

Rural  
Pakistan

# Land of Opportunities



**"This great nation will endure as it has endured,  
will revive and will prosper."**

US President Franklin D. Roosevelt.

**MIDDLE EAST - PAKISTAN**  
**AGRICULTURE & DAIRY INVESTMENT FORUM**  
29th April, 2008. Madinat Jumeirah, Dubai. United Arab Emirates.

Pakistan  
its time to be  
**great**  
again





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The United Arab Emirates' total investment in Pakistan is expected to reach USD 50 billion from USD 12 billion during the past 16 years as part of a major business strategy making the Gulf nation the largest foreign investor in Pakistan. UAE Ambassador to Pakistan

"Political changes are not likely to derail economic progress. Key sectors are either deregulated or straightforward in terms of desired direction".

Merill Lynch, Pakistan Country Overview

Pakistan listed one of major emerging markets in the world economy, placing the country on a list of 25 countries displaying continued moderate to strong growth over a sustained period of time. The report noted "its economy has been growing quickly in recent periods and corporate direct investors have taken notice" Morgan Stanley, June 2006 Economic Survey



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**Objectives of the Investment Forum:** The objective of the Dubai Forum is to effect a "Road Show for Pakistan dairy and agriculture sector in the Gulf". Arrangements are made for compatible businesses to come together to exchange contacts, experiences and network with a view to generating real investments and JV opportunities in the sector. This will be achieved through:

- ✚ Presentations by multinationals on their investment experiences and future interest in Pakistan's dairy/agri sector
- ✚ Presentations by Pakistani businesses highlighting high return opportunity areas for attracting Investment & Joint Venture Partners in the sector
- ✚ Presentations by Gulf Investors on their interest and needs analysis on the Pakistan's dairy/agri sector
- ✚ Session for B2B meetings

**Why Pakistan?** Pakistan was listed one of major emerging markets in the world economy, placing the country on a list of 25 countries displaying continued moderate to strong growth over a sustained period of time. Morgan Stanley in its June 2006 Economic Survey reported about Pakistan "its economy has been growing quickly in recent periods and corporate direct investors have taken notice". It is important to note Meryll Linch stated that "Political changes are not likely to derail economic progress. Key sectors are either deregulated or straightforward in terms of desired direction".

**Why Agriculture & Dairy?** A comparative analysis of regional growth rates by World Development Indicator 2006 highlights Pakistan agri-sector's growth of 4.6% second only to China's 5.0%. India and Malaysia have grown at 3.0% and 3.1% respectively. The ROI in some of the dairy/agri products is the best not only in the region but also globally. Pakistan is the world's largest producer of oranges variety, it is also the 5<sup>th</sup> largest producer of milk having the worlds 3rd largest herd of animals. It ranks in the top five producers of the world in mangoes and dates. Additionally, the potential in crops like cotton, rice and sugar has earned directly or indirectly more than 70% of total national exports.

Asia's second largest milk processing factory has been set up in Pakistan by Nestle SA. Nestle aims to invest 50 billion PKR in the country by 2014. Tetra Pak Pakistan – received the award for best performing Country globally in the year 2007.

Macro, Metro & Carrefour are the new entrants in retail – they entered the market only in the last one year and the scope for more retailers continues to be unlimited. Retailers intend to export fruits and vegetables for regional operations from Pakistan.

Some of the high return areas include: Corporate Dairy Farming, Seed Production & Processing Industry, Agriculture Export Processing Zone, Dates Processing Industry, Vegetable Processing and Canning Industry, Fresh Mango Processing, Essential Oil Extraction Industry, Food Processing Industry, Fruits Processing & Canning Industry, Compartmentalized Cold Storages, Rural Infrastructure and BT Cotton.

**Why Middle East?** Under a current oil production scenario, up to 2030 and for \$50/barrel, it is expected oil revenues would be: \$13 trillion for Saudi Arabia, \$24 trillion for GCC and \$38.5 trillion for OPEC Middle East. The current surplus 2005-2007 for GCC alone is \$ 585 billion. Most GCC foreign investment is directed towards Asian economies. Pakistan has received substantial share of GCC investments in financial services, telecom and real estate. Agriculture and Dairy will be a win-win for both countries. Pakistan has some of the highest returns in the sector and GCC imports 90% of its agr-dairy needs.

#### Sponsors & Organizer's:

Platinum Sponsor: Tetra Pak  
Sponsors: Al Rabie, Nestle, Shakargunj, Millac Foods and Board of Investment Pakistan (two more to be finalized)  
Media Partner: CNBC  
Orgzrs & Co-Sponsor: MAP Services Group

**The Forum Format & Fee:** Details of Dubai Investment Forum are given herein below. Interested corporate houses, financial institutions, fund managers, investors, relevant multinationals, local businesses and individuals kindly email to receive the **Forum Information Material**. There is no fee for participants from the Middle East.



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## DRAFT AGENDA – 29<sup>TH</sup> APRIL 2008 Madinat Jumeirah Hotel, Dubai, UAE

08.00 - 09.00:	Registration
09.00 - 09.15:	Objectives of the Forum – Representative MAP Services Group
09.15 - 09.25:	Welcome – Leading Businessman Pakistan
09.25 - 09.35:	Address by Tetra Pak Vice President Middle East
09.35 - 09.45:	Key Note Address by Minister UAE
09.45 – 09.50:	Address by Saudi Arabia Representative
09.50 – 09.55:	Address by Oman Business Representative
09.55 – 10.00:	Address by UAE Business Representative
10.00 – 10.10	Curtain Raiser by Government of Pakistan
10.10 - 10.30:	MORNING NETWORKING - TEA BREAK & MEDIA INTERVIEWS

### SESSION I - Investing in Pakistan? – Regional comparative analysis of the economic and demographic landscape

10.30-10.45	The Investment & Demographic Landscape, Former Minister Investment and Privatization of Pakistan
10.45-11.00	The Economic Landscape of Pakistan, Former Minister Finance
Peer Review	Hashoo Group Q&A 10 minutes

### SESSION II - Investment Potential in Pakistan's Dairy Sector – Implementing the vision of Pakistan's White Revolution

11.10-11.25	Investment Opportunities in Milk Supply Chain – Tetra Pak Pakistan
11.25-11.40	Investment & JV Opportunities in Corporate Dairy Farming – MD Nestle Pakistan
Peer Review	Chairman Pakistan Dairy Association & Delaval Pakistan Q& A 10 minutes

**SESSION III                      Investment Opportunities in Pakistan's Agriculture Sector – Uncovering the Commercial Potential of Value added Agriculture Sector**

11.50-12.05                      Export opportunities in Agriculture - Farm Based Experience, Agriculturist  
Exporter and Former Federal Minister of Industries Pakistan  
12.05-12.20                      Opportunities in Fruits and Vegetables, Pakistan Agriculture Marketing  
Company  
Peer Review                      Al Rabie Saudi Arabia & Q&A 10 minutes

12..20- 12.45    TEA BREAK

**SESSION IV                      Government Facilitation, Donor & Support Organizations Perspective on Agriculture and Dairy Development**

12.45-13.00                      Financial Inclusion of Rural Markets in Pakistan –DFID- UK Aid Agency  
13.00-13.20                      Agriculture and Dairy Infrastructure & Regulatory Regime – Pakistan  
Board of Investment  
Peer Review                      Advisor, Ministry of Finance Oman & Q&A 10 minutes

13.30 – 14.30                      LUNCH BREAK

**SESSION V:                      Investors Perspective – Knowing the Middle East Investors and JV Partners Mind in Dairy & Agriculture**

14.30-14.45                      Representative Gulf Dairy  
14.45-15.00                      Representative Gulf Agriculture  
Peer Review                      Sweet Water and ProFarm Q&A 10 minutes

**SESSION VI:                      SESSION VII: Middle East Institutional Investors**

15.30-15.45                      Financial Institution Gulf  
15.45-16.00                      Financial Institution Pakistan  
Peer Review                      Private Equity Dubai & Q&A 10 minutes



16.10-16.20

Rapporteurs Report Former Federal Minister Investment Pakistan  
Hafiz Sheikh 10 mins

16.30-18.30

TEA & B2B Networking

Consultancy Panel for Investor-interaction: Panelists: Government of  
Pakistan, Government of Punjab & Sindh & Hafeez Sheikh

Consultancy Panel Pakistan Dairy: Tetra Pak and Nestle Pakistan

Consultancy Panel Pakistan Agriculture: Syed Yawar Ali and Jehangir  
Khan Tareen

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