

SWEDEN - PAKISTAN BUSINESS GUIDE
2014

SWEDEN - PAKISTAN

BUSINESS GUIDE

2014

Disclaimer:

The Embassy of Sweden and Business Sweden have made every effort to provide a comprehensive directory of companies with substantial Swedish interests represented in Pakistan. However, the both entities cannot guarantee that the list is exhaustive. All company information contained in this directory has been provided by the companies themselves.

The financial data on the companies in this catalogue refer to the year 2013-2014.

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Table of Contents

Foreword	5
Country Facts Sweden & Pakistan	7-16
Visa	17-20
Supporting Organisations	21-32
Business Directory Swedish Companies in Pakistan	33-54
Useful Links	55-60
Index	61-63



SkyView, Ericsson Globe Arena

Tommy Andersson/imagebank.sweden.se



We are delighted to present the first edition of the Sweden-Pakistan Business Guide. The Guide is intended to present the existing commercial links between Sweden and Pakistan, as well as the Swedish economy at large. We are convinced that it will serve as a valuable tool for those who wish to learn more about trade and commercial links between our two countries.

Swedish companies have a longstanding tradition in Pakistan and are well known for the quality of their products as well as their contribution to the development of Pakistan. Our hope is that this Guide will be useful for them, and also inspire other businesses who have yet to establish themselves in Pakistan. We are convinced that the huge and growing market in Pakistan should be of great interest to many Swedish companies.

We stand ready to facilitate growing contacts between partners in Sweden and Pakistan. We hope that this Guide will continue to contribute to even stronger links between Pakistan and Sweden.

A handwritten signature in black ink, appearing to be 'Tomas Rosander'.

Tomas Rosander
Ambassador of Sweden
to Pakistan

A handwritten signature in black ink, appearing to be 'Anna Liberg'.

Anna Liberg
Trade Commissioner



Invisible Bicycle Helmet

Hannes Söderlund/imagebank.sweden.se

COUNTRY FACTS

Facts on economy, trade & investments in

SWEDEN & PAKISTAN

SWEDEN



Land Area	: 449964 Sq Km
Population	: 9.6 mn
Capital	: Stockholm
Type of Government	: Constitutional monarchy, parliamentary democracy
GDP (2013)	: 558 bn (Current USD), 418 bn (PPP, Current USD)
GDP/Capita	: 58164 (Current USD), 43455 (PPP, Current USD)
GDP Growth 2012-13	: 1.53%
Employment Rate	: 74%
Unemployment Rate*	: 8%
Fiscal Deficit (% of GDP)	: 0.36%
Govt Debt (% of GDP)*	: 40.60%
Current Account Balance	: +6.1%
Investments in R&D (% of GDP)*	: 3.41%
Internet Penetration (% of population)	: 95%
Mobile Phones (per 100 population)	: 124
Share of Renewable energy in total energy supply*	: 37.20%

Source
World Bank Data Bank
* Eurostat



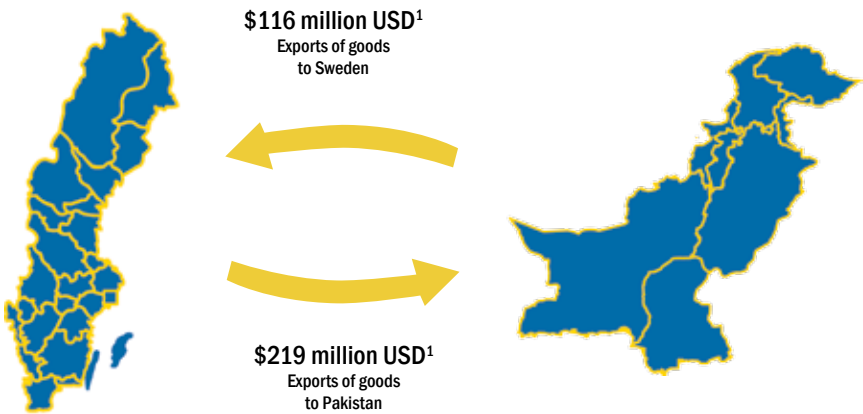
Land Area	: 796100 Sq Km
Population	: 18.21 mn
Capital	: Islamabad
Type of Government	: Federal republic, parliamentary republic
GDP (2013)	: 236 bn (Current USD), 856 bn (PPP, Current USD)
GDP/Capita	: 1299 (Current USD), 4699 (PPP, Current USD)
GDP Growth 2012-13	: 3.6%**
Employment Rate	: N/A
Unemployment Rate*	: 6.6%**
Fiscal Deficit (% of GDP)	: 7.7%**
Govt Debt (% of GDP)*	: 54.6%**
Current Account Balance	: -1.6%
Investments in R&D (% of GDP)*	: N/A
Internet Penetration (% of population)	: 11%
Mobile Phones (per 100 population)	: 70
Share of Renewable energy in total energy supply*	: N/A

Source

World Bank Data Bank

** CIA World Factbook 2013 Est.

Exports - national level

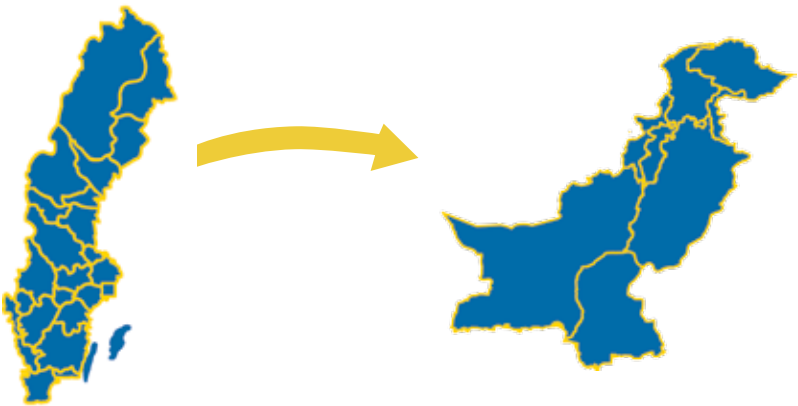


¹ Swedish National Board of Trade

Jobs created - national level*

3211

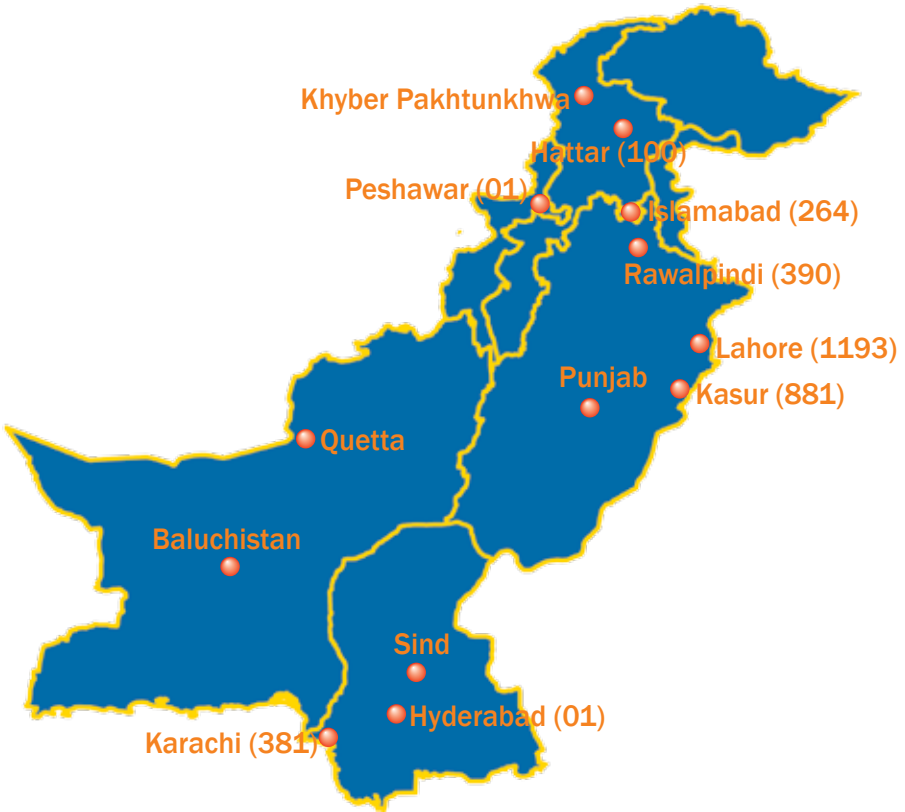
Total number of direct jobs created by Swedish companies in Pakistan



* as per Swedish companies covered in the Business Guide

SWEDISH COMPANIES CREATE JOBS IN PAKISTAN

Jobs created per state



Jobs created by Swedish Companies - Pakistan

Hattar

Wah Nobel Pvt Ltd

Hyderabad

VPL Ltd

Islamabad

ABB Pvt Ltd

Atlas Copco Pakistan Pvt Ltd

Equinox Pvt Ltd

Equipis Pvt Ltd

Ericsson Pakistan Pvt Ltd

Panasian Group

SAAB International

VPL Ltd

Karachi

ABB Pvt Ltd

Alfa Laval Middle East Ltd Pakistan

Atlas Copco Pakistan Pvt Ltd

Bulleh Shah Packaging Pvt Ltd

Equipis Pvt Ltd

Ericsson Pakistan Pvt Ltd

GAC Pakistan Pvt Ltd

IKEA Trading (Hong Kong) Ltd, Pakistan Liaison Office

Lindex Pakistan Liaison Office

Panasian Group

Puls Trading Fareast Ltd (H&M Pakistan Liaison Office)

SKF Pakistan Pvt Ltd

Tetra Pack Pakistan Ltd

VPL Ltd

Wah Nobel Pvt Ltd

Kasur

Bulleh Shah Packaging Pvt Ltd

Lahore

ABB Pvt Ltd

Alfa Laval Middle East Ltd Pakistan

Atlas Copco Pakistan Pvt Ltd

Equinox Pvt Ltd

Equipis Pvt Ltd

Ericsson Pakistan Pvt Ltd

Oriflame Cosmetics Pakistan pvt Ltd

Panasian Group

Profarm Pakistan Pvt Ltd

SKF Pakistan Pvt Ltd

Tetra Pack Pakistan Ltd

VPL Ltd

Peshawar

VPL Ltd

Rawalpindi

Wah Nobel Pvt Ltd

THE SWEDISH SOCIETY AND ECONOMY

PRIORITY AREAS

Sweden is a country with a strong reputation for its natural resources, innovations, high tech companies and developed welfare state. In order to promote Sweden, enhance trade, attract investment, tourists and talent, and encourage cultural exchange, four focus areas have been identified by the Council of Sweden Promotion.

INNOVATION

Today, Sweden ranks as one of the most innovative countries in the world. An educated workforce and a tradition of innovation enables Swedish companies to be market leaders in competitive sectors such as life science, environmental technologies, IT telecom, innovation for society, car and truck manufacturing, mining and pulp and paper production. Many of these companies have been world leaders since the early 20th century, continuously reinventing themselves to stay on top.

SUSTAINABILITY

Sweden has a long history of international commitment to sustainable development. This profile area focuses on ecological sustainability, protection of the environment and combating climate change. Sweden is at the forefront of developments in new environmental technologies and sustainable system solutions, including renewable energy, green buildings, waste management, air and water treatment, sustainable fuels and battery-driven vehicles.

CREATIVITY

Sweden is a strong player in the cultural and creative industries. These industries play an increasingly important role in the growth of the Swedish economy and are driving forces for innovation in other sectors of society and industry as well. Fashion and design, film, literature and music, performing arts, computer

games, gastronomy and marketing communication are thriving examples of the creative industries.

SOCIETY

Sweden enjoys an open and tolerant society with advanced welfare and social security, gender equality, internet freedom and personal security.



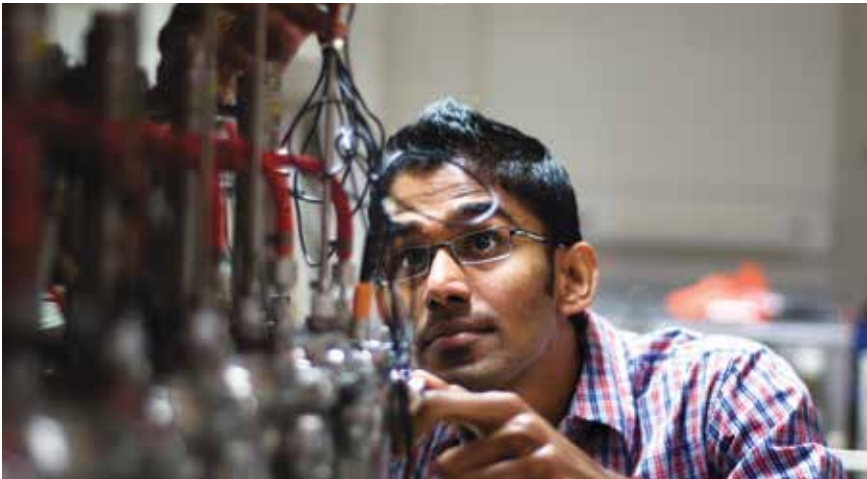
Meeting

Henrik Trygg/imagebank.sweden.se

SWEDEN PAKISTAN BUSINESS HISTORY

Trade between Sweden and Pakistan dates back to the founding of Pakistan in 1947. Swedish multinationals, such as Ericsson, Alfa Laval and Volvo, have been present in the Pakistan market for decades, and contributed to forming strong ties between the two countries. Today, as economic reforms and liberalisation of trade have started to bear fruit, the potential for increased cooperation is huge. The agreement of GSP Plus-status for Pakistan in 2013 will make exports in Pakistan to the European Union, including Sweden, cheaper, and should further strengthen the links.

Major Swedish exports to Pakistan include paper and pulp, telecommunication equipment, machinery, trucks, chemicals and metals. Pakistan exports to Sweden consist mainly of textile, garments, leather and sports goods. Swedish retail companies such as Ikea and H&M are major buyers of textile products from Pakistan. Several Swedish companies have also made direct investments in Pakistan, including Tetra Pak and Stora Enso. In total, more than twenty Swedish companies are represented in the Pakistan market.



RESEARCH AND DEVELOPMENT

Ulf Lundin/imagebank.sweden.se



VISA | SWEDEN & PAKISTAN

BUSINESS VISA TO SWEDEN

Sweden is a part of the Schengen visa cooperation and a business visa application follows the Schengen procedure.

To improve the service for visa applicants, the Embassy cooperates with Gerry's International-Visa Drop Box, with numerous offices across Pakistan. To apply you present your application in person to a Gerry's International office. When the decision has come through, after about 10 to 12 days or as per Schengen guidelines 15 days, you collect your passport and your visa at the same office. For more information, please visit the website of Gerry's International: <http://www.gerrys.com.pk/>

The Embassy strongly recommends applicants to apply at least three weeks ahead of intended departure in order to avoid any inconveniences.

You can also submit your application in person at the Swedish Embassy. In order to do so, you need to make an appointment by writing an e-mail to embassy.islamabad-appointments@gov.se. During Monday-Friday between 14.00-15.00 you can also call the Embassy at +92 51 207 2690. A decision on your application will be available after about 15 days.

You can find more information on the Embassy website:
<http://www.swedenabroad.com/islamabad>

Swedish passport holders and Non-Swedish passport holders (resident in Sweden) are required to apply for visa to Pakistan at the Embassy of Pakistan in Stockholm. You can find more information on the website of the Embassy of Pakistan: <http://www.pakistanembassy.se/>



Recycling

Cecilia Larsson/imagebank.sweden.se



Supporting Organisations

Useful organisations when doing business in

SWEDEN & PAKISTAN

EMBASSY OF SWEDEN PAKISTAN



EMBASSY OF SWEDEN

The Swedish Embassy in Islamabad is active in promoting Swedish exports to Pakistan. Information about Swedish exports can be found in the Swedish Export Directory. The promotion of bilateral trade is a common endeavour of the Embassy of Pakistan in Stockholm and the Swedish Embassy in Islamabad.

Minister for Trade Ms. Ewa Björling visited Pakistan in 2010 accompanied by a Trade Delegation comprising of 12 Swedish companies and institutions with the aim of promoting bilateral trade. Equally, Minister of Commerce Makhdoom Amin Fahim also paid a visit to Sweden in 2010. In May 2014 the Speaker of the Swedish Parliament Mr. Per Westerberg visited Pakistan together with a Trade Delegation of Swedish companies.

Address: House No. 4, Street No. 5, Sector F - 6 / 3
Islamabad 44000

Tel: +92 51 2072600

Web: www.swedenabroad.com/en-GB/Embassies/Islamabad

Head: Mr. Tomas Rosander
Ambassador



With around 400 employees both in Sweden and in 57 countries, Business Sweden facilitates and promotes the growth of Swedish companies abroad and investment opportunities for foreign companies in Sweden.

Business Sweden India was established in 1996 and is represented in New Delhi, Mumbai and Bangalore. They offer additional support through the Swedish Consulates in Chennai and Kolkata and across South Asia through the Swedish Embassies and Consulates in Bangladesh, Sri Lanka and Pakistan. They are a team of 20 experienced consultants, focusing on international business development and supporting Swedish companies that wish to establish themselves in South Asia.

Address: C/o Embassy of Sweden
Nyaya Marg, Chanakyapuri
New Delhi 110021

Tel: +91 11 46067100

Web: www.business-sweden.se

Head: Mrs. Anna Liberg
Trade Commissioner

HONORARY CONSULATE PAKISTAN



EMBASSY OF SWEDEN

Embassy of Sweden in Pakistan has Honorary consulates in Lahore and Karachi. They facilitate and support the Swedish Embassy throughout Pakistan. The Consulate provides assistance to Swedish delegations and routine visits by the Swedish Ambassador and diplomatic staff of the Embassy. The Consulate disseminates general information to the people intending to visit Sweden for business, education and family visits. The Consulate also provides all possible consular support to the Swedish nationals within its jurisdiction.

Karachi

Address: 37 - G, Block 6, P. E. C. H. S.

Shahrah-e-Faisal

Karachi 75400

Tel: +92 21 34373001 - 2

Web: www.swedenabroad.com/islamabad

Head: Mr. Bashir H. Ali Mohammad
Honorary Consul General

Lahore

Address: 5 . F. C. C

Syed Maratab Ali Road

Gulberg - II

Lahore 54660

Tel: +92 42 35763972
35753405 - 6

Web: www.swedenabroad.com/islamabad

Head: Mr. Syed Hyder Ali
Honorary Consul General



Open Trade Gate Sweden is a one-stop information centre for exporters in developing countries. The overall goals are to increase market access for developing countries and to strengthen the capacity to export to Sweden. Open Trade Gate Sweden provides information on trade rules, regulations and requirements for the Swedish and European Union markets. The service is free of charge. Open Trade Gate Sweden forms part of the National Board of Trade, Sweden's governmental agency for international trade and trade policy.

Address: Drottninggatan 89
SE 11386 Stockholm

Tel: +46 86904940

Web: www.opentradegate.se

Head: Ms. Sonia Albarello
Executive Director



Swedish Trade Federation is the main organisation in Sweden for importers, wholesalers, suppliers and retailers. The Federation has 12,000 members representing a total of 23,000 workplaces. The members of the Federation stand for the major share of Swedish domestic trade and imports. The Swedish Trade Federation is the largest member organisation of the Confederation of Swedish Enterprise (Svenskt Näringsliv).

Address: Regeringsgatan 60
SE 10329 Stockholm

Tel: +46 104718500

Web: www.svenskhandel.se

Head: Ms. Karin Johansson
Managing Director



EKN is a government agency that supports Swedish exports and the internationalisation of Swedish industry. They do this by offering exporting companies and banks guarantees for payment and financing, together with advice on business structure and risk management. Their services provide an extra level of confidence, increased competitiveness and more opportunities for successful export transactions.

Address: Kungsgatan 36
Stockholm 10361

Tel: +46 87880000

Web: www.ekn.se

Head: Ms. Karin Apelman
Director General



Swedfund provides risk capital, expertise and financial support for investments in emerging markets. Owned by the Swedish state, Swedfund is a member of the Association of European Development Finance Institutions. Their mission is poverty reduction through sustainable business, contributing to economic and environmental development as well as a positive impact to society.

For Pakistan, Swedfund's partners are primarily Swedish companies looking to establish or expand their business with shared risk. Together with its partners, Swedfund has invested in more than 220 of their subsidiaries. Their unique knowledge and experience enable their partners to invest more successfully.

Address:	P. O. Box 3286 SE 10365 Stockholm
Tel:	+46 87259400
Web:	www.swedfund.se
Head:	Ms. Karin Isaksson Director, Investment Origination

SEK

SEK lends money to Swedish exporters and their overseas customers. They do this during both good and bad economic conditions. Each year SEK lends around SEK 55 billion.

Address: P. O. Box 194
SE 10123 Stockholm
Tel: +46 86138300
Web: www.sek.se
Head: Ms. Catrin Fransson
President

EMBASSY OF PAKISTAN STOCKHOLM



The Embassy of Pakistan in Stockholm is the diplomatic mission of Islamic Republic of Pakistan to Sweden. The Embassy is also concurrently accredited to Finland.

Address: Karlavagen 65, 1st Floor
Stockholm 11449

Tel: +46 8203300

Web: www.pakistanembassy.se

Head: Mr. Najeeb Durrani
Charge d'Affaires a.i.



Since its inception in 1950, the FPCCI has advocated and voiced the collective opinion, concern and aspiration of the private sector and offered helpful advice and solid assistance to the Government in its efforts to promote exports, encourage foreign investment and stimulate economic activity in the country. The FPCCI has its fingers on the pulse of the economy and serves as a bridge between the private sector and the Government.

The FPCCI is playing an active role in presenting problems of trade, industry and environment and safeguarding the interests of the private sector through constant dialogue with the Government.

Address: Federation House, Shahrah-e-Firdousi, Main Clifton
Karachi 75600

Tel: +92 21 35873691, 35873693 - 94

Web: www.fpcci.org.pk

Head: Mr. Zakaria Usman
President



Science and technology

Jan-Olof Yxell/imagebank.sweden.se



BUSINESS DIRECTORY

Swedish Companies in Pakistan



ABB is a leader in power and automation technologies that enable utility, industry, and transport and infrastructure customers to improve performance while lowering environmental impact. The ABB Group of companies operates in roughly 100 countries and employs about 145,000 people.

ABB established its offices in Pakistan in 1992. Having head office in Lahore and branch offices in Karachi and Islamabad, their team comprises of more than 100 committed employees. They provide full range of lifecycle services from spare parts and equipment repair, training, migration to remote monitoring and technical support. Their application and process knowledge provides proficiency, resulting in measurable performance improvements.

Address:	PEC Building, 1st Floor 97-A/D-1 Liberty Market, Lahore Punjab Lahore 54660
Tel:	+92 42 32560700
Web:	www.abb.com
Head:	Mr. Najeeb Ahmed President & Chief Executive Officer
Annual Turnover in Pakistan:	US\$ 34 mn (2013 audited figure)
Annual Turnover in the World:	US\$ 42 bn (2013)
No of Employees in Pakistan:	103
No of Employees in the World:	150 000
Swedish Share:	N/A



Alfa Laval is a leading global provider of specialised products and engineering solutions based on its key technologies of heat transfer, separation and fluid handling. The company's equipment, systems and services are dedicated to assisting customers in optimising the performance of their processes.

The solutions help them to heat, cool, separate and transport products in industries that produce food and beverages, chemicals and petrochemicals, pharmaceuticals, starch, sugar and ethanol.

Their products are also used in power plants, aboard ships, in the mechanical engineering industry, in the mining industry and for wastewater treatment, as well as for comfort climate and refrigeration applications.

Address:	6 Scotch Corner Upper Mall Lahore 54600
Tel:	+92 42 35879076
Web:	www.alfalaval.com
Head:	Mr. Waseem Ahmed Managing Director
Annual Turnover in Pakistan:	US\$ 1015 mn
Annual Turnover in the World:	US\$ 3.8 bn
No of Employees in Pakistan:	5
No of Employees in the World:	16 000 +
Swedish Share:	N/A



Atlas Copco is a world-leading provider of sustainable productivity solutions. The Group serves customers with innovative compressors, vacuum solutions and air treatment systems, construction and mining equipment, power tools and assembly systems. They develop products and service focused on productivity, energy efficiency, safety and ergonomics. The company was founded in 1873, is based in Stockholm, Sweden, and has a global reach spanning more than 180 countries.

Address:	Plot #3, Street #1, Attari Industrial Estate 18 - km, Ferozepur Road Lahore 54760
Tel:	+92 42 35923601 - 4
Web:	www.atlascopco.com
Head:	Mr. Sohail Shahzad General Manager
Annual Turnover in Pakistan:	US\$ 22 mn (as of Dec 2013)
Annual Turnover in the World:	US\$ 13.6 bn (approx as of Dec 2013)
No of Employees in Pakistan:	50
No of Employees in the World:	40 000
Swedish Share:	100%



Bulleh Shah Packaging (Pvt.) Limited is a Joint Venture between Packages Limited and Stora Enso Oyj Group. The Joint Venture includes Paper & Paperboard and Corrugated business operations. Packages Limited is the country's leading integrated packaging company. They offer complete paper and film based packaging solutions using latest technology available in its carton and flexible packaging lines. Packages' customer base includes some of the world's best known branded consumer products companies across industries. In addition, Packages also manufactures and holds a substantial local market share of off-the-shelf branded tissue products.

Stora Enso is a world leader in the board & packaging business and through this JV expanded its renewable packaging business to Pakistan. Deals into liquid packaging board , folding boxboard & corrugated packaging

Address:	4th Floor, The Forum, Suite # 416 - 422 G - 20, Block 9, Khyaban-e-Jami, Clifton Karachi 75600
Tel:	+92 21 35860252 / 35874047 - 49
Web:	www.bullehshah.com.pk
Head:	Ms. Monica Passanen Acting Chief Executive Officer
Annual Turnover in Pakistan:	US\$ 97.12 mn (Apr - Dec 2013)
Annual Turnover in the World:	US\$ 97.32 mn (Apr - Dec 2013)
No of Employees in Pakistan:	976
No of Employees in the World:	N/A
Swedish Share:	35%



Equinox undertakes marketing & sales of products, solutions & services in domains of Railways and Infrastructure. Over decades, in collaboration with global brand Bombardier (Rail Control Solutions - based in Stockholm), it has implemented wide array of nation-wide projects both in Private and Public sectors of the economy. It is a Panasian Group company.

Address:	49 - C, Jail Road Lahore 54000
Tel:	+92 42 37587143
Web:	www.equinox.com.pk
Head:	Mr. Jawwad Saleem CEO
Annual Turnover in Pakistan:	US\$ 0.3 mn
Annual Turnover in the World:	N/A
No of Employees in Pakistan:	18
No of Employees in the World:	N/A
Swedish Share:	N/A



Equipsis is a leading company offering products, services and solutions to construction and industrial sector in partnership with renowned global brands. Currently Equipsis is working alongwith Chicago Pneumatic (Atlas Copco Group) and ESAB in Pakistan. It is a Panasian Group company.

Address:	49 - C, Jail Road Lahore 54000
Tel:	+92 42 111144584
Web:	www.equipsis.com
Head:	Mr. Irfan Ullah Malik CEO
Annual Turnover in Pakistan:	US\$ 2.04 mn
Annual Turnover in the World:	N/A
No of Employees in Pakistan:	34
No of Employees in the World:	N/A
Swedish Share:	N/A



ERICSSON

Ericsson is the driving force behind the Networked Society - a world leader in communications technology and services. Their long-term relationships with every major telecom operator in the world allow people, businesses and societies to fulfill their potential and create a more sustainable future.

Their services, software and infrastructure - especially in mobility, broadband and the cloud - are enabling the telecom industry and other sectors to do better business, increase efficiency, improve the user experience and capture new opportunities.

With more than 110,000 professionals and customers in 180 countries, they combine global scale with technology and services leadership.

Address:	3rd Floor, Saudi Pak Tower, P. O. Box 2442 61 - A Jinnah Avenue, Blue Area Islamabad
Tel:	+92 51 111757000
Web:	www.ericsson.com
Head:	Mr. Ashley Gold Chief Executive Officer & Country Manager
Annual Turnover in Pakistan:	US\$ 44 mn (Revenue in 2013)
Annual Turnover in the World:	US\$ 34.9 bn (Net Sales in 2013)
No of Employees in Pakistan:	500 +
No of Employees in the World:	1 10 000 +
Swedish Share:	100%



Established in 1984, GAC Pakistan is a leading shipping agency in Pakistan, with a comprehensive range of shipping and logistics services for all types of port calls. They are also the first shipping company in Pakistan to receive Quality Management Service certificate from DNV in April 1999.

Address:	5th Floor, K. D. L. B. Building 58, West Wharf Road Karachi 74000
Tel:	+92 21 32311010
Web:	www.gac.com/pakistan
Head:	Captain Abid Ahmed Managing Director
Annual Turnover in Pakistan:	N/A
Annual Turnover in the World:	N/A
No of Employees in Pakistan:	44
No of Employees in the World:	N/A
Swedish Share:	N/A

IKEA TRADING (HONG KONG) LTD, PAKISTAN LIAISON OFFICE



IKEA Trading Hong Kong (Pakistan Liaison Office) has been operating in Pakistan for the last 20 years. Being one of leading home furnishing company in the world Pakistan is the one of main sourcing market for textile products. Total 15 co – workers are employed to run business operations. IKEA has created a positive foot print in Pakistan for business and social activities.

Address:	F - 2 / 1, Block No. 9, Kehkashan Clifton Karachi 74000
Tel:	+92 21 35872100 - 6 (6 Lines)
Web:	www.ikea.com
Head:	Mr. Rehan Ahmedani Business Development Manager Textile Products Asia Pacific
Annual Turnover in Pakistan:	US\$ 198.46 mn
Annual Turnover in the World:	US\$ 37.68 bn
No of Employees in Pakistan:	15
No of Employees in the World:	1 35 000
Swedish Share:	N/A

The LINDEX logo consists of the word "LINDEX" in white, uppercase, sans-serif font, centered within a solid red rectangular background.

Lindex is one of the leading fashion chains in Europe with over 480 stores in the Nordic countries, the Baltic states, Russia, Central Europe and the middle east. The company deals in ladies and children's wear.

Address:	Dilkusha Forum, Office #1302, 13th Floor Plot No. 7, Block - 3, Delhi Co-Operative Housing Society, Tariq Road Karachi 75400
Tel:	+92 21 34391002 - 5
Web:	www.lindex.com
Head:	Mr. Ingvar Larsson CEO
Annual Turnover in Pakistan:	US\$ 12.7 mn
Annual Turnover in the World:	US\$ 908 mn
No of Employees in Pakistan:	5
No of Employees in the World:	5 000
Swedish Share:	100%

oriflame

natural swedish cosmetics

Oriflame is a leading beauty products company, involved in direct selling. They are present in more than 60 countries, of which they are the market leader in more than half. Oriflame has its origin in Sweden with corporate office in Switzerland. They offer a wide range of high-quality beauty products as well as a unique opportunity to join its sales force and start your own business.

Address:	14 A, Ground Floor, Ali Block New Garden Town Lahore 54000
Tel:	+92 42 111674111
Web:	www.oriflame.com.pk
Head:	Mr. Siddiqui Babar Country Manager
Annual Turnover in Pakistan:	N/A
Annual Turnover in the World:	US\$ 1.91 mn (as on 31 December 2013)
No of Employees in Pakistan:	29
No of Employees in the World:	7 500 (approx)
Swedish Share:	100%



Panasian Group is a diversified conglomerate having businesses across multiple verticals. Over its 45 years of history, it has established and developed some of the leading Swedish brands in Pakistan including Volvo, Ericsson, Sandvik, Atlas Copco, ESAB, Dynapac, Bombardier (Rail Control Solutions) and ABB.

Address:	49 - C, Jail Road Lahore 54000
Tel:	+92 42 37587144
Web:	www.panasiangroup.com
Head:	Mr. Moaz Mohiuddin Chairman
Annual Turnover in Pakistan:	US\$ 27 mn
Annual Turnover in the World:	N/A
No of Employees in Pakistan:	322
No of Employees in the World:	N/A
Swedish Share:	N/A

PROFARM PAKISTAN PVT LTD



ProFarm Pakistan is the first one-stop Dairy Farm product and service provider in Pakistan. Over 100,000 farmers have used their products and services ever since the start of their operations in 2007. They are proud to be a partner to all the major dairy farms in Pakistan. They are exclusive representative of Delaval Exports a Swedish company providing Dairy Solutions (<http://www.delaval.com/>). Their commitment is to provide you with quality products and reliable services any time, every time, to contribute to your dairy farming profit. The company's main motto is "Your profit is our passion".

Address:	Plot # 52, Block R1, M. A. Johar Town Lahore 54000
Tel:	+92 42 35291992 - 4 (3 lines)
Web:	www.profarm.com.pk
Head:	Mr. Joachim Westerveld Chief Executive / Managing Director
Annual Turnover in Pakistan:	US\$ 1 mn
Annual Turnover in the World:	US\$ 1 mn
No of Employees in Pakistan:	32
No of Employees in the World:	1
Swedish Share:	N/A

Puls Trading Far East Ltd is one of the well-established Swedish Buying House/ Liaison office sourcing for Hennes and Mauritz AB (H&M). H&M is a Swedish clothing company, known for its fast fashion clothing offerings for women, men, teenagers and children .

Puls trading (Pakistan Liaison office) was established in 2004, dealing into 98% garment (denim) exports and the rest in home textiles, leather garments and socks. Their suppliers are mostly Karachi based. It is a cost office and do not own any suppliers. Besides business, they work together with their suppliers closely to improve the worker's health and safety, environment, wages, rights etc.

Address:	Al-Tijarah Center, 9th Floor, Office No. 906 32 - 1 / A, PECHS, Block 6, Main Sharah-e-Faisal Karachi 75400
Tel:	+92 21 38797083, 38771848
Web:	www.hm.com
Head:	Mr. Alexander Gomes Production Office Manager
Annual Turnover in Pakistan:	US\$ 120 mn (approx)
Annual Turnover in the World:	N/A
No of Employees in Pakistan:	37
No of Employees in the World:	1 00 000 +
Swedish Share:	N/A



SAAB

Saab AB has established foot print in Pakistan for more than four decades. Saab established permanent office in Islamabad during 1985 and then established Saab International Pakistan Liaison Office in 2007. Saab International Pakistan Liaison Office (SIPLO) has responsibilities of marketing, sales and support & services. Saab is a trusted supplier to the Pakistan armed forces for more than forty years. Saab has, over the decades delivered world leading products, services and solutions for military needs of all the three services.

Address:	#4, Street #53, F8 / 4 Islamabad 44000
Tel:	+92 51 2851158
Web:	www.saabgroup.com
Head:	Mr. Rana Ehteshamul Haq President and General Manager
Annual Turnover in Pakistan:	US\$ 10 mn
Annual Turnover in the World:	N/A
No of Employees in Pakistan:	18
No of Employees in the World:	N/A
Swedish Share:	N/A



SKF has been a leading global technology provider since 1907 having hands-on experience in over 40 industries, with knowledge across the SKF technology platforms: bearings and units, seals, mechatronics, services and lubrication systems. Their success is based on their knowledge, their people, and their commitment to SKF Care principles.

Address:	11, Bangalore Town Cooperative Housing Society, Shahrah-e-Faisal Karachi 75350
Tel:	+92 21 3430 0059 - 63
Web:	www.skf.com/pk
Head:	Mr. Abbas Akber Managing Director
Annual Turnover in Pakistan:	US\$ 8.1 mn
Annual Turnover in the World:	N/A
No of Employees in Pakistan:	33
No of Employees in the World:	46 775
Swedish Share:	100%



Tecserv Pakistan represents Ecolean in Pakistan and provides after sales service to Ecolean customers. They develop and manufacture packaging systems for the liquid food industry – packaging material, packaging, and filling machines for both ambient and chilled distribution. Their answer to the global demand is a lighter approach to packaging. By using a minimal amount of raw material they produce a truly lightweight package and thus reduce the environmental impact. Its weight alone saves resources. Their modern lightweight packaging is consumer convenience and environmental concern in one.

It's an international company with its headquarters in Sweden. It was founded in 1996 & has commercial activities in 30 countries, the largest markets being China and Russia.

Address:	35-D Commercial Area, EME Sector DHA Multan Road Lahore 54000
Tel:	+92 423 7511774-6
Web:	www.ecolean.com
Head:	Mr. Kamran Khan Mangol CEO
Annual Turnover in Pakistan:	N/A
Annual Turnover in the World:	US\$ 60 mn
No of Employees in Pakistan:	16
No of Employees in the World:	260
Swedish Share:	N/A



Tetra Pak Pakistan Ltd. offers complete processing & filling solutions for their core business, which is the packaging material that gives long shelf life to liquid products. They have state of the art converting factory that not only produces for more than 25 customers, they are also capable of exporting packaging material. Tetra Pak Pakistan consists of a head office in Lahore and a site office in Karachi.

Address:	316 Upper Mall Lahore 54000
Tel:	+92 42 35989100
Web:	www.tetrapak.com
Head:	Mr. Stefan Johansson Managing Director
Annual Turnover in Pakistan:	US\$ 300 mn
Annual Turnover in the World:	US\$ 8 bn
No of Employees in Pakistan:	350
No of Employees in the World:	24 000
Swedish Share:	95%



VPL Limited is a leading supplier of Trucks, Buses, Construction Equipment, Mining Equipment, Engines and Generators. VPL is the authorised distributor of well known Swedish brands Volvo Trucks, Volvo Construction Equipment, Volvo Buses, Volvo Penta, Sandvik, Gesan (Atlas Copco Group), UD Trucks (Volvo Group). It is a Panasian Group company.

Address:	49 - C, Jail Road Lahore 54000
Tel:	+92 42 111875875
Web:	www.vpl.com.pk
Head:	Mr. Waqar Asghar CEO
Annual Turnover in Pakistan:	US\$ 2.88 mn
Annual Turnover in the World:	N/A
No of Employees in Pakistan:	99
No of Employees in the World:	N/A
Swedish Share:	N/A



Founded in 1962, Wah Nobel is a joint venture between Saab Sweden, Almisehal Saudi Arabia and the Pakistan Ordnance Factories. For more than five decades they stood as a symbol of safety, reliability, service and commitment and Wah Nobel's products enjoy the highest reputation in Pakistan and abroad. They are involved in the manufacture of commercial explosives and accessories. They have three other companies as subsidiaries, one of which is a public listed company manufacturing industrial glues/resins and powdered moulding compound.

Address:	G. T. Road Wah Cantt 47040
Tel:	+92 51 453 5819
Web:	www.wahnobel.com
Head:	Mr. Syed Naseem Raza Chief Executive
Annual Turnover in Pakistan:	US\$ 40 mn
Annual Turnover in the World:	N/A
No of Employees in Pakistan:	500+
No of Employees in the World:	N/A
Swedish Share:	27.23%



Workplace environment

Lena Granefelt/imagebank.sweden.se



USEFUL LINKS

SWEDEN & PAKISTAN

Business Sweden – The Swedish Trade & Invest Council

<http://www.business-sweden.se>

Confederation of Swedish Enterprise

<http://www.svensktnaringsliv.se>

EKN, The Swedish Export Credits Guarantee Board

<http://www.ekn.se>

Embassy of Sweden Pakistan

<http://www.swedenabroad.com/en-GB/Embassies/Islamabad/>

Government Offices of Sweden

<http://www.sweden.gov.se>

Honorary Consulates Pakistan – Lahore & Karachi

<http://www.swedenabroad.com/islamabad>

Ministry for Foreign Affairs

<http://www.sweden.gov.se>

National Institute of Economic Research, NIER

<http://www.konj.se>

Open Trade Gate Sweden

<http://www.opentradegate.se>

Riksbanken – Bank of Sweden

<http://www.riksbank.se>

Swedish Agency for Economic and Regional Growth (Tillväxtverket)

<http://www.tillvaxtverket.se>

Swedish Energy Agency

<http://www.energimyndigheten.se/en>

Swedish Environmental Protection Agency

<http://www.swedishepa.se>

Swedish Export Credit Corporation (Svensk Exportkredit, SEK)

<http://www.sek.se/en>

Swedish Institute

<http://www.si.se>

Swedfund International AB

<http://www.swedfund.se>

Swedish National Board of Trade

<http://www.kommers.se>

Sweden.se – the official gateway to Sweden

<http://www.sweden.se>

Statistics Sweden

<http://www.scb.se>

Swedish Trade Federation – Svensk Handel

<http://www.svenskhandel.se>

VINNOVA – Swedish Governmental Agency for Innovation System

<http://www.vinnova.se/en>

Visit Sweden´s official website for tourism and travel information

<http://www.visitsweden.com/sweden>

Directorate General of Trade Organizations

<http://www.dgto.gov.pk/>

Embassy of Pakistan, Stockholm

<http://www.pakistanembassy.se>

Federation Chamber of Commerce & Industries, Pakistan

<http://fpcci.org.pk/>

Federal Board of Revenue

<http://www.fbr.gov.pk/>

Government Offices of Pakistan

<http://www.pakistan.gov.pk/>

Ministry of Foreign Affairs, Government of Pakistan

<http://www.mofa.gov.pk/>

Ministry of Commerce, Government of Pakistan

<http://www.commerce.gov.pk/>

Ministry of Industries & Production

<http://www.moip.gov.pk/>

Ministry of Finance

<http://www.finance.gov.pk>

Pakistan Bank's Association

<http://www.pakistanbanks.org/>

Pakistan Tourism Development Corporation

<http://www.tourism.gov.pk>

Pakistan Bureau of Statistics

<http://www.pbs.gov.pk>

Pakistan Board of Investment

<http://www.boi.gov.pk/>

Securities and Exchange Commission of Pakistan

<http://www.secp.gov.pk/>

The Trade Development Authority of Pakistan

<http://www.tdap.gov.pk/>

MAP OF SWEDEN AND ITS SURROUNDING MARKETS



Sweden and its surrounding countries at a radius of 1500 km from Stockholm. This area has approximately 450 million consumers. Sweden is a member of the European Union.



Ball-bearing

Sofia Sabel/imagebank.sweden.se

INDEX

A

ABB Pvt Ltd, 34

Alfa Laval Middle East Ltd Pakistan, 35

Atlas Copco Pakistan Pvt Ltd, 36

B

Bulleh Shah Packaging Pvt Ltd, 37

Business Sweden - The Swedish Trade & Invest Council, 23

Business Visa to Pakistan, 19

Business Visa to Sweden, 18

C

Country Facts - Pakistan, 09

Country Facts - Sweden, 08

E

EKN, The Swedish Export Credits Guarantee Board, 27

Embassy of Pakistan Stockholm, 30

Embassy of Sweden Pakistan, 22

Equinox Pvt Ltd, 38

Equipis Pvt Ltd, 39

Ericsson Pakistan Pvt Ltd, 40

G

GAC Pakistan Pvt Ltd, 41

H

Honorary Consulate Pakistan, 24

I

IKEA Trading (Hong Kong) Ltd, Pakistan Liaison Office, 42

J

Jobs Generated by Swedish Companies in Pakistan, 13

L

Lindex Pakistan Liaison Office, 43

O

Open Trade Gate Sweden, 25

Oriflame Cosmetics Pakistan Pvt Ltd, 44

P

Pakistan Useful links, 58

Panasian Group, 45

Profarm Pakistan Pvt Ltd, 46

Puls Trading Fareast Ltd (H&M Pakistan Liaison Office), 47

S

SAAB International, 48

SKF Pakistan Pvt Ltd, 49

Sweden Useful links, 56

Swedfund International AB, 28

Swedish Companies Create Jobs in Pakistan, 12

Swedish Export Credit Corporation, 29

Swedish Impact on employment in Pakistan, 11

Swedish Pakistani Business History, 16

Swedish Trade Federation - Svensk Handel, 26

T

Tecserv Pakistan Pvt Ltd, 50

Tetra Pack Pakistan Ltd, 51

The Federation of Pakistan Chambers of Commerce & Industry, 31

The Swedish Society and Economy, 14

Trade and Investments 10

V

VPL Ltd, 52

W

Wah Nobel Pvt Ltd, 53



EMBASSY OF SWEDEN

