

International Seminar on Business Opportunities in Punjab

November 6th & 7th, 2015

International Seminar on Business Opportunities in Punjab (<http://www.isbop.gop.pk/>) was held on 6th & 7th November at Pearl Continental Hotel, Lahore. The event was organized by Government of Punjab and investors from around the world were invited to the event. Around 350 delegates, from public and corporate sector of different countries, attended the seminar. The objective was to stir investor interest in projects of different sectors of the province.

A 6 member team from Lahore Development Authority also participated in the conference and marketed two infrastructure projects to the investors at the event. The projects were:

- Bypass from Defence Road to Sharaqpur
- Southern Bypass from Ameer Chowk, College Road to Ferozepur Road

LDA team interacted with different participants relevant to infrastructure and construction sector. Both the projects were presented to the participants and detailed discussions were held on various aspects of the projects like design requirements, business models and financial indicators. Contact details were exchanged with the companies that showed interest in the projects in order to share further details relevant to the projects. As a result of effective marketing, LDA successfully signed ten MOU's for both projects with following companies.

- China Jiangsu International
- Zheijiang Orient engineering Co. Ltd.
- Sinohydro Co. Ltd
- ZKB-Reliable (JV)
- Sparco Construction Co. Pvt.



