

**JETRO Cares for Your Business
and Wants to Show It.
(Working for Pakistan for More Than Five Decades)**

JETRO
Japan External Trade Organization

JETRO KARACHI
2nd Floor, Block-B, Finance and Trade Centre (FTC), Shahrah-e-Faisal, KARACHI, PAKISTAN
Tel: +92-21-3563-0727 Fax: +92-21-3563-0733

©2016 JETRO All Rights Reserved

Design & Print by PRINTERPORT



Japan Business Exhibition 2016

Tuesday, Dec. 6th - Thursday, Dec. 8th 2016,
Zaver Hall-Hotel Pearl Continental, Karachi

Taking **Your**
Business

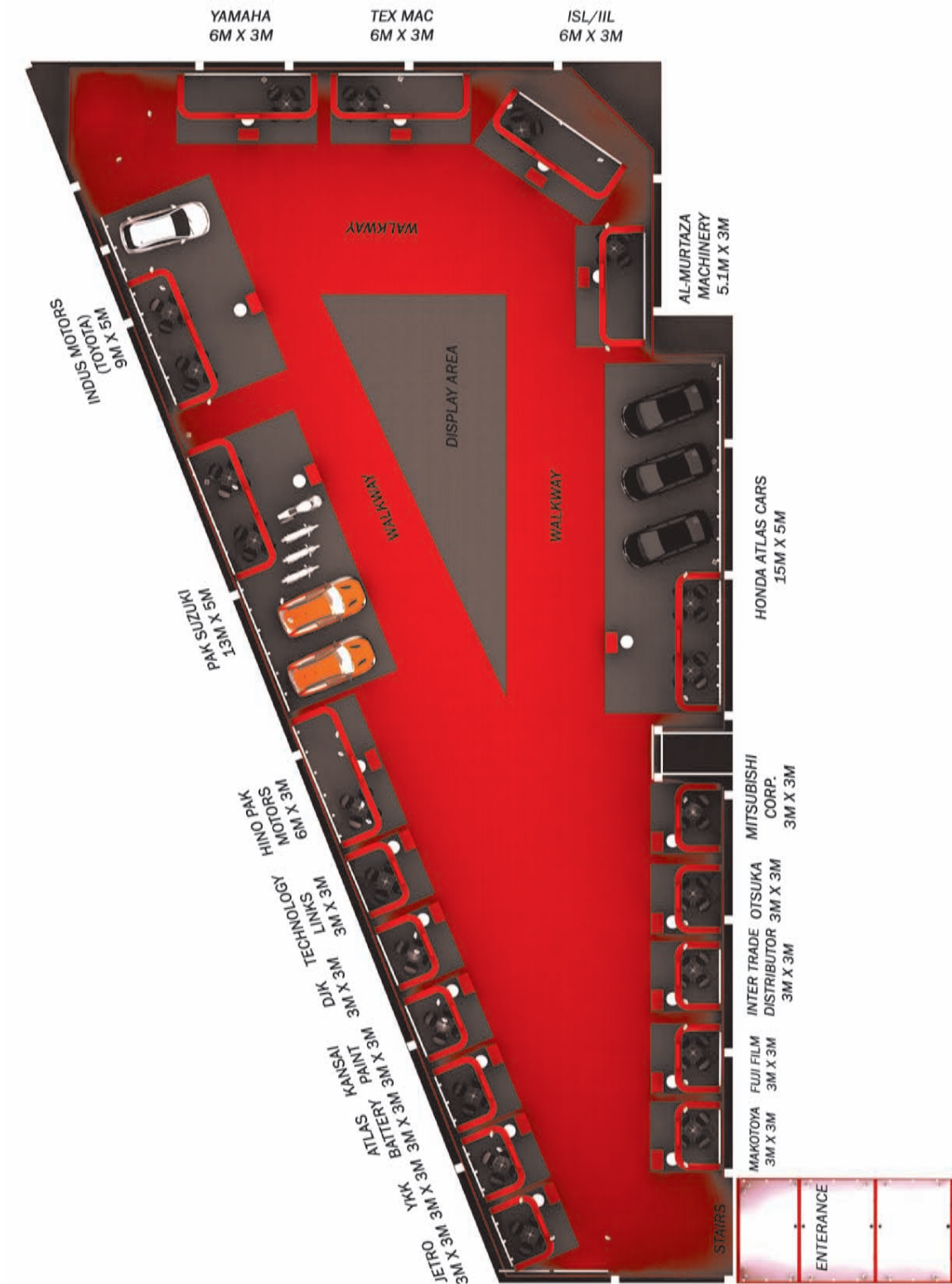
Ahead on the
Road of **Success**

CONTENTS

EXHIBITER

Company Name	Page
Al-Murtaza Machinery Co. Pvt. Ltd. (AMCL)	②
Atlas Battery Limited	③
DAI-ICHI JITSUGYO (M) SDN. BHD.	④
FUJIFILM PAKISTAN (PVT) LTD	⑤
HinoPak Motors Limited	⑥
Honda Atlas Cars (Pakistan) Limited	⑦
Indus Motor Company (Pvt) Ltd.	⑧
Intertrade Distributors (Pvt) Ltd.	⑨
International Steels Ltd / International Industries Ltd.	⑩
Itochu Systech Corporation, Osaka Japan	⑪
Japan External Trade Organization (JETRO)	⑫
Kansai Paint	⑬
Makotoya Pakistan (Pvt) Ltd	⑭
Mitsubishi Corporation	⑮
Otsuka Pakistan Limited	⑯
Pak Suzuki Motor Company Limited	⑰
Technology Links (Pvt) Ltd.	⑱
Yamaha Motor Group	⑲
YKK PAKISTAN (PVT) LTD.	⑳

EXHIBITION HALL LAYOUT



Al-Murtaza Machinery Co. Pvt. Ltd. (AMCL)



Contact Information

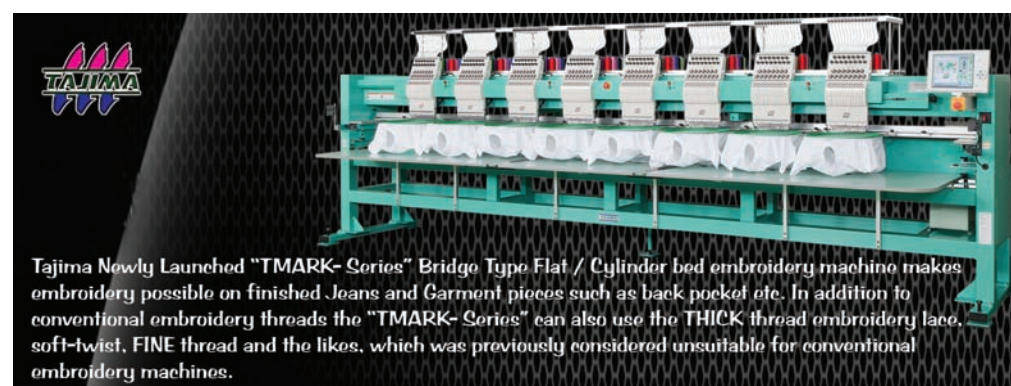
- **Address** Shaheen View, A-18, Block-6, P.E.C.H.S, Shahrah-e-Faisal, Karachi
- **Tel** +92-21-34543060-65 (6 lines)
- **Fax** +92-21-34546555 / +92-21-34540558
- **E-mail** info@almurtaza.com
- **Contact Person** Mr. Arfan Ali Rashid

Company Profile

Almurtaza Machinery Company (Pvt.) Ltd. (AMCL) began its operation in 1972, dedicated to bringing the latest concepts, technology and machinery to the apparel and needle trade industry of Pakistan. AMCL represents over 15 Japanese machinery manufacturers including JUKI, Tajima, Shima Seiki, Fukuhara, Pegasus, Kansai, Organ, Koban, Naomoto etc.

Exhibits

Presently, AMCL represents the latest in machine and technology with more than 35 leading apparel and textile machinery manufacturers from all over the world.



<http://www.almurtaza.com>

Atlas Battery Limited



Contact Information

- **Address** D-181, Central Avenue, S.I.T.E., Karachi
- **Tel** +92-21-32567990-4
- **Fax** +92-21-32564703
- **E-mail** msk@atlasbattery.com.pk
- **Contact Person** Mr. Saqib Khan

Company Profile

Atlas Battery Limited was incorporated as a public limited company on October 19, 1966 and its shares are quoted on Pakistan Stock Exchange Limited (formerly: Karachi, Lahore and Islamabad Stock Exchanges). The Company is engaged in manufacturing and sale of automotive and motorcycle batteries. The registered office and manufacturing facilities are located at D-181, Central Avenue, S.I.T.E., Karachi with branches in Karachi, Lahore, Multan, Islamabad, Faisalabad, Sahiwal, Peshawar and Sukkur.

Exhibits

Lead acid batteries
Distilled Water



<http://www.atlasbattery.com.pk>

DAI-ICHI JITSUGYO (M) SDN. BHD.



Contact Information

- **Address** 31st Floor, UBN Tower, No.10 Jalan P. Ramlee, 50250 Kuala Lumpur, Malaysia
- **Tel** +603 2070 6913
- **Fax** +603 2070 6912
- **E-mail** nobuyuki.nagasawa@djk.co.jp / naoki.kawashima@djk.co.jp
- **Contact Person** Mr. Nobuyuki Nagasawa / Mr. Naoki Kawashima

Company Profile

We are the machine trading company which our HQ is located in Tokyo, Japan. We have 36 branches in all over the world, and we are the one of it from Malaysia. We are selling the machine to many industries, such as Automotive, Food and Packaging, Electronics, Plant Energy, Aviation and Pharmacy. The strong point of us is, we are not the only trading company but also doing engineering and servicing too.

Exhibits

We will exhibit some photos and the catalog of our company. If you are looking for some machines, we can offer the best machine for your demand.



FUJIFILM PAKISTAN (PVT) LTD



Contact Information

- **Address** 37-D Block-6 P.E.C.H.S. Karachi, PAKISTAN
- **Tel** +92-21-34535502-5
- **Fax** +92-21-34548192
- **E-mail** nadeem.rizvi@fujifilm.com.pk
- **Contact Person** Mr. Nadeem Rizvi

Company Profile

Fujifilm Pakistan (Pvt) Limited is benefited with new products and latest innovative technologies due to the backup of Fujifilm Corporation Tokyo, who spends around US\$ 6.0 million/day on R&D. Today, FFP has its principal office at Karachi with its regional offices in all over Pakistan. These offices provide exclusive services and quality products for personal and professional "Imaging" needs.

Exhibits

Frontier Smart Printer, Digital Still Cameras, Instax Cameras and Photobooks

Acuity
Creative Printing!

Customized Printing On:

- Leather
- Tile
- Glass
- Clear Film
- Acrylic
- Cork sheet
- Photo Paper
- Wallpaper
- Roll-up Blinds
- Corrugated
- Clear Sticker
- Panaflex
- Foam Board
- Vinyl Sticker
- Safety Glass film
- Dura Trans
- Canvas
- Metal Sheet
- Wood
- MDF Board
- Polyester Textile
- PVC
- And More...

Make every moment fun with variety of prints

HinoPak Motors Limited



Contact Information

- **Address** D-2 Manghopir Road S.I.T.E. Karachi, PAKISTAN
- **Tel** +92-21-111-252-525, +92-21-32563933
- **Fax** +92-21-32564517
- **E-mail** marketing@hinopak.com
- **Contact Person** Mr. Rehan Zafar Siddiqui

Company Profile

Hinopak is the trusted market leader with over 50% share in the Pakistani Truck and Bus industry. By continuing to move forward and staying alert to the ever-changing market & social needs, Hinopak will continue to be a successful and respected corporate citizen of Pakistan, rooted in the Hinopak corporate philosophy to "contribute to the development of a more prosperous and comfortable society".

Exhibits

Promotional Materials



<http://www.hinopak.com>

Honda Atlas Cars (Pakistan) Limited



Contact Information

- **Address** 43-Km, Multan Road, Manga Mandi, Lahore, PAKISTAN
- **Tel** +92 (42) 35384671-80
- **Fax** +92 (42) 35384691-92
- **E-mail** nadeem@honda.com.pk
- **Contact Person** Mr. Nadeem Azam

Company Profile

Honda Atlas Cars (Pakistan) Limited is a joint venture between Honda Motor company limited Japan, and the Atlas group of companies Pakistan. The company was incorporated on November 04,1992 & started its production in May 1994. Honda Atlas cars has a vast dealership network of 24 3S, 15 2S & 5 1S dealerships in Pakistan.

Exhibits

We are offering two CKD models; Honda City 1.3L & 1.5L & Honda Civic in 1.8L & Pakistan's first 1.5L VTEC Turbo grades and 3 CBU models; Honda Accord, Honda CR-V & Honda HR-V in wide range of colors with advanced & category leading features.

“Makes all the difference”



<http://www.honda.com.pk>

Indus Motor Company (Pvt) Ltd.



Contact Information

- **Address** Plot No. NWZ/P1 Authority, Karachi, Pakistan
- **Tel** 021-34721100
- **Fax** 021-34720056
- **E-mail** abdullah.sohail@toyota-indus.com
- **Contact Person** Mr. Muhammad Abdullah Sohail

Company Profile

Indus Motor Company Limited (IMC) was incorporated in 1989 as a joint venture company between the House of Habib of Pakistan, Toyota Motor Corporation and Toyota Tsusho Corporation of Japan. The Company manufactures and markets Toyota brand vehicles in Pakistan. The main product offerings include several variants of the flagship 'Corolla' in the passenger cars category, 'Hilux' in the light commercial vehicles segment and the 'Fortuner' Sports Utility Vehicle.

Exhibits

It's the beginning of a new era; it's the all new REVO! Embodiment of the Toyota values, from QDR to Kaizen to Innovation, this Hilux bears all that the Toyota name represents.



<http://www.toyota-indus.com>

ITD

Intertrade Distributors (Pvt) Ltd.

Contact Information

- **Address** Suite Nos. 214 & 215, G-20, The Forum, Clifton, Karachi, PAKISTAN
- **Tel** +92-21-35301325-32
- **Fax** +92-21-35301333-34
- **E-mail** sales@itdpakistan.com, intertradedistltd@gmail.com
- **Contact Person** Mr. Khawaja Qutubuddin

Company Profile

We are one of the largest & oldest Importers / Stockers of INDTL Machinery & EQPT established since 1967. Our flag ship product line is "TCM" fork lift of JAPAN & we are exclusive agents for M/s unicarriers. Other products include HPTs, Aerial Work Platforms, Air Compressors & Dryers, Lubricants. We provide door step after sales service through out PAKISTAN with complete backup of spare parts.

Exhibits

Material Handling EQPT. Fork Lift Trucks, Reach Stackers, Container Carrier, Aerial Lifts, Special Lift Attachments, Tyres Air Compressors & System, CC Metal Working M/Cs



International Steels Ltd / International Industries Ltd.

Contact Information

- Address** 101 Beaumont Plaza, 10th Beaumont Road, Karachi.
- Tel** 021-111-019-019
- Fax** 021-35680373
- E-mail** info@isl.com.pk / inquiries@iil.com.pk
- Contact Person** Mr. Muhammad Faheem

Company Profile

International Steels Limited (ISL) was incorporated in 2007 with the vision to be the foremost manufacturer of flat steel products in Pakistan.

International Industries Limited (IIL) was incorporated in Pakistan in 1948. It is the market leader in all segments of pipes within the country and also has a significant export footprint.



Exhibits

Galvanized Steel, Cold Rolled Steel, Color Coated Steel Steel Pipes, Plastic Pipes, Stainless Steel Tube

<http://www.iil.com.pk>

<http://www.isl.com.pk>

ITOCHU SYSTECH CORPORATION, OSAKA JAPAN



Contact Information

- Address** Itoh Bldg. 9F, 3-6-14 Minami-Honmachi, chuo-ku, Osaka 541-0054 Japan
- Tel** +81-6-62410820
- Fax** +81-6-62410806
- E-mail** horiuchi@itochu-systech.co.jp, shahzad@itochu-lhe.com.pk, irfan@itochu-lhe.com.pk
- Contact Person** Mr. Takehiro Horiuchi, Mr. Muhammad Shahzad, Mr. Irfan Chughtai, Mr. Sohaib Arshad

Company Profile

ITOCHU SYSTECH DEALS IN TOYOTA SPINNING (RX300 & FL200), TOYOTA WEAVING (T810), MURATA WINDER (QPRO PLUS) & MURATA MVS, NIIGATA (HFO) POWER GENERATION, BESTAIR AIR CONDITIONING FOR SPINNING & WEAVING UNITS, JACOBI OVER HEAD TRAVELLING CLEANERS & BOBBIN TRANSPORTATION SYSTEM, HAMADA BFB COAL FIRED BOILER AND JAPANESE EQUIPMENT & ACCESSORIES (ASANO AND KUREHA APRONS ETC. ETC.)

Exhibits

TOYOTA RING & ROVING FRAMES (RX300 & FL200), TOYOTA AIR JET LOOMS (T810), MURATA QPRO PLUS & MVS, NIIGATA HFO ENGINES, BESTAIR AC & JACOBI OHTC, HAMADA BFB COAL FIRED BOILER AND JAPANESE EQUIPMENT & ACCESSORIES (ASANO AND KUREHA APRONS ETC. ETC.)



<http://www.itochu-systech.co.jp>

Japan External Trade Organization (JETRO)



Contact Information

- **Address** 2nd Floor, Block-B, Finance and Trade Centre (FTC), Shahrah-e-Faisal, Karachi, PAKISTAN
- **Tel** +92-21-3563-0727
- **Fax** +92-21-3563-0733
- **E-mail** pak@jetro.go.jp
- **Contact Person** Mr. Shaheryar Khan

Company Profile

The Japan External Trade Organization (JETRO) is a government-related organization that promotes mutual trade and investment between Japan and the rest of the world. Originally established in 1958 in support of Japanese exports abroad, JETRO's core focus in the 21st century has shifted to promoting foreign direct investment into Japan and helping small-to-medium-size Japanese firms maximize their global export potential.

Major Activities

- **Exhibition:** Promoting Japanese Brands
- **Investment Mission:** Promoting Investment in Pakistan
- **Consultation:** Advice on problems Japanese companies encounter
- **Research:** Inform the attractiveness of Pakistan market
- **Promote Investment in Japan**

Exhibits

Information Materials



<http://www.jetro.go.jp/>

Kansai Paint



Contact Information

- **Address** 11-CCA, Defence, Lahore.
- **Tel** +92-42-111-526-724
- **Fax** +92-42-37182155
- **E-mail** ali.azhar@kansaipaint.com.pk
- **Contact Person** Mr. Ali Azhar

Company Profile

Kansai Paint was established in 1918 in Japan and has now grown to become Japan's largest paint manufacturer, operating in 48 countries across the world. We have been the leading paint provider to the automotive industry in Pakistan for the last 25 years. We have been dominating the coatings supply requirements of public sector and CPEC related projects and triumphed in painting over 25,000 houses

Exhibits

Products related to Industrial and Architectural paint will be displayed.



<http://www.kansaipaint.com.pk>

MAKOTOYA PAKISTAN (PVT) LTD



Contact Information

- **Address** #132, The FORUM, G-20, Block-9, Khayaban-e-Jami, Clifton, Karachi, PAKISTAN
- **Tel**
- **Fax**
- **E-mail** Makotoya1957@gmail.com
- **Contact Person** Ms. Rie Mihara

Company Profile

- Manufactures Hygiene related products and conducts Hygiene awareness-building projects in the field of maternal and child health care.
- Supports marketing of Japanese products targeting women and children, and provide customer support for those products.
- Provides certified therapeutic massage services and classes.

Exhibits

Products from the showroom of "MAKOTOYA 1957", which deals in Japanese products on Health, Body care, Skin care, Cosmetics, Maternal and Child health. We will exhibit and present on various "Japanese skin care products" for women.



<http://www.makotoya.co>

Mitsubishi Corporation



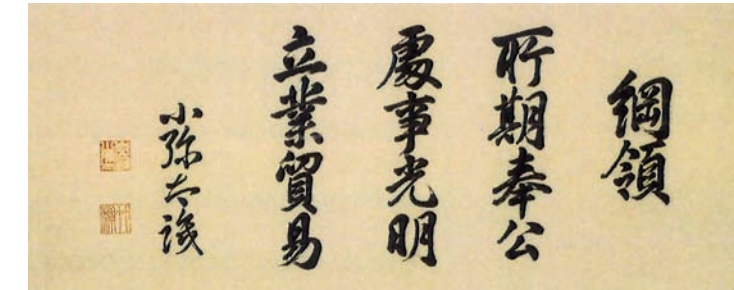
Contact Information

- **Address** Floor No. 14. The Harbour Front, Dolmen City, HC-3, Block-4, Scheme-5, Clifton, Karachi.
- **Tel** 021-35294361-67
- **Fax** 021-35294380
- **E-mail** rida.abbas@mitsubishicorp.com
- **Contact Person** Ms. Rida Abbas

Company Profile

Mitsubishi Corporation (MC) is a global integrated business enterprise that develops and operates businesses across virtually every industry including industrial finance, energy, metals machinery, chemical, foods, and environmental business. MC's current activities are expanding far beyond its traditional trading operations as its diverse business ranges from natural resources development to investment in retail business, infrastructure, financial products and manufacturing of industrial goods. With over 200 offices and subsidiaries in approximately 90 countries worldwide and a network of over 600 group companies, MC employs a multinational workforce of over 65,000 people.

CORPORATE PHILOSOPHY - THREE CORPORATE PRINCIPLES



The Three Corporate Principles were formulated in 1934, as the action guidelines of Mitsubishi Trading Company (Mitsubishi Shoji Kaisha), based on the teachings of Koyata Iwasaki, the fourth president of Mitsubishi.

Although Mitsubishi Trading Company ceased to exist as of 1947, the principles were adopted as MC's corporate philosophy, and this spirit lives on in the actions of today's management and employees. The Three Corporate Principles also serve as the cornerstone of the management ethos of the so-called Mitsubishi group of companies. Active in many business fields and united by a common history and philosophy, the Mitsubishi companies continue to grow through a strong spirit of friendly competition with one another.

- | | |
|------|---|
| 所期奉公 | CORPORATE RESPONSIBILITY TO SOCIETY
"Shoki Hoko"
Strive to enrich society, both materially and spiritually, while contributing towards the preservation of the global environment. |
| 慶事光明 | INTEGRITY AND FAIRNESS
"Shoji Komei"
Maintain principles of transparency and openness, conducting business with integrity and fairness. |
| 立業貿易 | GLOBAL UNDERSTANDING THROUGH BUSINESS
"Ritsugyo Boeki"
Expand business, based on an all-encompassing global perspective. |

(The modern day interpretation of the Three Corporate Principles, as agreed on at the Mitsubishi Kinyokai meeting of the companies that constitute the so-called Mitsubishi group in January 2001.)

<http://www.mitsubishicorp.com/jp/en/index.html>

Otsuka Pakistan Limited



Contact Information

- **Address** 30-B, S.M.C.H.S., Karachi
- **Tel** +92-21-34538651 - 4
- **Fax** +92-21-34549857
- **E-mail** akhan@otsuka.pk
- **Contact Person** M. Arshad Khan

Company Profile

Otsuka is a world renowned Japanese pharmaceutical company, specializes in manufacturing and marketing of quality I.V. solutions. While compared to its competitors, Otsuka is known all over the world for its GMP Certified quality and standards. We have a wide range of Electrolytes Solutions, Carbohydrates Solutions and Clinical Nutrition products also marketing quality enteral nutrition products

Exhibits

VISION: Otsuka people creating new products for better health worldwide

MISSION: To provide quality health care products while maintaining leadership position in chosen segment by working efficiently towards customers satisfaction, rapid growth, and enhanced stakeholders' value.



<http://www.otsuka.pk>

PAK SUZUKI MOTOR COMPANY LIMITED



Contact Information

- **Address** DSU-13 Pakistan Steel Industrial Estate, Bin Qasim, Karachi.
- **Tel** 0092-21-34723516
- **Fax** 0092-21-34723521-3
- **E-mail** talha.mkt@paksuzuki.com.pk
- **Contact Person** Mr. M.Talha Siddiqui

Company Profile

Pak Suzuki Motor Co. Ltd. is a subsidiary of Suzuki Motor Corporation Japan. It was established with Joint Venture Agreement between SMC and Pakistan Automobile Corporation (PACO) in 1982 and started its commercial operations in 1984. Today company employs more than 3000 employees with 150,000 units annual production capacity and largest Dealership network.

Exhibits

Suzuki display features its contemporary products line up of Locally assembled Automobile, CBU Heavy Bikes, locally produced Motorcycles and Out Board Motor.



<http://www.paksuzuki.com.pk>

Technology Links (Pvt) Ltd.



Contact Information

- **Address** 4-11/12, Rimpa Plaza, M.A Jinnah Road, Karachi, PAKISTAN
- **Tel** +92-21-32734260-61
- **Fax** +92-21-32730728
- **E-mail** info@technologylinks.com.pk
- **Contact Person** Mr. Zubair Farooqi

Company Profile

Technology Links is the exclusive distributor within Pakistan for a number of international suppliers and manufacturers in the health, research, Scientific and engineering education sectors. It also handles projects, funded on a bilateral basis through outright grants or state credits from donor countries, by representing multinational trading companies and suppliers, and providing engineering services for project implementation.

Exhibits

- . Surgical Instrument
- . Chromatography Instrument (HPLC)
- . Spectroscopy (UV-Spectrophotometer)



<http://www.technologylinks.com.pk>

Yamaha Motor Group



Contact Information

- **Address** Sector AA, Plot 01-07, Bin Qasim Industrial Park, Pakistan Steel Bin Qasim Town, Karachi 75020, Pakistan.
- **Tel** 00 92 38402002
- **Fax** 00 92 34740689
- **E-mail** info@yamaha-motor.com.pk
- **Contact Person** Ms. Mehak Aijaz

Company Profile

YAMAHA MOTOR PAKISTAN (PVT) LTD.

Assembling, manufacturing & distributing Yamaha Motor Pakistan (Pvt) Ltd brand motorcycles and their parts and accessories in Pakistan.

YPEL (PVT) LTD.

YPEL provides Yamaha Power products and Yamalube through authorized Sale and Service dealer network all over the country.

BUSINESS & ENGINEERING TRENDS

We Business and Engineering Trends are the Exclusive and sole Distributors of Marine Products of the Yamaha Motor Company Ltd Japan in Pakistan.

Exhibits

Yamaha Motor Pakistan

- . 125 CC Motorcycles
- . YBR125
- . YBR125G

YPEL (PVT) LTD.

- . GENERATORS
- . YAMALUBE
- . WATER PUMPS

BUSINESS & ENGINEERING TRENDS

- . YAMAHA OUTBOARD MOTOR ENGINES
- . YAMAHA WATER VEHICLES
- . YAMALUBE OIL



<http://www.yamaha-motor.com.pk>

YKK PAKISTAN (PVT) LTD.



Contact Information

- **Address** Plots # 1-23, Sectors E-I & E-II, Karachi Export Processing Zone, Mehran Highway, Landhi, Karachi-Pakistan
- **Tel** 92-21-35085677-78 , 92-21-35085707-08
- **Fax** 92-21-350805709
- **E-mail** naveedsheikh@ykk.com.pk
- **Contact Person** Mr. Naveed Sheikh

Company Profile

YKK Pakistan Zipper production started in 2007 and presently almost all types of zippers being produced in Pakistan. The factory was further expended in 2014 to meet the growing need of garment industry. With around 550 employees YKK Pakistan works to supply highest quality products and services. YKK PAKISTAN operates under YKK ASIA region having Regional HQ in Singapore.

Exhibits

Metal Zipper / Coil Zipper / Vislon Zipper





JAPAN EXTERNAL TRADE ORGANIZATION

OFFICIAL TRADE & INVESTMENT PROMOTION AGENCY, GOVERNMENT OF JAPAN

2nd Floor,Block'B',
Finance &Trade Centre,
Shahrah-e-Faisal,
Karachi-74400 (Pakistan)

Tel : +92-21-35630727, 35630728
Fax : +92-21-35630733, 35630734
E-mail : pak@jetro.go.jp
http : www.jetro.go.jp

PAK161129001

29th November, 2016

Subject: Request for Support - Japan Business Exhibition

7th & 8th December 2016, Zevar Hall, PC Hotel, Karachi

Dear Invitees / Visitors,

Japan External Trade Organization (JETRO) Karachi has organized a "Japan Business Exhibition – 2016" on the 7th and 8th of December 2016, at Zevar Hall, Pearl Continental Hotel, Karachi. JETRO wants to ensure maximum corporate interaction and arrange B2B meetings prior and during the event.

For this purpose, JETRO has authorized M/S. IDEAS Workshop Pvt. Ltd., to be the official Coordinator for business matching and arrangement of meetings for the said event.

Therefore, JETRO requests for your kind support towards our Coordinator for the arrangement and support of B2B meetings for this Exhibition.

Yours sincerely,

久木 治

OSAMU HISAKI
Country Director