

Voice of European Business in Pakistan



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“European companies bring not only investment, but innovation, sustainability standards and long-term partnership that are essential to Pakistan’s economic development.”

-Awais, Bin Nasim - EUPKBN Interim Chair



Message from the Chair

It is a privilege to address you in the inaugural edition of the European Union Pakistan Business Network (EUPKBN) Monthly Newsletter. The formation of the EUPKBN marks an important step toward strengthening structured economic engagement between the European Union and Pakistan. In an increasingly complex global environment, a coordinated European business platform in Pakistan is both timely and necessary.

The European Union is Pakistan’s second-largest trading partner and its largest export destination, accounting for a significant share of Pakistan’s total exports under the GSP+ framework. European companies have invested substantially in Pakistan and support tens of thousands of local jobs. Beyond capital flows, EU enterprises contribute innovation, sustainability standards, and long-term partnership, all which are essential to Pakistan’s economic development. The establishment of the EUPKBN has been shaped through constructive engagement among European businesses and key stakeholders, with support from the European Union Delegation to Pakistan. As the Network progresses toward formal registration, our focus remains on building a credible, well-governed platform that effectively represents the collective interests of EU companies operating in the country.

The upcoming EU-Pakistan Business Forum on 28-29 April 2026 in Islamabad presents a valuable opportunity to deepen dialogue, unlock new avenues of cooperation, and reinforce the enduring economic partnership between our two markets.

I look forward to working together to advance this shared vision.

Driving Change



Exporting to the EU? New PPWR Packaging and Packaging Waste Rules Arrive in 2026

The EU's Packaging and Packaging Waste Regulation (PPWR) will apply from **12 August 2026**, introducing new packaging requirements for products entering the EU market. This brief highlights the key implications and preparation steps for Pakistani exporters supplying packaged goods to the EU.

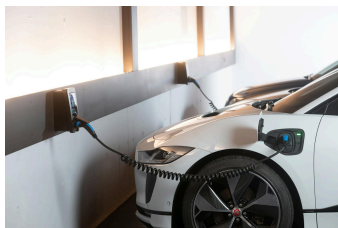
[More Information](#)



EU Parliament Adopts New Rules to Protect Farmers

The European Parliament has adopted new rules to strengthen protection for farmers against unfair trading practices in the agri-food supply chain.

[More Information](#)

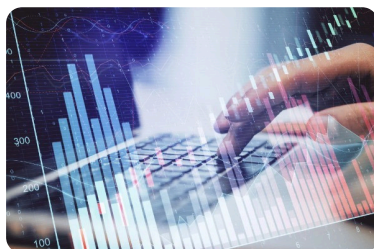


The Road To ' Plug-In' Pakistan: First Domestic EV Set for 2026

Pakistan's automotive sector has reached a pivotal milestone as the Engineering Development Board (EDB) confirms the country's first 100% locally manufactured electric vehicle (EV).

[More Information](#)

Industry Progress



Finance Platform



Sustainability Platform



Global Gateway Platform

The inaugural meeting of the Finance Platform is scheduled for early April, marking a significant step toward addressing the core financial and operational challenges faced by European firms in Pakistan.

The Sustainability Platform advances engagement in Pakistan by promoting renewable energy, resource efficiency, and alignment with sustainability frameworks to strengthen resilience and industrial growth.

The Platform contributes to EU's engagement in Pakistan for fostering coordinated investment, developing bankable projects and strengthening dialogue to promote sustainable growth and partnership.

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EU-Pakistan Market Pulse

Pakistan's Fiscal Climate

[Explore Insights](#)

Pakistan's fiscal outlook stabilising, but vulnerabilities remain

EU Pakistan Trade Outlook

[Explore Insights](#)

Key trends and opportunities in EU–Pakistan trade.

Network on the Move



EUPKBN Soft launch in Islamabad

The EUPKBN milestone of a ribbon-cutting ceremony with EU Delegation's Head of Cooperation, Mr Jeroen Willems, in Islamabad on 20 January 2026.



Karachi In-Sync Meeting

Gearing Up for the EU–Pakistan Business Forum and strengthening strategic engagement between European businesses and Pakistan, 12 February 2026



EUD–EUPKBN Meeting

Strengthening EU–Pakistan business engagement: Meeting between the European Union Delegation to Pakistan and the Secretariat, 20 January 2026



High-Level EU-Pakistan Business Forum: Advancing Strategic Public–Private Dialogue

The EU Business Forum will host a high-level B2G dialogue in April, advancing policy alignment, investment protection, and sustainable development through structured engagement between EU businesses and Pakistani leadership.

[More Information](#)

Visit the EUPKBN Booth at the Business Forum



The EUPKBN will be present at the upcoming EU-Pakistan Business Forum with a dedicated booth, serving as a central hub for engagement with members of the European business community in Pakistan. Visitors are encouraged to stop by to explore membership opportunities, connect with the Secretariat, and better understand the Network's role in shaping EU-Pakistan economic cooperation

Why you should visit the EUPKBN booth

- Learn about membership benefits and how to join the Network.
- Discover upcoming events, initiatives, and advocacy platforms.
- Explore opportunities for collaboration, visibility, and partnerships.
- Gain insights into key policy priorities and business facilitation efforts.

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