



TIME TO INVEST IN PAKISTAN'S MOTORCYCLE INDUSTRY PARTICULARLY FOR CHINESE TO COMPETE WITH INDIA IN INTERNATIONAL MARKETS AS INDIAN VEHICLE MANUFACTURERS ARE FOCUSING ON CHINA'S WINNING MARKETS

Pak-China Motorcycle Business Consortium is the Way Forward to Power Funds for R&D for Chinese Motorcycle Industry of Pakistan to Compete the Indian Industry.

It is clear that year and year in Pakistan there are many more motorcycles than cars on the road, which is an indicator of Pakistan's "growing market." Pakistani markets offer foreign investors a combination of value, huge upside and unique challenges. As giants like China run into growing pains, higher costs and negative returns, Pakistani markets are up-propelled by more political stability, generally, and easy access to modern communications, technology and capital.

The case for investing in Pakistani markets is simple and powerful. Pakistan is far behind developed countries like Japan and America and even playing catch up with countries like Thailand, South Korea and China, but they are catching up fast. Imagine a chance to invest right now in the China of 1980 when its wages were at rock bottom levels and it exported in a year what it now does every day.

Youthful populations and the move of workers from rural areas to higher income jobs in the cities are supercharging growth in Pakistani economy. The median age of many of is at the demographic sweet spot of 25 years, compared to 35 years in China and South Korea, and 45 years in Germany and Japan.

This explains the optimism driving family purchases of new houses, new washing machines, refrigerators, motorcycles, cars and better food and medical care. This, in turn, explains why big companies from Japan,

China, America, Europe and South Korea are falling over themselves and each other to invest in Pakistan.

Having a slice of Pakistan in your portfolio actually reduces risk and volatility. Why? Because Pakistani markets beat to their own drummer rather than just going up and down with world stock markets like most asset classes. But like maneuvering a motorbike in and out of chaotic traffic, investing in Pakistan markets requires experience and steady hands. The PCMIC expresses its willingness to assist investors with all the necessary clarifications as well as facilitating essential visits to the factories (if required). PCMIC is pleased to provide the following services to foreign or local Investors in the Auto Industrial sector.

- Undertake customized market research and statistical reports on the Pakistan's Auto Industry market.
- Identify automotive products; both vehicles and components for import and export.
- Help find distributors and suppliers of automotive products.
- Identify and evaluate potential cooperative or joint venture partners.
- Help setup dependable business networks in Pakistan.
- Conduct legal, financial, human resources,

- Technical management and feasibility studies.
- Help negotiate automotive business deals.
- Help with liaison and management of business ventures in Pakistan.
- Help identify and locate local executives and employees.
- Walk our customers through the Pakistani maze of bureaucracy.
- Services on a retainer basis are available.

It is true that for industrialist, finding the funds to support their R&D is becoming increasingly difficult; the challenge of finding a business or individual venture capitalist often remains elusive. For a business, it's a large investment, during difficult economic times, usually to an industrial group or a company. So, how can we get businesses excited about being part of the action, how can we turn it on its head? Provide an option that supports numerous industrialists, at a much lower cost, but with all the benefits of a main sponsor.

Here we introduce "The Pak-China Consortia Club", the opportunity for Pakistani & Chinese companies to commit to supporting multiple R&D, Products series and to manufacture, with a single lower cost investment. To register your interest in "Pak China Consortia Club" are kindly requested to submit their inquiries to chairman PCMIC at pakchina.mic@gmail.com at their earliest or go to www.globalautosources.com, in this connection the Secretary General of China Chamber of Commerce For Motorcycle Mr. Wang and the Chairman of Pakistan China Motorcycle industry Council Mr. Muhammad Yousuf Shaikh had a meeting in Beijing on the Pakistan's Chinese motorcycle market conditions and maintaining a friendly relationship and strengthening the cooperation between each other.

Chairman PCMIC were introduced the current situation of Pakistan's Chinese motorcycle market, including the annual output, the condition of local motorcycle factories and foreign investment, models and tariff, etc and suggested Chinese motorcycle enterprises to invest into Pakistan or acquired the local factory directly to compete with India's motorcycle industry from Pakistan to the world for further cost saving and could offer help they needed;

PCMIC would offer its investment related regulatory documents to CCCM and Mr. Wang should give the introduction to its member enterprises; both sides maintain a friendly relationship and conduct in-depth discussion on the possible cooperation projects;

The Pakistani government is also making all-out efforts to take its economic relations with China to a new height by aggressively exploring opportunities for investment and joint ventures in various sectors of the economy. The estab-

lishment of the "Pak-China Consortia Club" and "Research & Development Centre" (in Lahore) will go a long way in achieving this goal.

The club is the latest example of joint efforts to increase links between Pakistani entrepreneurs and their Chinese counterparts. "Connections like these are important because the entrepreneurs unlock growth."

I accepted to lead the "Pak China Consortia Club" on the condition that Chinese businessmen would invest in Pakistan if they were seeking competition with India's Motorcycle Industry from Pakistan to the world. As many Chinese investors are interested in investing in auto sectors. "Business-friendly environment is a prerequisite to foreign and local investment."

The Pak-China Consortia Club and R&D Centre would organize events throughout the country in a bid to build skills of entrepreneurs, seek investment and exchange technologies. The "Pak-China Consortia Club" and "Research & Development Centre" would help strengthen economic relations between businessmen of the two countries.

The "Pak-China Consortia Club" would connect Pakistani entrepreneurs with leading Chinese entrepreneurs and investors, who would be able to exchange experiences and discuss business trends, leading to investment in both countries. The promotion of commercial activities was of supreme importance for achieving economic stability in any country.

Chinese automobile manufacturers avail themselves of joint investment opportunities in Pakistan's auto industrial sector to compete with Indian Auto industry.

The council's members, from China & Pakistan region are delighted on the establishment of the "Pak-China Consortia Club" and "Research & Development Centre" (in Lahore). It is decided to take an initiative proceeding and intends to visit soon to meet government official to speak about the possibility of Chinese manufacturers to exploring the Pakistan Auto industry and taking forward the long term strategic agenda in PCMIC reports that highlighted Pakistan must raise Chinese investment in automotive R&D and manufacturing to compete with Indian products.

In order to make this happen, the Pakistan's Chinese vehicle manufacturers/ assemblers need an ever more strategic, collaborative relationship with the Government to work with supply chain and other stakeholders to achieve long term goals. We want the Council to help make that happen.

The Motorcycle Industry Council will be an opportunity for the Government and industry to work together on the long term strategic development of the sector.

As incomes rise in Pakistani motorcycle markets, Pakistani motorcycle markets are on the move. Get onboard for a piece of the action (but wear a helmet).

Muhammad Yousuf Shaikh
Chairman of (PCMIC)



Muhammad Yousuf Shaikh, An Auto Industry Consultant, Motorcycle Industry Expert, Motorcycle Designer, China Sourcing Expert, Serial Entrepreneur and the Founder & Chairman of Pakistan China Motorcycle Industry Council (PCMIC), offers his analysis on the motorcycle trade & industry trends from Pakistan & China. The Chairman of PCMIC working with motorcycle trade & industry for over two decades, Yousuf believes that new projects could help Chinese motorcycle industry design and produce new design motorcycles in Pakistan as Pakistan offered exclusive incentives in taxation on new entrant in motorcycle manufacturing. For further details and to reach him please email at pakchina.mic@gmail.com



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