

PAKISTAN

*A Guide
for
Canadian Exporters*

External Affairs and
International Trade Canada

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A Guide for Canadian Exporters

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1990

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I. THE COUNTRY

Pakistan's 803 944 km² stretch from the Arabian Sea to the rugged mountains of central Asia. About one tenth the size of Canada, Pakistan has a population of over 110 million, making it the tenth most populous nation, with one of the highest annual population growth rates (3.1 per cent). Pakistan's strategic significance is underlined by the fact that it is bordered by China, India, Iran and Afghanistan. The country's four provinces — Punjab, Sind, Baluchistan and the North West Frontier Province (N.W.F.P.) — cover three major geographic areas:

- The high mountain regions in the north where the Himalayan, Karakoram, Pamir and Hindu Kush ranges merge.
- The plains of the Indus River and its five major tributaries. The Indus rises in Tibet, passes through northern India, and then divides the Himalayan and Karakoram ranges as it enters Pakistan. It subsequently flows through the plains of Punjab and Sind provinces, providing water for the largest irrigation system in the world.
- A vast arid plateau containing much of the largest province, Baluchistan, which is thinly populated.

The Government of Pakistan also has administrative jurisdiction over the tribal northern area of Azad Kashmir, consisting of the districts of Chitral, Gilgit, Hunza and Skardu. Located in the mountainous regions of the north, these areas are a major tourist attraction. Islamabad, the capital city of Pakistan, is situated in the northeast. The major commercial and financial centre is the southern port city of Karachi, in Sind province. The other major cities are the provincial capitals of Lahore (Punjab), Quetta (Baluchistan) and Peshawar (N.W.F.P.). More than a third of the population lives in urban areas.

History and Government

Stone tools discovered on the banks of the Soan River were used by human beings as far back as 50 000 years ago. Other excavations suggest that settled agricultural communities were formed from around 7000 B.C. in areas now part of Pakistan. The first substantial indigenous civilization developed around 3000 B.C., the same period in which the

ancient Egyptian kingdoms arose. The two primary excavated sites of the highly developed Indus Valley Civilization are at Harappa (Punjab) and Moenjodaro (Sind).

Much of the evolution of present-day Pakistan is the product of a series of invasions and assimilations, resulting in a rich diversity of religions, customs, languages and ethnic groups. The first invasion occurred around 1700 B.C. when the Aryans swept down from Central Asia. Over time, the Aryans evolved a complex social and religious code, the basis of the Hindu religion. A sacred book, the Rigveda, is the oldest surviving religious text.

In 327 B.C., Alexander the Great conquered large parts of what is now northern Pakistan. Descendants of Alexander built Greek cities at Taxila and Charsadda (N.W.F.P.). Later the Greek colonies were absorbed by the Mauryan Empire, which became a major centre of Buddhist culture, particularly during the reign of the great Ashoka (c. 273 to 232 B.C.). One of the great universities of the time was situated at Taxila.

Islam was introduced by an Arab invasion from the south, led by Mohammad bin Qasim in the eighth century. This campaign added most of the Indus valley to the Arab Empire ruled by caliphs in Damascus and, subsequently, in Baghdad. Three centuries later, Mahmud of Ghazni, the Turkish ruler of Afghanistan, established an empire stretching across the Indian subcontinent.

In the 300-year Sultanate period that followed Mahmud's conquests, five other Afghan and Turkish dynasties ruled as Muslim sultans from Delhi. The famous Mughal period began with yet another invasion from Afghanistan. In 1526, Babur, a descendant of Timur and Genghis Khan, established control over Delhi. His grandson, the Emperor Akbar, has become a symbol of cultural development, religious tolerance and administrative efficiency. In the sixteenth and seventeenth centuries, the Mughal Empire was one of the richest and most powerful in the world. The splendour and grace of Mughal architecture can still be witnessed in Pakistani cities such as Lahore. The Mughal Empire began to disintegrate in the middle of the eighteenth century. In the subsequent political vacuum, regional powers like the Sikh leader Ranjit Singh in Punjab were able to drive the Afghans across the Indus and back through the Khyber Pass (N.W.F.P.).

The British came to the Indian subcontinent as traders in the seventeenth century. Taking advantage of the political chaos, they established and then expanded their commercial interests and eventual political power. The legacy of the British period, which ended in 1947, includes Pakistan's administrative structure, judicial system and the cultural ethos of the governing elite.

In the post-Independence period, relations among the religious and ethnic communities of the Indian subcontinent have at times been poor, particularly between the two largest groups, the Muslims and the Hindus. When the British withdrew in 1947, the territory of British India was ceded to the independent states of India and Pakistan. This arrangement was the culmination of the Pakistan Movement, brought about by Muslim fears that their needs could not be met in a predominantly Hindu nation. Thus, in 1947 the areas of the subcontinent with a majority of Muslims were ceded to Pakistan. However, these two areas, which became East and West Pakistan, were separated by 2 000 km of Indian territory.

The Pakistan Movement was led by M.A. Jinnah, a British-trained lawyer. Popularly referred to as the Quaid-e-Azam (Great Leader), Jinnah died in 1948. After his death, the country's leaders struggled to provide effective government in the face of daunting problems. One of their key objectives was national integration, which could have been eased by representative, elected institutions. The failure to develop such institutions, coupled with a delay in developing a constitution, created a leadership vacuum that was filled by Field Marshal Ayub Khan, who led a military coup in 1958.

However, Field Marshal Ayub's junta further alienated the Bengalis, the people of East Pakistan. General Yahya Khan replaced Ayub in 1969, following violent street protests in both parts of the country. In 1971, civil war broke out when General Yahya's regime refused to hand over power to the Bengali Sheikh Mujib, whose party, the Awami League, had won the 1970 general election in East Pakistan. India soon entered the war, helping East Pakistan to establish itself as an independent nation, Bangladesh.

The first prime minister of Pakistan following its separation from Bangladesh was Zulfikar Ali Bhutto. His Peoples' Party government introduced wide-ranging economic, administrative and social reforms but failed to evolve durable institutions of civilian rule. In July 1977, Bhutto was overthrown

by a military coup following extensive opposition protests against alleged rigging of parliamentary elections. Charged with a political murder by the new ruler, General Zia, Bhutto was hanged on April 4, 1979.

General Zia attempted to introduce a rigorous Islamic political and social system. He kept Pakistan under martial law until 1985, when non-party elections for the National Assembly were held. This power-sharing arrangement was abruptly terminated in May 1988 when the general dismissed his nominated ministers and officials. A few weeks later, he dissolved Parliament as a prelude to elections in November. Just as the campaign was gearing up, Zia was killed in an air accident, in August 1988. (The findings of the official inquiry into the crash were inconclusive.) The caretaker administration of Acting President Ghulam Ishaq Khan, formerly Leader of the Senate, maintained a steady course towards holding a free and fair election. The government was supported by the military, which declared it had no desire for direct political involvement.

The November 1988 free party elections installed the late Z.A. Bhutto's daughter, Benazir Bhutto, as prime minister. Ms. Bhutto was the first female head of government of a Muslim country. Pakistan returned to the Commonwealth in October 1989, and has benefited in recent years from the renewed interest of many countries in establishing closer relations. However, dissolution of the National Assembly and the dismissal of Prime Minister Bhutto and her government in early August 1990, created a climate of uncertainty in the political and economic context.

Pakistan's external affairs have been characterized by hostility with India and close relations with the U.S., China and many Muslim countries, particularly Turkey and Iran with whom Pakistan shares membership in the Organization for Economic Co-operation. Efforts are being made to improve relations with India, but tensions remain high. Pakistan is one of the largest recipients of U.S. military and economic aid. In the 1980s, Pakistan supported Afghan resistance to Soviet invasion and occupation. There are now an estimated 4.5 million Afghan refugees in Pakistan, the largest refugee population in any country.

Climate

Except for parts of Punjab, Pakistan is dry. Three quarters of the country receive less than 250 mm (9.8 in.) of rain annually. The monsoons are concentrated in northern

Punjab, where summer storms lash the Islamabad/Lahore region from July to September. December, January and February are the coldest months, with daytime temperatures ranging between 8°C and 26°C. June, July and August are the hottest months, with daytime temperatures ranging between 38°C and 48°C. During these months, parts of the country, such as the deserts of Sind and Baluchistan, become unbearably hot, while the mountain valleys of the north provide welcome relief from the simmering plains.

When to Visit

The most pleasant time to visit Pakistan is between late October and March; heat and humidity make other periods uncomfortable. During the peak travelling season, visitors should make hotel as well as international and internal air travel bookings well in advance. If possible, the holy month of Ramadan should be avoided; Muslims do not eat or drink from sunrise to sunset during this time, and office timings tend to become variable and afternoon attendance thin. Upcoming dates of Ramadan are:

1991	16 March	—	15 April
1992	6 March	—	5 April
1993	24 February	—	23 March

Holidays

Some commemorative holidays are observed on the same date every year. However, religious holidays vary every year because Islam follows a lunar calendar. The holidays in Pakistan for 1990 are the following:

Fixed dates

Pakistan Day — *March 23*

Labour Day — *May 1*

Independence Day — *August 14*

Defence of Pakistan Day — *September 6*

Anniversary of the death of M.A. Jinnah, Quaid-e-Azam
— *September 11*

Allama Iqbal Day — *November 9*

Birthday of M.A. Jinnah — *December 25*

Variable dates (depending on sighting of the moon)

Eid-ul-Fitr (end of Ramadan) — *April 27*

Eid-ul-Azha (Feast of the Sacrifice) — *July 4*

Muharram (Islamic New Year) — *July 24*

Eid-e-Milad-un-Nabi (Birth of the Prophet) — *October 2*

Electricity

Electric voltage is 220/240 volts AC. Power cuts are frequent due to energy sector difficulties. Canadian appliances will require a transformer, which should be brought by the visitor.

Measures

The metric system of weights and measures is in use, supplemented by traditional units:

1 *seer* = 0.93 kg

1 *maund* = 40 *seer*

1 *maund* = 37.3 kg

The Pakistani numeric system also includes two traditional units. The *lakh* equals 100 000, and is generally written as 1 00 000. The *crore* equals 10 000 000, and is written as 1 00 00 000.

Time

There is one time zone throughout the country. Pakistan is 10 hours ahead of Canadian eastern standard time and 13 hours ahead of Pacific standard time. During daylight saving time in Canada, Pakistan is 9 hours ahead of Ottawa and 12 hours ahead of Vancouver.

Business hours

Friday is the weekly holiday.

Canadian High Commission

8:00 a.m. to 4:00 p.m. Sunday to Thursday

Government Offices

8:00 a.m. to 2:30 p.m. Saturday to Thursday — Summer

8:30 a.m. to 3:00 p.m. Saturday to Thursday — Winter

Banks

9:00 a.m. to 1:00 p.m. Monday to Thursday

9:00 a.m. to 12:00 p.m. Saturday and Sunday

Shops

9:30 a.m. to 7:30 p.m. Saturday to Thursday

Dress

A lightweight suit with shirt and tie is appropriate for most daytime business appointments in the winter, while trousers and shirts (with or without tie) are suitable in the summer. For women, a light trouser-suit or a long-sleeved long dress is advisable year round.

Languages

English is Pakistan's official language, and is understood in major offices in urban areas. Senior management in both public and private sectors usually speak excellent English. The national language, Urdu, is the most common mother tongue. Important regional languages include Punjabi (Punjab), Pushto (N.W.F.P.), Sindhi (Sind) and Baluchi (Baluchistan).

II. ECONOMIC INFORMATION

Industry accounts for 28 per cent of Pakistan's gross domestic product (GDP), the services sector for 47 per cent and agriculture for only 24 per cent, although over 50 per cent of the national work force is employed in agriculture.

Agriculture's importance is also reflected in the predominance of agri-based commodities in Pakistan's exports: cotton in its various forms (raw, yarn, grey and finished cloth and, increasingly, garments); rice; leather and leather goods; and carpets. Imports are dominated by machinery (electrical and non-electrical), transportation equipment (including vehicles), chemicals and edible oils. The economy has been shaped by a series of Five Year Plans, of which the seventh (1988-93) is in progress. Economic difficulties, exacerbated by an excessive internal debt, low government revenues and rising expenditures, have forced revisions in the current Plan's investment schedule. However, the scale and scope of government investment is evident from the original allocations listed in the table below.

Sectoral Priorities in the Seventh Plan

Sector	Seventh Plan Allocation	
	Amount (Rs billions)*	Share (%)
Energy	131.8	37
Transport and communications	64.1	18
Water	30.2	9
Physical planning and housing	27.0	8
Education	24.1	7
Industry and minerals	17.0	5
Health	14.2	4
Agriculture	12.0	3
Rural roads and model villages	5.4	2
Other sectors	24.2	7
Total	350.0	100

* \$C = Rs18.6 (August 1990)

In the past decade, Pakistan has had one of the highest industrial growth rates in Asia, outside the Far East. Most of this, however, has been in consumer goods and light and small-scale industry, hence the heavy imports of machinery and capital goods. The significant industrial sector includes both private and state ownership, but increasingly acute power shortages and political instability in the main industrial centre of Karachi have slowed industrial growth.

Recent plans to expand electricity generation capacity, both thermal and hydroelectric, may present opportunities to Canadian exporters and engineering firms.

Pakistan is a favoured recipient of official development assistance, receiving official development assistance pledges in 1989 amounting to US\$3.1 billion, a 22 per cent increase over 1988. About 50 per cent of the 1989 total came from the World Bank and the Asian Development Bank.

The total value of Pakistan's annual foreign trade is approximately US\$12.7 billion. In recent years, there has been a negative trade balance of approximately US\$2.5 billion to US\$3.0 billion.

Pakistani regulations on imports of industrial machinery are more relaxed than those of neighbouring India, although transfer of technology arrangements are helpful in international competitive bidding. It should be noted, however, that with the exception of large truck and bus deals (generally made with public sector corporations), automobile imports are financed through the earnings of Pakistanis working abroad. Foreign auto manufacturers who have familiarized themselves with this procedure have benefited considerably.

Canada is not one of Pakistan's largest trading partners. In 1989, the balance of Canada/Pakistan trade shifted in Pakistan's favour. Textile products, Canada's largest single import item, are subject to a restraint arrangement agreed to by both governments in 1986. A significant proportion of Canadian exports to Pakistan are financed by the Canadian International Development Agency (CIDA). Efforts have been launched to increase bilateral trade, including frequent visits by the Canada-Pakistan Business Council (CPBC), and a Business Opportunities Conference held in Canada in November/December 1989.

Export Trends

In 1988, Canadian exports to Pakistan were valued at \$87 million, an increase of C\$5 million over the 1987 figure. However, in 1989 exports dropped to C\$69 million. Major

Major Canadian Exports to Pakistan (\$'000s)

Commodity	1988	1989
Bituminous coal, pulverized or not pulverized, not agglomerated	5 736	15 793
Wheat nes and meslin	6 067	8 946
Wheat or meslin flour	—	6 027
Asbestos	3 272	5 019
Rape, colza or mustard oil and fractions thereof, whether or not refined, but not chemically modified	6 217	4 608
Paper, sack kraft, in rolls, unbleached, uncoated	2 377	4 020
Locomotives parts nes	2 584	1 828
Wire, aluminum, not alloyed	—	1 127
Vaccines, human use	520	1 028
Artificial filament tow	1 886	878
Polypropylene	5 515	437
Taps, cocks, valves and similar	6 423	57
Non-domestic, non-electric dryers nes	1 513	2
Stranded wires, cables, plaited bands, etc., of aluminum, not electrically insulated other than steel core	9 913	—
Newsprint in rolls or sheets	6 726	—
Iron ores and concentrates, other than roasted iron pyrites, non-agglomerated	2 068	—
Machinery for working rubber or plastics or for manufacturing of products from these materials	1 422	—
Lifting, handling, loading or unloading machinery nes	1 098	—
Sub-total	63 337	49 770
Total	86 583	68 913

Note: "Nes" indicates "not elsewhere specified."

Canadian exports in 1989 included coal, wheat, asbestos, edible oils, paper, locomotive parts, wire and vaccines. Canada's exports are just under 1 per cent of Pakistan's annual import market of \$7.2 billion. Canada is seeking to increase both the absolute level of imports and to expand the manufactured goods component.

Canada's main clients are in the public sector. Procurement decisions in some government agencies often take a great deal of time, and major projects of interest to Canadian companies often encounter lengthy delays.

To increase Canadian exports significantly, opportunities will have to be developed in several sectors simultaneously, and Canadian companies will need to be encouraged to investigate collaborative opportunities with Pakistani companies.

Import Trends

In 1988, Canadian imports from Pakistan rose to \$79 million from \$57 million in 1987. In 1989, the figure was again \$79 million. Major imported items are ready-made clothing, cloths, towels and bedsheets, cotton yarn and woven fabrics, oriental rugs, fresh and dried dates, and sheep and lambskin leather.

Potential for Growth

Pakistan offers promising sales opportunities for capital goods. The country depends on imports for most capital goods, and Canadian suppliers of power stations, pulp and paper mills, railway equipment, aircraft, petroleum exploration equipment and telephone systems are pursuing sales ranging from C\$5 million to C\$150 million per project.

Commodities are another area of high potential. For example, Pakistan is the world's second-largest importer of vegetable oil. In 1989, Canada exported over C\$4 million worth of edible oil to Pakistan. Canadian canola crushers are forming an export consortium for Pakistan in hopes of securing a larger share of the market. Canada also exports about C\$12 million of coal per year to Pakistan; a recent contract extended these shipments for another five years.

Asbestos also presents a potential growth market for Canadian suppliers. Recently, the Government of Pakistan agreed to consider using Canadian muriate of potash.

Pakistan is a strong market for oil and gas equipment and services, and offers excellent investment opportunities for

Major Canadian Imports from Pakistan (\$'000s)

Commodity	1988	1989
Carpets or wool or fine animal hair, knotted	6 220	7 167
T-shirts, singlets and other vests, of cotton, knitted	4 325	6 991
Plain weave cotton fabrics, printed	3 362	5 332
Cotton yarn, 85%, single uncombed	3 454	4 573
Toilet and kitchen linen, of terry towelling or similar terry fabrics of cotton	4 035	4 152
Women's/girls' ensembles, of cotton, not knitted	1 745	3 197
Dates, fresh or dried	2 403	2 685
Plain weave polyester staple fibre	614	2 298
Women's/girls' garments nes, of cotton, not knitted	1 296	2 161
Bed linen, of man-made fibres, printed, not knitted	1 543	2 057
Women's/girls' trousers and shorts, of cotton, not knitted	4 812	2 034
Articles of apparel, of leather or of composition leather	320	1 799
Women's/girls' blouses and shirts, of cotton, not knitted	3 014	1 703
Men's/boys' shirts, of cotton, not knitted	1 896	1 619
Plain weave cotton fabrics, dyed	2 371	1 409
Floor-cloths, dish-cloths, dusters and similar cleaning cloths, or textile materials	1 847	986
Cotton yarn, single, combed	1 823	846
Women's/girls' nightdresses and pyjamas, of cotton, not knitted	1 220	656
Women's/girls' dresses, of cotton, not knitted	1 292	484
Sheep or lambskin leather, nes	1 103	379
Sub-total	48 695	52 528
Total	78 503	79 287

Note: "Nes" indicates "not elsewhere specified."

petroleum exploration. Over the past three years, Pakistan's oil production has tripled to 50 000 barrels per day, and its gas production has risen to 34 million m³ (1.2 billion ft³) per day. A number of Canadian companies are currently exploring for petroleum in Pakistan.

Because of CIDA programs, there is a surprisingly high level of awareness of Canadian capabilities in many sectors. (Over the last 35 years, CIDA has disbursed more than C\$1 billion in Pakistan.) Canadian companies have proven track records in sectors such as power generation and transmission, railways, agriculture, and oil and gas.

Canadian exporters will also find markets for equipment and expertise in energy production, large-scale transport, and small-scale (by Canadian standards) agriculture. Raw materials for Pakistan's small but growing non-ferrous metals sector are also required, especially aluminum.

Customs duties are waived partially or totally when industries set up in less-developed regions or in export-processing zones (EPZs). Pakistan's economic program aims to open up domestic markets, encourage the private sector, reduce the role of the public sector, attract foreign investment, liberalize import regulations and create export markets.

Foreign investors may find Pakistani bureaucratic procedures cumbersome and obstructive, but the country has a large pool of skilled industrial labour and a significant number of English-speaking management and technical executives.

III. FEDERAL EXPORT ASSISTANCE

Market Advisory Services

As a service to Canadian business, the federal government maintains trade commissioners and commercial officers in 67 countries around the world. These representatives assist Canadian exporters and aid foreign buyers in locating Canadian sources of supply. In addition to providing the link between buyer and seller, these officers advise Canadian exporters on all phases of marketing, including identification of export opportunities, assessment of market competition, introduction of foreign business people and government officials, screening and recommending of agents, guidance on terms of payment and assistance with tariff or access problems. They also play an active role in looking for market opportunities and encouraging promotional efforts.

An additional source of information is the group of geographic trade development divisions at External Affairs and International Trade Canada in Ottawa. Each of these offices concentrates on markets in specific geographical regions. They are the central government link in Canada for trade officers abroad. In the case of Pakistan, trade officers in Islamabad are in constant contact with their counterparts in the Asia Pacific South Trade Development Division, External Affairs and International Trade Canada. This office can provide the following type of general information:

- market information, including economic outlooks for individual countries and information on the market for particular products;
- market access information on tariff rates, regulations, licensing, non-tariff barriers, product standards, required documents, etc; and
- publications, including editions of this publication, *A Guide for Canadian Exporters*, and country briefs on smaller markets.

The geographic trade development divisions are also responsible for assisting and advising exporters on the marketing of their products and services and for informing business people about export services provided by the Canadian government and export opportunities as they arise.

International Trade Centres

International Trade Centres located across Canada provide a full range of trade services for Canadian exporters. They are staffed by experienced trade commissioners and a senior trade commissioner from External Affairs and International Trade Canada. Services such as export counselling and the provision of market opportunity information are combined with the ability to assist in the development of individual marketing plans. The centres also act as focal points for export awareness programs, such as seminars and workshops. In addition, each centre will be linked with the WIN Exports (World Information Network for Exports) system operated by External Affairs and International Trade Canada.

The centres are co-located with the regional offices of Industry, Science and Technology Canada (except in the Northwest Territories and the Yukon), and are often the first point of contact for potential exporters. Future centres are to be located in London and Quebec City.

Program for Export Market Development (PEMD)

PEMD's main objective is to increase export sales of Canadian goods and services. The program accomplishes this by sharing with Canadian businesses the costs, and therefore the risks, of export marketing activities that a business would not, or could not, normally undertake on its own. PEMD encourages Canadian companies not previously involved in exporting to become exporters. It also encourages existing Canadian exporters to enter new geographic and product markets.

The program offers Canadian businesses financial assistance to undertake or participate in various trade promotion activities. All activities must be commercially oriented; that is, they must focus on generating export sales. The activities are categorized as either government-planned or industry-initiated.

Government-Planned Activities. These activities are organized by External Affairs and International Trade Canada, and are planned up to 18 months in advance.

Events are chosen after extensive consultation with industry, Canadian trade commissioners abroad, other departments and the provinces. Businesses are invited to participate and as much lead time as possible is given

to allow potential participants to prepare. The two types of government-planned activities are trade missions and trade fairs.

Government-Planned Trade Missions. They promote the sale of Canadian goods and services abroad and gather market intelligence for Canada's industrial sectors. PEMD assistance covers trade missions abroad and trips by foreign business persons and government officials to Canada or to other approved locations. PEMD participates in trade missions by contributing:

- management/administration of the event;
- official hospitality; and
- 100 per cent return economy airfare and local ground transportation abroad.

Incoming mission participants receive per diem living allowances (hotel, meals and incidentals, under Treasury Board regulations) and 100 per cent of economy airfares for domestic travel. First-class air travel may be approved if appropriate and necessary. Participants are required to pay all costs not mentioned above and may be required to pay a participation fee to help defray expenses.

Government-Planned Trade Fairs. Participation in recognized trade fairs abroad is usually limited to a specific industrial sector or type of product. Trade fair selection is based on the event's track record; the degree of international competitiveness of Canadian producers of such products; the level of potential product demand; the level of potential demand for the products in the fair's market area; the expected cost-benefit ratio of sales per dollar invested; and the priority attached to the fair's target markets and the products being promoted. Trade fairs include participation in a national stand at an organized trade fair or in a solo show organized by the department, information booths, in-store promotions or catalogue shows. Since April 1, 1986, a company can receive financial assistance to participate in the same event on three separate occasions.

Industry-Initiated Activities. The contribution by the government for industry-initiated activities continues to be repayable if sales result. Each company may apply four times per year.

Trade Fairs. Companies may apply for funding to participate independently at a foreign trade fair where there is a national stand only if they were not invited to participate at the national stand or if the national stand has been fully subscribed by the time of application.

Visits. Funding may be supplied for companies to visit potential agents, distributors and clients to identify markets; attend symposia or conferences (where significant potential exists to market their products) in a foreign country; and/or sponsor the visit of foreign buyers to Canada or another approved location (installation, trade fair, etc.) to further the sale of Canadian products.

Project Bidding. PEMD support for project bidding or proposal preparation at the pre-contractual stage of a project is designed to assist Canadian firms in bidding for specific projects outside Canada involving international competition/formal bidding procedures. The support covers the supply of Canadian goods and services for major capital projects including consulting services, engineering, construction and equipment. There must be international competition for the project (except in state-controlled markets). The project must also be substantially larger and riskier than one the applicant would undertake without PEMD assistance, yet it must have a reasonable probability of success. No assistance will be provided if there is Canadian competition for the project.

Sales Offices Abroad. This program is designed to enable exporters currently active in an export market to more fully exploit that market through a sustained marketing effort. Establishment of a permanent sales office abroad must represent part of the company's overall marketing effort and demonstrate a long-term commitment to the target market. Trading houses must show evidence of long-term exporting commitment to specific Canadian products. The company must already be selling in the target market through methods other than sales offices.

Special Activities. Special-activities assistance is available for non-profit, non-sales, food, agriculture and fish organizations, marketing boards and agencies. Activities undertaken by these organizations must be for the benefit of their members and include participation in trade fairs, visits, technical trials, product demonstrations, seminars and training, and commodity promotion.

Marketing Agreement. This, although not a new PEMD activity, is a method of packaging PEMD industry-initiated activity assistance over a one- to two-year period. Marketing agreements are most suitable for medium-sized experienced exporters who also meet the applicant eligibility criteria. Only activities already outlined in industry-initiated PEMD are eligible for cost-sharing under a marketing agreement.

Further information on the PEMD program is available from InfoExport, the Asia Pacific South Trade Development Division or the International Trade Centres co-located with the regional offices of Industry, Science and Technology Canada.

Publicity

CanadExport, a bimonthly newsletter, contains articles and reports on export opportunities such as government services to industry, international market conditions and terms of access, industrial development and joint industry-government efficiency studies. It also outlines fairs and missions organized worldwide by External Affairs and International Trade Canada under its fairs and missions programs. Other issues of *CanadExport* list multilaterally funded capital projects overseas offering export opportunities for Canadian suppliers of goods and services.

English and French editions are available without charge to Canadian manufacturers. Write or call:

CanadExport

External Affairs and International Trade Canada (GMT)
Lester B. Pearson Building
125 Sussex Drive
Ottawa, Ontario
K1A 0G2

Tel: (toll-free) 1-800-267-8376

Telex: 053-3745/3746/3747

Fax: (613) 992-5791

The Canadian International Development Agency (CIDA)

Under its Industrial Co-operation Program, CIDA provides direct support for Canadian companies to investigate industrial co-operation opportunities in developing countries. The program funds proposals by Canadian companies such as

joint ventures, licensing agreements, management contracts or other commercial undertakings. For more information, contact CIDA's Industrial Co-operation Division. (See Chapter VII, "Useful Addresses in Canada.")

The Export Development Corporation (EDC)

Although the majority of trade between Canada and Pakistan is financed by letters of credit, the EDC plays an important role in developing Canadian export trade by providing credit insurance, guarantees, loans and other financial assistance to enable exporters to compete internationally. For more information, contact one of EDC's regional offices or the head office in Ottawa. (See Chapter VII, "Useful Addresses in Canada.")

Multilateral Lending Institutions

Foreign aid can create important trade opportunities in Pakistan for Canadian businesses through projects financed by multilateral lending institutions such as the World Bank and the Asian Development Bank. Development projects provide for the supply of goods and services through both competitive bidding and subcontracting. Procurement systems for projects financed by international lending agencies follow "international competitive bidding" procedures. Information on the status of projects is published by the information offices of the World Bank and the Asian Development Bank.

IV. *DOING BUSINESS IN PAKISTAN*

Import Regulations

In recent years, the Government of Pakistan has begun to liberalize the external sector of the economy. Many of the protective barriers set up to promote import-substituting industrialization are now being dismantled.

In 1983, the government began to list explicitly banned and restricted imports. Items not on these lists can be freely importable. Restricted items require import licences, which can be obtained from the Chief Controller of Imports and Exports upon request. A licence fee of five per cent is charged. Items on the banned list cannot be imported into Pakistan. Foreign exchange sanctioning depends on where an item falls in the government's import priority list. In addition to the lists of banned and restricted items, tariff barriers are often used to protect industries. Details are given in the 1989-90 import policy order. Information can also be obtained from the High Commission for Pakistan, Ottawa; the Asia Pacific South Trade Development Division at EAITC, Ottawa; and the Canadian High Commission, Islamabad.

Pakistan has become a relatively open economy. The country's major exports are rice, raw cotton, cotton yarn and cloth, leather products, garments, carpets, sports goods and surgical instruments. The main imports are transport equipment, edible oils, machinery, oil and chemicals.

Pakistan's import profile, by economic category, is given in the table below.

Major Pakistan Imports — 1988-89

Imports	% of Total
Machinery (non-electrical)	20.6
Petroleum, crude and products	12.3
Chemicals	9.0
Edible oils	6.6
Transport equipment	6.2
Iron, steel and manufactures thereof	4.8
Electrical goods	3.8
Grain, pulses and flours	3.7
Chemical fertilizers	3.6
Drugs and medicines	2.5
Tea	2.0
Paper, board and stationery	1.8
Art-silk yarn	1.7
Non-ferrous metals	1.3
Others	20.1

Total value: Rs95 854 million*

Source: Federal Bureau of Statistics

*\$C = Rs18.6 (August 1990)

Documentation

Import and export licences are not available from banks. They can be obtained from the Chief Controller of Imports and Exports in Islamabad. (See Chapter VI, "Useful Addresses in Pakistan.")

Samples

Foreign business persons can bring a reasonable amount of advertising material and trade catalogues into Pakistan. The value of gifts should not exceed Rs6 000. Expensive technical samples should be declared to customs; an accompanying letter from the company explaining the purpose of the sample should be sufficient to ensure clearance. Some samples are endorsed on the visitor's passport to ensure they are taken out of the country at the time of departure.

Exchange Controls

Foreign exchange for the payment of imported goods is released by the State Bank of Pakistan, in accordance with the government's import policy.

Shipping Services

The present fleet strength of the Pakistan National Shipping Corporation (PNSC) is 23 vessels, with a combined dead weight tonnage of 370 766. The state-owned PNSC operates from Pakistan to the U.S., Canada, the U.K., continental Europe, the Far East, the Mediterranean, the Arabian Gulf, the Red Sea and the Adriatic/Black Sea. (See Chapter VI for the address of the PNSC.) PNSC shipping services are at times not regular on direct routing but regular for indirect routing. However, for ordinary exporters, there are no restrictions regarding shipping on Pakistani vessels. Shipping terms are specified in the contract and are usually the choice of the exporter. For certain government-to-government purchases only, the clause stipulating shipment on Pakistani ships is laid out in the contract. Addresses of private shipping companies operating in Pakistan are given at the end of Chapter VI.

Transportation, Communication and Infrastructure

The major cities of Pakistan are connected by an extensive road network. However, Pakistani roads tend to be congested and in poor condition. The Grand Trunk (GT) road from Peshawar to Karachi and the Super Highway from Karachi to Hyderabad have the highest traffic density. Trucks account for nearly 70 per cent of the traffic on the highways.

Pakistan Railways has an extensive network, but the growth of private truck carrier services partly reflects the inefficiencies of this system. It is hoped that the current modernization plan will improve railway efficiency.

Pakistan has two seaports, both at Karachi, where the Karachi Port Modernization Project has focused on improving cargo and ship-handling operations as well as developing a management system. Located 53 km to the southeast of the old Karachi Port, the Mohammad Bin Qasim Port has only recently come into operation and further expansion is under way. A dry port is situated in Lahore.

Pakistan has three international airports. Karachi and Islamabad are most important, although some international flights come to Lahore as well. Pakistan International Airlines has a monopoly on domestic travel but faces normal competition in the international sector. Almost all the

major cities have airports. Postal, telegraph, telephone and telex services in Pakistan are operated by public departments. However, a number of efficient private courier services also operate for both domestic and international mail. Direct dialing is available to most cities within the country. Major cities in Pakistan can be called directly from Canada. Direct-dialing facilities to Canada are available from special connections, especially in international-class hotels. However, the operator-connected system for overseas calls is reasonably efficient, although the same cannot be said of the domestic telephone system. Virtually all major hotels have business centres and facsimile facilities.

Electricity is often in short supply at peak hours, with frequent recourse to load-shedding to ration scarce supplies, although most major hotels have their own stand-by generating facilities.

Tendering

Potential buyers in Pakistan include the private sector and such diverse public sector bodies as the Water and Power Development Authority (WAPDA), the Oil and Gas Development Corporation (OGDC), the Telegraph and Telephone Department (T&T), Pakistan Railways, the Civil Aviation Authority and state-owned manufacturing units. These firms and bodies generally do their own purchasing. The exception is the Trading Corporation of Pakistan, which is the exclusive importer of certain commodities, such as edible oils.

Although in most cases it is not a requirement to retain a Pakistani agent or representative to register as a supplier with state-owned bodies, this is generally a sensible practice for a foreign firm with little Pakistani experience. When the bid is made, the bidder is often asked to deposit a bid bond of two per cent of bid value, which is refundable. For machinery and equipment, a performance bond of as much as 5 per cent to 10 per cent of contract value may be required.

Labour

Pakistan's labour force is estimated at 30.9 million, and is growing an average of 3 per cent annually. This means that close to a million new workers enter the labour force every year, and unemployment and underemployment are widespread. Pakistani labour has shown considerable energy and initiative around the world. Substantial numbers of

Pakistani workers are found in Europe, North America and the Arabian Gulf. There is also a core of skilled labour available within Pakistan, with some mobility. However, in-firm training and labour force development schemes have generally been found to be cost-effective. A number of firms specialize in the provision of labour force development programs, especially in the oil and energy sectors. The inherent drive of the labour force can be harnessed by providing technical skills, which are often in short supply. Labour laws in Pakistan tend to vary with the size of business enterprises. On the whole, these laws do not act as a hindrance to efficient private-sector operations.

Advertising

There are nearly 50 advertising agencies in Pakistan. Karachi is the main advertising centre, but most of the large agencies have branch offices in Islamabad and Lahore.

Methods of Payment

The recommended method of payment is an irrevocable, confirmed letter of credit (LOC), which is an assurance that the buyer has the authority to import. Caution is necessary when other terms are offered. Pakistani regulations specify that LOCs must provide for payment against delivery of shipment documents. Also, regulations generally prohibit the opening of cash letters of credit, which would allow advance remittance against goods not yet shipped. In any event, remittances before the receipt of shipping documents must be authorized by the State Bank of Pakistan.

Debt collection is impossible if goods are shipped to a customer who does not have the authority to import. Organizations do exist in Pakistan for the recovery of debts, but legal proceedings are protracted, expensive, time-consuming and frequently inconclusive. Canadian businesses should ensure that all contracts have provision for recourse to arbitration procedures to resolve commercial disputes.

Banking

Pakistan has a substantial banking system, comprising the State Bank of Pakistan (the country's central bank), commercial banks, development finance institutions and co-operative banks. At present, about 15 foreign banks operate in Pakistan. However, no Canadian banks operate in the

country, and no Pakistani banks operate in Canada. The present Government of Pakistan is attempting to promote greater private-sector involvement in the financial sphere by establishing a number of new private-investment banks.

Patents and Intellectual Property Protection

Industrial property rights are protected under the *Patents and Designs Act* as well as the *Trade Marks Act*. Grant of patent confers on the patentee the exclusive privilege of making, selling and using the invention throughout Pakistan for a period of 16 years. (This can be extended.) At present, more than 8 000 patents are in force. Copyright of an original or new design is granted for five years, extendable for two further five-year periods. The grant of licence for working a patent or using a design against payment of royalty is permissible. However, patent laws are not very effective, especially for intellectual copyright.

Investment

Foreign Investment Policy. The Government of Pakistan is very keen to attract private capital from abroad. The legal framework for foreign investment has been provided by the *Foreign Private Investment Act (Promotion and Protection Act, 1976)*. The Act provides for security against expropriation and adequate compensation in case of acquisition. The Act also provides guarantees for the following: repatriation of profit and capital; repatriation of appreciation of capital investment; and relief from double taxation for those countries, including Canada, with which Pakistan has an agreement on avoidance of double taxation.

Foreign nationals employed in Pakistan are permitted to send monthly remittances to the country of their domicile of up to 50 per cent of net income. On returning from Pakistan, foreign nationals are permitted to transfer their savings.

To facilitate private capital inflow into Pakistan, the government has established guidelines for payment of royalty fees, technical know-how fees and terms for suppliers credit/foreign loans. Agreements falling within these guidelines do not need official permission, but must be registered with the State Bank of Pakistan. When payments exceed prescribed ceilings, permission of the State Bank and the Ministry of Finance is required.

The Government of Pakistan favours investment in industries that involve sophisticated technology and/or strengthen the country's balance of payments position. A host of tax

concessions and incentives are available to both local and foreign investors. These include generous tax holidays, liberal depreciation allowances and import duty concessions.

Industrial Collaboration. Collaboration between foreign corporations and Pakistani firms is encouraged by the government. An elaborate incentive structure for joint ventures with foreign equity participation has been formulated by the Ministry of Industries. Information on Pakistani firms that have the capacity and willingness to engage in joint ventures can be obtained from the Chamber of Commerce and Industry (see Chapter VI, "Useful Addresses in Pakistan").

Business Organization. In Pakistan, a business enterprise may be organized in the form of a sole proprietorship, a partnership, a corporation or a branch office (of a foreign company). A limited company is the most common form of business entity adopted by foreign investors. All businesses must be registered with the Registrar of Companies. A company's application must be accompanied by the Memorandum and Articles of Association and a list of directors.

Taxation

As of 1990, the income tax rates for registered firms are as listed in the table below.

Total Income	Tax Liability
< Rs24 000	nil
Rs24 000 to Rs50 000	5% of the amount exceeding Rs24 000
Rs50 000 to Rs100 000	Rs1 300 + 10% of the amount exceeding Rs50 000
Rs100 000 to Rs150 000	Rs6 300 + 20% of the amount exceeding Rs100 000
> Rs150 000	Rs16 300 + 35% of the amount exceeding Rs150 000

Details of the corporate tax structure are available from the Central Board of Revenue (see Chapter VI for the address). The High Commission for Pakistan in Ottawa or the Consul General of Pakistan in Montreal can also be contacted for

detailed information. Canada and Pakistan have an agreement to avoid double taxation for both personal income and corporate taxes.

It must be emphasized that the Government of Pakistan offers a substantial set of concessions and incentives that can substantially reduce a company's tax burden. These include tax exemptions in selected industrial estates, investments in Export Processing Zones (EPZs), investment allowances, and scientific research and technology transfer concessions. Less encouraging are bureaucratic procedures and infrastructural deficiencies. The Government of Pakistan has demonstrated awareness of the need to tackle these two issues.

V. *YOUR BUSINESS VISIT TO PAKISTAN*

Services of the Canadian High Commission

The Commercial Division of the Canadian High Commission in Islamabad offers a wide range of services to Canadian firms seeking business opportunities in Pakistan. Trade officers provide information, recommendations and advice on selecting agents and local partners, and on marketing, advertising, and trade and legal concerns.

The Commercial Division should be advised of your visit to Pakistan well in advance of your arrival. The extent to which a firm can be assisted by a trade officer will depend on the information provided concerning the company, travel plans and the purpose of the visit, and contacts previously established in Pakistan. Canadian firms should maintain ongoing contact, keeping the trade officer informed of subsequent activities and future plans.

To further enhance Canadian trade activities in Pakistan, the Canadian government opened a Trade Office in Karachi — the industrial centre of Pakistan — in early 1990. The trade office (see Chapter VI, "Useful Addresses in Pakistan") is staffed by a locally engaged commercial officer and a secretary. All communications should be copied to the Canadian High Commission in Islamabad; the trade commissioner there will be supervising the Karachi trade office.

Business Calls

Although Pakistani business methods and customs are generally similar to those in Canada, doing business in Pakistan is a time-consuming process, requiring staying-power and ongoing commitment. Flexibility and patience are essential for meeting deadlines and obtaining government licences and permits.

Local business and government representatives prefer to meet and deal with their prospective clients personally. Nevertheless, a local agent is essential for arranging appropriate contacts, ensuring compliance with local business practices and facilitating continuing contact in the absence of the Canadian business person.

Follow-up

Follow-up is crucial to successful business ventures in Pakistan. Regular correspondence with contacts established during a visit, as well as with the Canadian High Commission, is recommended. Moreover, follow-up visits should be planned if there is business potential.

Business Supplies

Recommended business supplies include sales literature, company stationery, samples (when applicable), business cards and extra passport photos (for visas).

Visas

Canadian nationals require a visa, which is normally valid for a maximum of 90 days. To obtain a visa, business persons require a letter from their employer regarding the purpose and duration of their visit. Further details are available from the High Commission for Pakistan in Ottawa or the Consul General of Pakistan in Montreal (see Chapter VII, "Useful Addresses in Canada").

Currency

Rupees and paisas are the currency of Pakistan. One rupee is equal to 100 paisas. The Pakistani rupee has been steadily depreciating over the last eight years. The following exchange rates were prevailing in January 1990:

Canadian dollar	=	Rs18.6
U.S. dollar	=	Rs21.5
British pound	=	Rs36.5

There is no restriction on the amount of foreign currency or travellers' cheques that can be taken into Pakistan. Only Rs100 can be taken in or out of Pakistan, while a maximum of Rs500 can be changed back from rupees to foreign currency. Visitors should keep their foreign exchange encashment slips as they may need them when leaving. It is an offence to sell foreign currency in Pakistan except to authorized dealers.

U.S. dollars are the most useful currency to take, whether in the form of cash or travellers' cheques. English pounds are also generally accepted. Only foreign banks and selected branches of the National Bank of Pakistan and Habib Bank are permitted to deal in foreign exchange.

Large hotels will change travellers' cheques for guests. American Express has offices in Islamabad, Karachi, Lahore and Rawalpindi.

Hotels

All of the major cities have good hotels. The following is a list of luxury hotels in Pakistan's major business centres:

Islamabad

Holiday Inn
Tel: (051) 826121-15
Telex: 5740 HLLSD PK
Fax: (051) 820648

Rawalpindi

Pearl Continental
Tel: (051) 66011-10
Telex: 5736 PEARL PK
Fax: (051) 63927

Karachi

Avari Towers
Tel: (021) 525261
Telex: 24400 AVARI PK
Fax: (021) 510310

Holiday Inn
Tel: (021) 520111-15
Telex: 25466 HIK PK
Fax: (021) 511610

Pearl Continental
Tel: (021) 515021-70
Telex: 23617 PEARL PK
Fax: (021) 511835

Sheraton
Tel: (021) 521021-40
Telex: 25255 ASHER PK
Fax: (021) 512875

Lahore

Avari Hotel
Tel: (042) 69971/310281
Telex: 44678 HILTN PK
Fax: (042) 58165

Pearl Continental
Tel: (042) 67931/69931/
69931-20
Telex: 44877 PEARL PK
Fax: (042) 63927
(Sheraton and Holiday Inn
are under construction.)

Quetta

Serena Hotel
Tel: (081) 70070/75024
Telex: 7821 SERNA PK

Peshawar

Pearl Continental
Tel: (0521) 76360-69
Telex: 52389 PEARL PK

Faisalabad

Serena
Tel: (0411) 32026/32023
Telex: 43453 SERNA PK

Transportation

Pakistan International Airlines (PIA) has daily flights linking the above-mentioned destinations. PIA is Pakistan's only domestic airline. Because some routes have excess demand, it is preferable to book internal flights four to five days in advance and to reconfirm upon arrival in Pakistan, and again 72 hours in advance of your flight.

Pakistan Railways has a large network, but should be avoided. If trains must be used, air-conditioned first class is recommended for business travellers.

Distances between major cities can be considerable, hence road travel may be inconvenient. However, comfortable chauffeur-driven cars can be hired from hotels for business and sightseeing trips around major cities. Avoid late night inter-city travel. Vehicles drive on the left side of the road.

Public transport is unsuitable for business visitors. However, local taxis are available either from the hotels or from taxi stands usually located outside major hotels and airports.

Food

Visitors should be careful about what they eat and drink. Avoid ice, salads and unboiled drinking water or uncooked/undercooked food. Food from street vendors should be avoided; restaurants are the safest eating places. Pork is not available in Pakistan. Alcohol import is strictly prohibited; however, non-Muslim visitors can purchase alcohol at major hotels for consumption in their hotel rooms or rented business suites.

Health Regulations

As malaria is a problem year round at elevations below 2 000 m, anti-malaria pills should be taken before and after your visit. Consult your doctor regarding which drug is recommended for the type of malaria prevalent in Pakistan.

Visitors are advised to be vaccinated against typhoid, tetanus and polio. Ask your doctor's advice regarding injection of gamma globulin a few days before departure; this gives 80 per cent protection for 10 weeks against hepatitis, which is widespread in Pakistan.

VI. USEFUL ADDRESSES IN PAKISTAN

Canadian High Commission
Diplomatic Enclave
Sector G-5
P.O. Box 1042
Islamabad
Tel: (051) 821101-04/821109
Telex: (82) 5700
(5700 DOCAN PK)
Fax: (051) 823466

Mr. Byram D. Avari
Honorary Consul
Canadian Consulate
Beach Luxury Hotel
Mt. Khan Road
Karachi
Tel: (021) 551100
Telex: 23899 AVARI PK
Fax: (021) 551555

Canadian Government Trade
Office
c/o Beach Luxury Hotel
Mt. Khan Road
Karachi 0227
Tel: (021) 551100
Telex: 23899
Fax: (021) 551340

Government Offices and Agencies

Planning Commission
Pakistan Sectt. Block "A"
Islamabad
Tel: (051) 826106 ext. 737

Ministry of Law and Justice
Pakistan Sectt.
Block "B" and "R"
Islamabad
Tel: (051) 829697

Ministry of Commerce
Pakistan Sectt. Block "A"
Islamabad
Tel: (051) 824937

Ministry of Culture and
Tourism
13-T/U Commercial
Area F-7/2
Islamabad
Tel: (051) 822893

Ministry of Food, Agriculture
and Co-operatives
Pakistan Sectt.
Islamabad
Tel: (051) 824765

Ministry of Petroleum
Pakistan Sectt. Block "A"
Islamabad
Tel: (051) 829980

Ministry of Communication
Pakistan Sectt. Block "D"
Islamabad
Tel: (051) 820226

Ministry of Water and
Power

Main Sectt. Block "A"
Islamabad
Tel: (051) 820233

Civil Aviation
Islamabad Airport
P.A. to Z.M.
Tel: (051) 584570-75

Ministry of Interior
Pakistan Sectt. Block "R"
Islamabad
Tel: (051) 821042

Ministry of Foreign Affairs
Shahrazad Building
Islamabad
Tel: (051) 821942/824051-68/
827040-41/816079/829000/
829019
Telex: 5800-FAIBD-PK

Economic Affairs Division
Pakistan Sectt. Block "C"
Islamabad
Tel: (051) 820928/824629/
823148

Ministry of Industries
Pakistan Sectt. Block "A"
Islamabad
Tel: (051) 827338

Water and Power
Development Authority
WAPDA House
The Mall
Lahore
Tel: (042) 69911

Oil and Gas Development
Co.
Shafi Chambers, Club Road
Karachi
Tel: (021) 515851

Financial Institutions and Contacts

Investment Promotion
Bureau
Kandawala Building
M.A.Jinnah Road
Karachi
Tel: (021) 719968

Office of the Controller of
Capital Issues
Finance Division
Islamabad
Tel: (051) 811962

Central Board of Revenue
Finance Division
CDA Block, No.1,2,3
Islamabad
Tel: (051) 827832/820473

Office of the Chief
Controller of Imports
and Exports
Ministry of Commerce
5-Civic Centre
Islamabad
Tel: (051) 820482

Investment Advisory Centre
of Pakistan (IACP)
Ground Floor, State Life
Building No. 3
Dr. Ziauddin Ahmad Road
Karachi
Tel: (021) 512086-88/511552

Pakistan Industrial Credit
and Investment
Corporation (PICIC)
State Life Building No. 1
I.I. Chundrigar Road
P.O. Box 5085
Karachi
Tel: (021) 225381-9

Industrial Development
Bank of Pakistan (IDBP),
Head Office
State Life Building No. 2
Wallance Road
P.O.Box 5082
Karachi
Tel: (021) 228535-39

Investment Corporation of
Pakistan
5th Floor, National Bank
Building
I.I. Chundrigar Road
P.O. Box 5410
Karachi
Tel: (021) 22586-10

National Investment Trust
6th Floor, National Bank
Building
I.I. Chundrigar Road
Karachi
Tel : (021) 222056-59

Federation of Pakistan
Chambers of Commerce
and Industry
Shahrah-e-Firdousi
Main Clifton
Karachi-6
Tel: (021) 532179-98

Chamber of Commerce and
Industry
Aiwan-e-Tijarat Road
P.O. Box 4158
Karachi-2
Tel: (021) 226091-95

Overseas Investors
Chamber of Commerce
and Industry
Talpur Road
P.O. Box 4833
Karachi
Tel: (021) 222557-8

State Bank of Pakistan
Central Directorate
I.I. Chundrigar Road
P.O. Box 4456
Karachi 2
Tel: (021) 234141-50

Pakistan Banking Council
8-Habib Bank Plaza
I.I. Chundrigar Road
Karachi

Pakistan National Shipping
Corporation
Head Office
PNSC Building
M.T. Khan Road
P.O. Box 5350
Karachi 2
Tel: (021) 551081

Export Processing Zone
Hafeez Centre
Shahrah-e-Faisal
Karachi
Tel: (021) 219765-6/
330034-5/330005-6

Bankers Equity Limited
1st Floor, State Life Building
No. 3
Dr. Ziauddin Ahmad Road
Karachi
Tel: (021) 513683/514017

National Development
Finance Corporation
PNSC Building, 4th Floor
M.T. Khan Road
P.O. Box 5094
Karachi
Tel: (021) 551187/551977-79/
551091-92

Regional Development
Finance Corporation
Ghousia Plaza
Blue Area
P.O. Box 1893
Islamabad
Tel: (051) 820191/821450

Agricultural Development
Bank of Pakistan
1 Faisal Avenue
P.O. Box 1400
ADBP Building
Islamabad
Tel: (051) 829090-99

Small Business Finance
Corporation
National Bank Building
Ground Floor, Civic Centre
P.O. Box 1587
Islamabad
Tel: (051) 821639/825823/
820328/825652

Airlines

Air Canada
GSA: Trade Wind
Associates Ltd.
Hotel Metropole
Mereweather Road
Karachi
Tel: (021) 511349/511779

British Airways
Holiday Inn Hotel
Abdullah Haroon Road
Karachi
Tel: (021) 516076/516079
Telex: 2878 BAWY PK

Lufthansa Airlines
Pearl Continental Hotel
Karachi
Tel: (021) 515416/515811
(Islamabad Tel: (051) 68758)

KLM Royal Dutch Airlines
Qaiser-e-Zainab, Club Road
Karachi
Tel: (021) 516273/512035
(Islamabad Tel: (051) 829686)

Canadian International
Airlines
GSA: Avari Plaza,
Shahrah-e-Faisal
Karachi
Tel: (021) 510728/523386

GSA: Trade Wind
Associates Ltd.
Egerton Road
Lahore
Tel: (042) 305229

Shipping Companies

American Bureau of
Shipping
1st Floor, Saddal House
36-A/5 M.T. Khan Road
Karachi
Tel: (021) 551108

American President
Lines Ltd.
Ebrahim Building
2 West Wharf Road
P.O. Box 4037
Karachi
Tel: (021) 200489/200481

Global Village Trading Co.
12-C, Tauheed Commercial
Area, 26th Street
Phase V, Defence H.
Authority
Karachi
Tel: (021) 539587

Maltrans Shipping (Pvt) Ltd.
2nd Floor, Ebrahim Building
20 West Wharf Road
Karachi
Tel: (021) 200617/200616

Marine Services (Pvt) Ltd.
201 and 205, Business
Centre
I.I. Chundrigar Road
Karachi
Tel: (021) 237923/237931

United States Lines Inc.
2nd Floor, KDLB Building
58 West Wharf Road
Karachi
Tel: (021) 201183/201182

Pan-Islamic Steamship Co.
Ltd.
Winters Chambers
Mumtaz Hassan Road
P.O.Box 4855
Karachi
Tel: (021) 2412117/2412110

VII. USEFUL ADDRESSES IN CANADA

Asia Pacific South Trade Development Division (PST)
External Affairs and International Trade Canada
125 Sussex Drive
Ottawa, Ontario
K1A 0G2
Tel: (613) 995-7689

Canadian International Development Agency
200 Promenade du Portage
Hull, Quebec
K1A 0G4
Tel: (819) 997-4901
Telex: 053-4140 CIDA/BSK
Fax: (819) 953-5469

Canadian International Development Agency
Industrial Co-operation Division (INC.)
200 Promenade du Portage
Hull, Quebec
K1A 0G4
Tel: (819) 997-0563
Fax: (819) 953-5024

Pakistan High Commission
Burnside Building
151 Slater Street, Suite 608
Ottawa, Ontario
K1P 5H3
Tel : (613) 238-7881/238-7882/238-7883

Consul General of Pakistan
3421 Peel Street
Montreal, Quebec
H3A 1W7
Tel : (514) 845-2297

International Trade Centres

If you have never marketed abroad, please contact External Affairs and International Trade Canada's International Trade Centre (ITC) in your province. ITCs are co-located with the offices of Industry, Science and Technology Canada, except in the Northwest Territories and the Yukon.

Alberta

International Trade Centre
Canada Place
Room 540, 9700 Jasper
Avenue
Edmonton, AB
T5J 4C3
Tel: (403) 495-2944
Telex: 037-2762
Fax: (403) 495-4507

International Trade Centre
11th Floor
510-5th Street S.W.
Calgary, AB
T2P 3S2
Tel: (403) 292-6660
Fax: (403) 292-4578

British Columbia

International Trade Centre
Scotia Tower
900-650 West Georgia
Street
P.O. Box 11610
Vancouver, BC
V6B 5H8
Tel: (604) 666-0434
Telex: 04-51191
Fax: (604) 666-8330

Manitoba

International Trade Centre
8th Floor
330 Portage Avenue
P.O. Box 981
Winnipeg, MB
R3C 2V2
Tel: (204) 983-8036
Telex: 07-57624
Fax: (204) 983-2187

New Brunswick

International Trade Centre
Assumption Place
770 Main Street
P.O. Box 1210
Moncton, NB
E1C 8P9
Tel: (506) 851-6452
Telex: 014-2200
Fax: (506) 851-6429

Newfoundland and Labrador

International Trade Centre
90 O'Leary Avenue
P.O. Box 8950
St. John's, NF
A1B 3R9
Tel: (709) 772-5511
Telex: 016-4749
Fax: (709) 772-2373

Nova Scotia

International Trade Centre
Central Guaranty Trust
Building
1801 Hollis Street
P.O. Box 940, Station M
Halifax, NS
B3J 2V9
Tel: (902) 426-7540
Telex: 019-22525
Fax: (902) 426-2624

Ontario

International Trade Centre
Dominion Public Building
4th Floor
1 Front Street West
Toronto, ON
M5J 1A4
Tel: (416) 973-5053
Telex: 065-24378
Fax: (416) 973-8161

Prince Edward Island

International Trade Centre
Confederation Court Mall
134 Kent Street, Suite 400
P.O. Box 1115
Charlottetown, PE
C1A 7M8
Tel: (902) 566-7400
Telex: 014-44129
Fax: (902) 566-7450

Quebec

International Trade Centre
Stock Exchange Tower
800 Victoria Square
Suite 3800
P.O. Box 247
Montreal, PQ
H4Z 1E8
Tel: (514) 283-8185
Telex: 055-60768
Fax: (514) 283-3302

Saskatchewan

International Trade Centre
6th Floor
105-21st Street East
Saskatoon, SK
S7K 0B3
Tel: (306) 975-5315
Telex: 074-2742
Fax: (306) 975-5334

International Trade Centre
4th Floor
1955 Smith Street
Regina, SK
S4P 2N8
Tel: (306) 780-6108
Fax: (306) 780-6679

Industry, Science and Technology Canada

As noted above, the offices of Industry, Science and Technology Canada are co-located with the International Trade Centres, and are also situated in the following locations:

Business Centre

Industry, Science and
Technology Canada
235 Queen Street
Ottawa, ON
K1A 0H5
Tel: (613) 995-5771

Northwest Territories

Industry, Science and
Technology Canada
10th Floor
Precambrian Building
P.O. Bag 6100
Yellowknife, NT
X1A 2R3
Tel: (403) 920-8568
Fax: (403) 873-6228
AES: (403) 920-2618

Yukon

Industry, Science and
Technology Canada
108 Lambert Street
Suite 301
Whitehorse, YT
Y1A 1Z2
Tel: (403) 668-4655
Fax: (403) 668-5003

Export Development Corporation

Head Office

151 O'Connor Street
Ottawa, Ontario
Mailing Address:
Export Development
Corporation
P.O. Box 655
Ottawa, ON
K1P 5T9
Tel: (613) 598-2500
Cable: ESCREDCORP
Telex: 053-4136
Fax: (613) 237-2690

Ontario Region

Export Development
Corporation
P.O. Box 810
Suite 810, National Bank
Building
150 York Street
Toronto, ON
M5H 3S5
Tel: (416) 364-0135
Fax: (416) 862-1267

Ottawa District Office

151 O'Connor Street
Ottawa, Ontario
Mailing Address:
Export Development
Corporation
P.O. Box 655
Ottawa, ON
K1P 5T9
Tel: (613) 598-2992
Cable: EXCREDCORP
Telex: 053-4136
Fax: (613) 237-2690

London District Office

Export Development
Corporation
Suite 303, 415 Talbot Street
London, ON
N6A 5C9
Tel: (519) 645-5828
Fax: (519) 645-4483

British Columbia and Yukon Region

Export Development
Corporation
Suite 1030,
One Bentall Centre
505 Burrard Street
Vancouver, BC
V7X 1M5
Tel: (604) 688-8658
Fax: (604) 688-3710

Prairie and Northern Region

Export Development
Corporation
Suite 2140,
Bow Valley Square III
255-5th Avenue S.W.
Calgary, AB
T2P 3G6
Tel: (403) 294-0928
Fax: (403) 294-1133

Manitoba/Saskatchewan District Office

Export Development
Corporation
Suite 707,
330 Portage Avenue
Winnipeg, MB
R3C 0C4
Tel: (204) 942-0226
Fax: (204) 983-2187

Quebec Region

Export Development
Corporation
P.O. Box 124
Suite 2724,
800 Victoria Square
Tour de la Bourse
Postal Station
Montreal, PQ
H4Z 1C3
Tel: (514) 878-1881
Fax: (514) 878-9891

Atlantic Region

Export Development
Corporation
Suite 1003
Toronto-Dominion Bank
Building
1791 Barrington Street
Halifax, NS
B3J 3L1
Tel: (902) 429-0426
Fax: (902) 423-0881

Business

Canadian Chamber of
Commerce
55 Metcalfe Street
Ottawa, ON
K2J 2J7
Tel: (613) 238-4000

Canadian Export Association
Suite 250, 99 Bank Street
Ottawa, ON
K1B 6B9
Tel: (613) 238-8888

Canadian Importers
Association
60 Harbour Street
Toronto, ON
M5J 1B7
Tel : (416) 862-0002

Canadian Manufacturers
Association
1 Yonge Street
Toronto, ON
M5E 1J9
Tel: (416) 363-7261

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- ⊙ Capital city
- Major cities
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