

Independence Day of Pakistan

Publicity

Pakistan lifting ties with Japan to further heights

By **Imtiaz Ahmad**
Ambassador of the Islamic Republic of Pakistan

On this auspicious occasion of the Independence Day of Pakistan, let me express, on behalf of the government of Pakistan, myself and my compatriots in Japan, our respectful and sincere greetings to Their Imperial Majesties the Emperor and Empress, members of the Imperial family, H.E. Prime Minister Yoshihide Suga and



Imtiaz Ahmad

the government and the friendly people of Japan.

On Aug. 14, 1947, Pakistan became an independent and sovereign nation-state owing to the relentless efforts by our elders, led by Quaid-i-Azam Muhammad Ali Jinnah, the founder of Pakistan. Since its birth, Pakistan has always approached the countries of the world with a desire for lasting peace, friendship and mutual respect for sovereignty. Pakistan and Japan are long-



Quaid-i-Azam Muhammad Ali Jinnah, the founder of Pakistan



President of Pakistan Dr. Arif Alvi



Prime Minister of Pakistan Imran Khan

standing friends and share a special bond based on deep-rooted linkages that go far in history and time. The people of Pakistan carry a deep sentiment of warmth and affection for Japan and the Japanese people.

We have always stood with each other in times of need, calamity and natural disasters.

2021 marks the 10th year since the Great East Japan Earthquake hit the Tohoku region. The Embassy of Pakistan arranged a photo exhibition and webinar on March 11 to observe the 10th anniversary of the earthquake and to recall the services rendered by the Pakistani diaspora to help their communities in the aftermath of the earthquake and tsunami.

On the occasion of the Independence Day of Pakistan, we pledge to take the Pakistan-Japan bilateral relationship to further heights in the new Japanese era of Reiwa. Long live the Pakistan-Japan friendship.

Pakistan offers opportunities for investment, partnerships

The Independence Day of Pakistan is indeed a great moment to share a few promising trends.

First, in July 2021 Pakistan was ranked third in The Economist's Global Normalcy Index, out of 50 countries. The index aims to determine which countries are returning to their pre-pandemic levels, by grading each country using eight indicators: Time not at home, retail, office use, public transport, road traffic, flights, cinema and sports attendance.

Pakistan ranked third, with 84.4 out of 100 points. Hong Kong topped the list with a ranking of 96.3 and New Zealand was ranked second with 87.8. Pakistan's quick return to normalcy is one of the reasons cited by Karachi Chamber of Commerce President Shariq Vohra to explain why Pakistan posted the highest-ever exports for the month of July.

Secondly, in May 2021 the Japan International Cooperation Agency (JICA) released a handout which termed Pakistan the next powerhouse of the information and communication technology (ICT) sector as Pakistan's tech exports climbed six times over a decade.

Potentially a new partner for Japanese IT companies, Pakistan stood out because of the support structure provided by the government; a valuable pool of skilled and young human resources; and, achievement of a growth-led ecosystem equally owned by the public and private sectors.

Pakistan is a popular international outsourcing destination for its price competitiveness and the presence of a large number of active freelancers. This study includes an "IT skills survey 2021" which found that Pakistani ICT engineers are

highly skilled in programming, software development, data processing and 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.

Thirdly, the summer season is usually associated with the arrival of Pakistani mangoes in Japan. People who love mangoes wait eagerly for the arrival of their favorite varieties. It is estimated that by the time this season ends in September, Japan will have consumed more Pakistani mangoes than ever.

On the investment side, Pakistan offers an open and deregulated market with 100% equity ownership and 100% repatriation of capital and dividends. From 2007 to 2017, leading multinational corporations like Unilever, GSK, Nestle, Colgate-Palmolive and Telenor have consistently made astronomically high profits in Pakistan compared to their global average. Therefore, Japanese companies too consider Pakistan as one of the most profitable international destinations as we see growing interest in the energy, minerals, infrastructure, pharmaceutical, seafood and dairy sectors.

To leverage its geo-economic location in the region, Pakistan is actively pursuing regional connectivity projects which also provide a great opportunity for Japanese companies for investment and partnerships.

Muhammad Farrukh Rafiq
Press Counsellor
The Embassy of Pakistan

Japan deepening friendly relationship with Pakistan

By **Seishiro Eto**
President of the Japan-Pakistan Parliamentarians' Friendship League
Member of the House of Representatives

On the occasion of the 74th anniversary of the Independence Day of the Islamic Republic of Pakistan, I would like to offer my heartfelt congratulations to the government and people of Pakistan on behalf of the Japan-Pakistan Parliamentarians' Friendship League.



Seishiro Eto

As both Japan and Pakistan have been making all-out efforts to tackle the spread of COVID-19, an increasing number of people are getting vaccinated, which makes me feel that we can now see a dim light at the end of the tunnel. I sincerely hope that both countries will continue to work together to overcome the adverse effects of COVID-19 as soon as possible. Following the assistance Japan extended to Pakistan last year, cold chain equipment for delivery of vaccines will be provided by the Japanese government via UNICEF, in addition to the

provision of debt relief.

Next year we will be celebrating the 70th anniversary of the establishment of Japan-Pakistan diplomatic relations in 1952. Japan and Pakistan have forged friendly and cooperative relations not only between the governments but also through private-sector exchanges in different fields at various levels, such as business community activities and academic interactions.

Although in the past year these interactions between the two countries were largely restricted due to the worldwide fight against the spread of COVID-19, our bilateral relations have been steadily strengthened. For example, in February this year, the Japan Maritime Self-Defense Force (JMSDF) participated in the Pakistan Navy's Multinational Maritime Exercise Aman-21, and a JMSDF vessel visited Karachi port on a counterpiracy mission again in July. Japan and Pakistan also had intergovernmental consultations virtually on economy and trade in March and on security in June.

The Japan-Pakistan Parliamentarians' Friendship League is committed to further deepening the bilateral friendly relationship through promoting people to people exchange in the days to come.

May prosperity continue to reign in Pakistan.

Investors' expectations for economic reform on the rise

By **Teruo Asada**
Chairman, the Japan-Pakistan Business Co-operation Committee

On behalf of the Japan-Pakistan Business Co-operation Committee (JPBCC), please allow me to extend my whole-hearted congratulations to the government and citizens of the Islamic Republic of Pakistan on the auspicious occasion of Pakistan's Independence Day.



Teruo Asada

Under the leadership of the Khan Cabinet, investors' expectations for economic reform in Pakistan have risen substantially. With the increasing business momentum in Pakistan, and a population surpassing 200 million, the pace of market penetration by Japanese companies is expected to accelerate. I am convinced that, going forward, Pakistan will attract more Japanese companies to enter the market once the COVID-19 pandemic has been contained.

Since the JPBCC's establishment in 1984, we have been promoting bilateral business ties, trade, investment and economic activities. Our

organization offers our deepest condolences and sympathy to all those in Pakistan who have been affected by the COVID-19 pandemic. At this difficult time, the JPBCC hopes to reaffirm our commitment to further strengthening our nations' mutual relationship.

Please let me conclude my message by once again offering my most sincere congratulations on the occasion of Pakistan's Independence Day.

Congratulations on the Occasion of the 74th Anniversary of Independence of the Islamic Republic of Pakistan

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