

# Swedish Clean Technology companies that will ultimately pave way for transfer

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A Swedish clean technology delegation is planning to visit Pakistan very soon to have joint ventures with their Pakistani counterparts. The sole purpose of this delegation, having the support of Swedish Chamber of commerce and Industry and Swedish Trade Council, is to find suitable partners for Swedish Clean Technology companies that will ultimately pave way for transfer of technology. This was stated by Pakistan's Commercial Counselor in Sweden, Javed Akbar, while talking to LCCI Senior Vice President Kashif Younas Meher and Vice President Saeeda Nazar. LCCI former President Mian Misbahur Rehman, former Senior Vice President Sheikh Mohammad Arshad, Executive Committee Members Yousaf Shah and Chaudhry Wajid Ali were also present in the meeting.

The Commercial Counselor said that it would be great opportunity for the Pakistani businessmen to collaborate their Swedish counterparts to have clean technology in Pakistan to overcome the issues being faced by them in this regard. He said that Pakistan was very close of having GSP Plus status as the diplomatic efforts are well on way. "Sweden has been a great proponent of trade without barriers. The country had supported our efforts for enhanced EU market access and also pledges to do so in future as well." Javed Akbar said that Sweden was presently doing 80 per cent of its total trade with regional countries in the European Union therefore Pakistan should adopt the same methodology because it has a marvelous potential in all the sectors.

He said that Sweden for being an important member of European Union has a huge untapped potential and the Pakistani businessmen should come forward to avail these opportunities. He said that there is a dire need to develop a close liaison between private sectors of Pakistan and Sweden for exchange of information and market research. He said that both the countries need to identify more tradable products to enhance their mutual trade. Pakistan is known around the globe for its textile products, sports goods, surgical instruments, fresh fruits & vegetables, rice, carpets, leather made ups, fish & fish preparations, handicrafts, artificial jewelry, fancy furniture, footwear, hosiery, garments, and so many other consumable items, which still needs to be properly introduced in European Market. He said that Pakistani business community would have to adopt an aggressive strategy to enter into Swedish Market because Swedes are not only the quality conscious but very selective and careful while making deals with other countries. Speaking on the occasion, the LCCI Senior Vice President Kashif Younis Meher said that the developing countries like Pakistan are struggling hard to make their place in the market of developed economies and Sweden can help Pakistan win more European market, which is the second biggest consumer market after the United States. The LCCI Senior Vice President said that it is high time for both the countries to make a new start by initiating new business ventures. He said that Pakistani Mission abroad could help a lot in multiplying the existing volume of exports, which is very small when is compared to other global economies. He said that to further expand economic and commercial ties it is necessary that the business houses and the Chambers of Commerce and Industry of the two countries are actively engaged. He urged the ambassador to help explore areas of trade and cooperation between

the two countries. The LCCI SVP said that there is a vast room to further enhance the trade profile of the two countries by adding to the list of items currently traded. In-depth market research should be conducted to identify more items keeping in view the futuristic course of demands of the products in the two countries.

More frequent trade promotional activities are required to be organized on reciprocal basis. He said that major bottleneck in promotion of trade and economic activities between the two countries is the lack of information about business opportunities available between the two countries. We need to undertake frequent activities like exchange of business delegations, organizing country exhibitions, participation in fairs & exhibitions, seminars and workshops etc. to ensure a continuous liaison. Speaking on the occasion, the LCCI Vice President Saeeda Nazar thanked the diplomat for extending a matchless cooperation to the LCCI delegation during its visit to Sweden. She said that if all Pakistani business delegations are properly facilitated, Pakistan exports would register unprecedented growth in coming years

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