



NEWSLETTER



CAPC CHAMBRE D'AFFAIRES PAKISTAN CANADA

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PCBC INTERNATIONAL TRADE SHOW 3rd – 4th December 2017



**Founder & President of
PCBC: Mr. Shafqat Bashir**

**BOD
Vice President:
Mr. Aamir Naseem**

**Administrator:
Mr. Shuja Bashir**

**Treasurer:
Mr. Shahid Choudhary**

**Secretary:
Mr. Syed Masud Rizvi**

**Directors:
Mr. Naeem Malik
Mr. Abdul Rehman Tahir**

**Advisors:
Mr. Adnan Shah
Mr. Muhammad Haq
Mr. Adnan Saleem
Mr. Aamir Khan**

Keeping true to its vision, PCBC successfully conducted the first ever Pakistani general item international trade show at Montreal. This marked the beginning of enhancement in bi-lateral trade between Pakistan and Canada by the Canadian business community of Pakistani origin. The trade show was held on the 3rd – 4th December 2017 at the Crowne Plaza. The event provided considerable exposure and opportunity to the exhibitors and participants for exploring new avenues of future business possibilities. The event also showcased a glimpse of the colourful Pakistani culture for the entertainment and awareness of participants.

This was the first of its kind Trade Show in Canada, which was exclusively organised by PCBC and pleasantly surpassed all expectations. In total, 35 companies representing goods and services exhibited their product lines with majority coming from Pakistan. The international products included textile garments, carpets, surgical instruments, handicrafts, sporting goods, leather gloves & garments, real estate and food items. In addition, the local brands included beauty products, banks, insurance companies, jewellery, wallpaper and photographic/graphic designing. The event also had a food court catering Pakistani and Lebanese cuisine.



Acknowledgment:



PCBC is sincerely thankful to the Honourable High Commissioner of Canada to Pakistan, Mr. Perry John Calderwood and his dedicated team for their commendable support in making this event a reality. PCBC is also grateful to Canadian Public Representatives and Government functionaries for their trust and continuous support.

PCBC acknowledges the support of Pakistan High Commission and Consulate for their endorsement of the Trade Show

A special thanks to Ms. Sania Qamar, members of Pakistan Student Association and all volunteers with special mention of Ms. Mariam Mazhar and Mr. Ahmad Tayyab in making this event a success.

Inauguration:

Consul Genral of Pakistan, Mr. Muhammad Aamir, did the honour of inaugrating the tradeshow on 3rd Dec, 2017 at Crowne Plaza Montreal along with PCBC Fonder & President Mr. Shafqat Bashir and Board of Directors Mr. Naeem Malik, Mr. Abdul Rehman, Mr. Aamir Naseem, Mr. Shahid Choudhry, Mr. Aamir Naseem, Mr. Syed Masud Rizvi and Mr. Shuja Bashir.



Chiefguest Mr. Muhammad Aamir (Consul General of Pakistan) inaugurating the PCBC's first tradeshow on 3rdDec 2017 in Montreal.

The inauguration ceremony was also attended by renowned business personalities and members of the civil society of Montreal.

Geo News and Canada One TV gave coverage to the whole event.

Highlights of the tradeshow:

After the inauguration ceremony Mr. Shafqat Bashir along with members of BOD accompanied the guests to visit each booth, see the product lines and ask questions. The guests were pleasantly surprised to see such a variety of Pakistani products of high international standards. Most of the questions revolved around the description of products, exhibitors' expectations and growth opportunities. Throughout the day the trade show was visited by people from all walks of life.

The exhibition was widely advertised through local and national electronic and print media, local and national business chambers and trade associations and Trade Ministry Canada.



PCBC team highly appreciated its exhibitors for showing keen interest and for participating. Remo Sports and Saqlain Brothers were given best booth award for their outstanding presentation.

A talk with subject specialist was also organized to enlighten the Pakistani exhibitors about the import laws and regulations, marketing techniques and exploring business opportunities in the Canadian market.



The High Commissioner of Pakistan, Mr. Tariq Azeem presented shields and certificates of appreciation to the exhibitors, sponsors and participants for their significant role in making this event a huge success.



Formal welcome ceremony was held at 5:30 pm on first day of the trade show which was attended by dignitaries such as Ms. Emmanuella Lambropoulos, Member of Parliament, Ms. Joy Ruth Acheng, High Commissioner of Uganda, Mr. Tariq Azeem, High Commissioner of Pakistan, Mr. Alan DeSousa, Mayor of St. Laurent, Ms. Manon Barbe, Mayor of Lasalle and Mr. Muhammad Aamer, Consul General of Pakistan in Montreal along with a large number of attendees. During the segment talks were presented by guest speakers.



Mr. Shafqat Bashir a successful entrepreneur with over 20 years of experience in international trade. He is the founder of Pakistan Canada Business Chamber and keen contributor towards Pakistan and Canadian trade relations. He presented the welcome address and expressed his gratitude to all involved in making the trade show a success.



Ms. Emmanuella Lambropoulos is one of the youngest Member of Parliament, who was elected to the House of Common in a by-election on April 3, 2017. She represents the electoral district of Saint Laurent as a member of the Liberal Party of Canada. In her address, she acknowledged the Pakistani communities contributions and expressed her full support to Pakistan Canada Business Chamber.



Ms. Joy Ruth Acheng a devoted High Commissioner of Uganda to Canada. Her continuous contributions towards better social development are commendable. In her talk, she highlighted the potential of her country Uganda and also the proposed trade possibilities between Uganda and Pakistan. **She bestowed upon Mr. Shafqat Bashir as Honorary Counsellor of Uganda in Quebec.**



Mr. Alan DeSousa is a city councillor from Montreal, Quebec. He is also the borough Mayor of Saint-Laurent, and the former chairman of the Montreal Executive Committee. He was delighted to see such unity the Pakistani community and dedication of PCBC team to enhance trade between Pakistan and Canada.



Ms. Manon Barbe is a city councillor from Montreal, Quebec. She has served as the borough mayor of LaSalle since 2003. She highly appreciated the initiative taken by PCBC for promotion of Pakistani products that will deepen the trade ties between Pakistan and Canada.



Mr. Muhammad Aamir is currently Consul General of Pakistan with the additional charge of trade. He is dedicated official who is very instrumental in enhancing the bilateral ties between the two countries. In his talk he mentioned that Pakistan's economy and trade are booming. With its friendly investment policies, it is expected to become the 20th biggest economy of the world by 2030.



Mr. Tariq Azim Khan, joined as High Commissioner for Pakistan to Canada on September 28th, 2015. He also served as Federal Minister of State for Overseas Pakistanis. Mr. Khan gave the closing remarks and enlightened the audience on trade possibilities in Pakistan. He also appreciated the initiative taken by PCBC in the promotion of bi-lateral trade and offered support for any such future endeavour.

As part of the event and to promote Pakistani clothing a fashion show was organised on December 3rd, 2017, which was presented by the famous fashion designer Mr. Ali Xeeshan also awarded as the Designer of the Year and Ms. Maleeha Malik, a Pakistani Canadian Fashion Designer based out of Toronto. The audience highly appreciated the high quality and elegance of Pakistani bridal and semi-formal garments.





On the second day to entertain the audience a musical show was arranged. The Pakistani pop, folk & bhangra icon, Mr. Abrar-ul-Haq, performed live before a large audience. He thrilled the audience with his hit songs for around 90 minutes. Adding spice to the show, he also amused the fans with his wit and jokes.





Cuisine

There were three mouth-watering booths by Haveli restaurant, Student Biryani and Abu Ilyas Shawarma to entertain the visitors with delicious Pakistani cuisine.

Lucky Draw

To show appreciation and encourage our visitors, a lucky draw was held on both days where exciting gifts like cell phones from Fido, Pakistani footballs from Remo Sports, Silver earrings & rings by MJ Jewellers, 3D wallpapers by IDCA, leather gloves by Saqlain Brothers and handicrafts were given to the lucky winners.



Two young rappers Shahira and Fly Highly of Montreal amused audience with their hip-hop/rap music during the two days.



The feedback from the exhibitors, business community and visitors has been overwhelming. The Pakistani community has highly praised the PCBC for taking this initiative of promoting Pakistani products in Canada and bringing exclusive entertainment to their doorstep. They hoped that such events would be regularly held in the future as well.

As the saying goes; “all great initiatives have humble beginnings”

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