pakistani Diaspora.

The Ambassador briefed the Vice Governor about recent increase in the bilateral trade between the both countries. He said that by diversifying our trade, Pakistan has been able to enhance its trade with Japan and the trade, Investment and cultural cooperation between both countries has witnessed a positive trajectory. Ambassador also presented an idea to hold an event at Miyagi prefecture to celebrate 70th Anniversary of establishment of diplomatic relations between Japan and Pakistan in 2022. Mr. Endo endorsed the idea and assured his full cooperation in this matter.



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During his visit to Miyagi prefecture, the Ambassador also met Chairman of Sakura Business Cooperative, Mr. Atsushi Kamada. Sakura Business cooperative is first union in Miyagi prefecture to be approved to accept long term technical intern trainees. Mr. Kamada gave a detailed briefing of his union along with tour of the facility which mainly deals with the cleaning facilities and products. Mr. Kamada expressed his keen interest in working with the Embassy to hire Pakistani trainees once restrictions are removed due to COVID. Ambassador briefed Mr. Kamada about the potential and opportunities which Pakistan offers in the field of manpower.



## Ambassador had a meeting with President, Bears Inc. and CEO, Saffran Group

(Tokyo, June 14, 2021): Ambassador Imtiaz Ahmad had a meeting with Mr. Michiyoshi Takuma, President, Bears Real Estate Co., Ltd. and Mirza Asif Baig, CEO, Saffran Group. Bears Inc. Japan announced to award order of IT platform for real estate to Saffran Group Company. Bears Inc. has decided to build high-tech platform to expand their services globally. They would provide a variety of services to their clients in order to establish a distinct market position. We are happy that Bears Inc. Japan has chosen Saffran Group from Pakistan for this product, which will be completed by high-tech IT experts in Pakistan.



The total cost of product development would be JPY 350 million (US\$ 3.2 million) out of which a JPY 130 million worth of work and

investment road map has already been developed. According to statistics of Pakistan Software Export Board (PSEB) and JETRO, this order is

one of the largest direct orders of a Japanese Corporation to Pakistan in the field of information technology. This will encourage other Japanese companies to consider Pakistan to source IT solutions in various areas from Pakistan. This will also encourage other Pakistani technology companies to explore opportunities to provide IT services to Japanese companies which will bring the two countries closer in another futuristic area. The Ambassador congratulated Bears Inc. Japan and Saffran Group for this project and assured full cooperation of the Embassy and the Government of Pakistan for successful completion of the endeavour.



## E-Khuli Kachehri “Open House” For Pakistani community

(TOKYO, May 28, 2021): According to Prime Minister’s initiative of reaching out to the Pakistani community, Pakistan Embassy, Tokyo held an “Open House” (E-Khuli Kachehri) on May 28, 2021.

Ambassador Imtiaz Ahmad chaired the event and opened the session with detailed briefing to the community on purpose and objectives of the E-Khuli Kachehri, followed by a quick round up of the corona situation in Japan. He urged the community to follow all the SOPs and take every precaution against the virus. He also informed the community about border enforcement measures by Japanese Government in wake of new surge of Covid cases.

He also briefed the participants about recent changes in the immigration and entry procedures adopted by Government of Japan. He also briefed the audience about recent fire incident which occurred inside the Chancery building. The community members praised Prime Minister Imran Khan’s initiative of E-Kachehris and shared their opinions and suggestions regarding variety of topics.



## Pakistan’s Exports to Japan Experience a 40% Growth

(TOKYO, MAY 02, 2021): Pakistan’s exports to Japan have jumped by 40% in the first quarter (Jan - Mar) of 2021 compared to the last quarter of 2020 i.e. (Oct – Dec). The increase is more than 47% when compared to the same period last year i.e. Jan – Mar 2020. These trade figures have been released recently by Japan’s Ministry of Finance. This trend highlights that Pakistan is coming out of the challenges to international trade posed by the current pandemic.

Covid related limitations had brought a slight negative impact on trade between Pakistan and Japan towards the end of last year; however, Pakistan’s exports to Japan bounced back in high numbers. As compared to exports of US\$61.6 million in the last quarter of 2020, Pakistan has exported goods worth of US\$86.1 million to Japan from January to March 2021, whereas exports in the same quarter last year stood at US\$58.7. This multiplying trend observed in bilateral trade is mainly associated with focused efforts of the Mission to diversify the export mix of Pakistan for Japan.

Pakistani Mission in Tokyo, through its Trade and Investment Wing, devised an export diversification strategy ‘Option Pakistan’ last year with a focused layout plan – reaching out to all major business chambers and trade associations in Japan, introducing a range of Pakistani exportable products. The strategy not only resulted in spreading information about Pakistan and its trade potential but also helped in providing Japanese companies with an attractive source of procurement for their businesses that are facing serious issues of depleting stocks due to travel restrictions. In the recent months seafood products, petroleum, dry fruits, spices and minerals have contributed to Pakistan’s rising exports to Japan; whereas, a considerable increase has been noticed in export of woven fabric, knitted garments, honey, sports goods, cutlery, socks, gloves, gems & jewelry and dates.

Ambassador Imtiaz Ahmad along Trade and Investment Counsellor Tahir Cheema held meetings with local government trade departments, regional JETROs and Chambers of Business in Osaka, Kobe, Kyoto, Nara, Sendai, Aomori and other important business hubs. This high-level interaction with the Japanese business community resulted in raising the confidence of Japanese importers in Pakistani goods.

Trade Development Authority of Pakistan (TDAP) is also partnering with the Mission to increase presence of Pakistani companies and products in the upcoming events to be held in a hybrid mode in Japan as the pandemic prolongs, adding to the challenges of manufacturers and exporters. This support will come in the form of enhanced subsidy by TDAP for priority sectors. In the coming months, TDAP, JETRO and Pakistan’s Trade Mission at the Embassy will further strengthen plans to increase Pak-Japan trade.

# Japanese company donates 130000 Covid-19 testing kits to Pakistan

(TOKYO, May 07, 2021): Embassy of Pakistan in Tokyo has formally accepted 130,000 rapid testing kits for Covid-19 from a Japanese healthcare company Fujirebio, after NCOC's approval. Fujirebio is well known for its research, development and innovation-based products. According to the company, Espline is Japan's first kit that detects covid-19 antigens in less than 30 minutes, offering a simple procedure using nasal swab. The kits have an evidential concordance rate to RT-PCR.. The kits will be airlifted from Narita Airport in Tokyo for Islamabad International Airport. On the directions of NCOC, National Disaster Management Authority (NDMA) will be assisting with the logistics once the consignment arrives in Pakistan early next week. National Institute of Health (NIH), Islamabad will implement a distribution plan for use of these kits in different healthcare facilities across Pakistan.

Ambassador Mr. Imtiaz Ahmad welcomed the company delegation at the Embassy and thanked them for the donation. On behalf of Fujirebio, Mr. Ryoichi Nagashima and Ms. Keiko Yamamoto showed their gratitude for a quick response from the Government of Pakistan in accepting the donation, while appreciating support extended by the Embassy and its officers in smooth coordination. Through a series of meetings with the Japanese team and field inspection visits, Trade & Investment Counselor at the Embassy has been acting as the focal point for providing a channel of close coordination between the donor company and the consignee agency in Pakistan.



The Mission also acknowledges and appreciates efforts of two overseas Pakistanis living in Japan, Mr. Ghalib Hussain and Mr. Farid Hussain who played a very important role in connecting the donor company Fujirebio with the Embassy of Pakistan in Tokyo. Efforts of Mission are complemented by Pakistani community in Japan who not only earn a good name for Pakistan but also provide access to their networks for a national cause.



## Pakistan, the Next ICT Powerhouse

-New Partner for the Expansion of Your Digital Business-



(TOKYO, APRIL 30, 2021): Japan International Cooperation Agency (JICA) has called Pakistan “the next ICT powerhouse” in a handout that was released recently. Digital Pakistan Policy (2018) that offers multiple incentives to IT sector is one of the key driving factors in this trend, the report highlights.

According to the handout, Pakistan’s ICT exports have increased six-times in the past 10 years, achieving fastest growth in South Asia. Pakistan is a popular international outsourcing destination for its price competitiveness and presence of a large number of active freelancers, the report adds.

Based on a yearlong study by JICA in collaboration with Pakistan Embassy Tokyo, the publication places Pakistan as a new partner for Japanese IT companies. The report gives an overview of ICT industry in Pakistan; its performance in IT exports; the support structure provided by Pakistani government; a valuable pool of skilled and young human resource; and, achievement of a growth lead ecosystem equally owned by public and private sectors. This study includes an “IT Skills Survey 2021” which found that Pakistani ICT engineers are highly skilled in programming, software development, data processing & analysis, infrastructure architecture and cloud engineering. The report also includes feedback on Pakistani ICT engineers already working in Japan who consider Pakistan an untapped market for Japanese IT companies, encouraging them to know more about Pakistan and its collective potential in ICT.

Ambassador Mr. Imtiaz Ahmad welcomed the project team in March 2020, offering them complete support of the Mission while thanking JICA for its continued support in export and development sectors in Pakistan. In the past the same team of experts from JICA has rolled out various projects for human resource development; value addition in textiles; technical training; and, water and sanitation infrastructure in Pakistan

Due to travel limitations posed by Covid-19 pandemic, Trade & Investment Counsellor Tahir Habib Cheema played a key role in connecting JICA experts with ICT industry in Pakistan. Through multiple online meetings in Pakistan and a close coordination locally in Japan, Mr. Cheema was able to keep Pakistani Mission in Tokyo as the single and most resourceful access point for the researchers and rest of the stakeholders to engage and contribute.

The Mission welcomes JICA report which acknowledges Pakistan’s efforts to promote creative ICT utilization, entrepreneurship and innovation with the support of private players providing access to financing, export promotion and support for start-ups. Establishment of National Incubation Centers in five major cities and joint efforts of government, industry and academia are successfully accelerating growth of ICT industry in Pakistan.

It is expected that with the recent increase in export of Pakistani goods to Japan, such efforts will play an effective role in increasing IT exports and help increase employment opportunities for Pakistani IT engineers and skilled workforce.



Ambassador Imtiaz Ahmad joins Motoko Sekiya on "World Music Cruise" a famous radio show on Inter-FM 897 that introduces world music and culture to Japanese audience. Ambassador Ahmad shared famous Pakistani songs and cultural insights. The show was aired on 25th April 2021.

Mr. Jun Kaneko of The Mainichi newspaper meets Ambassador Imtiaz Ahmad. Matters related to Pakistan's cultural and tourism potential discussed.



Mr. Jun Takahashi, Senior Manager, International News Division NHK called on Ambassador Imtiaz Ahmad. Matters of mutual interest were discussed.

Ambassador Imtiaz Ahmad hosts a dinner for Japanese media persons.



**Ambassador Imtiaz Ahmad signing Debt Suspension Agreement between Pakistan and Japan in Tokyo on behalf of Government of Pakistan. The facility amounts to \$367 million as a part of Debt Service Suspension Initiative for fiscal facilitation in the wake of Covid-19 pandemic.**



## **Economic, Trade, Cultural and Tourism Outreach**

**Pakistani Mangoes getting a warm welcome in Japan - looking forward to an exceptional season. Increasing share of agricultural products is going to drive our export diversification strategy.**



**Third High Level briefing on EXPO2025 Osaka was made by Executive Director Mr. Iwakura Masaki at the Embassy of Pakistan in Tokyo today to Ambassador Mr. Imtiaz Ahmad and Trade Counselor Mr. Cheema, sharing updated information for prospective participant countries.**

