



## EMBASSY OF THE PHILIPPINES ISLAMABAD, PAKISTAN



### ★★★ PHILIPPINE EMBASSY IN ISLAMABAD WELCOMES COURTESY CALL FROM GLOBAL BUSINESS ALLIANCE OF PAKISTAN ★★★

ISLAMABAD, 27 May 2025—The Philippine Embassy in Islamabad welcomed a courtesy call from the Global Business Alliance (GBA) of Pakistan, led by its Chair, Mr. Muhammad Asif Noor. The meeting was held at the Philippine Chancery and aimed at exploring opportunities to deepen economic engagement and business partnerships between the Philippines and Pakistan.

The GBA delegation included Mr. Zeeshan Ahmad, Chair of Benroy Group; Mr. Mohsan Raza Rafique, CEO of Mohsan & Co.; and Mr. Hassan Raza, CEO of Travel Tricks. They were received by Philippine Ambassador Emmanuel R. Fernandez, accompanied by Third Secretary and Vice Consul Rain Mendoza and Economic Affairs Staff Shujaat Ali Umer.

During the meeting, Ambassador Fernandez expressed appreciation for GBA's interest in expanding trade and economic relations with the Philippines. He noted that Pakistan is currently the 39<sup>th</sup> largest trading partner of the Philippines, and emphasized the Embassy's commitment to helping improve the balance of trade, encouraging more Philippine exports to Pakistan.

Mr. Noor and his delegation discussed the formation and mission of GBA as a platform to link Pakistan's business community with international partners through chambers of commerce and strategic outreach. GBA shared their successful experiences leading delegations to underexplored markets such as Armenia, Tajikistan, and Uzbekistan, and expressed a strong desire to focus on Southeast Asia—particularly the Philippines—as a promising destination for trade, tourism, and investment.

Discussions also touched on the potential for cooperation in key sectors including halal products, facility management, mineral extraction, sports, tourism, and small and medium enterprise (SME) development. The Pakistani business representatives expressed interest in learning from the Philippines' thriving SME ecosystem and in connecting with relevant stakeholders.







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Ambassador Fernandez encouraged GBA to submit detailed proposals on specific areas of collaboration and offered the Embassy's support in coordinating with the Philippine Embassy in Islamabad and trade authorities in Manila to connect interested Pakistani businesses with relevant Philippine counterparts. The parties also considered the possibility of establishing a dedicated "Philippines-Pakistan Trade House" or digital platform to facilitate ongoing business matchmaking and information sharing.

As a next step, GBA committed to providing a formal communication outlining their business interests in the Philippines. The Philippine Embassy will coordinate with the Pakistani Embassy in Manila to support these initiatives and explore future business missions, investment forums, and collaborative trade activities.

This courtesy call forms part of the Philippine Embassy's broader effort to foster stronger economic diplomacy and promote mutual prosperity between the Philippines and Pakistan. END



*Ambassador Emmanuel R. Fernandez (center) joins representatives of the Global Business Alliance (GBA), led by Mr. Muhammad Asif Noor (third from right), for a group photo alongside members of the Philippine Embassy's Economic Affairs Team (left and second to the left) following their courtesy call on 27 May 2025.*

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