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APRIL 2025

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### **Amadeus Pakistan at ATM 2025**



**Uzbekistan hosts tourism road show in Pakistan** 



**SF Cargo starts operations from Pakistan** 





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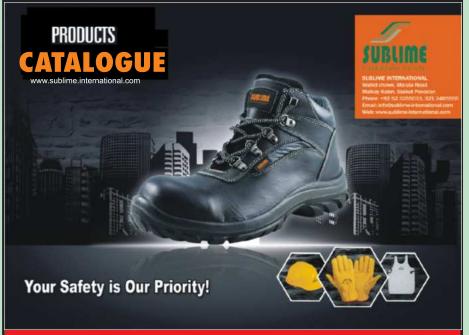
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 $\label{lem:main} \textit{Mr. Muhammad Yousaf Chairman Pakistan Cargo Services along with others cut the cake to mark their 40th anniversary.}$ 

(Special Supplement of PCS included in this issue from page No. 35-135)



Mr. Fazal Jilani Chairman AirSial presents a model of an aircraft to H. E. Dr, Jemal Beker Special Envoy and Ambassador of Democratic Republic of Ethiopia to Pakistan during his visit to AirSial H. O. Sialkot, Mr. Ameen Ahsan CEO AirSial also seen in the picture.

### AirAsia X connects Pakistan and Malaysia



Photo shows Governor Sindh Kamran Tessori being presented bouquet on the occasion.

irAsia X (AAX), the World's Best Low-Cost Airline, celebrated another milestone in expanding its footprint in South Asia with the official announcement of its latest new route between Karachi and Kuala Lumpur, Malaysia, at a press conference held recently in Karachi.

Set to commence on 30 May 2025 with a frequency of four times weekly, the new route will fortify AAX's position as the sole low-cost carrier in Malaysia to offer direct air connectivity to Karachi. This new route will serve as a major achievement in enhancing travel connections between Pakistan and Malaysia, both bustling nations with thriving economies with plenty of tourism and trade potential.

Benyamin Ismail, CEO of AirAsia X said: "This connectivity is another testament to strong demand for great value medium-haul air travel across the region and we are grateful to the support we have received from the government in Pakistan, as well as our partners and stakeholders. We see tremendous potential for travel between these two cities, with the aim to fly more than 100,000 passengers annually on this route and with countless opportunities for travellers from Karachi to explore our key markets such as Australia, China, Thailand and more via our Fly-Thru services."

Mr Khawaja Ali Kamal Majid, CEO of TCB Aviation Pvt Ltd said: 'We are humbled to be a part of this partnership and are excited for the world of

opportunities that await travellers from the region who are looking to travel to Malaysia and beyond affordably and conveniently. We look forward to continuing our working relationship with AAX in the near future and hope that our efforts will lead to wider connectivity between Pakistan and Malaysia."

Honorable Mr Syed Murad Ali Shah, Chief Minister of Sindh Province sent his massege on this occasion. "This new route marks a significant milestone for both Sindh Province and the whole of Pakistan, and we are excited about the opportunities it will open for economic growth and international connectivity in the region. We look forward to further strengthening ties with Malaysia through this collaboration and enabling affordable travel for our citizens." Governor Sindh Kamran Tessori also addressed on the occasion.

In celebration of the connectivity, AAX is offering promotional fares from Karachi to Kuala Lumpur, starting from only PKR55,890 all-in\* one-way, with free 20KG of checked baggage allowance. The promotional fares are available for booking through TCB Aviation Pvt Ltd GSA for the airlines and AAX's official travel agent, or on the AirAsia MOVE app and airasia.com. Promo runs from now until 20 April 2025, for the travel period between 30 May 2025 and 27 March 2026.

Kuala Lumpur, Malaysia's lively capital, is on the bucket list of many travellers for a reason. World-renowned for its iconic skyline dominated by the Petronas Twin Towers and its rich cultural heritage reflected in its beautiful mosques, historic buildings, markets and diverse neighbourhoods, the city has something for everyone. Travellers can indulge in world-class shopping, savour mouthwatering local cuisine and explore bustling streets filled with energy and charm. For those looking for rest and relaxation out of the city, Kuala Lumpur is the perfect gateway to explore Malaysia's many breathtaking islands that dot the coastline, offering tranquillity and serenity and a picturesque view, in addition to serving as a key hub in Southeast Asia with seamless links to the rest of Asean and beyond.

#### Flight Schedule between Karachi (KHI) and Kuala Lumpur (KUL):

~			* `	
Route	Flight No.	Departure	Arrival	Frequency
Karachi - Kuala Lumpur	D7109	22:45	08:05	Mon, Wed, Fri & Sun
Kuala Lumpur - Karachi	D7108	18:25	21:30	Mon, Wed, Fri & Sun
All timings are on a 24-hour format based on local time				



Group photo of the honourable guests taken on the occasion of Press conference held recently at PC hotel Karachi.



### amadeus ara



### **Powering Travel Forward:**Amadeus Pakistan at ATM 2025

Amadeus Pakistan proudly took part in ATM 2025, from 28<sup>th</sup> April till ft May, one of the world's leading travel and tourism events. The exhibition brought together global industry leaders, offering valuable opportunities for networking, innovation, and collaboration. During the event, our leadership secured key partnerships with JAS My Trip and Spectrum. Also celebrated over two decades of service to Sana Travel & Tours and Mr Fazal Mahmood.

We showcased our latest travel technology solutions aimed at empowering travel agencies, airlines, and partners across the region. From NDC and automation discussions to strategic meetings with global stakeholders, ATM 2025 reinforced our commitment to driving efficiency, connectivity, and customer satisfaction.

The event also celebrated strong industry relationships and offered fresh insights to further fuel growth in Pakistan's travel ecosystem.

Here are some moments from our inspiring experience – where innovation met opportunity.











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### Urgent appeal for restoration of Hajj flight operations from Sialkot International Airport

t is with deep concern that the citizens, civil society, and business community of Sialkot and its adjoining regions express their profound disappointment over the exclusion of Sialkot International Airport from the 2025 Hajj flight operations.

As Pakistan's first privately owned international airport, Sialkot International has long stood as a symbol of innovation and efficiency, consistently offering world-class services, including smooth and successful Hajj operations for thousands of pilgrims across the region. Owing to its strategic location and state-of-the-art infrastructure, it has served as the most convenient and reliable hub for intending pilgrims from districts such as Sialkot, Gujranwala, Narowal, Hafizabad, Jhelum, MandiBahauddin, Gujrat, Wazirabad, Kharian, Lala Musa, and Mirpur (AJK).

The sudden suspension of Hajj flights from this vital airport has sparked widespread concern and hardship. Pilgrims now face longer travel distances, increased costs, and unnecessary logistical complications in reaching alternative departure airports.

This decision is not only logistically flawed but also inequitable for the thousands of pilgrims who have relied on Sialkot International Airport for safe, accessible, and dignified Hajj travel. It disregards the airport's proven track record in managing Hajj operations with excellence and professionalism.

On behalf of the Concerned Citizens of the Region, Chairman Sialkot International Airport Hassan Ali Bhatti makes a respectful yet urgent appeal to the following esteemed leaders:

- \* Prime Minister of Pakistan, Mian Muhammad Shehbaz Sharif
- \* Chief Minister of Punjab, Ms. Maryam Nawaz Sharif
- \* Federal Minister for Aviation, Khawaja Muhammad Asif

...to immediately review and reverse this decision in the larger interest of the public. Reinstating Hajj operations from Sialkot International Airport is essential to ensuring equitable access to pilgrimage services, and to relieving thousands of pilgrims from unnecessary burdens. We stand united in our call for justice, fairness, and the recognition of the needs of the people. The restoration of Hajj flights from Sialkot is not merely a matter of convenience, it is a matter of public service, dignity, and fundamental rights.

## To boost economy, Gul Aviation eyes higher cargo loads on Air China Flights — CEO Imran Peracha expresses keen interest

In line with its commitment to supporting Pakistan's growing export economy, Gul Aviation—the cargo handling arm of the renowned Gul Group—is focusing on maximizing export loads aboard Air China's cargo flights operating from Karachi.

Air China resumed cargo acceptance on April 1st and currently operates three weekly flights on Tuesdays, Thursdays, and Sundays. These flights offer direct connectivity from Karachi to Beijing, with seamless onward connections to 56 air cargo destinations worldwide. The majority of these destinations are located across China, the Far East, and Australia, opening vast opportunities for Pakistani exporters.

The cargo services for Air China in Pakistan are handled by Gul Aviation, a trusted name in aviation services. Speaking about the renewed cargo activity, Mr. Imran Peracha, CEO of Gul Group, expressed strong interest in ensuring maximum cargo loads are achieved on each flight, underlining the pivotal role of air exports in strengthening Pakistan's economy.

"Air export business is one of the key drivers of economic growth in Pakistan," said Mr. Peracha, highlighting the significance of the resumed operations. Textiles, seafood, pharmaceuticals, and other perishables remain the primary cargo commodities transported through Air China's network, reflecting Pakistan's robust industrial and agricultural output.

With these operations back in full swing, Gul Aviation and Air China aims to provide Pakistani businesses with faster, more reliable access to global markets, reinforcing trade ties and supporting the country's export-driven growth.



### **Chairman SIAL welcomes the guests**



Envoy and Ambassador Extraordinary of the Federal Democratic Republic of Ethiopia to the Islamic Republic of Pakistan, has visited Sialkot International Airport and the AirSial headquarters.

Upon arrival at the airport, the Ambassador was warmly welcomed by Mr. Hassan Ali Bhatti, Chairman of the Airport, and Mr. Faraz Akram Awan, Vice Chairman.

On the occasion, the Ambassador discussed areas of mutual cooperation with the management of Sialkot International Airport that include sharing knowledge and expertise in cargo management and passengers' safety and security.

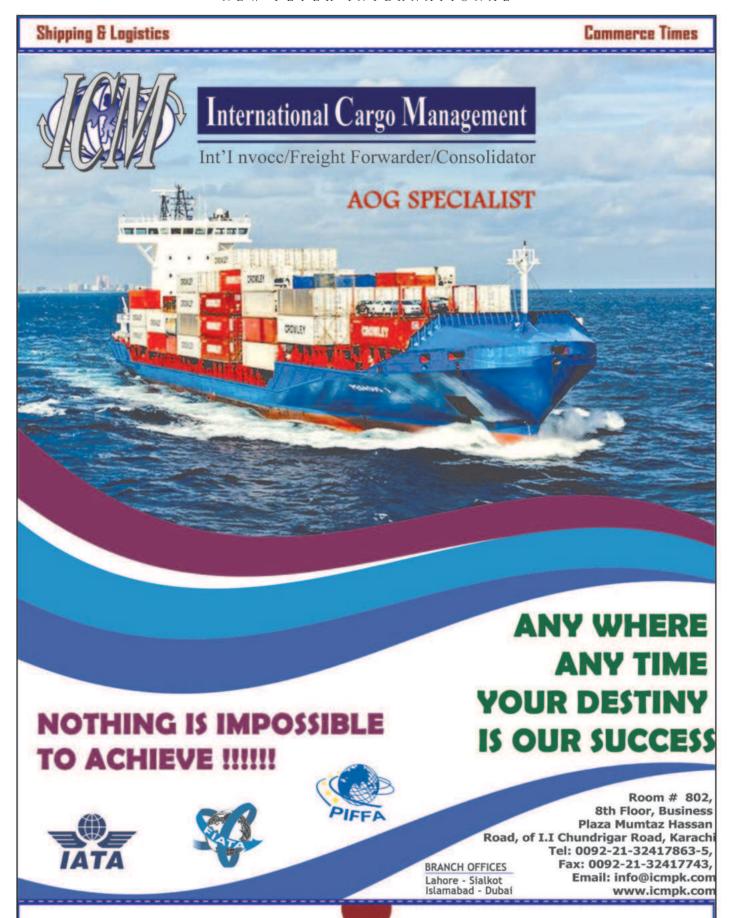
Separately, Ambassador Dr. Jemal

met with Mr. Fazal Jilani, Chairman of AirSial, and Mr. Ameen Ahsan, Chief Executive Officer, at the AirSial headquarters. They exchanged views on business and investment opportunities in Ethiopia.

.E. Mr. OybekKambarov the Third Secretary at the Embassy of Uzbekistan to Pakistan visited Sialkot International Airport. H.E. Mr. Oybek Kambarov held a cordial and insightful meeting with the worthy Chairman, Vice Chairman, and Chief Executive Officer of Sialkot International Airport Ltd. (SIAL). The discussions focused on enhancing mutual cooperation, exploring potential trade and travel synergies between Uzbekistan and Sialkot, and strengthening diplomatic and economic ties through air connectivity. The visit marks another step forward in fostering regional collaboration and deepening people-to-people connections. Chairman SIAL stated that Pakistan and Uzbekistan holds strong ties and we will support Uzbek Airline all possible resources subject to their intention to start flights from Sialkot International Airport. Later CEO SIAL gave a brief presentation on SIAL and discussed all operational and non operational aspects of the airport. Prior departing Vice Chairman SIAL presented honorary shield to H.E. Mr. Oybek Kambarov.



Chairman SIAL Mr. Hassan Ali Bhatti welcomes H.E. Third Secretary of Uzbekistan Embassy in Pakistan during his visit to SIAL, photo shows Mr. Faraz Akram Awan Vice Chairman and Air Vice Marshal (R) Tanweer Ashraf Bhatti CEO SIAL also share the occasion.



### IATA: A record March for air cargo due to front loading

ir cargo demand returned to growth in March as companies moved goods ahead of the expected implementation of tariffs by the US.

IATA data shows that demand measured in cargo tonne km terms increased by 4.4% year on year, while capacity was up 4.3% and the cargo load factor was flat at 47.5%.

The airline association said that the March demand levels were a record for the month, while performance also reversed a decline of 0.1% registered in February.

IATA director general Willie Walsh said the increase is likely to be linked to the buildup of inventory before US tariffs kicked in.

"March cargo volumes were strong. It is possible that this is partly a front-loading of demand as some businesses tried to beat the well-telegraphed 2 April tariff announcement by the Trump Administration," Walsh said.

"The uncertainty over how much of the 2 April proposals will be implemented may eventually weigh on trade. In the meantime, the lower fuel costs, which are also a result of the same uncertainty, are a short-term positive factor for air cargo.

"And, within the temporary pause on implementation, we hope that political leaders will be able to shift trade tensions to reliable agreements that can restore confidence in global supply chains."

IATA's assumption appears to be backed by emerging economic reports. The US trade deficit in March jumped by more than 9% to \$162bn.

Commentators suggest this is down to companies quickly importing into the US to avoid the tariffs.

Looking at trade indicators, world industrial output grew 3.2% year on year, and trade volumes expanded 2.9%, IATA said.

US inflation was 2.4%, down 0.4 percentage points from February, EU consumer inflation was 2.5% and Japan's rate fell 0.1% to 3.6%.

"China remains in deflation but this eased to -0.1%," IATA said.

In terms of regional performance, airlines from Asia Pacific noted a 9.6% increase in cargo traffic in March - the strongest growth of any region.

North American carriers weren't far behind with a 9.5% improvement. There was a 4.5% increase for European airlines, while Middle Eastern carriers noted a 3.2% fall. In Latin America, there was a 5.8% improvement and African airlines suffered a 13.4% drop.

"The Europe-North America route was the busiest trade lane in March. The largest trade lane by market share, Asia-North America, also grew strongly, possibly encouraged by front-loading shipments ahead of potential increased tariffs," IATA said. "Europe-Middle East and Africa-Asia were the only trade lanes to decline in March."

### SF Cargo Commences Operations at Islamabad International Airport (IIAP)

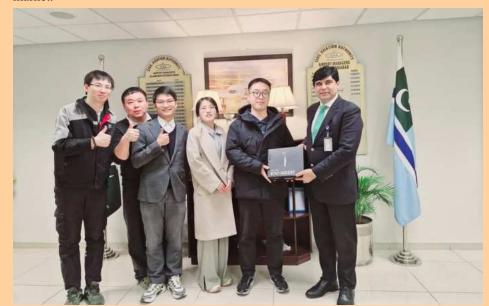
F Cargo has officially commenced its flight operations to Islamabad International Airport.

The cargo operations, designated as Flight 03-233/234, conducted using a Boeing 757-200 aircraft on the Urumqi-Islamabad-Urumqi (URC-ISB-URC) route. Each flight carries approximately 22,775 kg of cargo, contributing significantly to Pakistan's air freight sector.

Currently, SF Cargo operates twice weekly on Tuesdays and Fridays, with an estimated arrival time of 11:30 AM at IIAP. The carrier has plans to expand its operations to four weekly flights (Tuesday through Friday) in the near future.

This development is expected to generate substantial revenue growth through cargo throughput charges. Additionally, it may open new export channels to Urumqi, offering local exporters enhanced access to the Chinese market.





### ATM 2025: Emirates wins 'Best Airline Worldwide' for 12th year

The awards were presented at a c e r e m o n y i n D u b a i recognising excellence across the aviation and travel sectors.

Dubai: Emirates has been named 'Best Airline Worldwide' for the twelfth consecutive year at the 2025 Business Traveller Middle East (BTME) Awards. The airline also secured three other awards: 'Best First Class', 'Best Premium Economy Class', and 'Best Airport Lounge in the Middle East'.

The awards were presented at a ceremony in Dubai recognising excellence across the aviation and travel sectors. Winners were selected through a public voting process conducted by Business Traveller magazine.

Adil Al Ghaith, Senior Vice President Commercial Operations, Centre, and DrNejib Ben Khedher, Divisional Senior Vice President of Skywards, accepted the awards on behalf of the airline.

The recognition comes amid Emirates' ongoing cabin retrofit programme launched in 2022, which aims to upgrade 219 aircraft. As of April 2025, 51 aircraft have been fully refurbished. Emirates has also received its first Airbus A350, equipped with next-generation onboard products, with plans to serve over 70 cities with upgraded aircraft by year-end.

The airline's Premium Economy Class, introduced in 2022, and its First





Class offering—which includes enclosed suites and luxury amenities—have both played roles in securing industry recognition. Emirates' airport lounge services in Dubai, featuring à la carte dining, spa services, and retail experiences, also contributed to its win.

According to Brand Finance, Emirates' brand value rose to \$8.4 billion in 2024, placing it among the top five most valuable airline brands globally and the most valuable airline brand outside the US

### flydubai wins 'Best Connectivity in the Middle East' award

flydubai has been named "Airline with the Best Connectivity in the Middle East" at the 2025 Business Traveller Middle East (BTME) Awards. This marks the second time the airline has received the recognition.

The award was presented during the 24th edition of the annual ceremony, which honours excellence in the travel and aviation industry. flydubai was recognised for its expanding regional network and contribution to air connectivity across the Middle East.



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## SFI Logistics provides excellent services in the logistics sector

relocated its office from Shahabpura to its newly owned building at Fakhri Center, Ugoki Road, Sialkot. The spacious facility is designed to provide employees with a modern and comfortable working environment. The new premises span three floors and a basement, accommodating the entire staff, executive offices, and a warehouse. Equipped with state-of-the-art amenities and advanced IT infrastructure, the building offers a productive atmosphere for business operations.

Mr. Amjad Fakhri, CEO of SFI Logistics, shared this development with *Flyer International*.

Mr. Amjad Fakhri, a prominent figure in Sialkot's social circles, also manages the Fakhri Foundation and collaborates with several INGOs to promote education and healthcare initiatives.



Mr. Amjad Fakhri presenting a souvenir to Mr. A. S. Azad Editor Flyer International



With nearly 30 years of experience in the logistics industry, Mr. Fakhri began his career after earning a Commerce degree from Sialkot. He joined Pakistan Cargo Services in 1992 and later moved to Speedy Cargo, a firm managed by partners including Mr. Akram Awan, Mr. M. Aslam, and Mr. M. Azam Sulhari. After working closely with Mr. Sulhari, he ventured independently when the partnership dissolved.

In 2005, Mr. Fakhri founded SFI Logistics in Sialkot. The company received IATA approval in 2018, affirming its credibility and commitment to excellence. Since its inception, SFI Logistics has specialized in providing logistics solutions via air, sea, and road. Expanding its operations internationally, the company opened a Dubai office in 2017 and has continued to strengthen partnerships to handle overseas cargo operations effectively.

## 3 Airports to get E-Gates for increased security



delegation from M2P Consulting, comprising local and international experts, visited the headquarters of the Pakistan Airports Authority (PAA) to formally launch the planning, design, and installation of e-gates at Islamabad, Lahore, and Karachi airports.

Prior to the signing, talks were held to discuss key technical and operational aspects of the project, presided over by Deputy Director General Airports SadiqurRehman and Deputy Director General Works and Development

An agreement signing ceremony followed, where the agreement was inked by Mr. Christophe Mostert, Managing Partner of M2P Consulting, and Mr. Kashif S. Jillani, Director Engineering Services, PAA.

The entire process—including planning, design, implementation, and installation—is scheduled for completion within 24 months. The consultants will provide technical supervision and guide contractors selected through a competitive tendering process.



### significant Surge in Islamabad International Airport's Cargo Throughput Charges in March 2025

slamabad International Airport (IIAP) has reported a significant increase in cargo throughput charges during March 2025, reaching a record Rs. 72.3 million — the highest since November 2021, when Rs. 49 million were collected.

This upward trend is attributed to the initiation of dedicated import cargo operations by M/s SF Cargo, utilizing B757-200 aircraft under flight numbers 03-233/234 on the Urumqi-Islamabad-Urumqi (URC-ISB-URC) route.

The cargo service commenced with approximately 22,775 kg of cargo per flight and is currently operating twice weekly, on Tuesdays and Fridays, with arrivals scheduled around 11:30 a.m. The airline plans to expand this frequency to four weekly flights in the near future.

# Punjab Govt. approved to build Airports in Bhakkar, Bahawalnagar and its own Airlines

The Cabinet meeting presided Punjab C M Maryam Nawaz gave a go-ahead to building of airports in Bhakkar and Bahawalnagar and reviewed the proposal to launch Punjab's own airline service on 27 Marach.

An air strip for air ambulance service

in Bhakkar will also be constructed.

In the past, PML-N President Nawaz Sharif had expressed his wish that the Punjab government should buy the Pakistan International Airlines (PIA).

However, no progress was made on his proposal.

# Upgradation of Dera Ghazi Khan Airport for A320 operations by end of next year

he Pakistan Airports
Authority held its monthly eKacheri recently, presided
over by Deputy Director General Works &
Development, Mr. Sumair Saeed. A key
highlight was the announcement of the
upgradation of Dera Ghazi Khan Airport
to accommodate A320 operations,
expected to be completed by the end of
next year.

During the session, Mr. Saeed also informed that airside improvement and parking facility enhancement are planned for Peshawar's Bacha Khan International Airport. Addressing flight connectivity, he shared that a business plan has been floated to airlines offering attractive incentives to initiate operations from Gwadar to Punjab and other destinations.

The Deputy DG addressed several public complaints including flight delays, missing baggage, and airline staff behavior, instructing that such matters be compiled and referred to the Civil Aviation Authority with a detailed report. He also directed that tetanus injections be included in all airport first-aid kits following a complaint from a passenger at Lahore airport.

In response to employment-related queries from airport services APS and Zhob Airport staff, Mr. Saeed assured that contract and salary matters are under active consideration and decisions are expected shortly. He concluded by thanking participants for their valuable input, affirming PAA's commitment to continuous improvement.

### K2 Airways, Chinese firm ink agreement for Karachi-Kashgar cargo flights



This file photo shows a cargo aircraft of K2 Airways.

aking another step forward to strengthen trade relations between Pakistan and China, K2 Airways and a Chinese state-owned Development and Logistics Group signed an agreement to operate cargo flights from Karachi to Kashgar.

The agreement was signed at a prestigious ceremony held at a local hotel in Karachi, where Sindh Minister for Industries and Commerce Jam IkramullahDharejo was the chief guest. The event was also attended by officials from the Chinese consulate.

The private airline will begin its flight operations at the end of this month from Karachi to Kashgar via to Lahore.

Initially, the airline would operate three cargo flights a week and has plans to expand after establishing its network.

Dharejo said that Pakistan and China are brotherly countries that are already bonded with the China-Pakistan Economic Corridor (CPEC) project.

"It [K2 Airways] will be the first airline to operate cargo flights in China," said Dharejo while talking to *media*.

"Chinese buyers are interested in

Pakistan seafood, therefore, the cargo flights will be a great facility for them." Chinese people were also interested in bringing IT products to Pakistan, he added.

A representative of the Chinese firm said that Kashgar is an important trade city in China, and this agreement will further expand to other cities of the country.

On the occasion, K2 Airways CEO Tariq Majeed Raja said that the airline would expand its cargo flight operations to other cities in China.

"The cargo flights will export fruits and vegetables to China. While China will export e-commerce products to Pakistan via these flights," Raja concluded.

The company, backed by "successful UAE-based Pakistani businessmen and professionals with an astounding passion for aviation", is the first of its kind in Pakistan to introduce Embraer E-Jets in the country's commercial aviation, The News reported.

The company said that it aims to link "under-utilised" and "smaller airports" of Pakistan with Karachi, Islamabad and

Lahore to make travel convenient for national travellers.

The businessmen and professionals backing the airline believe in "utilising modern automation tools and gathering young and dynamic professionals" in the team to create a strong, technologically apt, and digitally enabled aviation entity in Pakistan.

## A Landmark achievement for SIAL PRA tax on services recommended for waiver

y the Grace of Allah, Sialkot and its people have reached a major milestone. In a landmark development, the Punjab Assembly has passed a resolution recommending the waiver of the Punjab Revenue Authority (PRA) tax on services at Sialkot International Airport. This significant achievement is the result of the dedicated efforts of Honourable Khawaja ManshaUllah Butt sb, whose leadership and commitment to the region's development have been exemplary.

This resolution is a vital step forward in providing Sialkot International Airport with a level playing field, aligning it with other Pakistan Civil Aviation Authority (PCAA) airports across the country. The removal of this tax will enhance operational efficiency, promote trade and exports, and spur economic growth in the region.

We extend our deepest gratitude to Honourable Khawaja Muhammad Asif Sahib for his unwavering support and visionary guidance, and to Khawaja ManshaUllah Butt sb for his relentless advocacy on behalf of Sialkot. We also thank all stakeholders who contributed to this successful initiative.

This development marks a new era for the airport and the city, ushering in enhanced opportunities and sustainable progress.

## Sabre and CellPoint Digital strengthen airline payments ecosystem with strategic agreement

he collaboration will provide airlines with improved payment solutions, enhance user experience, and reduce costs.

A leading global travel technology company, and Cell point digital, a global leader in payment orchestration, have entered into a new agreement aimed at reshaping the airline payments landscape. This deal gives airlines using SabreSonic and Radixx access to a wide range of payment methods and value-added services, streamlining payment processes, enhancing the user experience, and reducing operational costs.

Thanks to the integration of Sabre and CellPoint Digital, airlines now have the freedom to choose from an extensive range of payment options, including international card networks commonly used for global transactions, digital wallets and other non-card-based methods that offer consumers more flexibility at checkout, alternative ways to pay that might include deferred payment or mobile-based solutions, and direct bank-to-bank transfers enabled by real-time or open banking systems, to name a few.

This agreement underscores Sabre's commitment to delivering solutions that evolve alongside the growing complexity and interconnectivity of distribution and payments in the airline and broader travel industry. By bringing CellPoint Digital's capabilities into Sabre's platform, airlines now have a simple, unified solution that makes it easier to adopt new payment options and cut through the usual barriers.

"We are excited to work with CellPoint Digital to offer airlines flexibility and choice in payment solutions," said Nicolas Ortiz Luengo, Senior Director, Travel Payments Product at Sabre. "This agreement highlights our commitment to helping airlines improve their payments strategies by enhancing the user experience and reducing costs. Seamlessly integrating CellPoint Digital helps airlines optimize their payment strategies, ensuring secure transactions and support for increasingly used alternative forms of payment. With a wide variety of payment options available, the collaboration drives greater efficiency and satisfaction in the airline industry."

"This agreement gives airlines access to a wide range of pre-integrated methods through a single connection", said Kristian Gjerding, CEO at CellPoint Digital. "It simplifies the expansion of their payment mix, supports local market needs, and reduces friction at checkout—all of which contribute to higher conversion rates. As the role of payments grows in both customer experience and cost management, this integration offers greater flexibility and control."

This collaboration will help airlines enhance and customize their payment strategies. With a wide range of payment options available, Sabre and CellPoint Digital aim to give airlines the tools they need to meet both consumer expectations and evolving business needs.

## PIA starts flights from Lahore to Baku

he Pakistan International Airlines (PIA) has started direct flights from Lahore to Baku, the capital of Azerbaijan, from April 20.

Initially, the airline operates two weekly flights leaving every Sunday and Wednesday from Lahore, a spokesman for the national flag carrier said.

He said the move is aimed at strengthening tourism and trade relations between Pakistan and Azerbaijan.

To mark the launching of this new route, PIA organised a special event in Karachi in honour of travel agents and tour operators to share detailed information about the new service and promote it within the travel industry.

On the occasion, travel agents were briefed about the flight schedule, facilities offered on the route and the strategic significance of Baku as a destination.

The PIA spokesman highlighted the key role of travel agents in ensuring the Baku route success.

### Dubai Airports off to a strong start in 2025, welcomes 23.4 million passengers in 3 months



ubai International (DXB) started 2025 with a strong start by serving 23.4 million passengers in the first three months of the year. Data released by Dubai Airports, the operator Dubai's two airports - DXB and Al Maktoum International (DWC), on Wednesday signals a robust start to the year while maintaining its position as the world's busiest international airport.

The Q1 figure represents a 1.5 per cent increase compared to the same period in 2024, building on the momentum of a record-breaking first quarter last year. January 2025 saw the highest monthly traffic ever recorded at DXB, welcoming 8.5 million passengers – an achievement Dubai Airports noted was made possible "not just by infrastructure, but by the coordinated effort of thousands of people behind the scenes."

Paul Griffiths, CEO of Dubai Airports, said, "Our Q1 performance sets a strong foundation for the year ahead, not only in guest numbers but in the calibre of the people behind them."

He added, "Delivering the busiest month in DXB's history while maintaining exceptional service levels across baggage, guest flow, and accessibility is no small feat. It requires precision, agility, and an extraordinary team effort."

### Qatar Cargo, IAG cargo and MASKargo to launch a cargo busines

atar Airways Cargo, IAG C a r g o a n d M A B KargoSdnBhd (MASkargo) have announced their intention to launch a joint global cargo business.

The joint business aims to bring together the combined expertise and infrastructure of the airlines and is expected to enable a streamlined product offering, enhanced connectivity, faster transit times, and new routing opportunities across the airlines' combined networks.

In parallel, the airlines are jointly working to develop harmonised safety and security standards for their customers.

According to the airlines, the partnership is expected to improve the accessibility, efficiency and agility of airfreight.

The joint business is subject to regulatory approval and is anticipated to be launched in the near future.

Mark Drusch, chief officer cargo at Qatar Airways Cargo, said: "Today marks a significant milestone in our ongoing efforts to redefine the global air cargo landscape. This agreement will bring together three strong players to offer unparalleled service and global connectivity, reinforcing our commitment to customer satisfaction and operational excellence."

David Shepherd, chief executive at IAG Cargo, stated: "This agreement is a testament to our history of bringing businesses together. With years of experience in forging successful

collaborations, we understand the real value they bring.

"This joint business not only unlocks choice and opportunities for our customers but also enhances connectivity for the businesses and industries they serve, further strengthening the role air cargo plays in facilitating global trade."

Mark Jason Thomas, chief executive at MASkargo said: "This strategic collaboration marks a pivotal moment for MASkargo and the air cargo industry. We are excited to partner with Qatar Airways Cargo and IAG Cargo to deliver a new era of value and innovation to our customers.

"By leveraging our combined strengths and expertise, we will provide enhanced service offerings, expanded global reach, and cutting-edge solutions that address the evolving needs of the global market, ensuring greater efficiency and connectivity for our partners and customers."

### Pakistan Cargo Services honoured to pay a vital role

Pakistan Cargo Services is honored to play a clinical role in facilitating the freighter flight operation, delivering essential relief goods to the people of Myanmar on behalf of the Government and people of Pakistan, embodying the



spirit of solidarity and support in times of need.

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# PAA-PIACL joint committee visits Parachinar Airport for feasibility study

Joint Board of Officers (BOO) comprising officials from the Pakistan Airports Authority (PAA) and Pakistan International Airlines Corporation Limited (PIACL) has conducted a visit to Parachinar Airport to assess its operational feasibility for commercial and humanitarian flights.

The visit was carried out as per the directives of the Ministry of Defence earlier. The eight-member committee includes six officers from PAA and two from PIACL. The team was led by Mr. YounasLugmanQazi, Additional Director Operations (IIAP), with members including Mr. Mohsin Ahmad Ghouri, Deputy APM (BKIAP), and Engr. Shah Jahan, Senior JTO CNS (BKIAP).

During the visit, the committee conducted a comprehensive inspection of the airport's infrastructure, including the terminal building, runway, fire garages, PAA accommodation, generator room, and other operational facilities.

Following the inspection, the BOO members met with the Deputy Commissioner (DC) Parachinar at his office to discuss matters related to the resumption of operations at Parachinar Airport.

The findings of the inspection will be compiled into a feasibility report, which will serve as the basis for future decisions regarding the reactivation of Parachinar Airport for both commercial and humanitarian purposes.

Pakistan Airports Authority (PAA) remains committed to enhancing air connectivity across the country.

### Different Airlines revolutionize aviation growth at ATM Dubai 2025

new era is unfolding as Emirates, Saudia, Qatar Airways, Etihad, Flynas, Flydeal, Air Seychelles, Cathay Pacific, and Lufthansa take center stage, revolutionizing aviation growth like never before. Emirates is leading innovation with luxury enhancements, Emirates is advancing sustainability, and Emirates is expanding global reach—all at ATM Dubai 2025. Meanwhile, Saudia is demonstrating its bold Vision 2030 strategy, with Saudia strengthening its fleet, Saudia expanding its international footprint, and Saudia showcasing digital transformation at ATM Dubai 2025.

Qatar Airways arrives at ATM Dubai 2025 pushing AI innovation boundaries, with Qatar Airways enhancing premium travel, Qatar Airways redefining hospitality, and Qatar Airways pioneering next-gen inflight experiences. Etihad equally commands attention, with Etihad unveiling new regional strategies, Etihad championing sustainability, and Etihad boosting connectivity—all proudly presented at ATM Dubai 2025.

Flynas and Flydeal are revolutionizing low-cost travel, with Flynas connecting more cities, Flynas scaling operations, Flydeal driving budget travel, and Flydeal enabling tourism growth across ATM Dubai 2025 conversations. Air Seychelles is amplifying Indian Ocean connectivity, Air Seychelles introducing eco-tourism packages, and Air Seychelles leveraging ATM Dubai 2025 to grow regional partnerships.

Cathay Pacific is revolutionizing long-haul luxury, Cathay Pacific expanding U.S. routes, and Cathay Pacific debuting loyalty innovations at ATM Dubai 2025. Lufthansa, the European giant, is elevating premium travel, Lufthansa strengthening Middle East ties, and Lufthansa demonstrating next-generation fleets—all at ATM Dubai 2025. Together, Emirates, Saudia, Qatar Airways, Etihad, Flynas, Flydeal, Air Seychelles, Cathay Pacific, and Lufthansa are not just participating—they

are rewriting aviation's future at ATM Dubai 2025.

The Arabian Travel Market (ATM) 2025 is setting the stage for an extraordinary showcase of innovation, transformation, and aviation excellence. Scheduled at the Dubai World Trade Centre, ATM Dubai 2025 promises to unite the travel world's biggest players, with Emirates, Saudia, Qatar Airways, Etihad, Flynas, Flydeal, Air Seychelles, Cathay Pacific, and Lufthansa all participating with renewed strategies for a new era of global travel.

Their collective presence underscores how deeply the Middle East — particularly the Gulf — is driving the future of aviation, tourism, and connectivity. With over 2,800 exhibitors and more than 55,000 attendees from 160+ countries expected, ATM Dubai 2025 is more than just a trade show — it's a redefinition of post-pandemic aviation leadership.

Emirates Airlines returns to ATM Dubai 2025 with a bold showcase of its newly refurbished A380 and Boeing 777 cabins, featuring state-of-the-art inflight entertainment and enhanced passenger comfort systems. Emirates is leveraging ATM Dubai 2025 to reinforce its leadership in luxury air travel while emphasizing its commitment to sustainability through modernized, fuel-efficient fleets.

Emirates' presence is particularly symbolic, given its central role in Dubai's identity as a global aviation hub. Its participation highlights a vision for ultrapremium, tech-driven air travel that other global carriers continue to benchmark.

Saudia: Powering Vision 2030 with Ambitious Aviation Goals

Saudi Arabia's national carrier, Saudia, is using ATM Dubai 2025 as a critical platform to showcase its Vision 2030-aligned expansion strategies. Saudia's ambitious plans include fleet modernization, digitalization of services, and significant route expansion to support Saudi Arabia's goal of welcoming 100 million tourists annually by 2030.

At ATM, Saudia will emphasize its fleet renewal efforts and partnerships designed to make the Kingdom a premier global travel destination. As Saudi Arabia liberalizes tourism, Saudia is positioning itself as the gateway to the Kingdom's future.

Qatar Airways: Pioneering AI and Digital Innovation

Qatar Airways is once again pushing the boundaries of aviation technology at ATM Dubai 2025. The airline will unveil Sama 2.0 — the Arabic-speaking upgrade of its groundbreaking AI-powered digital cabin crew assistant. This innovation underscores Qatar Airways' pioneering spirit and its focus on AI personalization for passenger services.

Qatar Airways' booth at ATM is expected to be among the most visited, as the airline leverages its technological leadership to maintain dominance in the premium long-haul market.

Etihad Airways: Regional Strategy for Sustainable Expansion

Abu Dhabi's Etihad Airways enters ATM 2025 with a refreshed regional expansion strategy. The carrier is focusing on regional connectivity, targeting markets within a 5-hour flight range to drive exponential growth in the next five years. Etihad plans to triple its passenger numbers by 2030, focusing on leisure travel and promoting Abu Dhabi as a tourism hub.

Etihad will spotlight its strategic network expansion, new leisure routes, and partnerships that tap into the Middle East's booming tourism and entertainment sectors.

Flynas and Flydeal: Low-Cost Airlines Redefining Middle East Connectivity

Low-cost carriers Flynas and Flydeal are making significant waves at ATM Dubai 2025. Flynas, recognized as the Middle East's leading budget airline, will highlight its expanded network now serving 70+ destinations globally. Its mission to connect secondary cities to global aviation hubs aligns perfectly with the broader regional tourism strategies.

Flydeal, the Saudi low-cost newcomer, is capitalizing on the Kingdom's domestic and regional tourism boom, offering affordable alternatives for travelers and emphasizing its role in democratizing air travel.

Both carriers are critical players in the Saudi aviation ecosystem and ATM will see them amplifying their roles in making air travel more accessible across the region.

Air Seychelles: Expanding Regional Influence

Air Seychelles is attending ATM Dubai 2025 with a focus on positioning the Seychelles as a premier luxury and eco-tourism destination. In light of increasing interest in island tourism post-pandemic, Air Seychelles aims to promote its strategic regional connections across the Indian Ocean and Africa.

The airline's participation also signals its intent to strengthen partnerships with Middle East carriers to boost inbound traffic and luxury tourism, a sector gaining traction among Gulf travelers.

Cathay Pacific Airways: Reviving Global Long-Haul Connectivity

Cathay Pacific Airways' participation at ATM Dubai 2025 symbolizes its bold return to international aviation prominence after prolonged pandemic challenges. Having launched new direct flights to Dallas and other major U.S. gateways, Cathay Pacific is reasserting itself as a key connector between Asia and North America.

At ATM, Cathay Pacific will promote its business-class innovations, sustainable aviation fuel initiatives, and loyalty program revamp designed to attract discerning global travelers.

Lufthansa: European Aviation Leader Strengthens Middle East Ties

Germany's Lufthansa Group is a major highlight at ATM Dubai 2025, emphasizing its commitment to Middle East expansion. Lufthansa is showcasing its upgraded long-haul fleet, enhanced business class offerings, and digital transformation initiatives aimed at improving customer experiences.

Middle East partnerships are pivotal for Lufthansa's strategic goals, and its participation reflects the strengthening of European–Gulf aviation synergies.

Middle East Takes Center Stage at ATM Dubai 2025

ATM Dubai 2025 stands as a testament to how Middle Eastern carriers are no longer just regional players — they are global leaders in aviation innovation, luxury, sustainability, and technology.

Emirates, Saudia, Qatar Airways, Etihad, Flynas, Flydeal, Air Seychelles, Cathay Pacific, and Lufthansa's participation highlights a seismic shift: the future of global aviation is being shaped, accelerated, and reimagined right here in the Gulf.

From luxury redefined by Emirates to AI breakthroughs by Qatar Airways, and low-cost democratization led by Flynas and Flydeal, ATM Dubai 2025 will be remembered as a catalyst where tomorrow's air travel took flight today.

### Emirates Skywards miles now redeemable for flydubai flights



mirates Skywards now lets members use miles for full flydubai tickets across all cabins.

Flight ticket purchases made on FlyDubai can also earn you Emirates Skywards Miles.

Emirates Skywards members can now redeem their miles for Classic Rewards on all flydubai flights, giving them the option to use miles to cover the full cost of tickets in any cabin, starting from 5,000 miles.

This marks a major upgrade to the

joint loyalty programme of Emirates and flydubai, which has used a shared miles system since 2018. The new option complements the existing cash+miles feature, allowing members more flexibility when booking flights.

Bookings using Classic Rewards can be made on emirates.com, while cash+miles redemptions can also be done through flydubai.com.

Executives from both airlines, including Emirates Group Chairman

Sheikh Ahmed bin Saeed Al Maktoum, were present at the signing ceremony for the new agreement.

The update comes as flydubai expands its network to more than 130 destinations across 55 countries and continues to build on its strong codeshare with Emirates. Skywards, recently named the world's top airline loyalty programme, has over 30 million members globally.

### Haj flight start



Pilgrims stand in queues at Lahore airport before the departure of first flight

he Haj operation for 2025 officially kicked off across the country on Tuesday, 29th April with the first Pakistan International Airlines (PIA) flights leaving from six cities.

A spokesman said that PIA will transport approximately 35,200 Haj pilgrims to the holy land through more than 117 special flights. in the first phase, special flights for pilgrims will depart for Madina, while in the second phase, the flights will go to Jeddah.

PK-713 departed for Madina, with 442 pilgrims onboard, from the Islamabad International Airport.

Meanwhile, a PIA spokesman said the PK-747 left Lahore at 10pm, carrying 323 passengers.

From Quetta, PK-7201 took off at around 9:30am with 150 pilgrims on board, while PK-715 carrying 393 pilgrims departed from Multan around 8:15pm.

According to a press release, the first Haj flight from Karachi departed at 9:35pm, carrying 285 pilgrims.

The national flag carrier's pre-Haj operation will continue till May 31, while the post-Haj operation will begin on June 10 and end on July 10, the spokesman said.

### Prototype SJ-100 flown at maximum cruise altitude during flight tests

akovlev's SJ-100 testbed has carried out a flight at its service ceiling of 12,200m (40,000ft) as part of the development programme.

The testbed, aircraft 97001, is the first experimental import-substituted airframe – although it still flies with PowerJet SaM146 engines rather than the Russian-built Aviadvigatel PD-8.

It conducted the sortie on 12 April, 10 months after the jet commenced certification flight.

The exercise lasted about 3h, says United Aircraft, and involved testing aircraft control systems following a software update for "expanded functionality and flight safety"



Yakovlev has been certificationtesting SJ-100 97001 which still has SaM146 engines

Equipment for "improved" aircraft navigation characteristics also underwent tests during the flight, it adds, while the computer interface has been made "easier for crews to understand and operate".

As well as taking the aircraft to its maximum altitude, the pilots flew the aircraft at high angles of attack and across a speed range up to 310kt.

United Aircraft says the test results were "positive" and that the flight advances the SJ-100 certification effort.

PD-8 engines are being flight-tested on a separate airframe-a modified Superjet 100 which has undergone a powerplant swap.

### Court orders CAA to restore flights from MohenjoDaro airport

he Larkana circuit bench of the Sindh High Court has directed the Civil Aviation Authority to immediately enforce its earlier order passed on March 9, 2022, asking the authority to restore flights to and from Mohenjo Daro Airport, and submit compliance report.

A constitutional bench comprising Justices Mohammad Saleem Jessar and Adnan-ul-Karim Memon issued the directive here the other day while hearing three identical petitions filed between 2017 and 2019.

The petitioners Advocate Sajjid Hussain Mahesar (Constitutional Petition No.D-922, 2017), Advocate Imdad Ali Mashori (CP No.D-959, 2017) and Advocate Rafique Ahmed Abro (CP No.146, 2019) requested the court order resumption of PIA flights at Mohenjo Daro Airport.

Despite having promised to restore full services, the PIA violated its commitment and suspended flights at Mohenjo Daro Airport on Nov 22, 2018, which had not since been restored, according to Mr Mahesar.

The bench stressed that the federal government (aviation division) must explain why compensation for the [suspended] routes [to and from Mohenjo Daro] had not been determined, and submit a report.

The court ordered director general of the CAA to conduct a comprehensive inquiry to determine designated airlines for Mohenjo Daro Airport as a secondary route, their actual service delivery and the CAA's obligations in cases of noncompliance.

The petitioners said that Mohenjo Daro Airport suffered from infrequent and unreliable PIA flights, despite prior court order, while private airlines had reportedly been prevented from operating at the airport.

They requested the court to mandate two PIA flights daily between Larkana and Karachi, and sought authorisation for private airlines to operate flights on Mohenjo Daro-Larkana route by restoring the old Sukkur via Menara Airport route.

Advocate Balosch A. Junejo, who represented the CAA and Pakistan Airports Authority (PAA), explained the recent division of the CAA into three entities: the Pakistan Civil Aviation Authority (regulator), the PAA (airport operations and air navigation) and an air accident investigation body.

He confirmed the Mohenjo Daro Airport met the International Civil Aviation Organisation's standards. Its runway was suitable for Airbus A320 and Boeing 737 aircraft, subject to weight limits, he said, adding the airport had a history of supporting Boeing 737 operations and over 50 years of PIA service, demonstrating its regional importance.

Advocate Irfan Ali Soomro, who appeared on behalf of PIA, pledged to restart flights, after internal discussions, from Mohenjo Daro to northern cities within a week.

As the CAA report showed private airlines were not operating required socioeconomic routes, and the authority admitted to enforcement failure, the court ordered immediate enforcement and submission of compliance report.

Established in 1967, Mohenjo Daro Airport was the third busiest in the province and it used to handle five weekly PIA passenger flights, two charter flights and various non-scheduled and VIP/VVIP flights before its operation was halted without reasonable justification.

The bench said that in order to address public inconvenience in Larkana, the court mandated the Director General of the CAA to conduct a comprehensive inquiry to determine the designated airlines for Mohenjo Daro Airport as a secondary route, their actual service delivery and the CAA's obligations in cases of noncompliance.

The order said that a report be submitted to the court's sub-registrar within a month and officials from PIA and CAA were required to attend the next hearing.

### **Airbus Marks 20 Years of A380**

he remarkable aircraft embodies Airbus' pioneering spirit, introducing revolutionary technologies that helped establish.

From its initial test flight at Toulouse-Blagnac Airport (TLS) to its continued service with major carriers, the A380 remains an aviation marvel. The A380's journey began on a clear blue-sky day in Toulouse, France. At precisely 10:30 am on April 27, 2005, the first A380 ever produced, flight test aircraft MSN001, embarked on its maiden flight, making headlines around the globe. This massive aircraft, with its distinctive double-deck configuration, represented a bold new direction in commercial aviation.

Behind the A380's enduring popularity lies an impressive array of innovations that continue to influence modern aircraft design. It was the first commercial aircraft to utilize a full Digital Mock Up (DMU) in its design process, setting a precedent for future development.

The A380 also incorporated extensive components made from carbon fiber reinforced plastic (CFRP), pioneering their large-scale adoption, later implemented in the A350 program.

During the aircraft's development, engineers registered over 380 patents—ranging from noise-reducing acoustic panelling to weight-saving, safety-improving hydraulic systems.

These innovations subsequently became standard features in modern aircraft design and production. Even the A350's Trent XWB engine completed its first flight test under the wing of an A380 test aircraft, demonstrating the platform's versatility.

The original test aircraft, MSN001,

continues to serve as a testbed for ongoing improvements, enhancing safety and reliability standards. After a three-year hiatus, MSN001 returned to flight testing in March 2025, supporting certification of the latest developments that keep the inservice fleet operational.

Most impressively, two decades after its maiden flight, Airbus has selected the A380 as its future propulsion systems flight demonstrator.

The aircraft's substantial ground clearance offers seamless large engine integration, while its four-engine configuration and flight performance characteristics make it an ideal platform to explore novel propulsion technologies.

Data gathered from these test campaigns will directly influence the definition of next-generation single-aisle Airbus aircraft and prepare engineering teams across the company for future launches.

#### The A380's Lasting Legacy

Initially branded as Airbus' "21st-century flagship," the A380 enabled Airbus to offer a complete product range catering to every market segment. This strategic advantage strengthened the company's competitive position as a leading aircraft manufacturer.

Today, approximately 180 A380s remain in active service worldwide. The aircraft's spacious, high-ceilinged double-deck cabins continue to provide an unmatched passenger experience characterized by reduced noise levels and superior comfort.

For airports like London Heathrow (LHR), Dubai International (DXB), and Singapore Changi (SIN), the A380 remains an impressive spectacle that draws attention wherever it operates. Since entering commercial service in 2007, the global A380 fleet has completed

over 800,000 flights and transported more than 300 million passengers. With Airbus' continued support for operators worldwide, these remarkable aircraft will remain in service for many years to come, serving as both technological milestone and a passenger favorite.



A Platform for Continuous Innovation

### Kuwait Airways, Emirates sign MoU

MoU aimed at developing trade agreements, bilateral partnership.

Kuwait Airways and Emirates Airlines signed recently a memorandum of understanding (MoU) aimed at developing trade agreements and bilateral partnerships, in a move that reflects a trend towards enhancing cooperation between the two carriers.

"Kuwait Airways is pleased to sign an MoU with Emirates Airlines, one of the largest airlines in the region and one of the leading airlines in the regional and international markets," Chairman of Kuwait Airways Abdulmohsen Al-Faqan said in a statement after signing the MoU on the sidelines of the Arabian Travel Market in Dubai.

Al-Faqan welcomed Emirates Airlines as "an important strategic partner for Kuwait Airways, as this agreement will support commercial operations to and from the State of Kuwait and the sisterly United Arab Emirates." He stressed that this MoU will strengthen and develop relations between the two brotherly countries, which will benefit everyone, praising the efforts of Emirates Vice President and Chief Commercial Officer Adnan Kazim and both teams in making this collaboration a success.

For his part, Kazim said, "We are pleased to cooperate with Kuwait Airways and look forward to developing the bilateral partnership agreement, which will provide Kuwait Airways passengers with wider options and flexible travel dates to Dubai and from there to other destinations across our extensive global network. We look forward to working with our partners at Kuwait Airways to maximize the benefits provided to customers and strengthen the relationship between the two carriers in the coming period."

Emirates has been serving Kuwait since 1989 and currently operates 29 flights per week on its newly-updated Airbus A350 and Boeing 777 aircraft, equipped with the widely-acclaimed Premium Economy Class, in addition to the all-new Business Class seats. It is worth noting that Kuwait Airways was established in 1954 and owns a new fleet consisting of the latest models from the world's largest aviation companies, Boeing and Airbus.

The fleet also contains the latest advanced technologies that keep pace with the best international aviation standards, in addition to being equipped with the latest entertainment programs and seats that are designed in a modern way to suit the customers of the national carrier.

### Air France — KLM sign agreement with Gerry's Group to join SAF program



ir France-KLM's India & Middle East establishment has partnered with Gerry's Group to join its Corporate Sustainable Aviation Fuel (SAF) Program. This collaboration aims to accelerate the production and usage of SAF, which is one of the most effective methods for reducing CO2 emissions in aviation.

Sustainable Aviation Fuels are the most decisive ways of reducing CO2 emissions in the aviation industry. SAF can be blended with conventional kerosene (currently by up to 50%) without any modification to aircraft, engines, or logistical and storage infrastructures.

To address this, Air France-KLM has implemented the corporate SAF program, allowing it to partner with various organizations to accelerate the production and usage of SAF. The program aims to make SAF more widely available, which could help pave the way for the future in aviation.

Gerry's Group, a leading conglomerate established in 1963, is now joining this initiative as part of its commitment to addressing environmental concerns and promoting a more sustainable aviation industry.

#### Speaking on the announcement, Stefan Gumuseli, General Manager India and Middle East said:

"At Air France-KLM, we believe that collaboration is key to driving meaningful change. We are proud to welcome Gerry's Group to our Corporate Sustainable Aviation Fuel (SAF) program.

Decarbonizing aviation comes with its challenges, and we are pleased to see Gerry's Group's commitment to sustainability and their responsibility toward reducing the carbon emissions generated by air travel. This cooperation is a significant step forward in our collective efforts to build aviation industry for generations to come."

Mr. Arshad Wali Muhammad Group Director Gerrys Group said "Gerrys's Group is proud to cooperate with Air France and KLM on their Sustainable Aviation Fuel (SAF) program. This initiative aims to significantly reduce carbon emissions thus contributing to future for aviation. Together, we are committed to driving impactful change in aviation. We at Gerrys's are committed to join hands with our partner AF – KLM to fully support the aviation long-term reduction emissions goal."

Sustainable aviation fuels, the first lever for reducing the Co2 emissions of the airline industry

Air France-KLM's ambition is to reduce its total CO emissions per passenger/km by 30% compared with 2019. To achieve this ambition, the Group aims to incorporate a min. of 10% sustainable aviation fuels (SAF) by 2030, beyond the European mandate of 6% for flight departures in Europe by the same deadline.

Sustainable aviation fuels are one of the most promising levers for reducing CO emissions from aviation. They are currently made from used cooking oils, waste or agricultural and forestry residues. In the future, sustainable synthetic aviation fuels will also be available, made from hydrogen and carbon captured from the atmosphere.

Air France-KLM has implemented a strict sourcing policy and is committed to purchasing only SAF that do not compete with food or feed, are RSB or ISCC certified for their sustainability, and are not produced from palm oil. SAF projects selected by Air France-KLM reduce CO emissions by a minimum of 75% compared with conventional jet fuel on a lifecycle basis and require no engine modifications.





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### Kazakhstan signs transit trade pact with Pakistan



Economic Affairs Minister Ahad Cheema and Kazakhstan's Transport Minister Marat Karabayev sign protocols and MoUs, on Tuesday 29 April

akistan and Kazakhstan on Tuesday 29 April agreed to sign a transit trade accord for movement of goods through three Pakistani ports – Karachi, Bin Qasim and Gwadar – and to engage other regional landlocked nations for opening multiple trade corridors.

At the conclusion of a two-day Joint Intergovernmental Commission (IGC), the two countries signed seven memorandums of understanding (MOUs) for cooperation in the transport, trade, business, culture and education sectors.

The 13th session of the Pakistan-Kazakhstan IGC on trade, economic, scientific, technical and cultural cooperation was co-chaired by Ahad Cheema, Federal Minister for Economic Affairs, and Kazakhstan's Transport Minister Marat Karabayev.

The two sides reviewed the progress made since the last meeting and agreed on a number of new initiatives to further strengthen bilateral cooperation.

The agreement will allow the Kazakhs to use Karachi, Bin Qasim and Gwadar ports.

A statement issued at the end of the IGC said the two sides agreed to accelerate finalisation of the Transit Trade Agreement and begin implementation of the 'Roadmap for Trade and Economic Cooperation'. The two sides also signed a memorandum of understanding on electronic trade.

Connectivity and transport were key areas of IGC's focus. Both sides reaffirmed the importance of regional

trade corridors, particularly the Kazakhstan-Turkmenistan-Afghanistan-Pakistan and Kazakhstan-Uzbekistan-Afghanistan-Pakistan routes. "It was agreed to promote their use under the International Motor Transport Agreement".

The successful launch of a multimodal trade corridor from Jebel Ali (UAE) to Almaty, Kazakhstan, via Pakistan, was acknowledged as a milestone in regional integration.

The parties agreed to expand cooperation between logistics companies and develop joint ventures to facilitate cross-border movement of goods through ports in Karachi, Qasim, and Gwadar.

In the agriculture sector, the two countries agreed to hold the first meeting of the Joint Working Group and share investment opportunities. Cooperation in plant protection and quarantine standards will also be enhanced.

In the financial sector, progress was made towards signing an MoU between the State Bank of Pakistan and the Kazakhstan Agency for Regulation and Development. Pakistan offered capacity-building support to Kazakhstan through training programmes for central and commercial banking professionals.

Tourism and cultural exchange

Emphasising the need for tourism and cultural exchange, both sides agreed to promote tourism by sharing lists of certified tour operators and launching joint promotional activities.

The Kazakh side expressed interest in opening branches of the Chess Academy and the Qazaq Batyry Mixed Martial Arts Academy in Islamabad.

The parties also appreciated the signing of cultural cooperation agreements and agreed to name streets in Islamabad and Astana after Abai Qunanbaiuly and Muhammad Ali Jinnah, respectively.

In the field of education, the two sides agreed to establish a joint working group to strengthen academic collaboration and facilitate exchange programmes for students and faculty.

Discussions included the possibility of setting up a science and technology centre named after K. Satbayev at NUST, Islamabad. Progress was made on several agreements aimed at enhancing cooperation in higher education, technical training, and research, the statement said.

Both sides agreed to strengthen cooperation in the field of information technology. MoUs were signed between NADRA and Kazakhstan's National Information Technologies agency, as well as between Astana Hub and Ignite, laying the foundation for joint work in digital innovation and governance.

### NA panel concerned by cargo glut at ports

he National Assembly Standing Committee on Commerce on Tuesday 25 March raised concerns over 1,000 containers stuck at the ports due to changes in the Export Facilitation Scheme (EFS) and asked for its early resolution.

The committee meeting, chaired by MNA Muhammad Jawed Hanif Khan, also proposed to extend the tenure of elected representatives of the Federation of Pakistan Chambers of Commerce and Industry (FPCCI) on a one-time basis.

It raised concerns over an SRO, issued by the Federal Board of Revenue (FBR) on Feb 25, which sought to exclude the steel sector from the EFS facilities. The FBR clarified that the exclusion was part of efforts to curb duty evasion and other irregularities within the sector.

However, stakeholders stressed the need for further consultations before any final decision was made.

The committee proposed that the issue of stuck containers be resolved promptly and that consultations with stakeholders continue to ensure a balanced and fair outcome.

The committee also recommended that copper be exempted, while duty should be applied to iron and steel.

The EFS allows duty-free imports for export-oriented units but has faced issues related to misuse and discrepancies, particularly in the steel sector.

### **Hungary backs GSP+status for Pakistan**



ungary will support the continuation of Pakistan's Generalised Scheme of Preferences Plus (GSP+) status within the European Union, Hungarian Foreign Minister Péter Szijjártó said on Thursday 17 April.

"Hungary stands up for the extension of the GSP+ programme, which means a special tariff-free regime of trade between the European Union and Pakistan beyond 2027 as well — and I think this is a mutual interest of both of us," Mr Szijjártó said at a media conference alongside Deputy Prime Minister and Foreign Minister Ishaq Dar after their bilateral meeting at the Foreign Office.

Mr Dar welcomed the expression of support saying "We are grateful for Hungary's commitment to support the continuation of GSP Plus for Pakistan."

Pakistan currently benefits from GSP+ trade concessions, allowing duty-free access to EU markets in exchange for implementing 27 international conventions related to human rights, labour rights, environmental protection and good governance. While the scheme officially continues through 2027, the European Union is expected to conduct a mid-term review in 2025 as part of its biennial monitoring mechanism.

The EU has raised concerns over Pakistan's treatment of political opposition, restrictions on freedom of expression, enforced disappearances, and the use of military courts to try civilians — issues highlighted during a January visit by EU Special Representative for Human Rights Olof Skoog.

A monitoring mission is expected later this year, with the possibility of a review as early as June. Trade officials warn that without visible progress, Pakistan's preferential access to EU markets could be at risk.

The Hungarian foreign minister's remarks came against the backdrop of his country's own strained relationship with Brussels. Hungary, under Prime Minister Viktor Orbán, has faced EU censure over erosion of democratic norms, judicial independence, and media freedoms.

Budapest has frequently blocked EU consensus on foreign policy issues, including sanctions against Russia,

earning criticism for what some EU members call alignment with Moscow and Beijing.

Mr Szijjártó made Hungary's displeasure with the EU's direction clear, telling reporters, "Unfortunately, the European Union has isolated itself too much while confusing issues which have nothing to do with trade, and I hope that this is not going to last forever.

"We both [Pakistan and Hungary] believe that we should bring back the respect to sovereignty as a basis of international politics. Instead of interfering into domestic issues of each other."

Mr Szijjártó's day-long visit marked the 60th anniversary of diplomatic relations between Hungary and Pakistan. He was accompanied by a delegation of 17 business leaders from sectors including agriculture, food processing, water management, ICT, and medical technology.

"We have hit the record of imports from Pakistan last year. We would like to hit the records of exports to Pakistan this year as well," Mr Szijjártó said, emphasising Hungary's interest in enhancing trade ties.

The two sides signed multiple agreements and memorandums of understanding (MoUs), including in culture (2025-2027), archaeology and cultural heritage, and the abolition of visas for diplomatic passport holders.

Earlier in the day, Mr Szijjártó also met Prime Minister Shehbaz Sharif and the commerce minister. The business forum brought together more than 100 Pakistani entrepreneurs and concluded with a B2B networking session aimed at strengthening private sector linkages.

### IBA, Pakistan Airports Authority sign MoU

he Institute of Business Administration (IBA) and Pakistan Airports Authority's Civil Aviation Training Institute (CATI) signed a memorandum of understanding (MoU) to formalise their collaboration.

According to a press release issued here, the MoU was signed by IBA's Executive Director Dr S Akbar Zaidi and PAA Director General Air Vice Marshal Zeeshan Saeed.

It said this strategic partnership aims to introduce a Diploma Program in Aviation Leadership and Management, designed to equip professionals with the expertise required to navigate the evolving aviation landscape.

CATI Director Sumair Saeed, in his welcome address, acknowledged the potential impact of this collaboration.

Dr Abdullah Zafar Sheikh, Dean, School of Business Studies (IBA-SBS), and Kamran Bilgrami, Director, Center for Executive Education, emphasised that as the aviation sector evolves in Pakistan, the need for skilled leadership and strategic management has never been greater.

The event brought together key industry stakeholders, reflecting the sector's strong commitment to leadership development and workforce transformation. This partnership marks a significant milestone in advancing aviation education and professional training across Pakistan.



### Gul Group hosts annual Gala dinner



CLOCK TOWER

Mr. Imran Peracha CEO Gul Group with the staff.





Mr. Imran Peracha with Mr. Khalid Khan.



Group photo with Mr. Imran Peracha.



Mr. Imran Peracha with Gulf Air (GSA) staff.

### The Shan Food operational team spice up cruising in the sea



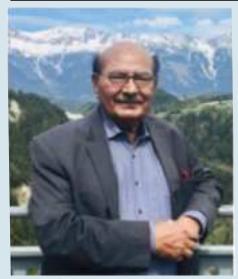
The operations team of Shan Foods Pvt. Ltd. led by Director Operations Mr. Asim, recently enjoyed a memorable cruise in Karachi.



The team took to the seas, savouring traditional delicacies while soaking in the city's stunning coastline views. This unique celebration marked a wonderful break from the routine for the team.

### Small Industries in Sialkot, Pakistan

(a joint review by Prof. Safdar Sandal with Dr.JÖrg Zimmerman)



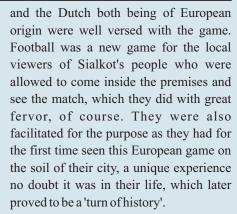
orrelating, the Story of the beginning of Sialkot football industry was told, upon request of Dr. JÖrg Zimmerman by Prof. Safdar Sandal to him, in his office of 'Phedra Industries (Pvt) Ltd., S.I.E in Sialkot on 10-04-2025, as being purpose of Doctor's visit from Germany to Sialkot- the city famous for its Small Industries in the country. Doctor JÖrg from Freie Berlin University' got introduced to me (the scribe)through the 'Sialkot Chamber of Commerce Industry' with the purpose of seeking my assistance in his studies on the subject. He sought an appointment from me through direct telephone call to me, which I responded positively and settled for a meeting in my office for the following day. The city Sialkot consists of thousands of 'Small Industries' located in small factories and even at homes. The city is famous for its identity as such and at the same time is carrying out a good quantum of exports of



'Sports Goods', especially soccer balls to the whole world, through its well established industrial units. The story begins from the first years of the 20th century, in the British Central Jail of Sialkot and in the football ground inside the premises of the Jail, the game of football was played between the Dutch

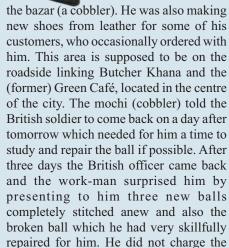


prisoners of war and the British jailer's administrative staff, just as a sports activity and a pastime in the free eveninghours in the following days. The British



It is natural that during the game the footballs get broken (and till that time 'footballs' used to come from England for the game). The question of repair of footballs if possible locally, was a mere conjecture, but it came to the mind of the British Mayer who was in-charge of the jail. Resultantly, he went to the Sialkot city's main bazar for search of a possible repair of the ball. He showed and handed over the broken ball to a simple man upon asking, who was stitching broken shoes in



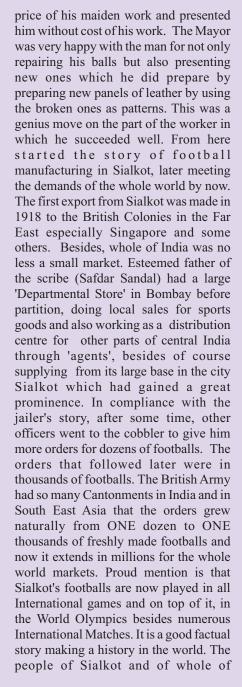














Pakistan rightly feel proud of this historical story.

This has resulted into the origin of several footballs makers who became world class industrialists and they dominated the scene and they continue to bring laurels to the country. From among them the most re known name was one Haji Sheikh Ghafuree Allah Ditta who had developed his manufacturing of footballs during the first decade of the 20<sup>th</sup> century. The family is still engaged in their pristine rich business and running many companies. The grandfather of the family Ghafuree had a tannery of leather preparation in the village named Bajrein, near Sialkot and situated on the road to Charvah Chabara road that also linked with Chawinda. The leather prepared in the Ghafuree's tannery was sold to the makers of horse leather saddles and of footballs too, since the tanning process for both these leathers were closely related. Feroz' was a prominent man insaddler goods. Here also deserves mention of 'Uberoi Company' which served the football industry but that existed only until 1947, when they moved to India after partition and the Internationally known football became in prominence much after Uberoy had left for India. But their leftover workers or people in charge did not perform well for football- industry's growth up to the international levels which it has achieved by now through other more intelligent people with a fresh talent and who have brought toit the current laurels.

Cricket was profusely played among the Indian soldiers and a little bit by the local people too. Hollanders who were prisoners from the wars fought in the



Indian sub-continent's southern states between England and the Dutch settlers, which the British won and made Hollanders as prisoners. (Cricket game for this reason is also played in modern Holland, although not too prominently). The reason for defeat being that the Hollanders in India were merely traders and they had not brought with them their armies or gottrained either their people in India, to function as regular armies when need be; like the British did. With this background, the British in Indian subcontinent, as elsewhere, eventually succeeded in their plans of establishing colonies and carrying out colonization for nearly two centuries.

Here is the second phase of the manufacturers from leather to making of saddles. Which was more prominently based in Kanpur (India) and Sialkot served as an alternative supplier-source. Being at the gateway to Kashmir geographically speaking, Sialkot soon became a more prominent place as all travellers going to Kashmir had to pass through Sialkot, which thus became a rendez- vous, (ameeting place) for horse-riders, fulfilling their needs for the sojourn in Kashmir; sharing their requirements of the saddles or equipment thereof, had a natural reason of growth and development of these items in Sialkot. Horse-riding has been a sole means of transport in centuries and thus Sialkot enjoyed a prominent business centre for these articles, plus a place for staying or resting of tired travellers, going ahead to Kashmir. Several other artifacts of history starting right from Gandara and of later periods were on display and for sale in the bazars of Sialkot as souvenirs to present and also being a historical, Hellenic seat of the

Alexander of Greece in 326-27 BC in the city and later becoming the seat of his Governors (name of the first Greek Governor was Demetrius (also interestingly being a name of one of my Greek Importers in Athens now, with whom I make a joke on this count), the city had a lot to offer. The manufacturer and provider of leathers to 'Feroz Saddler' was Ghafuree Sandal, grandfather of Safdar Sandal (the scribe), whose parental business has been preparation of leather and its supplies to the Sialkot market for production of saddles and footballs. Ghafuree (my grandfather) had assigned to his lone son Allah Ditta Sandal the job to learn from the market. This was the fashion of those times. Sandals run now scores of well-established Industries and factories in Sialkot and they are all engaged in producing different Sports items. The young people are naturally more adept and proficient to carry forward the work which their elders had left for them. They regard it as a precious heritage. In the first para of this article is a picture of a business stall which my son Ruman has erected there in China and is currently busy in handling his international customers. The story continues.

A long river Chenab, the two Tawis running alongside and numerous small streams including Aik, Pulkho, Daik and big River Ravi leave a rich growth on their banks of willow wood, mulberry wood, cane and several other fine woods which are used in making hockey sticks, tennis rackets, Ice hockey sticks and numerous other sports items which are prepared from wood in a tremendous way. All these are grown along the waters coming down the hills, profusely surrounding Sialkot city and the district, which are a bounty of nature to this land of Sialkot where Sports goods are produced primarily since more than two centuries. The agricultural land is also home to the finest basmati rice and the country side is very rich in cattle breeding with finest cows, buffalos, lambs, goats, sheep and horses. Fine and strong wood for furniture and for house building add to the rich variety of small industries' work which is carried out in the city and in villages- surroundings, as its rich profile. It is hard to enumerate here all the paraphernalia attached to the Sialkot city and its surroundings.

### Plan to cut costs, boost exports



Commerce Jam Kamal Khan reviews strategy to boost textile exports on Sunday 22 March.

The Ministry of Commerce has developed a comprehensive plan to boost the export of value-added textile goods by implementing pragmatic interventions to lower production costs, improve economies of scale, and conduct focused marketing events.

The policy was discussed at length during the meeting headed by Commerce Minister Jam Kamal on Sunday 22 March. It was attended, among others, by Commerce Special Secretary Ahmed Mangnejo and Director General (Textile) Mudassar Raza Siddiqi.

An official announcement said that the plan evolved after a thorough appraisal of key barriers to trade in comparison with regional competitors, market insights, global sales forecasting and changing geopolitical situation.

Director General Textile Mr Siddiqi presented a short to medium to long-term work plan to the commerce minister to boost exports of Pakistan's textiles and apparel sector by opting for pragmatic interventions to reduce the cost of manufacturing, enhance economies of scale and target marketing events.

The plan focuses on diversifying to high-value-added finished products, including technical textiles, expanding to non-traditional markets, simplifying the non-tariff and technical barriers to trade, getting access to potential markets, and developing and implementing a national action plan on sustainability and circularity.

It was also pointed out that the plan facilitates export-centric R&D projects at the firm level, aligning academic activities with industrial needs and, most importantly, developing national Micro, Small and Medium Enterprises (MSME) development programmes.

Mr Siddiqi apprised the minister that Pakistan's textiles and apparel industry, a cornerstone of the nation's economy, has showcased remarkable resilience in the face of global economic headwinds and domestic challenges and regained its lost momentum with a growth rate of 9.3 per cent in the first eight months of 2024-25 compared to the corresponding period last year.

He further underscored that the apparel exports grew 19pc, hitting an all-time high of \$6.2bn in 8MFY25.

Mr Jam acknowledged that export performance reflects the government's commitment to focusing more on exports of value-added finished products while maximising the utilisation of locallyproduced input materials.

The DG Textile shared that Pakistan, once ranked as the third largest producer of cotton, has dropped to sixth position globally. Comparing the case of Pakistan with Brazil, he highlighted that both countries have almost the same crop acreages. However, the yield per hectare in Brazil is three times higher than Pakistan's due to the adoption of high-technology seed varieties, precision agriculture, mechanised harvesting, rainfed irrigation, and renewable energy.

Mr Jam emphasised that the latest disease-resistant and climate-resilient seed varieties, prohibition of uncertified seeds and chemicals in the local market, and adoption of good agricultural practices will certainly help to revive local cotton production and profitability of farmers.

The minister further noted that Pakistan is one of the few countries with a complete textile and apparel value chain and contributes to its socio-economic development. He emphasised implementing strategic interventions to address key challenges and unlock the sector's full potential. Through collaborative efforts and supportive policies, the minister expressed optimism about increasing textiles and apparel exports. He encouraged focusing on potential in existing markets, exploring new markets, diversifying more to highvalue finished products, and uplifting Micro, Small and Medium Enterprises.



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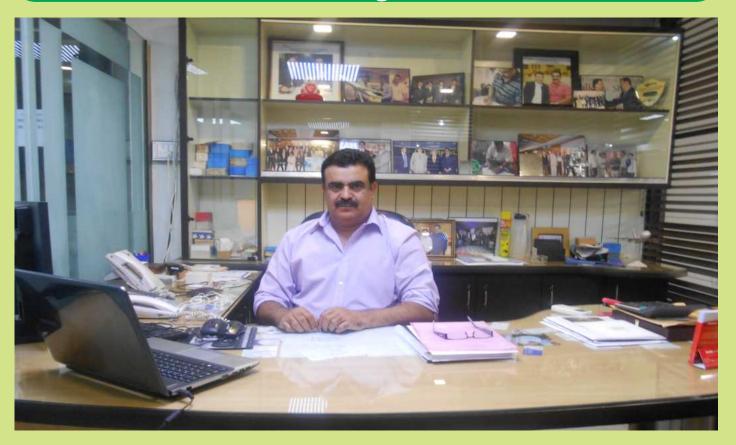
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agoner



# Interview with Chairman, PCS Mr. Muhammad Yousaf illustrates the story of Pakistan Cargo Services



he journey of Pakistan Cargo Services (PCS) began in 1984, when Mr. M. Yousaf and his partners established the cargo handling business in Sialkot. Over the past 40 years, PCS has maintained its position among the top three IATA cargo agents in Pakistan. To commemorate its 40th anniversary, Flyer International interviewed Mr. Muhammad Yousaf. Chief Executive of PCS. He is also Director & Convener of the Business Development Committee of Sialkot International Airport Limited (SIAL), and Director of AirSial. He has also served as Chairman of the Air Cargo Agents Association of Pakistan and was twice elected Regional Chairman ACAAP.

**Flyer International:** Congratulations on Pakistan Cargo Services' (PCS) 40th anniversary! Please introduce yourself to our readers.

M. Yousaf: Thank you! I graduated in Science from Murray College Sialkot in 1983. I began my career at Gulsons, GSA for Air France in Sialkot, then moved to BNS, where I was soon promoted to Manager. Along with my colleague and classmate, Mr. Irfan Malik, we identified an opportunity in cargo services. Encouraged by clients, we launched Pakistan Cargo Services on August 14, 1984. Mr. Liaquat Ali Shah later joined as a Director. By 1987, we secured IATA accreditation. Today, PCS operates across major Pakistani cities and in Dubai, earning numerous airline awards for outstanding service and sales achievements.

**Flyer:** How has the cargo industry evolved over the past 20 years?

**M. Yousaf:** The industry has transformed significantly. Previously, operations were manual; today, IT-driven

systems streamline processes. Airfreight e-booking has replaced paper-based airway bills, making transactions seamless. Five years ago, we implemented AI-based software from Ad Counsel, revolutionizing our operations as an IATA-accredited agent.

**Flyer:** How has business grown in the last 15 years?

M. Yousaf: Business has increased by 20-25%, particularly in value-added services such as chartered flight operations. During COVID-19, we operated 43 Boeing 767-300F charter flights. We also expanded our reach with sea transit solutions and road transport under the TIR system to Europe and South Asia, securing contracts in 66 countries.

**Flyer:** Are you satisfied with PCS's current setup?

**M. Yousaf:** Absolutely! Our 40-year journey is built on strong partnerships, and

SUPPLEMENT

60% of our 400-member staff has been with us for 25 years. We take pride in our achievements, including numerous airline performance awards.

**Flyer:** As a former chairman of ACAAP, what are your thoughts on its performance?

M. Yousaf: ACAAP is a valuable platform for cargo agents. However, internal disputes over the past three years hindered progress. With a new chairman and executive committee in place, we are optimistic about its future. PIFFA also plays a crucial role in supporting freight forwarders.

Flyer: Has your clientele changed?

M. Yousaf: Yes, our international client base has expanded significantly. We now operate chartered flights in addition to being GSAs for foreign airlines. Recently, we facilitated relief cargo flights to Gaza in collaboration with Al Khidmat and other NGOs. We have added over 1,000 customers and strengthened partnerships with M&C, representing Pakistan for Egypt Air Cargo, Maskargo, Batik Air, Air Mauritius, AirSial, Fits Air, and 42 other airlines.

Flyer: What are PCS's future plans?

M. Yousaf: We have built PCS like an institution, emphasizing teamwork and long-term growth. Our network continues to expand across Pakistan and beyond. We are committed to further strengthening our services and international partnerships.

**Flyer:** What has been the key to PCS's success?

M. Yousaf: Hard work, honesty, sincerity, willpower, and God's blessings. Choosing the right path and staying focused on it has been crucial in achieving our goals.

**Flyer:** PCS has expanded into new businesses. Can you share more details?

M. Yousaf: We launched Egypt Air Cargo's GSA operations and last year became the GSA for Maskargo in Pakistan. In October, we founded PCS Enterprises, and we also established Wagoners Worldwide (Pvt) Ltd. in Lahore, specializing in sea freight. Mr. MirzaJahanzebBaig has joined as a Director in this venture.

**Flyer:** Do you plan to acquire more GSAs?

**M. Yousaf:** We are content with our current business, but we are open to new opportunities if any airline wishes to partner with us as its GSA.

Flyer: How has PCS contributed to Pakistan's import/export sector?

**M. Yousaf:** Transportation is the backbone of trade. Over 40 years, PCS has played a vital role in boosting Pakistan's exports by providing efficient logistics solutions. We also guide exporters to enhance their business strategies.

**Flyer:** What is the future of the cargo industry in Pakistan?

M. Yousaf: The logistics sector is essential to economic growth. The global cargo business is expanding rapidly, and Pakistan's industry is on the right trajectory. Our operations continue to grow, reinforcing a promising future.

**Flyer:** PCS has been among the top three IATA freight forwarders in Pakistan for decades. What is its market share?

*M. Yousaf:* PCS holds a 15% market share in Pakistan's cargo transportation industry.

**Flyer:** What is your strategy for business growth?

M. Yousaf: We prioritize teamwork,

international marketing, and networking through industry events. This helps build strong relationships and keeps us updated on market trends.

Flyer: PCS operates chartered and scheduled cargo flights from Karachi and Lahore to Europe. Are these profitable? Any plans to expand to Sialkot?

**M. Yousaf:** These flights are not highly profitable but provide customers with faster shipping options. We aim to expand flights from Sialkot in the future.

**Flyer:** What role should the government play in cargo industry development?

M. Yousaf: The Civil Aviation Authority (CAA) should provide updated cargo movement data to guide agents. Infrastructure improvements, such as dedicated cargo highways and enhanced railway connections to industrial zones, are crucial. Additionally, freight rate regulations would help maintain market stability.

**Flyer:** As a shareholder/director of Sialkot International Airport Limited (SIAL) and AirSial, how do you see the airport's role in cargo growth?

M. Yousaf: SIAL has significantly reduced shipment times. Previously, cargo had to be transported to Lahore or Islamabad before international dispatch. Now, direct exports from Sialkot improve efficiency and lower costs, benefiting exporters and the national economy.

**Flyer:** How does SIAL compare to Lahore's Allama Iqbal International Airport?

M. Yousaf: Lahore Airport serves a vast region and is often congested. SIAL eases pressure on Lahore and Islamabad, facilitating smoother cargo movement and supporting Pakistan's export industry.



Photograph taken on the occasion of a function held to celebrate AirSial's 4th anniversary shows (R-L) Mr. Ameen Ahsan CEO, Mr. Fazal Jilani Chairman, Mr. M. Yousaf Director and Mr. Raza Munir Director AirSial.



## Message from Sheikh Riaz-ud-Din Chairman Comet Sports



### Dear Pakistan Cargo Services Team & Leadership Team of PCS Group

On behalf of Comet Sports (Pvt) Ltd., I would like to extend our warmest congratulations on achieving 40 years of excellence in forwarding and aviation industry. This remarkable milestone is a testament to your dedication, expertise, and passion.

Under the visionary leadership of Group Chairman Mr. Muhammad Yousaf, PCS Group has established itself as a respected and admired player in the global shipping & aviation industry. We admire their forward-thinking approach and ability to offer new solutions to the market always. Their commitment to excellence & reliability, has been the cornerstone of our successful partnership, and we are grateful for the trust and cooperation we have shared over the years.

As we celebrate this milestone, we also look forward to many more years of collaboration and mutual growth.

Please accept our warmest regards and best wishes for the next chapter in your journey.







### Interview:

# Mr. M. A. Irfan Malik, Director, PCS speaks of business development

The Flyer International interviewed Mr. M.A. Irfan Malik, Director of Pakistan Cargo Services (PCS), as the company celebrates its 40th anniversary. Below are excerpts from the conversation.

Flyer: Congratulations on 40 successful years of PCS! Could you introduce yourself to our readers? Mr. Malik: Thank you. I graduated from Murray College Sialkot and began my career with BNS in 1981. I joined PCS at its inception in 1984 and have been part of its growth ever since.

Flyer: How has the cargo business changed over the past 15 years? Mr. Malik: It has become much easier. In the past, business transactions were complex, but today, a simple phone call can get things done. Our dedicated staff also plays a key role in ensuring smooth operations.

Flyer: What is the current growth rate of the cargo business? Mr. Malik: The cargo industry has grown by 50% in the last 15 years. PCS employs 400 people and has expanded by launching 15 to 20 new sea stations. The Sialkot Dry Port now operates 24/7, streamlining customs clearance. Additionally, technology has improved efficiency—scanners have replaced the need for narcotics experts in cargo screening.

Flyer: What are PCS's future plans? Mr. Malik: We aim to expand our charter business, similar to an airline, to serve international markets. We have already established offices in Dubai and the U.S. and plan to set up a European office soon.

**Flyer:** PCS has successfully operated for decades. What do you attribute its success to?

**Mr. Malik:** Our competitive edge lies in 100% honesty and hard work.

**Flyer:** After PCS's success, your group expanded into other businesses. Can you elaborate?

**Mr. Malik:** Yes, we have provided partnership opportunities to our managers, fostering growth and leadership within the company.

Flyer: PCS holds GSAs (General Sales Agent) for EgyptAir Cargo,



Maskargo, and other airlines. Are you looking to acquire more? **Mr. Malik:** Absolutely, we are actively exploring new GSA opportunities.

Flyer: What role does PCS play in Pakistan's trade? Mr. Malik: We credit our clients—exporters and importers—for driving growth. Our role is to facilitate and support their business, ultimately increasing the country's trade volumes.

Flyer: How do you see the future of Pakistan's cargo industry? Mr. Malik: Very promising. While global economies have slowed, Pakistan's cargo industry continues to grow by 10-20% annually. Our international marketing efforts and dedicated staff contribute to this success.

Flyer: PCS has been the top IATA Freight Forwarder in Pakistan for several years. What is your market share? Mr. Malik: We hold approximately 15% of the market.

**Flyer:** What is your strategy for business expansion?

Mr. Malik: Our staff is our biggest asset. We empower them to work independently at every station, which drives both local and international business growth.

Flyer: PCS operates chartered and

scheduled cargo flights from Karachi and Lahore to Europe. Has it been profitable? Do you plan to launch similar flights from Sialkot?

**Mr. Malik:** Yes, and we do plan to expand flights from Sialkot.

**Flyer:** What role should the government play in developing Pakistan's cargo industry?

**Mr. Malik:** The government should focus on taxation rationalization and infrastructure development. Currently, only PIA provides cargo training—more industry-wide initiatives are needed.

Flyer: How has Sialkot International Airport (SIAL) impacted cargo business? Mr. Malik: SIAL has been a gamechanger. It is closer to exporters, reducing transport costs and improving efficiency. This has led to increased exports from Sialkot.

Flyer: With Lahore's Allama Iqbal International Airport nearby, what does the future look like for SIAL? Mr. Malik: Very bright. Air cargo tonnage is increasing every month. While PIA and a few airlines dominate, more airlines should operate from SIAL to benefit exporters and passengers.



## Message from Syed Muhammad Mehdi CEO/President, Transworld Cargo



Transworld Cargo, extend my heartfelt congratulations to my Baba (father), Syed Liaqat Ali Shah, and his partners, Mr. Yousaf and Mr. Irfan Malik, on the 40th anniversary of Pakistan Cargo.

Your dedication and passion for the industry are evident in everything you have achieved over the past four decades. The strong friendship and partnership you share are truly commendable and one of your greatest strengths.

Wishing you continued success in the years ahead. Best wishes,

Syed Muhammad Mehdi

#### About Syed Muhammad Mehdi

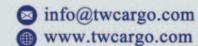
In an interview with Flyer International, Mr. Mehdi credited his father and Pakistan Cargo Services for his success. He emphasized that anyone aspiring to excel in logistics should follow the principles of PCS, which has become a trusted and leading brand in Pakistan's logistics sector.

Mr. S. M. Mehdi graduated from Murray College, Sialkot, in 1994. He began his career in October 1997 by joining Pakistan Cargo Services, where he worked until 2000. In 2008, he moved to the United States and established his own company, Transworld Cargo, in New York in 2011.

Today, Transworld Cargo serves approximately 600 clients worldwide, facilitating global exports. The company is experiencing rapid growth and has established offices in multiple locations, including Karachi and Sialkot, Pakistan, making it accessible to customers worldwide.



# WE BELIEVE IN RELATIONSHIP, TRUST, AND LOYALTY



# Views of Syed Liaquat Ali Shah, Director PCS on maintaining business relations

Syed Liaquat Ali Shah, Director of PCS sits on the ground floor of the PCS head Office. He welcomes the guests with a warm smile, while maintaining a friendly demeanor, he also keeps a watchful eye on his staff, ensuring smooth operations. In this interview, he shares insights into his journey, the success of PCS, and the future of the cargo industry in Pakistan.

# Q: Pakistan Cargo Services (PCS) is celebrating its 40th anniversary. Congratulations! Please introduce yourself to our readers.

A: Thank you! I have 52 years of experience in the transportation industry. My career began in 1972 with All Pakistan Goods Transport Co., where I worked for 14 years. In 1985, I joined PCS as a partner, and since then, I have been dedicated to its growth and success.

### Q: How have you maintained a successful partnership for 40 years?

A: The key to success lies in punctuality, honesty, loyalty, and knowledge. A strong partnership requires tolerance. In business, the owner is the leader—whether right or wrong, we respect and follow his vision. That understanding has kept our partnership strong over the years.

## Q: What has been the secret to PCS's business growth?

A: Our success is built on honesty, sincerity, and a commitment to fulfilling the needs of our shippers. The industry is evolving, and we must adapt to innovations. The days of slow transport are gone—it's now about speed, efficiency, and top-notch service at competitive rates. Strong client relationships and understanding their needs are also critical to our success.

### Q: What are your future plans for PCS?

A: We are continuously working on expanding and strengthening our business.

### Q: Can you share the success story of PCS?

A: PCS thrives on mutual understanding among partners and an unwavering commitment to our clients. We work hard day and night to ensure exceptional service.

## Q: PCS has expanded into other businesses. Can you tell us about them?

**A:** My colleagues have shared details about our other ventures.



# Q: PCS is the General Sales Agent (GSA) for EgyptAir Cargo and Maskargo. Do you plan to acquire more GSAs?

**A:** Yes, we welcome new opportunities and partnerships to expand our services and benefit more customers.

## Q: How has PCS contributed to Pakistan's import and export industry?

A: Our contribution is simple—dedicated service. We continuously strive to facilitate imports and exports.

## Q: What is your outlook on the future of the cargo industry in Pakistan?

**A:** The industry is growing rapidly. Sialkot, in particular, is seeing significant growth in exports, including surgical instruments, soccer balls, textiles, and other sports goods.

#### Q: PCS has maintained its position as the leading IATA Freight Forwarder in Pakistan for years. What is your market share?

A: We hold a significant share of the market and remain committed to maintaining our leadership.

### Q: What strategies does PCS use to promote its business?

- **A:** Building strong relationships, holding regular meetings, and providing exceptional service.
- Q: PCS operates chartered and scheduled cargo flights from Karachi and Lahore to Europe. Have these operations been profitable? Do you plan to launch flights from Sialkot?
- **A:** Yes, our operations have been successful. We plan to expand to Sialkot in the future.

## Q: What role should the government play in improving Pakistan's cargo industry infrastructure?

**A:** The government should support freight forwarders by lowering bank interest rates and creating a more business-friendly environment.

### Q: What is SIAL's role in promoting cargo business?

**A:** SIAL is growing rapidly and will continue to offer more flight options and benefits to businesses in the region.

# Q: Considering Allama Iqbal International Airport in Lahore is nearby, what is the future of SIAL as a private-sector mega project?

**A:** SIAL is on a growth trajectory, and its future is promising.

















SUPPLEMENT

## The personality and role of Khalil Alam, GM of sales & Marketing at PCS

r. Khalil Alam, the General Manager of Sales and Marketing at Pakistan Cargo Services (PCS), has over three decades of experience in the logistics industry. Since joining PCS in 1997, he has played a pivotal role in the company's growth and reputation.

He looks after the General Sales Agent (GSA) operations for multiple airlines, managing both local and international business partnerships. His dedication has been instrumental in elevating the image of PCS within the global aviation and logistics sector.

According to Mr. Khalil, "Every day presents new challenges in the logistics industry. To stay ahead, we must continuously enhance our technical knowledge, conduct research, strengthen networking, and build lasting relationships with airlines and clients." To refine his expertise, he has completed several professional courses, ranging from Dangerous Goods Regulations (DGR) to advanced management training provided by leading airlines.

Mr. Khalil emphasizes the importance of working with top-tier airlines such as Qatar Airways, Emirates, and Turkish Airlines, which offer reliable services, fast connections, seamless e-booking systems, and prompt responses. He believes that all airlines should strive for these standards.

PCS is one of the oldest and most trusted cargo service providers, serving a wide range of valuable clients. Recently, the company has launched road freight services to South Asian countries, a rapidly growing segment that is making a significant impact on the logistics industry.

Mr. Khalil holds an MBA from Punjab University and began his professional journey in 1991. He has previously held managerial positions at PEL in Lahore and ICI Paints.

Beyond his professional commitments, he is a devoted family man. He is married and has four daughters—three of whom are doctors—and a son who is currently pursuing his studies. Known for his charismatic personality, ambition, and strong work ethic, Mr. Khalil continues to be a driving force in the logistics sector.

## The profile of Zameer Sheikh, CFO at Pakistan Cargo Services



r. ZameerAkram Sheikh has been serving as the Chief Financial Officer (CFO) of Pakistan Cargo Services (PCS) since 1993. He completed his Chartered Accountancy (CA) from ICAP in 1992 and began his career at Anjam Asim Shahid & Co. in 1990, where he worked for four years. In 1993, he joined Pakistan Cargo Services as General Manager of Finance and was later promoted to CFO.

In addition to his role at PCS, Mr. Sheikh is a Board Member of Wagoners and Worldwide (Pvt) Ltd., PCS's sister concern. He looks after the financial operations of all PCS branches and General Sales Agents (GSAs).

Regarding PCS's operations, Mr. Sheikh stated: We navigate new challenges based on time and circumstances. The GSAs of various airlines have significantly strengthened PCS. We hold GSAs in Pakistan for EgyptAir Cargo, Maskargo (Malaysia Airlines Cargo), AirSial, TAP Air Portugal, Air Mauritius, and Fit Air. Financially, the company remains strong, with a finance department comprising 70 professionals, including Chartered Accountants."

PCS has been a leading logistics solutions provider for over 40 years. With state-of-the-art cloud-based technology and a highly skilled team, the company continues to serve its customers with dedication.

### SUPPLEMENT

## Mr. Muhammad Yousaf Chairman PCS in action



Mr. M. Yousaf receiving performance award from the then Prime Minister Mian Muhammad Nawaz



Receives the award from Muhammad Mian



Mr. M yousaf with the Defence minister Khawaja



Photo shows M. Yousaf receives the awards.



Celebrating AirSial's 3rd anniversary



On the occasion of election as Chairman ACAAP.



Inaugurating ACAAP Gala cricket at garrison Stadium Sialkot



With the Defence Minister



Receiving award from the then PM Yousaf Raza Gilani. Being interview by aTV channel





Daewoo Pakistan honours M. Yousaf on a special



During a visit to Cairo Egypt.





### SUPPLEMENT

## Pakistan Cargo Services (PCS) News in pictures



During a visit of Country Manager Pakistan Emirates to Pakistan Cargo Services Head Office.



Mr. M. Yousaf with the Chairman, AirSial, Mr. Fazal Jilani during a meeting.



Korean deligate visits PCS Head Office Sialkot



A meeting with Emirates official at PCS Sialkot,



Qatar Airways Cargo Manager visits PCS, HO.



Meeting with Korean delegation



Celebrating happy moments at PCS.



PCS reception staff welcome Mr. M. Yousaf after winning the ACAAP Chairman election.



Mr. Irfan Malik receives award from the then President of Pakitan.



PCS cricket team at Garrison stadium Sialkot.



Hosting the Milaad at PCS.



PCS celebrating 40th anniversary.



The Chairman PCS being presented bouquet on a special occasion.



 ${\it Group\ photo\ shows\ Mr.\ M.\ Yous af\ with\ others\ during\ a\ visit\ of\ the\ then\ President\ of\ Pakistan\ to\ SCCI.}$ 



## Pakistan Cargo Services (Pvt) Ltd. Head Office Sialkot



Group photo of Sr. Staff, taken with the Chairman PCS Mr. Muhammad Yousaf and Directors Mr. M. A. Irfan Malik and Syed Liaquat Ali Shah.



Group photo of PCS staff at Head Office Sialkot with the Chairman and Directors.

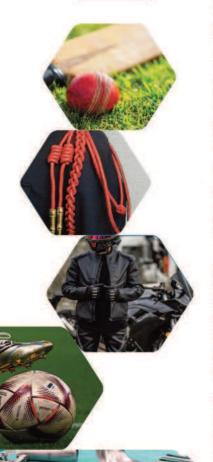


## IKRAM UL HAQ

PRESIDENT
THE SIALKOT CHAMBER OF COMMERCE & INDUSTRY







Pakistan Cargo Services (Pvt.) Ltd. - A Strategic Logistics Partner Empowering Sialkot's Export Industry

The Sialkot Chamber of Commerce and Industry proudly recognizes Pakistan Cargo Services (Pvt.) Ltd. as the leading forwarding, aviation, and supply chain solutions provider in Pakistan. Since its establishment, the company has built a reputation for reliable and efficient logistics services across various industries, including sports goods, textiles, surgical instruments, and leatherwear for Sialkot in particular and Pakistan in general. With a commitment to service excellence, integrity, and timely deliveries, it has become a trusted partner for exporters.

Guided by the vision "to be the most reliable and efficient forwarding, aviation, and supply provider," Pakistan chain service Cargo (Pvt.) Services Ltd. offers end-to-end logistics solutions. The company has taken bold initiatives. such as establishing connectivity between Sialkot's export sector and Central Asian markets, providing strategic support wherever new trade opportunities arise. Whether opening new trade routes or facilitating exhibitions and project logistics, they consistently lead as **first movers**, helping Sialkot's businesses stay competitive globally.

The Sialkot Chamber of Commerce applauds Pakistan Cargo Services (Pvt.) Ltd. for their dedication to innovation and excellence. We look forward to seeing them explore new avenues and continue empowering Sialkot's export industry.



## Message from the Chairman of AirSial



Congratulations to Pakistan Cargo Services (PCS) on their 40th anniversary

I take immense pride in acknowledging the remarkable achievements of Mr. M. Yousaf, the CEO of PCS. His dedication and commitment to the business are truly commendable. Under his visionary leadership, PCS has been operating with excellence and integrity, earning widespread respect.

PCS stands as a leading organization, proudly representing Pakistan. The three partners of PCS have successfully worked together for 40 years, setting a benchmark for corporate success. Their journey serves as an inspiration for other businesses, particularly family-owned enterprises, demonstrating how partnerships can thrive and sustain growth over decades.

The progress of PCS offers valuable lessons for others. Starting as a single entity, the company has now expanded its footprint across major cities in Pakistan, with its head office located in Sialkot.

Congratulations once again, Yousaf Sb, on this extraordinary milestone. I wish PCS continued success as they serve Pakistan with dedication and pride.

Fazal Jilani

Chairman AirSial







# We offerr our Heartiest Greeting to



# Pakistan Cargo Services on their 40th Anniversary



www.airsial.com



## Message from Chairman World Wide Group



It gives me great pleasure to extend my heartfelt congratulations to Pakistan Cargo Services (Pvt.) Ltd. on the occasion of its 40th anniversary.

I would like to convey my sincere felicitations to its CEO, Mr. Muhammad Yousaf, who, through his unwavering commitment and visionary leadership over the last four decades, has built an extraordinarily successful and efficient company. Pakistan Cargo Services has played a vital role in Sialkot's export industry, offering reliable and innovative logistics solutions across key sectors.

Yousaf and I first met in 1986 at the PIA training center, where we were both attending the same course. From that moment, we developed a close bond that has grown stronger over the years. It has been truly inspiring to witness his relentless dedication to building Sialkot into one of Pakistan's leading industrial hubs and the profound positive impact his work continues to have on the industry.

Congratulations once again to Pakistan Cargo Services and its entire team on achieving this significant milestone. May this success continue to grow, setting new benchmarks for the logistics industry in Pakistan.

Warm regards, Sohail Yasin Suleman

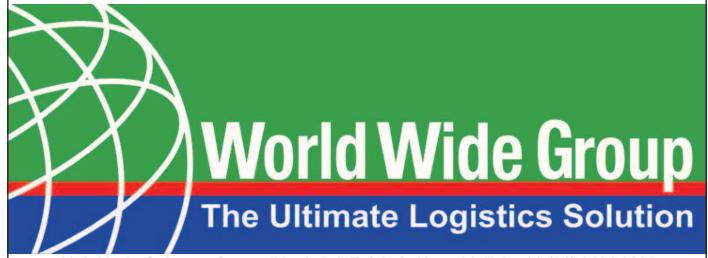




## We wish



# Pakistan Cargo Services Happy 40th Anniversary and further success in future



10-8, Yasin Suleman Street, Block-6, P.E.C.H.S., Karachi. Tel: +92 (21) 3431 3306

www.wwg.com.pk



# Message from the Chairman of Sialkot International Airport Limited (SIAL)



### Congratulations to Pakistan Cargo Services on Their 40th Anniversary

I extend my heartfelt congratulations to Pakistan Cargo Services (PCS) on reaching this remarkable milestone of 40 years.

PCS has demonstrated excellence in service, strategic planning, and a commitment to progress. The three partners have built a strong foundation based on mutual understanding, which has paved the way for a bright and promising future.

I would also like to acknowledge the leadership of Mr. M. Yousaf, CEO of PCS. His extensive knowledge and experience have played a pivotal role in the company's success. As a director of SIAL and a leader in PCS, he continues to make significant contributions.

PCS stands among the top five cargo agencies supporting SIAL's business operations and handling cargo efficiently through our platform.

Once again, congratulations to Pakistan Cargo Services on this outstanding achievement. I wish them continued success and growth in the years ahead.

# Congratulations to



## Pakistan Cargo Services Happy 40th Anniversary



6-KM from Sambrial Sialkot - Pakistan Phones: 92-52-6633001-4 Fax: 92-52-6633023-4

- mainfo@sial.com.pk (f) @SialkotInternationalAirport (a) @Sialkotairport



# Message from Mr. Sohail Barlas Director, Vital Private Limited



Mr. M. Yousaf began his cargo-handling business in the 1980s with another guy who ran Raza Express (a travel agency). Both companies operated from a single office, marking the beginning of their journey.

We collaborated with them in the cargo and travel sectors, witnessing their rapid growth and the establishment of a strong reputation in the city. Through exceptional service and dedication, they quickly earned recognition and success.

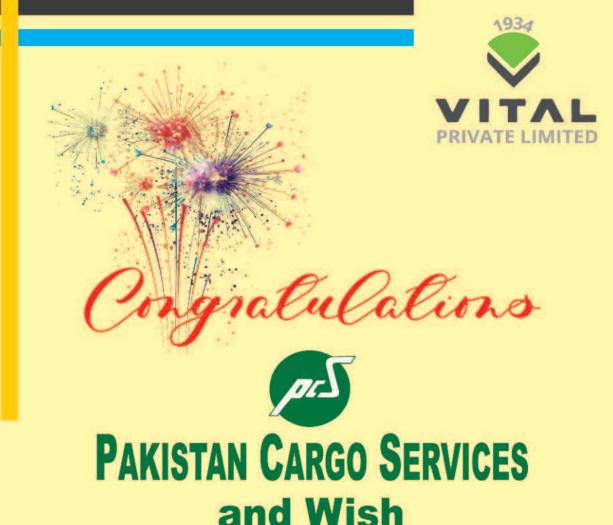
In 1984, Mr. M. Yousaf, CEO of Pakistan Cargo Services, entered into partnerships with others, further solidifying his position in the cargo handling industry in Pakistan. He has consistently provided valuable and reliable services in freight forwarding, contributing significantly to this sector.

Mr. M. Yousaf is also an active Director and member of the Business Development Committee of Sialkot International Airport (SIAL) and Director of AirSial.

I extend my heartfelt congratulations and best wishes for his continued success in the future.

Sohail Barlas Director Vital (Private) Ltd.





# and Wish **Happy 40th Anniversary**

## VITAL (PRIVATE) LIMITED

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# Message from Mr. A Waheed Sandal MD Phedra Industries & Ex. Chairman SDPT



Phedera Industries utilized an airways bill from Mr. M. Yousaf and Mr. Irfan of Pakistan Cargo Services (PCS) for the first time in 1990 to ship Ski gloves and leather jackets. Our relationship with Mr. Yousaf was established in the 1990s and has remained strong ever since.

Pakistan Cargo Services has been serving the market for a long time and has secured a leading position. Over the years, they have expanded their operations to include sea freight and road transportation, managing both effectively. PCS has always maintained excellent business practices, and we share a mutual respect.

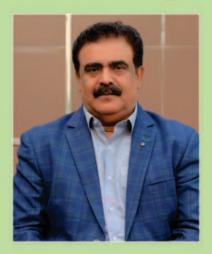
On the occasion of Pakistan Cargo Services' 40th anniversary, we extend our heartfelt congratulations and best wishes for their continued success.







# of Pakistan Cargo Services



We celebrate the remarkable 40-year journey of Pakistan Cargo Services, a testament to the hard work, dedication, and vision of Mr. M. Yousaf and his incredible team, both past and present to bring the company to top 5 air agents.

Xpress Aviation and its team extend heartfelt gratitude to Mr. M. Yousaf for his unwavering support and for elevating Xpress Aviation to a leading position in Pakistan's cargo industry.

Your leadership and mentorship continued to inspire us. Wishing you continued success and prosperity.



Xpress House, 1/2-Q, Block-6, P.E.C.H.S., Karachi Pakistan. Tel: +92-21 34302491-92-93 Fax: +92-21 34535147 Email: ilyas@xpress.aviation.com.pk

### WWW.XPRESS.AVIATION.COM.PK



# Message from Waqas Akram Awan Director Speedy Worldwide Logistics

To be honest, when we think of Logistics and Supply Chain Management in Pakistan, there are a few names striking the minds, but in the end, one name emerges as the ultimate champion, and it is Pakistan Cargo Services.

It is indeed a great pleasure to congratulate Pakistan Cargo Services on its 40th anniversary! For four decades, Pakistan Cargo has been a trusted bridge, connecting businesses, people, and goods across borders with excellence and reliability blended with result oriented innovative ideas.

Their commitment to quality service, timely deliveries, and customer satisfaction has made a



lasting impact in the logistics industry, ultimately and eventually becoming the market leader nationwide.

Here's to celebrating the past achievements and looking forward to even greater success in the future. May the next 40 years be filled with growth, innovation, and continued excellence!

Last but not least, in my humble opinion, the secret of their success lies in their exemplary Partnership for the last 40 years. A united team to be reckoned with. They have seen the ups and downs and challenging times together with resilience, patience, and wisdom, resulting in the steady and ideally desired growth of the Group.

Hats off to their unity, inspirational journey, and wishing the prolific legacy continues.

#### Waqas Akram Awan,

Former SeniorVice President, SCCI Former GeneralBody Member, FPCCI





# Message from Faraz Akram Awan Director, Speedy Worldwide Logistics & Vice Chairman SIAL



I extend my heartfelt congratulations to Pakistan Cargo Services (PCS) on their remarkable 40th anniversary.

PCS has established itself as a leading freight forwarding and supply chain solutions provider in Pakistan. Over the years, the company has built a strong reputation for delivering reliable and efficient logistics services across the country. Its bold initiatives, such as enhancing road connectivity between Sialkot's export sector and Central Asian markets, have not only strengthened trade networks but also set a strategic precedent for others in the industry.

My father, M. AkramAwan (late), was elected Chairman of ACAAP in 1998, and Mr. M. Yousaf, CEO of PCS, has also served in the same esteemed position. Both have made significant contributions to the logistics industry, leaving behind invaluable lessons and guiding principles for future generations. Having been in the logistics business since 1997 as part of our second-generation enterprise, I deeply appreciate Mr. Yousaf's leadership. His visionary approach has taken PCS to new heights, and we have learned a great deal from his expertise.

We applaud Pakistan Cargo Services for their commitment to innovation and excellence. Once again, we extend our best wishes to PCS and look forward to their continued success in the years to come.



## Message from Directors of VIP Wears (Pvt) Ltd.



Mr. Umar Dar



Mr. Imran Dar



Mr. Usman Dar



Mr. Amer Dar

### Dear Pakistan Cargo Services Team & Leadership Team of PCS Group

Mr. Muhammad Yousaf (Group Chairman)

Mr. M. A Irfan Malik (Director Sales & Marketing)

Mr. Liaquat Ali (Director Administration)

On behalf of our Company V. I. P. Wears (Pvt) Ltd., We would like to extend our warmest congratulations on achieving 40 years of excellence in forwarding and aviation industry. This remarkable milestone is a testament to your dedication, expertise, and passion.

Under the visionary leadership of Group Chairman Mr. Muhammad Yousaf, PCS Group has established itself as a respected and admired player in the global shipping & aviation industry. We admire their forward-thinking approach and ability to offer new solutions to the market always. Their commitment to excellence & reliability, has been the cornerstone of our successful partnership, and we are grateful for the trust and cooperation we have shared over the years.

As we celebrate this milestone, we also look forward to many more years of collaboration and mutual growth.

Please accept our warmest regards and best wishes for the next chapter in your journey.





Rana Tariq Mehmood Chairman, ACAAP

## **4CNP**

### Air Cargo Agents Association of Pakistan

Registered with Ministry of Commerce, Government of Pakistan. Licence No. 15 Member of Federation of Pakistan Chambers of Commerce & Industry (FPCCI) Member of Federation of Asia Pacific Aricargo Associations (FAPAA)





To
The Management
Pakistan Cargo Services (Pvt) Ltd.,
Anwar Club Road, Sialkot
Pakistan

Subject: Heartfelt Appreciation for 40 Years of Excellence by the Chairman- ACAAP

Dear Management Team at Pakistan Cargo Services (Pvt.) Ltd.,

Being the Chairman of the Air Cargo Agents Association of Pakistan (ACAAP), it gives me immense pleasure to congratulate Pakistan Cargo Services for achieving the remarkable mile stone of 40 years of dedicated service.

Your journey of four decades has set an exceptional example of professionalism, innovation, and commitment within the freight forwarding industry. The steadfast dedication to trust, collaboration, and shared success that you have demonstrated over these years is truly commendable.

The celebration of this milestone, along with the special supplement in FLYER INTERNATIONAL, is a testament to your continuous efforts in aviation, Recognizing such achievements inspires the entire cargo community and encourages us all to strive for excellence.

We acknowledge Mr. Muhammad Yousaf (Pakistan Cargo Services(Pvt.)Ltd. significant contributions to the ACAAP family as Chairman and to the industry. We applaud your unwavering partnership, which has played a pivotal role in strengthening Pakistan's business community. May this success continue to grow and may your esteemed organization achieve even greater heights in the years ahead.

Once again, congratulations on this well-deserved accomplishment.

With warm regards and best wishes,

#### Rana Tariq Mehmood

Chairman

Air Cargo Agents Association of Pakistan - ACAAP

#### Head Office (Karachi)

Suite No. 305,3rd Floor,Fortune Centre Block-6,P.E.C.H.S.,Shehrah-e-Faisal Karachi 75400,Pakistan.
T: 021-34383501,34527911
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www.acaap.org





# Congratulations



## Pakistan Cargo Services on their 40th anniversary



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+92 42 35886501-04

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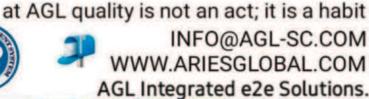












































# Congratulations



# PAKISTAN CARGO SERVICES on their 40th Anniversary



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www.tmcargo.net



# Congratulations



# Pakistan Cargo Services on their 40th Anniversary

Immense congratulations on reaching this incredible milestone of 40 year. Your dedication and leadership have been the driving force behind the success & growth of Pakistan Cargo. I extend my heartfelt appreciation on this phenomenal achievement. I am genuinely proud of this accomplished fact that I had been part of this esteemed organization in the past.

Wishing you a continued success and fulfillment in the years ahead.

Muhammad Asghar Malik



### **Aries Logistics (Pvt) Ltd.**

81-Ali Block, New Garden Town,

Lahore, Pakistan

Tel: 92-423558 9791 & 3584 5897

Fax: +92 42 3588 9795 Or #: 3591 1331

mailto: <a href="mailto:asghar@ariellogistics.com">asghar@ariellogistics.com</a> url: <a href="http://www.ariellogistics.com">http://www.ariellogistics.com</a>

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- \*Fair & Project Handling
- \*Transit Trade



















# **Congratulations**

Dear Pakistan Cargo Services Team & Leadership of PCS Group on 40th anniversary



Mr. Muhammad Yousaf (Group Chairman)

Mr. M. a. Irfan Malik (Director Sales & Marketing)

Mr. Liaquat Ali Shah (Director Administration)

On behalf of our Company SURGICRAFTS, I would like to extend our warmest congratulations on achieving 40 years of excellence in forwarding and aviation industry. This remarkable milestone is a testament to your dedication, expertise, and passion.

Under the visionary leadership of Group Chairman Mr. Muhammad Yousaf, PCS Group has established itself as a respected and admired player in the global shipping & aviation industry. We admire their forward-thinking approach and ability to offer new solutions to the market always. Their commitment to excellence & reliability, has been the cornerstone of our successful partnership, and we are grateful for the trust and cooperation we have shared over the years.

As we celebrate this milestone, we also look forward to many more years of collaboration and mutual growth

(+92-52) 4587280, 4591901 | (+92-52) 4591903 info@surgicrafts.com | info@surgicrafts.com.pk www.surgicrafts.com | surgicrafts





# We offer our Heartiest Greetings to



# Pakistan Cargo Services on their 40th Anniversary





**International Freight Forwarders** 

126-B, Allama Iqbal Road, Garhi Shahu (Adjacent Byco Petrol Pump) Lahore

Tel: 042-36367300, 36315157 E-mail <u>uclcargo@yahoo.com</u> <u>info@uClcargo.comW</u> <u>www:uclcargo.com</u>



### **Message from CEO Gul Group**



### Congratulations to Pakistan Cargo Services on their 40th Anniversary

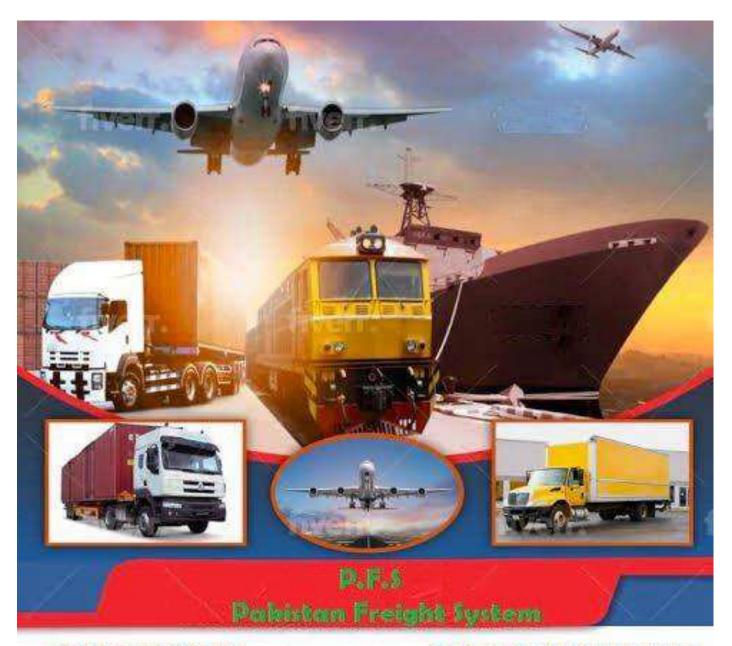
We deeply value our relationships, especially with Mr. Muhammad Yousuf who started his career in air cargo industry with Gulsons Group, GSA Air France Cargo, in 1982-83 and demonstrated remarkable talent. He soon decided to establish their own freight forwarding company, Pakistan Cargo Services, in 1984.

Drawing from the experience at Gulsons Group, he quickly built a successful enterprise. Today, he have achieved significant milestones and have become a leading freight forwarder in Pakistan. It is a matter of immense pride for us to him thrive as industry leaders.

We extend our heartfelt congratulations to Pakistan Cargo Services and wish them continued success in the years to come.

Imran Peracha CEO – Gul Group





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- Ground Transportation
- Door To Door Services
- Customs Brokerage All Islands In The Bahamas
- Project Logistics Solving Oversized Cargo Challenges
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### **BAHAMAS TO THE WORLD**

- All Of your Shipping Needs In One Location.
- FCL Full Container Loads
- LCL- Less Than Container Loads





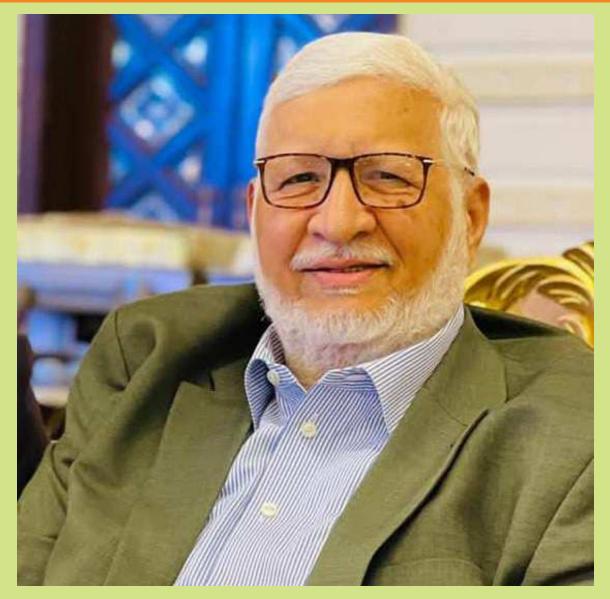








### Message From Mian Muhammad Riaz Chairman Dr. Frigz Surgical



Dear Pakistan Cargo Services Team & Leadership Team of PCS Group

On behalf of our Company DR. Frigz Surggical (Pvt) Ltd., I would like to extend our warmest congratulations on achieving 40 years of excellence in forwarding and aviation industry. This remarkable milestone is a testament to your dedication, expertise, and passion.

Under the visionary leadership of Group Chairman Mr. Muhammad Yousaf, PCS Group has established itself as a respected and admired player in the global shipping & aviation industry. We admire their forward-thinking approach and ability to offer new solutions to the market always. Their commitment to excellence & reliability, has been the cornerstone of our successful partnership, and we are grateful for the trust and cooperation we have shared over the years.

As we celebrate this milestone, we also look forward to many more years of collaboration and mutual growth.

Please accept our warmest regards and best wishes for the next chapter in your journey.









M. Rafique Mughal





# Dear Pakistan Cargo Services Team & Leadership Team of PCS Group



STERILE ( 2 ISO UK EC

On behalf of our Company S.R.R Surgical Company, We would like to extend our warmest congratulations on achieving 40 years of excellence in forwarding and aviation industry. This remarkable milestone is a testament to your dedication, expertise, and passion.

Under the visionary leadership of Group Chairman Mr. Muhammad Yousaf, PCS Group has established itself as a respected and admired player in the global shipping & Damp; aviation industry. We admire their forward-thinking approach and ability to offer new solutions to the market always. Their commitment to excellence & Damp; reliability has been the cornerstone of our successful partnership, and we are grateful for the trust and cooperation we have shared over the years.

As we celebrate this milestone, we also look forward to many more years of collaboration and mutual growth.

Please accept our warmest regards and best wishes for the next chapter in your journey. Best of Luck and warm wishes from S.R.R Surgical Co. & team

Visit our Website

www.srrsurgical.com () @ ( )





#### INTERNATIONAL TRANSPORT ORGANISATION (PVT) LTD

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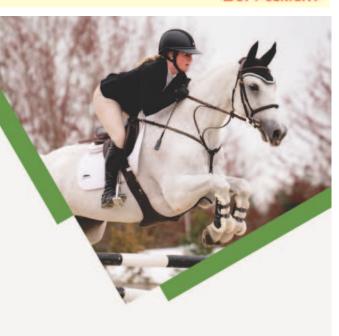
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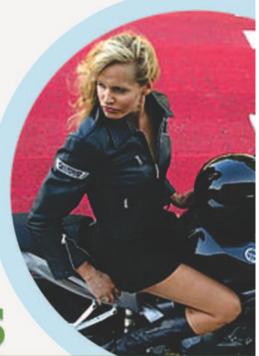
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Your team's professionalism and attention to detail have ensured that our shipments are handled with utmost care and delivered in a timely manner. The seamless coordination and customer-centric approach you provide have made it a pleasure to work with you.

Thank you for your dedication and exceptional service. We look forward to continuing our successful partnership and achieving even greater heights together.

Faheem Ahmad

CEO

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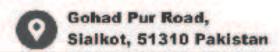
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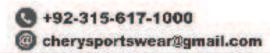
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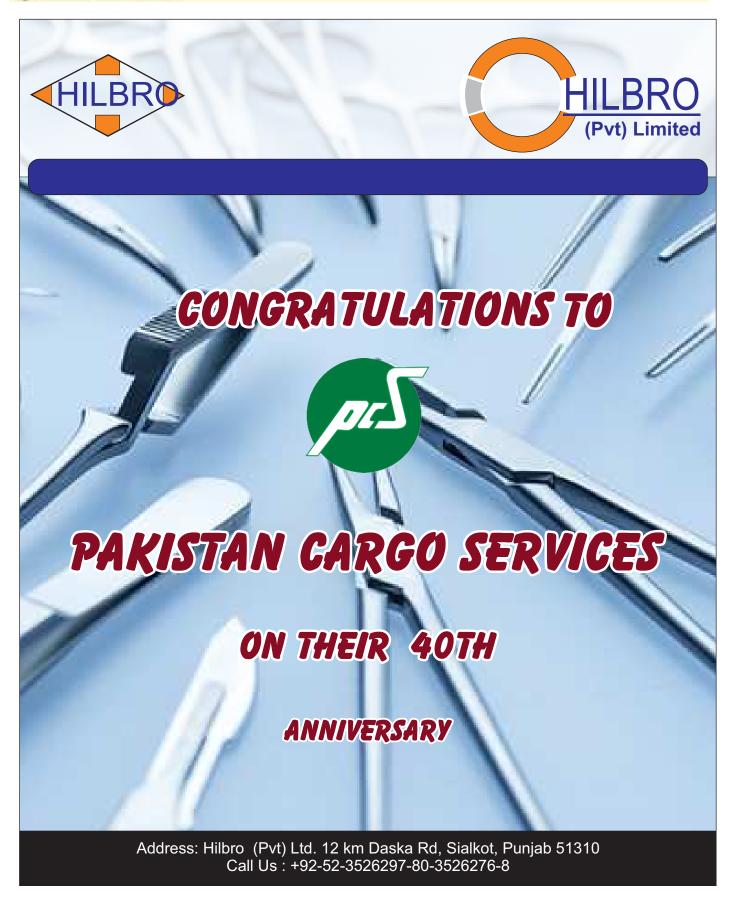
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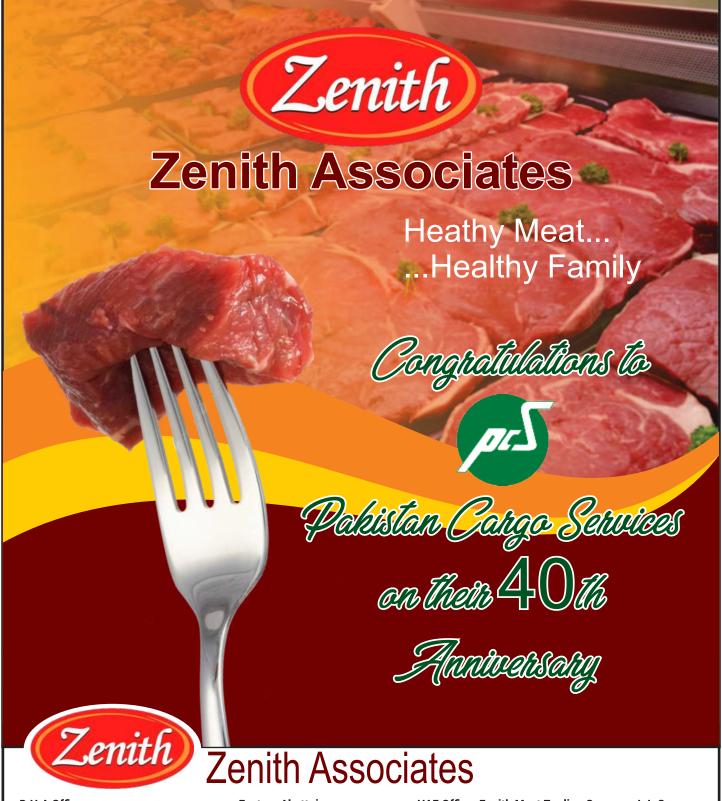












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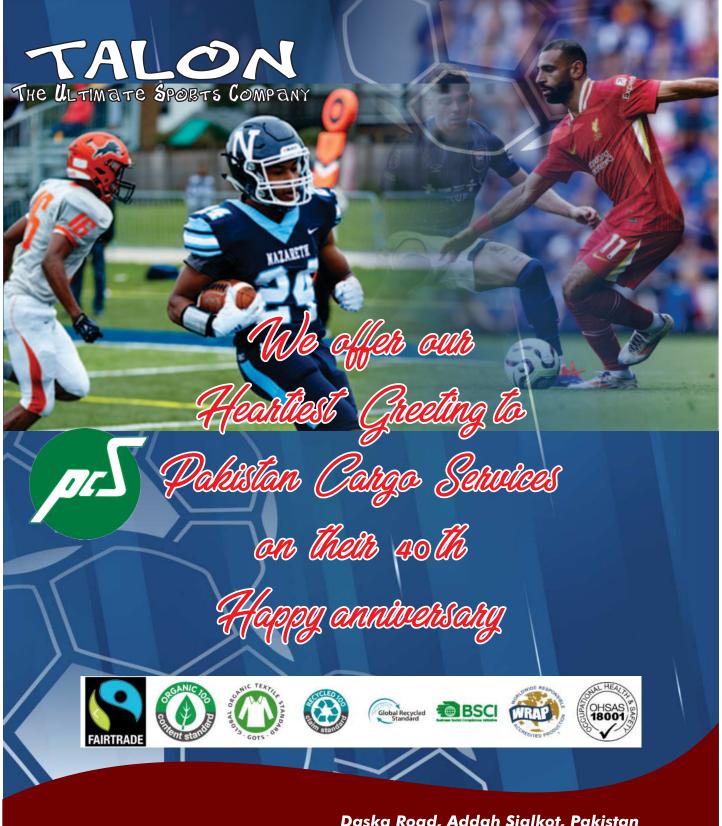
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(Syed Hussain Founder)

#### We wish



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#### Happy 40th anniversary

When considering a 25-year successful working partnership with a cargo services company like Pakistan Cargo Services Ltd., several key factors likely contribute to that longevity and success.

#### **Key Factors Contributing to a Long Partnership:**

- \* Reliability and Consistency:
- \* Pakistan Cargo Services Ltd. has consistently delivered on its promises. This includes on-time delivery, secure handling of cargo, and adherence to agreed-upon terms.
- \* Professionalism and Customer Service:
  - This indicates that the company likely maintains a high level of professionalism in its interactions and provides excellent customer service.
- \* Adaptability and Innovation:
- \* The logistics industry is constantly evolving. A company that has thrived for 25 years has likely adapted to changing market conditions, technological advancements, and customer needs.
- \* Strong Communication:
- \* Effective communication is crucial in logistics. A successful partnership requires clear and timely communication between all arties involved.
- \* Trust and Mutual Respect:
- \* A 25-year partnership signifies a high level of trust and mutual respect between the company and its clients.
- \* The Pakistan Cargo Services website shows testimonials from clients that highlight professionalism, and strong partnerships lasting over 10 to 20 years. This reinforces the idea of strong client relations.
- \* The fact that they have many branches indicates a large and well established company.



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Mr. Raza Munir

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Mr. Khalid Jahangir

#### We wish



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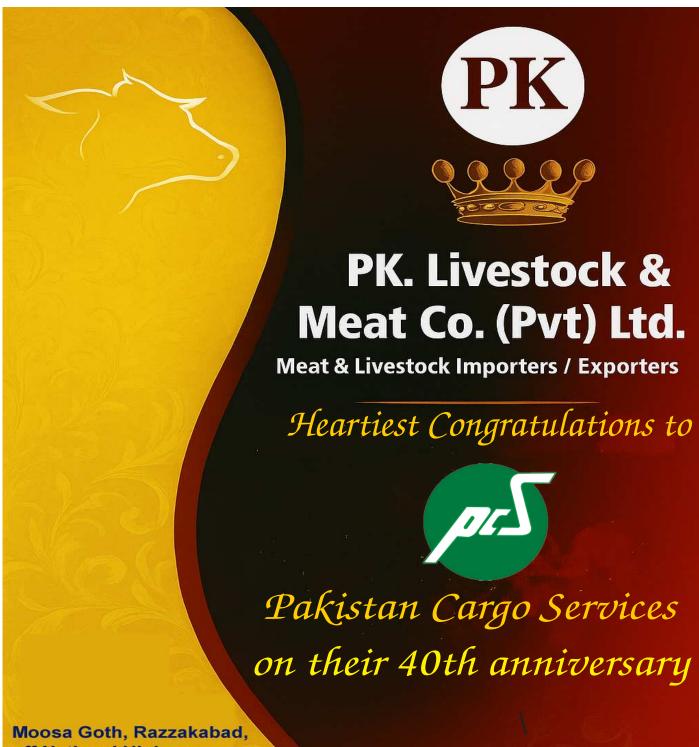


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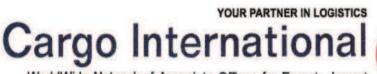
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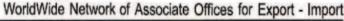


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#### **PIFFA Convocation**



Mr M. Jamil Ahmed Chairman PIFFA presenting a bouquet to Mr. Nadeem Khalid Lone Vice Chairman ACAAP on the occasion of convocation to celebrate and confer PIFFA Diploma in International Freight Farwarding and Logistics.

#### **ACAAP HOSTS A MEETING FOR AIRLINES REPRESENTATIVES**



ACAAP Zonal Office Sialkot hosts a meeting for different airlines representatives who paid a special visit.

Group photo taken on the occasion shows Mr. Amjad Fakhri Convener Airlines Comettee who welcomed the guests.





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#### Uzbekistan hosts a tourism road show in Pakistan



n a vibrant celebration of culture and heritage, the Embassy of Uzbekistan hosted a tourism roadshow in Islamabad and Karachi recentlt.

Held in collaboration with Uzbekistan's Tourism Committee, the event brought together a large gathering of tour operators, travel agents and diplomats from various embassies, offering guests a glimpse into the rich cultural tapestries of both Uzbekistan and Pakistan.

The roadshow featured multimedia presentations, speeches, and a showcase of traditional Uzbek cuisine, creating an immersive experience for attendees. Uzbekistan's Ambassador Alisher Tukhtayev warmly welcomed guests, emphasising the longstanding historical and cultural ties between the two nations. The ambassador said the Uzbekistan Tourism Roadshow brought the Silk Road spirit to Islamabad and Karachi as he invited tourists from Pakistan to visit his country, land of awe inspiring ancient architecture and unique culinary experiences.

Chairman of the Tourism Committee of Uzbekistan Umid Shodiev highlighted the deep-rooted connections between the peoples of Pakistan and Uzbekistan.

"Our shared histories stretch back centuries. Though both countries were born in the 20th century, our lands have been linked for over a millennium," he said, adding that "caravans once crossed the Silk Road, scholars and saints spread knowledge and spirituality, and empires left behind a legacy that still resonates today".

Umid Shodiev noted that Pakistani visitors often felt an immediate sense of familiarity when walking through Uzbekistan's historic cities.

"Whether it's the grand monuments of Samarkand or the architectural beauty of Bukhara, these places echo the spirit of Multan and Thatta - centres of learning and trade that were connected through vibrant networks of scholars, merchants, and travelers," he said.

He invited Pakistani tourists to visit the shrines of revered Islamic figures such as

Imam Bukhari in Samarkand, Bahauddin Naqshband in Bukhara, and Al-Hakim al-Tirmizi in Termez.

Umid Shodiev also pointed to Farghana, the birthplace of Mughal Emperor Babar, as a site of shared architectural and cultural legacy.

He described how Uzbekistan's tourism sector had undergone significant transformation under the leadership of President Shavkat Mirziyoyev.

"With sweeping reforms, increased connectivity, and a welcoming investment environment, Uzbekistan has become one of the fastest-growing and safest travel destinations in the region," he said. "In 2024 alone, we welcomed over 10 million international visitors."

The chairman emphasised the importance of cultural tourism, with Uzbekistan proudly preserving and promoting its Unesco World Heritage Sites, such as Registan Square in

Samarkand and the Ark Fortress in Bukhara.

"These landmarks captivate travelers from around the world, but for Pakistani visitors, the connection is deeply personal," he added.

The senior official, expressed enthusiasm for enhancing collaboration with Pakistan in the tourism sector, suggesting opportunities such as twindestination packages and joint academic programmes to train future tourism professionals. "Imagine a Timurid-themed tour that begins in Samarkand and continues through Pakistani cities - a journey through shared heritage," he proposed.

He also encouraged Pakistani tour operators to explore Uzbekistan's growing calendar of cultural events and festivals, which were helping extend the tourism season and boost culinary tourism.

Managing Director of Pakistan Tourism Development Corporation (PTDC) Aftabur Rehman Rana welcomed the Uzbek delegation and hailed the event as a valuable platform for deepening tourism cooperation.

"Both nations are blessed with rich histories and landscapes that reflect the spirit of the Silk Road - uniting people across cultures and regions," he said.

Aftabur Rehman Rana emphasised the potential for mutual growth, greater cultural understanding, and economic opportunities through increased tourism exchange. "By opening these doors, we lay the foundation for lasting friendships and a vibrant future," he added.



Photgraph taken on the occasion shows Mr. A. S. Azad exchanging views with Mr. Bakhtiyor Muminov, Country Manager, Uzbakistan Airways.

#### Punjab Culture Day observed in Rawalpindi, Attock





Students perform a traditional dance during the Culture Day celebrations at Gordon College in Rawalpindi while the other picture shows poets presenting their poetry at Rawalpindi Arts Council on Monday 14 April.

food and clothing. Stalls decorated with traditional and cultural items from different areas were set up in various schools were the centre of attraction among visitors.

Students, teachers, and government officials participated in the festivities, donning traditional clothes. Men wore dhoti-kurtas, khussas, and colourful turbans, while women were dressed in shalwar kameez, lehengas, and dupattas, paired with traditional footwear like pumpi jutti. Many also used cultural accessories like surma and dandasa, taking price in the practices of ancestors.

A ceremony was also held at the district council in which Additional Deputy Commissioner General Anil Saeed was the guest. The local administration, educational institutions, civil society, and citizens actively participated in the celebrations.

Punjab Culture Day was observed in the garrison city on Monday 14 April. The main function was held at the Gordon Graduate College under a collaborative arrangement between the college administration and the Punjabi Parchar, a non-profit dedicated to the promotion of the Punjabi culture and language. Drama skits, musical performances, poetry recitations, cultural dances, and displays of traditional dresses and cuisine were the highlights of the event.

Another event was organised at Government Graduate College B Block Satellite Town. Colourful stalls were installed, showcasing the hard work of students and teachers.

In light of the day, the Fine Arts Department highlighted Punjabi culture, using a beautiful truck model. It also displayed the rural culture of Punjab. The Home Economics Department also set up food stalls.

Separately, the Rawalpindi Arts Council organised an event in connection with the Culture Day. Information and Culture Parliamentary Secretary Shazia Rizwan was the chief guest.

The arts council organised various programmes, painting competitions, musical events, and regional dances to celebrate the event. A painting competition was also held at Punjab Arts Council. Rubina Khalid, Shanze Noreen and Hina Zaman took first, second, and third positions, respectively, and were awarded cash prizes of Rs10,000, Rs7,000, and Rs5,000 and certificates of appreciation.

#### Attock celebrations

A number of events were organised in various parts of the Attock district, featuring horse dancing, regional dance, folk songs, and stalls selling traditional

#### Remembering Shiraz Akhtar Sandal (late).

(Submissions by Prof. Safdar Sandal)

scion of the famous noble Sandal family of Sialkot, Shiraz Akhtar Sandal, a prominent member of the 'Sialkot Exporting Business Community' and an extremely fine person and a hard worker, after having served the industry of Sports Goods and contributing to its growth from its nascent stage to its present highly



developed industry serving the world over and having contributed for more than half a century with greatest zeal and hard work in his self-established and owned

and owned company 'Laurels Sports (Pvt) Ltd' has finallyleft this world, after suffering a short duration of illness. He lived gloriously well for nearly 80 years of his healthy life span and with a very popular and rich socialliving..Everybody liked him a good deal. He was humble, polite, sympathetic, kind and versatile, naturally skilled to do many different things, jobs or occupations if and whenever assigned to him. A very popular figure among all his associate workers and especiallya most cherished oneamong all sections of the society.

To recallhis love forchildren, he possessed a laughable and highly enjoying quick-mixing up with children of the family or near or far relatives and talking to them abruptlyas his dearest and close friends. On any family gathering or social occasion, he was always to be found surrounded by children of all groups and talking with them in their special dialect and loving them with a complete kinshiplike friends of his own age and time .. All

of them called him: Pappa-Pappa-jee out of love. So he was my brother Shiraz Sandal, younger by three and half years to me. But his became a popular nick name 'PappaJee', a title which even his elders, including myself called him like so because he was a man with full of love and rightly deserved this dearest title, never to be forgotten by his kith and kin and to me likewise.

To his credence are his business performances in being a Director of 'Sialkot International Airport' and a prominent Director in the newly started 'Air SIAL' company, now connecting the world? He had relationship with another reputed family of Sialkot being the 'Kapur' family. Both are kith and kin to each other, consisting of loveable persons. Head of the Kapur family the renowned Tahir Kapur Sahib who is also chairing the 'Civil Defense Department of Pakistan' ona completely voluntary basis. His benevolent and popular son Fezan travels and nearly covers the world for this social work with a similar craving for human welfare. Three sons of Shiraz Akhtar Sandal are also engaged in carrying out the family business in a courageous fashion, accustomed to their reputed 'Sandal family'upbringing and grooming from childhood, Sandals being one of the richest business families of Sialkot from times of undivided India.

By the logic and fortune of nature, both the 'Sandal' and 'Kapur' families of Sialkot became 'Samdees' (In-law's) to each other in several conjugal ties. Shiraz Akhtar Sandal and Abdul Waheed Sandal became pioneers of this rich relationship. May Allah, the merciful, grant His graciousness to Shiraz Akhtar Sandal's soul and to his children a permanent happiness and prosperity in their lives in this world. "AmeensumaAmeen".

#### ECO countries select Lahore as Tourism Capital for 2027

he 6th ECO Tourism Ministerial Meeting held in Erzurum, Turkey officially declares Lahore the "Tourism Capital 2027"

Lahore has been officially declared the "Tourism Capital 2027" at the 6th ECO Tourism Ministerial Meeting held in Erzurum, Turkey.

Punjab Chief Minister Maryam Nawaz Sharif expressed her gratitude for the honor in a message on social media platform X.

"Lahore, a city of history, heritage, and love, is ready to showcase its magnificent historical heritage, vibrant culture, and immense tourism potential," Sharif stated. "As ECO Tourism Capital 2027, Lahore is poised to become a prominent global tourism hub."

The Chief Minister thanked the member countries of the Economic Cooperation Organization (ECO) for selecting Lahore for this prestigious title. "With the trust, support, and cooperation of ECO, we are committed to bringing the beauty of Pakistan, Punjab, and Lahore to the global stage," she added.

This designation is expected to significantly boost Lahore's profile as a key tourist destination, attracting visitors and investments from around the world.

# Lahore-Rawalpindi bullet train project hailed as milestone for Punjab's development

embers of the National and Punjab Assemblies have praised the provincial government's plan to build an international-standard bullet train between Rawalpindi and Lahore, calling it a landmark initiative for Punjab's development.

For the first time in the country's history, a bullet train project of international standards is being launched between Rawalpindi and Lahore, which parliamentarians believe will mark a major milestone in Punjab's progress.

Speaking on the matter, members of the National Assembly, Provincial Assembly, and Senate emphasised that the development of Punjab is integral to the development of Pakistan.

They highlighted that it was former prime minister Nawaz Sharif's vision to initiate a bullet train project in the country. Senior Minister Marriyum Aurangzeb and Federal Minister for Railways HanifAbbasi have reportedly completed the necessary groundwork to ensure the project's success.

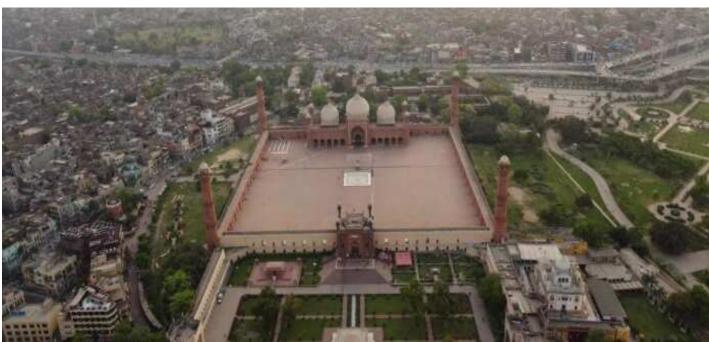
Parliamentarians confirmed that Prime Minister Shehbaz Sharif will soon lay the foundation stone for the project, which they described as the beginning of a new era of growth and prosperity.

Former Senator Chaudhry Tanveer Khan stated that whenever the Pakistan Muslim League-Nawaz (PML-N) comes to power, the country sets on a path of rapid development. In an interview with Express News, he remarked that the world is moving towards modernization, and Pakistan must keep pace.

PML-N Member of the National Assembly NuzhatSadiq credited Maryam Nawaz for transforming Punjab into a developed province. Senator Nasir Mehmood Butt noted that modern transportation systems are critical to a nation's progress, and the bullet train project stands as a shining example.

Barrister Daniyal Chaudhry, MNA, highlighted that the bullet train will not only save time but also provide the public with a high-quality transport facility. Similarly, Provincial Assembly member Malik Iftikhar said that the bullet train from Rawalpindi to Lahore would significantly change the lives of the people.

Senior PML-N leader Haji Parvez added that the completion of the bullet train project would result in considerable savings of both fuel and time.

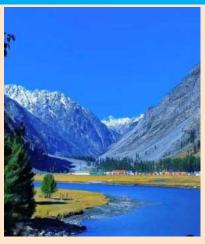


#### Pakistan-a land of wonders

By Prof. Safdar Sandal







akistan is a land of wonders. Best touristic-time in the scenic-rich country, especially in its Kashmir valley and northern parts which lie in the lap of Himalayas; starts in the mid of June and continues till end of September each year. During this period, one can enjoy the pleasant weather, riverfalls from mountains, the lush green valleys below which go on all-along the roads which are emptied of heavy snow by that time except with some good looking patches of snow remaining on roadsides offering a beautiful atmosphere, reminiscent of the past heavy snow periods and a large variety of fruit laden gardens go all along the journey with travel paths meandering in and out the hills which offer views of a charismatic land on earth that Pakistan is. Profusely visiting, are tourists from all over the country and from foreign lands who come here to enjoy to their fill, a completely different and most beautiful country, inhabited by equally beautiful, healthy, courteous and hospitable people, carved out so by nature, matching with the heaven-like place which seems its special gift seldom seen anywhere else.

Along with the dawning warm weather, fresh fruits, dry and wet, as cultivated and nurtured by the inhabitants, span over innumerable trees of fruits like apple, peaches, black currant, blackberry, custard apples, apricot, nectarines trees (a blend of apricot, apple and cherry), cherry itself, grapes of numerous varieties and much more of dry fruits like walnuts, almonds, pistachio, raisins, cashew, pinenuts (chilgozay), dry grapes, dry dates and a lot more.. One is unable to count the fruits that fill the vast span of this country. All people must come to see and enjoy in this bestowed part of the planet 'earth' and which is located in the Pakistan's rich regions. Besides, its valleys are full of rich cultural heritage and they span over thousands of years. They present a unique beauty and a multitude of different cultures gathered around during centuries, in this part of the world with a curious history and a rich civilization, variety of languages, beautiful features of the dwellers, in living and wearing styles, quite distinguishable from each other and prospering with centuries' old cultural richness.

An opinion has been formed that

Kailāsh people have their origin from Greek soldiers (the left-overs of the Greek army of 'Alexander')as they had decided to stay on and not to



go back to their homeland, Greece. They had selected this part of the world of 'Kailash' located in north of Pakistan which had a rich soil and a large variety of grapes (a great attraction for Greeks) from which they could conveniently make and get abundant grape-wine, their national drink like the one in Greece. This wine is still being produced in the Greek way by the Kailashi people and the Pakistani or other tourists who are fond of this centuries old rarity come to this valley. The Greek soldiers had decided wisely well to stay on in this valley permanently and thus produce a unique phase of history. They made the choice so albeit, for this one important reason among others and that was surely the wine production-feasibility of a high quality which would be far better than of their own country Greece because of the high fertility of the Himalayan mountainous land where they were going to reside and which yielded a better fruits or crop that grows there, because of the high fertility of Himalayan clay and snow waters. Almost all positions were apparent and existent in Kailash valley and that too in better quality, with this stated, accompanying geographical edge over Greece and the fruit-tastes that prioritized over other factors.













Kailashi people maintaining thousands of year's culture and ideology, are living a happy life with their specific unmatched world







Ancient Mythology Greek

A historical factor not with standing, change of a homeland with nearly similar conditions, is worth acknowledging its diverse richness. The aptitudes were existent for which the retired Greek soldiers opted to stay on in this land and where they had decided to live for all times during rest of their lives. This way they made the valley of 'Kailash' as their new and permanent homeland and that was the year 2350 BC, the period when Alexander had come to the Indian subcontinent. His soldiers were then too tired after many battles and some of them decided to live on here and as naturally, they had not brought their families with them and soldiers being mostly young people or some nearing a retired lifeperiod felt the same way also as they were too tired to ride back to Greece, a land so far away as 5000 Km and that too on horse backs with probability of more battles on their way back home and surely to result in their annihilation, this reason being behind their decision. Hardly could any

one of them, make up his mind to undertake this very long journey filled with dangers on a strenuous long journey to go back home. Surely they would not have survived being in small numbers; so wisely they decided to stay on and gradually they also got married with the local people too, of course by gaining their consent and by co-residing with them for a long time. People of the Kailash valley were nicer to have accepted the strangers and that too by realizing that they had come to stay with them permanently and vastly by adopting their indigenous culture and way of life in the completely new found land. It is an interesting phase of human history of thousands of years ago and that had happened in the people of Pakistan of today, a rich tribute and a pride possession. Hence, the present generation of 'Kailashi' people obviously has its paternal roots in Greece and I often talk with my Greek (business) friends during my frequent visits of Greece, about this affinity and relationship, a very rare phenomenon of history of having ethnicity among people of two different continents. Of course the students of history feel happy about this human experience of amalgamation in the past among two races of completely different nature and ethnicity. To me it seems a remarkable happening. Let us remember that the British also invaded the subcontinent but the locals never accepted them, or vice versa.

The subcontinent has seen and welcomed invaders with vast migrations, such as that of the 'Aryans' (called the "noble people" in Sanskrit and 'full of power and strength' in Urdu)— from the period 2000 to 1600 BCE. Our own origin (the northern parts of the Sub continent) is therefore can again be attributed to the 'Aryan'race. The 'Aryans' settled in the northern parts of India (which are now mainly in Pakistan). This land offered to them a suitable weather than the southern parts of India, to where the original







An outer and inner view of Berg-e-Sandal cantt, Sialkot

Prof. Safdar Sandal (writer) with Mr. A. S. Azad Editor Flyer International







MalamJabba(Swat). Ski resort, built by Austria in 1988 starting from 9,200 feet

Indian-inhabitants, the local people, mass migrated in large numbers and got settled there. It is interesting that the 'Aryans' had also migrated to Europe and settled in the southern parts of Europe, especially Germany and in the Munich province



Shandur - Horse Polo match at an altitude of 12,000 ft, the highest polo ground- plateau in the world; a marvel of nature

bordering upper Austria. 'Braunau am Inn' being the birthplace of Adolf Hitler, which the scribe has seen too during his annual extensive travels of Austria in connection with my ski business. I had once travelled by train from Linz (to Hitler's hometownBraunau am Inn, being only 112 km distance away. It is also near to Salzburg from where Hitler had moved to the bordering town city of Munich (Germany) and got registered in German army. He used the same insignia 'Swastika' as the one used in India, Afghanistan and Iran etc. as brought by the 'Aryans' originally, who had come from Central Asian states (now also called Eurasia). So originally 'Swastika' was an 'Aryan' insignia termed in Sanskrit similarly too, as 'Swastika'. Basically it was a symbol of the Eurasian religions and culture conveying the meaning of good ness and well being for all peoples. The Arians were also a peaceful people. Attachment of this symbol exclusively with Nazism and hatred against it therefore, is not justified.

Coming back to my city which is best known for being a place of manufacturing and export throughout the world of Sports Goods; Sialkot has a rich past and at present is known as the third biggest industrial city of Pakistan. It is ranked as the first in doing massively an export business of all sports goods-related hundreds of items which besides meeting

demands of the country are mainly exported to the whole of world all theyear around, especially its repute consists of Foot Balls, Gloves of all types including of Skiing, Ice-hockey, bandy and normal wear, wickets made of fine wood for cricket, Hockey sticks and a large variety of Sports Uniforms, leg-guards, goal keeper gloves for cricket, hockey and all other universal games, Cricket bats, Cricket balls and Hockey balls, medicinalballs,a large variety of sportswear, leather Motor-bike jackets, Trousers, Jillet and related equipment, unique items like handwoven Badges for Colleges, Schools and all Airlines of the world, embroidery of all types for household wear and for Trading Companies, Horse polo and Horse-riding (saddler) goods and accessories both in leather and metallic forms. This production dates back to centuries because of the vicinity of Kashmir and being a gateway to Kashmir through which passed millions of tourists and passengers from times immemorial, through this renown industrial city of Punjab, making it an industrial hub. Musical instruments of all kinds for army and for civil use, cutlery ware for household and army units, Surgical instruments consisting of hundreds of items and of all medical care for hospitals which are used in all countries

of the world including our own country, expands in the city and its suburbs.

It is not feasiblefor me tocount down or explain the diversity of items which Sialkot's genius people have been engaged in producing for inland use and for meeting demands of the world. There is hardly a home in Sialkot from where one or two members of the family have not travelled the world over for propagating their itemsand for gaining orders for their products. All known international brands are also manufactured in the city Sialkot with mutual agreements.

This is the city's rich legacy dating back to thousands of years for producing sports equipment for all kinds of major as well as small sports played by people of the world. Because of this international business activity it is rightly claimed by the Government agencies that Sialkot is the richest and most busy and prosperouscityof Pakistan. The residents have also ahigher standard of living and grooming. This fact isalso shown by the recorded per capita-income of the country, evenly followed by a higher level of education.



A view of Sialkot International Airport (SIAL) owned & operated by the people in the region.

#### Artificial glaciers boost water supply in GB valleys

his aerial photograph, taken on March 18, 2025, shows a man (right) looking at an artificial glacier built by local residents during winters to conserve water for the summers at Pari village in Kharmang district, in the mountainous Gilgit Baltistan region.

HUSSAINABAD: At the foot of Pakistan's impossibly high mountains whitened by frost all year round, farmers grappling with a lack of water have created their own ice towers.

Warmer winters as a result of climate change has reduced the snowfall and subsequent seasonal snowmelt that feeds the valleys of Gilgit-Baltistan, a remote region home to K2, the world's second-highest peak.

Farmers in the Skardu valley, at an altitude of up to 2,600 metres (8,200 feet) in the shadow of the Karakoram mountain range, searched online for help in how to irrigate their apple and apricot orchards. We discovered artificial glaciers on YouTube, Ghulam Haider Hashmi said. They watched the videos of Sonam Wangchuk, an environmental activist and engineer in the Indian region of Ladakh, less than 200 kilometres away across a heavily patrolled border, who developed the technique about 10 years ago. Water is

piped from streams into the village and sprayed into the air during the freezing winter temperatures.

The water must be propelled so that it freezes in the air when temperatures drop below zero, creating ice towers, said Zakir Hussain Zakir, a professor at the University of Baltistan.

The ice forms in the shape of cones that resemble Buddhist stupas, and act as a storage system -- steadily melting throughout spring when temperatures rise.

Gilgit-Baltistan has 13,000 glaciers -more than any other country on Earth
outside the polar regions. Their beauty has
made the region one of the country s top
tourist destinations -- towering peaks
loom over the Old Silk Road, still visible
from a highway transporting tourists
between cherry orchards, glaciers and iceblue lakes.

Sher Muhammad, a specialist in the Hindu Kush-Himalayan mountain range that stretches from Afghanistan to Myanmar, however said most of the region s water supply comes from snow melt in spring, with a fraction from annual glacial melt in summers. From late October until early April, we were receiving heavy snowfall. But in the past few years, its quite dry, Muhammad, a researcher at the International Centre for

Integrated Mountain Development (ICIMOD), said.

The first ice stupas in Gilgit-Baltistan were created in 2018. Now, more than 20 villages make them every winter, and more than 16,000 residents have access to water without having to build reservoirs or tanks, said Rashid-ud-Din, provincial head of GLOF-2, a UN-Pakistan plan to adapt to the effects of climate change.

Farmer Muhammad Raza said that eight stupas were built in his village of Hussainabad this winter, trapping approximately 20 million litres of water in the ice. We no longer have water shortages during planting, he said, since the open-air reservoirs appeared on the slopes of the valley.

Before, we had to wait for the glaciers to melt in June to get water, but the stupas saved our fields, said Ali Kazim, also a farmer in the valley.

Before the stupas, we planted our crops in May, said 26-year-old Bashir Ahmed who grows potatoes, wheat and barley in nearby Pari village which has also adopted the method. And we only had one growing season, whereas now we can plant two or three times a year.

Temperatures in Pakistan rose twice as fast between 1981 and 2005 compared to the global average, putting the country on the front line of climate change impacts, including water scarcity.

Its 240 million inhabitants live in a territory that is 80 percent arid or semiarid and depends on rivers and streams originating in neighbouring countries for more than three-quarters of its water.

Glaciers are melting rapidly in Pakistan and across the world, with a few exceptions including the Karakoram mountain range, increasing the risk of flooding and reducing water supply over the long term. Faced with climate change, there are neither rich nor poor, neither urban nor rural; the whole world has become vulnerable, said 24-year-old Yasir Parvi. In our village, with the ice stupas, we decided to take a chance.



Gilgit-Baltistan has 13,000 glaciers more than any other country on Earth outside polar regions

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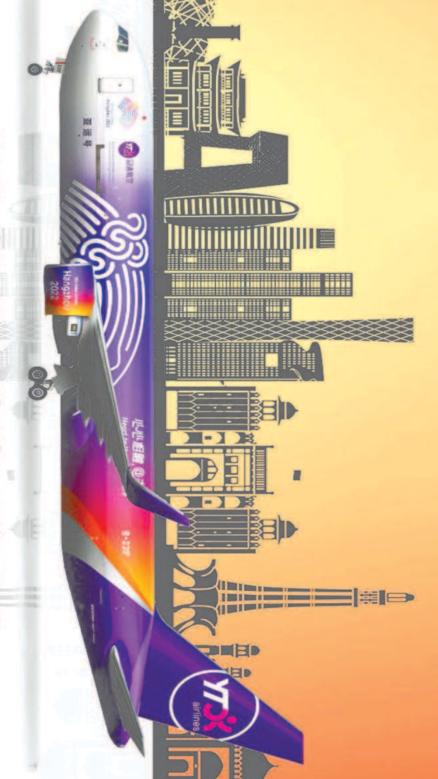
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