



NEWSLETTER

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PAKISTANI COMPANIES PARTICIPATES IN SPORTEC - 2018

Sportec-2018, the premier sports goods and wear exhibition was inaugurated in an impressive ceremony at Tokyo. Besides other

Ambassador also visited the Pakistani pavilion and appreciated the efforts of the Pakistani delegates in displaying their items

Pakistan's participation also carries significance as Japan is due to host a number of key events in near future including the Rugby



dignitaries, Ambassador Asad M. Khan also attended the inaugural ceremony. About 30 Pakistani companies participated in, Sportec 2018 Tokyo which was held from 25th to 27th July, 2018. The Pakistani exhibitors represent all the major sports goods sectors of Pakistan including footballs, boxing gloves, footwear, leather gloves for other sports, marshal arts uniforms, sports and casual wear. The

participation of the Pakistani exhibitors has been supported by the Embassy of Pakistan and Trade Development Authority of Pakistan.

Sportec now in its 10th Year is the largest sports goods and wear exhibition whereas Pakistan is participating in the event for the first time.

World Cup 2019, Olympics / Paralympics 2020 and Kansai World Games 2021. Hence the exhibition is a very good opportunity for the Pakistani sports goods manufacturing companies to showcase their products in a market that is expecting a further boom in the wake of forthcoming major sporting events.

Ambassador Asad M. Khan addressed a seminar titled “Emerging Pakistan” on the sidelines of Sportec -2018 Exhibition being currently held in Tokyo. The Ambassador identified two information deficit that were intended to be addressed through the seminar i.e lack of



familiarization of Pakistan’s sports industry about the potential and opportunities in the sports sector of Japan and sheer lack of information in

Japan about the potential quality and capacity of sports goods industry of Pakistan. However, he added that the participation of 30 companies from Pakistan in Sportec-2018 would help address both the deficits. The Ambassador expressed confidence that Pakistani companies would avail this opportunity to establish business contacts in Japan and foster a new relationship with the concerned business entities.

Ambassador Khan highlighted the fact that Sportec-2018 is being held at an important juncture as Japan prepares for a series of key international sports events which includes Rugby World Cup 2019, Olympics / Paralympics 2020 and Kansai World Games 2021.

Hence, the Exhibition is an important opportunity for the Pakistani sports goods manufacturing companies to

showcase their products in a market that is expecting a further boom in the wake of forthcoming major sporting events.

Mr. Masao Otsuka, JICA/TDAP Advisor also gave a detailed presentation on the sports industry of Pakistan and the potential it has to increase exports. He identified skilled and rich labor forces, cheap raw materials, cost competitiveness, flexible production system and owner – operated companies as strong points of Pakistan’s sports industry. However, he



added that the industry needs to address to the weak points of lack of designs, lack of product varieties and response to large scale orders.



PHOTO EXHIBITION ON PAKISTAN HELD AT TAKANAWA CIVIC CENTRE

In collaboration with Takanawa Civic Centre, Minato City the Embassy held the second of the series of photo exhibitions titled "Journey through Pakistan: A Land of Many Wonders: Honourable Seishiro Eto, President Pakistan-Japan Parliamentary Friendship League

mountains and highest peaks, sacred religious and historical places, seasonal variations, unique arts and crafts, rich traditions and a variety of delicious cuisine.

The Ambassador also appreciated the facilitation and

beautiful valleys and diversity in rich culture makes it a perfect destination tourism. He underscored the importance of the exhibition which he termed as an important opportunity for Japanese people to know about Pakistan and deepen this understanding of the culture and



and Member House of Representatives inaugurated the exhibition. Speaking on the occasion, the Ambassador referred to Pakistan as one of those few countries in the world that is blessed with a diverse inventory of attractions which include some of the oldest civilizations in the world, exquisite scenic beauty, splendid

professional help extended by Minato City in holding the Exhibition and hoped for future collaboration as well.

In his remarks Honorable Mr. Seishiro Eto stated that Pakistan is bestowed upon with fascinating natural beauty where the tourist attractions including high mountains like K-2, vast deserts,

people of Pakistan. Commenting on Japan-Pakistan relations, Mr. Eto referred it as cordial and friendly in all fields with special reference to diplomatic, economic and culture linkages. He expressed that future collaboration between the two countries would further strengthen the bilateral relations.

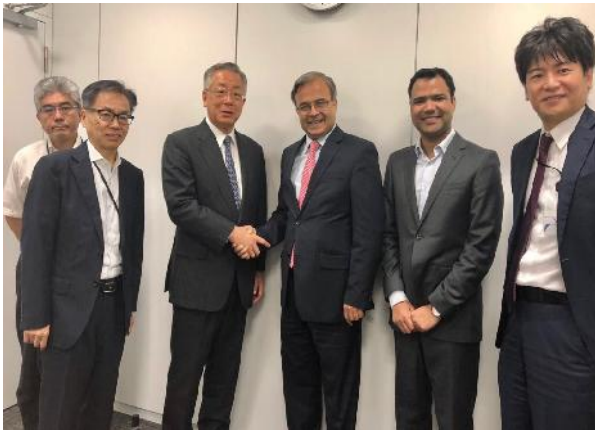




Ambassador Khan met Hiroshi Ueno Sensei, Mr Norio Nakamura, Member Gunma Prefectural Assembly & Masumi Shimizu, President Nippon Academy to discuss matters of mutual interest.



Ambassador Asad M. Khan received World History Foundation delegation led by Mr Kozo Fukumoto, its Chairman & member Ms Keiko Ando



Ambassador met Mr Yoshio Suzuki, President OTIT, and his team to discussed avenues for human resource development and cooperation through TITP.



The Ambassador met Mr. Shigeo Matsutomi, new SVP of JITCO and discussed human resource development cooperation between Japan and Pakistan.



Ambassador met Mr. Masashi Oshita, Vice Chairman/ Executive MD of Japan Auto Parts Industries Association and discussed possibilities of cooperation in the fields of auto parts manufacturing and human resource development.





Ambassador Khan met Mr. Kuniharu Nakamura, Chairman of Japan Foreign Trade Council (JFTC) & Chairman Sumitomo Corporation to discuss business prospects & possibilities in Pakistan.



Ambassador Khan met the NHA delegation visiting Japan on the invitation of JICA .



The Ambassador met Mr. Daisuke Murata President & CEO of Murata Machinery, & Chairman of Japan Textile Machinery Association to discuss business/investment prospects possibilities and human resource development .



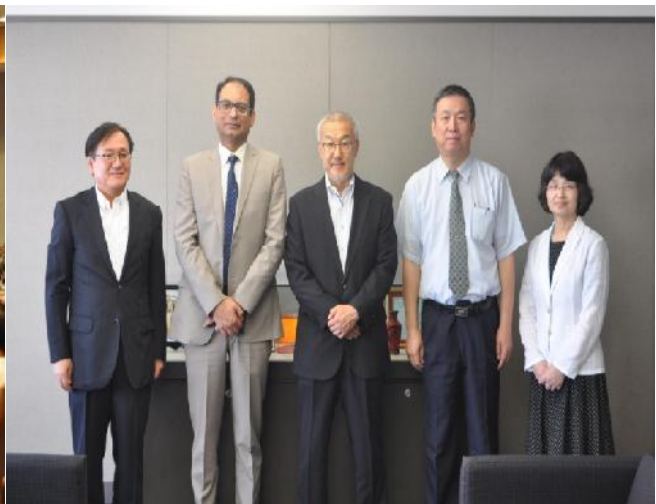
Ambassador met J-league Chairman, Mr. Mitsuru Murai at the JFA House. The two sides discussed ways of promoting soccer collaboration & presented made in Pakistan "Telstar", the official soccer ball of FIFA 2018 World Cup.



Ambassador Khan welcomed Iijima Machi residents led by its former Mayor Kosaka san to the Embassy along with City Assembly member Hashiba san. The Ambassador spoke to them about the people, culture and traditions of Pakistan



The Sakura Science Program participants from Pakistan visited the Embassy together with Mr Mitsuhiro Nemoto, Dir Japan Science & Tech Agency. The Ambassador talked about the opportunities available in Japan in the fields of science and technology etc.



Ashfaq Ahmad Khalil, Press Counsellor, visited Hiroshima Shudo University and met its President Takanori Mikami Sensei. The Press Counsellor also interacted with the students and spoke to them on Pakistan. The students showed keen interest to know about Pakistan's geography, topography, people and traditions etc. besides discussing at length the bilateral relations between Pakistan and Japan.

