



NATIONAL DAY SWITZERLAND



Pakistan and Switzerland: A Partnership Built on Trust and Shared Opportunity



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Every year on August 1, Switzerland celebrates its National Day, commemorating the founding of the Swiss Confederation in 1291. While the country's image is often associated with breathtaking Alpine landscapes, precision engineering, world-class banking, and a longstanding tradition of neutrality, Switzerland's relationship with Pakistan tells another story. It is a relationship that has quietly developed over more than seven decades, built not on headlines but on trust, mutual respect, and practical cooperation. Diplomatic relations between Pakistan and Switzerland were established soon after Pakistan's independence, and over the years the partnership has matured into one that spans

development cooperation, trade, education, humanitarian assistance, and people-to-people ties. Although separated by geography and culture, both countries have consistently found common ground through dialogue and a shared commitment to stability, innovation, and sustainable development. Switzerland has long been among Pakistan's most reliable development partners. Through the Swiss Agency for Development and Cooperation, it has supported projects that have improved livelihoods, strengthened local governance, expanded vocational education, promoted climate resilience, and enhanced disaster preparedness. These initiatives have often focused on building local capacity rather than offering short-term solutions, reflecting a partnership centred on sustainable progress. Economic cooperation has also steadily grown. Switzerland is home to several globally recognised companies that have established successful operations in Pakistan, contributing to employment, technology

transfer, and industrial development. Swiss expertise in

foreign investment, Switzerland's experience in innovation, advanced

industry and educational institutions can prepare young people for

and climate adaptation. Joint initiatives in these fields could strengthen resilience while generating new opportunities for scientific cooperation and innovation. Beyond governments and businesses, the relationship is increasingly shaped by people. Pakistani students pursuing higher education in Switzerland, academic exchanges, tourism, cultural programmes, and the Pakistani

These human links often prove to be the most enduring foundation of any bilateral partnership. As the world navigates economic uncertainty, technological transformation, and evolving geopolitical realities, countries that value dialogue, innovation, and practical cooperation will find increasing opportunities to work together. Pakistan and Switzerland already possess a strong

stronger business partnerships, expanded academic cooperation, increased investment, and more frequent exchanges between institutions and citizens. On the occasion of Switzerland's National Day, it is worth recognising not only the achievements of this enduring friendship but also the opportunities that lie ahead. The story of Pakistan and Switzerland has been one of steady progress. With vision and



pharmaceuticals, food processing, engineering, renewable energy, financial services, and precision manufacturing has complemented Pakistan's expanding market and youthful workforce. Meanwhile, Pakistani exports, particularly textiles, garments, sporting goods, leather products, and surgical instruments, continue to find a place in the Swiss market, supported by high standards of quality and craftsmanship. Yet despite these achievements, much of the potential between the two countries remains untapped. As Pakistan seeks to diversify its economy and attract greater

manufacturing, clean technologies, vocational training, and digital entrepreneurship offers valuable opportunities for collaboration. Similarly, Pakistan's strategic location, expanding digital economy, growing technology sector, and population of more than 240 million people present compelling prospects for Swiss investors looking beyond traditional markets. One particularly promising area is vocational education and skills development. Switzerland's globally admired dual vocational training system has long demonstrated how close cooperation between

meaningful employment. Pakistan, where millions of young people enter the labour market every year, stands to benefit significantly from deeper cooperation in technical education, apprenticeships, and workforce development. Climate change presents another area where collaboration can make a lasting difference. Pakistan remains one of the countries most vulnerable to climate-related disasters, while Switzerland possesses internationally recognised expertise in environmental management, water governance, sustainable mountain development,



diaspora all contribute to stronger connections between the two societies.

foundation. The challenge now is to build upon it with greater ambition, encouraging

sustained engagement, its most promising chapters may still be waiting to be written.

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Zeeshan Hasib Baig,
Country General Manager,
Syngenta Pakistan,
on building a more resilient,
farmer-first future for
Pakistani agriculture

Pakistan's agriculture is at a pivotal moment. What will define its future?

Agriculture remains central to Pakistan's economy and food security, but farmers today face growing challenges – from climate variability and evolving pest pressures to rising input costs and resource constraints. The future will be defined by our ability to build resilience through science, innovation and collaboration. Agriculture must become more productive, sustainable and farmer-centric, supported by strong partnerships between government, the private sector, academia and farmers themselves.

How can technology make a meaningful difference in the everyday lives of Pakistan's farmers? Technology creates value when it solves real farming challenges. Digital agriculture enables farmers to make more informed and timely decisions, while AI and precision agriculture help

reduce uncertainty and optimise the use of inputs. Through digital platforms like Cropwise Grower, which has over 1.7 million downloads, and our new agentic AI tool Savera, we are bringing agronomic expertise to farmers' fingertips. This reflects Syngenta's purpose: Breakthroughs for Farmers, in Every Field – making innovation practical, accessible and impactful. **How important are farmer education and on-ground engagement?** Innovation alone is not enough; adoption is equally important. Farmers need practical guidance, demonstrations and trusted local support to confidently embrace new technologies. With one of Pakistan's largest field forces, Syngenta works directly with farmers to provide technical advice throughout the season. Through initiatives like our Spray Man Training Programme, as well as partnerships with academia and regulators, we also promote stewardship and the safe, responsible use of crop protection products.

How can greater investment in women farmers strengthen rural communities? Women play a vital role across Pakistan's agricultural value chain and should be recognised as key agricultural stakeholders.

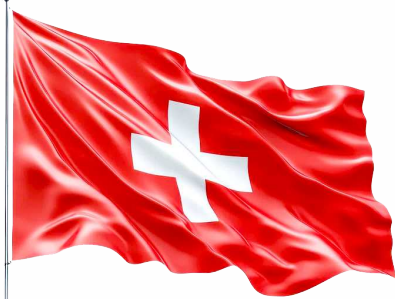
Investing in their knowledge and skills benefits entire households and strengthens rural communities. Over the past three months, the Syngenta Zarai

syngenta®

Khawateen Sehat Program has already trained more than 250 rural women in the safe and responsible use of crop protection products, personal protective equipment, and health and hygiene. Agricultural development and community development must go hand in hand. **Can productivity and sustainability coexist?** Absolutely. At Syngenta, our sustainability ambition is Higher Yields, Lower Impact, because productivity and environmental stewardship should reinforce one another. We are helping conserve resources through efficient irrigation at our R&D Innovation Hubs, and through drone spraying projects with major food companies along the value chain that can reduce water use by up to 95 per cent. Combined with responsible crop protection, integrated crop management and biological solutions, sustainable agriculture means producing more while using fewer resources responsibly. **What role do partnerships play in accelerating**

progress? Agriculture's challenges cannot be solved by one organisation alone. Collaboration between government, academia, regulators,

industry and the private sector is essential to scale innovation and share knowledge. At Syngenta, we work closely with public institutions and food companies through agricultural value chain partnerships to improve productivity, strengthen sustainability and create long-term value for farmers. Collective action is the key to lasting impact. **What gives you the greatest optimism about the future of Pakistan's agriculture?** Pakistan has immense agricultural potential, and farmers are increasingly embracing innovation and digital technologies. There is also a growing focus on sustainability and climate resilience, while young people and women are playing a growing role in shaping the sector's future. I am optimistic because of the power of science, collaboration and empowered farmers. The future of Pakistan's agriculture will be built by farmers who have access to the right innovations, strong partnerships and sustainable practices.



NATIONAL DAY SWITZERLAND



Pakistan & Switzerland Friendship



Kalim Farooqui

Switzerland (Officially the Swiss Confederation) had recognized Pakistan's independence in 1947, but formal diplomatic relations were established in 1949. Both countries have enjoyed cordial and multi-dimensional relations since then and have signed several agreements which include an agreement on the reciprocal promotion and protection of investments. Switzerland ranks as Pakistan's 6th largest foreign investor overall and 3rd largest by net equity value, demonstrating a deep economic integration centered in the country's primary commercial hubs. Nestlé Pakistan leads market capitalization of nearly Rs. 400 billion followed by Archroma Pakistan of Rs 14 billion. Roche Pakistan is yet another name which established its footprint in Pakistan in 1984 and opened a

pharmaceutical production factory in Karachi's Korangi Industrial Area in 1987. In 2010, the company strategically divested its traditional local manufacturing and shifted its business model towards more high-end biotechnology, specialized data-driven healthcare, and cutting-edge medical diagnostics. It plays a vital role in public-private partnerships across Pakistan, working closely with federal and provincial health departments to provide subsidized treatments for critical illnesses like cancer and hemophilia. Nearly 30 Swiss companies are operating in Pakistan which includes such names as Bühler, Movenpick, SGS, Novartis, Archroma, ABB and the list continue with Pakistani companies partnering with Swiss companies as distributors and agents promoting goods and services both ways. Swiss Business Council was established in 2008 providing a meaningful bridge between business houses of both countries for the promotion of trade and investments. Participating in exhibitions, holding seminars, leading trade delegations and arranging meetings with relevant individuals are

some of the regular activities of the council. Food processing, pharmaceuticals, chemicals, banking, hotel are amongst the sectors supported and which is helping with employment opportunities to over 15,000 Pakistanis. Zurich is the largest city, and the capital happens to be Berne. Other major cities include Basel, Geneva, Lausanne and Lucerne. With an area of 41,000 square kilometers, the population is just over 9 million. The country is economically important, being industry centered on metal engineering, watchmaking, food processing, textiles and chemicals. Tourism and financial services, especially banking, are also important sources of income and employment. It is also an attractive location for International Organizations owing to its history of neutrality during armed conflicts. The United Nations Office in Geneva is one of the four major offices of the United Nations where numerous different UN agencies have a joint presence. Geneva houses more than 40 international organizations, more than 180 permanent missions and over 400 NGOs which makes it an important hub for the

United Nations. In addition to the UN entities headquartered here, most UN funds, programmes and agencies maintain a regional office or liaison

investments. Several meaningful events have been held in both countries including the signature event "100 Days Pakistan-Switzerland Friendship

always bounced back is evident from the recent role of a mediator between warring nations which has resulted in fast moving and ascending economic



office in Switzerland Karachi was host to Swiss Companies even before Independence with Volkart Brothers, well known for cotton trading had its office. Since then, and especially after Independence, many Swiss Companies found their way for profitable and meaningful business with Pakistan. The formation of the Swiss Business Council further augmented and accelerated business to business contacts and which has become a premier body showcasing Pakistan in Switzerland and vice versa; encouraging bi-lateral trade and

Exhibition" in Karachi at the Karachi Airport with 24 brands participating, a personal initiative of the then Consul General Emil Wyss and supported by Swiss Business Council which was witnessed and appreciated by over 100,000 visitors. His close interaction with the business community and associations such as TDAP, KCCI, FPCCI and the like made it all possible. Pakistan is where hope has always triumphed over despair in conflicting and inconsistent moments in a nation's history. The resilience and the spirit with which Pakistan has

indicators which is now being recognized globally. Pakistan recently regained a 'B' rating with a stable outlook from Standard & Poor's (S&P) Global Ratings after almost a decade. S&P said the stable outlook reflected its view of Pakistan's improved political and institutional settings. Entrenched economic reforms would bring about a sustained period of steady growth and fiscal consolidation. It speaks volumes about the perseverance and determination of Pakistan's business community, and the nation. Overseas Investors Chamber of

Commerce and Industry (OICCI) which includes several Swiss Companies as its members, recently released its report, 'Recommendations for Pakistan's Digital Future', outlining the country's digital ecosystem, policy gaps and growth opportunities. The report highlighted strong momentum in digital adoption, with IT and IT-enabled services reaching exports of \$3.8 billion and freelance earnings totaling \$779 million. Pakistan has more than 150 million broadband subscriptions and over 200 million telecom connections, while the mobile ecosystem contributes an estimated \$17 billion to the economy. With a population of over 250 million (ranked 6th largest) of which 60 % under the age of 30, Pakistan offers immense opportunities to exploit its human and natural resources. Among the major natural resources available include coal and gas reserves, iron ore, copper, gold, gypsum, salt chromite, limestone and different varieties of rare earth from its extensive mineral deposits. Besides, available fertile agricultural lands, vital water networks with a comprehensive

irrigation system provide agriculture sector the basic ingredients needed. Agriculture contributes almost 25 % to Pakistan's GDP. Manufacturing sector of Pakistan contributing almost 20% towards GDP include sugar, steel, tobacco, chemicals, machinery, pharmaceutical and food processing. Surgical instruments and sporting goods for which Pakistan is globally recognized contributes substantially towards exports in addition to textile and IT contributing more than USD 30 Billion annually. The future economic outlook for Pakistan therefore looks extremely bright and full of opportunities and endless possibilities. Hence, it is now for the business communities of Pakistan and Switzerland to understand the potential that Pakistan holds for the mutual benefit of both. **LONG LIVE PAKISTAN SWITZERLAND FRIENDSHIP!!!!** The writer is the Managing Director of Technology Links and an active member of several Bi-Lateral Business Forums including the Swiss Business Council.



Committed to Pakistan's Progress

Technology Links is a prominent distributor of globally renowned manufacturers and suppliers of advanced equipment catering to the needs of technical and vocational education, health, research, diagnostic, quality control, environment, and laboratory as also to the engineering faculties in the learning environment. We take pride in our services being offered since 1989 and the impressive portfolio being maintained of having successfully completed projects; thus making vital contribution in the development of Pakistan and with outreach extending to the Far East, Indo-China, Central Asia and Africa. As a responsible corporate citizen, we pledge to use our resources and expertise to leverage lives of thousands of people through our contribution and experience specially in the social sectors, such as health and education, and therefore continue to help build a strong and resilient Pakistan for our coming generations. In achieving this position, we owe extreme gratitude to our global business partners whose names are icons in their respective business-fields.



Switzerland



Pakistan

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Export and investment promotion in Switzerland

Switzerland provides effective support where needed to help Swiss companies with their international activities

and contain provisions on sustainability. SECO maintains an up-to-date list of countries with which Switzerland has signed an FTA.



via the instruments of commercial diplomacy and export promotion. As a trade-oriented, medium-sized economy, Switzerland is reliant on the open markets, legal certainty and predictability of a rules-based global economic system. In addition to the multilateral system, Switzerland concludes bilateral agreements – including free trade agreements, bilateral investment promotion and protection treaties and double taxation agreements – to enhance its access to foreign markets. Switzerland's representations abroad are involved in negotiating and implementing these agreements. They can also advise and support individual Swiss companies in the context of export promotion and consular protection. Free trade agreements (FTAs) are essentially intended to facilitate trade by reducing or eliminating trade barriers between two or more countries. Minimising customs tariffs is a central element of FTAs. Many of them also govern services, investments and public procurement

Bilateral investment promotion and protection treaties (BITs) promote investment by ensuring a certain degree of protection against non-commercial risks. These include state discrimination against investors from a partner country in favour of domestic investors, unlawful expropriation and unjustified impairment of payment and capital flows. To date, Switzerland has signed over 120 BITs with countries in Africa, Latin America, Asia and Europe. SECO maintains an up-to-date list of Switzerland's BITs with other countries. Double taxation agreements (DTAs) prevent natural persons and legal entities from being taxed twice by dividing taxation rights in respect of the various types of income and assets between the signatory states. They are thus vital to the promotion of international economic activity. Switzerland currently has DTAs with over 100 countries and continues expanding its treaty network. The Federal Tax Administration maintains a data base

with state-related tax information. Switzerland supports Swiss companies in developing their international business through the federally mandated export promoter Switzerland Global Enterprise (S-GE) as well as through its representations abroad. S-GE's services are geared to small and medium-sized enterprises (SMEs). Its ExportHelp team is the first point of contact for administrative export-related issues of all kinds, but companies can also contact one of S-GE's country advisers directly. The FDFA operates a network of Swiss Business Hubs in selected focus countries together with S-GE. These are integrated into embassies and consulates general and offer a wide range of services, including in-depth market analysis, business partner searches in target markets, and support for product approval. On behalf of the federal government, Switzerland Global Enterprise (S-GE) informs potential foreign investors about Switzerland's specific strengths and operating conditions for business. The Swiss Business Hubs are the first point of contact for foreign investors. Targeted communication is addressed to promising companies in industries such as robotics, artificial intelligence, advanced manufacturing, personalised health, and blockchain. Foreign investors in countries without a Swiss Business Hub can contact S-GE in Switzerland directly.



Karimullah Adeni
Managing Partner
Ali & Associates
(Advocates and Legal Consultants))

On the joyous occasion of the National Day of the Swiss Confederation, I extend my heartfelt congratulations and warmest wishes to the Federal Council, the Government, and the people of Switzerland. Swiss National Day commemorates the founding of the Swiss Confederation and reflects the nation's enduring values of freedom, democracy, unity, neutrality, and peaceful coexistence. These principles have earned Switzerland worldwide respect and have significantly contributed to international peace, humanitarian efforts, innovation, and sustainable development. As Switzerland celebrates this historic occasion, I join in recognizing the remarkable achievements of the Swiss nation and its invaluable contributions to global diplomacy, humanitarian assistance, scientific advancement, and international cooperation. I also take this opportunity to acknowledge the longstanding friendship and cordial relations between Switzerland and Pakistan. I sincerely hope that the ties between our two countries will continue to grow stronger through enhanced cooperation, mutual respect, and our shared commitment to peace, prosperity, and sustainable development.



NATIONAL DAY SWITZERLAND



Pakistan at DAVOS



Zarrar Sehgal
Chairman
Pathfinder Group

The World Economic Forum (WEF) in Davos is far more than an annual gathering of political and business leaders; it is where nations shape perceptions, forge partnerships, and position themselves within an increasingly interconnected global order. In an era defined by geopolitical uncertainty, technological disruption, economic realignment, and the search for sustainable development, countries that successfully communicate a coherent national vision are better placed to attract investment, influence policy debates, and build lasting international partnerships. For more than two decades, the Pathfinder Group has remained at the forefront of this effort. The group is the principal architect of Pakistan's presence at the World Economic Forum (WEF) in Davos, transforming what began as the Pakistan Breakfast in 2004 into one of the country's most enduring platforms for international engagement. Over the last 22 years, the initiative has evolved into the Pakistan

Pavilion, a globally recognized forum for economic diplomacy,

provincial representatives. Distinguished

also showcased landmark national initiatives such as the



(L to R) Zarrar Sehgal, FM Aurangzeb, PM Shehbaz Sharif, DPM Ishaq Dar, Ikram Sehgal

investment promotion, policy dialogue, technological innovation, entrepreneurship, and cultural diplomacy. The Pakistan Breakfast and associated Pavilion events have welcomed an extraordinary array of national leaders over the years, starting with President Pervez Musharraf in 2004, 2006 and 2008 by PM Shaukat Aziz in 2005 and 2007 followed by Prime Ministers Nawaz Sharif, Shaukat Aziz, Yousaf Raza Gillani, Imran Khan, Shahid Khaqan Abbasi, Anwaar-ul-Haq Kakar, and Shehbaz Sharif with also Deputy Prime Ministers and senior cabinet members including Ishaq Dar, Muhammad Aurangzeb, Bilawal Bhutto Zardari, Sherry Rehman, Sartaj Aziz, Miftah Ismail, and numerous federal ministers, diplomats, military leaders, and

international participants have included senior World Economic Forum officials Mirek Dušek, Olivier Schwab, Alexandre Raffoul, Jeremy Jurgens, Maria Basso, and Kelly Ommundsen, alongside globally renowned business leaders such as Ross Perot Jr., Arsen Tomsy, Fred Kempe and experts from the Wilson Center, Quincy Institute, AWS, the World Bank, and other leading institutions. Throughout its history, the Pakistan Pavilion has consistently highlighted Pakistan's strategic location, economic reforms, investment opportunities, digital transformation, entrepreneurship, financial inclusion, healthcare, education, women's empowerment, startup innovation, and cultural heritage. It has

Special Investment Facilitation Council (SIFC), Asaan Mobile Account (AMA), Raast digital payments, Pakistan's growing IT exports, artificial intelligence, fintech innovation, and the country's expanding startup ecosystem. The traditional "Inspiring Pakistan" Lunch at the famous SCHATZALP on the "Magic Mountain" every year brought together leading international analysts and policymakers, including Michael Kugelman, Adam Weinstein, Muhammad Farid Alam, Dr Urs Lustenberger, Prof Dr Ying Zhang and others, to elaborate on Pakistan's resilience, strategic importance, youth dividend, digital economy, and investment outlook. For the flagship Pakistan Breakfast at Davos 2026 Prime Minister Shehbaz Sharif was the Chief

Guest, Senator Muhammad Aurangzeb, Federal Minister for Finance and Revenue, presented Pakistan's macroeconomic recovery, fiscal reforms, digital economy, and export-led growth strategy. International perspectives were offered by Ross Perot Jr. and Mirek Dušek of the World Economic Forum, while Deputy Prime Minister Ishaq Dar reinforced Pakistan's commitment to international cooperation. In his concluding remarks, Ikram Sehgal reflected on more than two decades of Pakistan's presence at Davos and reaffirmed the

Family Healthcare. Distinguished international experts were assembled, including Dr Ying Zhang, Prof. Linda Zangwill, Hend Alhinawi, Dr Salma Malik, Alina Timofeeva, and technology leaders to explore women's economic participation, digital inclusion, healthcare innovation, and the transformative role of artificial intelligence. Empowering women is not merely a social imperative but an economic necessity for sustainable national growth. The "Investment in Pakistan" Lunch showcased Pakistan's improving macroeconomic environment before international investors. Moderated by

Pakistan Breakfast brought together Maria Basso (WEF), Muhammad Salman Ali, Arsen Tomsy (inDrive), Khalifa AlShamsi (e& Group), Farhan Ahmed, Imran Jattala, and other technology leaders to discuss financial inclusion, artificial intelligence, digital infrastructure and startup incubation. The remarkable success of the Asaan Mobile Account (AMA) initiative and Pakistan's expanding digital ecosystem were widely acknowledged as models of inclusive innovation. The **Pathfinder CITADEL Start-Up Session moderated by Air**

entrepreneurial capacity while reinforcing the country's emergence as a competitive innovation destination. Among others Pakistan's talent was showcased to the world by Global Shapers Community Pakistan. The Pakistan First Session concluded the policy discussions by bringing together Michael Kugelman, Abu Bakar, Usman Sheikh, Muhammad Farid Alam, and former Prime Minister Shahid Khaqan Abbasi. Complementing these policy discussions, Pakistan Night introduced the spiritual tradition of Pakistani Sufi music to an international audience through a memorable performance by Numan Haider and his Qawwali ensemble, demonstrating that Pakistan's cultural diplomacy is as powerful as its economic diplomacy in fostering international goodwill and understanding. The Pathfinder Group's continued presence at Davos embodies this vision, one that projects Pakistan with confidence, celebrates its achievements, acknowledges its challenges with realism, and presents its immense potential to the world. The journey that began more than two decades ago has matured into one of Pakistan's most enduring instruments of economic diplomacy, connecting global investors with Pakistani innovators and positioning the country's youth as drivers of sustainable economic growth and global competitiveness.



HE Georg Steiner - Ambassador of Switzerland to Pakistan at AmaaniBagh

importance of private-sector leadership in advancing economic diplomacy. Recognizing inclusive development as a national priority, the Sessions were organized to discuss **Women's Empowerment, Financial Inclusion and**

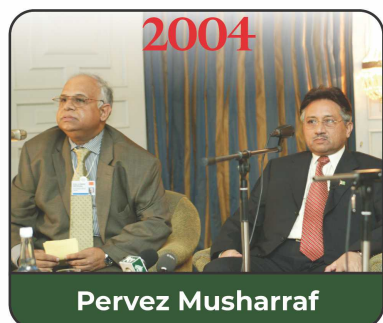
Muhammad Farid Alam and hosted by Ikram Sehgal, the Session featured Michael Kugelman, Sameer Chishty, Abu Bakar, and Dr Sania Nishtar. Digital transformation remained a central pillar of Pakistan's narrative. The **Digital**

Cdre (Retd) Farhan Ahmed demonstrated the growing maturity of Pakistan's innovation ecosystem by presenting eight promising startups selected from more than 200 applicants. The Session highlighted Pakistan's young talent and

Pathfinder Group
Empowering challenge into opportunity

PAKISTAN BREAKFAST

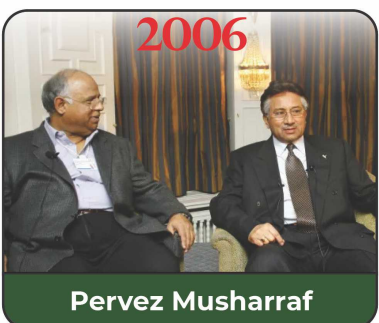
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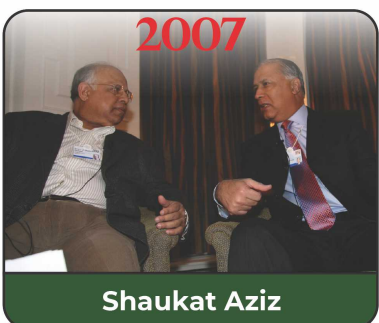
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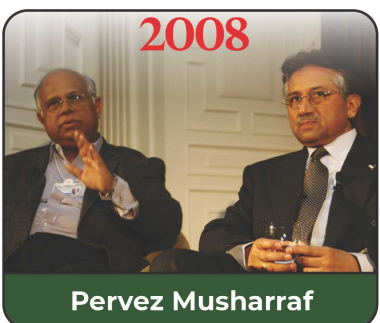
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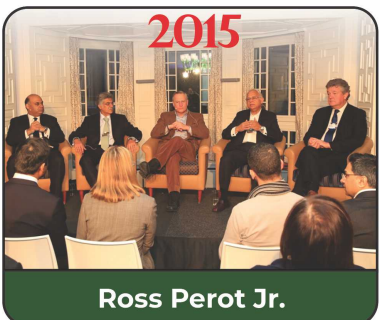
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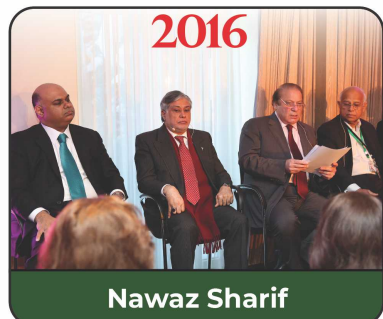
Imran Khan



Imran Khan



Ross Perot Jr.



Nawaz Sharif



Gen Raheel Sharif



Shahid Khaqan Abbasi



Mian Saqib Nisar



Imran Khan



Bilawal Bhutto Zardari



Sherry Rehman



Anwaar ul Haq Kakar



Shahid Khaqan Abbasi



Shehbaz Sharif

Security Services
Division



Financial Services &
Technology Division



Digital Revolution
Division



Enhanced Harmony
Division

