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At RG Blue, we genuinely believe in producing breakthrough work. "Off the Shelf Solutions; You Don't Want Them, We Don't Have Them!"

With a team of 42 members, accredited with APNS and PBA and an exclusive creative development team of over 24 people, RG Blue Communications is known as one of the key industry drivers of Pakistan.

Specializing in strategic way forward for brand development, marketing and communication consultancy services, corporate communications, advertising, production and new media, RG Blue Communications have a diverse portfolio with experience of working with multiple brands in various industries. Some of the services and brands we have helped are:

- Corporate Videos Production: British Petroleum | Servis | Pepsi | Tetrapak | Abu Dawood | Rajby | Lucky Textiles | Bake Parlor | ATCO | and more

- TV Commercials Concept & Production: Zong | Ufone | Servis | Skin Care | Bake Parlor | Habib | Hyperstar | Searle Vitamin Water and more

- Corporate Magazines: Philip Morris | Yousuf | Nestle (Corporate Magazine – Good living) | Nestle (Nestle CRM program) | Unilever (Brand, Case studies and Social Reports) | National Foods | Skin Care | FedEx | Engro

- Creative Services and Awareness campaigns (Press, TV, Radio): DHA Karachi | DHA City Karachi | Bake Parlor | FedEx | Arena | Pakola | Dubai Islamic Bank | Vitamin Water | Diners | TCS Connect | Mahi Sea Food | TDAP | Walls | Hyperstar

- Media Planning & Buying: Complete TV (Electronic) and Print (Press) planning and buying solutions with dedicated media team.

- Event Management: Annual Investment Meeting Dubai (Annual Event – Partners with Ministry of Economy Dubai) | International Property Show Dubai (Annual Event – Partners with Ministry of Economy Dubai) | International Wood Show Dubai | Alif Ailaan (Education awareness events) | ATCO (3 day retreats for 120 people)

- Other Services: Communication Strategy & Corporate Identity | Annual Reports | Calendars | Brochures | Websites | Events Designing & Execution | Social Media Advertising

"We are the team behind organizing the ‘First Ever Khyber Pakhtunkhwa Investment Road Show in Dubai 2015’. From short listing the candidates, inviting the appropriate guest, creating the perfect ambience for the event, content management, event branding, itinerary management of the dignitaries, to managing the whole event, we did it all. RG Blue Communications specializes in Event Management and has worked with prominent international organizations such as Annual Investment Meeting Dubai 2012-2014 and International Property Show 2014. With a strong determination and qualified team, RG Blue Communications made the event a huge success."
Khyber Pakhtunkhwa Government and Khyber Pakhtunkhwa Board of Investment & Trade organized an Investment Road Show exclusively sponsored by Multi Donor Trust Fund managed by the World Bank, to showcase the highly attractive and lucrative investment seeking projects in Khyber Pakhtunkhwa province of Pakistan on 25th February 2015 at Armani Hotel Dubai, UAE.

The Government of Khyber Pakhtunkhwa (KP) and Federally Administered Tribal Area (FATA) had received a grant from the Multi Donor Trust Fund (MDTF) towards the cost of (ERKF) Project, which is operated and administered by the World Bank. The Khyber Pakhtunkhwa component of the Project intended to apply part of the proceeds for eligible payments under the consultancy contract for Organizing and Managing Investment Road Show (IRS)/Conference in Dubai, UAE.

Khyber Pakhtunkhwa is the 3rd largest populated province of Pakistan which is an untapped market and offers immense investment opportunities. The Khyber Pakhtunkhwa of all of Pakistan’s Provinces is unarguably the most diverse ethnically; the most varied in terrain and sports a vigorous cultural spectrum.

The Investment Road Show (IRS) was designed to attract foreign investments. It was a curtain raiser for prevailing investment policy regime and displaying focused investment opportunities (project profiles and business feasibility plans) in a formal manner to potential and current investors. In the background of KP, IRS is an essential element of the outreaching strategy to attract, harness and facilitate Diaspora Investments in the post crisis situation.

280 prominent foreign & local investors, diplomats and government officials of the U.A.E. attended the road show. Among these guests, some prominent figures were:

1. Mr. Zhang Xijing, Secretary General, Chinese Business Council
2. Ahmed Al Makhtoum, Member of The Royal Family
   a. Mr. Asif Durrani, Pakistan Ambassador To UAE
3. Dr. Saeed Radaideh Consul General, Consulate General of The Hashemite Kingdom of Jordan
4. Mr. Sukri Abu Bakar, Director, Consulate General of Malaysia
5. Mr. Raza Jaffer, CEO, Enshaa PSC
6. Mr. Ahmed Jalal, Managing Director, Burj Capital
7. Mr. Mumtaz Muslim, President, Dreshak Holdings International
8. Dr. S.Qaiser Anis, President, Pakistan Business Council UAE
9. Fiaz Ahmed, Managing Director, SPEC Energy DMCC
10. Dr. Sardar Rashid Ilyas Khan, Director, Pak Gulf Construction Pvt Ltd
11. Mr. Sami -Ur-Rehman, Managing Director, Samsons Group
12. Mr. Zulqurnain Ali Khan, Chairman/CEO, Zultec International Ltd.

Prominent Media personnel of UAE and Pakistan were also a part of the event which included representatives from Gulf News, Al-Bayaan, GEO News, ARY News, Khaleej Times, Samaa TV and Dawn News.

The program included comprehensive presentations highlighting the policy parameters, incentives and opportunities for investment in Khyber Pakhtunkhwa. Later, Sector and Project focused presentations for closed-interest groups and one-on-one meetings with specific project representatives were conducted.

KPIRS highlighted the investment opportunities in:

- Energy & Power Sector
- Oil & Gas Sector
- Mines & Minerals Sector
- Tourism Sector
- Housing Sector
- Agriculture Sector

The specific government approved and investment ready projects within these sectors were also unfolded during the event. The road show provided a forum for investors to directly interact with the relevant decision makers of each project.

Mr. Imran Khan, Chairman Pakistan Tehreek-i-Insaf, chaired the event where he discussed how this government is making environment conducive for investors while protecting investors' interest. He met the delegates and extended his complete assistance throughout the event.
## EVENT FLOW

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<td>Registration</td>
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<td>10:00</td>
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<td>Arrival of the Chief Guest</td>
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<td>Recitation from the Holy Quran</td>
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<td>10:10</td>
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<td>National Anthem of Pakistan</td>
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<td>Program Format to be explained</td>
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<td>10:20</td>
<td>10:30</td>
<td>Welcome Address - Highlighting the program objectives, Vision &amp; Introduction of KP BOIT</td>
<td>Vice Chairman KP BOIT Mr. Mohsin Aziz</td>
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<td>10:30</td>
<td>10:45</td>
<td>Economic Overview of the country with special focus on Khyber Pakhtunkhwa</td>
<td>Executive Director - SBP MR. Syed Samar Husnain</td>
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<td>11:45</td>
<td>11:00</td>
<td>Case Study - Opportunities, Investment protection, return on investment and challenges of operations in Pakistan</td>
<td>CEO Ensha PSC Mr. Raza Jafar</td>
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<td>11:00</td>
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<td>Short Video on KP - Investment Road Show</td>
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<td>Address by the Chief Guest - Pakistan at a glimpse, Key initiatives of KP government for ensuring better investment climate and sovereign guarantees</td>
<td>Chairman Pakistan Tehreek-i-Insaf Mr. Imran Khan</td>
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<td>11:35</td>
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<td>Tea Break</td>
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<td>12:00</td>
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<td>Session welcome</td>
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<td>Overview of the Province - Role and assistance provided by the government, overview of the law &amp; order and anti corruption initiatives taken by the government</td>
<td>Chief Secretary - Province of KP Amjad Ali Khan</td>
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<td>12:15</td>
<td>12:30</td>
<td>Unfolding of the investment seeking projects in various economic sectors</td>
<td>Vice Chairman KP BOIT Mr. Mohsin Aziz</td>
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<td>12:30</td>
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<td>Overview of Energy &amp; Power sector - Capacity overview, potential for investment and investment incentives in the sector</td>
<td>Senior Provincial Minister for Power Muhammad Atif Khan</td>
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<td>12:45</td>
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<td>Investment Opportunities in Renewable energy sources</td>
<td>CEO Burj Capital Mr. Saad Uz Zaman</td>
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<td>13:05</td>
<td>13:10</td>
<td>Investment experience in Pakistan - Case Study from The Abraaj Group</td>
<td>Managing Director Abraaj Group Mr. Ahmed Jalal</td>
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<td>13:10</td>
<td>13:30</td>
<td>Closing Note by Session Chairman</td>
<td>Senior Vice President of Pakistan Tehreek-i-Insaf Mr. Asad Umar</td>
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<tr>
<td>07:30</td>
<td>10:30</td>
<td>Networking Dinner</td>
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### Session 1
- **13:30 - 14:45** Lunch Break
- **14:45 - 15:45** Sector & Projects Presentation - Power & Energy Sector - CEO PEDO & CEO KPOGCL Akbar Ayub & Muhammad Raziuddin
- **14:45 - 15:45** Sector & Projects Presentation - Tourism Sector - Minister Tourism & Secretary Tourism Amjad Ali Afridi & Dr. Aftab Akbar Durrani
- **14:45 - 15:45** Sector & Projects Presentation - Agriculture & Housing Sectors - Secretary Housing & Agriculture Zahid Arif & Muhammad Humayun Khan
- **15:45 - 16:45** Sector & Projects Presentation - Mines & Minerals Sector - Secretary Mines & Minerals and Minister Minerals & Development Mian Waheed Ud Din and Ziaullah Afridi

### Session 2
- **13:30 - 14:45** Lunch Break
- **14:45 - 15:45** Sector & Projects Presentation - Power & Energy Sector - CEO PEDO & CEO KPOGCL Akbar Ayub & Muhammad Raziuddin
- **14:45 - 15:45** Sector & Projects Presentation - Tourism Sector - Minister Tourism & Secretary Tourism Amjad Ali Afridi & Dr. Aftab Akbar Durrani
- **14:45 - 15:45** Sector & Projects Presentation - Agriculture & Housing Sectors - Secretary Housing & Agriculture Zahid Arif & Muhammad Humayun Khan
- **15:45 - 16:45** Sector & Projects Presentation - Mines & Minerals Sector - Secretary Mines & Minerals and Minister Minerals & Development Mian Waheed Ud Din and Ziaullah Afridi

### Session 3
- **07:30 - 10:30** Networking Dinner
To participate in the Event, the participants had to register themselves prior to the event on the KP IRS website. The website provided detailed information on the event and was also a medium to interact with the potential audience.

The event started with guest registration at the reception area where pre-invited guests were warmly welcomed. After the successful registration, all participants were led towards the conference area in the Armani Ballroom.

At 10am, after the arrival of Chief Guest Mr. Imran Khan, Chairman PTI, the conference was inaugurated and formal proceedings were started with the recitation of Holy Quran followed by the National Anthem of Pakistan. Dr. Muzna Ebrahim, the Master of Ceremony, then further explained the event format.

The session was welcomed by Mr. Mohsin Aziz, Vice Chairman of KPBOIT. He shed light on how the province progressed in the leadership of Imran Khan and efforts of the Chief Minister Khyber Pakhtunkhwa, Pervez Khattak. He enforced that Khyber Pakhtunkhwa is an ideal location for investment with the investment friendly policies and lucrative opportunities in the various sectors.

Syed Samar Hasnain, Executive Director of The State Bank of Pakistan was then welcomed on the stage who spoke about the Economic climate of Pakistan. Discussing about the key economic indicators of the country with special focus on KP he explained how the economic situation of the country is conducive for investment. He focused on how the country has grown in terms of GDP, FX reserves, work remittances and growth of manufacturing sector. He also highlighted the initiatives taken by the banking sector for developing policies conducive for investment in the country.

The next speaker, Mr. Raza Jaffer, CEO Enshaa PSC and one of the significant private investment groups belonging to Pakistan with their investment internationally shared his vast experience of investments in Pakistan. He highlighted the various opportunities in the country while shedding light on the challenges faced by the investors in the province and strategies to overcome those challenges.

The program was then followed by a short documentary on the province which highlighted the real Khyber Pakhtunkhwa. The geographical location, climate, history, culture, natural resources leading to highlighting the sectors offering projects for investment in the IRS. Far From KP in Dubai, the video actually was a brief journey to KP for the audience. After the documentary ended, Mr Imran Khan was welcomed on the stage to share the initiatives by the government for the progress of the province.

Mr. Imran Khan started with the background of the unstable law and order situation in the country and particularly in Khyber Pakhtunkhwa. Though with the new government in power, the province is now progressing towards an investment friendly region. He also mentioned the benefits of investing in the province at the current stage and challenged them to become risk takers.

A short coffee break was announced by the MoC that allowed ample networking opportunity to the guests while establishing contacts with the relevant government offices. It also offered a platform to interact with the media representatives and other dignitaries to further enhance their networking.

Mr. Amjad Ali Afridi, Chief Secretary of the Province welcomed the second session. He shed light on how the government provides one window solution to the investors while facilitating them in every possible manner. He being an integral part of the government ensured the investors that laws have been put in place against corruption and bold steps have been taken by the government in collaboration with the armed forces to improve the law & order situation. He also highlighted government’s initiatives on anti corruption and how it is ensured that government offices facilitate the general public in servicing their requirements.

Mr. Mohsin Aziz then unfolded the investment seeking projects of KP IRS. The projects were divided into 5 sectors:

1. **Tourism:**
   a. Development of Theme Park at Nathiagali
   b. Development of Tourist Recreation, Sports Facilities & theme Park at Hund, District Swabi
   c. Development of Tourist Recreation, Sports Facilities & theme Park at Kheshti, District Nowshera
   d. Outsourcing of Government Rest Houses
   1. Retreat House, Nathiagali
   2. Police Rest House, Nathia Gali
   3. Karnak House, Nathiagali
   4. Vindyas Cottage, Nathiagali
   5. Additional Cottage, Nathiagali
   6. Inspection Bungalow, Chand View, Murree
   7. Irrigation Rest House, Kalam Swat
   8. Miandam Rest House, Swat.
   9. VIP Guest House, Shogran
   10. Inspection House, Shogran
   11. Inspection House, Naran – Lower
   12. Inspection House Battrassi, Manshera
   13. Danin Rest House, Chitral
   14. Garam Chashma Rest Houses, Chitral
   e. Development of Tourism Resort at Takhti-Bhai, Archeological Site at Mardan
   f. Modernization of Ayubia Chairlift Resort

2. **Mines and Minerals:**
   a. Establishment of Cement Plants
   b. Exploration of Metallic Minerals Resources
   c. Establishment of Marble & Granite Quarrying Plant

3. **Agriculture & Livestock:**
   a. Date Farming and Processing Unit Project at Dera Ismail Khan
   b. Sheep Farming at Jaba, Mansehra

4. **Energy & Power:**
   a. Establishment of Oil Refinery (Up to 50,000 BPD)
   b. Hydro Power Projects (Capacity 20 MW to 144 MW):
      i. Arkari Gol, Chitral
      ii. Istaru Booni, Chitral
      iii. Shogo Sin HPP, Chitral
      iv. Shushgai Zhendoli HPP, Chitral
      v. Ghorband HPP, Shangla
      vi. Barikot Patrak HPP, Upper Dir
      vii. Patrak Sheringle HPP, Upper Dir
   c. Oil & Gas Exploration and Production Project
   d. Establishment of 400 MW (400x1 or 200-225x2) Gas Turbine Combined Cycle Power

5. **Housing:**
   a. Development of Model Town Peshawar (Sports City)
Atif Khan spoke next on the potential in the Energy and Power Sector. He highlighted that in the Hydel Power Sector a total capacity of 30,000 MW is present in the province out of which only 3900 MW is installed while he also mentioned the high success rate of oil drilling which is (1.28) in the province better than the global average of 1:10. He concluded his presentation by highlighting how several Chinese companies are already working in the province.

Saad Zamaan, CEO Burj Capital, then spoke about the immense potential in the renewable energy sources in Khyber Pakhtunkhwa. His focus remained on the easy accessibility of resources in the province with full support from the government.

Ahmed Jalal, Managing Director The Abraaj Group, was next welcomed on the stage. He presented a comprehensive case study on the growth markets of Pakistan and the success stories. He also emphasized on the misleading picture the media has created about the country and the province. He then drew a statistical comparison of law and order situation with other economies of the World.

Asad Umar, Senior Vice President of Pakistan Tehreek-i-Insaaf, next spoke on the major initiatives taken by the new government to create a positive environment for investment. The policies were made relaxed and investment seeking projects were bought in the picture.

Chairman Pakistan Tehreek-i-Insaaf, Mr. Imran Khan concluded the session and opened the floor for a question and answer session where he along with the other speakers and government representatives answered to the several queries of the investors. After which lunch was served to the guests.

In the next session sector presentations were conducted by the respective secretaries of the sector and projects were showcased in detail.

These projects were under six sectors that included:

**Tourism**
Tourism sector has already started attracting potential investors where the government is offering six projects for private investment.

Once these projects are executed, they will attract regional tourist traffic to Pakistan, apart from getting the foreign direct investment in the province infrastructure and more tourists from within the country.

**Agriculture**
Agriculture sector included sheep farming on 1,000 acre of land, wool processing plant and installation of modern slaughter houses for export processing while it also invited date farmers to take farming land on lease for date plantation as well installation of date processing plant.

This will significantly improve the farmers selling price of wool and would attract more farmers to invest in the sheep farming while enhancing processed mutton exports from the region. Similarly, Date processing plant would reduce the crop wastage, would fetch better prices to the farmers and will also result in more employment in the southern region of KP.

**Housing**
Dearth of quality housing in Peshawar, rural to urban migration, organic population growth, influx of IDPs in the province due to war on terror and illegal afghan refugees in the province, are some of the factors that has increased the demand of Housing specially in the provincial capital of the province – Peshawar.

Housing Department has taken an initiative to establish Mega Housing Scheme “Model Town Peshawar” on southern side of the GT Road, over an area of 13,250 acre along with 13 Kilometre long Broadway connecting Model Town with Motorway interchange which will fulfil the housing demand in the Province.

**Mines & Minerals**
Khyber Pakhtunkhwa is blessed with abundance of minerals resources, including marble, limestone, chromite, iron ore, silica sand and other metallic and non-metallic resources, precious and semi-precious gemstones, such as emerald, ruby and topaz.

These Mineral resources are located in accessible places where necessary infrastructure facilities including roads, power and water is available. Weather is suitable for 12 months operation. Investment opportunities in this sector are available for both local and international investors to select from a wide range of projects based on the mineral resources of the Province.

KPBOIT took an initiative to establish Cement plants in the province. Cement Industry is one of the successful sectors of Pakistan with tremendous progress recorded recently. Pakistan ranks amongst the top 10 cement exporting counties of the world. The project was to setup cement production plants at various geographic locations of the Province.

Marble and Granite processing plants had also been established at various locations in KP based on deposits in particular areas. The Province of Khyber Pakhtunkhwa contributes about 76% of the marble Production in Pakistan and is home to some of the finest and purest grades of marble and granite found rarely in the world.

**Energy & Power**
Due to significant number of rivers flowing through the province of KP, the province contributes to 50% of the total country’s Hydel power potential which is 60,000 MV, and out of the installed capacity of 6,600 MW Hydel Power, KP’s share is about 60%. 7 additional Hydel Power production projects that offers guaranteed 17% return on equity in dollar terms were showcased in the IRS.

In the last decade, discoveries of oil and gas fields in the Province have created great interest for oil companies. According to the geological surveys conducted in Khyber Pakhtunkhwa, there are many potential fields where exploration ventures can be made. Given high success rate of drilling (1:2.81), better than the global average of (1:10); Khyber Pakhtunkhwa offers low risk opportunity for Oil Exploration firms.

Khyber Pakhtunkhwa is highly prolific hydrocarbon geological frontier with 40% (2 in 5) success rate. Today, Khyber Pakhtunkhwa is producing more than 50% of the indigenous crude oil, over 10% of Gas and 25% of LPG.
1. Mohsin Aziz
Vice Chairman
Khyber Pakhtunkhwa Board of Investment & Trade

Mohsin Aziz is the chairman of Aziz Group of Industries. A life member of the Federation of Pakistan Chamber of Commerce and Industry. He is a gold medal winning industrialist. He started his career at the age of 20 and today he is the chairman of:

- AJ textile mills
- Mohsin Match Factory
- Premiere Formica Industries
- Premiere Chipboard Industries

2. Ahmad Jalal
Managing Director
Abraaj Group

Mr. Ahmad Jalal is the managing director at Abraaj Group, an investment firm with 7.5 billion Us Dollars in assets. He is the head of Pakistan for the Abraaj Global healthcare fund and he also spearheaded the creation of the “Pakistan Small Midcap Fund”.

Mr. Ahmad is the Founding Director of Pakistan Fast Growth 100, the ranking of fast growth emerging enterprises, Advisory Board Member of Professor Michael Porter’s AllWorld Network. He is also a member of The International Institute for Strategic Studies.

3. Saad Zamaan
Chairman & CEO
Burj Capital

Mr. Saad is the Chairman and CEO of Burj Capital. He is the founder shareholder of the group and responsible for the overall direction of Burj Capital.

Mr. Saad is a serial entrepreneur and a leading and accomplished banking professional who has successfully established and managed a number of conventional and Islamic banks in the MENASA region.

4. Raza Jaffer
Founder & CEO
Enshaa PSC

Raza is the CEO and founder of Enshaa, Chairman of Signature Clubs International and Kele Contracting, founder and Vice-Chairman of Emirates Investment Group (EIG).

5. Syed Samar Hasnain
Executive Director
State Bank of Pakistan

Samar Hasnain, Executive Director, Development Finance and Islamic Banking Group of State Bank of Pakistan is responsible for overseeing smooth flow of Credit and progressive growth of priority sectors including Infrastructure, Housing & SMEs, Agriculture credit, Microfinance and promotion & development of Islamic Banking in the country.

Mr. Hasnain holds international exposure of trainings, seminars, conferences and has represented Pakistan in a number of International events and bi-lateral & multi-lateral negotiations. Successful transformation of a segment of informal market into proper formal regulatory network has been one of his key achievements over last few years.

6. Asad Umar
Senior Vice President
Pakistan Tehreek-e-Insaf

Asad Umar was appointed Central Senior Vice President of PTI on 21 April 2012. He served as CEO and President of Engro Corporation for 8 years during a 27-year career with the company. He resigned from his post at Engro and joined Imran Khan led political party Pakistan Tehreek-e-Insaf on April 2012. He received Sitara-i-Imtiaz Pakistan.

At PTI, he is a part of committee to work on a draft paper to suggest economic reforms to take Pakistan out of current financial crisis.

7. Muhammad Atif
Provincial Minister of Energy & Power
Government of Khyber Pakhtunkhwa

Muhammad Atif Khan is a Pakistani politician who serves as the Member of Khyber Pakhtunkhwa Assembly representing Pakistan Tehreek-e-Insaf and as Education Minister OF Khyber Pakhtunkhwa and Provincial Minister of Energy & Power in Pervez Khattak administration.
I am very pleased to see this excellent attendance today in the ‘First Ever Investment Roadshow’ by Khyber Pakhtunkhwa government.

Imran Khan
Chairman, PTI

KP is a land of unexplored opportunities with a socio culture diversity matched by no other areas of Pakistan. The fact is that Khyber Pakhtunkhwa’s regional governance structures has rebound, consolidated, financial flows by remittances have strengthened and the economy has grown by 5% per annum in this period.

Amjad Ali Afridi
Chief Secretariat, Government of Khyber Pakhtunkhwa

This morning may prove to be yet another turning point, a milestone reaching new heights and opening of a new great future for economic prosperity of Pakistan and Khyber Pakhtunkhwa in particular.

Mohsin Aziz
Vice Chairman KPBOIT

Our province has a high success ratio i.e. 2.5 in drilling for oil & gas is attracting a number of international and national oil companies to Khyber Pakhtunkhwa. Topping the high success in drilling for oil & gas with highly attractive fiscal incentives and easy non-bureaucratic processes makes Khyber Pakhtunkhwa a haven for investors.

Atif Khan
Minister Energy & Power

One of the best places to make money in the World is Pakistan and the reason for that is the perception about Pakistan which is based on the sum of reality but that perception is far worse than what the reality is and that gap between perception and reality is the arbitrage opportunity which gives you these returns.

Asad Umar
Central Senior Vice President of PTI

Andrew Forrest from Fortescue group, one of wealthiest man of Australia who established the fourth largest Iron ore mining company of the World, is extremely keen to move forward if we ensure that we stick to the new act of mining of KP. He gives in the commitment to put in money, for investment, the management, technology and all possible support required.

Raza Jaffer
CEO, Ensha PLC

The UK Economic magazine has treated this year Pakistan’s Micro Finance Regulatory Framework as number 3 in the World.

Syed Samar Hasnain
Executive Director State Bank of Pakistan

It is very positive to see that the first time government is out here and encouraging investment and I think if you look at the space today you would find investors who are actively looking at Pakistan for investments.

Saad Zaman
Chairman & CEO, Burj Capital

Coca Cola and Nestle’s investment in Pakistan has yielded them higher growth rates and higher profitability then the rest of the world which shows that Pakistan is open for business.

Ahmed Jalal
Managing Director, Abraaj Group
Pakistan’s Imran Khan comes to Dubai, urges investment in Khyber Pakhtunkhwa

Abdul Basit (Chief Reporter) / 25 February 2015

Imran Khan, during his address, promised that sustainable systems in the province would create an enabling environment for investors.

Dubai: This is the time to invest in Khyber Pakhtunkhwa (KP) as law and order situation is improving and good governance is in place, advised Pakistan Tehreek-e-Insaf, or PTI, Chairman Imran Khan during his address at the first-ever investment roadshow for the province in Dubai on Wednesday.

PTI took charge of the KP provincial government after securing majority in May 11, 2013 elections for the first time.

The one-day roadshow was attended by a significant number of Pakistanis from the UAE and other Gulf countries. The event highlighted the province’s natural resources potential with investment opportunities in energy and power; tourism, housing, agriculture and livestock, mines and minerals.

Imran Khan, during his address, promised that sustainable systems in the province would create an enabling environment for investors. He also said that the government is ready to provide sovereign guarantee to foreign investors and higher rate of return.

"If you are risk taker then this is the time to come to KP," Khan told investors.

"In a couple of years you might not get return of investment compared to right now so this is the time to take risk," he added.

KPK INTERNATIONAL INVESTMENT ROAD SHOW IS ON FEBRUARY 25, 2015 AT ARMANI HOTEL DUBAI. PTI CHAIRMAN IMRAN KHAN WILL ATTEND THE EVENT AS CHIEF GUEST

February 24, 2015

Dubai: 25th Feb 2015 By: Zulfiqar Shah

KP Board of Investment & Trade (KP-BOT) in collaboration with Industries Department has planned to organise first ever KP specific International Investment Road Show (IIRS) to be held on February 25, 2015. The event would be held in Armani Hotel Dubai. 250 prominent foreign & local investors, diplomats and government officials of the U.A.E.

For General Public: Online Streaming Link will be provided. Where they will be able to see live updates of event. Khyber Pakhtunkhwa is an untapped market and offers immense investment opportunities. This event will highlight the investment opportunities and reflect the true potential of the province Khyber Pakhtunkhwa. The program includes comprehensive presentations highlighting the policy parameter, incentives and opportunities for investment in Khyber Pakhtunkhwa. Sector and Project focused presentations for chamber interest group and one-on-one sessions with specific project representatives.

This event will highlight the investment opportunities in Power, Oil & Gas, Mines & Minerals, Tourism, Housing and Agriculture sectors and the specific government approved and investment ready projects within these sectors will be unveiled during the event. The road show will provide a forum for investors to interact with the relevant decision makers of each project. Mr. Imran Khan, Chairman PTI, Chief Minister Khyber Pakhtunkhwa Mr. Pervez Khattak and Chief Secretary will also grace the occasion and all the relevant Secretaries and Minister would also be present in order to explain the projects and measure the Government support.

Guests and investors during break time with Imran Khan.
Imran lavishes praise on KP to attract investment

Dubai—Seeking to attract overseas investment in Khyber Pakhtunkhwa, Pakistan Tehreek-e-Insaf Chairman Imran Khan Wednesday lauded praise on the northeastern province and said that with the improved security situation, it was the best time for investors to come in.

"We are setting up investment cells to make things easier for investors," said the PTI chairman in Dubai, while participating in the Khyber Pakhtunkhwa Investment Roadshow 2015.

He said an office to specifically deal with investors would be set up in the Chief Minister’s Secretariat to address any problems faced by investors.

"If you're a risk-taker, this is the time to invest in KP," he said, adding that "returns on investment are impressive in Khyber Pakhtunkhwa."
RIZKAN NEWS
http://www.rizkan.com/news/kp-road-show-all-facilities-will-be-provided#sthash.Ib1lLF4e.dpbs

NATIONAL BUSINESS RECORDER
http://www.brecorder.com/br-research/44:miscellaneous/5210:kpk
investment-roadshow-a-welcome-first-step/
IK Roadshow Changes The Status Quo

Welcome to Khyber Pakhtunkhwa

Imran Khan is a coming.

This was the buzz in Dubai, a few days before 'The Great Khan's arrival for the Khyber Pakhtunkhwa Investment Roadshow. His flight arrived on the evening of the 24th ensured a media scrum but he was adamant there would be no interviews, given that his family members were with him. However, his wish for privacy was obliterated by Veena Malik, who later that night, posted pictures of herself at a private dinner with Imran Khan.

Unlike many a Bollywood star, Pakistani politicians tend to be punctual at UAE events and shortly after 10am on the 25th, Imran Khan arrived at the illustrious Armani Hotel for an investors' conference. Also in attendance were PTI stalwarts Asad Umar, Ali Zaidi, Muhammed Sarwar and staunch supporters Jawed Siaih and Imran Chaudhry.

ARY NEWS

http://blogs.arynews.tv/ik-roadshow-changes-status-quo/

JAAG NEWS

**DAWN NEWS**


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**SAMAA NEWS**


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*Imran lavishes praise on KP in bid to attract investment*

DAWN NEWS UPDATED FEB 25, 2015, 9:39 PM

Pakistan Tehreek-e-Insaf Chairman Imran Khan — APP

DUBAI: Seeking to attract overseas investment in Khyber Pakhtunkhwa, Pakistan Tehreek-e-Insaf Chairman Imran Khan Wednesday lavished praise on the northwestern province and said that with the improved security situation, it was the best time for investors to come in.
GEO NEWS
http://www.geo.tv/article-176300-Imran-claims-KP-is-the-least-corrupt-province-

THE NEWS
http://www.thenews.com.pk/article-176300-Imran-claims-KP-is-the-least-corrupt-province-

Imran claims KP is the least corrupt province

February 25, 2015 - Updated 130 PkT
From Web Edition

DUBAI: Pakistan Tehreek-e-Insaf (PTI) Chairman Imran Khan has claimed that Khyber Pakhtunkhwa is the least corrupt province of Pakistan.

“There is very little corruption in the KP police and government institutions,” Khan told reporters as he arrived to attend the Khyber Pakhtunkhwa Investment Roadshow.
SOCIAL MEDIA

TWITTER

#InvestInKP: Mr. Zafar Ikrar Shaikh (Chairman SPEC Group) submits Letter of Intent to set up an oil refinery in KP.


Today marks a first in the history of Khyber Pakhtunkhwa. The provinces first international investment and trade road show is taking place in Dubai.

Nature has gifted KP with rivers; immense potential for hydel power stations. Confirmed reserves of over 100 M barrels of oil.

We are building a quality team to facilitate investors in KP, this province has investment opportunity of a lifetime - Azad Umar.

Nature has gifted KP with rivers; immense potential for hydel power stations. Confirmed reserves of over 100 M barrels of oil.

Pakistan’s Imran Khan comes to Dubai, urges Investment in Khyber Pakhtunkhwa.
Minister for energy @AfzalKhan1 receiving more letters of intent from investors interested in KP energy sector

One of the best places in the world to make money is Pak says @Asad_Umar; starts with a joke saying he is unemployed

Chief Secretary KP Amjad Ali Khan takes the stage; KP a land of unexplored opportunities he says #InvestInKP

Light moments at #InvestInKP roadshow… just a great vibe and atmosphere. Optimistic is the word

A great future 4 economic prosperity for KP; a silent revolution in form of NayaPakistan says 1st speaker Mohsin Aziz

First look at KP investment roadshow in Dubai; busy start to the morning as guests begin arriving #InvestInKP
APPENDIX
SECTOR BACKDROPS

TOURISM
AGRICULTURE & LIVESTOCK
HOUSING
MINES & MINERALS
ENERGY & POWER
PROJECT STANDEES

MINERALS
Establishment of Cement Plants

ACADEMICS
Establishment of Academic Institutes

TOURISM
Development of Tourism Facilities

AGRICULTURE
Establishment of Agro-Industries

HOUSING
Establishment of Housing Projects

ENERGY & POWER
Establishment of Energy Projects

MINES & MINERALS
Establishment of Mining Enterprises

MEDIA WALL

KHYBER PAKHTUNKHWA INVESTMENT ROADSHOW DUBAI
25th February 2015
INVITATION CARD AND CD JACKET

WEBSITE
WWW.KPIRS.PK

FLYER BOOKLET
LETTERS OF INTENT (LOIS)

AGRICULTURE & LIVESTOCK

Project Name: Date Farming & Processing Unit at Dera Ismail Khan

<table>
<thead>
<tr>
<th>S. No</th>
<th>Company Name</th>
<th>Estimated Cost</th>
<th>Signed By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MKATS International, Dubai, UAE</td>
<td>US $15 million</td>
<td>Mumtaz Khan, CEO</td>
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<tr>
<td>2</td>
<td>CITYLINK GROUP, Jeddah, Saudi Arabia</td>
<td>US $15 million</td>
<td>Mumtaz Kahloon, CEO</td>
</tr>
<tr>
<td>3</td>
<td>ZULTEC GROUP, Dubai, UAE / Jeddah, KSA</td>
<td>US $10 million</td>
<td>Haider Ali Khan, COO</td>
</tr>
</tbody>
</table>

Project Name: Sheep Farming at Jaba, Mansehra (Wool, Mutton Production and Processing)

<table>
<thead>
<tr>
<th>S. No</th>
<th>Company Name</th>
<th>Estimated Cost</th>
<th>Signed By</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>CITYLINK GROUP, Jeddah, KSA</td>
<td>US $05 million</td>
<td>Mumtaz Kahloon, CEO</td>
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<tr>
<td>2</td>
<td>ZULTEC GROUP, Dubai, UAE / Jeddah, KSA</td>
<td>US $10 million</td>
<td>Haider Ali Khan, COO</td>
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MINES & MINERAL

Project Name: Marble and Granite Mining & Processing

<table>
<thead>
<tr>
<th>S. No</th>
<th>Company Name</th>
<th>Estimated Cost</th>
<th>Signed By</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>DSS Group, Dubai, UAE</td>
<td>US $10 million</td>
<td>Salman, Director</td>
</tr>
</tbody>
</table>

Project Name: Other LOI’s in Mines & Mineral

<table>
<thead>
<tr>
<th>S. No</th>
<th>Company Name</th>
<th>Signed By</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>ETC Group, Dubai, UAE</td>
<td>Mohammad Rashid-Ahmad, Chairman</td>
</tr>
<tr>
<td>2</td>
<td>ENSUHA PSC, Dubai, UAE</td>
<td>Naveed Gilani, Chief of Strategy</td>
</tr>
</tbody>
</table>
**TOURISM**

### Project Name: Outsourcing of Government Rest Houses

<table>
<thead>
<tr>
<th>S. No</th>
<th>Company Name Description</th>
<th>Company Name</th>
<th>Signed By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SAMSONS Group (Selected Shogran Rest Houses)</td>
<td>SAMSONS Group</td>
<td>Sami Ur Rehman, MD</td>
</tr>
<tr>
<td>2</td>
<td>SAMSONS Group (Selected Police Rest House)</td>
<td>SAMSONS Group</td>
<td>Sami Ur Rehman, MD</td>
</tr>
<tr>
<td>3</td>
<td>SAMSONS Group (Selected Karnak Rest House)</td>
<td>SAMSONS Group</td>
<td>Sami Ur Rehman, MD</td>
</tr>
<tr>
<td>4</td>
<td>CES Group of Companies (Dubai, UAE) (Selected Additional Cottage Nathia Gali)</td>
<td>Sahibzada Salim, CEO</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>GHT, Dubai UAE (Selected Shogran Rest House)</td>
<td>Mohammad Hassan, Director</td>
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<tr>
<td>6</td>
<td>SR Group of Companies (Dubai, UAE)</td>
<td>Nasir Khan, Owner</td>
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</tr>
</tbody>
</table>

### Project Name: Tourist Recreation, Sports Facilities, Theme Park at Hund District Swabi (Indus River on M1 Motorway)

<table>
<thead>
<tr>
<th>S. No</th>
<th>Company Name</th>
<th>Estimated Cost</th>
<th>Signed By</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>SAMSONS Group</td>
<td>Rs 500 Million</td>
<td>Sami Ur Rehman, MD</td>
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</table>

### Project Name: Theme Adventure Parks at Nathia Gali

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<tr>
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<th>Company Name</th>
<th>Signed By</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>SAMSONS Group</td>
<td>Sami Ur Rehman, MD</td>
</tr>
</tbody>
</table>

### Project Name: Chairlift Resort at Naran – Saiful Maluk

<table>
<thead>
<tr>
<th>S. No</th>
<th>Company Name</th>
<th>Estimated Cost</th>
<th>Signed By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SAMSONS Group</td>
<td>US $10 million</td>
<td>Sami Ur Rehman, MD</td>
</tr>
</tbody>
</table>

**HOUSING**

### Project Name: Housing (Model Town Peshawar Sports City)

<table>
<thead>
<tr>
<th>S. No</th>
<th>Company Name Description</th>
<th>Company Name</th>
<th>Estimated Cost</th>
<th>Signed By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ENSHA PSC Dubai UAE</td>
<td>Naveed Gilani, Chief of Strategy</td>
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<tr>
<td>2</td>
<td>COPPER STONES LTD London UK</td>
<td>Sajid Bashir, CEO</td>
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<tr>
<td>3</td>
<td>FATIMA INTERNATIONAL Dubai UAE</td>
<td>Nasir Ahmad, MD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>GSS GULF LLC Dubai UAE</td>
<td>S. Mansoor Shah, CEO</td>
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</tbody>
</table>

### Project Name: Other LOI’s in Tourism Sector

<table>
<thead>
<tr>
<th>S. No</th>
<th>Company Name Description</th>
<th>Company Name</th>
<th>Signed By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Al Ali Group Coding Training Systems (CTS) Ajman UAE</td>
<td>Hamad Al Ali, Chairman / CEO</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Creek Networks (Dubai Internet City) Dubai, UAE</td>
<td>Hamoon Iqbal, Sales Director</td>
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</tr>
<tr>
<td>3</td>
<td>Vienna Tourism LLC Dubai, UAE</td>
<td>Rowan Ahmad, MD</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>RAK Property Services Ras Al Khaimah UAE</td>
<td>Muhammad Waseem Butt</td>
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</tbody>
</table>
### ENERGY & POWER

#### Project Name: Hydro Power Plant

<table>
<thead>
<tr>
<th>S. No</th>
<th>Company Name</th>
<th>Estimated Cost</th>
<th>Signed By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SPEC ENERGY DMCC, UAE</td>
<td>US $100 million</td>
<td>WANDA D. FAJARDO, COO</td>
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</table>

#### Project Name: Solar Power Plant

<table>
<thead>
<tr>
<th>S. No</th>
<th>Company Name</th>
<th>Estimated Cost</th>
<th>Signed By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>TRANSTEC PAKISTAN</td>
<td>US $100 million</td>
<td>Fiaz Ahmad, MD</td>
</tr>
</tbody>
</table>

#### Project Name: Establishment of Refinery

<table>
<thead>
<tr>
<th>S. No</th>
<th>Company Name</th>
<th>Estimated Cost</th>
<th>Signed By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SPEC ENERGY DMCC, UAE</td>
<td>US $300 million</td>
<td>Fiaz Ahmad, MD</td>
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</tbody>
</table>

#### Project Name: Establishment of Refinery

<table>
<thead>
<tr>
<th>S. No</th>
<th>Company Name</th>
<th>Estimated Cost</th>
<th>Signed By</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>FORTUNE ENERGY DMCC</td>
<td>US $10 million</td>
<td>Matt Yeknian, Director</td>
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