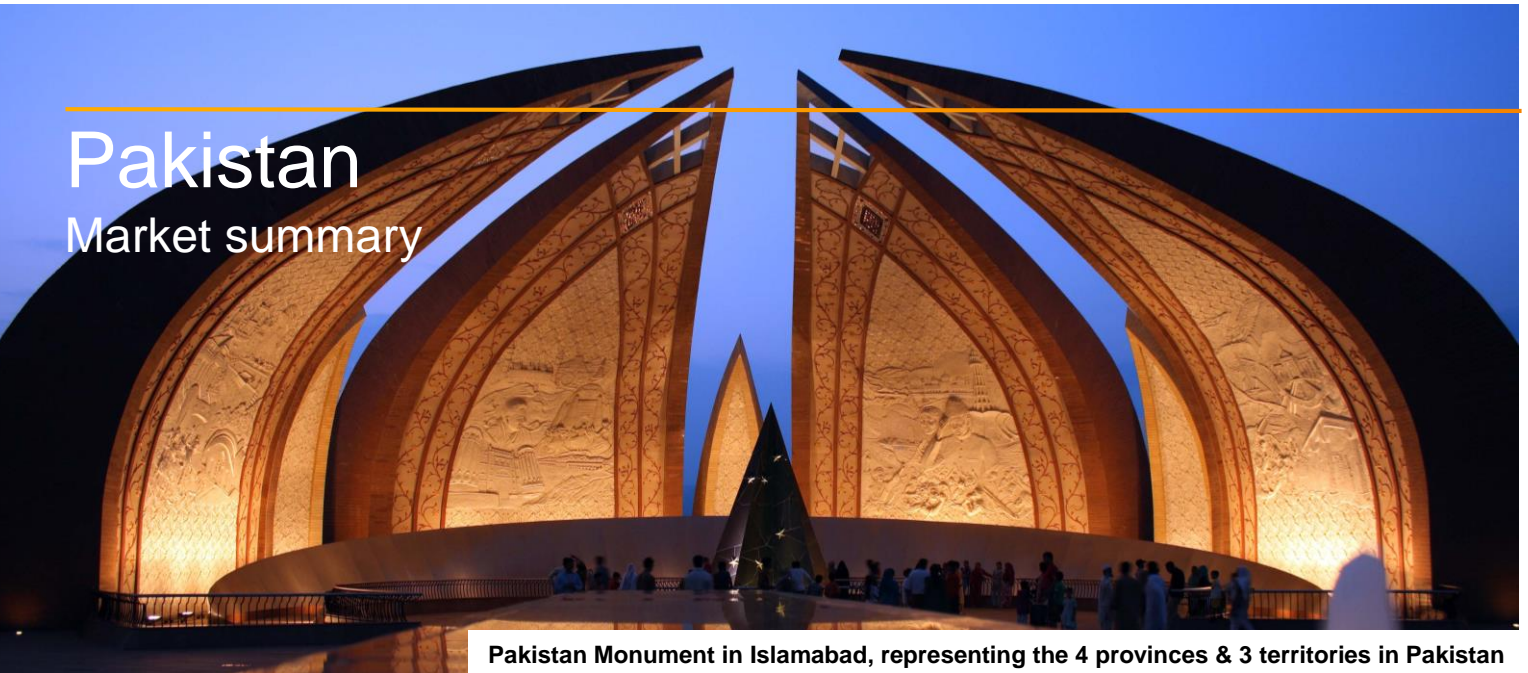




Pakistan

Market summary



Pakistan Monument in Islamabad, representing the 4 provinces & 3 territories in Pakistan

Introduction

With a population of more than 180 million people, Pakistan is the sixth most populous country in the world and is located at the crossroads of South, Central and Western Asia, bordering the Arabia Sea, between India on the east and Iran and Afghanistan on the west and China in the north.

Pakistan has extensive energy resources, including oil and natural gas reserves and the fourth-largest coal reserves in the world. The country offers a wide range of business opportunities in hydro-power, oil and gas, infrastructure and building and construction.

Pakistan has developed from a largely agriculture based economy to a more diversified economic base including resources, manufacturing and services.

Quick facts

- Area: 796,000 sq. km.
- Population: 180 million
- Country GDP: US\$238 billion

Major cities

- Karachi: largest city in Pakistan and the country's major business hub. Pakistan's centre of banking, industry, and trade and home to Pakistan's largest corporations
- Lahore: second largest city in Pakistan and the engineering hub. Traditionally the hub for handmade carpet making, today a developing base for the service sector. Situated in the province of Punjab, with strengths in agribusiness, including dairy and livestock, and in education
- Islamabad: Pakistan's capital is the seat of Government and has strengths in IT, telecom and education

Pakistan – Key industry facts

- Major industries include cotton, cement, fertilizer, edible oil, sugar, steel, tobacco, chemicals, machinery and food processing
- 50 per cent of the population are under 25 years of age
- 8th in farm output globally, 4th in rice production, 5th in milk production, 2nd in chickpeas and 4th in cotton production
- The Indus Basin Irrigation System in Pakistan is the world's largest contiguous irrigation system. Amongst the top 10 remittance earning countries in the world

Australia – Pakistan business relationships

- Australia – Pakistan bi-lateral trade is valued at AUD 634 million with Australian exports to Pakistan valued at AUD 423 million (2014)
- Growing educational linkages with over 14,000 Pakistani student visa holders in Australia as of 2015
- Australia has a strong development cooperation programme in Pakistan in education, health, and agriculture
- BHP Billiton Australia is involved in gas exploration in Pakistan
- SMEC Australia is involved in large civil and infrastructure projects in Pakistan
- Pierlite Australia has a manufacturing facility in Karachi for production of electrical equipment's
- Several Australian Dairy and Livestock companies are active in Pakistan to support the dairy and agri sectors

Australian companies doing business in Pakistan

Key Australian exporters

- Elders International – Agribusiness
- Wellard Rural Exports– Agribusiness
- Scan Optics – Medical equipment
- Gloria Jeans – Franchising food & beverage
- Cone Head – Franchising food & beverage
- Selected Seeds – Agribusiness
- Australian Rural Exports – Agribusiness
- Atlas Exports – Agribusiness
- CE Bartlett – Water irrigation technologies
- Bio-Ag – Bio fertiliser
- Nelson Australia – Irrigation equipment
- EverX Pty Limited – Health and medical
- Cook Medical – Health and medical

Key Australian education and research activities

Australian institutions active in Pakistan include

- University of New South Wales
- The Navitas group and its members
- Deakin University
- University of Sydney
- University of Queensland
- Macquarie University
- Griffith University

- The University of Melbourne
- University of Wollongong

Major industry opportunities for Australia

- Agriculture: dairy farming; forage seeds; water management; cotton seed and ginning; agri-farm equipment; bio-fertilisers
- Education: higher education; vocational education and training; skill development for Pakistani organisations; institutional linkages between educational institutions
- Processed and packaged food: dairy products
- Mining and energy sector: mining equipment and technology; project management services & training
- Infrastructure development: ports, highway development

Further information

- Trade Development Authority - www.tdap.gov.pk
- Board of Investment - www.pakboi.gov.pk
- The Federation of Pakistan Chambers of Commerce & Industry - www.fpcci.org.pk
- Ministry of Commerce - www.commerce.gov.pk
- Pakistan Australia Business Forum – www.pabf.com.pk

The Australian Trade Commission

The Australian Trade Commission – Austrade – is the Australian Government's trade, investment and education promotion agency.

Through a global network of offices, Austrade assists Australian companies to grow their international business, attracts productive foreign direct investment into Australia, and promotes Australia's education sector internationally.

Austrade offices in Lahore, Karachi and Islamabad services Pakistan. For more information call 132878 or email to info@austrade.gov.au

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