



# ECONOMIC RELEASE



## **PRESS RELEASE**

### **EFP Eyeing Big on Commonwealth and Africa for Pakistan**

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“The Employers Federation of Pakistan (EFP), a strategic partner of the Commonwealth Enterprise and Investment Council (CWEIC) and founding partner of CEO Club with Mr. Mobin Rafiq of UK, has taken the arduous task of creating new trade channels and markets for non-traditional exports of Pakistan, amid COVID situation,” says Mr. Ismail Suttar, President of EFP.

The Apex Body of Manufacturers is working assiduously to build a platform and an online application with guidance from leading industrialists and aspiring Pakistani entrepreneurs along with asset management employers from 54 countries of the CW Bloc. Pakistan, is poised to lose 30 percent share of world export but with global trade vacuum in the region, it has become need of the hour for Pakistan to venture into new markets to realign with shifted consumer demand and capture new markets.

Further, the EFP through its recent efforts with member stakeholders and foreign associations, is currently planning to set up industrial parks and in talking terms with Government of Balochistan to promulgate a Mineral Leasing Act, similar to one created by Californian Government back during the Roaring 1920s Era. The policy will allow for investors from across the world to set up factories with a condition of offering employment to locals and for the locals the EFP is actively developing processes with the assistance of experts from Netherlands to convert minerals into valuable chemicals for export to CW Nations instead of exhausting raw minerals. This one process, Ismail firmly believes through multiplier effect will create thousands of white collar jobs besides minions of blue collar jobs as this industry is designed to be labor intensive.

The EFP understands the heightened importance of capacity-building to upgrade skills of workers and making them technologically efficient. In this connection, with the assistance of top industrialists and renowned academicians, the employers' body is planning to set a Commonwealth Academy where courses will target prime areas of economy such as manufacturing, healthcare systems, Information Technology (IT), communications, agro-processing, tourism and hospitality, and more.

The 'Look Africa' initiative by the incumbent Government of Pakistan (GoP) has open a new chapter of setting up Export Mall or exhibition pavilion for creating brand awareness of Pakistani products and to speculate this trade gap, a team of skilled researchers is already assigned at EFP. The EFP is a staunch advocate of liberalized trade and with recent the go-ahead to exporters from Advisor to Prime Minister on Commerce, Trade and Investment, Mr. Abdul Razak Dawood, these efforts of EFP are no doubt set to win big for Pakistani manufacturers and exporters who are struggling badly because of COVID situation.

There is abundant scope for export of spices, industrial clothing, sanitizers, garments, food supplements, surgical instruments, small machineries, fish. Besides, the EFP-CW platform will also try to re-route investors and sunset companies migrating from neighbors to settle in Pakistani Special Economic Zones due to close proximity to sea and natural resources.

The newly elected President Ismail Suttar-led EFP, through Pakistani High Commissioner in UK, Nafees Zakaria is hunting for new retailers to push fruits and non-traditional commodities.

**Media Link:** <https://theazb.com/hard-times-no-covid-budget-efp-president-ismail-suttar/>