



# Punjab Board of Investment & Trade

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## Introduction

Punjab Board of Investment & Trade (PBIT) is Punjab's Investment & Trade Promotion Agency that aims to facilitate and support trade and investment both foreign and local in the province of Punjab, Pakistan. PBIT was also a Steering Committee Member and the Director of South Asia at the World Association of Investment Promotion Agencies (WAIPA), an institution working under the auspices of UNCTAD.



PBIT is linking Punjab to a global network of progressive investors and also promoting projects with burgeoning potential and high returns. It facilitates investors by streamlining procedures and institutional processes through proactive policy advocacy within the government. It acts as a bridge between investors (local and foreign) and all Government, semi-Government and private bodies. It further supports the Government in its transformation to an investment-friendly regime, creating an interface for developing dynamic business linkages.

## PBIT is broadly responsible for

- Trade and Investment Promotion in Punjab
- Domestic and International Marketing of Punjab as a business destination
- Domestic and International Business Development & relationship building
- One window facilitation and Investor Aftercare Program
- Proactive Trade and Business policy advocacy at both provincial and federal levels

## Investor Facilitation Services

Our Investor Facilitation Services Include technical, legal and regulatory advisory for business development. We provide matchmaking services at various project stages. Prospective investors are also provided with sector analysis and reports based on their specific requirements.

## Business Policy Advocacy

Based on the feedback we obtain from businesses and investors, we suggest measures to improve the regulatory aspects of policy and business environment both at a provincial and federal level.



## **B2B Matchmaking**

B2B matchmaking is a fast and easy way to encourage business and trade. We maintain a database of businesses in Punjab. This enables us to link local businesses with potential new partners around the globe.

## **Marketing & Image Promotion of Punjab**

PBIT is mandated to outreach International Investors, Chambers, Trade Bodies and Investment Funds. We are actively involved in organizing and participating in foreign and local events, trade fairs, road shows and exhibitions in collaboration with provincial departments such as tourism, education, energy and infrastructure etc. Apart from the events, PBIT periodically publishes Trade and Investment related literature. Promotion is also done through E-Marketing via website and social media.

## **Public Private Partnership**

PBIT facilitates the interested local and foreign Investors to form Public Private Partnerships in collaboration with PPP cell housed at the Planning and Development Board of Punjab. Public Private Partnership (PPP) is one of the most effective vehicles to enhance private sector participation in public services delivery, increase growth and create jobs leading to poverty reduction. The PPP cell is serving as a focal point for supporting all PPP Initiatives in the province. PPP Cell is established with the mandate to promote and facilitate PPP development in Punjab and assist line departments and local governments in preparing and executing high-quality PPP projects.



## Special Economic Zone Authority Punjab

SEZA Punjab, housed at PBIT has been established to perform statutory functions. SEZ Act was promulgated In 2012 and under this act all modes for setting up the zones are available for zone developers, zone enterprises and investors. PBIT/SEZA Punjab is endeavoring to promote incentives offered by the SEZ Law, which provides guidance to prospective investors, receives and reviews applications, and liaisons with the federal government on pertinent matters in the interest of the public and private sector. The Public Private Partnership option is also available for SEZs. Foreign companies are also encouraged to apply.

## One-Window Facilitation

PBIT is setting up facilitation centers across Punjab, that will help the government empower businesses by providing easy access to public services as well as effective, efficient, prompt and hassle-free service delivery. The idea here is to shift the approach to an investor centric one. This accessible provision of a transparent delivery service shall be available for extended hours and will have positive impact in facilitating investment in Punjab.

## Investor Aftercare Program

PBIT has successfully launched the “Investor Aftercare” program for the valuable local and International investors. The purpose of the Initiative is to help the existing investors in Punjab in building an interface with the PBIT and other government departments to address the issues hindering growth and expansion. A dedicated team of trained individuals has been formed to reach



out to both the existing local and foreign investors and to follow up on the problems they are facing. The program will help in learning from experiences of investors, and sharing this knowledge with new investors. The purpose is to provide facilitation, resolve issues and clear obstacles faced by businesses, whether domestic or foreign. These may include helping businesses in acquiring licenses, permits, and resolving any issues they may be facing. Strategic services, which would influence the future of firms, development of new capabilities and the corporate development path would also be given; including support to the development of new higher value-added products, nurturing local suppliers to international standards and policy advocacy.

## China Desk

The China Desk at PBIT is the Focal point for the Chinese investors/businesses/skill developers/incubators and accelerators who are interested in entering markets of Punjab.

Its various functions are as follows:

- Identify targeted geographic/sectoral matrix to explore industrial relocation of Chinese Firms into Punjab in a focused manner
- Exploit by highlighting the contemporary global situations to present Punjab as a forward manufacturing base for Chinese products for EU/USA markets while also highlighting potential for re-export to China's domestic market



- Maintain active contact with the Pak. Diplomatic/CC presence in China and utilize the platform to actively engage with Large Scale Chinese enterprises for attracting FDI and Tech. Transfer.
- Maintain active communication lines with the Chinese Consul General's office in Lahore and with the Embassy of China in Islamabad to further the overall mandate of China Desk
- Facilitating and supporting the visiting Chinese delegations and arranging targeted G2B & B2B.
- Maintain an upgraded directory of Chinese business having presence in Punjab/Pak.
- Maintain active facilitation contact with Chinese businesses having existing presence in Punjab and Pakistan and seek for potential of deepening of relationships.
- Establish an effective contact with several policy and academic think tanks working in the domain of CPEC and China-Pak, either local or foreign (RDI, CPEC CE, PCI, PCMI etc)
- Manage Prime Minister's portal to resolve complaints relating to PBIT.



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