



EMBASSY OF THE PHILIPPINES  
ISLAMABAD, PAKISTAN



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## AMBASSADOR-DESIGNATE FERNANDEZ VISITS HEMS 2025 IN LAHORE TO SUPPORT PHILIPPINE DELEGATION AND STRENGTHEN BILATERAL TRADE RELATIONS

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LAHORE | 18 April 2025—Ambassador-designate Dr. Emmanuel R. Fernandez and Mme. Alicia Kalaw-Fernandez, along with the Philippine Honorary Consul for Lahore Mr. Fahdel Sheikh, visited the Health, Engineering, and Minerals Show (HEMS) 2025, held at the Expo Centre in Lahore, to show support for the Philippine business delegation and engage with various industry leaders. The event, organized by the Trade Development Authority of Pakistan (TDAP) in collaboration with the Ministry of Commerce, provides a platform for industry professionals to showcase innovations and explore business opportunities across a broad spectrum of sectors.

HEMS 2025 features key industries of mutual interest to both Pakistan and the Philippines, including pharmaceuticals, surgical instruments, automotive parts, cutlery, sports goods, furniture, chemicals, light engineering, and minerals. The event is designed to facilitate business-to-business (B2B) meetings, foster networking, and open avenues for trade and investment, offering significant opportunities for Philippine businesses to expand their footprint in Pakistan, and vice versa.

Ambassador-designate Fernandez's visit to the event was an important gesture of support for the Philippine delegation, which included members of the Philippine Chamber of Commerce and Industry (PCCI), the Department of Trade and Industry (DTI), and the Mindanao Development Authority (MinDA). The delegation had the opportunity to engage in fruitful discussions and connect with Pakistani entrepreneurs, manufacturers, and trade officials.

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During his visit, the Ambassador-designate toured several exhibition booths, engaged with Pakistani counterparts, and participated in discussions on potential collaborations, particularly in pharmaceuticals, light engineering, and mineral resources—sectors where both countries have strong mutual interests. The Philippines and Pakistan have a longstanding trade relationship, with the Philippines serving as a key market for Pakistani products, including glass production, pharmaceuticals, and engineering goods. Notably, companies such as Ghani Glass Limited, Royal Life Pharma, Biolabs, Sazgar Engineering, and Prime IT are already established in the Philippines, underscoring the robust trade linkages and abundant opportunities for further business expansion.

HEMS 2025 serves as a premier platform for showcasing innovation, industrial capability, and cross-border collaboration. The Philippine delegation's active participation underscores the shared commitment to strengthening commercial ties and exploring new opportunities for trade and investment between the Philippines and Pakistan.

The event also provided an opportunity for Philippine businesses to gain insights into emerging market trends, trade regulations, and investment incentives offered by the Pakistani government. These factors are expected to further enhance bilateral trade and contribute to the continued growth of economic cooperation between the two nations.

HEMS 2025 concludes with the expectation that the ongoing engagements and partnerships forged during the expo will result in tangible, long-term collaboration between the two countries, further solidifying their bilateral trade and economic cooperation. END

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## NEW PH AMBASSADOR TO PAKISTAN ASSUMES OFFICE



*Ambassador-designate, H.E. Dr. Emmanuel R. Fernandez, Mme. Alicia Kalaw-Fernandez, and Philippine Honorary Consul in Lahore, Mr. Fahdel Sheikh (center of the photo) on 18 April, with several members of the Philippine Delegation that visited the HEMS Expo in Lahore, as well as some Pakistani counterparts*

