

UK
TRADE &
INVESTMENT



Here to help grow
your business

Message



“We would be delighted to discuss your business plans and growth potential in Pakistan and provide you with expert advice.”

This brochure describes the wide range of opportunities open to UK businesses looking to grow in Pakistan. It provides a guide on how UK Trade & Investment can help your business thrive in this market.

The UK is the 2nd largest investor in Pakistan and more than 100 UK companies are currently operating in Pakistan.

Contact us to find out how we can work together to make your business succeed.

Francis Campbell
Director
UK Trade & Investment, Pakistan

About Pakistan

Capital: Islamabad

Area: 796,095sq km

Time Zone: GMT+5

Official Language: English

Population: 190 million

GDP – Real Growth Rate: 3-4% (2011)

Currency: Pakistani Rupees

Business Hours:

Monday – Friday 9am to 5pm



Why Pakistan

- 6th most populous country with more than 50% of the population under the age of 25 and 36% living in urban areas
- Average per capita income of £6,700 and a 30m strong middle class
- Equal treatment of local & foreign investors and foreign equity up to 100% is allowed
- Home to over 600 foreign companies, of which more than 100 companies are from the UK
- World Bank ranks Pakistan at 105 in the overall Ease of Doing Business Index, compared to India at 132 and Bangladesh at 122

Opportunity Sectors

In the last 4-6 years Pakistan has become an energy deficient country. The shortage fluctuates between **6,000-10,000 MW.**

Agriculture, Livestock, Fishery and Dairy

Agriculture is the single largest contributor to Pakistan's GDP. Pakistan is amongst the top 5 milk producing countries in the world. Most of the farming techniques employed in the sector are traditional. Opportunities for British businesses include:

- Technical expertise to improve farm yields
- Fertilizers (Urea), Phosphates & Growth fertilizers
- Distribution channels for upstream and downstream activities
- Veterinary services, products and education links
- Seeds
- Produce processing, transportation and storage, specially cold storage
- Technical links in agricultural education

Celebrating UK Success

Shell Pakistan Ltd is a wholly owned subsidiary of Shell Petroleum Company Ltd., UK. The local subsidiary is listed on the local stock exchanges.



Shell Pakistan

Revenue
2011
£1,414m

Profit
Before Tax
£18.3m

CAGR over
5 years
13.3%



Energy (Power & Gas)

In the last 40 years Pakistan has become an energy deficient country. The shortage fluctuates between 6,000-10,000MW. Pakistan is energy deficient in both power and oil & gas segments. Several projects pertaining to these two segments are planned. Opportunity areas include:

- Efficient utilisation of grid system - smart meters, intelligent grid
- Energy efficient buildings
- Manufacturing of Lead Acid Batteries
- Alternative energy projects in the private sector for residential areas
- Liquid Natural Gas Terminal Infrastructure
- Hydro electric Projects
- Alternative fuel for vehicles and public transport buses
- Renewable energy

Celebrating UK Success

Unilever Pakistan is the largest FMCG Company in Pakistan. The company enjoys a leading position in most of its core Home and Personal Care and Food categories.



Unilever

Revenue
2011
£414.1m

Profit
Before Tax
£44.1m

CAGR over
5 years
19.9%

Education and Training

Over 50% of Pakistan's population consist of young people under the age of 25. Pakistan's current literacy rate at 65% provides tremendous opportunities in this sector. The recent activity in terms of primary education and vocational training has created several opportunities, such as:

- Primary and Higher level schooling
- Specialized education links – Aviation, Dentistry, Veterinary, Medical, Agriculture, Business
- University links
- Primary and Secondary Schooling Curriculum development
- Teaching aides
- Vocational Training
- English Language Training franchise

Retail

The recent boom in consumer banking and media industry has helped increase consumers purchasing power in Pakistan, opening many opportunities in the retail sector. Brand recognition is very high in Pakistan's upper and middle classes. Brands like Debenhams, Body Shop, Mothercare, NEXT, Crabtree & Evelyn, Accessorize, Early Learning Center and Monsoon have already found their way into the market.

Pakistan's retail market was valued at £26 billion in 2010 and is expected to grow at 7%. Potential opportunities exist in:

- Grocery retailing – Express Stores
- Hardware retailing
- Catalogue sales
- Facility Management
- Cineplex Operators
- Toys
- Departmental Stores
- Electrics

Celebrating UK Success

GlaxoSmithKline has operated successfully in Pakistan over the last 60 years, and is the largest Pharma Company in the country with approx. 13% market share.



GlaxoSmithKline

**Revenue
2011
£144m**

**Profit
Before Tax
£14.52m**

**CAGR over
5 years
16.6%**

Healthcare

The healthcare system in Pakistan is under stress as demand outstrips supply by a huge margin. The healthcare system in the UK is held in high esteem. Pakistan is the 13th largest emerging market for pharmaceuticals. There are currently 25 multinationals present in the market. Pakistan's healthcare market size is estimated at £4.4bn, segregated into healthcare, pharmaceutical, and medical devices. Within the pharmaceutical category, UK businesses have 31% of the market share. Opportunities in this sector are in the following areas:

- Private Hospitals
- Diagnostic and analytical equipment
- Medical schools research links
- Supplements, vitamins etc.
- Medical disposables
- Nursing Education/Training





About UK Trade & Investment Pakistan

Spread across 3 major cities of the country, the UK Trade & Investment team offers in-depth experience and knowledge of the local market. Operating in an environment where limited information is available off-the-shelf, the team has fostered local relationships that can provide the missing link to any business looking to enter the market. We are here to help you succeed and we are your team on the ground.

Our services include:

- Helping UK companies clarify regulatory issues
- Lobbying the Government of Pakistan and its agencies to provide better market access for UK firms and their products
- Matchmaking UK businesses with local partners
- Providing bespoke market research
- Brainstorming market-entry strategies
- Providing the necessary scaffolding to help you navigate the market in the early years

Our Contacts

KARACHI

UK Trade & Investment
British Deputy High Commission
Shahrah-e-Iran
Clifton
Karachi 75000
Tel: +92 21 3582 7000
Fax: +92 21 3582 7005
Email: ukti.pakistan@fco.gov.uk

ISLAMABAD

UK Trade & Investment
British High Commission
Diplomatic Enclave
Ramna 5
Islamabad
Tel: +92 51 201 2000
Fax: +92 51 201 2031
Email: ukti.pakistan@fco.gov.uk

LAHORE

UK Trade & Investment
c/o British Council
65 Mozang Road
Lahore
Tel: +92 42 3631 6589
Fax: +92 42 3631 6591
Email: ukti.pakistan@fco.gov.uk