



EU-Pakistan High Level Business Forum

Serena Hotel, Islamabad

14 - 15 May 2025

An aerial photograph of a large container ship sailing on a deep blue ocean. The ship is viewed from above, showing its deck loaded with numerous colorful shipping containers in shades of red, green, blue, and white. The ship's wake is visible as a white trail of water behind it. The bottom of the slide features a decorative pattern of small yellow dots arranged in a wavy, horizontal line.

Agenda

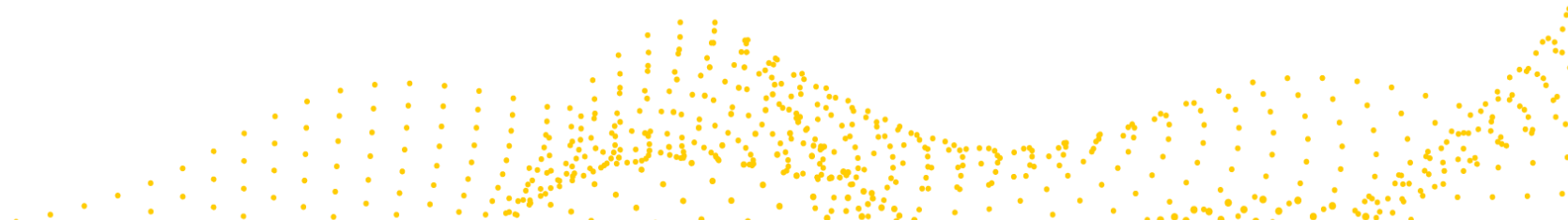
- EU-PK Business Forum (10 min)
- Q&A

EU-Pakistan High Level Business Forum

Rationale: Stronger Together

Overall Objective:

- ❑ Strengthen business partnership between the EU and Pakistani companies
- ❑ Enhancing the perceived value of the relationship (GSP + Global Gateway) – **The EU as an economic power bloc**
- ❑ Provide a **platform** for investment promotion, business networking, and policy dialogue.
- ❑ First of a series: Partnerships - **Launch of EU-PK Business Network**



EU-PK Business Network (future EBO)

Stakeholders:

- EU Businesses + Pakistan Private Sector
 - Member States
 - Business Service Organisation, Chambers, Export Associations
-

Objectives:



Boost EU private sector
influence in country



Unify and
Strengthen
advocacy



Promote partnerships
and investment
opportunities

Activities:

- Develop Narrative and Strategy: advocacy
- Consultations: In depth interviews + focus groups
- Business and Operational Plan
- Action plan for transition to EBO

Launch during High Level EU-PK Business Forum 14-15 May

Business forum – key features

Stakeholders:

- Private sector: EU + Pakistan (incl. chambers, financial sector)
 - Public sector : Pakistan (SIFC, BOI, MoC)
 - EU institutions (EIB, DG INTPA), EU Member States
 - Investors: European DFIs + International DFIs
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Objectives:



Address Investment and
Trade Barriers




Attract FDI and
encourage sustainable
development



Promote business
partnerships and
knowledge exchange

Activities:

- Dialogue/engagement
 - B2B / B2G / B2F/ Networking
 - Business deals / New project launch
 - Showcase (projects, field visits, pitching, etc.)
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High Level EU-PK Business Forum

In a nutshell



14-15 MAY 2025



Islamabad
(in-person)



400+ people



Website: https://international-partnerships.ec.europa.eu/high-level-eu-pakistan-business-forum-stronger-together_en#paragraph_6645



Registrations is open!



Questions can be addressed to:

- DELEGATION-PAKISTAN-EU-PK-BUSINESS-FORUM@eeas.europa.eu

Format

- **2 full days** in-person event, with live streaming
 - High-level opening ceremony by the **Prime Minister of Pakistan** and high-level EU dignitaries
 - **Plenary discussions** as well as **parallel sessions** by sector/mainstream topics
 - **B2B**, **B2G** and **B2F** matchmaking
 - Exclusive **How can Government Help?** Roundtable session (Upon Invitation) with high level officers
 - Welcome and **Networking dinner**: Celebrating EU-PK Partnership
 - **Presentations** on key investment opportunities, PPP project, and **recent reforms and incentives** by MoF.
 - **Exhibition space**: 18 Booths for companies, provinces and other agencies
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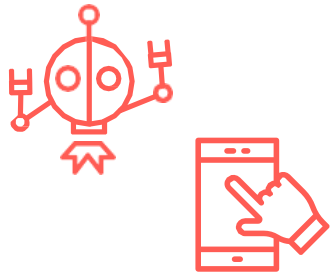


Distinctions

- **High-level government presence** – Real engagement, not just appearances.
- **Strong EU business network** – Champions & launch for partnerships.
- **Top EU-linked businesses** – Local suppliers & EU-established companies.
- **SMEs & start-ups** – Rare chance to connect in these markets.
- **B2F matchmaking** – Linking businesses with finance partners.
- **Provincial booths** – Investment beyond the national level.
- **Government-led PPPs** – Structured investment opportunities.
- **SIFC collaboration** – Real decision-makers, real impact.
- **GG-private sector alignment** – Maximizing EU investment benefits with private sector

Focus Sectors

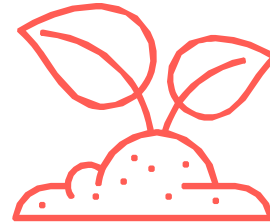
The discussion will be centred in cross cutting theme such as infrastructures and this sectors:



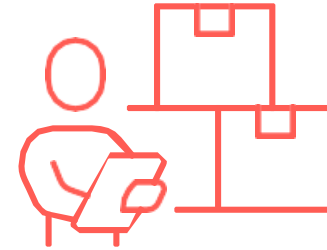
Digital, Green
Logistics/Transport



Climate and
renewable and non
energy



Agriculture and
agribusiness/
tech



Pharmaceutical
and healthcare
equipment



Textiles
and
Circularity



Indicative Agenda



DAY 01 Strategic Collaborations for Sustainable Growth

DAY 02 Unlocking Opportunities and Building Connections

MORNING

Opening ceremony and Overview of Pakistan's Economic Opportunities

Launch of EU-PK Business Network

Plenary session 1 – Strengthening EU-Pakistan Economic Relations and Investment Opportunities

Plenary session 2 - Public-Private Partnerships in –perspective to scale up Infrastructure Development

Success Stories in EU-PK Trade relations

Sector specific Breakout Sessions

How can Government Help? (Invitation only)

AFTERNOON

Sector specific Breakout Sessions

How can Government Help? (Invitation only)

Roundtable: EU Legislation and Its Implications for Businesses and Trade – Turning Challenges into Opportunities

Interactive Session: B2B and B2F Matchmaking

Roadmap for Future EU-Pakistan Collaborations

Closing ceremony

Welcome and Networking Dinner: Celebrating EU-Pakistan Partnerships

Booth fair

Partners

- **Lead:**

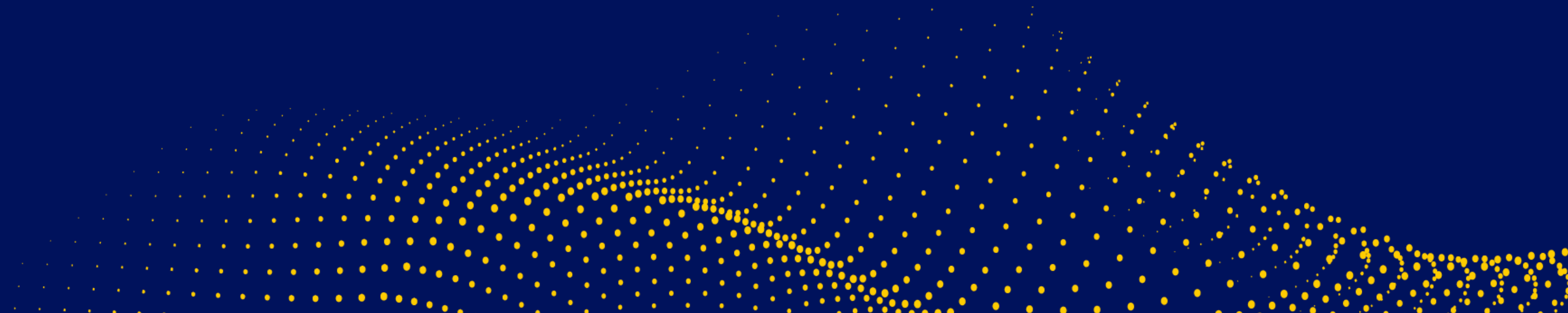
- EU Delegation,
- Prime Minister's Office
- Special Investment Facilitation Council

- **Others members:**

- EU Member States
- EU-PK Business Network Champions
- EU Private sector in country



**Thank you very much for
your attention**



Q&A