

High Level EU – Pakistan BUSINESS FORUM



Serena Hotel, Islamabad
14 - 15 May 2025

Stronger Together

Join us for the first **EU-Pakistan Business Forum**, a high-level platform designed to strengthen economic ties, foster partnerships, and unlock investment opportunities between the EU and Pakistan. Over two days, policymakers, business leaders, and investors will connect, collaborate, and celebrate the launch of the **EU-Pakistan Business Network**, grouping together the EU companies active in Pakistan.

Register today on [our website](#)

Activities will include exclusive B2G dialogues with high-level ministers and officials, dynamic B2B and B2F matchmaking, and unveil new projects and investment opportunities. Expect engaging showcases, exhibitions, and insightful breakout sessions, turning challenges into opportunities through high-impact plenaries.

Focus sectors



AGRIBUSINESS



ENERGY
& RENEWABLES



GREEN LOGISTICS



CHEMICALS &
PHARMACEUTICALS



INFORMATION
TECHNOLOGY (IT)



TEXTILES &
CLOTHING



What the forum will achieve

- ✓ **Foster dialogue** between European and Pakistani companies to unlock new business opportunities.
- ✓ **Showcase Pakistan's investment/trade potential** in key sectors, highlighting emerging opportunities.
- ✓ Provide a **structured platform for networking**, knowledge-sharing, and best-practice exchange among industry leaders.
- ✓ **Bring together government and private sector representatives** to discuss investment projects, regulatory challenges, and market dynamics.
- ✓ Enable **EU investors to engage with government partners, the EIB**, and bilateral financial institutions, exploring potential support through the EU Global Gateway and EFSD+ instruments.
- ✓ **Promote sustainable practices and corporate social responsibility** as key drivers of economic resilience and long-term growth.



With a rapidly growing market of over 240 million people, competitive labour costs and strategic geographical access to Central and South Asia, and a preferential trade access to the EU, Pakistan offers immense business opportunities.

The event will bring together key EU and Pakistan businesses, economic, policy leaders and other key stakeholders. It is poised to be the key economic and business event of the year for Pakistan.

**We look forward to welcoming you to
the high level EU-Pakistan Business
Forum in Islamabad**