

MINUTES OF THE OICCI MANAGING COMMITTEE MEETING HELD ON THURSDAY, MAY 25, 2023, AT 10:00 AM IN THE UNILEVER OFFICE, KARACHI.

1. President Amir Paracha welcomed all participants to the MC Strategy session (second MC meeting) for the 2023 term and provided a brief context of the day, which was to focus on taking an assessment of the OICCI's current profile and the way forward for the near term.
2. The SG, M. Abdul Aleem, briefly shared the major contributions of OICCI over the last ten years and how the organization has progressed over these years. The update is as follows:
 - The engagement quality of MC has been noticeably improving over the years.
 - The chamber has achieved financial viability and discipline with added investment on facilities.
 - Engagement with PM, FM, and key ministers on OICCI contributions and FDI related recommendations
 - Active participation in 10-12 government bodies including FBR, IPOB, BOI, CCP, SEZ, etc.
 - Leading support partner with BOI on EODB and reform
 - Good rapport with SECP, NTC, SRB, PRA, etc.
 - Media presence increased since 2014 by at least 300%.
 - Quality and number of surveys substantially increased from three in 2012 to eleven now.
 - Participated in international and local investment forums.
 - Knowledge partner of Nutshell conferences since 2016
 - Interaction with diplomats substantially increased.
 - The chamber has attained leadership in new emerging areas:
 - a) Women Empowerment since 2017-18
 - b) Climate Conference 2022
 - c) Diversity and Inclusion Handbook 2022
 - d) Digital Report since 2018
 - e) IPR Manual 2021
 - f) Energy Report since 2019
 - M. Abdul Aleem also reflected upon areas where OICCI can do better.
3. The results of polls of OICCI's current and ideal reputation were presented and discussed.
4. Ex-President FICCI, Sanjiv Mehta, joined the session virtually and after brief introduction he explained the learnings of how he participated in the transformation of the Federation of Indian Chambers of Commerce & Industry (FICCI) while he was President of FICCI. Sanjiv gave a profile of the FICCI which is a huge organization with over 5000 staff throughout its offices and membership comprising of regional chambers.

KEY Takeaway – Advocacy was only part of the job at FICCI – the real role was being part of the nation building effort with the government. FICCI leadership was frequently consulted on policy making elements. Eventually, FICCI was able to produce a comprehensive plan called “India after 100 years” whose preface was written by the PM of India.

5. President OICCI, Amir Paracha, gave a presentation on OICCI's brand image and how to position and strengthen it. Key messages and takeaways from the presentation are:
 - We are a trusted advisor, leveraging the world class expertise of OICCI members for the benefit of current/potential investors and the country.

- We are friend to Pakistan that contributes by its experience, service, and thought leadership.
 - We are partner to many stakeholders, be it members, government authorities, potential foreign investors, Embassies, Academics and research institutions, or other chambers or councils, etc.
 - Our reason of being is in bringing investment into Pakistan in all facets of FDI.
 - Our secondary objective is to leverage our position to support an enabling environment for local MNCs and new investors in the country. We do this by:
 - a) our contribution to economy and advocacy for an enabling and FDI positive environment,
 - b) developing an FDI positive narrative, by being the first source of truth (research), thought leadership and on-ground engagements, and
 - c) bringing in future-fit talent capability, knowledge partnerships and best in class practices to Pakistan.
 - We define our success with the success of Pakistan. We work together to put Pakistan on the map.
6. ED OICCI, Kashif Shafi, gave a brief presentation on some of the key achievements of the chamber in the last 18 months that has helped in transforming the chamber for the future.
 - a) New initiatives – OICCI Digital Report, Agri Recommendations, Pakistan Climate Conference, D&I Handbook, Webinars on Digital Literacy.
 - b) Focused advocacy on key emerging issues such as Import and remittances related issues, Pharma pricing challenges and Taxation related matters.
 - c) Catching up and upgrade of on IT Infrastructure of the chamber
 - d) Boosting Social Media presence of OICCI
 - e) Renovation of OICCI Building
 - f) Knowledge-partnership arrangement with McKinsey
 - g) Talent acquisition – strengthening the team with new roles and professional staff.
 7. The MC was also presented OICCI 2023 Budget, forecast of 2023 and a snapshot of 2024 profitability under certain assumptions (low probability items excluded). After review of the financials, the MC noted that due to break even of chamber’s existing operations, any increase in the scope of chamber activities, requiring substantial costs, will need to be considered for additional funding as well.
 8. Presentation was given to MC on the McKinsey partnership, its vision and the three key objectives of its stakeholder engagement plan to set OICCI as a platform of change:
 - Organizing Davos-style conference to drive productivity & innovation.
 - Engage Regulators and the Government to foster an equitable business landscape.
 - Plan Investor conferences and roadshows to enhance FDI in Pakistan.
 9. A recap was shared with MC, of last six months, of OICCI’s digital and print media activities and the role of OICCI in building momentum and a case of the industry, amid recent import restrictions and curbs on remittances. The MC was also updated on the communication revamp, OICCI branding and social media strategy.
 10. The next MC meeting scheduled on June 27, 2023