Asian gateway eyes Japanese investment

Investment in education means first-class future

By investing heavily in areas like education, Pakistan is building a very bright future and optimizing its human resources development

Over the past few years, the government of Pakistan has invested billions of dollars in new infrastructure projects to improve the quality of life for millions of people by giving them access to better highways, homes, universities, hospitals and telecommunication services.

"We want Pakistan to be fully integrated into the region, hence we have prioritized our road, train and telecommunication networks so that our country can connect with the rest of the world," said Minister of Planning, Development and Reform Asad Umar.

"We developed Vision 2025 with a focus on seven pillars of human resources, sustainable human development, governance reform, rule of law, open and transparent energy and food security, developing our productive sectors, developing our small and medium-sized enterprises and the role of our private sector, and infrastructure and transportation," the minister continued.

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Greater political, social and fiscal stability has sparked a great deal of interest in a powerful economy tipped to be one of the world's largest over the next three decades

Through excellent cooperation and a sound foundation of challenging conditions, Pakistan has greatly improved the difficult security situation that had threatened many, of its impressive economic development achievements.

"A concerted effort by the government and military — particularly by the joint chiefs, Zafar Iqbal — with the help of the population has successfully eliminated terrorism in many areas. This breakthrough has enabled the regional economic potential of 308 million people — of whom half speak English and who are under 30 — to reap the benefits of greater political stability," said Minister of Planning, Ahsan Iqbal.

It has also created a wave of foreign direct investment (FDI) as it reinforces its reputation as the ideal gateway to a region of 3 billion people — of whom half speak English and who are under 30 — to reap the benefits of greater political stability.

The project's second year is more familiar with those who have studied in Japan and other nations.

The senior executive has a very clear vision about what he wishes to share with investors and Pakistan's diplomatic missions.

"Pakistan is in a very promising position now, and we should hurry here before it becomes an emerging market."

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Pakistan is a promising new market and Japanese investors should hurry, before it becomes an emerging market.
Pakistan is potentially the third fastest growing economy in the world, expected to post annual growth rates above 5 percent. Financial stability in the country is improving and gross investors should take note of Pakistan’s long-term growth trajectory and its attraction as an investment hotspot. The strongest message of Pakistan’s long-term growth trajectory and its attraction is improving and global investors should take note of.

example is the House of Habib which has effectively created partnerships and joint ventures with foreign investors, mostly of Japanese origin.

Ali S. Habib, Chairman, House of Habib, is one of the most prominent names in the Pakistan business sector. The House of Habib has been a pioneering business group since the birth of Pakistan and is to date, an essential contributor to the country’s economy.

Our proximity to big markets is a big leverage as we are the gateway to the whole of Western China, Central Asia and the Middle East.

House of Habib seeks to work in conjunction with local companies.

Pakistan has had its rough times but now there exists a vibrant democracy and a system that is working. Ali S. Habib adds: “There is an imbalance in trade, with exports being twice as high as exports. CPEC is a major breakthrough that will boost construction, infrastructure, energy production and job creation.”

Keeping Japan in perspective, Ali S. Habib says: “For Japan, the biggest opportunity is in the automobile value chain where the House of Habib seeks to work in conjunction with other local firms along with Japanese companies to make a difference.” He also adds: “Pakistan is a huge opportunity for companies that have unique technologies and a strong knowledge base but suffer from a high cost environment in their home country. Pakistan clearly offers a window of opportunity. Japanese companies like Toyota and the auto parts companies like Denso, have found that making cars and auto parts does not necessarily need to be done in Japan where the cost might be too high. Currently, Thailand is a major manufacturing base for Toyota. Pakistan, with its low-cost, skilled and efficient labour, also aspires to become a major base in the category.”

Working in conjunction with Toyota, Ali S. Habib candidly acknowledges that "Pakistan is privileged to have the world’s top car maker in the market, which has shared its famed Toyota systems with us. Toyota has transferred considerable knowledge, systems, processes and most importantly, trust. Due to this strong partnership, unique skill-sets have been developed and transferred to other businesses in the group as well.”

The concept of Kaizen is one of them which has been adopted with its unique way of thinking and is spreading to the entire group of companies. The two pillars of Kaizen are continuous improvement and respect for people, which are the key values of the group.

Pakistan is now considered amongst emerging economies and its readiness to do business is at par with India. 100 percent foreign-owned companies can be set up in Pakistan without a local partner. Overall, Pakistan with about 200 million people and the 18th largest middle class, is an attractive option to invest in and can serve as a convenient production base, for automobiles and other industries.” he concludes.