An overview of the efforts and outcomes achieved by this Mission to promote economic ties between Pakistan and Denmark especially enhancement of Pakistani exports to Denmark over the last one year and some suggestions in this regard is sent herewith.

-         Embassy maintained interaction with Danish officials as well as business associations and companies/executives for enhancement of economic/commercial relations particularly exports and investment. After concerted efforts, the Pakistan-Denmark Bilateral Political Consultations forum was established early last year and its first session held in Copenhagen wherein it was agreed to promote economic ties as a priority area. Holding of the second round of BPC in Islamabad in the later half of this year is under consideration.

-        Ambassador Syed Zulfiqar Gardezi held a number of meetings with Danish officials and Parliamentarians to seek easing of Travel Advisory to promote interaction particularly between the business sectors of the two countries.

-      Other official level meetings of the Ambassador included with Ambassador Susanne Hyldelund, State Secretary for Trade at the Danish Ministry of Foreign Affairs whose remit also includes assistance to foreign companies in promoting trade/investment. Ambassador Susanne agreed to look into possibilities for expansion of business sector ties.

-         The Embassy coordinated with Danish MoFA and its Embassy in Islamabad to facilitate the visit of a Food and Agriculture sector delegation to Pakistan in January 2019. During its visit, the delegation met Government authorities of Punjab and Sindh provinces as well as several entrepreneurs. On their return, met delegation members to get feedback.

-         The Embassy maintained liaison with Danske Industry (DI), the most powerful body of Danish industrial sector. Discussed possibilities of Danish investment in Pakistan with DI’s Chief Consultant who agreed to follow up with Danish MoFA.

-         The Ambassador held separate meetings at several well-known Danish international companies such as DS Tripple, Foss Analytical A/S etc. He also visited the headquarters of companies such as Maersk (world’s largest container shipping company), Select Group (importing sports goods from Pakistan for over four decades) and TEO A/S Pakistani IT company to enhance operations with Pakistani enterprises. Separately, exchanged ideas with the tourism sector companies on the sidelines of the Danish Travel Show held in Jutland in February.

-         The Mission handled queries from Pakistani and Danish businesses. During 2019, we have so far put at least 30 Pakistani companies in touch with their Danish counterparts in sectors such as leather products, sports, goods, textiles and surgical products.

-         In August last year, the Ambassador undertook a visit to Jutland, home to numerous Danish industrial companies. During discussion with the Chairman and CEO of Aarhus Chamber of Commerce highlighted possibilities of increased economic cooperation between the business sectors of Pakistan and Denmark. (The Chamber’s 600 members include many Danish international companies.) The interlocutors agreed to publish in their next newsletter prospects for doing business in Pakistan. Separately, the Ambassador visited the headquarters of Grundfos in Bjerringbro and held a meeting with senior management of one of Denmark’s leading engineering firms.

-      To promote exports of Pakistani fruit to Denmark, the Embassy organized an event at the historic Råadhuspladsen (Town Hall Square) on 3rd August which was attended by around fifteen hundred persons. (Mission’s correspondence in this regard refers.)

-         Arranged visit by Course participants from the National School of Public Policy (NSPP), Lahore (9-11 April) to Danish business companies such as Vestas Wind System A/S, A.P. Møller – Mærsk A/S, Danish Chamber of Commerce, Danish Agriculture & Food Council FmbA, FLSmidth A/S and DI to sensitize them of the economic potential between the two countries.

-         Facilitated Danish businesses by expedited issuance of visas to enable them travel to Pakistan.

-         Circulated economic/trade related material such as business Expo in Pakistan among relevant Danish circles e.g. Danish Pakistan Business Council, Chamber of Commerce and DI.

-         In September, held a Forum of Pakistan-origin business executives at the Chancery to highlight the economic/business opportunities in Pakistan.

It is a source of satisfaction that that through the drive of Pakistani business sector and efforts of the Mission have resulted in steadily improvement in Denmark-Pakistan bilateral trade. Total bilateral trade in FY 2018-19 was over **$250 million**.

Pakistan’s exports to Denmark increased to **$169.18** million during FY 2018-19 compared to **$165.81** millionin thecorresponding period of the previous year, representing an increase of 3%. The balance of trade of **US$83** million is also in Pakistan’s favour

The positive outcomes in the economic sector includes approval by the Danish Ministry for Development Cooperation of a Waste Water Treatment Plant project for Faisalabad estimated to be of Euros 130 million. Currently, the project is at the level of PC-I with Punjab Government.

**SUGGESTIONS**

The above activities and outcomes were achieved within the existing meagre resources of the Mission; these include HOM and one diplomatic rank officer tasked with multiple responsibilities and no funds exclusively for promotion of economic activity. The support of Commerce Ministry and other relevant departments was minimal. Even the request for funds to hire a local Trade Promotion Officer was turned down for Denmark (with whom the annual trade turnover is in excess of $300 million and steadily rising.)

The above is for information and action as deemed appropriate. Our efforts for the promotion of bilateral economic relations particularly exports and investments shall continue.

Best Regards

**Embassy of Pakistan**

**Copenhagen, Denmark**