



# Embassy of the Philippines Pakistan

## Pasuguan ng Republika ng Pilipinas

### Islamabad, Pakistan

Press Release

## APPOINTMENT OF NEW PRESIDENT PPBF

The need was felt to have more collaborative team approach between North and South Philippine-Pakistan Business Forum (PPBF) and to intensify the efforts to boost bilateral trade post Covid Phase.

The Honorary Consul Philippines Mr. Fahdel Sheikh discussed the need to have a dedicated President for North region for Pakistan Philippines Business Forum. Honorable Dr. Imran Yousaf Muhammad (Patron PPBF) suggested the criteria for appointment of suitable President for a period of one year. The Economic Officer Ms. Sumaira Bibi at Islamabad Embassy and Honorable Fahdel Sheikh Ex- president North PPBF discussed nominations for the upcoming President for the forum with members of PPBF in North and South regions. Furthermore, it was unanimous decision of the members to nominate Mr. Fahdel Sheikh as Patron of the PPBF (Autonomous body) in respect of his numerous contributions and efforts to boost bilateral trade.



Engineer Haseeb Khan has been linked with Philippines since last (05) years. He has been exporting Pharmaceutical products to Philippines. He is aware of regulatory framework of the Philippines i.e. FDA etc. He is on board with Pakistan Pharmaceutical Manufacturing Association and Export Promotion Committees of Pakistan Government. He is seasoned businessman and well connected especially in Pharmaceutical sector.

Honorary Consul Mr. Fahdel Sheikh reiterated the objectives of the PPBF Forum and focus to boost Philippines products import in Pakistan.

PPBF membership forms were shared and need to enhance membership both in North & South Chapters. PPBF web portal needs to be updated to showcase Philippines products to be marketed / imported in Pakistan.



# Embassy of the Philippines Pakistan

## Pasuguan ng Republika ng Pilipinas

### Islamabad, Pakistan

#### PATRON IN CHIEF, PATRON AND PRESIDENTS



**H.E. DANIEL RAMOS  
ESPIRITU**  
Patron in Chief



**DR. MUHAMMAD  
IMRAN**  
Patron



**MR. FAHDEL SHEIKH**  
Patron



**MR. MEHMOOD  
ARSHAD**  
President South



**ENGR. M. HASEEB  
KHAN**  
President North

Further areas of collaboration, joint ventures, ease of doing business with Philippines were discussed. Working plan for 2021 and key areas of bilateral cooperation and trade were discussed.

On 26 December 2020, the appointment of Mr. Haseeb was confirmed for a period of (01) year as President.

--END--